Houston Arts Alliance 2022 Annual Report

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Who We Are

Houston Arts Alliance (HAA) is a local arts and culture organization whose principal work is to implement the City of Houston's vision, values, and goals for its arts grantmaking and civic art investments. HAA's work is conducted through contracts with the City of Houston, overseen by the Mayor's Office of Cultural Affairs. HAA also executes privately funded special projects to meet the needs of the arts community, such as disaster preparation, research on the state of the arts in Houston, and temporary public arts projects that energize neighborhoods.

In short, HAA helps artists and arts nonprofits be bold, productive, and strong.

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Who We Are

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Who We Are

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Staff are listed if they were employed at HAA at any point in 2022.

Letter from the Organization

The year 2022 was the first that felt closer to pre-pandemic business as usual. Houston Arts Alliance (HAA) continued to focus on its primary client, the City of Houston, as well as on its privately funded disaster resilience work for Houston's artists and nonprofit organizations.

The City of Houston Art Collection, which HAA manages under contract, grew by 163 works of art in 2022, the largest single acquisition of artworks into the City of Houston's Civic Art Collection. This acquisition comprised 74 portable works of art acquired via purchase and 89 artworks accessioned via City Council Action, including three gifts to the City and 52 mayoral portraits. The total amount of funds authorized for projects active in 2022 was \$13,580,586.01, an increase from the \$9,828,989.85 in 2021.

Purposeful changes to the Civic Art program selection process and program practices have yielded more diversity among applicants, panelists, and commission opportunity finalists. The Civic Art division of HAA has been instrumental in creating processes that facilitate the diversification of work that the City of Houston commissions.

The division faced challenges in 2022 that pushed the organization to further clarify and define how HAA's civic art processes work in service of the City's Civic Art program and how the HAA division was structured. Permitting work for public art on public land proved to be an obstacle for the division—this included commissions such as the Barbara Jordan Memorial, *Windbloom* (an exterior sculpture located at the Alief Neighborhood Center), and various projects for the Houston Airport System. The administrative team of the Civic Art division was redesigned to support these demands as the workload increased dramatically.

Throughout 2022, the division continued pivoting and adjusting to the demands of high-quality performance and made significant strides in the structure of the Civic Art program. Areas of growth and improvement for the division included its financial management, project and collection management, internal and external communications, artist support, panel operations, and reports to the City.

HAA conducted an internal and external equity audit under the direction of the Equity Committee of the Board of Directors. Ramos Coaching conducted the audit, which included external stakeholder surveys and internal Board and staff interviews. The results revealed that HAA's operations and culture were racial justice-oriented; areas for improvement included the

need to edit the Employee Handbook, the necessity for regular Board and staff trainings, and more. Unfortunately, the Grants division data on the demographics of panelists and grantees is not old enough to have been evaluated by Ramos Coaching, as the team only began requiring self-identity responses from applicants two years ago. However, the Civic Art division's portion of the audit received high marks and positive feedback from external stakeholders about HAA's current efforts toward greater equity. A committee of Board and staff members convened in 2023 to put the recommendations of this audit into action.

Additional information about panelist, applicant, and grantee demographics—and other data—is available online in the multi-year infographics posted on the HAA grants web pages. Similar information about HAA's civic art workload is published online each fall by the City of Houston in its annual Civic Art program report.

The Disaster Services division of HAA continued to advocate for the arts sector to the emergency management industry, working to increase the resilience of the arts community through existing emergency management funding and other capacities. The division hosted the organization's first workshop in the Fifth Ward, showcasing HAA's disaster, civic art, and grants work to an audience of about 75 people. This event is credited with increasing applications to the Let Creativity Happen grant program by about 50 percent. The division continued to refine its operations through input from the arts community, in turn launching the first-ever Community Champions program. This program allowed arts community leaders to teach HAA how it can improve, as well as to distribute information from HAA to their own networks. The division also continued to host arts town halls called "Arts Community Meetings." These meetings were started during COVID-19 shutdowns to increase connection in a time of social isolation; however, they continued, with strong attendance, beyond the height of the pandemic, providing an opportunity for HAA to distribute information and to listen to the constituents that showed up and shared their thoughts.

