

LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2025
(FY2025 Q3)

Visitor Tracking Study



Visit
Tallahassee
Pretty. Unexpected.



downs & st. germain
RESEARCH

STUDY OBJECTIVES: VISITOR JOURNEY



METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **528 visitors** at the Tallahassee International Airport, the Tallahassee Museum, parks, attractions, and events between **April 1st and June 30th, 2025 (Quarter 3)**.

WHAT HAPPENED IN TALLAHASSEE: APR-JUNE 2025



Word of South Festival

Chain of Parks Art Festival

Concerts

Emancipation Day

Juneteenth

Southern Shakespeare Festival

ASG Capital Cup



FY25 Q3 ECONOMIC SNAPSHOT



63.5%

OCCUPANCY
RATE

↑ 1.2%



\$131.44

AVERAGE DAILY
RATE

↑ 9.8%



628,400

VISITOR
NUMBER*

↓ 2.1%



\$205,088,900

DIRECT
SPEND

↑ 6.8%

Vs. 2024



Visit
Tallahassee
Pretty. Unexpected.

*Spending is up despite visitor number being down due to a higher spend per visitor.

FY25 Q3 VISITOR SNAPSHOT

Compared to April-June 2024:

- » Though slightly **fewer visitors** came to Tallahassee (-2.1%), they **spent more money** while in the area (+6.8%)
- » This quarter saw more visitors **using friends and family as a trip planning source** (+14% points)
- » More visitors came to the area for a **special event** (+7% points) or to **enjoy nature** (+6% points)
- » Fewer visitors were in the area for the **first time** (-4% points)
- » Going along with the increase in repeat visitors, this quarter's visitors were more likely to **rely on prior knowledge of the area** in their trip planning (+15% points)
- » In line with a national trend of visitors spending less on non-essentials during their trips, fewer visitors **went out to eat** (-17% points) and fewer **went shopping** (-16% points)
- » Also in line with cutting costs, this quarter saw more visitors from **Florida** and the **Southeast** (+7% points) and fewer from **other parts of the country**





EXECUTIVE SUMMARY

STUDY OBJECTIVES: VISITOR JOURNEY



TOURISM SNAPSHOT: KEY METRICS FY25 VS FY24

	April-June 2024	April-June 2025	Percent Change
Visitors ¹	642,200	628,400	- 2.1%
Direct Expenditures ²	\$192,014,300	\$205,088,900	+ 6.8%
Total Economic Impact ³	\$314,903,500	\$336,345,800	+ 6.8%

	April-June 2024	April-June 2025	Percent Change
Occupancy ⁴	62.7%	63.5%	+ 1.2%
Room Rates ⁴	\$119.66	\$131.44	+ 9.8%
Room Nights ⁴	392,400	396,400	+ 1.0%
TDT Collections ⁵	\$2,281,604	\$2,660,099	+ 16.6%

¹Spending is up despite visitor number being down due to a higher spend per visitor.

²Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³Multiplier for both FY2024 and FY2025 is 1.64.

⁴From STR, DBPR, and Key Data (via Zartico).

⁵From Leon County Tax Collector.



SESSION YEAR COMPARISON: FY25 VS FY23¹

	April-June 2023	April-June 2025	Percent Change
Visitors ²	614,900	628,400	+ 2.2%
Direct Expenditures ³	\$186,719,000	\$205,088,900	+ 9.8%
Total Economic Impact ⁴	\$308,566,200	\$336,345,800	+ 9.0%

	April-June 2023	April-June 2025	Percent Change
Occupancy ⁵	61.8%	63.5%	+ 2.8%
Room Rates ⁵	\$123.00	\$131.44	+ 6.9%
Room Nights ⁵	363,500	396,400	+ 9.1%
TDT Collections ⁶	\$2,444,975	\$2,660,099	+ 8.8%

¹Represents a YOY comparison of economic impact metrics in Leon County while the Legislature was in session.

²A higher visitor number and ADR contributed to greater direct spending and economic impact.

³Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

⁴Multiplier for FY2025 updated to 1.64 from 1.65 in FY2023.

⁵From STR, DBPR, and Key Data (via Zartico).

⁶From Leon County Tax Collector.



TOURISM SNAPSHOT: KEY METRICS YEAR TO DATE

	FY24 YTD ¹	FY25 YTD ¹	Percent Change
Visitors	1,883,000	1,955,700	+ 3.9%
Direct Expenditures ²	\$601,409,900	\$664,821,100	+ 10.5%
Total Economic Impact	\$986,312,300	\$1,090,306,600	+ 10.5%
Room Nights ³	1,120,300	1,232,200	+ 10.0%
TDT Collections ⁴	\$7,033,529	\$7,510,465	+ 6.8%

¹Year to Date data includes Oct-June of the given fiscal year.

²Includes spending for accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

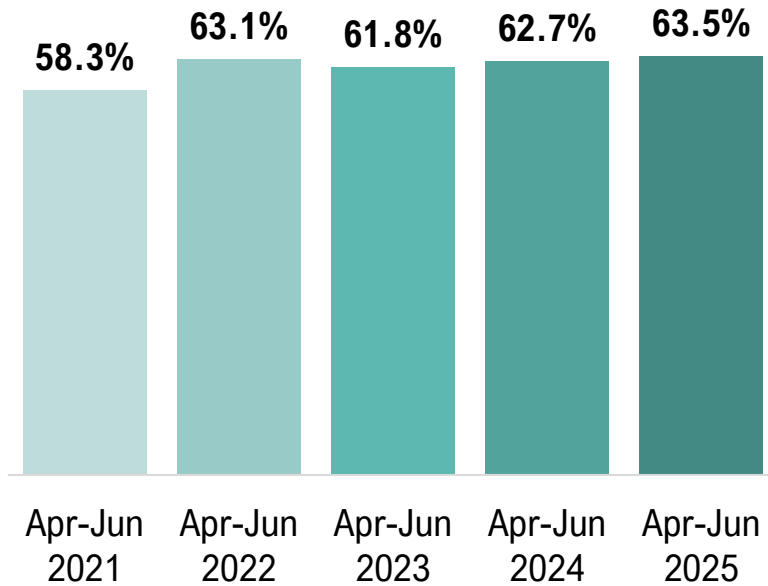
³From STR, DBPR, and Key Data (via Zartico).

⁴From Leon County Tax Collector.

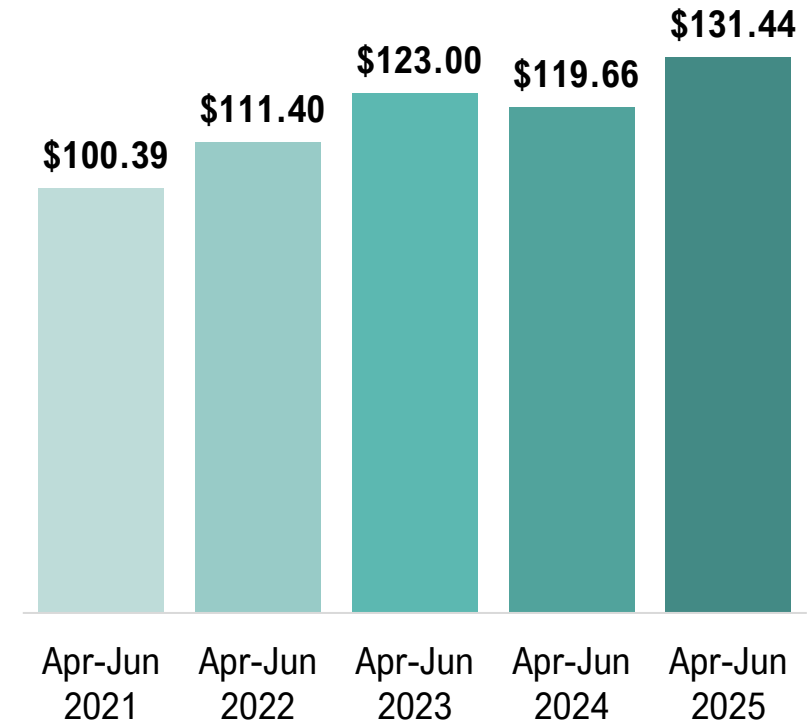


5-YEAR VIEW – LODGING METRICS

Occupancy Rate

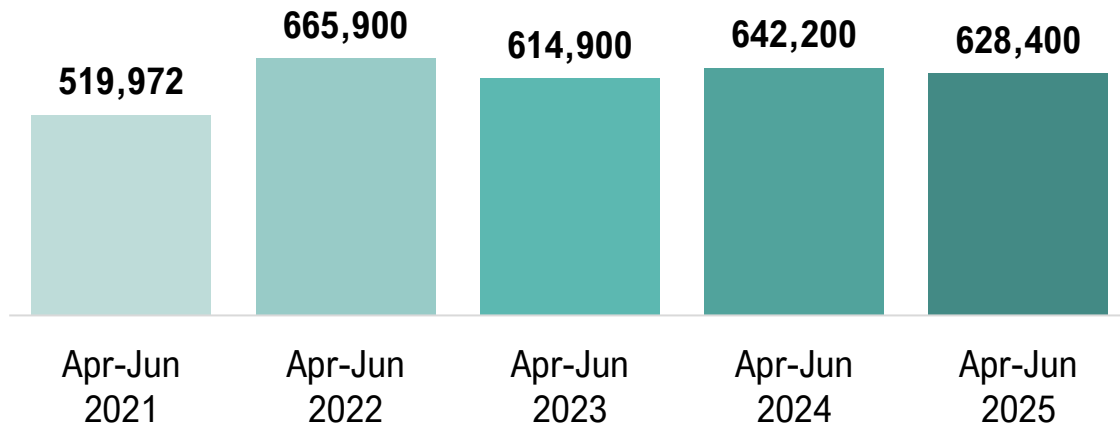


Average Daily Rate

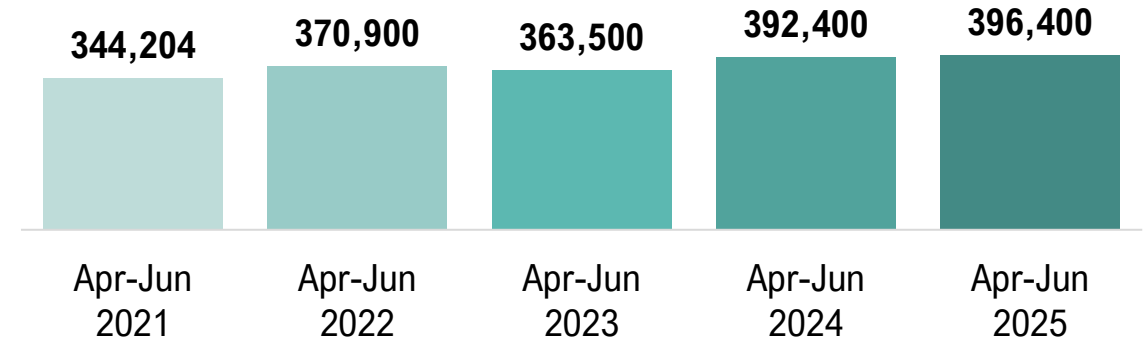


5-YEAR VIEW – KEY METRICS

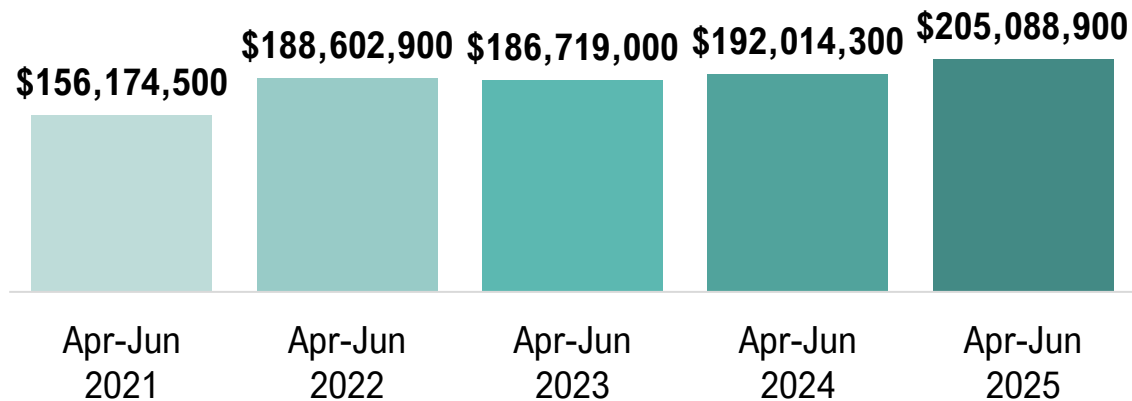
Visitors



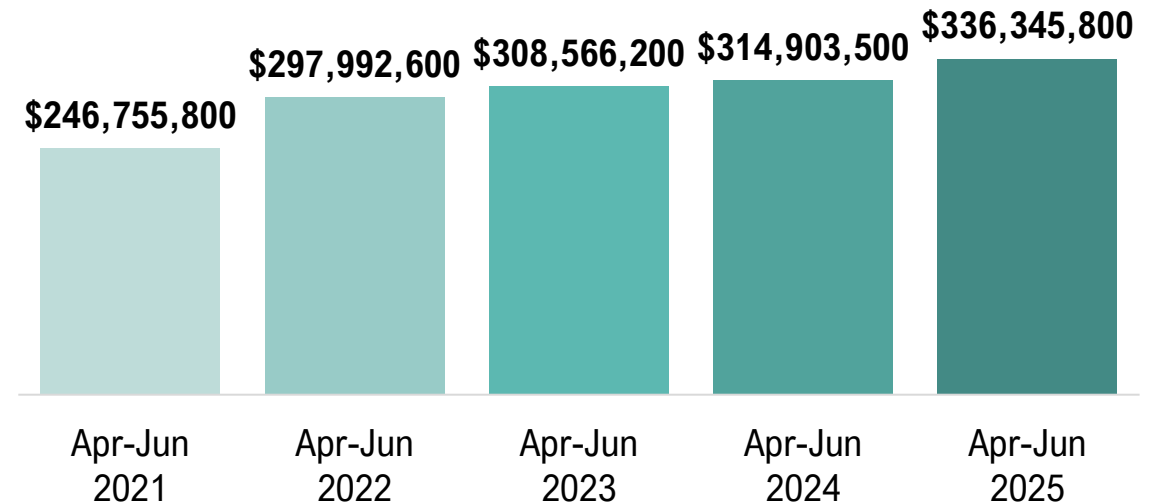
Room Nights



Direct Spending



Economic Impact



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q3 TRIP PLANNING



64% of visitors planned their trip a month or less in advance



Tallahassee was 85% of visitors' primary destination



Top trip planning sources in FY25 Q3*:



46% Talk to friends/family



42% Prior area knowledge



28% Google search



16% Social media

*Multiple responses permitted.

FY25 Q3 ADVERTISING INFLUENCE



1 in 10 visitors recalled advertising for the Tallahassee area



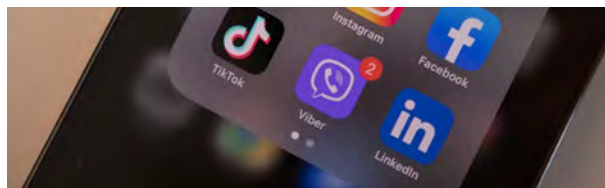
This information influenced **5%** of all visitors to come to the area



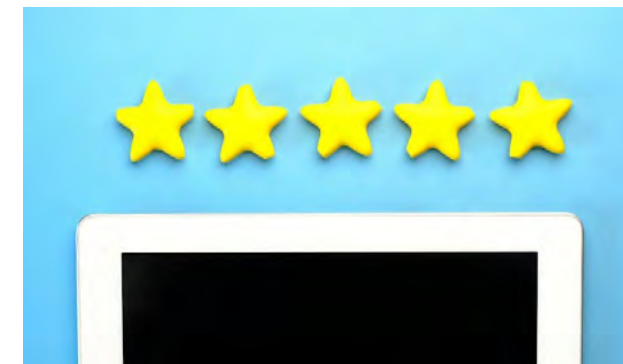
Top sources of ad recall in FY25 Q3*:



3% Personal social media



2% Visit Tallahassee social media



1% Traveler reviews/blogs



*Multiple responses permitted. Percents out of all visitors.

FY25 Q3 REASONS FOR VISITING*



The top reasons visitors came to the Tallahassee area in FY25 Q3:



34% Visit friends and relatives



23% Special event



22% Relax and unwind



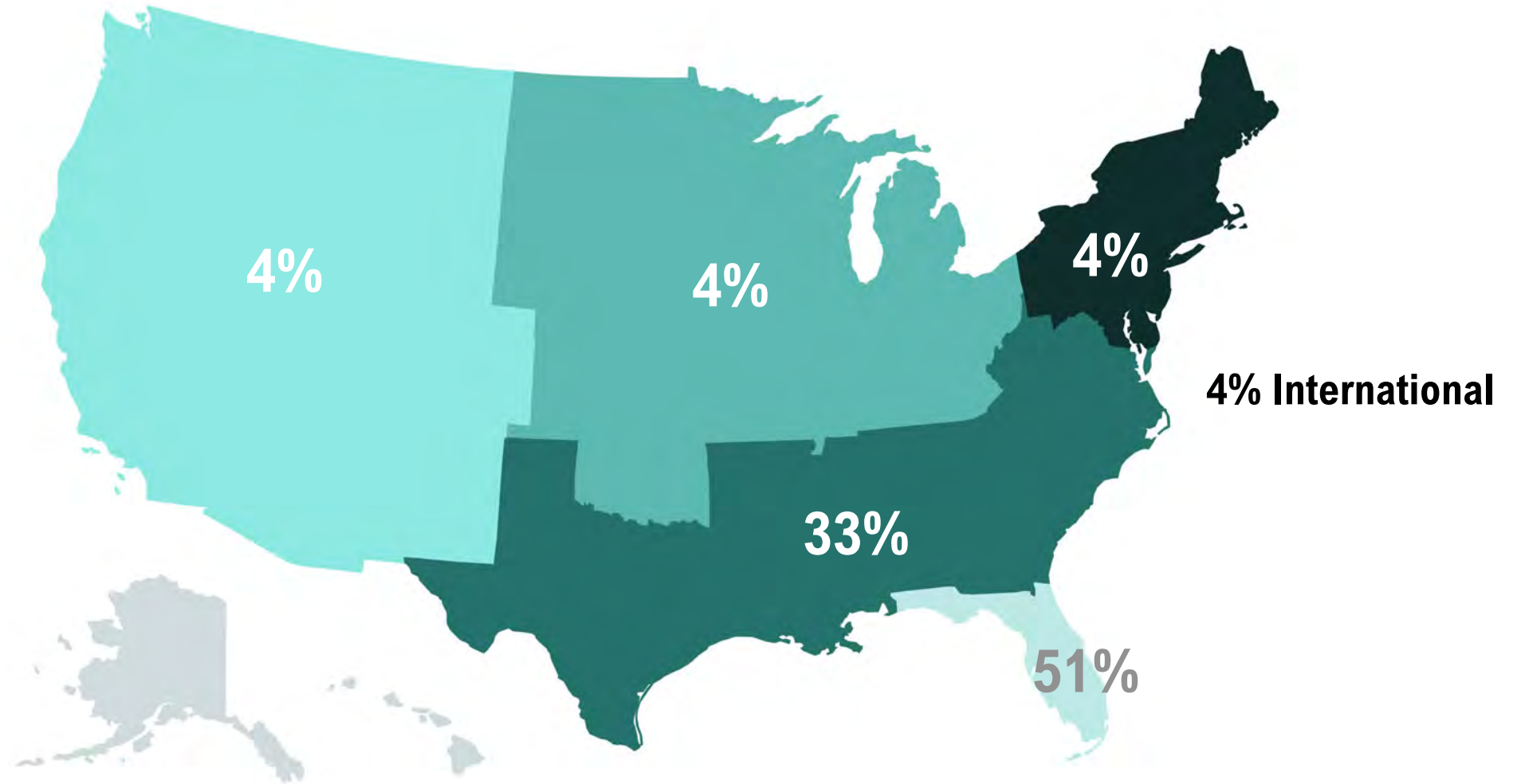
18% Business

*Multiple responses permitted.

STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q3 REGION OF ORIGIN



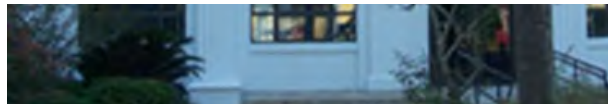
FY25 Q3 TOP ORIGIN MARKETS



The top visitor markets in FY25 Q3:



14% Surrounding Areas*



8% Atlanta



8% Miami-Fort Lauderdale



*Includes counties surrounding Tallahassee and Thomasville.

FY25 Q3 VISITOR PROFILE



Average travel party size was 2.5 and 33% of visitors traveled with children



The average visitor in FY25 Q3:

- Is 45 years old
- Has a median household income of \$87,000 per year
- Educational attainment:
 - Bachelor's degree or higher (69%)
 - Some college/assoc. degree (23%)
 - High school degree (4%)
 - Trade school/technical degree (4%)
- Is married (61%)
- Race/ethnicity breakdown:
 - Caucasian (69%)
 - African American (18%)
 - Hispanic (10%)
 - Asian (2%)
 - Other race/ethnicity (1%)



STUDY OBJECTIVES: VISITOR JOURNEY



FY25 Q3 ACCOMMODATIONS AND VISITATION*



Nearly **half** of Tallahassee visitors stayed in a hotel



Typical visitors spent **2.9** nights in Tallahassee



Over **1 in 5** were first-time visitors to the area



47% Hotel



27% Friends/family's home



16% Day tripper



*10% of visitors stayed in other types of accommodations.

FY25 Q3 TOP VISITOR ACTIVITIES*



While in Tallahassee, visitors spent their time:



50% Restaurants



47% Visiting friends/family



47% Relaxing/unwinding



28% Special event



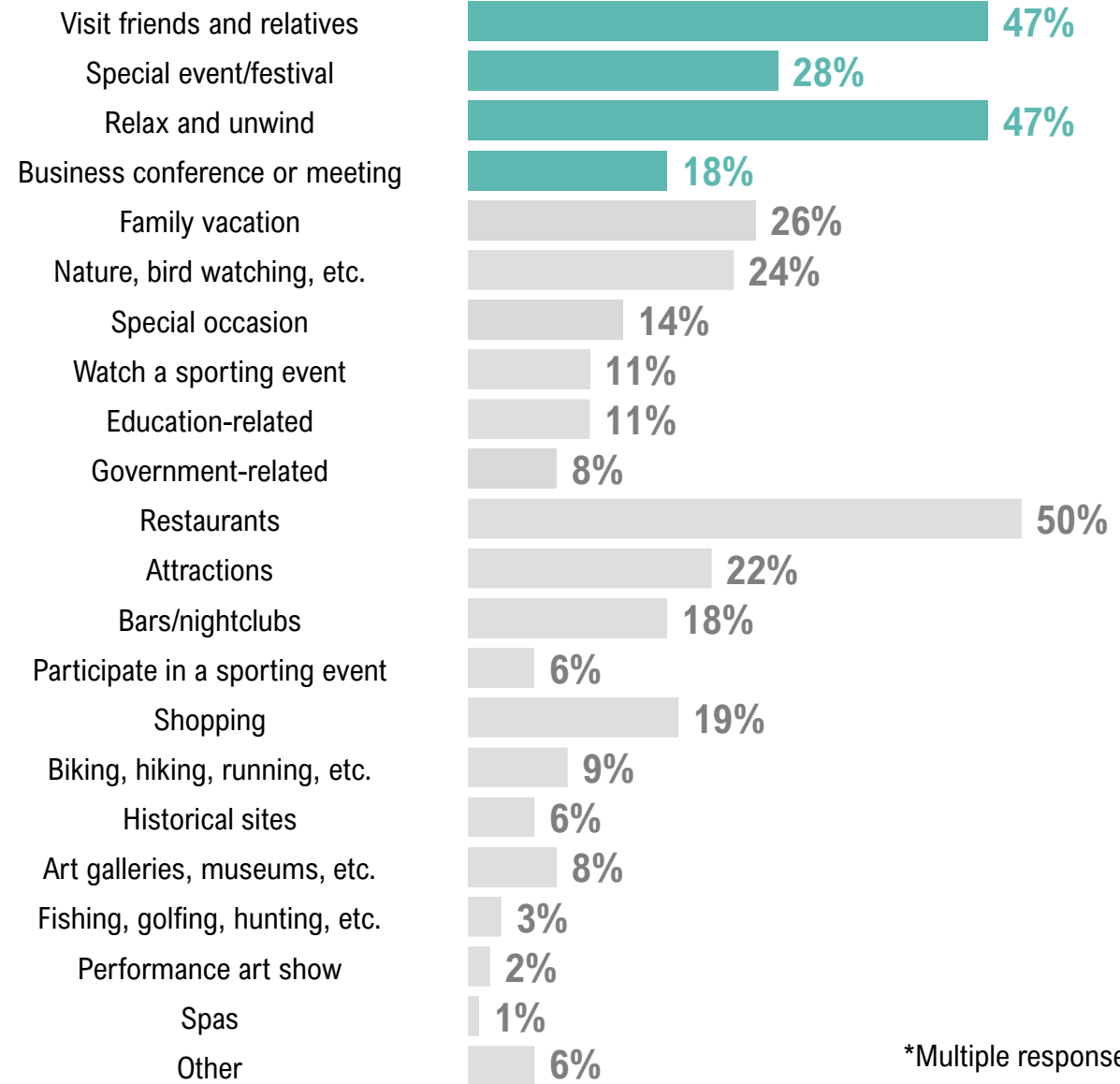
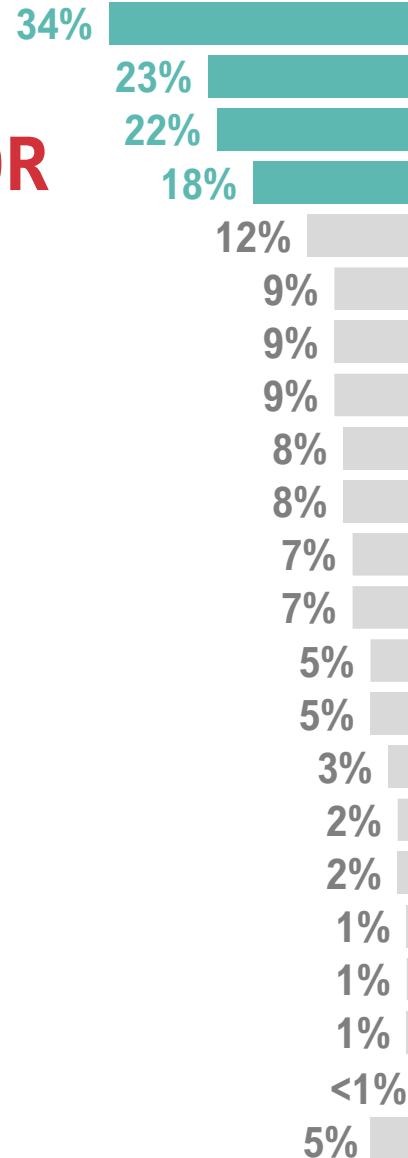
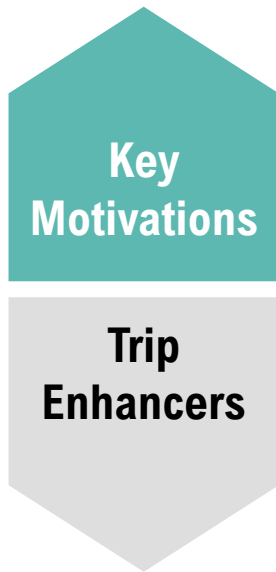
26% Family vacation

*Multiple responses permitted.

Reasons for Visiting*

Visitor Activities*

FY25 Q3 REASONS FOR VISITING VS VISITOR ACTIVITIES*



*Multiple responses permitted.

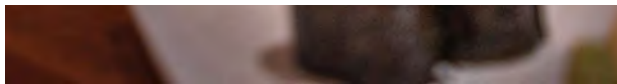
FY25 Q3 SPENDING



While in Tallahassee during FY25 Q3, the typical 2.5-person travel party spent:



\$269 per day



\$775 per trip



STUDY OBJECTIVES: VISITOR JOURNEY



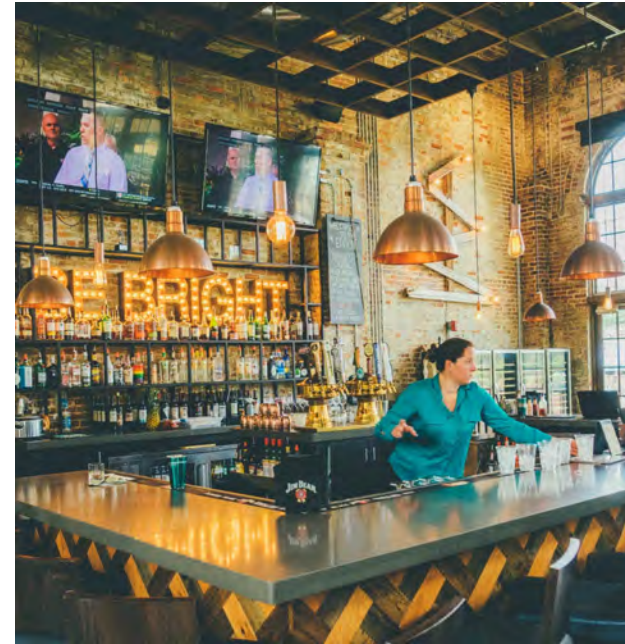
FY25 Q3 VISITOR SATISFACTION



Visitors gave Tallahassee an average rating of **7.7 out of 10***



91% of visitors will return; **56%** will definitely return



*Rated on a scale from 1 to 10, where 1 is “a poor place to visit” and 10 is “an excellent place to visit.”

FY25 Q3 PERCEPTIONS OF TALLAHASSEE



When asked to describe Tallahassee, visitors said:



"Tallahassee has a southern feel with a lot of energy!"



"Great natural trails for those who want to get outside and relax."



"There's a nice selection of restaurants for the whole family!"



A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage, including several tall palm trees. The sky is blue with scattered white clouds. The right side of the image is darkened, and the text "DETAILED FINDINGS" is overlaid in white.

DETAILED FINDINGS

STUDY OBJECTIVES: VISITOR JOURNEY



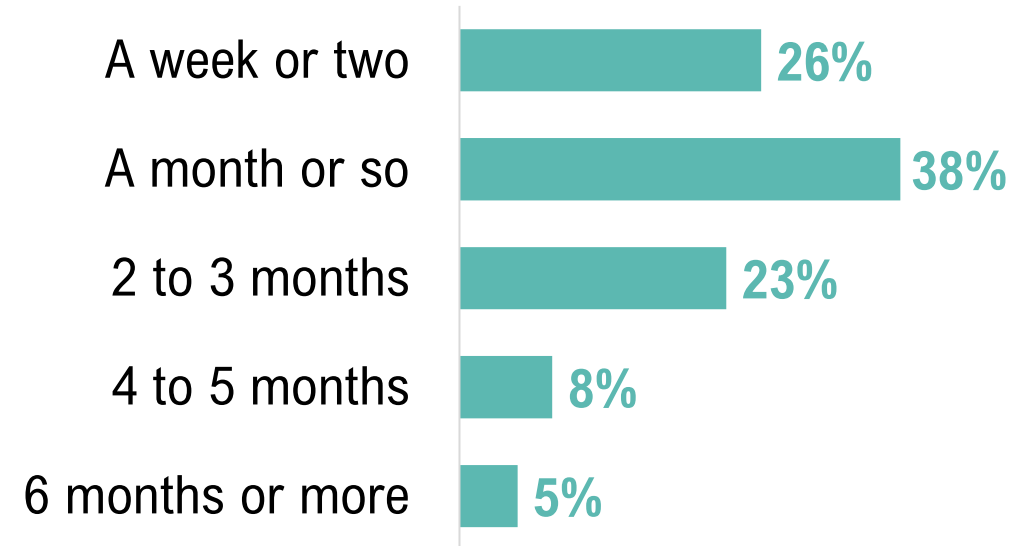
TRIP PLANNING CYCLE (FY25 3rd Quarter)



Visitors to Tallahassee have a short planning window, as nearly **2 in 3** plan their trip **a month or less in advance**



The **average trip planning window** was **42 days, 1 day longer** than 2024

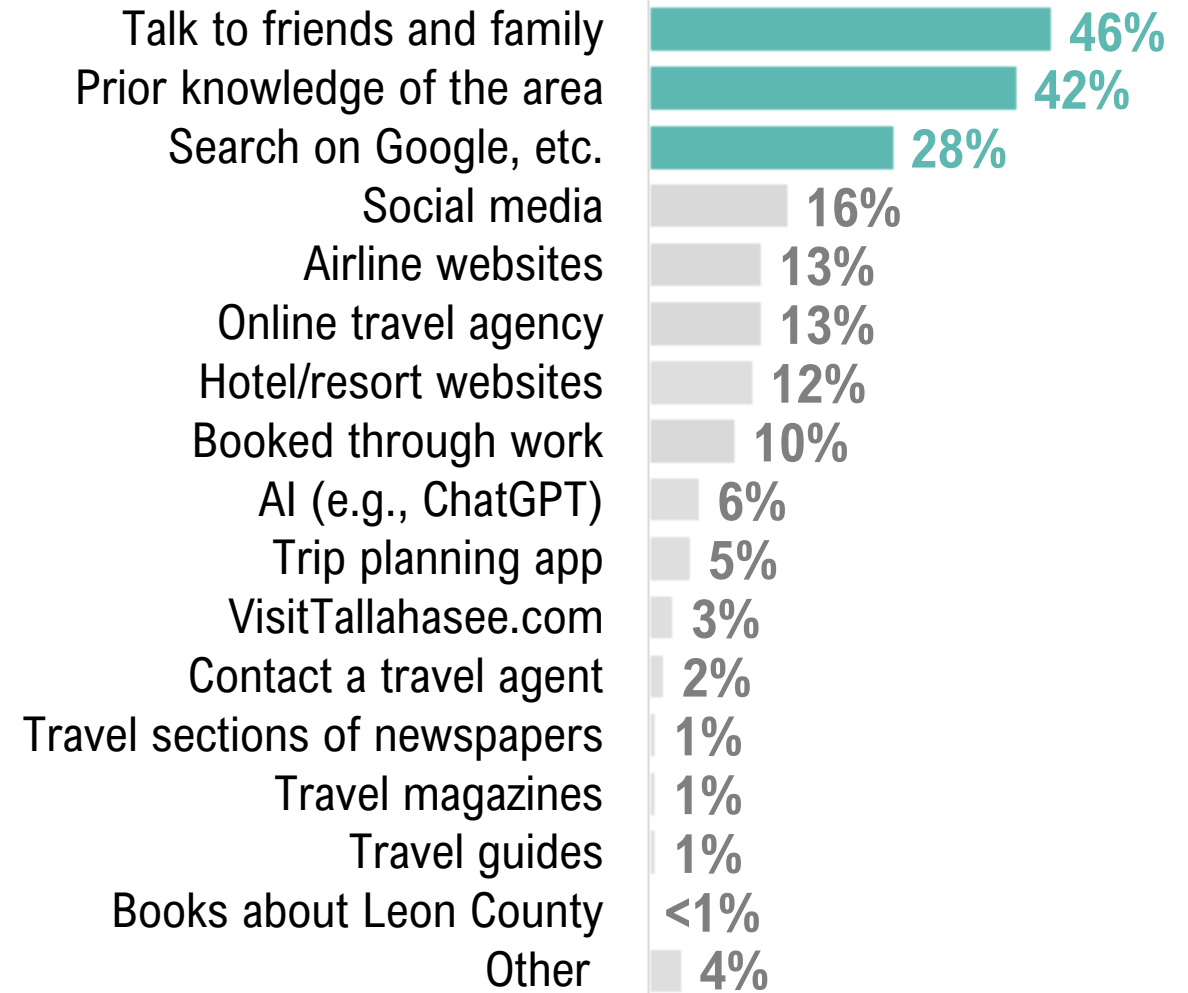


TRIP PLANNING SOURCES* (FY25 3rd Quarter)

➤➤➤ Nearly **half** of visitors talked to friends and family to plan their trip

➤➤➤ Over **2 in 5** used prior knowledge of the area in their trip planning

➤➤➤ Nearly **3 in 10** searched for information on Google



*Multiple responses permitted.



ADVERTISING RECALL (FY25 3rd Quarter)



1 in 10 visitors to Tallahassee recalled seeing advertising for the area prior to their trip, **-5% points** from 2024



This information influenced **5%** of **all** visitors to come to the Tallahassee area, **-6% points** from 2024

Recalled advertising

10%

Did not recall advertising

83%

Not sure

7%

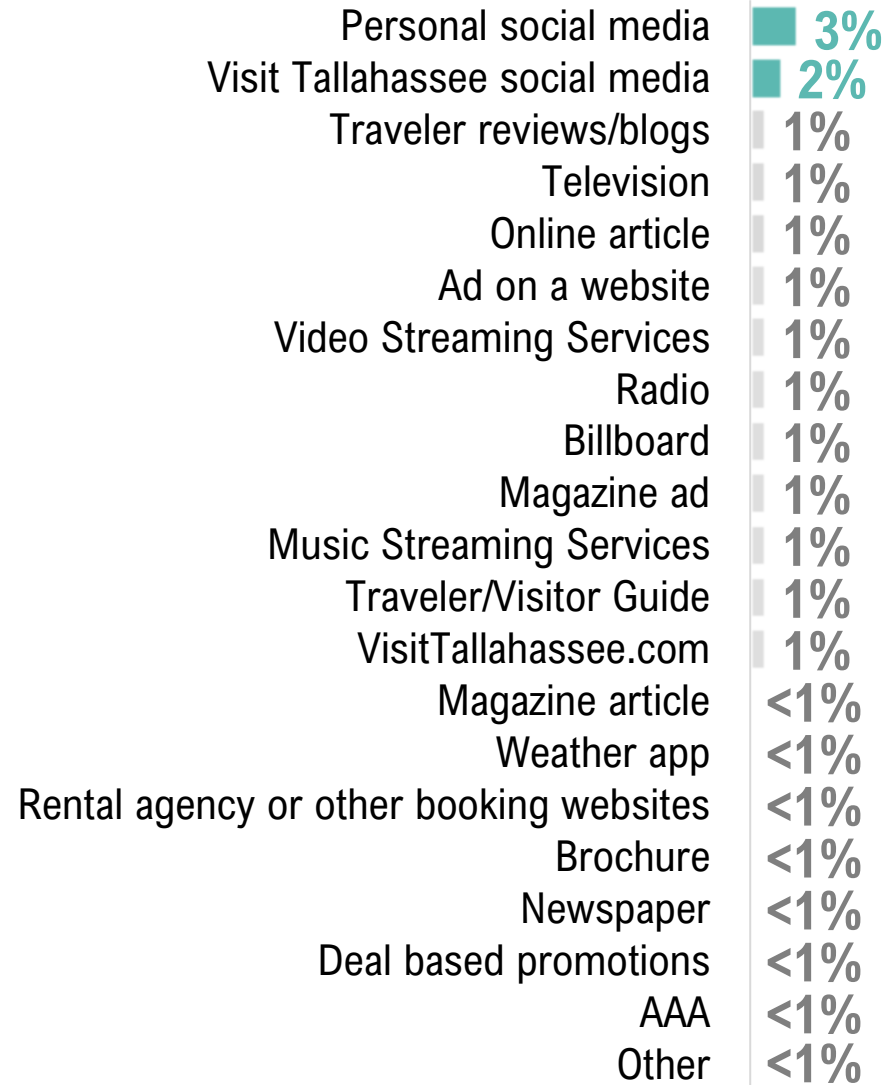
ADVERTISING RECALL SOURCES¹ (FY25 3rd Quarter)



The top source of recalled advertising was **personal social media**, noted by **3%** of all² visitors



Another **2%** of all visitors recalled seeing ads on **Visit Tallahassee's social media**



¹Multiple responses permitted.

