

# HOUSTON ARTS ALLIANCE

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

## **2018 OBJECTIVES**

We support individual artists and small and mid-sized arts organizations to create a thriving cultural scene in Houston, enhancing life for Houston residents and visitors.

## **STRATEGIES**

- Support hundreds of arts and cultural organizations, individual artists, arts experiences, and arts projects with HOT grants.
- Reach every Council District with grants, in-person workshops, outreach, and technical assistance calls and emails.
- Assess the impact of HOT grants through community dialogue and research.
- Support tourism development in alignment with HOT funds impact.
- Improve the success of artists and arts organizations through training, technical assistance, and information.
- Leverage HOT funds with additional funding sources to expand arts and cultural opportunities for residents and visitors.
- Streamline the organization's operations to decrease administrative overhead and increase efficiency.

## **ACTION PLAN**

### *GRANTS THROUGHOUT HOUSTON SUPPORTING TOURISM AND RESIDENTS*

- Increase the percentage of HOT funds distributed throughout Houston as grants to artists and arts organizations.
- Continue to align HAA programs to the City of Houston's Cultural Plan.
- Increase the number of applicants to HOT grants, remove barriers to eligibility, and decrease the time required to complete the application process through updates to the HOT grant making process started in FY 17.
- Launch new grant programs with decreased turnaround time from application to award and increased support for innovation.
- Work with new and long-standing grantees to facilitate community-based grant-making and cultural investment for transformation of community cultural assets.

### *INCLUSIVE, TRANSPARENT GRANTS PANELS*

- Continue to invite the public to be panelists; use social media and partner organizations to publicly advertise the invitation.
- Continue to make all panel comments and assessments available to applicants for their continued improvement.
- Continue to diversify our panelists, racially, ethnically, and geographically.
- Examine the Houston Arts Alliance panel process for ways to add even more transparency and quality.

### *OUTREACH THROUGHOUT HOUSTON*

- Conduct workshops in all council districts to inform the community of grants opportunities.
- Grow Houston cultural districts for residents and visitors through tailored partnerships with district managers.

### *SERVICE TO THE ARTS COMMUNITY*

- Continue to provide ongoing, on-call, and scheduled assistance to all artists and arts organizations.
- Continue expert coaching to the community through workshops, phone calls, emails, and social media.
- Improve the online cultural events calendar by cutting majority of its costs and capitalizing on digital efficiencies.
- Coordinate all grantees to engage in structured dialogue with the City on disaster planning and preparation.
- Participate in response coordinated by Mayor's Office of Cultural Affairs during City declared disasters.
- Working directly with the MOCA, maintain timely contract compliance including quarterly MWBE utilization, annual audit and expenditure filings.