



Date	Name/Email/County	Comments
July 21/2023	Juan Lin	Congratulations!
July 20, 20	Aurea Stabach aureastabach@gmail.com	Beautiful! Congratulations!
July 20, 20	Sean Mendez seanmendez@comcast.net	The ships are amazing, good art!!
JULY 20	SPENCER	Beautiful artwork
July 22	Lillie	Transports you to the place - beautiful
July 22	Suzanne	enjoyable.
July 23	Bir	relaxing
7-29-23	ASH <small>ash@ashart.com</small>	
7-25-23	Tom + Millie	Nice Work
7-24-23	Jim Lu	Wow, beautiful!
7/29/23	Halcy Wilson halcywilson@gmail.com	Noice!
8/1/23	K. Glogou	Lovely!!



Date	Name/Email/County	Comments
8/1	Larry	Amazing!
		Amazing!
8/1	Angela Hansen Roe	Wonderful!!
8/6	Qingxin Wang	Great!
8/6	Nathan Wang	
8/7	Cherie Hyscraft	On point - and excellent! Objective enough + nice.
	Ariana	Love it
8/7	barbara art@att.net	see you in Annabell
8/11	Feter & Z.	Great work of local place!
8/10	Sharon & Susan	Great work of local place. Wonderful
8/10	Perry Falkson	Truly appreciate the local settings, especially Pier 2 and Cape San Blas
8/10	Adige	Love it...



Date	Name/Email/County	Comments
Aug 11	Carrie Loggess	Fabulous Liv! Thank you
8/11	Thyia Brice	I HAVE MISSED YOU & your lovely artwork
8/12	Chitra H.	Beautiful! Exceptional art!
8/13	P. Ervin	Wonderful
8.13	Bob & Carol	Swamp Buddhas
8-14	Gayla	Beautiful!
8-15	Evelyn ^{of Canada}	very nice work!! your Boat pics really popped out!

EXHIBITION PROSPECTUS

NOV 9, 2023 - JAN 22, 2024

OVERVIEW

Photofest is a juried fine art photography exhibition at the Artport Gallery. This annual event presented by the Council on Culture & Arts is part of the Art in Public Places program sponsored by the City of Tallahassee. From the entries submitted, as many as 50 individual artworks, never before shown at the Artport or City Hall Gallery, will be featured in Photofest. Contact COCA's Public Art Manager at sam@tallahasseearts.org with questions.

GALLERY INFORMATION The Artport is inside the Tallahassee International Airport located at 3300 Capital Circle SW, Tallahassee, Florida, 32310. The Artport hours run congruent with the TLH Airport, opening at 4:30 a.m. and closing at 12:30 a.m. The Artport is located directly to the right when you enter the TLH Airport, facing the airline check-in desks. Parking for the TLH Airport is free for the first 30 minutes.

All submitted artworks will be included in COCA's Online Gallery (provided the artwork complies with the relevant "CONDITIONS FOR EXHIBITION"), but only the artworks accepted to exhibit in the physical Artport will be juried.

AGREEMENT Submission of an entry form implies an agreement on the part of the artist to all conditions of this prospectus, including permission for reproduction of artwork images for documentation, publicity and educational purposes. Accepted digital images are retained for COCA archives. Work cannot be substituted once accepted for exhibition, nor can work be removed from the Artport prior to Jan 22, 2024.



ELIGIBILITY Artists 18 years of age or older who live within a 100-mile radius of Tallahassee are invited to submit up to three artworks for consideration. Artists must be active COCA members. [Click here](#) to become a member.

Artwork must be original, completed in the last three years, and not ever shown in either of the Artport or City Hall galleries. We accept film or digital photography, digitally manipulated photography, collages of photography, and any other mixed media artworks incorporating photography as a significant element. Videography is not eligible for this exhibition unless artists include a detailed explanation regarding what device the video will be played on, how said device will stay powered for the duration of the exhibition, as well as how the device will be framed, wired, and hang comfortably using the Walker System, as outlined under "CONDITIONS FOR EXHIBITION".

Entries must not exceed 4 feet in any direction (including frame). City of Tallahassee policy prohibits exhibiting artwork with nudity or religious imagery.

EXHIBITION PROSPECTUS

NOV 9, 2023 - JAN 22, 2024

IMPORTANT DATES

10/6/23 11:59pm Application Deadline

10/20/23 Notifications emails sent

11/02/23 9:00am – 11:00am Artists deliver selected artwork to Artport

11/09/23 5:00pm – 7:00pm in-person opening reception at the Artport

01/23/24 9:00am – 11:00am Artists pick up artwork from the Artport

DROP OFF & PICK UP Accepted artworks must be hand delivered and picked up at the Artport. Shipped artworks will not be accepted. Artwork unclaimed after the pick-up date will become the property of COCA and will be donated to a non-profit organization. More specific instructions will be included in the 10/20 notification email. All artworks must be labeled on the back with:

- Artwork title and medium
- Contact method for sales inquiries

SALES Sales inquiries are referred directly to the artist. Artists keep 100% of sales. The price of artworks cannot be changed once the application is submitted

AWARDS Monetary awards will be selected by COCA's Photofest Juror. Awards are announced at the in-person opening reception on 11/09, without prior notification. Awards are as follows:

- 1st place: \$300
- 2nd place: \$150
- 3rd place: \$50
- Honorable mention (no monetary award)



LIABILITY AGREEMENT Artworks are insured while hanging at the Artport during exhibition dates. In the event of a claim, artists are required to provide documentation of value. Every care is exercised in the handling of artworks, but COCA nor the Tallahassee International Airport are responsible for loss or damage in transit, packing, nor unpacking, nor are they responsible for any artwork after the designated pick-up time on 1/23/24. Concerned artists should carry their own insurance.

MOUNTING All artworks must have museum quality mounting and be ready to hang with wire in place on the back of the piece. Wire must be at least 6" long to fit over the Walker System hanging bracket. No sawtooth hangers are allowed. COCA will not re-frame, re-mat or repair artworks. Any artwork arriving damaged or improperly framed will not be accepted.

TO APPLY Applications must be sent through Submittable to be considered for acceptance. Please read this prospectus carefully before submitting an application. [View the application here.](#)

Art Garden at Linear Park

As part of the Neighborhood First Plan and with funding assistance from a South Arts Cross-Sector Impact Grant, residents requested the completion of a new Linear Park that links the neighborhood to multiple community assets, to include a community “art garden”.



The art garden features 5 unique artworks created by Greater Bond member and FAMU student, Zarreyn Gaines. These works of art have been printed onto permanent materials and installed along the walkway of newly-established Linear Park.

“I feel very, very proud that people see what I can do. I’m glad that they decided that I am the guy.”

-Zarreyn Gaines
Artist and designer, Linear
Park Art Garden



FY24 Grant Panel Review Meeting

Cultural Grant, Marketing Grant, City Grant

Administered under contract with the City of Tallahassee and Leon County

August 23, 2023 | 9:30 am

Via Zoom:

Register here:

<https://www.eventbrite.com/e/fy24-cultural-grant-panel-tickets-685871158097>

Agenda

1. Call to order, introduction of panelists
2. Comment from the Moderator, explanation of scoring
3. Review of applications
4. Motion to approve scores for COCA's Board of Directors
5. Presentation of the ranked list and funding updates
6. General public comment
7. General comment from panel (policies, procedures)
8. Closing remarks

Amanda Clemens, COCA Board Member- Moderator

Panel Members

Evangeline Ciupe

Ann DiLalla

Paul Donnelly

Anissa Ford

Michael Killorean

Alayna Lee

Miriam Tellechea

COCA Grants FY24 Classified Examples



Home > Classified > COCA Fiscal Year 2024 Grants Opportunity - Open Now



COCA Fiscal Year 2024 Grants Opportunity - Open Now

Posted by Council on Culture & Arts (COCA) ; Posted on Jun 02, 2023

Funding - DEADLINE : Jun 21, 2023



📍 914 Railroad Avenue, Tallahassee, FL, 32301

☎ 850-224-2500

The FY2024 application for all grant programs is now available in [Submittable](#).

Next Deadline: June 21, 2023, 11:59 ET

Grant Period: October 1, 2023 – September 30, 2024

Basic 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." (See page 9 of the [Guidelines](#) for more information.)
 - 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.
- Applicant's mission must be to produce or promote arts and/or history programming.
- Applicant must have completed at least one fiscal year of programming in your discipline.
- Applicant must present or produce programs/activities/events in Tallahassee/Leon County.
- Applicant must have a professional staff. (Staff can be paid or volunteer, but should be regularly available during normal business hours.)
- Applicant must have a governing Board of Directors that meets regularly and operates under a set of by-laws.
- 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 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.
- 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).

About the Programs

COCA offers three grant programs: the Cultural grant, the Marketing grant and the City/Community grant.

Cultural Grant

To apply for the Cultural Grant, applicant programming must meet at least one of the following goals:

- Offer arts, history, or cultural programs with exemplary standards and objectives.

Accessibility Tools

- 🔍 Increase Text
- 🔍 Decrease Text
- ▯▯▯ Grayscale
- ⦿ High Contrast
- 👁 Negative Contrast
- 💡 Light Background
- 🔗 Links Underline
- 🔠 Readable Font
- ↺ Reset

🔍 Find Oppor

Search by Keyword

Select Type

Select State / Province

Select City/Town

SEARCH

RESET

Submit Listings

Additional Resource Guides:



2. Provide educational opportunities in arts, culture, and/or history for young people or adults.
3. Serves a special or diverse population or need, fills a unique niche, or engages the community in the creative or artistic process.

Funds for this grant come from Leon County's Tourist Development Tax revenue. Therefore, applicants to this program must also meet all of the following expectations:

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.

In this grant program, an organization's maximum allowable request depends on their type (not-for-profit versus state entity) and their allowable operating income from the previous fiscal year. (See page 11-12 in the [Guidelines](#) to calculate your request.)

Marketing Grant

Applicants who meet all Cultural grant requirements may request an additional \$3,000 to support out-of-county marketing and promotion of arts and cultural programs.

Funds for this grant come from Leon County's Tourist Development Tax revenue.

City/Community Grant

To apply for the City/Community Grant, applicant programming must meet at least one of the following goals:

1. Offer arts, history, or cultural programs with exemplary standards and objectives.
2. Provide educational opportunities in arts, culture, and/or history for young people or adults.
3. Serves a special or diverse population or need, fills a unique niche, or engages the community in the creative or artistic process.

Unlike the Cultural and Marketing Grants, funds for the City/Community Grant come from the City of Tallahassee's General Revenue fund.

1. Applicants must track and report the number of Leon County and/or Tallahassee residents served by programs.
2. Applicant programming should align with one or more of the following City of Tallahassee priorities (see pages 18-19 of the [Guidelines](#)):
 - A. Economic Development
 - B. Impact on Poverty
 - C. Public Safety
 - D. Quality of Life

An organization can request up to \$10,000 to support local arts programs. Funding for this grant depends on the city budget. The city budget may not be determined until after the panel meeting.

Application Process

Unlike previous years, all three grant programs have one application, one panel and one funding cycle.

The application is available now in [Submittable](#), titled "FY24 Cultural Grant Program." Applicants must make a Submittable account in order to apply. We have a How to Apply recording available [here](#) and a PDF of the presentation attached to this Classified. For more assistance applying, contact Summer Callahan at summer@tallahasseearts.org.

Applications for all three grant programs are due June 21, 2023 at 11:59 p.m.

Following submission, COCA staff will complete an initial eligibility review.

Cultural Grant and Marketing Grant applications will be reviewed by the Leon County Tourist Development Council. Applications that are flagged by the TDC will be notified between June 28 and July 12 and will have the opportunity to revise their application. The TDC will either accept or reject that revision; that decision will be announced July 21, 2023.



The panel for all three grant programs will be held **August 23, 2023** over Zoom. The panel meeting will be open to the public. Panelists are encouraged to discuss each application and ask questions of applicants, if available.

The COCA board will review and approve the funding recommendations on September 7, 2023.

The TDC will review and approve the funding recommendations for the Cultural and Marketing grants on September 14, 2023.

The City of Tallahassee and Leon County budgets will be finalized on September 30.

For funded applicants, the grant period begins October 1. Funded grantees will need to sign a contract in order to receive a payment. Cultural Grant awards above \$10,000 will be split in two parts, with the second payment contingent on submitting an interim report due April 30, 2024. All grantees will need to submit an interim and a final report.

For more information on the grant process or with any questions, please contact Summer Callahan at summer@tallahasseearts.org.

DOCUMENTS

 [COCA-FY24-Grants-Webinar-Powerpoint](#)



OUR PARTNERS

COCA's programs are sponsored in part by the City of Tallahassee, Leon County, the State of Florida, Department of State, Division of Cultural Affairs, the Florida Council on Arts and Culture, the National Endowment for the Arts, and the Florida Humanities Council.



ABOUT US

DIRECTORIES

CLASSIFIEDS

PARTNERS

CONTACT US

914 RAILROAD AVE.
TALLAHASSEE, FL 32310

LOCAL NUMBER: (850) 224-2500

EMAIL: info@tallahasseearts.org

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 provides information and promotes the arts and culture to both citizens and visitors.



FY23 Grant Program Report

Grant programs: Cultural Grant (CG) and Cultural Tourism Marketing Grant (CTMG) Updates:

- COCA-initiated revisions for FY23 centered on access and equity.
- With sector recovery underway, all returning applicants transitioned back to submitting full applications.
- Cultural Grant award amount increased by from FY22 and remains lower than pre-COVID levels.
- The funding pool for FY23 will meet budget projections without adjustments.
- All workshops and panels are held virtually, with coaching options held in-person and virtually.
- The grant programs were successfully administrated through Submittable, COCA’s new online system.
- Several revisions were made to the guidelines as per County review. The required County review process for statutory compliance to §125.0104, Fla. Stat., was completed. The request from COCA for the County to define its criterion for the eligibility review remains.

Results:

Program	FY23 Applicants	FY23 Awards	FY22 Applicants	FY22 Awards	FY21 Applicants	FY21 Awards
CG	29 Total	25 Total 4 Pending	29 Total	27 Carry Forward	32 Total	31 Total
	2 New; 27 Returning	0 New; 25 Returning 4 ineligible per County review- pending City funding	2 New; 27 Carry Forward	2 New ineligible - County review	13 New; 19 Carry Forward	1 New ineligible - TDC
CTMG	23 Total	23 Total	24 Total	23 Total	34 Total	33 Total
	1 New 22 Returning	1 New 22 Returning	3 New; 21 Returning 13 did not reapply	1 New ineligible - County review		2 New ineligible - TDC

Grant program principles:

ACCESS: Offer opportunities for eligible organizations to apply for both of our grant programs.

EQUITY: Ensure funds are available for all programs and distributed through an equitable process that allows as many grantees as possible access to funds.

SUPPORT: Balance resource allocation to long-time grantees of the program with opportunities for new grantees.

FLEXIBILITY: Balance the requirements of the programs with streamlined processes that will simplify the application process while keeping existing compliances in place. This will allow organizations the flexibility to respond to new programmatic realities and needs.

FY23 GRANT AWARDS

Grant programs: Cultural Grant (CG) and Cultural Tourism Marketing Grant (CTMG)

Cultural Grant Program - Program Purpose

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 which enhances the quality of life as well as the tourism and economic development of our community. An applicant's programming must contribute to the tourism development of Leon County in accordance with Florida Statute 125.0104.

