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# GUIDELINES FOR 2022 COMPETITIVE GRANTS

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## About Houston Arts Alliance (HAA)

Houston Arts Alliance (HAA) is a local arts and culture organization whose principal 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 Mayor's Office of Cultural Affairs (MOCA). HAA also executes privately funded special projects to meet the needs of the arts community, such as disaster preparation, arts education equity for Houston students, research on the state of the arts in Houston, and temporary public art projects, which vitalize neighborhoods. Several initiatives help HAA realize its purpose to support the arts landscape in Houston.

The City of Houston provides all funds for HAA's competitive Grant Programs. Funds are sourced from the Hotel Occupancy Tax (HOT), which supports arts and cultural programming that is accessible to the Houston community and its visitors created by individual artists, 501(c)(3) nonprofits, and fiscally sponsored programs. For more information on HOT funding, visit the HAA [website](#).

## Grant Guidelines: What You Can Expect

**This document is a comprehensive guide that provides prospective applicants with the information needed to apply for 2022 grants from the Houston Arts Alliance.**



It includes unique sections dedicated to each of the following programs:

- Support for Artists and Creative Individuals
- Festivals

Information common to all programs can be found on page 5. All applicants are strongly encouraged to read *both* common information and program-specific information in these guidelines.

Instructions for all City-funded grant opportunities, with the exception of the City's Initiative, can be found within this document. More details on the City's Initiative grant program are available on the HAA [website](#).

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Asistencia en español está disponible a petición. El equipo de subvenciones está disponible de proveer asistencia técnica a personas con discapacidades. Si tiene alguna pregunta o necesita ayuda, envíe un correo electrónico a [Support Desk](#) o llame de lunes–viernes, 9:00 a.m.–5:30 p.m. CDT, 713-527-9330.

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## Which Grant Program is Right for Me?

### Support for Artists and Creative Individuals

- For individual artists
- **Award amount:** Up to \$15,000
- **Opens:** March 1, 2022
- **Deadline:** 5:00 p.m. CDT on March 31, 2022
- Applicants are notified of results in June 2022.
- Funds are provided from cash-in-hand.
- **Length of grant:** July 1–December 31, 2022

### Festivals

- For 501(c)(3) organizations and fiscally sponsored programs
- **Award amount:** Up to \$10,000
- **Opens:** March 1, 2022
- **Deadline:** 5:00 p.m. CDT on March 31, 2022
- Applicants are notified of results in June 2022
- Funds are provided from cash-in-hand.
- **Length of grant:** July 1–December 31, 2022

## What Else Do I Need to Know?

Two grant programs are available with a March 31, 2022 deadline, as follows. **Please note, the 2023 cycle of these programs will only have one deadline per year.** This year and only this year of 2022, there are two cycles. In previous years, these programs were made from a projected-income format. Recently, HAA has changed these programs into to a cash-in-hand grantmaking format. The cash-in-hand format was requested by the community in 2020 to create greater stability in these two programs following the pandemic's impact on grant funds. These programs will be cash-in-hand in the 2022 cycle and into the future. More information is available on Pages 5 - 6.

Every individual and organization who is considering applying for an HAA grant should read Pages 5–19, in addition to the section pertaining to their specific competitive grant program.

All applicants and grantees will be subjected to the processes and requirements detailed in these pages.

Guidelines for 2023 cycles of Support for Organizations, Support for Artists and Creative Individuals and Festivals grant programs will be announced in Summer 2022.

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## I Would Like More Assistance/Quisiera Más Asistencia

The HAA Grants Team provides full application support via informational workshops, scheduled meetings, phone calls, and email when requests or questions are submitted.

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- Workshops include instructions for applying and information on writing a competitive application. [Workshop schedules and registration information are on the HAA website.](#)
- To request a meeting or ask questions, email the Grants Team through the [Support Desk](#) or call 713-527-9330, ext. 450. [Support Desk](#) messages are monitored by several staff to ensure a quicker and more thorough response, and each inquiry receives a response within three business days.
- On deadline dates, the HAA Grants Team is only available for technical assistance with online application technology due to the volume of calls, [Support Desk](#) inquiries, and emails.

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## Information Common to All Grants Applications

All applicants agree to the following processes and grantmaking structures prior to applying. Details specific to each grant program follow this section.

