

FY23 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.

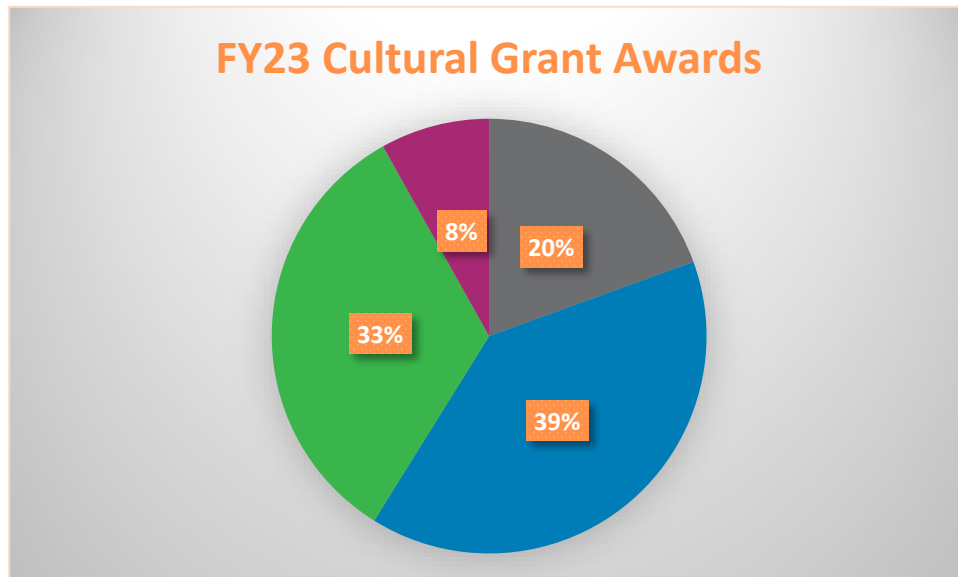
The grant program seeks to fund programming that offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history, and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; 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.

Application Summary

29 applications received
 All applications reviewed by COCA Grants Manager
 Eligibility verified by Director of Tourism
 4 applications deemed ineligible for TDT funds
 25 eligible applications review by panel

Award Summary

Group 1 – 1 award \$160,000
 Group 2 – 5 awards \$324,250
 Group 3 – 11 awards \$271,576
 Group 4 – 8 awards \$66,812
 25 awards totaling \$822,638



