

Miami Gay and Lesbian Film Festival, Inc.

Project Title: OUTshine LGBTQ+ Film Festival - 16th Annual Fort Lauderdale Edition

Grant Number: 25.c.pr.109.779

Date Submitted: Wednesday, June 21, 2023

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current **Guidelines** prior to starting the application: **Specific Cultural Project Grant Guidelines**

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Media Arts

Proposal Title: OUTshine LGBTQ+ Film Festival - 16th Annual Fort Lauderdale Edition

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Miami Gay and Lesbian Film Festival, Inc. 
- b. DBA: OUTshine Film Festival
- c. FEID: 65-0830266
- d. Phone number: 305.751.6305
- e. Principal Address: 11338 SW 86 Lane Miami, 33173
- f. Mailing Address: PO Box 530280 Miami, 33153-0280
- g. Website: <https://www.outshinefilm.com>
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: MiamiDade
- k. UEI: QWLLRM1S3NA4
- l. Fiscal Year End Date: 12/31

1. Grant Contact *

First Name

Kelsey

Last Name

Johnson

Phone 941.735.0239**Email** kelsey@bambustrategies.com

2. Additional Contact *

First Name

Mark

Last Name

Gilbert

Phone 305.751.6305**Email** markyg@outshinefilm.com

3. Authorized Official *

First Name

Mark

Last Name

Gilbert

Phone 305.751.6305

Email markyg@outshinefilm.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Media Arts

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. 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

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. 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

1. Applicant Mission Statement - (500 characters) *

Our mission is to inspire, entertain, educate, and encourage a sense of community through international and culturally diverse film, video, and other media that offer historical and contemporary perspectives on the LGBTQ+ experience. We showcase a broad array of films by both established and emerging filmmakers, and we provide forums for the artists to engage with each other and our audiences through panel discussions, question-and-answer sessions, seminars, and social gatherings.

2. 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.

The OUTshine LGBTQ+ Film Festival - 16th Annual Fort Lauderdale Edition will provide patrons an inspiring, thought-provoking, and entertaining selection of the newest high-quality Lesbian, Gay, Bisexual, Transgender, and Queer-oriented cinema. The festival will boast a wide-ranging array of films, including features, documentaries, and shorts, from Thursday, October 17th through Sunday, October 27 in 2024 (with no programming on Monday the 21st and Tuesday the 22nd).

These films are selected through a rigorous year-long process that includes the efforts of our Programming Director (who has a 28-year track record), scouting at major film festivals, and review by community volunteers from our Screening/Programming Committee. We also receive a substantial number of submissions through online film submission portals. The final result is a film program that reflects the changes and growth experienced within LGBTQ+ communities at home and worldwide, as well as the broader at-large culture. Our programming is thus designed to appeal widely to both LGBT and all supportive film-loving audiences, and help bring diverse communities together for a sustained celebration of art, culture, and community.

Our high-quality titles are drawn from domestic, international, and independent producers and distributors including Samuel Goldwyn Films, IFC Films, Sony Pictures Classics, Regent Releasing, Media Luna, Strand Releasing, Wolfe Releasing, The Film Collaborative, and more. We will exhibit World, U.S., and East Coast Premieres throughout the festival program. Our screenings consistently address a spectrum of issues involving LGBTQ+ populations, encompassing political struggles, coming out, discrimination and bias, historical contexts of the gay rights movement, and the many elements of LGBTQ+ society, including youth, seniors, racial and ethnic minorities, and the disadvantaged.

We enhance film screenings with complementary programming that enriches the cultural experience and broadens community connections. Post-screening question-and-answer sessions with filmmakers, writers, and actors offer insight and deepen the impact of individual films. Panel discussions, free community sessions, commemorative parties, and the closing awards presentations attended by filmmakers and on-screen talent add important educational and social elements to our festival.

2.1. Project Goals (2000 characters)

Please list at least three goals associated with the project or program 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.

Goal 1: To maintain and enhance our film festival's ability to reach and attract lesbian, gay, bisexual, transgender, queer, and affiliated and supportive film-loving audiences, so as to realize the largest possible audiences consisting of the widest possible range of ages (18+), ethnicities, and cultural and societal backgrounds.

