



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

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Cultural Grant Program FY21

GROUP 4

Administered under contract with Leon
County & the City of Tallahassee



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Tallahassee
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CITY OF
TALLAHASSEE

Grant Guidelines



The Council on Culture & Arts

COCA, the Council on Culture & Arts, is a non-profit organization that serves as the facilitator and voice for the arts and cultural industry in Florida's capital area. COCA's mission is to serve and support the community by promoting and advocating for arts and culture in Florida's capital region. We play a dual role: providing resources and promoting the arts and culture to citizens and visitors.

Designated to serve as the local arts agency for Tallahassee and Leon County, COCA is the capital area's only umbrella agency for arts and culture, and works with and for those who produce, invest in, and enjoy the arts and culture in the area.

COCA is not a government entity, but works hand-in-hand with city, county, state, and local school districts as their cultural industry partner.

COCA designs and administers grant programs under contract with the City and County and in annual collaboration with a community task force and citizen review panel.

COCA staff is available to assist you at any stage of the application process. Please call 850-224-2500 or email info@tallahasseearts.org to discuss eligibility requirements, schedule a courtesy technical review, or ask questions about completing your application.

We're here to help!

Want to know more about COCA's many other programs that support our local cultural partners? Visit COCA online at www.tallahasseearts.org, and click on the COCA logo.

While you are exploring the COCA site, make sure you sign up for the COCA Classifieds email, which goes out on Thursdays to over 9,000 subscribers. Learn about funding sources, professional development, calls to artists of all disciplines, job opportunities, and more.

Grantees will also want to check out COCA's Marketing Resources and Media Guide at <http://coca.tallahasseearts.org/resources/media-guide>.

Don't forget to post your events on www.tallahasseearts.org for inclusion in our Tallahassee Arts Guide "This Week" email of arts, culture, and heritage events that is sent to over 13,000 weekly recipients. We also produce a monthly arts in education e-newsletter. You can find more information and sign up for all of COCA's e-newsletters at <http://coca.tallahasseearts.org/services/newsletters>.



**TALLAHASSEE
ARTS GUIDE**

An Initiative of the COUNCIL ON CULTURE & ARTS

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FY21 COCA Cultural Grant Program Calendar

Applications Available:	July 27, 2020 Available online at https://coca.tallahasseearts.org/services/grant-programs or at COCA offices.
Grant Workshop:	Aug. 5, 2020 COCA will host a virtual grant workshop for anyone needing assistance during the grant writing process. The session will focus on a review of the FY21 grant programs and how to apply.
Courtesy Consultations:	Aug. 10, 2020 through Sept. 18, 2020 Make an appointment to meet virtually with COCA staff for individual assistance. Even if this is not your first time applying for a grant, we urge you to take advantage of these consultations.
Panelist Nomination Deadline:	Aug. 31, 2020 We need your help to recruit qualified and objective reviewers. Nominations are accepted year-round for future grant cycles. A nomination form can be found at the end of this booklet.
Courtesy Review Deadline:	Sept. 18, 2020
Application Deadline:	Sept. 25, 2020 Late applications will not be accepted under any circumstances and must be timestamped by 11:59pm on 9/25/20.
Panel Review Meeting:	Oct. 23, 2020 from 10am to 2pm via Zoom Applicants are encouraged to send at least one representative who is familiar with your organization and its grant application. Grant awards should not be considered final until local government budgets are finalized.
City & County Budgets Finalized:	Sept. 30, 2020 No grants should be considered awarded until the City and County have finalized their budgets for the next fiscal year.
Disbursement of Grant Funds:	Dec. 2020 and May 2021 (contingent upon receipt of county and city funds) May payment will not be disbursed until the organization's interim grant report has been received and approved by COCA. There will be no early distribution of funds.
Final Report Due:	Nov. 1, 2021*

**Reports must be received by COCA by the date indicated in order to avoid penalties on future applications.*

About COCA's Cultural Grant Program

Please review all of the following information carefully. COCA offers free virtual consultations as questions arise, and we provide courtesy technical reviews to help you check your final draft for any errors up until one week prior to the final deadline.

If any questions pop up at any point in the process, you can always contact us for help. You can email info@tallahasseearts.org or call 850-224-2500. Our staff is always happy to help you through the process. Also, these guidelines and the grant application forms are always available online at <https://coca.tallahasseearts.org/services/grant-programs>.

Please consult the Grant Program Calendar (p. 4) for important dates. All consultations will be held virtually. If you have never participated in this grant program, we urge you to contact us immediately so that we can orient you to the process.

Where Do the Funds Come From?

For FY21, due to the impact of COVID-19, City of Tallahassee funds will not be available for this grant program. It will be supported solely through Leon County tourist development tax revenue and all applicants will have demonstrated efforts to enhance Leon County's tourism impact.

Who Decides Who Gets Funded?

COCA staff members do not make recommendations for who gets funded.

Volunteer citizen panelists are recruited to review and score grants and make recommendations for funding. The panel meeting where those recommendations are announced is open to the public and you are encouraged to attend. The meeting is attended by a COCA Board Member who does not score the grant proposals or make any recommendations for funding. Before the recommendations are submitted to Leon County's Tourist Development Council, the COCA Board of Directors votes to adopt them and to ensure that all of the rules were followed.

Grant Program Mission and Scope

The mission of COCA's Cultural Grant Program is to serve and support the community of non-profit arts and cultural organizations within Tallahassee and Leon County through program funding which enhances the quality of life as well as the tourism and economic development of our community.

An applicant's programming must contribute to the tourism development of Leon County in accordance with Florida Statute 125.0104.

The grant program seeks to fund programming that has the potential to attract and retain tourists in Leon County and which help to promote Leon County as a tourism destination.

Additionally, an applicant's programming must meet at least one of the following goals:

- offer arts, history or cultural programs with exemplary standards and objectives.

The grant program seeks to fund programming that enriches the community with attention to the highest standards and objectives within a cultural discipline.

- provide educational opportunities in arts, culture, and/or history for young people or adults.

The grant program seeks to fund programming that features learning opportunities for young and/or life-long learners.

- serves a special or diverse population or need, fills a unique niche, or engages the community in the creative or artistic process.

The grant program seeks to fund programming that offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; programs that bring arts, cultural and historic exhibits or events to underserved areas; programs which engage members of the community in the creative and/or artistic process.

Am I Eligible to Apply?

In order to be eligible for a Group 4 grant, you must be able to answer “yes” to questions 1-10. (You must answer “yes” to either Question 1 or 1A below). If you are unsure, just email us at info@tallahasseearts.org.

1. Is your organization a not-for-profit Florida corporation with at least 60% of your operating cash budget originating from earned income and classified by the IRS as a 501(c)3, sub-class “public charity”?*

Yes No

“Operating cash” refers to expenses related to day-to-day operations. It includes programs, overhead and administration, **but not** capital campaigns, endowment funds, cash reserves or contingency funds.

“Earned income” shall include admissions, contract services, corporate contributions, sponsorships, foundation grants, competitive government grants from federal, state, city or county governments, including TDC and CHSP grants. Earned income does not include operating cash from government sources such as government-paid staff and expenses, and government contracts.

If more than 40% of your operating cash comes from non-competitive government sources, you may still be eligible to apply under the special designation of State Partner (See 1A).

An organization whose primary purpose is to channel resources (financial, human, or other) to an affiliated organization is **not eligible** to apply if the affiliated organization submits its own application. This prohibition applies even if each organization has its own 501(c)3 status. For example, the “Angels for The Theatre” may not apply if the “The Theatre” applies.

