

# HueMan: SHELTER

A temporary public art initiative sponsored by  
Bloomberg Philanthropies



MAYOR'S OFFICE OF  
**CULTURAL  
AFFAIRS**



# OUR PURPOSE

**Introduce meaningful artworks to Houston neighborhoods which, together, tell the story of our City and represent the diverse populace of Houston, sharing the perspectives and contributions from Houstonians to residents and visitors alike.**

These initiatives rely on:

- Deep Community Engagement
- Thoughtful planning + creative strategies and interventions that help meet the community's needs
- Researching "place" - history, character, current interventions, and interests of communities
- Artist-driven concepts, informed by Houston communities, welcome community participation and collaboration
- Deepened support for artists and artist development
- Increased promotion and storytelling
- Asking ourselves "what Public Art can do"....

# METHODS


## Introducing artwork to Houston neighborhoods

1. **Civic Art Program** (\$) – commissions, acquisitions, conservation, and collection management of artworks in the city's (permanent) Civic Art Collection
2. **Temporary Art Program** – gives permission for private sector organizations or constituents to install artwork on City of Houston property
3. **Gifts of Artwork** – donor-proposed placement of artworks offered to the City, accepted by City Council for the Civic Art Collection
4. **Artwork on Infrastructure and Right-of-Way spaces** – externally sponsored initiatives for public art
5. **Public-private partnerships** – park conservancies, municipal entities, or private organizations own and maintain artwork installed on City of Houston property
6. **Special Projects** – competitive, collaborative proposals for funding opportunities...



# BLOOMBERG PUBLIC ART CHALLENGE

## The Challenge:

- In November 2022, Bloomberg Philanthropies invited mayors of U.S. cities with 30,000 residents or more to submit proposals for projects that celebrate creativity, catalyze public-private collaborations, and strengthen local economies.
  - More than 150 cities from 40 U.S. states applied, with proposals reflecting a wide range of creative expression to address pressing civic issues including urban revitalization, environmental sustainability, and equity. Seventeen finalist cities were [announced](#) in June 2023; eight cities were awarded funding
  - Submissions were evaluated on a number of factors, including their potential viability as dynamic public art projects, impact on civic issues, community engagement strategies, and capacity to establish or strengthen public-private partnerships.
  - Awarded cities receiving grants of up to \$1 million each for temporary public art projects that address an urgent civic issue. Bloomberg Philanthropies grants cover project-related expenditures including development, execution, and marketing. Along with the Public Art Challenge grant, each city will receive technical support from Bloomberg Philanthropies to execute their projects over the next two years.
  - Since launching in 2014, the Bloomberg Philanthropies Public Art Challenge has spurred more than \$100 million in economic benefits for participating cities and community action across a range of civic issues.
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# BLOOMBERG PUBLIC ART CHALLENGE

## Impact of Previous Projects:

In addition to supporting innovative public art, the grant program's overarching objectives are to elevate the role of artists in civic life, and to catalyze closer and more effective public-private collaborations – especially between government and the creative sector.

**In the last round of Bloomberg Public Art Challenge grants**, their \$5.35 million grant investment catalyzed \$100M catalyzed for local economics (including the economic value derived by community groups and local businesses and follow-on investments in infrastructure and new initiatives related to the highlighted civic issue)

- 88% of attendees experienced increased civic pride
- 89% of attendees said the art brought the community together

## Previous projects evaluated showed three overarching impact categories:

- Policy and Practice: Public policy is positively influenced, new ways of working (e.g., partnerships) are established, and economic benefits are catalyzed
- Place: City spaces and their civic role are transformed
- People and Community: People and communities are more active, connected, and resilient

# BLOOMBERG PUBLIC ART CHALLENGE

## Impact of Previous Projects:

### Projects in the previous challenge round focused on:

- Repurposing vacant buildings and stimulating economic development
- Addressing illegal dumping
- Healing interventions following mass shootings
- Improving food access + policy development
- Reconciling History: Commemorating the 1921 Tulsa Race Massacre

