



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY23 Cultural Tourism Marketing Grant Program Guidelines

*Administered by the Council on Culture & Arts (COCA),
on behalf of Leon County & the City of Tallahassee*



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Questions?

Contact: Hillary Crawford Grants Manager

Council on Culture & Arts (COCA) hillary@tallahasseearts.org

(850) 408-8480

Book a 30-minute consultation <https://calendly.com/hillarycrawford/30min>

The County reviewed the FY23 grant materials and provided feedback to COCA.

Table of Contents

About COCA	4
COCA Services.....	4
FY23 COCA Grant Program Calendar	5
About COCA’s Cultural Tourism Marketing Grant Program.....	6
Where Do the Funds Come From?	6
Who Decides Who Gets Funded?.....	6
Leon County Review Requirement.....	6
Grant Program Mission and Scope	7
Definition of Tourism	7
Eligibility	8
How Do I Apply?	10
How Can Grant Funds Be Spent?.....	10
Allowable Expenses	11
Non-Allowable Expenses	11
How Are Applications Reviewed?	12
Leon County Review Requirement.....	12
Panel Review Process	12
Scoring Criteria.....	14
Funding Formula.....	14
Reconsideration of Scoring Request	15
Important Information for All Applicants	16
After Award Approval	16
Grant Period	16
Non-Discrimination.....	16
Intellectual Property Rights	16
Funding Recognition	16

Changes to Programs.....	17
Grant Reports.....	17
Application	18
Basic Information.....	18
Organization Information	18
Budget Information.....	19
Impact Survey	19
COVID-19 Impact.....	19
COVID-19 Protocols.....	19
Supplemental and Contingent Items	19
Grant Panelist Nomination	20



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 the arts and culture to citizens and visitors.

Designated to serve as the local arts agency for Tallahassee and Leon County, COCA is the capital area’s only umbrella agency for arts and culture, and works with and for those who produce, invest in, and enjoy the arts and culture in the area.

COCA is not a government entity but works together with city, county, state, and local school districts as their cultural industry partner.

COCA designs and administers grant programs under contract with the City and County and in annual collaboration with a community task force and citizen review panel.

COCA staff is available to assist you at any stage of the application process. Please email Hillary Crawford, Grants Manager, at hillary@tallahasseearts.org to discuss eligibility requirements, schedule a technical consultation, or ask questions about completing your application.

COCA Services

Want to know more about COCA’s many other programs that support our local cultural partners? Visit COCA online at www.TallahasseeArts.org, and click on the COCA logo.



**TALLAHASSEE
ARTS GUIDE**

While you are exploring the COCA site, make sure you sign up for the COCA Classifieds email, which goes out on Thursdays to over 9,000 subscribers. Learn about funding sources, professional development, calls to artists of all disciplines, job opportunities, and more.

Grantees will also want to check out COCA’s Marketing Resources and Media Guide at <http://tallahasseearts.org/resources/media-guide>.

Do not forget to post your events on www.TallahasseeArts.org for inclusion in our Tallahassee Arts Guide “This Week” email of arts, culture, and heritage events that is sent to over 14,000 weekly recipients. We also produce a monthly art education e-newsletter. Sign up for all of COCA’s e-newsletters at <http://tallahasseearts.org/services/newsletters>

