



FY24 GRANT PROGRAMS WORKSHOP



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY



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 arts and culture to citizens and visitors.





All FY2024 Funding Opportunities

Cultural Grant

Marketing Grant
Maximum \$3,000

City grant
Maximum \$10,000

Non-profit
Request amount determined by operating income

State Entity

General/Educational
Maximum \$14,000

Destination
Funding determined by operating income

Eligibility

- Applicants must be either:
 - 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”.
 - 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

“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.





Eligibility

- Applicant must have arts and/or history programming as its primary purpose.
- 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.
- Applicant must present or produce programs/activities/events (either in-person or hybrid) in Tallahassee/Leon County.
 - Program/Event/Activity must be open and accessible to the public.
 - Applicant must produce arts or cultural programs that are regularly available to the public throughout the year.
 - Applicant must have documented statistics on attendance and participation for your programs and/or facility (paid or free) that represent a broad community impact.



Cultural Grant – Eligibility

- Applicant must have a governing Board of Directors that meets regularly and operates under a set of by-laws.
- Applicant must have a professional staff (paid or volunteer).
- 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).
- Applicant must be committed to and have a plan in place to provide for accessibility for people with disabilities, including compliance with the ADA.



Cultural Grant

- 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 as well as the tourism and economic development of our community.
- Funded by Leon County's Tourist Development Tax
 - "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.
 - Definition of Tourism - 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." as defined by the Florida Statutes 125.0104 Section 5(a)(2)
- Additionally, an applicant's programming must meet at least one of the following goals:
 - offer arts, history, or cultural programs with exemplary standards and objectives.
 - provide educational opportunities in arts, culture, and/or history for young people or adults.
 - serves a special or diverse population or need, fills a unique niche, or engages the community in the creative or artistic process.
- Contact COCA if you already receive funds from the Tourism Grant Program.

Cultural Grant – Eligibility

Do you meet all the general eligibility requirements?

Are you a non-profit with 60% of your operating cash originating from earned income?

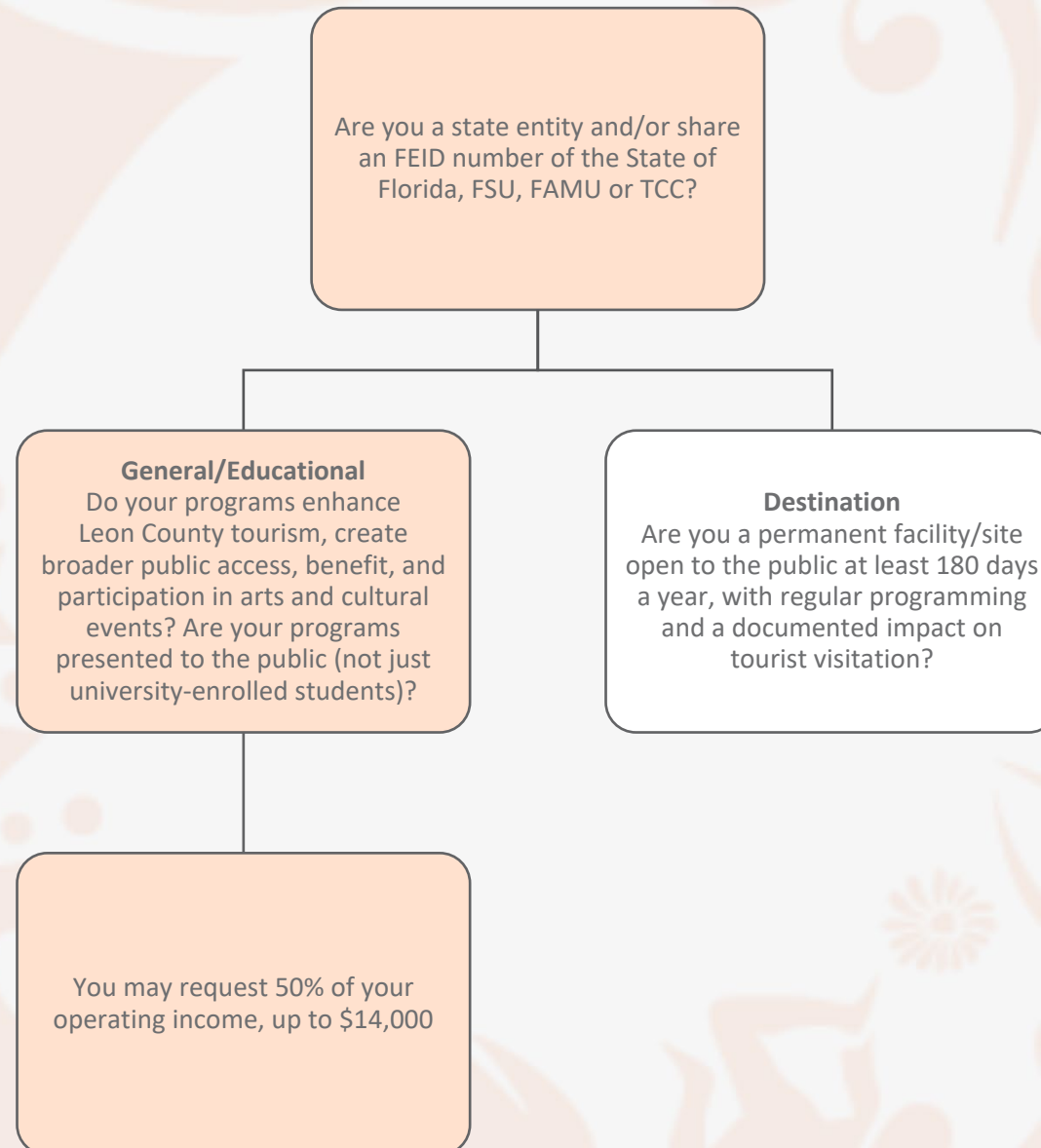
Are you a state entity and/or share an FEID number of the State of Florida, FSU, FAMU or TCC?

