

# Arts & Culture Grants 2022 City-Funded Awards and Ban

2022 City-Funded Awards and Panels

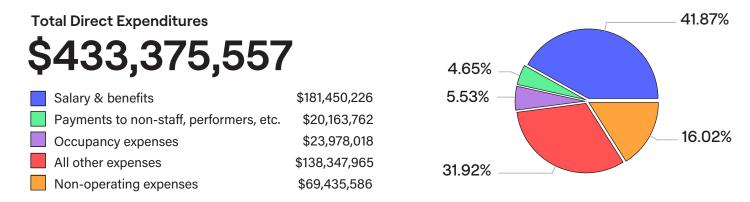


# **About HAA**

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 art projects that energize neighborhoods.

Public funding from the City of Houston fuels grant programs and civic art investments. The specific source of funds for city-funded competitive grants is the Hotel Occupancy Tax— revenue collected from hotel room bookings in Houston. A portion of HOT revenue is dedicated to promoting arts and cultural tourism to Houston. HOT funding is governed by state law, in addition to a local ordinance that chooses the allocation percentage. In Houston, the allocation is the maximum allowed by state law, 19.3%. City of Houston funds public art through an ordinance that dedicates a small percentage of city construction funding to public artwork. All of HAA's public work is conducted through contracts with the Mayor's Office of Cultural Affairs (MOCA). Overseen by MOCA, HAA administers competitive arts grants, and public arts competitions and construction.<sup>1</sup>

Thanks to the Mayor, Houston City Council and MOCA, the quality and diversity of public arts are more vibrant than ever. City grantees help attract a cultural audience of over 20.2 million each year to the city<sup>2</sup>. Arts and cultural organizations make a considerable economic impact on Houston. From personnel salaries to facility rents, their expenditures benefit an array of sectors<sup>3</sup>:



HAA's service to the community 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 Theatre, Houston Museum District Association, Houston Theater District 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. It aimed to achieve a higher level of fairness, equity and transparency in the administration of these public resources; significantly reduce costs to run the contract; and develop more equitable competition for all recipients of HOT funds.

<sup>&</sup>lt;sup>1</sup> A detailed list of grantees and their project summaries can be found on the HAA website.

<sup>&</sup>lt;sup>2</sup> Americans for the Arts. The Economic and Social Impact of Nonprofit Arts...Greater Houston Region. Arts & Economic Prosperity 6. October 11, 2023.

<sup>&</sup>lt;sup>3</sup> SMU DataArts. SO 2023 Advocacy Report. Grantmaker Data Center. February 2, 2023.

# **HOT Grants Funding**

The new contract established Houston Arts Alliance as the sole administrator of HOT funds dedicated to the arts. Each year, HOT funds are divided and allocated for competitive grants for individual artists and arts organizations.

Individual artists and nonprofit arts organizations apply for city funding through five grant programs that HAA adjudicates with a peer and community-based process. City-funded competitive grants support a diverse array of events, programming and creative experiences that enrich Houstonians and visitors alike.

#### Percentage of HOT Funds Distributed Per Grant Program →

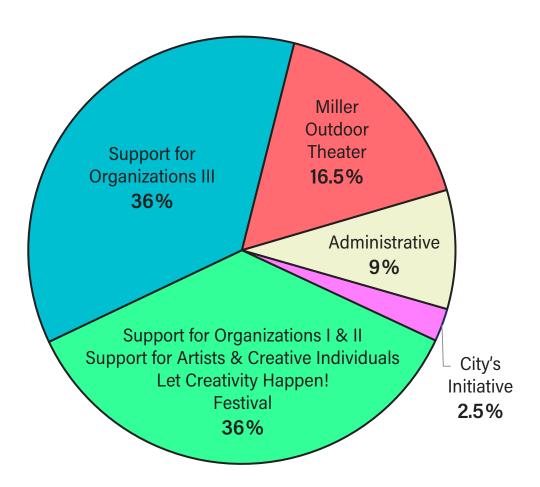
HAA receives 93% of the HOT revenue dedicated to arts funding and the remaining 7% stays with MOCA.

Per the contract, 74.5% of HOT funds allocated to HAA are dedicated to competitive grants for individual artists and nonprofit arts organizations.

