

# MILLER THEATRE ADVISORY BOARD, INC.

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## INSTRUCTIONS FOR COMPLETING THE MILLER OUTDOOR THEATRE 2021 SEASON PERFORMANCE GRANT APPLICATION

*Sponsored in part by the City of Houston, Houston Arts Alliance &  
the Miller Theatre Advisory Board, Inc.*

### GUIDELINES

#### INTRODUCTION

#### WELCOME TO THE PERFORMANCE GRANT PROCESS FOR THE 2021 SEASON AT MILLER OUTDOOR THEATRE!

The Miller Theatre Advisory Board, Inc. (MTAB) is charged by City Ordinance with the responsibility for allocating Hotel Occupancy Tax revenues and other funds to performing arts organizations in order to conduct an annual season of free performances at Miller Outdoor Theatre. Applicants who wish to be considered to perform at Miller Outdoor Theatre must use the application form provided on the Miller Outdoor Theatre website. Applicants selected to perform during the season will enter into a Performance Grant Agreement with MTAB.

MTAB welcomes inquiries and applications from qualified non-profit performing arts or community organizations that meet our Core Values as outlined below.

#### MILLER THEATRE ADVISORY BOARD (MTAB) CORE VALUES FOR PROGRAMS AND SUPPORTING POLICIES AT MILLER OUTDOOR THEATRE (MOT)

All applicants are evaluated based on the following:

QUALITY is our foremost consideration in selecting performances for the Miller stage. Performances shall be of professional caliber. MTAB's commitment is to present the finest, most professional performances available.

We are committed to serving the many DIVERSE communities of Houston. Programs with cross-over, multi-cultural and multi-generational appeal are particularly encouraged.

We support performances with BROAD, POPULAR APPEAL. The vastness of the Miller stage and audience area demands that MTAB select performances which will attract a sizeable audience, and support cultural tourism. We recognize that audience size throughout 2021 will be reduced to accommodate social distancing protocols. Performances at MOT shall be "family friendly" in content.

We expect a high level of ACCOUNTABILITY. MTAB funds selected performances on the Miller stage, produced/presented by non-profit organizations that follow sound business practices, regardless of their budget size. MTAB expects Grantees to follow the rules and regulations of the funding process and of the Theatre facility. Grantees not in compliance may face reduction and/or elimination of future funding.

We fund programs that are COST-EFFECTIVE in audience reach. Although quality is the number one consideration for performances at Miller, MTAB also pays close attention to the program's cost for audience reached by measuring "per capita" yield for MTAB funds. For 2021, MTAB recognizes that attendance will be reduced due to COVID19 social distancing restrictions and will adjust expectations accordingly, including adding virtual audience reached via livestream.

## **APPLICATION AND SELECTION PROCESS**

The following **General Eligibility Requirements** pertain to all applicant organizations:

- Applicants must have been in operation for at least one full year as a tax-exempt, charitable organization under Section 501(c) (3) of the Internal Revenue Code. Applicant must be able to produce financial statements showing activity for the most recently completed fiscal year, and a recent 990 filing with the IRS before the funding application deadline.
- Governed by a Board of Directors that meets regularly;
- Provides programs open to the general public;
- Admission may not be charged at Miller Outdoor Theatre.

### **2021 ELIGIBILITY CRITERIA**

MTAB recognizes that HOT funds will continue to be negatively impacted in 2021, which means there will be less funding available for performances at Miller Outdoor Theatre, potentially resulting in lower grant amounts and fewer performances funded. Regardless of the funding available, MTAB remains committed to providing quality, live, on stage performances by organizations that recognize and embrace the need to be flexible, versatile and responsive to the ever-changing conditions of the new performance reality.

We expect COVID-19 safety protocols to still be in place for most or all of the 2021 season. Seating in the covered area and on the hill will be limited. Funded organizations will have access to fewer tickets than in previous years.

In addition, Applicants must be able to adhere to policies put in place to keep everyone safe.

- The size of the performing group and support staff must be limited to permit social distancing in the dressing rooms, hallways and onstage.
- Performers and support staff will be required to wear masks and social distance.
- We will be embracing the live and virtual worlds simultaneously. The majority of performances will be performed live and will be livestreamed. MTAB will cover this cost.
- MTAB will be implementing an online ticketing system to provide contactless options and increase accessibility of tickets. Grantees will have access to the system for their proportionate share of the house.

### **PROGRAMS THAT MAY BE CONSIDERED FOR FUNDING**

MTAB accepts applications for the following types of programs at Miller Outdoor Theatre:

**THEATRE** – projects or organizations which present or produce theatre or musical theatre.

**MUSIC** – projects or organizations that produce or present classical music, new music, contemporary music, chamber music, early music, jazz music, non-classical music, blues, and popular music including orchestras, opera companies, vocal ensembles, concert bands, etc.

