



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY22 Cultural Tourism Marketing Grant Program

Administered by the Council on Culture & Arts (COCA) on behalf of Leon County



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Questions?

Contact: Hillary Crawford

Grants Manager

Council on Culture & Arts (COCA)

hillary@tallahasseearts.org - email

<https://coca.tallahasseearts.org/services/grant-programs> - COCA grants home page

These guidelines and grant application have been reviewed with and by Leon County prior to publication.



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 hand-in-hand 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. 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.

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.

We're here to help!

Please review all of the following information carefully. COCA offers 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.

If any questions pop up at any point in the process, you can always contact us for help. Email COCA's Grants Manager, Hillary Crawford at hillary@tallahasseearts.org. Our staff is always happy to help you through the process. Also, these guidelines and the grant application forms are always available online at <https://coca.tallahasseearts.org/services/grant-programs>.

Please consult the Grant Program Calendar for important dates. 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.

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

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FY22 COCA Cultural Tourism Marketing Grant Program Calendar

(Deadlines are by 5pm EST on dates indicated)

Applications Available: June 1, 2021

Available online at <https://coca.tallahasseearts.org/services/grant-programs>

Grant Workshop: June 11, 2021

COCA will host a virtual grant workshop for anyone needing assistance during the grant writing process. The session will focus on a review of the FY22 grant programs and how to apply. Recording available.

Technical Consultation: June 14, 2021 through July 2, 2021

COCA requires all new applicants to schedule a technical consultation. Make an appointment to meet virtually with COCA staff for individual assistance. Even if this is not your first time applying for a grant, we urge you to take advantage of these consultations.

Technical Consultation Deadline: July 2, 2021

Application Deadline: July 9, 2021

Late applications will not be accepted under any circumstances and must be timestamped by 5pm on 7/9/21

Leon County Eligibility Review: July 16 - July 30, 2021

Applicant Revisions (If Necessary) Deadline: Aug. 6, 2021

Secondary Leon County Eligibility Review Results: Aug. 13, 2021

Panel Review Meeting: Oct. 1, 2021 via Zoom

Applicants are encouraged to send at least one representative who is familiar with your organization and its grant application. Grant awards should not be considered final until local government budgets are finalized.

City & County Budgets Finalized: Sept. 30, 2021

No grants should be considered awarded until the City and County have finalized their budgets for the next fiscal year.

COCA Board Reviews & Approves Funding Recommendations: Oct. 2021*

TDC Reviews & Approves Funding Recommendations: Nov. 2021*

Disbursement Of Grant Funds: Dec. 2021

Payment will not be disbursed until COCA has received a signed grant contract. There will be no early distribution of funds.

All Grant Funds Spent: Sept. 30, 2022

Final Report Deadline: Nov. 4, 2022

**Dates have not yet been finalized*

About COCA's Cultural Tourism Marketing Grant Program

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of Leon County's arts and cultural organizations and their programming, to those outside of the County. Marketing initiatives should highlight our vibrant and diverse cultural community and seek to attract visitors.

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.

Applicants must establish quantifiable objectives and conduct a program evaluation to assess the effectiveness of the program.

Where Do the Funds Come From?

COCA's Cultural Tourism Marketing Grant Program is funded by Leon County Government through Tourism Development Tax (TDT) funds. All grant-related expenses must be in compliance with Florida Statutes 125.0104.

Who Decides Who Gets Funded?

COCA staff members do not make recommendations for 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 of the rules were followed.

*NEW- Leon County Review Requirement

COCA's new five-year contract with Leon County stipulates that the County will review all applications for eligibility and compliance with § 125.0104 of the Florida Statutes prior to the scoring of grant applications. Applications will undergo an initial eligibility determination to ensure the proposed use of funds complies with statutory requirements. If the County decides the application is ineligible, the decision and rationale will be provided to COCA in writing on or before July 30, 2021 and transmitted to the applicant by COCA. The applicant will then have until Aug. 6, 2021 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 Aug. 13, 2021. If the County does not inform COCA of the ineligibility of any specific application(s) and the rationale for such decision by July 30 2021, then such application may be presumed eligible and proceed to evaluation by the grant scoring panel. Any applications that are deemed ineligible by the County as described above, however, will not proceed to scoring, and such decisions are final and unappealable.