The Disaster team was particularly active at year's end when an arson attack at an artist studio building destroyed millions of dollars in artwork and supplies and displaced 100 artists from their place of work. Activating within hours of the fire, the Emergency Relief Fund for Winter Street Artists raised \$322,902.90 from 390 donations, with a sizable contribution of \$250,000 from the Mayor of Houston and 222 donations totaling \$9,255.05. In addition, HAA, working with partners Fresh Arts, the Deal Company, Sawyer Yards, and TX-CERA, arranged 27 hours of conservation help by 16 conservationists so that artists might recover their artwork, cash, and supplies. Each partner also conducted their own impressive recovery and resilience work for these artists, with substantial reinvestment by the Deal Company, Sawyer Yards, and the individuals that compose each organization. National partners supported as well: Performing Arts Readiness project, CERF+, and the National Coalition for Arts' Preparedness and

Emergency Response. Through HAA, the Red Cross, Hope Disaster Recovery, and Second Servings of Houston donated personal protective equipment that was distributed to artists in order to protect them during cleanup and move out. BLICK Art Materials donated art supplies. Performing Arts Supply Co. donated paint. One displaced artist, Katharine Ligon, summed up the event and these response efforts:

"This event was a substantial blow to our community, as it was intentional and affected us all deeply. Despite this, I am trying to move forward and continue my work as an artist. I am grateful to have organizations like the Houston Arts Alliance (HAA), supported by the city, help artists in times of crisis like this. HAA has tapped into resources to support artists and has built relationships with funders to help us through tough times like this. I'm also very grateful to have a mayor who cares about the arts and who is supportive of our community through good and bad. Their quick response and support have been a tremendous help to the Houston art community. I would like to extend my gratitude to everyone who has donated to the fund, as their help has been above and beyond what we expected. I appreciate that we have not had to navigate this process alone and that we have been able to move forward even with this substantial loss."

After five years of not having an in-house communications team, the Houston Arts Alliance hired Director of Communications Karen Martinez in May 2022 to oversee HAA's communications strategy and operations. The integration of a communications team proved essential to HAA's growth.

In collaboration with External Affairs and the Special Events Committee, the Communications team helped develop and execute the marketing outreach for the annual HAA Gala, as well as the production materials that gave the 2022 Add on Art Gala its unique aesthetic. With the help of the Communications team, the Disaster Services division activated the Winter Street Studios Relief Fund within 12 hours of the disastrous attack. This collaboration helped maintain transparency, manage reputation, and rebuild trust during crises. The HAA website has seen a major improvement as well. The software has been brought up to date, which enables HAA to translate the website into Spanish to better serve the Houston community. The new website also features a better user experience, with up-to-date images, more legible fonts, and an improved navigation system for better access and SEO. A new calendar system is planned for 2023.

One of the biggest hurdles for the Communications division was the reintegration of a communications strategy into all operations. The team has overcome this challenge by helping the organization establish systems of communication that are uniform throughout all divisions. After a thorough audit of old processes and systems, the Communications team cleaned up

and brought to fruition up-to-date in-house systems like the monthly newsletter, social ads and processes, and the updated HAA website. These new staffers and processes enabled HAA to expand its social media engagement by 705 percent over the year.

With the rise of multimedia platforms, the Communications team has incorporated various multimedia elements into its strategies: video content, infographics, and interactive presentations to enhance engagement and reach a wider audience. This evolution involves collaborating with graphic designers, videographers, and other multimedia specialists.

In 2022, the External Affairs division, which is responsible for private fundraising, added capacity, forged new prospect relationships, and successfully launched a new annual benefit format, generating increased revenue for the organization. The effort to grow and retain stakeholder relationships included the reinvigoration of the Advisory Council, with the addition of a new annual dues requirement, in March 2022.

