

Marketing & Cultural Tourism



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COCA Website: Make sure your listing is up to date on COCA's

www.TallahasseeArts.org site. Visit Tallahassee also has a list of events and organizations.



**TALLAHASSEE
ARTS GUIDE**
An Initiative of the COUNCIL ON CULTURE & ARTS

Calendar Entries: There are a number of local and regional calendars on which to list your event, such as

www.tallahasseearts.org and calendars offered by Visit

Tallahassee, the *Tallahassee Democrat*, WCTV, WFSU, Visit

Florida, *Tallahassee Magazine*, etc. There are also calendars offered by other county tourism councils, for example those in Thomasville or Franklin County.

Tips: Save your first online entry in a word document. If you need to edit or re-enter a listing, you will have all the details you need. Provide ALL the info.

When asked to provide a URL link, try to provide the most direct listing to your event (hint: this is often NOT your homepage). Take the time to make this easy for patrons and visitors to reach you. Proofread and check your links and contact info.

Plan ahead – post your events or season when it has been finalized. Travel planners are working a year ahead or more. 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, information bureaus, magazines, or on-line media. The guide is constantly updated and expanded to reflect the ever-changing media climate, expose new publicity trends, identify regional resources, and assist you with your media releases. The guide is available online at <http://coca.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. These contacts are often best made individually. Build your own database of contacts.

Websites: Make sure your website is friendly to both locals and visitors. Consider 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. Make it easy for visitors to come to Tallahassee and Leon County.

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. Work with local restaurants or hotels to create local promotions.

Get Social: Use social media like Facebook and Twitter to reach new individuals. A photo is worth a THOUSAND words. Be creative. Share your photos on the COCA and Visit Tallahassee Facebook pages. Engage your audience. Take a look at online sites such as Canva and PicMonkey.

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

Take the Lead in Hospitality: Make sure your brochures are available at the Visit Tallahassee offices and at local hotels. Visit Tallahassee provides a variety of services including a full service visitor center, free brochures from attractions, detailed maps and suggested itineraries and walking tours of Tallahassee.

Get Your Toolkit: There are many online tourism resources available, though Visit Tallahassee and also in COCA's Cultural Grant Guidelines on the COCA website at www.TallahasseeArts.org.

Surveys: Consider a survey using Survey Monkey or Constant Contact. This is an easy, affordable way to gather information from your patrons or members to learn more about their preferences and habits.

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

Remember Your Funders: 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 <http://coca.tallahasseearts.org/services/grant-programs>.

Make Sure You Are Accessible: COCA offers an accessibility toolkit at <http://coca.tallahasseearts.org/resources/accessibility-info> 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.