



Visit
Tallahassee

LEON COUNTY **Tourist Development Council**

Thursday, October 10, 2019 9:00 a.m.
County Commission Chambers - Leon County Courthouse, Fifth Floor
301 South Monroe Street, Tallahassee FL 32301

SPECIAL MEETING AGENDA

- I. Call to Order – **Bo Schmitz, Chairman**
- II. Request for Additional Agenda Items – **Bo Schmitz**
- III. Public Comments
- IV. General Business – **Bo Schmitz**
 - FY2020 Marketing Plan Presentation – Katie Kole / Curtis Zimmerman
 - FY2020 COCA Cultural Program Grant Recommendations – Kathleen Spehar
- V. Additional Business: “For the Good of the Cause” – **Bo Schmitz**

Next TDC Meeting – November 7, 2019

9:00 a.m. County Commission Chambers
Leon County Courthouse, Fifth Floor



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A Division of Leon County

FY 2020 Marketing Plan Highlights

October 6, 2019

THE Z!MMERMAN AGENCY



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2019-2021 TOURISM STRATEGIC GOALS



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1

Advocate for destination enhancing development.

2

Enhance the awareness, interest and support of Leon County's visitor economy.

3

Work to enhance the visitor experience throughout Leon County.

4

Analyze opportunities to increase budgetary resources of the Leon County Division of Tourism / Visit Tallahassee.



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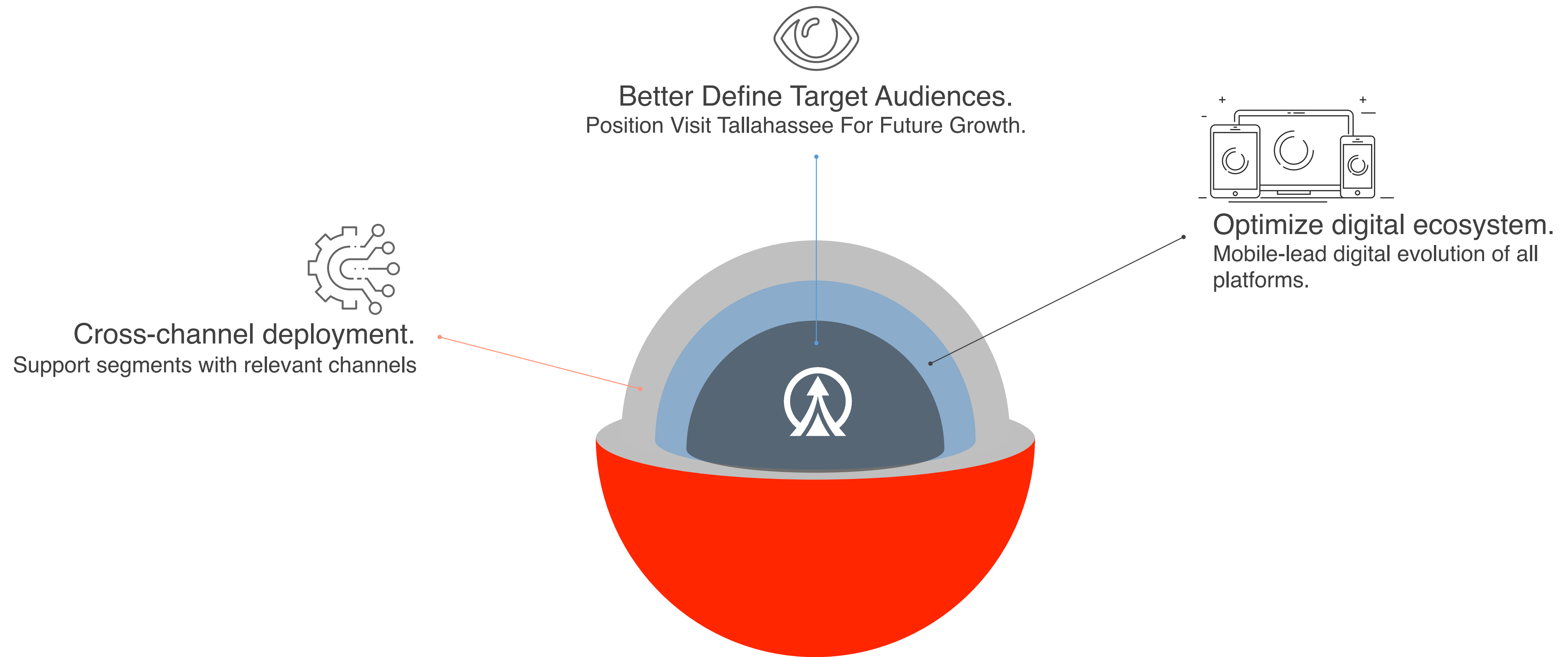


2019-2020 MARKETING GOALS

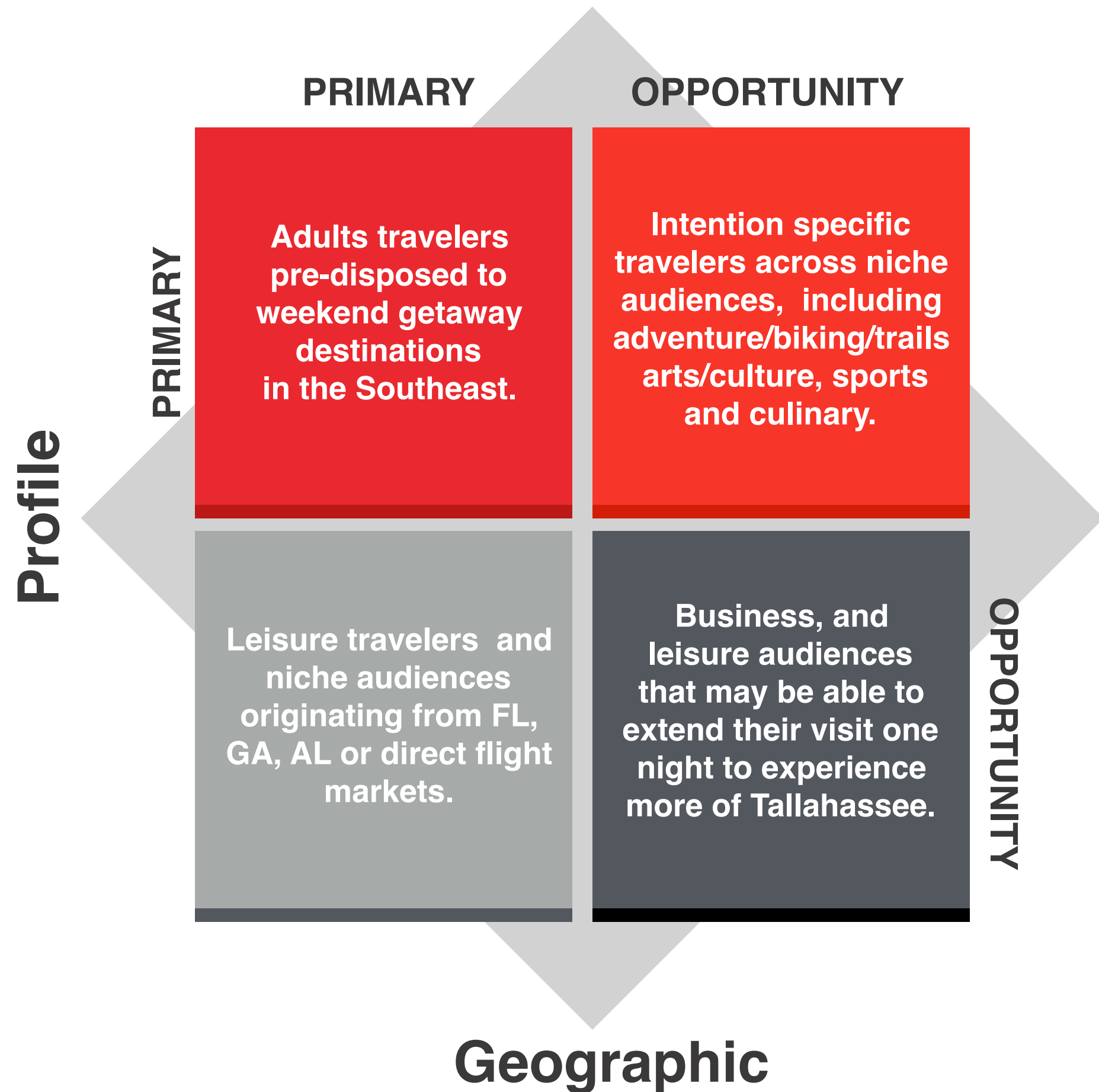
- Position Tallahassee as a top outdoor destination in the U.S. for trails, biking and birdwatching.
- Communicate the importance of tourism and its contributions to the local economy and educate residents about the area's offerings and events.
- Reach new niche audiences, gain greater exposure in key geographic markets and for our partners, as well as elevate positioning as a desirable travel destination.