FY23 COCA Grant Program Calendar

- **March 25, 2022** – Grant Applications & Guidelines available, Application Portal Opens
- **April 6, 2022** – Grant System Tutorial/FY23 Grant Application Webinar
- **May 6, 2022** – Application Deadline FY23 Cultural Grant (CG)
- **May 6, 2022** – Grant Panelist Nomination Deadline
- **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 (If Necessary) Deadline
- **June 10, 2022** – CG Secondary Leon County Eligibility Verification Results
- **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
- **June 30, 2022** – CG Panel Review Meeting
- **July 15, 2022** – Applicant Revisions (If Necessary) Deadline
- **July 22, 2022** – Secondary Leon County Eligibility Verification Results
- **August 25, 2022** – CTMG Panel Review Meeting
- **September 1, 2022** – COCA Board Reviews & Approves FY23 Funding Recommendations
- **September 8, 2022** – TDC Reviews & Approves FY23 Funding Recommendations
- **September 30, 2022** – City & County Budgets Finalized
- **October 1, 2022** – Grant Period Begins
- **November 2022** – First Payment disbursed (CG Group 1 and CTMG will receive one payment pending approval of logo recognition) *
- **May 1, 2023** – Interim Reports Due (CG Groups 1-3, second payment to be paid out upon approval of interim report)
- **September 30, 2023** – Grant Period Ends
- **October 30, 2023** – Final Reports Due

* FY23 payments will not be dispersed until FY22 grant files are closed.

About COCA's Cultural Tourism Marketing Grant Program

Please review all the following information carefully. COCA offers a grants workshop, free virtual consultations as questions arise, and we provide technical consultations to help you check your final draft for any errors up until one week prior to the final deadline. All consultations will be held virtually. If you have never participated in this grant program, we urge you to contact us immediately so that we can orient you to the process.

Our staff is always happy to help you through the process. For questions, email COCA's Grants Manager, Hillary Crawford at hillary@tallahasseearts.org. Also, these guidelines are available online at <https://tallahasseearts.org/services/grant-programs>, grant forms may be accessed through COCA's online grant portal <https://tallahasseearts.submittable.com/submit>. Please consult the Grant Program Calendar (p. 5) for important dates.

Where Do the Funds Come From?

COCA's Grant awards are funded solely through Leon County tourist development tax revenue and all applicants will have demonstrated efforts to enhance Leon County's tourism impact.

Who Decides Who Gets Funded?

A panel of 3 volunteer marketing professionals will independently review and score each eligible application. The panel meeting where those recommendations are announced is open to the public and you are encouraged to attend. The meeting is attended by a COCA Board Member who does not score the grant proposals or make any recommendations for funding. Before the recommendations are submitted to Leon County's Tourist Development Council (TDC), the COCA Board of Directors votes to adopt them and to ensure that all the rules were followed.

Leon County Review Requirement

Leon County will review all applications for eligibility and compliance with § 125.0104 of the Florida Statutes prior to the scoring of grant applications. See p. 12 for more details.

Grant Program Mission and Scope

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.

Definition of Tourism

For this grant program 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.”

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.

The following resources may be helpful in your cultural tourism development efforts. If you know of other resources, please pass them along for COCA to share with your colleagues. Email us at info@tallahasseearts.org.

Visit Tallahassee (Leon County's Tourist Development Department) enhances the local economy and quality of life through benefits associated with a strong visitor industry: maximizing the number, length of stay, and economic impact of visitors to Leon County. Visit Tallahassee provides a variety of services for visitors including a full-service visitor center, free brochures from attractions and detailed maps. Visit Tallahassee also offers complimentary planning assistance to groups such as conventions, reunions, weddings, motor coach and cultural and sporting events. For more information, go to www.VisitTallahassee.com.

COCA can help your efforts in promoting your destination and events via radio, television, newspapers, information bureaus, magazines, or on-line with our Media Guide and other resources. Our Media Guide is regularly updated and expanded to reflect the ever-changing media climate, expose new publicity trends, identify regional resources, and assist you with your marketing efforts. Included in this section are marketing handouts from COCA and Visit Tallahassee that can be used to help promote your events. Visit <http://tallahasseearts.org/resources/media-guide> to view the media guide and other COCA marketing resources.

