



**FY21 Cultural Tourism
Marketing Grant Program**

**Administered on behalf of
Leon County Government**



Questions?

Contact: Erica Thaler

Communications and Marketing Manager

Council on Culture & Arts (COCA)

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<https://coca.tallahasseearts.org/services/grant-programs> - COCA grants home page

Purpose

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of arts and cultural organizations and their programming in Leon County. Marketing initiatives should highlight our vibrant and diverse cultural community and attract visitors as part of an overall promotional plan.

Marketing and promotional initiatives should use media outlets and strategies that are not primarily focused on the local Tallahassee/Leon County market and should raise the overall awareness of Leon County as a branded destination.

Applicants must establish quantifiable objectives and conduct a program evaluation to assess the effectiveness of the program.

Grant Program Timeline

Release of grant guidelines.....	July 27, 2020
Grant application deadline.....	Sept. 11, 2020
Grant panel review meeting via Zoom.....	Nov. 6, 2020
COCA Board reviews and approves funding recommendations.....	Nov., 2020*
TDC reviews and approves funding recommendations	Dec., 2020*
Contracts and grant payments issued.....	March, 2020*
All grant funds spent.....	Sept. 30, 2021
Final report deadline.....	Oct. 29, 2021

*dates have not yet been finalized

Eligibility Requirements

1. Grant funds must be used for marketing of arts and/or cultural organizations, programs, and/or venues to residents outside of Leon County. Eligible events, programs or venues must be open and accessible to the general public.
2. Organization must have arts and/or history as its primary purpose.
3. Organization must either be classified by the IRS as a 501(c)3 with a governing Board of Directors that meets regularly and operates under a set of by-laws, or as an 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.
4. Organization must have been providing programming for at least two complete fiscal years.
5. The promoted program(s) must take place in Leon County.
6. Organization must demonstrate commitment to and plan for accessibility for people with disabilities and compliance with ADA.
7. Use of funding for the Cultural Tourism Marketing Grant must be in accordance with all Florida state statutes concerning the use of bed-tax funding as stated below:

To promote and advertise tourism in the State of Florida and nationally and internationally; however, 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; (Florida Statutes 125.0104)

8. Each organization may request no more than \$2,000.
9. Grantees must spend all grant funds by Sept. 30, 2021. Any undocumented or unused expenses must be repaid to COCA by Oct. 29, 2021. Organizations who fail to repay unused or undocumented grant funds will be ineligible to receive any future COCA grant awards.
10. Grantees must provide proof of implementation/final report to COCA by Oct. 29, 2021.
11. Grantees must provide receipts for all marketing-related expenses in their final report.
12. Grantees who fail to properly document expenses or to submit reports at the appropriate deadline will have 5 technical points deducted from the next grant application submitted to COCA. Organizations who fail to repay unused or undocumented expenses will be ineligible for all COCA grant programs until they are in compliance with these grant guidelines.

13. Grantees must include logos for COCA and Visit Tallahassee/Leon County in all grant-related visual marketing materials (online, print and media). All grant-related marketing materials must be submitted to COCA for approval by Leon County administration prior to publication, dissemination, or release to the public. Please contact erica@tallahasseearts.org to submit your materials for approval.
14. Organization must include logos and hyperlinks to COCA and Visit Tallahassee on their websites.
15. Applicants are encouraged to communicate with COCA's Communications and Marketing Manager, Erica Thaler, to clarify any of these guidelines which can be found here: coca.tallahasseearts.org/services/grant-programs.
16. Applicant may not request funding for the same expense item(s) in both the COCA Cultural Tourism Marketing Grant and the COCA Cultural Grant Program applications or any other grant programs funded by Leon County TDT dollars.

How much funding can my organization receive?

Each eligible organization can apply for and receive up to \$2,000.

How can the grant funding be spent?

Funding must be spent to promote and advertise arts or cultural events in Leon County to increase tourism.

Examples of eligible opportunities may include, but are not limited to: • media placement and production (print, online, broadcast, & radio) • printed materials • tradeshow registration fees and booth rentals • video/CD-ROM/DVD production • public relations/media communications • promotional items • website development • graphic design

Some examples of eligible advertising and promotional mediums include:

Regional radio, newspaper or magazine advertisements that will reach outside Leon County

Outdoor billboard ads (outside Leon County)

Online advertisements and/or promoted posts on social media platforms with a broad reach

Advertisements in trade publications or journals

Website development or enhancement

Flyers and/or brochures (for distribution outside Leon County or to visitors)

Marketing and promotional initiatives should use media outlets and strategies that are not primarily focused on the local Tallahassee/Leon County market and should raise the overall awareness of Leon County as a branded destination.

When can grant funding be spent?

All grant funding must be spent during the grant period: Oct. 1, 2020 - Sept. 30, 2021.

Marketing efforts may occur through Sept. 30, 2021 if the marketing is secured and paid for ahead of time and proof of performance can be provided.

What expenses are not eligible for funding?

