



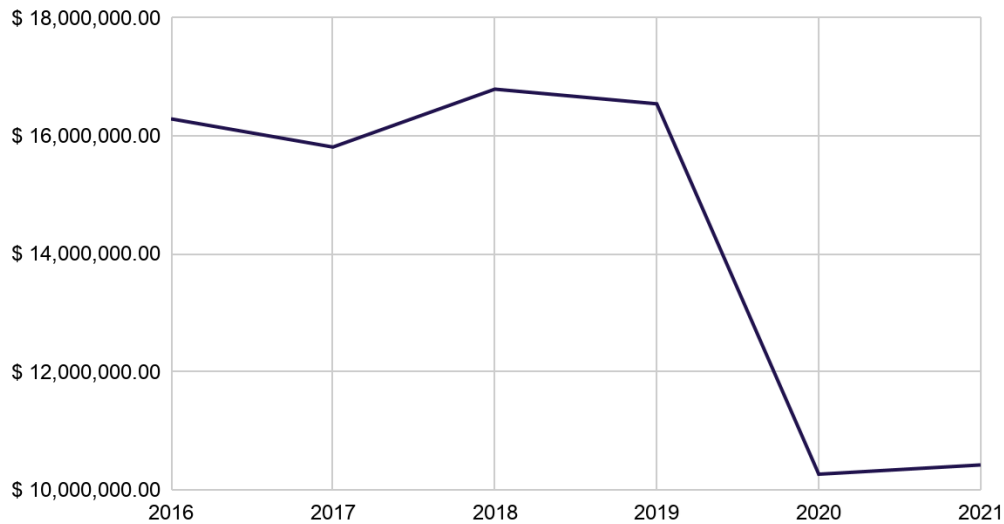
MAYOR'S OFFICE OF  
**CULTURAL  
AFFAIRS**

# 2020-2021 Arts Update

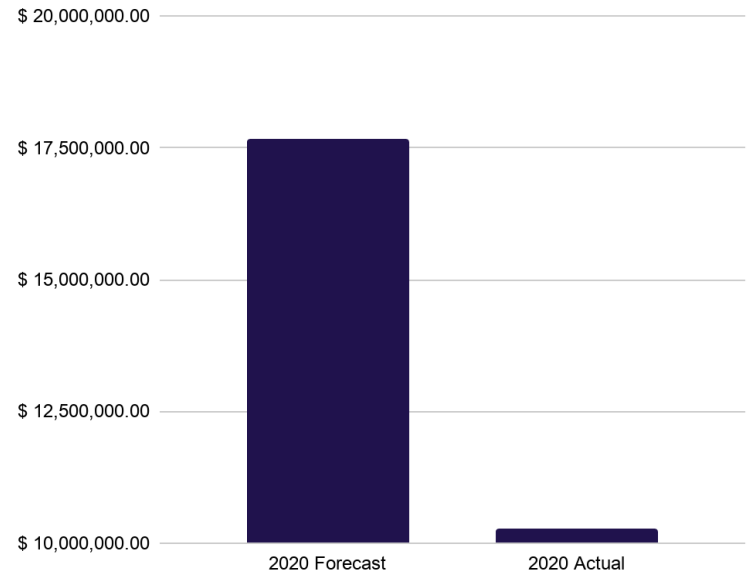
Mayor's Office of Cultural Affairs  
Quality of Life Committee  
March 3, 2021

# HOT Arts Trend

## HOT Funding in Houston 2016-2021 (forecast)



## 2020 Hot Funding in Houston



\*HOT dedicated to the arts is separate and apart from MOCA's other major arts funding category, the CIP Civic Art Program.

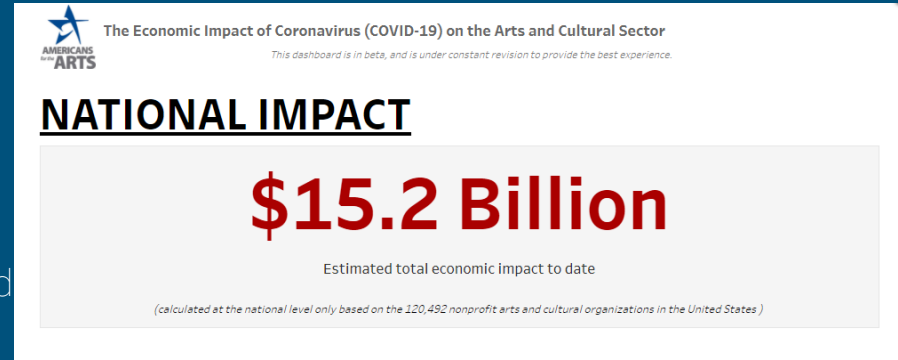
# 2020 Arts Impacts

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\$94.7M in lost income was reported by 574 applicants through MOCA CARES 1 Relief Grants administered by Houston Arts Alliance.

