COVID-19 REVIEW
APRIL 21 UPDATE

For Fiscal Year 2020
The COVID-19 pandemic has deeply impacted our community, including our local arts and culture industry. COCA swiftly responded, shifting services and support resources online, creating new programs, initiating new promotional and support resources, and sharing several online arts activities and performances as we adjusted to meet new financial needs. This helped organizations, individuals, businesses and agencies carry forward their important work, and provided positive, creative new ways for our community to connect. Here is a snapshot of COCA's response to date, and we continue to work together to meet our community’s need.

- Kathleen Spehar, Executive Director
TOURISM

- Quickly implemented online events on the Tallahassee Arts Guide for use by Visit Tallahassee and other media outlets; these are promoted on social media.
- Strategically boosting social media content to include Atlanta, Jacksonville, and Pensacola in addition to our service area to build awareness of our area in anticipation of future tourism.
- Highlighting "Behind the Scenes" social media albums of our local artists and encouraging online purchases.
- Artist Spotlights in Tallahassee Magazine featuring fun questions will be continued, expanded and boosted online.
- Added new feature called "Creativity Persists" to spotlight COVID-19 responses by artists.
- Regularly offers content to Visit Tallahassee and Leon County and uses the #ihearttally hashtag in all social media posts.
- Participates in weekly industry calls with Visit Tallahassee with frequent content follow-up.
**GRANTS**

- Reviewed all grant programs through public meetings, stakeholder surveys, applicant feedback, conference calls and ad hoc grants committee.
- Grantees for all year-round projects were contacted in March & April.
- FY20 Cultural Grant - 19 grantees: projects completed, moving forward or postponed. All grantees submitting interim reports by May 1.
- FY20 Cultural Tourism Marketing Grant - 30 grantees: projects completed, moving forward or postponed.
- FY19 Cultural Facilities Matching Grant - 3 grantees: all projects moving forward.
- FY18 Cultural Facility Matching Grant extensions requested and granted for 2 university grantees.
- All grant contracts will be funded at 100% of awarded dollars.
FY20 financial budget adjustments:
- 34% revenue reduction from tourism development tax collection (TDT) by Leon County at $435,021.
- 23% reduction in other revenues from advertising, memberships, and license fees renewals.
- 25% cuts in operating expenses budget for the second half of the fiscal year.
- 100% of COCA reserves cover remaining FY20 grantee contract payments.
- Adjustments assume 100% of 1-penny bed tax stays with COCA in Q3 and Q4.
- Freeze on all non-essential spending.
- Hiring freeze on grants manager position.

Community Support:
COCA is researching and posting local, regional, and national funding sources, plus providing consultations and webinars to grantees and community.
Financial, continued:

Grants Program Funding:
In FY20, 89% of COCA’s total TDT dollars are used for regranting purposes. With the projected revenue reduction from the County, COCA is covering these costs through a combination of carry-forward revenue, reserves and budget cuts.

Note that any future reductions in collections revenue will impact organizations that have been determined, through a competitive grants process, to have an impact on tourism. These are key local employers, providing online events and education to residents, children and potential visitors as we stay #SaferAtHome
PROGRAMMING
& SERVICES

- Developed "Poems To Go" to support literary artists and local restaurants with printed poems for takeout for residents and visitors.
- Developing "Sounds Of Tallahassee" in conjunction with local streaming radio to showcase local musicians to a wider audience.
- Hosted a "Zoom 101" workshop for 29 online attendees and is planning additional workshops.
- COCA Monday emails of events have shifted to online content with over 13,300 subscribers.
- COCA Thursday "Classified" emails include COVID-19 resources for artists and organizations to over 9,000 recipients.
- Created an online "Help for Educators" resource across 5 artistic disciplines and all grade levels.
- Logged more than 150 individual consultations in March and April.
- Revamped and promoted Public Art directory and walks for public viewing and experience.
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<thead>
<tr>
<th>SOCIAL MEDIA</th>
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<tbody>
<tr>
<td><strong>Facebook</strong></td>
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<td>8400 likes, 137,725 post reach in last 28 days: 141% increase</td>
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<tr>
<td><strong>Instagram</strong></td>
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<tr>
<td>3748 followers with expanded content &amp; engagement using posts and Instagram stories</td>
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<td><strong>Twitter</strong></td>
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<td>3,100 followers and increased engagement with local partners using #IHeartTally and #SaferAtHome</td>
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<td><strong>COCA Connects</strong></td>
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<td>COCA continues to generate and boost engaging content to highlight our community! #TallahasseeArts #COCACConnects</td>
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PARTNERSHIPS

COCA staff continue to partner and meet regularly with local, state and national organizations, businesses, educators, students, individuals and leaders of various initiatives including FSU, FAMU, TCC, Leon County Schools, OLLI, Blueprint, OEV, Visit Tallahassee, TDC, Downtown Improvement Authority, TCC Innovation Center, INIE, DOMI, Choose Tallahassee, Lively Technical Institute, Leadership Tallahassee, Youth Leadership Tallahassee, Tallahassee Democrat, Tallahassee Active Lifelong Learners, Sustainable Tallahassee, Railroad Square Art Park, Shop Local Tally and many more.
COCA writes articles and gets coverage about arts in our community at least twice a week in the *Tallahassee Democrat* and is featured in *Tallahassee Magazine*, WFSU Radio, WCTV, WTXL and more!