### Grants Funded by Cash in Hand vs. Projections

#### Grants Funded by Cash in Hand

Based on community input requesting greater stability, HAA is changing the schedule of *Festivals* and *Support for Artists and Creative Individuals* (SACI) grant programs to ensure grants are awarded based on existing funds (cash-in-hand) and not from projected income. This practice helps guarantee grant amounts with greater certainty.

#### Grants Funded by Projected Income

*Support for Organizations* grants will continue to be awarded based on projected income. Projected income is subject to mid-year changes in amounts, contingent on the economic performance of the Hotel Occupancy Tax (HOT).

Grants based on projected income have a guaranteed **share** of HOT, which is estimated at a dollar amount; however, these dollar amounts are *not* guaranteed. *Support for Organizations* grantees will sign contracts that reflect these facts.

Exact grant amounts for *Support for Organizations* grantees are subject to economic fluctuations, such as those globally and locally experienced during the COVID-19 pandemic, as well as other natural disasters and Acts of God. For example, in the 2020 grant year, HOT experienced a 42% reduction from original projected amounts. Actual HOT amounts are unknown to HAA until the funding is deposited by the City of Houston into HAA accounts. HAA distributes these funds to contracted grantees two weeks after the City deposit.

Based on community request, HAA will research methods and collect more community input on grantmaking structures that maximally support artists and nonprofit organizations in 2022. Research topics are slated to include economic and social vulnerabilities/inequities, as well as projection versus cash-in-hand grantmaking. Community input and co-designing processes will be gathered through a variety of surveys and forums, used to inform improvements, and combined with our annual evaluation process, which includes input from general meetings and other data, to ensure maximum clarity, minimal burdens, and a transparent, competitive, and equitable process. Recommendations will be shared with the Mayor's Office of Cultural Affairs if City action is needed.

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As uncertainty and novel constraints continue into 2022, HAA encourages all applicants and grantees to remain in contact with HAA to discuss scope of work and budgeting concerns. The HAA Grants Team is here to help troubleshoot ideas and check if any changes in scope of work conflict with grantees' contracts or these guidelines. You can share information, ask questions, or request a meeting at any time by email through the [Support Desk](#).

For more details on how HOT funding works, visit the HAA [website](#).

## Who Can Apply?

### Eligibility

- All applicants must provide official documentation demonstrating a physical address in the City of Houston limits, which is verified by HAA staff through the [online Council Member verify mapping tool](#). P.O. Boxes are not accepted. Details about documentation can be found in the Required Documents section on page 11 of this document.
- Organizations or fiscal sponsors must be tax-exempt under the Internal Revenue Code Section 501(c)(3), with fiscal year ending 2020 filed with the IRS (990/990N), as verified by the [IRS Tax Exemption Organization Search](#).
- An individual applicant must be at least 18 years old, which will be verified by applicant submission of an official state-issued identification card, passport, or other official document.
- Organizations must have a current [SMU DataArts profile](#). (Individuals applying for SACI funding do not need this.)
- Applicants' scopes of work must have a clear public presentation component, as verified by staff review of the application.
- Applicants may only submit one application per grant program, per deadline, per year.
- Applicants must meet the additional specific eligibility requirements included in the grant program guidelines.
- Grant applicants may not receive more than one Support for Artists and Creative Individuals or Festival grant in a calendar year.

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## Information on Fiscal Sponsorships

All sponsors and projects must be registered as organizations in the HAA Grants Portal. Both must complete their organization profile. For any technical assistance issues with registration, please email the [Support Desk](#).

### Application Requirements:

- The sponsor must demonstrate headquarters within the City of Houston limits and provide proof of documentation.
- The sponsor must submit the SMU DataArts Funder Report. See pages 12–15 for more detailed instructions on organization financial reporting requirements.
- The sponsor's board must pass a resolution approving the fiscal sponsorship arrangements, as expressed in the written agreement, with the project. This agreement must be provided in the grant application.
- 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.
- A grant authorizing official must be listed as a contact with the sponsor's organization profile. This contact will be recipient of the grant contract and notifications regarding the project.

