

COCA FY23 GRANT PROGRAMS WORKSHOP

COCA Cultural Grant Program
COCA Cultural Tourism Marketing Grant Program



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

About COCA

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 arts and culture to citizens and visitors.



COCA's Grant Programs

- COCA is contracted by the Leon County and the City of Tallahassee to manage grant programs that support the arts and cultural community.
- COCA's grant awards are funded through the Tourist Development Tax (TDT).
- Definition of Tourism - 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." as defined by the Florida Statutes 125.0104 Section 5(a)(2)
- For a program to be eligible for Tourist Development Tax funding a program must 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.

Cultural Grant

- 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 that 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 that helps 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.
 - serves a special or diverse population or need, fills a unique niche, or engages the community in the creative or artistic process.
- Funding requests are based on operating budgets.

Cultural Tourism Marketing Grant

- The Cultural Tourism Marketing Grant Program intends to increase the visibility and awareness of Leon County's arts and cultural organizations and their programming to visitors outside of the County. Marketing initiatives should highlight our vibrant and diverse cultural community and seek to attract visitors.
- For this grant, organizations will need to specify the marketing and promotional initiatives which use media outlets or strategies that reach outside the Tallahassee/Leon County market. In addition, the use of these grant funds should raise the overall awareness of Leon County as a desirable place to visit.
- Applicants must establish quantifiable objectives and conduct a program evaluation to assess the program's effectiveness.
- Applicants can apply for up to \$3,000.

Eligibility – Cultural Grant & Cultural Tourism Marketing Grant

- Applicants must be either:
 - a not-for-profit Florida corporation with at least 60% of your operating cash* budget originating from earned income and classified by the IRS (Internal Revenue Service) as a 501(c)3, sub-class “public charity”.
 - 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

“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 (Community Human Services Partnership) grants. Earned income does not include operating cash from government sources such as government-paid staff and expenses, and government contracts.

Eligibility – Cultural Grant & Cultural Tourism Marketing Grant

- Applicant must have arts and/or history programming as its primary purpose.
- Applicant must have completed at least one fiscal year of programming in your discipline. “Programming” refers to public events and activities, not simply fundraising activities.
- Applicant must present or produce programs/activities/events (either in-person or hybrid) in Tallahassee/Leon County.
- Applicant must have a professional staff (paid or volunteer).
- Program/Event/Activity must be open and accessible to the public.
- Applicant must be committed to and have a plan in place to provide for accessibility for people with disabilities, including compliance with the ADA.

Eligibility – Cultural Grant & Cultural Tourism Marketing Grant

- In addition to arts and culture, applicant 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.
- Applicant must market program/event/activity to potential visitors outside of Tallahassee/Leon County to attend/participate in the event/activity.
- Applicant must have a budget that clearly indicates out-of-market advertising or promotion.
- Applicant must track and report number of visitors served by program/event/activity.
- No program/event/activity may receive grant funding from both the Tourism Grant Program and the Council on Culture & Arts (COCA).

Eligibility – Cultural Grant only

- Applicant must have a professional staff (paid or volunteer).
- Applicant must have a governing Board of Directors that meets regularly and operates under a set of by-laws.
- Applicant must be able to demonstrate the receipt of community support through subscriptions, memberships, earned income, foundation grants, and/or other private fundraising (including in-kind support).
- Applicant must produce arts or cultural programs that are regularly available to the public throughout the year.
- Applicant must have documented statistics on attendance and participation for your programs and/or facility (paid or free) that represent a broad community impact.

Cultural Grant - Calculating Your Request

- There is a maximum allowable request for every applicant based on your allowable operating income. Organizations are encouraged to request an award amount appropriate for the scope of your proposal. In some cases, this may be less than your maximum allowable request. Use your best judgment to ensure that your request is competitive.
- To calculate 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 may include a maximum of 15% in-kind income. You should not include cash received for capital or endowment campaigns, or debt incurred to resolve operating deficits.

Allowable Operating Income	Group #	Request (% of operating income)	Maximum Request
Up to \$50,000	4	50%	\$10,000
\$50,000 \$499,000	3	20%	\$33,000
\$500,000 \$1,499,999	2	10%	\$70,000
\$1.5 million+	1	10%	\$160,000

Cultural Grant - Calculating Your Request

State Partner – General/Educational

- General or Educational Partners can apply for programs that demonstrate efforts to enhance Leon County tourism and that create broader public access, benefit, and participation in arts and cultural events in our community. Public education programs must be presented to the public and may not be primarily for university-enrolled students. Applicants will apply to Group 3 and may request up to a maximum of \$15,000 in grant funding.

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 public and tourists and has a documented impact on tourist visitation. If the applicant is eligible to apply as a State Partner Destination as defined above and has less than 60% of its annual operating cash budget originating from earned income, applicants may request up to \$15,000. An eligible State Partner Destination that has more than 60% of its operating cash budget originating from earned income may qualify for the appropriate GROUP category level of funding at the total level of that private cash funding, not the total operating budget.

Eligible Expenses – Cultural Grant

All grant fund expenses must be directly related to programming and/or promotion of activities, services, venues, or events with the attraction of tourists as one of the main purposes of such programming and/or promotion.

