

Tampa JCC/Federation, Inc.

Project Title: Tampa Bay Jewish Film Festival 2021-22

Grant Number: 22.c.pr.109.448

Date Submitted: Monday, June 1, 2020

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: N/A

Discipline: Media Arts

Proposal Title: Tampa Bay Jewish Film Festival 2021-22

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Tampa JCC/Federation, Inc. 
- b. **FEID:** 23-7182057
- c. **Phone number:** 813.739.1688
- d. **Principal Address:** 13009 Community Campus Drive Tampa, 33625-4000
- e. **Mailing Address:** 13009 Community Campus Drive Tampa, 33625-4000
- f. **Website:** www.jewishtampa.com
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Hillsborough
- j. **DUNS number:** 163278948
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official *

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4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Community Service Organization

4.3. Applicant Discipline

Media Arts

5. Department Name Multipurpose Institutions only (universities, cities, colleges, counties, etc.)

C. Eligibility Page 3 of 12

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 7/1/2021 - 6/30/2022? *

- ☒ Yes (required for eligibility)
- ☐ No

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

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

D. Excellence Page 4 of 12

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

The mission of the Tampa JCCs & Federation is to support and enrich the continuity of Jewish life and values in our community, in Israel and worldwide.

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.

The Tampa Bay Jewish Film Festival (TBJFF) is a year-round cinematic exploration of Jewish experiences, culture and history, life in Israel and works of Jewish artists. TBJFF films promote and foster cross-cultural understanding, appreciation and respect and highlight human themes of family, tolerance, compassion and hope. The Festival prides its success on its solid foundation of cultural commitment to the community and strives to strengthen the Tampa Bay community through the arts, and by provoking thought through film.

Founded in 1995, the Festival has grown in size, welcoming moviegoers from across the greater Tampa Bay area. The internationally renowned films are shown in two Tampa and three Pinellas County venues. The Festival continues to reach increasingly more diverse audiences.

Selected screenings are enhanced by providing dynamic forums for audience dialogue with distinguished actors, producers, writers and other expert panelists. In the coming year, we plan to further expand on this offering, making TBJFF increasingly more interactive for people of all ages.

With the support of the State of Florida's Specific Cultural Project grant program at the level of \$25,000, we will be able to pursue the following additional goals, objectives, and activities:

GOAL 1: Increase the number of films featured.

OBJECTIVES:

1. During an eight-day period in the spring of 2022, TBJFF will feature a lineup of 20 films.
2. Ten films will debut monthly throughout the year (except March and December) at two Tampa venues.

ACTIVITIES:

1. As the roster of films becomes available, our committee will select and plan on the line-up of films to be included in the Festival and monthly theater events.
2. The staff marketing department will develop marketing and advertising materials to be distributed via traditional and social media.
3. Films will run in five theaters across two Tampa Bay area counties.

GOAL 2: Increase the number of interactive events.

OBJECTIVES:

1. TBJFF will feature a lineup of 12 “talk-back” events immediately following the related film premiers.
2. At least 50% of film-goers will attend one talk-back session.

ACTIVITIES:

1. Our audience will learn about the themes portrayed in films, as well as the art of movie making during talk-back sessions with local film industry experts such as commissioners and filmmakers/producers, casting directors and actors, etc.

GOAL 3: Expand the reach of this Festival within the Jewish and secular communities, promoting its core values of inclusion, diversity, tolerance, and cross-cultural understanding.

OBJECTIVES:

1. 25% of our film line up will offer connections for other cultural and diverse groups.
2. 25% of our guest speakers will represent local businesses or nonprofit organizations to be featured in our community dialogue sessions.
3. At least 200 school aged students will participate in the "Family Feature Film Series."
4. At least 65 residents of local assisted and independent living facilities will attend one film premiere and/or talk-back session.