Grant #	Organization	Group	Award
FY23CG-01	<p>Arts and Cultural Experiences at Railroad Square, Inc.</p> <p><i>The First Friday Festival at Railroad Square appears to be Tallahassee's longest-running monthly festival. Occurring rain or shine on the first Friday of every month, the event features live music, open galleries and shops, other performances (e.g., productions by local dance troupes), food trucks, and fantastic people watching. Thousands of visitors attend, and it is consistently lauded as one of Tallahassee's best "Things to Do." It is one of the most "clicked on" events of Visit Tallahassee's calendar, and the attention from First Friday has been demonstrated in publications such as the Huffington Post.</i></p>	4	\$5,400
FY23CG-02	<p>Asian Coalition of Tallahassee, Inc.</p> <p><i>For the past 19 years, we have demonstrated the capacity to find new and innovative ways to celebrate Asia. We research programs from different Asian countries and adapt them for the event and/or events. We do programs in assisted living facilities, schools, participate and collaborate with the two universities, one community college, one vocational school, Kaiser College, Leon County Schools and other facilities that many out of town visitors. Over the years, many have come back and plan their vacation to include Experience Asia as a destination. Tallahassee has become a hot spot for outstanding events.</i></p>	4	\$9,000
FY23CG-04	<p>Choice Impact Community Development Corporation dba Javacya Arts Conservatory</p> <p><i>American orchestras lack diversity. Javacya is branded as diverse and one who performs works by Black, Brown, and European Composers. It is a proven DRAW, and the membership represents the society in which we live. The orchestra's sound personifies the variety of life stories. Arts-in-the-Heart concert series is one of the most diverse events in northwest Florida. The Cultural grant will help continue to bring people to Tallahassee. Quality, diversity, and repertoire are the DRAW.</i></p>	4	\$9,000
FY23CG-06	<p>Florida Litfest, Inc. dba Word of South</p> <p><i>The program for which we are requesting funding is a series of author appearances. This program is relevant to Florida LitFest's mission of bringing cultural experience grounded in literature to our community and continuing to grow Tallahassee's reputation as a hub of literary activity.</i></p>	4	\$10,000
FY23CG-07	<p>Irish Repertory Theater, Inc.</p> <p><i>In "The Freedom of the City," Irish playwright Brian Friel's heartfelt depiction of the Northern Ireland's protests known as "Bloody Sunday" and their aftermath, audiences will see a gripping story that fittingly allows them to commemorate the event's 50-year anniversary and connects to burning issues in the world today. It has never been performed in the Big Bend before, so it offers a unique and fresh opportunity to learn about an event made famous in film and literature. FSU's Conradi Theater in the fall of 2022 is well-known as a venue and easy to locate for visitors from outside Tallahassee.</i></p>	4	\$7,040
FY23CG-09	<p>Tallahassee Chapter SPEBSQSA</p> <p><i>We seek to promote the unique art of barbershop singing in the Big Bend and South Georgia area. To do this we will present shows of the highest quality and interest to the public. Our shows spotlight popular music including barbershop arrangements of pop, gospel and holiday music. When we present shows in venues outside of Leon County it burnishes the image of Leon County because we are identified as a Tallahassee-Leon group. We perform a year-round program including a June annual show, Sweetheart Serenades in February, Holiday shows in December and Gospel performances year-round.</i></p>	4	\$9,000
FY23CG-10	<p>Tallahassee Civic Chorale, Inc.</p> <p><i>Scheduled for 2022/23, the season represents a festival of composer/arranger Dan Forrest's many contributions to the holiday song book, a celebration of women as composers and songwriters, and a music showcase featuring local talent. The appeal of this is very widespread, and is intended to continue Leon County's reputation as a regional destination for quality and popular music. Plans currently include using an orchestral ensemble and a local handbell group, narration by local women of influence, and local folk artists.</i></p>	4	\$7,372

Grant #	Organization	Group	Award
FY23CG-11	Theater with a Mission Inc <i>A New Flag for Florida GRAND FINALE attracts tourists to Tallahassee by reconstructing a major milestone in American history – the moment when Florida officially becomes US territory opening opportunities for people to step into this historic moment and relive it from the inside providing the big finish to a Historic-Capital-to-Capital tour, drawing people from Pensacola, St. Marks, and St. Augustine to Tallahassee launching the Loco for Love Festival, with dueling, dancing, dining, drama, and the premiere of Florida for Sale (set in 1823), and kicking off Tallahassee Bicentennial commemorations by reenacting Territorial delegates meeting to select Florida’s capital site.</i>	4	\$10,000
FY23CG-13	Florida State University Challenger Learning Center of Tallahassee <i>The CLC programming is marketed and designed for K-12 students and families throughout a 67 county, tri-state service area. These programs provide standards-aligned, high-quality “hands-on, minds-on” educational experiences through the use of a space mission simulator, demonstrational and hands-on activities, an IMAX® Theatre and a Planetarium. Through the IMAX Theatre and Planetarium, the CLC also provides the general public and tourists with stunningly unique, entertaining and culturally relevant experiences through the acquisition and exhibition of the best movies and programs available.</i>	3	\$33,000
FY23CG-14	Florida State University FSU Museum of Fine Arts <i>Visitor-focused public programming support for MoFA's 2023 interdisciplinary exhibitions “Boundless Terrain,” “Found Footage,” and “The Passport,” 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. These exhibitions will attract regional and national media attention, reaching a large out-of-county audience.</i>	3	\$13,500
FY23CG-15	John Gilmore Riley Center/Museum for African American History and Culture Inc. <i>African Americans in Leon County Part II: From the Civil War to Reconstruction will highlight African Americans in Leon County who served during the war and bring awareness of the significance of the Emancipation Proclamation, May 20th, Florida’s Emancipation date and the ratification of the 13th Amendment. We will explore Tallahassee during the Reconstruction era and debate its aftermath with rise of some of the South’s most egregious practices and highlight the lives of Southern Americans during and immediately after the Civil War. This will include the impact on economics, America’s first Black politicians and occupations of the formerly enslaved.</i>	3	\$31,788
FY23CG-16	Making Light Productions, Inc. <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 70-seat theatre. We speak from experience when we say that families with special needs loved ones will drive to access services and experience inclusion. Our founders are parents of kids on the autism spectrum. We plan vacations, nights out, special events -- where we go and how we get there -- based on those places’ ability to support and include our children.</i>	3	\$29,700
FY23CG-17	Mickee Faust Alternative Performance Club, Inc. <i>The two parts of our proposal appeal to very different audiences. 35 Years of Faust- Faust's cabarets can be likened to Colquitt Georgia's Swamp Gravy- but a lot weirder. The citizens of Leon County conspire to write and perform material original to them - their sometimes humorous, sometimes serious but always quirky takes on their lives and the life of the world around them. Queer As Faust's Sweet 16 Festival- celebrates and attracts citizens who are LGBT+ or LGBT+ friendly, offering a series of events that allow unique insight into an often misunderstood or actively hated segment of our population</i>	3	\$18,540
FY23CG-18	Southern Shakespeare Company dba Southern Shakespeare Festival <i>The two parts of our proposal appeal to very different audiences. 35 Years of Faust- Faust's cabarets can be likened to Colquitt Georgia's Swamp Gravy- but a lot weirder. The citizens of Leon County conspire to write and perform material original to them - their sometimes humorous, sometimes serious but always quirky takes on their lives and the life of the world around them. Queer As Faust's Sweet 16 Festival- celebrates and attracts citizens who are LGBT+ or LGBT+ friendly, offering a series of events that allow unique insight into an often misunderstood or actively hated segment of our population</i>	3	\$33,000

