

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

GUIDELINES FOR LET CREATIVITY HAPPEN! DIGITAL

Houston Arts Alliance (HAA) is a local arts and culture organization whose principle 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. In short, HAA helps artists and arts nonprofits be bold, productive, and strong.

The following grant guidelines cover the **Let Creativity Happen! Digital** grant program. The City of Houston provides all funds for these programs. The specific source of funds is the Hotel Occupancy Tax.



Application Deadlines

- Applicants can apply: April 10 – May 18, 2020.
- Projects must take place: May 1 – July 31, 2020.
- Applicants who apply by April 17, 2020 at 12:00 pm will be notified on May 8, 2020.
- Applicant who apply by May 18, 2020 at 12:00 pm will be notified on June 12, 2020.

Funding Amount

Applicants may request up to \$2,500.

This booklet contains all the information that prospective applicants—individuals and organizations—need to apply. Funding will support arts and cultural programming that is accessible to the Houston community and its visitors. All applicants should read these guidelines thoroughly.

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

Help with Applications

The HAA Grants team provides multiple workshop opportunities throughout the City of Houston and offers meetings, phone calls, and email support for applicants. Workshops include instructions for applying and information on writing a highly competitive application. Virtual workshops will take place on [Friday, April 10 at 11:00 am](#) and [5:00 pm](#). The recorded workshops will then be made [available online](#). To request a meeting and other additional support check out our [Support Desk](#) or call (713) 527-9330. A member of our team will answer you quickly. On the deadline date, the HAA Grants team will only be available for technical assistance for application submission.

Who Can Apply

Eligibility

- The applicant must have headquarters, if an organization or fiscal sponsor, or residency, if an individual, within the City of Houston limits. Applicants will submit paperwork demonstrating a physical address in the City of Houston limits which is verified by staff through the online Council Member mapping tool. P.O. boxes are not accepted.
- An applicant organization or its fiscal sponsor must be tax-exempt under the Internal Revenue Code Section 501(c)3 with its fiscal year ending 2017 filed with the IRS (990/990N) verified by the IRS Tax Exemption Organization Search.
- An individual applicant must be at least 18 years old verified by applicant submission of an official state-issued identification card, passport or other official document.
- Application has a clear public presentation component verified by a staff review of the application.
- Each applicant may only submit one application per deadline for different projects not currently supported by city-funding.
- Collaborative projects should submit one application, and the lead applicant must meet all eligibility criteria.
- Each grant program has additional eligibility requirements that are specific to the program.

For Fiscal Sponsors

All fiscal sponsors and their projects must adhere to the following requirements, in addition to meeting the eligibility requirements above.

- Individuals are not required to have fiscal sponsorship when applying to the Let Creativity Happen! grant program.
- The Sponsor's Board of Directors must adhere to the highest standards of legal and fiduciary responsibility in its policy-making and governance of the organization.

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

- The Sponsor's Board must pass a resolution approving the fiscal sponsorship arrangement, as expressed in the written agreement, with the Project.
- The Sponsor must have a conflict of interest policy in place that contemplates conflicts with sponsored Projects and their leadership and provides clear direction for vetting potential conflicts and otherwise implementing the policy.
- The Sponsor must maintain sufficient financial resources to assure continuous, uninterrupted operation and employ procedures and internal controls based on Generally Accepted Accounting Principles and all regulations.
- The Sponsor must evaluate the capability, potential, experience, and integrity of Project leaders to assure a constructive, mutually respected working relationship between the Sponsor and the Project.
- The Sponsor may only charge Projects reasonable fees commensurate with the services it will provide. Further:
 - If the Sponsor is re-granting funds to the Project and not providing additional services, the overhead fee may not exceed 7% of the City grant if awarded.
 - If the Sponsor is re-granting funds to the Project and providing additional services, such as accounting or administration, the overhead fee may not exceed 15% of the City grant if awarded.

