



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

# FY24 Cultural Grant & Cultural Tourism Marketing Grant Program Guidelines

*Administered by the Council on Culture & Arts (COCA), on behalf of Leon County & the City of Tallahassee*



*Visit  
Tallahassee*

*Pretty. Unexpected.*



**CITY OF  
TALLAHASSEE**

*The County reviewed the FY24 grant materials and provided feedback to COCA.*

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## 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 together 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.

COCA staff is available to assist you at any stage of the application process. Please email Kathleen Spehar, Executive Director at [kathleen@tallahasseearts.org](mailto:kathleen@tallahasseearts.org) to discuss eligibility requirements, schedule a technical consultation, or ask questions about completing your application.

## COCA Services

Want to know more about COCA's many other programs that support our local cultural partners? Visit COCA online at [www.TallahasseeArts.org](http://www.TallahasseeArts.org) and click on the COCA logo.



**TALLAHASSEE  
ARTS GUIDE**

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.

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

Do not forget to post your events on [www.TallahasseeArts.org](http://www.TallahasseeArts.org) for inclusion in our Tallahassee Arts Guide "This Week" email of arts, culture, and heritage events that is sent to over 14,000 weekly recipients. We also produce a monthly art education e-newsletter. Sign up for all of COCA's e-newsletters at <https://www.tallahasseearts.org/newsletters/>

## **FY24 COCA Grant Program Calendar**

**May 1, 2023** – Grant Application & Guidelines available, Application Portal Opens

**May 16, 2023** – Grant Application Webinar

**June 1, 2023** – Panelist Nomination Deadline

**June 16, 2023** – Last day for grantee consultations

**June 21, 2023** (11:59 PM) – FY24 Application Deadline

**June 22 – 27, 2023** – COCA Staff Eligibility Review

**June 28, 2023** – Panelist Orientation

**June 28 - July 12, 2023** – County TDT Eligibility Verification

**July 17, 2023** - Applicant Revisions Deadline (If Necessary)

**July 21, 2023** – Secondary County TDT Eligibility Verification Results

**August 23, 2023** – Panel Review Meeting

**September 7, 2023** – COCA Board Reviews & Approves FY24 Funding Recommendations

**September 14, 2023** – TDC Reviews & Approves FY24 TDT Funding Recommendations

**September 30, 2023** – City & County Budgets Finalized

**October 1, 2023** – Grant Period Begins

**October 2023** – Grantee contracts sent out.

**November 2023** – First Payment disbursed upon execution of contract. (CG Group 1 will receive one payment) \*

**April 30, 2024** – Interim Reports Due (Groups 1-3, second payment to be paid out upon approval of interim report)

**September 30, 2024** – Grant Period Ends

**October 30, 2024** – Final Reports Due

\* FY24 payments will not be dispersed until FY23 grant files are closed.

## About COCA's Cultural Grant Program

Please review all the following information carefully. COCA offers a grants workshop, 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. 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.

Our staff is always happy to help you through the process. For questions, Kathleen Spehar, Executive Director at [kathleen@tallahasseearts.org](mailto:kathleen@tallahasseearts.org). Also, these guidelines are available online at <https://www.tallahasseearts.org/services/grant-programs/>. Grant forms may be accessed through COCA's online grant portal at <https://tallahasseearts.submittable.com/submit>. Please consult the Grant Program Calendar (p. 6) for important dates.

## 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 Tallahassee and Leon County through program funding that enhances the quality of life, economic development, or has the potential to attract and retain tourists in Leon County and that helps to promote Leon County as a tourism destination.

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.**

The grant program seeks to fund programming that enriches the community with attention to the highest standards and objectives within a cultural discipline.

- **provide educational opportunities in arts, culture, and/or history for young people or adults.**

The grant program seeks to fund programming that features learning opportunities for young and/or life-long learners.

- **serves a special or diverse population or need, fills a unique niche, or engages the community in the creative or artistic process.**

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 that engage members of the community in the creative and/or artistic process.

## Where Do the Funds Come From?

### Cultural Grant (TDT)

COCA receives 1 penny of Leon County's Tourist Development Tax (TDT) revenue. Grants funded using TDT funds are subject to compliance to Florida Statute 125.0104, and all applicants will have demonstrated efforts to enhance Leon County's tourism impact. All applicants must show evidence of out of county marketing and promotion and track out of county visitors.

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:

- Publicly owned and operated convention centers, sports arenas, auditoriums
- Auditoriums publicly owned and operated by a nonprofit.
- Aquariums or museums or zoological parks publicly owned/operated or owned/operated by a nonprofit.

(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.

