

**FY19 Cultural Tourism Marketing Grant Program
Administered on behalf of Leon County**

Name and Project Description	Award Amount
621 Gallery Inc to purchase local festival booth rentals, banners, online and magazine ads, and create promotional videos	\$3,000.00
Asian Coalition of Tallahassee to enhance website and social media presence, create flyers/posters, WTXL-ABC27 ads, and Tallahassee Democrat	\$3,000.00
Challenger Learning Center to develop digital marketing campaigns, purchase SEM ads	\$3,000.00
Florida State University Museum of Fine Arts to purchase social media ads (Facebook and Instagram)	\$3,000.00
Goodwood Museum and Gardens, Inc. to purchase print and digital advertising in VisitTallahassee: the Official Guide to Florida's Capital Region	\$3,000.00
John G. Riley Center/Museum to enhance/expand out of market plans by working with Cumulus Radio, Local Newspapers, and WFSU broadcasting.	\$3,000.00
Lemoyne Arts to purchase facebook ads, a printed course catalog, and radio ads	\$3,000.00
Mickee Faust Alternative Performance Club, Inc. to purchase social media campaigns, ads in the Tallahassee Democrat, and a WFSU radio sponsorship	\$3,000.00
Southern Shakespeare Company to purchase radio ads to promote Shakespeare in the Park Festival in May	\$3,000.00
Tallahassee Bach Parley Facebook posts, graphic design, emails, print cards, WFSU underwriting, Early Music America ad, ad in Boston Early Music Festival yearbook	\$3,000.00
Tallahassee Civic Chorale, Inc. Tallahassee Democrat, WFSU/WFSQ, COCA advertising, social media ads	\$3,000.00
Tallahassee Community Chorus, Inc. Tallahassee Magazine, Tallahassee Family Magazine, Social Media promotional ads	\$3,000.00
Tallahassee Hispanic Theater	\$2,700.00

Social media ads, non-digital media (radio and print in out of market areas), promotional tours

Tallahassee Museum \$3,000.00

to promote the festival through billboards, Facebook ads, and direct mail flyers

Tallahassee Symphony Orchestra \$3,000.00

to purchase ads on WFSU/WFSQ

Tallahassee Youth Orchestras \$2,700.00

Ads through WFSU, Tallahassee Democrat and COCA. Print posters, flyers, brochures

Theatre Tallahassee \$3,000.00

to purchase print, radio, TV, and social media advertising, including Tallahassee Democrat and Facebook ads

The Artist Series of Tallahassee \$3,000.00

to purchase radio advertising outside of market as well as ads through the Tallahassee Democrat and Limelight Magazine

Theater with a Mission \$3,000.00

out of market promotional tours, media, and print advertisements

The Sharing Tree \$3,000.00

to rebrand unique service through local firm, purchase signage (yard and building) and ipad check-in

The Tallahassee Ballet \$3,000.00

to purchase ads in the Tallahassee Magazine, out of market mail and brochures, and air a TV commercial

The Tallahassee Film Society \$3,000.00

to purchase radio advertising outside of Leon County

Word of South \$3,000.00

to purchase Facebook ads

TOTAL FUNDING AWARDED **\$68,400.00**