

Miami Dade College Foundation, Inc.

Project Title: Miami Book Fair Specific Cultural Project 2022-2023

Grant Number: 23.c.pr.114.156

Date Submitted: Thursday, May 27, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 Specific Cultural Project Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 3

Discipline: Multidisciplinary

Proposal Title: Miami Book Fair Specific Cultural Project 2022-2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Miami Dade College Foundation, Inc. 
- b. **DBA:**
- c. **FEID:** 59-6169745
- d. **Phone number:** 305.237.3428
- e. **Principal Address:** 300 NE Second Avenue Miami, 33132-2204
- f. **Mailing Address:** 300 NE Second Avenue Miami, 33132-2204
- g. **Website:** www.mdcfoundation.com
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 791120376
- l. **Fiscal Year End Date:** 06/30

1. Grant Contact *

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2. Additional Contact *

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Foundation

4.3 Applicant Discipline

Multidisciplinary

C. Eligibility Page 3 of 12

5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

- Yes (required for eligibility)
- No

7. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization 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)

9. Multi Disciplinary

- Yes (required for eligibility)
- No (You should apply to the Presenting discipline)

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

Miami Dade College Foundation raises awareness and financial resources for Miami Dade College (MDC) to maintain open door access to anyone who wants an education, and to provide innovative and multicultural academic and cultural programs, all of which contribute to the vitality of our community.

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

11. Project Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. 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.

Miami Book Fair (MBF) began as a two-day event in November 1984, founded by a small group of dedicated community members including educators, independent booksellers, and librarians. MBF is now an eight-day festival held at the downtown campus of Miami Dade College (MDC) featuring more than 500 authors, 200,000 attendees, 200+ exhibitors, and a robust schedule of literary, cultural, and educational events, supported by 1,200+ community volunteers.

Over the past 37 years, Miami Book Fair has grown well beyond the founders' original ambitions. Programming has evolved over time to reflect the changing times, our diverse audience and our ever growing national and international stature. Under the guidance of a very active, hands-on Board of Advisors, Book Fair staff members continuously strive to provide the most current, thought-provoking programming and provide a true venue for young and old to nurture a love for reading and writing skills.

Since 1984, Miami Book Fair has brought millions of people together in downtown Miami to participate in the free exchange of ideas, while enjoying readings and discussions by the leading authors and thinkers of our generation. As authors talked about their books in rooms throughout MDC's Wolfson Campus, our iconic three-day Street Fair featuring book sales, food and drink, live music stages, all kinds of performances, learning fun in Children's Alley, and more, became a model for book fests around the country, and an annual signal for Miamians that the cultural season had begun.

Over the past three decades, we have been proud to present authors of the caliber of Toni Morrison, Madeline Albright, Andrew Weil, Terry McMillan, Christopher Paolini, David Brooks, Dorothy Allison, Jeff Kinney, Edna Buchanan, John Hope Franklin, Calvin Trillin, Russell Banks, Esmeralda Santiago, Isabel Allende, Laura Restrepo, Jonathan Safran Foer, Dave Barry, Michael Ondaatje, Art Spiegelman, Amy Tan, Scott Turow, Zoe Valdes, Elie Wiesel, Garrison Keillor, Will Eisner, Gish Jen, Al Franken, Frank McCourt, Jorge Edwards, Mario Vargas Llosa, Francine Prose, Nikki Giovanni, Ha Jin, Cornel West, Gore Vidal, Salman Rushdie, Pat Conroy, Jonathan Franzen, Kate DiCamillo, E.O. Wilson, Brad Meltzer, Tom Wolfe, Junot Diaz, Sandra Cisneros, Dan Brown, Edwidge Danticat, Doris Kearns Goodwin, Richard Blanco, Sherman Alexie, Alexander McCall Smith, Joyce Carol Oates, Tavis Smiley, John

Cleese, Thrity Umrigar, Lisa See, Richard Ford, Jane Smiley, Maureen Dowd, Geraldine Brooks, Eoin Colfer, James McBride, Liane Moriarty, Tayari Jones, Lawrence Wright, Eve Ensler, George Will, Richard Russo, Margaret Atwood, Ann Patchett, Jeffrey Toobin, Louise Erdrich, and many more.

