

The Tallahassee Community Chorus Inc.

Project Title: The Tallahassee Community Chorus 2024-2025 Season

Grant Number: 25.c.ps.102.056

Date Submitted: Thursday, June 8, 2023

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **General Program Support Grant Guidelines**

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 1

Discipline: Music

Proposal Title: The Tallahassee Community Chorus 2024-2025 Season

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: The Tallahassee Community Chorus Inc. 
- b. DBA: The Tallahassee Community Chorus
- c. FEID: 59-3019819
- d. Phone number: 850.597.0603
- e. Principal Address: PO Box 13083 Tallahassee, 32317-3083
- f. Mailing Address: PO Box 13083 Tallahassee, 32317-3083
- g. Website: <http://tcchorus.org/>
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Cultural Organization
- j. County: Leon
- k. UEI: ZYRJCLJ9U4Z5
- l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name

Maclain

Last Name

Hardin

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2. Additional Contact *

First Name

Jan

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Smith

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3. Authorized Official *

First Name

Maclain

Last Name

Hardin

Phone 706.681.8089**Email** maclain@tcchorus.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Performing Group - Community

4.3. Applicant Discipline

Music

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

To present residents of Leon and the surrounding counties with live concerts of choral masterworks of the highest caliber, to provide educational opportunities in the community, and to showcase Tallahassee's cultural distinction via national and international travel. The Tallahassee Community Chorus strives to maintain one of the finest non-auditioned mixed community choral ensembles in the nation.

2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The Tallahassee Community Chorus (TCChorus) is dedicated to filling Tallahassee, FL and the surrounding areas with song! The 2024-2025 concert season will mark our 37th season and will include major choral-orchestral concert programming, educational and community engagement initiatives, and travel opportunities described below.

Concert Series: TCChorus offers three major concerts each year: two in the "Masterworks Series" featuring large choral masterworks with orchestra, and one Unity Concert, featuring programming that celebrates diversity and/or focuses on issues of importance to the community.

Singer & Student Engagement: TCChorus is a 200-250 person nonauditioned ensemble. Anyone wishing to sing is welcome to join the Chorus. Singers in the Chorus come from throughout the Big Bend area and South Georgia. They represent the broad ethnic and cultural diversity of our community, ranging in age from middle school to octogenarians. The Chorus engages students at all levels, across all student ages. Younger students are targeted through our concert outreach activities, including invitations to perform with the Chorus, attend open dress rehearsals, or perform in the lobby prior to a concert, while older students participate as Chorus members, interns, and assistant conductors. Undergraduate and graduate students at Florida State University (FSU) can participate in the Chorus for academic credit.

Community Engagement: Each concert we partner with a nonprofit organization that provides health/human services or represents diverse or underserved populations. The partner organization is included in our marketing and outreach and featured in the lobby of the concert hall on concert day. Our Community Engagement Committee also works to establish relationships with public/private school music teachers, assisted care living, and retirement communities throughout Tallahassee and surrounding communities.

Travel: Generally, we travel either nationally or internationally, every alternate year by invitation or to participate in choral festivals attended by choristers from all over the world. This provides unique learning and cultural experiences for our singers and gives us the opportunity to showcase the State of Florida and its cultural distinction. We expect 2025 to be a travel year for TCChorus, though a location has not yet been set.

2.1. Programming Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Our primary goals for the 2024-25 concert season are as follows:

1. Advance the art of choral music by presenting choral masterworks of the highest caliber that engage both current and new audiences.
2. Provide educational opportunities to community members and students.

3. Serve the greater Leon County area through partnerships with other nonprofit organizations.
4. Build relationships with business partners in the Leon County region.
5. Showcase the state of Florida's cultural distinction through travel.

2.2. Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

1. Advance the art of choral music by presenting choral masterworks of the highest caliber that engage both current and new audiences.

- Engage both local and out of town audiences through our three concert performances this season, with the goal of selling a minimum of 900 in-person tickets for each concert.
- Sell a minimum of 100 livestream tickets for each concert.
- Grow our season subscriber base by 10% in comparison to the 2023-24 season.