Eligibility Requirements

1. Grant funds must be used for marketing of arts and/or cultural organizations, programs, and/or venues to residents outside of Leon County. Eligible events, programs or venues must be open and accessible to the general public.
2. Organization must have arts and/or history as its primary purpose.
3. Organization must either be classified by the IRS as a 501(c)3 with a governing Board of Directors that meets regularly and operates under a set of by-laws, or as an 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.
4. Organization must have been providing programming for at least two complete fiscal years.
5. The promoted program(s) must take place in Leon County.
6. Organization must demonstrate commitment to and plan for accessibility for people with disabilities and compliance with ADA.
7. Use of funding for the Cultural Tourism Marketing Grant must be in accordance with all Florida state statutes. Certain portions of § 125.0104, Fla. Stat., are included below to assist in ensuring eligibility:
 - “Promotion” means marketing or advertising designed to increase tourist-related business activities.
 - “Tourist” means a person who participates in trade or recreational activities outside the county of his/her permanent residence or who rents or leases transient accommodations....
 - Authorized uses of Tourist Development Tax (TDT) Revenue:
 - 1.a. Publicly-owned and operated convention centers, sports arenas, auditoriums
 - 1.b. Auditoriums publicly-owned and operated by a non-profit
 - 1.c. & 2. Aquariums or museums or zoological parks publicly owned/operated or owned/operated by a non-profit
 - (5)3. ...if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue or event 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. Each organization may request no more than \$2,000.
9. Grantees must spend all grant funds by Sept. 30, 2022. Any undocumented or unused expenses must be repaid to COCA by Oct. 28, 2022. Organizations who fail to repay unused or undocumented grant funds will be ineligible to receive any future COCA grant awards.
10. Grantees must provide proof of implementation/final report to COCA by Oct. 28, 2022.
11. Grantees must provide and, upon request, or all marketing related expenses in their final report.
12. Grantees who fail to submit reports at the appropriate deadline may be ineligible for the following grant cycle of CTMG. In extreme/unusual circumstances, an organization may request an extension from COCA. Organizations who fail to repay unused or undocumented expenses will be ineligible for all COCA grant programs until they are in compliance with these grant guidelines.

13. Grantees must include the COCA logo, the combined Leon County/Visit Tallahassee logo, and the City of Tallahassee logo on all grant-related visual marketing materials (online, print and media). All grant-related marketing materials must be submitted for to COCA for approval. See COCA's Logo Recognition Policy and contact erica@tallahasseearts.org to submit your materials for approval.
14. For online funding recognition requirement, refer to COCA's Funding Recognition & Logos Policy.
15. Applicants are encouraged to communicate with COCA's Communications & Marketing Manager, Erica Thaler, to clarify any of these guidelines and additional materials which can be found here: <https://coca.tallahasseearts.org/services/grant-programs>
16. Applicant may not request funding for the same expense item(s) in both the COCA Cultural Tourism Marketing Grant and the COCA Cultural Grant Program applications or any other grant programs funded by Leon County TDT dollars.

How much funding can my organization receive?

Each eligible organization can apply for and receive up to \$2,000.

How can the grant funding be spent?

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:

- 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.

When can grant funding be spent?

All grant funding must be spent during the grant period: Oct. 1, 2021 - Sept. 30, 2022. Marketing efforts may occur through Sept. 30, 2022 if the marketing is secured and paid for ahead of time and deliverable documentation can be provided.

What expenses are not eligible for funding?

- Project activities that do not meet the eligible uses of the Florida Statutes 125.0104
- Existing deficits
- Lobbying
- Educational/professional development conferences, advocacy program and membership dues
- Travel expenses, including accommodations and non-public relations or marketing-related transportation (travel to and from meetings will not be reimbursed)
- Food or alcoholic beverages
- Expenses associated with programs outside of Leon County
- Projects or events that are extensions of training or academic programs
- Scholarships, awards or cash prizes
- Benefits, galas and projects planned primarily for fundraising
- Loans, interest on loans, fines, penalties, costs of litigation or items for resale
- Problems that result from inadequate planning or budgeting or unsuccessful fundraising
- Projects or activities which have a primary purpose that is religious. Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met:
 - The funded program has a secular purpose
 - The primary effect of the funded program does not advance or inhibit any religion or religious activity
 - The activity is open and advertised to the general public
- Office supplies or administrative costs not directly affiliated with grant program
- Equipment (except rental costs directly affiliated with the funded project or program)
- Capital building expenses
- Meals, refreshments and/or catering expenses

How do I apply?

