

2025-2026 TWA Grant Application

Contact Information

Organization Name:	<u>Hobby Center for the Performing Arts</u>
Contact Title:	<u>Lise Bohn</u>
Contact Name:	<u>Vice President of Advancement</u>
Address:	<u>800 Bagby Street</u>
City:	<u>Houston</u>
Email Address:	<u>LBohn@thehobbycenter.org</u>
TWA Sponsor:	<u>Cabrina Owsley</u>
TWA Sponsor Email:	<u>cabrina@owsleyassociates.com</u>

Artistic Significance & Project Innovation and Creativity: (Question 3)

Organization's Mission:

The Hobby Center deepens understanding of our shared humanity. We are a connector, convenor and incubator for Houston audiences, artmakers and arts organizations.

Name of Project/Program to be Funded:

ExxonMobil Discovery Series at the Hobby Center

Project Description:

The program welcomes students to experience professional performances at NO COST including bus transportation, impacting children who may not regularly experience live arts performances.

Project Purpose: What are the goals of the project/program?

The Hobby Center has established the following goals for the program: 1. Engage 40,000 5th students during the 25-26 school year. 2. Partner with a minimum of 300 schools throughout a minimum of 13 school systems. 3. Partner with a minimum of 10 Houston-based nonprofit arts organizations to present 60-68 performances, including two in the Hobby Center's Sarofim Hall.

Is this program offered at a cost to children? If there is a fee for this program, please enter the cost in numerical dollar amount per child to enroll.

No, this is a free opportunity for all children participating.

What is the expected number of children to be directly served by project/program?

40000

What is the age range of children served by this project/program?

9-11; 5th grade

Identify the artistic discipline(s) included in this project/program: Check all that apply.

Dance, Music, Musical Theatre, Theatre

Project Innovation and Creativity: (Question 4)

Describe how this program provides arts access for children.

ExxonMobil Discovery Series provides art access by removing barriers including cost and transportation. The Hobby Center partners with arts organizations to present the performance on stage, provides free pre- and post-performance educational curriculum to teachers, provides the venue, transportation, and manages all logistics. All programming is provided free of charge to students and schools.

Explain what makes this program/project innovative. Program/Project innovation differs for each community. If your program is a traditional arts experience but is unique to your community, please specify. If your program is innovative, relative to traditional arts offerings in your community, please specify.

The program offers students and teachers free opportunities to engage with Houston artists in a world-class performing arts center. The Hobby Center is a vital hub for artists and audiences, reflecting Houston's diversity through exceptional artistic and educational programs led by staff experienced in partnering with schools and arts groups.

What type or level of arts experience do children have as a result of your program? Please select one.

Student Introduction: Children observe arts examples and are provided age appropriate introduction of knowledge, skills, and content related to the observation.

Is this a new program? If the answer is NO, how long has the program been in existence?

3 years

Organizational Management and Capability: (Question 5)

The organization has the following human capital. Check all that apply.

Board, Staff, Project Manager/Director, Volunteers

Describe your organization's staffing structure.

Number of full-time employees	44
Number of part-time employees	61
Number of volunteers	100

Describe the qualifications and experience of the individuals who will provide this programming and work directly with children.

Deborah Lugo, Vice President of Programming and Education, leads the program. Lugo develops innovative, dynamic, and diverse arts and education experiences. In keeping with the Hobby Center's mission to expand Houston's reputation as a world-class cultural center, Lugo drives the organization's collaborative efforts with Houston's artists and arts organizations through a lens of inclusion, diversity, equity, and accessibility, supporting the overall growth and sustainability of the arts ecosystem in our region. Lugo is an established arts and education leader recognized for building exemplary institutions with a collaborative and inclusive approach. As the founding Executive Director of Arts Connect Houston, Lugo built a community of more than 90 partner organizations from diverse sectors, aligned in the mission of expanding equitable access to the arts for students across Houston. Originally from Puerto Rico, Lugo holds a Master in Public Policy from Princeton University with a focus in arts nonprofit and philanthropy, and a Bachelor in Violin Performance from Florida International University.

