

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 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, Moody Center for the Arts, The Children's Museum of Houston, The Health Museum, The Jung Center of Houston, The Menil Collection, The Rothko Chapel*

2019 OBJECTIVES

- Use HMDA portion of allocation to promote member organizations
- Attract a diverse audience to the state-designated Cultural District by hosting 6.5 million visits
- Grant Hotel Occupancy Taxes to Lawndale Art Center, Moody Center for the Arts, Jung Center, CAMH, The Health Museum, Holocaust Museum Houston, Houston Zoo, Children's Museum Houston, The Menil Collection, HMNS and MFAH
- 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, brochure, and e-blasts

STRATEGIES

- Promote HMDA member activities and events via website, calendars, social media, and advertisements to showcase each museums' focus
- Produce and regionally distribute 225,000 printed map guide (brochure) at tourist and visitors' centers, Convention & Visitors Bureaus, kiosks, and hotels
- Catalogue pedestrian and vehicular signage to be updated and re-faced
- 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 Office of Cultural Affairs, arts service groups, Texas Commission on the Arts, BikeHouston, Greater Houston Partnership, 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

- Air 60 second video over four months on American and United Airlines domestic and international flights to promote Houston as a travel destination
- Work with Clear Channel Outdoor Media for pro bono digital bulletin board placements to drive visitor traffic to the Museum District
- Gather uniform data from members to show economic impact and HOT fund reporting
- Working directly with the Mayor's Office of Cultural Affairs, maintain timely contract compliance including quarterly MWBE utilization, annual audit, and expenditure filings
- Engage in structured dialogue with Houston Arts Resilience Advisory Board 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 impact proposals
- Maintain free admission information on website and in brochure
- Work with the Cultural Districts to cross-promote Houston as a travel destination