

2019/2020 Grants Overview

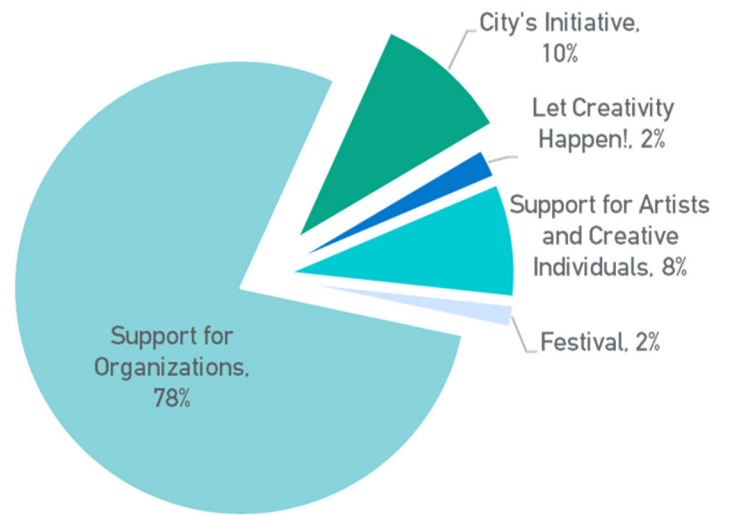
Houston Arts Alliance (HAA) is a local arts and cultural organization whose principal work is to implement the Houston Mayor’s Office of Cultural Affairs (MOCA) vision, values, and goals for its arts grantmaking and civic art investments.

The specific source of funds for City-funded competitive grants is the Hotel Occupancy Tax (HOT). HOT revenue is generated when people book hotel rooms in Houston. A portion of HOT revenue is dedicated to promote arts and cultural tourism to the city.

Houston artists and nonprofits apply for city funding through five (5) HAA grant categories that are adjudicated through a peer and community-based process. Funded activities support the artists and nonprofit programs and experiences that are made available to residents and visitors of the City. A list of 2020 awardees can be found on our [website](#).

This report provides an overview of the City’s investments in arts and culture grants in 2020.

PERCENTAGE OF HOT FUNDS DISTRIBUTED PER GRANT PROGRAM



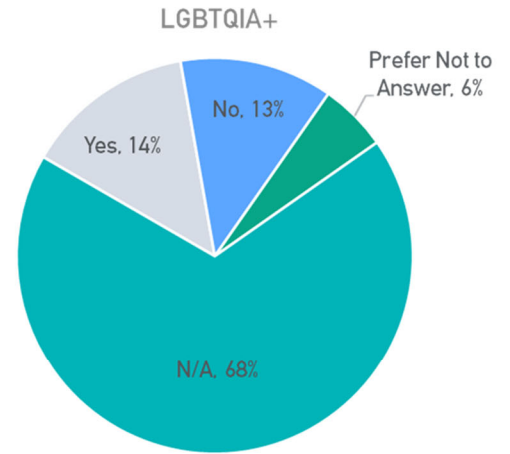
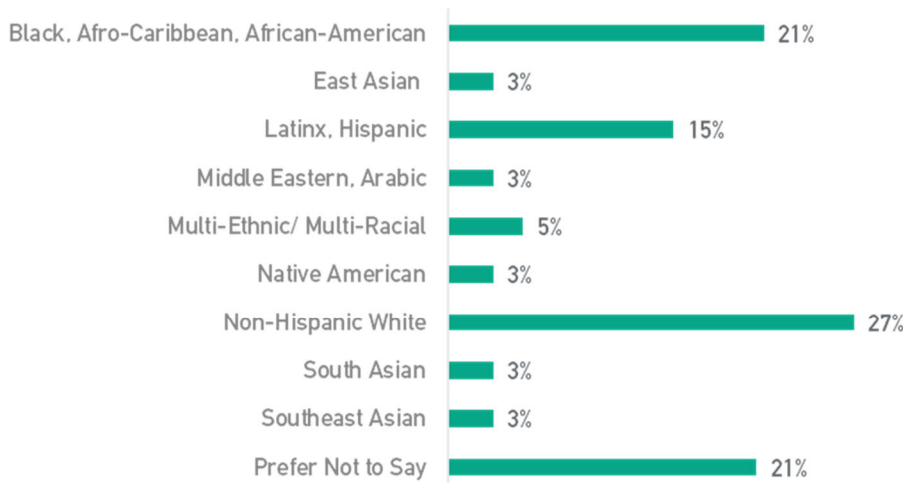
Grant Program	Distribution in \$	Grants Awarded
Support for Organizations	\$10,120,688	121
City's Initiative*	\$1,258,125	6
Support for Artists and Creative Individuals	\$1,045,502	72
Festival	\$207,000	21
Let Creativity Happen!	\$269,500	109