Requirements of Grant Applicants

Public Presentation Requirements

The public presentation of city-funded activities is required and must take place within the City of Houston limits during the specified grant term. Grants support art exhibitions, film screenings, music, dance, and theater performances, online art projects, literary readings and publications, local arts festivals, and other activities.

Public presentations may be ticketed, but they cannot exclude the public or limit who may be a member of the audience. Applicants with primary programming that serve a limited or exclusive audience (i.e., arts education, social service, health, etc.), may provide context on how those primary programs function in the organization but should focus their narrative on public-facing programs, open to the general public.

For Public Art Proposals: If the proposal includes components that require City permits or approval such as publicly installed art, street closures, sound amplification in public space, or murals, the applicant will be solely responsible for securing the necessary permits, permissions, insurance, and approvals.

For Online Art Proposals: If the proposal is in an online only format it is limited to the following presentation methods:

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

- **Live-streaming:** Broadcasting a performance or discussion through a live-video to an audience over the internet.
- **Virtual Art Tours:** A simulation of an existing location, usually composed of a sequence of videos or still images, a full video of a location and a live activation component.
- **Digital Curation:** Collecting digital art work and stories for online presentation and audience engagement.
- **Content Re-sharing:** Previously recorded content re-shared with a live interactive component.

What May Not Be Funded

- These City of Houston funds may not support the following:
- Any activities taking place outside of the City of Houston limits, including any activities taking place in extrajudicial territories
- Any activities funded by Miller Outdoor Theatre
- City of Houston employees, elected officials, Mayor's Office staff, and their immediate family
- Houston Arts Alliance employees, Board members, Advisory Board members, and their immediate family
- Grants to K-12 public, private or charter schools, colleges, or universities including collaborative projects or programs
- Events with exclusive audiences that do not allow participation of the general public and visitors
- Competitions, award ceremonies, scholarships, cash prizes, fundraising activities and events, sports and recreation activities, or parties and private celebrations
- Faith-based organizations using funds for any activities which have a primarily religious purpose or any activities that exist as part of religious sermons or services
- Any activities receiving funds from other HAA grant programs, including collaborators applying to work on different components of the same project
- Specific expenses:
 - Travel outside of the City of Houston
 - Deficits, loans, interest on loans, fines, penalties or cost of litigation
 - Training, such as but not limited to classes, conferences, or workshops
 - Purchase of equipment exceeding \$250, except rental costs directly affiliated with the funded project
 - Capital expenses
 - Meals, refreshments, and catering expenses

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

Required Documents for All Applications

1. Proof of headquarters or residence: all applicants must upload a photocopy official documentation, such as utility or insurance that includes a visible city of Houston address with the applicant's or organization's name. The proof of residency document should have the name of the individual applicant for individuals and the name of the organization for organization applicants.
2. Proof of Age (Individual Applicants Only): all applications must upload a photocopy of a state-issued ID, passport or other official document.
3. Fiscal Sponsorship Agreement: all fiscally sponsored applicants must upload a copy of their fiscal sponsorship agreement
4. Work Samples are documentation of your work meant to introduce visually or audibly your work to panelist. Applicants may include a total of 5 individual files, not to exceed a file size of 100MB each.
 - a. PDFs: submit images, online audio or video such as YouTube or Vimeo links with any passwords, fiction or non-fiction manuscripts, plays, screenplays, poetry, articles, zines, and literary forms as PDF documents, which should not exceed 10 pages.
 - b. Images: submit images as .jpg or .tiff files.
 - c. Audio or video samples: submit files as .mp3, .mp4, or .mov files.
5. W-9 and ACH Form for contracts and payment processing if the applicant becomes a grant recipient.

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

Creating Your Project Budget

The budget is a planning tool that assist applicants with understanding how much a project costs. It also allows granting organizations and panelists to assess feasibility. Applicants should create a full cost budget which includes all anticipated income and expenses.

Make sure to include all possible income and designate other sources as confirmed, projected or pending.