2. Provide educational opportunities to community members and students.

- Maintain Chorus membership at 250 or more singers through the season.
- Provide accessible singing opportunities for student singers who do not have choral programs in their schools.
- Partner with at least 3 local schools for workshops with our conductors to teach them about the art of choral singing, inviting them to participate in one of our pre-concert dress rehearsals.
- Provide assistant conducting and arts administration internship opportunities to 4-6 students at Florida State University College of Music

3. Serve the greater Leon County area through partnerships with other nonprofit organizations.

- For each concert in our season, partner with a different human services nonprofit organization in the Tallahassee community to boost resources and help educate our audience on their mission.
- Circulate nonprofit partner information and logos on all marketing materials.
- Participate in at least 2 special service and educational events, such as our annual "clean up" day at the Hickory Hill Cemetery, the final resting place of the Black families who lived and worked on the former Welaunee Plantation in Northeast Tallahassee.

4. Build relationships with business partners in the Leon County region.

- Engage 5 new business sponsor/partners this season.
- Attend regular business events, such as those presented by the Tallahassee Chamber of Commerce.
- Participate in the annual Chamber of Commerce conference.

5. Showcase the state of Florida's cultural distinction through travel.

- In the summer of 2025, travel by invitation or to perform in a choral festival within the U.S. or abroad.
- Register at least 60 singers for the summer trip.
- Provide financial support for singers wishing to travel through the Singer Scholarship Fund.

2.3. Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

TCChorus will present three major concerts during the 2024-25 season, with an expected attendance/participation of 3,000 individuals across all performances. Concerts will be collaborative and involve the chorus, orchestra, guest artists, and other local organizational and artistic partners. We will partner with WFSU Television to present a livestream viewing option of each performance for audiences both locally and outside of our region. This alternate viewing option will provide increased accessibility while bringing in new audiences from both in and outside of our region.

We rely on audience and singer feedback to carefully curate each concert season. Our 2024-2025 concert season will include programming designed to be attractive to returning and potential audiences and singers, while keeping production costs at a conservative level. The proposed repertoire for the 2024-25 concert season is as follows:

Fall Concert 2024

Requiem in D Minor by Gabriel Fauré

Vesperae Solennes de Confessore by W.A. Mozart

Unity Concert 2025

The Notebooks of Leonardo Da Vinci by Jocelyn Hagen

Spring Concert 2025

Psalm 42 by Felix Mendelssohn

Symphony of Psalms by Igor Stravinsky

Chichester Psalms by Leonard Bernstein

TCChorus will also perform with the choirs of FSU College of Music in December 2024 as a part of their annual "Seasonal Celebration" holiday concerts.

We offer special regular ticket pricing options for students and seniors. Our single ticket prices for each concert are \$25/Adult, \$20/Senior, and \$10/Student. Season subscription packages include tickets to all three of our major concerts for one price that represents up to a 25% savings over individual ticket prices. This savings, along with other benefits, such as seating priority and reserved parking, increases early purchase and donation to our Circle of Song donor benefit program. Singers are encouraged to promote ticket sales, and are given a discount.

In addition to our regular programming, the Chorus will host several fundraising and donor appreciation events throughout the year. We will also continue our community service work with special service projects throughout the season with our community partners, involving both singers and audience members. We anticipate our special service events and educational workshops will engage an additional 1,000 students and community members in our area.

2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Florida State University College of Music

Since inception, we have collaborated with the FSU College of Music. The current Director of Graduate Choral Studies, Dr. Michael Hanawalt, is our Artistic Director and we perform all regular concerts at the Ruby Diamond Concert Hall on campus. FSU Students can sing in the Chorus for class credit (up to 1 credit/semester). Graduate conducting students serve as Assistant Conductors each season, for which they receive funding through the university. The students gain invaluable experience leading a preeminent community choir, and past Assistant Conductors now lead collegiate and community choirs across the United States. We provide internships for 3-4 arts administration students from FSU each season. These part-time, paid positions offer hands-on experience running a nonprofit arts organization, training future arts leaders. Past interns have become successful arts educators and administrators across the country.

Nonprofit Organization Partners

We partner for each concert with a nonprofit organization that provides health or human services to the community, or represents diverse or underserved populations. The relationship with our nonprofit partners is mutually beneficial, as they provide increased marketing for our performances and we spread awareness of the organization's mission through marketing. Their representatives have a table in the lobby on concert day and speak to the audience onstage prior to the performance. Singers and patrons are encouraged to raise resources for the partner organization through monetary or physical donations.

Business Partnerships

The Chorus solicits business support through donations, sponsorships (monetary and in-kind), and concert program advertising. Our Business Sponsor Program offers four basic levels with corresponding benefits to increase the level of support received from the business sector. We currently have 5-6 formal business sponsors participate each season, with a goal of 10 Business Sponsors for 2024-2025.

