Miami Dade College

Project Title: Miami Book Fair Year Round 2019-2020

Grant Number: 20.c.ps.110.299

Date Submitted: Thursday, May 31, 2018

A. Cover Page

Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Literature

Proposal Title: Miami Book Fair Year Round 2019-2020

B. Contacts (Applicant Information)

Applicant Information

a. **Organization Name:** Miami Dade College
b. **FEID:** 59-1210485
c. **Phone number:** 305.237.8888
d. **Principal Address:** 300 NE 2nd Avenue Miami, 33132-2204
e. **Mailing Address:** 11011 SW 104 Street Rm 9254 Miami, 33176
f. **Website:**
g. **Organization Type:** State Community College
h. **Organization Category:** Other
i. **County:** Miami-Dade
j. **DUNS number:** 073129249

1. Grant Contact *

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3. Authorized Official *

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4. National Endowment for the Arts Descriptors

Applicant Status

Government - State

Institution Type

College/University

Applicant Discipline

Literature (includes playwriting)

5. Department Name

Miami Book Fair Year Round

C. Eligibility

1. What is the legal status of the applicant? *

- (●) Public Entity
- ( ) Nonprofit, Tax-Exempt
- ( ) Solo or Individual artists or unincoporated performing company
- ( ) Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- (●) Yes (required for eligibility)
- ( ) No

3. Do proposed activities occur between 7/1/2019 - 6/30/2020? *

- (●) Yes (required for eligibility)
- ( ) No

4. How many years of completed programming does the applicant have? *

- ( ) Less than 1 year
- ( ) 1-2 years
- (●) 3 or more years (required minimum to request more than $50,000 in GPS)

D. Excellence

1. Applicant Mission Statement - (Maximum characters 500.) *

The mission of Miami Book Fair Year Round is to engage our community through inclusive, accessible, year-round programs that promote reading and support writers throughout South Florida.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. 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.

Goals, Objectives, and Activities - (Maximum characters 5000.)

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.

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

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

Introduction. Miami Book Fair Year Round @ Miami Dade College will celebrate its 18th season in 2019-2020. Funding is requested to support major program components including:

1. **Visiting Authors,** readings, lectures, and signings open to the public, plus workshops in classrooms at MDC and local public schools.
2. **The Big Read,** a month-long community reading campaign supported by the National Endowment for the Arts;
3. **Creative Writing Program,** continuing education creative writing courses and workshops;
4. **Miami Writers Institute,** an annual creative writing conference featuring workshops with best-selling and award-wining authors and publishing professionals;
5. **Generation Genius,** literacy and learning initiatives for children and teens;
6. **Read to Learn Books for Free,** a community-wide effort to provide children access to books by placing bookshelves in targeted neighborhoods.
7. **Paz Prize for Poetry** and the **Miami Book Fair/de Groot Prize for the Novella,** two distinct award programs, the first recognizing a previously unpublished book written in Spanish by a poet residing in the United States, and the second awarded to an author for an unpublished novella.
8. **Lip Service,** a blend of theater, storytelling, and literature, Lip Service features eight readers presenting true stories before a live audience; and
9. **ReadCaribbean,** a comprehensive Haitian/Caribbean literary and cultural series that includes author readings; creative writing workshops; events for children to include folkloric storytelling and art-making activities inspired by Haitian and Caribbean stories; film screenings; music and dance performances, and more.

Key goals are:

1. To promote reading, writing, and storytelling skills of targeted audiences;
2. To design and implement activities that lead to long-term cultural enrichment in South Florida;
3. To provide ongoing opportunities for one-on-one interactions between targeted audiences and writers of fiction, nonfiction, and poetry;
4. To promote early literacy skills and help families build language and communication skills;
5. To collaborate with cultural organizations and academic institutions; and
6. To identify potential sources of funding and secure funds for specific programs.

Objectives:

1. Maintain literary arts programming at the highest level and increase participation by 5% during fiscal year 2019-2020;
2. Continue to present a balanced program to include writers' workshops and author presentations featuring both emerging and established writers of fiction, non-fiction and poetry during fiscal year 2019-2020;
3. Continue to present literacy-focused initiatives designed to foster dialogue in the community and enhance the reading skills of children and adults;
4. Increase number of outreach programs targeting special groups in South Florida by 5%;
5. Increase access to free books by filling 70 existing bookshelves and adding an additional 5 shelves throughout Miami-Dade County through the year 2023;
6. Develop minimum of two collaborative relationships with cultural organizations and/or academic institutions in fiscal year 2019-2020; and
7. Explore creative funding options and ways to generate income and support for events.

