



FY22 GRANT AWARDS

Grant programs: Cultural Grant (CG) and Cultural Tourism Marketing Grant (CTMG)

Cultural Grant Program - Program Purpose

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 which 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 offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history, and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; programs that bring arts, cultural and historic exhibits, or events to underserved areas; programs which engage members of the community in the creative and/or artistic process.

FY22 Applicants	FY22 Awards
29 Total	27 Carry Forward
2 New; 27 Carry Forward	2 New ineligible per County review

Grant #	Organization	Group	Award
CG2022 - 3	621 Gallery, Inc.	4	\$5,000
<i>As the region’s largest contemporary art center, 621 contributes to the economic prosperity of Leon County, as a cultural destination. Our proposed programming centers on promoting inclusion, diversity, equity, and accessibility (IDEA) by creating a space where our exhibitions & programming spur dialogue, understanding, and appreciation that celebrate all the voices that make up our community.</i>			
CG2022 - 4	Arts and Cultural Experiences at Railroad Square, Inc. (ACERS)	4	\$5,000
<i>The First Friday Festival at Railroad Square Art District is a free monthly event with a 15-year history, providing music, food, fun, galleries and creative small businesses, and a welcoming space for all. It is the best -attended, longest-running monthly cultural event in town, drawing much publicity, and making a major impact both for small business and for tourism, due to the unique and diverse local experience that First Fridays provide.</i>			
CG2022 - 5	Asian Coalition	4	\$5,000
<i>Fusion World Dance and Music Concert IV is the only concert of its kind. This theatrical showcase features rarely seen cultural performances from all over the world in one show. We share classical and fusion performances to demonstrate how mixtures of cultures create new and exciting rhythms, movements, and sounds. A show this unique will bring visitors to Leon County to see a show they cannot experience anywhere else.</i>			
CG2022 - 6	Choice Impact Community Development/Javacya	4	\$5,000
<i>Arts-in-the-Heart is a signature concert series in Tallahassee. It brings to the forefront world-professional Black classical performers and composers from the African Diaspora and highlights their artistry. Young prodigy performers-composer of color in classical and other genres also take center stage. Additionally, local artists are featured. Hotels, restaurants, and businesses benefit immensely from the annual events.</i>			

Grant #	Organization	Group	Award
CG2022 - 7	Florida State University Challenger Learning Center	SP – D*	\$41,500
<i>STEAMing: incorporating STEAM-based (Science, Technology, Engineering, Arts & Mathematics) interactive activities into programming to increase knowledge, skills, and creativity.</i>			
CG2022 – 8	Florida State University Museum of Fine Arts	SP – E+	\$8,000
<i>Visitor-focused public programming support for MoFA's 2022 interdisciplinary exhibitions "Enjoy the Show: Circus and Spectacle in the 20th and 21st Centuries," and "Animal Selves," including project development costs, fees for artistic services, and materials to expand educational and promotional opportunities for arts-based learning and awareness of MoFA and Leon County as a cultural destination.</i>			
CG2022 – 9	Florida Litfest, Inc. dba Word of South Festival	4	\$5,000
<i>Florida Litfest, Inc. proposes a series of events scheduled throughout the calendar year with a focus on music and literature. These events are in addition to the Word of South Festival, which is scheduled for April 8-10, 2022. Florida Litfest non-festival events enhance Leon County as a visitor destination by contributing to the vibrant, year-round arts and culture offerings in and around Tallahassee.</i>			
CG2022 – 10	Goodwood Museum and Gardens, Inc.	2	\$41,500
<i>Goodwood is a museum without walls, engaging visitors by sharing complex stories of the past and the arts in a historic and natural setting. Funding will support the museum's cultural programming, including inclusive interpretation, artistic performances, marketing, and operations.</i>			
CG2022 – 11	Irish Repertory Theater	4	\$5,000
<i>The Irish Repertory Theater seeks funding for its production of "The Birds" by Conor McPherson. This play has wide repute because it was reportedly the basis for Alfred Hitchcock's film of the same name. Visitors to Leon County should recognize the name of the play and be intrigued about the play's relationship to the film. A brief lecture by FSU's Professor Terri Bourus about the play and its impact will attract these theatergoers.</i>			
CG2022 – 12	John G. Riley Center/Museum for African American	3	\$20,000
<i>The first of its kind in Tallahassee, the exhibit will bring new excitement and visitors into the county including national museum goers, historians, and scholars. The exhibit and collateral will reach over 40,000 viewers/visitors annually. Intense marketing will focus on global impact, with the intent to contribute to diversity of visitation and viewership of those who experience this 4-year exhibit series, in-person or digitally.</i>			
CG2022 – 13	LeMoynes Arts	2	\$41,500
<i>LeMoynes Arts fosters and promotes participation in the arts through exhibits, gallery shop, demonstrations, presentations, and a major annual art festival. This proposal supports exhibits and ancillary programming scheduled October 2021- September 2022. LeMoynes contributes to Leon County's appeal as a visitor destination by offering opportunities to residents and visitors of all ages to participate in arts and culture throughout the year.</i>			
CG2022 – 14	Making Light Productions	4	\$5,000
<i>Making Light Productions provides year-round inclusive performing arts programming. MLP Mainstage produces the highest quality plays and musicals with neurodiverse casts for local and tourist audiences in our fully accessible 75-seat theatre.</i>			
CG2022 – 15	Mickee Faust Alternative Group Performance Community	3	\$20,000
<i>We are seeking support for our post pandemic season, 15th Annual Queer as Faust Festival and an original musical, The Cursed House of Ravensmadd, which contribute to Railroad Square Art Park's increasing reputation for offering exciting, alternative arts. These events are uniquely positioned to draw new audience members to Tallahassee (an LGBTQ audience for Queer as Faust and a sophisticated musical, theatre, literature audience for Ravensmadd).</i>			
CG2022 – 16	Southern Shakespeare Company, Inc.	3	\$20,000
<i>Southern Shakespeare will produce A (mini) Midsummer Night's Dream, with touring performances at Goodwood Museum & Gardens and throughout multiple cities and schools in and outside of Leon County. This production will be accessible to a diverse audience and raise the visibility of SSC, drawing audiences from the region to Tallahassee for our Free Shakespeare in the Park Festival.</i>			

