

# Miami Short Film Festival

**Project Title:** Miami Short Film Festival 2020-2021 Season

**Grant Number:** 21.c.ps.109.152

**Date Submitted:** Wednesday, May 29, 2019

## A. Cover Page Page 1 of 10

### Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based

**Funding Category:** Level 1

**Discipline:** Media Arts

**Proposal Title:** Miami Short Film Festival 2020-2021 Season

## B. Contacts (Applicant Information) Page 2 of 10

### Applicant Information

- a. **Organization Name:** Miami Short Film Festival 
- b. **FEID:** 20-3202047
- c. **Phone number:** 305.586.8105
- d. **Principal Address:** 2935 NE 163rd St Apt 4e Miami, 33160
- e. **Mailing Address:** 2935 NE 163rd St Apt 4e Miami, 33160
- f. **Website:** [www.miamisff.com](http://www.miamisff.com)
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Miami-Dade
- j. **DUNS number:** 195058024
- k. **Fiscal Year End Date:** 12/31

### 1. Grant Contact \*

**First Name**

Krystle

**Last Name**

Carrara

**Phone**

954.338.8048

**Email**

[krystle@miamishortfilmfestival.com](mailto:krystle@miamishortfilmfestival.com)

### 2. Additional Contact \*

**First Name**

William

**Last Name**

Vela

**Phone**

305.586.8105

**Email**

william@miamishortfilmfestival.com

**3. Authorized Official \***

**First Name**

William

**Last Name**

Vela

**Phone**

305.586.8105

**Email**

william@miamishortfilmfestival.com

**4. National Endowment for the Arts Descriptors**

**4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Fair/Festival

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**4.3. Applicant Discipline**

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Media Arts

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**5. Department Name**

## C. Eligibility Page 3 of 10

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

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated 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 7/1/2020 - 6/30/2021? \*

- 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 Page 4 of 10

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

The Miami Short Film Festival is dedicated to promoting the short film genre, showcasing films from one to thirty minutes long. The Festival is international in scope, bringing exposure to the best of the world independent up-and-coming filmmakers to the diverse audience of Miami-Dade County. Its mission is to bring this form of filmmaking into the spotlight, while highlighting important themes and topics that resonate across cultural and linguistic boundaries.

## 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.

### 2.1. 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.

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The Miami short Film Festival (MsFF) is the only film festival in South Florida dedicated to the short film genre, and one of only two within the State. 2020 marks the 19th anniversary of the Festival. It is the launching point for original scripts, new cinematography and film techniques, innovative perspectives and unique pieces of true emotion and expression caught on film. The Festival is a dedicated contributor to the culture, economy, and the arts of Miami-Dade County increasing its vitality, vibrancy, and the quality of life for residents and tourists.

Since 2002, MsFF has presented more than 1,400 short films from over 45 different countries. Past MsFF award winners have gone on to achieve great success within the industry, including:

- PEARL, nominated for the 2017 Academy Award for Best Animated Short Film
- STUTTERER, winner of the 2016 Academy Award for Best Live Action Short Film
- GOD OF LOVE, winner of the 2011 Academy Award for Best Live Action Short Film

Our 2020-21 season will include the annual Festival, various forms of annual programming, and educational outreach.

## 1. Miami short Film Festival—19th Edition

The 2020 festival is scheduled for November 3-7, 2020 at the Regal Cinema in Miami Beach. The schedule will include: two screenings per night, each screening consisting of 8-10 films, and each film no more than 20 minutes in length. Screenings are themed by either genre, mood or style, and encompass a variety of filmmaking formats. Each screening culminates with a panel discussion featuring film directors, producers, actors and critics, as well as a Q&A session with audience members.

Festival screenings are ticketed: \$15 for Adults; \$7 for Students and Seniors with ID; 100 seats reserved for Golden Ticket; and 100 seats reserved for Culture Shock. Festival box office revenue accounts for roughly 10% of annual cash revenues.