WHAT IS THE CORE STRATEGY TO AFFECT GROWTH?



TARGET AUDIENCE



Audience Overview

While expanding to a year-round destination, a larger percentage of our visitors have been influenced by state government, FSU and FAMU. The greatest percentage of leisure business comes from Florida with Georgia and Alabama also producing a meaningful number of visitors, while the percentage of friends and family as part of the visitor mix is still high.



Key to our success

Increasing our share of first time visitors and informing/influencing visitors to return or extend their stay.



Geographic

Expand beyond drive markets to include direct flight markets, including Dallas, Charlotte, Atlanta, Miami/Ft. Lauderdale, Washington DC and Tampa.



Local

There is a dual purpose to delivering the message locally; to promote the viability of tourism locally, and to further develop brand ambassadors to promote Tallahassee to friends, families and visitors.



Influencers

While third party endorsement via PR provides an opportunity to expand reach, bloggers and social media influencers are important audiences. The role of travel review sites is now key to destinations.



Niche

The cultural and culinary scene in Tallahassee continues to evolve, inspiring a diverse and growing audience of leisure travelers through events (music, cultural, culinary, etc.) and outdoor adventures (trails, bird watching, fishing, hiking, biking) to weekend/getaway travel.



2019-2020 KPIS

KPIs	Goal
Total Placements of Earned Media	174
Total Earned Impressions Through Public Relations	100,000,000
Achieve Publicity Value of \$1,000,000	\$1,000,000
Secure Media Experiences: 12 Individual, 4 Local Influencers, 2 FAM Tours	18 Total
Secure 8 Broadcast Promotions	8
Secure 2 Co-op Promotions	2
Increase Traffic to VisitTallahassee.com by 7% (from 637,962 to 682,620)	682,620
Increase Page Views on VisitTallahassee.com by 10% (from 1,245,969 to 1,370,565)	1,370,565
Increase Traffic to Trailahassee.com by 15% (from 33,019 to 37,972)	37,972
Increase Page Views on Trailahassee.com by 10% (from 60,490 to 66,540)	66,540
Improve Email Open Rate from 14% to 20%	20%
Improve Email Marketing Click Rate from 5.9% to 10%	10%
Increase Instagram engagements by 10% (from 246,898 to 280,000)	280,000
Increase Instagram followers by 15% (from 14,280 to 16,400)	16,400
Increase Facebook engagements by 10% (from 298,547 to 328,000)	328,000
Increase Facebook followers by 15% (from 62,805 to 75,000)	75,000
Increase Twitter engagements by 20% (from 17,474 to 21,000)	21,000
Increase Twitter followers by 10% (from 13,599 to 15,000)	15,000
Increase #iHeartTally impressions by 15%	62,000,000



2019-2020 MARKETING PRIORITIES

Digital Overhaul

Develop and launch new digital ecosystem:

- New mobile app in Dec
- New mobile-first website in Jan
- New marketing automation in Feb
- New evergreen lead nurturing and email remarketing strategy

Continue to promote Trailhassee.com as a valuable resource for trails and nature-based activities across our destination.

Develop website content specifically for meeting planners, sporting event coordinators, group tours and niche travelers.

Pretty. Unexpected.

Rollout new brand campaign across all segments and audiences.

- Launch in October across advertising, PR, social media and digital properties

Capture new photography and video through scheduled shoots and key seasonal events.

Launch new seasonal promotions to provide inspiration and engagement among potential visitors year-round.

Segmented Growth

Activate full-funnel media strategy, reaching new niche segments and emerging markets.

- Target a diverse mix of potential visitors across demographics, interests and geography.
- Drive targeted leads and custom emails across key markets and interest segments.

Continue to support amphitheater concerts and signature events through dedicated strategic plans.

Continue to work with industry partners, host quarterly meetings and provide new cooperative opportunities across our marketing efforts.



MARKETING INITIATIVES

- Advertising / Content Development
 - Launch new Pretty Unexpected creative platform, positioning Tallahassee as a welcoming and unique destination.
 - Develop new content and messaging that caters to new audience segments and key markets.
- Digital
 - Launch new digital ecosystem, including a new mobile-first website, mobile app, and marketing automation.
 - Continue to analyze performance and optimize our digital properties to drive engagement and travel intent among potential visitors.
- Direct Communications
 - Elevate our email marketing strategy to drive engagement and travel intent through targeted, segmented and optimized messaging.



MARKETING INITIATIVES

■ Public Relations

- Expand the narrative, generating year-round visibility through editorial and promotional exposure with a specific focus in key and emerging markets.
- Secure placements via regional, national and syndicated media channels.

■ Social Media

- Focus content on our of market acquisition and engagement
- Activate organic and paid content using local photography, instant experiences, carousels and 360 images, with a heavy focus on video content.

■ Promotions / Grant Support

- While it is the responsibility of the grant recipient to promote the event, provide additional support through appropriate marketing and sales channels.