OR

1A. Is your organization a department, museum, or other organization working under the FEID number of a part of the State of Florida, Florida State University, Florida A&M University, or Tallahassee Community College?

Yes No

If you qualify under this provision, you must apply as a State Partner. Please see page 9 for more details.

Fundraising organizations affiliated with state supported cultural organizations, such as Friends of, Foundations, and Citizens Support Organizations, and K-12 schools themselves **are not eligible** to apply for this grant. Instead, the state supported cultural organization itself, including college or university schools, departments, or other officially recognized entities, may be eligible to apply for a grant under the special designation of State Partner (see above).

**COCA will confirm not-for-profit status with the IRS and/or the Florida Division of Corporations. If we cannot confirm your status, you will be asked to provide proof of current not-for-profit status.*

2. Does your organization have arts and/or history activity as its primary purpose?

Yes No

The broad range of activities funded by this grant includes: visual, performing & literary arts, arts education, historic destinations, media arts, and museums.*

***State of Florida, Division of Cultural Affairs**

Eligibility statement re: Museums To be an eligible museum, the organization must be open to the public for at least 180 days each year, own or utilize works of art, historical artifacts, or other tangible objects, whether animate or inanimate; care for these works of art, historical artifacts, or other tangible objects; exhibit these works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

Even if an organization presents occasional arts or history programming, if its mission is not primarily arts and/or history, then funding should be sought elsewhere. This includes organizations with civic, educational, social service, environmental, health related, religious, political, journalistic, athletic, or multifaceted missions.

3. Has your organization been providing programming in your discipline for at least 3 complete fiscal years?

Yes No

“Programming” refers to public events and activities, not simply fundraising activities.

4. Are the majority of your activities (either in-person or virtual) presented/produced in Tallahassee/Leon County?

Yes No

5. Do you have a professional staff?

Yes No

May be paid or volunteer, as long as staff members are qualified, competent and regularly available during normal business hours to administer a grant.

6. Do you have a governing Board of Directors that meets regularly and operates under a set of by-laws?

Yes No

7. Can you demonstrate the receipt of community support through subscriptions, memberships, earned income, foundation grants and/or other private fundraising (including in-kind support)?

Yes No

8. Does your organization produce arts or cultural programs that are regularly available to the public throughout the year?

Yes No

Note: An organization whose mission is to produce seasonal events or festivals does not qualify to apply for this grant.

9. Do you have documented statistics on attendance and participation for your programs and/or facility (paid or free) that represent a broad community impact?

Yes No

10. Is your organization committed to and does it have a plan in place to provide for accessibility for people with disabilities, including compliance with the ADA?

Yes No

If you answered YES to all of the questions above, your organization is eligible to submit an application for a grant. Still unsure? Email us at info@tallahasseearts.org

How Much Funding Can I Apply For?

In order to be eligible for Group 4 as part of COCA's Cultural Grant Program, applicants must apply for a total of **\$5,000 or less** for a single program. The total request for funding may not be more than 20% of the organization's total allowable operational budget.

For the purpose of calculating your allowable funding request, "allowable operating income" is operating cash earned during your **most recently completed fiscal year for which you have submitted a 990/990-N** and can include a maximum of 15% in kind income. (See Section C "Operating Budget:" Column A, line 10)

State Partners

If you answered "yes" to question 1A on page 7, you may be eligible to apply as a State Partner. There are two categories of State Partners: "General/Educational" and "Destination." In order to be eligible for COCA's Small Grant, State Partners may only apply for a total of \$5,000 or less, for a single program.

State Partner – General/Educational

General or Educational Partners can apply for programs which demonstrate efforts to enhance Leon County tourism or which create broader public access, benefit, and participation in arts and cultural events in our community. Educational programs will be designed for and presented to general public, K-12, or lifelong learning but not be primarily for university-enrolled students.

State Partner – Destination

A Destination is a permanent facility and/or site that is open to the public at least 180 days per year that has regular programming directed to the general public and tourists and has a documented impact on tourist visitation

For university affiliated applicants, the figures provided in the Operating Budget are related to the specific department, division, or program applying for the grant—not the entire school's or foundation's budget.

To qualify as a State Partner, you must be able to answer "yes" to the questions below.

If you answer "no" to any of these questions, your organization does not qualify as a State Partner. You may be qualified in another category (see pg. 7).

1. Are you eligible to apply? (See pgs. 7-8) Yes No

2. If applying as a State Partner—Destination, can you provide evidence of outside review of your organization's finances either through an accountant's statement or independent audit that will verify the level of private funding? Yes No

Note: No more than 15% of the total funds for COCA's Cultural Grant Program in a given year will be awarded to State Partner applicants. See page 15 for details on funding order.

Please Note: Fundraising organizations affiliated with state supported cultural organizations, such as Friends of, Foundations, and Citizens Support Organizations, and K-12 schools themselves **are not eligible** to apply for this grant. Instead, the state supported cultural organization itself, including college or university schools, departments, or other officially recognized entities, may be eligible to apply for a grant under the special designation of State Partner.

How Do I Apply?

1. Determine if you are eligible.

If you can answer YES to all of the questions (1-10) on pgs. 7-8 (You must be able to answer "YES" to **either** question 1 or 1A), then you are eligible to apply. If you do not meet these requirements, please do not apply for a grant.

2. Determine which group you qualify for. Refer to the specific guidelines on pg. 9. Group 4 applicants can request no more than \$5,000 for a single program.

3. Read instructions and tips for each section. Before you begin your application, it is important to know:

- how much funding you can apply for
- how you can and can't spend grant funds
- when you can spend the grant funds
- what rules you are going to have to agree to
- how your application is going to be scored

4. Complete your grant application.

Each section has its own instructions; please read and follow these instructions carefully. There are tips in each section to assist you as well. Application forms can be found at <https://coca.tallahasseearts.org/services/grant-programs>.

5. COCA courtesy technical review (optional). COCA offers optional, individual technical reviews to all applicants by appointment. These reviews help you identify and correct technical errors in the final draft of your application so you can earn a perfect technical score. If there are errors to correct after the first technical review, feel free to resubmit another complete draft(s) for additional review(s). The most effective technical review occurs when an organization submits a complete draft of the application. When only some of the items are submitted, there may be other errors that are impossible to identify. You must submit a complete copy of your application prior to your technical review. We strongly recommend that you take advantage of this opportunity.

Appointments may be scheduled **through Sept. 18, 2020** (one week prior to application deadline).

6. Before submitting your application, review the checklist on pg. 29. Go down the list and be sure you have everything and that it is in the order indicated. Technical points are deducted from your score for missing, incorrect or incomplete information. Please see pgs.14-15 for an explanation of technical points.

7. Submit your entire application including support materials, electronically. Please follow the instructions for creating and submitting the electronic copy of the application on p. 30.

8. The application deadline is Sept. 25, 2020 at 11:59pm. Late applications will not be accepted under any circumstances.

Submit your completed application to COCA by emailing it to info@tallahasseearts.org, or email the link to your files from a cloud storage service like Dropbox, Google Drive, or OneDrive. If your files are large, we recommend submitting them via cloud storage service.

If you have difficulties with the submission of an electronic application, please email us.

9. Submit the online Economic Impact Survey by Sept. 25, 2020.

The online survey can be found at <https://cocaform.wufoo.com/forms/r4wthoc0pf49d9/>. The survey must be submitted by the grant application deadline in order for your application to be complete.

How Can Grant Funds Be Spent?

