

Miami Dade College

Project Title: MBFYR General Program Support 2022-2023

Grant Number: 23.c.ps.110.158

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 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 3

Discipline: Literature

Proposal Title: MBFYR General Program Support 2022-2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Miami Dade College 
- b. **DBA:** Miami Dade College
- c. **FEID:** 59-1210485
- d. **Phone number:** 305.237.8888
- e. **Principal Address:** 300 NE 2nd Avenue Miami, 33132-2204
- f. **Mailing Address:** 11011 SW 104 Street Rm 9254 Miami, 33176
- g. **Website:** www.mdc.edu
- h. **Organization Type:** State Community College
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 073129249
- l. **Fiscal Year End Date:** 06/30

1. Grant Contact *

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2. Additional Contact *

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Resource

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Development

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3. Authorized Official *

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Malou

Last Name

Harrison

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4. National Endowment for the Arts Descriptors**4.1 Applicant Status**

Government - State

4.2 Institution Type

College/University

4.3 Applicant Discipline

Literature (includes playwriting)

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)

D. Quality of Offerings Page 4 of 12

9. Applicant Mission Statement - (500 characters) *

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.

10. Programming 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.

Introduction. Miami Book Fair Year Round @ Miami Dade College will celebrate its 21st season in 2022-2023. Funding is requested to support major program components including:

1. Visiting Authors, readings, lectures, and signings open to the public, plus workshops in classrooms at MDC and local public schools;
2. The Big Read, a month-long community reading campaign supported by the National Endowment for the Arts;
3. Creative Writing Program, continuing education creative writing courses and workshops;
4. Miami Writers Institute, an annual creative writing conference featuring workshops with best-selling and award-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, an award program that recognizes a previously unpublished book written in Spanish by a poet residing in the United States;
8. Lip Service, a blend of theater, storytelling, and literature, Lip Service features eight readers presenting true stories before a live audience;
9. First Draft: A Creative Writing Social, a monthly event that takes place in English and in Spanish with an experienced writer/author starting participants off with a writing prompt, before they break to write on their own and read their work aloud;
10. Storybook Picnic/Picnic de Libros/Taptap Krik? Krak!, a pop-up children's festival which takes place in Spanish, English and Haitian Creole, features storytellers, children's theater, live music performances, and hands-on art projects.
11. 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;
12. Speak Up: Youth Spoken Word and the Speak Up Fellowship, initiatives that 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, and offering one-on-one mentorship opportunities to six advanced students per year. Workshops successfully transitioned online in 2020-2021 due to the pandemic and plans call to continue hosting workshops

online in the future so that students can more easily participate; and

13. Miami Book Fair's Emerging Writers Fellowship, a program which supports new literary voices that demonstrate exceptional talent and promise by providing writers working on a first book with time, space, and an intellectually and culturally rich artistic community.

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

Highlights of the proposed 2022-2023 Season Program:

- Ongoing: July 2022 to June 2023: Continuation of Read to Learn Books for Free
- Ongoing: Sept. 2022 to June 2023: MBFYR continues its collaboration with The National Poetry Series to award The Paz Prize for Poetry
- Ongoing: Sept. 2022 to June 2023: First Draft: A Creative Writing Social/Tómate una copa y escribe major
- Ongoing: Sept. 2022 to June 2023: Lip Service Stage Show, Lip Service Presents: Storypalooza! and Lip Service: Telling Stories Workshop
- Ongoing: Sept. 2022 to June 2023: Continuation of Speak Up: Teen Creative Writing and Performance Program
- Ongoing: Sept. 2022 to June 2023: Book presentations in Spanish and English
- Sept. 2022 & Feb. 2023: Fall & Spring creative writing workshops in Spanish, English, and Creole/French
- Sept. 2022 & Feb. 2023: Florida Literary Arts Coalition (FLAC) Visiting Authors Program
- Oct. 2022 & March 2023: Brunch Literario (Literary Brunch)
- Oct. 2022: Reading Festival (In Spanish: Fiesta de la Lectura)
- Oct. 2022: Story Mania
- November 2022: Seminar on Spanish-language Children's and YA Literature (In Spanish)
- Jan. 2023: Homage to José Martí (In Spanish)
- Jan. 2023: Continuation of Miami Book Fair's Emerging Writers Fellowship.
- Feb. 2023: African American Read-In
- March 2023: The Big Read
- Feb./April/May 2023: Storybook Picnic/Picnic de Libros/Taptap Krik? Krak!
- April 2023: International Book Day Celebration (In Spanish: Dia del Libro)
- May 2023: Little Haiti Book Festival
- May 2023: Poesía en primavera (Poetry in Spring) (In Spanish).
- May 2023: National Book Foundation's 5 Under 35.
- May 2023: 18th Annual Miami Writers Institute
- June 2023: Summer creative writing workshops in Spanish, English and Creole/French
- June 2023: Speak Up Creative Writing Camp for teens and Speak Up Fellowship one-on-one mentoring for six advanced students.

