



**GUIDELINES
GRANTS FOR ORGANIZATIONS
Fiscal Year 2013**

**General Operating Support/
General Operating Support Expansion**

Arts Project Grants

Houston Arts Alliance

3201 Allen Parkway, Suite 250 • Houston, TX 77019

Phone 713.527.9330 • Fax 713.630.5210 • Website: www.houstonartalliance.com



Accessibility and Special Needs

Houston Arts Alliance works to make its grant application process, assistance and workshops open to all interested parties. Applicants with special needs should contact Houston Arts Alliance Grants staff. If you would like to attend an application workshop and need special accommodations, please contact Houston Arts Alliance Grants staff one week in advance [if possible] at 713.527.9330.



Board of Directors

Marshal Lightman, Chairman of the Board
John Guess Jr., Vice Chair*
Denise DuBard, Treasurer
Marc Melcher, Secretary
Philamena Baird
Kenneth Barrett
John Binick
Minnette Boesel
Brad Bucher
Shannon Buggs*
Michael Cordúa
M. Kaye Dewalt

Joe Dilg
Jan Brooks Fitzgibbon
Diedra Fontaine
Boris Hidalgo*
Janet McDonald Hobby
Jay H. Jones, II
Nicolás Kanellos
Captain P.J. Matthews
Peter McStravick
Judy Nyquist
Greg Ortale
Adrian Patterson

Mark Praigg
Lynda Transier
Ron Witte
David Ashley White*
Vanessa Wodehouse*
David Wuthrich

** - Mayoral Appointees*

Partner Liaisons:

Cissy Segall Davis – Miller Outdoor Theatre
Andrew Huang – Houston Theater District
Dawn Ullrich – Convention & Entertainment Facilities
Laurette Cañizares – Houston Museum District

Staff

Jonathon Glus, Chief Executive Officer
Janel Badrina, Programs & Services Coordinator
Carrie Bañuelos, Administrative Coordinator
Crystal Benavides, Grants Manager
Torri Carter, Administrative Assistant
Jimmy Castillo, Civic Art & Design Collections Manager/ Project Manager
Sontera Dresch, Civic Art & Design Coordinator
Piper Faust, Civic Art + Design Project Manager
Fleurette S. Fernando, Director of Grants
Reginald French, Chief Operating Officer
Richard Graber, Director of Programs & Services
Pat Jasper, Director of Folklife & Traditional Arts
Robert Kimberly, Facilities Manager
Kathryn Lanning, Executive Assistant to Jonathon Glus, CEO
Matthew Lennon, Director of Civic Art & Design
Palmer Mena, Grants Assistant
Jennifer Peterson, Finance Manager
Rati Ramadas, Folklife & Traditional Arts Program Assistant
Karen Ross, Web Resources
Crystal Rodriguez, Grants Assistant
Jerome Vielman, Programs & Services Manager
Nyala Wright, Manager, Business Volunteers for the Arts
Kate Ostrow-Yadan, Director of Development

Table of Contents

IMPORTANT DATES	6
GRANT APPLICATION WORKSHOPS	5
GRANT CATEGORIES AT A GLANCE	6
OVERVIEW OF THE GRANTS PROGRAM	7
TERMS OF GRANT SUPPORT	7
SOURCE OF GRANT FUNDS	7
BASIC ELIGIBILITY.....	7
SIZE OF GRANT AWARDS.....	7
50 PERCENT RULE	7
POSTING TAX INFORMATION/ GUIDESTAR	7
GENERAL OPERATING SUPPORT & GENERAL OPERATING SUPPORT EXPANSION	8
DEADLINES.....	8
PURPOSE	8
SIZE OF GRANT AWARD	8
PRIORITIES FOR FUNDING	8
ELIGIBLE ORGANIZATIONS.....	9
INELIGIBLE ORGANIZATIONS.....	9
HOW TO APPLY.....	9
ARTS PROJECT GRANTS	10
DEADLINES.....	10
PURPOSE	10
SIZE OF GRANT AWARD	10
PRIORITIES FOR FUNDING	10
ELIGIBLE ORGANIZATIONS.....	10
INELIGIBLE ORGANIZATIONS.....	11
MATCHING FUND REQUIREMENT.....	11
HOW TO APPLY	11
CONTINUATION	12
DEADLINES.....	12
PURPOSE	12
SIZE OF GRANT AWARD	12
ELIGIBLE ORGANIZATIONS.....	12
HOW TO APPLY.....	12
HOW TO APPLY	13
EGRANT APPLICATION SYSTEM	13
ONLINE/ NEW REGISTRATION	13
MAXIMUM ELIGIBILITY REQUEST FORM.....	13
SUBMITTING ONLINE APPLICATION	13
REQUIRED SUPPORT MATERIALS	14
REVIEW PROCESS	14
STAFF REVIEW	14
PEER PANEL REVIEW	14
BOARD REVIEW.....	15
ITEMS INELIGIBLE FOR GRANT FUNDS	16
MULTIPLE APPLICATIONS	16
AFTER RECEIVING A GRANT	17
SIGNING THE GRANT AGREEMENT.....	17
INSURANCE	17
CREDITING SUPPORT OF THE CITY OF HOUSTON & HOUSTON ARTS ALLIANCE	17
GRANT PAYMENT	17
REPORTING REQUIREMENTS	17



January 2012

Dear Members of the Houston Arts Community:

It is with great pleasure that we present the Fiscal Year 2013 Guidelines to Grants for Organizations of Houston Arts Alliance. These guidelines outline the funding and application process for nonprofit arts and cultural organizations and other nonprofits interested in presenting or producing artistic and cultural activities in the City of Houston.

Houston Arts Alliance is the City of Houston’s partner for the distribution of municipal Hotel Occupancy Tax receipts to support arts and cultural programs in the city. The City of Houston’s significant investment in the arts reaches organizations of all sizes and artistic disciplines—from experimental visual arts and performance groups, to nationally renowned museums and performing arts institutions, to culturally specific organizations that reflect Houston’s diverse populations. We are proud of our long association with the City of Houston and applaud our city leaders for their long-time commitment to investing in the arts for the benefit of our community. The creative endeavors of Houston’s nonprofit arts organizations truly make our city a better place to live, work and visit— indeed, one of the most culturally-rich communities in the country!