Grant #	Organization	Group	Award
FY23CG-19	Tallahassee Little Theatre, Inc dba Theatre Tallahassee <i>Theatre Tallahassee is requesting support for its 2022-2023 show production season. Support from the City of Tallahassee, Leon County and TDC through COCA's grant program, will insure the improved artistic development and successful marketing of Theatre Tallahassee's Mainstage and Studio Season, providing quality performing arts to the Tallahassee community. The success of our Season plays a pivotal role in assuring the ongoing successful implementation of every other project the theatre undertakes. Theatre Tallahassee's goal is to produce shows that are comparable to Broadway caliber productions. Producing big name shows, with quality production value makes Theatre Tallahassee a visitor destination.</i>	3	\$29,700
FY23CG-20	Tallahassee Youth Orchestras, Inc. <i>Our unique educational program attracts students from throughout the Big Bend who shop and visit local eateries and attractions each rehearsal week. Our concerts attract attendees from throughout the region. Our residency program encourages residents of outlying areas to come to Leon County. We partner with local restaurants to encourage dining out and link to tourism resources to encourage our audience to attend other local events. Our Community Orchestra supports events which draw large crowds. Our extensive educational outreach contributes to the quality of life in Leon County, helping make Tallahassee an attractive option for relocating remote workers.</i>	3	\$22,275
FY23CG-21	The Artist Series of Tallahassee, Inc. <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 help attract visitors who shop, dine, and book lodging in Tallahassee and Leon County. The Artist Series impacts tourism and stimulates the local economy by presenting a high-quality arts experience performed by world class artists not typically appearing outside of major markets.</i>	3	\$19,663
FY23CG-22	The Tallahassee Bach Parley, Inc. <i>Tallahassee Bach Parley concerts feature local professional musicians performing Baroque music on Period Instruments along with nationally and internationally known guest artists. Our unique programming highlights Leon County as a visitor destination because the next closest similar organization is in Atlanta, GA, and Early Music groups tend to be in large cities and on the East and West Coast. Bach Parley concerts are free and open to the public, with a \$10 suggested – not required – donation, which allows community members of all income levels to attend.</i>	3	\$26,410
FY23CG-23	The Tallahassee Community Chorus, Inc. <i>The Tallahassee Community Chorus seeks grant funding to support its 2022-23 concert season. The Chorus presents three major choral works with orchestra each season and draws in-person audiences from across Florida, South Georgia, and South Alabama, as well as online audiences from across the globe. 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>	3	\$14,000
FY23CG-24	Goodwood Museum and Gardens, Inc. <i>Goodwood seeks \$70,000 for cultural programming set amidst historic architecture and heirloom gardens. The 21-acre property is an intact cultural landscape with 16 historic structures and expansive gardens reflecting nearly 200 years of history. Programming includes music, theater, visual arts, exhibits featuring historic collections and new research, and educational offerings for all ages. Goodwood has national and international appeal, welcoming visitors from 39 states and 8 countries since the beginning of 2022. Moreover, through strategic partnerships, creativity and well-being intersect at Goodwood, contributing to a vibrant, healthy community with a high quality of life.</i>	2	\$70,000
FY23CG-25	LeMoyné Art Foundation, Inc. dba LeMoyné Arts <i>Located downtown, LeMoyné contributes to Leon County's appeal as a visitor destination all year long, by offering opportunities to residents and visitors of all ages to participate in arts and culture. A major tourism draw is the Chain of Parks Art Festival, ranked in Top 100 Fine Art Festivals in the nation 6 years running. 2019 independent study estimated 6720 tourists of 40,000 attendees. LeMoyné's hands-on workshops, frequently changing gallery exhibits, and related events (artist & author talks, music and poetry performances) bring groups of families and friends from the community and beyond to experience art and culture.</i>	2	\$64,250

