

Funding Criteria

Administrative Ability (20%)

This criterion refers to the applicant's organizational stability, effective board leadership and staff administration, ability to plan and implement projects and to create policy and procedures, and demonstrated ability to be fiscally responsible and accountable. Other considerations include demonstrated success in properly administering grant funds and documenting projects according to the ethical and legal requirements of contracts with funding organizations and project personnel.

Key elements in rating the Administrative Ability of an application include:

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

Audience Development and Community Outreach (20%)

This criterion refers to the applicant's demonstrated interest in extending its programs and presentations to new and diverse audiences, in involving culturally diverse individuals in its organization, and in collaborating with other organizations.

The evaluation of these criteria is of crucial importance because they express a basic goal: The purpose of public support of the arts is not solely to ensure survival of these important disciplines or simply to acknowledge their cultural significance, but also to encourage organizations to develop future audiences or expand the current base of their audience by reaching out to residents of all ages and ethnicities and visitors to the Greater Houston area.

Key elements in rating the Audience Development/Community Outreach of an application may include any of the following::

- 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

Cultural Tourism Impact (20%)

The nonprofit arts industry is an important segment of the Houston area economy. Not only do arts/cultural organizations add revenues to the economy and contribute to the quality of life, but they also contribute to the vitality of tourism and the convention and hotel industry. Organizations that receive grants from Houston Arts Alliance are vital to building the cultural environment of the region and making Houston a more attractive place to visit. Because our grants are funded with Hotel Occupancy Tax, it is important for all applicants to clearly articulate how they propose to meet these criteria in the application.

Key elements in rating the Cultural Tourism Impact of an application include:

- 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. Visitors and tourists are defined as coming from at least fifty miles outside of Houston. Daytime student audiences are not considered tourists.
- 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.