\$70.9M in lost income was reported by the 900 applicants to MOCA CARES 2 Relief Grants administered by Mid-America Arts Alliance.

Nationally, Americans for the Arts reports that artists have experienced a 79% amount decrease in work that generated income.



# 2020 HOT Grantee Service Adaptation

2020 grantees were given maximum flexibility to complete and/or adapt programs with consideration of pandemic-related challenges. Some examples:

- Live Music @ Home: [Houston Public Media Broadcasts Houston Symphony](#)
- Art @ Home: [5-Minute Tours on Glasstire](#), or visit some of your favorite arts institutions as they go virtual or become a #MuseumFromHome
- Art on the fly: [Go on a car tour of the city's murals!](#)
- Houston Ballet @ Home: [mini-sodes with ballet dancers](#) (warning: includes silliness)
- Inprint Houston's [archive of readings](#) with some of the world's great writers
- Check out [virtual events](#) from the Children's Museum
- Discovery Green [virtual programming!](#)
- Museum of Fine Arts [Virtual Experience](#) #MuseumFromHome
- New insta11ations artwork up in Acres Homes! ["Acres Homes Rocks" by Israel McCloud](#)
- ROCO in Concert will [livestream Queen of Hearts](#) (a program of works by women) Sunday at 2 pm!
- Asia Society's [At-Home Adventures through Asia: China](#)
- [Movie Night with the Museum of Fine Arts](#)
- Contemporary Arts Museum [Virtual Drop-In Experiences!](#)
- [Holocaust Museum Online!](#) (\*Butterfly Workshop\* Family activities, lesson plans, virtual exhibitions!)
- [Ensemble Theatre's Bold Online Series](#) (Message Mondays, TBT, and Family Fun Fridays!)
- [Houston Center for Photography Workshop: Xerox Transfer!](#) Great for at-home art activities!
- [Ars Lyrica: Tour de France!](#) If you need to get your head out of the present, go to 18th century France!
- THE 2020 HOUSTON ART CAR PARADE: VIRTUAL EDITION!!! + Touring The Orange Show, The Beer Can House and Smither Park. Then tune to ABC13 Houston for a look at the 2019 Houston Art Car Parade. HTV Houston Television will also be airing some great segments of past parades and artist interviews.
- Houston Symphony [Living Room Series](#) – Live Concerts Streaming Online on Fridays at 8 pm!
- [Virtual Chalk on the Block in Midtown](#) - Experience local artists creating pavement art on their driveways and neighborhood sidewalks, without leaving your house!
- Houston's FIRST drive-by art exhibition! Saturday, April 25th from 3-8 pm on the walls of Allan Rodewalds studio on 1402 Dart. More info at Facebook [@AllanRodewalkArt](#)
- [Arts District Houston](#) is featuring artists making masks!
- OR, since we can all make masks at home, the Houston Center for Contemporary Craft has a guide [here!](#) #craftwithHCC
- The Cynthia Woods Mitchell Center for the Arts (UH) [Ten Tiny Dances Online!](#)
- [Bull premiering at MFAH](#): Set on the fringes of (Houston!!), Bull is a commanding story about an unlikely bond between a wayward girl and an aging rodeo rider. April 29-May 12
- Nameless Sound [Lunchtime Concert](#) (to enjoy with your donut, Friday, May 15!)
- Wikipedia Edit-a-Thons starting next week! Join us on Zoom to learn how to edit Wikipedia and work together to improve and create Wikipedia articles for Houston women artists! [Sign up](#)
- Society for the Performing Arts [Creative Connection](#): A collection of photo/video submissions of creativity for everyone!
- Create your Own Art Bike! Airing Sunday, May 10th at 7:30am and 7:30pm on HTV! Thank you HTV!
- 14 Pews is proud to present [10 films](#) which were created with the help of their students from the 14 Pews Film Academy!
- While we are in isolation, Houston Show Choir singers have continued to make [music](#) to encourage others.
- [With One Accord](#) (Podcast) Every Monday and Friday at 12, with Artistic Director Robert Simpson and the Houston Chamber Choir.
- The Italian Cultural & Community Center hosts [Story Time](#) every week for children, where children can listen and learn Italian!
- Asia Society Texas Center teaches us [how to fold an origami crane!](#)