- There may only be one application per year for funds to benefit any single organization.
- All funds must be spent within the grant activity period of October 1 through September 30. Funds that are not spent within this timeframe (or for the specific programs and expenses described in your application) are subject to repayment.
- Applicants will detail how grant funds, if awarded, will be used to support and/or promote one of the organization's programs, publications, events, or other public activities.
- All applicants must request \$5,000 or less in grant funding.
- All events and activities funded by this grant must be for the public and not be intended for an exclusive target group only. Any fees charged to participate should be reasonable and not so high as to effectively exclude a large group of people.

Please refer to the Sample Panelist Score Sheet on page 16 for more details on the criteria used to evaluate your grant proposal.

Please be certain that panelist have enough information in your application to evaluate your programs based on each of the scoring criteria.

Allowable Expenses & Non-Allowable Expenses

Examples of allowable expenses include:

- marketing and promotion
- royalties
- exhibit rentals
- guest artists, technicians or teachers
- a percentage of salaries as they directly relate to programs
- printing and graphic design
- exhibit costs
- sets and costumes
- lumber, supplies and equipment
- postage and freight
- a percentage of facility costs as they directly relate to programs
- any other expenses directly attributable to programs (except for non-allowable that follow)

Grant funds may not be used for capital expenses. For the purposes of this grant, capital expenses include building projects, acquisitions, renovations, land acquisition, and other permanent improvements to physical plant (i.e. new roof, air conditioning systems, security fence, lighting grid). Capital expenses also include the purchase of equipment that is not directly related to the production of events or exhibits.

For example, a projector for closed captioning, stage lights, film projector, artwork for a permanent collection, or interpretive items for an exhibit are allowable. A copy machine or a delivery van is not.

Grant funds may not be used for general overhead that is unrelated to programming and/or promotion (i.e. financial audit, board retreats, decorating the facility, etc.) Keep in mind that some grant funds may be used on a portion of administrative costs that directly relate to programming and/or promotion (payroll, insurance, rent, office supplies, postage, etc.).

Grant funds may also not be used for:

- private or exclusive entertainment (i.e. parties, receptions or benefits that are not open and accessible to the general public)
- bad debts, contingencies, fines and penalties, interest, and other financial costs
- re-granting
- contributions and donations
- religious programs
- operation of privately-owned facilities (i.e. studios, homes)
- third-party grant administration (indirect costs)
- lobbying or attempting to influence federal, state or local legislation
- or any other expenditure not authorized by Chapter 112 of the Florida Statutes.

Leon County discourages line item requests if you are eligible to apply to this grant fund or others.

If your program is receiving a grant from Visit Tallahassee or CHSP (Community Human Services Partnership), that same program **WILL NOT** be eligible to receive County support through COCA's Cultural Grant Program during the same grant year.

How Are Applications Reviewed?

Technical Review Process:

Your applications will first be reviewed by COCA staff to confirm eligibility. If eligible, the application must also meet certain technical standards. (See “scoring” section on pgs. 14-15).

To avoid technical errors, applicants are urged to take advantage of COCA’s Courtesy Review Process. Make an appointment with COCA for a complimentary technical review on or before Sept. 18, 2020.

Panel Review Process:

COCA uses a citizen review panel process, similar to both the State and NEA grant programs, to make recommendations for funding. Panels are composed of non-profit business people, tourism professionals, community leaders, artists, educators, experts in cultural disciplines and others as deemed appropriate for review criteria. Nominations for panelists are welcomed year-round by COCA. A link to the panelist nomination form is on page 31.

In appointing panel members, COCA gives consideration to geographic representation, minority representation, professional acumen, objectivity, and diverse aesthetic, institutional, and cultural viewpoints. All panelists must comply with the Standards of Conduct for Public Officers and Employees of Agencies as set forth in F.S. Section 286.012. Panelists are instructed to recuse themselves from the discussion and scoring of any application from an organization in which they:

- serve as a board or staff member
- serve as a key volunteer
- serve as a paid consultant
- have any other formal association or other experience which will give the appearance of a conflict

Staff and Board members of COCA (as well as their spouses) and/or any applicant organization will be ineligible to serve as a voting panelist for the Cultural Grant Program.

Applicants attending panel meetings will be available to answer questions asked by panel members but not be allowed to elaborate on their grant beyond those questions. Applicants will be allowed to respond to all questions and comments from panel members during the review meeting. All panel proceedings are open to the public.

A member of the COCA Board of Directors will attend each panel meeting but doesn’t review or score the applications. Members of COCA’s staff will be present to provide technical assistance.

The panel’s recommendations will be reported to the COCA Board of Directors which approves all recommendations before forwarding to the City and County.

The COCA Board is authorized to amend such recommendations based on new information not made available to the panel. Examples of the types of new information that may prompt such amendment include, but are not limited to: a panelist conflict of interest not disclosed at the panel meeting; misinformation presented at the panel meeting by someone other than a designated applicant representative; COCA staff error discovered after the panel meeting; bankruptcy or other fiscal concerns; or changes in the applicant’s staff or operations that would impair implementation of the proposed grant activity.

Applicants will be notified of the final outcome of the grants review. **No award is final, however, until the City and County Commissions approve their annual budgets. Funding for this grant program is contingent upon City and County budgets and tax collections.**

Scoring: Technical and Quality Points

Your entire application will receive a single **technical** score. Each of your separate program requests will receive its own **quality** score.

Technical and quality scores will be combined for a final total score for each program request (maximum of 100 points).

Technical Scoring

Applicants can earn a maximum of 50 technical points. Technical points will count towards 40% of your final scores. These points are objective and unrelated to the quality of the information presented.

For example, if you do not submit a required attachment, the technical reviewer will automatically deduct 5 technical points.

If you do submit the required attachment, no points will be deducted. The technical reviewer does not judge or evaluate your attachment in any way. The merits of materials will be evaluated by the panelists and reflected in your quality score.

Technical deductions and their point values are as follows:

- Organization can produce no evidence of funding recognition to COCA/Leon County-Visit Tallahassee/City of Tallahassee in grant-funded programming and promotional materials. (See pg. 17 “Funding Recognition” for requirements). Grantees will be required to provide proof of funding recognition in the Final Report of the previous fiscal year (5 points).
- Items on forms are left blank (1 point each).
- Responses to narrative questions are omitted (5 points each).
- Required items, forms, or attachments are omitted in either electronic or paper format of your application (5 points each).
- Technical points (1 point each) will be deducted for line item category totals which do not add up correctly and for mathematical, typographical, or other errors.
- Your budgets must balance. If not, 10 technical points will automatically be deducted from your technical score.

- Make sure the full grant amount you are requesting in this application appears in the Operating Budget on line 7g Column D. If not, 1 technical point will be deducted.
- Don't forget to include the starting and ending dates of your fiscal year. 2 technical points will automatically be deducted if either is left blank.
- Make sure all of your numbers are rounded to the nearest dollar. 1 technical point will be deducted if you fail to round.
- Be sure your total in-kind is no more than 15% of your total operating expenses for any single fiscal year. 1 technical point will be deducted for each instance of in-kind exceeding 15%.

Applications earning fewer than 20 technical points will not be considered for funding.

Technical tips are provided throughout the application to help you earn a maximum technical score. We will gladly help you identify and resolve any technical errors before you submit your final draft.

Quality Scoring

Each program for which you are seeking funding will receive an individual quality score. Panelists will review your application and award up to 50 quality points per program request.

See the Sample Panelist Score Sheet on page 16 for information on specific evaluation criteria.