MsFF receives approximately 900 submissions annually from over 45 countries (Nov. 21, 2019 - Aug. 15, 2020). A five-person Advisory Board reviews each film submitted. Of the 850 submissions, approximately 100 films are selected to be screened by the festival's Jury. Those films selected by the Jury will be officially screened at the festival. Applicants are notified no later than August 28, 2020 of their official acceptance into the festival. Film submissions contribute to a large portion (roughly 35%) of MsFF's cash revenues. The submission fees are \$25 for early submissions and \$85 for late submissions.

Submissions compete for awards within categories such as: music video, web series, narrative, emerging media, documentary, experimental, environmental, animation, and local production.

## 2. Shorts under the Stars (7 screenings)

Shorts under the Stars is a series of screenings where MsFF partners with local venues and other organizations to provide short film programming to the community. They provide a portable mini festival to municipalities and neighborhoods seeking value-added public programming. For 2020-2021 we will continue our annual event at Doral's Legacy Park, as well as various events at other venues including Surfside Community Center, Miami Beach Botanical Garden, and Key Biscayne Community Center. We are also working to expand the program outside of Miami-Dade County and are looking to secure events at NSU Art Museum and several community centers in Broward County. Films screened as part of these programs come from the vast collection of previous Festival submissions over the years, are family-oriented and suitable for a general audience. These events are free and open to the public.

## 3. "Focus On" Events

Since early 2015, MsFF has implemented annual programming in the form of its "Focus On" events, showcasing 5-8 films on the 3rd Wednesday of each month. Every screening is themed to showcase cinematic excellence by country, genre, or other resonating topic or "focus".

MsFF is varying its approach for the "Focus On" events for the upcoming year. Building upon our relationship with the German Consulate, we are pursuing partnerships with community organizations and businesses that wish to collaborate on these events. For these events, we provide thematic programming of their choice. This collaboration would serve both the

organization's members as well as the general community, focusing on topics that resonate with them. These events would take place at various venues throughout Miami-Dade County, and may be either ticketed or free to the public. Pricing for ticketed screenings: \$17 for Adults; \$9 for students and seniors with ID. Due to smaller venue sizes for these events, fewer dedicated Golden Ticket and Culture Shock seats are available. We expect these events to account for roughly 8% of revenues.

#### 4. Tomorrow's Filmmakers Today

Tomorrow's Filmmakers Today (TFT) is an outreach program designed to inspire the next generation in the art of filmmaking. MsFF presents a selection of programming at various schools throughout Miami-Dade County. Students participate in Q&A sessions and have discussions about the challenges, opportunities and possibilities the film industry has to offer. They learn technical skills, to think and act creatively through professional-led workshops about classical filmmaking techniques, theory, entrepreneurship, and showmanship, as well as modern conveniences like crowdfunding.

For 2020-21, MsFF will continue to work with Miami-Dade schools to provide expertise, resources, and social capital to help film, audio-visual, and arts clubs within Miami-Dade County schools. We are also expanding our outreach to include schools in Broward and Palm Beach counties as well as youth-based organizations throughout South Florida, including the Little Lighthouse Foundation and Compass Community Center's youth programs.

## **2.2. Partnerships & Collaborations - (Maximum characters 2000.)**

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

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MsFF has worked to expand its reach through partnerships and collaborations with local organizations, schools, and venues.

#### Organizations

We partner with the German Consulate of Miami to host a Focus On: Germany screening at least once per year for the German demographic in South Florida, and the Consulate has been a long supporter of the festival in promoting our events to its constituents. This year we also partnered with the Canadian Consulate of Miami for a special Tribute to Canada screening at the annual festival.

For the 2019 season we intend on expanding these types of partnerships to include a vast array of organizations throughout South Florida.