In 2020, the COVID-19 pandemic created substantial damage to our economy and the wellness of our community. Grant award amounts have been based on predicted income from HOT revenue for a number of years. Subsequent shifts in financial projections and unprecedented economic pressures caused a reduction to actual income from projected HOT revenue amounts that fuel city-funded grants. Due to this economic effect, the grant award amounts that were based on projections for active Support for Artists and Creative Individuals, Festival, and Support for Organizations grantees were reduced proportionally and equitably per contract clauses.

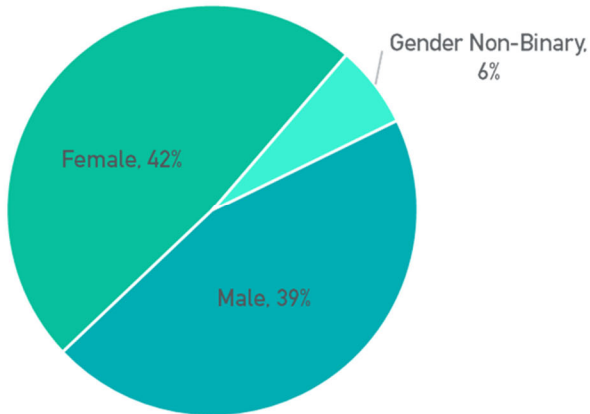
*The City's Initiative grant program is allocated 2.5% of HOT revenue dedicated to the arts. Unlike other HOT revenues dedicated to the arts, City's Initiative funding can "carry over," and be distributed at later dates. Annual remaining balances are retained in the City's Initiative account year over year. Between calendar year 2019 and 2020, all CI grant funds were awarded as grants to the arts community.

2019/2020 Individuals

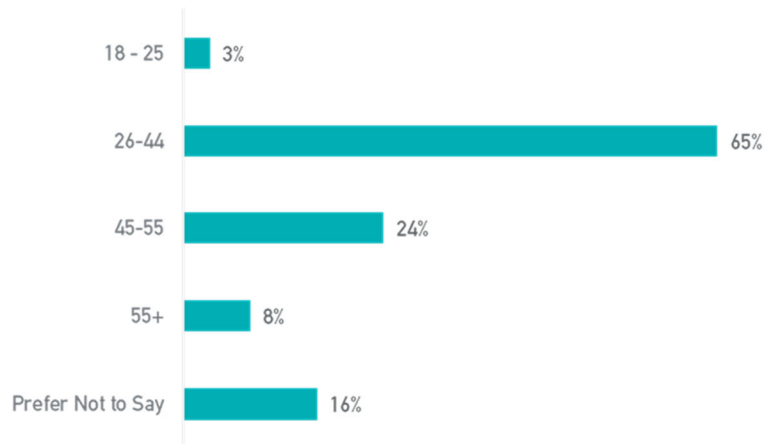
DISTRIBUTION BY RACE / ETHNICITY



GENDER



DISTRIBUTION BY AGE



Artists and creatives that reside within the City of Houston are able to apply to the Let Creativity Happen! and Support for Artists and Creative Individuals grant programs for up to \$15,000. The programs attract artists from a variety of self-identities, cultural expressions, and early-career to well-established artistic practices.

The graphs show the distribution to the 185 individual artists and creatives who were recipients of city - funding in 2020.

*Let Creativity Happen! grant program did not collect self-identity demographic data of age, accessibility, or sexual orientation. Those charts only represent data from the Support for Artist and Creative Individual grants category, which supports 72 artists.

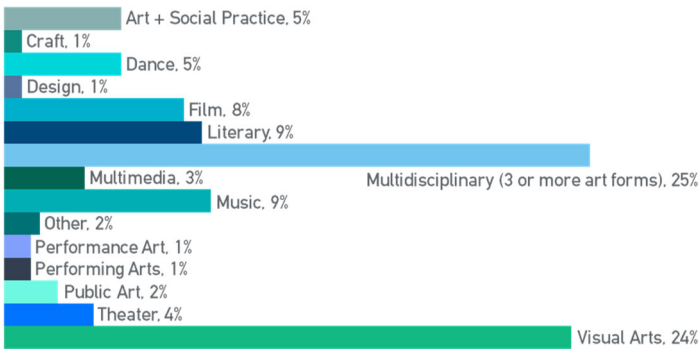
Collecting demographic data helps HAA learn and improve its equity, inclusivity, and transparency values and goals.