DIGITAL ECOSYSTEM OVERHAUL

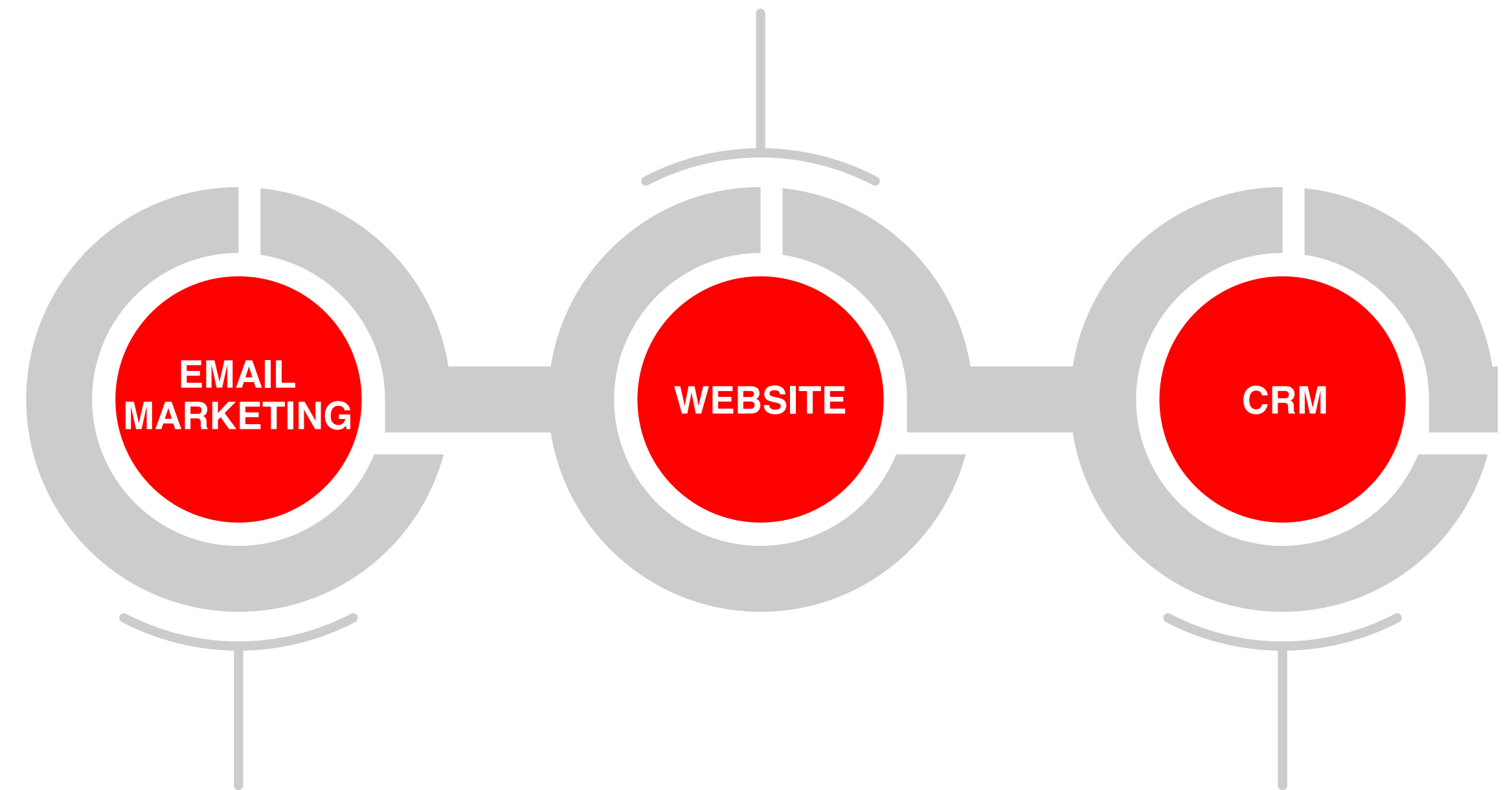
- Today, the digital ecosystem plays a vital role in engaging consumers and leading them to a path of conversion – the truest measure of success.
 - Launch and leverage [VisitTallahassee.com](https://www.visittallahassee.com), with a focus on creating a stronger user experience, building engagement and enhancing our mobile journey to project Visit Tallahassee as a vibrant, energetic and significant destination.
 - The new website strategy and structure are focused on core objectives of increasing engagement and conversions with a seamless user experience.
 - Opportunity to create a wholistic digital experience by connecting the new website, marketing automation, and consumer relationship management.
 - Increase lead generation through targeted content offerings (lead magnets).
 - Drive engagement through hyper-targeted lead-nurturing campaigns.
 - Increase effectiveness through optimization and Conversion Rate Optimization (CRO) for both website and email.
 - Leverage full-funnel data to inform the other Actionable Initiatives (Media, Social, PR, and Promotions).



EMAIL MARKETING

- Upgraded Marketing Automation Platform (MAP) to give us a more modern, scalable email marketing strategy.
- Implement Contact-Hygiene best-practices.
- Design and execute evergreen re-engagement campaigns to keep contact-database focused on engagement.
- Optimize effectiveness of lead-generation and nurturing sequences through data feedback.

Your website is the piston of your marketing engine. It needs to be more than just informative, it needs to be engineered to encourage conversions.



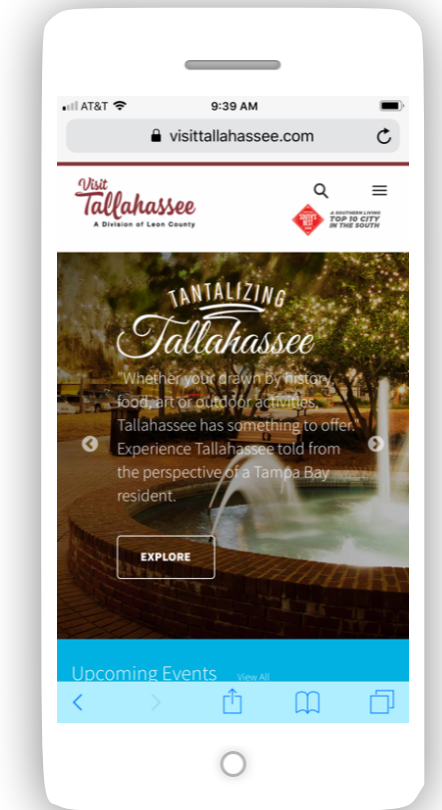
Email marketing is the oil in the engine that moves between all the moving parts of your marketing engine.

The Consumer Relationship Management system forms the structure of the engine and provides the framework for managing contacts through their lifecycle journey.



MEDIA OVERVIEW

- Activate an integrated, full-funnel media strategy to reach our target audiences with efficient frequency.
- Primarily focus on digital activations with a mix of targeted print, outdoor, and sports partnerships that drive upper-funnel awareness.
 - Maintain efforts with key partnerships, such as family and parent publications and sports sponsorships (FSU and FAMU)
 - Integrate new media relationships to reach niche audiences, i.e. Pandora and Outdoor targeted publications
- Expand our reach with concentrated efforts against niche audiences:
 - Outdoors: Mountain Biking, Birding, Paddling, Hiking
 - African American
 - Arts and Culture
 - Market Activations in Atlanta, Tampa and Dallas



MEDIA FLIGHT SCHEDULE

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
FSU/FAMU Partnerships	[Active]											
Digital	[Active]											
Outdoor Billboard	[Active]											
Print and Digital Packages		[Active]										
Search Engine Marketing (SEM)	[Active]											
Market Activations					[Active]							
African American	[Active]											
Arts & Culture	[Active]											
Meetings	[Active]											
Sports Marketing		[Active]				[Active]		[Active]				
Outdoors/Cycling/Birding/Trailhassee	[Active]											
Local	[Active]											
Paid Social	[Active]											