#### Venues

We previously held our events at the Cinopolis theatre in Coconut Grove, a venue with which we have had a long-standing relationship. This past year we hosted our annual Festival at the newly constructed Silverspot Cinema in downtown Miami, and are now currently calling

Regal Cinemas in Miami Beach our permanent home for the festival and monthly screenings. We also maintain relationships with various venues throughout the county to expand our annual programming for the community. They include: Perez Art Museum Miami, Key Biscayne Community Center, Surfside Community Center, Miami Botanical Garden, and NSU Art Museum. These events are either open-air or inside the venue and are free to the public, as way to provide value-added programming for the community.

#### Schools / Youth Based Partnerships

MsFF provides over 2,500 Miami-Dade County Public School students with free screenings of some of our best age-appropriate short films. Screenings are conducted at participating middle and high schools so that time spent out of the classrooms is minimized. These students benefit from learning technical skills and utilize the many tools at their disposal to think and act creatively through professional-led workshops about classical filmmaking techniques, theory, entrepreneurship, and showmanship, as well as modern conveniences like crowdfunding.

MsFF has historically worked with several Miami-Dade middle and high schools including Miami Edison, Booker T. Washington, Hialeah Senior High, Central Senior High, Carol City Senior High, Jose De Diego Middle School, Allapatah Middle School, North Miami Middle School, Homestead Middle School, John A. Ferguson Senior High, and Ruth Owens Kruse Education Center.

### **2.3. Timeline - (Maximum characters 2000.)**

List timeline of activities during the grant period.

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The following is an approximate list of activities that will take place during the grant period.

July 31st, 2020 - Screening at Key Biscayne Community Center

August 8th, 2020 - Open air event at Doral Legacy Park

August 19th, 2020 - "Focus On" Event screening

September 16th, 2020 - "Focus On" Event screening

November 3-17, 2020 - 18th Annual Miami short Film Festival

January 15th, 2021 - Screening at Miami Botanical Garden

January 20th, 2021 - "Focus On" Event screening

February 17th, 2021 - "Focus On" Event screening

March 24th, 2021 - "Focus On" Event screening

March 26th, 2021 - Screening at Surfside Community Center

April 2021 - Screening at Key Biscayne Community Center

April 21st, 2021 - "Focus On" Event screening

May 19th, 2021 - "Focus On" Event screening \_ German Consulate

We also plan to have frequent education outreach events throughout the grant periods with dates to be confirmed.

# E. Impact Page 5 of 10

## 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? \*

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40

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

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40

### 3. How many Adults will be engaged? \*

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7,500

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

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1,750

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

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250

### 6. How many artists will be directly involved? \*

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50

**Total number of individuals who will be engaged?**

9550

**7. How many individuals will benefit through media? \***

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1,250,500

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

Adults (25- 64 years)

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

Hispanic/Latino

White

**10. 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.

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During the 2020-2021 season, there will be 40 proposed events with 40 opportunities for participation.

- nine events at the festival (9 total screenings);
- nine monthly shorts events (1 screening each);
- eight iterations of Shorts under the stars (1 screening each); and
- six screenings with Q&As and;
- eight workshops as part of Tomorrow's Filmmakers Today.

**11. 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.

- Broward
- Miami-Dade

## 12. 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.

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### Tourism / Industry Appeal

The Festival coincides with the tourist season in Florida when millions of visitors flock to Florida for its great weather and great season of cultural events. MsFF is proud to be a part cultural dynamism. The unique nature and exciting programming of the Festival offers something for everyone, including films across various genres and open events to meet the filmmakers. Roughly 13% of annual attendees come from outside Florida, and 2% of the attendees come from outside the US. Directors and their cast members attend screenings of their films. Celebrities such as Director Michael Moore, Actor/Director Amir Arison, Director/Actor/ Singer Chris Meier, and more, have attended the festivities. Over its previous 15 years, MsFF has hosted film professionals from over 45 countries, many of them having traveled to Miami to attend the screenings of their films, and participate in various Festival-related events.