2019/2020 Individuals

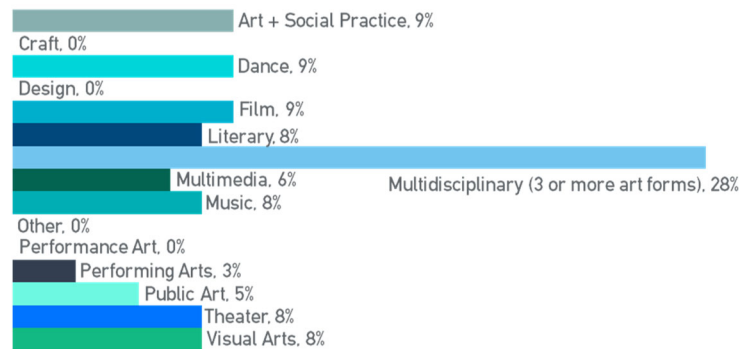
Houston Arts Alliance employs an aggressive and varied outreach strategy to the community to ensure every potential applicant is aware of the city-funded opportunities for their arts and cultural work. Due to our varied strategies, there continues to be a large portion of grants awarded to individuals applying for the first time. Additionally, many recipients reapply, to continue iterations of their work and to increase funding for works that are supported by other institutions within the arts and cultural ecosystem.

Artists and creatives work in a variety of mediums to bring Houstonians and visitors a wide range of experiences in design, photography, film, performance art, music, theatre, dance, and folklore. The network of artists expands across the city with great representation in every council district with whom we form partnerships to expand awareness and experiences occurring in those communities.

