

# Miami Dade College

**Project Title:** MBFYR General Program Support 2021-2022

**Grant Number:** 22.c.ps.110.216

**Date Submitted:** Friday, May 29, 2020

## A. Cover Page Page 1 of 12

### 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 3

**Discipline:** Literature

**Proposal Title:** MBFYR General Program Support 2021-2022

## B. Contacts (Applicant Information) Page 2 of 12

### 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:** [www.mdcmod.org](http://www.mdcmod.org)
- g. **Organization Type:** State Community College
- h. **Organization Category:** Other
- i. **County:** Miami-Dade
- j. **DUNS number:** 073129249
- k. **Fiscal Year End Date:** 06/30

### 1. Grant Contact \*

**First Name**

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### 2. Additional Contact \*

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**3. Authorized Official \***

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Lenore

**Last Name**

Rodicio

**Phone**

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**Email**

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

**4.1. Applicant Status**

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Government - State

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**4.2. Institution Type**

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College/University

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**4.3. Applicant Discipline**

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Literature (includes playwriting)

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

Miami Book Fair Year Round

## 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 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.

### 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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**Introduction.** Miami Book Fair Year Round @ Miami Dade College will celebrate its 20th season in 2021-2022. 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. In Spanish, English and Creole.
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-winning 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.

10. **Speak Up: Youth Spoken Word**, a new initiative to support the artistic, personal, and professional growth of youth (ages 13-19) in Miami-Dade County by presenting free after-school workshops in performance poetry taught by leading local spoken-word artists.
11. **Emerging Writers Fellowship, a new initiative created with support from CreARTE** will strengthen the field of contemporary literature and contribute to the shaping of a diverse 21<sup>st</sup> century literary canon by: 1.) providing deep-impact financial support and national visibility to three emerging literary voices that demonstrate exceptional talent and promise; and 2.) catalyzing the production of three high-quality manuscripts ready to be pitched for publication to major national and international publishing houses.

**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 2021-2022;
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 2021-2022;
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 65 existing bookshelves and adding an additional 7 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 2021-2022; 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 72 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 a strong, interactive website.

## **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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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 Librería 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 2021-2022 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 Español, 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 (Día del Libro), a day-long celebration honoring Cervantes and Don Quixote; and 3) Fundación 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: Florida Literary Arts Coalition, 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.

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

List timeline of activities during the grant period.

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MBFYR events are ongoing, many taking place monthly. Please see MBFYR Season Activities in the attachments for detailed descriptions.

Highlights of the proposed 2021-2022 Season Program:

- Ongoing: July 2021 to June 2022: Continuation of Miami Book Fair's Emerging Writers Fellowship
- Ongoing: July 2021 to June 2022: Miami Book Fair's Emerging Writers Fellowship
- Ongoing: July 2021 to June 2022: Continuation of Read to Learn Books for Free
- Ongoing: Sept. 2021 to June 2022: The Miami Book Fair/de Groot Prize for the Novella
- Ongoing: Sept. 2021 to June 2022: MBFYR continues its collaboration with The National Poetry Series to award The Paz Prize for Poetry
- Ongoing: Sept. 2021 to June 2022: First Draft: A Literary Social/Tómate una copa y escribe major
- Ongoing: Sept. 2021 to June 2022: Lip Service Stage Show, Lip Service Presents: Storypalooza! and Lip Service: Telling Stories Workshop
- Ongoing: Sept. 2021 to June 2022: Speak Up: Teen Creative Writing and Performance Program
- Ongoing: Sept. 2021 to June 2022: Book Presentations in Spanish and English
- Ongoing: Sept. 2021 to June 2022: Poetry readings in Spanish
- Ongoing: January 2022 – May 2022: Storybook Picnic/Picnic de Libros
- Sept. 2021 & February 2022: Fall & Spring creative writing workshops in Spanish, English, and Creole/French
- Sept. 2021 & Feb. 2022: Florida Literary Arts Coalition (FLAC) Visiting Authors Program
- Oct. 2021 & March 2022: Brunch Literario (Literary Brunch)
- Oct. 2021: Reading Festival (In Spanish: Fiesta de la Lectura)
  - Oct. 2021: Cuéntame tu cuento (Tell me your Story) (In Spanish)
  - Oct. 2021: Story Mania (In Spanish: Cuentomania)
  - November 2021: Seminar on Spanish-language Children's and YA Literature (In Spanish)
  - Jan. 2022: Homage to José Martí (In Spanish)
  - Feb. 2022: African American Read-In
  - March 2022: The Big Read
  - April 2022: International Book Day Celebration (In Spanish: Día del Libro)
  - May 2022: Little Haiti Book Festival
  - May 2022: National Book Foundation's 5 Under 35.
  - May 2022: Spring Miami Writers Institute
  - May 2022: Poetry in Spring (In Spanish – Poesia en primavera)
  - June 2022: Author reading as part of Out in the Tropics LGBTQ Performing Arts Series
- June 2022: Speak Up Creative Writing Camp for Teens