# 2021 HOT Grants Plan

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MOCA's [214 2020 grantees](#) recommended by HAA represent the most diverse cohort of grantees in the City's funding history.

Because of reduced HOT funding and reduced staffing within grantee groups, HAA will streamline its 2021 application process by

- allocating up to [63%](#) of funds to the 2020 grantee pool
- allocating at least [37%](#) of funds to an open competitive application process

The strategy balances the diversity gains of the 2020 grantee pool with opportunities for new applications.

# Additional Actions

MOCA COVID19 Response Timeline:  
[www.houstontx.gov/culturalaffairs/covid-resources.html](http://www.houstontx.gov/culturalaffairs/covid-resources.html)

National Advocacy

Recognition of Artists and Organizations

Surveys & Data Collection

Connection to Resources

MOCA CARES Relief Grants

January 28, 2021 at 9:48am

## MAYORS CALL FOR FEDERAL RESPONSE TO US ARTS CRISIS

The mayors of ten major US cities have penned a letter to the Biden-Harris administration asking it to take an integrated federal approach to supporting the arts. In their missive, the mayors noted that the September unemployment rate for those in the arts ranged from roughly three to six times that of the overall national unemployment rate of 8.5 percent, according to the National Endowment of the Arts.

## COVID-19 Resources And Emergency Financial Help

"Houston would not be the vibrant city that it is without the many artists and organizations serving our community and making it a cultural destination like no other." - Mayor Sylvester Turner



# MOCA CARES 1 Distributions via Houston Arts Alliance

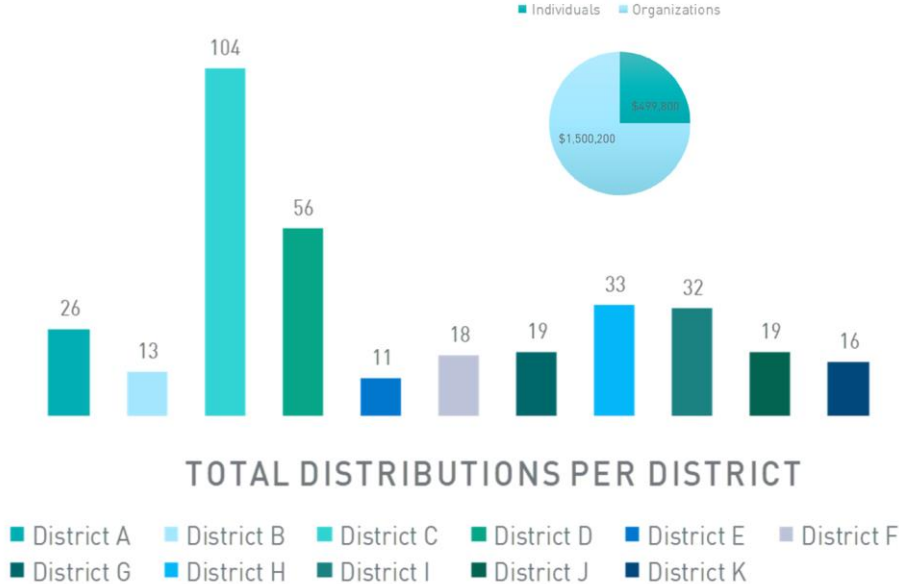
August 24, 2020 - November 12, 2020

## Funding Distributions

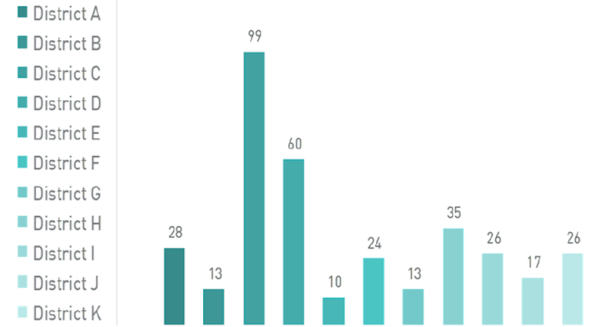
**538\***  
CARES Program for Arts and Culture Grants Were Awarded in Total