Suggested ideas to promote tourism include:

- Use COCA’s Media Guide (linked above) to include regional media when submitted press releases
- Use event calendars in Tallahassee and Leon County, as well as those in surrounding counties
- Use social media platforms that can extend your reach outside of our local area
- Include logos and links to COCA’s Tallahassee Arts Guide www.TallahasseeArts.org on your website(s).
- Include the Visit Tallahassee website www.VisitTallahassee.com in your organization’s website, so visitors can look for hotel and dining ideas
- Use trade publications where appropriate to promote and market your local activities
- Update your listings in local visitor’s guides
- Provide promotional materials to Visit Tallahassee and COCA
- Use COCA's Tourism Resources <https://www.tallahasseearts.org/classified/toolkits-promotional-resources/>

COCA will provide individual consultations on marketing, organizational, programming and tourism strategies. Call COCA anytime at 850-224-2500 to set up an appointment.

Eligibility

To be eligible to apply for funding, your organization must meet the following requirements:

1. 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”.** COCA will confirm not-for-profit status with the IRS and/or the Florida Division of Corporations. If we cannot confirm your status, you will be asked to provide proof of current not-for-profit status.
- b. **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**

2. Applicant must have arts and/or history programming as its primary purpose.

The broad range of activities funded by this grant includes visual, performing & literary arts, arts education, historic destinations, media arts, and museums. (State of Florida, Division of Cultural Affairs Eligibility statement re: Museums To be an eligible museum, the organization must be open to the public for at least 180 days each year, own or utilize works of art, historical artifacts, or other tangible objects, whether animate or inanimate; care for these works of art, historical artifacts, or other tangible objects; exhibit these works of art, historical artifacts, or other tangible objects to the public on a regular schedule.)

Even if an organization presents occasional arts or history programming, if its mission is not primarily arts and/or history, then funding should be sought elsewhere. This includes

organizations with civic, educational, social service, environmental, health related, religious, political, journalistic, athletic, or multifaceted missions.

- 3. 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.
- 4. Applicant must be committed to and have a plan in place to provide for accessibility for people with disabilities, including compliance with the ADA.**
- 5. Program/Event/Activity must take place in Tallahassee/Leon County.**
- 6. Program/Event/Activity must be open and accessible to the public.**
- 7. 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.**
- 8. Applicant must market program/event/activity to potential visitors outside of Tallahassee/Leon County to attend/participate in the event/activity.**
- 9. Applicant must have a budget that clearly indicates out-of-market advertising or promotion.**
- 10. Applicant must track and report number of visitors served by program/event/activity.**
- 11. No program/event/activity may receive grant funding from both the Tourism Grant Program and the Council on Culture & Arts (COCA).**

Organizations will complete an eligibility quiz in COCA’s online grant portal. Organizations that meet the requirements listed above will be taken to the application form. If you have questions regarding eligibility, email COCA’s Grants Manager, Hillary Crawford at hillary@tallahasseearts.org

Calculating Your Request

Each organization may request no more than \$3,000.

How Do I Apply?

If you meet the requirements listed on p. 8-9, then you are eligible to apply. If you do not meet these requirements, please do not apply for a grant.

1. Determine eligibility
2. Read instructions and tips for each section. Before you begin your application, it is important to know:
 - how much funding you can apply for
 - how you can and cannot spend grant funds
 - when you can spend the grant funds
 - what rules you are going to have to agree to
 - how your application is going to be scored
3. Complete your grant application.

Each section has its own instructions; please read and follow these instructions carefully. There are tips in each section to assist you as well.

All applications must be submitted through COCA's online grant portal at <https://tallahasseearts.submittable.com/submit>

COCA offers technical assistance to all interested applicants. If you would like to have your draft application reviewed before submission, please do so at least one week before the deadline. New applicants are ***strongly*** encouraged to set up a consultation.

The application deadline is Friday, July 22, 2022.

Late applications will not be accepted under any circumstances. If you have difficulties with the submission of an electronic application, please email us.

How Can Grant Funds Be Spent?

There may only be one application per year for funds to benefit any single organization. No project/event/activity may receive grant funding from both the Tourism Grant Program and the Council on Culture & the Arts (COCA).