Activities:

1. Design a minimum of ten activities in response to needs and trends in the South Florida community, college community and book industry; by June of each year, formulate programming for the upcoming academic year.
2. Host/conduct a four-day Writers Institute every spring offering workshops, classes, readings, and manuscript consultations, facilitated by writers and experts from the book industry from Florida, the United States and abroad.
3. Host a number of author visits for the general public and for college students at multiple campuses throughout the academic year.
4. Maintain and fill a total of 70 book shelves with free books throughout Miami-Dade County.
5. Select one or two titles per calendar year as part of the MBFYR's reading initiatives to be promoted within the community at large as well as the college community.
6. Publish a weekly electronic newsletter to recap recent events, highlight upcoming activities, share comments from participants and guests, and provide useful links.
7. Explore partnerships with other related community organizations and departments of the College to expand audiences and leverage resources.
8. Maintain a strategy and promotion network to continuously inform the college community and the South Florida community about MBFYR events. Continue to expand presence on social media. Maintain strong, interactive website.

Partnerships & Collaborations - (Maximum characters 2000.)

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

Over the years, MBFYR's Advisory Committee and staff have developed public and private partnerships with local and state government, arts organizations, community groups, tourism organizations, businesses, and educational institutions to promote the importance of arts and culture to the well-being of citizens.

MBFYR has collaborated over the past few years with the Little Haiti Cultural Center, the art and cultural hub of the Little Haiti neighborhood, Sosyete Koukouy, a Haitian cultural arts group, and Libreri Mapou, a Creole-language bookstore, to build the Little Haiti Book Festival. MBFYR partners with a variety of partners throughout the county to present First Draft: A Literary Social. MBFYR also collaborates with the National Poetry Series and the de Groot Foundation to present The Paz Prize for Poetry and the Miami Book Fair/de Groot Prize for the Novella, respectively.

Examples of 2019-2020 Season partners: 1) Suburbano Ediciones, a publishing company that supports and disseminates literature written originally in the Spanish language in the United States, will partner on the Story Mania events; 2) Centro Cultural Espanol, a Miami-based non-profit organization that aims to promote and foster cultural cooperation and exchange, will partner with MBFYR to support the International Book Day Celebration (Dia del Libro), a day-long celebration honoring Cervantes and Don Quixote; and 3) Fundacion Cuatrogatos, an organization based in Miami that provides cultural and educational programming designed to develop new readers, will support the Seminar on Spanish-language Children's and Young Adult (YA) Literature, an event that gathers U.S.-based and international authors, researchers, scholars, critics and illustrators for an in-depth discussion on bilingual and Spanish education, and the role of children's and YA literature in Spanish in the U.S.

Other long-term partners include: Books & Books, a local, independent book store; Miami-Dade County Public Schools; the HistoryMiami museum; the Miami-Dade County Public Library System; Miami Poetry Collective, a non-profit organization that produces a journal and presents poetry events throughout Miami-Dade; National Book Foundation, among other collaborators.

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Miami Book Fair Year Round (MBFYR) events are ongoing, many taking place monthly. Please see the Attachments and Support Materials for a full program schedule with full descriptions.

Highlights of the proposed 2019-2020 Season Program include:

- Ongoing: July 2019 to June 2020: Continuation of Read to Learn Books for Free.
- Ongoing: September 2019 to August 2020: The Miami Book Fair/de Groot Prize for the Novella
- Ongoing: September 2019 to August 2020: MBFYR continues its collaboration with The National Poetry Series to award The Paz Prize for Poetry.
- Ongoing: September 2019 to August 2020: First Draft: A Literary Social/Tómate una copa y escribe major
- Ongoing: September 2019 to August 2020: Lip Service Stage Show, Lip Service Presents: Storypalooza! and Lip Service: Telling Stories Workshop.
- Ongoing: September 2019 to August 2020: Book presentations in Spanish
- Ongoing: September 2019 to August 2020: Poetry readings in Spanish
- September 2019/February 2020: Fall & Spring creative writing workshops in Spanish, English, and Creole/French
- September 2019/February 2020: Florida Literary Arts Coalition (FLAC) Visiting Authors Program
- October 2019/March 2020: Brunch Literario (Literary Brunch)
- October 2019: Reading Festival (In Spanish: Fiesta de la Lectura):