**\$499,800**  
to 226  
Individuals in Total

**\$1,500,200**  
to 121  
Organizations in Total

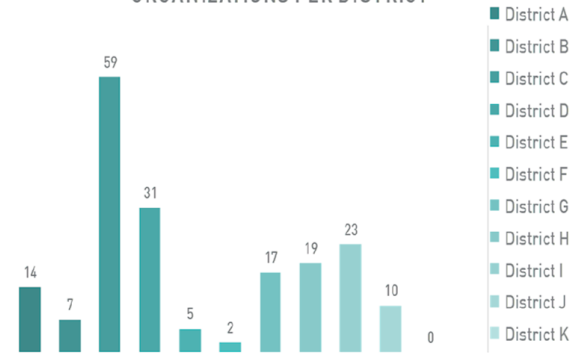


## INDIVIDUALS PER DISTRICT



The above chart represents individual CARES Relief grants by Council District.

## ORGANIZATIONS PER DISTRICT



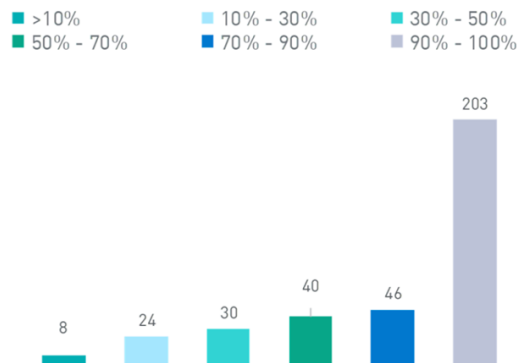
The above chart represents organizations which are CARES Relief grants by Council District.

# MOCA CARES 1 Distributions to Individuals

## Micro-Businesses (Individuals)

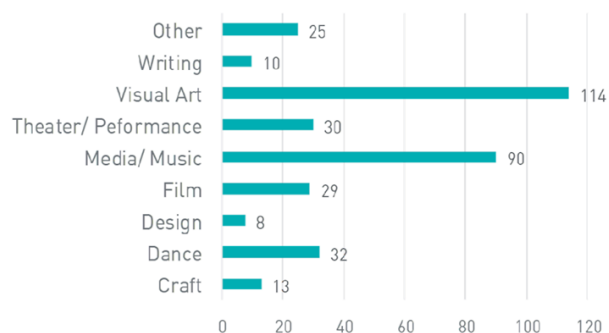
**\$499,800** Was Distributed To 226 Micro-Businesses

INCOME FROM ARTISTIC PRACTICE



The majority of our applicant pool reported that 90% - 100% of their income is derived from their artistic practice. These funds are critical to the artists' ability to sustain their work and livelihoods during the pandemic. Many have become fully unemployed and/or delayed in returning to work due to the loss of gigs, commissions, exhibitions, etc.

ARTISTIC DISCIPLINE



Houston's artists and creative represent a wide range of artistic expression in the arts and cultural sector. Artists/Creatives are among the most severely affected workers by the COVID-19 crisis.

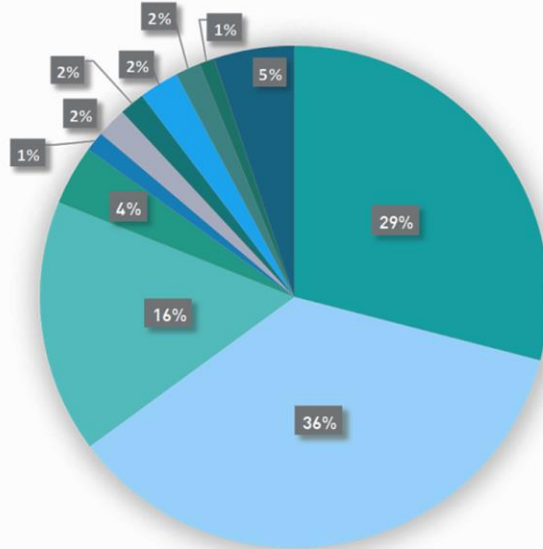


# MOCA CARES 1 Distributions by Race/Ethnicity

In recent years, HAA has expanded the diversity of the applicant pool, by strategic grass roots outreach and marketing initiatives.