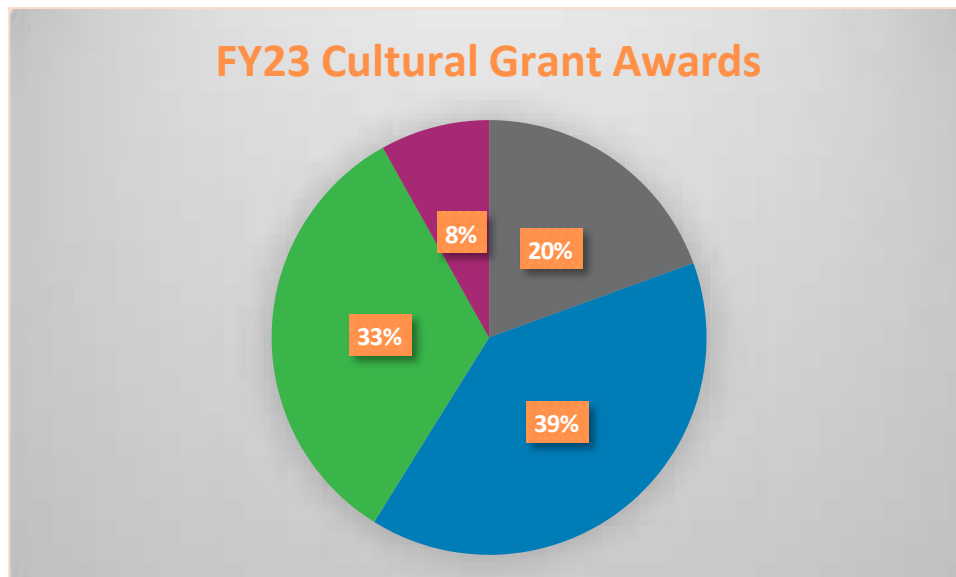
The grant program seeks to fund programming that offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history, and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; programs that bring arts, cultural and historic exhibits, or events to underserved areas; programs which engage members of the community in the creative and/or artistic process.

Application Summary

29 applications received
All applications reviewed by COCA Grants Manager
Eligibility verified by Director of Tourism
4 applications deemed ineligible for TDT funds
25 eligible applications review by panel

Award Summary

Group 1 – 1 award \$160,000
Group 2 – 5 awards \$324,250
Group 3 – 11 awards \$271,576
Group 4 – 8 awards \$66,812
25 awards totaling \$822,638



Grant #	Organization	Group	Award
FY23CG-01	Arts and Cultural Experiences at Railroad Square, Inc. <i>The First Friday Festival at Railroad Square appears to be Tallahassee's longest-running monthly festival. Occurring rain or shine on the first Friday of every month, the event features live music, open galleries and shops, other performances (e.g., productions by local dance troupes), food trucks, and fantastic people watching. Thousands of visitors attend, and it is consistently lauded as one of Tallahassee's best "Things to Do." It is one of the most "clicked on" events of Visit Tallahassee's calendar, and the attention from First Friday has been demonstrated in publications such as the Huffington Post.</i>	4	\$5,400
FY23CG-02	Asian Coalition of Tallahassee, Inc. <i>For the past 19 years, we have demonstrated the capacity to find new and innovative ways to celebrate Asia. We research programs from different Asian countries and adapt them for the event and/or events. We do programs in assisted living facilities, schools, participate and collaborate with the two universities, one community college, one vocational school, Kaiser College, Leon County Schools and other facilities that many out of town visitors. Over the years, many have come back and plan their vacation to include Experience Asia as a destination. Tallahassee has become a hot spot for outstanding events.</i>	4	\$9,000
FY23CG-04	Choice Impact Community Development Corporation dba Javacya Arts Conservatory <i>American orchestras lack diversity. Javacya is branded as diverse and one who performs works by Black, Brown, and European Composers. It is a proven DRAW, and the membership represents the society in which we live. The orchestra's sound personifies the variety of life stories. Arts-in-the-Heart concert series is one of the most diverse events in northwest Florida. The Cultural grant will help continue to bring people to Tallahassee. Quality, diversity, and repertoire are the DRAW.</i>	4	\$9,000
FY23CG-06	Florida Litfest, Inc. dba Word of South <i>The program for which we are requesting funding is a series of author appearances. This program is relevant to Florida LitFest's mission of bringing cultural experience grounded in literature to our community and continuing to grow Tallahassee's reputation as a hub of literary activity.</i>	4	\$10,000
FY23CG-07	Irish Repertory Theater, Inc. <i>In "The Freedom of the City," Irish playwright Brian Friel's heartfelt depiction of the Northern Ireland's protests known as "Bloody Sunday" and their aftermath, audiences will see a gripping story that fittingly allows them to commemorate the event's 50-year anniversary and connects to burning issues in the world today. It has never been performed in the Big Bend before, so it offers a unique and fresh opportunity to learn about an event made famous in film and literature. FSU's Conradi Theater in the fall of 2022 is well-known as a venue and easy to locate for visitors from outside Tallahassee.</i>	4	\$7,040
FY23CG-09	Tallahassee Chapter SPEBSQSA <i>We seek to promote the unique art of barbershop singing in the Big Bend and South Georgia area. To do this we will present shows of the highest quality and interest to the public. Our shows spotlight popular music including barbershop arrangements of pop, gospel and holiday music. When we present shows in venues outside of Leon County it burnishes the image of Leon County because we are identified as a Tallahassee-Leon group. We perform a year-round program including a June annual show, Sweetheart Serenades in February, Holiday shows in December and Gospel performances year-round.</i>	4	\$9,000
FY23CG-10	Tallahassee Civic Chorale, Inc. <i>Scheduled for 2022/23, the season represents a festival of composer/arranger Dan Forrest's many contributions to the holiday song book, a celebration of women as composers and songwriters, and a music showcase featuring local talent. The appeal of this is very widespread, and is intended to continue Leon County's reputation as a regional destination for quality and popular music. Plans currently include using an orchestral ensemble and a local handbell group, narration by local women of influence, and local folk artists.</i>	4	\$7,372

Grant #	Organization	Group	Award
FY23CG-11	Theater with a Mission Inc <i>A New Flag for Florida GRAND FINALE attracts tourists to Tallahassee by reconstructing a major milestone in American history – the moment when Florida officially becomes US territory opening opportunities for people to step into this historic moment and relive it from the inside providing the big finish to a Historic-Capital-to-Capital tour, drawing people from Pensacola, St. Marks, and St. Augustine to Tallahassee launching the Loco for Love Festival, with dueling, dancing, dining, drama, and the premiere of Florida for Sale (set in 1823), and kicking off Tallahassee Bicentennial commemorations by reenacting Territorial delegates meeting to select Florida’s capital site.</i>	4	\$10,000
FY23CG-13	Florida State University Challenger Learning Center of Tallahassee <i>The CLC programming is marketed and designed for K-12 students and families throughout a 67 county, tri-state service area. These programs provide standards-aligned, high-quality “hands-on, minds-on” educational experiences through the use of a space mission simulator, demonstrational and hands-on activities, an IMAX® Theatre and a Planetarium. Through the IMAX Theatre and Planetarium, the CLC also provides the general public and tourists with stunningly unique, entertaining and culturally relevant experiences through the acquisition and exhibition of the best movies and programs available.</i>	3	\$33,000
FY23CG-14	Florida State University FSU Museum of Fine Arts <i>Visitor-focused public programming support for MoFA's 2023 interdisciplinary exhibitions “Boundless Terrain,” “Found Footage,” and “The Passport,” including project development costs, fees for artistic services, and materials to expand educational and promotional opportunities for arts-based learning and awareness of MoFA and Leon County as a cultural destination. These exhibitions will attract regional and national media attention, reaching a large out-of-county audience.</i>	3	\$13,500
FY23CG-15	John Gilmore Riley Center/Museum for African American History and Culture Inc. <i>African Americans in Leon County Part II: From the Civil War to Reconstruction will highlight African Americans in Leon County who served during the war and bring awareness of the significance of the Emancipation Proclamation, May 20th, Florida’s Emancipation date and the ratification of the 13th Amendment. We will explore Tallahassee during the Reconstruction era and debate its aftermath with rise of some of the South’s most egregious practices and highlight the lives of Southern Americans during and immediately after the Civil War. This will include the impact on economics, America's first Black politicians and occupations of the formerly enslaved.</i>	3	\$31,788
FY23CG-16	Making Light Productions, Inc. <i>Making Light Productions' provides year-round inclusive performing arts programming. MLP Mainstage produces the highest quality plays and musicals with neurodiverse casts for local and tourist audiences in our fully accessible 70-seat theatre. We speak from experience when we say that families with special needs loved ones will drive to access services and experience inclusion. Our founders are parents of kids on the autism spectrum. We plan vacations, nights out, special events -- where we go and how we get there -- based on those places’ ability to support and include our children.</i>	3	\$29,700
FY23CG-17	Mickee Faust Alternative Performance Club, Inc. <i>The two parts of our proposal appeal to very different audiences. 35 Years of Faust- Faust's cabarets can be likened to Colquitt Georgia's Swamp Gravy- but a lot weirder. The citizens of Leon County conspire to write and perform material original to them - their sometimes humorous, sometimes serious but always quirky takes on their lives and the life of the world around them. Queer As Faust's Sweet 16 Festival- celebrates and attracts citizens who are LGBT+ or LGBT+ friendly, offering a series of events that allow unique insight into an often misunderstood or actively hated segment of our population</i>	3	\$18,540
FY23CG-18	Southern Shakespeare Company dba Southern Shakespeare Festival <i>The two parts of our proposal appeal to very different audiences. 35 Years of Faust- Faust's cabarets can be likened to Colquitt Georgia's Swamp Gravy- but a lot weirder. The citizens of Leon County conspire to write and perform material original to them - their sometimes humorous, sometimes serious but always quirky takes on their lives and the life of the world around them. Queer As Faust's Sweet 16 Festival- celebrates and attracts citizens who are LGBT+ or LGBT+ friendly, offering a series of events that allow unique insight into an often misunderstood or actively hated segment of our population</i>	3	\$33,000

Grant #	Organization	Group	Award
FY23CG-19	Tallahassee Little Theatre, Inc dba Theatre Tallahassee <i>Theatre Tallahassee is requesting support for its 2022-2023 show production season. Support from the City of Tallahassee, Leon County and TDC through COCA's grant program, will insure the improved artistic development and successful marketing of Theatre Tallahassee's Mainstage and Studio Season, providing quality performing arts to the Tallahassee community. The success of our Season plays a pivotal role in assuring the ongoing successful implementation of every other project the theatre undertakes. Theatre Tallahassee's goal is to produce shows that are comparable to Broadway caliber productions. Producing big name shows, with quality production value makes Theatre Tallahassee a visitor destination.</i>	3	\$29,700
FY23CG-20	Tallahassee Youth Orchestras, Inc. <i>Our unique educational program attracts students from throughout the Big Bend who shop and visit local eateries and attractions each rehearsal week. Our concerts attract attendees from throughout the region. Our residency program encourages residents of outlying areas to come to Leon County. We partner with local restaurants to encourage dining out and link to tourism resources to encourage our audience to attend other local events. Our Community Orchestra supports events which draw large crowds. Our extensive educational outreach contributes to the quality of life in Leon County, helping make Tallahassee an attractive option for relocating remote workers.</i>	3	\$22,275
FY23CG-21	The Artist Series of Tallahassee, Inc. <i>The Artist Series of Tallahassee will present a public, five-concert series, featuring world renowned classical music ensembles and soloists, encouraging tourists and locals to explore all that Tallahassee has to offer through the Arts. Programs of the Artist Series contribute to Tallahassee's thriving cultural scene and help attract visitors who shop, dine, and book lodging in Tallahassee and Leon County. The Artist Series impacts tourism and stimulates the local economy by presenting a high-quality arts experience performed by world class artists not typically appearing outside of major markets.</i>	3	\$19,663
FY23CG-22	The Tallahassee Bach Parley, Inc. <i>Tallahassee Bach Parley concerts feature local professional musicians performing Baroque music on Period Instruments along with nationally and internationally known guest artists. Our unique programming highlights Leon County as a visitor destination because the next closest similar organization is in Atlanta, GA, and Early Music groups tend to be in large cities and on the East and West Coast. Bach Parley concerts are free and open to the public, with a \$10 suggested – not required – donation, which allows community members of all income levels to attend.</i>	3	\$26,410
FY23CG-23	The Tallahassee Community Chorus, Inc. <i>The Tallahassee Community Chorus seeks grant funding to support its 2022-23 concert season. The Chorus presents three major choral works with orchestra each season and draws in-person audiences from across Florida, South Georgia, and South Alabama, as well as online audiences from across the globe. Alongside our musical programming, the Chorus offers non-auditioned singing opportunities to community members, students, and provides graduate students with conducting and internship opportunities.</i>	3	\$14,000
FY23CG-24	Goodwood Museum and Gardens, Inc. <i>Goodwood seeks \$70,000 for cultural programming set amidst historic architecture and heirloom gardens. The 21-acre property is an intact cultural landscape with 16 historic structures and expansive gardens reflecting nearly 200 years of history. Programming includes music, theater, visual arts, exhibits featuring historic collections and new research, and educational offerings for all ages. Goodwood has national and international appeal, welcoming visitors from 39 states and 8 countries since the beginning of 2022. Moreover, through strategic partnerships, creativity and well-being intersect at Goodwood, contributing to a vibrant, healthy community with a high quality of life.</i>	2	\$70,000
FY23CG-25	LeMoyné Art Foundation, Inc. dba LeMoyné Arts <i>Located downtown, LeMoyné contributes to Leon County's appeal as a visitor destination all year long, by offering opportunities to residents and visitors of all ages to participate in arts and culture. A major tourism draw is the Chain of Parks Art Festival, ranked in Top 100 Fine Art Festivals in the nation 6 years running. 2019 independent study estimated 6720 tourists of 40,000 attendees. LeMoyné's hands-on workshops, frequently changing gallery exhibits, and related events (artist & author talks, music and poetry performances) bring groups of families and friends from the community and beyond to experience art and culture.</i>	2	\$64,250

Grant #	Organization	Group	Award
FY23CG-26	Tallahassee Symphony Orchestra <i>The Tallahassee Symphony Orchestra seeks funding to support a wide array of concert offerings, both classical and popular, in indoor and outdoor arenas, and geared toward diverse audiences of adults, children, families, and curious experience-seekers. Whether it be the music of Tchaikovsky, Beethoven, Mozart, Michael Jackson, John Williams, Aretha Franklin, or Lady Gaga, the TSO offers something for everyone in settings that are welcoming and attractive to people throughout Leon County and beyond. As the region's premier professional orchestra, the TSO strives to attract and retain cultural tourists to the Tallahassee area throughout the year.</i>	2	\$70,000
FY23CG-27	The Tallahassee Ballet, Inc. <i>TTB seeks funding to support its 2022-2023 season performances and programming. Tourists will travel to see excellence. TTB contributes to the appeal of Leon County as a visitor destination by providing the only professional dance company performances with live orchestration within a 200-mile radius. TTB also holds auditions for national companies as one of their regional destinations, a two-week professional workshop, and free backstage looks at a performance in a state-of-the-art 1400-square-foot facility.</i>	2	\$70,000
FY23CG-28	Young Actors Theatre of Tallahassee Inc <i>YAT performances attract audience members from all over the state of Florida, as well as the nation. Our Company of children attract extended families and friends from across the United States and abroad, and we have an active alumni base that returns home to celebrate YAT productions. Ticket sales from last year's season shows audience members came from 90 cities outside of Tallahassee. For decades, YAT has been a performance partner that festivals and events organizers book to entertain -- making moments unique, inspiring, and vibrant. We collaborate with the city, county, and community partners to make events attractive to visitors.</i>	2	\$50,000
FY23CG-29	Tallahassee Museum of History and Natural Science, Inc. dba Tallahassee Museum <i>"The search for authenticity is a predominant trend driving tourism because travelers look for unique experiences that are part of our vibrant and varied world." Michèle Laliberté Tourists seek many different experiences in their travels but the search for and importance of authenticity is central. Tourists seek learning experiences about local history, customs, and flavors and wish to learn from the residents of their destination. The Tallahassee Museum is the only living museum and its collections, exhibits, programs, events and physical settings are authentic and provide engaging content to bring our region's history, biodiversity, and culture to life.</i>	1	\$160,000
		Total	\$822,638

