

Hispanic Alliance for Performing and Audiovisual Arts

2025 Cultural Data Profile

 PRINT

Organization Info

Organization Type:	501(c)3 nonprofit organization	Fiscal Year End:	12/31/2025
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 2025:	No	Restricted Contributed Revenue:	Yes
Restricted Earned Revenue:	No		

Financial Information Part 2

Non-operating Revenues in 2025:	No	Non-operating Expenses in 2025:	No
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Revenue: Earned Operating Revenue

	Unrestricted	Restricted	Total 2025	Total 2024
Subscription Revenue				

Membership Fees - Individuals				
Membership Fees - Organizations				
Ticket Sales/Admissions	\$24,538.00		\$24,538.00	\$12,414.00
Education Revenue	\$2,205.00		\$2,205.00	\$1,104.00
Publication Sales				
Gallery Sales				
Contracted Services and Touring Fees				
Royalty/Reproduction Revenue				
Rental Revenue	\$1,997.00		\$1,997.00	
Notes				
Rental Revenue, 2025				
Rental Revenue represents mission-related revenue generated through shared use of CAROL Theater by local arts and community organizations. HAPAA's productions and educational programs always receive scheduling priority, and outside use is limited to available dates that do not interfere with the organization's artistic programming. Revenue is generally based on negotiated revenue-sharing agreements rather than fixed rental fees.				
Sponsorship Revenue				\$500.00
Attendee-Generated Revenue Not Included Above				
Earned Program Revenue Not Included Above				
Earned Non-Program Revenue Not Included Above				
Total	\$28,740.00	\$0.00	\$28,740.00	\$14,018.00

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

0

Revenue: Investment Revenue

	Unrestricted	Restricted	Total 2025	Total 2024
Investment Revenue - Operating				
Total	\$0.00	\$0.00	\$0.00	\$0.00

Revenue: Contributed Revenue

	Unrestricted	Restricted	Total 2025	Total 2024	Contributors
Trustee/Board	\$4,000.00		\$4,000.00		3
Other Individual	\$19,112.00		\$19,112.00	\$1,998.00	500
Corporate					
Foundation					
City Government		\$38,952.00	\$38,952.00	\$16,007.00	1
County Government					
State Government					
Federal Government				\$9,740.00	
Tribal					
In-Kind Contributions					
Special Fundraising Events					
Contributions Not Included Above					
Net Assets Released from Restriction					
Total Contributed	\$23,112.00	\$38,952.00	\$62,064.00	\$27,745.00	504

Of your organization's total contributed revenue, how much was associated with programming delivered digitally?	0
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Capital Campaign

Is your organization currently
in a capital campaign?*

No

Revenue: Revenue Summary

	Unrestricted	Restricted	Total 2025	Total 2024
Earned Revenue	\$28,740.00		\$28,740.00	\$14,018.00
Investment Revenue				
Contributed Revenue	\$23,112.00	\$38,952.00	\$62,064.00	\$27,745.00
Total Operating Revenue	\$51,852.00	\$38,952.00	\$90,804.00	\$41,763.00
	Unrestricted	Restricted	Total 2025	Total 2024
Total Revenue	\$51,852.00	\$38,952.00	\$90,804.00	\$41,763.00

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 (<https://dataarts.my.salesforce-sites.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder report narrative -
Revenue

FY2025 reflects significant organizational growth, with total operating revenue increasing 117% over the prior year through expanded earned income and City of Houston-supported grants. CAROL Theater primarily serves HAPAA's productions and educational programs; shared use by other arts organizations occurs only during available dates and generates mission-related earned revenue. Financial data do not fully reflect the extensive volunteer leadership and community support that sustain HAPAA's oper

Expenses: Expenses

Personnel Expenses

Program	Management and General	Fundraising	Total 2025	Total 2024
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W2 Employee Salaries,
Benefits, Payroll Taxes

Independent Contractors	\$22,500.00			\$22,500.00	\$10,499.00
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Notes

Independent Contractors, 2025

Independent Contractor expenses include fees paid to artists engaged in HAPAA productions and contractual payments to independent artists and organizations participating in collaborative presenting partnerships at CAROL Theater. These partnerships maximize the use of the venue as a community cultural resource while supporting independent artists and expanding public access to the performing arts. HAPAA provides venue operations, marketing, audience development, and technical support, while visiting artists retain ownership of their productions.

