

## FY20 COCA Cultural Tourism Marketing Grant Awards

**As approved by the COCA Board of Directors 10/24/19 and the Tourist Development Council 11/21/19**

Organization	Final Funding Amount	Project Description
FSU Museum of Fine Arts (MoFA)	\$4,000	Produce custom digital content and media placement to promote ongoing Museum programming.
Southern Shakespeare Company	\$4,000	Use broadcast media to promote Festival to regional audience.
Tallahassee Bach Parley	\$4,000	Promote concert series using a variety of media and email marketing; enhance promotional materials.
Javacya Arts Conservatory	\$4,000	Expand regional advertising for guest artist concert using a variety of mediums.
Young Actors Theatre	\$4,000	Promote performance season using a variety of media strategies.
Cross-Cultural Coalition of South Side Tallahassee, Inc.	\$4,000	Promote three festival events using a variety of mediums.
Goodwood Museum and Gardens, Inc.	\$4,000	Implement tactics from marketing plan to increase overnight visitation to Tallahassee; increase use of venue rental for weddings.
The Tallahassee Community Chorus	\$4,000	Promote concert series using broadcast and online strategies.
Theater With a Mission (TWAM)	\$4,000	Promote signature event using a variety of marketing strategies.
Tallahassee Chapter SPEBSQSA	\$4,000	Promote events using a variety of marketing strategies to promote events and outreach.
Theatre Tallahassee	\$4,000	Promote special weekend event using various media platforms.
The Artist Series of Tallahassee	\$4,000	Promote Artist-In-Residence program and concert series using various media strategies
John Gilmore Riley Center/Museum	\$4,000	Enhance promotions using broadcast networks and improve website
The Tallahassee Ballet, Inc.	\$4,000	Promote performance season using targeting mailers and broadcast media.
USA Dance 6010	\$4,000	Promote ongoing programming through social media and movie theatre commercials.
LeMoyné Art Foundation DBA LeMoyné Arts	\$4,000	Raise awareness outside of Leon county using a variety of mediums.
Mickee Faust Alternative Performance Club, Inc.	\$4,000	Draw regional LGBTQ visitors to attend season performances using broadcast media and other strategies.
Pas De Vie Ballet	\$4,000	Broaden community and regional base using various targeted strategies.
Asian Coalition of Tallahassee	\$4,000	Promote festival through website and social media strategies.
Tallahassee Film Society (TFS)	\$4,000	Promote ongoing film showings using broadcast media.
Tallahassee Symphony Orchestra	\$4,000	Promote concert season with multi-media campaign managed by marketing agency.
Florida Litfest dba Word of South	\$4,000	Promote festival using social media placed by marketing firm.
Tallahassee Museum	\$4,000	Promote festival using a variety of print and broadcast media.
Tallahassee Youth Orchestras	\$4,000	Promote concert season using a variety of marketing mediums.
Mary's Visions Folk Art Museum and Gallery, Inc.	\$4,000	Promote Art and Jazz Festival using various strategies to promote event to visitors.
Tallahassee Civic Chorale, Inc.	\$4,000	Promote concert series through multiple media channels.
621 Gallery	\$3,600	Promote several projects using various media outlets.
Tallahassee Hispanic Theatre	\$3,600	Promote festival using a variety of media outlets and strategies.
Challenger Learning Center of Tallahassee (partially funded)	\$1,996	Promote programming with digital marketing campaigns and place SEM ads with marketing consultant.
<b>Total Grant Awards</b>	<b>\$113,196</b>	