Grant #	Organization	Group	Award
CG2022 – 17	Tallahassee Chapter, Barbershop Harmony Society	4	\$5,000
<i>These funds are requested to help the Tallahassee Chapter, Barbershop Harmony Society (a.k.a. Tallahassee Chapter SPEBSQSA) produce our June 11, 2022, performances at Turner Auditorium, Tallahassee Community College (TCC): "The Beach Boys and the California Sound", two shows at 2:00 pm and 7:00 pm with guest acts. We will burnish the image of Leon County by providing quality in our four-part harmony singing productions.</i>			
CG2022 – 18	Tallahassee Civic Chorale	4	\$5,000
<i>With the reintroduction of regular rehearsals & performance beginning in fall 2021, the Chorale hopes to engage its singers, staff & ultimately its audience through live, in-person interaction. Leon County is already known for its welcoming during its major sports & civic events, & the Chorale will continue to contribute its talent & resources through its proposed program of three concerts, multiple sing-outs & availability for civic events.</i>			
CG2022 – 19	Tallahassee Hispanic Theater	4	\$5,000
<i>THT is requesting funding to produce its 5th Annual Micro Theater Festival, which will be celebrated during the Summer of 2022 at Goodwood Museum and Gardens. The past editions of the festival have been very successful, and we are continuing to work on making it a Summer cultural landmark in Tallahassee that can attract visitors during a time of the year when the local cultural offer isn't very extensive.</i>			
CG2022 – 20	Tallahassee Museum of History and Natural Science, Inc.	1	\$86,000
<i>The Museum will offer exhibits, educational programs and special events about our region's natural and cultural history, market its activities, contribute to our area's economic and tourism development efforts and remain accessible to audiences.</i>			
CG2022 – 21	Tallahassee Symphony Orchestra	2	\$41,500
<i>The Tallahassee Symphony Orchestra (TSO) is Leon County's professional orchestra. During the 2021-22 season, the TSO will perform 4 Classical concerts, 2 Holiday Magic shows, 2 Young People's concerts, a Halloween Spooktacular concert, and an outdoor Pops in the Park concert. All these events (except the Young People's concerts) attract cultural tourists to Leon County.</i>			
CG2022 – 22	Tallahassee Youth Orchestras, Inc.	3	\$20,000
<i>We are requesting support for our 2021-22 Concert Season. Our weekly operations contribute to the Leon County economy, our concert performances being out of town visitors to the area, and our community performances and educational outreach activities enhance the quality of life in Leon County.</i>			
CG2022 – 23	The Artist Series of Tallahassee, Inc.	3	\$20,000
<i>The Artist Series of Tallahassee will present a public, five-concert series featuring world renowned classical music ensembles and soloists encouraging tourists and locals to explore all that Tallahassee has to offer through the Arts. Programs of the Artist Series contribute to Tallahassee's thriving cultural scene and helps attract visitors who shop, dine, and book lodging in Tallahassee and Leon County.</i>			
CG2022 – 24	The Tallahassee Bach Parley, Inc.	3	\$20,000
<i>The Bach Parley's Concert Series offers distinctive Baroque music programs on period instruments with conversational and educational commentary to demystify the music and connect the performers' experience with the audience. Marketing initiatives for Bach Parley's unique programs promote Tallahassee and Leon County, both as a community-building treasure for local fans and as a destination for visitors.</i>			
CG2022 – 25	The Tallahassee Ballet, Inc.	2	\$41,500
<i>The Tallahassee Ballet seeks funding to support its 2021-2022 season performances and programming. The Tallahassee Ballet is a professional dance company with live music that enhance Leon County as a tourist destination.</i>			

