



Mayor's Office of Cultural Affairs (MOCA)

Arts and Culture Committee

Wednesday, May 8th, 2024

MAYOR'S OFFICE OF CULTURAL AFFAIRS

The **Mayor's Office of Cultural Affairs (MOCA)** advances cultural priorities through City policies, programs, partnerships, and communications. MOCA is the point of contact for many of the City's arts investments and implements strategies that support the **City's Arts and Cultural Plan.**



CITY OF HOUSTON'S ARTS AND CULTURAL PLAN

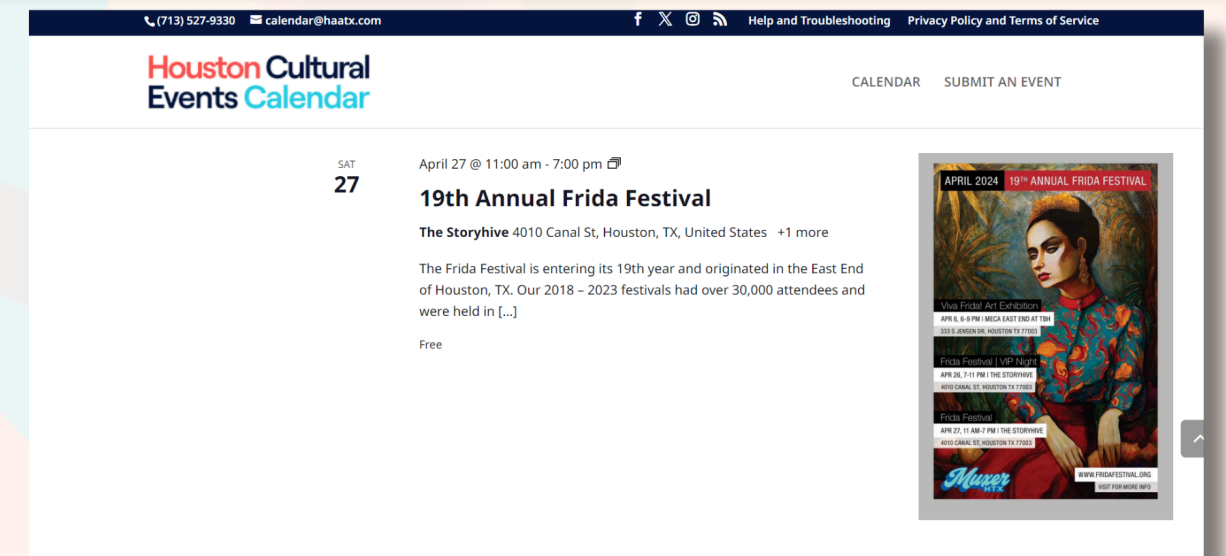
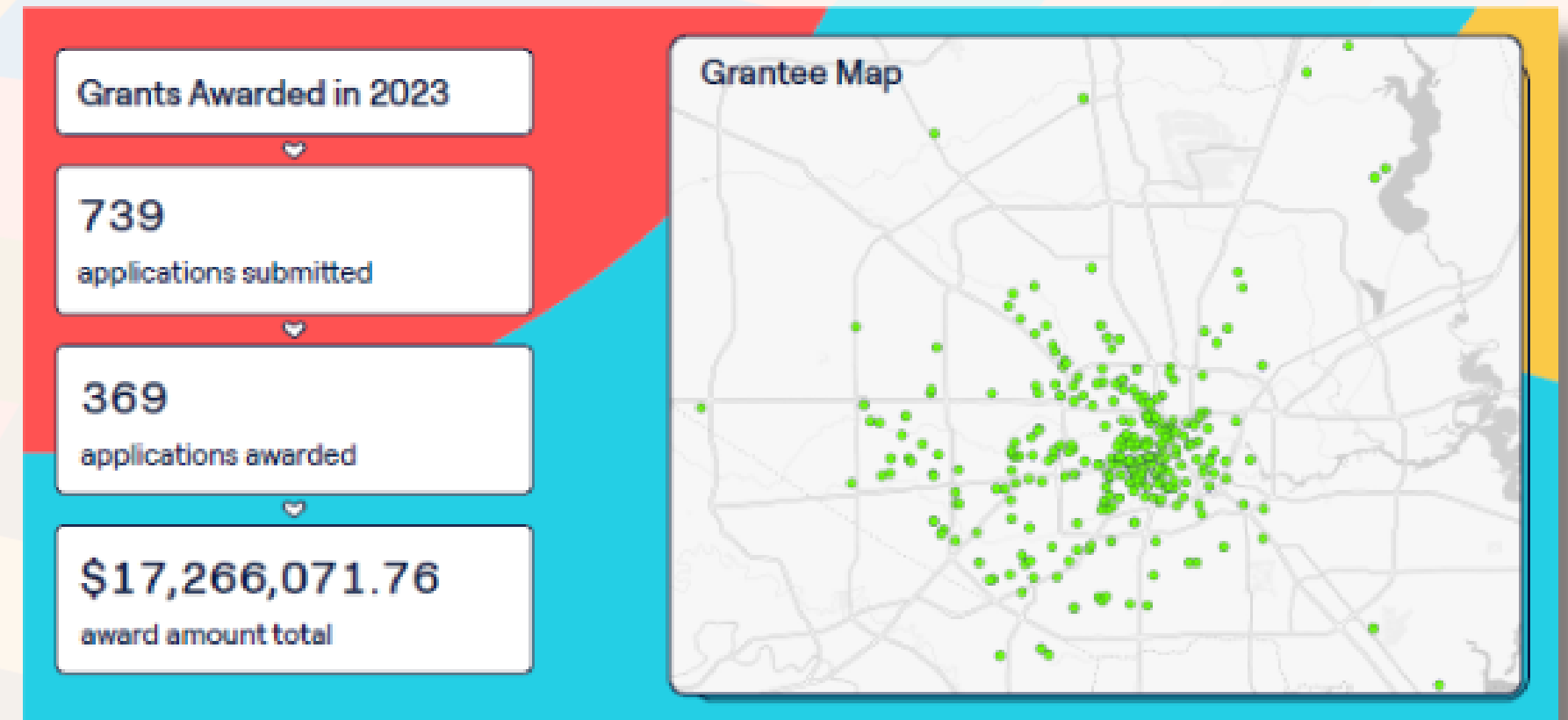
“To foster an environment in which art and culture flourish for the sharing and benefit of all residents and visitors.”