### Highly Recommended:

- It is recommended that the sponsor have a conflict-of-interest policy in place that contemplates conflicts with sponsored programs and their leadership and provides clear direction for vetting potential conflicts and otherwise implementing the policy.
- It is recommended that the sponsor maintain sufficient financial resources to assure continuous, uninterrupted operation and employ procedures and internal controls based on Generally Accepted Accounting Principles and all regulations.
- It is recommended that the sponsor evaluate the capability, potential, experience, and integrity of program leaders to assure a constructive, mutually respected working relationship between the sponsor and the proposed work.

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## For Fiscally Sponsored Projects

The “project” is an individual, collective, etc., that does not have the federal IRS tax-exempt status required to apply for organization grants and has entered into a fiscal sponsorship agreement with a 501(c)(3) organization to be eligible.

- The project will register as an organization in the HAA Grants Portal.
- The project contact who has fiscal sponsorship must also demonstrate residency within the City of Houston limits.
- The project must have a fiscal sponsorship agreement to apply for the *Festivals* and *Support for Organizations, Category 2*, grant programs.
- The project cannot apply to the *Support for Artists and Creatives Individuals* grant program.
- The project, once registered in the HAA Grants Portal and has started a new application, will need to attach their Sponsor with the application. When the application is in draft and edit mode, select “Associated Organizations” in the menu on the left side of the screen. Search for the Sponsor organization in the search bar, then select the role as Fiscal Sponsor. Click Save Draft.
- The project must also submit a project budget in the budget table for its grant application.

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## Requirements of Grant Applicants

### Public Presentation

During the grant cycle, one in-person event following current CDC public health guidelines, or one online, virtual presentation is required. The event must be open to the general public and benefit a City of Houston audience.

The applicant should clearly state the detailed information about their public presentation. Public presentations may be ticketed, but they cannot exclude the public or limit who may be a member of the audience. If the event has limited capacity due to COVID-19 restrictions, everyone must have equal access or opportunity to attend on a first-come, first-served basis. Examples of the types of events these grants support include art exhibitions, film screenings, music, dance, and theater performances, online arts programming, literary readings and publications, local arts festivals, and other activities.

A nonprofit organization whose primary mission is not the public presentation or exhibition of art and culture should focus their grant application on the public-facing arts programs they are proposing. It may be helpful to provide context on how the arts programming fits into the primary programming of the organization.

Nonprofit organizations or applicants whose primary programming takes place in K–12 schools must have a public-facing arts program open to the general public. Public programming can be geared toward youth audiences but must be accessible to everyone.

The applicant will be solely responsible for securing the necessary permits, permissions, insurance, and approvals for any proposal that requires City permits or clearances, including, but not limited to, publicly installed art, street closures, sound amplification in public space, or murals.

### What May Not Be Funded

City grant 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 (e.g., Katy, Stafford, Bellaire)
- Activities must take place within the respective grant term. Grants cannot be applied to programs outside of the grant term.

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- Any activities funded by Miller Outdoor Theatre, which is also supported by the Hotel Occupancy Tax (HOT), as applicants may not duplicate funding support from HOT for the same program
- 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
- Events with exclusive audiences that do not allow participation of the general public, including visitors
- Competitions, award ceremonies, scholarships, cash prizes, fundraising activities and events, sports and recreation activities, or parties and private celebrations
- Trade fairs, events of primarily commercial nature, or consumer shows. For-profit entities may not apply directly. For-profit applicants may apply through fiscal sponsorship with a 501(c)(3) organization. The fiscal sponsor must identify a clear charitable purpose and public benefit with the proposed programming.
- Faith-based organizations using funds for any activities that 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
- Organizations and/or individual applicants collaborating on the same program or project cannot separately apply for support to fund this collaborative program. This includes:
  - Multiple submissions from different applicants for the same program
  - Multiple submissions to the same grant program from the same organization or individual applicant
- Specific expenses not permitted include:
  - Travel outside of the City of Houston
  - Deficits, loans, interest on loans, fines, penalties, or cost of litigation
  - Training, including, 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

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## Required Documents

The following documents are required of applicants. Both SACI and fiscally sponsored programs have one additional document, outlined below.