Race and Ethnicity

Describe the race proportion of your:	Staff	Board
African American	34	5
American Indian or Alaska Native	0	
Asian	0	5
Black or African American	16	
Native Hawaiian or Other Pacific Islander	0	
White	48	90
Two or More Races	2	
Other	0	

Describe the ethnicity of your:	Staff	Board
Hispanic/Latino	16	0
Not Hispanic/Latino	84	100

Outside Support: (Question 5 continued)

List community partners supporting the program:

The ExxonMobil Discovery Series is partnering with the following school districts: Aldine, Alief, Dickinson, Fort Bend, Galena Park, Houston, Humble, KIPP, Klein, Pasadena, Sheldon, Spring, Texas City, Yes Prep. Arts partners include: Ars Lyrica, Chapman Dance, Cirque Mechanics, Ensemble Theatre, Houston Contemporary Dance, Mercury Chamber Orchestra, Musiqa, Noble Motion, Open Dance Project, Son Kiss'd, and Urban Souls.

Organizational Funding: (Question 5 continued)

Has the organization received a TWA Grant in the past? If so, which years?

No

Budget at a Glance

Total Organization Budget Amount	39759350
Total Program/Project Budget	2243159
TWA Grant Request	30000
Grant request's percentage of total organization budget. Cannot exceed 25%.	1

If awarded the full grant request, what amount of TWA funding would support the following categories? Please provide a numerical dollar amount for each area.

Staffing/Salaries	
Operational Expenses	
Supplies and Materials	
Facilities (Rent/Mortgage)	
Technology Equipment	
Instructional Resources and Curriculum	
Student Transportation Fees	30000
Other: Please specify	

Attachments Included

1. Organization's current year budget.
2. Organization's final/actual budget for the previous year.
3. Program/project budget

Other sources of revenue (\$2,000 or more) for the project/program: Provide a list of sponsors, grants, etc., and include dollar amounts.

ExxonMobil, \$150,000; Cullen Trust for the Performing Arts, \$50,000; HEB, \$50,000 Vivian L. Smith Foundation, \$25,000; Texas Commission on the Arts, \$14,800. Additional requests are in process and pending.

Planning, Implementation, and Evaluation: (Question 5 continued)

Program Implementation (if new) or Operational Plan: How will/is this project/program administered? Limit 1500 characters including spaces. Please include details such as where the program will be hosted, how children will be enrolled, how students gain access to this program, if transportation is needed or provided, and how the program will be administered.

ExxonMobil Discovery Series brings students and teachers to the Hobby Center at no cost to experience performances, impacting 40,000 students and teachers during the 25-26 year, including thousands of children who may not otherwise have the chance to experience live performances in a world-class performing arts center. Performances are designed for all students, including those with learning disabilities and those who are neurodiverse. The Hobby Center collaborates with arts organizations to present educational programming. Producing arts organizations provide the performance on stage and the Hobby Center secures school attendance, provides TEK-aligned educational content, the venue, bus transportation, and manages logistics. In 2023-24, the program served 10,000 fifth grade students from Houston, Alief, and Spring ISDs. Because of its success, the Hobby Center doubled the number of students in the program in 2024-25 to ten performance partners and 55 free performances reaching 20,000 students from Aldine, Alief, Dickinson, Houston, Pasadena and Spring ISD. In the 2025-2026 school year, the program will reach up to 40,000 fifth-grade students from 14 school districts and systems. Students who might not otherwise visit a world-class performing arts center will experience live theater, music, dance and other performing arts at no cost to families or schools. The long-term goal is that all 90,000 fifth-grade students in the Houston region participate in this program.

Evaluation Plan: How will you evaluate the success of this program? Limit 500 characters including spaces.