A total of \$958,176.28 was raised in 2022 across four areas: the Emergency Relief Fund, support for the Disaster Services program, the annual fall gala, and the organization's operational fund (unrestricted funds). The annual goal for revenue raised was \$825,000 for areas including Disaster Services, the gala, and unrestricted funds. Notably, a generous contribution of \$65,000 was received for the Emergency Relief Fund, a restricted fund that aims to provide emergency relief for artists and creatives during and after disasters. The Disaster Services program received \$206,157.04 toward its annual operating costs. On behalf of the Andrew Delaney Foundation, HAA was awarded a seven-year gift in support of Disaster Services, totaling \$840,000, covering 2022-28, and securing the program. The inaugural Add on Art Gala, hosted in October 2022, raised \$610,982.93 in gross proceeds, breaking historic records. The Board of Directors generated a total of \$159,849 exclusively through contributions made on behalf of 29 individuals. Several Board members serve ex officio and give variable amounts toward the \$2,500 annual Board give/get requirement, as they are able. The average donation size for designated areas such as disaster research, gala, and unrestricted support saw an increase from 2021 to 2022, indicating that fundraising initiatives were successful and that donors were being successfully engaged. The Advisory Council engaged a total of 66 individuals, with 42 percent of the Council members supporting the gala. The end of year campaign (November-December 2022) raised \$2,370.10 from nine donors, with a focus on the Emergency Relief Fund, though its target fundraising goal was \$50,000. Another campaign, completed in collaboration with HAA's disaster funding partner GlobalGiving, raised \$6,284.50 from 38 donors. The Winter Street emergency relief efforts raised \$39,788.42 in 2022 from 267 donors, though the fund remained active until May 2023 and raised more during early 2023. Notable 2022 metrics for HAA privately raised funds included historic retention rates

compared to 2021. Active donors in 2022 accounted for 37 percent of gifts by count, whereas, in 2021, donors accounted for 17 percent of gifts by count in the last four years.

With gratitude,

John Abodeely Chief Executive Officer Houston Arts Alliance

Income & Expense

HAA provides the following information about the organization's income and expenses for transparency to the Houston community.

Income Type	Amount	Explanation
Individual	474,700.22	Includes the annual fundraiser, board, advisory council, and other contributions from individuals
Corporations	208,340.97	Includes mostly annual fundraiser contributions
Foundations	2,962,820.37	Includes BIPOC Arts Network and Fund (BANF) income, among others
Federal, State, County Grants	13,500.00	Includes unrestricted grants
Share of Hotel Occupancy Tax (HOT)	14,361,710.00	Related to the contract with the City of Houston for grantmaking
City of Houston Civic Art Contract	3,755,139.00	Related to the contract with the City of Houston for public artwork competitions and construction
Grant Reversions (returned from grantees)	103,119.00	Grants returned voluntarily by grantees
Direct Donor Benefit (gala)	-187,019.00	Annual gala costs that were deemed benefits received by supporters
Investment Return	-53,109.00	Losses from market downturn; funds are managed conservatively by an investment policy overseen by the finance committee of the board

Expense Type	Amount	Explanation
HOT Grants	12,114,128.00	Grants made related to the contract with the City of Houston for grantmaking
Artist Fees (civic art)	3,050,803.00	Payments to artists related to the contract with the City of Houston for public artwork competitions and construction
Grants Department	901,270.00	Cost to service the contract with the City of Houston for grantmaking
Disaster Department	345,946.00	Costs to run disaster-related services to the Houston arts community
Civic Art Department	641,139.00	Cost to service the contract with the City of Houston for civic art
BANF	475,400.00	Costs to run BIPOC Arts Network and Fund (BANF)
Communications	105,254.00	Costs related to HAA communications that are not specific to a division such as Grants or Civic Art: event calendar fees, web hosting, and others
Management and General	569,534.00	Costs associated with finance staff and systems, board, and the executive committee of the board, among other costs
Fundraising	340,790.00	Costs to run fundraising efforts

