



**FY2011 MODE Program**

**Intensive Services Program (ISP) & Stabilization Program**

**Application Workshop**

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**Important Dates**

- o **Deadline to Apply with Required Support Materials:**
  - Monday, April 26, 2010 5:30 P.M.
  - Not a postmark deadline
- o **Timeline:**
  - May/June 2010 - Panel Review
  - July 2010 – Award Notifications Sent
  - August 2010 – Orientation
- o **Grant Period Term:**
  - September 1, 2010 – August 31, 2011

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**Getting Started**

- o A copy of the FY11 ISP & Stabilization Guidelines
  - Read the guidelines
- o Gather Organizational Info
  - Financial Statements; Staff & Board details etc.
- o Allow enough time to complete.
  - Do not wait to submit the application the deadlines will not be extended.

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## Who is eligible to Apply?

- o Eligibility at a Glance (page 3)
  - Applicants that received funding since FY05 Grant cycle
  - Annual cash revenues between:
    - \$100K - \$750K for ISP
    - \$750K+ for Stabilization
  - Total HAA funding (Incubator + GOS/GOSE/Arts Project/TNAP) can not exceed 50% of reported FY09 Total Revenues.
- o IRS 501 (C ) (3) for one full year
- o Legal Address is in City of Houston

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## Who is eligible to Apply?

*BEGINNING SEPTEMBER 1, 2010*

- o Beginning September 1, 2010, all applicants are eligible to receive within the lifetime of the organization up to:
  - Four (4) ISP grants = up to two (2) Phase 1 and two (2) Phase 2 grants
  - Two (2) Stabilization grants = up to two (2) Phase 1 or up to two (2) Phase 2 grants

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## Who is eligible to Apply?

*BEGINNING SEPTEMBER 1, 2010*

- o *For All Phase 1: Strategic Plan Applicants:*
  - Applicant must wait a minimum 36 months after date of signing of a previous ISP Phase 1 – Strategic Plan grant before submitting another application.
- o *For All Phase 2: Implementation Applicants:*
  - Phase 2 applicants must submit their current multi-year strategic plan adopted by its board of directors that is no more than two (2) years old at the time of the application deadline.
  - Applicant must wait a minimum 24 months after date of signing of a previous Phase 2 – Implementation grant before submitting another application.

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## 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.

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## 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.

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## 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.

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## Review of the Application

- o The Peer Panel Review Process
- o Reviewed by management consultants, finance professionals, and veteran local arts administrators.

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## Addressing the Panel (Page 10)

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

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## Purpose

### Intensive Services Program

facilitate growth of midsize and/or multicultural arts organizations with

Total Revenues = \$100K - \$750K

- **Phase 1 Strategic Plan Funding** (up to \$10,000) supports the creation and board adoption a multi-year strategic plan.
- **Phase 2 Implementation Funding** (up to \$20,000) supports specific strategic plan objectives for implementation.

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## Purpose

### Stabilization Program

facilitate growth of midsize and/or multicultural arts organizations with

Total Revenues exceeding \$750K:

- **Phase 1 Strategic Plan Funding** (up to \$20,000) supports the creation and board adoption a multi-year strategic plan.
- **Phase 2 Implementation Funding** (up to \$20,000) supports specific strategic plan objectives for implementation.

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## Program Design

Areas of development (including but not limited to):

- Governance and Leadership
- Risk Management
- Change / Succession Management
- Resource Development and Fundraising
- Marketing
- Arts and Cultural Tourism
- Financial and Technology Management
- Strategic Planning
- Program Development

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## Program Components

### ○ All Clients:

- Program Orientation.
- A professional organizational assessment and multi-year financial history profile.
- Ongoing communication between Houston Arts Alliance and the ISP client.

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## Program Components

### For Phase 1 – Strategic Plan Clients:

- o Development of a written multi-year strategic plan by an outside consultant with prioritized, measurable objectives, action steps, and milestones that indicate assigned responsibilities and an implementation schedule up to 36 months or more.

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## Program Components

### For Phase 2 – Implementation Clients:

- o Grant funds for individualized consultancies from arts management experts or other professionals who can provide the expertise necessary to the organization as it moves forth with its multi-year strategic plan.
- o Grant funds for invest in capacity building initiatives for the organization as it moves forth with its multi-year strategic plan.

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## Phase 2 Implementation examples

- o To engage consultants and increase organization capacity in the area of marketing & public relations.
- o To increase organization capacity through a hire of new full time Development Director.
- o To increase organizational capacity through the hire of a part time website content coordinator.

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## Phase 2 Implementation examples

- To engage consultants and increase organizational capacity in the areas of marketing, public relations, and board governance, as well as increasing organizational capacity through the hire of a new Office Manager.
- To engage consultants and increase organization capacity in the area of information technology.
- To engage consultants and increase organization capacity in board governance & leadership, marketing, resource development, and/or program development.

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## Funding Criteria

page 9 of Guidelines

- 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

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## Required Support Materials

page 4 for Application

- **Due by Monday, April 26, 2010, 5:30 Not a postmark date.**
- Use Checklist to verify documents before submitting.
  - Board Composition Matrix
  - Assessment Survey (*completed by all Leadership Team members listed on Section E of Application*)
- Assemble in order of checklist.
- Provide requested 1 set.
- Do not bind.
- Place in large envelope address to HAA Programs & Services Department.

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## Contacts

- Jerome Vielman, Programs & Services Manager | [jerome@haatx.com](mailto:jerome@haatx.com)
- Richard Graber, Director of Programs & Services | [richard@haatx.com](mailto:richard@haatx.com)

**TELEPHONE: (713) 527-9330**

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