²Based on all visitors, including those who did not recall seeing advertising for Tallahassee.



REASONS FOR VISITING* (FY25 3rd Quarter)



Over **1 in 3** visitors came to Leon County to visit friends and family



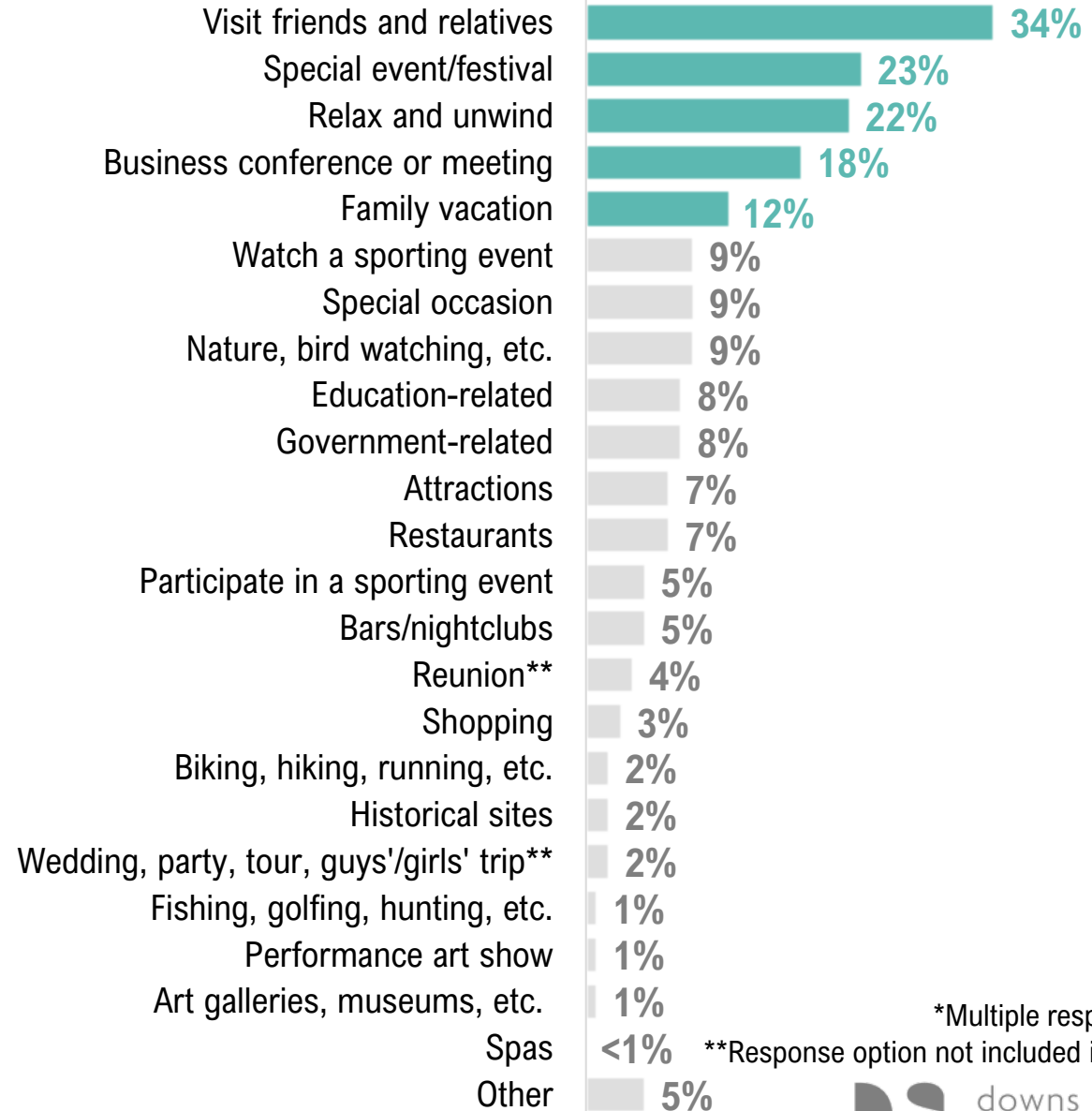
Nearly **1 in 4** came for a special event



Around **1 in 5** came to relax and unwind or for a conference/meeting



Nearly **1 in 8** came for a family vacation



*Multiple responses permitted.

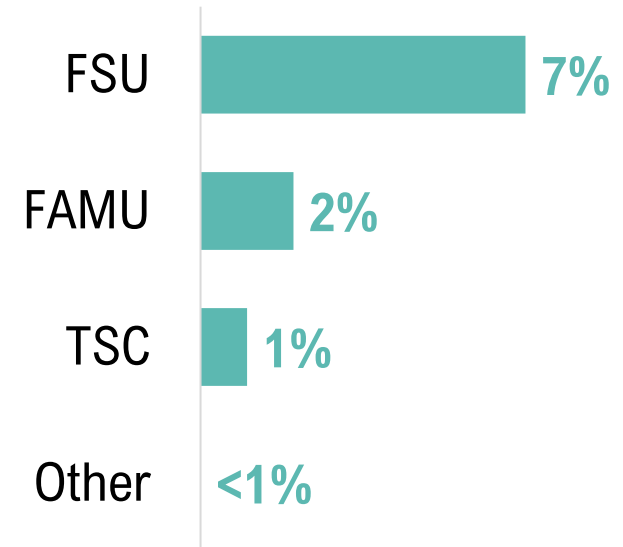
**Response option not included in previous years.



EDUCATION-RELATED VISITS* (FY25 3rd Quarter)

»»» 7% of **all** visitors to Tallahassee came to the area for activities related to FSU

»»» 2% of **all** visitors came to the area for activities related to FAMU



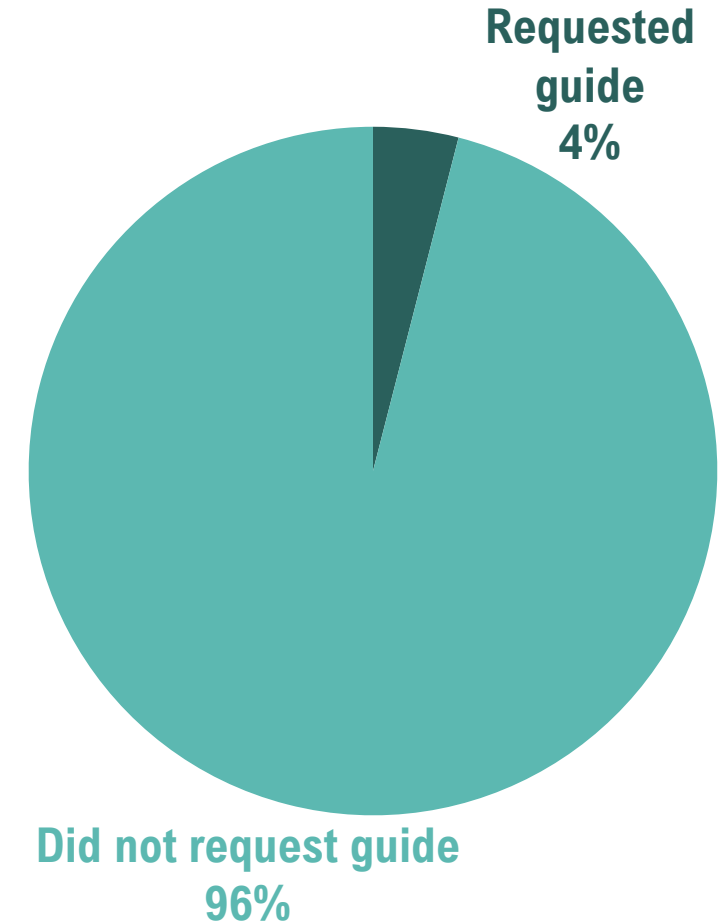
VISITORS GUIDE (FY25 3rd Quarter)



4% of visitors requested a Visitors Guide prior to their trip to Leon County



Those who requested a Visitors Guide gave it a rating of 9.0*



*Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.



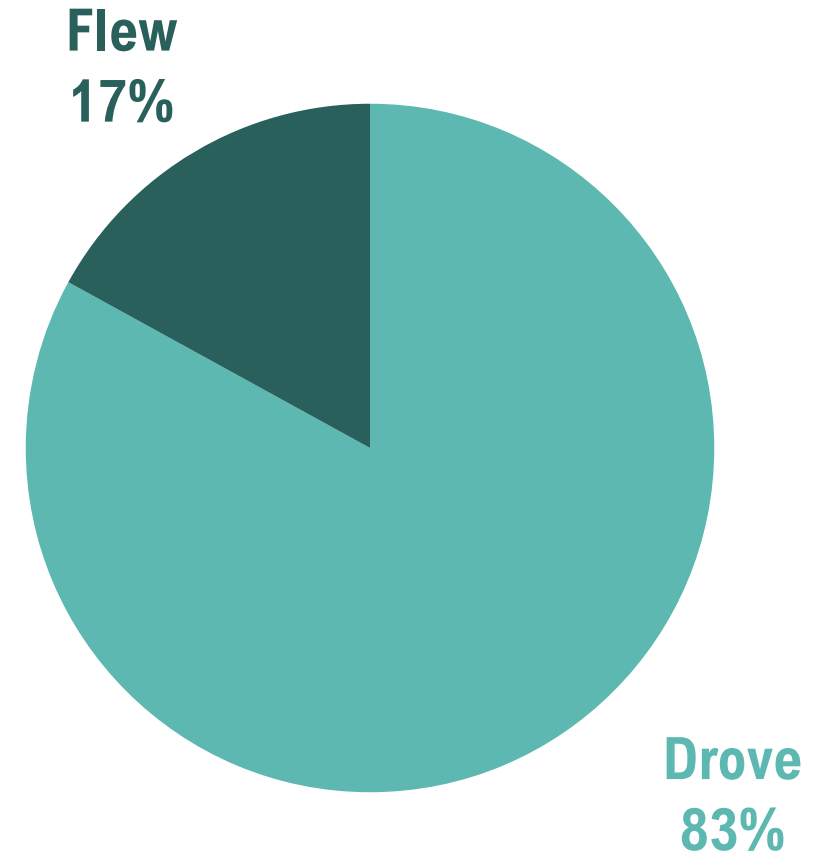
TRANSPORTATION (FY25 3rd Quarter)



Over **4 in 5** visitors drove to Leon County



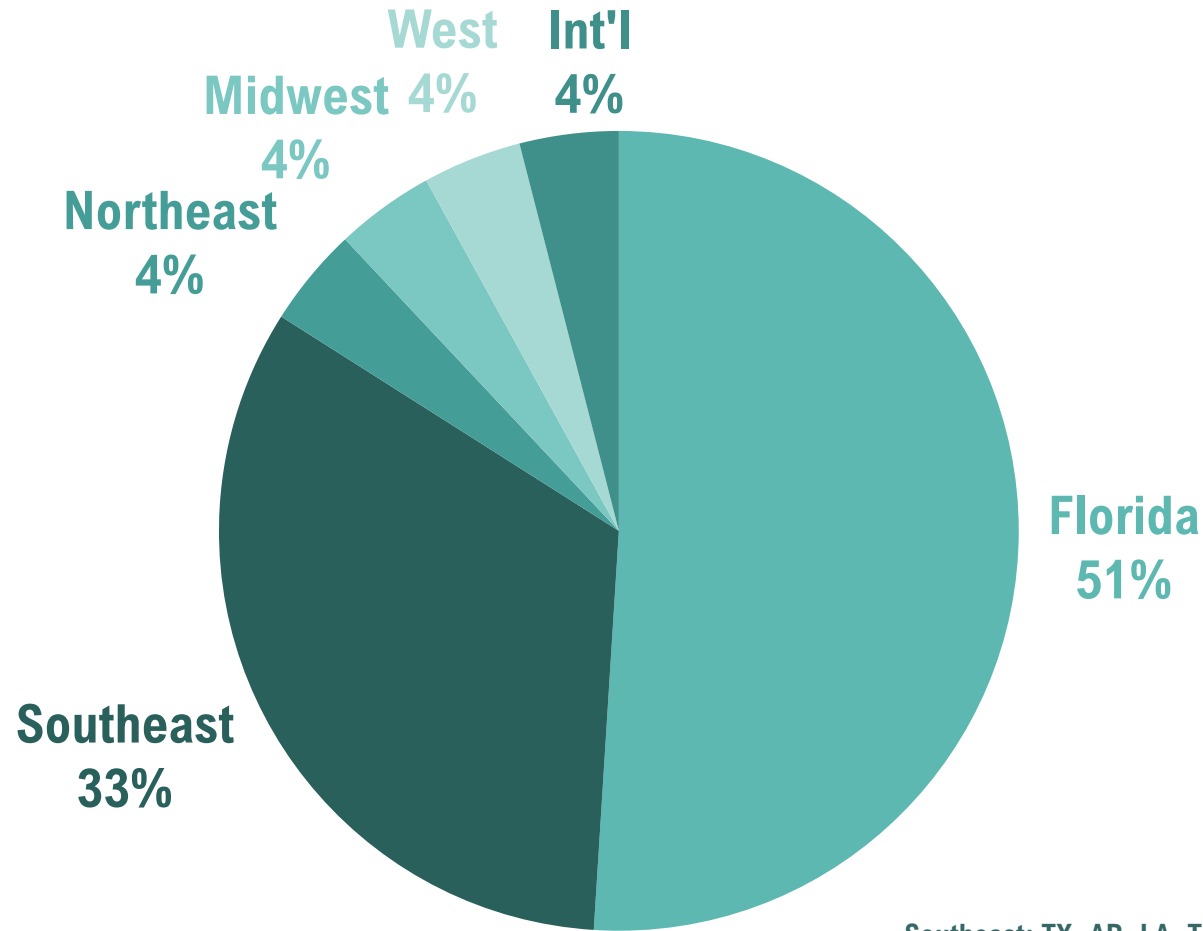
85% of visitors indicated that Leon County was the primary destination for their trip



STUDY OBJECTIVES: VISITOR JOURNEY



REGION OF ORIGIN (FY25 3rd Quarter)



Southeast: TX, AR, LA, TN, MS, AL, NC, SC, GA

Northeast: VA, MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

Midwest: WV, KY, OH, IN, MI, WI, IL, MN, IA, MO, ND, SD, NE, KS, OK

West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI



TOP MARKETS OF ORIGIN (FY25 3rd Quarter)



71% of Leon County
visitors came from **13**
Markets

Market	April-June 2024	April-June 2025
Surrounding Areas ¹	10%	14%
Atlanta	6%	8%
Miami-Fort Lauderdale	9%	8%
Orlando-Daytona Beach-Melbourne	6%	7%
Jacksonville	5%	6%
Panama City	5%	6%
Mobile-Pensacola	4%	5%
Tampa-St. Petersburg-Sarasota	5%	5%
Gainesville	3%	3%
West Palm Beach-Ft. Pierce	3%	3%
Charlotte	2%	2%
Dallas-Fort Worth	1%	2%
Raleigh-Durham	2%	2%

¹Includes counties surrounding Tallahassee and Thomasville.



