HOUSTON ARTS ALLIANCE - 2018 ACCOMPLISHMENTS

HAA awarded 359 grants through 5 competitive grants programs to Houston's cultural community.
- One hundred sixty-two grants to individuals and one hundred ninety-seven grants to organizations
- Reached every City Council District with grants
- Supported diverse arts disciplines: Sculpture, Photography, Film, Visual Arts, Music, Theater, Literary Arts, Dance, Design, Social Practice, Culture, History, and Multimedia

Action Plan Outcomes

INCREASED GRANT DISTRIBUTION THROUGHOUT HOUSTON SUPPORTING TOURISM AND RESIDENTS
- A 5% increase in the percentage of HOT funds granted throughout Houston to artists and arts organizations from FY17 to CY18. An additional increase of 5% planned for CY19
- A 200% increase in the number of applications to HOT grant programs between 2017 and 2018: 266 first time applicants and 81 previous applicants who had not yet received an HAA grant
- Increased grantmaking to artists and nonprofits by significantly streamlining HAA's internal operations and decreasing administrative expenses
- Eliminated unnecessary requirements such as minimum budget to increase applicant number
- Increased flexibility for all applicants by expanding HAA's fiscal sponsorship requirements
- Launched *Let Creativity Happen!* grants, with multiple deadlines and greater support for risk taking
- Funded community-led grant-making: $75,000 to each of the 5 Complete Communities, Mayor Turner's signature initiative
- Funded a storyteller to capture the unique impact of grants in each of the 5 Complete Communities
- Continued to align HAA programs with the City of Houston's Arts and Cultural Plan

CREATED A MORE INCLUSIVE, TRANSPARENT GRANT PANEL PROCESS
- Invited the public to be panelists to an audience of 18,769 on social media and other channels
- Increased by 47% in the number of qualified, diverse panelists who volunteered
- Made all panel feedback available to applicants for their ongoing self-improvement
- Utilized a new matrix to assemble geographically and racially diverse, representative grants panels
- Increased the number of panelists per panel to better include diverse Houston voices in the process
- Created the first panelist guidebook to increase the quality and transparency of the panel process

FOCUSED ON OUTREACH THROUGHOUT HOUSTON
- Conducted 30 grants workshops with 500+ attendees in all Council Districts and with peer organizations
- Welcomed 61% first-time HAA workshop attendees
- Provided advice and counsel to cultural districts to support their plans for growth

PROVIDED SERVICE TO THE ARTS COMMUNITY
- Provided technical assistance through 2,000 hours of staff support to artists and arts organizations in the form of 1,000+ in-person meetings, 1,500+ phone calls, and 9,000+ emails
- Featured community partners Culture Source Inc., DanceSource and FreshArts in all workshops to better inform attendees of services in their community
- Hosted bi-monthly open houses and specific trainings for partners: the University of Houston Masters in Arts Leadership, Latino Art Now!, Lawndale Art Center, Pop Up Place Gallery, and Art League Houston
- Improved HAA's online events calendar by cutting costs and implementing digital efficiencies
- Maintained contract compliance including MWBE, annual audit, and expenditure filings

SUMMARY OF MAJOR OUTCOMES AND EFFORTS
- HAA collected critical information about our systems and processes—data that we will use to continue to improve our services to the arts community
- HAA made major changes to competitive grant programs based on community input, research, and comparisons to peer cities. Specifically, we focused on decreasing eligibility barriers and increasing community outreach. As a result of our efforts, more Houston artists and nonprfits than ever before applied for HAA grants
- Partnered to better serve Houston with Latino Art Now! ; the Pop-Up Place / Almeda corridor artists; Council Districts; Culture Source; Multi-Service Centers; University of Houston; South Asian Youth Houston; Art League; Denver Harbor Kick-Off; and others