Grant #	Organization	Group	Award
FY23CG-26	Tallahassee Symphony Orchestra <i>The Tallahassee Symphony Orchestra seeks funding to support a wide array of concert offerings, both classical and popular, in indoor and outdoor arenas, and geared toward diverse audiences of adults, children, families, and curious experience-seekers. Whether it be the music of Tchaikovsky, Beethoven, Mozart, Michael Jackson, John Williams, Aretha Franklin, or Lady Gaga, the TSO offers something for everyone in settings that are welcoming and attractive to people throughout Leon County and beyond. As the region's premier professional orchestra, the TSO strives to attract and retain cultural tourists to the Tallahassee area throughout the year.</i>	2	\$70,000
FY23CG-27	The Tallahassee Ballet, Inc. <i>TTB seeks funding to support its 2022-2023 season performances and programming. Tourists will travel to see excellence. TTB contributes to the appeal of Leon County as a visitor destination by providing the only professional dance company performances with live orchestration within a 200-mile radius. TTB also holds auditions for national companies as one of their regional destinations, a two-week professional workshop, and free backstage looks at a performance in a state-of-the-art 1400-square-foot facility.</i>	2	\$70,000
FY23CG-28	Young Actors Theatre of Tallahassee Inc <i>YAT performances attract audience members from all over the state of Florida, as well as the nation. Our Company of children attract extended families and friends from across the United States and abroad, and we have an active alumni base that returns home to celebrate YAT productions. Ticket sales from last year's season shows audience members came from 90 cities outside of Tallahassee. For decades, YAT has been a performance partner that festivals and events organizers book to entertain -- making moments unique, inspiring, and vibrant. We collaborate with the city, county, and community partners to make events attractive to visitors.</i>	2	\$50,000
FY23CG-29	Tallahassee Museum of History and Natural Science, Inc. dba Tallahassee Museum <i>"The search for authenticity is a predominant trend driving tourism because travelers look for unique experiences that are part of our vibrant and varied world." Michèle Laliberté Tourists seek many different experiences in their travels but the search for and importance of authenticity is central. Tourists seek learning experiences about local history, customs, and flavors and wish to learn from the residents of their destination. The Tallahassee Museum is the only living museum and its collections, exhibits, programs, events and physical settings are authentic and provide engaging content to bring our region's history, biodiversity, and culture to life.</i>	1	\$160,000
		Total	\$662,638