The nonprofit arts and culture industry generates over **\$1.3B** in annual economic activity in the greater Houston region – supporting 21,378 full-time equivalent jobs and generating **\$251.7M** in tax revenue (Americans for the Arts).

PROMOTE	ENHANCE	ADVANCE
ENGAGEMENT IN QUALITY ARTS AND CULTURAL PROGRAMMING.	THE SUPPORT SYSTEM FOR THE CITY'S DEEP CULTURAL ASSETS.	STRATEGIES TO STRENGTHEN THE LOCAL CREATIVE ECONOMY.
Develop strategies to deliver arts and culture programs, arts education and public art into neighborhoods.	Elevate arts and culture as a priority in the City structure and ensure the efficient and effective use of City resources.	Nurture the development of artists and creative talent.
Update the Civic Art ordinance and include some aspects of horizontal construction to include more areas of the City for Civic Art.	Join efforts to augment Hotel Occupancy Tax funding for arts and culture with a new dedicated revenue source.	Support and strengthen relationships with anchor arts and cultural institutions as key economic and community drivers.
Leverage Houston's "world city" image, international arts venues and diverse cultural offerings in destination marketing with the Greater Houston Convention and Visitors Bureau and other partners.	Seek federal, state and other grants and funding opportunities available to municipalities.	Highlight and develop cultural arts initiatives that celebrate Houston's diverse artists, cultures and communities.
Develop a program of neighborhood-based cultural tourism with the Greater Houston Convention and Visitors Bureau and other partners.	Centralize Civic Art oversight in the Office of Cultural Affairs.	Advocate for systemic access to quality arts and culture education in Houston's public schools.
Implement a comprehensive City Arts and Cultural Policy to provide guidance for City initiatives and departments.	Provide increased oversight, transparency and accountability in the allocation of City arts and culture grants.	Encourage and partner with area universities, corporations, businesses and institutions to elevate and enhance arts and culture.
Assess options to expand awareness of cultural offerings via smart phones and by enhancing/replacing ArtsHound.com.	Set goals for City arts and culture grants utilizing Hotel Occupancy Tax funds and ensure a fair and equitable process for applicants.	Advance efforts for regional arts and cultural planning.
Monitor Plan indicators, evaluate contract performance and review local research surveys and reports.	Create a common process for application and reporting for all City arts and culture grants in consultation with stakeholders.	Research creating a purchasing cooperative for goods and services needed by local artists and nonprofits.
Continue to convene the arts and cultural constituencies and other stakeholders around critical cultural policy issues.	Increase the funding available for small, emerging, culturally focused and ethnic organizations and artists.	Support State funding for area Cultural Districts designated by the Texas Commission on the Arts.
	Augment capacity building programs for Houston's arts and cultural organizations to reinforce sustainability.	Develop a public art master plan to guide the future development of the Civic Art Program.
<p>The Arts and Cultural Plan process had broad community input from residents, stakeholders, community leaders, City department directors and City office leaders through: two Town Hall meetings, three Quality of Life Committee meetings, six public meetings, six focus groups, nine Community Advisory Committee meetings, 25 presentations, 100 interviews, 429 intercept surveys and more than 7,000 unique visitors to ByYouCity.org participated in online topics.</p>		Utilize Economic Development partnerships to implement existing and new tools for artists and creative consumers.
		Arts and Cultural Plan co-chairs: Philamena Baird and Rick Lowe