Professional Fees

Total	\$22,500.00	\$0.00	\$0.00	\$22,500.00	\$10,499.00
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Of your organization's total personnel expenses above, what amount was paid to artists and performers?

22500

Non-Personnel Expenses

	Program	Management and General	Fundraising	Total 2025	Total 2024
Occupancy Costs	\$36,442.00	\$6,431.00		\$42,873.00	\$26,070.00

Notes

Occupancy Costs, 2025

Occupancy costs are allocated based on functional use of the facility. CAROL Theater exists primarily to support artistic productions, educational programming, rehearsals, and community engagement. Administrative activities are conducted within the same facility but represent a smaller portion of overall facility use. Accordingly, occupancy costs are allocated 85% to Program Services and 15% to Management & General.

Interest Expense

Depreciation					
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Non-Personnel Expenses Not Included Above	\$23,437.00			\$23,437.00	\$24,925.00
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Notes

Non-Personnel Expenses Not Included Above, 2025

Non-personnel expenses include production materials, costumes, scenery, marketing, insurance, office supplies, software, printing, postage, equipment, and other operating costs directly supporting HAPAA's artistic and educational programming.

Please Describe other Non-Personnel	Production, marketing, software, insurance, office supplies, legal				
Total	\$59,879.00	\$6,431.00	\$0.00	\$66,310.00	\$50,995.00

Total Operating Expenses

	Program	Management and General	Fundraising	Total 2025	Total 2024
Total Personnel Expenses	\$22,500.00			\$22,500.00	\$10,499.00
Total Non-Personnel Expenses	\$59,879.00	\$6,431.00		\$66,310.00	\$50,995.00

Notes

Total Non-Personnel Expenses, 2025

HAPAA did not conduct dedicated fundraising campaigns or fundraising events during FY2025. Contributions were received through general organizational support rather than activities incurring separate fundraising expenses.

Total Operating Expenses	\$82,379.00	\$6,431.00		\$88,810.00	\$61,494.00
Personnel			0		
Non-Personnel			8887		

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

	2025	2024
Total Operating Expenses	88810	61494

Total Expenses (Operating and Non-Operating)	88810	61494
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Expenses: Change in Net Assets and Narrative

	Unrestricted	Restricted	Total 2025	Total 2024
Total Operating Revenue	\$51,852.00	\$38,952.00	\$90,804.00	\$41,763.00
Total Operating Expenses	\$88,810.00		\$88,810.00	\$61,494.00
Operating Change in Net Assets	-\$36,958.00	\$38,952.00	\$1,994.00	-\$19,731.00

	Unrestricted	Restricted	Total 2025	Total 2024
Total Change in Net Assets	-\$36,958.00	\$38,952.00	\$1,994.00	-\$19,731.00

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 (<https://dataarts.my.salesforce-sites.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder Report Narrative - Expenses

FY2025 expenses reflect expanded artistic programming, educational activities, and the operation of CAROL Theater as HAPAA's primary performance and education venue. Increased operating expenses accompanied substantial organizational growth and were supported by corresponding increases in earned revenue and City of Houston-funded grants, resulting in a positive operating change in net assets.

Balance Sheet: Assets, Liabilities, & Net Assets

	2025	2024
Cash and Cash Equivalent	1994	0
Receivables	2354	0

Investments - Current	0	0
Current Assets not included above	5716	0
Describe Current Assets Not Included Above	Security deposit, prepaid insurance, prepaid software	
Total Current Assets	10064	0
Investments - Non-Current	0	0
Fixed Assets (Net of Accumulated Depreciation)	0	0
Non-Current Assets Not Included Above	0	0
Total Long-Term/Non-Current Assets	0	0
Total Assets	10064	0
Gross Fixed Assets*	0	
Less Accumulated Depreciation*	0	
	2025	2024
Accounts Payable and Accrued Expenses	0	
Deferred Revenue	0	
Loans - Current	0	
Current Liabilities Not Included Above	0	
Total Current Liabilities	0	
Long-Term/Non-Current Loans	0	
Long-Term/Non-Current Liabilities Not Included Above	0	
Total Long Term/Non-Current Liabilities	0	