Community Programs Not Eligible for TDT Funds

Four (4) applicants were deemed ineligible for TDT funds after review by the Leon County. Although these programs meet the goals associated with COCA’s Cultural Grant Program, their applications did not demonstrate compliance to the Tourism statute as determined by the County. To meet this ongoing need, COCA has requested a reinstatement of general revenue funds to COCA’s Cultural Grant Program from the City of Tallahassee. Prior to 2015, the City provided general funds annually in support of the program. Although the City contracts COCA to run the program, currently there are no City funds allocated for regranteeing through the program. COCA requested that the grant panel review the 4 ineligible applicants in the event that the City approved the budget request for FY23

Applicants Not Eligible for TDT Funds - Funding Contingent on City Funding

Grant #	Organization	Group	Award
FY23CG-03	<p>Ayoka Afrikan Drum and Dance, Inc.</p> <p><i>We perform at various festivals and events in Leon County where the premise is to showcase artistic expression as opportunities to educate on culture through exposure and experience. We bring a fresh, fun, and engaging perspective to any local event where diverse audiences are included as the target participant market. We have built credibility as a collective artistic community in Leon Country for more than 20 years and long before formalizing our work as a nonprofit organization. Our name, our following, and our influence as cultural contributors can be leveraged to attract and excite potential visitors and local destination events.</i></p>	4	\$3,200
FY23CG-05	<p>Cool Breeze Art and Smooth Jazz Festival Railroad Square Foundation, Inc.</p> <p><i>The educational and outreach components of this program provide a unique opportunity to make a difference in the lives of children from underserved communities through exposure to art, music and performance. Students have an opportunity to showcase their talent during the Annual Cool Breeze Art and Smooth Jazz Festival on the main stage at Cascades Park. The Festival is working to become a premier signature event held in the Leon County/City of Tallahassee area each year during Jazz Appreciation Month in April with an objective of generating from 1,000 to over 3,000 participants at the local, national, and international level.</i></p>	4	\$6,700
FY23CG-08	<p>Motivating People Through Arts and Crafts</p> <p><i>Artcase and MPAC Marketplace contribute to Leon County as a visitor destination due to there being none like it in Leon County and surrounding counties. Surrounding counties and Leon County are looking for assistance and programs for persons on the Autism Spectrum and Neurodiversity provided by our programs. As stated above MPAC is located near hotels and is in Railroad Square which is a tourist attraction.</i></p>	4	\$7,944
FY23CG-12	<p>621 Gallery Inc*</p> <p><i>621 Gallery offers unique and contemporary exhibition season programming and outreach which is extended through special annual events and festivals. The gallery strives to provide a platform for local, regional & national emerging to mid-career artists. National artists exhibiting at 621 comprise 80% of artists in the 2021/2022 season. These out-of-town visiting artist opportunities bring tourist dollars to Tallahassee. They stay at hotels in the area for the installation and de-installation of their exhibit. We also encourage them to explore the gorgeous nature Tallahassee offers. These artists frequently bring family, friends, and supporters from regional areas to support their work.</i></p>	3	\$13,500
Total			\$31,344

Cultural Tourism Marketing Grant Program - Program Purpose

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of Leon County’s arts and cultural organizations and their programming, to those outside of the County. Marketing initiatives should highlight our vibrant and diverse cultural community and seek to attract visitors. For the purposes of this grant, organizations will need to specify marketing and promotional initiatives which use media outlets or strategies that are not primarily focused on the local Tallahassee/Leon County market. Use of these grant funds should raise the overall awareness of Leon County as a desirable place to visit.

Application Summary	Award Summary
23 applications received	10 applicants funded at 100%
All applications reviewed by COCA Grants Manager	12 applicants funded at 90%
Eligibility verified by Director of Tourism	1 applicant funded by 85%
23 eligible applications reviewed by panel	25 award totaling \$60,250

Grant #	Organization	Award
FY23CTMG-01	621 Gallery Inc <i>621 Gallery offers a unique contemporary exhibition season, programming and annual events or festivals. The gallery provides a platform for local, regional & national artists of varying career levels. 621's national exhibiting artists make up 80% of the lineup for the 2021/2022 season, as we have yet to conclude the 2022-2023 season schedule (due late July). These out-of-town visiting artist opportunities bring tourist dollars to Tallahassee. They stay at hotels in the area for the installation and de-installation of their exhibit. We also encourage them to explore the gorgeous nature Tallahassee offers. These artists frequently bring in regional supporters.</i>	\$3,000
FY23CTMG-02	Anchor Recovery Foundation, Inc <i>DJ Demp grew up in Tallahassee attending school at Godby and Leon High, shortly after becoming a member of Ghostown DJs, known for their classic '96 record "My Boo". DJ Demp has toured with artists such as Juvenile, David Banner, and Trina and appeared on Carson Daly and BET 106 & Park. Demp Week is an annual event, bringing thousands of individuals to the City of Tallahassee for the past 25 years. Demp week showcases music as an art in its rawest form while highlighting antibullying awareness, homelessness, socio-economic, community development, and Demp House Sober Living.</i>	\$3,000
FY23CTMG-03	Asian Coalition of Tallahassee, Inc <i>Experience Asia has become the third largest event in Tallahassee. Since 2004, the attendance and participation for this one day event has had a meteoric rise in attendance from 2000 in 2004 to 18,000 plus in 2021. Experience Asia is an event that people look forward to attending because of the program content from performances to cuisine, cultural demonstrations to exhibits are attractive, pertinent to the occasion and it gives the spectator a "birds-eye view" of Asian countries and its diversity. People come to see what new programs are included in this year's program that represents inclusion and diversity.</i>	\$3,000
FY23CTMG-04	Ayoka Afrikan Drum and Dance, Inc. <i>This festival will host the largest cadre of the world's most notable Afrikan drum and dance artists. These artist, who will teach and entertain, each have a strong following of audiences from Africa, Cuba, Haiti, and cultural influencing cities across the U.S. These are prime targets , that through marketing, can be influence to visit Leon County for the three-day festival. This event has great potential in making Leon County a destination city for the diaspora, our southern neighbors in Cuba and those living in the US who are Afrikan Drum and Dance enthusiasts.</i>	\$2,700

Grant #	Organization	Award
FY23CTMG-05	Cool Breeze Art and Smooth Jazz Festival Foundation - Railroad Square, Inc. <i>Our proposed program concentrates on developing marketing strategies that support and promote new musicians and their efforts to increase their exposure to the Leon County area, surrounding areas, cities, and surrounding states. Funding will be used to develop and/or enhance materials to apply for additional funding at a larger capacity from other foundations and local grantors similarly designed to increase visibility and awareness of arts and music program initiatives. This multi-generational festival has been successfully marketed to showcase artistic expression, new music makers and musicians while focusing on Leon County as a premier visitor destination.</i>	\$1,800
FY23CTMG-06	Florida State University - Challenger Learning Center of Tallahassee <i>All CLC programming is designed and promoted for K-12 students, families, residents and visitors throughout a 67 county, tri-state service area. These programs provide standards-aligned, high-quality "hands-on, minds-on" edu-taining experiences through the use of a space mission simulator, demonstrational and hands-on activities, an IMAX® Theatre and a Planetarium. Through the IMAX Theatre and Planetarium, the CLC also provides stunningly unique, entertaining, and culturally relevant experiences through the acquisition and exhibition of the best movies and programs available. There are no other theatre experiences like the Challenger Learning Center's for 200 miles from Tallahassee.</i>	\$3,000
FY23CTMG-07	Goodwood Museum & Gardens, Inc. <i>Goodwood requests Cultural Tourism Marketing Grant funds to create rack cards for distribution to Florida Welcome Centers, the Tallahassee Airport, area hotels, and the Tallahassee Visitor Center. By targeting high volume locations, collateral could engage millions of visitors from outside Leon County annually. Many travelers seek authentic experiences when they travel. Goodwood offers historic tours, expansive grounds, and regular programs that appeal to audiences of all ages and abilities. A rack card can attract new and repeat visitors to Tallahassee by promoting Goodwood's as a setting where we preserve and share history and enjoy the arts.</i>	\$3,000
FY23CTMG-08	John Gilmore Riley Center/Museum for African American History and Culture, Inc. <i>The African Americans in Tallahassee (formerly titled Leon County) exhibition series contributes to the appeal of Leon County as a visitor destination by highlighting the lesser known history of Tallahassee and beyond. This exhibit series will release photos and never before seen documents to showcase the research surrounding African American families and communities of the area. This information will attract visitors to the area, based on its uniqueness to the Southeast region.</i>	\$2,600
FY23CTMG-09	LeMoyné Art Foundation Inc. dba LeMoyné Arts <i>Located downtown, LeMoyné contributes to Leon County's appeal as a visitor destination all year long, offering opportunities to residents and visitors of all ages to participate in the arts. Our gallery is open to the public Tuesdays-Saturdays, 11AM-6PM. We offer 8-10 rotating exhibits and annual events each year, including a major art festival and the Holiday Show. Exhibit-related events attract visitors-- including artist talks, presentations, opening receptions, workshops. Our permanent collection of Florida artwork includes sculptures on-view year-round in our public garden. Garden and gallery are available for event rental. Our website's "Plan Your Visit" section welcomes visitors.</i>	\$3,000
FY23CTMG-10	Southern Shakespeare Company <i>Southern Shakespeare Company is seeking to expand marketing efforts in the southeast, inviting participation in our tourism-driven events as part of a full 2022/23 season of productions. We are asking for consideration of COCA funds to support: Advertising Julius Caesar "Taste of Old Rome" Weekend 75-90 minute dinner theatre performance of Julius Caesar Hosted by The Moon Featuring local restaurants and distilleries Promoting Sonnet Contest Original sonnets contributed by Middle, High, and College Students and Adults Call for submissions from around the world Finalists invited to our spring festival event Website marketing and promotion services designed to encourage tourism</i>	\$2,000
FY23CTMG-11	Tallahassee Chapter, SPEBSQSA <i>Capital Chordsmen and their quartets perform throughout the region and because they are known as a Leon County organization, the excellence of their programs burnishes our County's image. Most of our events such as our Holiday Concerts, Sweetheart Serenades, Gospel Concerts and annual shows are held in Leon County and they attract people who know of their reputation. We are the only organization performing barbershop style, a cappella, four part harmony singing in the the Big Bend, South Georgia area.</i>	\$2,700

Grant #	Organization	Award
FY23CTMG-12	Tallahassee Civic Chorale, Inc. <i>The program of three concerts is designed to appeal to Leon County's existing appeal as a visitor destination. The fall concert is around the same time as the seasonal winter festival. The spring concert is around the graduation of institutions of higher education, where many non-local people attend ceremonies. The summer concert takes advantage of early summer weekends, when many travel within Florida for vacation.</i>	\$2,550
FY23CTMG-13	Tallahassee Hispanic Theater <i>THT Annual Micro Theater Festival has become a well-established event in the cultural landscape of Tallahassee every Summer. So far, we have presented three editions live and one online (due to COVID19 restrictions). Because of COVID, last Summer we had to limit our audience. We hope to have a greater audience this and next year's editions. The festival is very attractive because it combines Hispanic theater, music and food, and it definitely contributes to the appeal of Leon County as a touristic destination specially in the Summer.</i>	\$1,800
FY23CTMG-14	Tallahassee Little Theatre, Inc dba Theatre Tallahassee <i>Theatre Tallahassee provides high quality live theatre and music concerts year-round. Theatre Tallahassee's tag line is Broadway in Your Backyard, and after completing a major renovation of the facility in 2019, TT has a modern, sleek facility to match the professional quality of shows produced. Funds from this grant will help produce a professional commercial showcasing Theatre Tallahassee as a destination to go to for an amazing show, or a great reason to spend an extra day in Tallahassee if you are visiting your college student or attending a game.</i>	\$2,700
FY23CTMG-15	Tallahassee Museum Of History And Natural Science, Inc <i>The Tallahassee Jazz and Blues Festival is one of the best-known two-day jazz and blues music festivals in our region and has the longevity of 30 years of recognition throughout the Big Bend area. The diversity of artists each year brings in visitors from throughout South Georgia, South Alabama and North Florida. While in Tallahassee these visitors will generate an economic impact for Leon County through their expenditures at Leon County motels/hotels, restaurants, retail outlets, and other attractions. The Museum's outdoor setting to experience not only beautiful nature but amazing music sets it apart and brings tourists to the community.</i>	\$3,000
FY23CTMG-16	Tallahassee Symphony Orchestra <i>The TSO's Cirque de Noel performances, taking place on December 17, 2022, are holiday-themed shows that combine cirque performers with the magic of the symphony. Following on the heels of two sold-out shows in 2021, we asked ticket holders if they'd like us to present similar shows again in 2022. The answer? A resounding, "Yes!! We want more!!" Cirque performances are known across the country and draw large crowds. Therefore, we are confident these holiday shows will attract cultural tourists from throughout the region.</i>	\$3,000
FY23CTMG-17	Tallahassee Youth Orchestras <i>Our unique educational program attracts students from throughout the Big Bend who shop and visit local eateries and attractions each rehearsal week. concerts attract attendees from throughout the region. Our residency program encourages residents of outlying areas to come to Leon County. We partner with local restaurants to encourage dining out and link to tourism resources to encourage our audience to attend other local events. Our Community Orchestra supports events that draw large crowds. Our extensive educational outreach contributes to the quality of life in Leon County, helping make Tallahassee an attractive option for relocating remote workers.</i>	\$2,700
FY23CTMG-18	The Artist Series of Tallahassee, Inc. <i>The concert series' longevity reflects the community's investment and enthusiasm for the program. FY23 marks the Artist Series' 28th year of presenting professional classical musicians. Projected participation at the live concerts is 1500 locals and tourists. We hope to gain an additional 100 or more online viewers per concert from the USA, including a new world market and expanding diversity in our audience. We anticipate an expanded viewing audience due to the popularity of our online concerts from last season, helping to expand awareness of Tallahassee and Leon County as a great place to visit, shop, dine and stay.</i>	\$2,700
FY23CTMG-19	The Tallahassee Bach Parley, Inc. <i>Tallahassee Bach Parley concerts feature local professional musicians performing Baroque music on Period Instruments along with nationally and internationally known guest artists. Our unique programing highlights Leon County as a visitor destination because the next closest similar organization is in Atlanta, GA, and Early Music groups tend to be in large cities and on the East and West Coast. Bach Parley concerts are free and open to the public, with a \$10 suggested – not required – donation, which allows community members of all income levels to attend.</i>	\$2,700