Major highlights of Miami Book Fair include:

- The popular "Evenings With..." series includes seven nights of readings and discussions by noted authors from the U.S. and around the world.
- The literary programming features more than 300 authors participating in readings and panel discussions taking place in English, Spanish, French, Creole and other languages.
- Street Fair, held over three days at the downtown campus of Miami Dade College, includes stage(s) for music/literary entertainment featuring Miami-based musicians/artists; performances for children and families; outdoor large-scale art exhibits, slam-style poetry performances, books for sale; and food vendors.
- Children's Alley, held as part of the Street Fair, provides children and their families with interdisciplinary activities that encourage learning and imagination. Activities include performances by storytellers, musicians and theater troupes as well as creative writing, art-making and other activities.
- Generation Genius Authors, takes place over four days and provides schoolchildren with the opportunity to interact with authors.
- ReadCaribbean, a comprehensive Haitian/Caribbean literary and cultural series is presented during the annual Fair. Miami Book Fair joins forces every year with a local Haitian Creole bookstore, Libreri Mapou, and Sosyete Koukuy, an organization that promotes Haitian culture, to present this event which appeals to many South Florida residents.

11.1 Project Goals (2000 characters)

Please list at least three goals associated with the project or program you are for which you are requesting funding.

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.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

2.1. Project Goals

The goals of Miami Book Fair are to:

1. Promote a heightened awareness of books and literary culture and encourage a love of reading, writing, and participation in cultural dialogue.
2. Incorporate other artistic disciplines (music, dance, theatre, visual arts, film) into programming to appeal to the broadest possible number of people and celebrate shared humanity through stories.
3. Offer arts education and literary opportunities for all students in Miami-Dade County.
4. Develop special programs and initiatives to appeal to the diverse South Florida community, including traditionally underserved populations.
5. Ensure sustainability of the community event through prudent fiscal management and creative uses of resources.
6. Broaden all levels of community support and involvement, thereby expanding outreach and

leveraging additional resources.

11.2 Project Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

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

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

2.2 Project Objectives

To achieve these goals, Miami Book Fair will meet the following objectives:

1. Maintain high level of programming by inviting a minimum of twenty prize-winning authors to continue to attract local, national and international visitors.
2. Showcase multiple arts disciplines (a minimum of 15 events) through art exhibits, theatrical performances, films, and the presentation of dance, jazz, rock, hip-hop and other musical genres. Feature professional and student groups.
3. Continue to offer robust children's programming with four days of author readings/presentations, and three days of readings, storytelling and entertainment.
4. Expand marketing efforts through Internet, social media networks, web video sharing, and blog by 5%. Continue to highlight Florida writers. Increase number of new exhibitors, more small/independent presses, and international exhibitors by 5%.
5. Continue cost cutting measures and generate revenue by charging admission to author events and Street Fair; increase admissions revenue by 5%. Increase green efforts to lighten carbon footprint and save resources.
6. Develop additional partnerships with arts organizations, educational institutions, and businesses to ensure long-term survival.

11.3 Project Activities (2000 characters)

Please list the project or program activities.

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

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

2.3 Activities

1. In November, present an eight-day literary festival in downtown Miami featuring readings, panel discussions, Q&A sessions, and book signings by more than 500 authors, including Florida writers (Festival of Authors and Evenings With...series). Showcase top writers from the Spanish-speaking world (IberoAmerican Authors Program). Over final weekend (Friday to Sunday), host an outdoor Street Fair at which more than 200 national and international publishers and booksellers exhibit and sell their books.
2. Present musical performances, theatre productions, film screenings, dance performances, puppet shows, and arts exhibitions during the three-day Street Fair.
3. Expand Children's Alley as part of Generation Genius Days. Present creative programs designed to encourage reading and imagination through reading and writing. Include author

presentations for children, tweens, and teens; hands-on learning activities and crafts in themed tents; theatre presentations in English and Spanish; and music and dance. Feature professional performers and showcase youth performers.

4. Present Generation Genius: Authors for four full days. Provide schoolchildren, on fieldtrips to the Fair, with the opportunity to interact with authors. Increase the number of authors who go into schools and community centers for readings and workshops.

5. Present one or more sessions featuring translation of popular Spanish language author(s). This crossover approach is designed to expose South Floridians and visitors to a fuller range of international authors and expand the audience for their books.

6. Present The Porch, a lively town square stage area featuring events such as poetry on demand, live painting by local artists, performances by singers/songwriters, First Draft creative writing socials. Space will include giant coloring book inspired walls, tables with board games and mixed seating.

7. Present ReadCaribbean, a comprehensive Haitian/Caribbean literary and cultural series featuring authors and other creators from Haiti and the Caribbean to highlight the region's culture.

8. Increase outreach to youth and others through social media such as Twitter, Facebook, Instagram, Tik Tok, and YouTube. Maintain a strong, interactive website. Retain local social marketing firm and digital marketing firm to assist with promotional efforts.