ACTIVITIES:

1. Staff and the committee will contact organizations such as Hadassah, Weinberg Village, Menorah Manor, Tampa Jewish Family Services, Gulf Coast Jewish Family Services, as well as area synagogues' men's clubs, sisterhoods and youth directors.
2. With our existing partnerships with Pinellas/Pasco Jewish Federation, Tampa Film Institute (GIFF), Hillel Academy, Congregation Ahavat Shalom, Florida Holocaust Museum and Men of Reform Judaism, we expect to attract film-lovers who can enjoy a variety of films not seen elsewhere in our community.
3. Our committee anticipates selecting films that debut during the festival will appeal to diverse audiences. To that end, we anticipate collaborating with the Tampa International Gay and Lesbian Film Festival, Tampa Bay Black Heritage Festival, Indian Film Festival, local Latinx cultural groups and other organizations who would enjoy the unique catalog of films our festival offers
4. The committee will connect with local businesses and nonprofits who can provide enhanced interactive community dialogue experiences for our audiences during post-film talk back sessions.
5. During our “Family Feature Series,” expanded activities will include a carnival-like theme, games, entertainers and concessions.
6. We will plan film showings and talk back sessions in close proximity to individuals residing at Weinberg Village, Menorah Manor and in Sun City Center to attract older adults who may have difficulty attending events otherwise.

GOAL 4: Increase attendance at our eight-day Festival.

OBJECTIVES:

1. We will increase our audience size by 10% per film showing, reaching a total of 3,000 guests.
2. We anticipate 400 guests will attend our opening event.

ACTIVITIES:

1. We will place print advertising in the *Jewish Press*, *Creative Loafing* and *Tampa Bay Times*.
2. We will place paid advertising on Facebook and Instagram.
3. Press releases promoting TBJFF and its supporters will be submitted to traditional, broadcast and electronic media.
4. Flyers and postcards will be distributed in print and electronically to area synagogues and other area Jewish agencies.
5. Posters announcing the schedule and locations of premiers will be placed in the two JCCs' lobbies as well as in participating community theaters.
6. We will continue seeking new partnerships to increase attendance.
7. If social distancing orders are in place, we will show feature films multiple times in order to increase our viewer capacity.

GOAL 5: Measure attendees' satisfaction with the eight-day Festival.

OBJECTIVES:

1. At least 50% of all movie-goers will provide feedback on their experiences via our star card post-viewing surveys.
2. At least 50% of all movie-goers will respond to a SurveyMonkey evaluation.

ACTIVITIES:

1. All Festival attendees will receive a printed survey in-person after the conclusion of each film.
2. Adult Festival attendees will receive emailed electronic surveys after the festival closes.

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.

TBJFF 2018 was presented in partnership with Gasparilla International Film Festival (GIFF) and helped grow TBJFF's outreach efforts in the secular community and served as a cultural extension of GIFF's line-up. No formal agreement was drafted. In 2019, more formal agreements for marketing collaborations were established. The festivals shared website and ticketing platforms and ads in local newspapers. Though marketing efforts were successful, the number of films and events overloaded attendees and sponsors. In 2020, organizers collaborated on specific events to streamline festival experiences. Using this partnership as a model for expansion, our plans call for connecting with other diverse/cultural groups and film festivals, such as Tampa Bay Black Heritage Festival, Indian Film Festival and local Latinx cultural groups.

In recent years, TBJFF's committee observed a trend in an the number of LGBT-themed films with Jewish connections. In 2020, we collaborated with Tampa International Gay & Lesbian Film Festival (TIGLIFF), co-promoting films and talk back events, and sharing the costs. Due to delay, there is no member feedback at this time.

As the committee previews and curates a collection for the next festival, various themes and genres, such as sports, music, fine and culinary arts and documentaries, present opportunities for meaningful talk back sessions.

Social distancing orders were in place at the time of the 2020 festival, prohibiting any events from being executed. Here are two sample events that were planned:

The documentary *Mrs. G and the Gottex Empire* was to be presented with the Salvador Dali Museum's Fashion Institute and the Tampa Museum of Art (TMA). An expert in fashion design from TMA was to moderate and the film's director was going to be interviewed. The Dali was providing artistic pieces to display.