### Marketing Grant (TDT)

Cultural Grant (TDT) applicants may request additional funds for out of county marketing and promotion of programs to ensure compliance with Florida Statute 125.0104.

### Cultural Grant (City)

COCA is contracted by the City for the management of its grant programs. COCA will submit a request to the City for General Revenue funds to support community art programs. All City funded grants are contingent on funding and cannot be considered final until the City budget has been approved.

## Who Decides Who Gets Funded?

COCA staff members do not make recommendations for who gets funded. Volunteer citizen panelists are recruited to independently review and score each eligible application and make recommendations for funding. The panel meeting where those recommendations are announced is open to the public and you are encouraged to attend. The meeting is chaired by a COCA Board Member who does not score the grant proposals or make any recommendations for funding. Funding recommendations are submitted to the COCA Board of Directors, who votes to adopt them and to ensure that all the rules were followed. Funding recommendations are then presented to the funding agency. County (TDT) funded grants are then presented to Leon County's Tourist Development Council (TDC) for approval; City funded grants are



presented to the City Commission. No funds will be distributed without approval, awards are subject to available funds.

## **Leon County Review Requirement (TDT)**

Leon County will review all County – TDT Cultural and Marketing Grant applications to verify eligibility and compliance with § 125.0104 of the Florida Statutes prior to scoring. See p. 16 for more information.

## **Eligibility**

### **Basic Eligibility**

- 1. Applicants must be either:**
  - a. a not-for-profit Florida corporation with at least 60% of your operating cash\* budget originating from earned income+ and classified by the IRS (Internal Revenue Service) as a 501(c)3, sub-class “public charity”.**

*COCA will confirm not-for-profit status with the IRS and/or the Florida Division of Corporations. If we cannot confirm your status, you will be asked to provide proof of current not-for-profit status.*

OR

- b. a department, museum, or other 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.**

*If you qualify under this provision, you must apply as a State Partner. Please see page 10 for more details.*

\*“Operating cash” refers to expenses related to day-to-day operations. It includes programs, overhead and administration, but not capital campaigns, endowment funds, cash reserves, or contingency funds.

+“Earned income” shall include admissions, contract services, corporate contributions, sponsorships, foundation grants, competitive government grants from federal, state, city, or county governments, including TDC and CHSP (Community Human Services Partnership) grants. Earned income does not include operating cash from government sources such as government-paid staff and expenses, and government contracts.

*An organization whose primary purpose is to channel resources (financial, human, or other) to an affiliated organization is not eligible to apply if the affiliated organization submits its own application. This prohibition applies even if each organization has its own 501©3 status. For example, the “Angels for The Theatre” may not apply if the “The Theatre” applies.*

*Fundraising organizations affiliated with state supported cultural organizations, such as Friends of, Foundations, Citizens Support Organizations, and K-12 schools themselves are not eligible to apply for this grant. Instead, the state-supported cultural organization itself, including college or university schools, departments, or other officially recognized entities, may be eligible to apply for a grant under the special designation of State Partner (see above).*

**2. Applicant’s mission must be to produce or promote arts and/or history programming.**

*The broad range of activities funded by this grant includes visual, performing, and literary arts, arts education, historic destinations, media arts, and museums. (State of Florida, Division of Cultural Affairs Eligibility statement re: Museums To be an eligible museum, the organization must be open to the public for at least 180 days each year, own or utilize works of art, historical artifacts, or other tangible objects, whether animate or inanimate; care for these works of art, historical artifacts, or other tangible objects; exhibit these works of art, historical artifacts, or other tangible objects to the public on a regular schedule.)*

**Even if an organization presents occasional arts or history programming, if its mission is not primarily arts and/or history, then funding should be sought elsewhere. This includes organizations with civic, educational, social service, environmental, health-related, religious, political, journalistic, athletic, or multifaceted missions.**

**3. Applicant must have completed at least one fiscal year of programming in your discipline.**

*“Programming” refers to public events and activities, not simply fundraising activities.*

**4. Applicant must present or produce programs/activities/events in Tallahassee/Leon County.**

**5. Applicant must have a professional staff.**

*May be paid or volunteer, if staff members are qualified, competent, and regularly available during normal business hours to administer a grant.*

**6. Applicant must have a governing Board of Directors that meets regularly and operates under a set of by-laws.**

**7. Applicant must be able to demonstrate the receipt of community support through subscriptions, memberships, earned income, foundation grants, and/or other private fundraising (including in-kind support).**

**8. Applicant must produce arts or cultural programs that are regularly available to the public throughout the year.**

*Note: An organization whose mission is to produce seasonal events or festivals does not qualify to apply for this grant.*

**9. Applicant must have documented statistics on attendance and participation for your programs and/or facility (paid or free) that represent a broad community impact.**

**10. Applicant must be committed to and have a plan in place to provide for accessibility for people with disabilities, including compliance with the Americans with Disabilities Act (ADA).**

## County (TDT) Eligibility

1. In addition to arts and culture, applicant 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.
2. Applicant must clearly identify public relations/promotional/marketing tactics used to reach visitors outside Leon County.
3. Applicant must have a marketing plan that clearly indicates out-of-market advertising or promotion.
4. Applicant must track and report the number of Out of County visitors served by programs.