10.1 Programming 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.

Key goals of Miami Book Fair Year Round 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, both in-person and online, 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.

10.2 Programming 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"

1. Maintain literary arts programming at the highest level and increase participation by 5% during fiscal year 2022-2023;
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 2022-2023;
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 68 existing bookshelves and adding an additional 7 shelves throughout Miami-Dade County through the year 2023;
6. Develop a minimum of two collaborative relationships with cultural organizations and/or academic institutions in fiscal year 2022-2023; and
7. Explore creative funding options and ways to generate income and support for events.

10.3 Programming 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.

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 77 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.

10.4 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.

Over the years, MBFYR 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 collaborates with the Little Haiti Cultural Center, the art and cultural hub of the Little Haiti neighborhood, Sosyete Koukouy, a Haitian cultural arts group, and Libreri Mapou, a Creole-language bookstore, to build the Little Haiti Book Festival. MBFYR joins forces with a variety of partners throughout the county to present First Draft: A Creative Writing Social. MBFYR collaborates with the National Poetry Series to present The Paz Prize for Poetry. As we continue with virtual programming in the future, we will share events through our partnership with the Portland Book Festival and other national book fairs.

2022-2023 season partners include: 1) Suburbano Ediciones, a publishing company that supports and disseminates literature written originally in the Spanish language in the United States, will partner on the Story Mania events; 2) Centro Cultural Espanol, a Miami-based non-profit organization that aims to promote and foster **cultural cooperation/exchange**, will partner with MBFYR to support the International Book Day Celebration (Dia del Libro), a day-long celebration honoring Cervantes and Don Quixote; and 3) Fundacion Cuatrogatos, an organization based in Miami that provides cultural and educational programming designed to develop new readers, will support the Seminar on Spanish-language Children's and Young Adult (YA) Literature.

Other long-term partners include: Books & Books, a local, independent bookstore; 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; and the National Book Foundation.

11. 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 MBFYR activities, including author presentations, writing workshops, class visits, and reading initiatives, are evaluated to determine if goals and measurable objectives are achieved. MBFYR staff conduct the evaluation, targeting all participants as feasible, using a variety of methods depending on the activity. Feedback is sought regarding artistic excellence, increased knowledge, information gleaned and changes of attitudes. In addition, 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 bookshelf site partners and parents and conduct site observations. For The Big Read programs, we hand out short written surveys and/or provide surveys via email to ask for participant input.

Participant feedback is collected at the conclusion of each programming activity. Staff meet to review collected information in order to determine what aspects of the programming may need to be improved, what works well, and what should be continued or discontinued. Staff continually reassesses, over time, progress made to meet MBFYR goals and objectives.

11.1 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.

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

100

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

100

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

12,000

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

1,000

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

34,000

17. 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.

17.1 Number of artists directly involved?

100

17.2 Number of Florida artists directly involved?

20

Total number of individuals who will be engaged?

47100

18. How many individuals will benefit through media?

10,000

19. 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.

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

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

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

20. 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. Miami Book Fair Year Round attracts visitors from across Florida, the nation and the world. In addition to Miami-Dade County residents, Miami Book Fair Year Round serves visitors from neighboring counties (Broward, Palm Beach, Monroe, and beyond) who travel to Miami to enjoy the wealth of offerings. MBFYR develops and presents programming designed to appeal to our multicultural, multiethnic residents and visitors.

21. 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.

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

22. 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

23. 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

24. 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.

Due to the coronavirus pandemic (COVID-19), MBFYR's Spring 2020 programming had to be modified when all in-person cultural events were cancelled. Beginning in April 2020, MBFYR shifted from in-person to virtual programming using streaming platforms Crowdcast, Zoom, Google Meet, and MiamiBookFairOnline.com, among others. 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.

We were able to present virtual readings and conversations, intensive creative writing workshops, literary socials and the Storybook Picnic (as an educational and entertaining web series) for kids. Miami Book Fair Year Round and Books & Books partnered to take events online with great authors, including Brad Meltzer, Francesca Momplaisir, Edwidge Danticat and Emma Straub. We also presented online conversations with icons, Chef Alice Waters, Phil Donahue and Marlo Thomas, Gloria and Emilio Estefan. Storybook Picnic was converted from in-person to virtual with the format adapted and recreated as a web series featuring storytellers, actors, and arts-and-crafts teachers who performed/demonstrated age-appropriate material.