### Education / Outreach

Through our Tomorrow's Filmmakers today initiative, we create access for youth, particularly those residing within underserved areas, to films, workshops, and to the community of local film professionals. TFT presents students an opportunity to learn about the work that goes on behind the scenes directly from the filmmakers in our community through special presentations, Q&A sessions, and skill development workshops.

MsFF provides over 1,750 Miami-Dade County Public School students with free screenings of some of our best age-appropriate short films. Screenings are conducted at participating middle and high schools so that time spent out of the classrooms is minimized. Additionally, it eliminated the need for transportation costs, securing of chaperones, and paperwork (field trip forms) which in the past prevented a great number of students from having the ability to attend an artistic production of this nature.

More recently, to better serve local youth and provide a more substantial educational experience, our educational series began working with existing film, audio-visual, and arts clubs within Miami-Dade County schools and after-school programs. By working with smaller established groups, MsFF can reach students in more profound terms by imparting knowledge and experience rather than a hosting a one-time exhibition. In turn, these students will benefit

from learning technical skills and utilize the many tools at their disposal to think and act creatively through professional-led workshops about classical filmmaking techniques, theory, entrepreneurship, and showmanship, as well as modern conveniences like crowdfunding.

MsFF has historically worked with several Miami-Dade middle and high schools including Miami Edison, Booker T. Washington, Hialeah Senior High, Central Senior High, Carol City Senior High, Jose De Diego Middle School, Allapatah Middle School, North Miami Middle School, Homestead Middle School, John A. Ferguson Senior High, and Ruth Owens Kruse Education Center.

Beyond its own in-house outreach efforts, MsFF will contribute free screenings, Q&As, and workshops for several area organizations including Pause for a Cause, Coconut Grove Art Festival, Compass Community Center, Florida Film Institute, and the Greater Miami Convention and Visitors Bureau.

### **13. 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.

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MsFF has crafted a comprehensive marketing campaign for the 2020-2021 season. Through our new partnership with WOW MKTG, a renowned multidimensional marketing agency, our plan utilizes a combination of new and traditional strategies to increase awareness about our programs and attendance levels for our events.

Advertising through print, radio, and television is planned at intervals leading up to the annual festival. MsFF will place advertisements in local newspapers including the Miami Herald, the Sun Sentinel, and the Miami New Times. We are also pursuing media partnerships with local affiliates in radio and TV including WLRN (Channel 17), WSVN (Channel 23), and WSCV (Telemundo). In addition, we will be working with international broadcasters including Radio Mexico, Cadena Azul, and RCN Radio Colombia to present announcements about the festival.

Digitally, we utilize social media, our website, newsletter, and strategic digital marketing campaigns to reach our audience. Through social media we generate buzz about upcoming events, engage users with short clips, highlight a specific film or director, and receive feedback from the local community. We also utilize a creative campaign designed by WOW MKTG including a series of animation graphics and video to promote through various digital outlets.

Our website was recently revamped to provide up-to-date information about our events and programs for this year's festival, as well as showcasing previous festival participants, and calling out for submissions. We currently have over 10,000 subscribers for our bi-weekly email newsletter, an increase of 10% from last year. Our newsletters keep the community informed on monthly screenings, educational workshops, and other special events. Social media, digital advertising, and PR represent a large portion of our year-round strategy with approximately

\$7,000 spent in 2019 for the festival an annual programming.

MsFF partners with the local tourism industry to promote the festival through its channels, as well as provide exclusive discounted rates for hotels. As part of our international marketing strategy, MsFF has created a traveling edition of the festival to attract film professionals to submit their works to MsFF, to entice film lovers from around the world to attend MsFF, and to gain corporate support and sponsorship for MsFF's programs and events.