1. Proof of headquarters or residence in the City of Houston: 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, as they do not establish residency or headquarters within the City of Houston limits. P.O. Boxes are allowed to be obtained by any individual inside or outside the City of Houston limits. All applicants must upload an image of official documentation, such as utility or insurance, that includes a visible City of Houston address with the applicant or organization name.
  - a. Organization applicants must provide proof of headquarters within the City of Houston limits with documentation addressed to the organization by name. Acceptable documents include:
    - Mail from a government entity addressed to the organization
    - Lease agreement
    - Bank statement
    - Registered agent letter
  - b. Fiscal sponsors must provide proof of headquarters within the City of Houston limits. The sponsored applicant (individual or collective) must provide proof of residency within the City of Houston limits. Acceptable documents include:
    - Mail from a government entity addressed to the organization
    - Lease agreement
    - Bank statement
    - Registered agent letter
  - c. Individual artists and creatives must provide proof of residency within the City of Houston limits. Acceptable documents include:
    - State-issued ID or driver's license
    - Lease agreement
    - Phone or utility bill
2. Work Samples: Applicants must upload documentation of their work meant to demonstrate consistent and confident proficiency in the proposed project or applicant's body of work. Applicants may include five individual files, not to exceed a file size of 100MB each. Applicants are encouraged to include text descriptions to help panelists understand work samples.

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### Work Sample Submission Guidelines:

- a. PDFs: Submit images; links for audio or video samples with any passwords; fiction or nonfiction manuscripts; other literary samples; and articles, reviews, and sample publications, such as PDF documents not exceeding 10 pages.
  - b. Images: Submit images as .jpg or .png files.
  - c. Audio or video samples: Submit files as .mp3, .mp4, or .mov files.
3. W-9 and ACH forms for contracts and payment processing, if the applicant becomes a grant recipient
  4. **SACI applicants only:** All applicants must upload an image of a state-issued ID, passport, or other official document that proves applicants are of eligible age.
  5. **Fiscally sponsored applicants only:** All fiscally sponsored applicants must upload a copy of the fiscal sponsorship agreement.

## Financial Reporting Required for Organizations

The application must meet one of three financial reporting requirements:

- **Organizations and fiscally sponsored programs who have at least one year of financial history** must generate and submit a Funder Report from third-party financial reporting platform SMU DataArts, and the sponsored program must complete a program-specific budget within the application.
- **Fiscally sponsored programs with no previous financial history** must submit the budget table in the online application, and the fiscal sponsor should submit the Funder Report.
- **First-year organizations with no previous financial history, or that have an IRS tax exemption less than one year old**, must submit a budget table in the online application. Contact HAA grants staff if you are unable to submit a Funder Report from third-party financial reporting platform SMU DataArts.

### SMU DataArts Required Documents

*Support for Organizations*, Categories 1, 2, 3, and *Festivals* applicants must complete a Cultural Data Profile (CDP) for the fiscal year ending in 2020. While only one CDP is required, the platform will share with HAA three years of data, if available.

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SMU DataArts uniformly collects data about arts organizations' finances and programs. This uniformity allows for useful data analysis about the field—locally and nationally. The Cultural Data Profile (CDP) is the platform's flagship service. It enables organizations to view trends in its history and benchmark against peers through reliable and comprehensive data on the arts in Houston. To learn more about SMU DataArts and to get familiar with the SMU DataArts platform, you can watch this [orientation video](#). You can also sign up for a free live orientation webinar on the [SMU DataArts calendar](#).

- The CDP must be in “complete” status, meaning that it has cleared the system error check. The error check compares the information you have entered across the entire CDP and ensures that your financial and non-financial information is consistent across all sections. If you receive an error, it must be addressed in order for the survey to be marked complete. You may address the errors as you enter data, or wait until the end of your data-entry process and click on the “Check and Complete” button in the upper right corner of the screen. This will generate a complete list of errors so that you may address them all at once. If an error occurs that you believe is not applicable to your organization, please call the Support Center at 877-707-3282.
- If the organization's primary mission is not arts- or culture-centric, the organization will [only enter data for the arts and cultural project](#) and will classify themselves as an entity under a parent organization. This rule applies to organizations such as senior centers, community development corporations, human services organizations, and others. If you are not sure if your organization is an entity under a parent organization, you can find out more from [this SMU DataArts knowledge base article](#).
- The data you entered into the CDP is also used in the assessment of review criteria for *Support for Organizations* applicants.
- City-funded grant awards are calculated by an organization's operating expenses, less in-kind expenses; therefore, it is essential that you enter in-kind expenses correctly. You can refer to this SMU DataArts knowledge base article: [What are in-kind contributions, and how do I record them in the Data Profile?](#) Additionally, SMU DataArts offers a free short webinar: [Revenue, Part 1: Demystifying Earned, Contributed, In-Kind, and Non-operating Revenue](#).