9. Continue modest admission fees. Secure additional in-kind support from media partners.

10. Continue ongoing efforts to create programming for children and youth with disabilities in collaboration with partners that serve these groups.

11.4 Partnerships & Collaborations

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

For more than three decades, Book Fair has had a strong track record of partnering with arts and cultural organizations at the local, state, national and international levels to advance programming, leverage resources and build audiences. Examples of long-term partnerships include Books & Books and Miami-Dade County Public Schools (M-DCPS). Books & Books, the local independent bookstore, maintains a strong presence in the local literary scene, has a wide reaching e-newsletter, and hosts a multitude of popular community literary events. Book Fair collaborates with M-DCPS to provide arts in education programming through Generation Genius for students in grades K-12.

Book Fair partners with Sosyete Koukouy, a Haitian cultural arts group in Miami, Libreri Mapou, a local book store, and Little Haiti Cultural Center to develop and create programming of specific interest to the Haitian and Caribbean communities of South Florida. Our various institutional partners, including Miami Dade College (MDC) where Book Fair is housed and sister cultural organizations (MDC Live Arts and Miami Film Festival), assist with promotion of program events.

All Miami Book Fair events and activities are promoted through print, broadcast, and electronic media with local, state, and national media partners. We negotiate partnership contracts with local TV stations to provide television coverage, and air PSAs to cover author sessions, Street Fair happenings and carry interviews with authors. Please see the Marketing & Promotion section for

more detail about media partners.

Project partners assist with programming and publicity, provide manpower and in-kind resources, and support our efforts to increase outreach to as many members of the South Florida community as possible. With partner assistance, we are able to reach out to underserved groups including those who are disabled, disadvantaged and/or English language learners.

12. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

All components of Book Fair are evaluated each year to determine whether programming activities support the organizational mission, goals, and objectives. Feedback is gathered to allow the Board of Advisors and staff to analyze what aspects may need to be improved, what works well, and what should be continued or discontinued. Different evaluation tools include fairgoer surveys, media reviews, audio/visual documentation through partners such as Comcast and Book TV on C-Span 2, self-evaluation, and feedback from exhibitors, publishers, and community members.

Media reviews provide feedback on artistic excellence and relevance of presentations, topics and panel discussions. Staff monitors attendance numbers, patterns and demographic makeup to determine effectiveness and success of marketing and audience development efforts.

Book Fair contracts with TouchPoll to conduct surveys of attendees. TouchPoll uses touchscreen technology – both stationary and mobile – and provides an overall analysis of the results to help us make improvements when needed. Greater Miami Convention and Visitors Bureau conducts a survey to gain a better understanding on the number of tourists who attend.

We conduct surveys of our exhibitors to gauge their level of satisfaction with the Fair. Fairgoers provide input as to what component drew them to the Fair as well as how they heard about the event. This information is used to refine and enhance all future programming and to direct marketing efforts. In addition to the survey, fairgoers can provide feedback via email at wbookfair@mdc.edu. For the educational components, staff follow-up with teachers and school administrators for informal input on program success and possible revisions.

12.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

E. Impact - Reach 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.

13. What is the estimated number of events related to this proposal?

500

14. What is the estimated number of opportunities for public participation for the events?

690

15. How many Adults will participate in the proposed events?

130,000

16. How many K-12 students will participate in the proposed events through their school?

11,500

17. How many individuals under the age of 18 will participate in the proposed events outside of their school?

120,000

18. 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.

18.1 Number of artists directly involved?

600

18.2 Number of Florida artists directly involved?

80

Total number of individuals who will be engaged?

262100

19. How many individuals will benefit through media?

150,000

20. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

20.1 Race Ethnicity: (Choose all that apply) * No specific racial/ethnic group

20.2 Age Ranges (Choose all that apply): * No specific age group.

20.3 Underserved/Distinct Groups: * No specific underserved/distinct group

21. Describe the demographics of your service area.

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. As the largest and best known book fair in the United States, Miami Book Fair attracts visitors from across Florida, the nation and the world. In addition to Miami-Dade County residents, Miami Book Fair serves visitors from neighboring counties (Broward, Palm Beach, Monroe, and beyond) who mark their calendars and make the annual trek to downtown Miami each November to enjoy the wealth of offerings. MBF develops and presents programming designed to appeal to our multicultural, multiethnic residents and visitors.

22. Additional impact/participation numbers information (optional)

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

numbers. Describe what makes your organization/programming unique.