**DANCE** – projects or organizations which support dance performances including ballet, modern and avant-garde, ballet folklorico, folk, ethnic, and jazz dance styles, historical dance companies, and collectives of individual choreographers.

**FOLK ART** – projects and organizations that present traditional performing arts that enhance public understanding of these traditions to help to sustain the vitality of the performing arts heritage.

**MULTIDISCIPLINARY** – projects and organizations that fuse or transcend distinct performing art disciplines and present a balance of events in two or more performing art forms.

**FESTIVALS** – MTAB is not accepting applications for any new festivals. Only festivals funded for 2019 and approved for 2020 may re-apply. Festival funding by MTAB only pertains to the performances on the Miller Outdoor Theatre main stage. No activities may begin prior to 6:00 pm. No vendor booths are allowed.

**WHAT WILL NOT BE FUNDED**

MTAB does not fund the following:

- Administrative expenses.
- Pre-production costs of a show that will have a life beyond the MOT stage. For such shows, MTAB will fund only an appropriately pro-rated share of pre-production expenses.
- Activities that do not take place on the MOT main stage.
- Photography and / or video of your MOT performance. Only expenses related to the pre-performance marketing of your event are eligible.
- Programs whose primary purpose is religious or political.

Exception: religious organizations or groups closely affiliated with religious organizations would be eligible to receive funding if the following conditions are met:

1. The primary effect of the performance neither advances nor inhibits religion;
2. The performance does not promote one religion over another, and
3. The performance is open to the general public.

**SCHEDULE\***

All 2021 funding applications will be due November 30, 2020.  
Performance Grantees will be notified after December 18, 2020.

Thursday, November 19, 2020	2021 Application posted on website
Monday, November 30, 2020	Applications due by 5:30 pm or postmarked by 11/30/2020
Friday, December 18, 2020	2021 Funding announced

***\*Dates subject to change***

**REVIEW PROCESS**

1. Applications will be reviewed by the MTAB Managing Director and the Program Committee of the Board.
2. If the Committee has questions, Applicant may be called to provide clarification/explanation.
3. MTAB board members will not participate in the review of applicants with which they have a conflict of interest.
4. Applications are scored utilizing the following weighted system:  
Artistic Merit – 35%; Audience Development/Community Outreach – 15%; Cultural Tourism Impact – 15%;  
Demonstrated Adaptability to COVID conditions -- 20%; Administrative Ability – 15%  
(funding criteria details are available at [www.milleroutdoortheatre.com](http://www.milleroutdoortheatre.com)).
5. Decisions and Allocations of MTAB are final. Recipients will receive a Letter of Intent for funding prior to issuance of formal contract. MTAB reserves the right to alter or rescind funding prior to issuance of formal contract.

**FUNDING PERIOD**

All performances must occur between March 20 and November 20, 2021.

## **FUNDING AWARD**

Recipients/grantees will receive a Performance Grant to cover the cost of the proposed production and marketing the event. Recipients do not need to provide matching funds, however, should the Performance Grant amount not cover all production costs, recipient will need to supplement with other funds/sponsorships. MTAB will cover the cost of rent, Miller Outdoor Theatre crew and IATSE overhires (if needed), security, ushers, tickets, live streaming/video production for streaming, applicable ASCAP & BMI license fees.

## **FINANCIAL DOCUMENTATION**

Financial documentation, including most recent Form 990 filing with the IRS, is required with the funding application. *(Texas Accountants and Lawyers for the Arts (TALA) offers free accounting services to nonprofit arts groups and holds workshops on financial record keeping. Please call TALA at (512) 459-8252 or (800) 526-8252 or [info@talarts.org](mailto:info@talarts.org) if your organization needs assistance with its financial statements.)*

## **HELP WITH THE APPLICATION**

For questions regarding the funding process, required documentation, or payment procedures, please contact MTAB Director of Finance and Operations Reg Burns at (832) 487-7119, [rburns@milleroutdoortheatre.com](mailto:rburns@milleroutdoortheatre.com)

For questions concerning available dates or artistic criteria, contact Managing Director Cissy Segall Davis at (832) 487-7127, [csegall@milleroutdoortheatre.com](mailto:csegall@milleroutdoortheatre.com)

## **APPLICATION REQUIREMENTS**

Applications can be downloaded from [www.milleroutdoortheatre.com/grants/](http://www.milleroutdoortheatre.com/grants/)

- Use only this application form. Please type the Application.
- Please do not use a font smaller than 10 point.
- Please answer all questions and include all requested attachments.
- Please provide complete answers beneath the question heading. Do not answer any question by referencing an attached document (ie: "See attached").
- **No applications will be accepted from any prior Grantee who has outstanding reports or payments due to MTAB.**

## **COMPLETION OF "PROJECTED PROGRAM EXPENSES" WORKSHEETS**

Please fill out to the best of your knowledge. Include only true out-of-pocket expenses. Do not include in-kind expenses.