1. Project activities that do not meet the eligible uses of the Florida Statutes 125.0104
2. Existing deficits
3. Lobbying
4. Educational conferences, advocacy program and membership dues
5. Travel expenses, including accommodations and non-public relations or marketing-related transportation (travel to and from meetings will not be reimbursed)
6. Food or alcoholic beverages
7. Expenses associated with programs outside of Leon County
8. Projects or events that are extensions of training or academic programs
9. Scholarships, awards or cash prizes
10. Benefits, galas and projects planned primarily for fundraising
11. Loans, interest on loans, fines, penalties, costs of litigation or items for resale
12. Problems that result from inadequate planning or budgeting or unsuccessful fundraising
13. Projects or activities which have a primary purpose that is religious. Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met:
 - a. The funded program has a secular purpose
 - b. The primary effect of the funded program does not advance or inhibit any religion or religious activity
 - c. The activity is open and advertised to the general public
14. Office supplies or administrative costs not directly affiliated with grant program
15. Equipment (except rental costs directly affiliated with the funded project or program)
16. Capital building expenses
17. Meals, refreshments and/or catering expenses

How do I apply?

1. Applicants are encouraged to schedule a virtual marketing meeting or phone call with COCA's Communications and Marketing Manager, Erica Thaler.
2. With the impact of COVID-19, in your application narrative, you will be required to state whether your activity, service, venue, or event programming is in-person, virtual or both. For in-person programming, applicants must also include a COVID safety plan to provide safe and secure programming. This COVID safety plan can be presented as an attached as a document to your application. It should include: guidelines for personal/group safety; public health/sanitation measures; standard protocols for visitors/attendees/general public and for participants/vendors/staff/volunteers/teams.
3. Applicants must electronically submit the application form to COCA by Sept. 11, 2020. Please download the free Adobe Acrobat Reader at <https://get.adobe.com/reader/> to fill out the application (the application will not work using Apple "Preview" software).
4. Grantees must submit a final report which will include an itemized media invoice (and receipts) reflecting date, description, and dollar amount of all marketing-related expenses by Oct. 29, 2021. Applicants must also return any unused or unreported funds to COCA by Oct. 29, 2021. At the time of their final report, applicants must submit proof that the project was implemented. Refer to the Proof of Payment and Performance document for more information, click here:

https://coca.tallahasseearts.org/uploads/documents/Proof_of_Payment_and_Performance.pdf

How will applications be scored? How will funding be awarded?

A panel of 3 volunteer marketing professionals will independently review and score each application.

Applications will be evaluated on a series of criteria (see rubric below).

Applications will be ranked according to the total average of panelist scores. Funding will be disbursed according to ranked score.

What is the scoring rubric?

The following criteria will be used to evaluate grant applications:

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| 1. Completeness and excellence of marketing grant proposal | 20% |
| 2. Proposal will enhance the organization's marketing efforts and mission | 20% |
| 3. Event, venue or program represents and helps promote Leon County as a desirable tourist destination | 20% |
| 4. Organization has an effective plan to track results of marketing efforts through audience surveys and/or other methods | 20% |
| 5. Organization has a strong and effective marketing plan | 20% |

Applicants will receive a score of 1 (poor) – 5 (excellent) in each of the categories described above. Each of the panelist's scores will be averaged together to produce the final, ranked score which an applicant receives. The highest possible score an applicant can receive is 25.

How will funding be allocated?

Applicants will be recommended for funding based on their score.

Below is the funding formula used to determine the recommended maximum funding for requests. These formulas are guidelines, not guarantees and may require adjustment at the discretion of COCA's Board of Directors in response to changes such as local government funding of the grant program.

- Applicants who receive an average score of 20-25 will be recommended for 100% funding.
- An average score of 15-19 will be recommended for 90% funding.
- An average score of 10-14 will be recommended for 85% funding.
- Applications which receive an average score below 10 will not be recommended for funding.

Available funding will be awarded beginning with the highest average score and continue, from highest to lowest average score, until it is no longer possible to fund the next highest-scoring proposal at the formula level due to exhaustion of funds. The remaining funds will be allocated to the next highest scoring proposal. (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 on the ranked list of funding proposals).

In the case of a tied score, the organizations with identical scores will be awarded the full amount of their recommended funding until all available funding runs out. In the case of a tie when available funding runs out, then the organizations with an identical score will share the remaining funds evenly.

What happens after your grant request is approved?

Once COCA has received the signed agreement from the applicant, processing of the grant award begins. The award is paid out in one, single installment after receipt of the signed grant agreement.

Final Report

The grantee is required to submit a Final Report, due by Oct. 29, 2021, summarizing the completed project and detailing the use of the grant funds and submitting required expense documentation. Please refer to details in the "How Do I Apply" Section.

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 (3 business days) after the verified scores are announced via email by COCA Staff.

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.

In addition, suggestions regarding the grant program's policies and guidelines are welcomed year-round. The grant program is reviewed annually with the collaboration of a public task force and all applicants are encouraged to participate in the process.

Questions?

If you have any questions about these guidelines, the application process, or anything related to the Cultural Tourism Marketing Grant Program, please contact COCA at 850-224-2500 or email erica@tallahasseearts.org.

COCA's Cultural Tourism Marketing Grant Program is funded by Leon County Government through Tourism Development Tax (TDT) funds. All grant-related expenses must be in compliance with Florida Statutes 125.0104.