Since 2011, Children's Alley has featured American Sign Language storytelling. Each year, we continuously work to expand our programming for children and youth with disabilities. As part of our ongoing efforts to reach out to underserved groups, Book Fair invites organizations to attend the Fair at no charge to children and accompanying chaperones.

23. 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.

Miami-Dade

24. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

Broward

Miami-Dade

Monroe

Palm Beach

25. Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

In March 2020, with the onset of the coronavirus pandemic (COVID-19) and nationwide/worldwide shutdown of events and mandatory quarantining, Miami Book Fair staff and Board of Advisors began earnest discussions on what the November event would look like and/or if it would need to be cancelled altogether. Our event has historically attracted hundreds of thousands of individuals (residents and tourists alike) to the streets of downtown Miami for an indoor and outdoor celebration of books and authors and reading and music and the arts. After much contemplation and discussion about the viability of bringing folks together in tight quarters during a global pandemic, staff began to pivot from planning for our traditional in-person event in November to finding a way to shift components of the event online. Fortunately, based on lessons learned through other cultural programming offered by Miami Dade College and Miami Book Fair Year Round in Spring 2020 and the strong determination of Book Fair staff, we were able to switch to virtual programming.

For the 37th Book Fair (held in November 2020), we adapted our author programs for digital delivery using livestream and videoconferencing technologies. Events were streamed and provided on demand through the platform MiamiBookFairOnline.com, which was developed specifically for and successfully

used for the 2020 Miami Book Fair. By providing virtual programming, we were able to celebrate the books and writers and readers and continue to engage our community locally, nationally and internationally.

For future Book Fairs, including the 2022 event, we will present a hybrid fair to include both in-person events and virtual programming. Based on the experience of the 2020 Book Fair, staff plan to rebalance our offerings – capitalizing on the advantages of both delivery options. One of the silver linings of the pandemic, the switch to virtual programming forced us completely online in a very short time frame, allowing us to expand our audience in ways that were not previously conceivable. Attending Book Fair events was now possible from all reaches of the globe, and fortunately, we were able to capitalize on this expanded outreach. Through the online platform, we were able to reach new fairgoers from around the nation/world as well as those who may not have been able to attend in the past including those who are homebound, have health issues or disabilities, or lack transportation.

Going forward, we will continue to refine the online platform (i.e., better engineered and better executed streams) in order to enhance the virtual programming experience. Staff will work to improve the closed captioning and subtitling options so as to better serve individuals who are hearing impaired. Plans call to stream what is happening on-campus so those not in attendance gain a feel for and can share in the actual in-person event. We will expand our marketing efforts to focus on audiences that would benefit from the virtual programming. Similar to all Book Fair events, the virtual programming is accessible to all. Many of the events are free and open to the public; some events include a nominal charge to attend.

26. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

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

Economic Impact. Miami Book Fair serves the estimated 2.71 million residents who call Miami-Dade County home. Per the national report Arts & Economic Prosperity V, Miami-Dade based non-profit arts and cultural organizations generate almost \$1.43 billion in economic impact annually and create some 40,500 full-time jobs. For more than 3 decades, Book Fair has been a key player in the local cultural scene and has positively impacted the South Florida economy through the generation of jobs, revenue and cultural tourism. Art audiences pump an estimated \$400 million of revenue into local restaurants, hotels, retail stores, parking garages, galleries and other local businesses. The Book Fair provides full-time jobs generating household income for the South Florida community. Book Fair generates local government revenue from local taxes (e.g., from sales, lodging) as well as funds from license and filing fees. The Fair also provides volunteer opportunities for residents to donate time and expertise.

Book Fair's geographic service area extends from neighboring counties (Broward, Palm, Monroe and Collier) to Florida residents to booklovers across the nation. It is estimated that more than 27% of individuals who attend Miami-Dade cultural events are cultural tourists drawn from outside of the county. Year after year, Book Fair contributes to these numbers by attracting thousands of tourists from around the state, nation and world.

Education Activities. Book Fair is deeply committed to fostering the next generation of readers. Through educational programs in partnership with Miami-Dade County Public Schools, the Fair offers

hands-on workshops and presentations by children’s authors. Book Fair designs and develops interdisciplinary programs that incorporate new technologies and encourage learning and imagination through books, reading and writing, storytelling, art-making, music and theater. We work to involve families, emphasizing the importance of family participation in children’s learning activities.