Cultural Grant Program – Nonprofit Request Amount

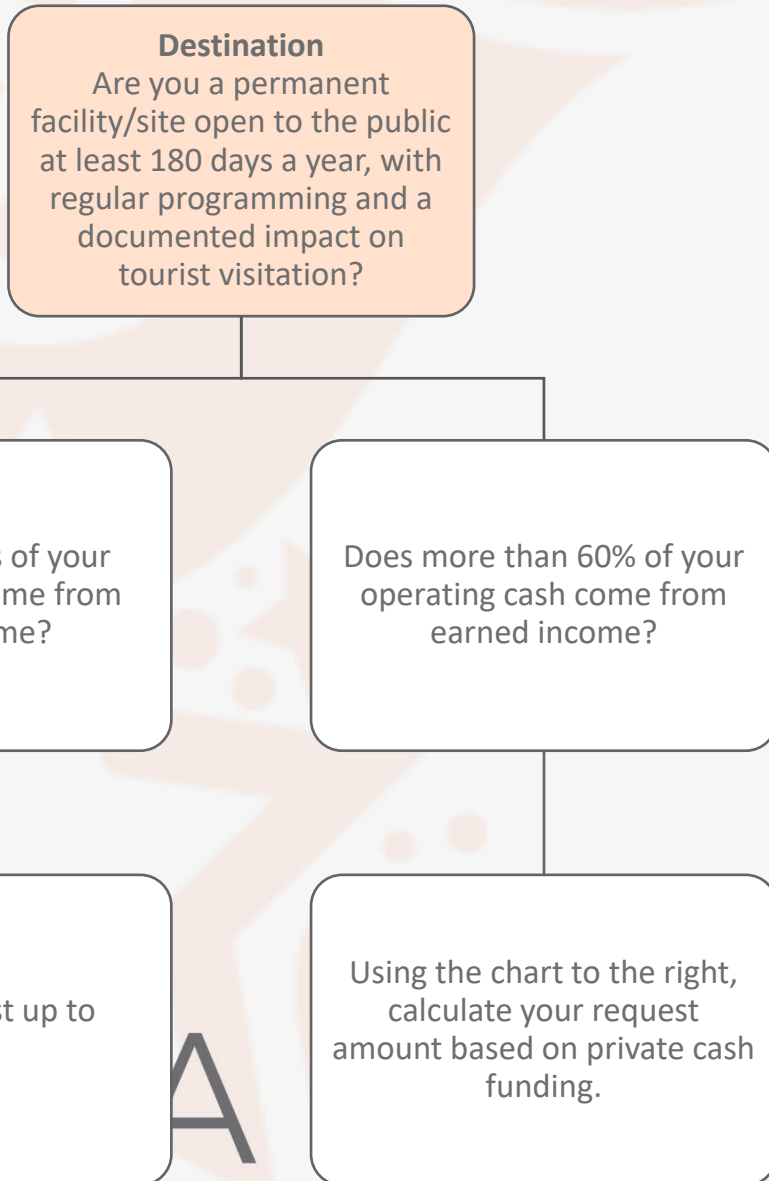
- “Allowable operating income” = [operating cash] + [in-kind]
 - Operating cash earned during your most recently completed fiscal year for which you have submitted a 990/990-N; do not include cash received for capital or endowment campaigns or debt incurred to resolve operating deficits
 - In-kind is capped at 15% of your operating cash
 - E.g., if your operating cash in a year was \$100, you could add up to \$15 worth of in-kind
- Be competitive!

