

TUESDAY, MARCH 19, 2024



houston arts alliance

**Be Bold.
Productive.
Strong.**

haatx.com



Image courtesy of Samskriti, a City of Houston-funded grant recipient

About HAA

HAA's purpose is to empower creative producers, artists, and nonprofits, inspiring them to be bold, productive, and strong.

haatx.com

Professional

Facilitators of opportunity, growth, and incubation for artists and non-profit organizations.

Transparent

Clarity in our mission, vision, resources, and position in the community.

Steady

A cornerstone of the thriving arts community of Houston.

Approachable

The help is here. We are equitably accessible to artists from all walks of life.

Trusted

As reliable stewards of substantial grants and resources, our responsibility is to help Houston thrive.



Our Work with the City of Houston

HAA brings the City of Houston's arts grantmaking and civic art investments to life. With dedicated contracts in place with the City of Houston, overseen by the Mayor's Office of Cultural Affairs, HAA ensures that artistic endeavors flourish.



John Abodeely
CEO



Stacey Keene
CFO



Taylor Jackson
Director of Grants



Grace Zuñiga
Director of Civic Art



Michelle
Dobbins
Director of Disaster
Services



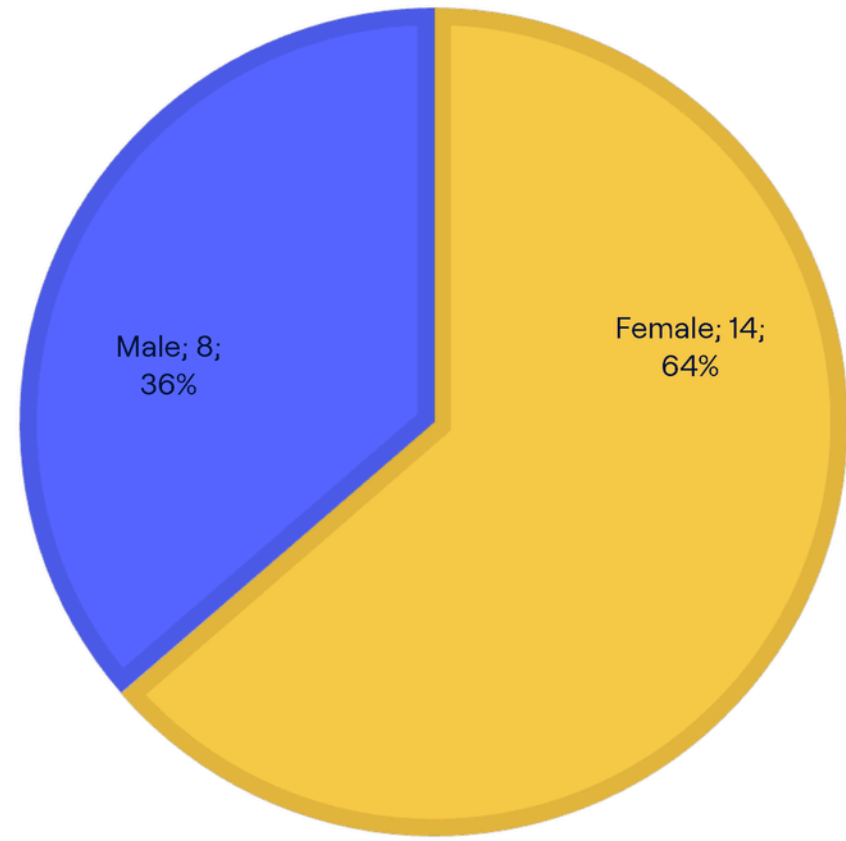
Carrie Ermler
Director of
Development



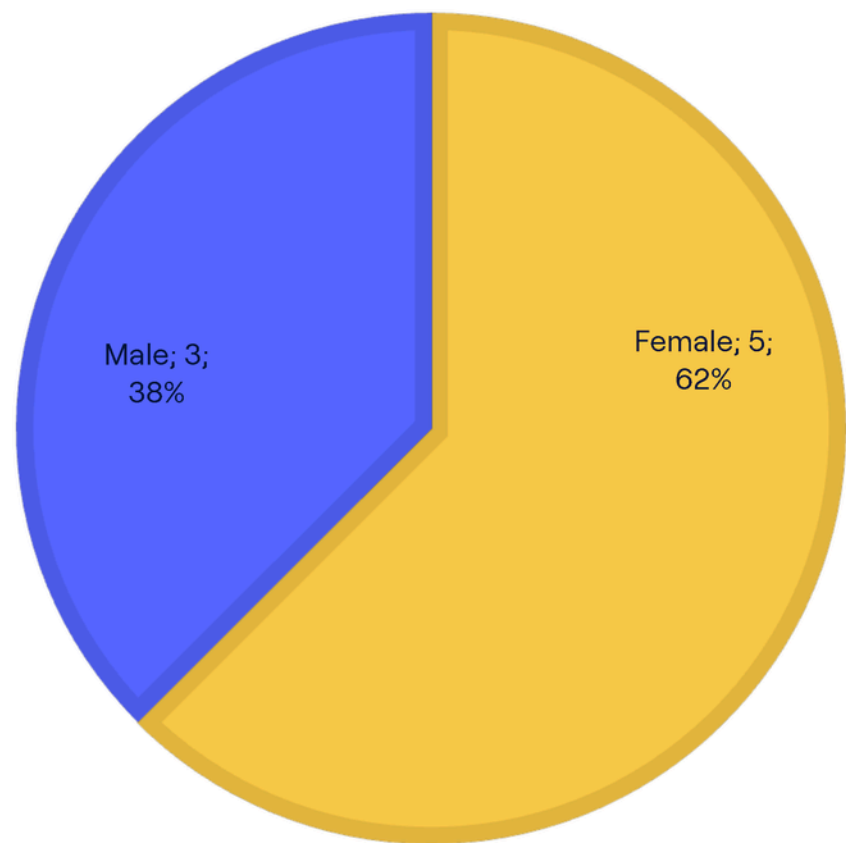
Karen Martinez
Director of
Communications