As part of Generation Genius Days, Book Fair has expanded Children’s Alley and its programs. Working with community partners, Book Fair presents creative programs designed to encourage reading and imagination through reading and writing. Main components include: author presentations for children, tweens, and teens; hands-on learning activities and crafts in themed tents; theater presentations in English and Spanish; and music and dance. We transport children and youth to the Fair from underserved neighborhoods for author presentations, learning activities and workshops. We continue our push for increased participation of special needs populations by working with organizations that serve these groups and by providing appropriate programming and special events.

Outreach Activities. Miami Book Fair partners with Sosyete Koukouy, a Haitian cultural arts group in Miami, Libreri Mapou and Little Haiti Cultural Center to create programming of specific interest to the Haitian and Caribbean communities of South Florida. Miami Book Fair presents author events with simultaneous translation in a concerted effort to provide opportunities for non-English speaking communities in South Florida to access Miami Book Fair programming. Additionally, several programs in Spanish and other languages have been simultaneously translated into English, giving the English-only community a chance to experience a fuller range of international voices.

27. Marketing and Promotion

27.1 How are you marketing and promoting your organizations offerings? *

Billboards

- Brochures
- Collaborations
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Podcast
- Radio
- Organic Social Media
- Paid Social Media
- Television

27.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

Miami Book Fair implements aggressive marketing strategies to effectively reach regional, national and international markets. To generate maximum attendance, both in-person and online, we work with a social marketing firm and a digital ad agency to promote the Fair through social media and other electronic channels, including Facebook, Twitter, Instagram, YouTube, Google Ads, and more.

Highlights of our marketing plan include:

1. A comprehensive press kit consisting of several informational pieces and press releases in both English and Spanish, highlighting specific activities. Distribution to more than 1,000 contacts locally, nationally and internationally.
2. Multiple community mailings to targeted distribution lists of more than 100,000 individuals.
3. Event promotion through radio, podcasts, and television Public Service Announcements.
4. Placement of local and national ads in both English and Spanish print, online and social media; ads and calendar listings in trade publications and specialty magazines.
5. Digital display advertising and search ads through the Google Ad Network, targeting English, Spanish, Creole audiences around the world.
6. Numerous feature articles in local and national press.
7. News stories and features on local and national TV.
8. Online marketing through our media partners (which achieves international market reach) and significant efforts on social media platforms, including influencer marketing to expand our online reach.
9. Online ads in industry-related sites and cultural event listings such as the New York Times, LitHub, and Book Reporter, Book Riot; and locally such Culture Crusaders, Munchkin Fun.
10. Poster displays and about 300 banner placements.
11. Electronic billboards and over-the-air advertising throughout South Florida.

The official program of the Fair, the Fairgoer's Guide (in English and Spanish), is available online and widely distributed throughout South Florida. It is also inserted in the Sunday New York Times distributed in the region. The Fair distributes an insert in El Nuevo Herald on the Sunday before the event with a summary of upcoming events in Spanish.

Our website promotes the Fair to a vast local, national and international audience. We continuously update the site to make it more dynamic by including short vignettes and live feeds about the happenings at the Fair and providing one-on-one author interviews, audio podcasts and more. Cross-links will be established with the Greater Miami Convention & Visitors Bureau (GMCVB) site as well as with national publishers and other organizations in the book industry.

Every year, the Book Fair receives extensive coverage from national and international radio and television stations, not only through PSAs, but with numerous author interviews during the week, conversations with Fair organizers and volunteers, and on-the-spot coverage from the Fairgrounds. C-SPAN has expanded its coverage to include two full days of coverage on BookTV. Book Fair receives exposure through the BookTV segments that continue to air nationwide throughout the year.

We also will partner with Lit Hub, the website launched in 2015 for writers, publishers, books, bookstores, librarians, and readers, to promote authors through podcasts. As we continue with our virtual programming, we will again partner in 2022 with the Portland Book Festival and other national book fairs to share online.

Please see the support materials for the comprehensive Marketing Plan.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

28. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

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.

The Miami Book Fair Advisory Board and staff continuously strive to ensure that programming activities are accessible and welcoming to all audiences. Special efforts are made to reach out to all members of our diverse community, including those persons with disabilities. Miami Dade College facilities are accessible to persons with disabilities; the College conducts a periodic self-evaluation of its facilities and programs to ensure compliance with the Americans with Disabilities Act. The majority of events are offered at the Wolfson Campus of Miami Dade College, located in the geographic center of the county and accessible by mass transit including Metrorail, Tri-Rail and county buses.