Those efforts have ensured that these very important relief resources are reaching a diversity of arts and cultural creatives.

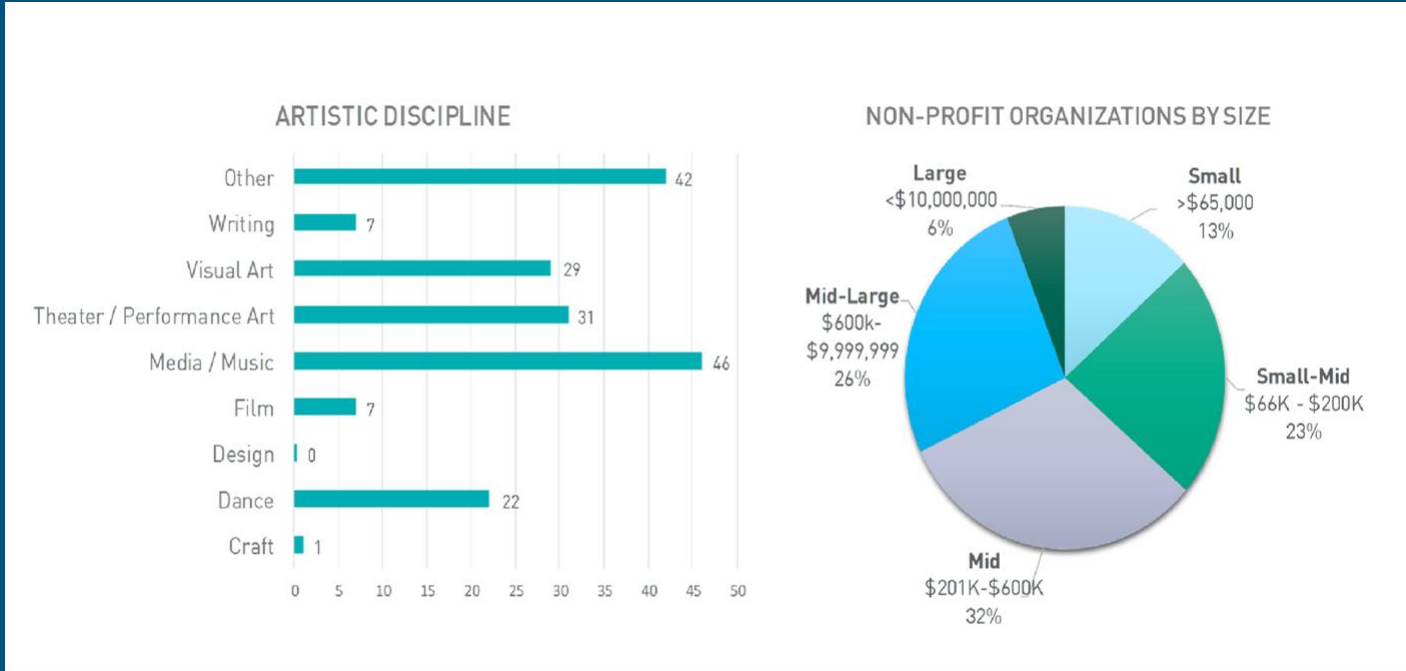
HAA's internal equity improvements will continue to continue to expand the diversity of its clientele in line with the diversity of the City of Houston.



## DISTRIBUTIONS TO INDIVIDUALS BY RACE/ ETHNICITY

- 29% Non Hispanic White or Euro American
- 36% Black, Afro-Caribbean, African-American
- 16% Latinx, Hispanic
- 4% East Asian
- 1% Southeast Asian
- 2% South Asian, Indian
- 2% Middle Eastern Arabic
- 2% Multi-Ethnic or Multi-Racial
- 2% Native American
- 1% Pacific Islander
- 5% Prefer not to Answer

# MOCA CARES 1 Distributions: Discipline and Org Size



Final Report: <http://www.houstontx.gov/culturalaffairs/CARES-Act-Program-Final-Report.pdf>

# Music

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The Texas Music Office (TMO) reports Houston has over **3,500** working musicians and **1,400** businesses in the Houston music industry.