Grant #	Organization	Award
FY23CTMG-20	The Tallahassee Ballet, Inc. <i>The Tallahassee Ballet (TTB) is taking our regional marketing to the next level. TTB has hired a professional company to integrate our website, social media, e-blasts, advertising, and marketing. TTB seeks funding to help re-design our current website to expand our footprint and search engine optimization (SEO).</i>	\$1,800
FY23CTMG-21	The Tallahassee Community Chorus, Inc. <i>The Tallahassee Community Chorus seeks grant funding to support its marketing and tourism efforts for the 2022-23 concert season. The Chorus presents three major choral works with orchestra each season and draws in-person audiences from across Florida, South Georgia, and South Alabama, as well as online audiences from across the globe. Alongside our musical programming, the Chorus offers non-auditioned singing opportunities to community members and students and provides graduate students with conducting and internship opportunities.</i>	\$2,700
FY23CTMG-22	Theater with a Mission Inc <i>In 1821, Floridians made history. In Pensacola, St. Marks, and St. Augustine, they lowered the Spanish saltire and raised the stars-and-stripes for the first time, as Florida officially became US Territory. This year, Theater with a Mission (TWAM) creates an audience-participation reenactment of this nation-making moment, complete with Territorial Florida songs, dances, parades, picnics, and speeches. Touring previews through 5 counties and promoting this once-in-a-lifetime experience to target audiences regionally and nationally draws crowds to Leon County for the GRAND FINALE – giving TWAM fans irresistible reasons to return for Tallahassee’s Bicentennial in 2024.</i>	\$3,000
FY23CTMG-23	Young Actors Theatre of Tallahassee Inc <i>Young Actors Theatre is a nonprofit theater education program that has an annual season of Broadway-style productions and active community engagement arm, with students performing at major festivals and events across Leon County. Every year, we produce at least 4 mainstage, popular productions that attract visitors and families from across the State of Florida and nation who wish to see the talented young actors in our productions. Our touring troupes of exceptional performers are booked by every major Leon County festival, and make our community's hallmark special events entertaining, magical, and memorable for visitors.</i>	\$1,800
TOTAL		\$60,250



FY23 Cultural Grant – Round 2 (City funding) Awards

COCA (Council on Culture & Arts) was appropriated a \$300,000 investment in the Cultural Grant Program from the City of Tallahassee for FY23. Until 2016, COCA received funding from the city for their Cultural Grant program. Since 2016, COCA’s grant awards have been funded exclusively through the Tourist Development Tax (TDT). Funding restrictions on TDT funds have excluded community-based arts and cultural programs. The appropriation from the city was made in September of 2022, after the Cultural Grant Program awards had been finalized. COCA launched a second round of the Cultural Grant Program in November of 2022 to administrate the city funds.

Applicant Summary –

- 27 applications received
- 8 BIPOC Organizations
- 10 New Organizations
- 19 Underserved Organizations (budgets less than \$150,000)
- TOTAL REQUEST - \$261,200**

Panel Review –

The grant panel review took place on January 11, 2023, via Zoom. The meeting was chaired by Amanda Clements, COCA Board Member and Grants Subcommittee Chair. The panelists were Timothy Barber, FAMU Meek-Eaton Black Archives; Michael Killoren, retired Arts Administrator; Patricia Singletary, Florida Division of Arts & Culture; Reenee Williams, CareerSource Capital Region. Twenty-seven (27) applications were reviewed. All applications were recommended for funding. Funding was awarded based on the following formula.

Total Score	Maximum Funding
90 – 100	100% of request
80 – 89.9	90% of request
70 – 79.9	80% of request

Funding Recommendations –

Organization	Award
Florida State Fiddlers Association	\$9,000
The Foundation for Leon County Schools	\$10,000
Tallahassee Civic Chorale, Inc.	\$7,000
Wanderlust Arts, Inc. dba Wanderlust: Theatre on Location	\$10,000
Cool Breeze Art and Smooth Jazz Festival Railroad Square Foundation, Inc.	\$10,000
Embrace World Cultures Incorporated	\$9,000
Tallahassee Film Society	\$10,000
The Artist Series of Tallahassee, Inc.	\$9,000
Tallahassee Youth Orchestras	\$10,000

FSU Foundation, Inc, dba, Opening Nights at FSU	\$10,000
Tallahassee Hispanic Theater	\$4,200
PAS DE VIE, INC.	\$10,000
The Tallahassee Community Chorus, Inc.	\$10,000
Big Bend Filipino-American Association, Inc.	\$10,000
The Tallahassee Bach Parley, Inc.	\$10,000
Arts and Cultural Experiences at Railroad Square	\$9,000
Indaba of New England, Inc. dba Indaba, Inc.	\$10,000
Florida A&M University, School of Architecture & Engineering Technology	\$10,000
Theater with a Mission Inc	\$10,000
Choice Impact Community Development Corporation dba Javacya Arts Conservatory	\$10,000
Ayoka Afrikan Drum and Dance, Inc.	\$10,000
The Tallahassee Ballet, Inc.	\$10,000
Making Light Productions, Inc.	\$10,000
Tallahassee Symphony Orchestra, Inc.	\$10,000
Southern Shakespeare Company	\$10,000
Tallahassee Little Theatre, Inc dba Theatre Tallahassee	\$10,000
Young Actors Theatre of Tallahassee Inc	\$10,000
TOTAL AWARDS	\$257,200



Officers of the Board

Dan Taylor, Chair, Practicing Artist (County)
Kathy Maiorana, Vice Chair, At-Large (City)
Rachelle McClure, Treasurer, At-Large (County)
Beth Keating, Secretary, Volunteer (County)
Aynalem Markos, At-Large, Finance (City)
Haiqiong Deng, At-Large, History/Heritage (City)

Board Members

Kimberly Bryant, Marketing (County)
Amanda Clements, Tourism (County)
Carol Hill, Business (City)
Neil Mooney, History/Heritage (County)
Brinda Pamulapati, Practicing Artist (City)
Hadley Peterson, At-Large (City)
Kristen Summers, At-Large (County)
Reenee Williams, Business/Economic Development (County)

Ex Officio Members

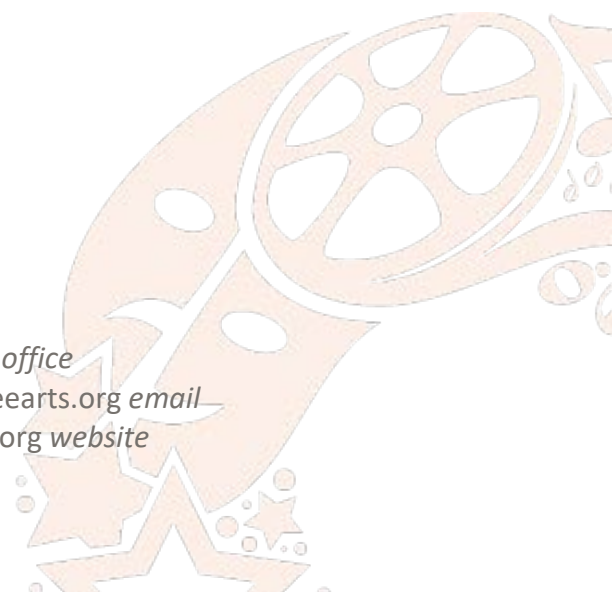
Jeremy Matlow, City Commission
Brian Welch, County Commission

Liaisons

Donmetrie Clark, TCC (non-voting)
Kim Harding, FAMU (non-voting)
Michelle Personette, TDT (non-voting)
Heather Thomas, LCS (non-voting)
Jennifer Wright, FSU (non-voting)

Council on Culture & Arts (COCA)
914 Railroad Ave
Tallahassee, FL 32310

(850) 224-2500 *office*
info@tallahasseearts.org *email*
tallahasseearts.org *website*



DISTRICT ONE

Fast Facts



FY22 DAC LEON COUNTY GRANTEES

\$6.5 million

in grantee revenue generated @

7:1 ROI

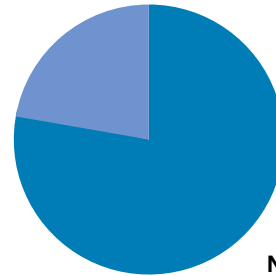
1.5 million

audience members

503

arts related jobs

Existing Arts Jobs (112)
22.3%



New Arts Jobs (391)
77.7%

COCA SERVICES:

- Consultations with artists & organizations
- Marketing & promotions
- Grants and fund development
- Advocacy
- Art in public places programs
- And so much more!

COCA PROJECTS:

- COCA is facilitating the creative painting of 9 crosswalks and 2 intersections within the Greater Bond neighborhood.
- COCA is commissioning artworks in the Bond Neighborhood including a mural painting, an art garden, and banners.

ART AND EDUCATION

\$1,528

awarded to 3 teachers at 3 different schools (thanks to a partnership with Duke Energy)

\$765

awarded to 5 teachers at 5 different schools (thanks to a partnership with the Florida Division of Arts and Culture and the NEA) for participating in the Winter Festival Youth Art Exhibit

DISTRICT ONE

Fast Facts



COCA GRANTEES FY23

\$115,850

awarded to 7 organizations for COCA's Cultural Grant

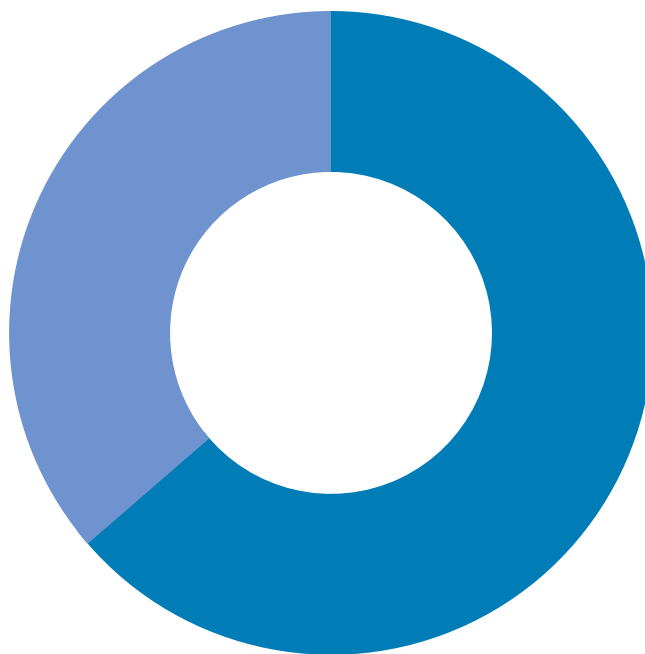
\$10,500

awarded to 4 organizations for COCA's Cultural Tourism Marketing Grant

FY23 GRANTEES

- Arts and Cultural Experiences at Railroad Square, Inc.
- Choice Impact Community Development Corporation
- Florida Litfest
- Challenger Learning Center
- FSU Museum of Fine Arts
- Mickee Faust Alternative Performance Club
- The Tallahassee Back Parley
- 621 Gallery
- Cool Breeze Art and Smooth Jazz Festival Foundation

Cultural Tourism Marketing Grant
36.4%



Cultural Grant
63.6%

DISTRICT TWO

Fast Facts



FY22 DAC LEON COUNTY GRANTEES

\$6.5 million

in grantee revenue generated @ 7:1

ROI

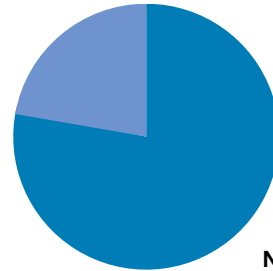
1.5 million

audience members

503

arts related jobs

Existing Arts Jobs (112)
22.3%



New Arts Jobs (391)
77.7%

COCA SERVICES:

- Consultations with artists & organizations
- Marketing & promotions
- Grants and fund development
- Advocacy
- Art in public places programs
- And so much more!

COCA PROJECTS:

- COCA's Artport Gallery is located at the Tallahassee International Airport. 12 individual and group shows are scheduled for FY23.

ART AND EDUCATION

\$940

awarded to 2 teachers at 1 school (thanks to a partnership with Duke Energy)

\$612

awarded to 4 teachers at 4 different schools (thanks to a partnership with the Florida Division of Arts and Culture and the NEA) for participating in the Winter Festival Youth Art Exhibit

DISTRICT TWO

Fast Facts



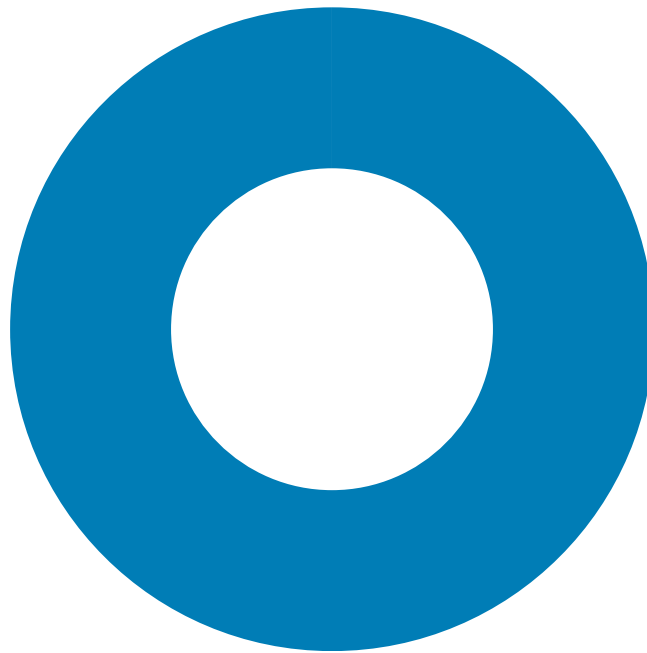
COCA GRANTEES FY23

\$160,000

awarded to 1 organization for
COCA's Cultural Grant

FY23 GRANTEES

- Tallahassee Museum of History and Natural Science



Cultural Grant
100%

DISTRICT THREE

Fast Facts



FY22 DAC LEON COUNTY GRANTEES

\$6.5 million

in grantee revenue generated @ 7:1

ROI

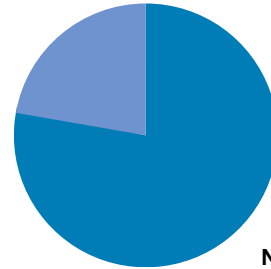
1.5 million

audience members

503

arts related jobs

Existing Arts Jobs (112)
22.3%



New Arts Jobs (391)
77.7%

COCA SERVICES:

- Consultations with artists & organizations
- Marketing & promotions
- Grants and fund development
- Advocacy
- Art in public places programs
- And so much more!

COCA PROJECTS:

- COCA's Bicentennial programming coming soon!

