



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY



FY23 Cultural Grant – Round 2 (City funding)

Informational Webinar

Grant Program Mission and Scope

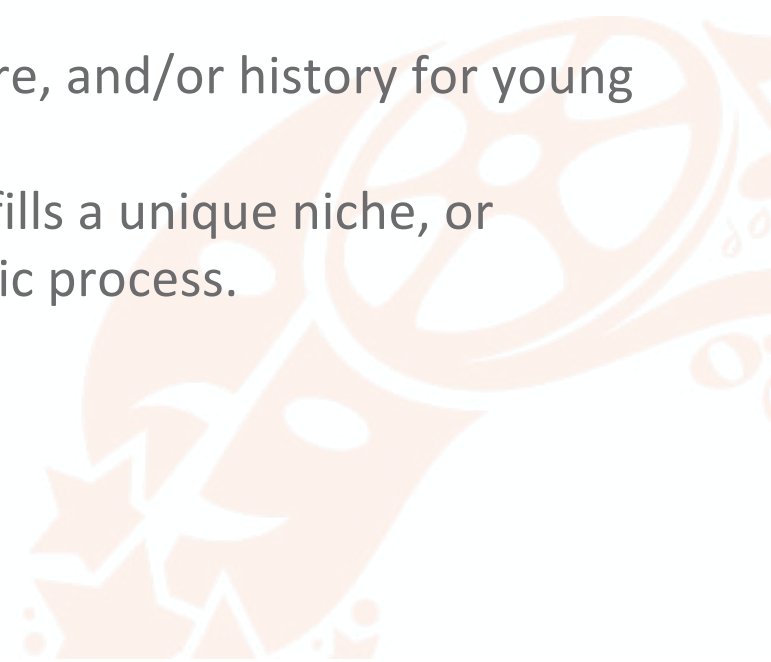
The mission of COCA's Cultural Grant Program is to serve and support the community of non-profit arts and cultural organizations within the City of Tallahassee through program funding that creates broader public access, benefit, and participation in arts and cultural activities in our community, enhancing both quality of life and our local economy.



Grant Program Goals

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.



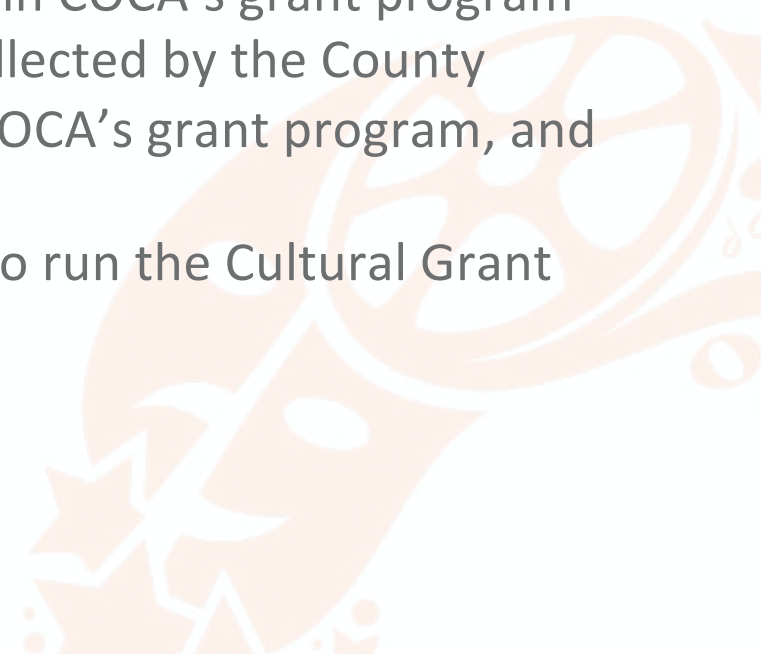
Who can apply for funding?

- ✓ Must be a nonprofit organization, or department or unit of a public entity
- ✓ Must have mission directly related to arts, culture, history or heritage
- ✓ Must have governing board of directors and by-laws
- ✓ Must have one year of completed programming in your discipline
- ✓ Must have professional staff (can be volunteer)
- ✓ Must produce or present year-round programming in the City of Tallahassee

Applicants receiving funds from CHSP (Community Human Services Partnership) or the CRA (Community Redevelopment Agency), **WILL NOT** be eligible to receive support for the same project or program through COCA's Cultural Grant Program during the same grant year.

