



**FY2011 – FY2013 MODE Incubator Program
Application Workshop
EXTENDED DEADLINE Tues. 07/06/2010**



Important Dates

- ****EXTENDED** Deadline to Apply with Required Support Materials:**
 - Tuesday, July 6, 2010 5:30 P.M.
 - Not a postmark deadline
- **Timeline:**
 - July 2010 - Panel Review
 - August 2010 – Award Notifications Sent
 - August 2010 – Orientation
- **Grant Period Term:**
 - September 1, 2010 – August 31, 2013



Getting Started

- A copy of the FY11 – FY13 Incubator Guidelines
 - Read the guidelines
- Gather Organizational Info
 - Financial Statements; Authorization Form, Staff & Board details etc.
- Allow enough time to complete.
 - Do not wait to submit the application the deadlines will not be extended.



Who is eligible to Apply?

- Eligibility at a Glance (page 3)
 - Applicants that received funding since FY05 Grant cycle
 - Annual cash revenues between \$50K - \$200K
 - At least one (1) part-time employee
- Total HAA funding (Incubator + GOS/GOSE/Arts Project/TNAP) cannot exceed 50% of reported FY09 Total Revenues.
- IRS 501 (C) (3) for one full year
- Legal Address is in City of Houston



Financial Documentation

- HAA must have access to your organization's FY08 & FY09 IRS 990's.
- HAA verifies all IRS 990's through Guidestar.org.
- FY08 and FY09 IRS 990s must be posted no later than May 20, 2010.
- An award will not be issued until both the FY08 and FY09 IRS 990's are on Guidestar.org.
- To speed up the process, organizations can self-submit their 990s on Guidestar.org.



After Receiving a Grant

- **Signing the Grant Agreement:** requires two authorized officials signatures
- **Grant Payments:** Grant payments are made in quarterly installments.
- **A Final Report is required 45 days** after the end of grant term.
 - Grantees who fail to file the required report within 90 days of deadline automatically forfeit final payment and jeopardize future awards.



After Receiving a Grant cont.

- Payments on future pending grants will be penalized by forfeiture of each quarterly payment for each quarter delay in filing Final Report.
- Failure to file Final Report on previously due grants prior to December 31, 2010 will prevent an organization for applying for funding in next fiscal year.
- **Crediting City of Houston and Houston Arts Alliance** is required by using the HAA Credit Line. HAA and City of Houston logos can be used when space is limited.



Review of the Application

- The Peer Panel Review Process
- Reviewed by management consultants, finance professionals, veteran arts administrators, and/or invited Incubator graduates.



Addressing the Panel (Page 10)

- Application should stand on its own.
- Site visits are not part of the review process.
- Organizations are **required** to have an informed representative attend their application review and be prepared to answer questions on the organization's behalf.
- If representative can not attend, required to make arrangements with HAA (at least 24 hours in advance) to be available by phone.



Incubator Benefits

- I. Management Services
- II. Incubator Residency
- III. Capacity Funding



I. Management Services

- **Conduct** annual review of Diagnostics including:
 - *Organizational Self-Assessment* focusing on refining the six (6) core competencies:
Clarity of Mission | Effective Leadership | Financial Viability | Realistic & Achievable Goals
Organizational Continuity & Flexibility | Sensitivity to Constituencies & Markets
 - *Financial Profile Assessment* charting quarterly and annual growth changes in both revenue and expense by source.
 - *Technology Audit Assessment* to address information technology and workflow systems.



I. Management Services

- **Provide** Monthly Incubator Meetings focusing on topics regarding the one of six (6) core competencies.
 - Year 1 – Financial Management + Staff Development
 - Year 2 – Board Development + Fund Development
 - Year 3 – Marketing/PR + Strategic Planning
- **Implement** annual organizational capacity plans to address specific issues and tailored individually to each Incubator organization.



I. Management Services

- **Support** to attend local annual conferences focused on capacity building, marketing & public relations, fundraising, board development, and leadership. Conferences include:
 - *PR Day* (by the Public Relations Society of America – Houston Chapter)
 - *PowerTools for Non-Profits* (by UH School of Continuing Education)
 - *Ask The Experts Fund Raising Conference* (by Association of Fundraising Professionals – Houston)
 - *Best Boards* (by the Glasscock School of Continuing Studies at Rice University)
 - *Non Profit Leadership Collaborative Forum*



II. Incubator Residency

- **Occupy** a private office provided by the Houston Arts Alliance Arts Incubator space.
- **Access** to business equipment including a copier, fax machine, and scanner.
- **Access** to a conference room for board or staff meetings.
- **Share** space with other resident arts organizations that can lead to peer-to-peer collaborations and learning opportunities.



III. Capacity Funding

- **Funding** from the Houston Arts Alliance for additional staffing or technical assistance costs.
 - \$10,000 per year for three (3) years to hire additional staff.
 - \$5,000 per year for three (3) years in technical assistance including but not limited to professional development, conference travel/registration, technology improvements, etc.



Fees & Other Costs

- The monthly participation fee is \$125 in the first year of residency; \$175 for the second; and \$250 for the third year.
- Please be aware that potential technical assistance and salary support grants as well as General Operating Support/Expansion, Touring/Neighborhood Arts, and Intensive Services grants may not exceed 50% of an organization's previous year's cash revenues.



Funding Criteria

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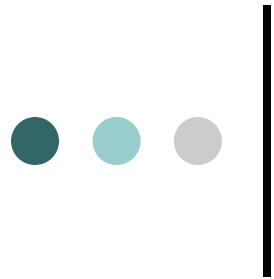
- The panel's evaluation will be based on “core competencies” to participate in a capacity building program as demonstrated using the following criteria weighted on a rating scale:
 - Clarity of Program Role = 250 Points
 - Effective Leadership = 200 Points
 - Financial Viability & Balance = 200 Points
 - Organizational Continuity & Flexibility = 150 Points
 - Realistic / Achievable Goals = 100 Points
 - Sensitivity to Constituencies & Markets = 100 Points



Required Support Materials

page 4 for Application

- **Due by Tuesday, July 6, 2010, 5:30 Not a postmark date.**
- Use Checklist to verify documents before submitting.
 - Authorization Form
 - Board Composition Matrix
 - Assessment Survey
- Assemble in order of checklist.
- Provide requested number of copies.
- Correlate Copies into sets.
- Do not bind.
- Place in large envelope address to HAA Programs & Services Department.



Contacts

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