GRANTS & FUNDING

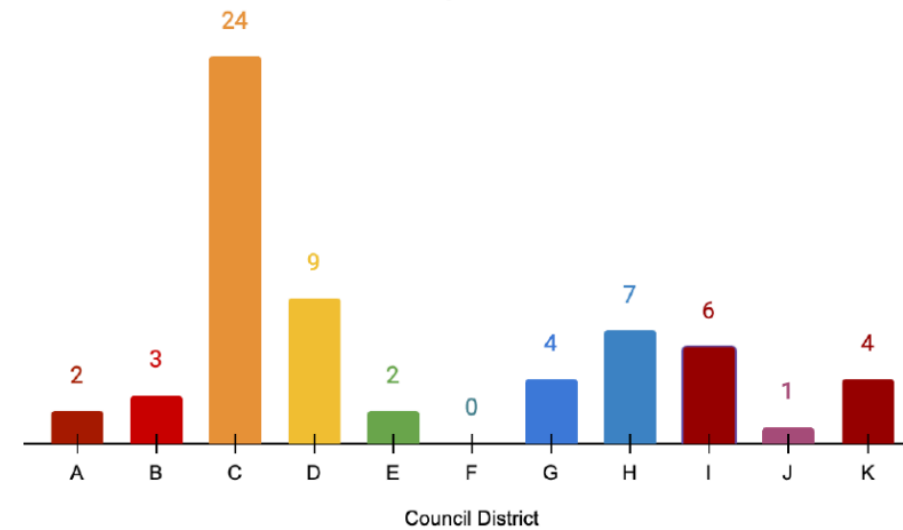
- Accessibility, transparency, and equity are the goals of the redesigned grant system which is funded with local Hotel Occupancy Tax (HOT) revenue
- Via contract, Houston Arts Alliance (HAA) administers the five competitive peer-reviewed grant programs. Last year, this included over 130 panelists and a BIPOC boost program
- The new and improved **Houston Cultural Events Calendar** is a grantee requirement and is open to all to list their events
- Seek other funding