At the time of submission of this application in June 2021, we are planning a return to in-person

activities going forward, while continuing digital delivery of content, not only as a COVID-19 related measure, but also to continue reaching new audiences and serving differently abled people. We are well-positioned to pivot back to online-only if conditions require it.

Based on the experience of the 2020-2021 season, MBFYR 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 short time frame, allowing us to expand our audience in ways that were not previously imaginable. Attending MBFYR 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 attract participants 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. We will expand our marketing efforts to focus on audiences that would benefit from virtual programming. The proposed virtual programming will be accessible to all. Many of the events are free and open to the public; some events include a nominal charge to access.

25. 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 Year Round serves the estimated 2.75 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 19 years, Miami Book Fair Year Round (MBFYR) has been an important 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. 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 Miami Writers Institute, attract high caliber writers, experts from the book industry, and visitors from throughout the nation. Along with partnering arts, cultural and educational organizations, MBFYR provides full-time jobs, generating household income for the South Florida community. MBFYR provides 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. MBFYR's geographic service area extends far beyond the county lines to neighboring counties (Broward, Palm, Monroe, and Collier) to other residents in Florida and throughout the nation. We strive to serve diverse audiences of all ages by providing programming designed to appeal to a multitude of ethnic/demographic groups and tourists who frequent the region. We reach out to underserved groups including those who are disabled and English language learners.

To leverage resources 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. 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 support our key goal to promote reading. 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. 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.

26. Marketing and Promotion

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

Brochures

- Collaborations
- Direct Mail
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- Podcast
- Radio
- Organic Social Media
- Paid Social Media

26.2 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?

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

Over the past 9 years, MBFYR has incrementally increased its presence and marketing through social media with outreach through Facebook, Pinterest, Instagram, Snapchat, YouTube, Tik Tok 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 media 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. MBFYR has also increased its digital advertising efforts the using Google advertising platform for display 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 members 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. Impact - Diversity, Equity and Inclusion Page 6 of 12

27. 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.

MBFYR 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, 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.

By working with groups such as Best Buddies, Miami Lighthouse for the Blind, and Shake-A-Leg Miami, MBFYR can 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 H.

28. Policies and Procedures

Yes

No

29. Staff Person for Accessibility Compliance

Yes

No

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

Dr. Joy Ruff

30. 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.

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

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

Yes

No

31.1 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.

32. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

As stated earlier, the Miami Book Fair Year Round (MBFYR) 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.

MBFYR develops programming representative of all sectors of the community in an effort to attract an extremely diverse audience. Miami Book Fair Year Round 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 MBFYR to reach out to groups not traditionally served. 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.

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

Miami Book Fair Year Round (MBFYR) staff, volunteers and board members reflect the diversity of the South Florida community. Within Miami Dade College, MBFYR reports to the Executive Director of Cultural Affairs, a Hispanic female. Both key leadership positions for Miami Book Fair Year Round, 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, respected 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

34. 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.

MBFYR is a department of Miami Dade College (MDC), a state-supported institution of higher education with an annual operating budget of more than \$424 million in 2020-2021. 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 2021, total monies in the endowment account were approximately \$1,339,107.

Ensuring sustainability of Miami Book Fair Year Round informs decision-making by the Advisory Committee and staff. MBFYR's current five-year strategic plan (2018-2022) 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.

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, Green Family Foundation, Target, Publix Charities, Bank of America, and others.

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

36. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$360,855	\$448,461	\$467,386
2. Personnel: Programmatic			
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$91,322	\$105,710	\$161,180

5.	Outside Fees and Services: Other	\$269,001	\$324,535	\$337,450
6.	Space Rental, Rent or Mortgage			\$2,680
7.	Travel	\$12,979	\$30,000	\$55,401
8.	Marketing	\$47,804	\$69,497	\$86,724
9.	Remaining Operating Expenses	\$82,877	\$143,052	\$179,140
A.	Total Cash Expenses	\$864,838	\$1,121,255	\$1,289,961
B.	In-kind Contributions	\$47,025	\$40,000	\$83,000
C.	Total Operating Expenses	\$911,863	\$1,161,255	\$1,372,961
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$3,600		
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$11,900	\$36,220	\$54,300
13.	Private Support: Corporate			
14.	Private Support: Foundation	\$8,939	\$50,650	\$153,325
15.	Private Support: Other	\$1,814		
16.	Government Support: Federal	\$15,000	\$15,000	\$15,000
17.	Government Support: State/Regional	\$424,547	\$438,135	\$498,336
18.	Government Support: Local/County	\$399,038	\$581,250	\$569,000
19.	Applicant Cash			

D. Total Cash Income	\$864,838	\$1,121,255	\$1,289,961
B. In-kind Contributions	\$47,025	\$40,000	\$83,000
E. Total Operating Income	\$911,863	\$1,161,255	\$1,372,961

37. 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.