Community Programs Not Eligible for TDT Funds

Four (4) applicants were deemed ineligible for TDT funds after review by the Leon County. Although these programs meet the goals associated with COCA’s Cultural Grant Program, their applications did not demonstrate compliance to the Tourism statute as interpreted by the Director of Tourism. COCA has requested a reinstatement of general revenue funds to COCA’s Cultural Grant Program from the City of Tallahassee. Prior to 2015, the City provided general funds annually in support of the program. Although the City contracts COCA to run the program, currently there are no City funds regranted through the program. COCA requested that the grant panel review the 4 ineligible applicants in the event that the City approved the budget request for FY23

Applicants Not Eligible for TDT Funds - Funding Contingent on City Funding

Grant #	Organization	Group	Award
FY23CG-03	Ayoka Afrikan Drum and Dance, Inc. <i>We perform at various festivals and events in Leon County where the premise is to showcase artistic expression as opportunities to educate on culture through exposure and experience. We bring a fresh, fun, and engaging perspective to any local event where diverse audiences are included as the target participant market. We have built credibility as a collective artistic community in Leon Country for more than 20 years and long before formalizing our work as a nonprofit organization. Our name, our following, and our influence as cultural contributors can be leveraged to attract and excite potential visitors and local destination events.</i>	4	\$3,200
FY23CG-05	Cool Breeze Art and Smooth Jazz Festival Railroad Square Foundation, Inc. <i>The educational and outreach components of this program provide a unique opportunity to make a difference in the lives of children from underserved communities through exposure to art, music and performance. Students have an opportunity to showcase their talent during the Annual Cool Breeze Art and Smooth Jazz Festival on the main stage at Cascades Park. The Festival is working to become a premier signature event held in the Leon County/City of Tallahassee area each year during Jazz Appreciation Month in April with an objective of generating from 1,000 to over 3,000 participants at the local, national, and international level.</i>	4	\$6,700
FY23CG-08	Motivating People Through Arts and Crafts <i>Artcase and MPAC Marketplace contribute to Leon County as a visitor destination due to there being none like it in Leon County and surrounding counties. Surrounding counties and Leon County are looking for assistance and programs for persons on the Autism Spectrum and Neurodiversity provided by our programs. As stated above MPAC is located near hotels and is in Railroad Square which is a tourist attraction.</i>	4	\$7,944
FY23CG-12	621 Gallery Inc* <i>621 Gallery offers unique and contemporary exhibition season programming and outreach which is extended through special annual events and festivals. The gallery strives to provide a platform for local, regional & national emerging to mid-career artists. National artists exhibiting at 621 comprise 80% of artists in the 2021/2022 season. These out-of-town visiting artist opportunities bring tourist dollars to Tallahassee. They stay at hotels in the area for the installation and de-installation of their exhibit. We also encourage them to explore the gorgeous nature Tallahassee offers. These artists frequently bring family, friends, and supporters from regional areas to support their work.</i>	3	\$13,500
Total			\$31,344

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.

Application Summary	Award Summary
23 applications received	10 applicants funded at 100%
All applications reviewed by COCA Grants Manager	12 applicants funded at 90%
Eligibility verified by Director of Tourism	1 applicant funded by 85%
23 eligible applications reviewed by panel	25 award totaling \$60,250

