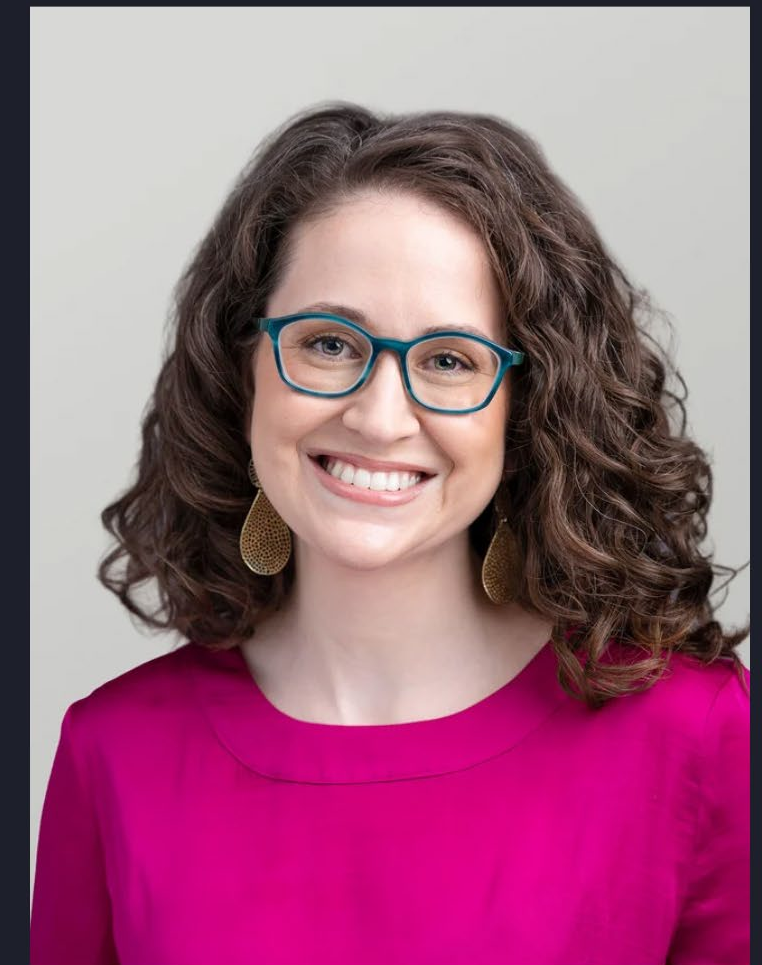


ARTS DATA & RESEARCH



Bao-Long Chu

Program Director – Arts &
Culture, Greenspaces



Amy Gibbs

Program Officer – Arts & Culture

STRATEGIC FOCUS: **BUILDING A SUSTAINABLE ARTS & CULTURE SECTOR**

Vision

A vibrant and creative city where residents are inspired to connect deeply with each other and the world around them.

Goal

Greater Houston will have the most vibrant arts & culture sector in the U.S.

Sub-Strategies

Strengthen Arts & Culture Nonprofits

Supporting
Mid-Sized
Organizations

Providing Strategic
Capital Support

Build a Sustainable Arts & Culture Sector

Driving Innovation
to Strengthen the
Sector

Fostering
Collaboration
Across the Sector

Addressing
Public Policy

ARTS DATA COLLABORATORS

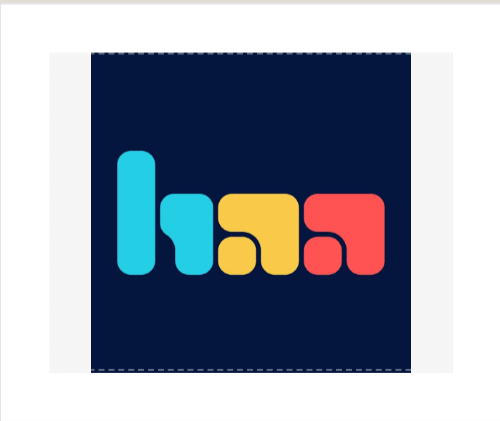
— GRANTEES



SMU DataArts



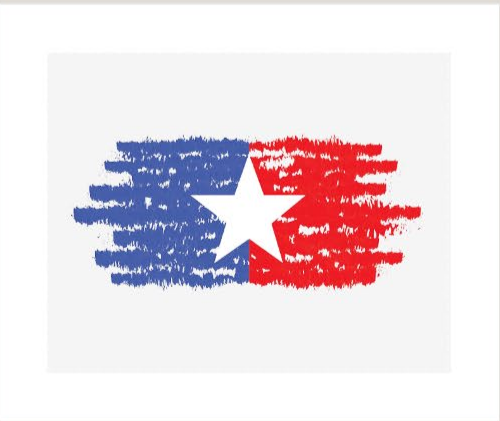
HouArts



Houston Arts Alliance



Arts Connect Houston



Texans for the Arts



Texas Cultural Trust

— PARTNERS



Texas Commission on the Arts



Mayor's Office of Cultural Affairs

GREATER HOUSTON ARTS AND CULTURE

WHAT DATA SHOWS

The arts and culture industry in Greater Houston produces \$1.06 billion in taxable sales with \$10.6 million in local sales tax generated. That level of taxable sales is 1/7 of the total for the state of Texas (\$7.3 billion).

\$1.06B

TAXABLE SALES

\$10.6M

LOCAL SALES TAX GENERATED

1/7

OF THE TEXAS TOTAL (\$7.3B)



— SMU DATAARTS

DATA PARTNERSHIPS

SMU DataArts provides research insights and data to build strong, vibrant communities.

A dedicated fellow provides data on the Greater Houston region.



Jen Benoit-Bryan, Ph.D.
SMU DATAARTS DIRECTOR



Nicole Kim
SMU DATAARTS FELLOW



ARTS DATA ROUNDTABLE

SHARED DATA

The Arts Data Roundtable is a collaboration of arts organizations, artists, and arts supporters strengthening the ecosystem through collaborative data building and sharing.



BRINGING THE SECTOR TOGETHER

SECOND ANNUAL GREATER HOUSTON ARTS FORUM

MONDAY, OCT. 12, 2026

300+ artists, representatives from arts organizations, and arts supporters convened for a day of learning, data exploration, and storytelling around Greater Houston's arts and culture scene.

PRESENTED BY HOUARTS, HAA, TEXANS FOR THE ARTS, AND THE HOBBY CENTER



OFFICIAL VEHICLE OF
THE HOBBY CENTER FOR
THE PERFORMING ARTS





— FRESH ARTS

FRESH ARTS ARTIST SURVEY

Fresh Arts launched the second Greater Houston Artist Survey to understand how artists live and work in our region.