Total Liabilities	0	
	2025	2024
Total Assets	10064	0
Total Liabilities	0	
Total Net Assets	10064	0
Total Liabilities and Net Assets	10064	0
	2025	2024
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 (<https://dataarts.my.salesforce-sites.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder Report Narrative - Balance Sheet	HAPAA maintains its financial records using the cash basis of accounting. As of December 31, 2025, the organization had no outstanding debt or financial liabilities. Assets consist primarily of cash, grant receivables, and operating security deposits, reflecting prudent financial management and a stable financial position.
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Workforce and Workspaces: Workforce

	Number of Positions	Turnover	Total 2025
Full-Time Permanent			
Full-Time Temporary			
Part-Time Permanent			
Part-Time Temporary			
Volunteers	25		25

Independent Contractors	15	15
Interns and Apprentices		
Board Members	3	3
Total Positions	43	43
Of the employees and contractors entered above, how many were artists or performers?*		
	15	

Workforce and Workspaces: COVID-19 Impact

2025

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

2025

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
	2025
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:

	2025
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
	2025
Address Line 1	
City	
State	
Zip Code	
Workspace Status	
Square Footage	
Use	
	2025
Address Line 1	
City	
State	
Zip Code	
Workspace Status	
Square Footage	
Use	
	2025

Address Line 1
City
State
Zip Code
Workspace Status
Square Footage
Use
2025
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	\$40.00
Subscription Package Price		
Individual Membership Price		
Organizational Membership Price		

Subscription Ticket Price		
Ticket/Admission Prices for Individual Members	\$10.00	\$40.00
Ticket/Admission Prices for Organizational Members		

Program Activity & Audiences: Members and Subscribers

	Count	Renewal Rate	Total 2025
Subscribers*			
Members - Individual(s)*			
Members – Organizations*			

Program Activity & Audiences: Programs

	2025	2024
Residencies Awarded	0	
Public Art Installations	0	
Works Commissioned	0	
Films Produced	0	
World Premieres	3	3
National Premieres	3	3
Local/Regional Premieres	3	3
Competitions	0	
Open Rehearsals	0	
	Count	Monetary Value
Fiscally Sponsored Projects		

Scholarships awarded	20		\$600.00		
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 2025
Festivals/Conferences	1	3	4		
	Distinct Offerings	# of Times Offered	Distinct Live- Streamed	# of Times Live- Streamed	On-demand Offerings
Total 2025					
Productions (Self- produced)	5	50	55		
Productions (Presented)	8	14	22		
Broadcast Productions	0				
Classes/Workshops (Outside of Schools)	2	24	26		
Classes/Assemblies/Other Programs in Schools	0				
Field Trips/School Visits	0				
Guided Tours	0				

Lectures	0
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 2025
Total In-Person Participation	834	133	967
Total Digital Participation (for mission-related, digitally delivered programming)			
Total	834	133	967

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

Attendance 0

Hours of Instruction 0

Social Media and Web

This entire section is optional.

2025

2024

Facebook Followers	4953	4853
Twitter Followers	0	
YouTube Subscribers	15	12
Instagram Followers	1354	1055
Vimeo Subscribers	0	
TikTok Followers	141	107
Snapchat Followers	0	
Other Social Media Followers	0	
	2025	2024
Website Page Views	10100	5800
Website Sessions/Visits	4985	2700
Website Unique Visitors	4900	2500
	2025	2024

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 (<https://dataarts.my.salesforce-sites.com/Resources/articles/Article/How-to-utilize-the-Funder-Report-Narratives/>)

Funder report narrative - FY2025 program activity demonstrated

Program Activity HAPAA's expanding role as both a producing organization and a community arts presenter. Programming included five self-produced theatrical productions, eight presented productions, two educational workshops, and a multi-day cultural festival, generating 967 in-person participations. Audience engagement continued to grow through expanded digital outreach and increased website activity, supporting broader public awareness and access to HAPAA's artistic and educ

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 (<https://dataarts.my.salesforce-sites.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
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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)
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Additional Group (please state)	Spanish Speakers
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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).
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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.	Immigrant and historically underserved communities

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 (<https://dataarts.my.salesforce-sites.com/Resources/articles/Article/Program-Activity-and-Audiences-Section-Resources/#OrganizationAudience>)

Does your organization primarily serve (or seek to serve) a specific audience?	Yes
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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)	Speaking Spanish
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?	
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 (<https://dataarts.my.salesforce-sites.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 (<https://dataarts.my.salesforce-sites.com/Resources/articles/Article/Get-Started-with-Analytic-Reports/>) and the KIPi Dashboard. (<https://dataarts.smu.edu/kipis/>)