Goal 2: To bring these diverse communities together for a sustained celebration of art and culture, in a socially inclusive and welcoming way, so as to create fond memories and build lasting bonds for participants both with each other personally and within and throughout broader communities.

Goal 3: To inform, educate, and build awareness that while the particulars of our life experiences may vary widely, we share a common humanity and recognizable similarities in our obstacles and challenges. Through the festival's programming we will leave a lasting impression that what we all have in common is greater than our differences.

2.2. 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"

For our annual Fort Lauderdale film festivals, we have set the following objectives to ensure that we are making progress in achieving and sustaining our goals:

Objective 1: Increase the scale of the festival and its continuity throughout the eleven days from Opening Night to Closing Night, so as to create more of a buzz and more of a festival atmosphere, and also increase the awareness of the festival throughout the community, and thus to increase its prominence and impact. To achieve this objective, we are maintaining Wednesday night programming (new in 2022) and working to increase our community partnerships to include more cross-promotional and program highlight opportunities for local businesses, artists, agencies, and non-profit organizations.

Objective 2: Increase the proportion of our Fort Lauderdale festival patrons who are in the millennial age range through the actions of our Millennial Outreach Committee, which consists of and is run by individuals in this age range. This committee includes members of the LGBTQ+ communities with good social standing and social contacts within this age group, or those that bring experience on how best to reach them. Members of that committee are assigned to our

pre-existing Screening and Marketing Committees, in order to both locate films that would be a draw to this age demographic, and to then tailor a marketing plan to bring in members of this population.

Objective 3: Partner with other organizations that represent and serve a vast array of diverse communities, so as to bring in to our festivals members of those communities, as well as expose other patrons and community members to each other and their perspectives. We refer to these organizations as our “community partners”, and they are discussed fully in subsequent sections of this application.

Objective 4: Build on our film screenings to educate and enlighten our audiences, through question & answer sessions, panel discussions, group gatherings outside the screening venues.

2.3. 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.

The 16th annual Fort Lauderdale LGBTQ film festival opens on the evening of Thursday, October 17th, with a high-profile Opening Night film and gala celebration, before which we'll commemorate the festival's anniversary with a ceremony that features acknowledgments, proclamations, and previews of the upcoming selections. This will be held at the AutoNation IMAX Theatre at the Museum of Discovery & Science, located at 401 SW 2nd St. in downtown Fort Lauderdale. Following the screening.

The festival will continue on the evening of Friday the 18th, with multiple screenings at two centrally-located Fort Lauderdale theaters: Savor Cinema, located at 503 SE 6th St., and Gateway Cinema, located at 1820 East Sunrise Blvd.

Our first weekend of programming will occur on Saturday the 19th and Sunday the 20th, with continuous screenings at Savor Cinema and Gateway Cinema. Saturday afternoon will also feature a free community session or a panel discussion. The Saturday screenings are followed by our Women's Spotlight party, a casual event that follows our Spotlight women's-oriented film, held at The Wilder, located at 701 E. Broward Blvd.

Our weekday screenings will be held on Wednesday the 23rd through Friday the 25th, with multiple evening screenings at both Savor Cinema and Gateway Cinema. Thursday will also feature our Centerpiece Event, commemorating the midpoint of the festival, held in the Courtyard next to Savor Cinema.

Our second weekend of programming will occur on Saturday the 26th and Sunday the 27th with afternoon and evening screenings at Savor Cinema and Gateway Cinema.

The Saturday screenings will be followed by our Men's Spotlight party, which is a casual event and which occurs directly after our Spotlight men's-oriented film, and which will be held at the Ritz Carlton Fort Lauderdale Beach, located at 1 North Fort Lauderdale Beach Blvd, directly across from the beach.

The Sunday films will be followed by our Closing Night Event at AC Hotel by Marriott Fort Lauderdale Beach, located at 3029 Alhambra Street. This event presents audience and jury awards, and also serves as an inclusive and festive finale to the festival.

The majority of our screenings are followed by Q&A sessions with filmmakers and performers. Some artists will appear in person and others will appear on-screen virtually with questions coming from festival personnel and patrons on site.

2.4. Partnerships & Collaborations (2000 characters)

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.

We have a broad and expanding array of partnerships and collaborations.