Crescendo, featuring Palestinian and Israeli student musicians in a "peace orchestra," was planned alongside a performance by Patel Conservatory musicians. This enhancement was an opportunity to educate and entertain nearly 400 film-goers about Patel Conservatory.

As of this writing, films to premier in the 2022 festival have not yet been produced. We can only imagine the themes from which the committee will have to choose.

2.3. Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

July-September 2021: Festival committee meets and the film review and selection process begins. Committee members discuss sponsorship solicitations and key primary sponsors are secured.

October-December 2021: Film selections are finalized (contracts signed). Guest speakers are identified. Marketing efforts begin. Early bird ticketed sales go live.

January-February 2022: Guest speaker(s) are confirmed (contracts signed). Venues finalized (contracts signed). Marketing push begins across all media. Speakers and film trailers are promoted across Tampa Bay in print, electronic communications and social media. General tickets and all access festival passes are promoted.

March 2022: Week-long festival held during late March. Print surveys are distributed at events. Electronic surveys are emailed to participants after the festival concludes.

April 2022: Surveys are reviewed and evaluated. The committee meets for final debriefing to discuss Festival's overall success.

E. Impact Page 5 of 12

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 benefiting 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 benefiting should be one (1).

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

20

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

25

3. How many Adults will be engaged? *

3,000

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

0

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

200

6. How many artists will be directly involved?

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

6.1. Number of artists directly involved? *

10

6.2. Number of Florida artists directly involved?

5

Total number of individuals who will be engaged?

3210

7. How many individuals will benefit through media? *

3,500

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

- ☒ Adults (25- 64 years)
- ☒ Older Adults (65+ years)

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

- ☒ White

10. Describe the demographics of your service area. - (Maximum characters 1500.)

Hillsborough County, Florida, covers a geographic area of 1,266 square miles. According to the 2018 American Community Survey, the county is home to an estimated 1,436,888 residents. A 2010 Berman Jewish Databank study reports nearly 28,200 persons living in 11,750 households, 23,000 of whom consider themselves Jewish. There are 15 synagogues, two thriving Jewish community centers and approximately 10 other Jewish schools, organizations and agencies. A large number of affiliated Jews choose to live in Tampa, the county's largest municipality. However, there are many other families, both affiliated and unaffiliated, who live in areas where there are few Jewish organizations.

11. 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.

We believe it is of utmost importance to teach values of understanding and tolerance through the arts. By creating a "Family Feature Film Series," TBJFF hopes to attract families to participate so that younger viewers can appreciate seeing other children on-screen portraying slices of Jewish life. Similarly, we are

hopeful that by highlighting films with a diversity of themes and populations, that people of other communities will join ours in these entertaining and educational opportunities. Together we can build bridges against the divides that exist.

12. 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.

- ☒ Hillsborough
- ☒ Pasco
- ☒ Pinellas

13. 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.

The Tampa JCCs & Federation identifies and prioritizes the important issues and needs of our local and global community; it organizes and mobilizes human and financial resources to successfully impact them. Our organization has an unwavering commitment to education, human services, family and economic needs, as well as providing support for Israel and at risk people of all faiths and backgrounds.

Our organization's fundraising efforts bring in approximately \$2.3 million and we are able to provide critical support to a number of community agencies and social service programs throughout Tampa and around the globe. Through our preschool, after school, arts and culture, senior and fitness programming, we have a variety of activities that meet the needs and interests of all that visit our community centers.

Our proposal embraces the influence of film as a tool for education on topics that can be difficult to teach otherwise. Each year the TBJFF presents an eclectic and worldly line-up of movies for the purpose of illuminating elements of tolerance vs. hate, of tradition vs. modernity and of the individual vs. the collective.

The festival is designed for instant feedback from attendees. Committee members facilitate "Conversation Cafes," which are informal discussions about films just prior to and post-viewing each film; all are welcome to participate. Other exchanges of information occur during talk back sessions with guest speakers after select films. These interactive programs permit attendees to participate first-hand and explore controversial and timely issues relevant to the entire community. With each successive program year, we have increased the number of audience participatory events to attract a wider variety of attendees.

