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Image Credit: Verny Sanchez

HouArts in Action



Advocacy Day Training

January 2025

LOGISTICS



- We will be programming for the whole time, take personal breaks as you see fit!
 - We will share slides with those who registered.
- Please stay on mute in the main room. Use the chat to share feedback and questions (we may or may not get to them but will save the chat!)
- In your breakout rooms use the “raise hand” feature to share that you’d like to talk!
- Throughout this training, please feel free to place questions and comments in the chat.

WHY ARE WE HERE



*Logo design by Houston artist
Sebastian Gomez de la Torre*

Vision: Houston is recognized as a world-renowned center for cultural arts, where local artists, residents, and visitors uplift and benefit from the city's unique and diverse arts and cultural assets.

Strategy: Champion the Arts

Action Item: Create an actionable five-year plan that mobilizes the arts and culture sector around clear priorities and messaging.

Identified Needs:

- Coordinated effort to influence public policy = HouArts in Action
 - Clarify shared policy and funding priorities
 - Grow the network of arts and culture champions in Houston
 - Build capacity for advocacy
 - Develop partnerships beyond the arts & culture sector

Building power for the sector will allow our efforts to advance shared policy and funding priorities, resulting in a **well-funded arts and culture sector** that is involved in the everyday decisions that shape life in Houston.

PROJECT MILESTONES



Community Kickoff

December 13th



HouArts Town Hall

January 23rd |



Advocacy Training Webinar

Wednesday, January 29th | 4:30 PM – 6:00 PM CT | Virtual



Texas Arts Advocacy Day

Wednesday, February 5th | 5:00 AM – 10:00 PM CT | Texas State Capitol



In-Person Gathering

TBD (Likely Late March 2025) | In Person



Houston Arts Advocacy Day with Strategy Launch

April 2025 | In Person



Register at
[HouArts.org!](https://HouArts.org)

TASK FORCE



Members of the HouArts in Action Task Force were selected from a pool of applicants via an open call process. They include artists, creatives, & large, medium and small arts organizations representatives from across the Greater Houston Region. Task force members were selected to share direct insight into the needs of the cultural sector and offer guidance as we work together with the community to build champions of arts & culture in the Greater Houston Area.

Janice Bond

Sharon Fletcher

Jack McBride

Michelle Bonton

Mark Folkes

Trisha Morales

Jessica Brown

Jorge Garza

Shareef Rabie

Leila Cartier

Amy Gibbs

Chandler Snipe

Gracie Chavez

Edgar Guajardo

Sarah Stauder

Sha Davis

Lindsey Hurst

Monica Villarreal

Claudia de Vasco

RUEROB Jackson

Charles Washington

OUR APPROACH

While there are many potential areas of work to focus on within this sector, for the HouArts in Action initiative, we're focusing on building capacity for arts advocacy and developing partnerships beyond the arts and culture sector in order to advance shared policy and funding priorities.