TRAVEL PARTIES (FY25 3rd Quarter)

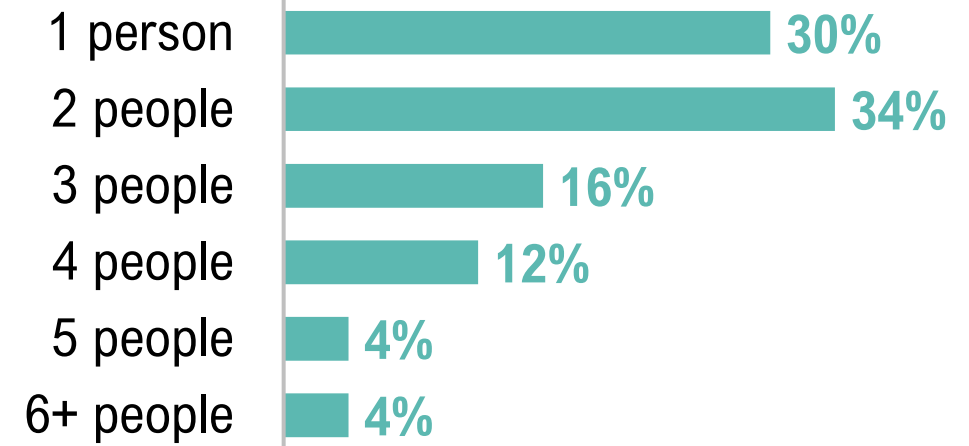


Typical visitors traveled in a party of **2.5** people



33% of visitors traveled with children aged 20 or younger, while **20%** traveled with children aged 12 or younger

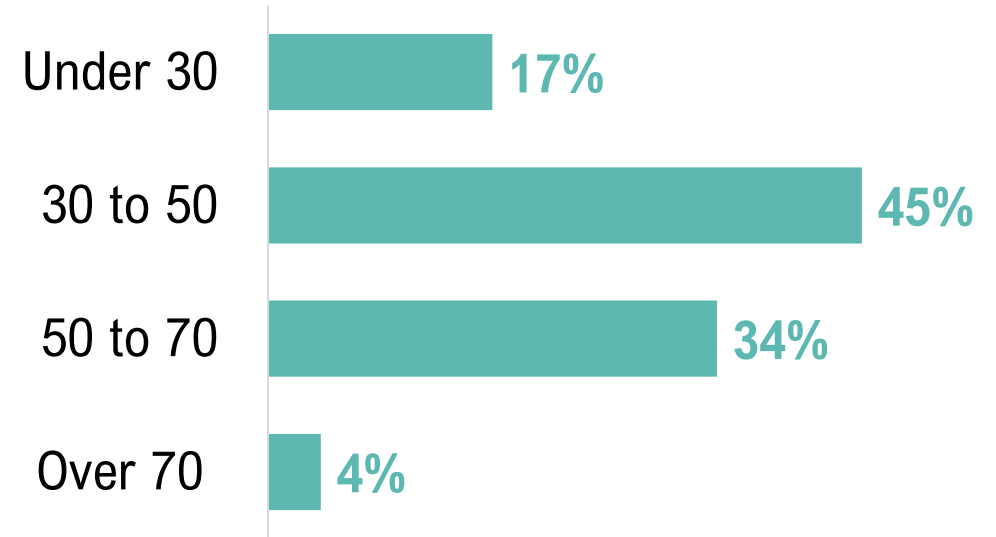
Travel Party Size



AGE OF VISITORS (FY25 3rd Quarter)



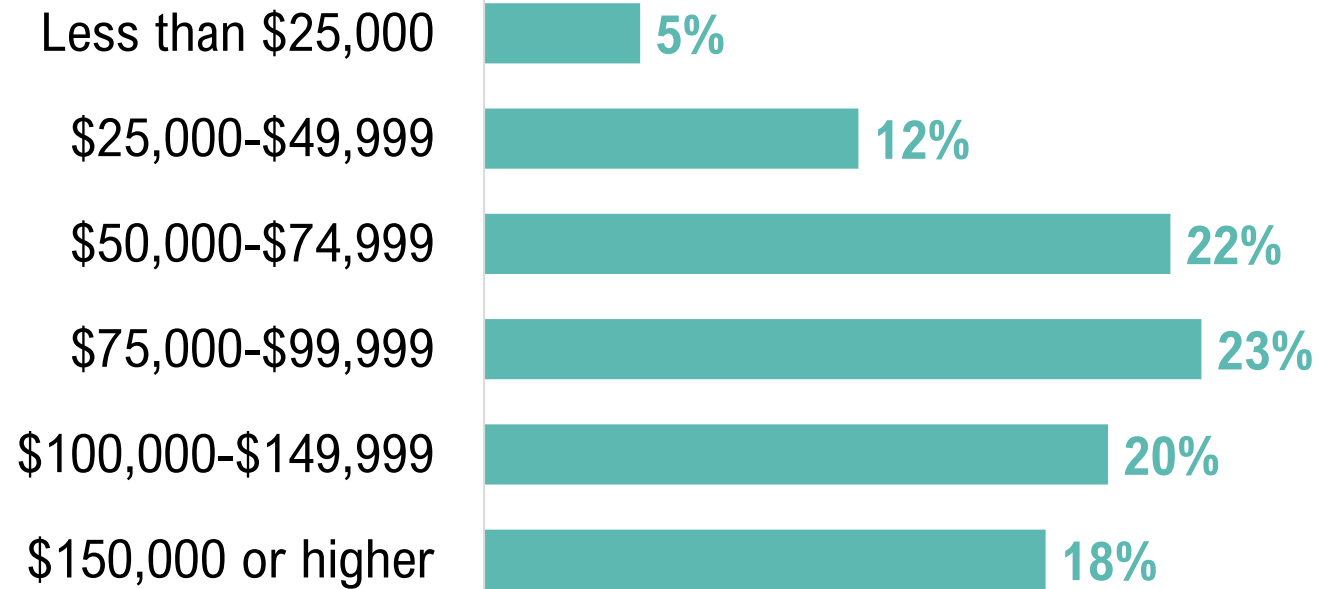
Typical visitors to Leon County were **45** years old



HOUSEHOLD INCOME OF VISITORS (FY25 3rd Quarter)

Typical visitors to Leon County had a median household income of **\$87,000** per year

Nearly **1 in 5** visitors earned over **\$150,000** per year



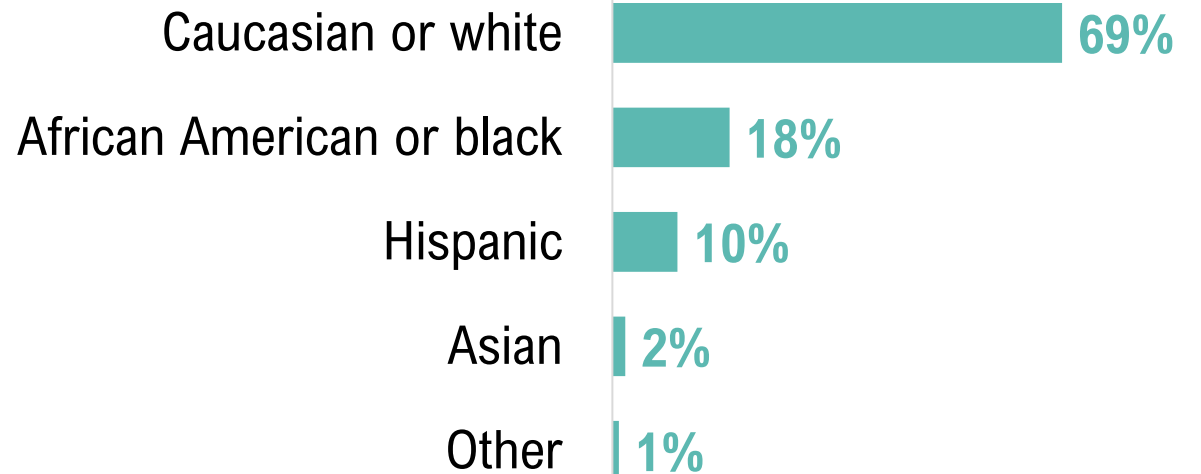
RACE/ETHNICITY OF VISITORS (FY25 3rd Quarter)



Nearly **7 in 10** visitors to Leon County were Caucasian



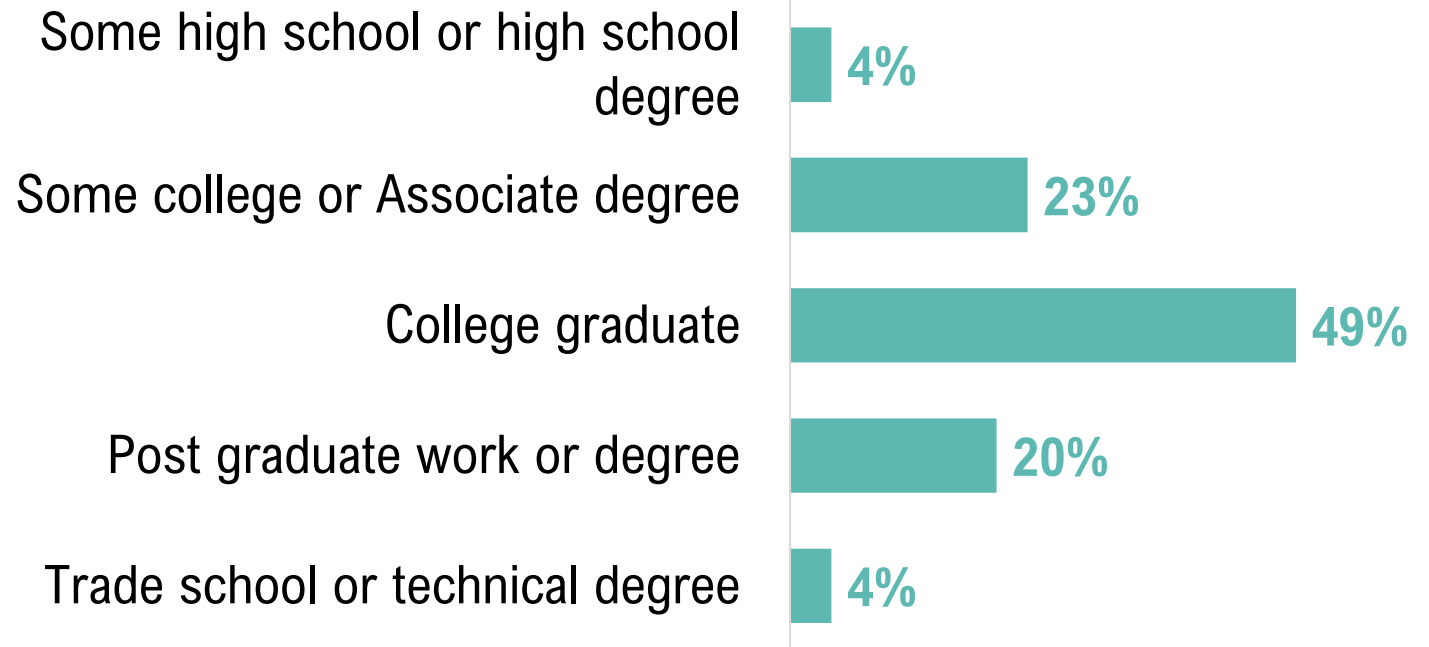
Nearly **1 in 5** visitors to Leon County were African American/Black



EDUCATIONAL ATTAINMENT OF VISITORS (FY25 3rd Quarter)



Over **2 in 3** visitors to Leon County had a bachelor's degree or higher

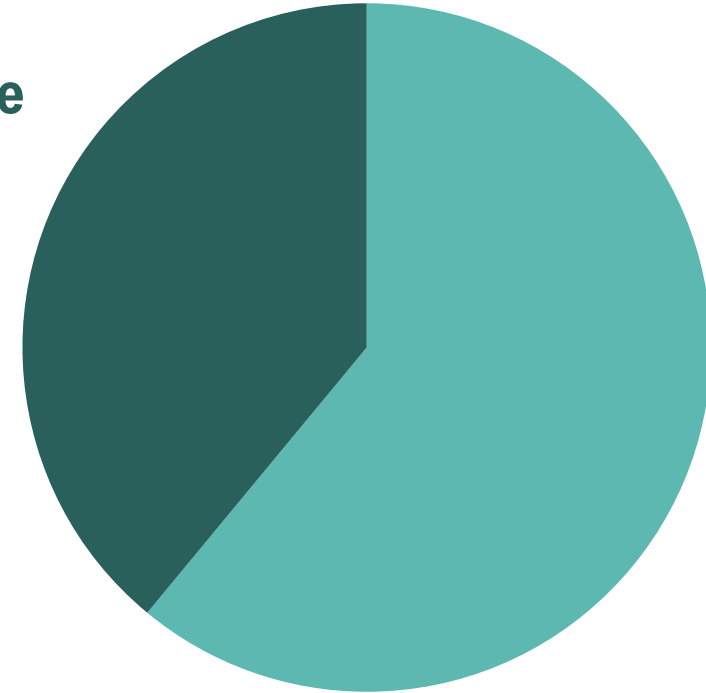


MARITAL STATUS OF VISITORS (FY25 3rd Quarter)



Over **3 in 5** visitors to Leon County were married

Single
39%

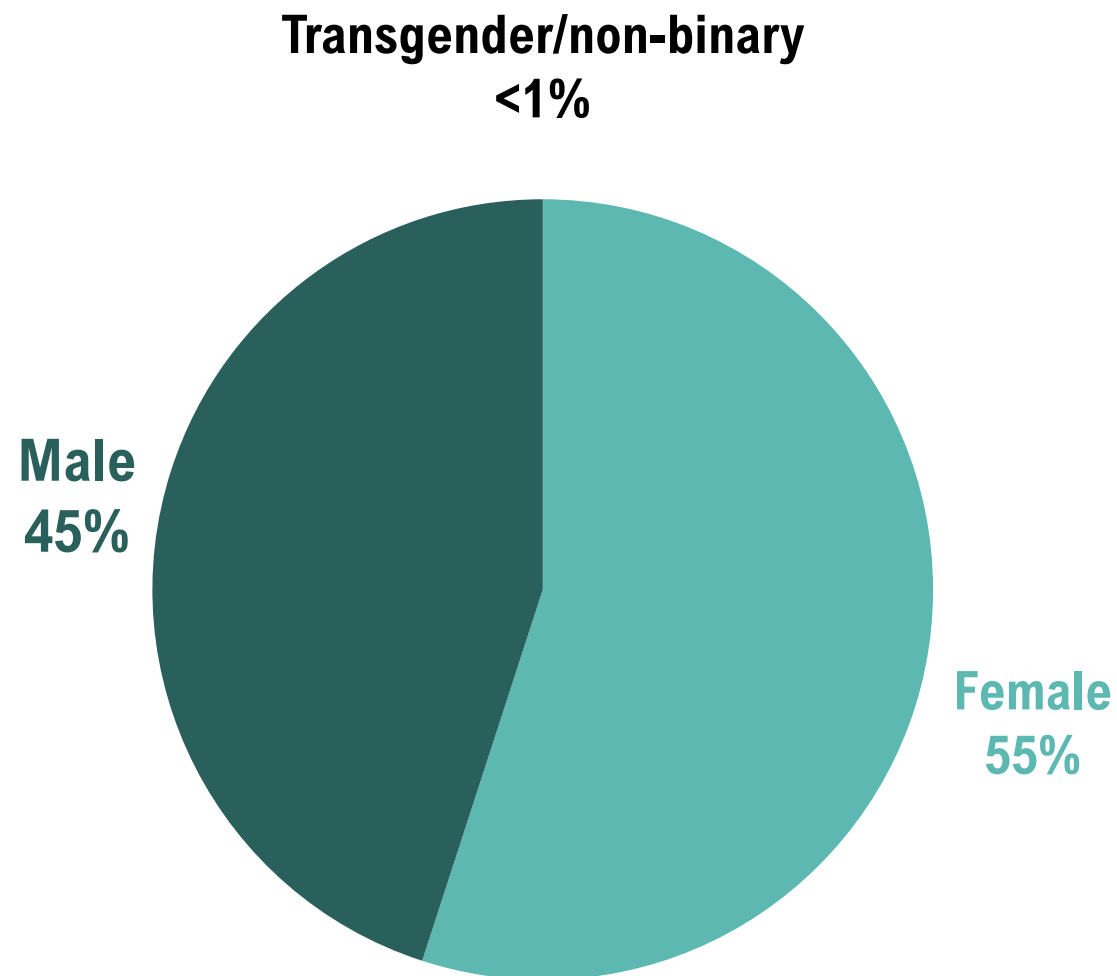


Married
61%

GENDER OF VISITORS* (FY25 3rd Quarter)



55% of visitors to Leon County were female



STUDY OBJECTIVES: VISITOR JOURNEY



ACCOMMODATIONS (FY25 3rd Quarter)



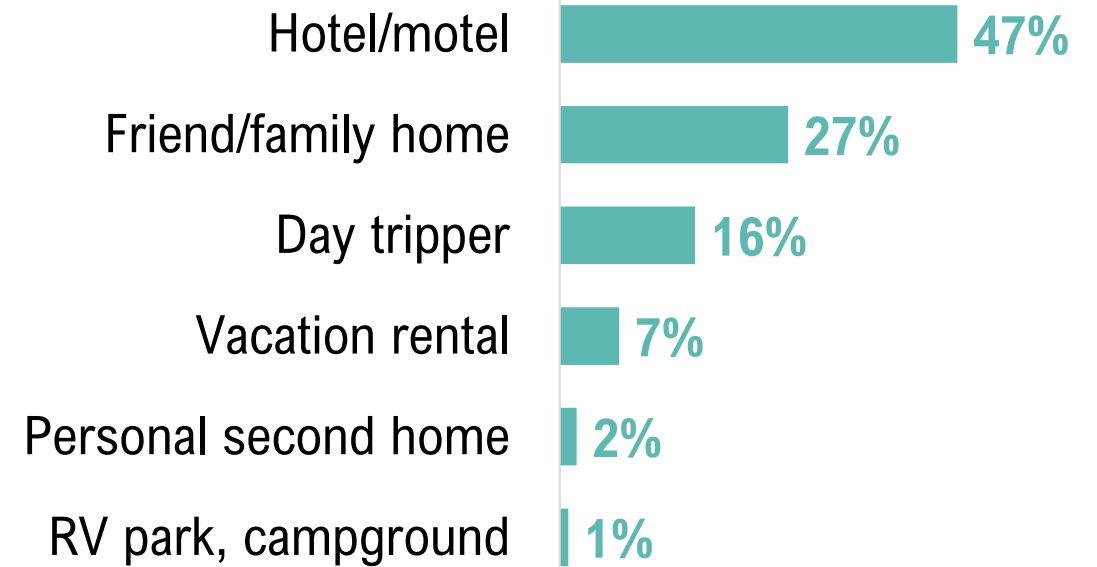
Nearly **half** of visitors stayed in a hotel



Nearly **3 in 10** stayed with friends or relatives



Over **1 in 6** came to the area just for the day



TRAVEL PARTY SPENDING (FY25 3rd Quarter)

	Spending per Day	Spending per Trip
Lodging	\$72	\$207
Restaurants	\$75	\$216
Groceries	\$19	\$55
Shopping	\$37	\$107
Entertainment	\$24	\$69
Transportation	\$37	\$107
Other	\$5	\$14
Total	\$269	\$775

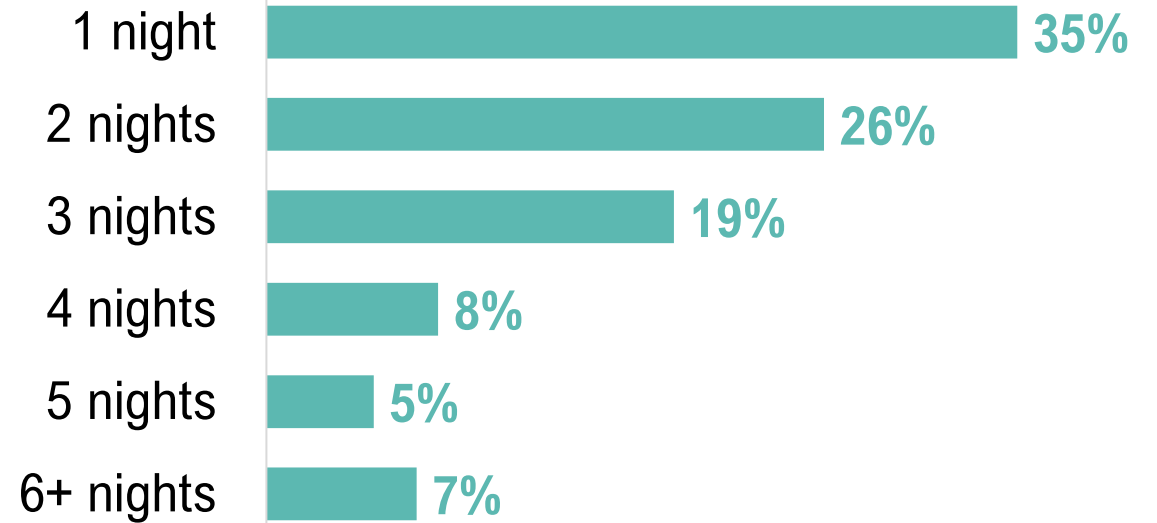
OVERNIGHT VISITORS (FY25 3rd Quarter)