We firmly believe that through the arts, people are open to learning about, interacting with and forming connections with others. The TBJFF provides unique experiences, contexts, and tools to help people re-conceptualize multicultural diversity in their lives and communities.

The key elements of our film screenings include powerful presentations of relatable characters and storylines, presented in tandem with lively conversation either before or after the film. We find ourselves further developing this programmatic approach because it is particularly important in our region as central Florida is a region marked by difficulty with interfaith and cross-cultural relationships. Notably, the Anti-Defamation League (ADL) tracks annual incidents of hate across the nation. In 2018, the ADL documented a dramatic surge of reported acts of physical and emotional anti-Semitic acts, including the deadliest attack on Jews in U.S. history. A wave of anti-Semitic robocalls targeted Jewish schools, JCCs and synagogues, and a significant number of incidents occurred at K-12 schools and on college campuses.

While we cannot eliminate hate or defuse hate communities entirely through our festival, we believe that we can impact many community members to consider various points of view and encourage them--particularly the young--to embrace difference.

14. 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.

Establishing relationships with a diversity of demographic populations will help boost attendance throughout the festival and create more meaningful social experiences. Each film premier provides opportunity for bringing people together for a cultural, educational and stimulating afternoon or evening. Our committee anticipates selecting films that debut during the festival to attract diverse audiences. As such, our plans call for collaborating with other diverse social and demographic groups such as Equality Florida, Tampa International Gay and Lesbian Film Festival, Tampa Bay Black Heritage Festival, Indian Film Festival, local Latinx cultural groups and other organizations who would enjoy the unique catalog of films our festival offers and bring new audiences to our festival. The festival will be promoted via printed and electronic marketing materials, as well as, print, broadcast, electronic and social media.

We promote TBJFF events to other Jewish organizations including area synagogue men's clubs/sisterhoods, Hadassah, assisted and independent living facilities, youth groups and others. Organizations will receive e-blasts, flyers, postcards and announcements to be shared via organizations' electronic newsletters. As in prior years, TBJFF events will continue to be advertised in the *Jewish Press of Tampa*, the *Jewish Press of Pinellas County*, *Creative Loafing*, *Tampa Bay Times*, our organization's website (jewishtampa.com), our program website (tbjff.org), our weekly e-newsletters and through social media efforts which include sponsored Facebook and Instagram posts. Announcements will be distributed to the events pages of the Arts Council of Hillsborough County, Visit Tampa Bay and Festival Focus (a subscription site announcing film festivals around the country), as well as to local bloggers who write about subjects including film, family, etc. Two weekly programs airing on WMNF-FM Community Radio, will promote the festival prior to the opening event: *Sunday Simcha* features Jewish entertainment and information from artists and communities around the globe; *Third Opinion* is a discussion-based program about current events and pressing issues that face the Jewish community and the State of Israel.

A trailer video will be produced to entice those who may want to get a sense of what the festival has to offer. The video will be emailed to the TBJFF distribution list. Posters featuring film titles and showings will be placed in the two JCCs' lobbies as well as in the foyer of the theater lobbies.

With the support of the State of Florida, the Division of Cultural Affairs would be designated as a TBJFF Signature Sponsor. As such, acknowledgements to the Division of Cultural Affairs and Florida Council on the Arts would be mentioned in distributed press releases. The Culture Builds Florida logo will appear on all print and electronic advertising and promotional materials.

Please see sample marketing materials included in our support materials.

F. Management and Operating Budget Page 6 of 12

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.

The organization operates two Jewish community centers: the long-standing JCC on the Cohn Campus (JCCCohn) and the Bryan Glazer Family JCC (BGFJCC).

JCCCohn offers programming for all ages. Located in northwest Hillsborough County on a pastoral 21-acre campus, the facility shares the property with a thriving preschool, Weinberg Village Assisted Living Residences and two independent agencies.

