



March 23, 2018

FOR IMMEDIATE RELEASE

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The Council on Culture & Arts (COCA) Awarded Funding from Knight Foundation for Tallahassee Arts Entrepreneurs Institute.

The Council on Culture & Arts (COCA) announces the award of a \$35,000 grant from the John S. and James L. Knight Foundation for their project “Arts Entrepreneurs: Accelerating the Creative Economy in Tallahassee.” The funding will support the creation of the Tallahassee Arts Entrepreneurs Institute (TAEI).

Creative professionals are redefining what it means to be a working artist. Artists are building networks, investing in neighborhoods, and creating excitement in Tallahassee. To further the growth of our local artists, COCA has developed the Tallahassee Arts Entrepreneurs Institute to help entrepreneurs in the creative economy grow and sustain their businesses.

“Knight Foundation promotes informed and engaged communities,” says COCA Executive Director Dr. Audra Pittman. “We are thrilled that the Tallahassee Arts Entrepreneurs Institute will align with the Knight Foundation’s commitment to providing people with important information. We want artists to grow along with their communities and make informed choices, and Knight Foundation will help further this initiative.”

The Tallahassee Arts Entrepreneurs Institute is a ten-month program that consists of four half-day in-person workshops, an online discussion board, and networking sessions. This program will engage a small cohort of working professionals that have been operating a creative business for several years. The sessions will create a support system to promote growth, sustain existing businesses, and offer a space for creatives to form connections with other working artists. Topics covered will include branding, marketing, bookkeeping, market research, raising capital, and legal issues in the creative industries. At the end of the program, participants will have learned how to grow and sustain their business, made stronger connections to local resources and

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business coaches, and they will receive a \$300 stipend to be used toward membership in a state or national professional organization of their choice.

The Tallahassee Arts Entrepreneurs Institute will hold all sessions at the Jim Moran Building in downtown Tallahassee via a sponsorship by the Jim Moran Institute for Global Entrepreneurship. COCA continues to look for ways to engage community resources while bringing in field-level experts to engage our local talent.

Eligibility: Applicants must own or manage a creative for-profit business that has been active for three or more years; be a resident of the City of Tallahassee or Leon County; be at least 18 years old; and pay a one-time \$75 enrollment fee if accepted into the program. The deadline to enroll is June 1, 2018.

Applications may be submitted here: <https://tinyurl.com/applyTAEI>

About the Council on Culture & Arts (COCA)

COCA is officially designated as the local arts agency for Tallahassee and Leon County by the city, county, and state, and marks more than 30 years of service to the community. COCA envisions a vibrant and thriving creative community that enhances quality of life and economic vitality. COCA's mission is to serve and support the community by promoting and advocating for arts and culture in Florida's capital region. Visit COCA at www.tallahasseearts.org.

About the John S. and James L. Knight Foundation

Knight Foundation is a national foundation with strong local roots. We invest in journalism, in the arts, and in the success of cities where brothers John S. and James L. Knight once published newspapers. Our goal is to foster informed and engaged communities, which we believe are essential for a healthy democracy."

About the Jim Moran Institute

The Jim Moran Institute for Global Entrepreneurship is part of Florida State University's College of Business and its mission is to cultivate, train and inspire entrepreneurial leaders through world-class executive education, applied training, public recognition and leading-edge research.

A 1995 contribution from Jim and Jan Moran and JM Family Enterprises established the Jim Moran Institute for Global Entrepreneurship at the Florida State University College of Business with additional support through the years. Since 2011, further enhancements to the Jim Moran Institute and its outreach have been made possible by Jan Moran and The Jim Moran Foundation.

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