Our Pathways for Building Power

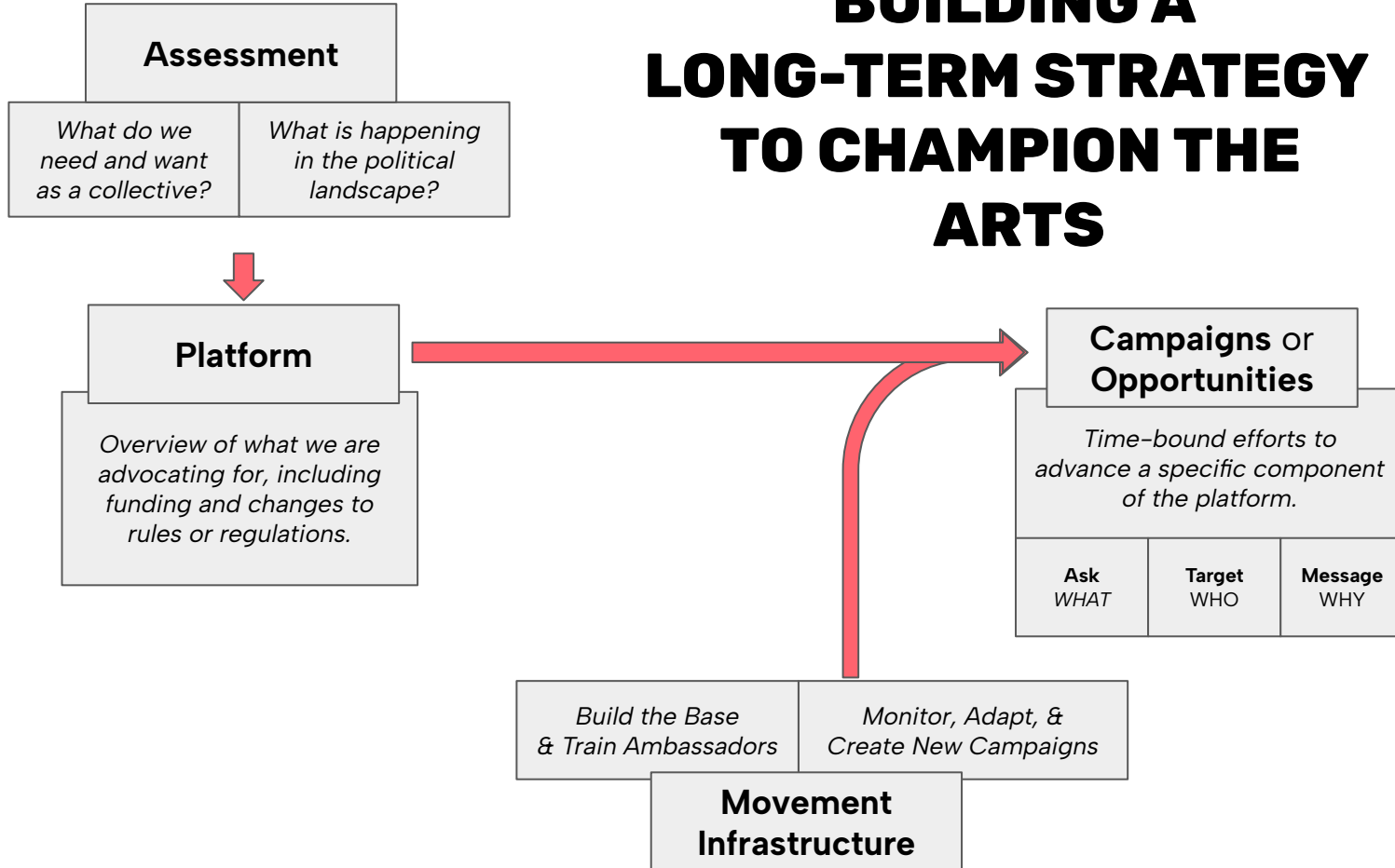
- ★ **Seeding and training network of ambassadors**
- ★ **Securing sustained public and private investment**
- ★ **Creating aligned policies to protect and grow the arts sector**
- ★ **Expanding the arts' role in civic decision-making in government & non-governmental bodies (e.g. Greater Houston Partnership, Houston First)**

Not Included in this Initiative

- Creating or revising specific arts programs
- Supporting individual arts events or organizations
- Expanding audience awareness through direct PR or advertising



BUILDING A LONG-TERM STRATEGY TO CHAMPION THE ARTS



PLAN FOR TODAY



GOALS

- Provide update on the HouArts in Action initiative.
- Learn about the legislative agenda and how to implement our strategy
- Role play, listening skills and practice our calls-to-action

AGENDA

4:30p - 4:45p | Initiative Overview

4:45p - 5:15p | Texans for the Arts Legislative Update

5:15 - 5:30p | Landscape Outlook

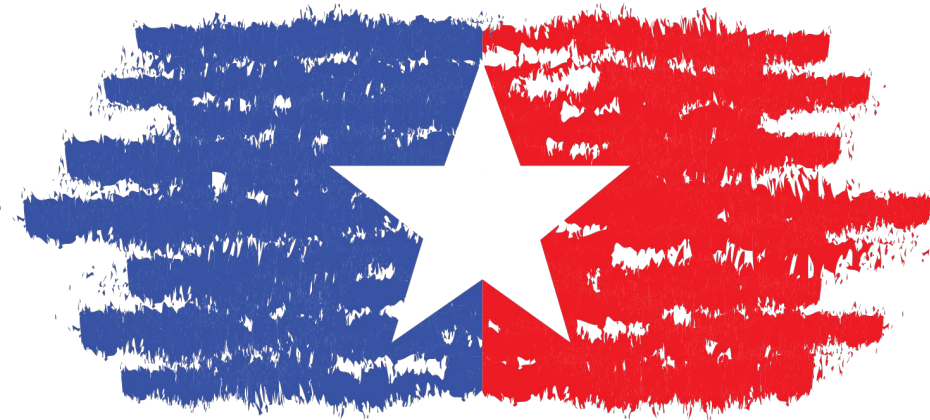
5:30 - 6:00p | Role Play + Engagement



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Image Credit: Verny Sanchez

LEGISLATIVE AGENDA⁹



TEXANS FOR THE ARTS

Inspire. Educate. Empower.

