

COCA FY22 GRANT PROGRAMS WORKSHOP

Cultural Tourism Marketing Grant Program

Cultural Grant Program



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

AGENDA

- ◉ Welcome - Kathleen Spehar, *Executive Director*
- ◉ Facebook Live - Erica Thaler, *Communications & Marketing Manager*
- ◉ Introduction – Hillary Crawford, *Grants Manager*
- ◉ Timeline
- ◉ Panelist Nomination
- ◉ NEW – Leon County Review Requirement
- ◉ Tourism Statute Information
- ◉ Cultural Tourism Marketing Grant
- ◉ Cultural Grant
- ◉ Q & A
- ◉ Other Funding Opportunities



Zoom Etiquette

- 🕒 Mute yourself throughout the meeting
- 🕒 Staff will be monitoring the chat box throughout the presentation for questions
- 🕒 Raise your hand during Q&A
- 🕒 You will receive a PDF of the slides and a link to the recording of this webinar **AFTER** the meeting
- 🕒 We will be broadcasting the webinar on FaceBook Live

TIMELINE – Application Process

June

- 1st – Grant Guidelines Available
- 11th – Grants Workshop via Zoom
- 14th – Technical Consultations Begin*

July

- 2nd - Technical Consultation Deadline
- 9th - Application Deadline
- 16th – 30th – Leon County Eligibility Review

August

- 6th – Applicant Revisions (If Necessary) Deadline
- 13th – Secondary Leon County Eligibility Review Results

September

- 24th – Cultural Tourism Marketing Grant Panel Meeting via Zoom

October

- 1st – Cultural Grant Panel Meeting via Zoom

TIMELINE – Approval Process

September

- 30th – County Budget Finalized*

October

- COCA Board Reviews & Approves Funding Recommendations

November

- TDC Reviews & Approves Funding Recommendations

- *No grants should be considered awarded until the County has finalized their budgets for the next fiscal year*

TIMELINE – Grant Process

December 2021

- First Payment

February 2022

- Second Payment*

April 29, 2022

- Interim Report Deadline*

May 2022

- Third Payment*

September 30, 2022

- All Grant Funds Must Be Expended

November 4, 2022

- Final Report Deadline

Grant Panelist Nominations

- COCA is seeking volunteer grant panelists to review applications in both the Cultural Tourism Marketing & Cultural Grant Programs
- Panelists will independently review and score each eligible application and make recommendations for funding
- Please complete the [Grant Panelist Nomination Form](#) by July 30, 2021
- Cultural Tourism Marketing panelists should have a background in marketing
- Cultural Grant panelists should be familiar with the management of nonprofit cultural programs

Tourism Development Tax (TDT) Funds

- COCA's Grant Programs are funded by Leon County Government through Tourism Development Tax (TDT) funds.
- All grant-related expenses must comply with Florida Statutes 125.0104.

(2) b. Definitions

1. "Promotion" means marketing or advertising designed to increase tourist-related business activities.
2. "Tourist" means a person who participates in trade or recreational activities outside the county of his/her permanent residence or who rents or leases transient accommodations.

F.S. 125.0104 Tourist Development Tax

(5)(a) AUTHORIZED USES OF REVENUE — County

1. ...maintain, operate, or promote one or more:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote and advertise tourism in this state and nationally and internationally..... the activity, service, venue, or event must 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;



NEW- Leon County Review Requirement

- COCA's new five-year contract with Leon County stipulates that the County will review all applications for eligibility and compliance with § 125.0104 of the Florida Statutes prior to the scoring of grant applications.
- Applications will undergo an initial eligibility determination to ensure the proposed use of funds complies with statutory requirements.
- If the County decides the application is ineligible, the decision and rationale will be provided to COCA in writing on or before July 30, 2021 and transmitted to the applicant by COCA.
- The applicant will then have until Aug. 6, 2021 to revise and submit an application that will be transmitted by COCA to the County, who will review revised applications and provide a written decision on eligibility of the same to COCA on or before Aug. 13, 2021.
- If the County does not inform COCA of the ineligibility of any specific application(s) and the rationale for such decision by July 30, 2021, then such application may be presumed eligible and proceed to evaluation by the grant scoring panel.
- Any applications that are deemed ineligible by the County as described above, however, will not proceed to scoring, and such decisions are final and unappealable.

Cultural Tourism Marketing Grant (CTMG)

- The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of Leon County's arts and cultural organizations and their programming, to those outside of the County.
- Marketing initiatives should highlight our vibrant and diverse cultural community and seek to attract visitors.
- For the purposes of this grant, organizations will need to specify marketing and promotional initiatives which use media outlets or strategies that are not primarily focused on the local Tallahassee/Leon County market.
- Use of these grant funds should raise the overall awareness of Leon County as a desirable place to visit.