NOTE: No program may receive grant funding from both the Tourism Grant Program and the Council on Culture & Arts (COCA).

## City (Community) Eligibility

1. Applicant must track and report the number of residents served by programs.

NOTE: No program may receive grant funding from both the Community Human Services Partnership (CHSP) or the Community Redevelopment Agency (CRA) and the Council on Culture & Arts (COCA).

## Calculating Your Request

### Cultural Grant (County - TDT)

There is a maximum allowable request for every applicant based on your allowable operating income. Organizations are encouraged to request an award amount appropriate for the scope of your proposal. In some cases, this may be less than your maximum allowable request. Use your best judgment to ensure that your request is competitive.

To calculate your allowable funding request, “allowable operating income” is operating cash earned during your most recently completed fiscal year for which you have submitted a 990/990-N and may include a maximum of 15% in-kind income. **You should not include cash received for capital or endowment campaigns, or debt incurred to resolve operating deficits.**

Once you have determined your allowable operating income, use the following table to determine your maximum request.

Allowable Operating Income	Group #	Max % of operating income	Maximum Request
Up to \$50,000	4	50%	\$14,000
\$50,000 \$499,000	3	20%	\$40,000
\$500,000 \$1,499,999	2	10%	\$90,000
\$1.5 million+	1	10%	\$200,000

## State Partners

If your organization is a department, museum, or other 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; you may be eligible to apply as a State Partner. There are two categories of State Partners: “General/Educational” and “Destination.”

### State Partner – General/Educational

General or Educational Partners can apply for programs that demonstrate efforts to enhance Leon County tourism and that create broader public access, benefit, and participation in arts and cultural events in our community. Public education programs must be presented to the public and may not be primarily for university-enrolled students. Applicants will apply to Group 4 and may request up to a maximum of \$14,000 in grant funding.

### State Partner – Destination

A Destination is a permanent facility and/or site that is open to the public at least 180 days per year that has regular programming directed to the public and tourists and has a documented impact on tourist visitation.

If the applicant is eligible to apply as a State Partner Destination as defined above and has **less than 60%** of its annual operating cash budget originating from **earned income**, applicants may request up to \$14,000.

An eligible State Partner Destination that has **more than 60%** of its operating cash budget originating from **earned income** may qualify for the appropriate GROUP category level of funding at the total level of that private cash funding, not the total operating budget. For a definition of “earned income” and “operating cash”, see p. 9.

*For university-affiliated applicants, the figures provided in Section 4: Operating Budget are related to the specific department, division, or program applying for the grant—not the entire school’s or foundation’s budget.*

**NOTE: No more than 15% of the total funds for COCA’s Cultural Grant Program each year will be awarded to State Partner applicants. See pg. 19 for details on funding order.**

*Fundraising organizations affiliated with state-supported cultural organizations, such as Friends of, Foundations, and Citizens Support Organizations, and K-12 schools themselves are not eligible to apply for this grant. Instead, the state-supported cultural organization itself, including college or university schools, departments, or other officially recognized entities, may be eligible to apply for a grant under the special designation of State Partner.*

## Marketing Grant (TDT)

All Cultural Grant (TDT) applicants may request up to \$3,000 to support out of county marketing and promotion of programs to ensure compliance with Florida Statute 125.0104.

## Cultural Grant (City)

All applicants who meet the basic eligibility of the Cultural Grant program may request up to \$10,000 to support local art programs.

## How Do I Apply?

If you meet the requirements listed on pgs. 9-10, then you are eligible to apply to the Cultural Grant Program for City funding. If you meet the additional requirements on p. 11, you can apply for TDT funding. Once you determine which types of funding you are eligible to apply for, you should determine your funding group, and calculate your request.

Read the instructions and tips for each section. Before you begin your application, it is important to know the following:

- how much funding you can apply for?
- how you can and cannot spend grant funds.
- when you can spend the grant funds.
- what rules you are going to have to agree to.
- how your application is going to be scored.
- complete your grant application.

Each section has its own instructions; please read and follow these instructions carefully. There are tips in each section to assist you as well.

All applications must be submitted through COCA's online grant portal at <https://tallahasseearts.submittable.com/submit>.