MEDIA BREAKDOWN

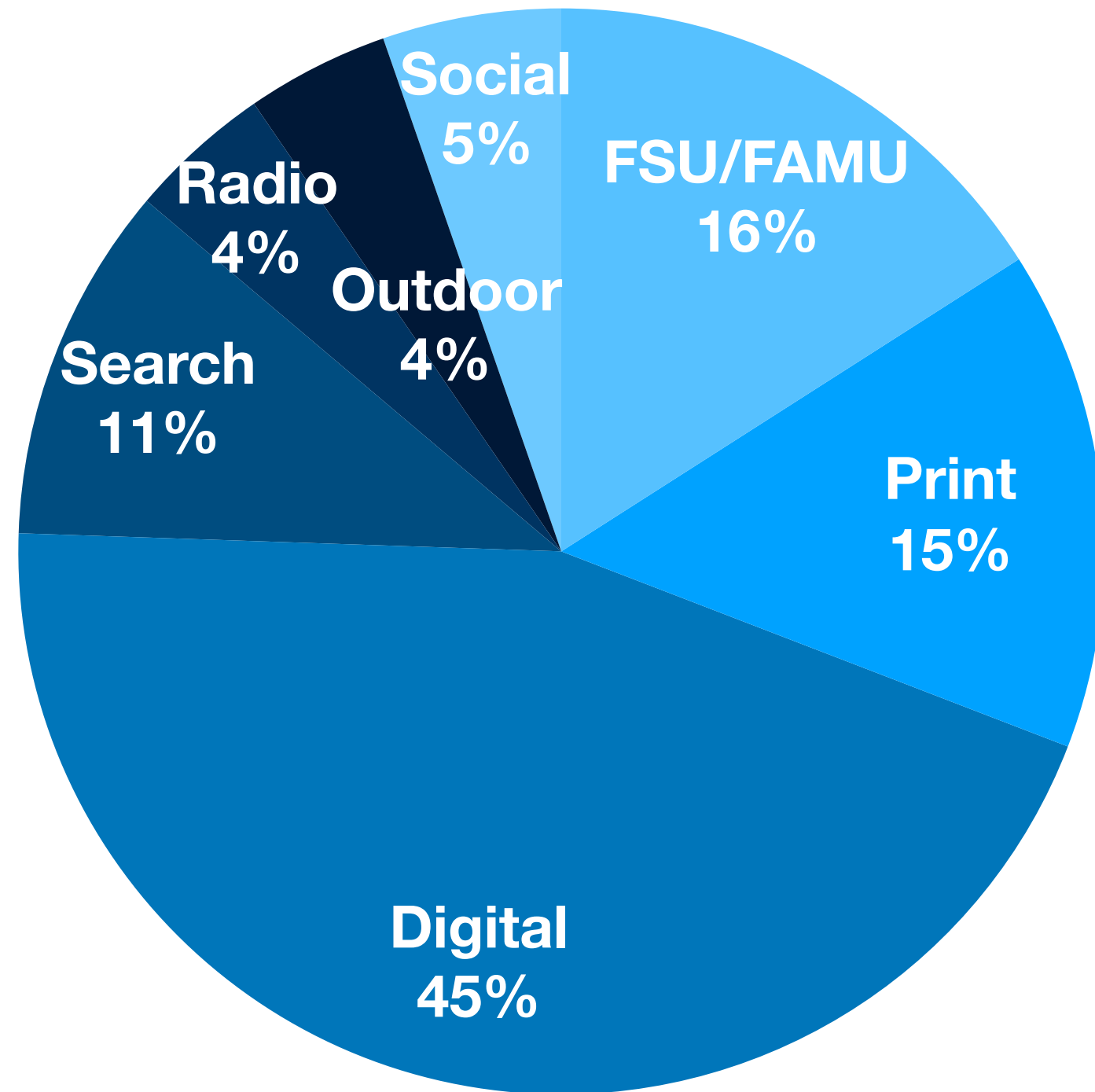
	2019/2020 FY	% of Total
FSU	\$89,500	10%
FAMU	\$40,000	5%
Outdoor	\$26,966	3%
Print + Digital	\$33,899	4%
Digital Media	\$263,750	30%
Paid Search	\$84,000	10%
Choose Tallahassee	\$10,000	1%
African American	\$27,000	3%
Arts & Culture	\$20,700	2%
Tallahassee Airport	\$30,000	3%
Meetings	\$10,500	1%
Sports	\$15,794	2%
Outdoors	\$33,600	4%
CCA Support	\$30,000	3%
Social	\$40,000	5%
FSU Watch Party	\$5,000	1%
Local	\$55,364	6%
Ad Serving	\$4,000	0%
Total	\$820,073	94%
Market Activations	\$60,000	7%
Grand Total	\$880,073	100%
Media Contingency	\$30,000	