Success will be measured by tracking number of students served, number of educators served, number of non-profit arts organizations with whom the Hobby Center contracts, and the total number of performances conducted. Progress and success will be measured by: 1. School registration data 2. Attendance and ticketing records 3. Post-event surveys 4. Number of contracts signed between Hobby Center and performing arts organizations 5. Total number of performances conducted

Program/Project Timeline: Provide a detailed timeline to implement this program. If you choose to upload a file to answer this question please type, "Project Timeline attached" in the box below. TWA grant funds must be spent between June 1 - May 31. Limit 800 characters including spaces.

April-July: confirm partnerships with arts organizations and school districts August: contract with arts organizations; free registration opens; ongoing correspondence with schools September: coordinate with District Transportation offices to arrange and pay for bus transportation October-November: Lunch & Learn with arts organizations with curriculum specialist and sensory inclusive trainers September – February: students attend performances; photographer/videographer create promotional materials and online library of resources for schools, arts organizations and the Hobby center. September -January - Study Guides sent to schools one month in advance of performance November-February- Surveys distributed

Program/Project Timeline: Optional File Upload.

Impact: (Question 6)

Demographic Information of Children Served

Demographic description of the children served by this project/program: Check all that apply.

At-Risk of dropping out of school* See explanation in #18

Title I

Low Socioeconomic

Low arts access

Children with disabilities or special needs

Children served represent cultural diversity

What percentage of children served by this program are considered at-risk? The term at-risk is used to identify students or groups of students who statistically have a higher probability of failing academically or dropping out of school.

65

What percentage of the children served by this program are economically disadvantaged?

69

Describe the community served by this program: Check all that apply.

Urban, Suburban, Inner City, Major Metro Area, City- Large, City- Small

Project Need: What need(s) does this project/program fulfill? Limit 200 characters including spaces

Fifth graders from the region attend performances by Houston-based performing arts organizations at NO COST, impacting children who might not regularly experience live arts performances.

Describe the race percentage of the student population served by the program. Please enter a numerical percentage for each. Percentages must add up to 100%.

American Indian or Alaska Native	1
Asian	4
Black or African American	21
Native Hawaiian or Other Pacific Islander	
White	72
Two or More Races	2
Other	

What percentage of the children served by this program are Hispanic/Latino? Enter a numerical response totaling 100%.

Hispanic/Latino	62
Not Hispanic/Latino	38

Optional Content Provided

Is there anything else that should be considered about this project/program? (Optional)

Focused on serving fifth graders during a key developmental stage of life, performances not only expose students to the arts, but also provide an educational opportunity beyond the classroom. Pre- and post-performance learning materials align with Texas teaching objectives allowing teachers to create connections and integrate arts experiences into their classroom activities. Performances and bus transportation are completely free to schools, and each performance includes a Q & A with artists and curriculum guides.

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In reply refer to: 0256432397
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THE HOBBY CENTER FOUNDATION
% THEATRE UNDER THE STARS
800 BAGBY ST STE 300
HOUSTON TX 77002-2532

Employer ID number: 76-0428914
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated July 07, 2023, about your tax-exempt status.

We issued you a determination letter in August 1994, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

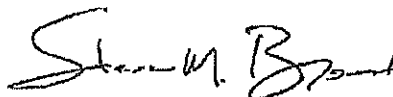
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THE HOBBY CENTER FOUNDATION
% THEATRE UNDER THE STARS
800 BAGBY ST STE 300
HOUSTON TX 77002-2532