### They found that these investments into local communities help to:

- Inform Government Priorities
  - Spur Collaboration and Partnership
  - Engender Civic Pride
  - Boost local businesses
  - Increase Pedestrian Foot Traffic
  - Enhance Wellbeing and Community Cohesion
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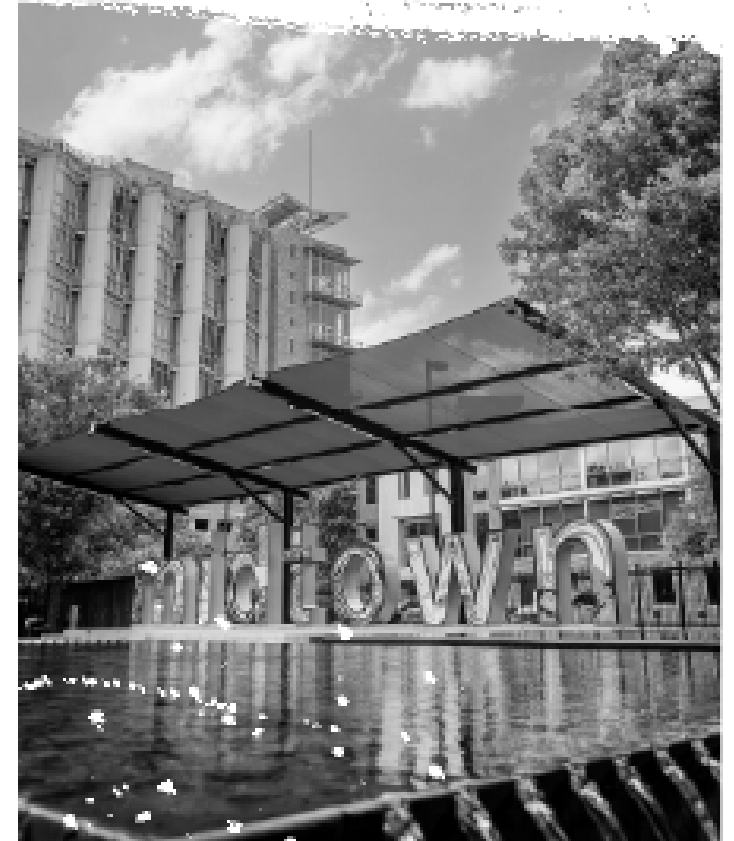
# *HueMan: Shelter*

## **A Temporary Public Art Initiative Addressing the Issue of Homelessness**

Houston is a national leader in its effort to address issues of homelessness and we aspire to be a city which leads through example in the design of a temporary public art initiative developed as a means of economic intervention for people experiencing homelessness and to support creative expression, enhanced public safety, and neighborhood improvement.

Ultimately, we hope this effort supports those experiencing homelessness in their day-to-day survival and in their pursuit of an autonomous and safe lived experience.

We are confident in the demonstrated success of our partners in this work, and in the pursuit of dynamic action through art-making.



# *HueMan- Shelter*

## **A Temporary Public Art Initiative Addressing the Issue of Homelessness**

- *HueMan Shelter* centers visual storytelling in public space and will feature collaborative artworks created by **Houston-area artists**, influenced by the lived experience of individuals experiencing homelessness. Artworks which will be executed include multi-media mural installations, applied artwork for Metro bus shelters, and mutli-disciplinary public presentations, events, and tours of artworks.
- Through an Employment-First model, inspired by the success of Houston's Housing-First model, this collaborative effort will provide much-needed income opportunities and other resources to individuals experiencing homelessness by engaging them in all aspects of the development of temporary art for the Midtown Houston neighborhood.
- The concept for *HueMan Shelter* has been developed through new creative partnerships which include the City of Houston via the Mayor's Office of Cultural Affairs and the Mayor's Office for Homeless Initiatives, the Midtown Management & Cultural Districts, Houston Metro, Career and Recovery Resources, and the Houston Coalition for the Homelessness, each which offer key insight, experience, and unique expertise to this project.



# Sites for Artwork

Eight highly visible outdoor installations will be installed along Milam Street, a major pedestrian corridor in Midtown Houston.

Key locations include:

- **Bus Stop Shelters:** 5 bus shelters along METRO Bus Route 82 will feature artwork. This route passes through notable streets such as Milam, Travis, and Elgin, linking neighborhoods including the Fourth Ward, Montrose, Downtown, and Third Ward.
- **Large Scale Mural:** A mural will be created at 3200 Travis Street, near the intersection with Milam and Elgin, adding vibrancy to a central part of Midtown.
- **Painted Columns:** Artistic enhancements will adorn the columns under the overpasses at Milam and I-45 and Milam and Spur 527, transforming a typically overlooked space into a focal point for community engagement.

**HueMan SHELTER**

**midtown HOUSTON**

**Texas Commission on the Arts**  
Investing in a Creative Texas

**MAYOR'S OFFICE OF CULTURAL AFFAIRS**

Designed by: Minor Design and CURE Agency

HueMan: SHELTER

# CALL FOR ARTISTS

[www.huemanshelter.com](http://www.huemanshelter.com)



## Timeline

### August

- Press Release
- Website Launch
- 6 RFQs/RPFs for Artists/Creatives open via Fresh Arts

### September

- Artist Informational Sessions for applicants

### October

- Artist selection panel meetings and selection process

### November

- Artist selection announced; artists contracted

### December

- Artist Orientation with Career & Recovery Resources
- Client Training with Career & Recovery Resources