All funds must be spent within the grant activity period of October 1 through September 30. Funds that are not spent within this period (or for the specific programs and expenses described in your application) are subject to repayment.

Applicants will detail how grant funds, if awarded, will be used to market and/or promote one of the organization's programs, publications, events, or other public activities to visitors outside of Leon County.

All events and activities funded by this grant must be for the public and not be intended for an

exclusive target group only. Any fees charged to participate should be reasonable and not so high as to effectively exclude a large group of people.

Please be certain that panelist have enough information in your application to evaluate your programs based on each of the scoring criteria.

Allowable Expenses

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 work marketing to tourists)

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.

REMINDER: 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.

Non-Allowable Expenses

- Overhead
- Capital Expenses
- Expenses incurred or obligated outside of the grant period
- Bad debts, contingencies, fines and penalties, interest, and other financial costs
- Mortgage payments

- Operation of privately-owned facilities (i.e., studios, homes)
- Private or exclusive entertainment (i.e., parties, receptions or benefits that are not open and accessible to the public)
- Food and beverages (including alcohol)
- Cash reserves
- Contributions and donations
- Endowment
- Fellowships/scholarships
- Fundraising
- Re-granting
- Third-party grant administration (indirect costs)
- Attendance at conferences and seminars
- Travel
- Plaques and awards
- Religious programs
- Lobbying or attempting to influence federal, state, or local legislation or any other expenditure not authorized by Chapter 112 of the Florida Statutes.
- Leon County discourages line-item requests if you are eligible to apply to this grant program or others.
- No project/event/activity may receive grant funding from both the Tourism Grant Program and the Council on Culture & Arts (COCA).

How Are Applications Reviewed?

COCA staff will review all applications to confirm eligibility to the goals of the COCA grant program and the Tourism Statute 125.0104 F.S. Eligible applications will be provided to the Director of Tourism to verify eligibility to the Tourism Statute 125.0104 F.S. If the County determines that the application is ineligible, the rationale will be provided to COCA in writing on or before August 12th and transmitted to the applicant by COCA. The applicant will then have until August 17th 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 August 24th. If the County does not inform COCA of the ineligibility of any specific application(s) and the rationale for such decision by August 12th, then such application may be presumed eligible and proceed to evaluation by the grant scoring panel. Any applications deemed ineligible by the County as described above, will not proceed to scoring, and such decisions are final and unappealable except for the revision process provided above (refer to p. 7 for statutory requirements).

Panel Review Process

COCA uses a citizen review panel process, like both the State and NEA (National Endowment for the Arts) grant programs, to make recommendations for funding. A panel of 3 volunteer marketing professionals will independently review and score each eligible 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.

Panels are composed of non-profit businesspeople, tourism professionals, community leaders, artists, educators, experts in cultural disciplines and others as deemed appropriate for review criteria. COCA accepts nominations for panelists year-round by COCA. A link to the panelist nomination form is on p. 20.

In appointing panel members, COCA considers geographic representation, minority representation, professional acumen, objectivity, and diverse aesthetic, institutional, and cultural viewpoints. All panelists must comply with the Standards of Conduct for Public Officers and Employees of Agencies as set forth in F.S. Section 286.012.

Panelists must recuse themselves from the discussion and scoring of any application from an organization in which they:

- serve as a board or staff member
- serve as a key volunteer
- serve as a paid consultant
- have any other formal association or other experience which will give the appearance of a conflict

Staff and Board members of COCA (as well as their spouses) and/or any applicant organization will be ineligible to serve as a voting panelist for the Cultural Grant Program.

Applicants attending panel meetings will be available to answer questions asked by panel members but not be allowed to elaborate on their grant beyond those questions. Applicants will be allowed to respond to all questions and comments from panel members during the review meeting. All panel proceedings are open to the public.