GENDER

HAA Elected

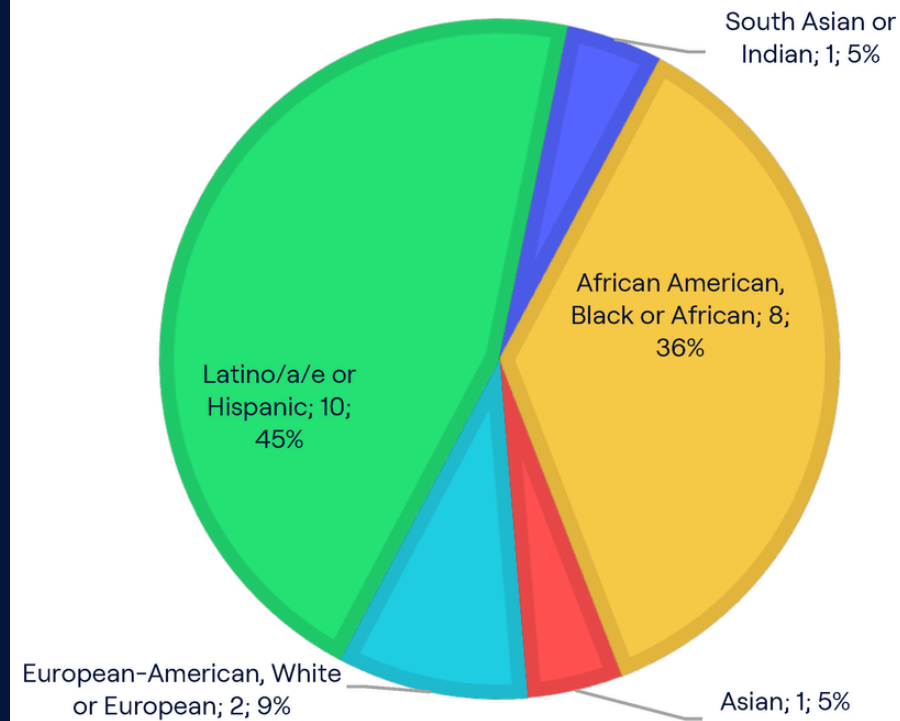


Mayoral and Ex-Officio

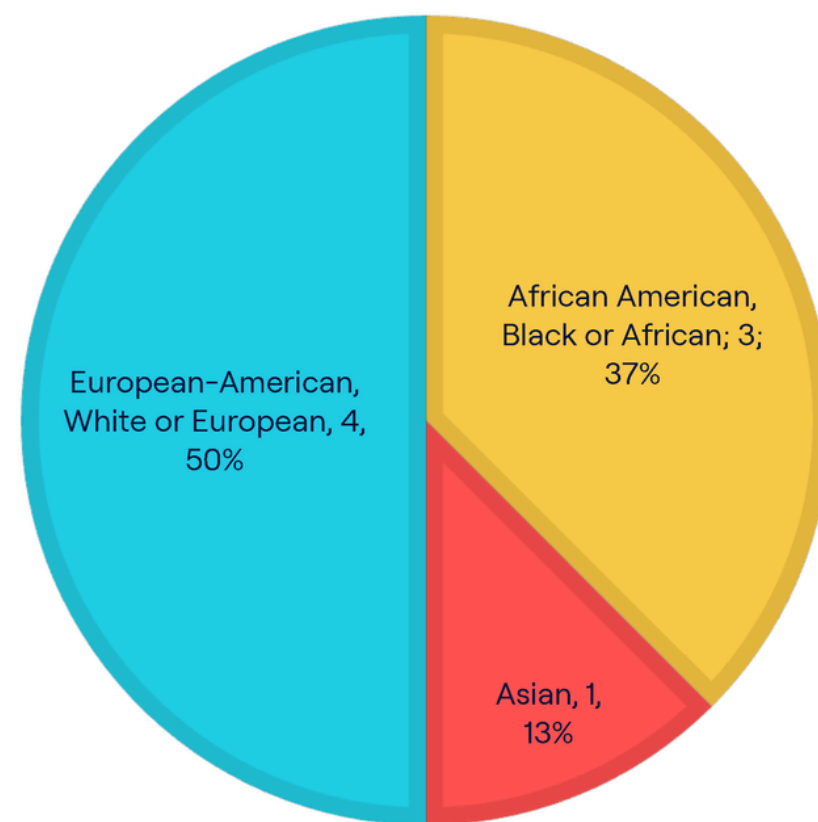


ETHNICITY

HAA Elected



Mayoral And Ex-officio



Houston Arts Alliance 2024 Board Demographic Data

HAA annually collects and posts publicly data about who serves on its Board Members. Data about race and ethnic self identity, gender, age, community connections, industries, and other representations are online.

Most of the HAA board is elected, but some positions are appointed by the Mayor of Houston and some are ex officio.

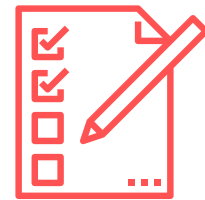
LIFE CYCLE OF AN APPLICATION

SCAN THE QR CODE
TO SIGN UP TO SERVE
AS A PANELIST



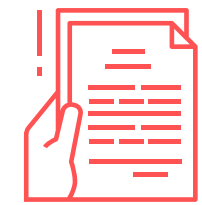
HAA STAFF

HAA designs and executes the competitive application process for grants and civic art opportunities. After an application period closes, staff verifies eligibility, such as location inside the city limits.



PANELS

HAA uses a panel - groups of the applicant's peers - to read and score applications. The competition process and its panel results are forwarded to HAA committees of the board and the full board for review oversight.