HOUSTON ARTS & CULTURAL STABILIZATION GRANT*

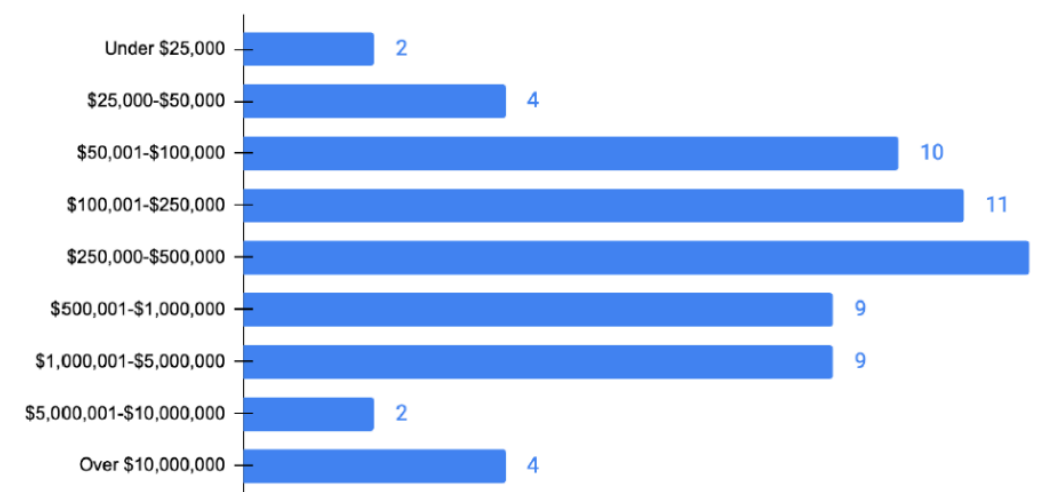
Immediate and short-term financial assistance to Houston arts and cultural non-profit organizations impacted by COVID-19

Total Grant Distribution Per City Council District

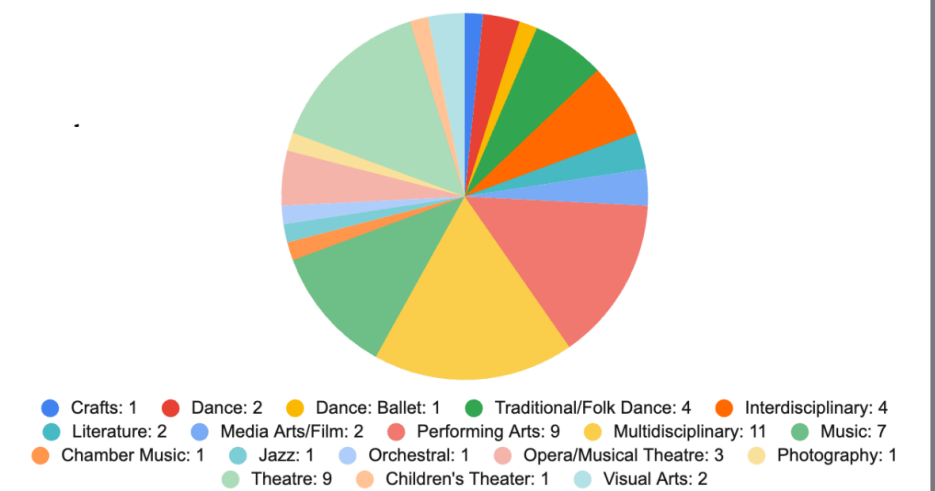


The Houston Arts and Cultural Stabilization grant program received applications from and provided relief funding to all but one district in the City of Houston.

Grantees by Budget Size



Artistic Genres Presented by Grantees



*Houston City Council approved a **\$5M** investment of American Rescue Plan Act (ARPA) funds for the arts sector. In collaboration with Mid-America Arts Alliance funds were distributed to 62 organizations via an open application process.

HOUSTON ARTS & CULTURAL STABILIZATION GRANT

- Estimated loss income by applicants between Jul '21 – Dec '24: **\$71,536,912**

“Grants such as these are important not only for the financial health of the organization but the morale of staff as well as the individual and collective consumer confidence.”

-Indo-American Association

“The best way to describe the impact of the funding is like switching from a gas powered car to an electric vehicle. Sure, the gas powered car will get us there, but the electric car is where the future is headed, is more efficient and can operate with less effort. With this funding, we were able to take a step into the future by fortifying our nonprofit for the future.”