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

Cultural Grant Program – State Entity Request Amount



Cultural Grant Program – State Entity Request Amount



| Private Cash Funding | Group # | Request (% of operating income) | Maximum Request |
|-------------------------|---------|---------------------------------|-----------------|
| Up to \$50,000 | 4 | 50% | \$14,000 |
| \$50,000 - \$499,999 | 3 | 20% | \$40,000 |
| \$500,000 - \$1,499,999 | 2 | 10% | \$90,000 |
| \$1.5 million+ | 1 | 10% | \$200,000 |

Marketing Grant – Eligibility

- Applicants eligible for Tourism (TDT) funds can request an additional **\$3,000** in marketing funding.
- 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.
- Applicant must clearly identify public relations/promotional/marketing tactics used to reach visitors outside Leon County.
- Applicant must have a marketing plan that clearly indicates out-of-market advertising or promotion.
- Applicant must track and report the number of Out of County visitors served by programs.

Note: If your program/event/activity/organization already receives grant funding from the Tourism Grant Program, contact COCA staff.

City Grant – Eligibility

- Applicants eligible for Community (City) funds can request an additional **\$10,000** to support local art programs.
- Preference goes to BIPOC organizations, organizations whose total earned income < \$150,000 and organizations not eligible to receive funds from the Tourist Development Tax.
- City of Tallahassee priorities:
 - Economic Development - To advance the City of Tallahassee as a competitive, innovative, and sustainable regional economic hub.
 - Impact on Poverty - To be a leading community partner that actively connects residents to resources that remove economic and social barriers.
 - Public Safety - To be a safe, resilient, and inclusive community.
 - Quality of Life - To be a creative and inclusive community with beautiful public spaces that protect and promote resources and culture.
- Applicant must track and report the number of residents served by programs.
- Funds for this grant come from the City's general revenue fund. All City funded grants are contingent on funding and cannot be considered final until the City budget has been approved.

Note: If your program/event/activity/organization already receives grant funding from the Community Human Services Partnership (CHSP) or the Community Redevelopment Agency (CRA), contact COCA staff.



Cultural & City Grant – Non-Allowable Expenses

- Expenses incurred or obligated outside of the grant period (10/1/2023 - 9/30/2024)
- 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



Marketing Grant – Allowable Expenses

Funding must be spent to promote and advertise arts or cultural events in Leon County to increase tourism. Examples of eligible opportunities may include, but are not limited to:

- Media placement and production (print, online, broadcast, & radio)
- Printed materials
- Tradeshow registration fees and booth rentals
- Video/CD-ROM/DVD production
- Public relations/media communications
- Promotional items
- Website development
- Graphic design
- Marketing personnel (for marketing to tourists)



How to Apply

You will need the following things before you begin your application:

