



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

# COVID-19 REVIEW

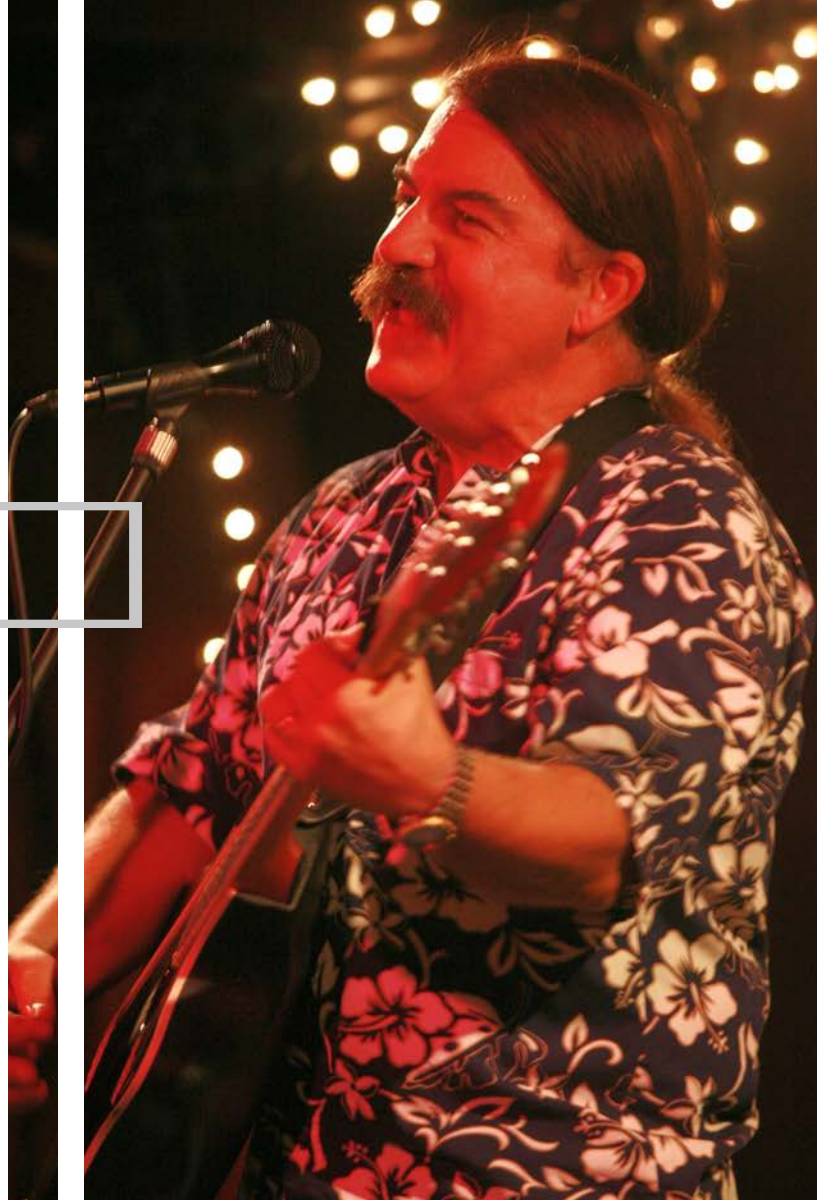
## APRIL 21 UPDATE

For Fiscal Year  
2020



**TALLAHASSEE  
ARTS GUIDE**

An Initiative of the COUNCIL ON CULTURE & ARTS



# COCA RESPONSE TO

## COVID-19



The COVID-19 pandemic has deeply impacted our community, including our local arts and culture industry. COCA swiftly responded, shifting services and support resources online, creating new programs, initiating new promotional and support resources, and sharing several online arts activities and performances as we adjusted to meet new financial needs. This helped organizations, individuals, businesses and agencies carry forward their important work, and provided positive, creative new ways for our community to connect. Here is a snapshot of COCA's response to date, and we continue to work together to meet our community's need.

*- Kathleen Spehar, Executive Director*



- Quickly implemented online events on the Tallahassee Arts Guide for use by Visit Tallahassee and other media outlets; these are promoted on social media.
- Strategically boosting social media content to include Atlanta, Jacksonville, and Pensacola in addition to our service area to build awareness of our area in anticipation of future tourism.
- Highlighting "Behind the Scenes" social media albums of our local artists and encouraging online purchases.
- Artist Spotlights in *Tallahassee Magazine* featuring fun questions will be continued, expanded and boosted online.
- Added new feature called "Creativity Persists" to spotlight COVID-19 responses by artists.
- Regularly offers content to Visit Tallahassee and Leon County and uses the #ihearttally hashtag in all social media posts.
- Participates in weekly industry calls with Visit Tallahassee with frequent content follow-up.



# GRANTS

- Reviewed all grant programs through public meetings, stakeholder surveys, applicant feedback, conference calls and ad hoc grants committee.
- Grantees for all year-round projects were contacted in March & April.
- FY20 Cultural Grant - 19 grantees: projects completed, moving forward or postponed. All grantees submitting interim reports by May 1.
- FY20 Cultural Tourism Marketing Grant - 30 grantees: projects completed, moving forward or postponed.
- FY19 Cultural Facilities Matching Grant - 3 grantees: all projects moving forward.
- FY18 Cultural Facility Matching Grant extensions requested and granted for 2 university grantees.
- All grant contracts will be funded at 100% of awarded dollars.