1. New applicants are required to schedule a Technical Consultation with COCA's Grant Manager, Hillary Crawford at least a week prior to the grant deadline. These reviews help you identify any errors, non-allowable expenses, or basic eligibility issues. All applicants are encouraged to schedule a virtual marketing meeting or phone call with COCA's Communications and Marketing Manager, Erica Thaler at erica@tallahasseearts.org.
2. With the impact of COVID-19, in your application narrative, you will be required to state whether your activity, service, venue, or event programming is live or hybrid.
Hybrid programming: A portion of your project was offered digitally and a portion was in-person
Live programming: 100% of your project was offered in-person
3. For in-person programming, applicants must also include a COVID safety plan to provide safe and secure programming. This COVID safety plan can be presented as an attached document to your application.

4. Applicants must electronically submit the application form to COCA by July 23, 2021. Please download the free Adobe Acrobat Reader at <https://get.adobe.com/reader/> to fill out the application (the application will not work using Apple “Preview” software).

How will applications be scored? How will funding be awarded?

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.

What is the scoring rubric?

The following criteria will be used to evaluate grant applications:

1. 20% - Use of funds increases the visibility and awareness of your programming to those outside Leon County.
2. 20% - Proposal enhances and fits into organization’s overall marketing efforts.
3. 20% - Organization’s activities, services, venue(s), or event(s) help to promote Tallahassee/Leon County as a tourist destination.
4. 20% - Organization has an effective plan to track results of marketing efforts through audience surveys and/or other methods.
5. 20% - Organization has a strong and effective overall marketing plan.

Applicants will receive a score of 1 (poor) – 5 (excellent) 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 25.

Request for Reconsideration of Scoring

Any applicant wishing to request reconsideration of its quality, technical, and/or combined 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.

How will funding be allocated?

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.

- Applicants who receive an average score of 20-25 will be recommended for 100% funding.
- An average score of 15-19 will be recommended for 90% funding.
- An average score of 10-14 will be recommended for 85% funding.
- Applications which receive an average score below 10 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.

What happens if your grant request is approved for funding?

Once COCA has received a signed contract from an approved applicant, processing of the grant award begins. The award is paid out in one, single installment 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.

Final Report

Grantees must submit a final report summarizing the completed project and detailing the use of the grant funds by Nov. 4, 2022. The report will include Programming Documentation, Expenditure Log, and, upon request, Proof of Payment. The report will also include proof of Logo Recognition. Refer to these documents at coca.tallahasseearts.org/services/grant-programs. One of the requirements is that grantees report the estimated number of visitors or potential visitors served by the project or program. Any unexpended County grants funds must be returned to COCA, 30 days after the grant-funded project has been completed. If the grant funded project has been completed in September 2022, unexpended County funds must be returned to COCA by October 14, 2022.

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. A Grant Amendment Request form is available for download at https://coca.tallahasseearts.org/services/grant_programs.

Questions?

If you have any questions about these guidelines, the application process, or anything related to the Cultural Tourism Marketing Grant Program, contact COCA Grants Manager Hillary Crawford at hillary@tallahasseearts.org.

COCA's Cultural Tourism Marketing Grant Program is funded by Leon County Government through Tourism Development Tax (TDT) funds. All grant-related expenses must be in compliance with Florida Statutes 125.0104.

COCA's [Media Guide](#) can help your efforts in promoting your destination and events via radio, television, newspapers, information bureaus, magazines, or on-line. The Media Guide is constantly updated and expanded to reflect the ever-changing media climate, expose new publicity trends, identify regional resources, and assist you with your media writing.

COCA is also available for individual consulting on marketing, organizational, programming and tourism strategies. Call us anytime at 850-224-2500 to set up an appointment.

View [COCA's Marketing Handout](#) - a checklist for promotional excellence.

Please help us keep COCA's Media Guide as up-to-date as possible. If you know of a new publication, radio station, or any other media outlet not included in this directory, contact COCA at info@tallahasseearts.org and we will add it to this guide, if appropriate.

Don't 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 13,000 weekly recipients. We also produce a monthly arts in education e-newsletter. You can find more information and sign up for all of COCA's e-newsletters at <http://coca.tallahasseearts.org/services/newsletters>.



**TALLAHASSEE
ARTS GUIDE**

Cultural Tourism Resources

Definition of Tourism:

For the purpose of 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.”

In order for a program to be eligible for Tourist Development Tax funding a program has to 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://coca.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/tourism-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.

Prepared by



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

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.*

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of Cultural Affairs; Florida Council on Arts & Culture.**



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