The Book Fair website and the Fairgoers Guide include specific language and instructions about accessibility. The grounds of Miami Book Fair and all venues are wheelchair accessible. Guests who require special services (sign language interpreting or assistive listening devices) are accommodated when requests are given with 72 business hours notice. Personal assistants may attend all events at no charge. Service animals are welcome to all events. Closed captioning is included for virtual programming when possible.

As part of Book Fair'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.

As part of our ongoing efforts to reach out to underserved groups, Book Fair will invite a number of organizations to attend the 2022 Fair at no charge to children and chaperones including: The Miami Lighthouse; Down Syndrome Association of Miami; Best Buddies; Hearing and Speech Center of South Florida; Our Pride Academy, and many more.

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

29. Policies and Procedures

Yes

No

30. Staff Person for Accessibility Compliance

Yes

No

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

Joy Ruff

31. 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.

31.1 If yes, when was the evaluation completed? 6/1/2018

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

Yes

No

32.1 If yes include here:

Miami Dade College is committed to providing equal access to education and employment opportunities to students, employees, applicants for admission and employment, and to its activities for the general community, in an environment free from harassment or other discriminatory practices based upon sex, race, color, marital status, pregnancy, age, religion, national origin, ethnicity, veteran's status, disability, sexual orientation or genetic information. The College's commitment to equal access and equal opportunity is contained in the District Board of Trustees policies and procedures based on the nondiscrimination provisions of federal and state laws and regulations, including the Civil Rights Acts of 1964, as amended, and 1991; Title IX of the Education Amendments of 1972; Section 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act Amendments Act of 2008; and the Florida Educational Equity Act (§ 1000.05, F.S.); The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (The Clery Act) as amended in 2008; and The Violence Against Women REAUTHORIZATION Act of 2013 ("VAWA"). In accord with these protections, Miami Dade College provides equal access/equal opportunity in admissions, recruitment, financial assistance, access to course offerings, participation in extracurricular programs and activities, access to and use of facilities, counseling, housing referral, guidance, advising, health services, athletics, employment and retention of personnel and students. Responsibility for the implementation of the College's commitment to equal access and equal opportunity rests with the College president.

33. Accessibility includes other factors besides physical. What efforts has your

organization made to provide programming for all?

As stated earlier, the Miami Book Fair Advisory Board and staff continuously strive to ensure that programming activities are accessible and welcoming to all audiences. Ongoing efforts are made to reach out to all members of the diverse South Florida community.

Book Fair develops programming representative of all sectors of the community in an effort to attract an extremely diverse audience. Book Fair provides opportunities for residents and tourists to sample the culture of authors who come from the Caribbean, Latin America and worldwide, as well as exposing them to the writings of the best in contemporary literature.

In order to reach diverse members of the community, Book Fair staff collaborates with a variety of arts, cultural and educational organizations in the development of its programming. These partnerships allow Miami Book Fair to reach out to groups not traditionally served. Book Fair's Advisory Board members serve as a resource in terms of identifying underserved groups and networking with individuals familiar with the many segments of our multi-cultural community.

As an example of these efforts to provide programming for all, for the ReadCaribbean initiative, Miami Book Fair partners with Sosyete Koukouy, a Haitian cultural arts group in Miami, Libreri Mapou and Little Haiti Cultural Center to create programming of specific interest to the Haitian and Caribbean communities of South Florida. Programs include book presentations and author roundtables, folkloric storytelling and book-related activities for kids, film screenings and more.

34. Describe the Diversity of your staff, volunteers, and board members.

Miami Book Fair staff, volunteers and board members reflect the diversity of the South Florida community. Within Miami Dade College, Book Fair reports to the Executive Director of Cultural Affairs, a Hispanic female. Both key leadership positions for Book Fair, the Director of Operations and the Program Director, are filled by Hispanic females. Of the 11 full-time positions, more than 50% are Hispanic, one is Black Hispanic, one Asian American, and two are White. The Board of Advisors, comprised of 10 influential members of the South Florida community, are racially and ethnically diverse. Miami Book Fair volunteers, many of whom are Miami Dade College students, reflect the diversity of the community with the following estimated demographic breakdown: 69.1% Hispanic, 17.9% Black, and 13% White.

G. Track Record Page 7 of 12

35. Fiscal Condition and Sustainability

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.

Fiscal Condition. Book Fair celebrates its 39th anniversary in 2022. This amazing milestone is a testament to the organization's solid fiscal condition over many years as well as the vision and hard work of the founders and long-time supporters. Over the years, ensuring ongoing fiscal stability and sustainability of Book Fair has been at the forefront of decision making by the Board of Directors and staff.