Grant #	Organization	Group	Award
CG2022 – 26	The Tallahassee Community Chorus	3	\$20,000
<i>The Tallahassee Community Chorus seeks grant funding to support its 2021-22 concert season. The Chorus presents three major choral works with orchestra each season and draws in audiences from across the North Florida and South Georgia region. Alongside our musical programming, the Chorus offers non-auditioned singing opportunities to community members, students, and provides graduate students with conducting and internship opportunities.</i>			
CG2022 – 27	Theater with a Mission, Inc.	4	\$5,000
<i>“Florida for Sale” offers tourists an experience available nowhere else in the world – the opportunity to hear the story of Florida becoming a US Territory, through first-person encounters with captivating characters from Native, African, Spanish, and US backgrounds. To maximize visitor appeal, this original play appears at the Loco for Love Festival, with hands-on explorations of dueling, dancing, dining, and drama in Tallahassee 200 years ago.</i>			
CG2022 – 28	Theatre Tallahassee	3	\$20,000
<i>Support from the City of Tallahassee and Leon County through COCA will ensure the artistic development and successful producing and marketing of Theatre Tallahassee's 2021-2022 Season, providing quality performing arts to the community. Theatre Tallahassee has been providing "Broadway to Your Backyard" for over 72 years. This season presenting nine shows from classic plays to first run musicals, to world premieres.</i>			
CG2022 – 29	Young Actors Theatre	2	\$41,500
<i>To introduce families to live musical theatre by assisting with costs associated with producing and promoting a professional-quality theatrical season of performances which will contribute to the community's local, regional, and tourism appeal.</i>			
TOTAL			\$558,500

*State Partner: Destination

+State Partner: Educational

NOTE: CG2022-1 & CG2022-2 ineligible per County review

Per the FY22 Cultural Grant Guidelines, FY21 grantees were able to re-apply in their previous group funding level. Awards were calculated based on previous awards, and available TDT funding. The funding pool for FY22 is 70% higher than in FY21.

- Group 1 - \$86,000
- Group 2 - \$41,500
- Group 3 - \$20,000
- Group 4 - \$5,000
- State Partner: Destination - \$41,500
- State Partner: Educational - \$8,000

Cultural Tourism Marketing Grant Program - Program Purpose

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.

FY22 Applicants	FY22 Awards
24 Total	23 Total
<i>3 New; 13 did not reapply</i>	<i>1 New ineligible per County review</i>

Grant #	Organization	Score	Award
CTMG2022 - 01	621 Gallery, Inc.	20.33	\$2,000
	<i>621 can continue to increase the number of regional, national, and international visitors to Tallahassee, cultivating a vibrant contemporary art scene in Leon County.</i>		
CTMG2022 - 02	Arts and Cultural Experiences at Railroad Square, Inc. (ACERS)	21.33	\$2,000
	<i>Railroad Square's First Friday Festival is widely listed as a "Top Things to Do in Tallahassee". Marketing the art district's lesser-known ArtiGras Festival will help solidify this tourist destination.</i>		
CTMG2022 - 03	B Sharps Jazz Society	13.67	\$1,700
	<i>This project will encourage jazz enthusiasts to attend Porch Concerts in the Spring of 2022 in a free outdoor setting.</i>		
CTMG2022 - 04	Choice Impact Community Development/Javacya	16.67	\$1,800
	<i>With the help of grant funding, we are looking to extend our reach to audiences throughout South Georgia, southeast Alabama, North Florida, and Central Florida.</i>		
CTMG2022 - 05*	Cool Breeze Art & Smooth Jazz Festival, Inc.	20.33	\$2,000
	<i>Funds will be used to develop print/social media marketing materials to promote the 4th Annual Cool Breeze Art & Smooth Jazz Festival to visitors to Leon County, surrounding areas, cities, & counties.</i>		
CTMG2022 - 06	Florida Litfest, Inc. dba Word of South Festival	19.50	\$1,800
	<i>The proposed funds will be used for targeted out-of-market social media marketing inviting visitors to Tallahassee.</i>		
CTMG2022 - 07	Florida State University DbA Challenger Learning Center	21.67	\$2,000
	<i>The Challenger Learning Center seeks to rebuild visitation from out-of-town visitors through the purchase of optimized and targeted Google advertising promoting the "edu"tainment programs at the CLC.</i>		
CTMG2022 - 08	Florida State University Museum of Fine Arts	24.33	\$2,000
	<i>Development and distribution of custom digital advertisements and promotional content for MoFA's Spring 2021 exhibition and events celebrating the 75th anniversary of the FSU Flying High Circus.</i>		
CTMG2022 - 09	Goodwood Museum and Gardens, Inc.	24.00	\$2,000
	<i>Marketing funds will be used for advertising on Epective.com and to develop digital and traditional collateral materials to increase visitation through meetings and events held at Goodwood.</i>		
CTMG2022 - 10	John G. Riley Center/Museum for African American History	21.33	\$2,000
	<i>The digital marketing effort will support our current programming and a new exhibit series. In-person and virtual engagement expected to reach over 40,000 viewers/visitors annually.</i>		
CTMG2022 - 11	LeMoyne Arts	22.33	\$2,000
	<i>Ad in 2022 June/July Emerald Coast Magazine, 2 weeks of WFSU/WFSQ radio air spots.</i>		
CTMG2022 - 12	Motivating People through Arts and Crafts (MPAC)	22.33	\$2,000
	<i>MPAC will provide a showcase of talents (arts & crafts) of persons on the Autism Spectrum, Communication Disorders, and youth (13-25 yrs. old) through an MPAC Us event.</i>		