APPLICANTS

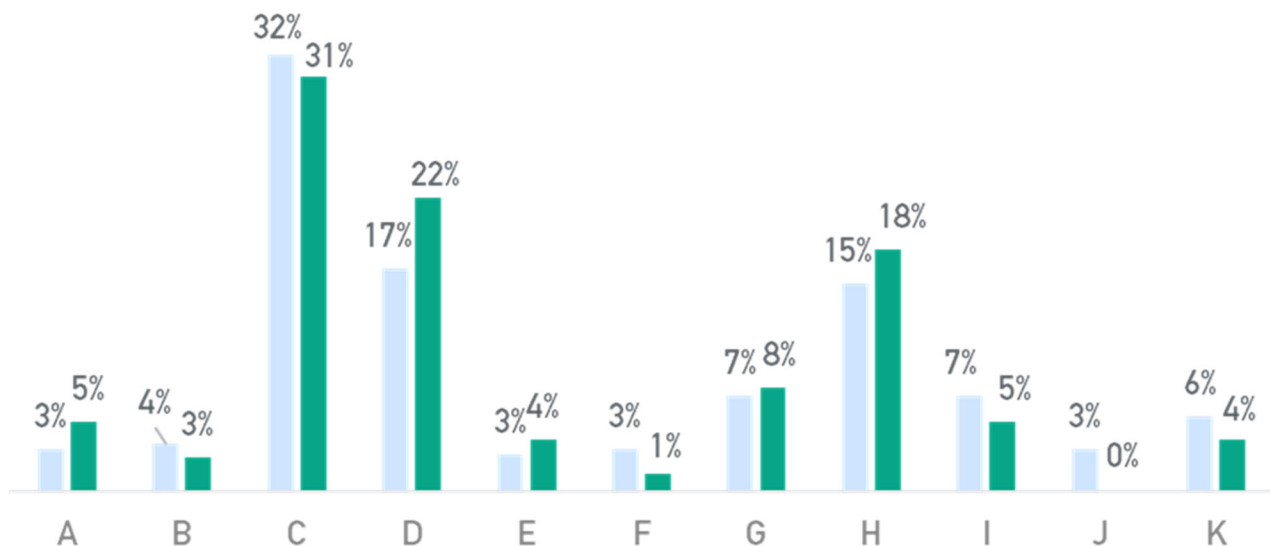


AWARDEES



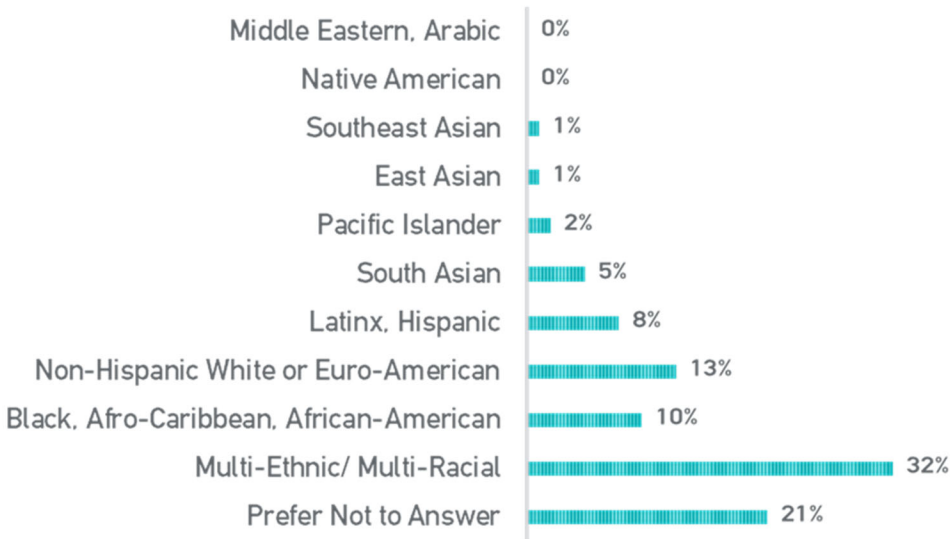
COUNCIL DISTRICT DISTRIBUTION

■ Applicants
 ■ Awardees



2019/2020 Organizations

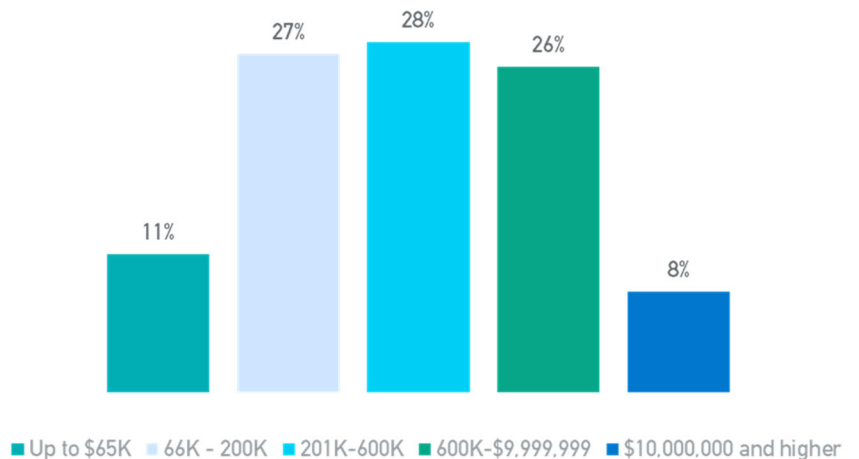
PRIMARY CONSISTUENCIES BY RACE / ETHNICITY



Houston arts and cultural institutions are having internal dialogues and are reimagining their programming with an intentional focus on equity and inclusion. Applicants provide multiple identity data points for the expansive audiences they serve. One of the major data points we collect is primary constituency by race and ethnicity. HAA also collects self-reported data on organizations' top 5 audiences. Of those reported, the top 5 are Multi-Ethnic/Multi-Racial, Black, Afro-Caribbean, African-American, Non-Hispanic White or Euro-American, Latinx, Hispanic, and South Asian.

The City of Houston has a wealth of arts and cultural institutions at all budget sizes* that are an integral part of having a vibrant cultural sector and ecosystem. Nonprofit organizations can apply to the Festival, Support for Organizations, and Let Creativity Grant Categories. These grants provide both project and operating support for their arts and cultural activities. Organizations under \$10 million are supported with grants of up to 20% of their operating budget size, while the largest institutions with budgets over \$10 million may receive grants of up to 2% of their operating budget size.