Grant #	Organization	Award
FY23CTMG-01	621 Gallery Inc <i>621 Gallery offers a unique contemporary exhibition season, programming and annual events or festivals. The gallery provides a platform for local, regional & national artists of varying career levels. 621's national exhibiting artists make up 80% of the lineup for the 2021/2022 season, as we have yet to conclude the 2022-2023 season schedule (due late July). These out-of-town visiting artist opportunities bring tourist dollars to Tallahassee. They stay at hotels in the area for the installation and de-installation of their exhibit. We also encourage them to explore the gorgeous nature Tallahassee offers. These artists frequently bring in regional supporters.</i>	\$3,000
FY23CTMG-02	Anchor Recovery Foundation, Inc <i>DJ Demp grew up in Tallahassee attending school at Godby and Leon High, shortly after becoming a member of Ghostown DJs, known for their classic '96 record "My Boo". DJ Demp has toured with artists such as Juvenile, David Banner, and Trina and appeared on Carson Daly and BET 106 & Park. Demp Week is an annual event, bringing thousands of individuals to the City of Tallahassee for the past 25 years. Demp week showcases music as an art in its rawest form while highlighting antibullying awareness, homelessness, socio-economic, community development, and Demp House Sober Living.</i>	\$3,000
FY23CTMG-03	Asian Coalition of Tallahassee, Inc <i>Experience Asia has become the third largest event in Tallahassee. Since 2004. the attendance and participation for this one day event has had a meteoric rise in attendance from 2000 in 2004 to 18,000 plus in 2021. Experience Asia is an event that people look forward to attending because of the program content from performances to cuisine, cultural demonstrations to exhibits are attractive, pertinent to the occasion and it gives the spectator a "birds-eye view" of Asian countries and its diversity. People come to see what new programs are included in this year's program that represents inclusion and diversity.</i>	\$3,000
FY23CTMG-04	Ayoka Afrikan Drum and Dance, Inc. <i>This festival will host the largest cadre of the world's most notable Afrikan drum and dance artists. These artist, who will teach and entertain, each have a strong following of audiences from Africa, Cuba, Haiti, and cultural influencing cities across the U.S. These are prime targets , that through marketing, can be influence to visit Leon County for the three-day festival. This event has great potential in making Leon County a destination city for the diaspora, our southern neighbors in Cuba and those living in the US who are Afrikan Drum and Dance enthusiasts.</i>	\$2,700

Grant #	Organization	Award
FY23CTMG-05	Cool Breeze Art and Smooth Jazz Festival Foundation - Railroad Square, Inc. <i>Our proposed program concentrates on developing marketing strategies that support and promote new musicians and their efforts to increase their exposure to the Leon County area, surrounding areas, cities, and surrounding states. Funding will be used to develop and/or enhance materials to apply for additional funding at a larger capacity from other foundations and local grantors similarly designed to increase visibility and awareness of arts and music program initiatives. This multi-generational festival has been successfully marketed to showcase artistic expression, new music makers and musicians while focusing on Leon County as a premier visitor destination.</i>	\$1,800
FY23CTMG-06	Florida State University - Challenger Learning Center of Tallahassee <i>All CLC programming is designed and promoted for K-12 students, families, residents and visitors throughout a 67 county, tri-state service area. These programs provide standards-aligned, high-quality "hands-on, minds-on" edu-taining experiences through the use of a space mission simulator, demonstrational and hands-on activities, an IMAX® Theatre and a Planetarium. Through the IMAX Theatre and Planetarium, the CLC also provides stunningly unique, entertaining, and culturally relevant experiences through the acquisition and exhibition of the best movies and programs available. There are no other theatre experiences like the Challenger Learning Center's for 200 miles from Tallahassee.</i>	\$3,000
FY23CTMG-07	Goodwood Museum & Gardens, Inc. <i>Goodwood requests Cultural Tourism Marketing Grant funds to create rack cards for distribution to Florida Welcome Centers, the Tallahassee Airport, area hotels, and the Tallahassee Visitor Center. By targeting high volume locations, collateral could engage millions of visitors from outside Leon County annually. Many travelers seek authentic experiences when they travel. Goodwood offers historic tours, expansive grounds, and regular programs that appeal to audiences of all ages and abilities. A rack card can attract new and repeat visitors to Tallahassee by promoting Goodwood's as a setting where we preserve and share history and enjoy the arts.</i>	\$3,000
FY23CTMG-08	John Gilmore Riley Center/Museum for African American History and Culture, Inc. <i>The African Americans in Tallahassee (formerly titled Leon County) exhibition series contributes to the appeal of Leon County as a visitor destination by highlighting the lesser known history of Tallahassee and beyond. This exhibit series will release photos and never before seen documents to showcase the research surrounding African American families and communities of the area. This information will attract visitors to the area, based on its uniqueness to the Southeast region.</i>	\$2,600
FY23CTMG-09	LeMoyné Art Foundation Inc. dba LeMoyné Arts <i>Located downtown, LeMoyné contributes to Leon County's appeal as a visitor destination all year long, offering opportunities to residents and visitors of all ages to participate in the arts. Our gallery is open to the public Tuesdays-Saturdays, 11AM-6PM. We offer 8-10 rotating exhibits and annual events each year, including a major art festival and the Holiday Show. Exhibit-related events attract visitors-- including artist talks, presentations, opening receptions, workshops. Our permanent collection of Florida artwork includes sculptures on-view year-round in our public garden. Garden and gallery are available for event rental. Our website's "Plan Your Visit" section welcomes visitors.</i>	\$3,000
FY23CTMG-10	Southern Shakespeare Company <i>Southern Shakespeare Company is seeking to expand marketing efforts in the southeast, inviting participation in our tourism-driven events as part of a full 2022/23 season of productions. We are asking for consideration of COCA funds to support: Advertising Julius Caesar "Taste of Old Rome" Weekend 75-90 minute dinner theatre performance of Julius Caesar Hosted by The Moon Featuring local restaurants and distilleries Promoting Sonnet Contest Original sonnets contributed by Middle, High, and College Students and Adults Call for submissions from around the world Finalists invited to our spring festival event Website marketing and promotion services designed to encourage tourism</i>	\$2,000
FY23CTMG-11	Tallahassee Chapter, SPEBSQSA <i>Capital Chordsmen and their quartets perform throughout the region and because they are known as a Leon County organization, the excellence of their programs burnishes our County's image. Most of our events such as our Holiday Concerts, Sweetheart Serenades, Gospel Concerts and annual shows are held in Leon County and they attract people who know of their reputation. We are the only organization performing barbershop style, a cappella, four part harmony singing in the the Big Bend, South Georgia area.</i>	\$2,700