We will continue the alliance we established in 2018 with Superfine!, a South Florida-based organization which produces annual art fairs under that name in Los Angeles (in February), New York (in May), Washington DC (in November), and Miami Beach (in December, to coincide with Art Basel). We conduct 4 screenings of 5-6 short films at each of their fairs under the OUTshine moniker, which provides an added component to their own fairs but also allows us to promote our upcoming festivals to arts and culture-oriented individuals in key national markets from where we can draw new festival patrons.

Our longtime arrangements with 20+ local nonprofit Community Partners, which continued even during the height of the pandemic, will continue. This is described in full detail in the "Proposal Impact" section of this application, since we consider this to be outreach.

All of the above do involve formal annual agreements with the organizations we partner with.

3. Project/Program Evaluation (2000 characters)

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?

(1) At the venues, filmgoers are presented with a one-page questionnaire that helps identify why they are attending and what they are hoping to experience. We ascertain whether they have already completed the questionnaire at a previous screening, in which case we don't give them a new one.

(2) After each screening, filmgoers are presented with a ballot which contains both numerical scoring and a comments section pertaining to the film that has just been shown. This is used to determine the audience award-winning films that are announced at the Closing Awards Ceremony, and it's also a tool that enables an analysis to be conducted on overall audience interests, preferences, impressions, and trends.

(3) Comprehensive web-based, multi-page post-festival surveys are distributed to our member database and ticket-buyer email list. These provide us with demographic audience data; specific festival likes, dislikes, and perceived areas for improvement; artistic inclinations; and overall impressions as to the quality of the festival and satisfaction levels.

(4) The Board's marketing committee evaluates all the analytics from the various marketing and public relations programs that were utilized to promote the festival. These include but are not limited to: website visits, Facebook, Twitter, Instagram, P.R., and advertising. Additionally, our ticket tracking system for daily sales can compare the current year to previous on a daily basis. With the use of all these metrics, we have extremely valuable tools to evaluate our marketing and public relations expenditures.

(5) Finally, the full Board undertakes an organized retreat post-festival to review everything that transpired during the festival. This includes the results from the surveys and ballots, the marketing committee's findings, and analyses of membership and ticket sales trends. It also includes the logistics of what unfolded procedurally. This retreat regularly provides insight, ideas, consensus, and strategies, to improve and build on the existing foundation.

E. Impact - Reach Page 5 of 12

For questions 1-6, 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.

Total number of individuals who will be engaged?

5675

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

46

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

46

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

5,600

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

0

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

0

6. How many artists will be directly involved?

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

6.1. Number of artists directly involved?

75

6.2. Number of Florida artists directly involved?

18

7. How many individuals will benefit through media?

1,000

8. 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.

8.1. Race Ethnicity: (Choose all that apply) *

No specific racial/ethnic group

8.2. Age Ranges (Choose all that apply): *

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

8.3. Underserved/Distinct Groups: *

Other underserved/distinct group

9. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

According to the latest figures from the U.S. Census Bureau, the population of Florida is estimated to be over 21 million people, 74.7% of whom were adults 18 years of age and older, which is our prime age demographic. In our prime geographic area of Broward, Miami-Dade, and Palm Beach counties, the population in 2019 was estimated by the Census Bureau to be over 6 million people, 74.1% of whom were adults 18 years of age or older. That translates to over 4.5 million people in our prime age and geographic demographic. According to the latest Gallup survey results, Miami-Fort Lauderdale-West Palm Beach ranks as 16th highest (at 4.2%) concentration of LGBT residents among the 50 largest U.S. metropolitan areas, a strong indication of a robust core audience for our programming.

10. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

Regarding Impact/Participation Numbers Information:

(1) Artists directly involved are those involved in making or performing in the films who also appear in person at the festival, as well as those providing entertainment at our accompanying events, such as musicians and dancers.

(2) Individuals benefitting through media are largely those who view the opening ceremonies, closing awards ceremonies, and other targeted events through their being live-streamed on our Facebook page.

