

Hispanic Alliance for Performing and Audiovisual Arts 2024 Cultural Data Profile

 PRINT

Organization Info

| | | | |
|--------------------|--------------------------------|-------------------|------------|
| Organization Type: | 501(c)3 nonprofit organization | Fiscal Year End: | 12/31/2024 |
| 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: 77063

Total Expenses

Total expenses under \$50,000: No

Financial Information Part 1

| | | | |
|----------------------------|----|---------------------------------|-----|
| Audit for 2024: | No | Restricted Contributed Revenue: | Yes |
| Restricted Earned Revenue: | No | | |

Financial Information Part 2

| | | | |
|---------------------------------|----|---------------------------------|----|
| Non-operating Revenues in 2024: | No | Non-operating Expenses in 2024: | No |
|---------------------------------|----|---------------------------------|----|

Revenue: Earned Operating Revenue

| | Unrestricted | Restricted | Total 2024 | Total 2023 |
|----------------------|--------------|------------|------------|------------|
| Subscription Revenue | | | | |

| | | | | |
|--|-------------|--------|-------------|-------------|
| Membership Fees - Individuals | | | | |
| Membership Fees - Organizations | | | | |
| Ticket Sales/Admissions | \$12,414.00 | | \$12,414.00 | \$19,151.00 |
| Education Revenue | \$1,104.00 | | \$1,104.00 | \$487.00 |
| 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 | \$14,018.00 | \$0.00 | \$14,018.00 | \$20,138.00 |

Of your organization's total earned operating revenue, how much was from programming delivered digitally? 0

Revenue: Investment Revenue

| | Unrestricted | Restricted | Total 2024 | Total 2023 |
|-----------------------------------|--------------|------------|------------|------------|
| Investment Revenue - Operating | | | | |
| Total | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

Revenue: Contributed Revenue

| | Unrestricted | Restricted | Total 2024 | Total 2023 | Contributors |
|--------------------------------------|--------------------|------------|--------------------|--------------------|--------------|
| Trustee/Board | | | | | |
| Other Individual | \$1,998.00 | | \$1,998.00 | \$500.00 | 1 |
| Corporate | | | | | |
| Foundation | | | | | |
| City Government | \$16,007.00 | | \$16,007.00 | \$12,000.00 | 1 |
| County Government | | | | | |
| State Government | | | | | |
| Federal Government | \$9,740.00 | | \$9,740.00 | \$38,960.00 | 1 |
| Tribal | | | | | |
| In-Kind Contributions | | | | | |
| Special Fundraising Events | | | | | |
| Contributions Not Included Above | | | | | |
| Net Assets Released from Restriction | | | | | |
| Total Contributed | \$27,745.00 | | \$27,745.00 | \$51,460.00 | 3 |

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

0

Capital Campaign

Is your organization currently in a capital campaign?*


No

Revenue: Revenue Summary

| | Unrestricted | Restricted | Total 2024 | Total 2023 |
|-------------------------|--------------|------------|-------------|-------------|
| Earned Revenue | \$14,018.00 | | \$14,018.00 | \$20,138.00 |
| Investment Revenue | | | | |
| Contributed Revenue | \$27,745.00 | | \$27,745.00 | \$51,460.00 |
| Total Operating Revenue | \$41,763.00 | | \$41,763.00 | \$71,598.00 |
| | Unrestricted | Restricted | Total 2024 | Total 2023 |
| Total Revenue | \$41,763.00 | | \$41,763.00 | \$71,598.00 |

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

| | |
|-----------------------------------|---|
| Funder report narrative - Revenue | In 2023, earned revenue represented 33.55% of income, while contributed revenue accounted for 66.45%. This reflects a 5% increase in earned revenue from the previous year. Beyond listed expenditures, our organization relies on strong community support to sustain its programs. With 25 volunteers assisting across arts activities, we significantly expand our programming capacity beyond what's typical for an organization of our size. |
|-----------------------------------|---|

Expenses: Expenses

Personnel Expenses

| | Program | Management and General | Fundraising | Total 2024 | Total 2023 |
|---|-------------|------------------------|-------------|-------------|-------------|
| W2 Employee Salaries, Benefits, Payroll Taxes | | | | | \$32,553.00 |
| Independent Contractors | \$10,499.00 | | | \$10,499.00 | \$13,187.00 |
| Professional Fees | | | | | \$185.00 |
| Total | \$10,499.00 | \$0.00 | \$0.00 | \$10,499.00 | \$45,925.00 |

Of your organization's total personnel expenses above, 10499 what amount was paid to artists and performers?