COCA offers technical assistance to all interested applicants. If you would like to have your draft application reviewed before submission, please do so at least one week before the deadline. New applicants are strongly encouraged to set up a consultation.

The application deadline is June 21, 2023 (11:59 PM)

Late applications will not be accepted under any circumstances. If you have difficulties with the submission of an electronic application, please email us.

## How Can Grant Funds Be Spent?

There may only be one application per year for funds to benefit any single organization.

All funds must be spent within the grant activity period of October 1 through September 30. Funds that are not spent within this period (or for the specific programs and expenses described in your application) are subject to repayment.

Applicants will detail how grant funds, if awarded, will be used to support and/or promote one of the organization's programs, publications, events, or other public activities.

All events and activities funded by this grant must be for the public and not be intended for an exclusive target group only. Any fees charged to participate should be reasonable and not so high as to effectively exclude a large group of people.

## Allowable Expenses

All grant fund expenses must be directly related to programs. Tourism funding must include the promotion of activities, services, venues, or events with the attraction of tourists as one of the main purposes of such programming and/or promotion.

**Examples of expenses that may be allowable so long as they specifically fulfill that statutory purpose include, but are not limited to:**

**Personnel: Administrative, Artistic/Programmatic, and Technical/Production** – May be used to fund a portion of staff salaries as directly related to programming and/or promotion of tourist related activities/events/programs. May include artistic director, curator, marketing staff, etc.

**Outside Fees & Services: Artistic** – Payments to firms or persons for the services of individuals who are not normally considered employees of applicant but consultants or employees of other organizations whose services are specifically identified with the project. Include artistic directors, directors, conductors, curators, dance masters, composers, choreographers, designers, actors, dancers, singers, musicians, teachers, instructors, etc. serving in non-employee/non-staff capacities.

**Outside Fees & Services: Other** – Payments to firms or persons for services of individuals who are not normally considered employees of “applicant,” but consultants or the employees of other organizations, whose services are specifically identified with the project.

**Exhibit/Production/Event Expenses** – Costs directly related to the production of the event. Includes exhibit rentals; royalties; printing and graphic design; exhibit costs; sets and costumes; lumber, supplies and equipment; postage and freight.

**Educational Programs & Materials** – Costs directly related to educational programs, including materials. Programs must be open to the public and have the potential to attract/retain tourists.

**Project Space Rental** – Payment specifically identified with the project for rental of rehearsal, theatre, hall, gallery, and other such spaces. If applicant owns the building, space rental expenses are not allowed.

**Travel** – Limited to travel costs to individuals providing outside contractual service. This may include contracted artists or technicians. Include housing costs for these individuals in this category. Travel expense for ongoing personnel is not allowed.

**Marketing/Promotion** – Costs for marketing/publicity/promotion specifically identified with the project. Do not include payments to individuals or firms defined as “personnel” or “outside professional services.” Include costs for newspaper, radio, and television advertising; printing, and mailing of

brochures, flyers, and posters; space rental when directly connected to promotion, publicity, or advertising. Items purchased for merchandising or resale are not allowable.

**Project Materials and Supplies** – All eligible expenses not entered in other categories and specifically identified with the project. Include consumable office supplies, postage, equipment rentals/purchase, supplies/materials, and insurance.

## Non-Allowable Expenses

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.

For example, a projector for closed captioning, stage lights, film projector, artwork for a permanent collection, or interpretive items for an exhibit are allowable. A copy machine or a delivery van is not.

## Other Non-Allowable Expenses

- Expenses incurred or obligated outside of the grant period.
- Any costs not directly related to programming and promotion.
- Bad debts, contingencies, fines and penalties, interest, and other financial costs
- Mortgage payments
- Operation of privately-owned facilities (i.e., studios, homes)
- Private or exclusive entertainment (i.e., parties, receptions or benefits that are not open and accessible to the public)
- Food and beverages (including alcohol)
- Cash reserves
- Contributions and donations
- Endowment
- Fellowships/scholarships
- Fundraising
- Re-granting
- Third-party grant administration (indirect costs)
- Attendance at conferences and seminars
- Staff Travel
- Plaques and awards
- Religious programs
- Lobbying or attempting to influence federal, state, or local legislation or any other expenditure not authorized by Chapter 112 of the Florida Statutes
- The City of Tallahassee and Leon County discourage line-item requests if you are eligible to apply to this grant program or others.

- No program may receive TDT grant funding from both the Tourism Grant Program and the Council on Culture & Arts (COCA).
- No program may receive City grant funding from the Community Human Services Partnership (CHSP), the Community Redevelopment Agency (CRA) and the Council on Culture & Arts (COCA).

