

NEWS FROM TCA: JUNE 2018



Texas
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Just a few of the artists on the 2018-2020 Texas Touring Roster. Clockwise from top left: Terrence Taps (photo by Terrence Bennett); Bruce Wood Dance (photo by Jennifer Fermaint); Hot Club of Cowtown (photo by JJ Johnson); Dallas Children's Theater (photo by Karen Almond); The Cliburn (photo by Jeremy Enlow); Houston Symphony (photo by Wilson Parish); Deborah D.E.E.P. Mouton (photo by Houstonia Magazine); Guadalupe Dance Company (photo by Edward Benavides); Eldrena Douma (photo by Katy Pair); Laughter League (photo by Paul Radke).

New Texas Touring Roster Approved

The Texas Commission on the Arts is pleased to announce that 125 Texas artists and arts companies have been approved to the [Texas Touring Roster](#) for 2018-2020. The Texas Touring Roster features some of the state's best artistic talent and is designed to ensure that all Texans may enjoy events and performances by these artists in their local communities.

"Artists on the Texas Touring Roster travel to communities across the state and perform in a variety of venues," said TCA executive director Gary Gibbs. "In addition to performances, they may also conduct workshops, master classes, residencies, lecture-demonstrations or arts education components as a way to engage community residents. We are proud to offer the citizens of Texas access to such high-quality artistic talent."

Artists on the roster must have a history of touring and maintain a reasonable fee range. The Texas Commission on the Arts does not provide direct funds to the artists on the Texas Touring Roster. Instead, TCA provides grants to arts presenters, schools, libraries, theaters, and other nonprofits and government units throughout Texas to help with the cost of bringing in companies and artists from the roster. Presenters may apply through TCA's [Arts Respond Performance Support grant](#) category for a portion of the artistic fees for artists from the Texas Touring Roster.

Acceptance onto the Texas Touring Roster is for two years, and benefits groups and artists by giving them a powerful marketing tool. Access to grant funds, combined with the fact that Texas Touring Roster artists have been deemed the best in their field by a panel of statewide experts, makes these artists attractive to a variety of presenters, including schools, festivals, theaters and other venues.

Artists on the Texas Touring Roster range from individual performing and visual artists to large performing arts companies. They represent artistic disciplines including music, visual art, dance, theater, storytelling, literary art and folk art. Options are diverse and range from ballet to African dance, western swing to conjunto, animation to poetry, jazz to children's theater, sitar to puppetry, and everything in between. The 2018-2020 Texas Touring Roster is in effect for work conducted between September 1, 2018 and August 31, 2020.

Upcoming Grant Opportunities

Mid-America Arts Alliance: Regional Touring Program Grants

Texas is a member of the [Mid-America Arts Alliance](#) (MAAA), a regional arts organization. Through their [Regional Touring Program](#), MAAA offers funding for presenters who are bringing in artists from outside their state to do a public performance and a related arts activity. Grants are given on a first-come, first-served basis, so don't delay. Presenters may book artists in any artistic discipline.

TCA Grants

TCA has two grant programs with upcoming deadlines. As always, the TCA staff is happy to discuss your organization's goals and eligibility to determine which programs are right for you. You may also request that a TCA staff member review your application and provide feedback. Ideally, these requests would be made at least two weeks before the application deadline.

Arts Respond Project Grants

Arts Respond Project grants provide project assistance grants to nonprofit arts organizations on a short-term basis and may include administrative costs directly related to the project. Projects must address one of the following priority areas: economic development, education, health & human services, public safety & criminal justice, or natural resources & agriculture.

Activity dates must begin: Between September 1, 2018 and March 31, 2019

Application deadline: Midnight on July 16, 2018

Application form: [Online](#)

Application Limit: Organizations may submit one application for this deadline. Organizations should not submit more than one application addressing the same priority area per fiscal year.

Resources: [Grant guidelines](#), [contact TCA staff](#), [webinar](#)

Arts Respond Performance Support

This program provides professional artist fees to Texas nonprofits, schools, colleges, and units of government for hiring an artist from the [NEW 2018-2020 Texas Touring Roster](#) to do a performance. These applications are funded based on a percentage of contracted fees.