For the first three decades, Book Fair operated as a non-profit organization with its own operating budget and Board of Directors. During that time, steady financial and in-kind support from Miami Dade College and community partners were critical to the Fair's growth and continued success.

Sustainability. In 2015, it was decided that the Book Fair's status as a 501(c)(3) would cease and the Book Fair would become a department of Miami Dade College. This administrative change was undertaken to strengthen the sustainability of Miami Book Fair and ensure that it is fully integrated into the College long after its founders have stepped down.

Book Fair recently finalized a five-year strategic plan that is being used as a management tool to organize action through prioritized objectives, and as a fundraising and marketing tool to convey the organization's direction to external stakeholders. The plan is being 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 plan, in July 2018 Book Fair launched a significant capital fundraising effort in honor of its 35th Anniversary. Fundraising efforts will continue for another 1-2 years with a portion of the funds designated to support our efforts to escalate our bilingual offerings.

Over the years, Book Fair has continuously looked at creative ways to reduce spending, generate income, sustain ongoing program activities, and stretch finite resources. Grant funding from the Florida Division of Cultural Affairs is more important than ever; state funding supports programming expenses, serves as leverage for the acquisition of other funds, and serves as recognition of the Fair's artistic excellence.

36. Completed Fiscal Year End Date (m/d/yyyy) * 6/30/2020

37. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$652,807	\$519,216	\$612,482
2. Personnel: Programmatic			

3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	\$69,400	\$61,000	\$64,000
5.	Outside Fees and Services: Other	\$460,322	\$445,873	\$454,000
6.	Space Rental, Rent or Mortgage			\$1,000
7.	Travel	\$256,883		\$72,400
8.	Marketing	\$244,122	\$215,500	\$245,000
9.	Remaining Operating Expenses	\$387,953	\$239,030	\$362,600
A.	Total Cash Expenses	\$2,071,487	\$1,480,619	\$1,811,482
B.	In-kind Contributions	\$450,000	\$300,000	\$300,000
C.	Total Operating Expenses	\$2,521,487	\$1,780,619	\$2,111,482
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$133,791	\$3,500	\$80,000
11.	Revenue: Contracted Services	\$168,215	\$13,000	\$120,000
12.	Revenue: Other	\$3,097	\$4,400	\$4,400
13.	Private Support: Corporate	\$269,000	\$80,000	\$110,000
14.	Private Support: Foundation	\$295,000	\$350,000	\$320,000
15.	Private Support: Other	\$185,179	\$95,000	\$100,000
16.	Government Support: Federal		\$75,000	\$20,000

17. Government Support: State/Regional	\$830,018	\$714,719	\$897,082
18. Government Support: Local/County	\$187,187	\$145,000	\$160,000
19. Applicant Cash			
D. Total Cash Income	\$2,071,487	\$1,480,619	\$1,811,482
B. In-kind Contributions	\$450,000	\$300,000	\$300,000
E. Total Operating Income	\$2,521,487	\$1,780,619	\$2,111,482

38. Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

Not applicable.

39. Paid Staff

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

40. Hours *

- Organization is open full-time
- Organization is open part-time

41. Does your organization have a strategic or long range plan?

- Yes
- No

H. Track_Record Page 8 of 12

42. Rural Economic Development Initiative (REDI) Waiver

Yes

No

43. 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.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

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

43.1

43.2

43.3

43.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Performance	\$0	\$46,000	\$0	\$46,000
2	Authors Honoraria	\$0	\$9,000	\$0	\$9,000
Totals:		\$0	\$55,000	\$0	\$55,000

43.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$0	\$493,200	\$0	\$493,200

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Sponsorship Acquisition Consultant	\$0	\$51,000	\$0	\$51,000
2	Membership Support	\$0	\$67,000	\$0	\$67,000
3	Project Manager, Copywriter and FGG Designer	\$0	\$49,000	\$0	\$49,000
4	Exhibitor and Street Fair Set Up and Strikedown Support	\$0	\$25,000	\$0	\$25,000
5	Program Support	\$0	\$145,000	\$0	\$145,000
6	Web Development and Video Technician Support	\$0	\$50,000	\$0	\$50,000
7	Street Fair Admission Staff and Survey	\$0	\$36,000	\$0	\$36,000
8	Logistics and Clerical Support	\$0	\$70,200	\$0	\$70,200
Totals:		\$0	\$493,200	\$0	\$493,200

43.6

43.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Author Travel and Lodging	\$110,000	\$0	\$110,000
Totals:		\$110,000	\$0	\$110,000