HAA COMMITTEE AND BOARD

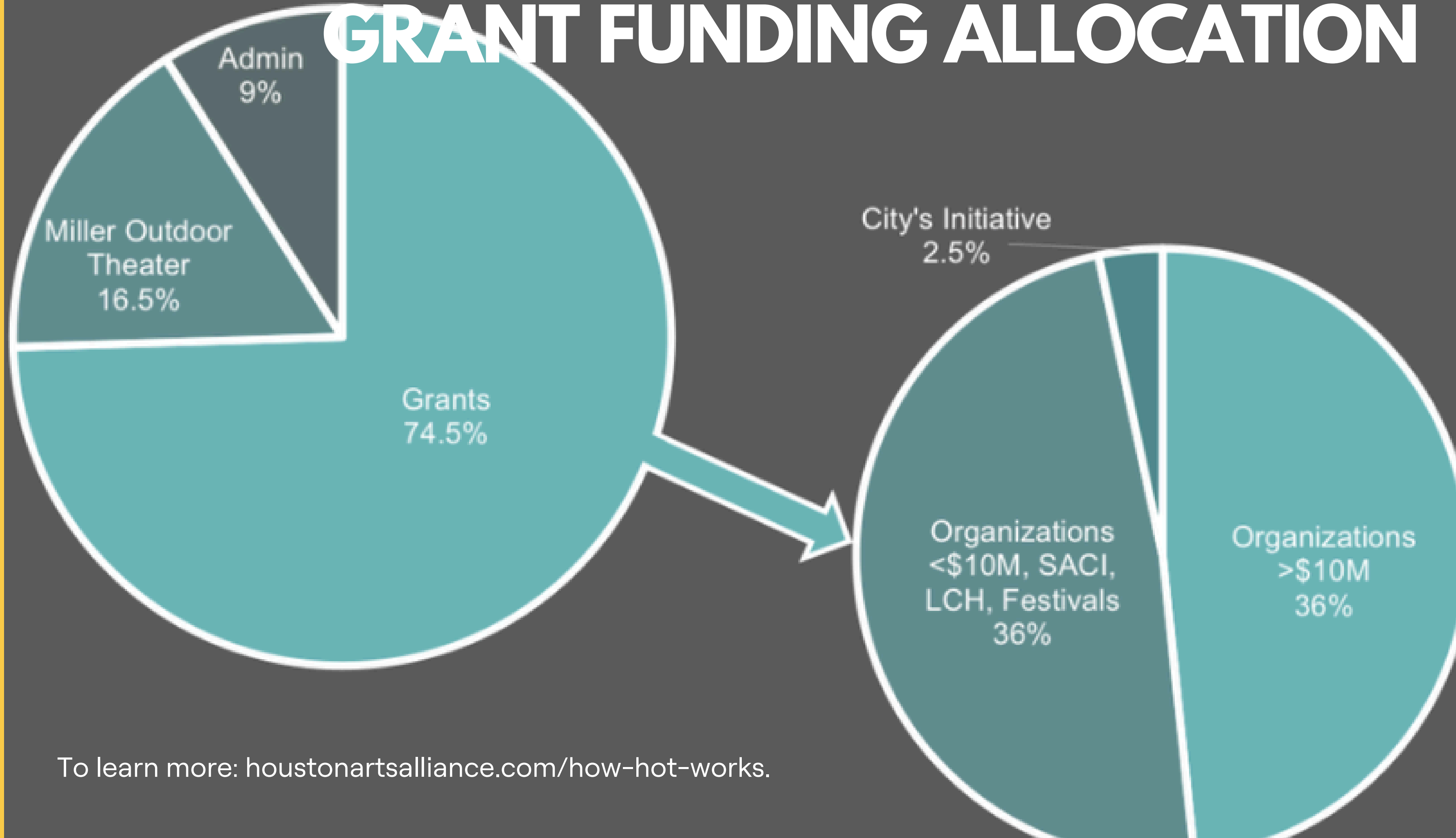
HAA board and staff do not influence which applications are recommended to the city to fund. Rather, HAA designs the competition with city oversight, and then executes it with transparency and integrity.



CITY OF HOUSTON

Once approved by the HAA board, recommendations are forwarded to the Mayor's Office of Cultural Affairs for final approval by the Mayor.

GRANT FUNDING ALLOCATION



To learn more: houstonartsalliance.com/how-hot-works.

CITY- FUNDED GRANT PROGRAMS

Let Creativity Happen!

3 rounds in 2024
Awards up to \$2,500
Cash-in-hand funding model

City's Initiatives

3 rounds in 2024
Awards up to \$10,000
Cash-in-hand funding model
Requests exceeding \$10,000 requires a preliminary meeting.

Festival

1 round for 2025
Awards up to \$10,000
Cash-in-hand funding model
1 year grant term

Support for Organizations

1 round for 2025
Award amount depends on organization's Category.
Projected income funding model
1 year grant term

Support for Artists and Creative Individuals

1 round for 2025
Awards up to \$10,000
Cash-in-hand funding model
1 year grant term

ANNUAL GRANTS EVALUATION

Each grant year starts by processing the applicant and grantee experience from the previous one to refine HAA's grantmaking practice toward a more **transparent, fair, and innovative** competitive grants process. Self-evaluation is essential to assessing our work's alignment with the City's vision and the arts community's needs.