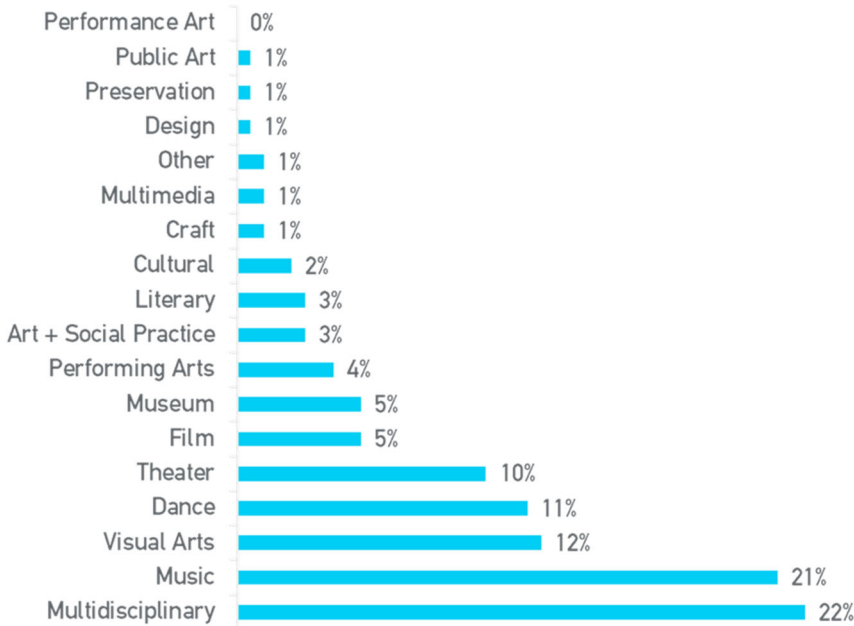
BUDGET SIZES



*Budget size numbers represent self-reported budgets of organization applicants to the Support for Organizations grant category and is their operating expenses less in-kind contributions.

