Hispanic Alliance for Performing and Audiovisual Arts 2023 Cultural Data Profile

Organization Info

Organization Type:	501(c)3 nonprofit organization	Fiscal Year End:	12/31/2023
Federal EIN:	88-1548999	Months in Survey:	12
Exemption Date:	2022		

Discipline

NTEE Classification:	A60 Performing Arts	NISP Discipline:	Theatre
NISP Specialty:	General	NISP Institution Type:	Performing Group

Survey Providers

Affiliations:

Organization Location

Org zip code:	77054

Total Expenses

Total expenses under $50,000	No

Financial Information Part 1

Audit for 2023:	No	Restricted Contributed Revenue:	Yes
Restricted Earned Revenue:	No		

Financial Information Part 2

Non-operating Revenues in 2023:	No	Non-operating Expenses in 2023:	No

Revenue: Earned Operating Revenue

	Unrestricted	Restricted	Total 2023	Total 2022
Subscription Revenue				

Membership Fees - Individuals				
Membership Fees - Organizations				
Ticket Sales/Admissions	$19,151.00		$19,151.00	$1,441.00
Education Revenue	$487.00		$487.00	$2,256.00
Publication Sales				
Gallery Sales				
Contracted Services and Touring Fees				
Royalty/Reproduction Revenue				
Rental Revenue				
Sponsorship Revenue	$500.00		$500.00	$500.00
Attendee-Generated Revenue Not Included Above				
Earned Program Revenue Not Included Above				
Earned Non-Program Revenue Not Included Above				
Total	$20,138.00	$0.00	$20,138.00	$4,197.00

Of your organization's total earned operating revenue, how much was from programming delivered digitally?

Revenue: Investment Revenue

	Unrestricted	Restricted	Total 2023	Total 2022
Investment Revenue - Operating				
Total	$0.00	$0.00	$0.00	$0.00

Revenue: Contributed Revenue

	Unrestricted	Restricted	Total 2023	Total 2022	Contributors
Trustee/Board					
Other Individual	$500.00		$500.00		1
Corporate				$5,000.00	
Foundation					
City Government	$12,000.00		$12,000.00		1
County Government					
State Government					
Federal Government	$38,960.00		$38,960.00		1
Tribal					
In-Kind Contributions					
Special Fundraising Events					
Contributions Not Included Above					
Net Assets Released from Restriction					
Total Contributed	$51,460.00		$51,460.00	$5,000.00	3

Of your organization's total contributed revenue, how much was associated with programming delivered digitally?	

Capital Campaign

Is your organization currently in a capital campaign?*	No

Revenue: Revenue Summary

	Unrestricted	Restricted	Total 2023	Total 2022
Earned Revenue	$20,138.00		$20,138.00	$4,197.00
Investment Revenue				
Contributed Revenue	$51,460.00		$51,460.00	$5,000.00
Total Operating Revenue	$71,598.00		$71,598.00	

	Unrestricted	Restricted	Total 2023	Total 2022
Total Revenue	$71,598.00		$71,598.00	$9,197.00

Funder Report Narrative

This space can be used to add context, explanation, or narrative about your revenue. This text will appear on your reports to funders. Limit 500 characters. This narrative is optional.

 How to utilize the funder report narrative fields (http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/)

Funder report narrative - Revenue	For our period 2023 the earned revenue represented 28.13% of the income and the contributed revenue represented 71.87% percent of the total income. In addition to the expenditures listed above our organization relies on a strong base of community support to ensure the sustainability of our programs. We have 25 volunteers who provide support to the different activities through our arts programs, which expands our capacity for programming far beyond what is typical for an organization of our size

Expenses: Expenses

Personnel Expenses

	Program	Management and General	Fundraising	Total 2023	Total 2022
W2 Employee Salaries, Benefits, Payroll Taxes	$32,553.00			$32,553.00	
Independent Contractors	$13,187.00			$13,187.00	
Professional Fees	$185.00			$185.00	

Total	$45,925.00	$0.00	$0.00	$45,925.00	$0.00

Of your organization's total personnel expenses above, what amount was paid to artists and performers?	13187

Non-Personnel Expenses

	Program	Management and General	Fundraising	Total 2023	Total 2022
Occupancy Costs	$12,560.00	$507.00		$13,067.00	
Interest Expense					
Depreciation					
Non-Personnel Expenses Not Included Above	$25,712.00			$25,712.00	
Please Describe other Non-Personnel	Advertising, Supplies, Printing, Promotions, Production, Software, equip.				
Total	$38,272.00	$507.00	$0.00	$38,779.00	$0.00