ART AND EDUCATION

\$1,300

awarded to 3 teachers at 3 different schools (thanks to a partnership with Duke Energy)

\$1,071

awarded to 7 teachers at 7 different schools (thanks to a partnership with the Florida Division of Arts and Culture and the NEA) for participating in the Winter Festival Youth Art Exhibit

DISTRICT THREE *Fast Facts*



COCA GRANTEES FY23

FY23 GRANTEES

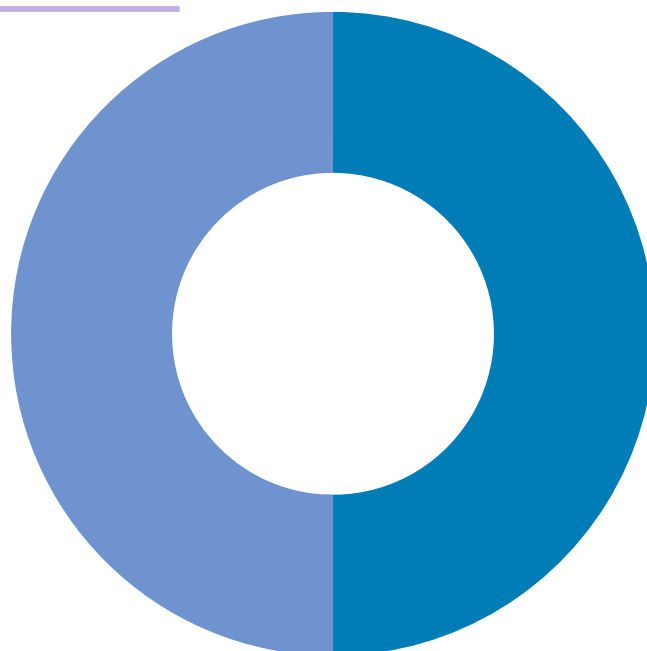
- Tallahassee Chapter SPEBSQSA
- Tallahassee Civic Chorale

\$16,372

awarded to 2 organizations for
COCA's Cultural Grant

\$5,250

awarded to 2 organizations for
COCA's Cultural Tourism
Marketing Grant



Cultural Tourism Marketing Grant
50%

Cultural Grant
50%

DISTRICT FOUR *Fast Facts*



FY22 DAC LEON COUNTY GRANTEES

\$6.5 million

in grantee revenue generated @ 7:1

ROI

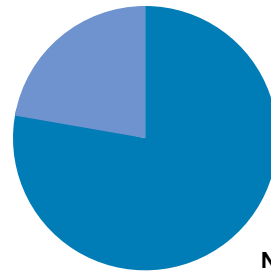
1.5 million

audience members

503

arts related jobs

Existing Arts Jobs (112)
22.3%



New Arts Jobs (391)
77.7%

COCA SERVICES:

- Consultations with artists & organizations
- Marketing & promotions
- Grants and fund development
- Advocacy
- Art in public places programs
- And so much more!

COCA PROJECTS:

- COCA's Bicentennial programming coming soon!

ART AND EDUCATION

\$1,470

awarded to 3 teachers at 3 different schools (thanks to a partnership with Duke Energy)

\$1,683

awarded to 11 teachers at 5 different schools (thanks to a partnership with the Florida Division of Arts and Culture and the NEA) for participating in the Winter Festival Youth Art Exhibit

DISTRICT FOUR

Fast Facts



COCA GRANTEES FY23

\$92,275

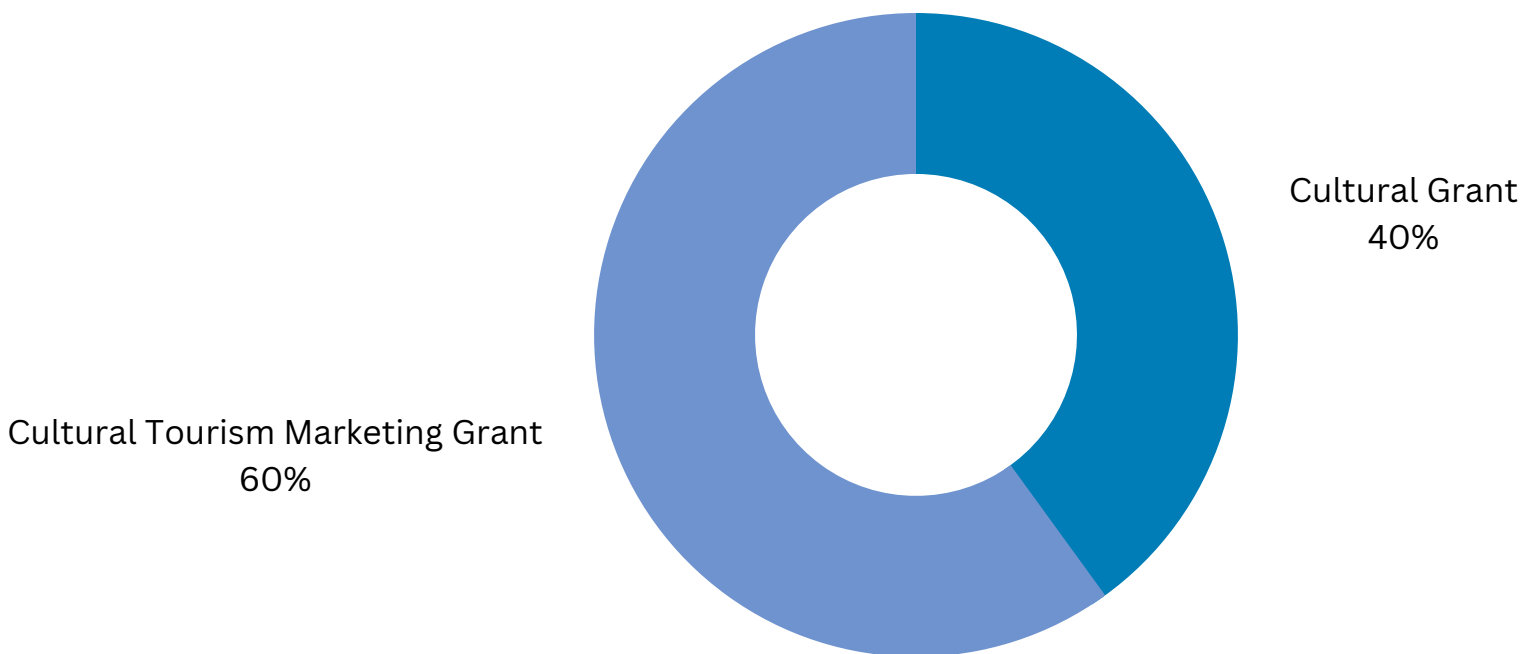
awarded to 2 organizations for COCA's Cultural Grant

\$6,300

awarded to 3 organizations for COCA's Cultural Tourism Marketing Grant

FY23 GRANTEES

- Tallahassee Youth Orchestra
- The Tallahassee Ballet
- Tallahassee Hispanic Theater



DISTRICT FIVE

Fast Facts



FY22 DAC LEON COUNTY GRANTEES

\$6.5 million

in grantee revenue generated @

7:1 ROI

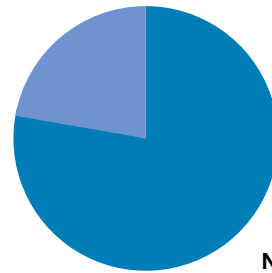
1.5 million

audience members

503

arts related jobs

Existing Arts Jobs (112)
22.3%



New Arts Jobs (391)
77.7%

COCA SERVICES:

- Consultations with artists & organizations
- Marketing & promotions
- Grants and fund development
- Advocacy
- Art in public places programs
- And so much more!

COCA PROJECTS:

- COCA's City Hall Gallery is located at the City Hall. 12 individual and group shows are scheduled for FY23

ART AND EDUCATION

\$2,750

awarded to 6 teachers at 4 different schools (thanks to a partnership with Duke Energy)

\$1,836

awarded to 12 teachers at 8 different schools (thanks to a partnership with the Florida Division of Arts and Culture and the NEA) for participating in the Winter Festival Youth Art Exhibit

DISTRICT FIVE

Fast Facts



COCA GRANTEES FY23

\$438,141

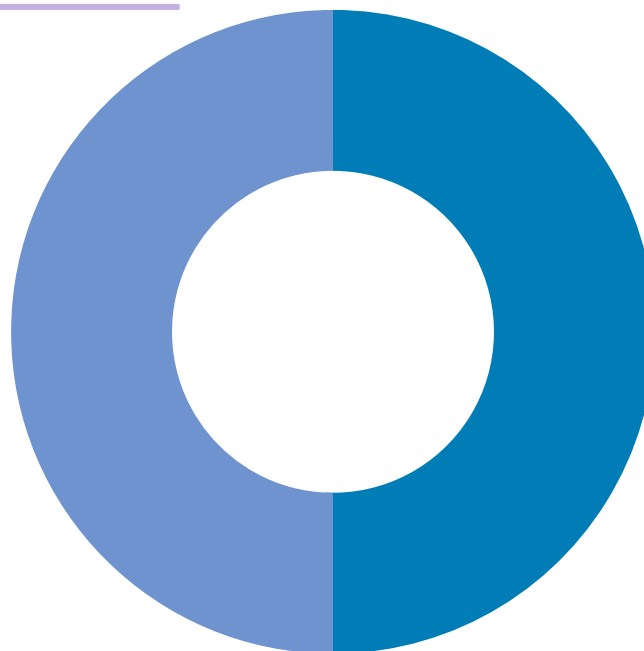
awarded to 13 organizations for COCA's Cultural Grant

\$35,200

awarded to 13 organizations for COCA's Cultural Tourism Marketing Grant

FY23 GRANTEES

- Asian Coalition of Tallahassee
- Irish Repertory Theater
- Theater with a Mission
- John Gilmore Riley Center/Museum for African American History and Culture
- Making Light Productions
- Southern Shakespeare Company
- Tallahassee Little Theater
- The Artist Series of Tallahassee
- The Tallahassee Community Chorus
- Goodwood Museum and Gardens
- LeMoyne Art Foundation
- Tallahassee Symphony Orchestra
- Young Actors Theater of Tallahassee
- Anchor Recovery Foundation
- Ayoka Afrikan Drum and Dance



Cultural Tourism Marketing Grant
50%

Cultural Grant
50%

COMMISSIONER AT LARGE

Fast Facts



FY22 DAC LEON COUNTY GRANTEES

\$6.5 million

in grantee revenue generated @ 7:1

ROI

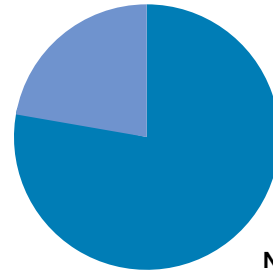
1.5 million

audience members

503

arts related jobs

Existing Arts Jobs (112)
22.3%



New Arts Jobs (391)
77.7%

COCA SERVICES:

- Consultations with artists & organizations
- Marketing & promotions
- Grants and fund development
- Advocacy
- Art in public places programs
- And so much more!

COCA PROJECTS:

- COCA is facilitating the creative painting of 9 crosswalks and 2 intersections within the Greater Bond neighborhood, as well as a mural painting, an art garden, and banners.

ART AND EDUCATION

\$7,988

awarded to 17 at 14 different schools (thanks to a partnership with Duke Energy)

\$6,000

awarded to 39 teachers at 28 different schools (thanks to a partnership with the Florida Division of Arts and Culture and the NEA) for participating in the Winter Festival Youth Art Exhibit

COMMISSIONER AT LARGE

Fast Facts



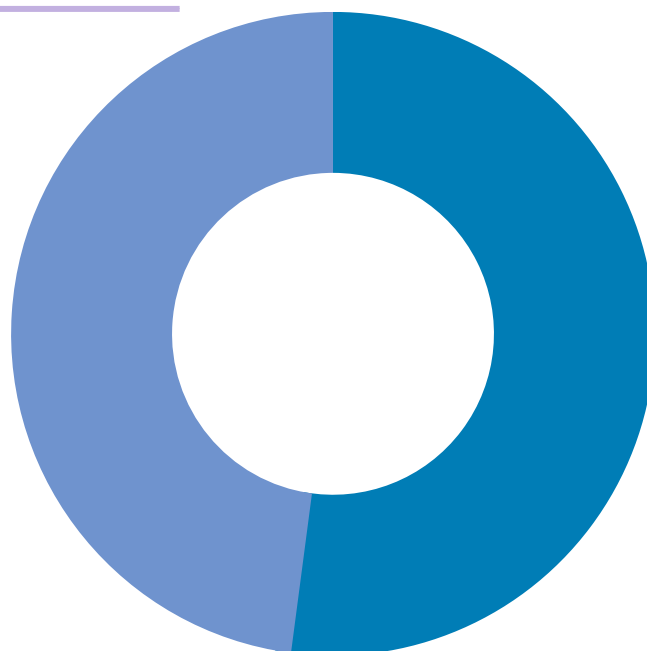
COCA GRANTEES FY23

\$662,638

awarded to 25 organizations for
COCA's Cultural Grant

\$60,250

awarded to 23 organizations for
COCA's Cultural Tourism
Marketing Grant



Cultural Grant
52.1%

Cultural Tourism Marketing Grant
47.9%



Strategic Plan | 2022-2024

Completing its strategic plan's 2017-2020 phase, the Council on Culture & Arts (COCA) held a series of committee meetings to review the results. As a result, COCA created a refreshed version of the Strategic Plan to best address multiple factors at play. This refresh addresses pandemic recovery and DEI priorities while staying aligned with the four pillars of the current Cultural Plan- Operations & Budget; Education; Funding & Facilities; and Marketing & Communication. This refreshed plan will guide COCA's choices over the next few years.

The strategic and cultural plans should address COCA and our community's current needs and issues. Two primary factors continue a crucial sector recovery effort to mitigate the negative impact of the COVID-19 global pandemic on the arts and culture industry and a need to increase Diversity, Equity & Inclusion (DEI) practices in COCA's programs, services, and operations. The 2013-2014 Cultural Plan expires in 2024. Efforts to create a new Cultural Plan, which would incorporate different objectives and goals, will begin in 2023. Steps to create a new COCA strategic plan will start in 2024

Vision:

COCA envisions a vibrant and thriving creative community that enhances the quality of life and economic vitality.

Mission:

COCA's mission is to serve and support the community by promoting and advocating for arts and culture in Florida's capital region.

We value:

- **Collaboration**, and we provide opportunities for residents and visitors to connect with the creative community.
- **Integrity**, and we engage in transparent and honest practices, striving for excellence in our stewardship of resources.
- **Inclusivity** within our cultural community, and we promote the acceptance of diverse individuals, ideas, and artistic expressions.

INTERNAL PRIORITIES

COCA aligned its Strategic Plan with the focus areas listed in the Cultural Plan (Marketing, Education, and Funding & Facilities), as instructed in the Plan Implementation section of the 2014 Cultural Plan.

Per COCA's analysis of Strengths, Weaknesses, Opportunities, and Strengths (SWOT) analysis (Exhibit A), COCA's strategic priorities over the next three years include:

- Work with the arts & culture sector on pandemic recovery efforts. *
- Align operations with the local arts agency (LAA) statute.
- Diversify funding and seek additional non-restrictive funds to meet multiple organizational needs.
- Hire and maintain highly skilled staff.
- Incorporate diversity, equity, and inclusion throughout the organization. +

COCA's Cultural Equity statement: <https://www.tallahasseearts.org/about-coca/mission-history-values/>

COCA's reporting mechanisms include City and County Mid-Year and End of Year Reports. These reports address the status of deliverables associated with the goals and strategies outlined in COCA's contracts with the City of Tallahassee and Leon County governments. They also address other mission-driven services outside the Cultural Plan and our government contracts.

COCA's reporting:

- Present Mid-year & End of Year reports to the City of Tallahassee & Leon County governments.
- Assess annual budget & participate annually in City and County budget cycles.
- Meet with staff from the Tourism Division and the City of Tallahassee regarding budget needs on an annual basis.

COCA will work with appointed Board of Directors members as ambassadors to forward current cultural arts and Cultural Plan initiatives. With support from City & County governments, the new Cultural Plan process led by an experienced, professional cultural plan contractor would begin in FY23, with a new plan launching in 2024-2025.

Additionally, reporting related to new initiatives over the next three years includes:

- Annual Meeting: Part of a larger "State of the Arts" report associated with a Strategic Plan progress report to the public.
- AEP6: Arts & Economic Prosperity Study with Americans for the Arts and 386 other cohort partners. Americans for the Arts will compile the data in a report released nationally in September 2023.

