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**New Amenity Along Capital Cascades Trail**

*Another Reason to #iHeartTally*

Today, the 2017 Knight Creative Communities Institute’s (KCCI) #iHeartTally Community Catalyst team, along with the City of Tallahassee, Leon County Government and local business leaders, unveiled a 12-month project that brings to life the #iHeartTally campaign.

The growing business district of South Monroe/South Adams and the continued revitalization along FAMU Way has a new added feature with an iconic structure standing approximately 10 feet tall and spanning 30 feet wide. Situated at the foot of the Capital Cascades Crossing connector bridge between Cascades Park and Lake Anita, this new amenity has already garnered the attention of pedestrians and bicyclists using the Capital Cascades Trail.

“Perfectly situated along the Capital Cascades Trail between Cascades Park and Lake Anita, this new amenity is a welcome addition to our vibrant All-America City,” Mayor Pro Tem Curtis Richardson said. “The TLH structure evokes a sense of community pride and will serve to engage residents and visitors in celebrating Tallahassee and the many attributes that make our city a great place to live, work, play and visit.”

KCCI Community Catalyst volunteers Cosby Hayes and Ryan Sheplak spent the last year designing this sculpture, with input and support from the additional 10 volunteer team members. Florida State University Master Craftsman Studio was asked to bring the designs to life in the form of a 30-foot-wide and 10-foot-tall steel-finished structure. This incredible piece was then transported by North American Properties, who also oversaw the installation of the art.

With funding provided by more than 50 community donors, alongside support from the Knight Foundation fund at the Community Foundation of North Florida, the KCCI 2017 team has had an overwhelming number of supporters in the community for this project.

"Today, we reveal a very unique project that has been in the making for nearly a year. This artistic structure will contribute to Leon County’s growing reputation as an arts and culture destination," Leon County Commission Chairman Nick Maddox said. "Leon County has become an example for communities around the country for our unprecedented growth in tourism and establishing a sense of place."

#iHeartTally was launched in 2013 by Leon County Division of Tourism/Visit Tallahassee, the official destination marketing organization for Tallahassee-Leon County. The campaign centers around residents and visitors sharing their favorite Tallahassee-area sights, activities and events through social media. It has since generated more than 213 million social media impressions showcasing tales of Tallahassee as told by those who live, work, play and visit Tallahassee-Leon County.

“It has been an incredible experience to work alongside such passionate members in the community,” said Charlotte Waters, KCCI 2017 Community Catalyst member. “To watch our group design, create, fundraise and add a permanent element to the Tallahassee landscape makes it all the easier to call Tallahassee home.”

The #iHeartTally initiative marks KCCI’s ninth project year. KCCI has been implementing annual placemaking projects to help attract and retain young professionals in the Tallahassee area. Past projects include Get Gaines Going, Cultivate Cascades Park, The Frenchtown Farmer’s Market, See Tallahassee and more*.*

Utilizing local talent, community supporters and a group of dedicated volunteers, the 2017 KCCI Catalyst team’s hope is to draw visitors and residents to a vibrant part of Tallahassee’s neighborhoods and also provide a unique outdoor experience. The #iHeartTally team continues KCCI’s mission of enhancing the community’s identity as a diverse and modern locale.

“This project embodies the KCCI spirit of volunteerism and community development," said Betsy Couch, Executive Director for KCCI. "We are excited to have such strong partnerships with Leon County Tourism, Visit Tallahassee and the City of Tallahassee, along with the wonderful private partners who continue to believe in the mission of KCCI.”

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**KCCI** was created in 2007 and has been annually selecting Tallahassee residents and training them on the concepts of economist Richard Florida’s book, *The Rise of the Creative Class*. These Community Catalysts volunteer their time to learn the concepts and implement a project that enhances Tallahassee’s sense of place as a community that would be able to attract and retain the creative class, young professionals and college graduates. To date, KCCI has led **22 total projects,** and more than **230 Community Catalysts** have volunteered their time to help create a sense of place throughout Tallahassee while engaging the creative class. KCCI is a program of The Village Square and is funded through private and public donations. Community partners include Knight Foundation Fund at the Community Foundation of North Florida; Archibald Foundation; Leon County; City of Tallahassee; Brown & Brown; Taproot Creative; Florida A&M University; Florida State University College of Business; Tallahassee Memorial HealthCare Inc.; CenturyLink; NAI Talcor; Capital City Bank; Rowland Publishing; Tallahassee Democrat; ABC Channel 27; Mainline Information Systems; The Summit Group; Sachs Media Group; Flightline Group Inc.; Nolia and Bill Brandt; Periodontal Associates of North Florida, PA; Oliver Sperry Renovation; Drs. Chaney, Couch and Associates Family Dentistry; Charlie Johnson; WilliamsGautier Law Firm; and Target Copy. For more information, visit [www.kccitallahassee.com](http://www.kccitallahassee.com/).