Non-Personnel Expenses

| | Program | Management and General | Fundraising | Total 2024 | Total 2023 |
|---|-------------|---|-------------|-------------|-------------|
| Occupancy Costs | \$22,881.00 | \$3,189.00 | | \$26,070.00 | \$13,067.00 |
| Interest Expense | | | | | |
| Depreciation | | | | | |
| Non-Personnel Expenses Not Included Above | \$24,925.00 | | | \$24,925.00 | \$25,712.00 |
| Please Describe other Non-Personnel | | Advertising, Supplies, Printing, Promotions, Production, Software, equip. | | | |
| Total | \$47,806.00 | \$3,189.00 | \$0.00 | \$50,995.00 | \$38,779.00 |

Total Operating Expenses

| | Program | Management and General | Fundraising | Total 2024 | Total 2023 |
|------------------------------|-------------|------------------------|-------------|-------------|-------------|
| Total Personnel Expenses | \$10,499.00 | | | \$10,499.00 | \$45,925.00 |
| Total Non-Personnel Expenses | \$47,806.00 | \$3,189.00 | | \$50,995.00 | \$38,779.00 |
| Total Operating Expenses | \$58,305.00 | \$3,189.00 | | \$61,494.00 | \$84,704.00 |
| Personnel | | | 0 | | |
| Non-Personnel | | | 7989 | | |

Of your organization's total operating expenses, how much was spent on programming delivered digitally? 0

Total Expenses

| | 2024 | 2023 |
|--|-------|-------|
| Total Operating Expenses | 61494 | 84704 |
| Total Expenses (Operating and Non-Operating) | 61494 | 84704 |


Expenses: Change in Net Assets and Narrative

| | Unrestricted | Restricted | Total 2024 | Total 2023 |
|--------------------------------|--------------|------------|--------------|--------------|
| Total Operating Revenue | \$41,763.00 | | \$41,763.00 | \$71,598.00 |
| Total Operating Expenses | \$61,494.00 | | \$61,494.00 | \$84,704.00 |
| Operating Change in Net Assets | -\$19,731.00 | | -\$19,731.00 | -\$13,106.00 |

| | Unrestricted | Restricted | Total 2024 | Total 2023 |
|----------------------------|--------------|------------|--------------|--------------|
| Total Change in Net Assets | -\$19,731.00 | | -\$19,731.00 | -\$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/)
(<http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder Report Narrative - Expenses

In 2024 we opened Carol Theater as our main venue, expanded from 3 to 5 production seasons, and increased from 1 to 4 workshops and courses. Compared to 2023, this growth enhanced our community impact and artist engagement significantly, offering more opportunities for training, creation, and performance.

Balance Sheet: Assets, Liabilities, & Net Assets

| | 2024 | 2023 |
|--|------|------|
| Cash and Cash Equivalents | 0 | |
| Receivables | 0 | |
| Investments - Current | 0 | |
| Current Assets not included above | 0 | |
| Total Current Assets | 0 | |
| Investments - Non-Current | 0 | |
| Fixed Assets (Net of Accumulated Depreciation) | 0 | |
| Non-Current Assets Not Included Above | 0 | |
| Total Long-Term/Non-Current Assets | 0 | |
| Total Assets | 0 | |

Gross Fixed Assets*

Less Accumulated Depreciation*


| | 2024 | 2023 |
|--|------|------|
| 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 | | |
|----------------------------------|------|------|
| | 2024 | 2023 |
| Total Assets | 0 | |
| Total Liabilities | | |
| Total Net Assets | 0 | |
| Total Liabilities and Net Assets | 0 | |
| Line of Credit - Limit | | |
| | 2024 | 2023 |
| Line of Credit - Limit | 0 | 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 \(http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/\)](http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/)

| | |
|--|---|
| Funder Report Narrative - Balance Sheet | In 2024, our revenues and strategic use of funds supported exponential growth, allowing us to expand programming, open Carol Theater, and serve more artists and audiences. This positioned us as the fastest-growing Latino cultural organization in the Houston area, with funds directly fueling artistic production, education, and community impact. |
|--|---|