OPERATIONS AND BUDGET

COCA's budget will address all areas aligned with the Objectives and Goals of each program area listed in this report. The budget goals aligned with the Cultural Plan include, but are not limited to:

- Sustain & increase funding for the local arts and cultural community.
- Fund COCA's programs & general operations to grow its budget without competing with local arts.
- Build out COCA infrastructure and services to meet sector needs. *+
- Find an affordable, permanent home that aligns with COCA's operations budget.

EDUCATION

* Pandemic recovery

+ Diversity, equity & inclusion

Goal

To provide educators and students of all ages and backgrounds equitable access to arts, cultural, history, and heritage information, resources, and learning opportunities in the community. +

Objective 1

Through in-person and digital means, support educators with information, including funding opportunities, partnerships, classroom content, technical assistance, and consulting.*+

Strategies (Annual):

- Continue the monthly emailed Arts in Education Newsletter (AIEN).
- Update and expand online directory listings of educational organizations.*
- Update and expand the online Help for Educators (HFE) page.
- Integrate the Arts Education Grant (AEG) program into COCA's online grant system (Submittable).
- Attend monthly virtual and in-person meetings of local arts educators and provide individual technical assistance/consulting on arts education matters.*+
- Offer one professional development workshop of specific interest to arts teachers in the Capital City region in the Fall and Spring semester.
- Relaunch the Help for Educators online resources in collaboration with Artsopolis, COCA's website services vendor.

Metrics (Annual):

- Publish 12 monthly AIEN newsletters.
- Include 15 items for each AIEN newsletter.
- Increase AIEN subscription base by 20 new subscribers annually.
- Add 10 new listings to the HFE web page.
- Update current educational organization listings and recruit 5% more submissions from the previous fiscal year with specific attention to diversity.+
- Recruit 5 AEG applicants from Title 1/underserved/high minority schools.+
- Ensure 50% of the AEG review panelists are representative of Title 1/underserved/high minority schools.+
- Attend 6 local arts educators' meetings, either virtually or in person.*
- Provide consulting to 12 local arts teachers. *+
- Host 2 professional development opportunities for arts teachers.

Objective 2

Provide accessible digital and in-person information about educational programs available to diverse lifelong learners of all ages and offer providers free promotion of their offerings. **

Strategies (Annual):

- Promote Classifieds and Classes/Workshops listings to program providers and students, both residents and visitors.
- Write arts education articles for publication in the Tallahassee Democrat.
- Promote arts education programming at schools and cultural institutions through social media.
- Share arts education content on Leon County Schools (LCS) website.
- Elevate relationships with local colleges and universities to inform students about local cultural resources.

Metrics (Annual):

- Increase adults and kids Classes/Workshops listings on the Tallahassee Arts Guide (TAG) by 5% from the previous fiscal year.
- Promote learning opportunities to residents and visitors in newsletters and social media.
- Increase education-related Classifieds listings by 5%.
- Write 12 education articles for publication in the Tallahassee Democrat.
- Publish 4 "Behind the Scenes" (BTS) Facebook albums featuring arts educational programs at a school or cultural organization.
- Share 12 AIEN on the LCS website.
- Share 12 COCA arts education articles on the LCS website.
- Attend 4 university events or classes to represent COCA and offer information.

Objective

Provide exhibition and performance options and learning opportunities for those interested in exploring or pursuing a career in the arts.

Strategies (Annual):

- Administrate the Art in Public Places (APP) program and assist local artists in promoting their work to the public.
- Provide free, public, and virtual Artist Talks with exhibiting artists.*
- Produce the annual Winter Festival Youth Art Exhibition for local art teachers and students.
- Create a unique 'Treasure Hunt' to engage gallery goers with the artwork on display at every public art exhibition.
- Host student interns, externs, and volunteers so individuals can hone their skills as arts administrators and future cultural leaders.
- Offer arts-related professional development opportunities.

Metrics (Annual):

- Curate 10 free public exhibitions (virtually and in-person) featuring a diverse representation of artists.+
- Increase submissions by 5 artists of color to the annual group exhibitions.+
- Host 5 virtual Artist Talks to complement solo/group exhibitions and make the recording available online.*+
- Display 60 pieces of student artwork from 30 area schools, 15 of which are Title 1/underserved/high minority schools.+
- Provide at least 1 funding opportunity for teachers participating in COCA programs and exhibitions *funding contingent on the Department of Arts & Culture (DAC) Partner Grant. *+
- Create a 'Treasure Hunt' for each exhibition with 8 clues related to the artworks on display.
- Host 2 student interns/externs/volunteers in any COCA program area.
- Host 4 public, professional development workshops (virtually and in-person) on assorted topics, with 2 geared explicitly to arts teachers.

FUNDING & FACILITIES

* Pandemic recovery

+ Diversity, equity & inclusion

Goal 1

Assist the arts and cultural community in the Capital City region with funding and facility resources to help them sustain and advance their missions. **

Objective 1

Facilitate increased access to public and private funding opportunities for arts and cultural organizations and expand the amount of unrestricted funding available to the cultural community through Leon County and the City of Tallahassee. **

Strategies (Annual):

- Research public and private funding opportunities for the local cultural community and communicate opportunities to the field weekly. *
- Research and apply to external funding opportunities to meet the needs of COCA.*
- Align COCA's grant program with the ongoing needs of the arts, culture & heritage sector.**

Metrics (Annual):

- Provide at least 2 funding opportunities per month to the field via classified and COCA newsletters. **
- Increase the database of funding opportunities for COCA by 2%.**
- Submit at least 4 external funding applications per year for COCA.**
- Incorporate 2 learnings from the annual public review of grant programs and guidelines through the grant subcommittee, panelists and applicant survey, and staff review process. **

Objective 2

Increase the reach of COCA's grant programs to include funding for a broader range of organizations through an inclusive publicly funded grant program on behalf of Leon County and the City of Tallahassee.**

Strategies (Annual):

- Advocate for City and County government officials to address the funding needs of the arts and cultural community through biannual meetings.**
- Work with City and County to integrate arts & culture into existing and new funding programs that are not primarily arts & culture focused through annual review of municipal programs.**
- Survey to assess the funding needs of the arts, culture & heritage sector.**

Metrics (Annual):

- Host a "State of the Arts" community forum annually to report on sector status and advocate for ongoing support.**

- Discuss with directors of other City and County departments opportunities to integrate arts, culture & history into their programs.*+
- Present survey findings with city and county officials and discuss the funding needs of COCA and the arts, culture & heritage sector.*+

Goal 2

Ensure arts and cultural organizations have access to adequate facilities to present their programs to the community. *+

Objective 1

Provide technical assistance to local arts and culture organizations to acquire/maintain/expand cultural facilities for the Capital City Region.

Strategies (Annual):

- Confirm available resources for facility improvements, renovations, and construction with the City, County, and State annually.*+
- Finalize all Cultural Facilities Matching Grant (CFMG) projects.
- Assist the City in creating and defining Community Redevelopment Agency (CRA) arts/culture facility grant opportunities.*+

Metrics (Annual):

- Share at least 2 funding opportunities annually for facilities with the sector.
- Incorporate assessment of facility needs into 2 sector surveys.
- Present annual workshop to address state facilities funding opportunities.*+
- Close out all CFMG projects by FY23.
- Address local cultural facility needs with City and County. *+
- Share cultural facilities grant program documents with the CRA and discuss current arts/culture facility grant opportunities.

Objectives 2

Increase and update venues in the venue directory with relevant amenities and share opportunities with cultural organizations to accommodate their programming needs.*+

Strategies (Annual):

- Update and add venues to the COCA Venue Directory.
- Increase community awareness of restarting/reopening efforts of cultural venues in the Capitol City region. *+

Metrics (Annual):

- Add 10 new venues to the directory.
- Post at least one weekly "Restart the Arts" (restART the Arts) branded image to social and or newsletter

MARKETING & COMMUNICATIONS

* Pandemic recovery

+ Diversity, equity & inclusion

Goal 1

Raise public awareness and heighten the value of our region's diverse arts, cultural, and heritage programming, and opportunities. **

Objective 1

Enhance and expand COCA's position as the region's primary source for arts and culture information and opportunities.

Strategies (Annual):

- Update COCA's Tallahassee Arts Guide website with innovative technologies and features to promote events, artists, and arts/cultural institutions in our region. +
- Execute branding campaign positioning COCA/Tallahassee Arts as the area's arts and culture.
- Update promotional materials using new delivery systems, including digital assets and Quick Response (QR) codes.*+
- Promote COCA services, special events, and partnerships to local, regional, and statewide media.*+
- Strengthen collaborative relationships with local and regional event producers of all genres to inform attendees about local cultural resources and COCA services.
- Promote Art in Public Places program (City Hall and Artport Galleries) and Outdoor Public Art Directory using the new Public Art Map and Gallery on the Tallahassee Arts Guide.
- Increase users and listings from outlying service areas (outside of Leon County).*+
- Increase interest in the arts and cultural community through creative promotions and messaging.
- Create visibility for diverse populations and cross-section of artists to residents and visitors within COCA's service area.*+
- Expand the social media features, "Behind the Scenes" and "Artists Inspire," that generate new audiences and promote our region.

Metrics (Annual):

- Engage two paid and two in-kind media outlets to brand COCA annually.
- Increase the number of users on Tallahassee Arts Guide, social media, and newsletter recipients, setting baselines and annual increases by 5%.
- Write and send 6 press releases to local, regional, and statewide media to announce and promote COCA events and activities.
- Represent COCA at 8 local community events.

- Feature 10 COCA public art exhibits in COCA Tallahassee Arts Guide "This Week" emails and weekly COCA articles published in the Tallahassee Democrat and share information and images from 2 COCA-led Outdoor Public Art Walks.
- Contact and present to 1 tourism bureau outside of Leon County and encourage them to post events on the Tallahassee Arts Guide.
- Obtain assistance quarterly from COCA Marketing Representative on the COCA Board of Directors on COCA marketing goals.
- Document and track the number of organizations and artists represented in COCA media features to establish baseline metrics, balancing artistic discipline and a mixture of ethnicity and gender. *+
- Track the number of social media features and increase reach by 5%.

Goal 2

Use and expand COCA's platforms and services to communicate with and provide information for artists and arts and cultural organizations. *+

Objective 1

Increase engagement with COCA programs and services within the cultural community.

Strategies (Annual):

- Identify new organizations that can benefit from COCA services within our regional service area. *+
- Promote the economic impact of the arts in our community to educate and empower artists and arts organizations. *+
- Inform artists and arts organizations about COCA services using COCA's advertising and promotional messages. *+
- Research industry information, including calls to artists and funding opportunities for COCA Classifieds and include in the COCA Classified newsletter. *+
- Expand COCA directories with additional categories that support diverse communities and identities. *+

Metrics (Annual):

- Contact and meet with 4 new organizations to help them learn about COCA services.
- Showcase benefits of COCA membership for artists and arts and cultural organizations and integrate into COCA social media and newsletter campaigns.
- Identify and contact 2 artist organizations or groups outside of Leon County and present information about COCA services.
- Create and distribute economic impact information for individual artists and arts and cultural organizations, informed by the AEP6 study in 2022-2023. *+
- Track the number of artists on the COCA Artist Directory and the number of recipients of the COCA Classified emails; increase by 5%. *+
- Research and include calls to artists, job listings, funding opportunities, auditions, in the COCA Classifieds section and include at least 50 unique listings. *+

Objective 2

Strengthen the marketing and promotional skills of our artists and arts and cultural organizations.*+

Strategies (Annual):

- Present and/or secure guest speakers for marketing workshops to increase the promotional skills of our artistic community.
- Market other COCA workshops as well as those initiated by other organizations.
- Educate and engage artists and arts/cultural organizations using COCA's weekly "Classified" emails.
- Contact and consult with individual artists and arts/cultural organizations, using digital follow-up materials pointing to COCA resources.
- Expand the library of marketing and promotional resources on the website and YouTube.
- Update the Tallahassee Arts Guide website to use new internal forms to survey and collect data.

Metrics (Annual):

- Implement 4 COCA Marketing Workshops.
- Seek and promote marketing and promotional opportunities for the COCA Classifieds section and include at least 12 outside events in the Thursday COCA Classified email.
- Produce Media Guide annually and update contacts; promote in COCA newsletters, social media, and on Tallahassee Arts Guide; include 2 new listings.
- Track individual consultations with arts and cultural organizations with a goal of 10 new organizations.

Goal 3

Broaden engagement in arts and culture from the community.*+

Objective 1

Expand community communications and engagement with COCA's revenue-generating resources.

Strategies (Annual):

- Seek advertisers for COCA's weekly and monthly emails to build revenue for COCA programs and services.
- Create sponsorship opportunities on the COCA website.
- Target advertisers and sponsors outside the arts and cultural community to increase revenue for COCA and build non-arts partnerships.
- Promote COCA memberships with social media campaigns, update website integration, and explore new member and sponsor benefits.*+

- Create regional arts and culture sections on the website and events emails with sponsorships available for area Tourism Development Councils (TDCs).

Metrics (Annual):

- Increase advertising revenue by 3% and find 1 new advertiser.
- Engage 1 new partner to serve as the sponsor for the newsletter.
- Increase COCA memberships by 3%.
- Add 2 additional business sponsorships.
- Create regional arts section/page and secure 1 sponsorship.

Objective 2

Expand the stakeholder base of support for arts and culture in our community.*+

Strategies (Annual):

- Engage institutions of higher education and Leon County Schools as cultural partners for using and promoting COCA services.
- Present to classes at area colleges to explain and promote COCA services.
- Collaborate with County and City to partner in the promotion of their arts offerings such as concerts and community/senior arts centers.
- Contribute content and updates to visitor and community resources guides.
- Enhance and expand media partnerships such as those established with the *Tallahassee Democrat*.
- Expand opportunities for hotels as arts partners on Tallahassee Arts Guide.

Metrics (Annual):

- Create marketing partnerships with 4 collegian educational institutions.
- Feature all Leon County/Visit Tallahassee concerts in COCA Tallahassee Arts Guide emails.
- Promote arts offerings to two City partners- the Tallahassee Senior Center and Lafayette Park.
- Gain 2 new community partnerships and report on current partnerships; attend at least 3 meetings.
- Present COCA services at 2 or more classes at area educational institutions.
- Contact 2 media outlets to discuss new promotional opportunity.
- Work with Visit Tallahassee on 12 monthly "What's Happening" digital emails.

COCA FY22-23 DEI Committee Plan

ACCESS

- Review of the database
- Look at other examples of artists database
- Energize database to include DEI branches
- Add categories based on self-identification (women, LGBTQIA, etc.)
- Create a database for diverse crew members, producers, directors, and more
- Identify a service that ensures the database can be translated in other languages

VISIBILITY

- Create storytelling campaign of services and commitment
- Feature more artists and organizations in our community that are diverse
- Ensure visuals include diverse images, such as different ages, backgrounds, same-sex couples, people of different abilities
- Include DEI statement on distributed materials
- Supports the use of pictures and stories relevant to people with diverse backgrounds
- Communicate openly about our work in diversity, equity, and inclusion

GRANTS

- Decision making policy
- County process communication

SERVICES

- Building to making a living as an artists
- Identify ways to create a robust industry
- Hold conversations about race, gender, status, and more.
- Create more public art funded by city, county, or national funds
- Continue to encourage “uncomfortable conversations.”