    - October 2019: Story Mania
    - November 2019: Seminar on Spanish-language Children's and YA Literature (In Spanish)
    - Jan. 2020: Homage to José Martí (In Spanish)
    - February 2020: African American Read-In
    - March 2020: The Big Read
    - March 2020: Workshop for kids and grandparents
    - March/April/May 2020: Storybook Picnic (Haiti/Creole focus)
    - April 2020: International Book Day Celebration (In Spanish: Dia del Libro)
    - May 2020: Little Haiti Book Festival
    - May 2020: National Book Foundation's 5 Under 35.
    - May 2020: Spring Miami Writers Institute
    - June 2020: Author reading as part of Out in the Tropics LGBTQ Performing Arts Series
- June 2020: Summer creative writing workshops in Spanish, English and Creole/French

E. Impact

Instructions

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.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

120

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

120

3. How many Adults will be engaged? *

25,000

4. How many school based youth will be engaged? *

500

5. How many non-school based youth will be engaged? *

55,000

6. How many artists will be directly involved? *

100

Total number of individuals who will be engaged?

7. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

☑ No single age group made up more than 25% of the population directly benefited.

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

☑ No group made up 25% or more of population benefiting

9. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

For the past decade, MBFYR has expanded its programming for children, youth and adults with disabilities. Staff members participate in periodic Florida Division of Cultural Affairs Accessibility webinars to gain insight on best practices to ensure accessibility by special needs groups to all of our events.

10. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

☑ Miami-Dade

11. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

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

Economic Impact. Located in the heart of Miami-Dade County, Miami Book Fair Year Round serves the estimated 2.75 million residents who call Miami-Dade home. Based on the national report *Arts & Economic Prosperity V*, Miami-Dade based non-profit arts and cultural organizations generate almost $1.43 billion in economic impact annually and create some 40,500 full-time jobs. For more than 17 years, Miami Book Fair Year Round (MBFYR) has been an important player in the local cultural scene, and as such, has positively impacted the South Florida economy through the generation of jobs, revenue and cultural tourism. Per the *Arts & Economic Prosperity V* report, art audiences pump an estimated $400 million of revenue into local

restaurants, hotels, retail stores, parking garages, galleries and other local businesses. It is estimated that more than 27% of individuals who attend Miami-Dade cultural events are cultural tourists drawn from outside of the county.

MBFYR events, such as the Miami Writers Institute, attract high caliber writers, experts from the book industry, and residents from throughout the state of Florida and the nation. Along with partnering arts, cultural and educational organizations, MBFYR provides full-time jobs, generating household income for the South Florida community.

MBFYR generates local government revenue from local taxes (e.g., from sales, lodging) as well as funds from license and filing fees. MBFYR also provides volunteer opportunities for residents to donate time and expertise.

Education and Outreach Activities. While based in Florida's largest county, MBFYR's geographic service area extends far beyond the county lines – from neighboring counties (Broward, Palm, Monroe, and Collier) to other residents from Florida and throughout the nation. We strive to serve diverse audiences of all ages – children, youth, college students, adults, and senior citizens and provide programming designed to appeal to a multitude of ethnic and demographic groups. We reach out to underserved groups including those who are disabled, reluctant readers and English language learners. When designing our programming and planning our events, we take into account the many tourists who frequent the region. To meet the community's education need and maximize outreach, we partner with various community groups to ensure involvement and build audiences.

Author Visits, Community Education, Creative Writing Classes, and Workshops. Authors work with college students, secondary school students, educators, and members of the community, helping to deepen their understanding of literature, and encouraging writers at all stages of development. Programs include educational programming for the general public – either a workshop for a nominal fee, panel discussion on current topics, or a lecture with a question and answer session. We partner with Miami-Dade and Broward public and private schools and work closely with teachers and librarians in the design, implementation and evaluation of MBFYR's educational activities.