A member of the COCA Board of Directors will attend each panel meeting but does not review or score the applications. Members of COCA's staff will be present to provide technical assistance.

The panel's recommendations will be reported to the COCA Board of Directors for review and approval before forwarding to the Tourist Development Council (TDC) for review and approval.

The COCA Board is authorized to amend such recommendations based on added information not made available to the panel. Examples of the types of added information that may prompt such amendment include, but are not limited to:

- a panelist conflict of interest not disclosed at the panel meeting.
- misinformation presented at the panel meeting by someone other than a designated applicant representative.
- COCA staff error discovered after the panel meeting.
- bankruptcy or other fiscal concerns.
- or changes in the applicant's staff or operations that would impair implementation of the

proposed grant activity.

Applicants will be notified of the outcome of the grants review and approval process. No award is final, however, until the City and County Commissions approve their annual budgets. Funding for this grant program is contingent upon City and County budgets and tax collections.

Scoring Criteria

The following criteria will be used to evaluate grant applications:

- 20% - Use of funds increases the visibility and awareness of your programming to those outside Leon County.
- 20% - Proposal enhances and fits into organization's overall marketing efforts.
- 20% - Organization's activities, services, venue(s), or event(s) help to promote Tallahassee/Leon County as a tourist destination.
- 20% - Organization has an effective plan to track results of marketing efforts through audience surveys and/or other methods.
- 20% - Organization has a strong and effective overall marketing plan.

Applicants may receive up to 20 points 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 100.

Funding Formula

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.

Average Score	Maximum Funding
90 – 100	100% of request
80 – 89	90% of request
70 – 79	85% of request

Applications which receive an average score below 70 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.

Reconsideration of Scoring Request

Any applicant wishing to request reconsideration of its 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. Timely requests for reconsideration will be forwarded by the Chair of COCA's Board of Directors to the full scoring 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.

Important Information for All Applicants

After Award Approval

Once COCA has received a signed contract from an approved applicant, processing of the grant award begins. The award is paid out in multiple installments after receipt of the signed grant contract. Grantees who have not executed their grant contract within 90 days of receipt, risk forfeiture of grant funds.

Grant Period

All grant funds must be spent between 10/1/22 and 9/30/23. There can be only one application per grant period for funds to benefit any single organization.

Non-Discrimination

By submitting this application, applicants agree they do not discriminate:

- On the grounds of race, color, or national origin (including limited English proficiency), in accordance with Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d et seq.).
- On the grounds of disability, in accordance with Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and the Americans with Disabilities Act of 1990 (“ADA”) (42 U.S.C. 12101-12213).
- Based on age, in accordance with the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.).
- Based on sex, in any education program or activity, in accordance with Title IX of the Education Amendments of 1972 (20 U.S.C. 1681 et seq.).
- Based on sexual orientation or gender identity in accordance with the City of Tallahassee’s Anti-Discrimination and Anti-Harassment Policies and Procedures.

Should there be a discrimination concern regarding a grantee, a copy of COCA’s Civil Rights Complaint Policy is available upon request.

For further information and copies of the non-discrimination regulations identified above, contact the National Endowment for the Arts’ Office of Civil Rights at 202/6825454 or 202/682-5695 Voice/T.T., or link to them through their web site at www.arts.gov. COCA will also gladly help with accessibility planning. Email us to arrange a consultation.

Intellectual Property Rights

It is the responsibility of applicants to hold the rights for any intellectual property (scripts, images, music, etc.) used in programs funded by this grant.

Funding Recognition

COCA grantees are required to include the COCA logo, the combined Leon County-Visit Tallahassee logo, and the City of Tallahassee logo on grant-related visual marketing materials (online, print, and media) developed for the funded program. To see logo guidelines, visit <https://tallahasseearts.org/services/grant-programs>.