Total Operating Expenses

	Program	Management and General	Fundraising	Total 2023	Total 2022
Total Personnel Expenses	$45,925.00			$45,925.00	
Total Non-Personnel Expenses	$38,272.00	$507.00		$38,779.00	
Total Operating Expenses	$84,197.00	$507.00		$84,704.00	

Personnel	9120
Non-Personnel	10146

Of your organization's total operating expenses, how much was spent on programming delivered digitally?	1470	

Total Expenses

	2023	2022
Total Operating Expenses	84704	
Total Expenses (Operating and Non-Operating)	84704	

Expenses: Change in Net Assets and Narrative

	Unrestricted	Restricted	Total 2023	Total 2022
Total Operating Revenue	$71,598.00		$71,598.00	
Total Operating Expenses	$84,704.00		$84,704.00	
Operating Change in Net Assets	-$13,106.00		-$13,106.00	

	Unrestricted	Restricted	Total 2023	Total 2022
Total Change in Net Assets	-$13,106.00		-$13,106.00	

Funder Report Narrative - Expenses

This space can be used to add context, explanation, or narrative about your expenses. This text will appear on your reports to Funders. This narrative is optional.

How to utilize the Funder Report Narratives (http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/)

Funder Report Narrative - Expenses	In 2023 we expand our artistic programming to 3 seasons along the year and a new workshop, also partner with the Arts and Culture Lab to have a space where artists can train, and for small performances. our approach to our community increased exponentially compared to 2022, and also the number of artists that participate in our workshops and artistic program

Balance Sheet: Assets, Liabilities, & Net Assets

	2023	2022
Cash and Cash Equivalents		
Receivables		
Investments - Current		
Current Assets not included above		
Total Current Assets		
Investments - Non-Current		
Fixed Assets (Net of Accumulated Depreciation)		
Non-Current Assets Not Included Above		
Total Long-Term/Non-Current Assets		
Total Assets		

Gross Fixed Assets*

Less Accumulated Depreciation*

	2023	2022
Accounts Payable and Accrued Expenses		
Deferred Revenue		
Loans - Current		

Current Liabilities Not Included Above		
Total Current Liabilities		
Long-Term/Non-Current Loans		
Long-Term/Non-Current Liabilities Not Included Above		
Total Long Term/Non-Current Liabilities		
Total Liabilities		

	2023	2022
Total Assets		
Total Liabilities		
Total Net Assets		
Total Liabilities and Net Assets		

	2023	2022
Line of Credit - Limit	0	

Funder Report Narrative

This space can be used to add context, explanation, or narrative about your Balance Sheet.
This text will appear on your reports to Funders. This narrative is optional.

How to utilize the Funder Report Narratives (http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/)

Funder Report Narrative - Balance Sheet	

Workforce and Workspaces: Workforce

	Number of Positions	Turnover	Total 2023
Full-Time Permanent	1		1
Full-Time Temporary			

Part-Time Permanent	1	1
Part-Time Temporary		
Volunteers	25	25
Independent Contractors	14	14
Interns and Apprentices		
Board Members	3	3
Total Positions	44	44

Of the employees and contractors entered above, how many were artists or performers?*	14

Workforce and Workspaces: COVID-19 Impact

2023

COVID-19 Workforce Effects

The COVID-19 crisis has necessitated that organizations lay off or furlough employees to remain in operation. The following questions aim to gauge this impact on your organization's workforce. Please only answer these questions if the fiscal year you are reporting on includes a span of time impacted by the COVID-19 pandemic. Answers collected from fiscal years outside of the impact of the COVID-19 pandemic will not be used for research or reporting purposes. This is optional.

Due to COVID-19 crisis restrictions on in-person gatherings and/or stay-at-home orders mandated by government health guidelines, how was staffing affected at your organization?

Number of Employees Laid Off	0
Number of Employees Furloughed	0
Of those furloughed or laid off employees, how many (if any) have been brought back?	0

Workforce and Workspaces: Organization Leadership

Organization Leader

Provide information about the person with the highest level of decision-making authority (not including board members). This could be your organization's Executive Director, CEO, or President. You may enter two co-leaders if your organization has a shared leadership structure.