The high and low quality scores for each program request will **NOT** be dropped.

The scores will be averaged and will count towards 60% of the final grant scores for each program request.

Calculation of Final Score(s):

Quality points count more toward your final score (60%) than technical points (40%).

This means that a program request with a technical score of 44 and a quality score of 49 will earn a higher total score than a program request with a technical score of 49 and a quality score of 44.

Example #1: Higher Quality Score

Technical Score: The technical reviewer deducts a total of 6 points for a technical score of 44.

Quality Score: The panelists award your program request an average score of 44.

Total Score:

44/50 (technical) x 40%= 35.20

Plus

49/50 (avg. quality) x 60 %=58.80

Equals

94.00 (total score)

Example #2: Higher Technical Score

Technical Score: The technical reviewer deducts a total of 1 point for a technical score of 49.

Quality Score: The panelists award your program request an average score of 44.

Total Score:

49/50 (technical) x 40%= 39.20

Plus

44/50 (avg. quality) x 60%=52.80

Equals

92.00 (total score)

Funding Formula

Below are examples of the funding formulas used to determine the potential maximum funding for requests. Keep in mind, these formulas are guidelines, not guarantees. COCA's Board of Directors has sole and final discretion to set funding formulas to be applied consistently based on the grant panel scoring.

<i>Total Score</i>	<i>Maximum Funding</i>
95 – 100	100% of request
90 – 94.9	90% of request
85 – 89.9	80% of request
80 – 84.9	70% of request

For one exception to this formula, please see #1 under "Funding Order" below.

Applications scoring less than 80 will not be funded.

When determining the final scores for funding purposes, numbers will be rounded to one decimal place only and not to the whole number. For example, 91.9 will not be rounded to 92.

Funding Order

Group 4 requests will be ranked and funded along with all other cultural grant program requests. Once all program requests have been scored, funding will be recommended as follows:

1. Program requests from organizations requesting total funding of \$5,000 or less that score 92 or higher will be recommended first for funding.
2. Next, funding will begin with the highest scoring program request, and continue down until it is no longer possible to fund the next highest-scoring program request at the formula level due to exhaustion of funds.
3. The remaining funds will be allocated to the next highest scoring program request. (If this amount is insufficient to carry out the proposal, the applicant may decline the funding, and the remaining funds will be given to the next applicant).

In case of a tied score, the organization with the higher quality score will be ranked higher. In the case of a continuing tie, the remaining funds will be prorated between all tied applicants based on their amount requested.

No more than 15% of the grant program's total funds in a given year will be awarded to State Partner applicants. Their programs will be ranked with all applicants in the process described above, but only the top scoring State Partner programs will receive funding if the 15% threshold is reached before the total grant funds are exhausted.

Because each program request is scored and ranked individually, it is possible that a single organization may have some of their requests recommended for funding while others may fall below the funding threshold.

No award is final until the City and County Commissions approve their annual budgets. Funding for this grant program is contingent upon City and County budgets and tax collections.

Request for Reconsideration

Any applicant wishing to request reconsideration of its quality, technical, and/or combined score must submit a written and signed request for reconsideration to the COCA Board of Directors within 72 hours (on working days) after the grant panel meeting announcement of the verified scores (approved by the COCA Board).

Such requests for reconsideration will be forwarded by the Chair of COCA's Board of Directors to the full panel, which will review the request(s) and announce its final, unappealable decision at a public meeting within approximately seven (7) days, but no more than fourteen (14) days, following the submission of the request.

Cultural Grant Program – Group 4

Sample Panelist Score Sheet

After reviewing your application, panelists will use the following tool to assign a quality score of 1-50 for each of your program requests. Written comments will also be provided.

Organization Name:	
Program Goals Section	
This grant, if awarded, will fulfill one or more of the following goals (check all that apply for each program):	Program 1 (Please check all that apply)
This program contributes to the appeal of Leon County as a visitor destination by offering popular, ongoing, and/or unique activities or events as described in the Statutes (required for eligibility).	
This program provides educational opportunities to young people or adults.	
This program produces arts, history or cultural programs with exemplary standards and objectives.	
This program serves a special or diverse population or meets a unique need.	

Note: If program has no check marks, cease scoring for that program and enter a zero for its total score.

Scoring Section	
Organizational Capacity	
Please enter the appropriate score related to Organizational Capacity.	
Scoring Criteria: 5=excellent 4=very good 3=good 2=fair 1=poor	
The organization's planning shows realistic and appropriate future programming plans.	1 2 3 4 5
This organization's artistic, education, and/or administrative personnel (paid or volunteer) have the ability to carry out its programs effectively.	1 2 3 4 5
The applicant has demonstrated support for the organization through other sources of funding, volunteer efforts, program partnerships and documented participation data.	1 2 3 4 5
The applicant exhibits sound fiscal management and administration as evidenced by the grant's narrative and the organization's past and current operating budgets.	1 2 3 4 5
Program Evaluation	
Please enter the appropriate score for the program described.	
Scoring Criteria: 5=excellent 4=very good 3=good 2=fair 1=poor	
Whether serving a large constituency, a special or diverse population or fulfilling a unique niche, this program's impact on and/or service to the community is a good use of public funding.	1 2 3 4 5
This program reflects the mission of the organization.	1 2 3 4 5
The scope of this program is feasible to implement in timeline provided and resources allocated (facilities, staff/volunteers, funding, etc.).	1 2 3 4 5
This program serves an appropriate number of people for the amount requested (taking into account special, diverse, underserved population it targets or unique niche it fills).	1 2 3 4 5
There are clearly articulated goals and useful methods of evaluating and documenting the success of this program (that extends beyond attendance figures).	1 2 3 4 5
The marketing plan described for this program is sound and feasible. For the program to be eligible for tourism funding as an activity or event, its promotional plan should demonstrate tourism marketing.	1 2 3 4 5
Total score for each program (out of 50): (will be the sum of Section A total added to the Section B individual program total.)	

Panelists will also provide comments on separate page

Important Information for All Applicants

Grant Period: All grant funds must be spent between 10/1/20 and 9/30/21. There can be only one application per grant period for funds to benefit any single organization.

Non-Discrimination: By submitting this application, applicants agree they do not discriminate:

- On the grounds of race, color, or national origin (including limited English proficiency), in accordance with Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d et seq.).
- On the grounds of disability, in accordance with Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and the Americans with Disabilities Act of 1990 ("ADA") (42 U.S.C. 12101-12213).
- On the basis of age, in accordance with the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.).
- On the basis of sex, in any education program or activity, in accordance with Title IX of the Education Amendments of 1972 (20 U.S.C. 1681 et seq.).
- On the basis of sexual orientation or gender identity in accordance with the City of Tallahassee's Anti-Discrimination and Anti-Harassment Policies and Procedures.

Should there be a discrimination concern regarding a grantee, a copy of COCA's Civil Rights Complaint Policy is available upon request.

For further information and copies of the non-discrimination regulations identified above, contact the National Endowment for the Arts' Office of Civil Rights at 202/682-5454 or 202/682-5695 Voice/T.T., or link to them through their web site at www.arts.gov. COCA will also gladly provide assistance with accessibility planning. Email us to arrange a consultation.

Intellectual Property Rights: It is the responsibility of applicants to hold the rights for any intellectual property (scripts, images, music, etc.) used in programs funded by this grant.