BGFJCC, located in the historic Fort Homer Hesterly Armory in West Tampa, opened in December 2016. Situated in an urban setting, the opening of this transformative building has exponentially increased our organization's program offerings and provided revenue streams via memberships, event venue rentals, program fees and more. The City of Tampa Parks & Rec arts program is housed within the Roberta M. Golding Visual Arts Center. Occupying 7,500 square feet, it provides classes in ceramics, glass fusion, jewelry making and mixed media. Their staff of professional artists run a comprehensive program for members and non-members.

TBJFF had its most successful fundraising year in 2020, raising over \$65,000 in corporate sponsorships and support from foundations, individual donors, state and local government.

Due to the COVID-19 pandemic and stay at home orders in place in spring of 2020, the JCCs closed and remain so as of this writing. The organization endured revenue losses due to postponed/cancelled events and suspended memberships. Programs were shifted to online platforms, incurring unexpected costs. It obtained CARES and PPP funds.

TBJFF 2020's opening night was planned for March 26 and due to the stay-at-home orders, the festival was postponed. We expect to hold the event June 24-28 via online streaming platform. As such, unexpected costs for updating, printing and distributing marketing materials were incurred.

With expanded partnerships and collaborations, we anticipate additional financial support through increased ticket sales, new sponsors and individual donations. With a track record of 24 years of success, TBJFF has proven to be sustainable and of ongoing interest to the community.

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.

TBJFF's committee of 30 serves not only as an extension of our event planning team; they are very active community members and lay leaders. Because this program is not just evaluated based on screening attendance but also by the overall satisfaction rate of Festival attendees, committee members are able to provide insightful and uncensored feedback on the community's overall response.

At the conclusion of each festival, electronic surveys are emailed to all that attended the festival that year. In 2019, our most recently completed festival, we instituted this method of evaluation and were pleased that 61% of those who received the survey responded. Please see the TBJFF Evaluation Survey in our attached support materials.

Our plans call for distribution of printed "star cards" to audiences at each film showing. These easy-to-tear response cards are intended to be submitted anonymously. These are simple, quickly completed surveys that are collected as guests leave the theater.

Attendee surveys are critical to determining if the films, marketing and attendance will translate into ongoing festival guests and an improved sense of community relations and tolerance.

At the close of the festival, staff will work with the committee to evaluate attendance at each venue, each film, and each related event (speaker, talk-back, discussion panel) and connect trends with marketing efforts made.

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

6/30/2019

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$1,582,176	\$1,167,649	\$971,891
2. Personnel: Programmatic	\$4,128,731	\$4,768,583	\$4,933,922
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic			
5. Outside Fees and Services: Other			
6. Space Rental, Rent or Mortgage			
7. Travel			
8. Marketing			
9. Remaining Operating Expenses	\$9,938,349	\$10,299,434	\$10,510,072

A.	Total Cash Expenses	\$15,649,256	\$16,235,666	\$16,415,885
B.	In-kind Contributions	\$24,315		
C.	Total Operating Expenses	\$15,673,571	\$16,235,666	\$16,415,885
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$9,566,098	\$10,915,917	\$11,406,168
13.	Private Support: Corporate			
14.	Private Support: Foundation			
15.	Private Support: Other	\$3,681,014	\$2,041,776	\$2,010,422
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$600,701	\$875,000	\$577,000
18.	Government Support: Local/County			
19.	Applicant Cash			
D.	Total Cash Income	\$13,847,813	\$13,832,693	\$13,993,590
B.	In-kind Contributions	\$24,315		
E.	Total Operating Income	\$13,872,128	\$13,832,693	\$13,993,590

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.

This budget reflects the consolidated operations of the organization. It specifically excludes Weinberg Village and FIBA Services, which are wholly-owned subsidiaries. Any differences between the financial audit and reported operating results are due to financial reporting adjustments. See Financial Statements FY2019 in support materials.

As a result of the BGFJCC being opened for less than five years, we have budgeted an operating loss for the upcoming year. Our organization is currently evaluating the impact of COVID19 on our operations, but anticipate additional losses to be incurred.