- 36% to organizations with operating expenses over \$10 million through Support for Organizations 3 grants (SO 3).
- 36% to organizations with operating expenses under \$10 million through SO 1 and SO 2 grants; and individual artists through Support for Artists and Creative Individuals (SACI), Let Creativity Happen! (LCH) and Festival grants.
- 2.5% to the City's Initiative (CI) grant program.

Miller Outdoor Theatre receives a pass-through HOT allocation of 16.5% from HAA for its re-granting and arts commissioning of the city-owned-and-operated venue.

HAA's 9% administration allocation provides operating funds essential to fulfill the labor requirements of the contract, such as personnel expenses, panelist honorariums, outreach, office rent and utilities, insurance, supplies and equipment.



# **Grants Process**

HAA's grants practice is a full-year process rooted in analysis and sharpened by feedback. Prior to launch of the first application period, key activities and deadlines are mapped then panel assembly soon follows. Next, applicant support, community outreach and process improvement are concurrently carried out throughout the year.

Importantly, the entire process is bookended by a comprehensive evaluation of grant programs and HAA's Grants Division. Each January, the division compiles prior year data to assess the performance of the processes that constitute HAA's grantmaking practice. Findings are distilled into a report highlighting priorities and enhancements to the grants process. This comprehensive annual evaluation report is presented to the Grants Committee of the board, which upon approving it is then passed to MOCA. Implementation begins in February and follows a timetable for each component of the evaluation outlined within the report.

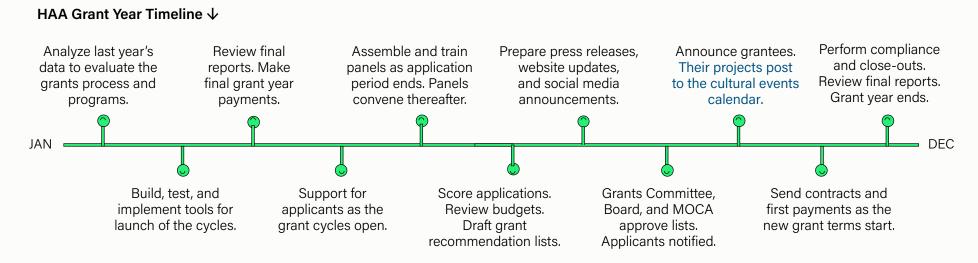
#### **Application and Reporting**

Continuously improving grant applications, support resources and materials to expand accessibility is a core imperative for HAA. Recent modifications to facilitate larger applicant pools include simplified program and eligibility guidelines that further clarify key application and compliance points, and the extension of application deadline dates and times.

## **Communications and Support**

HAA believes its communication strategy should guide Houston's creatives along a pathway towards funding and new opportunities. HAA strives to engage in clear, authentic, and regular conversations across multiple channels to achieve that.

Workshops are an invaluable resource to connect with prospective grantees. HAA recommenced in-person workshops across Houston with the support of local arts organizations and city council members. Information about grant workshops, including past event recordings and announcements on future workshops, is on the HAA website. Between 2022 and 2023, applicants will benefit from the numerous and ongoing enhancements to HAA's grants management platform, especially to the way it communicates important application updates.



#### **Process Enhancements**

Simplifying community access to city-funded grants is central to HAA. Following the results of the most recent annual evaluation, HAA refined the grants administration process and clarified policies to promote transparency and predictability.

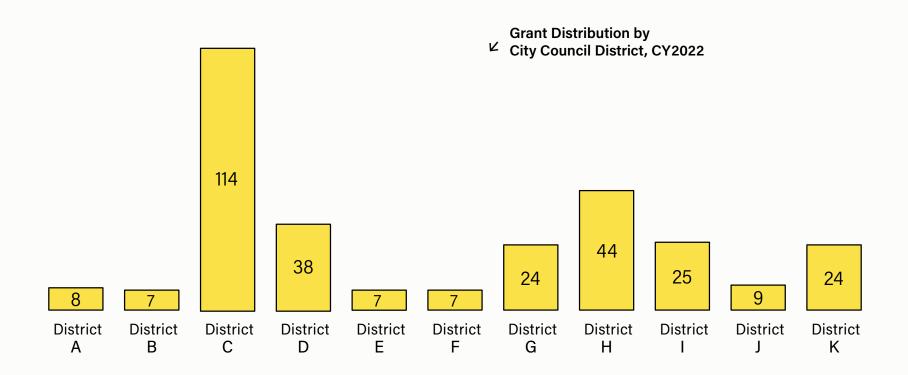
Numerous refinements to the grants management platform have enabled a smoother application process, making use of more tools than ever before to inform the creative community about everything from application updates to contract notifications.