Leader First Name	Alexandro
Leader Last Name	Martinez
Leader Title	Executive Director
Leader Year Started	2021
Leader Email Address	alexandro.x.martinez@hapaa.org

Co-Leader First Name	
Co-Leader Last Name	
Co-Leader Title	
Co-Leader Year Started	
Co-Leader Email Address	

Workforce and Workspaces: Workspaces (up to 5)

One workspace is required, and you can include up to 5 different locations your organization has used this year. Use the button below to pre-fill the address in your organizations' profile into the first workspace.

If you do not have a physical workspace check this box:	

Address (required)	8990 Kirby Dr Ste. 220
City (required)	Houston
State (required)	TX
Zip Code (required)	77054
Workspace Status	Rent
Square Footage	150
Use	Administrative

2023

Address Line 1	5301 Polk St #18a,
City	Houston
State	TX
Zip Code	77023
Workspace Status	Rent
Square Footage	1554
Use	Programmatic

2023

Address Line 1	
City	
State	
Zip Code	
Workspace Status	
Square Footage	

Use	

2023

Address Line 1	
City	
State	
Zip Code	
Workspace Status	
Square Footage	
Use	

2023

Address Line 1	
City	
State	
Zip Code	
Workspace Status	
Square Footage	
Use	

Program Activity & Audiences: Tickets/Admissions/Package Prices

	Low	High
Ticket/Admission Prices	$10.00	$30.00
Subscription Package Price		

Individual Membership Price		
Organizational Membership Price		
Subscription Ticket Price		
Ticket/Admission Prices for Individual Members	$10.00	$30.00
Ticket/Admission Prices for Organizational Members		

Program Activity & Audiences: Members and Subscribers

	Count	Renewal Rate	Total 2023
Subscribers*			
Members - Individual(s)*			
Members – Organizations*			

Program Activity & Audiences: Programs

	2023	2022
Residencies Awarded		
Public Art Installations		
Works Commissioned		
Films Produced		
World Premieres		2
National Premieres	2	2
Local/Regional Premieres	2	2
Competitions		
Open Rehearsals		

	Count	Monetary Value
Fiscally Sponsored Projects		
Scholarships awarded	1	$1,200.00
Other Grants awarded		

	In Person/Physical	Digital
Permanent Exhibitions		
Temporary Exhibitions		
Traveling Exhibitions (Hosted)		
Published Works Distributed		
Private Lessons		

	Distinct Offerings	# Events at Festivals	Distinct Live/Live-streamed	# of Times Accessed Live-streamed	Distinct On-demand Offerings Total 2023
Festivals/Conferences	3	12	1	8	8
32					

	Distinct Offerings	# of Times Offered	Distinct Live-Streamed	# of Times Live-Streamed	On-demand Offerings
Total 2023					
Productions (Self-produced)	2	12			
14					
Productions (Presented)	0				
Broadcast Productions	0				
Classes/Workshops (Outside of Schools)			1	8	8
17					
Classes/Assemblies/Other Programs in Schools	0				

Field Trips/School Visits	0		
Guided Tours	0		
Lectures	0		
Films Screened	0		
Readings/Workshops (Developing Works)	1	1	2
Community Programs not Included Above	0		
Community Programs not included above - Description			
Additional Programs not Included Above	0		
Additional Programs not included above - Description			

Program Activity & Audiences: Attendance/Participation

	Paid	Free	Total 2023
Total In-Person Participation	795	65	860
Total Digital Participation (for mission-related, digitally delivered programming)	15	15	30
Total	810	80	890

Of your organization's total in-person participation, how many participants were 18 and under? 87

Attendance

Hours of Instruction

Social Media and Web

	2023	2022
Facebook Followers	1125	3445
Twitter Followers		
YouTube Subscribers	11	3
Instagram Followers	524	550
Vimeo Subscribers		
TikTok Followers	86	51
Snapchat Followers		
Other Social Media Followers		

	2023	2022
Website Page Views	4887	594
Website Sessions/Visits	3080	594
Website Unique Visitors	2163	371

	2023	2022

Funder Report Narrative

This space can be used to add context, explanation, or narrative about your Program Activity. This text will appear on your reports to Funders. This narrative is optional.

How to utilize the Funder Report Narratives (http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/)

Funder report narrative - Program Activity	

Program Activity & Audiences: Organization Mission

Organization Mission

This section seeks to identify whether it is your organization's mission to create, present, or interpret works, or otherwise support or nurture cultural expression from a specific ethnic, cultural, or other demographic group.