**CITY OF HOUSTON**  
**Musicians and Music Venues Economic Relief Program**

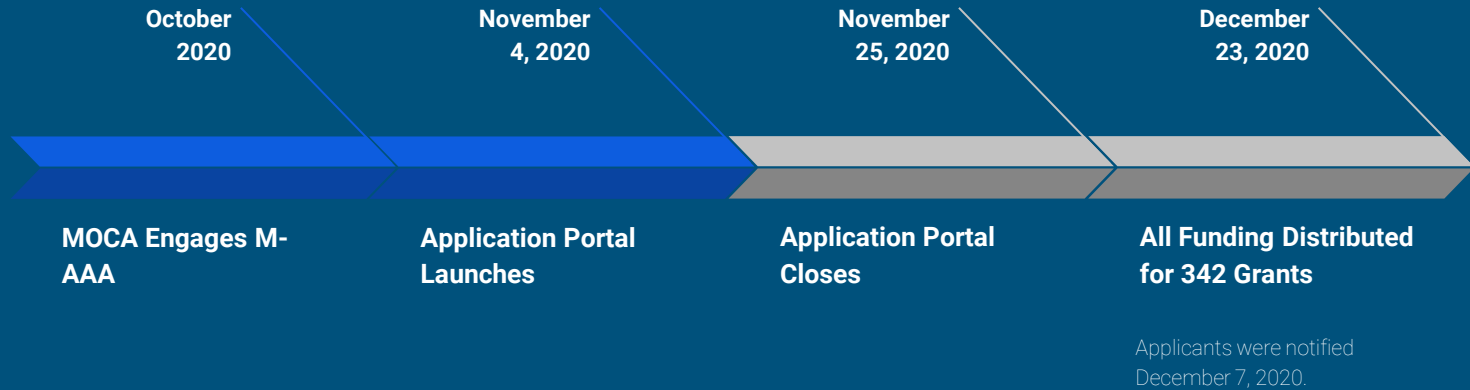
Houston Mayor Sylvester Turner and City Council approved \$3 million for the Mayor's Office of Cultural Affairs Musicians and Venues Economic Relief Program. Funded through the Federal CARES ACT, the program will provide immediate and short-term assistance to the Houston music sector impacted economically due to COVID-19.

Applications have closed. Applicants will be notified of their status the week of December 7.

MOCA hosted a Community Workshop with TMO at the end of October and a clear point from a post survey was that **63%** of participants see Houston as a Music Friendly City.