Funding Recognition:

COCA Grantees are required to include the COCA logo, the combined Leon County-Visit Tallahassee logo, and the City of Tallahassee logo on grant-related visual marketing materials (online, print, and media) developed for the funded program. To see logo guidelines, visit <https://coca.tallahasseearts.org/services/grant-programs>.

Whenever you include online funding recognition (on your organization's website and email marketing for example), the combined Leon County-Visit Tallahassee logo should be linked to www.VisitTallahassee.com, the City of Tallahassee logo should be linked to www.Talgov.com, and the COCA logo should be linked to www.TallahasseeArts.org whenever possible. Grant-related marketing materials should be submitted to info@tallahasseearts.org, who will obtain approval from Leon County administration prior to the publication, dissemination, or release of marketing materials.

Grantees are encouraged to submit their marketing materials before a new fiscal year begins, as they may be able to get annual approval for certain types of collateral (such as posters or emails), as long as the subsequent logo use is identical. Please note: Grantees which have been funded for the current fiscal year and anticipate funding for the subsequent fiscal year are encouraged to continue following the recognition policy described above when promoting their upcoming season or programs for a new fiscal year. Inclusion of logos is necessary when recognizing support of sponsors and should appear on most, if not all marketing materials. This is not required where space is limited and there is no reasonable space to provide recognition for sponsors.

Wherever other sponsors for your grant program are included, COCA, Leon County-Visit Tallahassee, and City of Tallahassee logos should also be included. For ease of use, a "combination logo" of City/County/Visit Tallahassee and COCA may be used on all print media. However, the combination logo may not be used for online funding recognition, as online funding recognition must include individual logos with hyperlinks to the appropriate agency.

Grantees who fail to properly acknowledge COCA, the City of Tallahassee, and Leon County-Visit Tallahassee in any of their grant-related marketing/promotional materials during the grant cycle will have 5 technical points deducted from the next grant application which the organization submits to COCA. Our government partners are dedicated to supporting worthwhile local events through grant programs and other promotional opportunities but reserve the right to reduce or eliminate grant funding for organizations that do not comply with grant recognition policies. Grantees will be required to submit copies of proof of grant acknowledgment at the time of the final report.

Changes to Programs: Grant funds may be used only for those programs or purposes specified in the application and approved by the grant review panel. Any significant changes in the organization or its programs (i.e. budget, schedule, scope, personnel, etc.) must be submitted as an amendment at the time the changes take place, and approved in advance in writing by COCA. A Grant Amendment Request form is available for download at <https://coca.tallahasseearts.org/services/grant-programs>.

Grant Reports: Each Group 4 grant recipient will only be required to submit one, final report of all funds disbursed to their organization using forms provided by COCA. See pg. 4 for specific deadlines. Grant Report Forms are available for download at <https://coca.tallahasseearts.org/services/grant-programs>.

An applicant must demonstrate that they:

- implemented the program(s) for which they received funding
- spent the grant funds on allowable expenses and as indicated in their application
- spent all grant funds within the grant activity period

Failure to do so, or failure to do so in a timely manner, will require the applicant to fully repay any funds received and become ineligible for future funding.

Previous late, incomplete or inaccurate reports will not result in a loss of technical points. However, panelists will be informed about an applicant's reporting history and can use their discretion to deduct points from the applicant's quality score.

In extreme/unusual circumstances, an organization may request an extension from the COCA Board of Directors.

The Application

A. Basic Information and Statement of Certification and Compliance

Instructions and Technical Tips:

- Current, electronic copies of all forms are also available on COCA's website at <https://coca.tallahasseearts.org/services/grant-programs>.
- Each item on this form is required - **do not leave any blanks**. Technical points will be automatically deducted from your technical score for each unanswered question or for incorrect information. See pg.14 for technical scoring guidelines. If a field doesn't apply to you, mark it "not applicable" or use the checkbox provided.
- Double check your grant request figure. Applicants sometimes revise budget forms but forget to update the number on the final draft of the basic information form.
- Be sure you correctly calculate, and are eligible for, the total grant amount requested. Two technical points will be deducted for errors.

Definitions:

Applicant Name: Use your organization's legal name and address (*the ones that match your IRS determination letter of tax-exempt status*). If you use a popular name that is different, you may note it in parenthesis after the legal name. *Example: A.B.Coleman Resources, Inc. (ABC Gallery)*

Contact Information: Enter a name, title, and contact information for the person with full authority and responsibility for providing information and documentation on all activities, services and expenditures associated with this grant request. *If this information changes during the grant period, please update COCA immediately.*

Federal ID#: Also known as "Employer Identification Number." Enter the 9-digit number that was assigned by the IRS.

Proposal Summary: Briefly describe the program for which you are requesting funding.

Examples:

- *Tallahassee Puppet Theatre will engage residents and tourists in the art of puppetry through its Marionette Series (5 full-length plays), Geppetto's Workshops (year-round educational opportunities), and by hosting the 5th Annual Puppetpalooza Regional Conference in Tallahassee.*
- *Haiku-By-You will publish, promote and distribute its 18th annual international juried compilation of Haiku poetry. In addition, Haiku-By-You will coordinate with local K-12 teachers to create a series of lesson plans to feature Haiku and culminating with a downloadable chapbook of student work*

Grant Category: Use pg. 9 to determine your grant category and be certain you qualify in that category. COCA staff will not re-categorize your grant. **If you are not qualified in the category you select, your application will not be accepted.** *Please contact COCA if you need help determining the correct category for your organization.*

Amount of Grant Request: The maximum grant request amount for Group 4 category is \$5,000. This number (in almost all cases) will match the grant request shown on Column D, line 7g of your Operating Budget (Section C) and must match the sum of grant request shown in Section D of your application. *If a grant request exceeds the maximum allowable amount for your grant category, COCA will modify your request amount.*

Facility: The facility or facilities where the majority of events/activities funded by a grant will take place. If more than one, write "Multiple" and include them in your proposal narrative.

Program Goals: Programs selected for funding should share at least one of the goals of this grant program. Identify which goals of the Cultural Grant Program your program(s) meet. Check all that apply.

A. Statement of Certification and Compliance

Instructions and Technical Tips:

- This section of the application must be completed, signed and dated, or your grant application will not be accepted.
- Current, electronic copies of all forms are available on COCA's website at <https://coca.tallahasseearts.org/services/grant-programs>.

B. Narrative Questions

Instructions and Technical Tips:

- Do not skip any of the required items. If an item doesn't apply to your organization, write "not applicable" or briefly explain why. Each skipped narrative item will result in an automatic deduction of five (5) technical points from your score.
- Complete and save the application form. Use Adobe Reader (free download). Mac users should also use Adobe Reader (not Preview). Submit the PDF of the completed application form and the signed certification page.
- In-person programming under consideration for funding must take place in Leon County. Virtual events should be available to Leon County residents as well as visitors/tourists.
- Do not reduce font size. Do not include any hyperlinks, images, logos, media, or graphics.
- Character limits apply to each answer field. If your answers exceed the character limits, panelists will not be given additional pages. Keep your language fun and engaging. You want to make readers as excited about your programs as you are.
- Five (5) technical points will be deducted for each missing document.
- Contingent items (see pg. 25) are only required for some applicants. If they are required for your organization, and they are not included, five (5) points will be deducted for each missing item.
- COCA recommends that you include up to six (6) supplemental materials (no more than 24 individual pages). Title each item and upload as separate documents. Please focus on quality and not quantity of materials. Don't include negative reviews, muddied photocopies, or tiny print. If materials are in a language other than English, include a translation. There will be no automatic point deductions if materials are not included.