Whenever you include online funding recognition (on your organization's website and email marketing

for example), the combined Leon County-Visit Tallahassee logo should be linked to www.VisitTallahassee.com the City of Tallahassee logo should be linked to www.Talgov.com, and the COCA logo should be linked to www.TallahasseeArts.org whenever possible. Grant-related marketing materials MUST be submitted to Communications & Marketing Manager, Erica Thaler at erica@tallahasseearts.org for approval prior to the publication, dissemination, or release of marketing materials.

Grantees are encouraged to submit their marketing materials before a new fiscal year begins, as they may be able to get annual approval for certain types of collateral (such as posters or emails), if the subsequent logo use is identical. Please note: Grantees which have been funded for the current fiscal year and anticipate funding for the subsequent fiscal year are encouraged to continue following the recognition policy described above when promoting their upcoming season or programs for a new fiscal year. Inclusion of logos is necessary when recognizing support of sponsors and should appear on most, if not all marketing materials. This is not required where space is limited and there is no reasonable space to provide recognition for sponsors.

Wherever other sponsors for your grant program are included, COCA, Leon County-Visit Tallahassee, and City of Tallahassee logos should also be included. For ease of use, a “combination logo” of COCA/City/County/Visit Tallahassee may be used on all print media. However, the combination logo may not be used for online funding recognition, as online funding recognition must include individual logos with hyperlinks to the appropriate agency.

If COCA notifies a grantee of a failure to properly acknowledge COCA, Leon County-Visit Tallahassee, and the City of Tallahassee, and in any of their grant-related marketing/promotional materials during the grant cycle, and then the grantee fails to correct the issue, that grantee will have 5 points deducted from the next grant application which the organization submits to COCA. Our government partners are dedicated to supporting worthwhile local events through grant programs and other promotional opportunities but reserve the right to reduce or eliminate grant funding for organizations that do not comply with grant recognition policies.

Grantees are required to submit copies of proof of grant acknowledgment prior to payment of the award.

Changes to Programs

Grant funds may be used only for those programs or purposes specified in the application, reviewed by the grant panel, and approved by the COCA Board and the TDC. Any significant changes in a grantee organization or its programs (i.e., budget, schedule, scope, personnel, etc.) must be submitted as a proposed amendment at the time the changes take place, and approved in advance in writing to COCA, before grant funds may be utilized by grantee.

Grant Reports

Each grant recipient will be required to submit one interim report and/or one final report of all funds disbursed to their organization using forms provided by COCA. The report will include Programming Documentation, Expenditure Log, and, upon request, Proof of Payment. The report will also include

proof of Logo Recognition. Grantees are also required to report the estimated number of visitors or potential visitors served by the project or program. See p. 5 for specific deadlines. Grant Report Forms will be completed in COCA's online grant portal – <https://tallahasseearts.submittable.com/submit>.

An applicant must demonstrate that they:

- implemented the program(s) for which they received funding
- spent the grant funds on allowable expenses and as indicated in their application
- spent all grant funds within the grant activity period
- followed the appropriate logo recognition guidelines

Failure to do so, or failure to do so in a timely manner, will require the applicant to fully repay any funds received and become ineligible for future funding.

Grantees who fail to submit reports at the appropriate deadline may be ineligible for the following grant cycle.

In extreme/unusual circumstances, an organization may request an extension from COCA.

Application

Basic Information

- Organization Name (official IRS)
- DBA or Department/Program Name (State Partners)
- Address
- Organization Website or social media page
- Federal Tax ID
- Date of Incorporation/Founding
- Number of years doing business in Leon County as a cultural organization
- Grant Contact (optional - Marketing Contact and Authorized Official Contact)
- State Partner – request or upload letter of support from parent institution

Organization Information

- Mission and purpose of organization
- How will you use these funds to increase the visibility and awareness of your programming to those outside Leon County? Include any spending related to COVID-19.
- Please indicate the out of County geographic markets you will be targeting
- Please indicate the marketing tactics you will employ
- How will your proposal enhance your overall marketing efforts? Include any efforts related to COVID-19. How does the proposed expense(s) fit into your overall marketing efforts?
- How do your organization's activities, services, venue(s), or event(s) help to promote Tallahassee/ Leon County as a tourist destination? Include how this is handled due to COVID-19.
- How will you measure the success of your marketing efforts? Include measures like surveys,

web analytics, social media statistics, attendance figures, written feedback or other evaluation methods, projected outcomes and any impact related to COVID-19.