- Federal Tax ID
- Organization Mission Statement
- Information about your programs – current and proposed
- Information about your board and staff
- Last year's completed operating budget
- A plan for how you will expend the grant funds
- Impact data from last year
- Plan to measure marketing efforts and track visitors
- Marketing Plan including marketing tactics and target markets
- Diversity, Equity & Inclusion statement (optional)
- Documentation of any partnerships
- State Partners require letter of support from the Agency Head, Division Director, Dean, Department Chair, or University Supervising Official of the applicant.
- Supplemental Materials – might include programs, catalogs, publicity material, artist work samples, press coverage, photographs, audio-visual material, organizational chart, brief history of the organization, etc.



How to Apply

- All applications will be submitted using COCA's new online grants portal.

<https://tallahasseearts.submittable.com/submit>

- Applicants must create an account before applying.
- Applicants must complete the **eligibility quiz** prior to accessing the application.
- You will be able to save the application and return to edit later.
- Applicants can invite colleagues to collaborate on applications.
 - "Manage Collaborators" button on application will send an email link to a colleague.
 - Only the person who started the application will be able to submit.



How to Apply

Funding Request

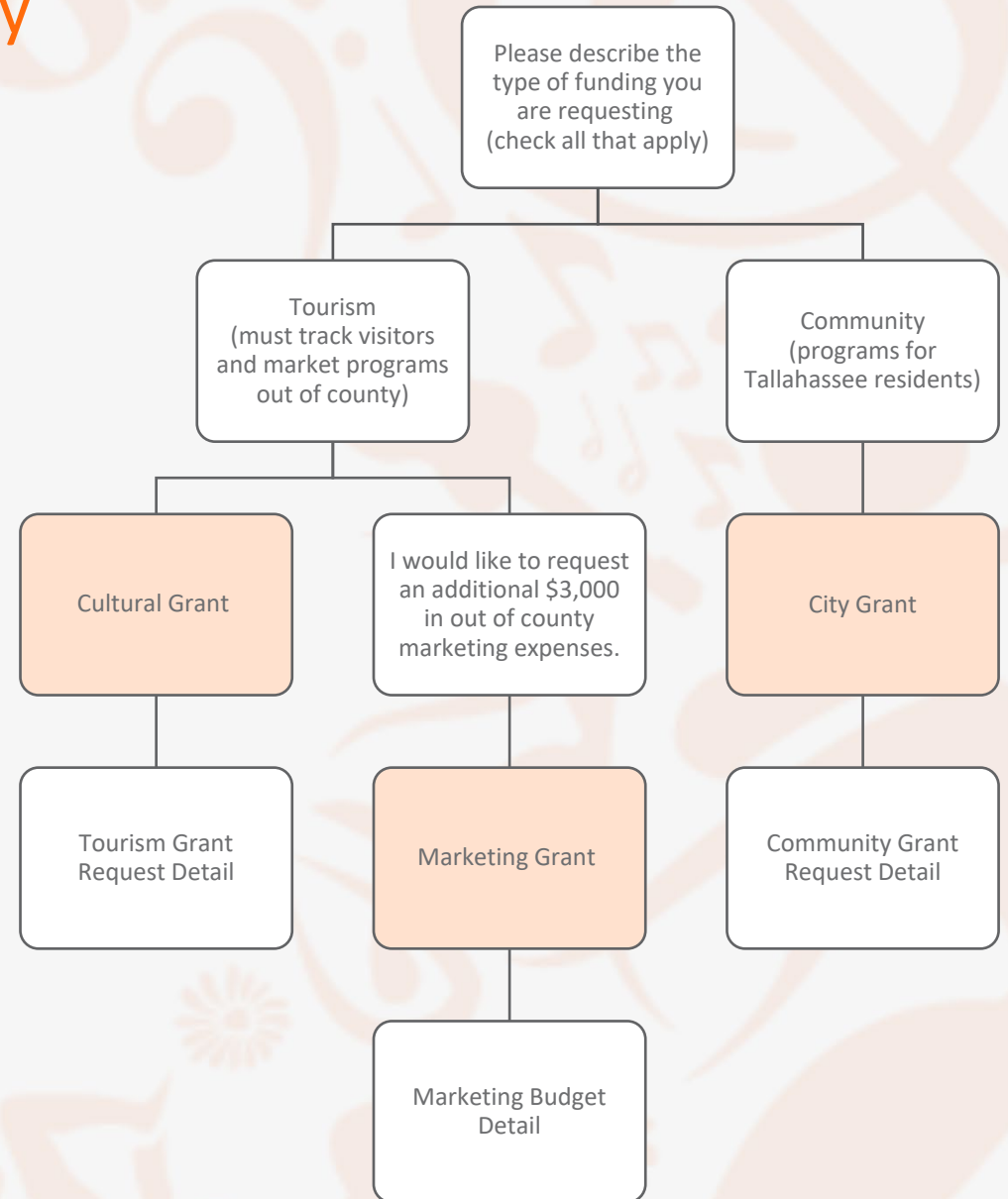
Please describe the type of funding you are requesting (check all that apply) *