Typical visitors stayed **2.9** nights in Leon County



Over **1 in 3** visitors stayed only one night in Leon County



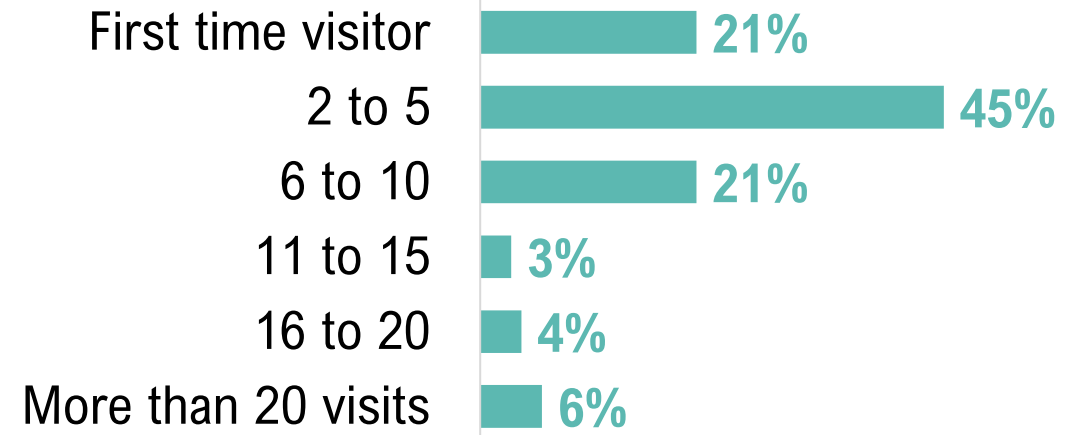
VISITS TO TALLAHASSEE – LEON COUNTY (FY25 3rd Quarter)



Over **1 in 5** visitors were visiting Leon County for the first time



Nearly **1 in 7** had previously visited Leon County more than 10 times



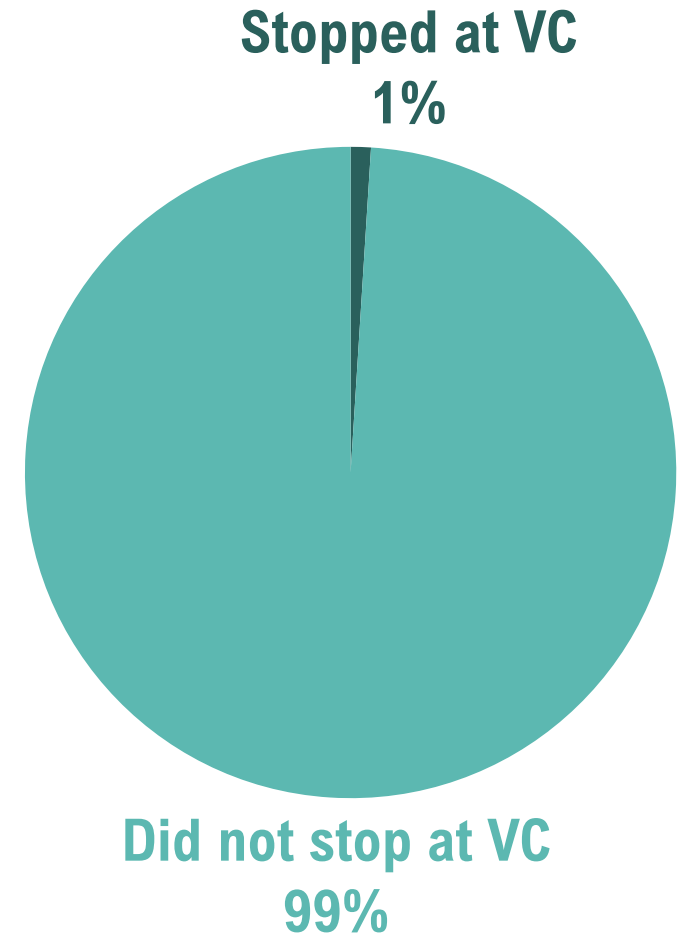
VISITOR CENTER (FY25 3rd Quarter)



1% of visitors stopped at the Visitor Center*



Those who went to the Visitor Center gave it a rating of **8.9****



* Refers to the Visit Tallahassee Visitor Center in Cascades Park, as the Railroad Square Visitor Center was closed this quarter from storm damage.
** Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

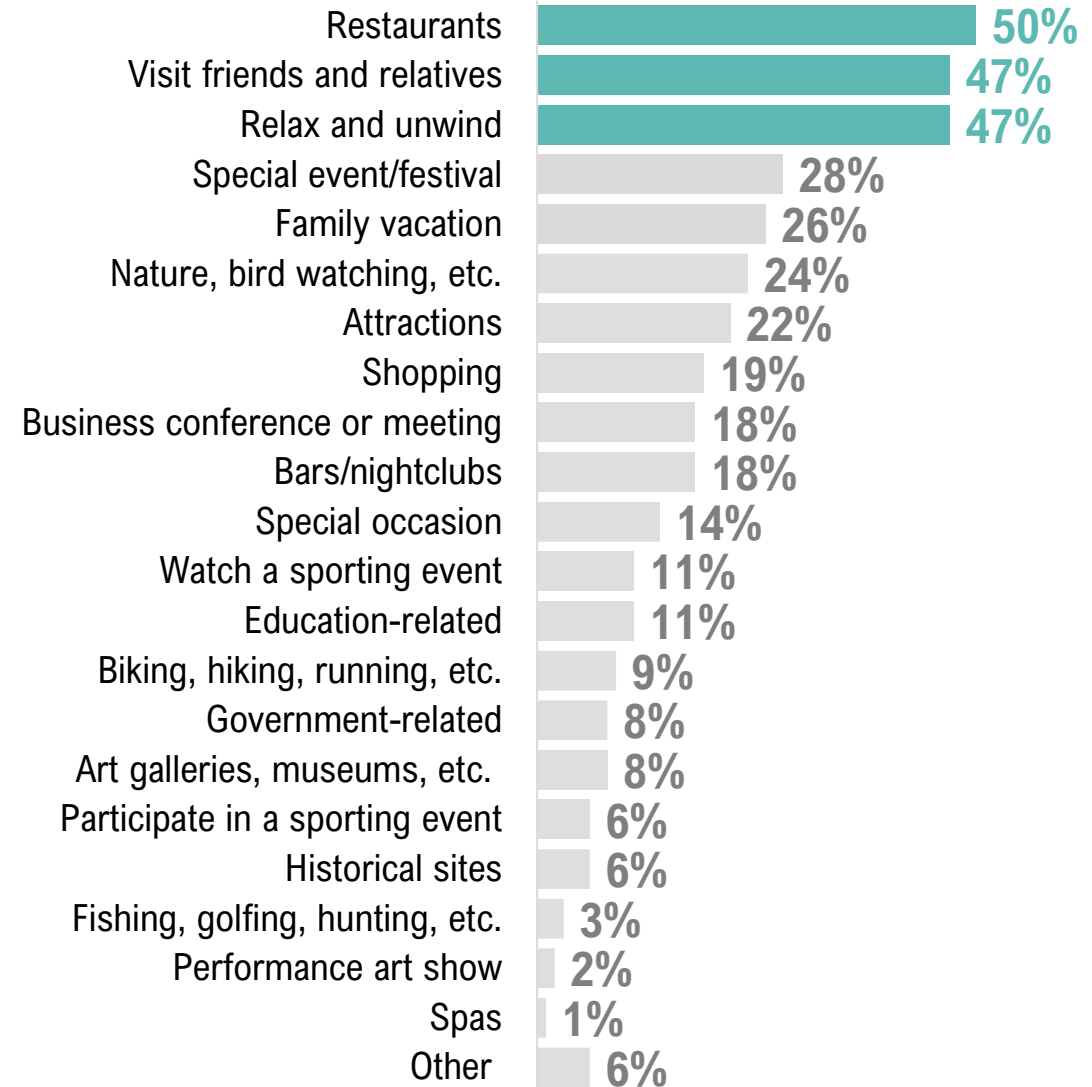
ACTIVITIES DURING VISIT* (FY25 3rd Quarter)



Half of visitors enjoyed dining at restaurants while in Tallahassee



Another nearly **half** spent time with friends and family while in the area or simply relaxing and unwind



*Multiple responses permitted.

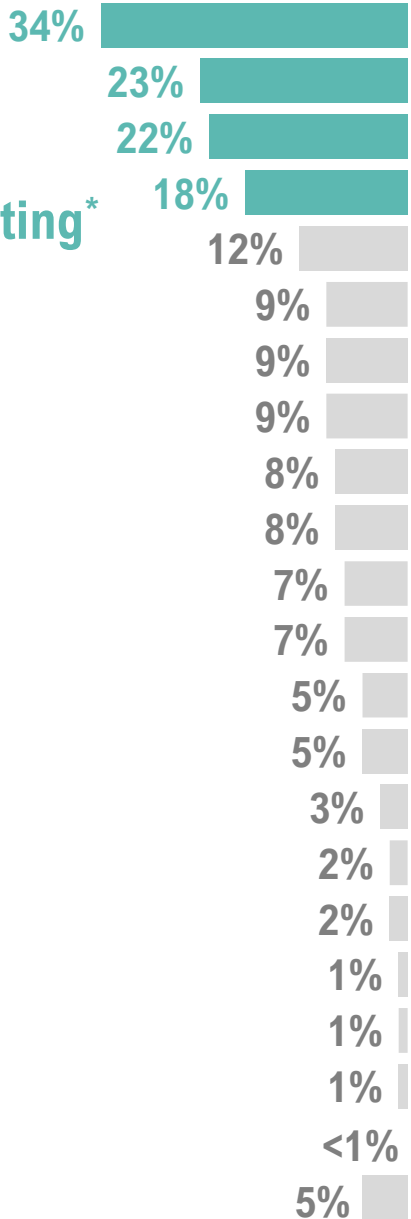


REASONS FOR VISITING VS. VISITOR ACTIVITIES (FY25 3rd Quarter)

Key Motivations

Trip Enhancers

Reasons for Visiting*



Visitor Activities*

*Multiple responses permitted.



STUDY OBJECTIVES: VISITOR JOURNEY



VISITOR SATISFACTION (FY25 3rd Quarter)



Visitors gave Leon County an average rating of **7.7*** as a place to visit



91% of visitors will return (**59%** will definitely return) to Leon County for a future visit or vacation

Definitely will return

56%

Probably will return

35%

Probably will not return**

4%

Definitely will not return**

<1%

Don't know**

5%

*Rated on a scale of 1 to 10, where 1 is poor and 10 is excellent.

**4% of visitors may not return for the following reasons: Event/occasion for visit is over or prefer other areas.



RATING EXPERIENCES IN TALLAHASSEE* (FY25 3rd Quarter)



Leon County's **hospitality** exceeded the expectations of nearly **3 in 5** visitors



Leon County's **events** exceeded the expectations of nearly **half** of visitors



Service at hotel and **entertainment** in Leon County were least likely to exceed visitors' expectations

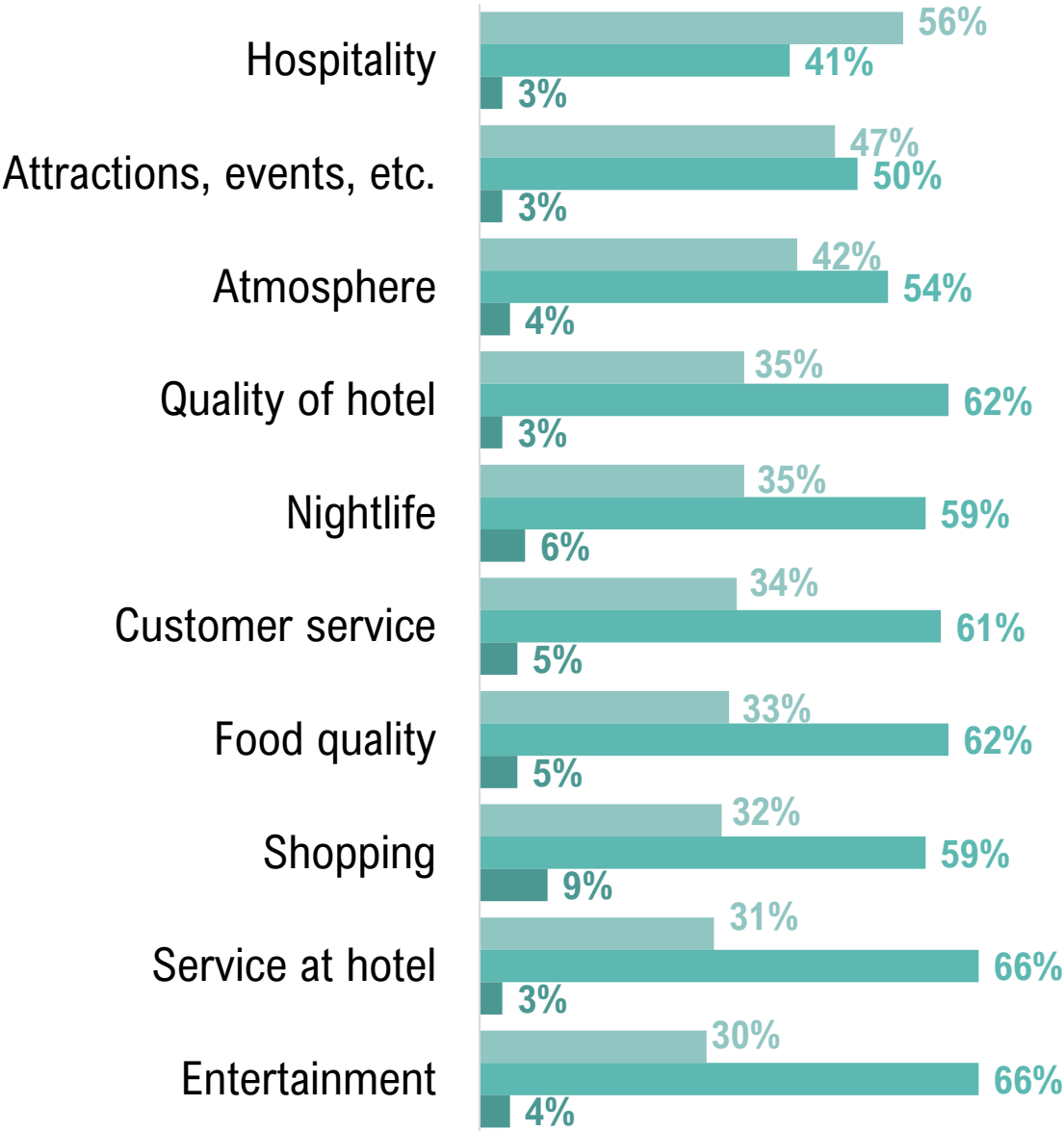
Exceeded expectations

Met Expectations

Did not meet expectations



*Based on small samples; results should be interpreted with caution.



PERCEPTIONS: “FAMILY-FRIENDLY” (FY25 3rd Quarter)



“It was a great visit! My kids loved the museum, especially the zip-lining.”



“Family-friendly and very quiet. Loved spending the day relaxing at the park.”



“A great place for me to spend time with my family.”



“We came here to visit family and there were so many things to do with them! Lots of fun.”



PERCEPTIONS: “PEACEFUL” (FY25 3rd Quarter)



“It has a small-town vibe, and everyone is very friendly.”



“Nice break from the busy city life.”



“It’s a small, but beautiful city. It’s quaint and has a lot of southern charm.”

“The people here are so nice and the city is very peaceful compared to others I’ve visited.”

PERCEPTIONS: “SCENIC” (FY25 3rd Quarter)

“Great for hiking, fishing, and just being outdoors.”

“Small-town vibes with great nature. The parks are beautiful.”

“Beautiful scenery and a great place to raise a family.”



“Small and quaint. There are a lot of nice trails and great fishing spots!”



A tropical landscape featuring a long, narrow pool that reflects the sky and surrounding palm trees. The pool is flanked by lush green grass and dense foliage. The sky is blue with scattered white clouds. The overall scene is serene and picturesque.

YEAR OVER YEAR COMPARISONS

YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Trip Planning Cycle	April – June 2023	April – June 2024	April – June 2025
Tallahassee was primary destination	83%	78%	85%
A week or two in advance	31%	29%	26%
A month or so in advance	37%	38%	38%
2 to 3 months in advance	21%	21%	23%
4 to 5 months in advance	5%	5%	8%
6 months or more in advance	6%	7%	5%

Top Trip Planning Sources	April – June 2023	April – June 2024	April – June 2025
Talk to friends and family	31%	32%	46%
Prior knowledge of the area	NA*	27%	42%
Search on Google	23%	34%	28%

*Response option not included in 2023.



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Advertising Recall	April – June 2023	April – June 2024	April – June 2025
Recalled ads for Tallahassee	11%	15%	10%
Influenced to visit by ads	4%	8%	5%

Top Reasons for Visiting	April – June 2023	April – June 2024	April – June 2025
Visit friends and relatives	38%	38%	34%
Special event/festival	14%	17%	23%
Relax and unwind	15%	19%	22%

Pre-Visit	April – June 2023	April – June 2024	April – June 2025
Requested a Visitors Guide	6%	9%	4%
Drove to Tallahassee	75%	78%	83%
Flew to Tallahassee	24%	22%	17%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Market of Origin	April – June 2023	April – June 2024	April – June 2025
Surrounding Areas*	7%	10%	14%
Atlanta	7%	6%	8%
Miami-Ft. Lauderdale	5%	9%	8%
Orlando-Daytona Beach-Melbourne	6%	6%	7%
Jacksonville	4%	5%	6%
Panama City	2%	5%	6%
Mobile-Pensacola	4%	4%	5%
Tampa-St. Petersburg-Sarasota	6%	5%	5%

Region of Origin	April – June 2023	April – June 2024	April – June 2025
Florida	35%	49%	51%
Southeast (other than Florida)	35%	28%	33%
Northeast	11%	7%	4%
Midwest	9%	6%	4%
West	9%	6%	4%
International	1%	4%	4%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Travel Parties	April – June 2023	April – June 2024	April – June 2025
Travel Party Size	2.5	2.6	2.5
Traveled with Other Visitors	61%	66%	70%
Traveled with Children under 20	32%	28%	33%
Traveled with Children under 12	10%	14%	20%

Visitor Profile	April – June 2023	April – June 2024	April – June 2025
Median Age	44	43	45
Gender (Female)	51%	52%	55%
Median Household Income	\$97,400	\$86,300	\$87,000
Bachelor's Degree or Higher	75%	70%	69%
White/Caucasian	70%	69%	69%
African American	19%	17%	18%
Married	63%	58%	61%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Accommodations	April – June 2023	April – June 2024	April – June 2025
Hotel	49%	46%	47%
Friend/family home	30%	27%	27%
Day tripper	13%	15%	16%
Vacation rental	4%	7%	7%
Personal second home	2%	2%	2%
RV Park, campground	1%	3%	1%

Trips Experience	April – June 2023	April– June 2024	April – June 2025
Average Nights Stayed	3.3	3.1	2.9
1st Time Visitor	28%	25%	21%
10+ Prior Visits to Leon County	23%	13%	13%
Stopped at Visitor Center*	3%	4%	1%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Average Daily Spending	April – June 2023	April – June 2024	April – June 2025
Accommodations ¹	\$67	\$67	\$72
Restaurants	\$57	\$64	\$75
Groceries	\$16	\$18	\$19
Shopping	\$35	\$39	\$37
Entertainment	\$15	\$19	\$24
Transportation	\$32	\$33	\$37
Other	\$7	\$10	\$5
Total	\$229	\$250	\$269

Average Total Trip Spending	April – June 2023	April – June 2024	April – June 2025
Accommodations ¹	\$223	\$208	\$207
Restaurants	\$190	\$198	\$216
Groceries	\$52	\$56	\$55
Shopping	\$116	\$121	\$107
Entertainment	\$49	\$59	\$69
Transportation	\$105	\$102	\$107
Other	\$22	\$31	\$14
Total	\$759	\$775	\$775

¹Includes room rate, taxes, parking, and other services for which accommodations charge.



