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Midtown Cultural Arts & Entertainment District Awarded Texas Commission on the Arts Grant

District receives \$25,000 in support of marketing and promotions

Houston, TX (Dec. 11, 2015) – The Midtown Cultural Arts and Entertainment District receives a \$25,000 grant from the Texas Commission on the Arts (TCA). The grant will support marketing efforts in the development of a new website to promote the district's cultural arts and entertainment initiatives.

The award is part of a new \$1.5 million grant program called Arts Respond Cultural District Project. The funding benefits nonprofits focused on the arts and local government agencies in 11 cultural districts in Dallas, El Paso, Galveston, Houston, Lubbock, San Elizario and Wimberley. The grants ranged in amount from \$10,000 to \$50,000. The Ensemble Theatre, also located in Midtown, received a \$50,000 grant from TCA, which will be used to support new and enhanced signage.

The Texas Commission on the Arts has designated the Midtown Cultural Arts and Entertainment District as a special zone that harnesses the power of cultural resources to stimulate economic development and community revitalization. With this designation, the District became a focal point for generating businesses, attracting tourists, stimulating cultural development and fostering civic pride.

The Midtown website will feature new interactive tools to help users plan their visit to the District, an online events calendar, tour ideas, venue information, parking options and more.

"Our goal is to bring artists, other cultural organizations and lovers of the arts together to experience the rich offering of entertainment available right here in Midtown," says Cynthia Alvarado, operations manager for the Midtown Management District. "This grant from the Texas Commission on the Arts will promote economic development in the District and shine a light on the diversity and talent right here in Midtown."

Plans for Midtown include a previously announced a partnership with social practice artist and local Houston icon Rick Lowe for the development and implementation of its Midtown Park Art Program. Lowe is the creative genius behind Project Row Houses in Third Ward.

Midtown has an open-door policy and invites persons interested in developing and/or financing public art in Midtown Park to contact One World Strategy Group at 832-626-2369 to be included in public workshops.



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About Midtown Houston

Midtown Houston is comprised of two organizations committed to making Midtown a model of urban living in the center of Houston, Texas. The two organizations are the Midtown Redevelopment Authority/Tax Increment Reinvestment Zone No. 2 and the Midtown Management District. These organizations undertake projects with widespread benefit to the area that is beyond the ability of individual property owners or businesses within the district to provide. Both organizations share the common vision of shaping Midtown into a thriving, pedestrian-friendly urban community with distinct responsibilities. Midtown is the first district in Texas to receive the Cultural Arts & Entertainment District accreditation from the Texas Commission on the Arts. For more information about Midtown Houston, the Midtown Redevelopment Authority and the Midtown Management District, visit www.houstonmidtown.com.

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