Contributors

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Civic Art Projects

CONSERVATION												
Project Name	LOA#	LOA Authorized Date	Dept	Status as of 12/31/2022	Services Amount	HAA Fees	Contingency	LOA Total	Expenses by 2022 Year End	HAA Fees Earned by 2022 Year End	Revenue Earned in 2022	Zip Code
Houston's Police Officer's Memorial	006	5/5/2020	HPD	Completed	1,840	1,530	1,000	4,370	0	1,000	556	77019
Schnitzer Fountain	0015	8/25/2021	HPARD	Ongoing	8,260	1,799	1,000	11,059	8,180	1,799	2,571	77023
Geometric Mouse	0019	10/26/2021	HPL	Completed	7,850	2,694	1,500	12,044	9,095	2,694	11,789	77002
Flore Library "Metamorphosis"	0020	10/26/2021	HPL	Completed	2,565	2,694	1,000	6,259	2,565	2,694	5,259	77003
Allen Brothers Repair & Plaque	0021	1/19/2022	GSD	Ongoing	9,499	2,775	1,500	13,774	9,664	2,109	11,773	77002
Portable Trojan Bear by Jim Love	0023	3/1/2022	HPARD	Completed	2,500	2,253	1,500	6,253	2,500	2,253	4,753	77004
Houston Police Officer Memorial Conservation	0024	3/29/2022	HPD	Completed	10,519	2,873	2,500	15,892	12,646	2,873	15,518	77019
George Hermann Statue	0025	5/6/2022	HPARD	Completed	8,100	1,853	995	10,948	9,095	1,853	10,948	77023
Mayoral Portrait Reframing	0026	6/6/2022	GSD	Ongoing	18,000	2,569	1,800	22,369	19,780	1,927	21,706	77002
Appreci8 by Kirk Baxter- Conservation	0027	8/19/2022	HFD	Ongoing	8,250	2,693	2,500	13,443	4,838	1,427	6,265	77002
Geometric Mouse, Scale X Anchors	0028	7/7/2022	HPL	Completed	2,850	1,358	421	4,628	0	856	856	77002
Books of a Feather	0030	9/19/2022	HPL	Ongoing	9,500	2,003	1,150	12,653	9,500	1,422	10,922	77021
George Herman Statue Removal and Storage- Addendum to LOA0025	0032	10/12/2022	HPARD	Completed	7,685	120	0	7,805	7,685	120	7,805	77023
Edge of Sky	14	11/25/2019	HAS	Completed	60,500	9,075	6,958	76,533	32,530	9,075	182	77032
Light Spikes	17R	3/18/2020	HAS	Completed	315,977	38,765	78,957	433,699	368,814	38,765	3,877	77032

Total	26				1,637,838	247,624	237,539	2,123,001	1,659,253	231,904	388,356	
Conservation - Travel Light by The Art Guys at IAH	51R1	5/4/2022	HAS	Completed	82,958	12,444	8,658	104,059	82,958	12,444	95,402	77032
Conservation Cleaning of "Somewhere" Bench by Sauter at HOU	50	3/9/2022	HAS	Completed	12,335	3,983	1,500	17,818	12,721	3,983	16,704	77061
Light Wings	43	10/28/2021	HAS	Completed	6,800	6,020	5,000	17,820	6,800	6,020	0	77032
Winds of Change	40R1	10/25/2021	HAS	Completed	15,000	2,999	3,000	20,999	15,000	2,999	10,928	77032
Celestial Candyland	39	10/4/2021	HAS	Completed	4,264	4,791	5,000	14,055	407	4,791	287	77032
Call Ernie	38	9/27/2021	HAS	Completed	6,288	2,629	1,000	9,917	7,178	2,629	2,136	77061
Skywall and Travel Light Electrical Components	33R2	6/22/2021	HAS	Completed	50,716	8,357	5,000	64,073	55,716	8,357	62,091	77032
Beadwork	32R1	6/21/2021	HAS	Ongoing	44,540	6,041	4,454	55,035	23,855	5,256	15,573	77032
West of Pecos	31	4/20/2021	HAS	Completed	5,875	3,441	1,000	10,316	6,235	3,441	0	77032
Installation Preparation for Edge of Sky	27	12/18/2020	HAS	Completed	16,399	2,429	8,270	27,098	9,405	2,429	49	77032
Radiant Fountains	26	12/18/2020	HAS	Ongoing	918,769	119,440	91,877	1,130,086	942,087	108,690	70,409	77032