For in-kind donations there are two important things to remember about in-kind goods and services:

- In-kind goes in as income and comes out as an expense at the same amount.
- This dollar amount should represent fair-market value of the in-kind goods or services.

Here is a sample budget as it is formatted in the application.

Project Income	
City-Funding Through HAA	
Request Amount	\$2,500
Other Income Sources	
KickStarter	\$1,000
Self-Financing	\$1,500
In-kind Venue Rental/artists studio	\$300
Ticket Sales	\$500
Total Project Income	\$5,800

Project Expenses	
Paid By City-Funding Through HAA	
Artists Fee	\$1,500
Canvas, Paint and Brushes	\$1,500
Paid by Other Income Sources	
In-kind Venue Rental/artists studio	\$300
Videographer for 10 series X \$200 per recording	\$2,000
Marketing– social media, newsletter, fee for contractor	\$500
Total Project Expenses	\$5,800

Total Project Cost	\$5,800
---------------------------	----------------

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

Review Process

Applications received by Houston Arts Alliance undergo a multi-step review process, as follows.

Staff Review: Applications are reviewed by staff to verify eligibility described on page 3, completeness, public presentation, and scores for objective criteria through the following process.

- ❑ **Completeness:** All required documents and online application fields must be completed to be considered in the review process. Any applications, missing information, will not be considered and will be determined to be ineligible.

Staff will notify ineligible applicants via email after the verification process has ended. Any applicant concerns regarding eligibility determination must be resolved following the grants appeals guidelines which may be obtained by request to grants@haatx.com.

Peer Panel Review: HAA uses the competitive panel process to score and rank eligible grant applications, a longtime practice of engaging community representatives with arts expertise to make critical decisions. The panel's ranked scores are then combined with the objective measures in the application to determine the final ranking on a 100-point scale. This process removes HAA staff and board from the evaluation of grant applications except for verifying objective scoring sections mentioned above. Panels include a diversity of skills, self-identity, and experience, ensuring they are able to properly assess merit in each of the applications requesting City arts funding. HAA invites anyone with arts experience to be part of the panelist database through [the online form](#).

Committee and Board Approval: Peer panel recommendations are forwarded to Houston Arts Alliance's Grants Committee, which ensures the process was followed with integrity. The Committee sends approved recommendations to the HAA Board of Directors, for its vote. The Committee and Board do not alter the recommendations from the panel's adjudication.

City of Houston: Grant recommendations are forwarded to the Mayor's Office of Cultural Affairs for final approvals by the Mayor.

Award Determination

LCH Digital is a competitive process where eligible applications are reviewed, scored, and then ranked. The staff takes the panel recommendations and assesses the grants budget to determine how many awards can be awarded. Grant amounts, for those recommended for funding are the full amount of the grant the applicant is eligible for.

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

Post- Decision Process

Grant Awards

HAA will email final decisions to applicants. These award notification emails include instructions about receiving panel feedback, and, if the grant was awarded, details on completing contracts, payment schedules, and more. HAA receives Hotel Occupancy Tax payments from the City of Houston quarterly. Grant payments will be made upon receipt of those payments and distributed to grant recipients as 80% first payment, 20% final payment after completion of the proposed projects. No payments will be made in advance of the receipt of funds. The City of Houston will publicly announce the grant recipients.

Panel Feedback

Panelists' evaluative comments are available for each applicant so that applicants can improve their work or future applications. Contact grants@haatx.com to request comments. Please note that comments will be available 10 weeks after award notifications.

Final Reporting

A final report is due to 30 days after the completion of the grant term.

Acknowledgment

It is vital that grant recipients must acknowledge the support of the City of Houston and Houston Arts Alliance to demonstrate how city funds support arts and culture. Recipients receiving funds must use the logos and credit line throughout their project or the entire year for those receiving operating support on all printed and electronic materials that advertise performances, exhibitions, or other public events.

- “This work [or organization or artist] is funded in part by the City of Houston through Houston Arts Alliance.”
- Required [logos are available](#) for download.