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 12

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.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

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

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Festival Director	\$0	\$20,000	\$0	\$20,000
2	Festival Assistant	\$0	\$5,000	\$0	\$5,000
Totals:		\$0	\$25,000	\$0	\$25,000

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Digital Marketing Producer	\$0	\$500	\$0	\$500
2	Web Developer	\$0	\$500	\$0	\$500
3	Graphic Designer	\$0	\$1,600	\$0	\$1,600
Totals:		\$0	\$2,600	\$0	\$2,600

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$18,300	\$9,000	\$0	\$27,300

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Film Rental	\$12,000	\$8,000	\$0	\$20,000
2	Speakers' Honoraria	\$5,000	\$1,000	\$0	\$6,000
3	E-ticketing system & services	\$1,300	\$0	\$0	\$1,300
Totals:		\$18,300	\$9,000	\$0	\$27,300

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Security	\$0	\$1,500	\$0	\$1,500
2	Valet Parking	\$0	\$800	\$0	\$800
3	Tech Team (AVSS)	\$0	\$1,500	\$0	\$1,500
Totals:		\$0	\$3,800	\$0	\$3,800

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Studio Movie Grill-Seminole	\$2,600	\$0	\$2,600
2	AMC-Oldsmar and Sundial	\$3,400	\$0	\$3,400
3	Villagio Cinemas-Tampa	\$2,000	\$0	\$2,000
4	Bryan Glazer Family JCC	\$0	\$2,000	\$2,000
Totals:		\$8,000	\$2,000	\$10,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Airline	\$1,600	\$0	\$1,600
Totals:		\$2,600	\$0	\$2,600

#	Description	Cash Match	In-Kind Match	Total
2	Lodging	\$1,000	\$0	\$1,000
Totals:		\$2,600	\$0	\$2,600

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Print Advertising	\$6,500	\$0	\$0	\$6,500
2	Social Media Boosts	\$0	\$150	\$0	\$150
3	Printing/Reproduction	\$200	\$300	\$500	\$1,000
4	Specialty Advertising	\$0	\$500	\$500	\$1,000
5	Signage	\$0	\$750	\$0	\$750
6	Step and Repeat	\$0	\$500	\$0	\$500
Totals:		\$6,700	\$2,200	\$1,000	\$9,900

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Office supplies	\$0	\$2,500	\$0	\$2,500
2	Shipping/Postage	\$0	\$1,000	\$0	\$1,000
3	Streaming Platform	\$0	\$1,500	\$0	\$1,500
Totals:		\$0	\$5,000	\$0	\$5,000

Amount of Grant Funding Requested:

\$25,000

Cash Match:

\$58,200

In-Kind Match:

\$3,000

Match Amount:

\$61,200

Total Project Cost:

\$86,200

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	Ticket sales	\$16,000	\$16,000
Totals:		\$0	\$16,000

\$16,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Sponsorships	\$10,000	\$10,000
Totals:		\$0	\$10,000

\$10,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Herman Forbes Charitable Trust	\$10,000	\$10,000
2	Manny & Ruthy Cohen Foundation	\$2,500	\$2,500
3	Donchin Family Foundation	\$2,500	\$2,500
Totals:		\$0	\$15,000

\$15,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
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#	Description	Cash Match	Total
1	Individual Donors	\$12,200	\$12,200
Totals:		\$0	\$12,200

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	Film Tampa Bay	\$5,000	\$5,000
Totals:		\$0	\$5,000

Total Project Income:

\$86,200

3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	29%
B.	Cash Match	\$58,200	\$58,200	68%
	Total Cash	\$83,200	\$83,200	97%
C.	In-Kind	\$3,000	\$3,000	3%
	Total Proposal Budget	\$86,200	\$86,200	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.

Additional expenses not found in this budget are related to our opening night gala for 400 guests and closing event and include: food, beverage, entertainment, table linens and chair covers, flowers, balloon arches, decor and awards amounting to \$16,000.