Narrative Questions 1-10:

1) **What is the mission and purpose of your organization?**

2) **Provide an overview of your organization's current and upcoming programs, activities and services.**

Include the following:

- Core programming; workshops and classes; internship programs; outreach initiatives; special events; fundraisers.
- Attendance and participation figures for each program.

3) **List your organization's board of directors and summarize their responsibilities to your organization.**

Include the following:

- A description of your board type (policy, governing, etc.) and meeting schedule.
- Professional affiliations of each member.
- By-law requirements for any member.

Narrative Questions 1-10, cont.

4) Identify your organization's key personnel (paid or volunteer).

Include titles, bios, and briefly describe responsibilities for each position. Participating artists may be included.

5) Describe the sources, types and levels of community support received by your organization.

Include collaborative partnerships, revenue, and efforts to sustain or increase this support.

6) Explain any special fiscal circumstances that may exist for your organization.

Include any significant changes in annual operations, impact related to COVID-19, reasons for any deficits, and resolution strategies.

7) Describe your organization's efforts to inclusively serve a special population or need, fills a unique niche, or provide programming to an underserved area. (1500 characters) Include in your answer:

- How your facilities, programs and events are accessible to persons with disabilities and other special populations.
- How you engage members of the community in the creative and/or artistic process
- Past and planned efforts to broaden outreach and increase involvement across ability, age, economic status
- How these efforts relate to your particular artistic/cultural discipline

8) Describe your organization's efforts to highlight cultural diversity and inclusion. Explain how these efforts provide distinctive arts, history and cultural offerings. (1500 characters) Include in your answer:

- How your organization serves culturally diverse constituents.
- Current demographic composition of your board, staff, volunteer pool, and audience.
- Past and planned efforts to broaden outreach and increase involvement across ethnicity.
- How these efforts relate to your particular artistic/cultural discipline.

9) Describe the program for which you are requesting funding.

Include the following:

- Relevance to the organization's mission.
- Scope of program and timelines.
- Number of events and expected participation and/or attendance. Include participant fees and how special populations or underserved communities will be served.
- Goals and anticipated outcomes.
- Program evaluation/measurement (milestones for attendance/participation, enrollment or sales figures; independent third-party review; audience/member surveys or focus groups; etc.)
- Marketing plans.
- Other information for the panelists to use in evaluating your programs.
- In-person programming under consideration for funding must take place in Leon County. Virtual events should be available to Leon County residents as well as visitors/tourists.

10) How does your organization attract tourists and/or lengthen the tourist's stay in Leon County?

Include the following:

- Partnerships with other organizations
- Promotional efforts designed specifically to impact tourism.
- Projected tourist participation and attendance
- Impact on tourism.

C. Operating Budget

Instructions:

Budgets provided on this form are based on your organization's fiscal year.

Figures in the "completed" Column B are subject to verification by COCA and/or local government.

Lines 1-23 of this budget are intended to show your organization's fiscal activities as they relate to day-to-day operations.

Include information relating to programs, overhead, and administration.

Do not include activity related to capital campaigns or capital expenses (such as purchasing, building or renovating a facility), endowment funds, or any other funds restricted from general operating use. Report these fund balances on lines 26-28 instead and, if you think it would be helpful for the panelists, attach a brief description of each fund.

Do not include any COCA Cultural Facilities Grant awards (or other facilities grant awards) you may have received.

Do not include activity related to depreciation of fixed assets.

Technical Tips:

- Use the forms provided. Current, electronic copies of all forms are available on COCA's website at <https://coca.tallahasseearts.org/services/grant-programs>. These forms have built-in formulas and have been locked for your protection. **If you choose to unlock and alter the form please be very careful.**
- Double check your work. **1 technical point will be deducted for line item category totals that do not add up correctly and for mathematical, typographical, or other errors.**
- Your budgets must balance. **If not, 10 technical points will automatically be deducted from your technical score.**
- Make sure the full grant amount you are requesting in this application appears in Column D, 7g. If not, **1 technical point will be deducted.**
- Don't forget to include the starting and ending dates of your fiscal year. **2 technical points** will automatically be deducted if either is left blank.
- Make sure all of your numbers are rounded to the nearest dollar. **1 technical point will be deducted if you fail to round.**
- Be sure your total in-kind is no more than 15% of your total operating expenses for any single fiscal year. **1 technical point** will be deducted for each instance of in-kind exceeding 15%.
- It's a good idea to anticipate any questions panelists may have about your budgets. You can provide answers in Section B, question 6 of your application, and/or attach additional information with your supplemental materials.
- Do not enter cents into the form. While the spreadsheet will automatically round to the nearest dollar, the cents will still be recognized in the background and may cause your budget to be out of balance.

Operating Budget – continued

Definitions:

Completed Year – Your organization's most recent completed fiscal year. Column B will include actual numbers as documented in your accounting records for the full 12-month period. Round to the nearest dollar, but do not estimate. *Figures in these columns are subject to verification by audit.*

Current Year – The budget your organization is using to guide its current fiscal year. *Column C will include budgeted estimates for the full 12-month period.*

Next Year – The budget your organization will use to guide its next fiscal year. *Column D will include budget estimates for the full 12-month period. In most cases, this is the fiscal year in which you would receive this grant.*

Contracted Services Revenue – Revenue earned through sale of services. *Include workshops, tuition, government contracts for specific services, performance or residency fees, booking fees for tours, etc.*

Government Support – Include grants (requested or received) from COCA's Cultural Grant Program on line 7g only. Include the full amount of this grant request in Column D, line 7g as projected income.* Include past awards received from the Cultural Grant Programs through COCA in Columns B and C. **If grant disbursements fall across dual fiscal years, report them accordingly. Note: Since this budget should not include capital expenses, any grants for capital projects will not be included here.*

Cash From Savings – If your total operating expenses are greater than your total operating income, you will have a deficit for the year. Enter the portion of that deficit that was covered from your savings account, restricted funds, advances on grants or contracts, and/or other internal sources of cash.

Cash Borrowed – If your total operating expenses are greater than your total operating income, you will have a deficit for the year. Enter the portion of that deficit that was covered by a bank loan, second mortgage, and/or other sources of cash borrowed from a third-party.

In-Kind – Materials, services, discounts, pro bono consulting and volunteer time donated by individuals or organizations. The value of non-cash donations, including volunteer time, should be calculated at verifiable fair-market value. In-kind may not exceed 15% of the total operating budget. Please note: In-kind totals must be listed in both the income and expense sections of the budget.

Donations given to other entities by your organization are not generally included in your operating budget (scholarships, materials, ticket giveaways, etc.). Only the donations your organization RECEIVES are to be included here.

Personnel – Payment for salaries, wages, fees, and benefits to people considered permanent employees of your organization (full or part-time). Include payroll taxes, benefits and other related expenses here. *You may prorate an individual's personnel expenses over multiple line items if he/she performs multiple roles. Personnel responsible for history programming should be included under "Personnel-Artistic/Curatorial." (Note: These are generally individuals who receive a W-2 at year-end.)*

Outside Fees & Services – Payment to firms or individuals that are not normally considered permanent employees of your organization (i.e. per show staff, freelance artists, accountant, lawyer, consultants, etc.). *(Note: These are generally firms you contract with or individuals who receive a 1099 at year-end.)*

Exhibit/Production/Event Expenses & Educational Programs & Materials – Report all personnel, outside fees & services, facilities, travel, and promotion/marketing under those corresponding line items. Report any **remaining** expenses directly related to your programs here.