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Top Activities	April – June 2023	April – June 2024	April – June 2025
Restaurants	75%	67%	50%
Visit friends and relatives	50%	52%	47%
Relax and unwind	47%	49%	47%
Special event/festival	15%	17%	28%
Family vacation	39%	34%	26%
Nature, bird watching, etc.	21%	16%	24%
Attractions	17%	16%	22%
Shopping	26%	35%	19%
Business conference or meeting	20%	23%	18%
Bars/nightclubs	25%	23%	18%
Special occasion	NA*	11%	14%
Watch a sporting event	8%	8%	11%
Education-related	16%	16%	11%



YEAR OVER YEAR COMPARISONS (FY25 3rd Quarter)

Post Trip Evaluation*	April – June 2023	April – June 2024	April – June 2025
Overall Rating	7.9	7.8	7.7
Will return to Leon County	93%	89%	91%
Exceed + Met Expectations: Quality of hotel	95%	93%	97%
Exceed + Met Expectations: Hospitality	95%	93%	97%
Exceed + Met Expectations: Service at hotel	95%	92%	97%
Exceed + Met Expectations: Attractions/events	95%	90%	97%
Exceed + Met Expectations: Entertainment	94%	92%	96%
Exceed + Met Expectations: Atmosphere	95%	91%	96%
Exceed + Met Expectations: Food quality	94%	92%	95%
Exceed + Met Expectations: Customer service	93%	91%	95%
Exceed + Met Expectations: Nightlife	93%	90%	94%
Exceed + Met Expectations: Shopping	92%	88%	91%



LEON COUNTY DIVISION OF TOURISM – VISIT TALLAHASSEE

April-June 2025

(FY2025 Q3)

Visitor Tracking Study

Kerri Post

Executive Director, Leon County Division of Tourism

Visit Tallahassee

850-606-2313, Kerri.Post@VisitTallahassee.com

Downs & St. Germain Research

850-906-3111 | contact@dsg-research.com

www.dsg-research.com



*Visit
Tallahassee*
Pretty. Unexpected.



downs & st. germain
RESEARCH



MEMORANDUM

DATE: September 11, 2025

TO: Leon County Tourist Development Council

THRU: Kerri L. Post, Executive Director, Leon County Division of Tourism

FROM: Jonathan LaBarre, Tourism Operations Director; Julie Trezek, Tourism Grants and Contracts Manager

SUBJECT: FY2026 Special Event Grant Funding Recommendations

The Tourist Development Council Grant Review Committee (TDCGRC) comprised of Matt Thompson (Chair) with For The Table Hospitality, Carolanne Savage with the Hyatt House, Emily Johnson-Truitt with the Springhill Suites, and Joshua Brock with the Holiday Inn Tallahassee East respectfully presents the funding recommendation for thirty-nine (39) Special Events.

The TDCGRC conducted their meeting on August 26, 2025. The meeting was well attended by the Special Events grant applicants. After carefully considering 39 event applications and their ability to generate room nights for our community, especially in the non-peak times and shoulder seasons, the TDCGRC is recommending funding 39 events, including 9 new events, for a total amount of \$205,000 which is the total allocated amount in the Special Event Grant budget.

Below you will find the list of events summarizing the TDCGRC's recommendations.

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
1	10th Annual Tallahassee Wine Mixer	86.33	\$5,999	\$4,083	\$3,792
2	161th Anniversary & 49th Annual Reenactment of the Battle of Natural Bridge	90.75	\$3,000	\$3,000	\$2,934
3	2026 ACC Meeting of the Minds Undergraduate Research Conference	87.25	\$5,999	\$4,325	\$4,057

4*	2026 Desert of Florida Desert Conference and Gala Day	88.50	\$10,000	\$9,875	\$9,364
5	2026 Free Shakespeare in the Park Festival	87.75	\$17,400	\$8,219	\$7,732
6*	2026 Tallahassee Chess Fest	80.50	\$2,999	\$1,725	\$1,509
7	5th Annual Tallahassee Tiki Fest	90.33	\$5,999	\$2,750	\$2,679
8	8th Annual Cool Breeze Art and Smooth Jazz Festival	78.50	\$10,000	\$2,237	\$1,902
9	8th Annual Tallahassee Beer Festival	88.50	\$6,000	\$3,825	\$3,642
10*	A Night at the Oz Dust Ballroom	83.75	\$2,999	\$1,537	\$1,401
11*	America250 Family Feuds Weekend	74.75	\$20,000	\$4,563	\$3,670
12	Beatles Night at the Moon	71.50	\$9,900	\$1,162	\$909
13	Caribbean Heritage Music Festival	76.50	\$5,999	\$2,737	\$2,263
14	FAMU Harambee Festival 2026	79.75	\$2,999	\$1,537	\$1,335
15	FAMU NAA Rattler Roundup FAMU Game Day - Southern University	78.50	\$5,999	\$3,437	\$2,908
16	Fl. Emancipation Connecting the Dots and History Conference	77.75	\$5,999	\$1,725	\$1,458
17	Florida History Day State Contest	92.00	\$13,000	\$12,250	\$12,068
18	FSU Flying High Circus 2026 Homeshow Series	87.75	\$26,000	\$14,250	\$13,387
19	How to Get People to the Polls Workshop	79.25	\$2,999	\$2,187	\$1,877
20	Infinity Con Tally	86.00	\$10,000	\$7,156	\$6,602
21*	Juneteenth Empowerment Festival	84.75	\$2,999	\$1,825	\$1,678
22	Leadership Florida Connect Class 15	88.00	\$3,000	\$3,000	\$2,846

23	Leadership Florida Education Class 10	89.75	\$2,500	\$2,500	\$2,423
24*	Moon Over Maclay	87.00	\$5,600	\$3,150	\$2,953
25	Music Business Conference 2026: Lock In and Level Up	88.75	\$5,999	\$5,499	\$5,240
26*	New Year's Eve Celebration: Countdown to Community	78.25	\$17,499	\$6,531	\$5,486
27	North Florida Classic Cluster Dog Show	92.25	\$17,000	\$12,125	\$11,978
28	Ology Smoke Fest	80.00	\$5,999	\$1,875	\$1,628
29	Pioneer Breakfast	80.50	\$5,500	\$2,663	\$2,315
30	Raqs & Romance: A Ballroom and Bellydance Fusion Celebration	75.25	\$6,000	\$1,563	\$1,281
31*	Rattler Rally with Tallahassee Nights Live	73.50	\$5,999	\$3,187	\$2,525
32	Sankofa Concert 2026 featuring Our Native Daughters	73.50	\$4,000	\$1,412	\$1,131
33*	Society for Arts Entrepreneurship Education 2026 Conference	89.00	\$9,900	\$6,881	\$6,570
34	Swamp Stomp	83.75	\$5,500	\$2,163	\$1,960
35	Tallahassee Highland Games	95.25	\$26,250	\$24,125	\$24,581
36	TallyFest 2026	84.25	\$10,000	\$2,437	\$2,219
37	The Tallahassee Regional (FIRST Robotics)	94.75	\$26,250	\$21,188	\$21,478
38	Word of South Festival of Literature & Music	94.25	\$26,250	\$17,375	\$17,525
39	Zoobilee 2025	85.00	\$5,500	\$4,038	\$3,692
TOTAL					\$205,000

*New applicants/events for FY2026



MEMORANDUM

DATE: September 11, 2025

TO: Leon County Tourist Development Council

THRU: Kerri L. Post, Executive Director, Leon County Division of Tourism

FROM: Jonathan LaBarre, Tourism Operations Director; Julie Trezek, Tourism Grants and Contracts Manager

SUBJECT: FY2026 Sports Event Grant Funding Recommendations

The Tallahassee Sports Council (TSC) respectfully presents the 2026 Sports grant funding recommendation for 38 Sports Events.

After carefully considering the 38 event applications and their ability to generate room nights and economic impact for our community, especially in the non-peak times and shoulder seasons, the TSC is recommending funding all 38 events for a total of \$138,399 from the allocated sports event grant budget of \$140,000. There is \$1,601 remaining in the sports grants budget to be utilized in the second sports grant cycle in December 2025.

The recommended events are anticipated to bring 27,093 visitors to Tallahassee and are projected to generate 13,574 room nights. Of the 38 events, eight are new events to the grant program. Below you will find the list of events summarizing the TSC recommendations. Thank you for your consideration.

	Name of Event	Total Score	Application Requested Amount	Reviewer Adjusted Funding Request	Recommended Funding
1*	2025 Cam Brown Classic	91.33	\$2,000	\$1,833	\$1,674
2	2025 CCS Southern Regional Championship	87.33	\$10,499	\$9,666	\$8,442
3	2026 Gym Force Classic Gymnastics Competition	95.67	\$6,500	\$7,000	\$6,697

4	Aikido Seminar with Melissa Bell Sensei	80.00	\$1,360	\$583	\$467
5	Aikido Seminar with Tim Magill Sensei	84.00	\$1,000	\$583	\$490
6	Area 4 Championships	93.67	\$3,000	\$3,000	\$2,810
7	ASG Academy Cup	87.00	\$10,000	\$12,000	\$10,440
8	ATAC Long Course Invitational	93.67	\$3,000	\$3,000	\$2,810
9	ATAC Mac Crutchfield Short Course Invitational Swim Meet	97.67	\$10,000	\$9,000	\$8,790
10	Bank of America Tallahassee Marathon and Half Marathon	95.00	\$10,000	\$10,000	\$9,500
11	Big Bend Brawl Wrestling Tournament	91.33	\$6,000	\$6,000	\$5,480
12	Big Bend Showdown	91.67	\$2,000	\$2,000	\$1,833
13	Boys JV Soccer Tournament	84.67	\$2,999	\$2,166	\$1,834
14	Canopy Roads Classic	80.67	\$3,000	\$1,467	\$1,183
15	Capital City Classic Flag Football Tournament	95.33	\$10,000	\$9,167	\$8,739
16	Capital City Classic Wrestling Tournament	90.67	\$4,000	\$4,000	\$3,627
17	Dirty Pecan	84.67	\$5,999	\$2,167	\$1,834
18	Ernie Sims 19th Annual Track Invitational	86.00	\$2,999	\$2,000	\$1,720
19*	FHSAA Regional Wrestling Tournament	89.00	\$3,000	\$3,000	\$2,670
20*	Girls JV Soccer Tournament	87.67	\$2,999	\$1,833	\$1,607
21*	Iron Vault Classic IV	86.67	\$2,800	\$2,000	\$1,733
22	Maggie Coffey Annual Memorial	84.33	\$2,999	\$1,167	\$984

23*	MARCH MADNESS 6	86.67	\$5,999	\$5,166	\$4,477
24	Nationals Tune-Up	87.00	\$800	\$800	\$696
25	Open at Tallahassee	91.33	\$9,500	\$9,500	\$8,677
26	Pressure in the City 4	86.00	\$5,000	\$2,333	\$2,007
27	Seminar with John Messores Shihan and George Ledyard Shihan	82.33	\$1,500	\$667	\$549
28	Spaghetti 100 Century Bicycle Ride	84.67	\$1,200	\$1,200	\$1,016
29	SportsAbility	88.00	\$2,999	\$2,999	\$2,639
30	Summer Xplosion	83.67	\$800	\$700	\$586
31	Take Charge Against Breast Cancer	89.33	\$1,000	\$1,000	\$893
32*	Tallahassee Invite	94.00	\$10,000	\$10,000	\$9,400
33	Tally Nationals II	84.00	\$2,000	\$2,333	\$1,960
34	Terry Long FSU Relays	93.00	\$12,000	\$12,000	\$11,160
35*	The Michael Fine Seminole Classic	92.67	\$2,999	\$2,999	\$2,779
36	Trojan Invitational	89.67	\$2,000	\$2,000	\$1,793
37*	UTR Pro Tennis Tour Tallahassee Men	86.33	\$3,000	\$3,000	\$2,590
38	YBOA Comets Spring Shootout	90.67	\$2,000	\$2,000	\$1,813
TOTAL					\$138,399

*New applicants/events for FY2026



COUNCIL ON CULTURE & ARTS | TALLAHASSEE/LEON COUNTY

FY26 CG + CTMG Panel Report

Grant programs: Cultural Grant & Cultural Tourism Marketing Grant

Program	FY26 Applicants	FY26 Awards	FY25 Applicants	FY25 Awards	FY24 Applicants	FY24 Awards
Cultural Grant	37 total	37 total	38 total	36 total	32 total	31 total
	37 returning	*Pending County eligibility review	2 new, 36 returning	1 deemed ineligible per County review and withdrawn; 1 withdrawn by applicant	1 new, 31 returning	2 deemed ineligible per County review; 1 accepted with revisions; 1 withdrawn
Cultural Tourism Marketing Grant	37 total	36 total	38 total	36 total	31 total	30 total
	1 new, 36 returning	*Pending panel review; 1 deemed ineligible during panel review and withdrawn by applicant	2 new, 36 returning	1 deemed ineligible per County review and withdrawn; 1 withdrawn by applicant	2 new, 29 returning	2 deemed ineligible per County review; 1 accepted with revisions; 1 withdrawn

Grant program principles

ACCESS: Offer opportunities for eligible organizations to apply for both of our grant programs.

EQUITY: Ensure funds are available for all programs and distributed through an equitable process that allows as many grantees as possible access to funds.

SUPPORT: Balance resource allocation to long-time grantees of the program with opportunities for new grantees.

FLEXIBILITY: Balance the requirements of the programs with streamlined processes that will simplify the application process while keeping existing compliances in place. This will allow organizations the flexibility to respond to new programmatic realities and needs.

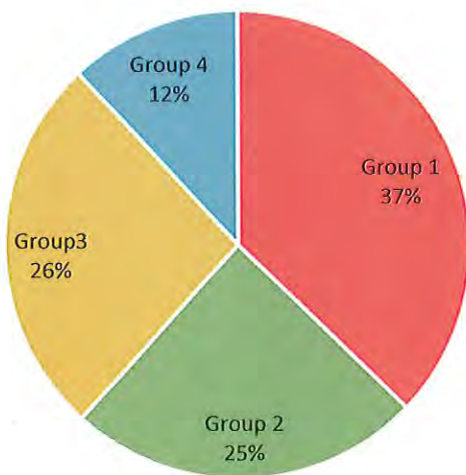
FY26 Cultural Grant Awards

The mission of COCA's Cultural Grant Program is to serve and support the community of non-profit arts and cultural organizations within Tallahassee and Leon County through program funding which enhances the quality of life as well as the tourism and economic development of our community. An applicant's programming must contribute to the tourism development of Leon County in accordance with Florida Statute 125.0104.

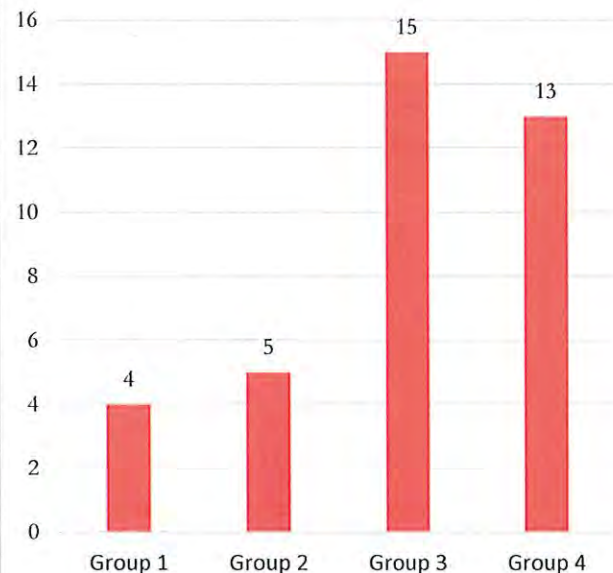
The grant program seeks to fund programming that offers a unique service in arts, culture and history not otherwise provided in the community; programs that provide distinctive arts, history, and cultural offerings; programs that highlight cultural diversity and/or access for persons with disabilities; programs that bring arts, cultural and historic exhibits, or events to underserved areas; programs which engage members of the community in the creative and/or artistic process.

Application Summary	Award Summary*		
38 applications received	Group 1	4 awardees	\$744,425
All applications reviewed by COCA Grants Manager	Group 2	5 awardees	\$490,982
38 eligible applications reviewed by panel	Group 3	15 awardees	\$526,206
Tourism eligibility pending	Group 4	13 awardees	\$239,059
	Total	37 awardees	\$2,000,672
* All awards are pending County approval and final eligibility determinations			

FY26 Cultural Grant Awards



Number of Awardees by Group



FY26 Cultural Grant*			
Grant #	Organization	Group	Award* & Score
FY26CG-01	Arts and Cultural Experiences at Railroad Square	4	\$16,000 94.67

First Fridays at Railroad Square

First Fridays at Railroad Square is a free, monthly community festival held in Tallahassee's historic art district, featuring local artists and creative entrepreneurs. With music, culturally diverse food, street performances, and family-friendly activities, the event both features and draws a diverse demographic. Known for its vibrant, inclusive atmosphere, First Fridays offers a consistent, year-round opportunity for residents and tourists alike, even during the City's quieter seasons. Over 20 years strong, it is one of Tallahassee's most unique and longest-running monthly traditions, nationally recognized by Forbes, Huffington Post, Trip Advisor, Forbes, and ESPN's "3-Day Weekend" as a top local experience.

FY26CG-02	Ayoka Afrikan Drum and Dance, Inc.	4	\$24,985 94.67
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It's Ayoka for ME!

We request funding for two core facets of our "It's Ayoka for ME!" programming that share cultural traditions of Africa while fostering stronger and healthier communities locally: 1) Ongoing community drum and dance classes offered free of charge across Leon County and surrounding areas, and 2) the 2026 Ayoka Afrikan Drum and Dance Festival, featuring twenty five invited artists and class instruction in drum and dance traditions of Senegal, Guinea, Zimbabwe, Congo, Haiti, and Cuba.

FY26CG-03	Tallahassee Film Society	4	\$26,957 94.67
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Reels on the Rails©

Reels on the Rails© is the Tallahassee Film Society's year-round film series showcasing outstanding independent, documentary, and international films not otherwise shown in the region. The program fosters appreciation for film as a relevant art form while promoting cultural diversity and social awareness. Screenings feature global perspectives, including foreign-language films that introduce audiences to new cultures, histories, and ideas. Designed to reach historically underrepresented groups in art-house cinema, Reels on the Rails© offers accessible, inclusive programming in ADA-compliant venues. Post-film discussions and community engagement are central to the experience, creating space for reflection, conversation, and cultural connection.

FY26CG-04	Tallahassee Hispanic Theater	4	\$6,500 94.00
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9th Annual Micro Theater Festival

THT is requesting funding to produce the 9th Annual Micro Theater Festival, which will be celebrated during the Summer of 2026 at Goodwood Museum and Gardens. The past editions of the festival have been very successful and we are continuing to work on making it a Summer cultural landmark in Tallahassee that can attract visitors during a time of the year when the local cultural offer isn't very extensive.