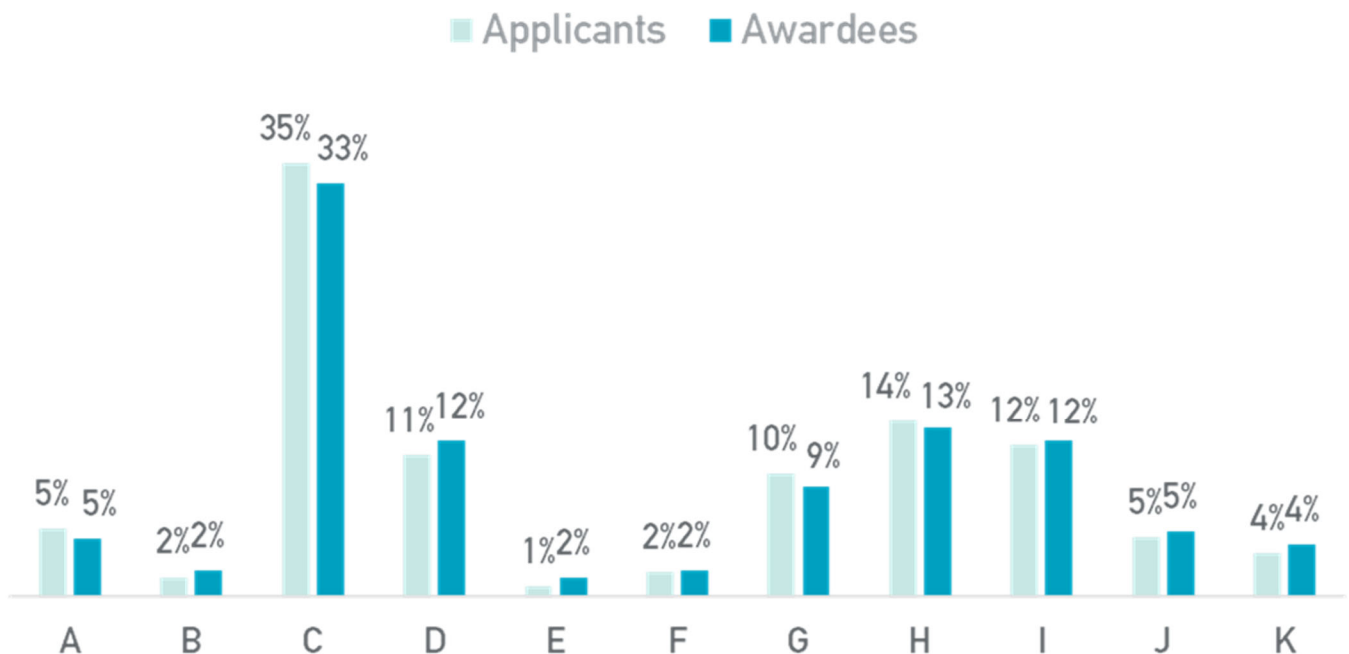
2019/2020 Organizations

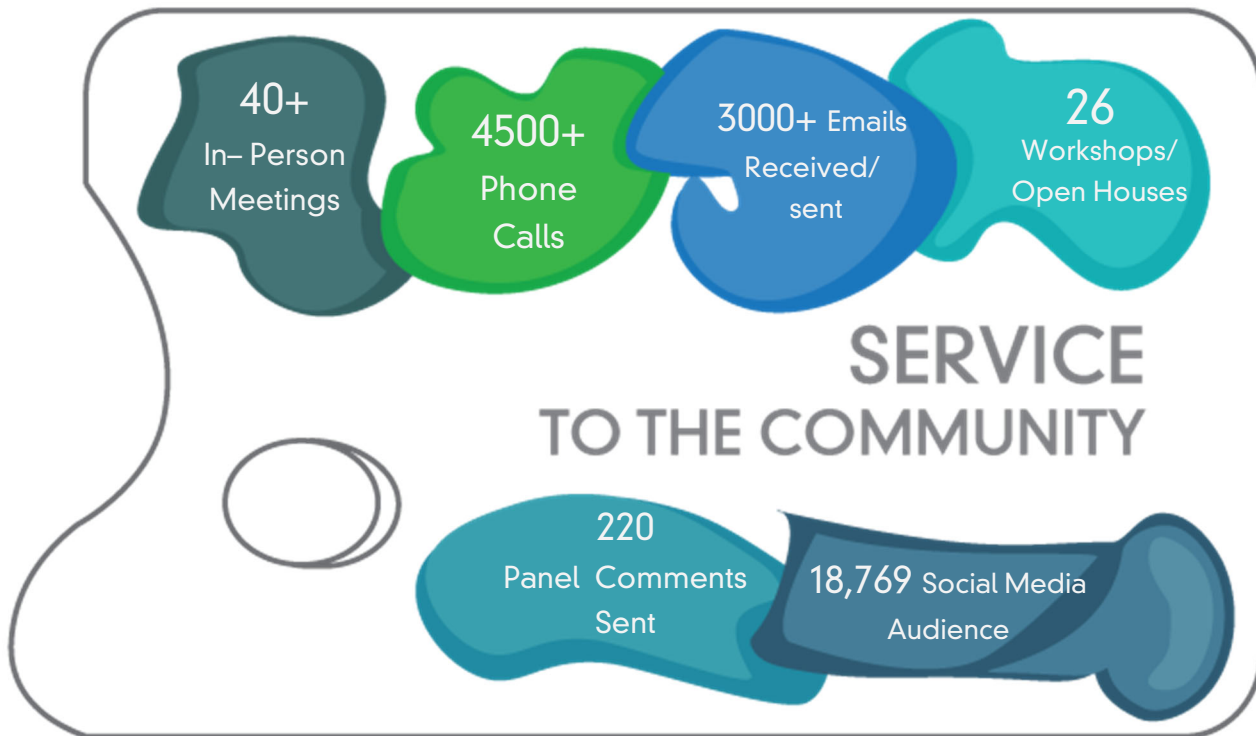
DISCIPLINES OF CONSTITUENCIES



Organizations are greatly spread out through all corners of the city and represent the vast diversity of Houston’s residents. Applicants to HAA represent fiscally sponsored projects, nonprofits with an arts-specific mission, and those nonprofits whose primary mission may be outside of the arts, but have arts programming. Often these arts program extensions are offering residents and visitors a cultural experience, inviting others to experience a specific community’s traditions and heritage through various artists’ mediums. Houston nonprofits also offer a wealth of festivals throughout the year across the city.

COUNCIL DISTRICT DISTRIBUTION





PROGRAM CHANGES 2019/2020

Houston Arts Alliance is committed to learning and improving the way it works on behalf of the Mayor's Office of Cultural Affairs. Annually, through various touchpoints including surveys, phone calls, emails, and one-on-one meetings, we are collecting formal and informal feedback from artists, nonprofits, panelists, community members, and other stakeholders.