- Does your organization have a method of tracking visitors from outside Leon County?
- Provide your organization's overall marketing plan. Describe how you currently promote your organization and the programs you offer. Include any changes due to COVID-19.
- Describe the program for which you are requesting funding.

Budget Information

- Grant Request Detail (shows allocation of COCA grant funds) – detailed grant funds expenditure information including - Payee/Vendor, Amount, Expense Description, Target Market(s), and Marketing Tactic

Impact Survey

- Provides impact numbers based on your last complete fiscal year.

COVID-19 Impact

- Provides information about the impact of COVID-19 on your organization

COVID-19 Protocols

- Indicates safety protocols you will practice for in person events

Supplemental and Contingent Items

You may include any supplemental material that you feel will be helpful to panelists in evaluating the overall quality and impact of your organization. Please focus on quality and material that helps to tell your story particularly as related to the programs for which you are requesting funding. You may submit up to 6 items of supplemental materials (no more than 24 individual pages). Title each item and upload as separate items. The intent of limiting the number of support materials is to help the grant panelists review an appropriate number of materials, with a consistent number provided from each applicant.

Supplemental material might include programs, catalogs, publicity material, artist work samples, press coverage, photographs, audio-visual material, organizational chart, brief history of the organization, etc. Panelists will not be able to review audio-visual materials at the panel meeting.

Supplemental material may also include:

- Recent support letters: Correspondence from people who benefit directly from programs related to your proposal (participants, students, audience members, tourists, tourism partners, etc.) and/or letters of support from collaborating organizations or individuals showing evidence of support. Limited to four pages. *Please note letters from public officials are not useful unless the officials are personally familiar with your organization. To avoid the appearance of a conflict of interest, no support correspondence should be included that is written by COCA staff or board members (see <https://tallahasseearts.org/about-coca/coca-staff> for a current list). If so, those letters will be removed from your application prior to panel review.*

- List of productions, exhibitions, concerts and/or publications your organization has recently produced/presented. *Consider including the total attendance/participation figures for each event (audience, artists, and volunteers). To calculate these numbers, you may use “instances of participation” – each visit to your facility by a single person (i.e., multiple visits count as multiple instances of participation.)*

Contingent Items (Please include the following items, if applicable)

- Partnership acknowledgment. Required only if your funding proposal is contingent on the participation of key partner(s). Commitment can be documented through letters, emails, or signed contracts. *(For example, Puppetry Tallahassee will team with ABC Gallery to host nationally known artist Julie Taymor for a local exhibit and performance. Without a commitment from ABC Gallery and confirmed interest from Julie Taymor’s agent, the proposal is not viable.)*
- Letter of support from the Agency Head, Division Director, Dean, Department Chair or University Supervising Official of the applicant. *Required of State Partner applicants only.*

Grant Panelist Nomination

COCA’s ability to recruit qualified and objective reviewers depends on your recommendations. Nominations are accepted year-round for consideration during the appointment process. Current, electronic copies of all forms are available on COCA’s website at <https://tallahasseearts.org/services/grant-programs>.

Prepared by



816 S Martin Luther King Jr. Blvd · Tallahassee, FL 32301 · (850) 224-2500 · www.TallahasseeArts.org

This publication is available in alternate formats upon request. Please contact hillary@tallahasseearts.org for more information.

COCA is sponsored in part by Leon County; the City of Tallahassee; the State of Florida, Department of State, Division of Arts & Culture; Florida Council on Arts & Culture.



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