We collaborate with several other arts organizations locally and in South Georgia to trade program advertising, which provides mutual marketing benefits to the Chorus and the trade partners. Ad Trades are by formal agreement.

3. Project/Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Our primary methods of program evaluation are singer and audience surveys, digital marketing statistics, singer enrollment numbers, and audience attendance numbers.

We anticipate registering 250 Chorus singers for the 2024-25 season, with a total estimated revenue of \$22,800. Singers will be surveyed via an online form twice throughout the season, in December and May, to obtain feedback on their experience in concert preparation and performance.

All online campaign success will be measured by the number of interactions with each ad. MailChimp open and click rates will be evaluated for email blasts. On Facebook, Instagram, and YouTube, interactions such as link clicks, likes, and shares, are tracked and organized by viewer location and demographic. These interactions will be evaluated after each ad campaign to determine whether changes need to be made in the content, demographic, or geographic reach of subsequent ads. Projected outcomes include increasing our online engagement through expanded and varied digital content and audience interactions.

In addition to obtaining overall ticket sales and audience attendance numbers for each concert, the Chorus will survey audience members after each performance through an online form sent via email for written feedback on their concert experience, and to glean information such as demographics, marketing effectiveness, overall experience, and tourism impact.

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Total number of individuals who will be engaged?

4150

1. What is the estimated number of events related to this proposal?

5

2. What is the estimated number of opportunities for public participation for the events?

4,000

3. How many Adults will participate in the proposed events?

3,500

4. How many K-12 students will participate in the proposed events through their school?

200

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

300

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

150

6.2. Number of Florida artists directly involved?

125

7. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the "No Specific Group" options.

7.1. Race Ethnicity: (Choose all that apply) *

No specific racial/ethnic group

7.2. Age Ranges (Choose all that apply): *

Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

7.3. Underserved/Distinct Groups: *

No specific underserved/distinct group

8. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Tallahassee, the capital city of Florida, is a vibrant city with diverse demographic characteristics. In terms of age, Tallahassee is home to a mix of young residents attending Florida State University, Florida A&M University, and other educational institutions, as well as a significant number of middle-aged and older individuals. The racial composition of Tallahassee reflects its diversity, with a significant African American population (approximately 39.5%) and Caucasian population (around 54.7%). The remaining population consists of individuals from various racial and ethnic backgrounds, including Hispanic or Latino (around 6.5%), Asian (approximately 4.1%), and Native American (around 0.5%) residents (US Census, 2020).

Education plays a significant role in Tallahassee, as it is home to prestigious educational institutions such as Florida State University, Florida A&M University, and Tallahassee Community College. The city boasts a well-educated population, with a considerable number of residents holding higher education degrees.

The majority of our residents identify as Christian, with Protestant denominations being the most prevalent. There is also a significant presence of other religious groups, such as Catholics, Jews, Muslims, and Buddhists, among others.

Employment opportunities in Tallahassee are diverse, with government, education, and healthcare being key industries. The government sector, including state and local government agencies, plays a vital role in the area's employment landscape. The presence of universities and colleges also contributes to the job market, attracting professionals in the education and research sectors. Tallahassee's median household income is around \$46,000/year. Considerable income disparities do exist in our community, with some areas experiencing higher income levels while others face economic challenges.

The Tallahassee Community Chorus operates within a rich tapestry of individuals from various backgrounds, contributing to the area's cultural diversity and dynamic community. While our audience surveys currently note a high prevalence of White, female, older (65+ years of age), and highly educated audience members, we plan to

continue diversifying our audience to be more representative of the Tallahassee community through targeted marketing, ticket cost incentives, and diverse programming.

9. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

For each performance, TCChorus contracts professional musicians from across the state of Florida and beyond to create an orchestra to accompany our singers. While most of these professional artists come from Florida, some do travel from other states for our performances, particularly from other states in the Southeast. We regularly partner with both professional and student soloists for our concerts and commission new musical works from composers across the country.

The Chorus has been honored to have numerous guest conductors come to Tallahassee from throughout the world to work with and conduct the Chorus in performance over its many years, including the late Robert Shaw, the late Sir David Wilcox, Simon Halsey, Dr. Anton Armstrong, Dr. Rollo Dilworth, and others. In addition, the Chorus has performed with music artists such as Bobby McFerrin, and the late Billy Taylor in Tallahassee. The opportunity for the community to experience accessible, high-quality live performances of great choral music, both classical and modern, as performers and audience, is what makes our organization and programming unique.