Workforce and Workspaces: Workforce

| | Number of Positions | Turnover | Total 2024 |
|---------------------|---------------------|----------|------------|
| Full-Time Permanent | | | |
| Full-Time Temporary | | | |
| Part-Time Permanent | | | |

| | | |
|---|----|----|
| Part-Time Temporary | | |
| Volunteers | 25 | 25 |
| Independent Contractors | 14 | 14 |
| Interns and Apprentices | | |
| Board Members | 3 | 3 |
| Total Positions | 42 | 42 |
| Of the employees and contractors entered above, how many were artists or performers?* | 14 | |

Workforce and Workspaces: COVID-19 Impact

2024

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? | |

Workforce and Workspaces: Organization Leadership

2024

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 | Director |
| Leader Year Started | 2021 |
| Leader Email Address | alexandro.x.martinez@hapaa.org |

2024

| | |
|-------------------------|--|
| 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:

2024

| | |
|---------------------|--------------------------|
| Address (required) | 8600 Westpark Dr STE 116 |
| City (required) | Houston |
| State (required) | TX |
| Zip Code (required) | 77063 |

| | |
|------------------|------|
| Workspace Status | Rent |
| Square Footage | 2100 |
| Use | Both |
| | 2024 |
| Address Line 1 | |
| City | |
| State | |
| Zip Code | |
| Workspace Status | |
| Square Footage | |
| Use | |
| | 2024 |
| Address Line 1 | |
| City | |
| State | |
| Zip Code | |
| Workspace Status | |
| Square Footage | |
| Use | |
| | 2024 |

Address Line 1

City

State

Zip Code

Workspace Status

Square Footage

Use

2024

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

\$35.00

Subscription Package Price

Individual Membership Price

Organizational Membership
Price

| | | |
|--|---------|---------|
| Subscription Ticket Price | | |
| Ticket/Admission Prices for Individual Members | \$10.00 | \$35.00 |
| Ticket/Admission Prices for Organizational Members | | |

Program Activity & Audiences: Members and Subscribers

| | Count | Renewal Rate | Total 2024 |
|--------------------------|-------|--------------|------------|
| Subscribers* | | | |
| Members - Individual(s)* | | | |
| Members – Organizations* | | | |

Program Activity & Audiences: Programs

| | 2024 | 2023 |
|-----------------------------|-------|----------------|
| Residencies Awarded | | |
| Public Art Installations | | |
| Works Commissioned | | |
| Films Produced | | |
| World Premieres | 3 | |
| National Premieres | 3 | 2 |
| Local/Regional Premieres | 3 | 2 |
| Competitions | | |
| Open Rehearsals | | |
| | Count | Monetary Value |
| Fiscally Sponsored Projects | | |
| Scholarships awarded | 5 | \$780.00 |

| | |
|--|---|
| Films Screened | 0 |
| Readings/Workshops (Developing Works) | 0 |
| 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 2024 |
|--|------|------|------------|
| Total In-Person Participation | 496 | 56 | 552 |
| Total Digital Participation (for mission-related, digitally delivered programming) | | | |
| Total | 496 | 56 | 552 |

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

56

**Attendance
Hours of Instruction**


Social Media and Web

| | 2024 | 2023 |
|--------------------|------|------|
| Facebook Followers | 4853 | 1125 |
| Twitter Followers | | |

| | | |
|------------------------------|------|------|
| YouTube Subscribers | 12 | 11 |
| Instagram Followers | 1055 | 524 |
| Vimeo Subscribers | | |
| TikTok Followers | 107 | 86 |
| Snapchat Followers | | |
| Other Social Media Followers | | |
| | 2024 | 2023 |
| Website Page Views | 5800 | 4887 |
| Website Sessions/Visits | 2700 | 3080 |
| Website Unique Visitors | 2500 | 2163 |
| | 2024 | 2023 |

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 \(http://culturaldata.force.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/\)](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 \(http://culturaldata.force.com/Resources/articles/Article/Program-Activity-and-Audiences-Section-Resources/#OrganizationMission\)](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)

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?

Not Applicable

Wrap-up: Complete Survey

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.

❗ 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/>)

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