If your organization creates, presents, or interprets works, or otherwise supports or nurtures cultural expression from a wide range of different cultural traditions or demographic groups, answer "no" to this question.

If you select yes, you will see a list of demographic groups to select from.

 More help with this section (http://culturaldata.force.com/Resources/articles/Article/Program-Activity-and-Audiences-Section-Resources/#OrganizationMission)

Is your organization's mission rooted in an explicitly identified ethnic, cultural, or other demographic voice?	Yes

Demographic groups

This section appears because you selected "yes" for the previous question. If your organization's mission is rooted in a specific demographic voice, please select it below. You can select all that apply.

If your organization's mission is rooted in a specific ethnic, racial, or cultural voice, please select it here. (Select all that apply)	Hispanic/Latino(a)
Additional Group (please state)	immigrants Spanish speakers
If your organization's mission is rooted in a specific gender identity, please select it here. (Select all that apply).	
Additional Identity (please state)	
If your organization's mission is rooted in a specific sexual orientation, please select it here. (Select all that apply).	
Additional Orientation (please state)	
If your organization's mission is rooted in a specific age group, please select it here.	
Additional Age Grouping (please state)	

Please indicate if your organization mission is rooted in serving individuals with a disability.	Not Applicable
If your organization's mission is rooted in serving other populations, please state the additional characteristics of those as well.	

Program Activity & Audiences: Organization Audience

Organization Audience

This question seeks to identify specific ethnic, cultural, or other demographic groups that your organization serves as audience members or participants. You should only answer "yes" and select a demographic group if your organization's mission is focused on serving them, or if individuals from that group make up a significant* portion of your overall audience.

We define "significant" as comprising 51% or more of your overall audience. For example, if your audience is 51% Black, Indigenous, or People of Color (BIPOC), please select "yes". The corresponding sections will then ask you to further select the specific group(s) your organization serves as audience members or participants.

If you do not have audience demographics data available, these answers may be based on estimates or perceptions of your audience or participants.

 More help with this question (http://culturaldata.force.com/Resources/articles/Article/Program-Activity-and-Audiences-Section-Resources/#OrganizationAudience)

Does your organization primarily serve (or seek to serve) a specific audience?	Yes

Demographic groups

This section appears because you selected "yes" for the previous question. If your organization primarily serves a demographic group, please select it below. You can select all that apply.

If your organization primarily serves a specific ethnic, racial, or cultural group, select it here. (Select all that apply).	Hispanic/Latino(a)
Additional Group (please state)	
If your organization primarily serves a specific gender identity, select it here. (Select all that apply).	
Additional Identity (please state)	

If your organization primarily serves a specific sexual identity, select it here. (Select all that apply).	
Additional Orientation (please state)	
If your organization primarily serves a specific age group, select it here. (Select all that apply).	
Additional Age Grouping (please state)	
Does your organization primarily serve individuals with a disability?	Not Applicable
If your organization primarily serves other populations, please state the additional characteristics of constituencies served.	

Local Community

Choose one community type, based on where the majority of your participants live. If you do not have data available, this can be based on estimates or your perceptions of your audience.

Which term best describes the local community you primarily serve?	Urban

Program Activity & Audiences: Response to COVID-19

COVID-19 Program Impacts

This question is optional. Please only answer this question if the fiscal year you are reporting on includes a span of time impacted by the COVID-19 pandemic. Answers collected from fiscal years outside of the impact of the COVID-19 pandemic will be eliminated during research analysis.

During the period of the COVID-19 crisis when in-person gatherings were impossible due to stay-at-home orders and/or government health guidelines, did your organization?	Cease program delivery

Complete your Survey

Congratulations, you've reached the last section of your survey. Click check and complete to run the error check. This will take a few minutes, and you will see a list of errors and warning.

❶ Errors must be addressed before you can complete your profile.

⚠ Warnings do not need to be addressed before you complete your profile.

After you have completed your survey, don't forget about these next steps:

Run a Funder Report: if you are applying for grants that require the CDP, don't forget to run a Funder Report (http://culturaldata.force.com/Resources/articles/Article/How-do-I-run-or-produce-a-Funder-Report).

Make use of your data: SMU DataArts offers free reports that can help you understand your data, compare yourself to peer organizations across the country, and assess your performance. Read more about our Analytic reports (http://culturaldata.force.com/Resources/articles/Article/Get-Started-with-Analytic-Reports/) and the KIPI Dashboard. (https://dataarts.smu.edu/kipis/)

;