About

Texans for the Arts Foundation is a 501(c)(3)

- Providing professional development and advocacy education
- Cultivating a broad constituency of passionate, well informed citizen advocates representative of our diverse state and cultural offerings
- Building a broad coalition of stakeholder around the arts; policy, issues, resources, intersection.

Texans for the Arts is a 501(c)(4)

- Coordinating legislative activity and achieving tangible legislative goals
- Cultivating legislative support



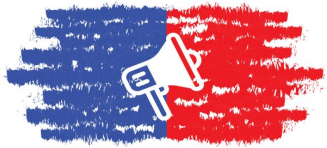
Partners



ORAICHAIN



Programs



TEXANS FOR THE ARTS
L.E.A.D. PROGRAM



TEXANS FOR THE ARTS
REGIONAL CONVERSATIONS



TEXANS FOR THE ARTS
TEXAS ARTS ADVOCACY SUMMIT 2023



Texas Arts Advocacy Summit &
Awards Dinner 2024



HOT TOOLKIT
BY TEXANS FOR THE ARTS FOUNDATION



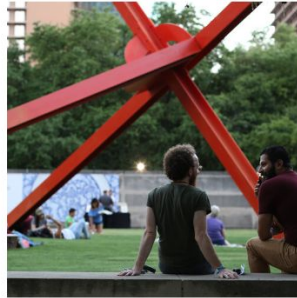
HOT TOOLKIT

BY TEXANS FOR THE ARTS FOUNDATION

www.hottoolkit.com



Tool #1: Does your municipality distribute HOT for the arts?



Tool #2: Understanding eligibility for HOT funds



Tool #3: Identifying who controls your local HOT fund



Tool #4: Applying for funding



Tool #5: Bringing tourists to the arts



Tool #6: The local impact



Tool #7: Finding hotel partners



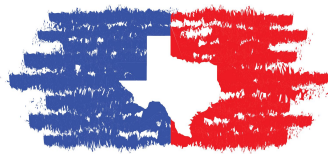
Tool #8: Collecting data



Tool #9: Strategic planning



Tool #10: Protecting (and Growing)



TEXANS FOR THE ARTS

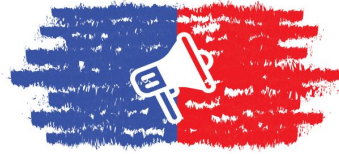
REGIONAL CONVERSATIONS



ARTS SUMMIT
ROCKPORT, TX

The 21st century has been a time of rapid advancement in communication, science, and technology across many disciplines. Art is no exception.

21st Century Challenges in the Arts Summit, brought together thought leaders for a day of conversation, engaging experts from numerous fields — the arts, asset management, government, media, policy, and artificial intelligence technology — aiming to challenge old ideas, spark new ones, and catalyze potent connections across various disciplines, specifically focused on visual art in the digital space in the age of evolving Generative AI models.



TEXANS FOR THE ARTS
L.E.A.D. PROGRAM

There is no better way to make the case for the arts than to have decision-makers experience the arts being offered in their communities by their constituents and neighbors. We firmly believe that engaged, local arts advocates are the foundation to building statewide support.

Our goal is to have a District Leader in each an every one of our 150 State Representative Districts and 31 Texas Senate Districts, ensuring that the value of the arts is championed in every corner of the State.

Members of this coalition help to arrange and host legislative visits, build a community of local advocates, disseminate important information, and represent arts partners and their needs at the local level to those who represent them. These advocates also ensure that their elected officials have their finger on the pulse of the arts community they represent by inviting them to local arts events, and keeping them apprised of the arts, culture and creative industries in their communities

Apply to join the LEAD Program!