# 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? \*

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100

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

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100

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

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12,000

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

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1,000

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

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34,000

### 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? \*

**6.2. Number of Florida artists directly involved?**

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20

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

47100

**7. Select all categories that make up 25% or more of population directly benefiting (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 benefiting (excluding broadcasts and online programming): \***☒ No group made up 25% or more of population benefiting**9. Describe the demographics of your service area. - (Maximum characters 1500.)**

Miami-Dade County is Florida's largest county with an estimated 2.71 million inhabitants per the 2019 Census estimates. The county is highly diverse with 69.1% of residents identifying as Hispanic, 17.9% Black, and 13% White. Miami-Dade is home to many immigrants from Latin America and the Caribbean, with 53.5% of residents being foreign born. An estimated 74.3% of the county's residents, ages 5 and above, speak a language other than English at home. The median household income is \$48,982 with an estimated 16% of the population living in poverty. In addition to Miami-Dade County residents, Miami Book Fair Year Round serves the many tourists from around the nation and world who travel to Miami, as well as residents from neighboring counties (Broward, Palm Beach, and Monroe). MBFYR develops and presents programming designed to appeal to our multicultural, multiethnic residents and visitors.

**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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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.

**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.

☒ 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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**Economic Impact.** Located in the heart of Miami-Dade County, Miami Book Fair Year Round serves the estimated 2.71 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 40,944 full-time jobs. For more than 19 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.

### **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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#### **Marketing Plan 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](http://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](http://www.mdc.edu).

Over the past 9 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.

Please see the support materials for the comprehensive Marketing Plan.

# 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.

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MBFYR is a department of Miami Dade College (MDC), a state-supported institution of higher education with an annual operating budget of more than \$380 million in 2019-2020. 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.

MDC funding 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 2020, total monies in the endowment account were approximately \$1,339,107.

Ensuring sustainability of Miami Book Fair Year Round informs decision-making by the Steering Advisory Committee and staff. MBFYR recently finalized a new five-year strategic plan (2018-2022) that is being 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 launched a significant capital fundraising effort anchored in the 35th Anniversary year of Book Fair in July 2018, with the goal of raising \$3.5 million.

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, The Children's Trust, Knight Foundation, de Groot Foundation, Green Family Foundation, Target, Publix Charities, Bank of America, 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.

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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 its 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) \***

6/30/2019

### **4. Operating Budget Summary**

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
1. Personnel: Administrative	<b>\$382,818</b>	<b>\$448,461</b>	<b>\$460,471</b>
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	<b>\$53,502</b>	<b>\$105,710</b>	<b>\$146,360</b>
5. Outside Fees and Services: Other	<b>\$327,685</b>	<b>\$324,535</b>	<b>\$345,025</b>
6. Space Rental, Rent or Mortgage	<b>\$3,380</b>	<b>\$7,180</b>	<b>\$2,680</b>

7.	Travel	\$34,256	\$53,848	\$65,278
8.	Marketing	\$61,025	\$69,497	\$86,560
9.	Remaining Operating Expenses	\$130,415	\$112,024	\$132,033
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$993,081</b>	<b>\$1,121,255</b>	<b>\$1,238,407</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$99,300</b>	<b>\$112,120</b>	<b>\$112,500</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$1,092,381</b>	<b>\$1,233,375</b>	<b>\$1,350,907</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions	\$7,220	\$7,200	\$7,200
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$55,068	\$36,220	\$36,220
13.	Private Support: Corporate	\$1,500		
14.	Private Support: Foundation	\$68,700	\$94,700	\$180,000
15.	Private Support: Other	\$4,705		
16.	Government Support: Federal	\$15,000	\$15,000	\$15,000
17.	Government Support: State/Regional	\$378,218	\$438,135	\$469,987
18.	Government Support: Local/County	\$447,906	\$530,000	\$530,000
19.	Applicant Cash	\$14,764		
<b>D.</b>	<b>Total Cash Income</b>	<b>\$993,081</b>	<b>\$1,121,255</b>	<b>\$1,238,407</b>



<b>B. In-kind Contributions</b>	<b>\$99,300</b>	<b>\$112,120</b>	<b>\$112,500</b>
<b>E. Total Operating Income</b>	<b>\$1,092,381</b>	<b>\$1,233,375</b>	<b>\$1,350,907</b>

## 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.

## 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).

### 2.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Read to Learn Books for Free Support	\$0	\$143,351	\$0	\$143,351
2	Read to Learn Books for Free Volunteers	\$0	\$0	\$35,000	\$35,000
Totals:		\$0	\$143,351	\$35,000	\$178,351