Grant #	Organization	Award
FY23CTMG-12	Tallahassee Civic Chorale, Inc. <i>The program of three concerts is designed to appeal to Leon County's existing appeal as a visitor destination. The fall concert is around the same time as the seasonal winter festival. The spring concert is around the graduation of institutions of higher education, where many non-local people attend ceremonies. The summer concert takes advantage of early summer weekends, when many travel within Florida for vacation.</i>	\$2,550
FY23CTMG-13	Tallahassee Hispanic Theater <i>THT Annual Micro Theater Festival has become a well-established event in the cultural landscape of Tallahassee every Summer. So far, we have presented three editions live and one online (due to COVID19 restrictions). Because of COVID, last Summer we had to limit our audience. We hope to have a greater audience this and next year's editions. The festival is very attractive because it combines Hispanic theater, music and food, and it definitely contributes to the appeal of Leon County as a touristic destination specially in the Summer.</i>	\$1,800
FY23CTMG-14	Tallahassee Little Theatre, Inc dba Theatre Tallahassee <i>Theatre Tallahassee provides high quality live theatre and music concerts year-round. Theatre Tallahassee's tag line is Broadway in Your Backyard, and after completing a major renovation of the facility in 2019, TT has a modern, sleek facility to match the professional quality of shows produced. Funds from this grant will help produce a professional commercial showcasing Theatre Tallahassee as a destination to go to for an amazing show, or a great reason to spend an extra day in Tallahassee if you are visiting your college student or attending a game.</i>	\$2,700
FY23CTMG-15	Tallahassee Museum Of History And Natural Science, Inc <i>The Tallahassee Jazz and Blues Festival is one of the best-known two-day jazz and blues music festivals in our region and has the longevity of 30 years of recognition throughout the Big Bend area. The diversity of artists each year brings in visitors from throughout South Georgia, South Alabama and North Florida. While in Tallahassee these visitors will generate an economic impact for Leon County through their expenditures at Leon County motels/hotels, restaurants, retail outlets, and other attractions. The Museum's outdoor setting to experience not only beautiful nature but amazing music sets it apart and brings tourists to the community.</i>	\$3,000
FY23CTMG-16	Tallahassee Symphony Orchestra <i>The TSO's Cirque de Noel performances, taking place on December 17, 2022, are holiday-themed shows that combine cirque performers with the magic of the symphony. Following on the heels of two sold-out shows in 2021, we asked ticket holders if they'd like us to present similar shows again in 2022. The answer? A resounding, "Yes!! We want more!!" Cirque performances are known across the country and draw large crowds. Therefore, we are confident these holiday shows will attract cultural tourists from throughout the region.</i>	\$3,000
FY23CTMG-17	Tallahassee Youth Orchestras <i>Our unique educational program attracts students from throughout the Big Bend who shop and visit local eateries and attractions each rehearsal week. concerts attract attendees from throughout the region. Our residency program encourages residents of outlying areas to come to Leon County. We partner with local restaurants to encourage dining out and link to tourism resources to encourage our audience to attend other local events. Our Community Orchestra supports events that draw large crowds. Our extensive educational outreach contributes to the quality of life in Leon County, helping make Tallahassee an attractive option for relocating remote workers.</i>	\$2,700
FY23CTMG-18	The Artist Series of Tallahassee, Inc. <i>The concert series' longevity reflects the community's investment and enthusiasm for the program. FY23 marks the Artist Series' 28th year of presenting professional classical musicians. Projected participation at the live concerts is 1500 locals and tourists. We hope to gain an additional 100 or more online viewers per concert from the USA, including a new world market and expanding diversity in our audience. We anticipate an expanded viewing audience due to the popularity of our online concerts from last season, helping to expand awareness of Tallahassee and Leon County as a great place to visit, shop, dine and stay.</i>	\$2,700
FY23CTMG-19	The Tallahassee Bach Parley, Inc. <i>Tallahassee Bach Parley concerts feature local professional musicians performing Baroque music on Period Instruments along with nationally and internationally known guest artists. Our unique programing highlights Leon County as a visitor destination because the next closest similar organization is in Atlanta, GA, and Early Music groups tend to be in large cities and on the East and West Coast. Bach Parley concerts are free and open to the public, with a \$10 suggested – not required – donation, which allows community members of all income levels to attend.</i>	\$2,700

