

*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 Soldier National Museum, Contemporary Arts Museum Houston, Czech Center 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*

### **2018 OBJECTIVES**

- Administrate HOT fund allocations to 11 district museums
- Use HMDA portion of allocation to promote member organization activities
- Launch Experience Museums promotional campaign for tourists and residents to explore and learn within the 4 walk-able zones of the district
- Attract a diverse audience by hosting 6.5 million visits at member institutions
- Support equal opportunity for all to access the arts through organizations' always free and/or dedicated free admission times through promotion on the HMDA website, social media and e-blasts

### **STRATEGIES**

- Promote HMDA and member activities and events via website, calendars, social media, and advertisements
- Produce and distribute a printed map guide (brochure) across the state at tourist and visitors centers, Convention & Visitors Bureaus, kiosks, and hotels
- Promote Experience Museums quarterly campaigns to showcase the museums' diversity
- Maintain a PR & Marketing Committee that drives member visibility, collaborations and awareness
- Sustain collaborative relationships with colleagues such as Greater Houston Convention & Visitors Bureau, Houston First, City of Houston Offices of Cultural Affairs and Special Events, arts service groups, Texas Commission on the Arts, BikeHouston, and Cultural Districts across the city to attract visitors to Houston
- Educate City Council and state legislators on the impact of HOT funding to attract tourism and provide rich cultural experiences for Houston's residents
- Represent district organizations to large media outlets with video and print exposures

### **ACTION PLAN**

- During January, April, July and October, promote each district-zone's activities
- Gather uniform data from members to show economic impact and for HOT fund reporting
- Submit annual business plan to Mayor's Office of Cultural Affairs in November 2018
- Working directly with the Mayor's Office of Cultural Affairs, maintain timely contract compliance including quarterly MWBE utilization, annual audit, and expenditure filings
- Deploy the Americans for the Arts, Arts & Economic Prosperity study, highlighting Museum District-specific impact
- All grantees will engage in structured dialogue with the City on disaster planning and preparation
- During City declared disasters, HMDA staff will organize under MOCA's coordination.
- All members receiving funding through HMDA will complete community impact proposals via Data Arts