The FY 2013 Guidelines reflect changes introduced to streamline the application process, maintain the accountability necessary for the disbursement of public funds and keep up with changes made by the Houston Arts Alliance board. Our focus remains on supporting the wide variety of artistic and cultural programming that is the hallmark of Houston’s nonprofit arts industry. You are required to read these Guidelines prior to beginning the application process and encouraged to attend one of the workshops offered.

We look forward to receiving your application and working with you to serve the citizens and visitors of Houston through the arts.

Sincerely,

Jonathon Glus, CEO

Fleurette S. Fernando, Director of Grants

Important Dates
GRANT YEAR: FY2013 (July 1, 2012 – JUNE 30, 2013)

eGrant System Opens:	February 2012
<u>GOS/GOSE</u> Deadline for Application & Support Materials:	March 5, 2012 5:30 P.M. (NOT A POSTMARKED DEADLINE)
<u>Continuation</u> Deadline for Application & Support Materials:	March 12, 2012 5:30 P.M. (NOT A POSTMARKED DEADLINE)
<u>APG</u> Deadline for Application & Support Materials:	April 16, 2012 5:30 P.M. (NOT A POSTMARKED DEADLINE)
990 Must be on Guidestar:	May 20, 2012



Houston Arts Alliance
 3201 Allen Parkway, Suite 250 • Houston, TX 77019
 Phone 713.527.9330 • Fax 713.630.5210 • Website: www.houstonartalliance.com

GRANT APPLICATION WORKSHOP DATES & LOCATIONS

All applicants are encouraged to attend an application workshop or view the workshop online. Please find dates and times for the live workshop & the online version at <http://www.houstonartsalliance.com/grants/>

NEED ASSISTANCE?

All applicants (GOS/GOSE/APG) are required to read the guidelines and application instructions to become familiar with the program requirements and criteria before beginning the application process. To speak with Grants Staff at Houston Arts Alliance or to make an appointment, please call (713) 527-9330 or email us at:

Palmer Mena
 Grants Assistant
palmer@haatx.com

Crystal Benavides
 Grants Manager
crystal@haatx.com

Fleurette Fernando
 Director of Grants
fleurette@haatx.com

<p>General Operating Support (GOS)</p>	<ul style="list-style-type: none"> • Provides operating support for organizations that present a regular season of arts or cultural programs that serve residents, visitors and tourists to Houston • Must have a two year average operating revenue of \$50,000 or more • Must have received two consecutive prior years of Arts Project Grant funding <p>This category is open only to nonprofit arts and cultural organizations that have received two (2) consecutive years of HAA funding in any grant category and have two year average cash revenues in excess of \$50,000 as determined by their IRS 990s. Because funding for this category is from the City of Houston Hotel Occupancy Tax, funded organizations may use the funds only for arts programs that serve to promote tourism and the convention and hotel industry. First-time and former applicant organizations that have not received a Houston Arts Alliance Operating grant in the past two years will be considered ‘first-time’ applicants and are not eligible for General Operating Support; these organizations may apply for an Arts Project Grant (pending eligibility for that category).</p>
<p>General Operating Support Expansion (GOSE)</p>	<ul style="list-style-type: none"> • For arts organizations which are deeply rooted in and reflective of a minority, inner-city, tribal or disabled community served • For arts organizations which are devoted to primarily providing art to its minority, inner-city, tribal or disabled community served • Organizations that present a regular season of art/ cultural programs that attract visitors/ tourists to Houston • 50% or more of the organizations Board of Directors is representative of the minority, inner-city, tribal or disabled community served. • Provides operating support for multicultural arts organizations that present a regular season of arts or cultural programs that serve residents, visitors and tourists to Houston. • Must have two year operating revenue of \$50,000 or more • Must have received two consecutive prior years of Arts Project Grant funding <p>This category is open only to nonprofit arts and cultural organizations that have received two (2) consecutive years of HAA funding in any grant category and have two year average cash revenues in excess of \$50,000 as determined by their IRS 990s. Because funding for this category is from the City of Houston Hotel Occupancy Tax, funded organizations may use the funds only for arts programs that serve to promote tourism and the convention and hotel industry. First-time and former applicant organizations that have not received a Houston Arts Alliance Operating grant in the past two years will be considered ‘first-time’ applicants and are not eligible for General Operating Support; these organizations may apply for an Arts Project Grant (pending eligibility for that category).</p>
<p>Art Project Grant (APG)</p>	<ul style="list-style-type: none"> • Must be a 501 (c) 3 organization one year prior to applying • Open to University departments and non-arts nonprofits (community and civic organizations, social service organizations, etc.) that produce or present arts and cultural activities. • If average two year cash revenue is under \$50,000 then organization must apply in the APG category. • First time applicants and arts/cultural and multicultural organizations that have not received a Houston Arts Alliance Operating or Project panel-reviewed grant in the past two years must apply in this category. • Organization must receive funding in the APG category for two consecutive years before being eligible for General Operating Support or General Operating Support Expansion. <p>This category is open to university departments and non-arts nonprofits (community and civic organizations, social service organizations, etc.) that produce or present arts and cultural projects that are open to the public and are eligible for funding through the Hotel Occupancy Tax. Because funding for this category is City of Houston Hotel Occupancy Tax, the funded projects should impact tourism and the hotel and convention industry. The maximum request is \$10,000, not to exceed 25% of the average of the two previous year’s cash revenues. In addition, the request cannot exceed 50% of project costs or 50% of the organization’s cash revenues for the most recently completed fiscal year.</p>
<p>Continuation</p>	<p>Houston Arts Alliance’s <i>Continuation</i> process is for arts organizations who receive General Operating Support or General Operating Support Expansion funding. Houston Arts Alliance convenes the peer review panels on an alternate-year basis (every other year), streamlining the work of the volunteers who serve on the panels and reducing the paperwork burden on organizations who receive funding from HAA from year to year. Each year, a different group of artistic disciplines is reviewed by panels (See page 12 for details)</p>

OVERVIEW OF THE GRANTS PROGRAM

Houston Arts Alliance seeks to advance the nonprofit arts industry in Greater Houston through its public/private partnership with the City of Houston. HAA strives to support artistic programs that make Houston an attractive cultural destination and a lively community for its residents. Serving the Greater Houston area, Houston Arts Alliance's efforts directly benefit approximately 200 organizations that are committed to providing quality artistic programming to residents and visitors to the Greater Houston area. The Grants for Organizations Program supports the encouragement, promotion, improvement and application of the arts to promote tourism and the convention and hotel industry. Through its grant programs, Houston Arts Alliance encourages programming that embraces issues of diversity and the needs of all cultures and people with disabilities.