TBJFF received \$21,000 in support from the Hillsborough County Cultural Affairs Commission in FY 2020. We anticipate applying for this grant again if it is offered. Assistance from both the State and County will help elevate the festival's profile and attract larger audiences.

H. Accessibility Page 8 of 12

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

Our buildings are ADA compliant. The Bryan Glazer Family JCC, the site of TBJFF's opening and closing nights, has 18 handicap parking spaces, ramp access to the building, button-activated door opener, an elevator to access the second and third floors, handicap restrooms and zero entry therapy pool. Box office, stage and dressing rooms are wheelchair accessible, as are display cases, exhibit areas and counters. Emergency exits are accessible and have audio/visual alarms. Room signage is posted in braille. Assistive listening system is in place.

We do not use symbols to designate the ways in which our building and programs are accessible and will work to include these symbols in our marketing materials.

Individual or Solo Artists: Skip questions 2-5 and move on to section I.

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?

Orlando Garcia

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

5. Does your organization have a diversity/equity/inclusion statement?

☒ Yes

☐ No

5.1. If yes include here: - (Maximum characters 1500.)

Below are abbreviated versions of Tampa JCCs & Federations Equal Employment Opportunity Statement and Policy, Non-Discrimination/Non-Retaliation Policy and Disability Accommodation Statement. Please see full statements in attached support materials.

EEO Statement & Policy: TJCCF provides Equal Employment Opportunities (EEO) to all employees and applicants. We will not discriminate against employees or applicants for employment on any legally recognized basis ["protected class"] including, but not limited to: race, color, religion, creed, national origin, sex, sexual orientation, gender identity or expression, age, disability, genetic information, marital status, veteran status, uniform service member status, sickle cell trait, pregnancy, citizenship, or any other protected class under federal, state, or local law...

Non-Discrimination/Non-Retaliation Policy: TJCCF is proud of its tradition of a collegial work environment in which all individuals are treated with respect and dignity. Each individual has the right to work in a professional atmosphere, which promotes equal opportunities and prohibits discrimination based upon race, religion, creed, color, national origin, disability, marital status, sex, age, or veteran status or any other protected class as stated above. At, TJCCF sexual harassment and discrimination, whether verbal or physical, is unacceptable and will not be tolerated...

Disability Accommodation: TJCCF will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in an undue hardship. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training...

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for 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, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

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

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9 form.pdf	34 [KB]	5/13/2020 11:11:39 PM	View file

2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
TBJFF2020 Marketing Materials 5.14.2020.pdf	TBJFF20 Marketing Materials	Postcards, lobby posters and print ad	10440 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
TJCCF Policies 5.2020.pdf	TJCCF Policies	TJCCF's complete diversity, equity and inclusion statements 5-2020	179 [KB]		View file
Tampa JCC 2019 FS.pdf	TJCCF Audited Financial Statement FY2019		252 [KB]		View file
TBJFF 2022 Event Survey 5.20.2020.pdf	TBJFF Survey		38 [KB]		View file
Shimberg Cover Letter 6-20.pdf	Shimberg Cover Letter		245 [KB]		View file
TBJFF Grant letter_Scher 2020.pdf	Support letter		117 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

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

1. Notification of International Travel

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

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

The following question relates to the Florida Single Audit Act. Important: if you answer yes to the following question, State law requires you comply with the Florida Single Audit Act, Section 215.97 Florida Statutes, by uploading an audit report below. You will need to select "Save" at the bottom of this page to make your changes final.

See: <https://apps.fldfs.com/fsaa/> and https://flauditor.gov/pages/pdf_files/fsaa%20q_a.pdf for more information and specific definitions.

1. Has your organization met the \$750,000 annual assistance threshold identified in Section 215.97 F.S. and 2 CFR 200 from all combined state sources and/or all combined federal sources during your organization's last fiscal year?

☐ Yes

☒ No

L. Review & Submit Page 12 of 12

1. Guidelines Certification

☒ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

2. Review and Submit

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

2.1. Signature (Enter first and last name)

Pamela Garron