

# THE WINNERS OF THE 2017 MATCHING GRANT PROGRAM AWARDS

**\$25,000**

## **ALLEY THEATRE**

Partners: J.W. Marriott Houston Downtown; Birraporetti's Downtown; Landry's Downtown Aquarium

### **Freaky Friday Mother/Daughter Weekend Getaway Package**

To cap off an exciting season in our newly-renovated theatre, the Alley is thrilled to bring the world of Disney back to Houston for the regional premiere of the new musical, Disney's Freaky Friday. A hilarious, contemporary update of an American classic, Freaky Friday follows an overworked mother and teenage daughter on a wild journey after magically swapping bodies. It is an ideal show for a mother-daughter weekend getaway pairing theatre, downtown outings, and dining.

**\$25,000**

## **BUFFALO SOLDIERS NATIONAL MUSEUM**

Partners: La Maison; Courtyard by Marriott Downtown Houston

### **100th Celebration of World War I**

April 2017 will mark 100 years since America entered WWI. Houston played a significant role by signing on to build training camps, then referred to as Camp Logan, known to us now as Memorial Park. On August 23, 1917, this was the site of the Houston Riots/Camp Logan Mutiny. To commemorate this time in our history, BSNM has created a week-long schedule of events August 22-26 that will include a viewing of "Mutiny on the Bayou," a Camp Logan play re-enacted by resident artist workshops, lectures and receptions. In addition to this, the museum will feature a national exhibit entitled "No Man's Land" which chronicles the bravery of East Texas African Americans in WWI. Additionally, we have secured scholars, speakers and historians from around the country to participate.

**\$18,000**

## **CITY OF SEALY, TEXAS**

Partners: Holiday Inn Express & Suites of Sealy; Bellville Chamber of Commerce; Wallis Chamber of Commerce; Friends of Stephen F. Austin Park Assn.; City of Industry, Texas; Sealy Chamber of Commerce & CVB; Friends of San Felipe de Austin State Historical Site

### **Visit Austin County**

The project's focus is to increase tourism for day and overnight trips from Houston for travelers seeking authentic Texas experiences. Our Adventure Guide has been completed and features many of the county's events and attractions such as: museums, historical churches, historical sites, homes and properties, Newman's castle, Texas farms and working ranches, Texas history, local shopping, local cuisine, Texas heritage, culture, and many outdoor activities on the Brazos River and at Stephen F. Austin Park. Partnerships with two transportation companies will serve local hotels and B & Bs, as well as downtown Houston.

**\$25,000**

## **DA CAMERA**

Partners: Theater District Houston; CKP Group; Lancaster Hotel

### **Explore Houston With Da Camera**

"Explore Houston with Da Camera" encourages tourists to visit locations around Houston using music as their guide. The project features a series of explorations, each programmed to coincide with one of Da Camera's subscription series concerts. Events build on these performances extending visits by taking visitors from Wortham Theater Center, down METRORail's Red line, from venues like Houston's Mid-Main to the Lawndale Art Center and the Museum of Fine Arts Houston. Tourists will explore the city through curated programming incorporating the diverse art the city has to offer.

**\$25,000**

## **FREE PRESS HOUSTON**

Partners: J.W. Marriott Downtown Houston; DiverseWorks; The Houston Wave

### **Day for Night**

Day for Night is a two-day experiential art and music festival that invites audiences from across the nation and the globe to participate with the City of Houston in a culturally engaging way. The festival features inspiring art installations from international artists and performances by talented locals and world renowned musicians, all taking place in the heart of downtown Houston at the historic Barbara Jordan Post Office on Franklin Street. This wave of culturally-focused tourism will be the first of many to sweep into Houston thanks to this unique and exciting event!

**\$25,000**

## **FRESH ARTS**

Partners: Washington Avenue Arts District; Mildred's Umbrella; Holler Brewery; Aloft; Beaver's

### **Destination: Sawyer Arts Creative Complex**

Fresh Arts plans to promote Sawyer Yards as a true destination in Houston, and provide visitors with programmatic entry points to access the 300+ creative spaces within the campus. Sawyer Yards is one of the nation's largest communities of individual artists – second only to Los Angeles. Programming will include tours of the artists' studios and theater spaces, panel discussions, and opportunities for the artists to interact with the public.

**\$12,500**

## **HOUSTON CINEMA ARTS SOCIETY**

Partners: Four Seasons Hotel; The Houston Wave; On the Mark Communications

### **Cinema Arts Discovery Weekend**

Through this weekend discovery package, HCAS seeks to expand promotion of the 2017 Houston Cinema Arts Festival with a full Houston arts experience combining an all-access or weekend pass with a luxury hotel, gourmet dining, and access to an array of arts and culture experiences. The weekend will include arts and culinary tours with the Houston Wave encouraging visitors to further discover Houston during the Festival, November 7-14.