## How Are Applications Reviewed?

COCA staff will review all applications to confirm eligibility to the goals of the COCA grant program and for TDT applicants, to the Tourism Statute 125.0104 F.S. All TDT eligible applications will be provided to the Director of Tourism to verify eligibility to the Tourism Statute 125.0104 F.S. If the County determines that the application is ineligible, the rationale will be provided to COCA in writing on or before July 12 and transmitted to the applicant by COCA. The applicant will then have until July 17, 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 the eligibility of the same to COCA on or before July 21. If the County does not inform COCA of the ineligibility of any specific application(s) and the rationale for such decision by May 27th, then such application may be presumed eligible and proceed to evaluation by the grant scoring panel. Any applications deemed ineligible by the County as described above will not proceed to panel, and such decisions are final and unappealable except for the revision process provided above (refer to pg. 8 for statutory requirements).

## Panel Review Process

COCA uses a citizen review panel process, like both the State and NEA (National Endowment for the Arts) grant programs, to make recommendations for funding. Panels are composed of non-profit businesspeople, tourism professionals, community leaders, artists, educators, experts in cultural disciplines and others as deemed appropriate for review criteria. COCA accepts nominations for panelists year-round by COCA. A link to the panelist nomination form is on pg. 28.

In appointing panel members, COCA considers geographic representation, minority representation, professional acumen, objectivity, and diverse aesthetic, institutional, and cultural viewpoints. All panelists must comply with the Standards of Conduct for Public Officers and Employees of Agencies as set forth in F.S. Section 286.012.

Panelists must recuse themselves from the discussion and scoring of any application from an organization in which they:

- serve as a board or staff member.
- serve as a key volunteer.
- serve as a paid consultant.
- have any other formal association or other experience which will give the appearance of a conflict.

Staff and Board members of COCA (as well as their spouses) and/or any applicant organization will be ineligible to serve as a voting panelist for the Cultural Grant Program.



Applicants attending panel meetings will be available to answer questions asked by panel members but may not elaborate on their grant beyond those questions. Applicants may respond to all questions and comments from panel members during the review meeting. All panel proceedings are open to the public.

A member of the COCA Board of Directors will chair each panel meeting but does not review or score the applications. Members of COCA's staff will be present to provide technical assistance.

COCA staff will report the panel's recommendations to the COCA Board of Directors for review and approval. All TDT funded grants will be forwarded to the Tourist Development Council (TDC) for review and approval.

The COCA Board is authorized to amend such recommendations based on current information not made available to the panel. Examples of the types of current information that may prompt such amendment include, but are not limited to:

- a panelist conflict of interest not disclosed at the panel meeting.
- misinformation presented at the panel meeting by someone other than a designated applicant representative.
- COCA staff error discovered after the panel meeting.
- bankruptcy or other fiscal concerns.
- or changes in the applicant's staff or operations that would impair implementation of the proposed grant activity.

COCA will notify applicants of the outcome of the grants review and approval process. No award is final, however, until the City and County Commissions approve their annual budgets. Funding for this grant program is contingent upon City and County budgets and tax collections.

## Scoring Criteria

### Organizational Capacity (up to 20 points):

The organization's planning shows realistic and appropriate future programming plans.

This organization's artistic, education, and/or administrative personnel (paid or volunteer) can conduct its programs effectively.

The applicant has demonstrated support for the organization through other sources of funding, volunteer efforts, program partnerships, and documented participation data.

The applicant exhibits sound fiscal management and administration as evidenced by the grant's narrative and the organization's past and current operating budgets.

### Program Evaluation (up to 20 points):

This program reflects the mission of the organization, and the scope of this program is feasible to implement in timeline provided and resources allocated (facilities, staff/volunteers, funding, etc.).

This program serves an appropriate number of people for the amount requested (considering special, diverse, underserved population it targets or unique niche it fills).

There are clearly articulated goals and useful methods of evaluating and documenting the success of this program (that extends beyond attendance figures).

Whether serving a large constituency, a special or diverse population or fulfilling a unique niche, this program's impact on and/or service to the community is an effective use of public funding.

### Tourism Impact (up to 10 points) – for TDT funds

The application indicates the project is for a tourist-related business or activity and clearly conveys it has the attraction of tourists as a main purpose.

The application clearly identifies PR/promotional/marketing tactics to reach visitors from clearly identified geographic markets outside Leon County.