HAA recently clarified grant guidelines and the panelist conflict of interest policy. Notable clarifications include:

- Reworked guideline language about the responsibilities of fiscal sponsors distinct from their sponsored applicants' obligations.
- Expanded list of acceptable proof of age/residency/headquarters example documents.
- Further defined list of project activities that are eligible or ineligible to be covered by City of Houston funds.
- Elaborated upon differences between the three City's Initiative funding areas (explained on the next page).

HAA reviewed applicant and grantee data for potential funding gaps between distinct groups or neighborhoods. Efforts to address them include inclusivity work, finding new means of outreach, translating applications and hosting workshops in underrepresented districts.

One way HAA pushes for larger applicant pools that are more inclusive of the Houston arts community is by engaging City Council Members to bring live workshops to neighborhoods across Houston and to co-host and co-advertise the workshops and grant opportunities.



#### **Funding Distribution by Grant Program, CY2022**

## **Support for Organizations (SO)**

Applicants	Eligible	Grants	Award Total
141	133	120	\$10,570,094

#### Support for Artists and Creative Individuals (SACI)

Applicants	Eligible	Grants	Award Total
204	182	75	\$1,108,950

#### City's Initiative (CI)

Applicants	Eligible	Grants	Award Total
102	71	32	\$317,900

#### Festival (FG)

Applicants	Eligible	Grants	Award Total
53	38	16	\$160,000

## Let Creativity Happen! (LCH)

Applicants	Eligible	Grants	Award Total
111	86	64	\$159,650

#### **City's Initiative Grant: Funding Areas**

City's Initiative (CI) provides funding to individual artists and nonprofits for strategic and creative opportunities to engage visitors and residents while building upon Houston's cultural identity and tourism. Activities must not be a part of the applicant's regular programming or annual schedule of activities or events.

CI project scopes should fit well within one of three funding areas:

#### Art + Disaster Resilience Awareness

Proposed work should address the awareness and preparedness for environmental risk such as climate crisis, flooding, food deserts, hurricanes and tropical storms, environmental justice, electricity disruption and for other similar topics using the arts.

Applicants should review Resilient Houston (Chapter 2) and the Climate Action Plan to understand the City's vision for using arts and culture to build increased risk awareness and preparedness.

#### Project example:

Henry Sanchez - BioArt Bayou-torium

## Art + Neighborhood Cultural Destinations

Proposed work should identify a tangible or intangible art or cultural asset of a local neighborhood. The proposed program(s) must consist of at least one arts and cultural activation taking place in the identified neighborhood that also engages the community of that neighborhood.

#### Project example:

CHAT – Gulfton Story Trail

#### Art + Conference Tourism

Proposed work should be a clearly defined partnership with a significant conference that produces an activity for conference participants, residents and visitors which features Houston artists, arts and culture attractions in Houston.

## Project example:

University of Houston Foundation – Healing Arts Houston Symposium



## **Grantee Spotlight**

## Karen Navarro

"#MyAncestors Somos Millones (we are millions) is a visual expression of identity though the artist's uniquely deconstructed and reconstructed portraits of first, second and third generation American immigrants.

Navarro's mixed-media works investigate a sense of belonging as influenced by race, migration, and the artist's own indigenous identity.

By exploring her ancestral culture, and her experience as an American immigrant, she creates connections between a vast constellation of identities in the present time — connections which reinforce a vision of a more just future."

