



**Summary of FY25 Grant Program Changes
03.12.2024**

1. March 2024

a. Leon County Feedback from Annual Courtesy Review

- i. Request an additional week for the County to conduct their eligibility review; COCA staff will have guidelines available for the public and the application portal open on **April 24** instead of **May 1**. (see b.i.)
- ii. Revise word choice for clarification (select pages).
- iii. Request a member of the Tourist Development Council to serve as a grant panelist.
- iv. Request that the Local Community Grant be separated from the Cultural Grant/Cultural Tourism Marketing Grant entirely. (see b.1, bvii, and d.v)

b. Changes Made to FY25 Guidelines Based on Leon County Feedback

- i. Adjust the following dates in the Cultural Grant and Cultural Tourism Marketing Grant application cycle (page 4):

Date	Cultural Grant & Cultural Tourism Marketing Grant
April 24, 2024	Grant Application & Guidelines available, Application Portal Opens
June 7, 2024	Last day for grantee consultations
June 18, 2024 (11:59 PM)	FY25 Application Deadline
June 19 – 25, 2024	COCA Staff Eligibility Review
June 26 – July 12, 2024	County TDT Eligibility Verification
July 19, 2024	Applicant Revisions Deadline (If Necessary)
July 24, 2024	Secondary County TDT Eligibility Verification Results
August 28, 2024	Panel Review Meeting
September 5, 2024	COCA Board Reviews & Approves FY25 Funding Recommendations
September 12, 2024	TDC Reviews & Approves FY25 TDT Funding Recommendations
September 30, 2024	City & County Budgets Finalized

- ii. Revise language and affirm eligibility to the program (page 5):
 - 1. Keep direct action wording “bringing visitors” instead of suggested “appeal to and market to.” Integrate “market to” where appropriate.
 - 2. Shift content from “permissible and eligible” to reference the review process on page 17.
- iii. Clarify that there is one application with sections that apply to different grant programs (page 5).
- iv. Clarify that there are three reviews taking place in this application cycle (page 17-20):
 - 1. A review for overall eligibility, including tourism impact, by COCA staff;

- 2. A verification of tourism eligibility by Leon County; and
- 3. A scoring review by the citizens review panel.
- v. Clarify that the “Tourism Impact” criteria of the scoring rubric is addressed during each stage of the review process, as agreed upon in the FY24 Guidelines review (page 19)
- vi. Clarify the funding formula (page 21)
- vii. Add language “In addition to COCA’s review process (page 17) [...]” (page 6 & 7).
- viii. Expand the statement “the Local Community Grant funds programming expenses for programs that serve residents of Tallahassee/Leon County” to clarify that this grant program is not funded by TDT (page 8)

Ongoing COCA request to Leon County

c. Eligibility

- i. As used in other Florida counties to assist in the eligibility review process, consideration of a County eligibility checklist or review panel for any applicants deemed ineligible by the County remains

Changes Made to FY25 Guidelines Based on COCA staff, COCA grants subcommittee, COCA Board of Directors and Community feedback

d. Application & Guidelines

- i. Reformat and updated calendar of grant deadlines (page 4).
- ii. Rearrange sections of pre-existing text to clarify the three grant programs, including funding source, eligibility and request amount (pages 5-14).
- iii. Make standard language updates to reflect FY25 fiscal year (all pages).
- iv. As requested by the applicants, grantees and community, keep one application featuring sections for different grant programs.
- v. Run one panel for Cultural & Cultural Tourism Marketing Grant (TDT funding) and one panel for the Local Community Grant (non-TDT funding).
- vi. Increase Cultural Tourism Marketing Grant level from \$3,000 to \$3500 in funds for marketing efforts outside of Tallahassee/Leon County.
- vii. Based on actuals and current projections, possible funding level considerations to reflect available FY25 funding pool (pages 13-14).

FY24 Guidelines				FY25 Guidelines			
Allowable Operating Income	Group #	Max % of Operating Income	Maximum Request	Allowable Operating Income	Group #	Max % of Operating Income	Maximum Request
\$0 - \$50,000	4	50%	\$14,000	\$0 - \$74,999	4	50%	\$30,000
\$50,000 - \$499,000	3	20%	\$50,000	\$75,000 - \$499,999	3	20%	\$85,000
\$500,000 - \$1,499,999	2	10%	\$90,000	\$500,000 - \$1,499,999	2	10%	\$150,000
\$1.5 million+	1	10%	\$200,000	\$1,500,000+	1	10%	\$325,000

2. December 2023

a. Eligibility

- i. Ongoing request to County. As used in other Florida counties to assist in the eligibility review process, consideration of a County eligibility checklist or review panel for any applicants deemed ineligible by the County remains.

b. Application & Guidelines

- i. Clarify how funding can be used Oct-Dec 2024 to support any Bicentennial programming. This question will not be included in the rubric.
- ii. Add guideline language to areas of the application to better guide the applicant.
- iii. Change “City Funds” to “Local Community”

c. Marketing

- i. Keep change from FY24, allowing Cultural Grant applicants to request an additional \$3,000 in funds for marketing efforts outside of Tallahassee/Leon County.
- ii. Continue to allow applicants to apply for the Marketing Grant only.