Examples of expenses that may be allowable so long as they specifically fulfill that statutory purpose include, but are not limited to:

- **Personnel: Administrative, Artistic/Programmatic, and Technical/Production** – May be used to fund a portion of staff salaries as directly related to programming and/or promotion of tourist related activities/events/programs. May include artistic director, curator, marketing staff, etc.
- **Outside Fees & Services: Artistic** – Payments to firms or persons for the services of individuals who are not normally considered employees of applicant but consultants or employees of other organizations whose services are specifically identified with the project. Include artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, actors, dancers, singers, musicians, teachers, instructors, etc. serving in non-employee/non-staff capacities.

Eligible Expenses – Cultural Grant

- Outside Fees & Services: Other – Payments to firms or persons for services of individuals who are not normally considered employees of “applicant,” but consultants or the employees of other organizations, whose services are specifically identified with the project.
- Exhibit/Production/Event Expenses – Costs directly related to the production of the event. Includes exhibit rentals; royalties; printing and graphic design; exhibit costs; sets and costumes; lumber, supplies and equipment; postage and freight.
- Educational Programs & Materials – Costs directly related to educational programs, including materials. Programs must be open to the public and have the potential to attract/retain tourists.
- Project Space Rental – Payment specifically identified with the project for rental of rehearsal, theatre, hall, gallery, and other such spaces. If applicant owns the building, space rental expenses are not allowed.

Eligible Expenses – Cultural Grant

- Travel – Limited to travel costs to individuals providing outside contractual service. This may include contracted artists or technicians. Include housing costs for these individuals in this category. Travel expense for ongoing personnel is not allowed.
- Marketing/Promotion – Costs for marketing/publicity/promotion specifically identified with the project. Do not include payments to individuals or firms defined as “personnel” or “outside professional services.” Include costs for newspaper, radio, and television advertising; printing, and mailing of brochures, flyers, and posters; space rental when directly connected to promotion, publicity, or advertising. Items purchased for merchandising or resale are not allowable.
- Project Materials and Supplies – All eligible expenses not entered in other categories and specifically identified with the project. Include consumable office supplies, postage, equipment rentals/purchase, supplies/materials, and insurance.

Eligible Expenses – Cultural Tourism Marketing Grant

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
- Marketing personnel (for marketing to tourists)

Eligible Expenses – Cultural Tourism Marketing Grant

Examples of eligible advertising and promotional mediums may include, but are not limited to:

- COCA or Visit Tallahassee cooperative advertising opportunities
- 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)
- Software, equipment, or services for hybrid programming such as Zoom, StreamYard, Roku, etc.

Important Dates – Cultural Grant

- May 6, 2022 – Application Deadline FY23 Cultural Grant (CG)
- May 6 – 12, 2022 – CG COCA Staff Eligibility Review
- May 13 – 27, 2022 – CG County Eligibility Verification
- May 20, 2022 – CG Panelist Orientation
- June 3, 2022 – CG Applicant Revisions Deadline (If Necessary)
- June 10, 2022 – CG Secondary Leon County Eligibility Verification Results
- June 30, 2022 – CG Panel Review Meeting

Important Dates – Cultural Tourism Marketing Grant

- March 25, 2022- Application portal opened
- June 17, 2022 – Cultural Tourism Marketing Grant (CTMG) Application Deadline
- June 17 - 23, 2022 – CTMG COCA Staff Eligibility Review
- June 24 – July 8, 2022 - CTMG County Eligibility Verification
- June 28, 2022 – CTMG Panelist Orientation
- July 15, 2022 – Applicant Revisions Deadline (If Necessary)
- July 22, 2022 – Secondary Leon County Eligibility Verification Results
- August 25, 2022 – CTMG Panel Review Meeting



How to Apply

- All applications will be submitted using COCA's new online grants portal.

<https://tallahasseearts.submittable.com/submit>

- First, you will create an account, which will allow access to COCA's grant applications.
- Each program has an **eligibility quiz** applicants will take prior to accessing the application.
- You will be able to save the application and return to edit later.

Before You Begin

You will need the following things before you begin your application:

- Federal Tax ID
- Organization Mission Statement
- Information about your programs – current and proposed
- Information about your board and staff
- Last year's completed operating budget
- A plan for how you will expend the grant funds
- Impact data from last year
- Plan to measure marketing efforts and track visitors
- Marketing Plan including marketing tactics and target markets
- Diversity, Equity & Inclusion statement (optional)
- Documentation of any partnerships
- State Partners require letter of support from the Agency Head, Division Director, Dean, Department Chair, or University Supervising Official of the applicant.
- Supplemental Materials – might include programs, catalogs, publicity material, artist work samples, press coverage, photographs, audio-visual material, organizational chart, brief history of the organization, etc.

Need Help?

COCA staff is available to assist you throughout the grant process.

For questions, contact:

- Grant questions - Hillary Crawford, Grants Manager – hillary@tallahasseearts.org, set up a 30-minute consultation <https://calendly.com/hillarycrawford/30min>
- Marketing questions - Erica Thaler, Communications & Marketing Manager – erica@tallahasseearts.org
- Payment questions - Nick Pavlovik, Business Manager – nick@tallahasseearts.org

Q&A



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