The Writers Institute. Each spring, MBFYR hosts intensive workshops on fiction, nonfiction, poetry, and publishing. The conference features writing workshops, seminars, manuscript consultations and readings presented by prominent authors and industry professionals.

Literacy-Focused Initiatives. MBFYR's literacy-focused programs such as The Big Read, Generation Genius initiatives, and the Read to Learn Books for Free are excellent examples of our educational programming. These programs support our key goal to promote reading. The Big Read is a nationwide reading initiative sponsored by the National Endowment for the Arts. Working with local media, libraries, public and private schools and cultural and civic organizations, the MBFYR has hosted multiple communitywide reads targeting youth and adults in Miami-Dade County. Read to Learn Books for Free focuses on providing children from birth to eight years old with access to new and gently used books to encourage reading.

12. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

Marketing and Promotion. To ensure that our activities reach the broadest audience, MBFYR staff, working in conjunction with Miami Dade College's (MDC) Office of Communications, have developed comprehensive marketing strategies for each program and event. Events are promoted through print, broadcast, and electronic media at the local, state, national, and international levels. For the past several years, public relations and communications consultants have been retained to provide guidance and implement new marketing approaches at MBFYR.

MBFYR's comprehensive website www.miamibookfair.com serves as an important promotion tool; it lists in-depth program descriptions and author bios. The site contains information about all programming, including Spanish-language and Creole/French events. MBFYR also appears on the MDC website at www.mdc.edu.

Over the past 7 years, The MBFYR has incrementally increased its presence and marketing through social media with outreach through Facebook, Pinterest, Instagram, Snapchat, YouTube, and Twitter. By reconfiguring and refocusing the marketing campaign, MBFYR has worked to maximize promotional dollars while attracting a wider audience including youth and those who are wired 24/7. Social outreach and marketing has become one of the best ways to reach audiences of all ages. In addition to social platforms, MBFYR cross-promotes through the College's social platforms and those of community partners and of media outlets where MBFYR buys ads.

Writing workshops and author presentations are promoted through the community calendars and paid advertising in The Miami Herald, El Nuevo Herald, Poets & Writers Magazine, The New Tropic, Miami New Times, Biscayne Times and Goodreads.com, among others.

MBFYR issues an e-newsletter that hits subscribers' e-mail inboxes every week with information on upcoming events and classes and on subjects of interest to the readers and writers in our community.

Press releases for MBFYR events are sent to targeted mailing lists and are posted on the web on the College's electronic media center. Media pitches are prepared and sent to targeted media. Guest authors and MBFYR staff often make special appearances on radio and television talk shows. Press conferences are called when necessary. Events are also promoted through the MDC publication College Forum and by other departments of the College. E-mail blasts to college staff go to as many as 8,000 current employees.

Information about upcoming events is distributed through newsletters, mailing lists and social media of local partners, including The Children's Trust and partner bookstore, Books & Books (with a distribution of more than 75,000 people). Ads are also placed in industry-related national publications such as Poets & Writers, both in print and online. Our events are advertised on a variety of local radio stations, such as WLRN 91.3 FM Public Radio and WDNA 88.9 FM Public Radio, as well as Spanish stations Radio Caracol and Univision Radio.

On the national scene, staff promotes MBFYR activities at BookExpo America each June. Staff members also travel to regional and national literary events for networking opportunities and to keep abreast of trends in the industry.

F. Management and Operating Budget

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

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.

MBFYR is a department of Miami Dade College (MDC), a state-supported institution of higher education with an annual operating budget of more than $478 million in 2016-2017. A key objective of MDC's Strategic Plan 2015-2020 is to increase revenue from external and non-tuition sources to support the College's strategic priorities.

Funding provided by MDC covers salaries, fringe benefits, travel, marketing and promotion, and administrative costs for MBFYR. MDC also offers in-kind support including (1) design and media relations support from the marketing staff; (2) space for events throughout the community; and (3) marketing support including print advertising, radio spots, and community listings.

In 2001, MDC received an endowment grant of $750,000 from the John S. and James L. Knight Foundation to help set up MBFYR. These funds are managed by the MDC Foundation. As of May 2018, total monies in the endowment account were approximately $528,756.

