



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

## **FY18 Cultural Tourism Marketing Grant Program**

**Administered on behalf of Leon County**



### **Questions?**

Contact Dr. Kevin Carr,  
Grants Program Manager  
850-224-2500

[kevin@tallahasseearts.org](mailto:kevin@tallahasseearts.org)

## **Purpose:**

The COCA Cultural Tourism Marketing Grant will help to showcase our area's arts, cultural, and heritage programming and will highlight our vibrant and diverse cultural community. COCA is committed to the concept of *#theARTSlivehere*, promoting the spectrum of programming offered to our local arts community, for residents and tourists alike.

The goal of the Cultural Tourism Marketing Grant Program is to increase the visibility and awareness of arts and cultural organizations in Leon County and to positively impact tourism revenues. Applicants should develop, implement, and evaluate marketing and promotional initiatives to effectively attract travel and tourism to Leon County so visitors, as well as residents, can engage in arts and cultural presentations and activities.

Applicants must establish quantifiable objectives and conduct a program evaluation to assess the effectiveness of the program. Marketing initiatives should raise the overall awareness of Leon County as a branded destination.

## **Grant Program Timeline:**

Release of Grant Guidelines	July 19, 2017
Grant Application Deadline	August 18, 2017, 5 PM
Grant Panel Review Meeting	September 15, 2017
All grant funds must be spent by	August 31, 2018
Final Report Deadline	August 31, 2018, 5 PM

## Eligibility Requirements

1. Grant funds must be used for marketing of arts and/or cultural organizations, programs, and/or venues to residents outside of Leon County. Eligible events, programs or venues must be open and accessible to the general public.
2. Organization must have arts and/or history as its primary purpose.
3. Organization must either be classified by the IRS as a 501(c)3 with a governing Board of Directors that meets regularly and operates under a set of by-laws, or as an 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.
4. Organization must have been providing programming for at least two fiscal years.
5. The promoted program(s) must take place in Leon County.
6. Organization must demonstrate commitment to and plan for accessibility for people with disabilities and compliance with ADA.
7. Use of funding for the Cultural Tourism Marketing Grant must be in accordance with all Florida state statutes concerning the use of bed-tax funding as stated below:

*To promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall 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; (Florida Statutes 125.5(a)(3)).*

8. Grantees must spend all grant funds by August 31, 2018 at 5pm. Any undocumented or unused expenses must be repaid to COCA by August 31, 2018. Organizations who fail to repay unused or undocumented grant funds will be ineligible to receive future COCA grant awards.
9. Each organization may request no more than \$3,000.
10. Grantees must provide receipts for all marketing-related expenses in their final report.
11. Grantees must provide proof of implementation/final report to COCA no later than August 31, 2018.
12. Grantees who fail to properly document expenses or to submit reports at the appropriate deadline will have 5 technical points deducted from the next grant application submitted to COCA. Organizations who fail to repay unused or undocumented expenses will be ineligible for all COCA grant programs until they are in compliance with these grant guidelines.

13. Organization must include logos for COCA, Visit Tallahassee, and the City of Tallahassee, along with the Leon County seal in all grant-related visual marketing materials (online, print and media). All grant-related marketing materials must be submitted to [Kevin@tallahasseearts.org](mailto:Kevin@tallahasseearts.org) for approval by Leon County administration prior to publication, dissemination, or release to the public.
14. Organization must include logos and hyperlinks to COCA and Visit Tallahassee on their websites.
15. Applicants are encouraged to attend a Cultural Tourism Marketing workshop or attend a personal consultation with COCA's Marketing Director.
16. Applicant may not request funding for the same expense item in both the COCA Cultural Tourism Marketing Grant and the COCA Cultural Grant Program applications.

### **How much funding can my organization receive?**

Each eligible organization can apply for and receive up to \$3,000.

### **How can the grant funding be spent?**

Funding must be spent to promote and advertise tourism-related arts or cultural events in Leon County.