10. In what counties will the project/program actually take place? (Select a minimum of one) *

Leon

11. What counties does your organization serve? (Select a minimum of one)*

- Franklin
- Gadsden
- Jefferson
- Leon
- Liberty
- Madison
- Wakulla

12. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

Our primary method of virtual programming is through livestreaming our concerts. We offer household livestream tickets at a discounted cost, allowing viewers from anywhere in the world with internet access to participate as audience members. Many of our alumni, previous audience members, and friends and family of singers live outside of the region, and livestreaming our performances affords the Chorus an opportunity to bring those audience members into the fold. Our concert livestreams over the last two seasons have been viewed in nearly 10 countries and over 25 US states, bringing in hundreds of views. We contract with WFSU Television, one of our local partners, to present a professional and enjoyable livestream experience.

13. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

The Tallahassee Community Chorus is a cherished cultural institution in the community, bringing the joy of choral music to audiences and enriching the cultural landscape of Tallahassee.

Quality of Life

Comprised of over 200 singers from across the region, we are proud to be one of the largest non-auditioned community choirs in the Southeast. Two recent studies by Chorus America, the national organization that advances the choral field, found several key benefits of choral singing (https://chorusamerica.org/sites/default/files/resources/ImpactStudy09_ExecSum.pdf; <https://chorusamerica.org/resource/chorus-impact-study-singing-lifetime>). People of all ages who sing in choruses are likely to be more civically engaged, better team players, and have a stronger sense of community and belonging. Students who sing in choirs are more likely to have advanced social skills, better grades, and higher empathy. The Tallahassee Community Chorus provides a space for our local singers to cultivate community. We share this with patrons both in and outside of our community through our concerts. This sense of community was felt deeply by our members during our transition to online rehearsals and programming during the COVID-19 pandemic. Now that we have transitioned back to in-person programming, it is more important than ever to continue providing the community with opportunities for both social and musical fulfillment.

Economic Impact

TCChorus is devoted to promoting tourism and supporting our local business community through our programming. As a performing arts organization, we encourage visitors and residents to invest money into our local economy. According to our audience surveys, audience members regularly support other local businesses in relation to our performances, such as going to restaurants or bars before or after concerts and staying overnight in hotels or AirBnBs. According to Americans for the Arts' Arts & Economic Prosperity Calculator, TCChorus generates an average of \$250,000 in economic impact for the Tallahassee region each season.

Education and Outreach Activities

The Chorus engages students at all levels in our organization, across all student ages. Younger students are targeted through our concert outreach activities, including invitations to perform with the Chorus, attend open dress rehearsals, or perform in the Ruby Diamond lobby prior to a concert, while older students participate as Chorus members, arts administration interns, and assistant conductors. Undergraduate and graduate students at FSU can participate in the Chorus for academic credit. We often engage with local K-12 school choirs as artistic partners with for our performances. A recent example of this was our April 2023 performance of Carl Orff's Carmina Burana, which features a children's chorus. We were honored to partner with singers from three area high schools and their teachers to bring that performance to life!

We partner for each concert with a nonprofit organization that provides health or human services to the community, or represents diverse or underserved populations. The partner organization is included in our marketing materials for that performance and featured in the lobby of the concert hall on concert day. Their leadership is invited onstage at the start of the concert to welcome the audience and speak on their organization's mission. Our singers and audience members also raise needed resources for our nonprofit partners; recent examples include nonperishable food donations for our local food bank, gift cards for local hospital's healthcare heroes, and monetary donations for Tallahassee's NAACP chapter. Our Community Outreach Committee works each season to continue and establish new relationships with public/private school music teachers, assisted care living facilities, and retirement communities throughout Tallahassee and surrounding communities.

14. Marketing and Promotion

14.1. How are your marketing and promoting your organizations offerings? *

- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Newspaper

- Pay Per Click (PPC) Advertising
- Radio
- Organic Social Media
- Paid Social Media
- Television

14.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

The Chorus is mindful of how our programming will build our audience and continue to expand our reach. Our mission propels us to showcase our distinction as a preeminent chorus not only in our own community, but throughout the Southeast region and the United States. Our singers span the region, east to Madison, west to Marianna, and north to Bainbridge, Cairo, and Thomasville, Georgia.