### To Generate a Funder Report:

1. Gather [relevant financial materials, programmatic materials, and staff information](#). If you are an entity under a parent, please [refer to this article on how to enter your data](#).

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2. Login and create a [Cultural Data Profile](#) for the fiscal year ending in 2020 in your DataArts account.
3. Review your data and generate the City of Houston Funder Report by [following these steps](#). Please be sure to generate the Funder Report for the grant program to which your organization is applying.
4. Once you have generated the Funder Report for the City of Houston, HAA grants staff will be able to retrieve the report within the SMU DataArts platform. You do not need to attach the PDF Funder Report to your application, but we recommend you save it for your records.
5. Important to note: If you make any changes to your Funder Report after it has been generated and submitted in the HAA Grants Portal, you will have to re-generate the report for the City of Houston to make it available again.

For additional information about completing the Cultural Data Profile (CDP) and generating a Funder Report, email the SMU DataArts Support Center at [help@culturaldata.org](mailto:help@culturaldata.org), or call 1-877-707-3282, Monday–Friday, 10:00 a.m.–6:00 p.m. CDT.

### Using the Budget Table

Who uses the Budget Table:

- *Support for Organizations*, Category 2, applicants, applicants with less than one year of financial history and/or 501(c)(3) IRS tax exemption
- All fiscally sponsored applicants
- All *Festivals* and *Support for Artists and Creative Individuals* applicants

### How to Use the Budget Table

Use the income and expenses table to report the full cost of your proposed arts and cultural programming. If recommended for funding, the award amounts will follow the guidelines for the specific grant program to which the applicant applies.

**Income Section:** In this section, you will add all of your funding sources, including the amount you are requesting in your grant application. In Row 1, “Contributed - City of Houston,” list your request under the “Amount of Request” column. In Rows 2–9, you will list other funding sources under the “Other Funds” column. The columns will automatically calculate the sum, which will appear in the row labeled “Total.”

**Expenses Section:** In this section, you will list out all of your expenses for the program.

- In the “Amount of Request” column, you should only list the expenses that will be covered by the City grant.

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Asistencia en español está disponible a petición. El equipo de subvenciones está disponible de proveer asistencia técnica a personas con discapacidades. Si tiene alguna pregunta o necesita ayuda, envíe un correo electrónico a [Support Desk](#) o llame de lunes–viernes, 9:00 a.m.–5:30 p.m. CDT, 713-527-9330.

- Be sure to review the What May Not be Funded section on page 9 of the grant guidelines to ensure only eligible expenses are listed under this column.
- In the “Other Funds” column, you should list all other expenses that will be covered by other funding sources. The columns will automatically calculate the sum, which will appear in the row labeled “Total.”

Description Column: Use the description text box in each row to provide additional details about the income or expense line item.

## INCOME

Source	Description	Amount of Request	Other Funds
Contributed - City of Houston			
Contributed - Foundations			
Contributed - Corporations			
Contributed - In-kind donations			
Contributed - Government			
Contributed - Other			
Earned - Admission			
Earned - Classes/Workshops			
Earned - Other			
TOTAL			

## EXPENSES

Source	Description	Amount from Request	Other Funds
Marketing Expenses			
Artistic Personnel			
Administrative Personnel			
Technical Personnel			
Production Expenses			
Other Expenses			
TOTAL			

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## Review Process

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

### HAA Staff

Applications are reviewed by HAA grants staff to verify eligibility, application completeness, public presentation requirements, and scores of objective criteria through the process detailed below.

#### Completeness

All required documents and application fields must be completed in order to be considered for funding. Any applications with missing or incorrect documentation will be notified for rectification. Staff will notify those applicants with missing/incorrect documentation via email. The email notification will provide applicants the opportunity to cure the missing or incorrect documentation within three business days from the date of notification. Applicants may only be prompted to cure the following:

- Proof of age documentation
- Proof of residency documentation
- Financial assessment documentation
  - Incorrect or missing SMU DataArts Funder Report
  - Missing financial statements (audits or CFO letters)

Applications will not be reopened to correct narratives, work samples, responses to questions, or budget tables. No information will be accepted after the curing deadline as indicated in the notification email. Those who fail to submit correct documentation within the allotted time frame will be ineligible and will not be considered for funding. Any concerns regarding eligibility determination must be resolved following the grants appeals guidelines, which may be requested at any time through the [Support Desk](#) or call 713-527-9330, ext. 450.