### January 2025

- Artists begin concept development, fabrication, planning installation

## What will this initiative do?

As is fitting for a creative response to the complex issue of homelessness, goals for this work vary and are multi-faceted. Through this collaborative work, the City and its partners endeavor to:

- Disrupt perceptions of homelessness held by the general population and the Houston public through the humanization of individuals experiencing homelessness.
- Provide a means of addressing the economic alienation felt by individuals experiencing homelessness through the offer of wages earned by participating in the creation, preparation, and maintenance of temporary public artworks in Houston's Midtown neighborhood.
- Use this opportunity as a case study to survey the success or merits of addressing issues of homelessness through art-making and public safety interventions.
- Instigate the development of key working relationships and partnerships across departmental, municipal, and non-profit organizations that can replicate the *HueMan:Shelter* concept in various districts and neighborhoods throughout the City of Houston and beyond.
- Inform art-making and community engagement practices with data-focused strategies that make use of the considerable experience and learning the City of Houston and its Coalition for Homelessness partners have gathered through initiatives designed to understand and mitigate homelessness.
- Provide opportunities for community leadership, professional development, and public presentation to Houston-area artists working in a variety of creative mediums.
- Beautify and maintain a key pedestrian and traffic corridor in Midtown, one of the two neighborhoods in Houston that see the largest congregations of people experiencing homelessness.
- Encourage Houston-area artists to consider applying art to systems of infrastructure as viable opportunities for public visual expression and dynamic creation.

# *HueMan: Shelter* FOR MIDTOWN

## **A Neighborhood-based Initiative**

- We cannot call ourselves a truly international city of art if we do not champion ALL citizens
- Having worked for 20 years with the unhoused our community sees the need for a way to think of addressing the issue more holistically
- There are so many misconceptions about homelessness on both sides of the fence
- This meets the goals of all organizations involved on many different levels
- We must continue to employ Houston-based artists and give our arts-based business the opportunity to grow and flourish

# MIDTOWN CULTURAL DISTRICT

## Impact

Midtown Assessed Value

- 2012 – \$1.2B
- 2024 – \$2.8B (+ 133%)

**People want to live near and with art!**

Art Venues – 12 years a TCA District

- 2012 – 24 venues/orgs and presenters
- 2024 – 160 venues/ orgs and presenters

**We continue to provide Houston-based artists the opportunity to work!**



# CAREER AND RECOVERY RESOURCES, INC.

## Work Crew | Employment Lead | Economic Development for Unhoused Individuals

### What is UpRise?

- UpRise started in 2019, a transitional job training program that operates as a staffing agency that offers On-the-Job training and temporary contract work for those who can't find employment through traditional employment services. Served 320 in 2023, with 40% building the necessary skills and tools to gain or sustain work.

### Transitional Jobs

- Transitional Job (TJ) programming is an evidence-based approach for increasing employment and economic opportunities for adult and youth jobseekers facing barriers to employment

### Benefits of UpRise:

- Provides opportunities for unhoused individuals and people with significant barriers to employment to earn income, and gain new skills while receiving wrap-around services to support their journey to stability.
- Positive effects for individuals, families, and communities include the following:
- Keep individuals who face significant barriers to employment working and earning a paycheck to meet their basic needs such as food, housing, and healthcare.
- Helps workers make positive changes in their choices and behavior, as demonstrated by reductions in recidivism among TJ participants who have recently been released from incarceration.
- Positively impacts the lives of children as evidenced by improvements in children's long-term educational outcomes, pro-social behavior, and attitudes toward work.
- Plays a role in fostering economic independence by decreasing reliance on public benefits.

# CAREER AND RECOVERY RESOURCES, INC.

## Economic Benefit of Up Rise :

- Participation among individuals recently released from incarceration has been shown to significantly reduce recidivism and generate cost-savings to society of up to \$8,300 per participant.
- Spurs local economic growth. The wages paid to TJ workers tend to be spent immediately in local communities so that TJ workers can meet their basic needs. For a Chicago-based TJ program that placed over 1,500 people in TJ over four months, demand for goods and services is estimated to have increased by over \$5 million because of the TJ program.
- increase child support payment rates among parents otherwise unable to meet such obligations due to unemployment or underemployment. For example, the Center for Employment Opportunities transitional jobs program, which serves individuals recently released from prison, significantly reduced recidivism over three years, with stronger impacts for the highest-risk participants.
- significantly increases wages and employment in the short term, decades of evaluations have found. A recent evaluation of 13 programs found that participants in almost every program had higher income — \$3,700 higher, in one program — in the first year after starting subsidized employment than similar individuals not chosen for the program. Six of those programs' income impacts persisted into future years.

# HueMan: SHELTER

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# THANK YOU



**For questions, comments, or further discussion:**

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