#### Title

Dislodged, 2022

#### Grant

Support for Artists and Creative Individuals

#### **Amount**

\$15,000

## **Artistic Discipline**

Visual Arts

#### Location

Foto Relevance

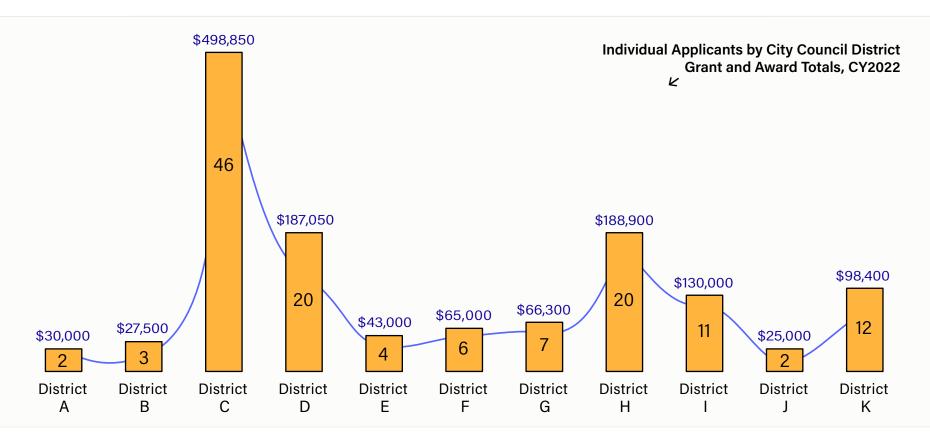
## **Image Credit**

Karen Navarro

# **Individual Grants Overview**

Artists and creatives provide Houstonians and visitors a wide range of experiences through a variety of mediums including, but not limited to, visual and performing arts, film, photography, design, music, conservation/preservation, folklore, textile arts and creative entrepreneurship. The arts network reaches throughout the city with representation in every council district with whom HAA partners with to expand awareness and experiences happening in those communities.

Grantees call neighborhoods all throughout Houston home and practice in a wide range of art disciplines. HAA keeps a focal interest on applicant, grantee and panel makeups to identify gaps in social and geographic representation.



Artists and creatives who reside within City of Houston limits can apply to the City's Initiative (CI), Let Creativity Happen! (LCH), and Support for Artists and Creative Individuals (SACI) grant programs. Typical awards for CI are between \$5,000 and \$10,000 and any request exceeding \$10,000 requires a preliminary meeting with HAA grants staff. LCH and SACI awards are up to \$2,500 and \$15,000, respectively. These grants attract applying artists of diverse self-identities, cultural expressions, and career stages.

338

Projects submitted for city-funded grants. Of these, 49 were ineligible.

**Total Eligible Applications** 

\$3,224,523

Total grant amount requested by the 289 eligible individual applications.

HAA strives to inform potential applicants all across Houston about the city-funded opportunities available through these grants. Although a large portion of grants are awarded to individuals applying for the first time, many recipients reapply to continue iterations of their work and increase funding for works that are supported by other institutions within the arts and cultural ecosystem.

HAA's analysis and reporting practice at the same time advises its internal process and educates the community about its work. Understanding the city's applicants is integral to catalyzing improvements to the application and reporting experience. The following information shows the distribution of 133 city-funded grants to individual artists in calendar year 2022 based on applicants' voluntary self-identification.

## **Applicant and Grantee Totals by Grant Program**

Grant Program	Eligible	Awarded	Award Total
City's Initiative	43	14	\$141,400
Let Creativity Happen!	65	44	\$109,650
Support for Artists and Creative Individuals	181	75	\$1,108,950
Program Totals	289	133	\$1,360,000

#### **Total Grantees and Awards**

\$1,360,000

Total in city-funded grants awarded to 133 individual arts projects.

## **Applicant and Grantee Artistic Disciplines**

Art Discipline	Eligible	Awarded
Multidisciplinary	68	33
Visual Arts	56	20
Music	44	20
Film	32	17
Literary	16	9
Dance	16	8
Theater	13	5
Multimedia	9	5
Public Art	8	4
Art + Social Practice	7	3
Performance Art	7	3
Performing Arts	6	3
Design	4	2
Craft	3	1

## **Grantee Spotlight**

# **Colby Deal**

"Creating and presenting an updated archive through the community members themselves is the goal of the project. The idea came to me after reading the book 'Photography on the color line' which explains how W. E. B. Du Bois collected and exhibited hundreds of photographs of black Americans in the year 1900. The purpose was to show the true black American and their living conditions in the south, while addressing how they were viewed and portrayed in the eyes of others.