History of Program Funding

- Historically COCA's Cultural Grant Program was funded by a combination of City and County funds
- City funds were general revenue, and the County uses a portion of the Tourist Development Tax (TDT)
- In 2015, the County increased their investment in COCA's grant program from ½ penny to 1 penny of the TDT funding collected by the County
- In 2016, the City removed their investment in COCA's grant program, and awards were funded 100% through TDT funds
- However, the City continues to contract COCA to run the Cultural Grant Program



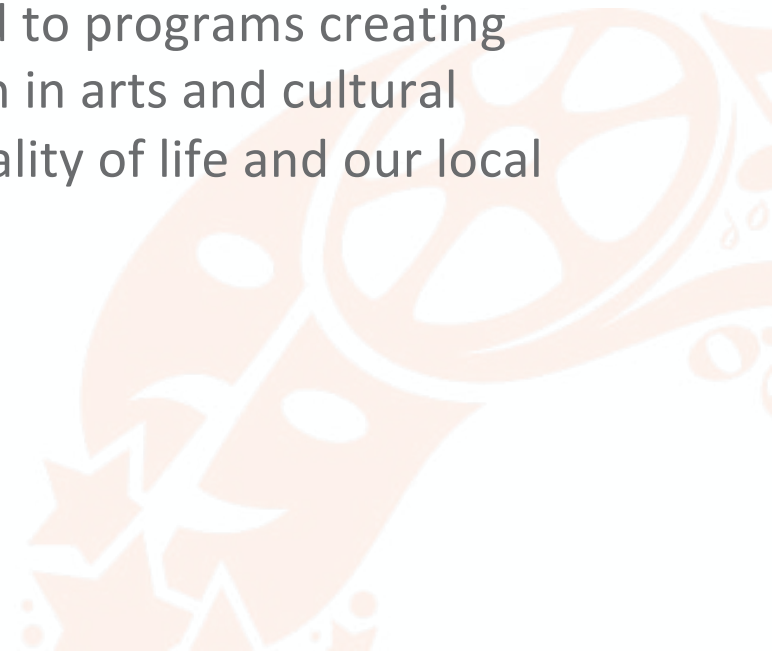
How are the grants funded?

- Restrictions on TDT funds have kept some organizations from receiving funds for programs that align with the original intent of the Cultural Grant Program
- Last year, COCA submitted a request to the City for a re-investment in the Cultural Grant Program
- At the September meeting, the City Commission unanimously approved a one-time allocation of \$300,000 to COCA for the Cultural Grant Program for FY23
- This round of grants will be funded using that appropriation
- COCA will continue to advocate for a recurring investment of City funds in the Cultural Grant Program



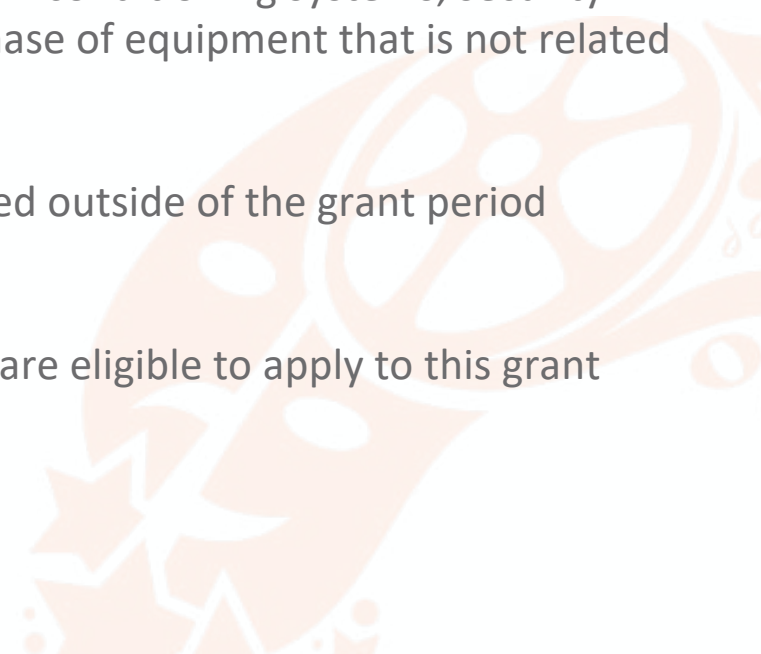
How can I use the funding?