GRANTS WORKING GROUPS

In 2023, HAA launched the Grants Working Groups. These groups now play a major role in creating the annual grants evaluation. **The groups are composed of arts community members who review and provide input on every aspect of the grants process.** HAA invites arts community leaders, arts managers, artists, and creatives to join the grants working groups.

GRANTS DATA

The total number of applications submitted increased from 479 in 2022 to 743 in 2023.

- +264, representing a 55% gain.

HOT-funded award totals increased from \$14.8 million in 2022 to \$17.4 million in 2023.

- +\$2,576,939.57 in city funding through the competitive grants process.

- District B: +53%
- District D: +39%
- District F: +28%
- District A: +28%
- District I: +24%
- District G: +21%
- District K: +19%
- District H: +17%
- District E: +12%
- District J: +11%
- District C: +6%

Every city council district **gained** submitted applications in 2023 from 2022:

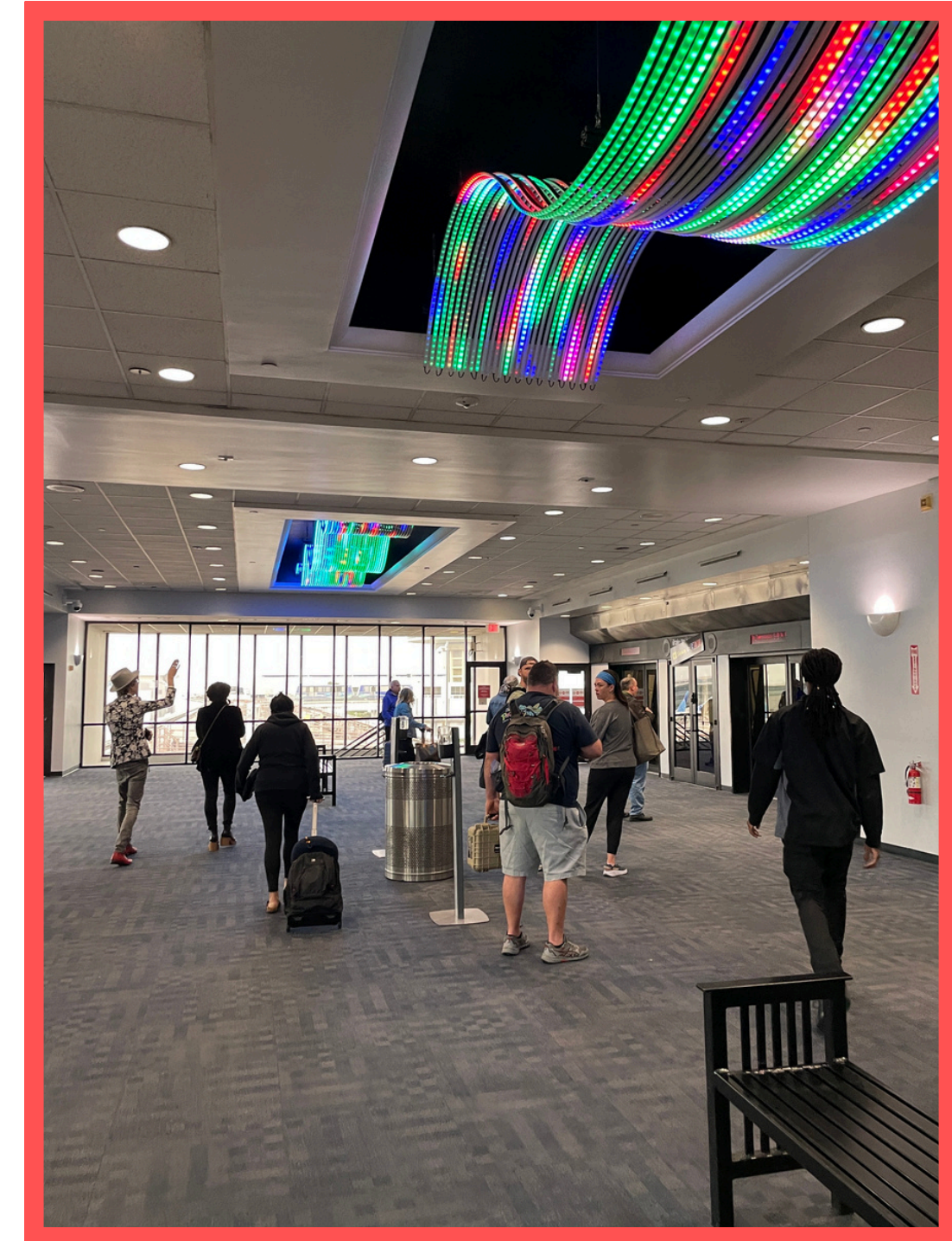


\$4.5M were paid in fees for **artists** and **conservators** for work on new art acquisitions and conservation projects, through Houston Arts Alliance.