local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely yours,



Steve M. Brown, Operations Manager
Operations 3-CIN

The Hobby Center for the
Performing Arts
Approved Budget FY 2025



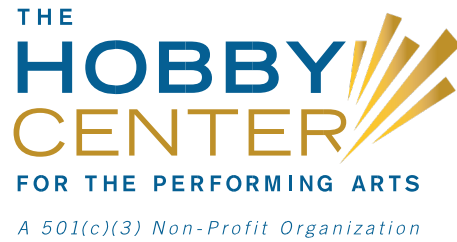
A 501(c)(3) Non-Profit Organization

	FY 2025 Approved Budget
REVENUES	
Admissions	
Ticket Sales	19,651,280
Facility Fees	2,177,073
Service Fees	1,499,359
Subtotal	\$23,327,712
Rentals	
Rental Fees	1,347,813
Ancillary Fees	125,742
Labor Reimbursement	1,380,717
Subtotal	\$2,854,272
Other Earned Revenue	
Event Parking	1,606,023
Non-Event Parking	887,412
Concessions	2,965,011
Restaurant / Catering	1,866,085
Merchandise	1,025,817
Office Lease	206,340
Investment Earnings	400,000
Miscellaneous	238,205
Subtotal	\$9,194,893
Contributed Revenue	
Corporations	928,000
Individuals	1,147,100
Foundations	1,180,000
Special Events	310,000
Government	120,000
Subtotal	\$3,685,100
Contributed Revenue with Donor Restriction	
Release of funds from previous year	0
Funds into restriction	0
Total Revenue	\$39,061,977
EXPENSES	
Program Services	
Programming & Education	16,401,105
Production & Event Services	4,467,966
Building Operations	5,140,987
Parking	954,628
Restaurant/Catering	1,563,872
Concessions	1,642,081
Merchandise	857,847
Subtotal	\$31,028,486
Support Services	
Broadway & Ticketing	2,332,541
Development	1,107,915
Marketing & Communications	978,401
General & Administrative	2,015,032
Subtotal	\$6,433,889
Total Expenses	\$37,462,375
Operating Income/(Loss)	\$1,599,602

The Hobby Center for the Performing Arts
 Budget FY 2026
 Final/Approved



REVENUES	FY 2026 Budget
Admissions	
Ticket Sales	19,829,663
Facility Fees	2,338,424
Service Fees	1,559,197
Subtotal	\$23,727,284
Rentals	
Rental Fees	1,242,436
Ancillary Fees	70,058
Labor Reimbursement	1,127,618
Subtotal	\$2,440,112
Other Earned Revenue	
Event Parking	1,886,223
Non-Event Parking	919,258
Concessions	2,974,764
Restaurant / Catering	2,120,260
Merchandise	756,119
Office Lease	212,532
Investment Earnings	709,675
Miscellaneous	229,565
Subtotal	\$9,808,396
Contributed Revenue	
Corporations	1,080,792
Individuals	1,549,000
Foundations	1,160,000
Special Events	500,000
Government	751,000
Subtotal	\$5,040,792
Total Revenue	\$41,016,584
EXPENSES	FY 2026 Budget
Program Services	
Programming & Education	16,700,785
Production & Event Services	4,651,906
Building Operations	5,550,394
Parking	911,564
Restaurant/Catering	1,801,544
Concessions	1,674,991
Merchandise	634,888
Subtotal	\$31,926,072
Support Services	
Broadway & Ticketing	2,810,473
Development	1,449,268
Marketing & Communications	1,159,454
General & Administrative	2,414,088
Subtotal	\$7,833,283
Total Expenses	\$39,759,355
Operating Income/(Loss)	\$1,257,229



Projected Education Budget FY26-27

REVENUES	2026-2027 PROJ
Individuals	\$ 1,136,900
Foundation & Government	\$ 975,000
Corporations	\$ 500,000
TOTAL REVENUES	\$ 2,611,900
EXPENSES	
Compensation	\$330,094
Bus Transportation	\$420,000
Artist Fees	\$425,000
Artist Travel & Hospitality	\$37,000
Show Production & Labor	\$206,000
Front of House Staff, Security, & EMT	\$123,870
Curriculum Specialist	\$34,500
Education & Engagement Materials	\$55,000
Community Events & Engagement	\$65,000
Accessibility Services	\$10,000
Communications	\$65,000
Venue Operations	\$840,436
TOTAL EXPENSES	\$ 2,611,900