- Applicants can request up to \$10,000
- Funding period – October 1, 2022 – September 30, 2023
 - Applicants can request reimbursement for eligible expenses within the funding period
- All grant fund expenses must be **directly** related to programs creating broader public access, benefit, and participation in arts and cultural activities in our community, enhancing both quality of life and our local economy.



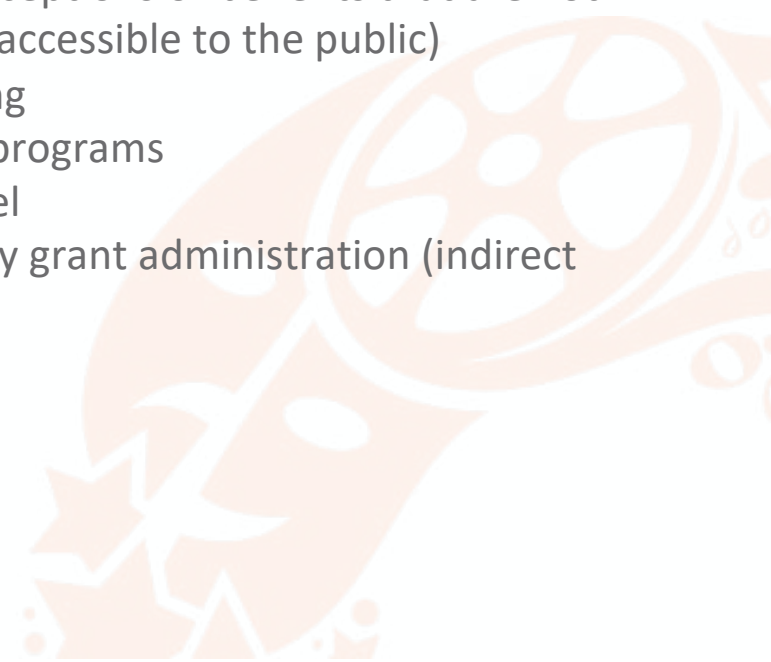
What expenses are not allowed?

- Grant funds may not be used for general overhead that is unrelated to programming and/or promotion (i.e., financial audit, board retreats, decorating the facility, etc.)
- Grant funds may not be used for capital expenses. For the purposes of this grant, capital expenses include building projects, acquisitions, renovations, land acquisition, and other permanent improvements to physical plants (i.e., new roof, air conditioning systems, security fence, lighting grids). Capital expenses also include the purchase of equipment that is not related to the production of events or exhibits.
- Grant funds cannot be used for expenses incurred or obligated outside of the grant period (October 1, 2022 – September 30, 2023).
- The City of Tallahassee discourages line-item requests if you are eligible to apply to this grant program or others.



Other Non-Allowable Expenses

- Attendance at conferences and seminars
- Bad debts, contingencies, fines and penalties, interest, and other financial costs
- Cash reserves
- Contributions and donations
- Endowment
- Fellowships/scholarships
- Food and beverages (including alcohol)
- Fundraising
- Lobbying or attempting to influence federal, state, or local legislation or any other expenditure not authorized by Chapter 112 of the Florida Statutes
- Mortgage payments
- Operation of privately-owned facilities (i.e., studios, homes)
- Plaques and awards
- Private or exclusive entertainment (i.e., parties, receptions or benefits that are not open and accessible to the public)
- Re-granting
- Religious programs
- Staff Travel
- Third-party grant administration (indirect costs)



How do I apply?

- Submittable – all applications must be completed using COCA’s online [grant portal](#)
- You will need to create a free Submittable account or sign in with Google or Facebook credentials to submit to these forms
- You can [save a draft](#) of your work if you would like to finish filling out the form later
- If anything changes with the information you submitted, please request to [edit the submission](#) / If you need to make changes to your form, please [withdraw](#) your submission and resubmit
- Submittable works best on Google Chrome, Firefox, and Safari. Internet Explorer is not supported. Please make sure you are using a supported browser
- We will follow up with you about your submission by email. Please be sure to [safelist](#) notification emails from Submittable and check the email you used to sign up for your Submittable Account regularly.