TERMS OF GRANT SUPPORT: The period of support for this grant cycle is **July 1, 2012** through **June 30, 2013**. Grant funds cannot be used for budgeted expenses incurred prior to or after the grant term and the matching funds required for the grant must be collected during the grant term. A Final Report will be due no later than August 15, 2013.

SOURCE OF GRANT FUNDS: Funding for Houston Arts Alliance's General Operating Support, General Operating Support Expansion and Arts Project Grant categories is provided by the City of Houston utilizing Hotel Occupancy Tax (HOT). Each year, the City allocates 19.3% of the municipal Hotel Occupancy Tax receipts to support arts and cultural organizations, as permitted by the Texas Tax Code, through an annual agreement with Houston Arts Alliance. Per state law, revenue from the municipal Hotel Occupancy Tax may be used only to promote tourism and the convention and hotel industry. Organizations applying for and receiving Hotel Occupancy Tax funds are required to adhere to the state laws governing the use of such funds. Only organizations based in the City of Houston are eligible to receive Hotel Occupancy Tax funds for activities that meet the purposes described above. The complete details of the State of Texas Hotel Occupancy Tax Code may be found at our website <http://www.houstonartsalliance.com/grants/organizations/managing-your-grant/>. Among the permitted uses of HOT monies are the following related to arts and cultural activity:

- *The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms [Texas Tax Code Section 351.101(a) (4)].*
- *Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums at or in the immediate vicinity of convention center facilities or visitor information centers or located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates [Texas Tax Code Section 351.101(a)(5)].*

BASIC ELIGIBILITY REQUIREMENTS FOR ALL APPLYING ORGANIZATIONS: In order to be eligible to apply for funding, an organization must have received its IRS 501(c)(3) designation as a public charity no later than February 2011 and maintain the designation current with the IRS; have a history of ongoing artistic/cultural programs for at least one year prior to the application deadline; and be able to submit financial reports to document its revenues and expenses for one full year prior to the application deadline. All applicants for General Operating Support, General Operating Support Expansion and Arts Project Grants must have filed the required IRS 990 reports and said reports posted on www.Guidestars.org.

SIZE OF GRANT AWARDS: Grant requests to Houston Arts Alliance far exceed the funds available for awards. Therefore, an applicant rarely, if ever, receives 100 percent of its request. The size of each grant award is determined by the following factors: (1) amount of funding available as projected by City of Houston; (2) peer panel score of the application; (3) Maximum Eligible Request amount as determined by worksheet (GOS, GOSE grants only); (4) number of awards; and (5) quantity of applications. In the panel review process, applications earn points. The higher the score of the application, the larger the percentage of request that will be awarded. Please note that City projections are dependent upon taxes collected.

50 PERCENT RULE: In order to encourage organizations to diversify their funding, total grants awarded to an organization from all possible Houston Arts Alliance grant programs may not exceed 50% of the organization's previous year's cash revenues as verified by their IRS 990 (if applicable) or their previous year's financial statement. This 50 Percent Rule applies to the total of all grants awarded to an organization in a fiscal year. If an organization submits applications to Houston Arts Alliance for more than the organization's 50 percent amount, Houston Arts Alliance will adjust the request amount to the 50 percent amount.

POSTING TAX INFORMATION: For all General Operating Support, General Operating Support Expansion and Arts Projects applicants, FY10 (2009-2010) & FY11 (2010-2011) 990s must be filed on the web database used by the IRS known as **Guidestar.org**, no later than May 20, 2012. No payments can be made until both the FY09 and FY10 IRS 990 are on file with Guidestar.org. To speed up the process, organizations can self-submit their 990s on Guidestar.org. Please visit Guidestar.org for instructions on creating an account and posting your 990s. To post the 990s your organization may be charged a nominal fee.

GENERAL OPERATING SUPPORT & GENERAL OPERATING SUPPORT EXPANSION

DEADLINE		
Online Application	Monday, March 5, 2012	5:30 P.M.
Required Support Materials	Monday, March 5, 2012	5:30 p.m.
	Important: This is not a postmark deadline. Required Support Materials must be received at Houston Arts Alliance's office no later than 5:30 P.M.	

PURPOSE

This category is open only to nonprofit arts and cultural 501 (c) 3 public charity organizations with prior two year average cash revenues in excess of \$50,000 as determined by their IRS 990s. Organizations must have been in existence for minimum of three years prior to application date and have completed two previous consecutive HAA Arts Project grants.

The General Operating Support category provides financial support to aid arts and cultural organizations to present or produce arts and cultural programs that serve to: (1) establish a nationally recognized cultural environment that attracts visitors and tourists to the arts presentations and exhibitions to City of Houston; and (2) meet the needs of the culturally diverse residents and visitors of Houston.

SIZE OF GRANT AWARD

Because of budget limitations, Houston Arts Alliance rarely fully funds any grant request. Most grants awarded in the General Operating Support and General Operating Support Expansion range between \$2,000 and \$80,000. The maximum amount awarded for a General Operating Support or General Operating Support Expansion grant is \$100,000.

PRIORITIES FOR FUNDS:

Priorities include payments to artists and artist related costs; marketing & promotion of the funded activities; production/exhibition related costs.

The objectives of the General Operating Support category are:

- To provide a consistent funding mechanism for arts and cultural organizations of excellence in the City of Houston.
- To support arts and cultural activities that implement the intended use of Hotel Occupancy Tax funds, as described in Sections 351.101(a)(4-5) and 351.101(b) of the Texas Tax Code.
- To promote cultural tourism by supporting special efforts to attract visitors to include arts activities in their Houston itineraries.
- To advance the artistic, administrative and organizational capacity of arts/cultural organizations.
- To ensure access to the arts for all residents and visitors.
- To provide supplementary financial support to multicultural arts organizations in order to fortify the cultural diversity of arts programming available to visitors and area audiences.
- To stimulate economic and community development through the arts.