As a photographic artist and public muralist this project is unique, because it's moving me into the realm of an archivist and curator while allowing the people who are photographed to create their space for exhibition. It is a perfect way to brings about opportunities of communal self-appreciation in a world where they're not often seen."

#### Title

In Kind We Trust

#### Grant

Support for Artists and Creative Individuals

Amount \$15,000

Artistic Discipline Multidisciplinary

Location

Eldorado Ballroom

Image Credit Colby Deal



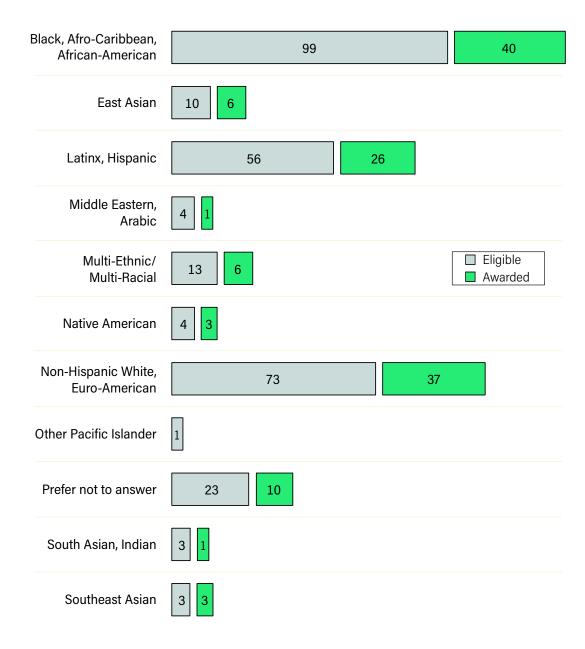
## **Applicant and Grantee Pool Demographics - Individuals**

Age Range	Eligible	Awarded
18 – 25	14	5
26 - 44	184	82
45 – 55	61	30
56+	27	16
Prefer not to say	3	0

Gender Identity	Eligible	Awarded
Female	125	61
Nonbinary or Non-conforming	14	4
Male	140	66
Prefer not to say	10	2

LGBTQI+ Identity	Eligible	Awarded
Yes	125	23
No	14	71
Prefer not to say	10	39

## Race/Ethnicity



# **Organization Grants Overview**

The City of Houston has a wealth of arts and cultural institutions of all budget sizes, an integral aspect of a vibrant cultural sector and ecosystem. Nonprofits may apply to the Support for Organizations, Festival, City's Initiative and Let Creativity Happen! grant programs. They provide operating support for their arts and cultural programming, events, community projects and more.

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 3% of their operating budget size. 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.

**Total Applications Submitted** 

275

Applications by organizations for city funding. Of these, 52 were ineligible.

**Total Eligible Applications** 

\$11,354,094

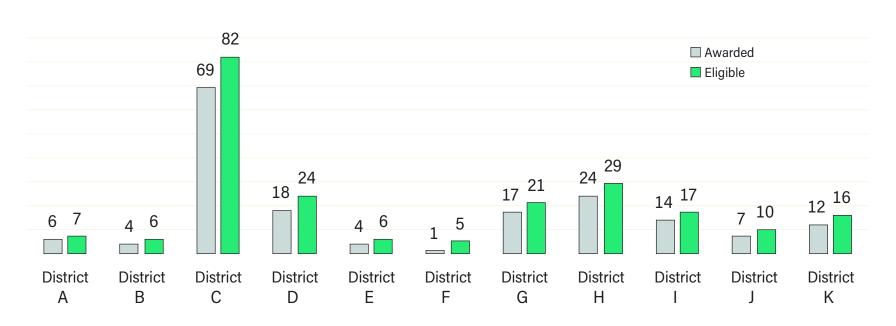
Total grant amount requested by 223 eligible local arts organizations.

**Total Grantees and Awards** 

\$10,988,594

Total city funding for 176 organizations to support public arts programming.

## ∠ Organization Grantees, Distribution by City Council District, CY2022



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 offer residents and visitors a cultural experience, inviting others to experience a specific community's traditions and heritage through various artists' mediums. Houston arts and cultural organizations also offer a wealth of festivals throughout the year across the city.

