



BICENTENNIAL PLAN | EXECUTIVE SUMMARY

November 2023

COCA'S BICENTENNIAL MISSION, VISION AND VALUES

Mission Statement:

COCA's Bicentennial mission is to advocate for arts and culture in the Capital City region by highlighting the histories of people and places that have shaped its past, present, and future.

Vision Statement:

COCA envisions a vibrant display of Tallahassee's creative community, reflective of how the Capital City region has been shaped since its founding.

Values:

We value inclusivity within our historical and cultural community, promoting the acceptance of diverse individuals, ideas, and artistic expressions.

We value collaboration amongst artists in our community, providing opportunities to connect with diverse Bicentennial programming.

We value integrity, and we engage in transparent and honest practices, striving for excellence in our stewardship over Bicentennial resources.

Committee & Task Force participation

Kathleen Spehar, Bicentennial Committee & Chair, Legislative & State Government task force

Sahara Lyon, Education Task Force

Samantha Sumler, Marketing Task Force

Sam Joslin, Faith-based Task Force

Summer Callahan, History Task Force

PROJECTS AND SERVICES

Tallahassee Arts 200: The People – Residents submit digital postcards about what Tallahassee means to them, which COCA will curate into a digital exhibition.

Tallahassee Music Week - collaborative effort of the Tallahassee Music Community, a committee of local music professionals, including performers, presenters, educators, and administrators to feature performances by local artists in expected and unexpected spaces. (not confirmed)

ARTS EDUCATION

Bicentennial Art Teacher Workshop - highlighting Tallahassee's history through printmaking, focused on Tallahassee's Black history and historical sites in Tallahassee's South Side such as Cascades Park and Smokey Hollow.

Chalk Walk 2024 – Chalk Walk at the Capitol on January 24th, 2024, students will be asked to recreate Tallahassee-specific artwork that relates to the Bicentennial and Tallahassee's history.

Tallahassee Arts 200: Time Capsule – With the Bicentennial Education Task Force, each school creates a digital time capsule sharing the history of the school, key players in its history, and the contemporary campus culture.

Winterfest Exhibition: The Faces of Tallahassee – Juried K-12 art show with Bicentennial theme, featuring important figures in Tallahassee's history and create their portraits to tell their stories.

Education/Class Tours – COCA will continue to provide tours to classes at FSU and LCS. The bicentennial will be discussed in conjunction with the tours.

PUBLIC ART & EXHIBITIONS PROGRAM

Creative Tallahassee - Juried exhibition of 2-D and 3-D works by Tallahassee artists, reflecting on Tallahassee's past, present, and future. April 5-June 5, 2024

Photofest: Bicentennial Edition - Juried exhibition of photography works by Tallahassee artists about Tallahassee. November 6, 2024-January 21, 2025

Brushstrokes – Sept-Oct 2024 (not confirmed)

FAMU DRS Retrospective Bicentennial Exhibition “History of Art at FAMU: A Homecoming” exhibition brings this to light and represents an important demographic of Tallahassee **November**

Seminole Art Exhibition-featuring Seminole artists/Native American artists in the 100-mile Tallahassee/Leon County

Create-Innovate 200 (C-I 200): Digital space in the COCA/DOMI lobby to feature creativity & innovation in arts/culture/history/heritage and more.

GRANTS & FUNDRAISING

Assist COCA grantees with administrating grants for Bicentennial programming

Consultations on grant prospecting and proposal applications for Bicentennial programs

Workshop with Visit Tallasse on applying for their 2nd round of Bicentennial event funding

Workshop on funding your Bicentennial programs and events

MARKETING & COMMUNICATIONS

Bicentennial Brand (General & COCA)

<https://tallahasseeleoncounty200.com/> Tallahassee's Bicentennial url

“Ignite Your Artistic Ambition” COCA Branding for 2024: (*Ambition= branded word for Bicentennial*)

Bicentennial window clings will be available to COCA members & grantees

Partner with an advertising firm to develop and initiate a targeted marketing campaign for Bicentennial programs throughout the Capital City region.

COCA Artist Spotlight Monthly: Influential Artists in Tallahassee/Leon County

Artistic Ambition Newsletter | A monthly newsletter updating the community on Bicentennial-related arts & culture programs, articles, interviews, etc.

Bicentennial-themed advertising packages offered to organizations, businesses & subscribers.

Bicentennial Marketing & Promotional Workshop with Visit Tallahassee: Free workshop where Visit Tallahassee offers how best to create and promote events centered around Tallahassee Bicentennial.

Artist directory will assist the community in finding an artist/arts org to partner with on the Bicentennial.

PARTNERS YTD

National Endowment for the Arts; Division of Arts & Culture/State of FL; City of Tallahassee/Leon Co & Visit Tallahassee; Duke Energy; Leon Co Schools; Tallahassee Historical Society; Domi Station; COCA grantees;