- Tourism (must track visitors and market programs out of county)
- Community (programs for Tallahassee residents)

Marketing Funding

I would like to request an additional \$3,000 in out of county marketing expenses. *

- Yes
- No



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.

This question is not scored or part of scoring criteria. COCA is working on bicentennial events; this is merely a fact-finding question to see where we can coordinate our efforts.

Criteria & Scoring

| | Organizational Capacity | Program Evaluation | Tourism Impact | Community Impact | Total Points |
|-----------------------------|-------------------------|--------------------|----------------|------------------|--------------|
| Cultural Grant only | 20 points | 20 points | 10 points | | 50 points |
| Marketing Grant only | 20 points | 20 points | 10 points | | 50 points |
| City Grant only | 20 points | 20 points | | 10 points | 50 points |
| Cultural + Marketing | 20 points | 20 points | 10 points | | 50 points |
| Cultural + City | 20 points | 20 points | 10 points | 10 points | 60 points |
| Marketing + City | 20 points | 20 points | 10 points | 10 points | 60 points |
| Cultural + Marketing + City | 20 points | 20 points | 10 points | 10 points | 60 points |

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

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 Formula

The final score will be used to calculate the recommended award using the following table.

| Final Score | Maximum Funding |
|--------------------|---------------------------------|
| 90 – 100 | 100% of request |
| 80 – 89.99 | 90% of request |
| 70 – 79.99 | 80% of request |
| 0 – 69.99 | Not eligible for funding |

Funding Order

Cultural + Marketing Grant

- Applicants will be funded in the following order:
 - Group 4 (allowable operating income or private cash up to \$50,000 & General/Education state entities)
 - Group 3 (allowable operating income or private cash up between \$50,000 - \$499,999)
 - Group 2 (allowable operating income or private cash up between \$500,000 - \$1,499,999)
 - Group 1 (allowable operating income or private cash up \$1,500,000 or above)

City Grant

- Priority funding will be given to applicants not eligible to receive TDT funding, BIPOC organizations, and organizations with operating budget of \$150,000 per year or less.
- 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.



Important Dates

- Friday, June 16, 2023 – Last day for grantee consultations
- **Wednesday, June 21, 2023 – Application Deadline**
- June 22 - 27, 2023 – COCA Staff Eligibility Review
- June 28 – July 12, 2023 – County Eligibility Verification
- June 28, 2023 – Panelist Orientation
- Monday, July 17, 2023 – Applicant Revisions Deadline (If Necessary)
- Friday, July 21, 2023 – Secondary Leon County Eligibility Verification Results
- **Wednesday, August 23, 2023 – Panel Review Meeting**

New!

New!



Need Help?

Grant questions?

Summer Callahan, Grants Manager
(850) 224-2500 ext. 4
summer@tallahasseearts.org

Marketing questions?

Samantha Sumler
Communications & Marketing Manager
(850) 224-2500 ext. 7
samantha@tallahasseearts.org

Payment questions?

Nick Pavlovik, Business Manager
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[FY 2024 Grant guidelines](#)

[Grant Program Webpage](#)





Q&A



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