## **Artistic Discipline, Organizations**





## **Grantee Spotlight**

# **Deeper Than Dance**

"The concept of the film takes inspiration from a rock landscape called the "Ambition Masterpiece" created in a village in South Korea with a descriptive story of how it fell 5 times in the creation process, but finally stood strong on the 6th attempt. With a group of 8-9 dancers, the dancers will symbolize each rock within the landscape to tell not only the story of the landscape being created, but how in our own lives there is a long creation process in order to reach our goals through keeping our ambition alive."

Title Ambition

Grant Let Creativity Happen! Amount \$2,500 Artistic Discipline Dance

Format
Digital Curation

Image Credit Mariah Henry Applicants provide multiple identity data points for the expansive audiences they serve. One of the major data points HAA collects is key constituencies by race and ethnicity, self-reported data on organizations' top five audiences. Another major data point collected is key constituencies by audience type, which also is self-reported data on organizations' top five social audiences.

Key Constituency	Eligible	Awarded
Multi-Ethnic/Multi-Racial	50	38
Black, Afro-Caribbean, African-American	31	25
Latinx, Hispanic	26	17
Non-Hispanic White or Euro-American	17	11
South Asian, Indian	12	8
Southeast Asian	3	3
East Asian	3	3
Other Pacific Islander	2	2
Middle Eastern, Arabic	1	1
Prefer not to answer	77	67

Operating Expenses Range	Eligible	Awarded
Under \$50,000	65	44
\$50,000 - \$200,000	57	45
\$200,001 - \$600,000	39	34
\$600,001 - \$9,999,999	51	43
Over \$10,000,000	10	9

Key Constituency	Eligible	Awarded
Adults (general)	184	144
Artists	142	115
Youth (high school ages)	116	93
YA and Pre-Professional (college-aged)	102	81
Youth (middle school ages)	100	80
Youth (Pre-K through elementary ages)	97	79
Seniors (65+ years)	86	71
Low Income Families or Persons	86	69
LGBT Persons	52	41
Youth at Greater Risk	50	37
Parents/Guardians with Children	49	37
Immigrants or New Arrivals to U.S.	49	35
People with Disabilities	35	30
Women (women-specific programs)	28	21
Veterans and Active-Duty Persons	13	10
People with Chronic/Terminal Conditions	11	10
Homeless or Formerly Homeless Persons	11	6
Correctional Residents	8	5
People in Addiction or Rehabilitation	7	3

# **Panels Overview**

Together, panelists serve as an independent group of experts and community members that review and evaluate all grant applications. Rather than a means for simply judgment-based outcomes, the panel process is for the benefit of applicants.

Panels provide feedback on every application, regardless of decision or score, that applicants may find constructive and actionable to facilitate professional development in their field of practice and understanding of the grants process. Through this exchange, HAA aims to establish a process that goes beyond grantmaking to one that enriches Houston's larger arts ecosystem. Panelists commit to reviewing up to about 35 applications prior to their panel discussion and each receive a \$300 honorarium. HAA invites everyone with arts experience to take part!

Area of Professional Expertise	Count
Art or Creative	66
Grants or Arts Administration	19
Program Management	11
Research and Academia	11
Education	8
Development and Fundraising	6
Community Organizing	5
Executive Leadership	5
Other Administration	4
Architecture/History/Preservation	4
Digital Media Strategy	4
Marketing/Tourism	4
Event Coordination	3
Financial Management	2



Artistic Medium of Involvement <sup>†</sup>	Count
Visual Art	35
Multidisciplinary	16
Museum	13
Theater	13
Dance	12
Literary Arts	7
Craft	6
Music	6
Film	4
Public Art	4
Textile	4
New Media	3
Photography	3
Architecture/History/Preservation	3
Performance Art	2
Parks/Zoo	1

<sup>†20</sup> panelists did not identify an artistic medium of involvement.

Panelists amplify the voices of the Houston arts community and empower resilience by reviewing city-funded grant applications. HAA strives to represent the very people that Houston's artistic and cultural community serves. HAA is proud of the panelist pool that was assembled in calendar year 2022, which featured 152 individuals with diverse identities, perspectives and areas of expertise.

Artists, community leaders, professionals and corporate volunteers representing the arts, cultural, creative, academic, public and private sectors all make up the HAA panelist pool and play a vital role in determining awards. HAA keeps a focal interest on panel makeup to identify gaps in representation.