MsFF will cross-promote its program both through its own events and other locally hosted events that intersect with arts, film, and culture. MsFF is also working to secure strategic partnerships with organizations to promote the festival through their channels, including the German Consulate of Miami, Canadian Consulate of Miami Miami Downtown Development Authority, and Miami Arts & Business Council.

Throughout the year we will display and distribute over 5,000 promotional flyers, posters, and banners at these events as well as in high-traffic areas throughout Miami-Dade.

# F. Management and Operating Budget Page 6 of 10

## **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.

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MsFF has succeeded for 16 years because of the diversity and skill within its leadership. Fiscal management is no exception. Board members are selected based on their field of expertise and willingness to commit the time and effort necessary to make each edition of the festival greater than the last, several having contributed their services since the creation of MsFF. In addition to being extreme cinephiles, board members carry the various tasks of accounting and long-range financial planning, long-range marketing and advancement strategy, artistic oversight, community investment, international cooperation, and professional/industry collaboration. Financially, the majority—approximately 60%—of annual revenues is derived from Admissions and Film Submission Fees. The remainder of the budget consists of a mix of grant awards and sponsorships. MsFF also has a new development team to reinvigorate its donors and sponsorships.

Currently, three board members assist with fiscal and administrative oversight.

- Georgina Molina provides operational and organizational support, manages budgeting and fiscal responsibility, and oversees week-of festival logistics.
- Stephanie G. Martino, founder and executive director of the of the Florida Film Institute, provides industry support, and artistic and technical oversight, ensuring that the festival's operations hold true to the its mission.
- Felix Castro, Creative Director of WOW MKTG, provides industry leading social marketing, communication planning, and industry support as well as overseeing the visual identity and creative collateral for the festival.

## **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.

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MsFF evaluates success and impact through five metrics:

1. Attendance: We track the number of participants that attend each event during the festival, Shorts under the Stars, "Focus On" events, and Tomorrow's Filmmakers Today. In 2019, we had over 7,000 guests and 35 artists participate at various locations. We survey attendees while at events.
2. Program Adoption: As we expand with regard to year-round programming, interest and adoption of programs such as Shorts under the Stars, "Focus On" Events, and Tomorrow's Filmmakers Today are an important measure of the our successes. By creating an effective and marketable model for these programs, we can offer this to a widening range of organizations and municipalities, broadening the scope and impact of the festival.
3. Volunteer Activity: In 2019, MsFF had over 30 volunteers dedicate their time and expertise to the festival and its programs, with everything from production, marketing, administration and educational outreach. The better connected and networked the festival becomes, the more it can draw on the talent of the community to promote the love for film, culture, and the arts.
4. Artistic Merit: The number of quality films along with the number of participating countries present at the festival continues to increase annually, boosting the importance and reputation of the festival. We anticipate more than 1000 film submissions this year. They are integral to the success of not only the festival, but also fuel our other programs.
5. Artist Evaluation: Through surveys, film producers, actors, and directors provide feedback about their expectations, including how they felt about the evaluation methods used by MsFF, as well as how we measure up against other festivals.

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

12/31/2018

### 4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	<b>\$22,132</b>	<b>\$22,000</b>	<b>\$27,000</b>
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic			
5. Outside Fees and Services: Other	<b>\$18,382</b>	<b>\$23,500</b>	<b>\$38,000</b>

6.	Space Rental, Rent or Mortgage	\$5,000	\$8,000	\$14,000
7.	Travel	\$1,900	\$2,287	\$3,000
8.	Marketing	\$22,073	\$20,750	\$25,000
9.	Remaining Operating Expenses	\$14,712	\$21,200	\$30,200
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$84,199</b>	<b>\$97,737</b>	<b>\$137,200</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$20,000</b>	<b>\$23,000</b>	<b>\$28,000</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$104,199</b>	<b>\$120,737</b>	<b>\$165,200</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$7,000	\$9,000	\$10,000
11.	Revenue: Contracted Services	\$4,000	\$4,000	\$4,000
12.	Revenue: Other	\$35,091	\$38,000	\$41,200
13.	Private Support: Corporate	\$8,000	\$8,000	\$10,000
14.	Private Support: Foundation			
15.	Private Support: Other	\$5,000	\$5,000	\$7,000
16.	Government Support: Federal			
17.	Government Support: State/Regional		\$1,359	\$20,000
18.	Government Support: Local/County	\$25,108	\$32,378	\$45,000
19.	Applicant Cash			