YOY MEDIA ALLOCATION

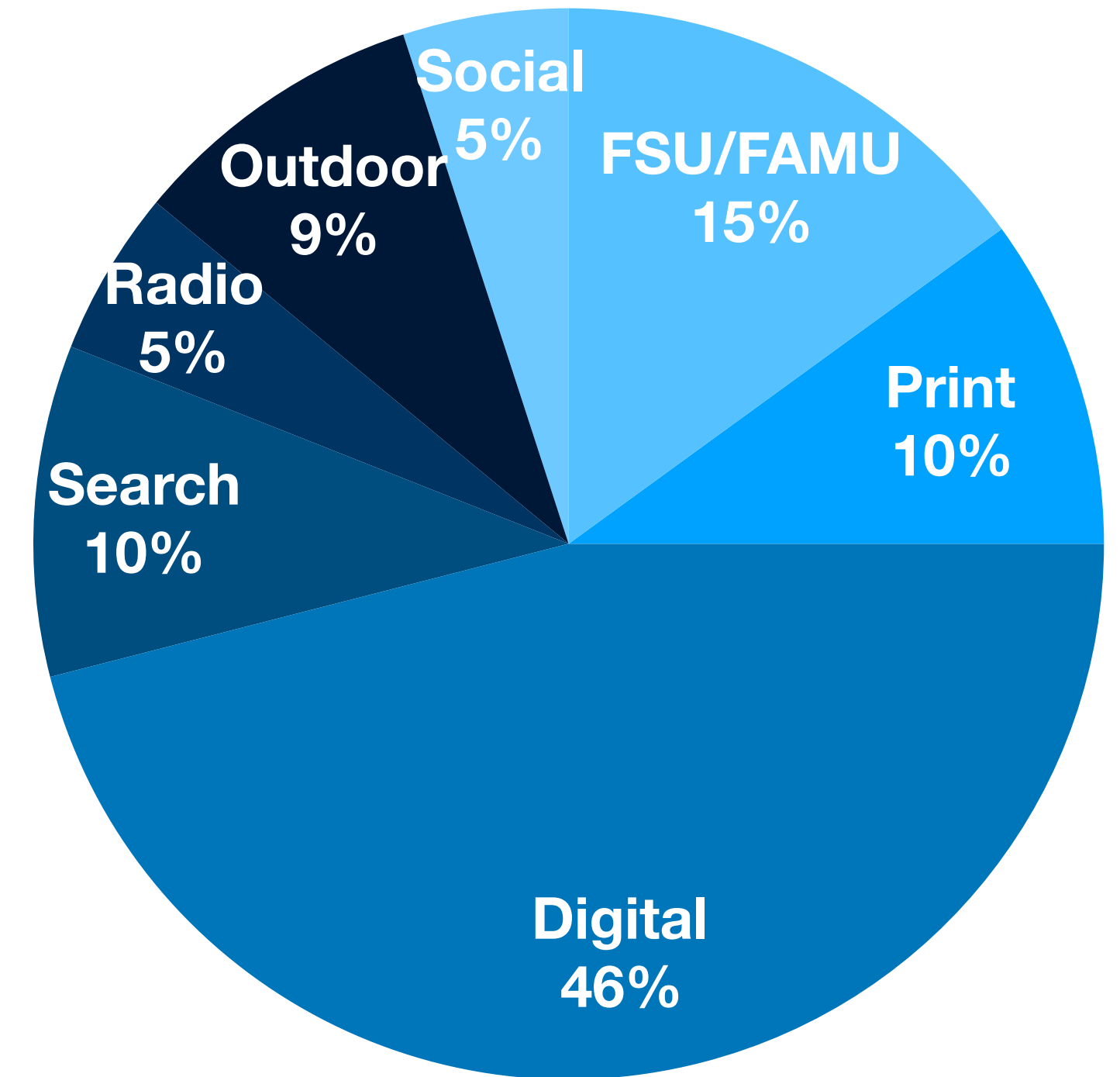
2018/2019

- FSU/FAMU
- Print
- Digital
- Search
- Radio
- Outdoor
- Social



2019/2020

- FSU/FAMU
- Print
- Digital
- Search
- Radio
- Outdoor
- Social



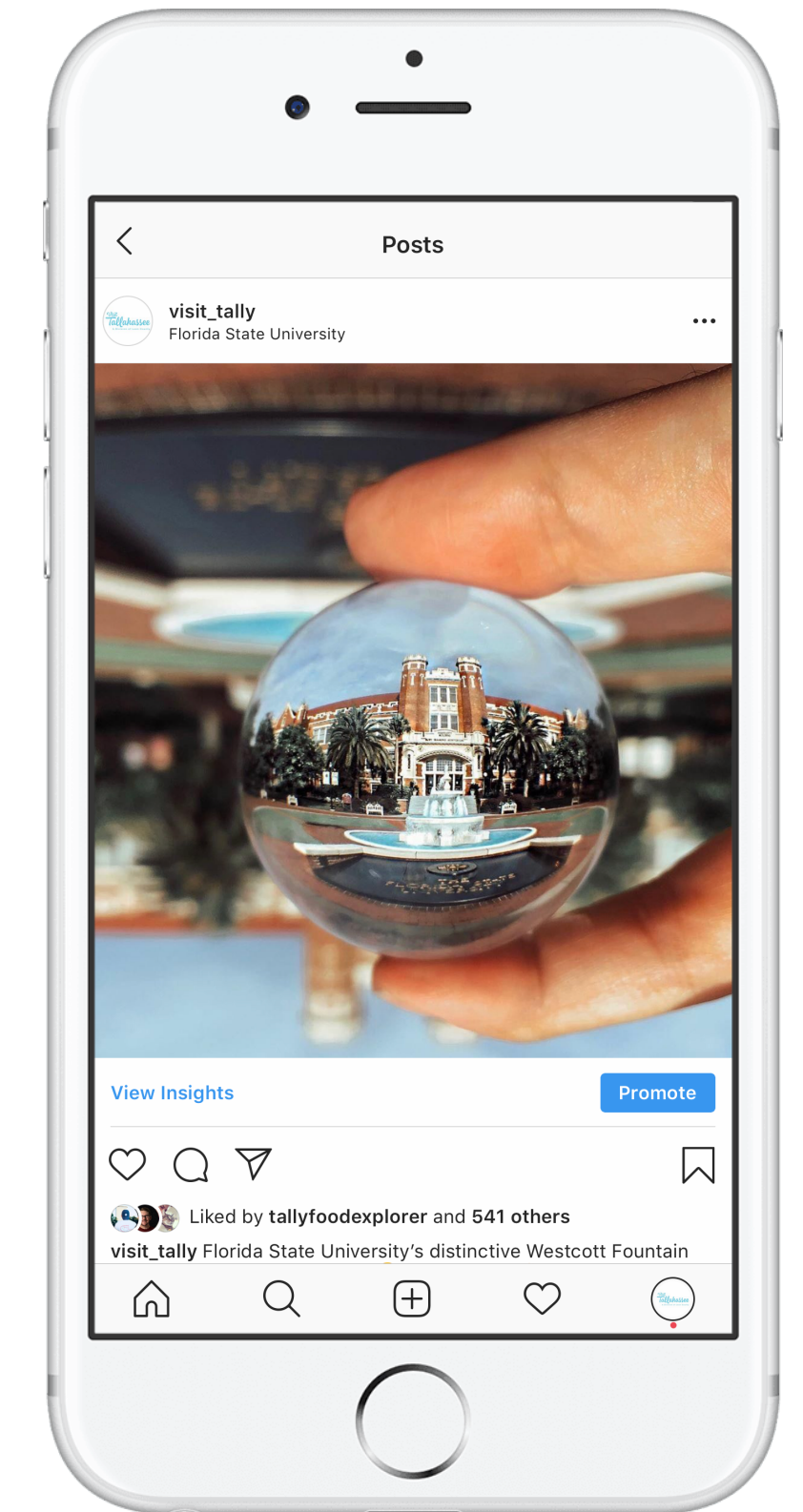
SOCIAL MEDIA OVERVIEW

- Expand destination awareness and further establish differentiation through our content strategy, as well as engage our fan base.
- Continue to expand and activate network of evangelists to increase authentic conversations.
- Own a larger share of voice within the competitive set.
- Activate a strategic paid social plan spanning multiple platforms to increase awareness, engagement, website traffic and followers.
 - Test psychographic, demographic and geographic targeting to reach and activate quality leads
- Make use of targeted seasonal campaigns and celebrities with strong connections to further segment paid media efforts and audience.
- Expand content development to take advantage of known algorithm drivers.
 - Utilize a combination of video, high-resolution imagery, and user generated content to tell the authentic story of the destination



SOCIAL MEDIA TACTICS

- Grow and engage local & out of market visitors efficiently and effectively through highly targeted media campaigns utilizing A/B testing and segmentation.
 - Drive traffic to our digital properties, including VisitTallahassee.com, Trailahassee.com and CapitalCityAmphitheater.com
- Develop and deploy content that aligns with both the primary and secondary content buckets below
 - Primary: Diversity, Outdoors, Cultural, and Sports
 - Secondary: Events, Experiences, Food & Craft Brew



PUBLIC RELATIONS OVERVIEW

- Pitch and partner with a diverse group of media outlets that speak to a wide-variety of audiences.
- Engage millennials and strategically partner with high-performing influencers to boost awareness.
 - Influencer Town Takeovers
- Showcase the variety of locations to the meetings and events trade community.
- Amplify earned placements and ownable content across multiple channels.
 - Incorporate SEO-driving anchor text and backlinks in negotiations.
- Leverage media dollars, earned and owned media channels to reach qualified audiences.
- Continue to proactively identify and present opportunities
- Secure promotions and co-brands to elevate the destination



MEDIA EXPERIENCES

- Conduct group tours and personal visits for high-impact journalists and digital influencers to impact story penetration
 - 2 Group Media Tours (goal: 6-8 attendees each)
 - Do It For The Gram FAM (Mar): A millennial driven focus to catapult social content with the picturesque backdrops, craft beer / dining and outdoor wonders throughout Tallahassee. Also, spotlighting spring events and festivals.
 - Epic Adventure FAM (Jun): Secure outdoor adventure influencers and media.
 - 12 Individual Stays
 - Timing: year-round
 - Theme: tailored to outlet/attendee
 - 4 Local Influencers
 - Timing: year-round
 - Theme: tailored to campaign goals



DIVERSITY

- Capitalize on seasonal and signature events, our rich history and culinary scene to feature our offerings more prominently through targeted media, editorial and digital content.
- Social Media:
 - Utilize a diverse range of influencers (local and in-market and create monthly content features to speak to the historic and modern day diverse offerings, i.e. Riley House, Asian Food Festival, Tallahassee Pride Festival
- Public Relations:
 - Target a variety of diverse media outlets for individual stays, group trips and pitching, including Essence, Ebony, OUT, Black Enterprise, Jet and Latina Magazine
- Media:
 - Allocate 3% in media investment to drive targeted awareness and destination engagement among potential African American visitors.



OUTDOORS

- Position Tallahassee as a top outdoor destination in the US for trails, mountain biking and birdwatching, aggressively promoting Trailahassee.com and our anticipated IMBA designation.
- Social Media:
 - Activate local outdoor enthusiast takeovers and feature our destination's beauty through Wanderlust photography on all channels, specifically Instagram
- Public Relations:
 - Target outdoors-specific media outlets for individual stays, group press trips and pitching, including Adventure Journal, The Backwoods Man, Outdoor Secrets, Birding and Biking
- Media:
 - Allocate 12% in media support to elevate destination exposure among outdoor and adventure travelers through targeted media, editorially focused on mountain biking, bird watching, hiking and kayaking.