CTMG Eligibility

- Must be 501(c)3 OR working under the FEID number of a part of the State of Florida, Florida State University, Florida A&M University, or Tallahassee Community College.
- Must have arts and/or history as its primary purpose.
- Must have been providing programming for at least two complete fiscal years.
- Must be promoting program(s) that take place in Leon County (in-person or hybrid ONLY)
- Must be presented live or in a hybrid format (no virtual only programming will be allowable)
- Must demonstrate commitment to and plan for accessibility for people with disabilities and compliance with ADA.
- Must be using funds for marketing of arts and/or cultural organizations, programs, and/or venues to residents outside of Leon County.
- Must have events, programs or venues that are open and accessible to the general public.

CTMG Requirements/Restrictions

- Applicants can request up to \$2,000
- Funding is only for marketing efforts OUTSIDE of Leon County
- Programming must be presented live or in a hybrid format (no virtual only programming will be allowable)
- Grantees will account for all expenditures and provide proof of marketing initiatives as part of their final report
- Must include appropriate logo recognition on all marketing collateral including virtual branding components
- Expenditures cannot be part of any Cultural Grant Program application

CTMG Application Materials

- 🌀 [Click here for the FY22 Cultural Tourism Marketing Grant Guidelines](#)
- 🌀 [Click here for the FY22 Cultural Tourism Marketing Grant Application](#)
- 🌀 [Click here for the FY22 COVID Plan form](#)



Cultural Grant (CG)

- 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.
 - 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.

CG Eligibility

- Must be 501(c)3 OR working under the FEID number of a part of the State of Florida, Florida State University, Florida A&M University, or Tallahassee Community College.
- Must have arts and/or history as its primary purpose.
- Must have been providing programming for at least three complete fiscal years.
- Must have staff (can be volunteer)
- Must have Board of Directors and by-laws
- Must be able to demonstrate community support
- Must have YEAR-ROUND programming that is open to the public
- Must be promoting program(s) that take place in Leon County (in-person or hybrid ONLY)
- Must have program impact data
- Must demonstrate commitment to and plan for accessibility for people with disabilities and compliance with ADA.

CG Requirements/Restrictions

- 1 program request instead of 2
- Programming must be presented live or in a hybrid format (no virtual only programming will be allowable)
- Program proposal must have a tourism focus. All grants are funded through Leon County TDT tax dollars
- Grantees will account for all expenditures and provide proof of programs and marketing initiatives as part of their final report
- Must include appropriate logo recognition on all marketing collateral including virtual branding components
- Expenditures cannot be part of any Cultural Tourism Grant Program application

CG FY21 Grantees

- All FY21 grantees will be carried forward to FY22
 - Based on FY21 Group category, grantees may request:
 - Group 1 – up to \$86,000
 - Group 2 – up to \$41,500
 - Group 3 – up to \$20,000
 - Group 4 – up to \$5,000
 - Carry forward applicants WILL NOT be subject to COCA Technical Review, Leon County Eligibility Review, OR Panel Review
 - Simplified application form
 - Only three years of operating budget

CG New Applicants

- New funding is only available in Group 4 this year
- Applicants can request up to \$6,000
- Request can be no more than 50% of operating budget
- Required to Schedule a Technical Consultation for their application June 14th - July 2nd
- New applicants WILL be subject to COCA Technical Review, Leon County Eligibility Review, AND Panel Review

CG Application Materials

- 🌀 [Click here for the FY22 Cultural Grant Guidelines](#)
- 🌀 [Click here for the FY22 Cultural Grant Application Sections A & B](#)
- 🌀 [Click here for the FY22 Cultural Grant Application Sections C & D](#)
- 🌀 [Click here for the FY22 COVID Plan form](#)

Application Instructions

- COCA requires all grant applicants to submit 1 complete, electronic copy of their grant application.
- 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).
- Save and label your application materials and supplemental and contingent items as instructed in the guidelines.
- Once you have completed and saved the documents, submit them to COCA by emailing hillary@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 July 9, 2021 at 5pm.
- Complete your Local Impact Survey online - <https://cocaform.wufoo.com/forms/r4wthoc0pf49d9>

Technical Consultation

- New applicants to CTMG & CG Programs are **REQUIRED** to submit their application for a technical consultation
- The window for technical consultations is June 14th – July 2nd
- All applicants are invited to submit their application for a technical consultation
- Please note, only new applicants will be subject to the technical review, Leon County eligibility review, AND panel review
- Email hillary@tallahasseearts.com to set up a technical consultation

Marketing Resources

- Ways to engage with Tallahassee Arts
- Don't know where to begin? If you need help writing press releases, figuring out Facebook, creating a website, finding partners, or anything else having to do with promoting your events, COCA can help. Contact Erica Thaler at erica@tallahasseearts.org for an appointment.



Other Funding Opportunities

- Stimulus Resources
- Shuttered Venue Operator Grants (SVOG) – Portal is still open
- Leon County Nonprofit Services Grant (American Rescue Plan) Coming Soon!
- Division of Cultural Affairs – American Rescue Plan Coming Soon!
- National Endowment for the Arts - American Rescue Plan
- National Endowment for the Arts - Arts Projects – 7/8/2021
- Florida Humanities Council Community Project Grants – 7/21/2021
- Division of Cultural Affairs Fast Track Grants – 9/1/2021

Q & A



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