Activity dates must start: Between September 1, 2018 and December 14, 2018

Application deadline: Midnight on August 1, 2018

Application form: [Online](#)

Resources: [Grant guidelines](#), [contact TCA staff](#)

Decisions on applications for Arts Respond Performance Support, Arts Respond Projects, and [Cultural District Designation](#) applications will be made at the September 6, 2018 Commission meeting.

Professional Development Webinar: Strategic Marketing



Brooklyn Barbieri
Henson

TCA's next live professional development webinar, **Strategic Marketing**, will be offered at **2 PM Central on June 20**. How can you make the most of your marketing dollars in order to reach your desired audiences? In this presentation, **Brooklyn Barbieri Henson**, Marketing Director for the [Austin Theatre Alliance](#) (The Paramount and Stateside Theatres), will explore simple actions anyone can take to track marketing efforts internally across all platforms and use that data to reach specific audiences. By tracking your own results from email, digital advertising, print, radio, social media, and more, you can reclaim your marketing power and make confident, informed decisions resulting in maximum ROI (Return on Investment) for tight nonprofit marketing budgets. The live webinar is full, but a recording will be available afterward on our [vimeo page](#) for free.

Brooklyn Barbieri Henson has been with the Austin Theatre Alliance (Paramount & Stateside Theatres) for 12 years, primarily in the role of Director of Marketing. She graduated cum laude from Vanderbilt University with a double major in Communications and Musical Arts - Voice. She thrives on out-of-the-box promotional ideas, content generation, and the constantly changing digital marketing landscape. Be warned: Brooklyn will never back down from a pun contest. When outside of the theatres, she enjoys singing alongside her Texas country music singer/songwriter husband and raising her three-year-old next generation superstar!

A Unique Gift: Get the Plate that Supports the Arts

Are you trying to find the perfect Father's Day or Flag Day gift this month? Perhaps some of the people you're shopping for are hard to find gifts for? Trust us, we understand! If your loved ones live in Texas, we've got a win-win solution for you. [Get them the TCA State of the Arts license plate](#). The plate looks great on all kinds of vehicles, shows Texas pride and support of the arts, and costs a mere \$30 a year in addition to vehicle registration. \$22 of the \$30 fee goes into TCA's grants budget! TCA is grateful to the many Texas drivers who purchase the State of the Arts license plate, and to the wonderful arts organizations that help promote it to their patrons.



Catching Up with Young Master Alum Mia Gerachis (Musical Theater 2012)

Since its inception in 2002, the [Young Masters](#) grant program has supported 328 Texas high school students' studies in the arts. With this month's newsletter, we're starting a series that shares updates from Young Master alumni.

Mia Gerachis was named a Young Master for musical theater in 2012. Hailing from Houston, Mia used her Young Master grant to attend the [Carnegie Mellon Pre-College Program](#) in 2012 and



the [Performing Arts Project](#) in 2013. Mia attended the Tisch School of the Arts at New York University and graduated in May 2017 with a BFA in drama. While at NYU, she played Elle Woods in *Legally Blonde*, Mimi in *Rent*, and Deloris in *Sister Act*. Her mother, Kerry Gerachis, writes, "I'm happy to report that she has had steady work in her field of musical theater since graduation. She has been busy in regional productions as well as NYC based concerts and festivals."

Mia Gerachis performs as The Narrator in Joseph and the Amazing Technicolor Dreamcoat. Photo: Curtis Scott Brown

The work that Mia has done since graduating from Tisch includes performing in a concert at the Lincoln Center Library and the Broadway Rising Stars concert at the Town Hall Theater (New York, NY), resulting in talent management representation from The Cooper Company. She originated a role in the drama *Dirty July* for the 2017 New York Theatre Festival.

Mia has worked outside of New York City as well. In Fort Worth, Mia played The Narrator in Casa Mañana's production of *Joseph and the Amazing Technicolor Dreamcoat*, which kicked off their 2017-2018 season. She played the lead role of Jovie in the national touring production of *ELF* in late 2017. Earlier this year, Mia played the role of Lucy Harris in *Jekyll & Hyde* opposite Constantine Maroulis as Dr. Jekyll at Virginia Musical Theatre.

Mia has performed at Birdland jazz club with composer Scott Alan and has given several concerts at Feinstein's/54 Below in New York City. She recently returned to Town Hall to perform in the Broadway by the Year series. TCA is proud to see Mia, like many of the other Young Masters we've supported with the [Texas Cultural Trust](#), achieving her dreams in the arts.



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