Arts/cultural organizations that operate year-round will generally offer a wide variety of programs. A large number of programs are targeted to the general public and are thus attractive to tourists or serve to advance Houston's competitiveness as a cultural tourism destination; a smaller number of programs are targeted to specific populations that are not tourism-related. In considering whether to apply or not for a General Operating Support/General Operating Support Expansion grant, please take into account that the application should provide a broad-view of the organization's year-round programs and highlight those which meet the requirements of the revenue source for the grants (Hotel Occupancy Tax). HAA reserves the right to move an organization from General Operating support to Arts Project support, if it deems its project to be limited in scope or not meet the Hotel Occupancy Tax requirements.

Funded organizations are not restricted in the types of programs they can offer or include in their application; the only restriction is in how Houston Arts Alliance grant funds are utilized. Since the grants have to be matched with other revenues (and generally most applicants exceed the 1:1 match), it is our experience that most grantees have no difficulty identifying expenses related to programs that meet the requirements of the Hotel Occupancy Tax.

ELIGIBLE ORGANIZATIONS:

Only arts/cultural and multicultural arts organizations are eligible for General Operating Support and General Operating Support Expansion grants, **provided that they meet the following requirements:**

1. The organization's **primary mission**, as described in its mission statement and approved by its board of directors and reflected in its annual scope of programs, **is the production or presentation of a regular season of arts and cultural programming through the year.**
2. The organization has current tax-exempt status under Section 501(c)(3) (or the equivalent) of the Internal Revenue Service as a public charity. The tax-exempt status must have been granted by the IRS at least three years prior to the grant application deadline. Organizations with lapsed IRS 501(c)(3) status are not eligible to apply.
3. The organization has produced or presented arts or cultural programming during the 12 months prior to the grant application deadline.
4. The organization is physically based within the incorporated limits of the City of Houston.
5. The organization is governed by a local board of directors that meets regularly.
6. The majority of the organization's programs and events are advertised and open to the general public.
7. The majority of the organization's programs and events attract visitors and tourists to Houston.
8. The organization has successfully managed at least two Houston Arts Alliance Organization grants.
9. The organization does not have any outstanding Final Reports due to Houston Arts Alliance including General Operating Support, General Operating Support Expansion, Arts Project, Touring & Neighborhood Arts Project, Mayor's City Initiative (Mayor's) Grant Program, and Intensive and Stabilization Programs and any pre-FY12 grant programs.

INELIGIBLE ORGANIZATIONS:

1. We do not accept fiscal agent applications or umbrella organization applications. If your organization is an umbrella organization of a national chapter the applying organization must have 501(c) 3 status one full year prior to applying and must be based within the City of Houston.
2. Nonprofit organizations whose primary mission is other than presenting or producing arts and cultural programs are not eligible for the General Operating Support/ General Operating Support Expansion category. This includes social service agencies, units of local government, community organizations, university /college or educational departments or agencies and other nonprofits.
3. Ineligible are organizations that are less than three years old or that have not been funded through the Grants for Organizations peer panel process by Houston Arts Alliance in the past two consecutive years. These organizations may be eligible for Arts Project Grants; please refer to that section of the guidelines for additional information.
4. Nonprofit organizations (arts/cultural and others) whose physical administrative offices (or main place of business) are outside of the City of Houston are not eligible for Hotel Occupancy Tax support from Houston Arts Alliance.
5. Organizations that receive Hotel Occupancy Tax funds through the group agreements with the Houston Museum District or Theatre District Association are not eligible to apply for additional General Operating Support grants from Houston Arts Alliance.
6. Arts/cultural organizations with activities that have no measurable impact on the promotion of tourism and the convention and hotel industry are not eligible to receive Hotel Occupancy Tax funded-general operating support grants. Grant funds may not be used for activities that take place outside of the City of Houston or that do not comply with the intended use of Hotel Occupancy Tax funds as defined in state law.
7. General Operating support grants may not go to university/college or other education agencies or departments.

HOW TO APPLY

For detailed instructions on how to apply see page 13.

ARTS PROJECT GRANT

DEADLINE		
Online Application:	Monday, April 16, 2012	5:30 P.M.
Required Support Materials:	Monday, April 16, 2012	5:30 P.M. Important: This is not a postmark deadline. Required Support Materials must be received at Houston Arts Alliance's office no later than 5:30 P.M.

PURPOSE

This category is also used to fund arts organizations with two year average cash revenues of less than \$50,000 as demonstrated by their IRS 990 reports it is also open to university/college and educational agencies and departments, and non-arts nonprofits.

The purpose of the Arts Project Grants category is to assist nonprofit organizations in producing and presenting arts and cultural projects that are open to the general public and that contribute to making Houston a more attractive cultural destination.

For purposes of this category, the proposed project must have a distinct focus, timeline and/or date and budget. The project must be of clear benefit and be accessible to the general public and meet the requirements of the Hotel Occupancy Tax Code. Types of eligible projects include one time or series of public performances or exhibitions; creation of new work; artists' residencies; lecture/demonstrations; and services to the field that meet the City of Houston Hotel Occupancy Tax requirements as previously described. Project grants are not intended to provide general operating or year-round support. A series of events or festival (defined as multiple performances or events in one day or longer that share a common theme or purpose) may qualify.

SIZE OF GRANT AWARD

The maximum request is 50% of a project's actual expenses up to \$10,000, not to exceed 25% of the organization's average of previous two year's cash revenues as verified by IRS 990s on Guidestar. Most grants awarded in the Arts Project Grant program range between \$2,000 and \$5,000.

PRIORITIES FOR FUNDS

- Priorities for funding include payments to artists and artist related costs; marketing & promotion of the funded activities; production/exhibition related costs.
- Only one project application per eligible organization will be accepted for Arts Project Grants.

