



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY24 COCA PLAN | EXECUTIVE SUMMARY

COCA staff, in coordination with the COCA Board of Directors, the City of Tallahassee, Leon County and the community, will use these identified goals, objectives, strategies and priorities to guide its work and use of resources in FY24.

GOALS & OBJECTIVES | COCA in Community

ARTISTIC | Keep art at the center of who we are & what we do.

- COCA 101: Strengthen COCA's brand locally, regionally and nationally
- Integrate Bicentennial into programming

COLLABORATION | Deepen & broaden partnerships; build arts & culture across sectors

ORGANIZATIONAL | Staff & organizational management

- Continue using Local Arts Agency (LAA) statute as COCA's guide
- Team building with COCA staff, board & community
- Continue implementing hybrid officing, modernizing operations & building co-working excellence
- Develop KPI reports (ongoing)

FACILITY | Activate hybrid officing; explore various office uses to best meet COCA/community needs

FINANCIAL | Continue diversifying revenue; seek new funding for programs, services & operations

- Find resources for new Cultural Plan & COCA Cultural Plan (community programs)

PROGRAMS & SERVICES | Align implementation to strategies & priorities

- Launch AEP6 Arts & Economic Prosperity results
- New Public Art & Art in Public Places, Arts Education activities - City Hall/Artport Gallery; pop-ups;
- Broaden & develop new workshops, webinars, consultations & programs that align with community need
- Activate COCA Bicentennial plan; participate in Bicentennial committee, task force & events
- Develop COCA's 40th anniversary plan for 2025

MEMBERSHIP | Reach 300 members; improve incentive packages

STRATEGIES & PRIORITIES | *continued from FY23

Implement COCA's DEI and Cultural Equity Plans*

<https://www.tallahasseearts.org/about-coca/mission-history-values/>

Implement & report on COCA Strategic Plan:

<https://coca.tallahasseearts.org/about-coca/strategic-plan>

Implement & report on the Capital Area Cultural Plan*

<https://coca.tallahasseearts.org/about-coca/cultural-plan>

Issue reports of COCA goals, objectives, action steps and results to the City, County and general public*

<https://www.tallahasseearts.org/about-coca/mission-history-values/>

Review, analysis and adjustment of COCA grant programs & processes*

<https://coca.tallahasseearts.org/services/grant-programs>

Deliverables outlined in the FY20-FY24 County contract with FY24 Exhibit B updates

Deliverables outlined in the FY24 City grant funds contract (to be renewed)