ARTS AND CULTURE

- Capitalize on seasonal and signature events, performing and visual arts, museums and evolving culinary scene to inspire a diverse and growing mix of leisure travelers to our destination.
 - Expand editorial, photography and video asset library with event-based and cultural activities.
- Social Media:
 - Highlight cultural events in Your Weekend Itinerary and organic social calendars
- Public Relations:
 - Highlight and amplify top events to key regional and direct flight media markets.
- Media:
 - Allocate 13% of the media budget to target arts and culture through digital media and print publications
 - Provide new cultural arts cooperative opportunities, such as *Flamingo Magazine*, *Emerald Coast* as well as public broadcasting underwriting and digital media opportunities



LOCAL MARKETING

- Engage local community to participate in Seasoned Local program, as well as drive ticket sales for amphitheater concerts, and visibility for seasonal and legacy/signature events.
- Host partner learning sessions throughout the year to educate partners on destination enhancements and cooperative marketing.
- Social:
 - Continue to develop and deploy Trail of the Month and Seasoned Local campaigns
 - Activate local evangelists for Instagram takeover series
 - Encourage local fan engagement through surprise and delight activations on Twitter
- Media:
 - Allocate 7% in media to educate and engage local community.



Tallahassee Democrat.
PART OF THE USA TODAY NETWORK
Tallahassee.com



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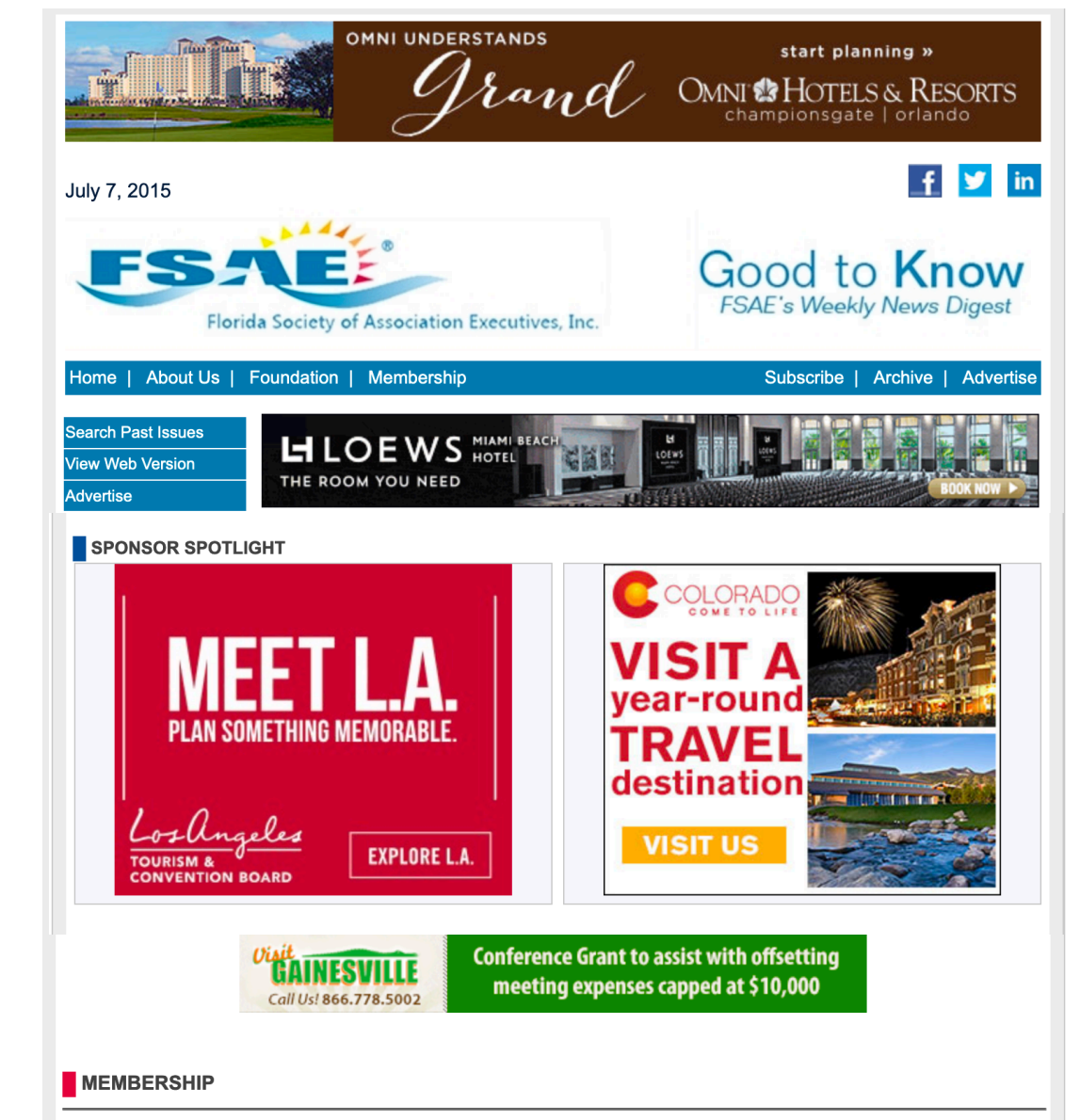
SPORTS MARKETING

- Launch and promote new Sports Microsite as a premium resource for sports rights holders and coaches
 - Cross promote through targeted media buy and email marketing.
- Social:
 - Develop a dedicated social media strategy to activate simultaneously with the launch of the Sports website
- Media:
 - Allocate 2% in media to engage sports share holders
 - Educate sports rights holders of our world class venues and facilities
 - Use a mix of print and digital executions including enhanced listings and advertorials with publications and organizations that reach sporting event decision makers and provide trackability



MEETING PLANNER TARGETED MEDIA

- Promote Tallahassee's meeting experiences and team building adventures to meeting planners, influencers and decision makers through digital channels that offer the ability to download the Visit Tallahassee meeting planner guide
- Public Relations:
 - Pitch meetings and industry trade media outlets, as well as trend forecasting and pitch stories such as the top 10 most unconventional meeting spaces in the destination
- Media:
 - Allocate 1% in media to educate meeting planners about area meeting options
 - Reach meeting planners, influencers and decision makers through digital channels that offer the ability to download the meeting planners guide



MARKET ACTIVATIONS

- Expand on the ground activations to include Dallas in FY 2020, in addition to continuing activations in Atlanta and Tampa markets.
 - Optimize footprint in and around each festival or event to increase leads and market exposure.
 - Develop custom collateral and promotional items, featuring seasonal events, redeemable offers and partners.
- Media:
 - Expand paid media support to include Pandora radio in addition to digital media, paid social and search.
 - Allocating 7% in paid media support
- Public Relations:
 - Create meaningful and impactful face-to-face interviews with key media / top publications in select target markets to build relationships and expedite publicity saturation.
 - 5-10 media appointments per mission (depending on size of market)
 - Include OEV and tourism partners (including sports/meetings) as available.



MEASUREMENT AND REPORTING

Reporting Dashboards



- **Actual Performance**
Impact on TDT collections, competitive reporting, YTD comps.
- **Digital Performance**
Website(s), e.mail, click thru, CPC, campaign, traffic generation, etc.
- **Social Media Performance**
Engagement, sentiment, interest, benchmark vs comp set, visit intent.
- **Public Relations Production**
Audience, market and storyline penetration. To include reach and total exposure.
- **Actual Site Learnings**
Audiences, traffic sources, top pages, demographics, device, recommended adjustments.



