

# HOUSTON ARTS ALLIANCE

*Houston Arts Alliance (HAA) helps artists and arts organizations be bold, productive, and strong*

## 2019 OBJECTIVES

- Support more than 5.5 million annual audience members of Houstonians and visitors, served by arts and cultural organizations, individual artists, arts experiences, and arts projects
- Continue to improve grantmaking, though less aggressively and more reflectively after two years of major improvements
- Support tourism through strategic distribution of HOT-funded competitive grants
- Continue to improve the working lives of artists and arts organizations through special projects that meet their stated needs
- Convene partners to consolidate duplicated efforts, support expansion of the cultural economy, and act as a service organization to the arts and cultural community
- Ensure optimal operations, staffing, and expense levels to best steward City of Houston funds

## STRATEGIES

- Continue to provide inclusive and competitive grants opportunities and a more transparent panel process.
- Ensure HAA is constantly improving in alignment with the needs of artists, nonprofits, Houstonians, and visitors
- Continue to expand the number of artists and organizations who compete for and receive funding.
- Assess the impact of HOT grants to optimize the City's investment in the arts.
- Improve the success of artists and arts nonprofits through training and other assistance.
- Partner with key organizations throughout the City to better reach and serve Houstonians and visitors
- Continue to partner with the Mayor's Office of Cultural Affairs to select and implement any program changes and to align with the City of Houston Arts and Cultural plan to serve Houstonians and visitors
- Convene to reduce duplication in calendars of events, university cultural services, and other cultural work
- Leverage our strategic relationship with the City of Houston to better support artists and nonprofits

## ACTION PLAN

- Reach our current constituency and those not currently being served by providing grants, in-person workshops with Council Districts and other conveners, and technical assistance calls and emails
- Reassess grant making technologies to ensure the best experience for panelists and applicants
- Develop and implement more tools for panelists and applicants for more transparent scoring
- Conduct a comprehensive grant program evaluation after the first year of a new grant program and make changes to 2020 grants programs
- Continue to remove barriers for applicants, starting with Spanish language barriers
- Work with marketing experts to help grantees market to audiences and boost tourist's access to cultural events
- Investigate HAA funding history to understand and respond to disparities in service to Houston's communities and other opportunities to better steward public funds
- Schedule workshops in partnership with Houston's Council Members, Cultural Districts, and service and convening organizations to continue to inform all and to encourage new applicants
- Develop a new curriculum for workshops to educate artists and organizations about crafting a successful application, such as grant writing, budgeting, and understanding eligibility
- Coordinate with partners to ensure workshops include information about any service and organization that may help our artists and arts organizations
- Design and execute new grant programs, if needed by the community and funding is available
- Convene universities, calendar providers, and others to work towards efficiencies and partnerships that benefit Houstonians, visitors, and arts providers
- During City declared disasters, HAA staff will automatically organize under MOCA's coordination
- Working directly with the MOCA, maintain contract compliance including quarterly MWBE utilization, annual audit and expenditure filings