COMMITTEE

- Build the committee

VENUES

- Create a database of non-profit organizations that identify as under-invested and under-represented communities

As a leader in the local arts community, COCA is committed to:

- Facilitating ongoing, organizational, and community-wide conversations about race, class, age, gender, gender identity, sexual orientation, age and income status as these issues relate to our arts community.
- Continually examine our grant and public art practices and policies to ensure that more under-invested and under-represented communities can compete equitably for exhibitions, grants, and other financial opportunities.
- Feature artists and organizations in our community that facilitate equity and those who are equity champions.



The Arts Mean Business!

Arts & Economic Prosperity 6 (AEP6) is an economic impact study of the nation's nonprofit arts and culture industry. It is the largest and most inclusive study of its kind ever conducted, with a specific focus on 360 participating communities from across all 50 states plus the District of Columbia.

In 2017, AEP5 documented that the nonprofit arts industry generated \$166.3 billion in economic activity (spending by organizations plus the event-related spending by their audiences) which supported 4.6 million jobs and generated \$27.5 billion in government revenue. AEP demonstrates that an investment in the arts provides both cultural and economic benefits.

The arts are economic catalysts—strengthening the economy by creating jobs, generating government revenue, and driving tourism.

- **Nonprofit arts and culture organizationsⁱ are businesses.** They employ people locally, purchase goods and services from within the community, are members of their Chambers of Commerce, and attract tourists to their regions.
- **The arts drive commerce to local businesses.** The arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. In 2017, arts attendees spent \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses.
- **Arts travelers are ideal tourists.** They stay longer and spend more to seek out authentic cultural experiences. One-third of attendees travel from outside the county in which the activity takes place and spend an average of \$48 per person. (69% say they traveled specifically to attend the activity.)
- **Small investments. Big returns.** In 2017, the combined \$5 billion in direct arts funding by local, state, and federal governments yielded \$27.5 billion in government revenue.

Centering Equity and Inclusion in AEP6

Americans for the Arts is committed to addressing equity and inclusion as a critical component of the methodology, organizational participation, and collection of data for AEP6 by centering and representing BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latinx, Asian, Arab, Native American) identifying communities—a segment of the nonprofit arts and culture sector that has been underrepresented in past studies.

AEP6 is making a significant expansion beyond its previous iterations by centering equity and inclusion across the study. This change is more than simply responding to a priority. It is transforming the study—a full shake-out of the methodology to reduce systemic bias in survey design, data collection and analysis; establishing a new local, state, and national partnership model; community engagement and communications strategies; and the creation of new narratives based on the study results.

For the first time, AEP6 will establish a benchmark of arts and culture organizations that primarily serve communities of color, and the audiences that attend their events. It will also identify organizations that have a chief executive who identifies as BIPOC. Researchers will use the data to calculate the economic impact of the BIPOC arts sector in each of the 360 participating communities.

- ✓ Miles Partnership has been added to the project team as the **AEP6 equity consultant**.
- ✓ An **AEP6 Equity Task Force** was created that includes participating AEP6 partners, individuals representing BIPOC organizations that will be surveyed, funders, researchers, and other arts leaders to guide the development and implementation of an Equity Framework.
- ✓ A **Director of AEP6 Community Engagement & Equity** position was created to support local and state research partners in engaging BIPOC organizations, managing local research, creating training opportunities, and evaluating progress.

AEP6 will include an analysis of the economic impact of nonprofit BIPOC arts and culture organizations and their audiences.

Your Local Economic Impact Study!

While the national economic impact data are formidable, AEP6 is, at its core, a local story. The 360 participating communities include small rural towns, suburban neighborhoods, and large urban cities with diverse populations ranging from 1,500 to 4 million. The message is clear: no matter how large or small the community, the arts have a measurable economic impact.

- ✓ **Each participating community will receive a customized report** based on their own surveys of nonprofit arts and culture organizations and their audiences. An economic model will be tailored for each community to provide specific data about the industry's impact on local jobs and government revenue. Reports will have many features including cross-community comparisons with other AEP6 communities, analyses of how spending differs between resident attendees and cultural tourists, and clear explanations about the methodology and how to use the data.
- ✓ **New! Arts & Creative Economy reports** will be created for each of the nation's 3,143 counties using federal data about the number of arts business establishments, employment, income, and artist employment. (This analysis is based on both commercial and nonprofit businesses.)
- ✓ **New!** Improved economic analysis methods will provide each community with specific sources of government revenues generated (*e.g.*, income tax, sales tax, hotel tax, property tax).
- ✓ **New! Social impact** measures have been added to the audience survey to gauge how arts and culture impacts neighborhood pride and cultural identity.
- ✓ **New! The AEP6 Playbook** will provide research partners with practical monthly actions to increase local participation and promote the findings (templates, step-by-step instructions, examples of what has worked in other communities, etc.).

Timeline

1. Surveys of arts audiences: May 2022 through April 2023
2. Organizational surveys: January 2023 through April 2023
3. **Reports delivered to local and state partners in September 2023**

To learn more, contact Ben Davidson, senior director of research services (bdavidson@artsusa.org), or Dr. Genna Styles-Lyas, director of AEP6 Community Engagement and Equity (glyas@artsusa.org).

ⁱ AEP6 includes nonprofit arts and culture organizations as well as municipally owned/operated agencies and facilities; arts and culture programs that are embedded in non-arts organizations (*e.g.*, faith-based organizations, community centers, libraries); living collections (zoos, aquariums); and historical/heritage societies and sites.

Dear Attendee/Visitor/Audience Member:

Please take a couple of minutes to answer the following questions about your attendance at this performance, event, exhibit, venue, or facility. This survey is part of a study to measure the economic and social impact of arts and culture on Leon County. **Your answers are anonymous.** Please complete both sides of the page, then return the survey. Thank you!

- 1. Including yourself and your immediate travel party, how many people are here with you?** Include only your immediate travel party. For example, do not include an entire school group or tour group.

Adults (18 or older): _____ Children (younger than 18): _____

- 2. List the total amounts of money that you and the members of your immediate travel party will spend in Leon County specifically as a result of your attendance at this performance, event, exhibit, venue, or facility.** Remember to include money spent before, during, and after this activity. If exact figures are not available, simply provide your best estimates.

- a) Admission, tickets, or membership for your travel party's attendance to this activity\$ _____
- b) Food or drinks purchased *while attending* this activity.....\$ _____
- c) Food or drinks purchased *before or after* this activity (e.g., at a local restaurant/bar)\$ _____
- d) Groceries or supplies purchased specifically as a result of attending this activity.....\$ _____
- e) Retail shopping (including souvenirs, gifts, books, recordings, art)\$ _____
- f) Clothing or accessories purchased specifically to attend this activity.....\$ _____
- g) Local transportation such as parking, fuel, tolls, taxi/rideshare, bus (*exclude airfare*).....\$ _____
- h) Child-care specifically to attend this activity\$ _____
- i) Paid lodging such as hotel, inn, Airbnb, private vacation rental (*include one night only*)..\$ _____
- j) Miscellaneous/not listed above (briefly describe): _____\$ _____

- 3. What is the ZIP Code or Postal Code of your primary home address?** If you are currently staying in a second residence or vacation property that you own, provide the ZIP code for that second residence.

ZIP Code or Postal Code: _____

- 4. Which of the following best describes your primary reason for being in Leon County today?** (*Check only one*)

- I am a full-time resident (e.g., I live here, or I go to school here)
- I am a part-time resident (e.g., I have a second residence here)
- I am here specifically to attend this performance, event, exhibit, venue, or facility
- I work here or I traveled here for a work-related reason, but I live somewhere else
- I am here on a vacation, holiday, or personal trip (not specifically related to this activity)
- Not listed above (briefly describe): _____

- 5. If today's arts or cultural activity was not available in Leon County, would you have traveled to a different community to attend a similar activity?** (*Check only one*)

- No, I would have skipped the arts or cultural activity altogether
- No, I would have replaced it with a different activity in Leon County
- Yes, I would have traveled to a different community to attend a similar arts or cultural activity

6. Is today your first time attending this specific activity or visiting this specific venue? (Check only one)

- Yes No

7. How many nights away from your primary residence will you spend in Leon County *specifically as a result of your attendance at this activity or venue*. If you are a full-time or part-time resident, and you will not spend any nights away from your home, respond with "0".

Nights: _____

8. Indicate your level of agreement with each of the four statements below regarding your attendance at this arts or cultural performance, event, exhibit, venue, or facility. (Check one for each statement)

- a) "This venue or facility is an important pillar for me within my community."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- b) "I would feel a great sense of loss if this activity or venue were no longer available."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- c) "This activity or venue is inspiring a sense of pride in this neighborhood or community."
 Strongly Disagree Disagree Neutral Agree Strongly Agree
- d) "My attendance is my way of ensuring that this activity or venue is preserved for future generations."
 Strongly Disagree Disagree Neutral Agree Strongly Agree

The following questions are for research purposes only. This survey is completely anonymous.

9. Which of the following ranges includes your annual household income? (Check only one)

- Less than \$30,000 \$60,000 to \$99,999 \$150,000 to \$199,999
 \$30,000 to \$59,999 \$100,000 to \$149,999 \$200,000 or More

10. Which of the following ranges includes your age? (Check only one)

- Younger than 18 26-41 58-76
 18-25 42-57 77 or Older

11. What is the highest level of education that you have completed? (Check only one)

- Less than high school Technical or associates degree Master's degree
 High school graduate Bachelor's degree Doctoral degree

12. Do you identify as a person with a disability? (Check only one)

- Yes No

13. Which of the following best describe you? (Check all that apply)

- American Indian or Alaska Native or Indigenous or First Nations
 Arab or Middle Eastern or Northern African
 Asian or Asian American
 Black or African American
 Hispanic or Latino/Latina/Latinx or Spanish origin
 Native Hawaiian or Pacific Islander
 White or Caucasian or European American
 I prefer to self-identify: _____

This research study is being conducted by the Council on Culture & Arts in partnership with Americans for the Arts. These questions were developed in consultation with the AEP6 Equity Task Force. To learn more, visit www.AmericansForTheArts.org/AEP6.

The [Arts & Economic Prosperity 6](#) (AEP6) survey is part of a study to measure the impact of the arts and culture in your community. Organizations like yours make the community more desirable by creating pride in where you live and work, unifying neighborhoods, and infusing lives with joy. They also attract audiences, spur business development, support local jobs, and are a cornerstone of tourism. **Complete this survey to demonstrate your organization's measurable impact.**

Question 1:

To begin, **provide the name of your organization.** It has been identified as eligible to participate in the survey by your local or statewide research partner.

Organization Name: _____

Question 2:

In what **city** is it located (or headquartered, or where does most of its programming occur)?

City: _____

Question 3:

In what **county** is it located (or headquartered, or where does most of its programming occur)?

County (not country): _____

Question 4:

In what **state** is it located (or headquartered, or where does most of its programming occur)?

State: _____

Question 5:

Provide your organization's **total operating expenditures** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. ***If an exact figure is not available, simply provide your best estimate. If it did not make any operating expenditures, enter "0" (zero).*** The answer should include all categories of expenditure including payroll/benefits, purchases of goods and services, payments to artists, programming costs, grants awarded, facility and utilities expenses, travel costs, and overhead/administration.

Total Operating Expenditures: _____

Question 6:

Provide your organization's **total in-person attendance** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. ***If an exact figure is not available, simply provide your best estimate. If the organization did not have in-person attendance, enter "0" (zero).*** In-person attendance means the audience/attendees are ***physically present when and where the event is taking place.*** Examples can include performances and events, visitation to facilities/venues and exhibitions (including museum and gallery visitation), and festivals/special events. ***Exclude radio and television broadcast figures.***

Total In-Person Attendance: _____

1. **Preferably**, save this PDF document containing your answers, and email it to research@artsusa.org.
2. Alternatively, print and mail your completed survey to:

Americans for the Arts
re: AEP6 Study
Research Department
1275 K Street NW, Suite 1200
Washington, DC 20005-4069

WELCOME TO THE ARTS & ECONOMIC PROSPERITY 6 SURVEY!

To be completed by a chief executive (e.g., executive director, CEO, founder, board president). Pre-survey testing indicates that this version of the survey will take **less than 5 minutes** to complete using your best estimates.

The [Arts & Economic Prosperity 6](#) (AEP6) survey is part of a study to measure the impact of the arts and culture in your community. Organizations like yours make the community more desirable by creating pride in where you live and work, unifying neighborhoods, and infusing lives with joy. They also attract audiences, spur business development, support local jobs, and are a cornerstone of tourism. **Complete this survey to demonstrate your organization's measurable impact.**

This highly regarded research study is being conducted by independent project researchers at [Americans for the Arts](#), which has been conducting these studies for more than 25 years. This research has been used for decades to leverage increases in local, state, and federal arts funding. Questions about the methodology and national implementation can be directed to research@artsusa.org.

AN INSTANT INCENTIVE TO PARTICIPATE!

- Respondents will receive direct access to a new customizable advocacy tool called the **Arts & Social Impact Explorer**. You will be able to:
 1. Choose topics that are most important to your organization and community.
 2. Select research data and example projects that will resonate with your audience.
 3. You can even upload information about one of your organization's projects.
 4. Integrate your organization's name and logo.
 5. When you are finished, the Explorer will generate a custom Fact Sheet that can be downloaded as a PDF, printed, emailed, or simply shared as a URL link.

ADDITIONAL BENEFITS:

- After the results of the AEP6 study are released in October 2023, you will receive access to a detailed report that is customized for your community. Using the report, you will be able to calculate your organization's unique economic impact on the community, providing valuable information that can be used for promotion, advocacy, and fundraising.
- The report will include easy-to-digest information about the economic impact and the social impact of the arts and culture—providing an entire menu of talking points to support your organization's sustainability and growth.
- The study will generate national, state, and local visibility which can enhance and compliment marketing efforts for your organization and community.

WILL MY ORGANIZATION'S INFORMATION BE SHARED OR ACCESSIBLE TO OTHERS?

No. Never. ***All of the information collected will remain strictly confidential.*** Your organization's survey answers will **never** be shared with any other person or organization.

SECTION 1: BACKGROUND INFORMATION

Question 1:

To begin, please provide the **name of your organization**. It has been identified as eligible to participate in the survey by your local or statewide research partner.

Organization Name: _____

Question 2:

What is its **current operating status**?

- It is currently **active/operating** (even if at less than full capacity)
- It has **paused all activities** (or is otherwise temporarily inactive or on hiatus)
- It has **permanently closed or disbanded** (or otherwise no longer exists)

Question 2a:

Identify the **month and year that it closed permanently/disbanded**. If you don't know the exact date, your best estimate is fine.

Month: _____

Year: _____

Question 2b:

How did the **COVID-19 pandemic** factor in the decision to close/disband?

- It was the primary reason
- It was a factor, but not the primary reason
- It was not a factor at all
- Other (brief description requested): _____

Question 3:

In what **city** is it located (or headquartered, or where does most of its programming occur)?

City: _____

Question 4:

In what **county** is it located (or headquartered, or where does most of its programming occur)?

County (not country): _____

Question 5:

In what **state** is it located (or headquartered, or where does most of its programming occur)?

State: _____

Question 6:

Which of the following categories includes the estimated amount of its **current annual operating budget** (expenditures)?

- \$0—no expenditures
- \$1 to \$99,999 in operating expenditures
- \$100,000 to \$499,999 in operating expenditures
- \$500,000 or more in operating expenditures

Question 6a:

What was the end date of its **fiscal year that ended during 2022**? In other words, if your organization's fiscal year is July through June, your 2022 fiscal year ended on June 30, 2022.