#### Objective Criteria

- **Programs Variety:** In the *Festivals* and *Support for Organizations* categories, staff will verify specific reference to a commitment to historically underserved communities within the organization's mission via the organization's IRS filing (990/990N).
- **Payments to Artists:** In *Support for Artists and Creative Individuals*, staff will verify evidence of payment to artists using the application budget. In *Festivals* and *Support for Organizations*, staff will verify using the DataArts Funder Report and application budget.

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## Peer Panel

HAA uses the competitive peer review process to score and rank eligible grant applications—a longtime, national practice of engaging community representatives with arts expertise to make critical decisions about public funding competitions. 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. A description of each 100-point scale can be found in each grant program section within this document. This process removes the HAA staff and Board from the evaluation of grant applications, except for the objective scoring sections outlined above. Panels include individuals with a diversity of skills, self-identity, art forms, expertise, 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 application form](#). For demographic data about the panelists that HAA uses, please refer to this [dashboard](#).

## HAA Committee and Board

Peer panel recommendations are forwarded to Houston Arts Alliance’s Grants Committee, which reviews and votes to ensure the panel process was followed with integrity. The Grants Committee then sends its approval to the HAA Board of Directors for its approval. The Committee and Board do not alter the recommendations from the panel’s adjudication.

## City of Houston

Once the HAA Board has approved, recommendations are forwarded to the Mayor’s Office of Cultural Affairs for the Mayor’s final approval. Recommendations are not final until the City of Houston’s approval process is complete.

## Award Determination

The HAA staff takes the panel recommendations and assesses the grants budget to determine the number of grants that may be funded.

Individuals and Festivals that are selected as grantees will be awarded the full amount requested in their application, funded by existing monies (cash-in-hand).

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## After Decisions are Made

### Grant Awards

HAA will email final decisions to applicants. These award notification emails will include instructions about receiving panel feedback and, if the grant was awarded, details on completing contracts, payment schedules, and more. The City of Houston will publicly announce the grant recipients, and Houston Arts Alliance will echo this announcement via its own social media channels and newsletter.

Share Your Success: We highly encourage you to share the press release from the Mayor's Office of Cultural Affairs announcing 2022 grant recipients. Make sure to tag MOCA and HAA in your posts using the hashtags: #HoustonArtsAlliance #HoustonMOCA #HOUcitygrants

### Panel Feedback

Panelists' evaluative comments are available to applicants upon request. We strongly recommend applicants request the available panelist feedback in the pursuit of preparing for future applications. Use the [Support Desk](#) to request these comments. Please note that comments will be available 10 weeks after award notifications, as they are formatted for clarity while HAA staff balances other grants activities.

### Final Reporting

All Final Reports are due to Houston Arts Alliance within 30 days of the end of the specific grant program's term. Visit the [Final Report webpage](#) for more details.

### Required Public Acknowledgment

Grant recipients are required to 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 required logos and credit line on all printed and electronic materials that advertise performances, exhibitions, or other public events throughout their work or, for those receiving operating support, throughout the grant period. The credit line and links to logos are listed below:

- "This work [event, organization, or individual name] is funded in part by the City of Houston through Houston Arts Alliance."
- Required [logos are available](#) for download.

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# SUPPORT FOR ARTISTS AND CREATIVE INDIVIDUALS GRANT PROGRAM

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## Overview

The [Support for Artists and Creative Individuals \(SACI\)](#) grant category provides funds of up to \$15,000 for specific programs that stimulate the creation and presentation of new works of art, or for completing work already in progress throughout the City of Houston. Applications are accepted from all artistic disciplines.

Based on community input requesting greater stability, HAA has changed the schedule of the SACI grant program to ensure grants are awarded based on cash in hand and not from projected income. This practice helps guarantee grant amounts with greater certainty.

## 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 with a program that is independent of their organization.
- For collaborative art programs, one artist must serve as the applicant for the project, and all members must meet eligibility requirements. A collaborator is defined as someone who is a co-owner of the program and a generative part of the team. Subcontractors are not collaborators.