<https://www.texansforthearts.com/arts-lead-program>



89th Texas Legislative Session Priorities

Why It Matters: The arts are a key driver of local economic growth by attracting visitors and boosting consumer spending. They enhance tourism, transforming communities into vibrant cultural hubs. By creating diverse job opportunities, the arts fuel creative employment and nurture innovative industries. They also celebrate and preserve Texas's rich heritage, uniting communities across the state.



89th Texas Legislative Session Priorities

1. PROTECT THE HOTEL OCCUPANCY TAX (HOT)

- **Preserve Funding for Arts:** Keep the statutory allowance (up to 15% of municipal HOT revenue) for arts and cultural activities.
- **Enhance Transparency:** Support legislation that clarifies and strengthens HOT reporting.
- **Resist Unauthorized Uses:** Oppose efforts to expand HOT use beyond tourism and arts.

2. PROTECT & GROW TCA FUNDING

- **Maintain & Increase Resources:** Safeguard the Texas Commission on the Arts' (TCA) base funding and support Exceptional Items for more grants.
- **Boost Cultural Districts:** Invest in TCA-designated Cultural Districts, proven drivers of local economic growth and tourism.

3. PROTECT & GROW FILM INDUSTRY INCENTIVES

- **Sustain TMIIP:** Retain robust funding for the Texas Moving Image Industry Incentive Program.
- **Advance Legislation:** Support bills (e.g., HB 1452) that stabilize and bolster film incentives.
- **Build a Creative Workforce:** Emphasize the pipeline from arts education to film industry careers.

4. STRATEGIC PARTNERSHIPS & OTHER PRIORITIES

- **Artists' Rights:** Monitor legislation affecting creative intellectual property.
- **Arts Education:** Advocate for equity in arts funding and access, fostering 21st-century skills.
- **Tourism Promotion:** Preserve the dedicated 1/12th of state HOT revenue for statewide tourism marketing.
- **Historic Preservation:** Safeguard tax credits and courthouse-restoration funding, which spark jobs and cultural tourism.
- **Cross-Agency Initiatives:** Encourage arts integration (Health, Education, Criminal Justice) to expand benefits for Texans

TEXAS COMMISSION ON THE ARTS

EXCEPTIONAL ITEM #1



TEXANS FOR THE ARTS

ARTS ORGANIZATION GRANTS

\$9 MILLION INCREASE

TEXAS
CULTURAL
TRUST

What are Arts Organization Grants?

The Texas Commission on the Arts (TCA) oversees several grant programs. The purpose of these grants is to support local community organizations to invest in the arts. Eligible non-profits may apply for grants ranging from \$75 to \$21,000 providing seed money for programming. In addition to **supporting legislative priorities** like mental health and juvenile justice initiatives, these grants **simulate economic development** for communities, **provide revenue for state** and local government and enhance the lives of all Texans.

Demand Greatly Exceeds Available Funds

In FY 24, **the TCA received \$85 million in grant requests, but only had funding to award \$4.6 million of those requests.** Over the past biennium, the demand for these grants has grown 30%. At the same time, costs continue to rise, reducing the impact of level funding. Additional resources are vital to ensure that grant amounts remain impactful towards achieving the goal of each program.

The Arts and Culture Industry generated

\$7.3 BILLION

for the Texas economy

Nearly

1 in 14

Texas jobs are
creative careers



63% GROWTH

in the Arts and
Culture Industry



nearly

\$460 MILLION

in state sales tax

Nearly

960,000

Texans are employed
in creative careers

*comparing 2010 to 2023

Workforce Development for the Film Industry

Arts organization grants help to **develop the film production workforce** including technical support like set design, lighting, and sound engineering. For example, the Houston Cinema Arts Society received an \$8,000 grant to provide workshops and panels on film production which enhanced technical skills for emerging filmmakers in Houston. The Reel East Texas Film Festival was awarded \$8,000 for workshops on cinematography, editing, sound designs, and post-production.