BUDGET OVERVIEW

	FY 2020	% of Total
ADVERTISING (SERVICES / SOCIAL / PROJECT MANAGEMENT / PRODUCTION)	\$393,000	23%
MEDIA PLACEMENTS (PRINT / DIGITAL / OUTDOOR)	\$850,073	50%
IN-MARKET ACTIVATION (ATLANTA / TAMPA / DALLAS)	\$100,000	6%
DIGITAL (SITE MAINTENANCE / HOSTING / SEO / ANALYTICS / DEVELOPMENT)	\$228,400	13%
PUBLIC RELATIONS (SERVICES / IMPLEMENTATION)	\$137,500	8%
TOTAL	\$1,708,973	100%





THANK YOU!



FY20 COCA Cultural Grant Awards

Administered on behalf of the City of Tallahassee and Leon County

FY20 COCA Cultural Grant Program Funding Summary

Total TDT Funding: \$1,000,000.00

Total General Revenue Funding: \$141,898.00

Total Award Funding: \$1,141,898.00

Funding is recommended for 19 organizations presenting 34 programs.

1. Artist Series of Tallahassee

\$19,692.00 Total Award

Funding will support the public concert series featuring world-renowned classical music ensembles and soloists held at Opperman Hall, FSU and an expanded five-day Artist-in-Residence music outreach program for underserved youth and seniors, including a public concert; two mini educational outreaches in the Fall and Spring through school visits, libraries, or master classes.

Grant # CG2020-1101- 2019-2020 Public Concert Series

\$10,692.00 (TDT)

Grant # CG2020-1102-Expanded Artist in Residence Program

\$9,000.00 (General Revenue)

2. FSU Challenger Learning Center

\$132,433.00 Total Award

Funding supports STEAM-based interactive activities and programming for K-12 students to increase their skills and creativity. Science, Technology, Engineering, Arts & Mathematics as well as theatre programming (IMAX 3D & Planetarium) which provides culturally relevant, educational programming in advanced, immersive theatre formats for a powerful movie experience.

Grant #CG2020-2401- STEAMing

\$46,724.00 (TDT)

Grant #CG2020-2402- IMAX and Planetarium Programming

\$85,709.00 (TDT)

3. FSU Museum of Fine Arts

\$15,000.00 Total Award

Funding supports the spring 2020 exhibition - "Storms Past & Future" - and its associated educational and community outreach programs will provide diverse audiences with opportunities for creative expression through art making, interactive, interdisciplinary learning, and exploration of social and cultural issues centered around themes of geography, catastrophic weather, and resiliency.

Grant # CG2020-0901- Storms Past and Future

\$15,000.00 (TDT)



4. Goodwood Museum and Gardens

\$80,000.00 Total Award

Funding supports care and exhibition of historic collections, as well as theatrical, musical, visual arts, and educational programming. The Main House museum, “One Place, Two Worlds” initiative, and “Prohibition and Preservation” exhibits draw national and international visitors. Inclusive programming built on innovative partnerships engages diverse audiences and encourages repeat visitation.

Grant #CG2020-2101- <i>The Workers and the Wealthy Exhibit</i>	\$46,000.00 (TDT)
Grant #CG2020-2102- <i>Cultural and Educational Programming</i>	\$34,000.00 (TDT)

5. Irish Repertory Theater

\$3,375.00 Total Award

The Irish Repertory Theater requests funds to produce *Endgame* by Samuel Beckett, a play considered by critics to be one of his most important contributions to postmodern European and American Theater. International scholar Stanley Gontarski will lead pre-show discussions and conduct question and answer sessions.

Grant #CG2020-0101- <i>Endgame</i>	\$3,375.00 (TDT)
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6. John Gilmore Riley Center/Museum

\$50,000.00 Total Award

To document, preserve and promote the African-American history and culture of Tallahassee/Leon County, 1865 to 1968, through research, collections and oral histories of those who lived it and share it with diverse audiences as an enduring public resource through education and tourism.

Grant #CG2020-1701- <i>The Beat of Freedom</i>	\$20,200.00 (TDT)
Grant # CG2020-1702- <i>Legacy and Learning</i>	\$29,800.00 (TDT)

7. LeMoyne Arts

\$71,199.00 Total Award

Funding will support art exhibits and increase local artist outreach and tourism options; infuse community experiences with diverse artistic expressions; expand exhibition programming, learning opportunities for young and life- long learners, and increase tourism.

Grant # CG2020-2001- <i>Ongoing Arts Exhibits</i>	\$59,199.00 (TDT)
Grant # CG2020-2002- <i>Beyond the Exhibits: Expanded Initiatives</i>	\$12,000.00 (TDT)



8. Mickee Faust Alternative Performance Community

\$14,000.00 Total Award

Supports the Spring Cabaret, a community-based live theater project which is central to the company's performance outreach mission, outreach efforts, as well as the month-long "Queer as Faust" festival which includes six performances of original material, a film, and a visiting artist/community workshop.

Grant # CG2020-0801- <i>Spring Cabaret</i>	\$6,500.00 (TDT)
Grant # CG2020-0802- <i>Queer as Faust</i>	\$7,500.00 (TDT)

9. Southern Shakespeare Company

\$45,800.00 Total Award

Funding will support SSC's expanding educational programming, including school visits by Shakespeare Man, Sonnet Man, their Bardlings program, and our after-school programs as well as SSC's touring productions of "A Town Divided" and "A Moveable Midsummer Night's Dream."

Grant # CG2020-1601- <i>Education Outreach In Class and Afterschool</i>	\$30,750.00 (General Revenue)
Grant # CG2020-1602 - <i>Shakespeare on the Run</i>	\$15,050.00 (TDT)

10. Tallahassee Bach Parley

\$36,014.00 Total Award

Funding supports the series of four concerts of Baroque music performed by professional musicians on period instruments with educational commentary as well as the Bach Parley String Academy's "Kids Go for B'roque" concert.

Grant #CG2020-1501- <i>Concert Series</i>	\$24,000.00 (TDT)
Grant # CG2020-1502- <i>Community Engagement</i>	\$12,014.00 (General Revenue)

11. Tallahassee Civic Chorale

\$6,750.00 Total Award

The project, consisting of three major concerts, is designed to be family-friendly and community-oriented, in order to reflect the Tallahassee/Leon County community, and thereby attract the greatest number of residents and visitors to their concerts.

Grant #CG2020-0301- <i>2019-2020 Concert Season</i>	\$6,750.00 (TDT)
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12. Tallahassee Community Chorus

\$16,200 Total Award

The Tallahassee Community Chorus seeks grant funding in support of its 2019-2020 concert season. The Chorus offers singing opportunities to community members and students and provides FSU graduate students with conducting and internship opportunities. Diverse populations of the community are engaged to perform and attend performance performances as patrons.

Grant # CG2020-1001- <i>Masterworks Series</i>	\$9,000.00 (TDT)
Grant # CG2020-1002- <i>Unity Concert</i>	\$7,200.00 (TDT)

13. Tallahassee Museum of History and Natural Science

\$325,000.00 Total Award

The Museum seeks funding to collect, conserve and interpret the region's natural and cultural history; Offer educational programs to audiences of all ages; Market its activities and contribute to our area's economic and tourism development efforts; Remain accessible to audiences through special programs, free admission and scholarships.

