

Marketing & Cultural Tourism

COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY



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COCA Website: Make sure your listing is current on COCA's www.tallahasseearts.org site. Visit Tallahassee also has a list of events and organizations.

Calendar Entries: Several local and regional calendars are available to list your event, such as at www.tallahasseearts.org and the online calendars offered by Visit Tallahassee, the Tallahassee Democrat, WCTV, WFSU, Visit Florida, Tallahassee Magazine, etc. Other county tourism councils, such as Thomasville and Franklin County, also offer calendars.

Tips: Make sure to provide ALL the requested information. When asked to provide a URL link, try to provide the most direct listing of your event. Ensure that the appropriate contact information is listed so interested parties can easily reach you. Proofread and check your links and contact info. Plan to post your events or season soon after it has been finalized. Magazine printing deadlines are many months ahead of their publication dates.

Press Releases: COCA's Media Guide can help your efforts to promote your destination and events via radio, television, newspapers, magazines, or online media. The guide is consistently updated and expanded to reflect the ever-changing media climate, identify regional resources, and assist you with your media releases. The guide is available online at <https://www.tallahasseearts.org/resources/media-guide/>

Tip: There are local publications or radio/television programs that often feature community events, such as the Democrat's Chronicle or Perspectives on WFSU. Reach out to local organizations using the contact information listed in the media guide.

Websites: Ensure that the most up to date information is available on your website and that it is easily accessed from the main page. Consider creating a page with links to local resources, such as those

provided by Visit Tallahassee. Their site includes information about places to stay, and a local dining section.

Promote Partnerships: Are there complimentary organizations with which you can cross promote? Share their events on your websites or newsletters and in turn they can promote your offerings. Collectively, this cross-promotional marketing can generate excitement about our community. You may also choose to work with local restaurants or hotels to create local promotions.

Get Social: Use social media like Facebook and Instagram to reach new individuals. Use photos and videos to promote your organization and connect with community members. You can also share your photos to the COCA and Visit Tallahassee social pages. Utilize free websites like Canva to create promotional materials for your organization.

Tip: Subscribe to the emails sent out by COCA to learn more about local promotional initiatives.

Connect with Hospitality: Reach out to local information organizations and hotels to make your brochures and marketing available to guests. Visit Tallahassee provides various services, including a full-service visitor center, free brochures from attractions, detailed maps and suggested itineraries, and walking tours of Tallahassee.

Get Your Toolkit: Many online tourism resources are available through Visit Tallahassee and in COCA's Cultural Grant Guidelines on the COCA website at <https://www.tallahasseearts.org/resources/>.

Surveys: Consider sharing a study with the community using Survey Monkey or Constant Contact. This is an affordable way to gather information from patrons or members to learn more about their preferences and habits.

Trade Publications: Is your organization highly specialized? Advertising or sending media releases to a trade publication will generate interest in your events and programming.

Grant Fundees: COCA grantees – please review the grant guidelines and include the required language in your publicity materials, including COCA, City of Tallahassee, and Leon County logos when possible. This includes posters, websites, brochures, e-newsletters, etc. Logos are available for download at <https://www.tallahasseearts.org/services/grant-programs/#logos>.

Make Sure You Are Accessible: COCA offers an accessibility toolkit at <https://www.tallahasseearts.org/services/grant-programs/> to help you make sure your programs are available to all, including people with disabilities, special needs, and older adults.

Definition of Tourism Marketing as provided by Visit Tallahassee: Efforts in advertising, research, public relations, direct sales, digital and social media to promote an attraction, venue, event, or activity designed to attract tourists as they are defined in Chapter 125.0104, (2), (b), (2), Florida Statutes.