The City's Civic Art Collection currently holds **800+** accessioned works of art and represents artwork from **516** artists.

Funds were allocated to initiate **22** new projects.

HAA managed a total of **58** active projects on behalf of the City of Houston.



Data Stream, Input/Output, 2023

SUPPORTING ARTS COMMUNITY RESILIENCE & RECOVERY

Capacity Building

Facilitate cooperation within the arts sector to help arts professionals and non-profits respond to emergencies and disasters.

Advocacy

Partner with the arts community, emergency management, state, and federal agencies to bolster support for the arts during times of disaster.

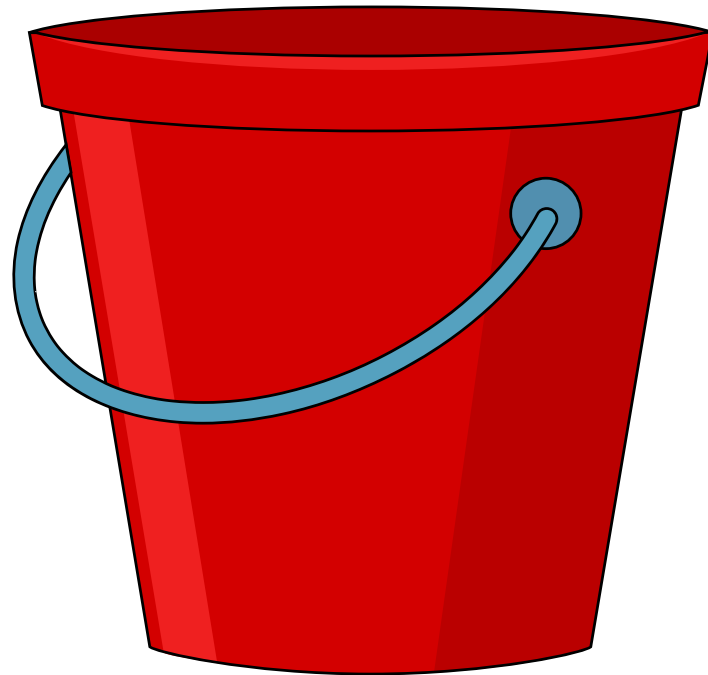


Community Engagement and Outreach

Mobilize to provide financial assistance and support to impacted artists and non-profit art organizations after emergencies and disasters.