FY26CG-05	Asian Coalition of Tallahassee, Inc.	4	\$15,280 93.33
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Experience Asia 2026

Asian Coalition of Tallahassee (ACT) projects go on all year with activities that embraces culture with projects that promote the Asian culture. Experience Asia, our signature event, is held at the end of September to commemorate the contributions of the Asian and Asian American groups in Tallahassee and the community at large. Our event ranks number 3 as one of the favorite events in the city. People are fascinated by the Asian culture and Experience Asia showcases Asian culture.

FY26CG-06	EnhanceAbility / Able Artists Gallery	4	\$28,000 92.00
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Able Artists Gallery General Programming

Our gallery, which showcases the works of local, regional, national, and international artists with disabilities, is seeking funding to expand our marketing, exhibitions, workshops, events, and outreach as we strive to facilitate a sense of hope, pride, and opportunity for all artists. We believe that the arts have the power to promote understanding, inspire change, and create a more inclusive and equitable society. We are committed to creating a welcoming and accessible space for all visitors and strive to have a greater impact on the community and tourism while serving as a hub for cultural and artistic activities.

FY26CG-07	Tallahassee Community Friends of Old Time Dance, Inc.	4	\$6,915 92.00
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Tallahassee Community Friends of Old Time Dance, Inc. General Programming

Tallahassee Community Friends of Old-Time Dance (TCFOOTD), Inc., promotes traditional folk dance and music traditions from New England, Ireland, Quebec, Scotland, England and Appalachia by holding contra dances one to two times per month. A contra dance is a communal dance where a caller, accompanied by a live string band, guides dancers through a variety of folk dances. TCFOOTD welcomes dancers of all experience levels and all walks of life regardless of gender identity, marital status, physical ability, culture, age, race or religion. Contra dances are about building community: meeting new people and making new friends, set to music.

FY26CG-08	621 Gallery	4	\$28,000 91.33
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General Programming

621 Gallery offers unique and contemporary exhibition season programming and outreach which is extended through special annual events and festivals. The gallery strives to provide a platform for local, regional & national emerging to mid-career artists. These include artist talks, workshops, open studio hours and more. Visiting artists stay at hotels in the area for the installation & de-installation of their exhibit. These exhibitions & programs draw a large range of local patrons, in addition to numerous weekly visits from tourists staying in local hotels.

FY26CG-09	Big Bend Filipino-American Association, Inc.	4	\$10,500 90.67
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Big Bend Filipino-American Association General Programming

The Big Bend Filipino-American Association, Inc. (BBFAA) is requesting Cultural Grant funding and Cultural Tourism Marketing Grant funding for the 2025 to 2026 fiscal year. BBFAA is a non-profit organization with the goal of fostering cultural and social ties between the Filipinos and the community at large while generating resources towards charity and humanitarian causes.

FY26CG-10	SPEBSQSA Chapter PO24, Inc.	4	\$14,000 90.67
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Barbershop Harmony Public Performances

During two distinct periods of the year - the Christmas Holiday season and in early summer - our chorus will present high quality public performances of choral music arranged in the distinctive 4-part acapella style known as barbershop harmony.

FY26CG-11	Tallahassee Civic Chorale, Inc.	4	\$20,000 90.67
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Tallahassee Civic Chorale 40th Anniversary season

The 40th concert season will consist of three concerts, each celebrating some aspect of the Chorale, using its repertoire and place in the cultural life of North Florida.

FY26CG-12	Embrace World Cultures Inc	4	\$25,033 90.00
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CrystalFire World Dance and Wellness Conference

The CrystalFire World Dance and Wellness Conference is a four-day cultural event that brings internationally acclaimed artists, educators, and audiences to Leon County for an immersive experience in global dance, music, and holistic wellness. Designed to promote cross-cultural understanding and artistic excellence, the conference offers workshops, public showcases, and community engagement opportunities. It serves as a unique platform for education, inclusion, and cultural tourism—positioning Tallahassee as a vibrant hub for the arts. CrystalFire supports local economic development while addressing the community's need for diverse,

high-quality cultural programming that uplifts underrepresented voices and fosters global connection through the performing arts.

FY26CG-13	Tallahassee Historical Society, Inc.	4	\$16,889
			81.33

Tallahassee Historical Society Inc General Programming

The Tallahassee Historical Society's programs focus on preserving, educating, and fostering an appreciation for the history of Tallahassee, Leon County, and surrounding areas. They offer monthly meetings with guest speakers, participate in local events, and support various historical preservation projects. The society presents programs and lectures on various historical topics, including local and state history, architecture, archeology, and preservation. The society actively supports and participates in projects related to preserving historic buildings, cemeteries, and other historical sites. They participate in local historical events. The society publishes a historical journal called "Apalachee" and other publications to disseminate historical information.

FY26CG-14	Theater with a Mission Inc	3	\$42,728
			97.33

Loco for Love Festival 2026

Theater with a Mission (TWAM) creates once-in-a-lifetime opportunities to experience Florida during the American Revolution. At a historic site unique to Leon County, Loco for Love Festival 2026 musters experts from all over the nation to lead workshops in songs, dances, games, and foods from 1776. Performers from all over the South re-create Revolutionary stories, military drills, and debates. TWAM's new play "Family Feud 1776" invites audiences to become residents of Florida 250 years ago, watch competing versions of Romeo and Juliet (Shakespeare's tragedy and Lope de Vega's comedy), and plot to support the Patriot Montagues or the Loyalist Capulets.

FY26CG-15	Pas de Vie, Inc.	3	\$37,938
			96.67

Pas de Vie Ballet 2025-26 Performance Season

"The Arts Live Here" is a familiar saying in the Tallahassee arts and cultural community. After more than 37 years of performances, Pas de Vie is proud to be part of Tallahassee's cultural tradition. Our annual performance season includes special school performances of The Nutcracker and Peter & the Wolf, and full performances of The Nutcracker and Spotlight on Dance. These events have seen an increased number of attendees from outside of Leon County and we hope to continue to draw additional visitors to our community to enjoy our performances and everything Tallahassee and Leon County have to offer visitors.

FY26CG-16	Southern Shakespeare Company	3	\$53,264
			96.67

A Walking Midsummer

This innovative production of Shakespeare's A Midsummer Night's Dream will take place on the grounds of the beautiful Tallahassee Museum and actors will perform scenes from the play in various locations throughout.

Audiences will travel down Tallahassee Museum's wooded trails, ambling boardwalks, and through their animal exhibits, all while taking in scenes from *A Midsummer Night's Dream*. Featuring the fairy King and Queen on ziplines, custom drinks and snacks from local vendors, and family-friendly pre-show activities, this event is sure to be utterly magical and truly unforgettable.

FY26CG-17	Mickee Faust Alternative Performance Club, Inc	3	\$19,131
			96.00

Support for Mickee Faust's 39th Season

Mickee Faust Club's 39th year of programming: Fall's "Faust of Horrors," "Faust Springs Into Spring" and Community Collaborations.

FY26CG-18	The Tallahassee Community Chorus	3	\$31,827
			96.00

2025-2026 Concert Season

The Tallahassee Community Chorus seeks grant funding to support its 2025-2026 concert season, its 38th season of filling Tallahassee and the surrounding areas with song! The Chorus presents three major choral works with orchestra each season and draws in-person audiences from across Florida, South Georgia, and South Alabama, as well as online audiences from across the globe. Alongside our musical programming, the Chorus offers non-auditioned singing opportunities to community members, educational and singing opportunities for students, and provides graduate students with conducting and internship experiences.

FY26CG-19	Institute for Music Business LLC	3	\$55,956
			94.67

Music, Money and Mindset Program

The Institute for Music Business (IMB) empowers youth, young adults and lifelong learners across Leon, Gadsden, Jefferson, Wakulla, and Taylor counties through immersive summer career camps and mentorship programs focused on music, media, and workforce readiness. On evenings and weekends, students engage in college tours, studio tours, songwriting, production, business training, and real-world experiences. IMB also provides vocational rehabilitation, career pathways training for youth (14-21) with disabilities, including foster youth through the Music for Life program. Funding will support marketing efforts to expand awareness and attract youth from across Florida and beyond, building a creative pipeline to postsecondary success.

FY26CG-20	Florida Litfest, Inc.	3	\$10,000
			93.33

Florida Litfest Books and Music All Year

The program for which we are requesting funding is a series of author and/or musician appearances for community at-large.

FY26CG-21		3	\$80,000
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Making Light
Productions, Inc.

93.33

Making Light Productions Theatre Program

Making Light Productions is seeking an \$80,000 grant to support our inclusive and award-winning theatre program. Annually, we stage over 28 productions with 76 performances, emphasizing cultural value and artistic excellence. Our educational initiatives welcome children, teens, and adults of all abilities, showcasing musicals and plays at the Making Light Theatre. We embrace neurodiverse casting, necessitating additional staff to assist with physical and cognitive challenges, ensuring comprehensive support for all students. Our program uniquely attracts regional families and offers performance and crew opportunities to neurodivergent adults through our Tallahassee Children's Theatre at MLP.

FY26CG-22

Tallahassee Bach Parley,
Inc.

3

\$29,488

93.33

Bach Parley Concert Series

Tallahassee Bach Parley concerts showcase local professional musicians alongside guest artists from out of town, performing Baroque music on period instruments. This unique programming appeals to a broad audience and highlights Leon County as a tourist destination, as the nearest similar organization is in Atlanta, GA. Bach Parley concerts are free and open to the public, with a suggested donation of \$10. However, it is not required, making it accessible for community members of all income levels to attend.

FY26CG-23

Choice Impact
Community
Development
Corporation

3

\$29,645

92.00

Arts-in-the-Heart Concert Series present Javacya Elite Chamber Orchestra and Special Guests

Now entering its ninth season in 2026, the Arts-In-The-Heart Concert Series was founded by the 45-year-old Javacya Arts Conservatory as an extension of its esteemed educational platform supporting the Javacya Elite Chamber Orchestra. Known for bold programming and artistic excellence, the series features newly commissioned works and acclaimed performers such as violinist Rachel Barton Pine, cellist Dr. Khari Joyner, and vocalist Darryl Tookes. Through solo recitals, chamber ensembles, and orchestral collaborations, Arts-In-The-Heart offers audiences fresh, compelling compositions and masterful interpretations, serving as a vital platform for both emerging and established voices in classical music.

FY26CG-24

John Gilmore Riley
Center/Museum of
African American History
and Culture Inc.

3

\$65,960

91.33

John Gilmore Riley Center General Programming

The four-year exhibition and lecture series (2024-2027): "African Americans in Tallahassee: From the Antebellum Period to the Civil Rights Era."

FY26CG-25

The Artist Series of
Tallahassee, Inc.

3

\$28,314

91.33

The Artist Series of Tallahassee Concert Season Tourism/Marketing FY26

The Artist Series of Tallahassee will present a public, five-concert series, featuring world renowned classical music ensembles and soloists, encouraging tourists and locals to explore all that Tallahassee has to offer through the Arts. Programs of The Artist Series contribute to Tallahassee's thriving cultural scene and help attract visitors who shop, dine, and book lodging in Tallahassee and Leon County. The Artist Series impacts tourism and stimulates the local economy by presenting a high quality arts experience performed by world class artists not typically appearing outside of major markets.

FY26CG-26	Strikers Youth Arts Project, Inc	3	\$4,000
			90.67

Capital City Dance Festival

Capital City Dance Festival: The three-day festival will highlight different genres of dance from master instructors from around the country. People will have the opportunity to take master classes in Hip Hop, Jazz, Contemporary, Urban Soul, Drill, and Heels, and much more! The festival will end with a culminating performance by the master instructors, visiting dance companies, and festival participants. We anticipate up to 2200 people in attendance at the festival whether in-person or virtually and we believe at minimum, 15% of our participants will be from out-of-town. This will bring tourism into the Capital City.

FY26CG-27	DJ DEMP Foundation	3	\$15,885
			88.67

DJ DEMP General Programming

Our programs fulfill the Cultural Grant's objectives by: Offering culturally relevant arts and educational experiences rooted in Southern hip-hop, music history, and live performance. These programs are developed with exemplary educational standards, providing meaningful exposure to music as a cultural art form. Creating educational opportunities for youth through outreach, performances, and interactive community events where students learn to build emotional resilience, creative expression, and confidence through music and storytelling. Serving a diverse population and support creative expression through performing arts. We attract visitors through our signature, high-impact programs which regularly draw attendees and performers from across Florida and adjoining states.

FY26CG-28	Tallahassee Youth Orchestras Inc	3	\$22,070
			88.67

Tallahassee Youth Orchestras General Programming

Tallahassee Youth Orchestras provides the only full-orchestra experience for students in the region. We offer ensembles appropriate to all levels of young musicians, with a need-based scholarship program to ensure all can afford to participate. We present four concerts each season in FSU concert halls, two additional performances featuring smaller ensembles in community locations, and travel to Jackson County for a residency each August. Our high-quality performances feature low ticket prices, making live music accessible. Our Community Orchestra provides free performances in support of civic events. We provide educational outreach programs that reach over 550 students every year.

FY26CG-29		2	\$102,800
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LeMoyne Art
Foundation, Inc.

98.67

LeMoyne Arts Programs, Exhibits, and Related Events

LeMoyne Arts seeks grant support for our gallery exhibits, exhibit-related events and hands on art making workshops from October 1, 2025, to September 30, 2026. This includes 11 rotating exhibits and at least 24 supporting events and workshops associated with the exhibits.

FY26CG-30

Goodwood Museum and
Gardens, Inc

2

\$94,525

98.00

Goodwood Museum and Gardens General Programming

Goodwood Museum & Gardens seeks funding for cultural programming set amidst historic architecture and heirloom gardens. The 21-acre property is an intact cultural landscape with 16 historic structures and gardens reflecting 200 years of history. Programming includes music, theater and visual arts, exhibits featuring historic collections and new research, and educational offerings for all ages. Goodwood has local, national and international appeal, welcoming approximately 50,000 visitors from 46 states and 20 countries in the past twelve months alone. Moreover, through strategic partnerships, creativity and well-being intersect at Goodwood, contributing to a vibrant, healthy community with a high quality of life.

FY26CG-31

Tallahassee Ballet

2

\$134,062

98.00

The Tallahassee Ballet's 2025-2026 Season Performances and Programming

The Tallahassee Ballet (TTB) is seeking funding to support its 2025–2026 Season of performances and programming.

FY26CG-32

Young Actors Theatre Of
Tallahassee Inc.

2

\$106,361

97.33

Young Actors Theatre 25-26 Season of Shows and Touring Troupes

At Young Actors Theatre, we produce an annual season of high-quality shows for the general public that challenge our young performers and captivate multi-generational audiences. While our shows are performed by youth, they are not childish. With professional guidance and a rich history of excellence, our students create unforgettable productions, attracting and inspiring over 10,000 patrons with the magic of live theater. We also have three touring troupes that shine at festivals and major events in the area and beyond.

FY26CG-33

Theatre Tallahassee, Inc

2

\$53,234

95.33

2025-2026 Production Season

Theatre Tallahassee respectfully requests funding to support its 2025–2026 production season. The centerpiece of our organization, the production season is the core vehicle through which we fulfill our mission to enrich the community through high-quality theatrical experiences. Support from COCA will directly impact

our artistic development and marketing success. These funds will help ensure continued delivery of diverse, accessible, and compelling live theatre. The season serves as the foundation for all other programming, including education, community partnerships, and audience development. A successful season strengthens our capacity to engage new audiences, nurture talent, and contribute meaningfully to the cultural landscape.

FY26CG-34	Tallahassee Symphony Orchestra, Inc.	1	\$209,425 100.00
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Support for the Programs of the Tallahassee Symphony Orchestra's 45th Anniversary Season

The Tallahassee Symphony Orchestra seeks funding to support a wide array of concert offerings, both classical and popular, in indoor and outdoor arenas, and geared toward diverse audiences of adults, children, families, and curious experience-seekers. Whether it be the music of Beethoven, Michael Jackson, or John Williams, the TSO offers something for everyone in settings that are welcoming and attractive to people throughout Leon County and beyond. Additionally, our education and engagement programs will provide one-of-a-kind opportunities for the citizens of our community by living by our mission to "engage, enrich, and inspire."

FY26CG-35	Tallahassee Museum of History and Natural Science, Inc.	1	\$350,000 99.33
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Tallahassee Museum General Programming

The Tallahassee Museum seeks grant funding to remain a vibrant educational, cultural, and economic hub for Leon County, serving as a gathering place to learn about our cultural and natural environments while strengthening community development and being recognized as a premier tourist destination. Funding will enable the Museum to serve the County's educational and cultural needs through a dynamic, diverse program of exhibits, programs, events, professional assistance, outreach services, and professionally maintained collections and facilities. These programs will sustain the Museum's educational, cultural, and economic benefits provided to all citizens of Leon County, regardless of background, age, or financial status.

FY26CG-36	Florida State University (Challenger Learning Center)	1	\$155,000 94.00
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Launch Boxes: Hands-On STEAM Adventures for Curious Minds

Launch Boxes: Hands-On STEAM Adventures for Curious Minds is a community outreach initiative from the Challenger Learning Center of Tallahassee. The program delivers curated STEAM kits to children in areas across North Florida. Each box contains reusable materials, activity guides, and engaging projects aligned with educational standards. Designed for learners ages 5–13, Launch Boxes bring high-quality, hands-on science, technology, engineering, art, and math experiences directly into homes and community spaces—empowering children to explore, create, and build confidence. Activities are designed to spark curiosity not just in students, but also in families learning and discovering together.

FY26CG-37		1	\$30,000
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FSU Board of Trustees
(Opening Nights)

93.33

FY26 Artist & Education Programming

Opening Nights requests grant funds to support its 2025-26 season of public and educational performances.

Total **\$2,000,672**

** Pending County approval and final eligibility determinations*

FY26 Cultural Tourism Marketing Grant Awards

The Cultural Tourism Marketing Grant Program is designed to increase the visibility and awareness of Leon County's arts and cultural organizations and their programming, to those outside of the County. Marketing initiatives should highlight our vibrant and diverse cultural community and seek to attract visitors. For the purposes of this grant, organizations will need to specify marketing and promotional initiatives which use media outlets or strategies that are not primarily focused on the local Tallahassee/Leon County market. Use of these grant funds should raise the overall awareness of Leon County as a desirable place to visit.

Application Summary	Award Summary*
37 applications received	33 applications funded at 100%
All applications reviewed by COCA Grants Manager	3 applicants funded at 90%
1 application deemed ineligible and withdrawn	0 applicants funded at 80%
36 applications reviewed by panel	0 applicants not funded
Tourism eligibility pending	36 awards totaling \$138,405
* All awards are pending County approval and final eligibility determinations	

FY26 Cultural Tourism Marketing Grant*			
Grant #	Organization	Group	Award & Score*
FY26CTMG-01	Arts and Cultural Experiences at Railroad Square	4	\$4,000
			94.67

First Fridays at Railroad Square

First Fridays at Railroad Square is a free, monthly community festival held in Tallahassee's historic art district, featuring local artists and creative entrepreneurs. With music, culturally diverse food, street performances, and family-friendly activities, the event both features and draws a diverse demographic. Known for its vibrant, inclusive atmosphere, First Fridays offers a consistent, year-round opportunity for residents and tourists alike, even during the City's quieter seasons. Over 20 years strong, it is one of Tallahassee's most unique and longest-running monthly traditions, nationally recognized by Forbes, Huffington Post, Trip Advisor, Forbes, and ESPN's "3-Day Weekend" as a top local experience.

FY26CTMG-02	Ayoka Afrikan Drum and Dance, Inc.	4	\$4,000
			94.67

It's Ayoka for ME!