Economic research conducted by the Texas Cultural Trust

TEXAS COMMISSION ON THE ARTS

EXCEPTIONAL ITEM #2



TEXANS FOR THE ARTS

CULTURAL DISTRICT GRANTS

\$2 MILLION INCREASE

TEXAS
CULTURAL
TRUST

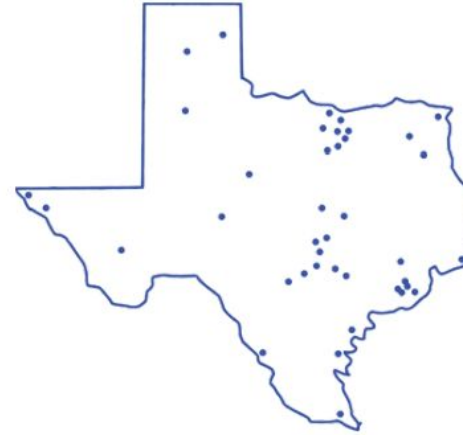
What is a Cultural District?

A Cultural District is a geographically defined area in a community designated by the Texas Commission on the Arts using existing cultural landmarks and resources to generate economic development and community revitalization. Currently, there are 54 cultural districts in Texas which has nearly doubled over the last decade, with demand increasing annually. An essential economic engine to the Texas economy, Cultural Districts:

- Generate cross-sector business
- Attract tourists
- Revitalize communities
- Create jobs
- Increase sales tax revenue, and
- Raise the quality of life for all Texans.

- Abilene
- Alpine
- Amarillo
- Arlington
- Austin - Six Square
- Austin - Red River
- Bastrop
- Beaumont
- Bryan
- Canadian
- Clifton
- Conroe - Downtown
- Corpus Christi
- Dallas - Arts District
- Dallas - Deep Ellum
- Dallas - Fair Park
- Denison
- Denton
- El Paso
- Fort Worth
- Fort Worth - Near Southside
- Galveston
- Garland
- Granbury
- Georgetown
- House - Arts District
- Houston - Fifth Ward
- Houston - Greater East End
- Houston - Midtown
- Houston - Museum District
- Houston - Theater District
- Houston - Third Ward
- Huntsville
- Laredo
- Longview
- Lubbock
- McAllen
- McKinney
- Plano
- Rockport
- Rosenberg
- Salado
- San Angelo
- San Antonio - King William
- San Antonio - Old Spanish Trail
- San Antonio - Westside
- San Antonio - Zona Cultural
- San Elizario
- Sherman
- Smithville
- Texarkana
- Waco
- Wimberley
- Winnsboro

Map of Texas Cultural Districts



Economic Impact

The economic impact of Cultural District grant recipients shows a **2:1 return on investment for the state**. For example, case studies of four projects (Fort Worth, Houston-Theater District, Waco, Winnsboro) revealed that an **investment \$1.2 million in 2023 generated \$3.8 million in tax revenue**.

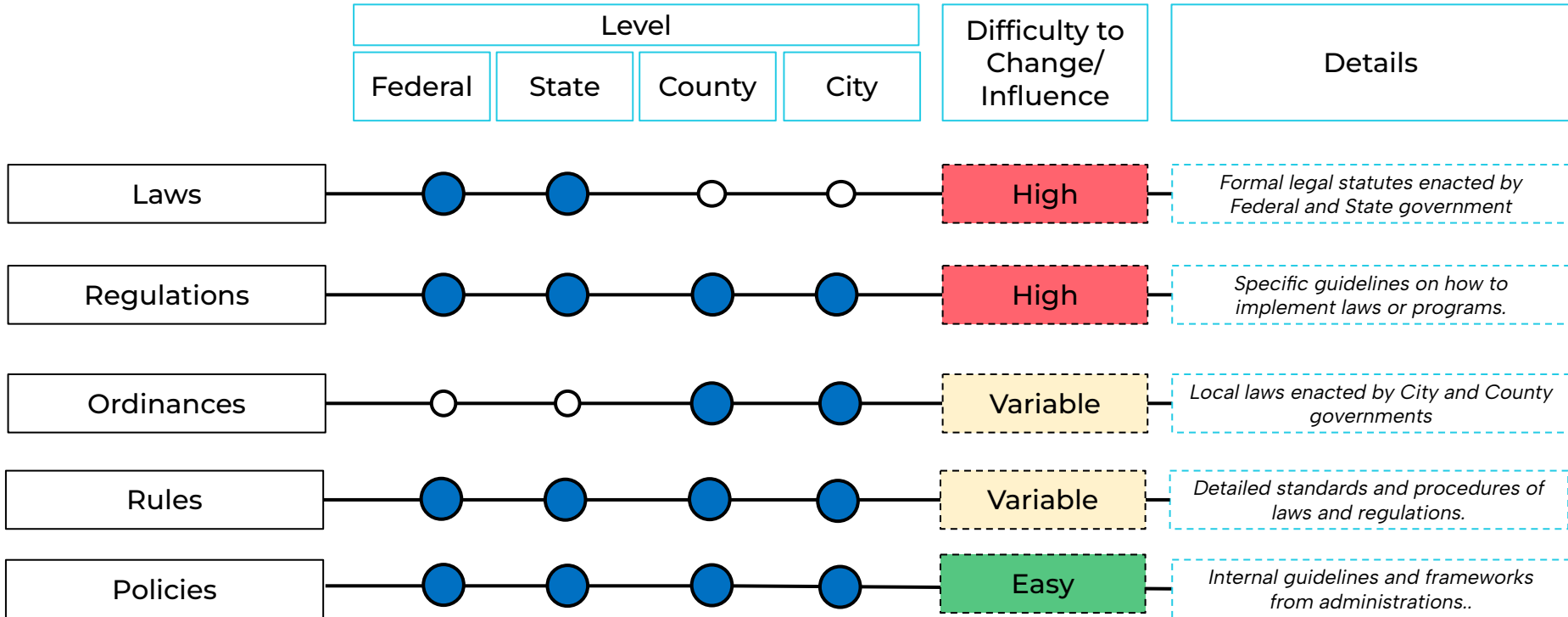
The Cultural District Grant Program, initiated in 2016, provides funding to cultural districts and eligible nonprofit organizations. The number of applicants has grown from 110 to 242, and recipients are required to match funding at a 1:1 ratio.