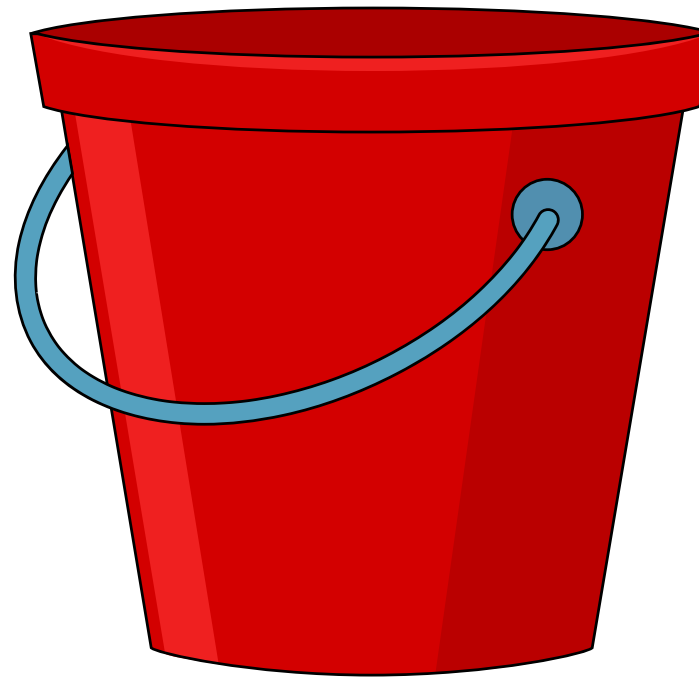
COLLECTIVE IMPACT

Hurricane Harvey
2017



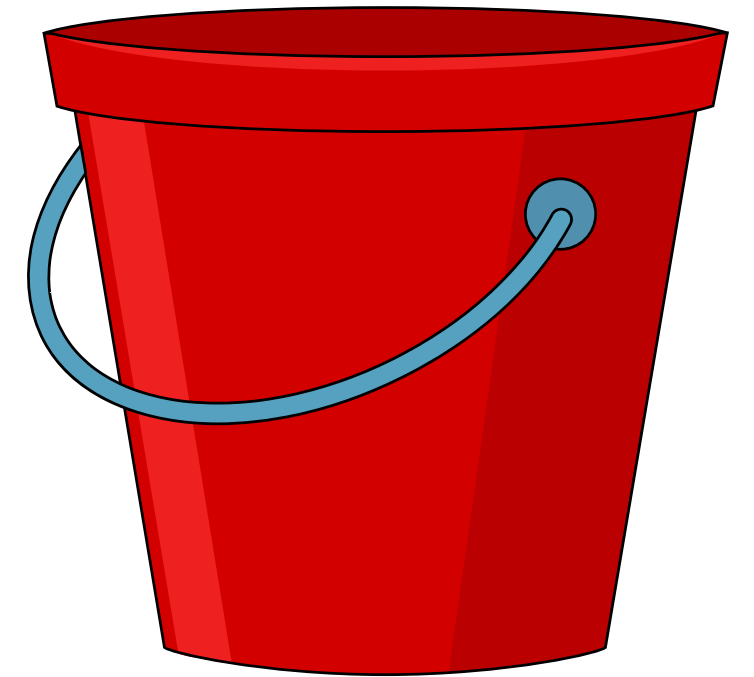
\$100,000 given to
100 applicants

COVID
2020

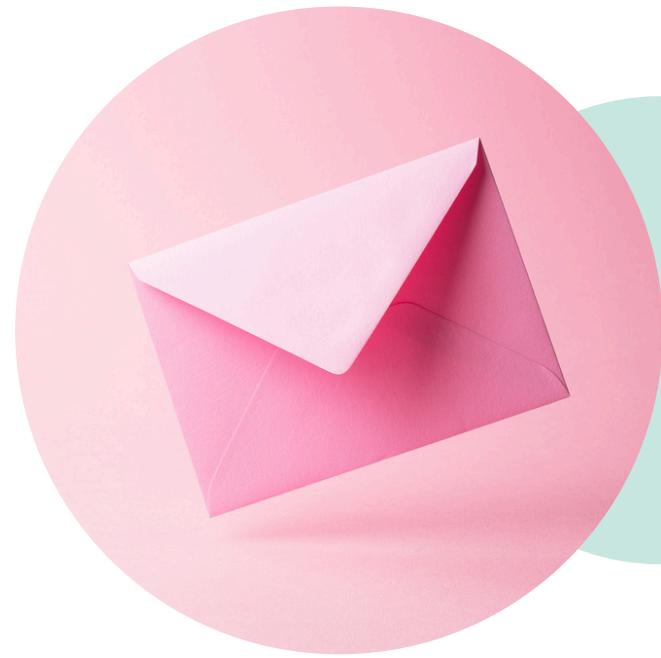
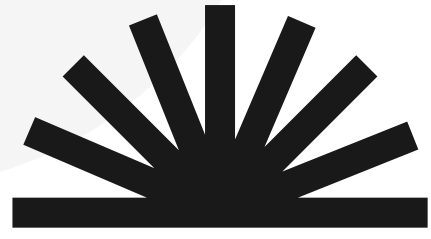


\$375,000 given to
600 Applicants

Winter Street
Studios Arson
2022



\$273,900 given to
83 applicants



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[/company/houston-arts-alliance/](https://www.linkedin.com/company/houston-arts-alliance/)

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https://arts.haatx.com/grants_panelist_form_2024

Serve as a Panelist

May 8, 2024



Thank you!