Remaining Expenses – Report expenses here that don't correspond to other line items and are not directly related to your exhibits, productions, events or educational programs.

Remaining Cash/Transfer to Other Fund – If your total operating income is greater than your total operating expenses, you will have a surplus for the year. Enter that difference here to show remaining cash, or to indicate deposit of cash to a savings account, capital or endowment account, additional (unscheduled) debt repayment, etc.

Working Cash Reserves – Savings accounts, cash reserves or investments available to spend on general operations or programs. Report the ending balance for each year. *Do not include reserves that are restricted from general use such as endowment, capital or other restricted funds. Report those on lines 26-28 instead.*

Accumulated Organization Debt – Amount due at the end of year on lines of credit including bank loans, mortgages, etc.

D. Grant Request Detail

Technical Tips:

- Use the forms provided. Current, electronic copies of all forms are available on COCA's website at <https://coca.tallahasseearts.org/services/grant-programs>.
- Remember, you must only request funding for one program. Group 4 grant applications not following this guideline will not be accepted. Group 4 applicants must only request a total of \$5,000 or less for a single program.
- Make sure all of your numbers are rounded to the nearest dollar. **1 technical point will be deducted** if you fail to round.
- Be sure to complete the items "Grant Funds Requested for This Program" and "Total Program Cost." **1 technical point will be deducted for each missing response.**
- Be sure to describe each line item that has grant dollars attributed to it. **1 technical point will be deducted for each missing description.**
- Double check that all your totals add up correctly. **2 technical points will be deducted for errors.**

Instructions:

- Applicants must show how grant funds, if awarded, will be applied to the program identified in Section B, question 9.
- Be sure to identify the name of the program at the top of the form.
- Budget figures for your Grant Request Detail are based on the grant program's fiscal year (October 1 through September 30).
- Identify the "Total Program Cost (including grant funds)." This total is the estimated cost of the program (grant funds plus applicant cash). Optionally, you may include a breakdown of the total estimated program budget. Do not include in-kind. *If your expected in-kind contributions significantly change the percentage of the program to be funded with grant funds, feel free to add a footnote and explain.*
- Identify the amount of "Grant Funds Requested for this Program."
- Detail the expected use of grant funds by line item and include brief descriptions of specific expenditures.
- All figures should be limited to costs and staffing directly associated with your proposal. *You may include percentages of your staff time and overhead only to the extent that they apply specifically to your proposal.*
- Except in rare circumstances, no line items on these Grant Report Details should total higher than the corresponding line item in the Column D of your Operating Budget, Section C.
- See the operating budget instructions (pg. 22) for definitions of specific line items.

Supplemental and Contingent Items

You may include any supplemental material that you feel will be helpful to panelists in evaluating the overall quality and impact of your organization. Please focus on quality and material that helps to tell your story particularly as related to the programs for which you are requesting funding. You may submit up to 6 items of supplemental materials (no more than 24 individual pages). Title each item and upload as separate documents. The intent of limiting the number of support materials is to help the grant panelists review an appropriate amount of materials, with a consistent number provided from each applicant.

Supplemental material might include programs, catalogs, publicity material, press coverage, photographs, audio-visual material, organizational chart, brief history of the organization, etc. Panelists will not be able to review audio-visual materials at the panel meeting.

Applicants must submit an electronic copy of all supplemental materials. For instructions on submitting an electronic copy of supplemental materials, please see pg. 30.

Supplemental material may also include:

- Recent support letters: Correspondence from people who benefit directly from programs related to your proposal (participants, students, audience members, tourists, tourism partners, etc.) and/or letters of support from collaborating organizations or individuals showing evidence of support. Limited to four pages. Please note: letters from public officials are not generally useful unless the officials are personally familiar with your organization.

In order to avoid the appearance of a conflict of interest, no support correspondence should be included that is written by COCA staff or board members (see <https://coca.tallahasseearts.org/about-coca/coca-staff> for a current list). If so, those letters will be removed from your application prior to panel review.

- List of productions, exhibitions, concerts and/or publications your organization has recently produced/presented: Consider including the total attendance/participation figures for each event (audience, artists, and volunteers). *To calculate these numbers, you may use “instances of participation” – each visit to your facility by a single person (i.e. multiple visits count as multiple instances of participation.)*

CONTINGENT ITEMS (Please include the following items, if applicable)

- **Partnership acknowledgment.** Required only if your funding proposal is contingent on the participation of a key partner(s). Commitment can be documented through letters, emails, or signed contracts. (For example, Puppetry Tallahassee will team with ABC Gallery to host nationally-known artist Julie Taymor for a local exhibit and performance. Without a commitment from ABC Gallery and confirmed interest from Julie Taymor’s agent, the proposal is not viable.)
- **Letter of support from the Agency Head, Division Director, Dean, Department Chair or University Supervising Official of the applicant.** Required of State Partner applicants only.

Local Economic Impact Survey

Required of all applicants this year.

The Local Economic Impact Survey is designed to capture information on the local economic impact of arts and cultural organizations. This survey is required as part of your application for funding and you will be reporting on data from your most recently completed fiscal year. All numbers indicated in the survey reflect dollars spent in Tallahassee/Leon County only. The survey captures attendance, volunteerism, and tourism figures. To complete the survey, please visit the COCA Grant Program homepage at <https://coca.tallahasseearts.org/services/grant-programs>. The online survey can be found at <https://cocaform.wufoo.com/forms/r4wthoc0pf49d9> and must be completed prior to the grant application deadline in order for your grant application to be considered complete.

The information in these surveys is combined with that of other applicants and used for research purposes only. It is not shared with grant review panelists and does not impact an applicant's quality score. Our goal is to help promote the arts within and outside of our community with this information. Feel free to incorporate local economic impact figures into your narrative as you state your organization's case for funding.

Definition of Hotel/Motel Bed-Nights

If reporting hotel/motel bed nights generated from your activities, keep in mind that one person spending three nights in a hotel is equal to three bed-nights. Two people spending three nights each in a hotel is equal to six bed-nights.

Helpful Hints

When Preparing Your Application...

- Give yourself plenty of time to study the instructions and prepare and proofread your application.
- Make absolutely certain your budgets balance. Check and double-check all arithmetic. Use asterisks and footnotes to clarify anything the panelists might find confusing or questionable.
- Have someone else read your grant application for content and clarity, as well as for proofreading purposes.
- Pretend you are panelist and complete the sample panelist score sheet (pg. 16). Are you able to justify a high score for your application?
- Avoid unnecessary verbiage. A short, clear paragraph is better than a full page of flowery description.
- Be sure to discuss and document your previous successes. Remember, the grant panelists may not be familiar with your organization.
- Submit your grant application in the order specified in the checklist at the end of this document. Panelists may miss vital information and you may lose technical points if pages or answers are out of order.
- Schedule a courtesy technical review.
- Submit your completed application to COCA by emailing it to info@tallahasseearts.org, or email the link to your files from a cloud storage service like Dropbox, Google Drive, or OneDrive. If your files are large, we recommend submitting them via cloud storage service.

Common Mistakes to Avoid...

- Leaving items blank. If a question does not pertain to you, write "not applicable."
- In-kind amount too high. (*Limited to 15% of operating budgets.*)
- Incorrect grant request total on Basic Information Form. (*Remember, if you revise your budget forms, you must also revise your Basic Information Form.*)
- Mathematical errors in budgets AND in budget details. (*Points will be deducted for errors in budget details as well as in budget forms.*)

At the Panel Meeting...