Our audience surveys from the last several concert seasons show that our ticket and subscription purchasers have come from over a dozen different states from Maine to California. In Florida, patrons have traveled from communities throughout the state, from Jacksonville to Eastpoint, throughout central Florida and as far South as Miami.

We utilize a diverse mix of marketing tactics, both digital and traditional. Through our marketing efforts, we strive to continuously increase our engagement with potential audiences. Through social media, radio, and television advertisements, we are able to target specific regions such as North Florida, Central Florida, Central Georgia, South Georgia, and South Alabama.

Since returning to in-person programming after the start of the COVID-19 pandemic, we have continued our commitment to digital offerings, such as concert livestreams. During our 2022-23 season, our concert livestreams were enjoyed by nearly 500 audience members across the United States and other countries, including Canada, Jamaica, and the Czech Republic. The 2024-25 season will see a continuation of our partnership with WFSU television to offer livestreaming concert viewing options, allowing audiences everywhere to enjoy the live performance from anywhere in the world. Our continued partnership with regional television station, WCTV, will allow us to market our programming to potential audience members throughout the Big Bend and South GA regions.

In the summer of 2023, the Chorus participated in the Lisbon Choral Festival in Portugal. This is significant as each time the Chorus travels, we raise awareness of Leon County as a desirable destination. We anticipate traveling again, either domestically or internationally in the summer of 2025.

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

We strive to make singer participation in the ensemble as accessible as possible. Our singers come from diverse backgrounds and range in age from high school students to octogenarians. We firmly believe that bringing together singers from all walks of life builds strong cross-generational bonds and deep community. TCChorus strives to continue to diversify our singer base, with particular concern surrounding racial diversity.

We welcome all singers who meet our participation requirements and strive to eliminate any and all barriers for participation including financial hardship and differing physical/mental abilities. We accommodate our singers with differing abilities through special seating in rehearsal and performance, large print music scores, practice audio files, equipment such as music stands, and assignment of mentors when needed. Additionally, singers can apply for scholarships to cover any costs of membership including singer dues, concert attire, transportation, childcare, and travel. We anticipate distributing approximately \$10,000 in singer scholarships for the 2024-2025 season. Our rehearsal venue is ADA compliant and offers ramp access to all necessary spaces as well as accessible parking. Starting in the 2022-23 season, the Chorus shifted its formal concert attire from floor length black dresses and tuxedos to a regulated concert black attire. Rather than purchasing choir uniforms, singers are able to select pieces from their own closet to wear in performance. This shift has increased accessibility for those who may experience financial hardship due to cost of choir uniforms, as well as inclusion for singers of all gender expressions. Singers who do not already own clothing that fits into the black attire regulations are able to apply for scholarship funds to cover that cost.

All performances for the 2024-25 season will take place at Ruby Diamond Concert Hall (RDCH) at Florida State University. RDCH operates in accordance with ADA and includes seating for wheelchair users and their companions, as well as those with visual impairments. The concert hall boasts a separate accessible entrance, designated accessible parking, and multiple elevators throughout the space. We also accommodate our audience members through the availability of both printed and digital concert programs. Our ticketing system enables patrons to reserve accessible seating in the concert hall, with such seating designated by accessibility symbols both in the ticketing system, in the online seat diagram on our website, and printed in our annual concert season brochure which is mailed to our extensive mailing list, and made available digitally on our website.

TCChorus is dedicated to continuously evaluating and increasing our accessibility each season. Our long range strategic plan includes increased efforts towards access, diversity, equity, and inclusion and making our programming as accessible as possible for all.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?**Maclain Hardin****4. Section 504 Self Evaluation**

- Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.
- Yes, the applicant completed the Abbreviated Accessibility Checklist.
- No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 5/1/2023**5. What efforts has your organization made to provide programming for all? (2000 characters)**

We are a non-auditioned community chorus, so prioritizing programming for all is well-within our particular artistic discipline. To engage diverse groups within and outside the community, we use two primary methods: 1) program subject matter and ensembles/guest artists encompassed as part of our concerts; 2) we partner with other non-profits for the concerts we present. In addition, our outreach team invites community groups and/or school choral/music groups to experience a concert rehearsal. Since the 1990's the Chorus has partnered with local non-profit organizations that serve historically under-served populations to raise awareness of their programs by performing for the benefit of the organization, performing at local venues in under-served areas, having their representatives at our performances to educate our patrons, collecting donations of needed items or cash at rehearsals and performances, etc. Our recent 2022-23 season partners were Ronald McDonald House, NAACP Tallahassee, and Second Harvest of the Big Bend. Previous partnerships have included Big Bend Homeless Coalition, Grace Mission, Boys and Girls Clubs of the Big Bend, Capital City Youth Services, Alzheimer's Project, Big Bend CARES.