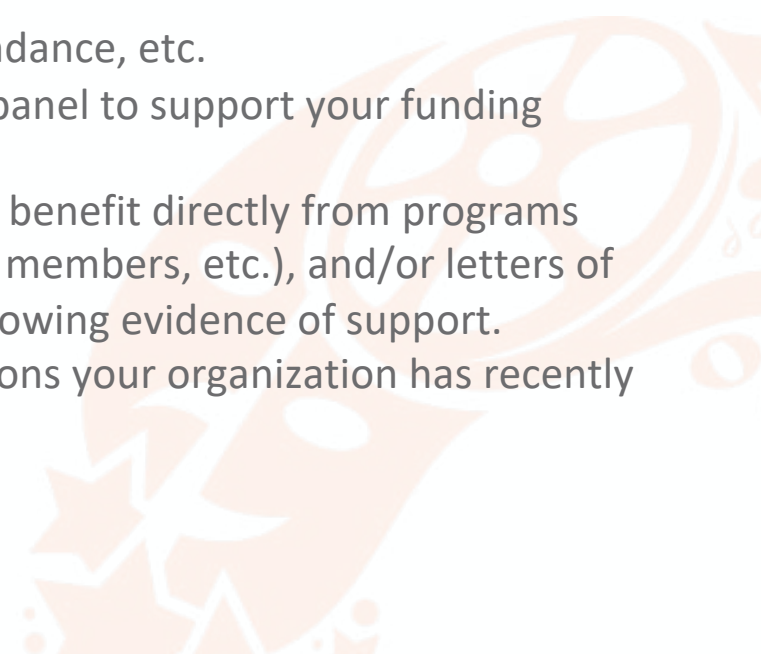
Technical Questions?

Check out the [Submitter Resource Center](#) or contact [Submittable Customer Support](#).

Application Checklist

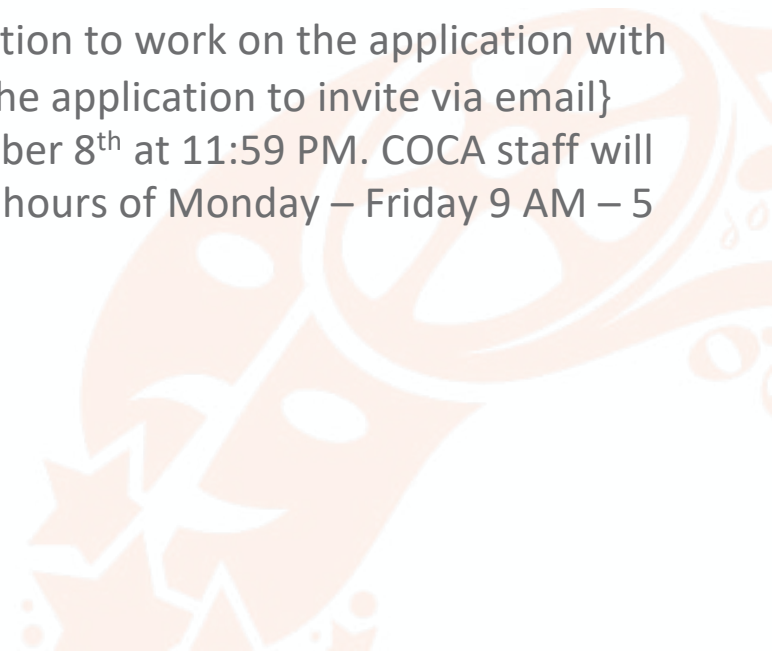
In order to complete your application, you will need the following:

- ✓ Financial records for your last completed fiscal year, along with a budget plan for this fiscal year and next
- ✓ Information about your Board of Directors and staff (can be volunteer)
- ✓ Information about your organization and programs
- ✓ A proposed budget for the requested funds
- ✓ Impact information for FY22 including jobs, volunteers, attendance, etc.
- ✓ Support materials – any information you can provide to the panel to support your funding request. May include:
 - ✓ Recent support letters: Correspondence from people who benefit directly from programs related to your proposal (participants, students, audience members, etc.), and/or letters of support from collaborating organizations or individuals showing evidence of support.
 - ✓ List of productions, exhibitions, concerts, and/or publications your organization has recently produced/presented.