Grant #CG2020-2501- <i>Collections, Research, and Exhibitions Programs</i>	\$199,938.00 (TDT)
Grant #CG2020-2502- <i>Educational Programs and Cultural Events</i>	\$125,062.00 (TDT)

14. Tallahassee Symphony Orchestra

\$108,691.00 Total Award

Funding will be used to support the Tallahassee Symphony Orchestra's subscription and community outreach and educational concerts.

Grant # CG2020-2301- <i>2019-20 Subscription Series</i>	\$80,684.00 (TDT)
Grant # CG2020-2302- <i>Community Engagement and Outreach Concerts</i>	\$17,845.00 (TDT)
	\$10,162.00 (General Revenue)

15. Tallahassee Youth Orchestras

\$29,172.00 Total Award

The Tallahassee Youth Orchestras is the Big Bend's only comprehensive orchestral training program serving children of all levels and ages with four orchestras and several chamber ensembles. Through music instruction, performances, and partnerships, the TYO seeks to provide quality music programs and community performances that strengthen the Tallahassee Community.

Grant # CG2020-1301- <i>30th Anniversary Concert</i>	\$19,900.00 (TDT)
Grant # CG2020-1302- <i>Community Outreach and Education</i>	\$9,272.00 (General Revenue)



16. The Tallahassee Ballet

\$88,245.00 Total Award

The Tallahassee Ballet requests funds to support The Tallahassee Ballet’s upcoming season and professional workshops and cultural opportunities for youth programs through community and outreach education.

Grant # CG2020-2201- *2019-2020 Season* \$61,245.00 (TDT)
Grant # CG2020-2202- *Cultural Opportunities for Youth* \$27,000.00 (General Revenue)

17. Theater with a Mission

\$10,000.00 Total Award

Theatre with a Mission brings people to Florida’s capital county- where this historic transition took place- to explore what this milestone in Florida’s history means, through premiering a new play and showcasing it in unique festivals.

Grant #CG2020-0601- *Florida for Sale* \$10,000.00 (TDT)

18. Theatre Tallahassee

\$20,327.00 Total Award

Theatre Tallahassee is seeking programming support for its upcoming season and education programming. The theater is a volunteer-driven, community theater that will be producing eight shows for the upcoming season, and supporting their senior education program.

Grant # CG2020-1801- *2019-20 Production Season* \$17,627.00 (TDT)
Grant # CG2020-1802- *Educational Programs Senior Acting Up* \$2,700.00 (General Revenue)

19. Young Actors Theatre

\$70,000.00 Total Award

To introduce more youth and families to live musical theatre by implementing and expanding YAT’s annual community outreach programs and to assist with costs associated with producing and promoting a professional quality theatrical season of performances. Both programs will contribute positively to the community’s local, regional, and tourism appeal.

Grant # CG2020-1901- *Community Outreach* \$41,000.00 (General Revenue)
Grant #CG2020-1902- *Mainstage Season* \$29,000.00 (TDT)



FY20 Cultural Grant Program Panelists

Danny Goddard, luthier and owner of Jett Instrument Company, performing artist with The New 76ers, professor of Geology and Environmental Science at Florida State University.

Ginny Grimsley, visiting professor in creative writing (poetry) at FSU, creator of programs for incarcerated women in Florida and manager of arts grants for the Division of Cultural Affairs, creator of The Blue Pen Project.

Mike Norris, assistant organist and choir director at St. John's Episcopal Church and adjunct professor in the theatre department at Tallahassee Community College.

Brinda Pamulapati, founding owner of called Venvi Art Gallery.

Sam Patel, hotelier and member of the Tourist Development Council.

Aja Roche, Director of the FAMU Foster-Tanner Fine Arts Gallery and teaches Museum Studies courses in the FAMU Visual Art Program.

Giselle Sherry-Marsh, Director for K-12 School Improvement, Accountability, and Testing for Leon County Schools and former principal of Raa Middle School.

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FY20 COCA Cultural Grant Program Recommendations

Applicants	Organization	Program	Total Funding	Total TDT	Total Gen Rev
1	Artist Series of Tallahassee	Expanded Artist In Residence Program	\$9,000.00		\$9,000.00
	Artist Series of Tallahassee	2019-2020 Public Concert Series	\$10,692.00	\$10,692.00	
2	Challenger Learning Center	STEAMing	\$46,724.00	\$46,724.00	
	Challenger Learning Center	IMAX and Planetarium Programming	\$85,709.00	\$85,709.00	
3	FSU Museum of Fine Arts	Storms Past and Future	\$15,000.00	\$15,000.00	
4	Goodwood Museum and Gardens	Cultural and Eductaional Programming	\$34,000.00	\$34,000.00	
	Goodwood Museum and Gardens	The Workers and the Wealthy	\$46,000.00	\$46,000.00	
5	Irish Repertory Theater	Endgame	\$3,375.00	\$3,375.00	
6	John Gilmore Riley Center/Museum	The Beat of Freedom	\$20,200.00	\$20,200.00	
	John Gilmore Riley Center/Museum	Legacy and Learning	\$29,800.00	\$29,800.00	
7	LeMoyne Arts	Beyond the Exhibits; Expanded Initiatives	\$12,000.00	\$12,000.00	
	LeMoyne Arts	Ongoing Art Exhibits	\$59,199.00	\$59,199.00	
8	Mickee Faust Alternative Performance Community	Mickee Faust's Spring Caberet	\$6,500.00	\$6,500.00	
	Mickee Faust Alternative Performance Community	Queer as Faust Festival	\$7,500.00	\$7,500.00	
9	Southern Shakespeare Company	Shakespeare on the Run	\$15,050.00	\$15,050.00	
	Southern Shakespeare Company	Education Outreach In Class and Afterschool	\$30,750.00		\$30,750.00
10	Tallahassee Bach Parley	Community Engagement	\$12,014.00		\$12,014.00
	Tallahassee Bach Parley	Concert Series	\$24,000.00	\$24,000.00	
11	Tallahassee Civic Chorale	19-20 Concert Season	\$6,750.00	\$6,750.00	
12	Tallahassee Community Chorus	Unity Concert	\$7,200.00	\$7,200.00	
	Tallahassee Community Chorus	Masterworks Series	\$9,000.00	\$9,000.00	
13	Tallahassee Museum of History and Natural Science	Educational Programs and Cultural Events	\$125,062.00	\$125,062.00	
	Tallahassee Museum of History and Natural Science	Collections, Research, and Exhibitions Programs	\$199,938.00	\$199,938.00	
14	Tallahassee Symphony Orchestra	19-20 Community Engagement and Outreach Concerts	\$28,007.00	\$17,845.00	\$10,162.00
	Tallahassee Symphony Orchestra	19-20 Subscription Series	\$80,684.00	\$80,684.00	
15	Tallahassee Youth Orchestras	Community Outreach and Education	\$9,272.00		\$9,272.00
	Tallahassee Youth Orchestras	30th Anniversary Concert	\$19,900.00	\$19,900.00	
16	The Tallahassee Ballet	Cultural Opportunity for Youth	\$27,000.00		\$27,000.00
	The Tallahassee Ballet	19-20 Season	\$61,245.00	\$61,245.00	
17	Theater with a Mission	Florida for Sale	\$10,000.00	\$10,000.00	
18	Theatre Tallahassee	Educational Programming Senior Acting Up Program	\$2,700.00		\$2,700.00
	Theatre Tallahassee	19-20 Production Season	\$17,627.00	\$17,627.00	
19	Young Actors Theatre	Mainstage Season	\$29,000.00	\$29,000.00	
	Young Actors Theatre	Community Outreach	\$41,000.00		\$41,000.00
TOTAL			\$1,141,898.00	\$1,000,000.00	\$141,898.00