### Community Impact (up to 10 points) – for City funds

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

- **Economic Development** – According to the 2015 [Arts & Economic Prosperity 5](#) study conducted by COCA with Americans for the arts, the nonprofit arts and culture sector is a significant industry in Leon County—one that generates \$201.9 million in total economic activity. This spending—\$100.5 million by nonprofit arts and cultural organizations and an additional \$101.4 million in event-related spending by their audiences—supports 7,161 full-time equivalent jobs, generates \$125.7 million in household income to residents, and delivers \$26.6 million in local and state government revenue.
- **Impact on Poverty** – The Florida Chamber's [Florida Prosperity Project](#) has defined the Root Causes of Poverty. Several of them are impacted directly by arts and culture:

- **Lack of employment opportunities** – According to a report from [the National Governors’ Association](#) - For at-risk youth, that segment of society most likely to suffer from limited lifetime productivity, the arts contribute to lower recidivism rates; increased self-esteem; the acquisition of job skills; and the development of much needed creative thinking, problem solving and communications skills. Involvement in the arts is one avenue by which at-risk youth can acquire the various competencies necessary to become economically self-sufficient over the long term, rather than becoming a financial strain on their states and communities.
- **Inequities in education & workforce development** - According to Americans for the Arts’ Arts + Social Impact Explorer Employers rank study in the arts as second (following self-employment experience) as an indicator of the kind of creativity they are looking for in employees.
- **Unsafe environments** – According to the University of Pennsylvania’s [Social Impact of the Arts Project](#), lower- income neighborhoods with higher cultural assets show less child abuse and neglect investigations (14 percent), obesity (5 percent), and serious crime (18 percent). Kids from those communities also scored 18 percent higher in English Language Arts and Math exams than their peers.
- **Lack of recognition and access within a community** - According to American’s for the Arts’ [Arts & Social Impact Explorer](#) - A variety of research shows that common cultural history, whether hip hop, community murals, or immigrant heritage and craft, can provide unity in community dialogues about housing preservation that celebrates an area’s unique culture and reflects the needs and values of all who live there.
- **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 Formula

The final score will be calculated by taking the average score of the panelists, dividing it by the total possible score (this number will vary based on the total number of programs the applicant has applied to), then multiplying by 100 (final score = average score/total possible points x 100). Below are examples of the funding formulas used to determine the potential maximum funding for requests. Keep in mind, these formulas are guidelines, not guarantees. COCA’s Board of Directors has sole and final discretion to set funding formulas to be applied consistently based on the grant panel scoring.

Final Score	Maximum Funding
90 – 100	100% of request
80 – 89.99	90% of request
70 – 79.99	80% of request

Applications scoring less than 70 will not be eligible for funding. When determining the final scores for funding purposes, numbers will be rounded to two decimal places only and not to the whole number. For example, 89.99 will not be rounded to 90.

## **Funding Order**

### **County (TDT)**

Each Group will be ranked by score from the highest score to the lowest score. Funds will be distributed in the following order:

Group 4; Group 3; Group 2; Group 1

Note: No more than 15% of the total Grant allocation may be awarded to State Partner Organizations

### **City**

Priority funding will be given to organizations not awarded TDT funding, minority organizations\*, and underserved organizations+. After these organizations have been funded, the following organization 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 the next fiscal year.

\*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.

## **Reconsideration of Scoring Request**

Any applicant wishing to request reconsideration of its 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.

## Important Information for All Applicants

### After Award Approval

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

### Grant Period

All grant funds must be spent between 10/1/2022 and 9/30/2023. There can be only one application per grant period for funds to benefit any single organization.

### Non-Discrimination

By submitting this application, applicants agree they do not discriminate:

- On the grounds of race, color, or national origin (including limited English proficiency), in accordance with Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d et seq.).
- On the grounds of disability, in accordance with Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and the Americans with Disabilities Act of 1990 (“ADA”) (42 U.S.C. 12101-12213).
- Based on age, in accordance with the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.).
- Based on sex, in any education program or activity, in accordance with Title IX of the Education Amendments of 1972 (20 U.S.C. 1681 et seq.).
- Based on sexual orientation or gender identity in accordance with the City of Tallahassee’s Anti-Discrimination and Anti-Harassment Policies and Procedures. Should there be a discrimination concern regarding a grantee, a copy of COCA’s Civil Rights Complaint Policy is available upon request.

For further information and copies of the non-discrimination regulations identified above, contact the National Endowment for the Arts’ Office of Civil Rights at 202/682- 5454 or 202/682-5695 Voice/T.T., or link to them through their web site at [www.arts.gov](http://www.arts.gov). COCA will also gladly help with accessibility planning. Email us to arrange a consultation.

### Discrimination and Anti-Harassment Policies and Procedures

Should there be a discrimination concern regarding a grantee, a copy of COCA’s Civil Rights Complaint Policy is available upon request.