Ensuring sustainability of MBFYR informs decision-making by the Advisory Committee and staff. MBFYR recently finalized a new five-year strategic plan (2018-2022) that will be used as a management tool to organize action through prioritized objectives, and as a fundraising and marketing tool. The plan will be used to measure the success of its principal objectives and to reassess, over time, progress against those objectives and apply necessary course-correction. As recommended by the strategic plan, MBFYR will launch a significant capital fundraising effort anchored in the 35th Anniversary year of Book Fair.

Grant funding from the Florida Division of Cultural Affairs supports programming, serves as leverage for acquiring other funds, and provides an endorsement of excellence. MBFYR also seeks other funding to support programming, including funding from the Miami-Dade County Department of Cultural Affairs, National Endowment for the Arts, Children's Trust, Knight Foundation, de Groot Foundation, Green Family Foundation, and others.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

All MBFYR activities are evaluated to determine success and impact of programming. Since its founding in 2001, MBFYR has expanded its offerings to better serve South Florida and reach out to underserved audiences. We have seen attendance figures grow steadily over the years. Nevertheless, we constantly strive to build and diversify our audiences by surveying the needs of the community and incorporating local and national trends.

MBFYR components that are evaluated include author presentations, writing workshops, class visits, and reading initiatives. Feedback is sought regarding artistic excellence, increased knowledge, information gleaned and changes of attitudes. Staff members monitor attendance patterns and demographic makeup of audiences.

Participants are asked to complete evaluation forms/online surveys regarding the strengths, weaknesses and effectiveness of MBFYR activities. Writing workshop participants complete a written survey at the conclusion of the workshop to provide feedback. Writers and journalists meet with MBFYR staff at the beginning of the residency to discuss expectations, course competencies, pertinent logistics, project parameters and goals. At the completion of the residency, the writer shares his or her overall experience and provides suggested improvements.

For our Read to Learn Books for Free program, we seek both formal and informal feedback from/at bookshelf site partners and parents and conduct site observations. For The Big Read programs, we hand out short written surveys and ask participants to provide input.

As stated earlier, MBFYR recently finalized it five-year strategic plan for 2018-2022. The plan will be used to measure the success of its principal objectives and to reassess, over time, progress against those objectives and apply necessary course-correction. As part of the process, an in-depth discussion of programming led to a revised programmatic portfolio. It was determined that some programs will be maintained or grow; some new programming will be introduced; other programs will be reduced or eliminated.

3. Completed Fiscal Year End Date (m/d/yyyy) *

6/30/2017

4. Operating Budget Summary

	Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	**$347,855**	**$348,305**	**$412,747**
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	**$50,630**	**$70,910**	**$55,130**
5.	Outside Fees and Services: Other	**$278,811**	**$254,550**	**$342,269**
6.	Space Rental, Rent or Mortgage	**$3,364**	**$4,280**	**$2,400**

7.	Travel	**$32,832**	**$61,896**	**$49,374**
8.	Marketing	**$72,308**	**$87,449**	**$71,168**
9.	Remaining Operating Expenses	**$90,851**	**$85,305**	**$102,541**
A.	**Total Cash Expenses**	**$876,651**	**$912,695**	**$1,035,629**
B.	**In-kind Contributions**	**$87,665**	**$91,269**	**$103,562**
C.	**Total Operating Expenses**	**$964,316**	**$1,003,964**	**$1,139,191**
	Income	**Previous Fiscal Year**	**Current Fiscal Year**	**Next Fiscal Year**
10.	Revenue: Admissions	**$4,213**	**$4,500**	**$9,200**
11.	Revenue: Contracted Services			
12.	Revenue: Other	**$40,500**	**$40,500**	**$44,600**
13.	Private Support: Corporate		**$2,500**	
14.	Private Support: Foundation	**$40,969**	**$33,500**	**$35,000**
15.	Private Support: Other	**$8,687**		**$5,000**
16.	Government Support: Federal	**$15,000**	**$20,000**	**$15,000**
17.	Government Support: State/Regional	**$436,244**	**$509,395**	**$407,421**
18.	Government Support: Local/County	**$282,000**	**$282,000**	**$503,183**
19.	Applicant Cash	**$49,038**	**$20,300**	**$16,225**
D.	**Total Cash Income**	**$876,651**	**$912,695**	**$1,035,629**

B.	**In-kind Contributions**	**$87,665**	**$91,269**	**$103,562**
E.	**Total Operating Income**	**$964,316**	**$1,003,964**	**$1,139,191**

5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

The additional expenses in the next fiscal year (2018-2019) reflect the expansion of the Read to Learn Books for Free program.