Grant #	Organization	Award
FY23CTMG-20	The Tallahassee Ballet, Inc. <i>The Tallahassee Ballet (TTB) is taking our regional marketing to the next level. TTB has hired a professional company to integrate our website, social media, e-blasts, advertising, and marketing. TTB seeks funding to help re-design our current website to expand our footprint and search engine optimization (SEO).</i>	\$1,800
FY23CTMG-21	The Tallahassee Community Chorus, Inc. <i>The Tallahassee Community Chorus seeks grant funding to support its marketing and tourism efforts for the 2022-23 concert season. The Chorus presents three major choral works with orchestra each season and draws in-person audiences from across Florida, South Georgia, and South Alabama, as well as online audiences from across the globe. Alongside our musical programming, the Chorus offers non-auditioned singing opportunities to community members and students and provides graduate students with conducting and internship opportunities.</i>	\$2,700
FY23CTMG-22	Theater with a Mission Inc <i>In 1821, Floridians made history. In Pensacola, St. Marks, and St. Augustine, they lowered the Spanish saltire and raised the stars-and-stripes for the first time, as Florida officially became US Territory. This year, Theater with a Mission (TWAM) creates an audience-participation reenactment of this nation-making moment, complete with Territorial Florida songs, dances, parades, picnics, and speeches. Touring previews through 5 counties and promoting this once-in-a-lifetime experience to target audiences regionally and nationally draws crowds to Leon County for the GRAND FINALE – giving TWAM fans irresistible reasons to return for Tallahassee’s Bicentennial in 2024.</i>	\$3,000
FY23CTMG-23	Young Actors Theatre of Tallahassee Inc <i>Young Actors Theatre is a nonprofit theater education program that has an annual season of Broadway-style productions and active community engagement arm, with students performing at major festivals and events across Leon County. Every year, we produce at least 4 mainstage, popular productions that attract visitors and families from across the State of Florida and nation who wish to see the talented young actors in our productions. Our touring troupes of exceptional performers are booked by every major Leon County festival, and make our community's hallmark special events entertaining, magical, and memorable for visitors.</i>	\$1,800
TOTAL		\$60,250