For further information and copies of the non-discrimination regulations identified above, contact the National Endowment for the Arts’ Office of Civil Rights at 202/6825454 or 202/682-5695 Voice/T.T., or link to them through their web site at [www.arts.gov](http://www.arts.gov). COCA will also gladly help with accessibility planning. Email us to arrange a consultation.

### Intellectual Property Rights

It is the responsibility of applicants to hold the rights for any intellectual property (scripts, images, music, etc.) used in programs funded by this grant.

## Funding Recognition

COCA grantees are required to include the COCA logo, the combined Leon County-Visit Tallahassee logo, and the City of Tallahassee logo on grant-related visual marketing materials (online, print, and media) developed for the funded program. To download logos, visit <https://www.tallahasseearts.org/services/grant-programs/#logos>

Whenever you include online funding recognition (on your organization's website and email marketing for example), the combined Leon County-Visit Tallahassee logo should be linked to [www.VisitTallahassee.com](http://www.VisitTallahassee.com), the City of Tallahassee logo should be linked to [www.Talgov.com](http://www.Talgov.com), and the COCA logo should be linked to [www.TallahasseeArts.org](http://www.TallahasseeArts.org) whenever possible. Grant-related marketing materials MUST be submitted to Communications & Marketing Manager, Samantha Sumler, at [samantha@tallahasseearts.org](mailto:samantha@tallahasseearts.org) for approval prior to the publication, dissemination, or release of marketing materials.

Grantees are encouraged to submit their marketing materials before a new fiscal year begins, as they may be able to get annual approval for certain types of collateral (such as posters or emails), if the subsequent logo use is identical.

Please note: Grantees that have been funded for the current fiscal year and anticipate funding for the subsequent fiscal year are encouraged to continue following the recognition policy described above when promoting their upcoming season or programs for a new fiscal year. Inclusion of logos is necessary when recognizing support of sponsors and should appear on most if not all marketing materials. This is not required where space is limited and there is no reasonable space to provide recognition for sponsors.

Wherever other sponsors for your grant program are included, COCA, Leon County-Visit Tallahassee, and City of Tallahassee logos should also be included. For ease of use, a “combination logo” of COCA/City/County/Visit Tallahassee may be used on all print media. However, the combination logo may not be used for online funding recognition, as online funding recognition must include individual logos with hyperlinks to the appropriate agency.

If COCA notifies a grantee of a failure to properly acknowledge COCA, Leon County-Visit Tallahassee, and the City of Tallahassee, and in any of their grant-related marketing/promotional materials during the grant cycle, and then the grantee fails to correct the issue, that grantee will have 5 points deducted from the next grant application the organization submits to COCA. Our government partners are dedicated to supporting worthwhile local events through grant programs and other promotional opportunities but reserve the right to reduce or eliminate grant funding for organizations that do not comply with grant recognition policies.

Grantees are required to submit copies of proof of grant acknowledgment at the time of the final report.

## 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. Contact the Grants Manager to request an amendment form be assigned to you in <https://www.submittable.com>.

## Grant Reports

Each grant recipient will be required to submit one interim report and one final report of all funds disbursed to their organization using forms located in the Submittable platform. The report will include Programming Documentation, Expenditure Log, and, upon request, Proof of Payment. The report will also include proof of Logo Recognition. Grantees are also required to report the estimated number of visitors or potential visitors served by the project or program. See pg. 6 for specific deadlines. Grant Report Forms will be completed in COCA's online grant portal – <https://tallahasseearts.submittable.com/>

An applicant must demonstrate that they:

- implemented the program(s) for which they received funding.
- spent the grant funds on allowable expenses and as indicated in their application.
- spent all grant funds within the grant activity period.

Failure to do so, or failure to do so in a timely manner, will require the applicant to fully repay any funds received and become ineligible for future funding.

Grantees who fail to submit reports at the appropriate deadline may be ineligible for the following grant cycle of the Cultural Grant.

In extreme/unusual circumstances, an organization may request an extension of up to 90 days from COCA.

## Application

### Basic Information

Organization Name (official IRS)

DBA or Department/Program Name (State Partners)

Address

Organization Website or social media page

Employer Identification Number

Unique Entity Identifier\*

Date of Incorporation/Founding

Number of years doing business in Leon County as a cultural organization

Grant Contact

Authorized Official Contact

State Partner – request or upload letter of support from parent institution

### Organization Information

Mission and purpose of organization

Overview of organization's year-round cultural programming.

List of organization's board of directors and a summary of their responsibilities to the organization.

Identify organization's key personnel (paid or volunteer). Include titles, bios, and briefly describe responsibilities for each position. Participating artist may be included.

Describe the sources, types, and levels of community support received by your organization.

Explain any special fiscal circumstances that may exist for your organization.