Grant #	Organization	Score	Award
CTMG2022 - 13	Southern Shakespeare Company, Inc.	20.33	\$2,000
<i>All Cultural Tourism Marketing Grant monies provided to Southern Shakespeare Company will be used to promote our production of A (Mini) Midsummer Night's Dream, and our 2022 Sonnet Contest.</i>			
CTMG2022 - 14	Tallahassee Chapter, Barbershop Harmony Society	20.67	\$2,000
<i>Grant funds will be used to market our Leon County performances including Christmas shows, Valentines serenades and our large annual shows to those who live outside the County.</i>			
CTMG2022 - 15	Tallahassee Civic Chorale	20.33	\$2,000
<i>The three uses proposed are to augment print, audio and social media to an audience that is outside Leon Co. and has some connection with the Chorale and the music it performs.</i>			
CTMG2022 - 16	Tallahassee Hispanic Theatre	19.67	\$1,800
<i>The funds will be used to promote the Fifth Annual Micro Theater Festival. This festival has had a great response in its past editions, including the last one presented Online due to COVID-19.</i>			
CTMG2022 - 17	Tallahassee Museum of History & Natural Science, Inc.	23.33	\$2,000
<i>Funds will be used to promote and market our 31st Annual Tallahassee Museum Jazz and Blues Festival in April 2022. Funds would be utilized for targeted out of market outreach both digitally and print.</i>			
CTMG2022 - 18	Tallahassee Youth Orchestras, Inc.	20.33	\$2,000
<i>Our TYO concerts are promoted widely outside of Leon County with our market's funds used to purchase WFSU and social media targeted advertising.</i>			
CTMG2022 - 19	The Artist Series of Tallahassee, Inc.	22.33	\$2,000
<i>Funds will be used to promote The Artist Series public concerts through Facebook Ad Boosts and radio ads on WFSU/WFSQ radio station, encouraging tourists beyond Tallahassee and Leon County to visit.</i>			
CTMG2022 - 21**	The Tallahassee Bach Parley, Inc.	24.00	\$2,000
<i>The CTMG enhances the regional and national marketing for Bach Parley's in-person concerts to both out-of-town tourists and local fans and expands the international reach for live streams.</i>			
CTMG2022 - 22	The Tallahassee Community Chorus	23.67	\$2,000
<i>The Tallahassee Community Chorus presents three major choral works with orchestra each season. With a membership of over 200 singers, TCChorus is one of the largest community choirs in the nation.</i>			
CTMG2022 - 23	Theater With a Mission, Inc.	23.67	\$2,000
<i>Florida for Sale brings audiences face-to-face with people who transformed Florida into US territory 200 years ago -- living history that changed the world and happened in Leon County.</i>			
CTMG2022 - 24	Young Actors Theatre	16.00	\$1,800
<i>YAT will utilize funds to elevate our county's cultural brand positioning at the local, regional and national level, as we perform at community events and in New York City on Broadway.</i>			
		TOTAL	\$44,900

**Applicant will have choice between accepting either the COCA or Visit Tallahassee grant award*

NOTE: CTMG2022-20 ineligible as per County review