These peer and community-based panels assess proposals from Houston artists and nonprofits that apply for City of Houston funding through the five HAA grant programs. Panels for the recently adjudicated 2023/2024 competitive grant cycles comprised an array of identities and repertoires as diverse, knowledgeable and experienced as last year's.

HAA prohibits its staff and board members from taking part in the panel process to ensure that decision-making power rests with the community. HAA engages artists and creative sector professionals within Houston and across the nation to share in such critical decision-making, and strives to include panelists across localities and areas of expertise to reflect Houston's diverse cultural landscape.

#### **Panelist Location**

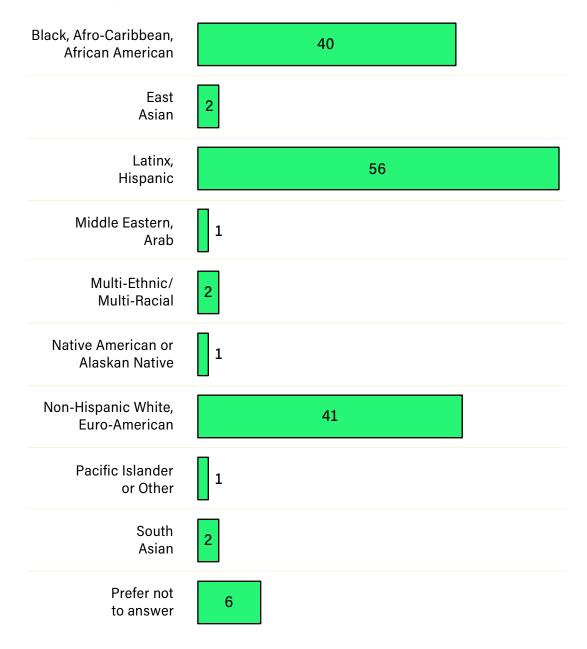
Local (Greater Houston)	97
National (Out-of-state U.S.)	42
Regional (Texas)	13

## Panelist Demographics - CY 2022

Age Range	Count	
25 – 34	75	
35 – 44	44	
45 – 54	15	
55 - 64	9	
65+	1	
Prefer not to say	8	

Gender Identity	r Identity Count	
Female	85	
Male	59	
Nonbinary or Non-conforming	8	

