



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

## FY21 Cultural Tourism Marketing Grant Program Funding Recommendations

Application #	Organization	Project Summary	Request Amount	Final Funding Amount (Recommended)
CTMG2021-01	621 Gallery, Inc.	621 Gallery will utilize awarded funds for marketing endeavors focused on online national and international advertising campaign opportunity for the 2021/2022 Exhibition Season.	\$2,000	\$2,000
CTMG2021-02	The Artist Series of Tallahassee	Support from the Tourism Marketing Grant will be used to expand our marketing efforts through radio and facebook ads and improve targeting of out-of-market ticket buyers beyond Leon County and the city of Tallahassee.	\$2,000	\$2,000
CTMG2021-03	Arts and Cultural Experiences at Railroad Square	Funds would be spent on videography, social media advertising, flyers for distribution in hotels, and travel bloggers to promote the monthly First Friday festival.	\$2,000	\$1,800
CTMG2021-4	Asian Coalition of Tallahassee	Grow our online presence through video content, social media ads, and billboards to reach outside Tallahassee to promote Fusion World Dance & Music Concert III.	\$2,000	\$2,000
CTMG2021-5	Cat Family Records	Expand Cat Family TV and specifically promote our two latest endeavors, the Tallahassee Studio Coalition (TSC) (and other workshop series), and Cat Fest 5, a virtual version of our annual music festival.	\$2,000	\$1,800
CTMG2021-6	Choice Impact Community Development Corporation	Assist with the online marketing of our new virtual streaming performance platform while continuing to brand and expand the scope and reach of the Arts-In-The-Heart series.	\$2,000	\$1,800
CTMG2021-7	Florida Litfest dba Word of South Festival of Literature & Music	Word of South's marketing firm, BowStern, will design and launch social media ads targeted to potential tourists in counties a radius of 400 miles or less from Tallahassee.	\$2,000	\$2,000
CTMG2021-8	Florida State University dba Challenger Learning Center of Tallahassee	Fund digital marketing campaigns, purchase search engine marketing (SEM) advertisements and work with a professional marketing consultant to drive traffic to our website through search engine optimization (SEO) through both paid and organic searches.	\$2,000	\$2,000
CTMG2021-9	Florida State University Museum of Fine Arts	Production expenses for custom digital content in the form of professional website design, digital videography, and video editing for website-based distribution and media placement and social media "boosting" expenses on MoFA's Facebook and Instagram pages.	\$2,000	\$2,000
CTMG2021-10	Goodwood Museum and Gardens, Inc.	Goodwood will use Cultural Tourism Marketing Grant funds to purchase print and digital advertising in the next edition of Visit Tallahassee: the Official Guide to Florida's Capital Region.	\$2,000	\$2,000
CTMG2021-11	Irish Repertory Theatre, Inc.	IRT is seeking funds to promote The First Annual Bloomsday Festival through regional print and radio advertising.	\$2,000	\$2,000
CTMG2021-12	John Gilmore Riley Center/Museum, Inc.	Elevate awareness of JGRCM's outreach, event sponsorships, community partnerships, and the activities provided by the organization. Various social and digital media outlets, which include a branding content, will be supported.	\$2,000	\$1,800
CTMG2021-13	LeMoyne Arts	Funds will be used for print advertising in Emerald Coast and for updated rack cards that will be distributed to Florida Welcome Centers.	\$2,000	\$2,000
CTMG2021-14	Making Light Productions	Making Light's tourism marketing plan for upcoming productions will include news outlets, targeted online advertising, and advertising partnerships with theater venues in neighboring counties.	\$2,000	\$2,000
CTMG2021-15	Mary's Visions Folk Art Museum and Gallery, Inc.	The funds will be used to update our website, advertisements through radio, TV, FB, Instagram, Twitter, and Tallahassee Democrat.	\$2,000	\$1,700