COMMISSIONS												
Project Name	LOA#	LOA Authorized Date	Dept	Status as of 12/31/2022	Services Amount	HAA Fees	Contingency	LOA Total	Expenses by 2022 Year End	HAA Fees Earned by 2022 Year End	Revenue Earned in 2022	Zip Code
Barbara Jordan Commemorative Monument	002	9/3/2019	HPL	Ongoing	250,000	32,500	0	282,500	177,624	29,203	49,915	77019
Alief Neighborhood Center (Artist Selection)	003	11/21/2019	HPL/HHD/ HPARD	Completed	238,938	31,062	0	270,000	238,938	31,062	20,495	77072
Sunnyside Multi Service Center (Artist Selection)	007	12/17/2019	HHD	Completed	138,087	20,713	0	158,800	138,087	20,713	113,874	77051
Alief Neighborhood Center (Design and Fabrication)	008	7/22/2020	HPL/HHD/ HPARD	Ongoing	557,522	72,478	0	630,000	536,674	55,808	361,089	77072
Municipal Workers Memorial	0010	1/4/2021	HPW	Ongoing	86,957	13,043	0	100,000	0	1,174	0	77007
Barbara Bush Literacy Plaza	0012	3/8/2021	HPL	Ongoing	25,500	5,141	3,064	33,705	27,433	5,141	21,420	77002
Sunnyside Multi Service Center (Design and Fabrication)	0014	7/28/2021	HHD	Ongoing	258,885	33,655	0	292,540	127,012	24,905	146,868	77051
Nort Belt Safety Complex	0016	8/25/2021	HPD/HFD	Ongoing	29,970	18,030	0	48,000	16,012	18,030	30,436	77067
Denver Harbor Multi-Service Center Mural	0017	9/20/2021	HHD	Ongoing	109,860	14,282	10,986	135,128	80,160	13,139	86,098	77020
Alief Neighborhood Center-Video	0018	10/19/2021	HPL/HHD/ HPARD/GSD	Ongoing	20,000	0	0	20,000	16,000	0	8,000	77072
North Belt Public Safety Complex	0029	9/7/2022	HPD/HFD	Ongoing	468,060	69,940	0	538,000	0	2,098	2,098	77067
New Commission at the New Montrose HPL	0031	9/26/2022	HPL	Ongoing	86,957	13,043	4,000	104,000	0	3,261	3,261	77006

Total	23				8,652,145	1,150,698	42,089	9,844,932	3,397,812	849,565	3,010,711	
ITRP ICP Arrivals Interior Wall Near Elevators	49AR1&B	12/31/2021	HAS	Ongoing	176,991	23,009	0	200,000	11,512	17,257	28,769	77032
ITRP ICP Exterior Arrivals Garage Wall East Elevation	48A&B	12/30/2021	HAS	Ongoing	619,469	80,531	0	700,000	71,512	60,398	131,910	77032
ITRP ICP Exterior Open Area Arrival Gate	47A&B	12/29/2021	HAS	Completed	353,982	46,018	0	400,000	11,512	29,912	41,424	77032
ITRP ICP Departure Level East Elevation of Garage Wall	46A&B	12/28/2021	HAS	Ongoing	619,469	80,531	0	700,000	11,512	60,398	71,910	77032
ITRP ICP Departure Hall Vestibules	45 A& B	12/27/2021	HAS	Ongoing	884,956	115,044	0	1,000,000	97,212	86,283	183,495	77032
MLIT ITRP Art Acquisition ND. 9 at IAH	37A &B	8/19/2021	HAS	Ongoing	884,956	115,044	0	1,000,000	99,996	80,531	162,722	77032
MLIT ITRP Art Acquisition ND.8 at IAH	36A &B	8/19/2021	HAS	Ongoing	442,478	57,522	0	500,000	55,748	41,416	87,222	77032
MLIT ITRP Art Acquisition ND. 1-6 at IAH	35A &B	8/19/2021	HAS	Ongoing	796,460	103,540	0	900,000	139,000	77,655	201,503	77032
New Art Acquisition for IAH and HOU	20R4	4/20/2020	HAS	Ongoing	1,593,429	205,571	22,000	1,821,000	1,531,463	191,181	1,247,796	77032, 77061
Alief Neighborhood Center – Plaques	0034	12/13/2022	GSD	Ongoing	1,166	0	233	1,399	1,117	0	1,117	77072
Alief Neighborhood Center – Windbloom Paving	0033	11/23/2022	HPL/HHD/ HPARD	Ongoing	8,055	0	1,806	9,861	9,289	0	9,289	77072