## Race/Ethnicity



# 2022 Panelist Pool

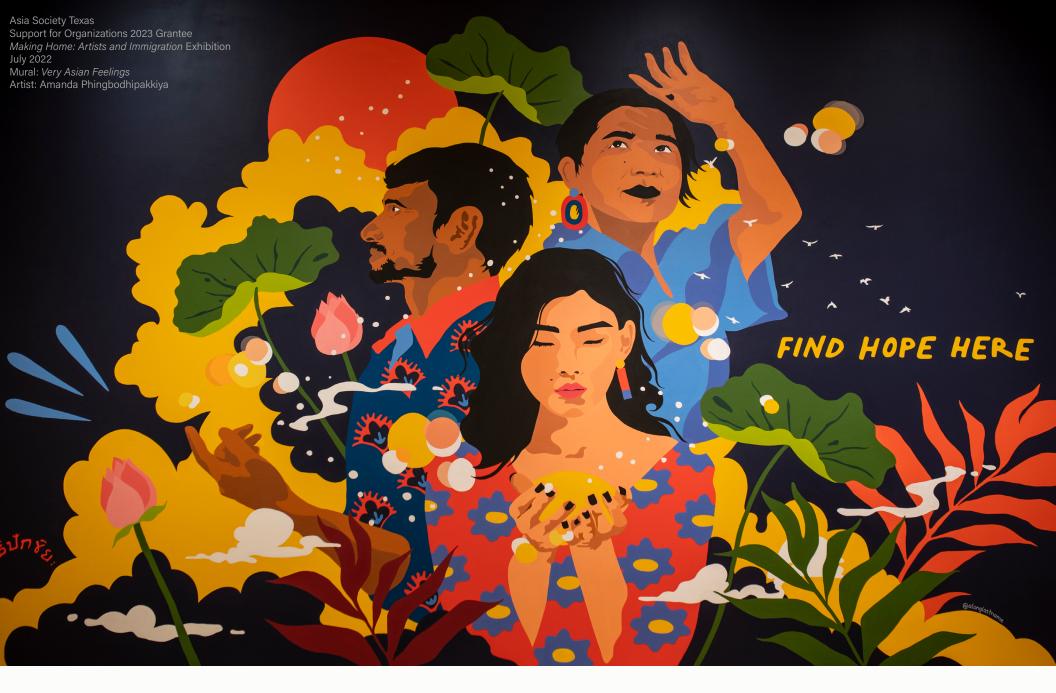
Daniel Hermosillo

Jessica Ellison

Aaron Maier-Carretero	Danielle Levy	Jhon R Stronks	Madyson Chavez	Raquel Dao
Adam DesJardins	Danielle Naylor	Joel Aguilera	Marci Dallas	Regina Coyle
Adrianna Benavides	Daral Moore-Washington	John Arcidiacono	Marcus Martinez	Reyes Ramirez
Akaimi Davis	David Favret	Jonathan Gonzalez	Maria Jose Maldonado	Rigoberto Luna
Alonso Estrada	David McClain	Jonathan Hopson	Mario E. "Gonzo" Figueroa	Robert Sepeda
Andrea Romero	Denise Gonzalez	Jonelle Walker	Mark Nelson	Rosdeli Marte
Andrea Thompson	Dennis Winston	José Araguz	Mary Vazquez	Rose Mary Cortes
Angel Harris	Edidiong Obot	Jose Guadalupe Garza	Maryela Perez	Rose Tylinski
Angelica Becerra	Elena Valladolid-Rivera	Joseph Dixon	Matthew Debbaudt	Ruby Ortiz
Angelique Geehan	Ellen Dyer Smith	Juan Morales	Matthew Detrick	Sarah Abare
Antonio Alanis	Ellie Parker	Juan Negroni	Meghan Bates	Shani Burnett
Ashlie Pinnock	Erin Riola	Justin Ransburg	Melissa McDonnell Lujan	Shannon Crider
Asia Russell	Faith Pruneda	Kaitlin McClure	Meredith Van Dyke	Shannon Williams
Beto O'Byrne	Franchelle Lucas	Kara Moore	Michael Robinson	Sharbreon Plummer
Beverly Gooden	Gabi Shutt	Karen Montejo	Miguel Alvarez	Sol Diaz
Brandon Cofield	Gabriela Magana	Karolina Cantu	Mollie Miller	Stephanie O'Barr Garcia
Brent Smith	Garland Fielder	Katie Erickson	Monica Villarreal	Sumit Jay Dalwadi
Brittany Bass	Graciela Campos	Katie Sonnenborn	Nicholas Rattner	Tanja Peterson
Brooke Campbell	Gregory A. Youdan Jr.	Keith Weber	Nicolle LaMere	Tawny Tidwell
Caitlin Crombleholme	Guadalupe Hernandez	Kheli Willetts	Nilufar Ramji	Toran X. Moore
Carlos Salazar-Lermont	Hamilton Glass	Kyle Epps	Nina Benedetto	Tracy Timmons
Carolyn Casey Figueroa	Harold Trotter	L. Lamar Wilson	Nkeiruka Oruche	Valentina Atkinson
Cecilia Norman	Horace Alexander Young	Lainie Gordon	Nyssa Juneau	Vernique Hutchinson Francis
Christian D. Simon	Hugo Alberto Zamorano	Lauren Kelley	Omair Khattak	Victor Payan
Christine Phares	J.P. Capistran	Lindsey Millikan	Omar Ingram	Wilfredo Florentino
Christopher Cardenas	Jadd Tank	Liyen Chong	Orlando Menes	Yeiri Robert
Cievel Xicohtencatl	Jakeen Johnson	Lola Ojo	Pablo Alfredo de la Pena	Zachary Gresham
Claire Williamson	Jenah de las Alas Maravilla	Luis Cortes	Paloma Ladejobi	_
Cristal Larae Brister	Jennifer Decker	Luisa Nadarajah	Philip Muzi Branch	_
Dan Anguilu	Jennifer Lewis	M. Florine Démosthène	Priscilla Graham	-

Maclovio Cantu IV

Rabea Ballin





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