We request funding for two core facets of our "It's Ayoka for ME!" programming that share cultural traditions of Africa while fostering stronger and healthier communities locally: 1) Ongoing community drum and dance classes offered free of charge across Leon County and surrounding areas, and 2) the 2026 Ayoka Afrikan Drum and Dance Festival, featuring twenty five invited artists and class instruction in drum and dance traditions of Senegal, Guinea, Zimbabwe, Congo, Haiti, and Cuba.

FY26CTMG-03	Tallahassee Film Society	4	\$4,000
			94.67

Reels on the Rails©

Reels on the Rails© is the Tallahassee Film Society's year-round film series showcasing outstanding independent, documentary, and international films not otherwise shown in the region. The program fosters appreciation for film as a relevant art form while promoting cultural diversity and social awareness. Screenings feature global perspectives, including foreign-language films that introduce audiences to new cultures, histories, and ideas. Designed to reach historically underrepresented groups in art-house cinema, Reels on the Rails© offers accessible, inclusive programming in ADA-compliant venues. Post-film discussions and community engagement are central to the experience, creating space for reflection, conversation, and cultural connection.

FY26CTMG-04	Tallahassee Hispanic Theater	4	\$4,000
			94.00

9th Annual Micro Theater Festival

THT is requesting funding to produce the 9th Annual Micro Theater Festival, which will be celebrated during the Summer of 2026 at Goodwood Museum and Gardens. The past editions of the festival have been very successful and we are continuing to work on making it a Summer cultural landmark in Tallahassee that can attract visitors during a time of the year when the local cultural offer isn't very extensive.

FY26CTMG-05	Asian Coalition of Tallahassee, Inc.	4	\$4,000
			93.33

Experience Asia 2026

Asian Coalition of Tallahassee (ACT) projects go on all year with activities that embraces culture with projects that promote the Asian culture. Experience Asia, our signature event, is held at the end of September to commemorate the contributions of the Asian and Asian American groups in Tallahassee and the community at large. Our event ranks number 3 as one of the favorite events in the city. People are fascinated by the Asian culture and Experience Asia showcases Asian culture.

FY26CTMG-06	EnhanceAbility / Able Artists Gallery	4	\$4,000
			92.00

Able Artists Gallery General Programming

Our gallery, which showcases the works of local, regional, national, and international artists with disabilities, is seeking funding to expand our marketing, exhibitions, workshops, events, and outreach as we strive to facilitate a sense of hope, pride, and opportunity for all artists. We believe that the arts have the power to promote understanding, inspire change, and create a more inclusive and equitable society. We are committed to creating a welcoming and accessible space for all visitors and strive to have a greater impact on the community and tourism while serving as a hub for cultural and artistic activities.

FY26CTMG-07	Tallahassee Community Friends of Old Time Dance, Inc.	4	\$4,000
			92.00

Tallahassee Community Friends of Old Time Dance, Inc. General Programming

Tallahassee Community Friends of Old-Time Dance (TCFOOTD), Inc., promotes traditional folk dance and music traditions from New England, Ireland, Quebec, Scotland, England and Appalachia by holding contra dances one to two times per month. A contra dance is a communal dance where a caller, accompanied by a live string

band, guides dancers through a variety of folk dances. TCFOOTD welcomes dancers of all experience levels and all walks of life regardless of gender identity, marital status, physical ability, culture, age, race or religion. Contra dances are about building community: meeting new people and making new friends, set to music.

FY26CTMG-08	621 Gallery	4	\$4,000
			91.33

General Programming

621 Gallery offers unique and contemporary exhibition season programming and outreach which is extended through special annual events and festivals. The gallery strives to provide a platform for local, regional & national emerging to mid-career artists. These include artist talks, workshops, open studio hours and more. Visiting artists stay at hotels in the area for the installation & de-installation of their exhibit. These exhibitions & programs draw a large range of local patrons, in addition to numerous weekly visits from tourists staying in local hotels.

FY26CTMG-09	Big Bend Filipino-American Association, Inc.	4	\$500
			90.67

Big Bend Filipino-American Association General Programming

The Big Bend Filipino-American Association, Inc. (BBFAA) is requesting Cultural Grant funding and Cultural Tourism Marketing Grant funding for the 2025 to 2026 fiscal year. BBFAA is a non-profit organization with the goal of fostering cultural and social ties between the Filipinos and the community at large while generating resources towards charity and humanitarian causes.

FY26CTMG-10	SPEBSQSA Chapter PO24, Inc.	4	\$3,780
			90.67

Barbershop Harmony Public Performances

During two distinct periods of the year - the Christmas Holiday season and in early summer - our chorus will present high quality public performances of choral music arranged in the distinctive 4-part acapella style known as barbershop harmony.

FY26CTMG-11	Tallahassee Civic Chorale, Inc.	4	\$4,000
			90.67

Tallahassee Civic Chorale 40th Anniversary season

The 40th concert season will consist of three concerts, each celebrating some aspect of the Chorale, using its repertoire and place in the cultural life of North Florida.

FY26CTMG-12	Embrace World Cultures Inc	4	\$4,000
			90.00

CrystalFire World Dance and Wellness Conference

The CrystalFire World Dance and Wellness Conference is a four-day cultural event that brings internationally acclaimed artists, educators, and audiences to Leon County for an immersive experience in global dance, music, and holistic wellness. Designed to promote cross-cultural understanding and artistic excellence, the conference offers workshops, public showcases, and community engagement opportunities. It serves as a

unique platform for education, inclusion, and cultural tourism—positioning Tallahassee as a vibrant hub for the arts. CrystalFire supports local economic development while addressing the community’s need for diverse, high-quality cultural programming that uplifts underrepresented voices and fosters global connection through the performing arts.

FY26CTMG-13	Tallahassee Historical Society, Inc.	4	\$3,600 81.33
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Tallahassee Historical Society Inc

The Tallahassee Historical Society's programs focus on preserving, educating, and fostering an appreciation for the history of Tallahassee, Leon County, and surrounding areas. They offer monthly meetings with guest speakers, participate in local events, and support various historical preservation projects. The society presents programs and lectures on various historical topics, including local and state history, architecture, archeology, and preservation. The society actively supports and participates in projects related to preserving historic buildings, cemeteries, and other historical sites. They participate in local historical events The society publishes a historical journal called "Apalachee" and other publications to disseminate historical information.

FY26CTMG-14	Theater with a Mission Inc	3	\$4,000 97.33
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Loco for Love Festival 2026

Theater with a Mission (TWAM) creates once-in-a-lifetime opportunities to experience Florida during the American Revolution. At a historic site unique to Leon County, Loco for Love Festival 2026 musters experts from all over the nation to lead workshops in songs, dances, games, and foods from 1776. Performers from all over the South re-create Revolutionary stories, military drills, and debates. TWAM’s new play "Family Feud 1776" invites audiences to become residents of Florida 250 years ago, watch competing versions of Romeo and Juliet (Shakespeare’s tragedy and Lope de Vega’s comedy), and plot to support the Patriot Montagues or the Loyalist Capulets.

FY26CTMG-15	Pas de Vie, Inc.	3	\$4,000 96.67
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Pas de Vie Ballet 2025-26 Performance Season

“The Arts Live Here” is a familiar saying in the Tallahassee arts and cultural community. After more than 37 years of performances, Pas de Vie is proud to be part of Tallahassee’s cultural tradition. Our annual performance season includes special school performances of The Nutcracker and Peter & the Wolf, and full performances of The Nutcracker and Spotlight on Dance. These events have seen an increased number of attendees from outside of Leon County and we hope to continue to draw additional visitors to our community to enjoy our performances and everything Tallahassee and Leon County have to offer visitors.

FY26CTMG-16	Southern Shakespeare Company	3	\$4,000 96.67
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A Walking Midsummer

This innovative production of Shakespeare’s A Midsummer Night’s Dream will take place on the grounds of the beautiful Tallahassee Museum and actors will perform scenes from the play in various locations throughout. Audiences will travel down Tallahassee Museum’s wooded trails, ambling boardwalks, and through their animal exhibits, all while taking in scenes from A Midsummer Night’s Dream. Featuring the fairy King and

Queen on ziplines, custom drinks and snacks from local vendors, and family-friendly pre-show activities, this event is sure to be utterly magical and truly unforgettable.

FY26CTMG-17	Mickee Faust Alternative Performance Club, Inc	3	\$4,000
			96.00

Support for Mickee Faust's 39th Season

Mickee Faust Club's 39th year of programming: Fall's "Faust of Horrors," "Faust Springs Into Spring" and Community Collaborations.

FY26CTMG-18	The Tallahassee Community Chorus	3	\$4,000
			96.00

2025-2026 Concert Season

The Tallahassee Community Chorus seeks grant funding to support its 2025-2026 concert season, its 38th season of filling Tallahassee and the surrounding areas with song! The Chorus presents three major choral works with orchestra each season and draws in-person audiences from across Florida, South Georgia, and South Alabama, as well as online audiences from across the globe. Alongside our musical programming, the Chorus offers non-auditioned singing opportunities to community members, educational and singing opportunities for students, and provides graduate students with conducting and internship experiences.

FY26CTMG-19	Institute for Music Business LLC	3	\$4,000
			94.67

Music, Money and Mindset Program

The Institute for Music Business (IMB) empowers youth, young adults and lifelong learners across Leon, Gadsden, Jefferson, Wakulla, and Taylor counties through immersive summer career camps and mentorship programs focused on music, media, and workforce readiness. On evenings and weekends, students engage in college tours, studio tours, songwriting, production, business training, and real-world experiences. IMB also provides vocational rehabilitation, career pathways training for youth (14-21) with disabilities, including foster youth through the Music for Life program. Funding will support marketing efforts to expand awareness and attract youth from across Florida and beyond, building a creative pipeline to postsecondary success.

FY26CTMG-20	Making Light Productions, Inc.	3	\$4,000
			93.33

Making Light Productions Theatre Program

Making Light Productions is seeking an \$80,000 grant to support our inclusive and award-winning theatre program. Annually, we stage over 28 productions with 76 performances, emphasizing cultural value and artistic excellence. Our educational initiatives welcome children, teens, and adults of all abilities, showcasing musicals and plays at the Making Light Theatre. We embrace neurodiverse casting, necessitating additional staff to assist with physical and cognitive challenges, ensuring comprehensive support for all students. Our program uniquely attracts regional families and offers performance and crew opportunities to neurodivergent adults through our Tallahassee Children's Theatre at MLP.

FY26CTMG-21	Tallahassee Bach Parley, Inc.	3	\$4,000
			93.33

Bach Parley Concert Series

Tallahassee Bach Parley concerts showcase local professional musicians alongside guest artists from out of town, performing Baroque music on period instruments. This unique programming appeals to a broad audience and highlights Leon County as a tourist destination, as the nearest similar organization is in Atlanta, GA. Bach Parley concerts are free and open to the public, with a suggested donation of \$10. However, it is not required, making it accessible for community members of all income levels to attend.

FY26CTMG-22	Choice Impact Community Development Corporation	3	\$4,000
			92.00

Arts-in-the-Heart Concert Series present Javacya Elite Chamber Orchestra and Special Guests

Now entering its ninth season in 2026, the Arts-In-The-Heart Concert Series was founded by the 45-year-old Javacya Arts Conservatory as an extension of its esteemed educational platform supporting the Javacya Elite Chamber Orchestra. Known for bold programming and artistic excellence, the series features newly commissioned works and acclaimed performers such as violinist Rachel Barton Pine, cellist Dr. Khari Joyner, and vocalist Darryl Tookes. Through solo recitals, chamber ensembles, and orchestral collaborations, Arts-In-The-Heart offers audiences fresh, compelling compositions and masterful interpretations, serving as a vital platform for both emerging and established voices in classical music.

FY26CTMG-23	John Gilmore Riley Center/Museum of African American History and Culture Inc.	3	\$4,000
			91.33

John Gilmore Riley Center General Programming

The four-year exhibition and lecture series (2024-2027): "African Americans in Tallahassee: From the Antebellum Period to the Civil Rights Era."

FY26CTMG-24	The Artist Series of Tallahassee, Inc.	3	\$4,000
			91.33

The Artist Series of Tallahassee Concert Season Tourism/Marketing FY26

The Artist Series of Tallahassee will present a public, five-concert series, featuring world renowned classical music ensembles and soloists, encouraging tourists and locals to explore all that Tallahassee has to offer through the Arts. Programs of The Artist Series contribute to Tallahassee's thriving cultural scene and help attract visitors who shop, dine, and book lodging in Tallahassee and Leon County. The Artist Series impacts tourism and stimulates the local economy by presenting a high quality arts experience performed by world class artists not typically appearing outside of major markets.

FY26CTMG-25	Strikers Youth Arts Project, Inc	3	\$4,000
			90.67

Capital City Dance Festival

Capital City Dance Festival: The three-day festival will highlight different genres of dance from master instructors from around the country. People will have the opportunity to take master classes in Hip Hop, Jazz, Contemporary, Urban Soul, Drill, and Heels, and much more! The festival will end with a culminating performance by the master instructors, visiting dance companies, and festival participants. We anticipate up

to 2200 people in attendance at the festival whether in-person or virtually and we believe at minimum, 15% of our participants will be from out-of-town. This will bring tourism into the Capital City.

FY26CTMG-26	DJ DEMP Foundation	3	\$3,600
			88.67

DJ DEMP General Programming

Our programs fulfill the Cultural Grant's objectives by: Offering culturally relevant arts and educational experiences rooted in Southern hip-hop, music history, and live performance. These programs are developed with exemplary educational standards, providing meaningful exposure to music as a cultural art form. Creating educational opportunities for youth through outreach, performances, and interactive community events where students learn to build emotional resilience, creative expression, and confidence through music and storytelling. Serving a diverse population and support creative expression through performing arts. We attract visitors through our signature, high-impact programs which regularly draw attendees and performers from across Florida and adjoining states.

FY26CTMG-27	Tallahassee Youth Orchestras Inc	3	\$2,925
			88.67

Tallahassee Youth Orchestras General Programming

Tallahassee Youth Orchestras provides the only full-orchestra experience for students in the region. We offer ensembles appropriate to all levels of young musicians, with a need-based scholarship program to ensure all can afford to participate. We present four concerts each season in FSU concert halls, two additional performances featuring smaller ensembles in community locations, and travel to Jackson County for a residency each August. Our high-quality performances feature low ticket prices, making live music accessible. Our Community Orchestra provides free performances in support of civic events. We provide educational outreach programs that reach over 550 students every year.

FY26CTMG-28	LeMoyne Art Foundation, Inc.	2	\$4,000
			98.67

LeMoyne Arts Programs, Exhibits, and Related Events

LeMoyne Arts seeks grant support for our gallery exhibits, exhibit-related events and hands on art making workshops from October 1, 2025, to September 30, 2026. This includes 11 rotating exhibits and at least 24 supporting events and workshops associated with the exhibits.

FY26CTMG-29	Goodwood Museum and Gardens, Inc	2	\$4,000
			98.00

Goodwood Museum and Gardens General Programming

Goodwood Museum & Gardens seeks funding for cultural programming set amidst historic architecture and heirloom gardens. The 21-acre property is an intact cultural landscape with 16 historic structures and gardens reflecting 200 years of history. Programming includes music, theater and visual arts, exhibits featuring historic collections and new research, and educational offerings for all ages. Goodwood has local, national and international appeal, welcoming approximately 50,000 visitors from 46 states and 20 countries in the past twelve months alone. Moreover, through strategic partnerships, creativity and well-being intersect at Goodwood, contributing to a vibrant, healthy community with a high quality of life.

FY26CTMG-30	Tallahassee Ballet	2	\$4,000
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98.00

The Tallahassee Ballet's 2025-2026 Season Performances and Programming

The Tallahassee Ballet (TTB) is seeking funding to support its 2025–2026 Season of performances and programming.

FY26CTMG-31	Young Actors Theatre Of Tallahassee Inc.	2	\$4,000
			97.33

Young Actors Theatre 25-26 Season of Shows and Touring Troupes

At Young Actors Theatre, we produce an annual season of high-quality shows for the general public that challenge our young performers and captivate multi-generational audiences. While our shows are performed by youth, they are not childish. With professional guidance and a rich history of excellence, our students create unforgettable productions, attracting and inspiring over 10,000 patrons with the magic of live theater. We also have three touring troupes that shine at festivals and major events in the area and beyond.

FY26CTMG-32	Theatre Tallahassee, Inc	2	\$4,000
			95.33

2025-2026 Production Season

Theatre Tallahassee respectfully requests funding to support its 2025–2026 production season. The centerpiece of our organization, the production season is the core vehicle through which we fulfill our mission to enrich the community through high-quality theatrical experiences. Support from COCA will directly impact our artistic development and marketing success. These funds will help ensure continued delivery of diverse, accessible, and compelling live theatre. The season serves as the foundation for all other programming, including education, community partnerships, and audience development. A successful season strengthens our capacity to engage new audiences, nurture talent, and contribute meaningfully to the cultural landscape.

FY26CTMG-33	Tallahassee Symphony Orchestra, Inc.	1	\$4,000
			100.00

Support for the Programs of the Tallahassee Symphony Orchestra's 45th Anniversary Season

The Tallahassee Symphony Orchestra seeks funding to support a wide array of concert offerings, both classical and popular, in indoor and outdoor arenas, and geared toward diverse audiences of adults, children, families, and curious experience-seekers. Whether it be the music of Beethoven, Michael Jackson, or John Williams, the TSO offers something for everyone in settings that are welcoming and attractive to people throughout Leon County and beyond. Additionally, our education and engagement programs will provide one-of-a-kind opportunities for the citizens of our community by living by our mission to "engage, enrich, and inspire."

FY26CTMG-34	Tallahassee Museum of History and Natural Science, Inc.	1	\$4,000
			99.33

Tallahassee Museum General Programming

The Tallahassee Museum seeks grant funding to remain a vibrant educational, cultural, and economic hub for Leon County, serving as a gathering place to learn about our cultural and natural environments while strengthening community development and being recognized as a premier tourist destination. Funding will enable the Museum to serve the County's educational and cultural needs through a dynamic, diverse program of exhibits, programs, events, professional assistance, outreach services, and professionally maintained

collections and facilities. These programs will sustain the Museum's educational, cultural, and economic benefits provided to all citizens of Leon County, regardless of background, age, or financial status.

FY26CTMG-35	Florida State University (Challenger Learning Center)	1	\$4,000 94.00
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Launch Boxes: Hands-On STEAM Adventures for Curious Minds

Launch Boxes: Hands-On STEAM Adventures for Curious Minds is a community outreach initiative from the Challenger Learning Center of Tallahassee. The program delivers curated STEAM kits to children in areas across North Florida. Each box contains reusable materials, activity guides, and engaging projects aligned with educational standards. Designed for learners ages 5–13, Launch Boxes bring high-quality, hands-on science, technology, engineering, art, and math experiences directly into homes and community spaces—empowering children to explore, create, and build confidence. Activities are designed to spark curiosity not just in students, but also in families learning and discovering together.

FY26CTMG-36	FSU Board of Trustees (Opening Nights)	1	\$4,000 93.33
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FY26 Artist & Education Programming

Opening Nights requests grant funds to support its 2025-26 season of public and educational performances.

			Total \$138,405
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** Pending County approval and final eligibility determinations*