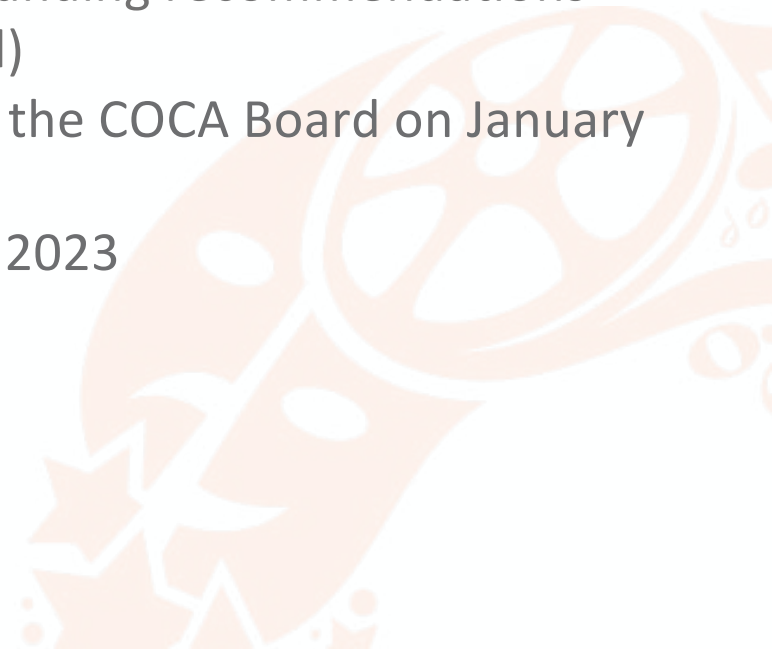
Application Tips

- **Read each question before you begin your answer**
- **Proof your application prior to submission** - Ask someone who is not familiar with your programs to read your proposal to ensure that you are clearly explaining your programs
- **Start early** – the portal is open NOW!
- **Save often** – Submittable allows you to save drafts of your application, do so often so that you are not timed out or lose information
- **Collaborate** – you can invite other members of your organization to work on the application with you {click “manage collaborators” in the top right corner of the application to invite via email}
- **Don't wait until the last minute** – the portal closes on December 8th at 11:59 PM. COCA staff will not be available to assist you outside of our normal business hours of Monday – Friday 9 AM – 5 PM
- **If you have questions, please ask me** – I am here to help!



How will my application be reviewed?

- Applications will be reviewed by COCA staff to confirm eligibility
- All eligible applications will be forwarded to the citizen review panel for scoring
- A [public panel meeting](#) will take place on January 11, 2023, 9:30 AM
 - Panelists will finalize their scores, and make funding recommendations (applicants are strongly encouraged to attend)
- Funding recommendations will be presented to the COCA Board on January 19th for approval
- Contracts and payments will go out in February 2023



Review Criteria

Organizational Capacity (up to 40 points):

- Panelists will review organization information (budgets, staffing, resources, etc.) and evaluate their ability to complete the proposed programming

Program Evaluation (up to 40 points):

- Panelists will review the proposed program for alignment with their mission and the goals of the Cultural Grant Program
- Panelists will review the program's impact in relation to the funding request
- Panelists will review the goals and evaluation methods of the proposed program

Community Impact (up to 20 points)

The application aligns with one or more of the following City Priorities:

- Economic Development
- Impact on Poverty
- Public Safety
- Quality of Life



City Strategic Plan Alignment

- **Economic Development** – Applicants can use Americans for the Arts [Arts & Economic Prosperity 5 Calculator](#) to estimate your local impact on the economy.
- **Impact on Poverty** – The Florida Chamber’s [Florida Prosperity Project](#) has defined the 10 Root Causes of Poverty. Several of them are impacted directly by arts and culture, including:
 - Lack of employment opportunities
 - Inequities in education & workforce development
 - Unsafe environments
 - Lack of recognition and access within a community
- **Public Safety** – According to Americans for the Arts’ [Arts & Social Impact Explorer](#) - Arts participation correlates with lower rates of juvenile delinquency and truancy, and cultural resources are linked to better health, schooling, and security. Arts also help maintain racial and economic diversity and lower rates of racial harassment.
- **Quality of Life** - According to the [Creating Healthy Communities: Arts + Public Health in America initiative](#), the arts can be especially beneficial for public health in five key areas: collective trauma, racism, mental health, social exclusion and isolation, and chronic disease.