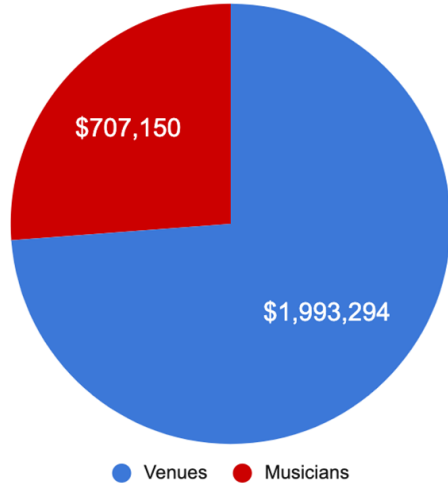
# MOCA CARES 2

## CARES Act Relief Grants via Mid-America Arts Alliance

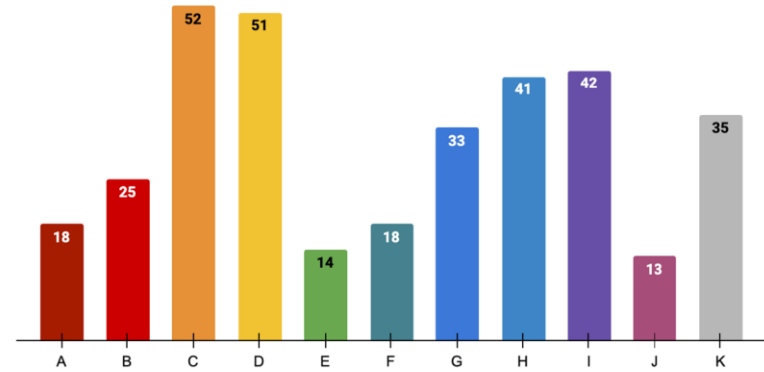


# MOCA CARES 2 Funding Distribution 342 Grants Total

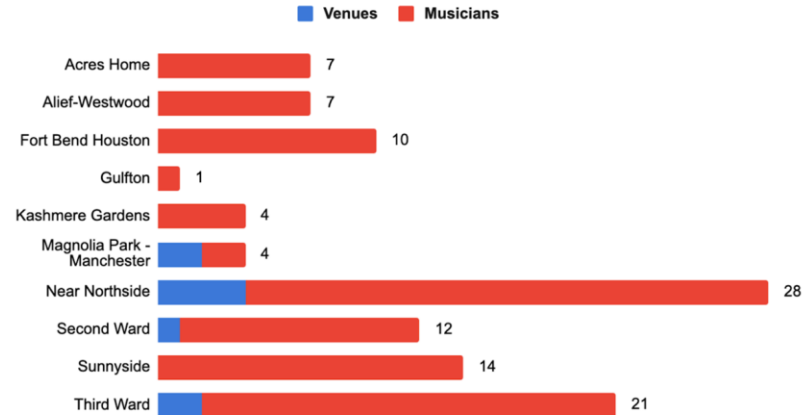
Funding Distribution



Total Grant Distribution Per City Council District

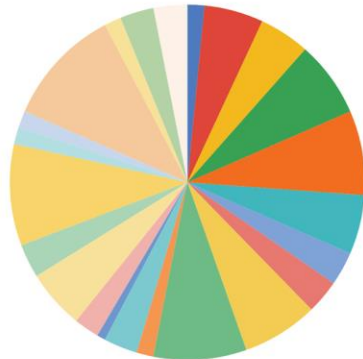


Complete Community Grant Distribution



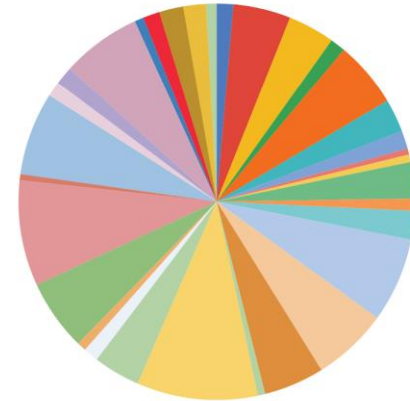
# MOCA CARES 2 Funding by Genre

Music Genres Presented by Venues



Acapella: 2 Alternative: 7 Classical: 6 Country: 9 EDM: 10 Folk: 7 Funk/Soul: 4 Gospel: 4  
 Hip Hop: 9 Jazz: 11 KPop: 2 Latin: 4 Metal: 1 Musical Theatre/Opera: 3 Pop: 7 Punk/Goth: 4  
 R&B: 12 Rap: 2 Reggae: 2 Rock: 14 Spoken Word: 2 Tejano: 4 World: 4

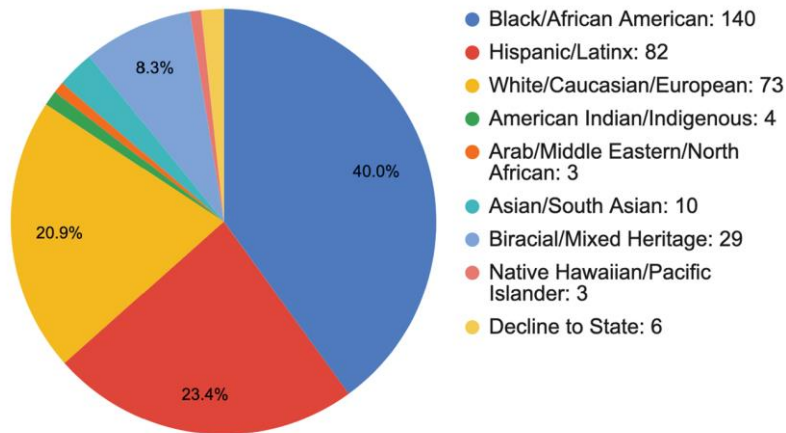
Music Genres Performed By Musician Grantees



