The Council on Culture & Arts & Visit Tallahassee presents:

TOURISM MARKETING

Explore with COCA how to maximize your impact with best practices on Tourism Marketing, including updates from Visit Tallahassee!

LEON COUNTY FLORIDA'S CAPITAL COUNTY

Visit Tallahassee
Pretty. Unexpected.

40 1985 YEARS 2025
THE COUNCIL ON CULTURE & ARTS

OUR TEAM

(01)

MARKETING & COMMUNICATIONS MANAGER

Samantha Sumler

SAMANTHA@ TALLAHASSEEARTS.ORG

SOCIAL MEDIA ASSISTANT

Sherlanda Telusmond

SHERLANDA@ TALLAHASSEEARTS.ORG

MARKETING ASSISTANT

Brandon Dinh

BRANDON@ TALLAHASSEEARTS.ORG

Our Marketing team combines experience and passion for arts & culture to deliver results. With a passion for crafting compelling content and growing vibrant online communities, here to keep you engaged, informed, and inspired. Follow along for the latest advertising updates, trends, and behind-the-scenes moments.

OUR TEAM

(02)

GRANTS MANAGER

Summer Callahan

SUMMER@ TALLAHASSEEARTS.ORG

PUBLIC ARTS & EXHIBITION MANAGER

Sam Joslin

SAM@ TALLAHASSEEARTS.ORG

ARTS EDUCATION MANAGER

Sahara Lyon-Mundy

SAHARA@ TALLAHASSEEARTS.ORG

EXECUTIVE DIRECTOR

Kathleen Spehar

KATHLEEN@ TALLAHASSEEARTS.ORG

WAYS TO ENGAGE

For 40 years, COCA has been the voice for Florida's capital region's arts and cultural community. Visit tallahasseearts.org to explore weekly events, artist calls, directories, and job opportunities—and even add your own!

COCAS NEWSLETTERS: OVER 12,000 SUBSCRIBERS ACROSS THE CITY & STATE

SOCIAL MEDIA CAMPAIGNS: COCA CONNECTS, BEHIND THE SCENES, ARTISTS INSPIRE, & MORE

CALENDAR OF EVENTS & OPPORTUNITIES: POSTING YOUR EVENT OR OPPORTUNITY WITH OVER 35K VIEWS A MONTH & CONNECTS TO VT WEBSITE

ADVERTISING WITH COCA: DIGITAL ADS IN NEWSLETTERS & ON OUR WEBSITE TO REACH REGIONAL AUDIENCE. NOW OFFERING ONLINE AD PURCHASING

MARKETING RESOURCES

PRESS RELEASES & MEDIA GUIDE
PROMOTE YOUR DESTINATION AND EVENTS VIA RADIO, TELEVISION, NEWSPAPERS, MAGAZINES, OR ONLINE MEDIA

PROMOTE PARTNERSHIPS & HOSPITALITY
SHARE EVENTS ON YOUR WEBSITE & NEWSLETTERS FOR COMPLIMENTARY ORGS & THEY IN TURN PROMOTE YOURS! CHOOSE RESTAURANTS & HOTELS AS WELL!

GRANTEES & REQUIRED LANGUAGE & LOGOS
REVIEW OUR GUIDELINES & INCLUDE IN ALL YOUR GRANT-RELATED MARKETING MATERIALS (PRINT, WEBSITE, ELECTRONIC)

COCA ADVERTISING

RATES & PACKAGES

WEEKLYS & MONTHLY NEWSLETTERS | $50 - $100

NEW! WEBSITE SPOTLIGHT | $200 - $600

AD PACKAGES | $ 200 - $2000 (ALL W/FREE ADS)

ONLINE AD PURCHASING

PURCHASE COCA ADS ONLINE

TO EXPEDITE THE AD PURCHASING PROCESS, YOU CAN NOW PURCHASE AND SCHEDULE YOUR ADS ON THE COCA WEBSITE!

40TH ANNIVERSARY

2025 marks a momentous year for COCA as we proudly celebrate our 40th anniversary of serving as the heart of the region's vibrant arts and cultural community

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1985 YEARS 2025

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THANK YOU FOR ATTENDING!

LEON

TALLAHASSEE CAPITAL COUNTY

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