43.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertisement, Publicity and Promotion	\$5,000	\$199,000	\$300,000	\$504,000
Totals:		\$5,000	\$269,000	\$300,000	\$574,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
2	Printing	\$0	\$70,000	\$0	\$70,000
Totals:		\$5,000	\$269,000	\$300,000	\$574,000

43.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Rental of Tents, AC, Generators, Tables, Chairs, etc.	\$20,000	\$99,000	\$0	\$119,000
2	Book Purchases	\$0	\$75,000	\$0	\$75,000
3	City Services and Permit Fee	\$0	\$33,000	\$0	\$33,000
4	Materials and Supplies	\$0	\$28,000	\$0	\$28,000
5	Security	\$0	\$57,000	\$0	\$57,000
6	Subscription, Membership and Software	\$0	\$22,000	\$0	\$22,000
7	Deliveries and Freight	\$0	\$2,500	\$0	\$2,500
Totals:		\$20,000	\$316,500	\$0	\$336,500

Amount of Grant Funding Requested: \$25,000

Cash Match: \$1,243,700

In-Kind Match: \$300,000

Match Amount: \$1,543,700

Total Project Cost: \$1,568,700

44. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that

specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

44.1 Revenue: Admissions *

#	Description	Cash Match	Total
1	Admission	\$130,000	\$130,000
Totals:		\$0	\$130,000

44.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Exhibitor and Food Vendor Fees	\$168,000	\$168,000
Totals:		\$0	\$168,000

44.3 Revenue: Other *

#	Description	Cash Match	Total
1	Advertising in Program Guide	\$2,200	\$2,200
2	ATM Fees and Miscellaneous Income	\$6,000	\$6,000
3	Merchandise Sales	\$5,000	\$5,000
Totals:		\$0	\$13,200

44.4 Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate Support	\$200,000	\$200,000
Totals:		\$0	\$200,000

44.5 Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation Support	\$400,000	\$400,000
Totals:		\$0	\$400,000

44.6 Private Support: Other *

#	Description	Cash Match	Total	
1	Membership Support	\$100,000	\$100,000	
2	Individual Donations	\$30,000	\$30,000	
Totals:		\$0	\$130,000	\$130,000

44.7 Government Support: Federal *

#	Description	Cash Match	Total	
1	NEA Grants for Arts Projects	\$15,000	\$15,000	
Totals:		\$0	\$15,000	\$15,000

44.8

44.9 Government Support: Local/County *

#	Description	Cash Match	Total	
1	Miami-Dade County Cultural Affairs Festival Grant	\$115,000	\$115,000	
2	Miami-Dade County Cultural Affairs Tourist Development Council Grant	\$25,000	\$25,000	
3	Miami Downtown Development Authority	\$20,000	\$20,000	
4	Miami-Dade County Public Schools	\$15,000	\$15,000	
5	The Children's Trust	\$10,000	\$10,000	
6	Miami Parking Authority	\$2,500	\$2,500	
Totals:		\$0	\$187,500	\$187,500

44.10

Total Project Income: \$1,568,700

44.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	2%
B.	Cash Match	\$1,243,700	\$1,243,700	79%
	Total Cash	\$1,268,700	\$1,268,700	81%
C.	In-Kind	\$300,000	\$300,000	19%
	Total Proposal Budget	\$1,568,700	\$1,568,700	100%

45. Additional Proposal Budget Information (optional)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

As per the General Program Support Grant Guidelines for 2022-2023, state funds awarded to Miami Dade College that support MBF are not included in the Proposal Budget.

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 DAC 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.

46. Required Attachment List

Please upload your required attachments in the spaces provided.

46.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
MDCF - Substitute W9 5262020.pdf	33 [KB]	5/17/2021 2:57:44 PM	View file

47. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
MBF Org Chart 2021.pdf			88 [KB]		View file
Marketing Plan MBF 2021.pdf			444 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
2021 Online Links and Resources .pdf			99 [KB]		View file
Miami Book Fair 2020 Survey Questions.pdf			37 [KB]		View file
MBFO 2020 Marketing Report.pdf			3997 [KB]		View file
2022-2023 MBF Inkind Details.pdf			9 [KB]		View file
MDC Foundation Board of Directors Roster (v.Jan.21).pdf			79 [KB]		View file
MDCPS Letter of Support.pdf			246 [KB]		View file

47.1

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.

48. 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

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

49. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

50. 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.

51. Review and Submit

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

51.1 Signature (Enter first and last name)

Dr. Malou Harrison

