



Sterling Strategic Advisor Arts and Culture

What are the main goals of your work at The Hobby Center for the Performing Arts?

The Hobby Center's mission is to deepen the understanding of our shared humanity. We serve as a connector, convenor, and incubator for all Houston audiences, artmakers, and arts organizations. As the inaugural Vice President of Programming and Education, I have the distinct honor of serving as the artistic lead for this amazing cultural institution. I am responsible for developing, growing, and diversifying artistic programming and educational opportunities as we work towards shaping a more connected and cohesive Houston community through the arts.

How can the arts advance social equity in Houston?

Arts and culture are essential components of a thriving society. They help us connect with one another, understand different perspectives, and reimagine what is possible. However, much more needs to be done to ensure equitable access to the arts in Houston so that they benefit all of our residents. I believe the arts are a great equalizer, and integrating them more deeply into the city's fabric will enhance Houston's community cohesion and inclusivity. Every member in our community will benefit from engaging in diverse art experiences, participating in creative expressions, and receiving a comprehensive education that includes the arts.

What are some of the biggest needs you see in Houston's arts community today?

Declining audiences remain a significant challenge for arts organizations today, with many still striving to return to pre-COVID attendance levels. Houston's incredible diversity presents a great opportunity for the arts to reimagine how to better serve our community. Beyond audience engagement, I believe Houston needs a movement focused on understanding the challenges faced by artists today and developing a comprehensive plan to ensure they can thrive and contribute to our city's cultural vibrancy.

How does philanthropy shape the work of arts and culture organizations in Houston?

Houston's incredibly generous philanthropic community has played a pivotal role in shaping its arts and culture sector for more than a century. Beyond providing financial resources, philanthropy in Houston facilitates connections within the community, supports ideation of programs, and encourages collaboration among creatives to address existing gaps. We are experiencing an evolving relationship between donors and grantees, where ongoing conversations are happening, and they are working together towards diversifying and strengthening the community through the arts.

What are you looking forward to in your role as a Sterling Strategic Advisor?

I am passionate about collaborating and supporting others on their journey and believe that together we are greater than the sum of our parts. I am excited about using my skills in collective work to develop programs and system strategies that will advance arts and culture in Houston.