# FINANCIAL

## FY20 financial budget adjustments:

- 34% revenue reduction from tourism development tax collection (TDT) by Leon County at \$435,021.
- 23% reduction in other revenues from advertising, memberships, and license fees renewals.
- 25% cuts in operating expenses budget for the second half of the fiscal year.
- 100% of COCA reserves cover remaining FY20 grantee contract payments.
- Adjustments assume 100% of 1-penny bed tax stays with COCA in Q3 and Q4.
- Freeze on all non-essential spending.
- Hiring freeze on grants manager position.

## Community Support:

COCA is researching and posting local, regional, and national funding sources, plus providing consultations and webinars to grantees and community.



# FINANCIAL

## *Financial, continued:*

### Grants Program Funding:

In FY20, 89% of COCA's total TDT dollars are used for regranting purposes. With the projected revenue reduction from the County, COCA is covering these costs through a combination of carry-forward revenue, reserves and budget cuts.

Note that any future reductions in collections revenue will impact organizations that have been determined, through a competitive grants process, to have an impact on tourism. These are key local employers, providing online events and education to residents, children and potential visitors as we stay #SaferAtHome



# PROGRAMMING & SERVICES



- Developed "Poems To Go" to support literary artists and local restaurants with printed poems for takeout for residents and visitors.
- Developing "Sounds Of Tallahassee" in conjunction with local streaming radio to showcase local musicians to a wider audience.
- Hosted a "Zoom 101" workshop for 29 online attendees and is planning additional workshops.
- COCA Monday emails of events have shifted to online content with over 13,300 subscribers.
- COCA Thursday "Classified" emails include COVID-19 resources for artists and organizations to over 9,000 recipients.
- Created an online "Help for Educators" resource across 5 artistic disciplines and all grade levels.
- Logged more than 150 individual consultations in March and April.
- Revamped and promoted Public Art directory and walks for public viewing and experience.



## SOCIAL MEDIA



8400 likes, 137,725  
post reach in last  
28 days: 141%  
increase



3748 followers with  
expanded content &  
engagement using  
posts and Instagram  
stories



3,100 followers and  
increased  
engagement with  
local partners using  
#IHeartTally and  
#SaferAtHome

**COCA continues  
to generate and  
boost engaging  
content to  
highlight our  
community!  
#TallahasseeArts  
#COCAConnects**





# PARTNERSHIPS

COCA staff continue to partner and meet regularly with local, state and national organizations, businesses, educators, students, individuals and leaders of various initiatives including FSU, FAMU, TCC, Leon County Schools, OLLI, Blueprint, OEV, Visit Tallahassee, TDC, Downtown Improvement Authority, TCC Innovation Center, INIE, DOMI, Choose Tallahassee, Lively Technical Institute, Leadership Tallahassee, Youth Leadership Tallahassee, Tallahassee Democrat, Tallahassee Active Lifelong Learners, Sustainable Tallahassee, Railroad Square Art Park, Shop Local Tally and many more.



# MEDIA

## TLHLife



Listen at Home  
What: TSO at Home  
Guest: Eric  
Contact: To access the  
virtual concert and  
information, visit  
tallahasseeart.org

## REPLAY THE HITS

LISTENERS SHARE THE VIRTUAL EXPERIENCE WITH TSO AT HOME

Amelia Kierulff

Contributing Writer

"One of the best things I thought about doing in 2020 was to listen to the music of the Tallahassee Symphony Orchestra. I was going to be the music player!" said Amelia Kierulff, CEO of the Tallahassee Symphony Orchestra. The pandemic has led to a different kind of concert experience. Tallahassee's virtual concert series, Listen at Home, allows live from past performances are shared in TSO's virtual concert hall and on their website.



"It's a great way to connect with the community and share the music of the Tallahassee Symphony Orchestra. I was going to be the music player!" said Amelia Kierulff, CEO of the Tallahassee Symphony Orchestra. The pandemic has led to a different kind of concert experience. Tallahassee's virtual concert series, Listen at Home, allows live from past performances are shared in TSO's virtual concert hall and on their website.

**Tallahassee**  
LIFE & STYLE TRAVEL



Photographer Amanda Karloth Thompson is the creative force behind the 'Face Time' project, which allows families to share their stories through photography.

## FACE TIME

Photographer launches creative project for families at home

Get a side of poetry with your takeout order

Amelia Karloth Thompson  
Special to Tallahassee Democrat  
USA TODAY NETWORK - FLORIDA

Physical distancing doesn't mean you can't enjoy your favorite meal. Now you can get it with a side of poetry too.



Terri Carrion and Michael Rothenberg are among 20 poets participating in COCA's "Poems to Go" venture.

COCA is picking up the tab for printing every order. COCA is a pickup up the tab for printing every order. COCA is a pickup up the tab for printing every order.

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COCA writes articles and gets coverage about arts in our community at least twice a week in the Tallahassee Democrat and is featured in Tallahassee Magazine, WFSU Radio, WCTV, WTXL and more!

**COCA Crafting Communities**  
Engaging with and supporting the arts

APRIL 2, 2021

BY ROSALBA PARDIST

HERE'S AN IDEA: Support Arts & Culture

Take an online class YES

**ISLAND BEAT**

TRIP TO CUBA  
INSPIRED  
LILI FORBES  
AND THE  
COMMON  
'TATERS

Amelia Kierulff

Music is like life and breath. It is a language everyone understands no matter their philosophy.

Lili Forbes



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**THANK YOU**



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[TallahasseeArts.org](http://TallahasseeArts.org)