38. 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

39. Hours *

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

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

- Yes
- No

H. Track_Record Page 8 of 12

41. Rural Economic Development Initiative (REDI) Waiver

Yes

No

42. 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).

42.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Read to Learn Books for Free	\$0	\$142,542	\$0	\$142,542
2	Read to Learn Books for Free Volunteers	\$0	\$0	\$35,000	\$35,000
Totals:		\$0	\$142,542	\$35,000	\$177,542

42.2

42.3

42.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
Totals:		\$30,000	\$131,180	\$0	\$161,180

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Honoraria for Visiting Authors	\$30,000	\$131,180	\$0	\$161,180
Totals:		\$30,000	\$131,180	\$0	\$161,180

42.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Consultant and Contractual Services	\$40,000	\$254,013	\$0	\$294,013
Totals:		\$40,000	\$254,013	\$0	\$294,013

42.6 Space Rental (match only) *

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

42.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Author Travel	\$36,421	\$0	\$36,421
2	In-County Travel for Read to Learn Drivers and Volunteers	\$10,000	\$9,500	\$19,500
Totals:		\$46,421	\$9,500	\$55,921

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertisement	\$21,000	\$55,000	\$58,000	\$134,000
2	Printing	\$0	\$24,713	\$0	\$24,713
Totals:		\$21,000	\$79,713	\$58,000	\$158,713

42.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Educational Materials	\$0	\$70,745	\$0	\$70,745
2	Materials and Supplies	\$0	\$28,013	\$0	\$28,013
Totals:		\$0	\$98,758	\$0	\$98,758

Amount of Grant Funding Requested: \$91,000

Cash Match: \$752,627

In-Kind Match: \$112,500

Match Amount: \$865,127

Total Project Cost: \$956,127

43. 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.

43.1

43.2

43.3 Revenue: Other *

#	Description	Cash Match	Total
1	Workshop Fees	\$54,300	\$54,300
Totals:		\$0	\$54,300

43.4

43.5 Private Support: Foundation *

#	Description	Cash Match	Total
Totals:		\$0	\$114,327

#	Description	Cash Match	Total
1	Foundation Support	\$114,327	\$114,327
Totals:		\$0	\$114,327

43.6

43.7 Government Support: Federal *

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

43.8

43.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	Miami-Dade County Cultural Affairs - Cultural Advancement Grant	\$125,000	\$125,000
2	The Children's Trust Read to Learn Books for Free Grant	\$444,000	\$444,000
Totals:		\$0	\$569,000

43.10

Total Project Income: \$956,127

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$91,000	\$91,000	10%
B.	Cash Match	\$752,627	\$752,627	79%
	Total Cash	\$843,627	\$843,627	89%
C.	In-Kind	\$112,500	\$112,500	12%
	Total Proposal Budget	\$956,127	\$956,127	101%

44. 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 Guidelines for 2022-2023, state funds awarded to Miami Dade College that support MBFYR 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.

45. Required Attachment List

Please upload your required attachments in the spaces provided.

45.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
SubW9_051221 (3).pdf	33 [KB]	5/20/2021 9:12:49 AM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
MBFYR 22-23 Season Activities.pdf			152 [KB]		View file
MBFYR Online Links and Resource.pdf			57 [KB]		View file
MBFYR In-Kind Report 2022-2023.pdf			75 [KB]		View file
MBFYR Evaluation Tools 2020-2021.pdf			52 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
MBFYR Org Chart 2021.pdf			88 [KB]		View file
MBFO 2020 Marketing Report.pdf			3995 [KB]		View file
Miami Writers Institute Promotional Flyer 2021.pdf			3741 [KB]		View file
MBFYR 2021 Speak Up Report - Spring 2021[32].pdf			229 [KB]		View file
Speak Up Spring 2021 Social Media Campaign Ads.pdf			36316 [KB]		View file
MDC Board of Trustees 2021-22 (1).pdf			80 [KB]		View file

46.1

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.

47. 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.

48. 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

49. 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.

50. 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.

50.1 Signature (Enter first and last name)

Dr. Malou Harrison