ELIGIBLE ORGANIZATIONS

1. Applicants and arts/cultural and multicultural organizations that have not received a Houston Arts Alliance GOS, GOSE or APG grant in the past two consecutive years should apply in the APG category.
2. Arts Project Grants are open to university/college and educational agencies and departments, and non-arts nonprofits including community organizations, civic organizations, social service and other nonprofit organizations that produce or present arts and cultural activities that are open to the general public and are eligible for funding through the Hotel Occupancy Tax.
3. Arts Project Grants are also available to arts or cultural organizations whose primary activities do not meet the requirements of the Hotel Occupancy Tax fund, but who have special projects within the year that may meet the Hotel Occupancy Tax statutory requirements.
4. Project support is not designed to support any one organization's entire annual expenses, but rather a specific event, series of events or component of a season.
5. Eligible activities include, but are not limited to visual arts exhibitions, performing arts presentations, festivals, and other public programs that make Houston an attractive cultural environment for visitors and residents alike.
6. Funded activities should, in accordance with the Hotel Occupancy Tax Code, enhance and promote tourism and the convention and hotel industry. For more information about the Hotel Occupancy Tax, please see the "Funding Sources" section of the guidelines.
7. The organization has current tax-exempt status under Section 501(c) (3) of the Internal Revenue Service (or the equivalent) as a public charity for one year prior to the application deadline.

8. The organization has produced or presented arts or cultural programming during the 12 months prior to the grant application deadline.
9. The organization is physically based and offers events primarily in the City of Houston.
10. The organization is governed by a local board of directors that meets regularly.
11. The organization has a track-record of providing arts/cultural programs and events that are advertised and open to the public.
12. The organization does not have any outstanding Final Reports due to Houston Arts Alliance including General Operating Support, General Operating Support Expansion, Arts Project, Touring and Neighborhood Arts Projects, City's Initiative (Mayor's) Grant Program and Intensive and Stabilization Programs and any pre-FY09 grant programs.
13. Organizations who have received GOS or GOSE support from HAA in the past may apply in the APG category. An organization cannot receive GOS or GOSE support in the same year.

INELIGIBLE ORGANIZATIONS

1. We do not accept fiscal agent applications or umbrella organization applications. If your organization is an umbrella organization of a national chapter the applying organization must have 501(c) 3 status one full year prior to applying and must be based within the City of Houston.
2. Any arts/cultural organizations and multicultural organizations that meet the criteria are eligible for this category, unless their regular programming does not meet the Hotel Occupancy Tax Requirements.
3. Organizations who are based outside the City of Houston or that receive Hotel Occupancy Tax funds through the group agreements with the Houston Museum District or Theatre District Association are not eligible to apply for Arts Project Grants from Houston Arts Alliance.
4. Organizations may not use Arts Project Grants to support activities that are not consistent with the intent of the Hotel Occupancy Tax, that do not benefit the Houston area, or programs that take place outside of City of Houston.
5. Activities funded or included in any other Houston Arts Alliance grant application are not eligible for funding. Activities funded by Miller Theatre Advisory Board, Theatre District or Museum District or other Hotel Occupancy Tax sources are not eligible for funding in this category.
6. General Operating support grants may not go to university/college or other education agencies or departments.

MATCHING FUNDS REQUIRMENT

The amount of the Arts Project Grant request/award must be matched dollar for dollar from cash revenue other than Houston Arts Alliance or City of Houston Hotel Occupancy Tax. Generally, matching funds from other City of Houston sources will not be accepted. The matching funds must be collected (not just pledged or awarded) during the term of the grant.

HOW TO APPLY

For detailed instructions on how to apply see page 13.

CONTINUATION

DEADLINES	
Continuation Application	Monday, March 12, 2012 5:30 P.M. Important: This is not a postmark deadline. Required Support Materials must be received at Houston Arts Alliance’s office no later than 5:30 P.M. reigning

PURPOSE

Houston Arts Alliance’s *Continuation* process is for arts organizations who receive General Operating Support or General Operating Support Expansion funding. Houston Arts Alliance convenes the peer review panels on an alternate-year basis (every other year), streamlining the work of the volunteers who serve on the panels and reducing the paperwork burden on organizations who receive funding from HAA from year to year. Each year, a different group of artistic disciplines is reviewed by panels (see chart below).

A *Continuation* organization is required to submit certain documentation for the grant process by the appropriate deadline, but will not complete the full application or undergo the panel review process. The grant amount will be calculated using the prior year’s panel score, the maximum eligible request amount (MER), and the amount of funds available to award.

Although organizations may submit in the category of their choice, Houston Arts Alliance reserves the right to designate the discipline panel it feels best suits the mission and programming of an organization and the scope of the peer review panel. Please note that funding level for an organization is not guaranteed from year to year as available funding from the City changes from year to year.

If your organization’s discipline does not go to panel in a given year and it is your first year applying for GOS or GOSE funding, you will be reviewed in the General category.

(All Arts Projects Grants are reviewed **every** year by a panel; APG information is available on page 10.)

ELIGIBLE ORGANIZATIONS

- In FY 2013, those in Group B will submit a **FULL APPLICATION** to be reviewed by panel (See page 8).
- In FY 2013, those in Group A will be considered Continuation applications.

GROUP A (Group A goes to panel FY2012, FY2014, FY2016 etc.)	GROUP B (Group B goes to panel FY2013 , FY2015 etc.)
<ul style="list-style-type: none"> • Multi-disciplinary • Theatre and Musical Theatre • Visual Arts, Media and Craft • Architecture/Design/Historic Preservation & Museums • General 	<ul style="list-style-type: none"> • Dance • Literary Arts • Music Choral • Music Non Choral • General

HOW TO APPLY

1. Submit a completed Continuation Application Form (available online at www.houstonartsalliance.com).
2. Original signed Assurances Page.
3. A completed MER Worksheet.
4. FY10 & FY11 990s need to be posted on Guidestar by 3/20/12.
5. Deliver completed application to: Grants Department/ Continuation
Houston Arts Alliance, 3201 Allen Parkway, Suite 250, Houston, TX 77019

HOW TO APPLY

EGRANT APPLICATION SYSTEM: Eligible organizations applying in the General Operating Support, General Operating Support Expansion or Arts Project Grant categories need to apply through the online application system. eGrant application will be open **February 1, 2012**. To access eGrant log onto (<http://www.houstonartsalliance.com/grants/e-grant/>).