6. Paid Staff

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

7. Hours *

- ◉ Organization is open full-time
- ○ Organization is open part-time

G. Management and Proposal Budget

1. Rural Economic Development Initiative (REDI) 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 http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget.

Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Read to Learn Books for Free Support	$0	$142,275	$0	$142,275
2	Read to Learn Books for Free Volunteers	$0	$0	$35,000	$35,000
3	Advisory Committee	$0	$0	$9,800	$9,800
	Totals:	**$0**	**$142,275**	**$44,800**	**$187,075**

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Honoraria for Visiting Authors	$30,000	$25,130	$0	$55,130
	Totals:	**$30,000**	**$25,130**	**$0**	**$55,130**

Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Consultants and Contractual Services	$30,000	$279,293	$0	$309,293
	Totals:	**$30,000**	**$279,293**	**$0**	**$309,293**

Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total

#	Description	Cash Match	In-Kind Match	Total
1	Facility Rental	$2,400	$0	$2,400
2	Use of Community Facilities for Literary Outreach Activities	$0	$10,000	$10,000
	Totals:	**$2,400**	**$10,000**	**$12,400**

Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Author Travel	$40,974	$0	$40,974
2	In-County Travel for Read to Learn Drivers and Volunteers	$0	$7,800	$7,800
	Totals:	**$40,974**	**$7,800**	**$48,774**

Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertisement	$30,000	$45,000	$34,000	$109,000
2	Printing	$6,000	$19,000	$0	$25,000
	Totals:	**$36,000**	**$64,000**	**$34,000**	**$134,000**

Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Educational Materials	$0	$54,300	$0	$54,300
2	Materials and Supplies	$0	$17,927	$0	$17,927
3	Software and other services	$0	$1,909	$0	$1,909
	Totals:	**$0**	**$74,136**	**$0**	**$74,136**

Amount of Grant Funding Requested:

$96,000

Cash Match:

$628,208

In-Kind Match:

$96,600

Match Amount:

$724,808

Total Project Cost:

$820,808

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

Revenue: Admissions *

#	Description	Cash Match	Total	
1	Miami Writers Institute	$30,000	$30,000	
2	Workshops	$14,600	$14,600	
3	Lip Service Ticket Sales	$9,200	$9,200	
	Totals:	**$0**	**$53,800**	**$53,800**

Revenue: Other *

#	Description	Cash Match	Total	
1	De Groot Prize Submission Fees	$4,478	$4,478	
	Totals:	**$0**	**$4,478**	**$4,478**

Private Support: Foundation *

#	Description	Cash Match	Total	
1	Foundation Support	$35,000	$35,000	
	Totals:	**$0**	**$35,000**	**$35,000**

Private Support: Other *

#	Description	Cash Match	Total	
1	Individual Support	$5,000	$5,000	
	Totals:	**$0**	**$5,000**	**$5,000**

Government Support: Federal *

#	Description	Cash Match	Total	
1	NEA Big Read	$15,000	$15,000	
	Totals:	**$0**	**$15,000**	**$15,000**

Government Support: Local/County *

#	Description	Cash Match	Total	
1	Miami-Dade County Cultural Advancement Support	$100,000	$100,000	
2	Miami-Dade County Cultural Advancement Travel Stipend	$5,000	$5,000	
3	The Children's Trust Read to Learn Books for Free Grant	$398,183	$398,183	
	Totals:	**$0**	**$503,183**	**$503,183**

Applicant Cash *

#	Description	Cash Match	Total	
1	MDC Foundation Interest Earned	$11,747	$11,747	
	Totals:	**$0**	**$11,747**	**$11,747**

Total Project Income:

$820,808

Proposal Budget at a Glance

Line	Item	Expenses	Income	%

Line	Item	Expenses	Income	%
A.	Request Amount	$96,000	$96,000	12%
B.	Cash Match	$628,208	$628,208	77%
	Total Cash	$724,208	$724,208	89%
C.	In-Kind	$96,600	$96,600	12%
	Total Proposal Budget	$820,808	$820,808	101%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

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.