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<b>D. Total Cash Income</b>	<b>\$84,199</b>	<b>\$97,737</b>	<b>\$137,200</b>
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<b>B. In-kind Contributions</b>	<b>\$20,000</b>	<b>\$23,000</b>	<b>\$28,000</b>
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<b>E. Total Operating Income</b>	<b>\$104,199</b>	<b>\$120,737</b>	<b>\$165,200</b>
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### **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.

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### **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 Page 7 of 10

## 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>.

### 2.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$0	\$27,000	\$0	\$27,000
<b>Totals:</b>		<b>\$0</b>	<b>\$27,000</b>	<b>\$0</b>	<b>\$27,000</b>

### 2.5. Outside Fees and Services: Other \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Photographer / Videographer, Editing, Design	\$15,000	\$23,000	\$8,000	\$46,000
<b>Totals:</b>		<b>\$15,000</b>	<b>\$23,000</b>	<b>\$8,000</b>	<b>\$46,000</b>

### 2.6. Space Rental (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Theatre / Venue Rental	\$14,000	\$6,000	\$20,000
<b>Totals:</b>		<b>\$14,000</b>	<b>\$6,000</b>	<b>\$20,000</b>

### 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	In County Transportation	\$1,000	\$0	\$1,000
2	Out of County Transportation	\$2,000	\$0	\$2,000
<b>Totals:</b>		<b>\$3,000</b>	<b>\$0</b>	<b>\$3,000</b>

## 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising / PR / Printing / Publication	\$5,000	\$13,000	\$9,000	\$27,000
2	Printing	\$0	\$3,000	\$0	\$3,000
3	Web Maintenance / Design / Support	\$0	\$4,000	\$0	\$4,000
<b>Totals:</b>		<b>\$5,000</b>	<b>\$20,000</b>	<b>\$9,000</b>	<b>\$34,000</b>

## 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Equipment Rental	\$0	\$22,200	\$5,000	\$27,200
2	Insurance	\$0	\$1,000	\$0	\$1,000
3	Utilities	\$0	\$1,000	\$0	\$1,000
4	Supplies	\$0	\$6,000	\$0	\$6,000
<b>Totals:</b>		<b>\$0</b>	<b>\$30,200</b>	<b>\$5,000</b>	<b>\$35,200</b>

**Amount of Grant Funding Requested:**

**\$20,000**

**Cash Match:**

\$117,200

**In-Kind Match:**

\$28,000

**Match Amount:**

\$145,200

**Total Project Cost:**

\$165,200

**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.

**3.1. Revenue: Admissions \***

#	Description	Cash Match	Total
1	Box Office	\$10,000	\$10,000
<b>Totals:</b>		<b>\$0</b>	<b>\$10,000</b>

**3.2. Revenue: Contracted Services \***

#	Description	Cash Match	Total
1	Shorts under the Stars	\$4,000	\$4,000
<b>Totals:</b>		<b>\$0</b>	<b>\$4,000</b>

**3.3. Revenue: Other \***

#	Description	Cash Match	Total
1	Membership	\$1,000	\$1,000
2	Film Submission Fees	\$40,200	\$40,200
<b>Totals:</b>		<b>\$0</b>	<b>\$41,200</b>

### 3.4. Private Support: Corporate \*

#	Description	Cash Match	Total	
1	Sponsorships	\$10,000	\$10,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$10,000</b>	<b>\$10,000</b>