Please note that only activities related to the performance on the Miller Outdoor Theatre main stage should be included as program expenses. Admission may not be charged at Miller Outdoor Theatre.

## **MANAGING AN MTAB AWARD**

### **MILLER OUTDOOR THEATRE PERFORMANCE GRANT AGREEMENT**

Upon the awarding of MTAB funding, Performance Grantee will receive a Letter of Intent to accept the Performance Grant Funds and produce the event as described in the application, or designate any modifications that must be made to the event in case of a smaller-than-requested grant. Modifications must be acceptable to MTAB. When returning a signed Letter of Intent, Performance Grantee must also submit a Revised Program Expense Budget, reflecting the

amount of MTAB funds received and out-of-pocket expenses. No changes (title, program, start time, etc.) may be made without prior consent of MTAB.

Performance Grant Agreement will then be issued. These describe the payment procedures, reporting procedures, Miller Outdoor Theatre rules and requirements, Safety Protocols and other important information. Please read all documents carefully. All pages must be initialed.

### **MARKETING CREDIT & ACKNOWLEDGMENT**

While MTAB does provide marketing support in the form of the season calendar, the web site, and regular notices to the media, the Performance Grantee is responsible for primary marketing of the event including posting information on the City's cultural calendar, <https://calendar.haatx.com>

Announcements, advertisements and all other promotional materials for the Program must include the phrase:

***“Sponsored in part by the City of Houston through the Miller Theatre Advisory Board”***

All printed materials shall include the Theatre logo, with placement and treatment subject to approval by MTAB, and the City of Houston logo. The Recipient shall use reasonable efforts to promote the Theatre's web site ([www.MillerOutdoorTheatre.com](http://www.MillerOutdoorTheatre.com)); encourage the use of public transportation to the Theatre ([www.RideMetro.org](http://www.RideMetro.org)); and tag the City and HAA @HoustonMOCA and @houstonartsalliance in social media posts. The Performance Grantee shall submit copies of marketing materials to MTAB.

Grantees are required to post information about the funded performance(s) on the City of Houston's Cultural Calendar managed by Houston Arts Alliance: <https://calendar.haatx.com>

Failure to meet these requirements may jeopardize future funding.

### **ASSURANCES**

Upon signing the Performance Grant Agreement, the Grantee promises to comply with existing local, state and federal laws that prohibit discrimination based on race, color, national origin, sex, sexual preference or disability. Grantee must also be in compliance with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990. Grantee must comply with all City and Miller Outdoor Theatre Rules and Regulations and mandated Safety Protocols.

### **PAYMENT PROCEDURES**

Performance Grantee may request 50% of the fee no sooner than 45 days prior to performance date. No later than 30 days following completion of the performance and/or live streamed Broadcast Period, Performance Grantee will provide in digital format a detailed written explanation and accounting of how the Performance Grant funds were used, substantially in the form attached hereto as Exhibit A. Balance due Performance Grantee will be paid after receipt of said report.

*Timely payments of advances and finals due to Performance Grantee are dependent upon MTAB's receipt of Hotel Occupancy Tax Funds. Delays can occur.*

## **INDEMNIFICATION**

The Performance Grantee shall indemnify MTAB, the City and Houston First Corporation in all cases, except where the Performance Grantee is an agency of the State of Texas or an institution of higher learning, and the indemnity is restricted to “the extent permitted by law.”

**PERFORMANCE GRANTEE HEREBY RELEASES AND DISCHARGES AND AGREES TO PROTECT, DEFEND AND INDEMNIFY MTAB, THE CITY AND HOUSTON FIRST CORPORATION AGAINST ANY CLAIM (INCLUDING ANY SUIT) BROUGHT AGAINST MTAB, THE CITY OF HOUSTON AND HOUSTON FIRST CORPORATION ALLEGING THAT ANY EQUIPMENT, SOFTWARE OR DOCUMENTATION UTILIZED BY RECIPIENT HEREUNDER INFRINGES UPON A UNITED STATES PATENT OR COPYRIGHT, AND GRANTEE SHALL PAY ALL COSTS AND DAMAGES FINALLY AWARDED.**

## **SUBMITTING THE APPLICATION**

Applications must be submitted digitally to Reg Burns [rburns@milleroutdoortheatre.com](mailto:rburns@milleroutdoortheatre.com) by Monday, November 30, 2020 by 5:30 pm. *Late applications may be considered after initial funding evaluations are made however, preferences will be given to applications timely received.*

All attachments are due on November 30 with the funding application. All attachments should be titled for identification purposes: (990, financials, Board members, non-profit designation, etc.)

Submit your application and attachments to:

**Reg Burns**

**[rburns@milleroutdoortheatre.com](mailto:rburns@milleroutdoortheatre.com)**

**Re: MILLER THEATRE ADVISORY BOARD, INC. FUNDING APPLICATION**

## **APPLICATION DEADLINE**

**Application Deadline is  
5:30 pm, Monday, November 30!**