ACQUISITIONS	;											
Project Name	LOA#	LOA Authorized Date	Dept	Status as of 12/31/2022	Services Amount	HAA Fees	Contingency	LOA Total	Expenses by 2022 Year End	HAA Fees Earned by 2022 Year End	Revenue Earned in 2022	Zip Code
New Art Acquisition for Portable Works	21R1	5/18/2020	HAS	Completed	1,125,537	154,463	0	1,280,000	1,084,606	154,463	268,955	77032
City Hall and Annex Basement Portable Works	0022	1/24/2022	GSD	Ongoing	84,000	12,600	8,400	105,000	8,500	6,300	14,800	77002
Total	2				1,209,537	167,063	8,400	1,385,000	1,093,106	160,763	283,755	

COLLECTION MANAGEMENT												
Project Name	LOA#	LOA Authorized Date	Dept	Status as of 12/31/2022	Services Amount	HAA Fees	Contingency	LOA Total	Expenses by 2022 Year End	HAA Fees Earned by 2022 Year End	Revenue Earned in 2022	Zip Code
Art Plaques IAH and HOU	52	8/19/2022	HAS	Ongoing	9,000	4,002	1,300	14,302	0	1,601	1,601	77032, 77061
Info Plaques for New Portable Works	44	11/1/2021	HAS	Completed	940	3,250	500	4,690	940	3,250	878	77032, 77061
Mickey Leland Plaques	30	4/20/2021	HAS	Completed	5,365	3,474	1,000	9,839	2,734	3,474	1,355	77032
Civic Art Collection Management	004	1/15/2020	GSD	Ongoing	600	18,540	0	19,140	5,603	4,533	5,935	Various
Collection Management + Other Services	22	5/5/2020	HAS	Ongoing	600	27,780	0	28,380	5,603	5,515	6,918	77032, 77061
Additional Collection Management	0011	5/10/2021	GSD	Ongoing	32,500	4,043	3,250	39,793	4,800	2,271	7,071	Various
Exhibition and Display Services at IAH & HOU	34	6/23/2021	HAS	Ongoing	58,000	12,000	7,000	77,000	15,410	4,800	20,210	77032, 77061
Total	7				107,005	73,088	13,050	193,144	35,089	25,443	43,967	

PRIVATE PROJE	ECTS											
Project Name	LOA#	LOA Authorized Date	Dept	Status as of 12/31/2022	Services Amount	HAA Fees	Contingency	LOA Total	Expenses by 2022 Year End	HAA Fees Earned by 2022 Year End	Revenue Earned in 2022	Zip Code
PNC Rockets Mural	N/A	N/A	N/A	Completed	20,000	5,000	0	25,000	20,000	5,000	25,000	Various
GeoMouse Pins Conservation- Funded by Houston Arts Foundation	0028	7/7/2022	N/A	Completed	2,850	501	0	3,351	2,850	501	3,351	77002
Total	2				22,850	5,501	0	28,351	22,850	5,501	28,351	

Audit with Grantee List

The <u>2022 HAA audit is available online</u>. Some computers will download the file from this link. The audit includes a list of HAA grantees, which is also provided on the HAA website. Click the link to download a PDF of the audit.