### 3.6. Private Support: Other \*

#	Description	Cash Match	Total	
1	Individual donations	\$7,000	\$7,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$7,000</b>	<b>\$7,000</b>

### 3.9. Government Support: Local/County \*

#	Description	Cash Match	Total	
1	Miami Dade County CAC	\$45,000	\$45,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$45,000</b>	<b>\$45,000</b>

### Total Project Income:

**\$165,200**

### 3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$20,000	\$20,000	12%
B.	Cash Match	\$117,200	\$117,200	71%
	Total Cash	\$137,200	\$137,200	83%
C.	In-Kind	\$28,000	\$28,000	17%
	Total Proposal Budget	\$165,200	\$165,200	100%

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.

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MsFF receives approximately \$80,000 of in-kind support annually. These generous offerings come from various sources and include cinema venue rental reductions, printing, advertising and travel. Many of these donations are provided or secured by MsFF's board of directors.

## H. Accessibility Page 8 of 10

### **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.

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MsFF takes accessibility into account in each screening, and actively works to remove physical, economic and/or social barriers.

#### Physical and Communication Barriers

The Miami short Film Festival evaluates each facility utilized for screenings to ensure compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, as amended - as well as Titles II and III.

MsFF will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities. For example, individuals with service animals are welcomed at all screenings, even where pets are generally prohibited. Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in a program, service, or activity should contact the ADA Coordinator, William Vela as soon as possible but no later than 48 hours before the scheduled event.

#### Economic Barriers

Each year MsFF provides discounted tickets for Miami-Dade County's Culture Shock and Golden Ticket initiatives with 100 free tickets reserved for Golden Ticket, and 100 five-dollar (\$5) tickets reserved for Culture Shock. Additionally, the Festival designates reduced ticket prices (\$7) for both Students and Senior Citizens with valid identification. Reduced rates are also available for Monthly Screening tickets (\$9). Shorts under the Stars admission is free. MsFF also hosts free pop-up screenings in conjunction with various local organizations throughout the year.

#### Cultural/Social Barriers

The Miami short Film Festival is committed to cultural diversity. Efforts to maintain a multicultural profile within the Board of Directors, administration, staff and volunteers are a mainstay. In 2016, alongside family night, date night, and the local filmmakers' showcase, MsFF hosted screenings celebrating the best in LGBT cinema and Black cinema.

Additionally, the festival's marketing plan actively targets local multi-cultural and foreign media so as to attract a diverse audience while focusing on engaging participation from all over the globe (and from every reach of our diverse community) with approximately 40 countries represented annually. The festival also provides advertising on both the website and through print in two different languages to best accommodate local and international patrons.

## **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?**

William Vela

## **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?**

5/1/2019

# I. Attachments and Support Materials Page 9 of 10

**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.

<b>Content Type</b>	<b>Format/extension</b>	<b>Maximum size</b>
---------------------	-------------------------	---------------------

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. .

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9.pdf	33 [KB]	5/29/2019 3:11:24 PM	View file

## 2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
2018 Program.pdf	2018 Festival Program		32790 [KB]		View file
MsFF Survey 2018.pdf	2018 Evaluation Survey		88 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Miami Short Film Festival concludes its 17th Year – Miami's Community News.pdf	Miami Short Film Festival concludes its 17th Year – Miami's Community News	Article about 2018 Festival	460 [KB]		View file
PR-MIAMI short Film Festival 2018_Post Event.pdf	2018 Post Festival Press Release		84 [KB]		View file
2018 Promo Images.pdf	2018 Promo Images		3262 [KB]		View file
2018 Festival Photo Highlights.pdf	2018 Festival Photo Highlights		7491 [KB]		View file

## 2.1.

# J. Review & Submit Page 10 of 10

## 1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Miami Short Film Festival 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.

### 1.1. 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.

### 1.2. Signature (Enter first and last name)

William Vela