LANDSCAPE OUTLOOK

VARIOUS COMPONENTS OF THE SYSTEM

Understanding the mechanisms that structure how government works allows us to design **effective and targeted campaigns**, and to be knowledgeable when talking to elected officials.





LISTENING, SHARING & STORYTELLING

ALLIANCES & PARTNERS



How should we allocate our collective time and energy towards relationship building and partnership across various audiences?



STORYTELLING & MESSAGING



One of the things that we've been hearing in our conversations is that we need to **speak in terms that matter** to our audiences.

Often we tend to start with our **own desires**.



My Values & Concerns

When in fact we need to start **with our audience desires**.



Values & Concerns of My Audience

In order to find a message that feels **authentic, aligned** and overcomes **barriers to action**.

WHO REPRESENTS ME?
wrm.capitol.texas.gov/home

TOP PRIORITIES FOR STATE ADVOCACY



1. PROTECT THE HOTEL OCCUPANCY TAX (HOT)
2. PROTECT FEDERAL FUNDS
3. PROTECT & GROW TCA FUNDING
4. PROTECT & GROW FILM INDUSTRY INCENTIVES
5. STRATEGIC PARTNERSHIPS & OTHER PRIORITIES

LET'S PRACTICE: ELECTED OFFICIALS



● Protect & Grow TCA Funding

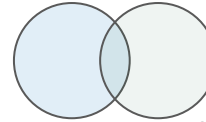
\$9 million increase in arts organization grants

\$2 million increase in cultural district project grants

- Protect the Hotel & Occupancy Tax
 - Protect federal funds
 - Protect & grow film industry incentives
 - Strategic partnerships & other priorities
-
- Grow Our Local Economy
 - Bring More Tourists and Energy to Our Towns
 - Keep Creative Jobs Here in Texas
 - Create Places to Live, Work, Raise Families, and Retire
 - Celebrate Our Heritage
 - Make Our Communities Safer and Connected

Select a priority

Talking points



Reflect

What are the **values and desires** you and your audience share?

What are **your concerns regarding our priorities?**

What **personal stories** do you have **that align with the talking points?**

Who do you think should **deliver** this message? Who is the right storyteller?

PROJECT MILESTONES



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In-Person Feedback Session & Training

TBD (Likely Late March 2025) | In Person



Houston Arts Advocacy Day with Strategy Launch

April 2025



**Register at
HouArts.org!**

NEXT STEPS

→ **Sign Up for Events!**
Visit HouArts.org

→ **Get On Our List!**
If you are not on our mailing list, go sign up! (HouArts.org)

→ **Spread the Word!**
Forward the website to a friend or colleague, and tell them to take the community perspectives survey and get on our mailing list!