

HAA awarded 332 grants through 5 competitive grant programs totaling \$6,908,975 in city-funding to the Houston community.

- Facilitated over 700 grant applications through 22 panels of 98 local and national arts-expert panelists.
- Awarded 128 grants awarded to individual artists.
- Awarded 194 grants awarded to nonprofits, fiscally-sponsored projects, and collectives.
- Partnered with Council Members and reached every City Council District with grants workshops through small business owners and community-based organizations, providing guidance and transparency to over 500 potential applicants.
- Provided technical assistance to staff, artists, and arts organizations in more than 40 one on one in-person meetings, more than 4500 phone calls, and more than 3000 emails.
- Supported myriad arts disciplines: sculpture, photography, film, visual arts, music, theater, literary arts, dance, design, social practice, culture, history, and multimedia.
- Executed the first of an annual evaluation, addressing more than 700 opportunities for improvement in the grantmaking process and implementing hundreds of improvements that better serve the City and applicants.

INCREASED GRANT DISTRIBUTION THROUGHOUT HOUSTON SUPPORTING TOURISM AND RESIDENTS

- Received a 9% increase in grant applications to our three, annual, city-funded programs.
- Doubled artist applications, an increase of 80%.
- Received 124 first-time artist applicants.
- Received a 90% increase in applications to our multiple-deadline grant program *Let Creativity Happen!*
- Simplified and streamlined application guidelines and established a single deadline for annual grants.
- Deepened eligibility verification, detailed in our published guidelines, to improve transparency and ensure integrity.
- Provided technical assistance in Spanish for the first time and established additional language expansion plans.
- Continued to decrease administrative costs, allowing HAA to increase grants to artists and nonprofits.
- Continued to align HAA programs to help achieve goals in the City of Houston's Arts and Cultural Plan.
- Launched a new online application system, further decreasing complexity for the artists and nonprofits.

CREATED A MORE INCLUSIVE, TRANSPARENT GRANT PANEL PROCESS

- Increased trust with the community by publishing two years' of information about applicants, awardees, and panelists.
- Hosted virtual panels to increase accessibility for local and national panelists.
- Further increased panelists per panel to better diversify expertise, lived experience, and perspectives in grant scoring.
- Expanded our grant panels' diversity in self-identified race, geography, age, gender, and expertise by recruiting 150 new panelists that were vetted by a Committee of the Board.

FOCUSED ON OUTREACH THROUGHOUT HOUSTON

- Hosted 26 workshops across Houston with 470+ potential applicants.
- Used data to reach new communities through email, social media, and new media.
- Provided tips for a competitive applications, deadline reminders, and access to technical assistance.
- Fostered new community relationships and grew our commitment to listening and learning from the community through hosting ten arts equity salons, engaging with key community leaders and artists.
- Launched new workshop formats—online and on premise: one on one sessions with staff in 3 different neighborhood coffee shops, online videos in partnership with MOCA and HTV, and live Q&A on Facebook, Twitter, and Instagram.

PROVIDED SERVICE TO THE ARTS COMMUNITY

- Improved quality of service in all workshops by sharing other nonprofits' local services and opportunities.
- With 14 partners, began to increase visibility for artists and nonprofits and streamlined citywide calendaring systems.
- Continued disaster research and education, through private support, to build resilience in the arts and history sectors.
- Maintained contract compliance including MWBE, annual audit, and expenditure filings.