Examples of eligible opportunities may include, but are not limited to: • Media Placement and Production (Print, Online, Broadcast, and Radio) • Printed Materials • Tradeshow Registration Fees and Booth Rentals • Video/CD-Rom/DVD production • Public Relations/Media Communications • Promotional Items • Website Development • Graphic Design

#### **Some examples of eligible advertising and promotional mediums include:**

Radio, newspaper, or magazine advertisements that will reach outside of Leon County market (*Southern Living, USA Today, etc.*)

Outdoor billboard placement (outside of Leon County)

Online advertisement and/or promoted posts (YouTube, Facebook, etc.)

Advertisement with local media outlets with reach outside of Leon County (*Tallahassee Democrat, WFSU, Tallahassee Magazine, etc.*)

Advertisement in trade publications or journals

Website

Flyers and/or brochures (for distribution outside of county or visitors to Leon County).

### **When can grant funding be spent?**

All grant funding must be spent during the grant period: October 1, 2017 - August 31, 2018.

### **What expenses are not eligible for funding?**

1. Project activities that do not meet the eligible uses of the Florida Statutes 125.5(a)(3).
2. Existing deficits
3. Lobbying

4. Educational conferences, advocacy program and membership dues
5. Travel expenses, including accommodations and non-public relations or marketing related transportation (Travel to and from meetings will not be reimbursed)
6. Employee salaries
7. Food or alcoholic beverages
8. Expenses associated with programs outside of Leon County
9. Projects or events that are extensions of training or academic programs
10. Scholarships, awards or cash prizes
11. Benefits, galas and projects planned primarily for fundraising
12. Loans, interest on loans, fines, penalties, costs of litigation or items for resale
13. Problems that result from inadequate planning or budgeting or unsuccessful fundraising
14. Projects or activities which have a primary purpose that is religious. Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met:
  - a. The funded program has a secular purpose
  - b. The primary effect of the funded program does not advance or inhibit any religion or religious activity
  - c. The activity is open and advertised to the general public
15. Office supplies or administrative costs not directly affiliated with grant program
16. Equipment (except rental costs directly affiliated with the funded project or program)
17. Capital building expenses
18. Meals, refreshments and/or catering expenses

### **How to apply:**

1. Applicants are encouraged to attend a Cultural Tourism Marketing workshop, or, if unable to attend, to schedule a marketing meeting with COCA's Marketing Director, Erica Thaler.
2. Applicants must submit the application form to COCA by 5 PM August 18, 2017. Applicants must submit one electronic copy and one paper copy of the complete application.
3. Grantees must submit a final report which will include an itemized media invoice (and receipt) reflecting date, description, and dollar amount of all marketing-related expenses by August 31, 2018. Applicants must also return any unused or unreported funds to COCA by August 31, 2018. At the time of their final report, applicants must submit proof that the project was implemented. Documentation can include any of the following:
  - Original ad placement tear sheets for print advertisements
  - Broadcast log reports indicating actual broadcast times and dates
  - Screenshots for online banner advertisements
  - Billboard photographs showing content

### **How will applications be scored? How will funding be awarded?**

A panel of 3 volunteer panelists will independently review and score each application.

Applications will be evaluated on a series of criteria (see rubric below).

Applications will be ranked according to the total average of panelist scores. Funding will be disbursed according to ranked score.

## **What is the scoring rubric?**

The following criteria will be used to evaluate grant applications.

1. Completeness, and excellence of marketing grant proposal 20%
2. Proposal will enhance the organization's marketing efforts and mission 20%
3. Event, venue or program represents and helps to promote Leon County as a desirable tourist destination 20%
4. Organization has an effective plan to track results of marketing efforts through audience surveys and/or other methods 20%
5. Organization has a strong and effective marketing plan 20%

Applicants will receive a score of 1 (poor) – 5 (excellent) in each of the categories described above. Each of the panelist's scores will be averaged together to produce the final, ranked score which an applicant receives. The highest possible score an applicant can receive is 25.

## **How will funding be allocated?**

Applicants will be recommended for funding based on their score.

Applicants can receive a maximum score of 25.

Below is the funding formula used to determine the recommended maximum funding for requests. Keep in mind, these formulas are guidelines, not guarantees. They may require adjustment at the discretion of COCA's Board of Directors in response to changes such as local government funding of the grant program.

Applicants who receive an average score of 20-25 will be recommended for 100% funding.