ONLINE/ NEW REGISTRATION: If you are a previous HAA applicant, please use your existing login & password to begin the application process. If you are a new applicant you will need to establish an account. Once you have established your login and password, you will need to select the program to which you are applying from the drop-down list provided; then, click the "Create New Application" link. From that point on, you do not create another application, but use the "Edit" button to work within your application. Please make sure that the email address you provide is accurate as it will be used for primary contact during the application process and ongoing correspondence with the organization if awarded. A "Houston Arts Alliance eGrant Registration Confirmation" email will be sent to an applicant once all of the required information has been entered. You should click "Proceed" to begin using the site.

MAXIMUM ELIGIBILITY REQUEST FORM: An organization's Maximum Eligible Request (M.E.R.) is a percent of the average allowable cash revenues as determined from their IRS 990/990EZ Form (or internal financial report) for the two most recently completed fiscal years (in most cases fiscal years 2010 and 2011). All organizations are required to file a 990 report which must be available on www.guidestar.org no later than May 20, 2012. The IRS form 990 for 2009 and 2010 determines the accuracy of Maximum Eligible Request (M.E.R.). If HAA can not verify your 990s on Guidestar.org this could have an impact on the accuracy of your award. Do Not Submit paper copies of your 990s as HAA will verify through Guidestar. Applicants must file a MER Worksheet as part of their online application to determine their MER for their operating grant application. The worksheet form can be downloaded from Houston Arts Alliance web site (www.houstonartsalliance.com/grants/.) In reporting revenues for purposes of figuring the Maximum Eligible Request, organizations cannot include revenues that are:

- in-kind,
- for debt reduction,
- for capital acquisitions,
- from endowment or capital campaigns,
- from for profit school(s) or academies,
- from the Theater or Museum District, Miller Theatre Advisory Board, Parks Board or other City of Houston sources,
- from Houston Arts Alliance (all grant categories),
- revenue from one-time large sources of income (such as bequest or one-time special grants that are greater than 10% of total revenue), or earned revenue from touring activities outside of Texas.

SUBMITTING ONLINE APPLICATION: Applicants may type or "copy-and-paste" text into the application. We strongly recommend that you "copy-and-paste" from a word-processing program. This will allow you the opportunity to check for grammatical and spelling errors as well as the word count. When cutting and pasting from a word-processing document, use a standardized font (Times Roman or Arial) and a text-only format with no specialized punctuation or characters (such as underline, quotation marks, italics or special fonts). As you complete each page, be sure to click one of the "Save" buttons at the bottom of the screen. Otherwise, **you will have to reenter the information. Remember you may only make changes in "Edit;" "View" is for reading only.** Please note that when answering the "Questionnaire," applicants should keep in mind the appropriate criteria by which each application will be evaluated: (1) artistic/cultural merit; (2) administrative ability; (3) audience development & community outreach; and (4) impact on tourism and the convention and hotel industry. Please answer each question as clearly and concisely as possible. It is important not to assume that the panel is familiar with your organization. When an application is successfully filed with Houston Arts Alliance, the applicant is notified via email. The applicant then must submit the Required Support Materials per program by the deadline listed under Important Dates (Page 5).

REQUIRED SUPPORT MATERIALS

In addition to filing the grant application online, each applicant must submit the Required Support Materials to Houston Arts Alliance by mail or deliver to the Houston Arts Alliance by the noted deadlines on page 5. These are not a postmarked deadline; items not received by the deadline will not be accepted. This form can be found online at www.houstonartsalliance.com. Please complete and submit the Required Support Materials to: Houston Arts Alliance/ Grant Dept., 3201 Allen Parkway, Suite 250, Houston, TX 77019-1800

1. Maximum Eligibility Request Form
2. List of Activities Form. Please refer to page 16 before submitting your List of Activities to ensure that they comply with HOT tax requirements.
3. Signed Assurances Page
4. One current board list (including name, professional title, ethnicity, address, email & phone number for each member).

Three (3) sets or copies of the following support material are required: two copies will be sent to the panelists assigned to the application to facilitate their review and one copy is filed at HAA. Failure to submit three copies will limit the panel's ability to review the application.

5. 3 copies of short biographies or résumés of the principal artists, curators/ experts of the application. Résumés are limited to one page each and the maximum number of pages for all combined résumés/bios is five pages.
6. 3 copies of the list of the current season (2010-2011) of arts or cultural performances, exhibitions, activities or programs that were/are open to the public with the date, title of the activity, and venue/location.
7. 3 copies of organization history, one-page maximum.
8. Three sets (3) of Artistic Support Materials, which should be an appropriate combination of CD/DVD (3 max per set), books (2 max per set) or printed materials (3 max per set including: programs, flyers, press clippings, etc, - no posters), as applicable to your artistic discipline or project. You are advised to check copies of electronic materials prior to submission. As panelists may not be familiar with your organization, the quality of the materials you submit may reflect upon the quality of your programs.
9. 3 copies of a brief description of the artistic materials submitted to include date of performance, location, title and/or performers.

REVIEW PROCESS (APPLICABLE TO ALL CATEGORIES)

STAFF REVIEW: Upon receipt of the applications, staff reviews applications for completeness and eligibility and verification of the 501(c)(3) status. When necessary, applicants are asked to revise proposals or supply additional information. Incomplete applications or those that do not meet eligibility requirements cannot be considered and will be returned to applicants. Applicants that do not submit all of the Required Support Materials by the appropriate deadlines will not be eligible for consideration. **The organization's 990s must be posted to Guidestar.org by May 20, 2012.** Please note that Houston Arts Alliance grants are funded from public tax dollars and, as such, grant records may be subject to the Texas Open Records Act. Applications submitted to Houston Arts Alliance become the property of Houston Arts Alliance and are subject to review by members of the public upon request.

PEER PANEL REVIEW: Peer panels, consisting of objective and knowledgeable arts professionals, artists, community and corporate volunteers and others with arts expertise, evaluate each application using the published funding criteria. Panelists meet to discuss and score each eligible application; their scores are totaled and averaged for each application following the panel meetings.

- Panel meetings are open to the public for observation only. Members of the public interested in attending a panel meeting who need special accommodations are asked to notify Houston Arts Alliance grants department one week prior to the panel meeting (if possible).
- Addressing the Panel: All grant applicants are given an equal set time to respond to questions from the panel or to clarify any comments made by the panel during the review process. **All applicants are required to have an informed representative(s) attend their review time. If representatives cannot be present, they must make arrangements with HAA at least 24 hours in advance to be available by phone during the panel meeting.** The representative(s) must be able to answer questions about the organization's operations and programs, budget and finances, and the specifics of the application. HAA strongly encourages the Executive Director or CEO to be the designated representative. No new materials may be distributed to the panel at this time.