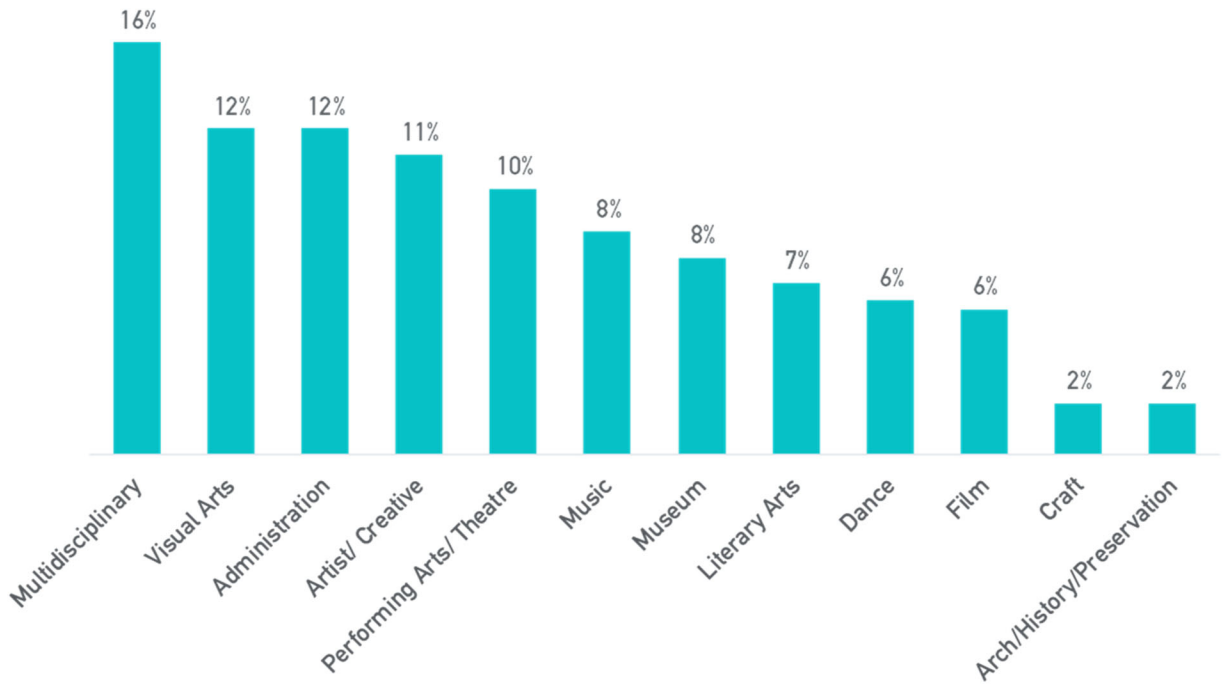
Our service to the community has also expanded under a new contract with MOCA as of 2020. From 2014-2019, HAA's HOT contract with the City of Houston separated the administration of HOT funding among 4 institutions: Miller Outdoor Theater, Houston Museum District Association, Theatre District Inc., and Houston Arts Alliance. Prior to the expiration of this contract, MOCA proposed a new contract with HAA in response to the City's adopted Arts and Cultural Plan aimed at achieving a higher level of fairness, equity, transparency in the administration of these public resources, and significantly reduced overhead to increase the percentage of funds provided to artists and nonprofits as grants.

To bring about this change, a new contract was developed that brought the 17 organizations that formerly received HOT funding from the City under the umbrella of the Houston Arts Alliance, now the sole contract administrator of HOT funds dedicated to the arts. Of the 17 organizations, 10 have budgets over \$10 million and apply for Support for Organizations category 3 grants. All others apply in the Support for Organizations category 1 or 2 grants, and have budgets under \$10 million. Additionally, Miller Outdoor Theater, receives a pass-through allocation of HOT from HAA, for its re-granting and commissioning arts for the city-owned and operated venue.

