

HOUSTON MUSEUM DISTRICT ASSOCIATION

The Houston Museum District Association is committed to making cultural arts accessible to all and creating unparalleled opportunities for education, inspiration and recreation.

Museum District Member Organizations

Asia Society Texas Center, Buffalo Soldiers National Museum, Contemporary Arts Museum Houston, Czech Center Museum Houston, DiverseWorks, Holocaust Museum Houston, Houston Center for Contemporary Craft, Houston Center for Photography, Houston Museum of African American Culture, Houston Museum of Natural Science, Houston Zoo, Inc., Lawndale Art Center, Museum of Fine Arts, Houston, Rice University Gallery, The Children's Museum of Houston, The Health Museum, The Jung Center of Houston, The Menil Collection, The Rothko Chapel

2016 OBJECTIVES

- Administrate HOT funded allocations to 11 District Museums
- Use HMDA HOT fund allocation to promote member organizations' activities
- Host 4 quarterly Museum Experience events for tourists and residents to explore walk-able zones of the District
- Attract a diverse audience of 6.9 million visits per year to 19 District institutions

STRATEGIES

- Promote member organizations and activities via HMDA website, calendar, and social media
- Produce and distribute printed map guide of the district (brochure) and digital map on-line
- Assist zones with Museum Experience promotion
- Maintain a PR and Marketing Committee that drives visibility of member organizations
- Sustain collaborative relationships with colleagues such as Greater Houston Convention and Visitors Bureau, Houston First, City of Houston Office of Cultural Affairs, and Theater District to attract visitors to Houston
- Educate City Council members and state legislators on the impact of HOT funding to attract tourism and provide a rich cultural experience for Houston's residents

ACTION PLANS

- On the last Saturday of each calendar quarter, present Museum Experience to expose visitors to 4 walk-able zones within the district
- Gather data from members for HOT fund reporting and impact on a quarterly basis
- Promote member museums through production and distribution of a map guide/brochure with a minimum print run of 225,000 each year
- Maintain web calendar of member events and '5 Best Things to Do' eblast
- Submit annual business plan to Mayor's Office of Cultural Affairs in January, 2016
- Submit prior year HOT Fund expenditures to Mayor's Office of Cultural Affairs in March, 2016
- Submit quarterly reports on HOT Fund expenditures to Mayor's Office of Cultural Affairs
- Submit quarterly reports on Pay or Play compliance to Mayor's Office of Cultural Affairs
- Submit quarterly reports on MWBE compliance to Mayor's Office of Cultural Affairs