Day: _____

Month: _____

Year: 2022



SECTION 2: MISSION (or PRIMARY PURPOSE)

Question 7:

Does your organization have a **mission statement** (or a similar statement of primary purpose)?

- Yes
- No

Question 7a (OPTIONAL):

Please **copy and paste its mission statement** (or statement of primary purpose) in the space below.

Mission Statement: _____

Commitment to Equity and Inclusion:

Americans for the Arts and its research partners are committed to addressing equity and inclusion as a critical component of the AEP6 study. This commitment includes identifying, centering, and representing organizations that primarily serve BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latine, Asian, Arab, Native American) identifying communities. This survey includes questions that are designed to address this transformation of the methodology. The information collected will remain strictly confidential. It will be impossible for anyone other than the independent researchers to access the information. ***Your organization's survey answers will never be shared with any other person or organization—not even our local and state research partner(s).***

Americans for the Arts believes that language and identity go hand-in-hand and are vital to how we name and organize any community. We use the terms BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latine, Asian, Arab, Native American) to represent People of Color and Communities of Color. While these terms do not fully encompass or represent the complicated and multi-layered nature of indigeneity or ethnic and racial identities, they are commonly used terms in our work. We invite and encourage you to examine and explore the terms used in your community and that are important and valued by individuals you interact with, support, and engage. Americans for the Arts has a [Language Bank](#) that we use to organize terminology related to our work. In addition, Americans for the Arts endorses and is working to uphold the actions and principles set forth in the [Cultural New Deal](#) to improve conditions for and with the priority communities listed therein

Question 8:

Is your organization's mission (or primary purpose/guiding principles) centered in creating, advancing, promoting, and/or preserving artistic and cultural traditions **rooted in a Community of Color**?

- No, its mission/purpose centers all ethnic and racial identities
- No, it has one or more programs that focus on this, but this is not the overall mission or primary purpose
- Yes

Question 8a:

Identify the community that is the **primary focus** and/or **centered in the mission/purpose**.
Select all that apply.

- American Indian or Alaska Native or Indigenous or First Nations
- Arab or Middle Eastern or Northern African
- Asian or Asian American
- Black or African American
- Hispanic or Latino/Latina/Latine or Spanish origin
- Native Hawaiian or Pacific Islander
- My organization prefers this description: _____

Question 9:

Is your organization's mission (or primary purpose/guiding principles) centered in creating, advancing, promoting, and/or preserving artistic and cultural practices **rooted in the disability community**?

- No, its mission/purpose does not specifically center disability
- No, it has one or more programs that specifically focus on the disability community, but this is not the overall mission or primary purpose
- Yes

SECTION 3: TAX STATUS

Question 10:

Which of the following best characterizes the **tax status** of your organization? If it utilizes the tax status of a parent/umbrella organization, select the correct answer for the parent/umbrella organization.

Select only one answer.

PRIVATE

- Nonprofit** organization, program, facility, venue, or event (**any** nonprofit designation)
- Unincorporated** organization, collective, or group (**no** nonprofit designation)
- Private college/university**
- Informal** community group
- Other private** (brief description requested): _____

PUBLIC

- Government** agency, division, department, program, facility, venue, or event
- Public college/university**
- Public-private hybrid**
- Other government** (brief description requested): _____

FOR-PROFIT

- L3C** (low-profit limited liability company)
- LLC** (limited liability company)
- Sole proprietorship**
- Partnership**
- Corporation**
- Other for-profit** (brief description requested): _____

Question 11:

Are any of the following situations true about your organization? *If more than one situation is true, select the one that is closest to the top of the list.*

- **Library:** it is a library, or it operates under the umbrella of a library or library system.
- **Academic institution:** it is a school/college/university, or it operates under the umbrella of a school/college/university.
- **Private organization that is NOT dedicated to the arts and culture** (or it operates under the umbrella of a non-arts/culture community organization). Examples could include a faith-based organization/church, a community center, a hospital or other medical facility, a chamber of commerce, a Convention & Visitors Bureau, and a Main Street organization.
- **Government department or agency that is NOT dedicated to the arts and culture** (or it operates under the umbrella of a non-arts/culture government department or agency). Examples could include a Parks & Recreation Department, a Community Development Department, and an Economic Development Agency.
- **For-profit business that is NOT dedicated to the arts and culture** (or it operates under the umbrella of a non-arts/culture for-profit business).
- **NO** (i.e., none of the situations listed above is an accurate description of my organization)



SECTION 3a: SPECIAL INSTRUCTIONS (if applicable)

If yes to LIBRARY:

When completing the survey, consider only the estimated budget and/or attendance information that applies to the arts and culture programming it presents, produces, or hosts for public audiences. Examples could include:

- Performances
- Festivals
- Music series
- Readings
- Book fairs and/or signings

Exact figures are often not available for these types of programming; simply **provide your best estimate**. If it does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

Do not provide the total budget and total visitation for the entire library or the entire library system.

If you inaccurately identified your organization as a library (or part of a library system), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.

If yes to ACADEMIC INSTITUTION:

When completing the survey, consider only the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences. Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **provide your best estimate**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

Do not provide the total budget and total attendance for an entire academic department (such as a School of Fine Arts) or for the entire academic institution. Do not include the budgets and attendance for academic programs or classes.

If you inaccurately identified your organization as an academic institution (or part of an academic institution), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.

If yes to NON-ARTS PRIVATE ORGANIZATION:

When completing the survey, **consider only the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences.**

Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **provide your best estimate**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

Do not provide the total budget and total visitation for the entire organization.

If you inaccurately identified your organization as a non-arts private organization (or part of a non-arts private organization), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.

If yes to NON-ARTS GOVERNMENT AGENCY:

When completing the survey, **consider only the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences.**

Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **provide your best estimate**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

Do not provide the total budget and total visitation for the entire department or agency.

- *If you inaccurately identified your organization as a non-arts government agency (or part of a non-arts government agency), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.*

If yes to NON-ARTS FOR-PROFIT BUSINESS:

When completing the survey, **consider only the estimated budget and/or attendance information that applies to arts and culture facilities and venues it owns or operates, as well as any arts and culture programming that is presented, produced, or hosted for public audiences.**

Examples could include:

- Performing arts centers
- Galleries
- Theaters
- Museums
- Performance ensembles
- Musical groups

Exact figures are often not available for these types of programming; simply **provide your best estimate**. If it does not own or operate any arts and culture facilities/venues, and does not present arts and culture programming to the public, enter "0" in the budget and attendance sections.

Do not provide the total budget and total visitation for the entire business.

If you inaccurately identified your organization as a non-arts for-profit business (or part of a non-arts for-profit business), use the "Previous Page" button at the bottom to return and select the correct answer to Question 10.

SECTION 4: ARTS & CULTURE DISCIPLINE

Question 12:

Which categories below best describe the organization's **primary arts and culture discipline(s)**? *Select no more than three (3) categories.* Please try to select only one primary category.

- Performing Arts
- Visual Arts
- Museum (all kinds including art museum, history museums, science museums, etc.)
- History and/or Heritage (e.g., historical society, historic preservation, heritage site, commemorative event)
- Cultural and Ethnic Awareness (i.e., organization that preserves and/or promotes the traditions, values, culture, and artistic expressions of a particular racial or ethnic community)
- Fair, Festival, or Community Celebration
- Facility (visual, performing, incubator)
- Humanities
- Literature (e.g., libraries, literary arts, poetry)
- Folk Arts and Traditional Arts
- Media & Communications (e.g., film, TV, radio, printing/publishing)
- Living Collection (e.g., zoo, aquarium, or botanical garden)
- Arts Education
- Arts and/or Humanities Council or Arts Agency
- Advocacy
- Professional Society and/or Association
- Research and/or Public Policy
- Single Organization Support (e.g., "Friends of the ...")
- Fundraising and Fund Distribution (including grantmaking)
- Arts Services (e.g., legal, business)
- Cultural Exchange
- Technical Assistance and Management
- Other not listed above (brief description requested): _____

SECTION 5: COMMUNITY IMPACT

Question 13:

Indicate your **level of agreement** with each of the four statements below regarding your organization. Consider feedback you have received from community members, if possible. *Check one response for each statement.*

13a: “Members of the community consider my organization to be an important pillar within the community.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13b: “Members of the community would feel a great sense of loss if my organization were no longer available.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13c: “Members of the community feel that my organization inspires a sense of pride in this neighborhood or community.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13d: “Members of the community rely on my organization to ensure that the arts and culture we celebrate is preserved for future generations.”

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Question 14:

Since the beginning of the COVID-19 pandemic, has your organization addressed **pay equity** through deliberate changes to its policies or practices that were made for the benefit of paid staff, artists, and/or contractors?

- Yes
- No
- Not applicable

Question 15:

During the height of the COVID-19 pandemic, did your organization expand its services beyond arts and culture in order to **address urgent community needs**? Examples could include collecting and donating food, masks, and cleaning materials to community members; donating facility space as a testing and/or vaccination site; and helping organizations and individuals apply for pandemic relief funds and unemployment benefits.

- Yes
- No
- Not applicable

Question 16:

Is your organization physically located or headquartered in—or does the majority of its arts and culture programming take place within—a **designated Cultural District** (or Arts District, or Arts & Entertainment District)? Cultural districts are defined as well-recognized, labeled areas of a city in which a high concentration of cultural facilities and programs serve as the main anchor of attraction.

- Yes
- No
- I don't know
- Not applicable

Question 17:

Is your organization physically located or headquartered in—or does the majority of its arts and culture programming take place within—an **Empowerment Zone or Renewal Community** (or other designated revitalization zone as determined by your local municipality)? Empowerment Zones (EZs) and Renewal Communities (RCs) are economically distressed communities where qualifying businesses are eligible to receive tax incentives and grants.

- Yes
- No
- I don't know
- Not applicable

PAGE 6: ECONOMIC IMPACT **(ABBREVIATED)**

- This is the **LAST PAGE** of the survey!
- An answer is required for each question. *If you don't know the answer, simply provide your best estimate.*

Question 18:

Provide your organization's **total income/revenue** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. If it did not receive any income/revenue, enter "0" (zero).* The answer should include dollars from any source including earned revenue, contributed income, grants and loans, donations from individuals, endowment distributions, interest income, and government support—including COVID-19 relief/recovery/stimulus funds.

Total Income/Revenue: _____

Question 19:

Provide the **total dollar value of all in-kind contributions** your organization received during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. If it did not receive any in-kind contributions, enter "0" (zero).* In-kind contributions are non-cash donations such as materials (e.g., office supplies from a local retailer), facilities (e.g., performance space from a local venue), and services (e.g., printing services from a local print shop).

Value of In-Kind Contributions: _____

Question 20:

Provide your organization's **total operating expenditures** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. If it did not make any operating expenditures, enter "0" (zero).* The answer should include all categories of expenditure including payroll/benefits, purchases of goods and services, payments to artists, programming costs, grants awarded, facility and utilities expenses, travel costs, and overhead/administration.

Total Operating Expenditures: _____

Question 21:

Provide your organization's **total capital expenditures** (i.e., asset acquisition) during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate) that are not reflected in the operating expenditures provided in the previous question. Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. If it did not make any capital expenditures, enter "0" (zero).* Capital expenditures are payments to buy, build, replace, improve, or expand an asset such as a facility or equipment which will last more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized.

Total Capital Expenditures: _____

Question 22:

Provide your organization’s **total IN-PERSON attendance** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. **If the organization did not have in-person attendance, enter “0” (zero).*** In-person attendance means the audience/attendees are **physically present when and where the event is taking place**. Examples can include performances and events, visitation to facilities/venues and exhibitions (including museum and gallery visitation), and festivals/special events. **Exclude radio and television broadcast figures from both in-person and virtual attendance on this survey.**

In-Person Attendance: _____

Question 23:

Provide your organization’s **total VIRTUAL attendance** during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. **If the organization did not have virtual attendance, enter “0” (zero).*** Virtual attendance means the audience/attendees are **not physically present when and where the event is taking place, but rather experiencing the event via computer or other remote technology**. Examples can include live streamed and recorded video of performances/events, podcasts, online gallery/exhibition views, and other virtual activities. **Exclude radio and television broadcast figures from both in-person and virtual attendance on this survey.**

Virtual Attendance: _____

Question 24:

Do you estimate that **more than 50% of your organization’s participants** (including audiences, attendees, students, teachers, members, donors) identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)? We will ask about artists separately in the next question.

- Yes
- No
- Not applicable

Question 25:

Do you estimate that **more than 50% of the artists** who are engaged with your organization identify as identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

- Yes
- No
- It does not engage directly with artists



Question 26:

Provide the **total number of PAID employees/staff/contractors** who are currently employed by the organization. Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. **If the organization has no paid employees/staff/contractors, enter “0” (zero).*** Consider all types of paid positions including full-time and part-time employees, independent contractors, and season employees who are employed only during busy performance seasons or special events.

Total Paid Employees/Staff/Contractors: _____

Question 27:

Does the organization’s **chief executive** (e.g., Executive Director, CEO, President) identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

- Yes
- No
- It has shared executive leadership (e.g., co-directors, job-sharing CEOs)
- It does not have a chief executive

Question 27a:

Does at least one member of its **shared executive leadership** identify as a BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

- Yes
- No

Question 28:

Provide the **total estimated number of UNPAID volunteers** (including board/commission members) who contributed time and/or expertise to the organization during fiscal year 2022 (or calendar year 2022—whichever is easier to estimate). Enter a whole number only. *If an exact figure is not available, simply provide your best estimate. **If no volunteers contributed time to the organization, enter “0” (zero).*** Include all types of volunteers including professional volunteers (e.g., board/commission members, unpaid executive/program staff), artistic volunteers (e.g., artists, choreographers, designers), service volunteers (e.g., ushers, ticket takers, docents, tour guides, gift shop volunteers), and clerical volunteers (e.g., unpaid administrative support staff).

Total VOLUNTEERS: _____

Question 29:

Do you estimate that **more than 50% of the members of your organization’s board/commission** (or other governing body) identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latine, Asian, Arab, Native American)?

- Yes
- No
- It does not have a board/commission



LAST QUESTION

Final Question:

Provide your preferred email address. The email address you provide will receive an email containing the following information:

- Confirmation that the survey was submitted successfully.
- A PDF document of your survey answers (for your records).
- A direct link to the **Arts & Social Impact Explorer**, a new customizable advocacy tool. You can use the Explorer to build and share your own custom Fact Sheet. You can even upload information about your organization's programs, along with its logo.

Email Address: _____

IMPORTANT: You must provide a valid email address in order to receive the confirmation message. We will not share this email address with anyone else, and it will be used only to deliver the AEP6 confirmation message.

FINAL STEP: RETURN YOUR SURVEY!!

Don't forget to **return your completed survey** to the independent project researchers.

1. **SAVE** this completed PDF document containing your survey answers.
2. **SEND** the completed survey as an attachment to research@artsusa.org.

Alternatively, you can print your completed survey, and mail it to the following address:

Americans for the Arts
re: AEP6 Study
Research Department
1275 K Street NW, Suite 1200
Washington, DC 20005-4069

Along with our research partners, we are truly grateful for the time and effort you dedicated to the survey. The information you provided will be combined with the information provided by all other participating organizations and used in aggregate only to measure the impact of the arts and culture in your community. The findings will be available in October 2023.

Once again, thank you for contributing to this important research study!

With gratitude,
The Research Team at Americans for the Arts