### 2.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Honoraria for Visiting Authors	\$30,000	\$116,360	\$0	\$146,360
Totals:		\$30,000	\$116,360	\$0	\$146,360

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

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Consultants and Contractual Services	\$42,000	\$288,738	\$0	\$330,738
Totals:		\$42,000	\$288,738	\$0	\$330,738

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

#	Description	Cash Match	In-Kind Match	Total
1	Facility Rental	\$2,680	\$0	\$2,680
2	Use of Community Facilities for Literary Outreach Activities	\$0	\$10,000	\$10,000
Totals:		\$2,680	\$10,000	\$12,680

## 2.7. Travel (match only) \*

#	Description	Cash Match	In-Kind Match	Total
1	Author Travel	\$37,278	\$0	\$37,278
2	In-County Travel for Read to Learn Drivers and Volunteers	\$16,950	\$9,500	\$26,450
Totals:		\$54,228	\$9,500	\$63,728

## 2.8. Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertisement	\$30,000	\$31,720	\$58,000	\$119,720
2	Printing	\$7,000	\$17,840	\$0	\$24,840
Totals:		\$37,000	\$49,560	\$58,000	\$144,560

## 2.9. Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Educational Materials	\$0	\$87,948	\$0	\$87,948
2	Materials and Supplies	\$0	\$25,555	\$0	\$25,555
Totals:		\$0	\$113,503	\$0	\$113,503

**Amount of Grant Funding Requested:**

**\$109,000**

**Cash Match:**

\$768,420

**In-Kind Match:**

\$112,500

**Match Amount:**

\$880,920

**Total Project Cost:**

\$989,920

**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	Lip Service Ticket Sales	\$7,200	\$7,200	
Totals:		\$0	\$7,200	\$7,200

**3.3. Revenue: Other \***

#	Description	Cash Match	Total	
1	Miami Writers Institute	\$25,000	\$25,000	
2	Creative Writing Workshops	\$11,220	\$11,220	
Totals:		\$0	\$36,220	\$36,220

**3.5. Private Support: Foundation \***

#	Description	Cash Match	Total	
1	Green Family Foundation	\$45,000	\$45,000	
2	The Miami Foundation/Jorge Perez Family Foundation	\$85,000	\$85,000	
Totals:		\$0	\$180,000	\$180,000

#	Description	Cash Match	Total
3	Other Foundation Support	\$50,000	\$50,000
Totals:		\$0	\$180,000
			\$180,000

### 3.7. Government Support: Federal \*

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

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

#	Description	Cash Match	Total
1	Miami-Dade County Cultural Advancement Support	\$125,000	\$125,000
2	Miami-Dade County Cultural Advancement Travel Stipend	\$5,000	\$5,000
3	The Children's Trust Read to Learn Books for Free Grant	\$400,000	\$400,000
Totals:		\$0	\$530,000
			\$530,000

### Total Project Income:

\$989,920

### 3.11. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$109,000	\$109,000	11%
B.	Cash Match	\$768,420	\$768,420	78%
	Total Cash	\$877,420	\$877,420	89%
C.	In-Kind	\$112,500	\$112,500	11%
	Total Proposal Budget	\$989,920	\$989,920	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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As per the General Program Support Grant Guidelines for 2021-2022, state funds awarded to Miami Dade College that support MBFYR are not included in the Proposal Budget.

# 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.

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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.

**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?**

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.

**4.1. If yes, when was the evaluation completed?**

6/1/2018

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

☒ Yes

☐ No

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

Miami Dade College is an equal access/equal opportunity institution which does not discriminate on the basis of sex, race, color, marital status, age, religion, national origin, disability, veteran's status, ethnicity, pregnancy, sexual orientation or genetic information.



# 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)
MDC - Substitute W9 5262020.pdf	33 [KB]	5/27/2020 2:47:35 PM	<a href="#">View file</a>

## 2. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
MBFYR 21-22 Season Activities.pdf	2021-2022 Season Activities		254 [KB]		<a href="#">View file</a>
MBFYR Online Links and Resource.pdf	Links to Website, Videos and Virtual Programs		94 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
2019-2020 MBFYR Season Activities - Social Media Posts.pdf	Social Media Post to 2019-2020 MBFYR Events		5705 [KB]		View file
2019-2020 Creative Writing Workshop Survey.pdf	Creative Writing Workshop Survey Sample		81 [KB]		View file
MBF Org Chart 2020.pdf	MBF Organizational Chart		88 [KB]		View file
MBFYR In-Kind Report 2021-2022.pdf	In-Kind Breakdown		61 [KB]		View file
Miami Book Fair Virtual Events 2020.pdf	MBFYR Virtual Program Schedule		259 [KB]		View file
MDC Financial Audit 2018-2019.pdf	MDC Financial Audit	Financial audit attached per Section K	518 [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](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 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.

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

Dr. Lenore Rodicio