Describe your organization's efforts to inclusively serve a special population or need, fill a unique niche, or provide programming to an underserved area.

Please provide your organization's DEI policy statement\*

### Organization Budget

Operating Budget (last completed fiscal year, current year, and next year)

### Program Information

Program Name



## Proposal Summary

Describe the program for which you are requesting funding.

### **Tourism (TDT)**

How does your program attract tourists and/or lengthen tourist stays in Leon County?

Please indicate the out of County geographic markets you will be targeting.

Please indicate the marketing tactics you will employ.

Please describe your plan for marketing your programs outside of Leon County.

Please describe your method(s) for tracking out of county visitors.

Tourism Grant Request Detail (shows allocation of COCA grant funds)

### **Marketing Funding (TDT)**

Marketing Grant Request Detail (shows allocation of COCA grant funds)

### **Community (City)**

Please describe how your program aligns with the following city priorities:

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

Community Grant Request Detail (shows allocation of COCA grant funds).

### **Bicentennial**

The City of Tallahassee and Leon County will celebrate its Bicentennial in 2024. This provides an opportunity to engage the community in the rich history of Tallahassee and Leon County over the past 200 years and the vision of the community in years to come. The Bicentennial is envisioned to be a community-wide celebration that not only engages all segments of the community but shares residents' experiences and stories of Tallahassee and Leon County from their unique perspective. Please describe how you will incorporate the Bicentennial into your programs in 2024.\*

### **Impact Survey**

Provides impact numbers based on your last complete fiscal year.

### **Supplemental Materials**

You may include any supplemental material that you feel will be helpful to panelists in evaluating the overall quality and impact of your organization. Please focus on quality and material that helps to tell your story, particularly as related to the programs for which you are requesting funding. You may upload up to 6 items of supplemental materials (no more than 24 individual pages). Title each item and upload

as separate items. The intent of limiting the number of support materials is to help the grant panelists review an appropriate number of materials, with a consistent number provided from each applicant.

Supplemental material might include programs, catalogs, publicity material, artist work samples, press coverage, photographs, audio-visual material, organizational chart, brief history of the organization, etc. Panelists will not be able to review audio-visual materials at the panel meeting.

**Supplemental material may also include:**

Recent support letters: Correspondence from people who benefit directly from programs related to your proposal (participants, students, audience members, tourists, tourism partners, etc.), and/or letters of support from collaborating organizations or individuals showing evidence of support. Limited to 4 pages. Please note letters from public officials are not useful unless the officials are personally familiar with your organization. To avoid the appearance of a conflict of interest, no support correspondence should be included that is written by COCA staff or board members (see <https://tallahasseearts.org/about-coca/coca-staff> for a current list), or City and County staff. If so, those letters will be removed from your application prior to panel review.

List of productions, exhibitions, concerts, and/or publications your organization has recently produced/presented. Consider including the total attendance/participation figures for each event (audience, artists, and volunteers). To calculate these numbers, you may use “instances of participation” – each visit to your facility by a single person (i.e., multiple visits count as multiple instances of participation).

**Contingent Items (Please include the following items, if applicable)**

Partnership acknowledgment. Required only if your funding proposal is contingent on the participation of key partner(s). Documentation can include through letters, emails, or signed contracts. (For example, Puppetry Tallahassee will team with ABC Gallery to host nationally known artist Julie Taylor for a local exhibit and performance. Without a commitment from ABC Gallery and confirmed interest from Julie Taylor’s agent, the proposal is not viable.)

Letter of support from the Agency Head, Division Director, Dean, Department Chair, or University Supervising Official of the applicant. Required of State Partner applicants only.

\*optional

## Applicant Resources

### Definition of Tourism

For 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.”

For a program to be eligible for Tourist Development Tax funding, a program must 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](mailto: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](http://www.VisitTallahassee.com).

COCA can help your efforts in promoting your destination and events via radio, television, newspapers, information bureaus, magazines, or online 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 <https://www.tallahasseearts.org/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 submitting 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](http://www.TallahasseeArts.org) on your website(s).
- Include the Visit Tallahassee website [www.VisitTallahassee.com](http://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 Promotional Resources <https://www.tallahasseearts.org/classified/toolkits-promotional-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.

## **Grant Panelist Nomination**

COCA's ability to recruit qualified and objective reviewers depends on your recommendations. COCA accepts nominations year-round for consideration during the appointment process. Panelist nomination forms are available online at <https://www.tallahasseearts.org/services/grant-programs/grant-panelist-nomination-form/>

Prepared by



914 Railroad Ave. · Tallahassee, FL 32310 · (850) 224-2500 · [www.TallahasseeArts.org](http://www.TallahasseeArts.org)

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