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

LET CREATIVITY HAPPEN!

DIGITAL

<http://houstonartsalliance.com/opportunities/grants/LCH>

Overview

The Let Creativity Happen! grant category provides funds of up to \$2,500 for specific projects that amplify artistic creativity and innovation taking place in the city of Houston. LCH! Digital – is a new pilot program, under this grant category, that specifically supports the use of technology to connect people to art beyond the physical boundaries of a space and to expand the value of art in communities.

Program-Specific Requirements

- Artists who work in an artistic capacity with nonprofit organizations, such as artistic directors, executive directors, lead artists, resident artists, and conductors, must apply for a project that is independent of their organization.
- For collaborative art projects, one artist must serve as the lead applicant for the project – contracts and fees will be paid directly to the lead applicant. Collaborators should be equally committed to working together and have a partnership agreement defining the rights and responsibilities for ownership, fees and intellectual property of the work. Hiring an artists or creative does not constitute a collaboration.
- All projects must use digital technology to engage audiences.
- Projects that will only re-share content may only request funding up to \$1,000.

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

Public Presentation Methods

Here are several project ideas for online art sharing:

Live-Streaming Examples

- Film Festivals presented through a live-stream event through Vimeo with dedicated events and premiere dates
- Staged readings with actors on Facebook, Instagram, Zoom or other platform
- Present film, video, sound, performance, digital and other time-based art events every week on your website
- Facebook/Instagram Live musical performances/concerts

Virtual Art Tours

- Digitizing gallery exhibitions for 3D virtual tours with live activations (artist talks, curator led talks)
- Photographic Exhibition Tour with live activations (artist talks, curator led talks)

Content Re-sharing

- Encore presentations from previous live series with an interactive experience
- Artist or writer talk through Zoom conference calls, delving into their personal creative practices with a half hour for questions
- Sharing archived full length of productions with a Facebook Watch Party

Digital Curation

- Documenting responses to the pandemic with community through engaging art projects and discussion to be displayed in online gallery
- Curating a trove of art books, online exhibitions, podcasts, and videos on its blog with corresponding live activations with talks, performances, etc.

Application Checklist

- Completed Application Form
- Proof of Residency
- Work Samples
- Eligibility Verification Documents

Spanish language assistance is available upon request and grants staff are available to provide technical assistance to people with disabilities. If you have any questions or need assistance please submit a ticket to our [Support Desk](#) or call, Monday through Friday from 9 am to 5:30 pm CDT, (713) 527- 9330

Review Criteria

Artistic Programming (30 points)

Artistic Goals, Vision and Process Are Clearly Defined, The Project Is Feasible and Has High Artistic Merit.

Application Questions:

1. Share a detailed description of the overall artistic programming (include details such as: artist involved, artistic mediums, process for transition to digital works, type of program. (200 words)

2. Dates and Times of Online Activations (up to 15 rows for activations)

Description	Date	Time	Digital Platform
-------------	------	------	------------------

Digital Experience (25 points)

The Quality and Impact of The Event Experience(s) For The Audiences Taking Part In The Project.

Application Questions:

1. What digital platforms will be used, and how?
2. What will be the live and interactive components?
3. How will the public engage with the work or experience online?
4. Are there any plans to extend the life of the project through archiving? Embedding on website? Creating a YouTube/Vimeo Channel?

Marketing & Promotion (30 points)

The Intended Reach and Depth of Engagement In The Community and Strategies For Wide Promotion.

Application Questions:

1. What is your marketing and promotion plan? What marketing platforms will you use?
2. This is true opportunity to share your work with a global audience? What are strategies you will use to maximize this opportunity?

Budget and Timeline (15 points)

Applicant Demonstrates Appropriate Preparations and Sound Judgement To Complete Proposed Activities, Budget Is Feasible and Demonstrates Payment To Artists

Application Question:

1. Please complete a detailed project budget table with how you intend to use the funds and a project timeline detailing your steps to launch your digital experience.