An average score of 15-20 will be recommended for 90% funding.

An average score of 10-15 will be recommended for 85% funding.

Applications which receive an average score below 10 will not be recommended for funding.

Available funding will awarded beginning with the highest average score and continue, from highest to lowest average score, until it is no longer possible to fund the next highest-scoring proposal at the formula level due to exhaustion of funds. The remaining funds will be allocated to the next highest scoring proposal. (If this amount is insufficient to carry out the proposal, the applicant may decline the funding, and the remaining funds will be given to the next applicant on the ranked list of funding proposals).

In the case of a tied score, the organizations with identical scores will be awarded the full amount of their recommended funding until all available funding runs out. In the case of a tie when available funding runs out, then the organizations with an identical score will share the remaining funds evenly.

## **What happens after your grant request is approved?**

Once COCA has received the signed agreement from the applicant, processing of the grant award begins. The award is paid out in one, single installment after receipt of the signed grant

agreement. The tentative date for release of marketing grant funds is approximately October 15, 2017.

**Final Report:** The grantee is required to submit a Final Report summarizing the completed project and detailing the use of the grant funds. For each expense, copies of invoices or receipts and cancelled checks are required as documentation for the grant amount spent.

## **Appeals**

Any applicant wishing to appeal the outcome of panelist funding recommendations may file a letter of appeal within 72 hours of final notification of the grant awards. Please limit the appeal request to a two-page letter and must include documented evidence that your request was denied based on gross misconduct, error, or misinterpretation. Appeals will be reviewed by COCA's Board of Directors. In addition, suggestions regarding the grant program's policies and guidelines are welcomed year round. The grant program is reviewed annually with collaboration of a public task force and all applicants are encouraged to participate in the process.

## **Questions**

If you have any questions about these guidelines, the application process, or anything related to the Cultural Tourism Marketing Grant Program, please don't hesitate to contact COCA's Grants Program Manager, Kevin Carr, at 850-224-2500 or via email at [kevin@tallahasseearts.org](mailto:kevin@tallahasseearts.org).

# Cultural Tourism Marketing Grant: Certification Page

Name of Organization \_\_\_\_\_  
Amount Requested \_\_\_\_\_  
Name of Organizational Contact \_\_\_\_\_  
Contact email \_\_\_\_\_  
Contact phone number \_\_\_\_\_

**Is your program and/or venue accessible and ADA compliant?**

Yes \_\_\_\_\_ No \_\_\_\_\_

### **Eligibility Checklist:**

- My organization is a 501c3, not-for-profit, or operates under the FEID number of a part of the State of Florida, Florida State University, Florida A&M University or Tallahassee Community College.
- My organization has arts and/or history as its primary purpose.
- My programs take place in Leon County.
- My organization has been producing programming for at least two complete fiscal years.
- My event/program/venue is open and fully accessible to the public and is compliant with ADA regulations.
- My organization has not applied for, and is not currently receiving, funding from Leon County or the City of Tallahassee in FY18 for the marketing expenses items described in this application.

### **Certification**

By submitting this application, I certify that I am the authorized official or a delegated representative of the applicant and that the information contained in form is true and accurate to the best of my knowledge. Further, I certify that my organization meets all of the stated requirements in the eligibility checklist listed above.

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**Signature:**

**Date:**

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**Print name:**

**Title:**



# **FY18 Cultural Tourism Marketing Grant: Application**

Please answer each of the following 6 questions. All questions below must be answered in order for your application to be considered for grant funding. Your completed answers may not exceed 6 total pages, and may not include any images, media, or other graphic design.

Applications may be submitted as a PDF or Word document. Applicants must submit one electronic copy and one paper copy of both their application and their signed certification page by 5PM on Monday, August 15, 2018.

1. Briefly describe your organization.
2. How will you use the Cultural Tourism Marketing Grant funds?
3. How will your proposal enhance your current marketing efforts and organizational mission?
4. How does your organization's event, venue or program(s) help to promote Tallahassee/Leon County as a tourist destination?
5. How will you measure the success of this marketing proposal? Please include an evaluation plan for your marketing campaign.
6. Please provide a detailed description of your organization's marketing plan (beyond just this proposal).