The Tallahassee Community Chorus is dedicated to showcasing access, diversity, equity, and inclusion through our programming. We prioritize programming works by underrepresented populations, including those by BIPOC and women composers. particularly through our annual Unity concert. The Unity concert features programming that celebrates diversity and/or focuses on issues of importance to the community. Past Unity concerts have spread awareness and advocacy for breast cancer, Alzheimer's Disease, K-12 education in the US, women's rights, and Black US-Americans.

A recent example of this was our January 2023 Unity concert, which was a celebration of Black lives. The Chorus joined a commission for a new work titled "Weather," with text and music by prominent Black artists, Rollo Dilworth and Claudia Rankine. The work is a reflection on the Black experience through the pandemic, and highlights the vital importance of Black lives. The Chorus was joined by the Florida Agricultural and Mechanical University (FAMU) Concert Choir as an artistic partner and the and NAACP Tallahassee Branch was our community nonprofit partner for the concert.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

The American Prize Award-winning Tallahassee Community Chorus began in 1988 as a collaborative effort between the Florida State University School of Music and 37 community singers. The group has grown to more than 200 singers and has become one of the leading non-auditioned community choruses in the country. Much of the momentum for this growth and development has been the genius of former Artistic Director, Dr. André J. Thomas, whose energy, skill and musical talents are known and respected throughout the choral world. Upon the retirement of Dr. Thomas at the end of the 2018-19 season, the Chorus welcomed its current Artistic Director, Dr. Michael Hanawalt. In addition, the Chorus continues to enjoy an excellent relationship with the Florida State University College of Music.

The Chorus has performed with the Tallahassee Symphony Orchestra, the Florida State University Choral Department, the Florida State University Symphony Orchestra and Symphonic Band, the Florida A&M University Choral Department, and many groups from local schools and churches.

The repertoire of the Chorus focuses on the performance of large masterworks with orchestra. Recent performances include works by Mendelssohn, Handel, Thompson, Brahms, Lauridsen, Fauré, Ray, Poulenc, Honegger, Haydn, Mahler, Vaughan Williams, Thomas and Beethoven. The Chorus has performed with and under the direction of such esteemed musicians as Dr. Anton Armstrong, Simon Halsey, Bobby McFerrin, Krzysztof Penderecki, the late Billy Taylor and Sir David Willcocks, and the late Robert Shaw.

To date, The Chorus has performed at Carnegie Hall in New York City (2004), in China, where the singers were proud to take part in the First International Beijing Choral Festival (2007), the Kennedy Center in Washington D.C. (2008), in Prague, Czech Republic, in the Prague Choral Festival (2011), in Paris and Normandy, France, in the Paris Choral Festival (2013), in Italy for the Rome Festival (2015) and Ireland for the Limerick Sings! Festival (2017). In February 2019, the Chorus performed the world premiere of the André Thomas *Mass: A Celebration of Love and Joy* at the American Choral Directors 60th Annual Conference in Kansas City, Missouri. Most recently, the Chorus was a part of the 2023 Lisbon Choral Festival in Portugal.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Like many organizations, the COVID-19 pandemic had a significant financial impact on the Chorus. All in-person rehearsals and concerts were canceled for 2020-21, replaced by a limited virtual season. The budget was reduced by 88.5% from FY20. COVID-19 relief funds and community support enabled us to end FY21 without utilizing reserve funds and with a modest cash surplus. To meet the anticipated fiscal challenges of resuming an in-person concert season for FY22, singer dues was reset to pre-pandemic levels; however, participation continued to be negatively impacted by the pandemic; subscription and single ticket prices were slightly increased; a new donor membership program designed to increase season subscriptions and individual donations was initiated with moderate success, the business sponsor program was adjusted to attract more corporate/business concert sponsors, with a slight increase realized. The FY22 revenue strategies continued into FY23, which was our first full, in-person concert season since 2018-19. Our last completed 2022-2023 season performances saw increases in singers and audience almost to our pre-pandemic levels. Budget numbers for FY23 were consistent with pre-pandemic numbers, ending in a surplus. The 2024-2025 season will include programming designed to be attractive to returning and potential audiences and singers, while keeping production costs at a conservative level.

3. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2022**4. Operating Budget Summary**

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative			\$38,700
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$51,154	\$76,650	\$67,200
5. Outside Fees and Services: Other	\$21,065	\$25,750	\$5,000
6. Space Rental, Rent or Mortgage	\$10,855	\$10,820	\$15,000
7. Travel			
8. Marketing	\$16,848	\$18,710	\$17,000
9. Remaining Operating Expenses	\$9,517	\$15,770	\$16,300
A. Total Cash Expenses	\$109,439	\$147,700	\$159,200
B. In-kind Contributions	\$10,670		
C. Total Operating Expenses	\$120,109	\$147,700	\$159,200
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$31,735	\$64,600	\$68,000
11. Revenue: Contracted Services			
12. Revenue: Other	\$6,860	\$10,600	\$9,200
13. Private Support: Corporate	\$7,770	\$11,000	\$11,000
14. Private Support: Foundation	\$1,200	\$1,500	\$2,000
15. Private Support: Other	\$27,410	\$44,000	\$47,000
16. Government Support: Federal			
17. Government Support: State/Regional			

18. Government Support: Local/County	\$22,000	\$16,000	\$22,000
19. Applicant Cash	\$12,464		
D. Total Cash Income	\$109,439	\$147,700	\$159,200
B. In-kind Contributions	\$10,670		
E. Total Operating Income	\$120,109	\$147,700	\$159,200

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

There is a shift in the Personnel (Administrative) line for FY24, as this is the year we hired our first salaried employee, a part-time Executive Director. Previously, this administrator was paid as an independent contractor, so a similar shift is seen in the Outside Fees & Services (Other) line for that year. Previous Fiscal Year (FY22) was still impacted by the COVID-19 pandemic, as we had reduced singer numbers and cancelled one of our three concerts due to a surge in positive cases in January 2022. Current Fiscal Year and Next Fiscal Year show more normal budget numbers, closer to pre-pandemic numbers.

6. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time

8. Does your organization have a strategic or long range plan?

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrative Personnel	\$6,000	\$39,000	\$0	\$45,000
Totals:		\$6,000	\$39,000	\$0	\$45,000

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Concert Livestream Costs	\$1,000	\$3,000	\$0	\$4,000
2	Contract Orchestra Musicians	\$9,500	\$40,000	\$0	\$49,500
3	Vocal and Orchestra Scores	\$5,000	\$10,000	\$0	\$15,000
4	Other Production Expenses (Parking, Rentals, Liscensing Fees, etc.)	\$0	\$10,000	\$0	\$10,000
Totals:		\$15,500	\$63,000	\$0	\$78,500

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Contract Labor - Administration	\$0	\$3,000	\$0	\$3,000
2	Contract Labor - Technician	\$0	\$2,000	\$0	\$2,000
Totals:		\$0	\$5,000	\$0	\$5,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Rehearsal Space Rental	\$8,000	\$0	\$8,000
2	Utilities	\$1,500	\$0	\$1,500
3	Other Facility Costs	\$6,000	\$0	\$6,000
Totals:		\$15,500	\$0	\$15,500

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Conference Travel Expenses (Chorus America and American Choral Directors Association)	\$1,000	\$0	\$1,000
Totals:		\$1,000	\$0	\$1,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Season Brochure (Print and Digital)	\$0	\$2,000	\$0	\$2,000
2	Concert Program Book (one book for all concerts in season)	\$1,000	\$5,000	\$0	\$6,000
3	Radio and Television Advertising	\$0	\$5,000	\$0	\$5,000
4	Social Media Advertising	\$1,000	\$4,000	\$0	\$5,000
5	Website Upgrades and Ongoing Costs	\$1,000	\$1,500	\$0	\$2,500
Totals:		\$3,000	\$17,500	\$0	\$20,500