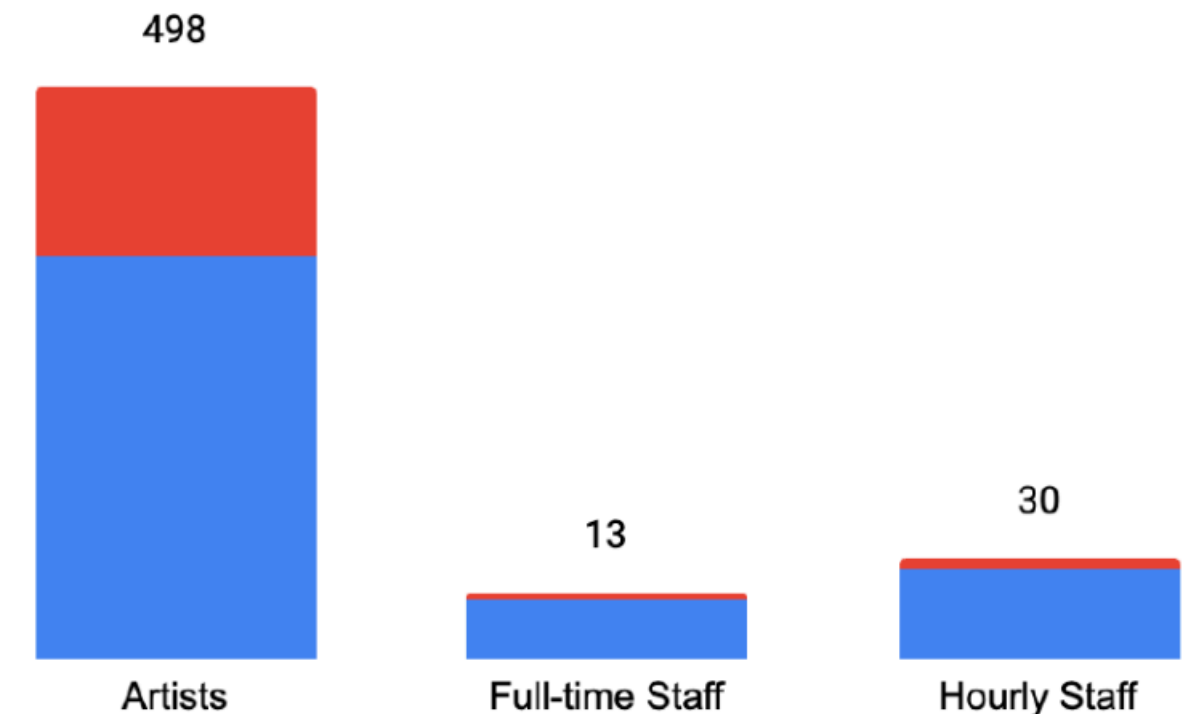
-Gordon Education Initiatives for the Performing Arts

OUTCOMES OF FUNDING

The program met its objective to be a resource for Houston's 501(c)3 nonprofit arts and culture organizations economically impacted by COVID-19. Grant funding was used to pay 2,192 individuals a total of \$4,020,307 and provided \$579,693 in marketing support for public-facing activities.

Artists and Staff Benefitting from the Program

■ Reimbursement ■ Allocations



+Full report available on MOCA webpage

PUBLIC ART

Civic Art

Since 1999, Houston's Civic Art Ordinance has required that 1.75% of the budget for eligible City-funded construction projects be spent to integrate artwork and artists' ideas in public spaces and conserve the City's Civic Art Collection. The City's Civic Art Collection holds over 800 accessioned works of art.

Traffic Signal Control Cabinet (TSCC) Mural Program

This sponsored program has installed over 300 murals city-wide.

Temporary Public Art Placement

MOCA works with all departments and divisions and any interested parties to utilize public spaces as locations for temporary art installation.

Houston Poet Laureate Program

The Poet Laureate serves as the City's ambassador for the literary arts and completes a community-based project. The current Houston Poet Laureate is Aris Kian Brown (23-25).

City Hall Exhibitions

FY 24 - 25 theme is "Feels Like Home."



MUSIC

Houston received state certification as a “music-friendly” city in 2022

Music Advisory Board

Nine action-oriented appointed members serve as liaisons between the music community and the City and help foster the economic development of local musicians and the music industry

Music Directory

This searchable database is a great way to find local creatives, musicians, music industry professionals, and support services. Profiles are free and easy to create

Make Music Day Houston

In 2021, Houston joined over 1,000 cities in 120 different countries in a global celebration of live music that occurs every June 21st



CITY-OWNED CULTURAL FACILITIES + CULTURAL DISTRICTS

Facilities

- Hobby Center for Performing Arts
- Jones Hall*
- M.A.T.C.H
- Miller Outdoor Theatre*
- Talento Bilingue de Houston*
- Wortham Center*

*Managed by Houston First Corporation, Inc.

7 Cultural Districts

- Arts District Houston
- East End Cultural District
- Midtown Cultural Arts and Entertainment District
- Museum District
- Theater District
- Third Ward District
- Fifth Ward District





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