As per the General Program Support Grant Guidelines for 2019-2020, state funds awarded to Miami Dade College that support MBFYR are not included in the Proposal Budget.

H. Accessibility

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

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 http://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.

MBFYR's Advisory Committee and staff members continuously strive to ensure that programming activities are accessible and welcoming to all audiences. Special efforts are made to reach out to the members of our diverse community, including those persons with disabilities. Miami Dade College facilities are compliant with the American with Disabilities Act; self-evaluations of facilities and programs are conducted periodically.

The MBFYR and MDC websites include specific language and instructions about accessibility. All venues at MDC are wheelchair accessible. Guests who require special services (e.g., sign language interpreting or assistive listening devices) are accommodated when requests are given with 72 business hours notice. Service animals are welcome to all events. MDC includes accessibility symbols in promotional and marketing materials.

As part of MBFYR's efforts to ensure access for persons with disabilities, staff do the following: 1) request large print materials and audiobooks from publishers and exhibitors for the visually impaired; 2) set up priority seating near the presenter(s) and amplify sound for the hearing impaired; 3) provide sign-language interpretation (when given three days advance notice); and 4) ensure accessibility to all venues for persons in wheelchairs.

MBFYR's events are offered at a variety of locations throughout Miami-Dade County. Many events are offered at the Wolfson Campus, located in the geographic center of the county and accessible by public transit — MetroRail, Brightline, Tri-Rail, and county buses. Reading initiative activities are held in libraries, bookstores, and community centers in different neighborhoods to engage as many participants as possible. Authors and journalists in residence travel to elementary and high schools to meet with youth, as well as visit classrooms at the multiple College campuses.

In order to reach underserved groups in the community, MBFYR staff collaborates with arts, cultural, and educational organizations in the design and development of its programming. For example, MBFYR staff members have attended workshops provided by the Florida Division of Cultural Affairs in partnership with the VSA Florida (an affiliate of Very Special Arts) on how to plan for successful programming and visits by patrons with disabilities. Other partners include Best Buddies, Miami Lighthouse for the Blind, and Shake-A-Leg Miami. By working with these groups and their established networks, MBFYR is able to reach out to groups not traditionally served by educational or cultural programs of Miami Dade College. Steering Committee members assist in the identification of underserved groups and help the MBFYR by networking with individuals familiar with the many segments of our multi-cultural community.

Miami Dade College is an equal access/equal opportunity affirmative action institution. Special efforts are made to include and accommodate persons with disabilities in all MBFYR and College activities.

2. Policies and Procedures

- (●) Yes
- ( ) No

3. Staff Person for Accessibility Compliance

- (●) Yes
- ( ) No

If yes, what is the name of the staff person responsible for accessibility compliance?

Dr. Joy Ruff

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.

If yes, when was the evaluation completed?

5/1/2018

I. Attachments and Support Materials

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 DCA 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 or .gif	5 MB
documents	.pdf or .txt	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
MDC_Substitute_W9.pdf	34 [KB]	5/31/2018 12:20:03 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
MBF Executive Summary Final January 28[1].pdf	MBF Strategic Plan Executive Summaries 2018-2022		1450 [KB]		View file
MBFYR Organizational Chart 2018.pdf	MBFYR Organizational Chart 2018		85 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
MBFYR Online Links and Resource.pdf	MBFYR Online Links to Program Activities, Website and Read to Learn Promo Video		21 [KB]		View file
MBFYR 2019-2020 Season Activities.pdf	MBFYR 2019-2020 Season Activities		57 [KB]		View file
2018 WI Survey English.pdf	2018 WI Survey		664 [KB]		View file
IberosAmerican Author Presentation Survey 2018.pdf	2018 IberoAmerican Author Presentation Survey		418 [KB]		View file
2019-2020 Inkind Details.pdf	2019-2020 MBFYR In-Kind Details		53 [KB]		View file
The Children's Trust Letter of Support.pdf	The Children's Trust Letter of Support		64 [KB]		View file
MDC_Board_Members 2017-18.pdf	MDC Board Member 2017-18		36 [KB]		View file

J. Review & Submit

1. Review and Submit

☑ I hereby certify that I am authorized to submit this application on behalf of Miami Dade College 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.

Guidelines Certification

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

Signature (Enter first and last name)

Lenore Rodicio