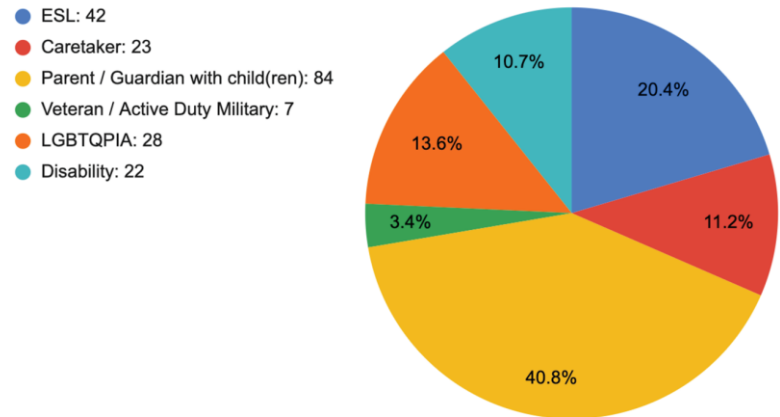
Afrobeat: 11 Alternative: 38 Musical Theatre/Opera: 47 Blues: 31 Classical: 44 Country: 22 Cumbia: 12 Disco: 4 DJ: 5  
 EDM: 24 Flamenco: 8 Folk: 19 Funk/Soul: 56 Gospel/Christian: 50 Hip Hop: 40 Indian Music: 5 Jazz: 80 Latin: 31  
 Mariachi: 10 Metal: 6 Musical Theatre/Opera: 47 Pop: 70 Punk: 4 R&B: 55 Rap: 10 Reggae: 12 Rock: 53 Salsa: 6  
 Tango: 11 Tejano: 16 World: 15 Zydeco: 7

# MOCA CARES 2 Distribution Demographics

## Musician Grantees by Ethnicity / Race

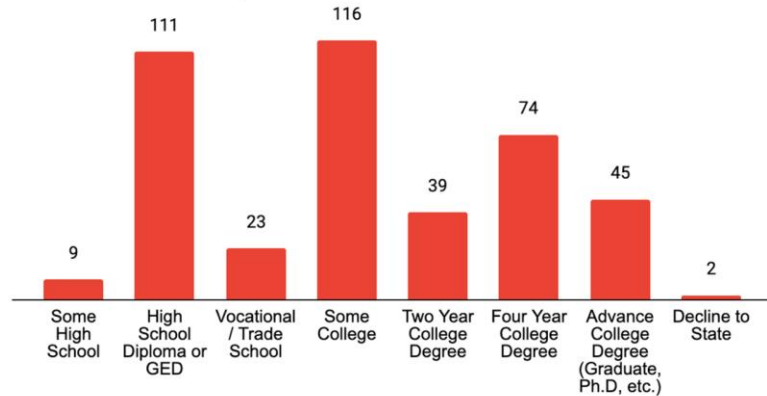


## Other Musician Grantee Self-Identifications

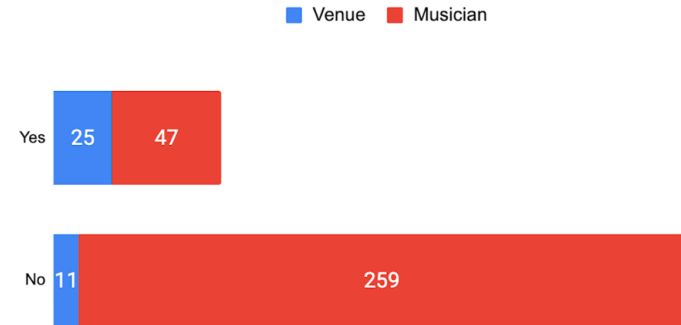


# MOCA CARES 2 Education Level & Other Relief Funding Access

Musician Grantee Completed Education Level



Grantee access to other CARES Relief Funding





# MOCA CARES Relief Grants Total

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A total of \$5M was distributed to 691 recipients over 4 months.

Recipients:

226 artists,

308 musicians,

36 music venues,

and 121 arts and cultural organizations.

# Next Steps

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- Monitor federal legislative action for new COVID19 relief grants/programs
- Monitor HOT and continued impact on cultural sector
- Assist stakeholders with reopening plans
- Explore state and federal partnerships for Houston's cultural industries
- Promote Houston's creative economy by continuing work with Houston First/Visit Houston