CTMG2021-16	Mickee Faust Alternative Performance Club, Inc.	These grant funds will be used for the development and implementation of a more systematic online and social media marketing/branding/outreach plan and the launching of a new, more dynamic website.	\$2,000	\$1,800
CTMG2021-17	Millstone Institute	Millstone will prepare and distribute marketing materials for the Winter Moon Festival including promotional and directional signage, flyers, posters and target mailers.	\$1,995	\$1,800
CTMG2021-18	Opening Nights at Florida State University	Grant funds to pay for advertising in The Emerald Coast Magazine, EmeraldCoastMagazine.com, 850BusinessMagazine.com, and several far-reaching Tallahassee-based publications.	\$2,000	\$2,000
CTMG2021-19	The Sharing Tree	Enhance our marketing plan within Tallahassee and the Southeast region through the purchase of print magazine advertisement, digital advertisement, signage, brochures for distribution in high traffic tourist areas, Facebook ads and digital software tools.	\$2,000	\$1,800



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CTMG2021-20	Southern Shakespeare Company, Inc.	Grant funds will be used for marketing efforts into the Florida Panhandle, Alabama, and Georgia attracting visitors by way of website and social media promotions and live streaming, radio and television ads, and mail-outs.	\$2,000	\$2,000
CTMG2021-21	The Tallahassee Bach Parley, Inc.	Funds would be spent on Facebook promoted events and posts, print and online national advertising with Early Music America, radio advertising, and email communication.	\$2,000	\$2,000
CTMG2021-22	The Tallahassee Ballet, Inc.	TTB will use the grant to market our 2020-2021 virtual season through the design and production of digital marketing promotions to send out via email, social media and through our website to target people who live 100 miles outside of the Leon County area.	\$2,000	\$1,800
CTMG2021-23	Tallahassee Chapter, Barbershop Harmony Society	Boost social media promotional posts for our concerts, purchase software to link our social media platforms, produce and mail two issues of our newsletter, and purchase print advertising to promote upcoming events, past performances and new member events.	\$2,000	\$1,800
CTMG2021-24	Tallahassee Civic Chorale	Print advertising, direct mail, and spending for Facebook and allied social media marketing the 2020/2021 season. spending for Tallahassee.com, COCA, and primary online or virtual outlets.	\$2,000	\$1,700
CTMG2021-25	The Tallahassee Community Chorus	Promotion of our digital content, which will reach targeted audiences throughout the North Florida, South Georgia, and South Alabama	\$2,000	\$2,000
CTMG2021-26	Tallahassee Film Society, Inc.	Funding will purchase long-term radio advertising on public stations WFSU-FM and WFSQ-FM.	\$2,000	\$2,000
CTMG2021-27	Tallahassee Hispanic Theatre	Funding will purchase advertising for print in regional bilingual and English language newspapers, radio, online, and posters and flyers.	\$2,000	\$1,800
CTMG2021-28	Tallahassee Live Music Community Group	Marketing plans with grant funding include using established relationship with videographer to create a commercial to air on WCTV, social media ads targeting areas outside Leon County, and partnership ads with Visit Florida.	\$2,000	\$1,800
CTMG2021-29	Tallahassee Museum	The 31st Annual Tallahassee Jazz and Blues Festival will be promoted throughout the region using traditional and digital advertising platforms and targeted social media ads including South Georgia, Alabama, and Florida (outside of Leon County) in addition to direct mail, fliers, digital newspapers, out of market billboards and radio.	\$2,000	\$2,000
CTMG2021-30	Tallahassee Symphony Orchestra	Purchase advertisements on social media platforms that will target audiences outside Leon County. We have engaged Bow Stern Marketing to develop and place these ad campaigns for us.	\$2,000	\$1,800
CTMG2021-31	Theatre Tallahassee	The grant funds will be used for TV commercials and social media advertising reaching into Central Florida and South Georgia and Alabama.	\$2,000	\$1,800
CTMG2021-32	Theater With a Mission	Promote programming targeting Hispanic tourists through regional advertising on WFSU media, social media through Cultura Latina Magazine and Conexión Media Group, as well as website upgrades.	\$2,000	\$2,000
CTMG2021-33	Tallahassee Youth Orchestras	Grant funds would be used to purchase advertisements in media, WFSU and social media with a regional audience designated, print posters and flyers for distribution in neighboring counties and South Georgia and Alabama, upgrading our TYO web page to make space for additional videos.	\$2,000	\$1,800
CTMG2021-34	Young Actors Theatre	Grant funds will be used on regional marketing of the 45th season of shows using social media, tv, and radio advertising.	\$2,000	\$1,800
<b>GRAND TOTAL FOR ALL FY21 CULTURAL TOURISM MARKETING GRANTEES</b>				<b>\$64,400</b>