- All applicants are encouraged to send representatives to this meeting. Representative(s) should be able to answer questions and respond to comments about any portion of the grant application.
- Applications are addressed in numerical order, but there is no way to predict the pace of the discussions or determine what time your application will be reviewed. If your representative arrives after your application has been reviewed, the panelists will not be able to re-address it.
- When your application number is called, introduce yourself. Have access to a copy of your grant application in case you need to refer to it.
- You may only speak to respond to questions or comments made by the panelists. You may not give a presentation, update, or otherwise comment during the discussion of your application. Time is set aside for general public comment at the end of the day.
- Try to answer questions as briefly and directly as possible. The panelists will ask you to elaborate if they need more information.
- While a panel meeting can feel intimidating to newcomers, try not to be defensive when answering questions. Panelists may ask about your programs or application, but those questions do not necessarily indicate that they dislike your programs – they are merely asking for clarification. Remember, everyone has the same goal – to distribute the limited funding as fairly as possible.
- If possible, stay for all the reviews, not just your own. Listening to the panelists' comments (positive and negative) about other applications is often the most valuable way to improve your own grant writing.
- Panelist score sheets are public record. You may request copies of your score sheets from COCA beginning the day after the panel meeting.

Please take advantage of the COCA courtesy review process, which will check your application for technical errors before you submit it. Technical errors can cost valuable points that translate into grant dollars lost. Email info@tallahasseearts.org or call 850-224-2500 to make an appointment before Sept. 18, 2020.

Cultural Tourism Resources

Definition of Tourism:

For the purpose of this grant program a tourist means “a person who participates in trade or recreation activities outside the county of his or her permanent residence or rents or leases transient accommodations.”

In order for a program to be eligible for Tourist Development Tax funding a program has to meet this criterion: “If tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.” Refer to *Florida Statutes 125.0104 Section 5(a)(2)* for more details.

The following resources may be helpful in your cultural tourism development efforts. If you know of other resources, please pass them along for COCA to share with your colleagues. Email us at info@tallahasseearts.org.

Visit Tallahassee (Leon County’s Tourist Development Department) enhances the local economy and quality of life through benefits associated with a strong visitor industry: maximizing the number, length of stay, and economic impact of visitors to Leon County. Visit Tallahassee provides a variety of services for visitors including a full-service visitor center, free brochures from attractions and detailed maps. Visit Tallahassee also offers complimentary planning assistance to groups such as conventions, reunions, weddings, motor coach and cultural and sporting events. For more information, go to www.visittallahassee.com.

COCA can help your efforts in promoting your destination and events via radio, television, newspapers, information bureaus, magazines, or on-line with our media guide and other resources. Our Media Guide is regularly updated and expanded to reflect the ever-changing media climate, expose new publicity trends, identify regional resources, and assist you with your marketing efforts. Included in this section are marketing handouts from COCA and Visit Tallahassee that can be used to help promote your events. Visit <http://coca.tallahasseearts.org/resources/media-guide> to view the media guide and other COCA marketing resources.

Suggested ideas to promote tourism include:

- Use COCA’s Media Guide (linked above) to include regional media when submitted press releases
- Use event calendars in Tallahassee and Leon County, as well as those in surrounding counties
- Use social media platforms that can extend your reach outside of our local area
- Include logos and links to COCA’s Tallahassee Arts Guide (www.tallahasseearts.org) on your website(s).
- Include the Visit Tallahassee website (www.visittallahassee.com) in your organization’s website, so visitors can look for hotel and dining ideas
- Use trade publications where appropriate to promote and market your local activities
- Update your listings in local visitor’s guides
- Provide promotional materials to Visit Tallahassee and COCA
- Use COCA’s Tourism Resources (<https://www.tallahasseearts.org/classified/tourism-resources>)

COCA will provide individual consultations on marketing, organizational, programming and tourism strategies.
Call COCA anytime at 850-224-2500 to set up an appointment.

Grant Checklist

You must include the following items in your application as appropriate to your grant category. Please see instructions for individual sections (or contact COCA) if you are unclear about any item on this checklist. Please consult the Instructions for Electronic Submission (p. 30) for instructions regarding the electronic submission process.

A. Basic Information:

- Basic Information Form
- Statement of Certification & Compliance

B. Narrative:

- Narrative items 1-10

C. Operating Budget:

- Revenue
- Expense

D. Grant Request Detail:

- Program 1 (applicants for Group 4 grants must request funding for ONE program only.)

Supplementary and Contingent Items

- Supplementary Materials (*optional – not to exceed six (6) items and no more than 24 individual pages*).
- Partnership Acknowledgment (*only if relevant*)
- Letter of support from the Agency Head, Division Director, Dean, Department Chair or University Supervising Official (State Partners ONLY)

Also required:

Local Economic Impact Survey (complete online)

Instructions for Electronic Submission

COCA requires all grant applicants to submit 1 complete, electronic copy of their grant application. The following guidelines will be helpful in preparing to submit your application. If you have any questions about the submission process, please email info@tallahasseearts.org.

1. Download and complete the required application forms from the COCA website (<https://coca.tallahasseearts.org/services/grant-programs>). Use Adobe Reader (free download). Mac users should also use Adobe Reader (not Preview).
2. Save all your application materials as separate PDF documents (narrative, budget forms, etc.)
3. Please be sure to label all electronic files as indicated below.
 - **A_B_Basic Information__Narrative_Nameofyourorganization**
Basic Information Form
Statement of Certification and Compliance
Narrative (items 1-10)
 - **C_Budget_Nameofyourorganization**
Operating Expenses and Revenues
 - **D_Grant Details_Nameofyourorganization**
Grant Request Detail

Supplementary and Contingent Items

Supplementary Materials Folder (optional)

Contingent Items (if applicable)

Do not exceed a maximum of **6 supplemental items** (no more than 24 individual pages).

Title each item and upload as separate documents. You may save all 6 supplemental items in a folder marked "Supplementary." Please label each item separately as Supplementary 1, Supplementary 2, Supplementary 3, etc. You may also include PDF, sound, or video files as supplemental materials. Please limit your supplemental materials to 250MB.

Please do not abbreviate the name of the section, or the name of your organization in any file name.

Once you have completed and saved the documents, submit the following files to COCA by emailing them to info@tallahasseearts.org, or email the link to your files via any cloud storage service like Dropbox, GoogleDocs, or OneDrive. If your files are large, we'd recommend submitting them via cloud storage service. The electronic copy of your application must be received by COCA no later than Sept. 25, 2020 at 11:59pm.





Partnership Acknowledgment (State Partners ONLY)

Letter of support from the Agency Head, Division Director, Dean, Department Chair or University Supervising Official

E. Local Economic Impact Survey: <https://cocaform.wufoo.com/forms/r4wthoc0pf49d9>

Sample Electronic Submission Group 4 Application

Electronic Submission must be labeled and organized as follows. Applicants who fail to properly label or organize their electronic application in the following manner will have 1 technical point deducted for each mistake in format.

-  Supplementary
-  A_B_Basic Information_Narrative_TallahasseePuppetTheatre
-  C_Budget_TallahasseePuppetTheatre
-  D_Grant Details_TallahasseePuppetTheatre

Grant Panelist Nomination

COCA's ability to recruit qualified and objective reviewers depends on your recommendations. Nominations are accepted year-round for consideration during the appointment process. Current, electronic copies of all forms are available on COCA's website at <https://coca.tallahasseearts.org/services/grant-programs>.

Prepared by



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*This publication is available in alternate formats upon request.
Please call the number listed above for more information.*

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