

## **HOUSTON ARTS ALLIANCE**

*Houston Arts Alliance exists to enhance the quality of life and tourism in the Houston region by supporting and promoting the arts through programs, initiatives and alliances.*

### **2017 OBJECTIVE:**

We provide opportunities for arts & culture experiences to residents and visitors alike.

### **STRATEGIES:**

- Support artists, arts projects and arts & culture organizations with HOT grants with the goal of investing in cultural activities in all Council Districts;
- Provide capacity building services for existing and emerging arts & culture organizations;
- Promote arts & culture experiences for residents and visitors in partnership with cultural districts and [visithouston.com](http://visithouston.com);
- Leverage HOT funds with additional government, foundation and private funding sources to expand arts & culture opportunities for artists, organizations, residents and visitors;
- Assess impact and efficiency of HOT-funded grants and programs provided by HAA.

### **ACTION PLAN:**

- Review City of Houston's adopted arts and culture plan priorities and align agency strategic intent, to be concluded Q1 with the Mayor's Office of Cultural Affairs;
- Complete evaluation (conducted by outside consulting firm) of capacity building programs in Q1, and begin implementation in Q3;
- Evaluate existing HOT grant program categories based on the goals of cultural plan in Q2, utilizing input from grantees and stakeholders;
- Evaluate the existing HAA grantee contract and reporting process for efficiency and impact by Q2;
- Launch results of national Arts & Economic Prosperity study produced by Americans for the Arts in partnership with City of Houston, Greater Houston Partnership and Houston First Corporation in Q3;
- Review a pre-qualified pool of potential panelists, to expand professional qualifications, ethnic and geographic diversity of panels by Q4;
- Maintain ArtsHound.com, which receives 650,000 visits per month by providing arts & culture calendar content to multiple cultural district websites and [VisitHouston.com](http://VisitHouston.com);
- Conduct a minimum of 1 workshop per Council District to increase access to HOT grants program by Q4;
- Provide a minimum of 60 individual meetings with artists and organizations, particularly those who are potential first-time grant applicants;
- Provide intensive coaching to five resident organizations in year 2 of a 3-year incubator class;
- Conduct a minimum of 12 workshops on board training, financial literacy, and strategic planning;
- Monitor approximately 500 reports and 600 grant payments to approximately 200 grantees;
- Increase private & public funding for arts & culture programs in art scarce neighborhoods especially federal and foundation grants;
- Convene arts & culture organizational leaders a minimum of 4 times to collect input and feedback and to identify needs by Q4;
- Work directly with the Mayor's Office of Cultural Affairs (MOCA), to maintain timely contract compliance including quarterly MWBE utilization, Pay or Play, annual audit and expenditure filings;
- To continue to assess impact within each Council District, complete a "mapping" project which identifies where all HAA HOT grantees provide programs and outreach.
- Maintain a base level of operating support for administration of programs and services including: Grants, Communications, Capacity Building, Folklife and Civic Engagement and Finance and Administration.