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Educational Program Expenses	\$500	\$1,500	\$0	\$2,000
2	Fundraising Expenses (Stationary, Special Event materials, shipping costs, etc.)	\$0	\$2,000	\$0	\$2,000
3	Equipment Rentals	\$0	\$1,000	\$0	\$1,000
4	Insurance	\$0	\$1,000	\$0	\$1,000
5	Merchandise/Concessions	\$0	\$500	\$0	\$500
6	Singer Scholarships Awarded	\$0	\$10,000	\$0	\$10,000
7	Other Administrative/Overhead Costs	\$0	\$8,000	\$0	\$8,000
Totals:		\$500	\$24,000	\$0	\$24,500

2.10. Amount of Grant Funding Requested:

\$25,000

2.11. Cash Match:

\$165,000

2.12. In-Kind Match:**2.13. Match Amount:**

\$165,000

2.14. Total Project Cost:

\$190,000

3. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Paid Individual Admission	\$48,000	\$48,000
2	Paid Memberships	\$23,000	\$23,000
Totals:		\$0	\$71,000

3.2. Revenue: Contracted Services ***3.3. Revenue: Other ***

#	Description	Cash Match	Total
1	Merchandise/Concession Sales	\$1,000	\$1,000
2	Fundraising/Special Events	\$8,000	\$8,000
Totals:		\$0	\$9,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Program Ad Sales	\$9,000	\$9,000
2	Business Sponsor Program	\$3,000	\$3,000
Totals:		\$0	\$12,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation Grants	\$2,000	\$2,000
Totals:		\$0	\$2,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual Donations (Board members, Singers, Outside Donors)	\$48,000	\$48,000
Totals:		\$0	\$48,000

3.7. Government Support: Federal ***3.8. Government Support: Regional *****3.9. Government Support: Local/County ***

#	Description	Cash Match	Total
1	Tallahassee Council on Culture and Arts (COCA) Cultural Grant	\$20,000	\$20,000
2	Tallahassee Council on Culture and Arts (COCA) Marketing Grant	\$3,000	\$3,000
Totals:		\$0	\$23,000

3.10. Applicant Cash *

3.11. Total Project Income:

\$190,000

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	13%
B.	Cash Match	\$165,000	\$165,000	87%
	Total Cash	\$190,000	\$190,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$190,000	\$190,000	100%

4. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

Our 2024-2025 season proposed budget considers a realistic and conservative growth projection for a three-concert season with community engagement and educational programs.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
TCChorus_Substitute W9.pdf	34 [KB]	6/5/2023 5:14:34 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
Tallahassee Community Chorus 990 2021.pdf	5286 [KB]	6/8/2023 6:27:04 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
TCChorus_presents_O_Fortuna_from_Carmina_Burana.mov	"O Fortuna" from Carmina Burana	Video excerpt from April 2023 performance of Carl Orff's Carmina Burana	148259 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
TallCommChorus_Marketing_Plan-2022-23.pdf	Marketing Plan for 2023-2024	Marketing plan for FY4 including statistics, goals, and tactics for digital, television, radio, and print media.	478 [KB]		View file
TCChorusRecent Letters of Support.pdf	Letters of Support from Nonprofit Partners	Three recent letters of support from our local nonprofit organization partners.	1235 [KB]		View file
TCCHORUS_ADEI_STATEMENT-HARRASSMENT_POLICY-PROCEDURES.pdf	ADEI Statement and Harassment Policy	Official access, diversity, equity, and inclusion statement and procedures for prohibition of discrimination and harassment.	226 [KB]		View file
TCChorus List of Board Members and Key Personnel.pdf	List of Board Members and Key Personnel		2396 [KB]		View file
2023_TCC_Carmina_Social-1080x1080-02.png	Poster Image from April 2023 Concert	Marketing example	1431 [KB]		View file
TallCommChorus-Spring2022-DemocratArticle.pdf	Recent Newspaper Article	Article from the Tallahassee Democrat promoting our April 2022 performance.	201 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
TCChorus Long Range Plan.pdf	Long Range/Strategic Plan	The pandemic delayed our cultivation of a new strategic/long range plan in 2022. The Board voted to continue the current plan through 2024. While in need of an update, this document provides a look at the overall structure of our planning.	50 [KB]		View file
Majestic Mozart Video 1.m4v	TCChorus presents "Ave Verum Corpus" by Mozart	Video excerpt from Fall 2019 performance titled Majestic Mozart (~3 minutes in length).	252798 [KB]		View file
TCC-Fall22-Concert_0352-D.jpg	Recent Performance Image		987 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 59-3019819 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of The Tallahassee Community Chorus Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Emily Maclain Hardin