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## **HOUSTON INTERNATIONAL DANCE COALITION**

Partner: DoubleTree Downtown Houston

### **Visit Houston for Dance Salad Festival!**

Dance Salad Festival is well known and highly respected within the dance and performing arts lovers' community, both in the U.S. and around the world. Each year the festival attracts tourists/visitors to see internationally acclaimed dancers, dance companies, choreographers and musicians. Dance Salad Festival/Houston International Dance Coalition will partner with the DoubleTree to create a weekend package that will include: 1) discounted tickets to see Dance Salad Festival live performances April 13, 14 & 15 at Wortham Center, and 2) reduced room rate at the DoubleTree during the week of April 10-15. It will provide a convenient and affordable weekend vacation package for cultural tourists.

**\$10,000**

## **HOUSTON MARATHON COMMITTEE**

Partner: Hilton Americas-Houston

### **Cold Market Campaign**

With an average race day temperature of 55 degrees Fahrenheit, the Chevron Houston Marathon and Aramco Houston Half Marathon offer the opportunity to complete a "PR," or personal record, for runners at all levels. The Chevron Houston Marathon "cold market campaign" will target the individuals and families of northern regions of the U.S. as well as Canada. We plan to produce a video and other digital media highlighting the gorgeous Houston views on the course, the exciting race weekend events, and the chance to take a break from winter weather.

**\$25,000**

## **LONE STAR FLIGHT MUSEUM**

Partners: 1940 Air Terminal Museum; South Shore Harbor Resort

### **Landing in Houston: Celebrating Lone Star Flight Museum's Grand Opening Summer**

Lone Star Flight Museum is relocating to a new 130,000 square-foot home at Houston's Ellington Field. In summer 2017, we will celebrate the grand opening of the new building featuring one of the unique flying collections of historically significant aircraft in the U.S., as well as interactive exhibits. The museum will be home to our new Aviation Learning Center – only the second center of its kind in the country. The package will also allow tourists and aviation enthusiasts to visit the 1940 Air Terminal Museum.

**\$10,000**

## **LYC CONCOURS CORPORATION**

Partners: Springhill Suites by Marriott; NASA/Seabrook

### **Keels & Wheels Concours d'Elegance**

This is the nation's largest classic car and vintage wooden boat Concours that takes place at the Lakewood Yacht Club in Seabrook. The 2017 event will feature the automobile marquees of Stutz Motor Company, American 50's classics and hot rods. The judged weekend event draws exhibitors, judges, sponsors, and spectators from across the country, and hopes to build its 15,000 attendance number.

**\$21,000**

## **SUSTAINABLE ARTISTS**

Partner: Four Seasons Hotel

### **Springboard Music Industry Conference and Concert Series**

Springboard events are growing even faster than Austin's South by Southwest. This year, the conference will be partnered with the music festival and will feature panelists and artists from all over the world. The popularity of music tourism combined with Houston's international diversity and great tourism packaging should help us grow even more.

**\$10,000**

## **TEXAS QUILT MUSEUM**

Partners: Colorado Valley Quilt Guild; The Copper Shade Tree Gallery; BlackBird Farm; UT Dolph Briscoe Center; La Grange Main Street & Visitors Bureau

### **A Celebration of Quilts**

Four area quilt events are promoted together the last weekend in February: The Colorado Valley Quilt Guild presents "The Best Little Quilt Show in Texas" at the Fayette County fairgrounds; the Texas Quilt Museum in La Grange with top-notch traditional, antique and contemporary quilts; UT Dolph Briscoe Center in Winedale with a special historical quilt exhibit, and the Copper Shade Tree Gallery in Round Top with a special contemporary Fiber Art Show.

**\$12,000**

## **WASHINGTON-ON-THE-BRAZOS STATE PARK ASSOCIATION**

Partners: Washington County Chamber of Commerce & CVB; Ant Street Inn

### **Texas Independence Day Celebration**

Texas Independence Day Celebration (TIDC) is the annual two-day celebration at Washington-on-the-Brazos State Historic Site, commemorating the 181st anniversary of the signing of the Texas Declaration of Independence from Mexico. The birthday celebration will take place March 4-5, and will feature a weekend of live music, food, traditional crafts, living history presentations by hundreds of reenactors, historical encampments, and commemorative programs.