Funding Order

Priority funding will be given to:

- organizations not awarded funds in Round 1- TDT Funding
- minority organizations*
- underserved organizations⁺

After these organizations have been funded, the remaining organizations will be ranked in order of score and funding will continue until the funds are exhausted. If there are more funds available than the total request, any remaining funds will be reallocated to FY24.

**For this program, a minority organization is composed of at least 51% persons who are Asian-Indian, Asian-Pacific, Black, Hispanic, and Native American. This includes staff, board, artists, and volunteers. Gender is not considered a minority for the purposes of this program.*

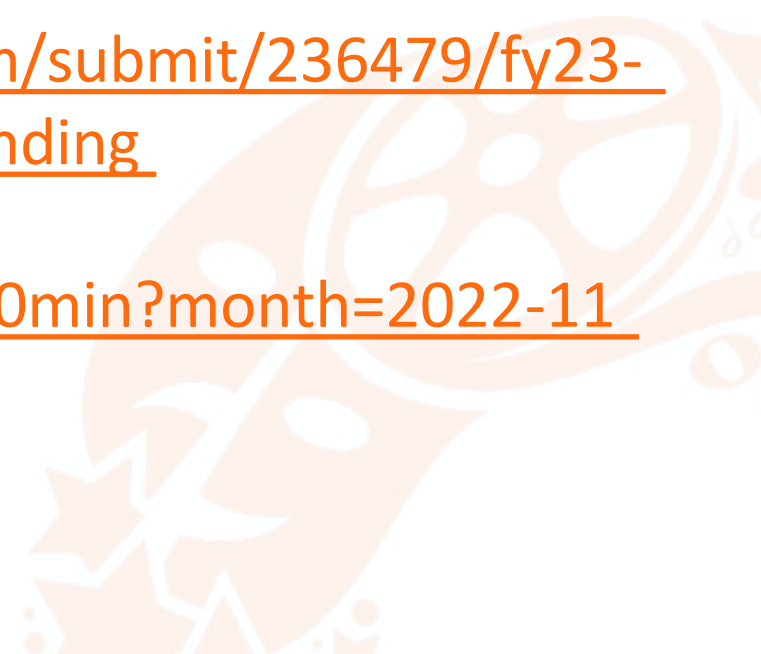
⁺For this program, an organization is underserved if it has an annual operating budget of \$150,000 or less.

What is required of grantees?

- Grantees are required to use COCA, City, and County logos on promotional materials for programs funded through this grant (online logos must be linked)
- Promotional materials must be approved by COCA's Communications & Marketing Manager, [Samantha Sumler](#) PRIOR to publication
- Grantees should track attendance and residents served through grant funded programs
- Grantees must submit a final report on grant activities with expenditure log tracking grant funds
- Grantees must keep records of all transactions (invoices, receipts, payments) related to grant funds, and be able to provide them for COCA if audited
- Grantees should post their activities and events at <http://TallahasseeArts.org>

Grant Resources

- Program Guidelines – <https://www.tallahasseearts.org/wp-content/uploads/sites/www.tallahasseearts.org/images/2022/11/FY23-Cultural-Grant-Guidelines-Round-Two-FINAL.pdf>
- Application Portal – <https://tallahasseearts.submittable.com/submit/236479/fy23-cultural-grant-program-round-2-city-funding>
- Schedule a Consultation – <https://calendly.com/hillarycrawford/30min?month=2022-11>



Other COCA resources

- Schedule a Marketing consultation with [Samantha Sumler](#)
- [Media Guide](#)
- [Advertising Opportunities](#)
- [Subscribe](#) to COCA's Newsletter, and post your events and opportunities