## Application Checklist

Details about required documents are provided in the Common Information section on page 5.

- Completed application form
- Proof of residency
- Work samples
- Eligibility verification documents

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## Review Criteria

Applications are scored on a 100-point scale.

### Artistic Programming (45 points)

*Applicant demonstrates artistic and cultural expertise; has documented past successes and demonstrated ability to execute proposed activities; clearly defined public programming that is imaginative, innovative, and relevant for Houstonians and visitors; work samples demonstrate artistic vision and ability to execute the proposed activities.*

#### Detailed Program Proposal

- Describe your proposed program in detail. Consider the following questions to help shape your narrative:
  - What is the concept? Be descriptive—the more detail the better. Include details such as size, scale, time, form, space, etc.
  - What makes your proposed work unique? How does it further explore your practice? Does the work push any boundaries or use art in distinct ways?
  - Who is involved in the creation or completion of the work?
  - What is the culminating work that the public will see?
  - If your program requires City permits or approvals, such as publicly installed art, street closures, sound amplification in public space, etc., please address this in the description of your work. Why is this event appropriate for this work?
  - How do you measure success? Try to think beyond the number of people who attend or view your work. What are the goals of your program?

(35 points) 300 words max.

#### Artistic History

- Describe your artistic history. Consider the following questions to help shape your narrative:
  - How does this work fit into your overall creative artistic practice?
  - Describe major activities or achievements in your career.
  - Discuss any previous experience you may have had with similar works. (Include information on collaborators, if applicable.)

(10 points) 200 words max.

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### Public Benefit (30 points)

*Applicant demonstrates effective strategies in marketing and audience engagement that are inclusive, publicly accessible, and seek to engage all Houstonians and visitors; the proposed activity is feasible in its potential to share work with an understood and defined audience.*

#### Community Impact

- Describe how the community will benefit from your work and your outreach and marketing strategies. Consider the following questions to help shape your narrative:
  - Who is your target audience for the public presentation, and what is your promotion/marketing plan?
  - How will you engage your intended audience? What will they experience?
  - How does your work serve, respond to, include, listen to, and reflect the community?
  - What do you enjoy most about sharing your work with others?
  - Are you engaged in any community partnerships in the production and presentation of this project?

(15 points) 250 words max.

#### Programs Variety

- Does your proposed project foster artistic expression in and reflective of historically underserved communities defined by race, culture, sexual orientation, gender variance, or nationalities?

(5 points) Yes/No

#### Programs Location

- Accessibility of arts and cultural programming is a key value of the City of Houston's arts investment priorities. Please describe how you have adapted your programming in light of the COVID-19 pandemic.
  - How have you maintained or improved your work's connection with an audience? How have you maintained or expanded access to your work?
  - In what ways do you create access across levels of ability, lived experience, geography, and other diversities?
  - Does your work serve a historically underserved community by identity or identities of race, culture, sexual orientation, gender, or nationalities?
  - What have you learned about your digital audience? Where are they from? When are they most engaged with your content? Illustrate your answer using data (website impressions, location data, views, subscribers, and/or other engagement metrics).
  - What non-traditional spaces, venues, or other platforms are you considering?

(10 points) 100 words max.

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### Stewardship of Public Resources (25 points)

*Applicant demonstrates the ability to steward public resources; details show appropriate preparation to complete proposed activities; and the budget is feasible and demonstrates investment in artists and local talent.*

#### Overall Proposed Timeline & Budget Table

- Please describe the overall proposed timeline for your program, including the expected timeline for development, execution, and final public presentation. Include details about the budget and a short description of how City grant funds will be used.

(20 points) 100 words max.

#### Artist Fees

- The applicant demonstrates investment in individual artists and artistic practice through the payment of artist fees (collaborators, contractors, etc.), as indicated in the program budget. If this criterion is met, all five points are awarded. If it is not met, zero points are awarded.

(5 points) Yes/No

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# FESTIVAL GRANT PROGRAM

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## Overview

The [Festival](#) grant program provides support of up to \$10,000 to fund arts festivals or arts components of cultural festivals to celebrate Houston's diversity and promote the city's creative identity as a unique arts and cultural destination. Festivals allow communities to share artistic and cultural traditions, which can create vibrant opportunities and experiences for residents and visitors. This grant is funded by cash in hand.