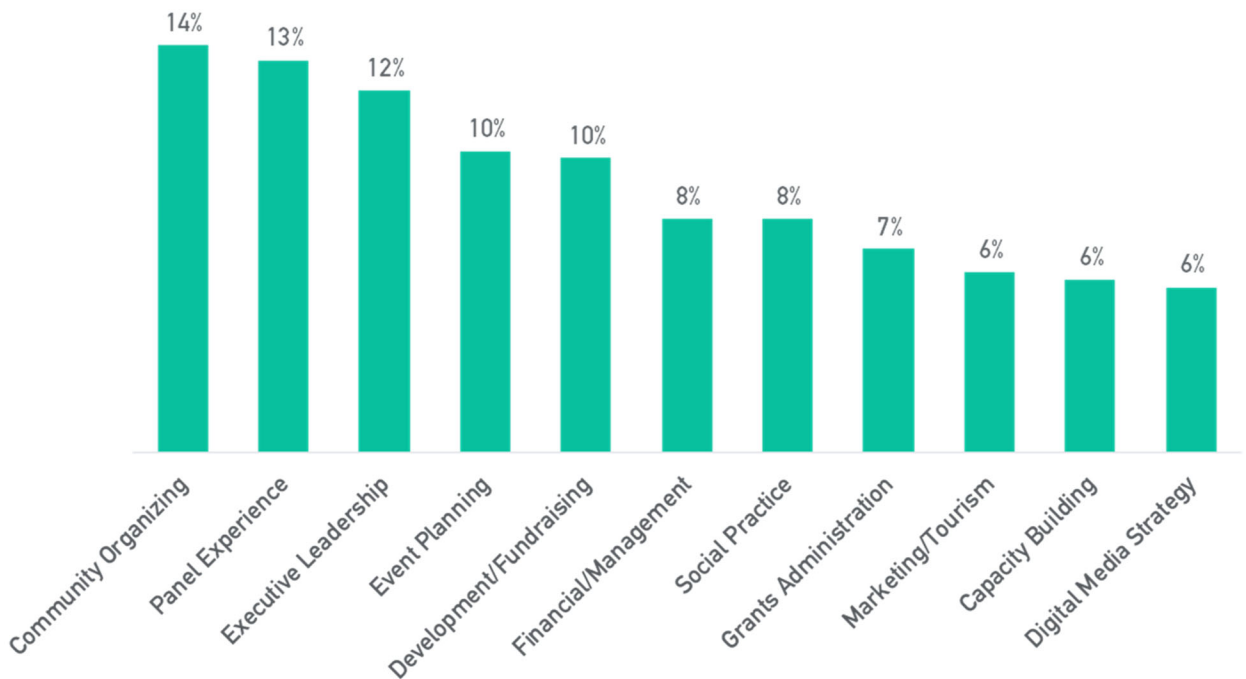
2019/2020 Grants Panelists

Disciplines

ARTISTIC EXPERTISE



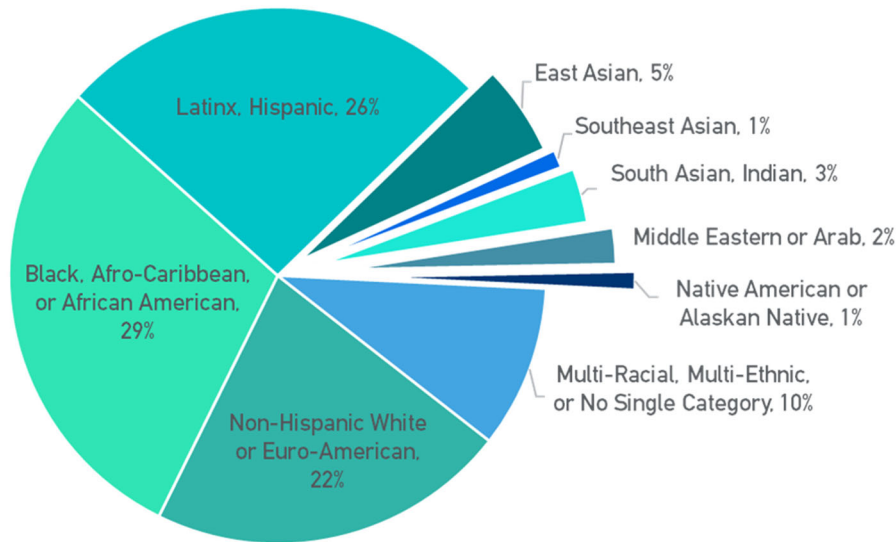
PROFESSIONAL EXPERTISE



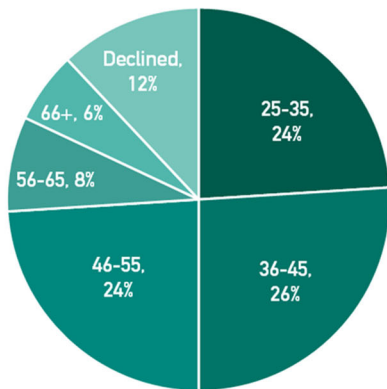
2019/2020 Grants Panelists

Demographics

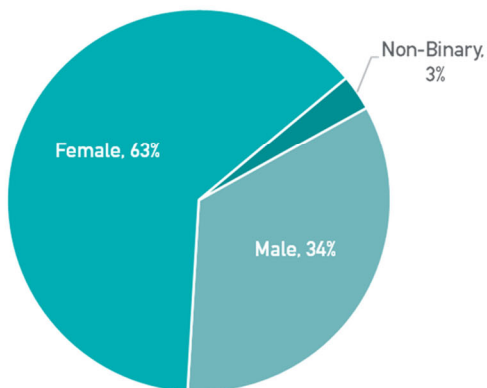
ETHNICITY REPORTED BY PANELISTS



AGE REPORTED BY PANELISTS



GENDER REPORTED BY PANELISTS



HAA uses the panel process to adjudicate and rank grant applications, a longtime practice of engaging community representatives with arts expertise to make critical decisions. The panel's scores are then combined with objective measures to determine final ranking. This process removes HAA staff and board from the evaluation of grant applications. Panels include a diversity of skills, self-identities, and experience, ensuring they are able to properly assess merit in each of the applications requesting City of Houston arts funding. HAA invites anyone with arts experience to be part of the panelist database. The online form to do so is located at www.houstonartsalliance.com/funding-and-services/be-a-panelist.