- *APG panels will be executed by an online panel in FY13 in which case, applicants **will not** be required to attend the panel process.
- An organization's application should stand on its own. Site visits are no longer a part of the review process. Any previous grant report may be reviewed by the panel as well. While panelists are encouraged to attend applicant events and be familiar with the organization, it is the primary responsibility of the applicant to inform the panel about the applicant's activities and programs through the best quality submission of the online application and support materials and to send an informed representative(s) to answer questions from the panel during the organization's peer panel review time.
- Houston Arts Alliance has a Conflict of Interest Policy for panelists. Panelists must declare their conflicts of interest regarding the organizations being reviewed by their specific panel. Panelists may neither review nor score applicants with whom they have a fiduciary, personal or adversarial relationship currently or in the past twelve months or projected grant term. Panelists who have a conflict of interest with an applicant must leave the panel meeting during the discussion of that application.

All General Operating Support and General Operating Support Expansion and Arts Project Grant applications are reviewed using the following criteria weighted on a rating scale:

ARTISTIC/CULTURAL MERIT (40%)

- Activities that are of high artistic quality or exemplary of the organization's discipline
- Quality of the artists or experts involved in performances, works, and/or activities
- Involvement of artists or experts who are knowledgeable of their discipline
- Innovative and creative programming
- Artistic or curatorial staff that shows vision and leadership
- Effective use of artistic resources of the community
- Performance/ exhibition based upon actual or submitted materials
- Effective use of available resources to produce content of the highest artistic merit

ADMINISTRATIVE ABILITY (20%)

- Evidence of board/staff interaction as demonstrated through working committees
- Evidence of leadership and experience of administrative staff
- Evidence of short range and/or long range planning
- Financial stability; balance of earned and contributed revenue
- Accurate record keeping and regular preparation of financial reports
- A board of directors, representative of the community, that meets at least quarterly and sets policies for the organization
- Ability to deliver services effectively
- Established process for board review of financials
- The overall quality of the application, including attention to spelling, grammar and clarity
- Effective management of past Houston Arts Alliance grant(s) including timely submission of reports and timely completion of grants, events, programs and activities
- Diversification of its funding base as evidenced by efforts to secure financial support from the private sector as well as the public sector

CULTURAL TOURISM IMPACT (20%)

- Marketing and public relations efforts to promote activities and programming that may draw tourists and visitors to the region or is directed at conventions or visitors in the City.
- Efforts to increase Houston's competitiveness as a cultural tourism destination.
- Programming that contributes to creating a regional identity/image of quality and creativity to attract and retain residents and visitors to Houston.

AUDIENCE DEVELOPMENT & COMMUNITY OUTREACH (20%)

- Furthering an understanding of and generating interest in the organization's particular art form or discipline
- Efforts to reach and serve visitors and tourists
- Efforts to involve individuals of different backgrounds at the artistic, technical, administrative and board levels
- Outreach efforts to develop future audiences, to reach and serve new, special and/or diverse audiences
- Collaborating with other organizations
- Providing programming in venues and through methods that make the programming accessible to people with disabilities

BOARD REVIEW: Grant recommendations from panels are forwarded to Houston Arts Alliance Grants Committee for review. The committee, in turn, forwards its recommendations to Houston Arts Alliance Board of Directors for final approval. These recommendations

are subject to organizations meeting all requirements prior to issuing a grant agreement. Organizations that are not funded may be recommended to attend HAA workshops or other training for further assistance.

ITEMS INELIGIBLE FOR GRANT FUNDS (Applicable to All)

For grants funded with Hotel Occupancy Tax, funds may not be used for activities, programs or events or their administrative costs that are not consistent with the intent of the Hotel Occupancy Tax as defined in Sections 351.101(a)(4-5), 351.101(b) and other applicable sections of the Texas Tax Code. Additionally, Houston Arts Alliance grant funds may not be used for:

1. Capital improvements (construction, renovation, the purchase of permanent (or non expendable) equipment or real property, unless expressly authorized in the Hotel Occupancy Tax legislation).
2. Funding deficits or budgeted expenses incurred prior to July 1, 2012 or after June 30, 2013.
3. Expenses associated with touring programs or other travel outside of City of Houston, except for artists/experts being brought in to City of Houston.
4. Tuition costs or costs of instructional programs that have primary impact on individuals or small groups.
5. Organizations whose physical administrative offices are outside of the City of Houston.
6. Projects or events that are extensions of training or academic programs for which participants receive academic credit.
7. Costs related to performances funded by Miller Outdoor Theatre or already funded by Hotel Occupancy Tax.
8. Programs not open and advertised to the general public.
9. Scholarships, purchase of awards or cash prizes.
10. Benefits, galas and projects planned primarily for fundraising.
11. Licensing fees of any kind other than performance royalties.
12. Loans, interest on loans, fines, penalties or costs of litigation.
13. Refreshments, beverages, social functions, parties or receptions.
14. Individuals or projects by individuals (these are funded through Houston Arts Alliance Individual Artist Program).
15. Activities currently funded by another Houston Arts Alliance grant.
16. General Operating support grants may not go to university/college or other education agencies or departments.
17. Religious projects or activities.

Note: Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met:

- a. Funds may not be used for a direct religious purpose.
- b. Funds may only be used to support programming of a secular purpose.
- c. The primary effect of the funding does not advance or inhibit any one religion or faith.
- d. The activity is open to the general public and meets the authorized uses of the Hotel Occupancy Tax.
- e. Projects, productions, workshops and/or programs that include obscene material as defined in Section 43.21, Penal Code of Texas.

MULTIPLE APPLICATIONS

Only one application is accepted from an eligible organization. Eligible organizations may participate in projects both as an applicant and as the featured artist/arts group of another applicant. However, no more than two applications per grant cycle may feature the same arts organization (assuming that one is by the organization and the other is under another organization featuring the arts organization as a guest artist). Houston Arts Alliance reserves the right to determine which application will be funded. Applications from more than one organization for the same project cannot be accepted.