## Program-Specific Requirements

A festival is defined as:

- An annual or twice-a-year celebration
- An immersion around a unifying theme or programmatic focus
- Featuring a varied and curated program of events
- Occurring within a specific, condensed time, such as one day or over a week
- Open to the public

## Application Checklist

Details about required documents are provided in the Common Information section on page 5

- Completed application form
- Proof of residency
- Work samples
- Financial document: SMU DataArts Funder Report for the fiscal year ending in 2020 OR the budget table in the online application. See the Required Financial Reporting for Organizations section on pages 12–15 for more details.
- Eligibility verification documents.

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## Review Criteria

The application is scored on a 100-point scale.

### Artistic Programming (45 points)

*Applicant demonstrates artistic and cultural expertise; has documented past successes and demonstrated ability to execute proposed activities; public programming is imaginative, innovative, and relevant for Houstonians and visitors; work samples demonstrate artistic vision and ability to execute the proposed activities.*

### Festival Key Themes and Primary Purpose

- Describe the key themes and the primary purpose of the festival. Consider the following questions to help shape your narrative:
  - What are the key activities that take place during the festival? What is the core programming and theme?
  - How many days is the festival? What are the hours of the festival?
  - How long has the festival existed? What is the history of the festival?
  - Describe the artistic programming and how it fits into the larger festival (if art is not the primary theme or purpose of the festival).
  - Provide the schedule for artistic programming occurring throughout the duration of the festival.
  - Describe the exhibitors/presenters, artists, and other festival collaborators involved. Who are the key artists involved? Describe what they will contribute to the festival programming.
  - If the festival artists are not yet secured, provide information about the artists your organization plans to feature.
  - If your project requires City permits or approvals, such as publicly installed art, street closures, sound amplification in public space, etc., please address this in the description of your work.

(45 points) 300 words max.

### Public Benefit (30 points)

*Applicant demonstrates effective strategies in marketing and audience engagement that are inclusive, publicly accessible, and reflective of all Houstonians and visitors; the proposed activity is feasible in its potential to share work with an understood and defined audience.*

### Marketing & Service

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- Describe how the organization serves the community, promotes arts participation, promotes accessibility, and strategically reaches Houstonians and visitors. Consider the following questions to help shape your narrative:
  - Describe the target community or communities and explain how the organization engages them.
  - What is the organization’s marketing strategy? Through what marketing channels does the organization promote its activities?
  - Does the organization partner with tourism-related industries, such as event spaces or restaurants?
  - How and with whom does the organization build partnerships to expand its reach?
  - Which local and national media does the organization leverage?
  - Does the organization reduce barriers to participation through ticketing or other strategies?

(15 points) 250 words max.

#### Programs Variety

- Does your proposed project foster artistic expression in and reflective of historically underserved communities defined by race, culture, sexual orientation, gender variance, or nationalities?

(5 points) Yes/No

#### Programs Location

- Accessibility of arts and cultural programming is a key value of the City of Houston’s arts investment priorities. Please describe how you have adapted your programming in light of the COVID-19 pandemic.
  - How have you maintained or improved your work’s connection with an audience? How have you maintained or expanded access to your work?
  - In what ways do you create access across levels of ability, lived experience, geography, and other diversities?
  - Does your work serve a historically underserved community by identity or identities of race, culture, sexual orientation, gender, or nationalities?
  - What have you learned about your digital audience? Where are they from? When are they most engaged with your content? Illustrate your answer using data (website impressions, location data, views, subscribers, and/or other engagement metrics).

(10 points) 100 words max.

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### Stewardship of Public Resources (25 points)

*Applicant demonstrates the ability to steward public resources; details show appropriate preparation to complete proposed activities; and the budget is feasible and demonstrates investment in artists and local talent.*

#### Overall Proposed Project Timeline & Budget Table

- Please describe the overall proposed timeline for your project, including the expected timeline for development, execution, and final public presentation. Include details about the project budget and a short description of how City grant funds will be used.

(20 points) 100 words max.

#### Artist Fees

- The applicant demonstrates investment in individual artists and artistic practice through the payment of artist fees (collaborators, contractors, etc.), as indicated in the project budget. If this criterion is met, all five points are awarded. If it is not met, zero points are awarded.

(5 points) Yes/No

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