AFTER RECEIVING A GRANT

Organizations that are awarded grants by Houston Arts Alliance will enter into a grant agreement that outlines the requirements of the grant. The agreement will clearly state the scope of services and all grant funds should be used for these stated activities to help simplify reporting.

SIGNING THE GRANT AGREEMENT: Houston Arts Alliance requires that two authorized officials from the grantee organization sign the agreement. One of these officials must be the board chair or president. If the CEO and board president or chairman is the same person, then another non-related officer must sign as second signature. The Grant Agreement will outline the terms of the grant, scope of services, reporting requirements and legal issues applicable to the funding.

INSURANCE: Grantees that are awarded over \$30,000 in funding from the City of Houston from its various grant programs must provide Houston Arts Alliance with proof of the following types of insurance (see below).

1. Worker's Compensation (statutory amounts);
2. Employer's Liability (\$500,000, \$500,000, \$500,000);
3. Commercial General Liability including Contractual Liability to cover Houston Arts Alliance and the City for the Indemnification (\$500,000/\$1,000,000);
4. Automobile Liability, where appropriate (\$500,000/\$1,000,000); and
5. Copyright Protection (\$500,000/\$1,000,000)—where appropriate.

All insurance must be on an occurrence basis. All grantees must include Houston Arts Alliance and the City of Houston as additional insureds and provide Houston Arts Alliance with Certificates of Insurance. (Do not send Certificates to City, but to HAA). It is the responsibility of the grantee to provide updated insurance to HAA throughout the grant term should it lapse. Grantees receiving less than \$30,000 are required to maintain the necessary insurance to conduct their business but do not have to provide proof of insurance to Houston Arts Alliance. Houston Arts Alliance reserves the right to make changes to the grant program policies, schedule or guidelines.

CREDITING SUPPORT OF THE CITY OF HOUSTON AND HOUSTON ARTS ALLIANCE: Grantees are required to acknowledge the support of the City of Houston and Houston Arts Alliance through the use of logos and credit line on all marketing and promotional materials. Houston Arts Alliance and City of Houston logos can be found on the Houston Arts Alliance website (www.houstonartsalliance.com/news/haa-logo-usage-guidelines/), the credit line is: *"This project (or organization) is funded by grants from the City of Houston through Houston Arts Alliance."*

GRANT PAYMENT: Grant payments are made in quarterly installments, following the distribution of Hotel Occupancy Tax funds to Houston Arts Alliance from the City of Houston. Generally, the initial payment will be made after October 15, 2012, after execution of the grant agreement, second payment after January 15, 2013, third payment after April 15, 2013, and the last payment in August or September 2013, upon submission and approval of the Final Report. For the first, second and third installments, a Scope of Services/List of Activities update is required prior to issuance of the payment (see details below). Grantees with outstanding reports from previous years are not eligible to receive payments until the previous grants are closed-out and are ineligible for any grants if they are in default of a previous grant. Late penalties apply.

REPORTING REQUIREMENTS

- **GOS/GOSE/APG** grantees receiving funding from the Houston Arts Alliance are required to provide a List of Activities (initially in the required supplemental material) from which the Scope of Services will be created for the agreement, and to update this list quarterly as new activities or changes to previous grant activities occur. This list, required per Texas Tax Code Section 351.108, should include each scheduled activity, program, or event as well as date and exact location address that: (1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and (2) is directly enhancing and promoting tourism and the convention and hotel industry. The List of Activities form provided by the Houston Arts Alliance, must be received prior to the issuance of the first, second and third payments. Additionally, grantees are asked to notify Houston Arts Alliance of changes to the programs and activities proposed in the application. During the grant term, grantees are also required to survey audience during HAA funded public events. A sample survey form can be found online at <http://www.houstonartsalliance.com/grants/organizations/managing-your-grant/>.
- **FINAL REPORT** is required after the close of the grant term. The Final Report includes information and documentation on completed activities, income and expenses for the grant. Documentation for how grant funds were used **must** include copies of every invoice/receipt and check written for grant expenses paid for with Houston Arts Alliance funds. Every check copy and receipt or invoice copy provided Houston Arts Alliance should be dated during the grant term (between July 1, 2012 and June 30, 2013). See specifics for each Grant category.

For the Final Report, activity or project documentation can include sample items such as copies of ads placed in newspapers, programs or fliers that include Houston Arts Alliance and City of Houston legend or credit line as stated in the grant agreement. Final Reports must be prepared so that the financial and activity documentation is easy to review. Incomplete and poorly organized Final Reports may be returned to the grantee for additional work and will delay final payment. The final quarter grant check will be processed only after the Final Report is approved with required documentation. Depending upon the volume of reports, the accuracy of the submitted documents and prompt replies to any inquiries in the process, the process may take from 30 days to several months to complete. **Grantees who fail to file the required report within 30 days of deadline automatically forfeit final payment and jeopardize future awards. Payments on future potential 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 November 15, 2012 will prevent an organization for applying for funding in next fiscal year.**

HELPFUL TIPS

- Read the guidelines, grant application instructions and criteria before beginning the application process.
- Plan your narrative following the questions and funding criteria. Plan your answers carefully to avoid repetition.
- Write to the funding criteria. Keep the funding criteria in front of you when preparing your proposal. Remember all applications are reviewed and scored based on how well the applicant meets the funding criteria.
- Don't assume. The panelists who review your proposal may have no knowledge of your organization or its programming. Make sure you describe existing and proposed programs in detail. The application should stand on its own merits. You will be notified of panel review date and required to send a qualified representative(s) who can discuss the budget and program proposed.
- Avoid generalizations. Rather than stating, "We have operated a successful series of concerts for the last four years," use numbers to prove your case. For example, "We have produced six plays with 10-performance runs for the last four years to audiences ranging from 75 to 100 for each performance."
- Proofread. Before submitting your application, have at least one person proofread your application in addition to yourself. If the reader has questions, it is likely, the panel will as well. You are advised to create your narrative in Word to allow spell-check and grammar check and word count, then cut and paste into application. Applications that contain frequent typographical errors, poor grammar or misspelled words do not give a positive impression of the organization and rarely score well. If your narrative doesn't fit into the allowed word limit, it is your responsibility to edit it to fit.
- Balance your budget for the projected grant period (projected income and expenses must balance). Previous years may show deficits or surpluses, since these are actual numbers and not projections.