Regarding what makes our organization/programming unique, our festivals are the largest LGBTQ+ cultural arts events in South Florida, bringing together the best in film, talent, and community. Through the years over 175,000 people have attended a festival screening, gathering, or other event, and we are one of South Florida's longest serving cultural organizations. Among its many accolades, our festivals have been named "Best Film Festival" by the Miami New Times, "Best Gay & Lesbian Event in South Florida" by CityLink, and we've received multiple proclamations and commemorations from Miami-Dade County, the City of Miami Beach, and the City of Fort Lauderdale, exemplifying our reach throughout the broader arts communities of South Florida.

11. In what counties will the project/program actually take place? (Select a minimum of one) *

Broward

12. What counties does your organization serve? (Select a minimum of one)*

Broward

Miami-Dade

Palm Beach

13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

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.

We initiated virtual programming in the spring of 2020 as a result of the Covid-19 pandemic. These began as periodic single screenings which were available at no charge, as a means to keep our members and patrons engaged and connected during a period of great uncertainty and concern. As it became clear that the pandemic and its effects would not quickly dissipate, we began planning full film festivals structured around virtual programming, with drive-in opening night events as the only on-site festival components. In conjunction with this, our virtual programming became much more sophisticated.

We contracted with Eventive, a streaming platform now used by the American Film Institute, the Smithsonian, Atlanta Film Festival, Nashville Film Festival, and more. Also, we reimagined how our presentations would unfold, most significantly by ramping up the post-screening question-and-answer sessions with the filmmakers and actors. We did this both in terms of the proportion of films that would feature this, as well as the number of these artists who would participate in each Q&A. We initiated payment structures for our programming that allowed per-screening purchases as well as all-access passes, but our post-screening Q&A's were free, streamed live on Facebook and then uploaded to our YouTube channel. And through our agreements with film distributors, festival screenings were available to all patrons viewing through an I.P. address anywhere within the State of Florida, significantly broadening our reach.

We have now transitioned back to fully in-person film festivals, and we're leveraging what we learned during the pandemic by selectively maintaining virtual programming. These screenings continue to be available throughout Florida in the lead-up to and during each festival. While they are ticketed and not free, the cost is nominal and we have found that they generate enthusiasm for audiences to our full in-person undertaking. While some films are screened both virtually and in-person, many of our films are only available to view in-person during our festivals.

In the three years we have been offering virtual programming (2020, 2021, and 2022), it has been well received. After our most recent Ft. Lauderdale festival, 44% of survey respondents indicated they had screened one film at home, and another 44% indicated they screened four or more films virtually. 65% of respondents said that they enjoy having the option to screen films at home.

14. Proposal Impact (3500 characters)

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

***Organizations:* Include education and outreach activities.**

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

Our 20+ nonprofit Community Partners are local agencies who are given prominent placement throughout our festivals, thereby providing them a gateway to our audience that is a powerful tool to help them to benefit financially, which has its own economic effects. Many of these partners'

missions are educational in nature, and their outreach to our patrons aligns with the educational components of our festival.

First, Community Partners are featured in all of our program materials, from our printed guides to our web site and promotional materials. Second, at the festival itself, they are featured in the "on-screen rotation" which displays before each film presentation. Finally, each Partner is paired with a carefully-selected film that aligns with their cause, before which a representative of their organization gives a short presentation (up to seven minutes) of who they are, what they do, why it matters, and what audience members can do to help or be helped. This is a key way that we feel we're able to make a difference in the community beyond presenting films. Our Community Partners are based in South Florida and/or have a deep and longstanding presence here, and a commitment to serve the community. They include Care Resource, AquaFoundation for Women, Safe Schools South Florida, Latinos Salud, Unity Coalition, SAGE of South Florida, Arianna's Center, Equality Florida, FHI 360, Pridelines, The Pride Center at Equality Park, SunServe, Stonewall National Museum & Archives, World AIDS Museum and Educational Center, Jewish Community Services of South Florida, Sunshine Cathedral, Etz Chaim, South Florida Pride Wind Ensemble, Florida International University Student Affairs, HPAC (Health Promotion & Care) at University of Miami, U.M. LGBTQ Student Center, and more. We are committed to reach as broad a cross section of our community as possible through the above means, as well as through our extensive marketing program which is described in the next section, and other appropriate opportunities that may arise.

Film continues to be the most wide-reaching mass-market art form, serving to inform, educate, and attract a wide variety of community members to share in the experience under one roof. It has the ability to open eyes and change minds. A high-profile LGBTQ-oriented film festival thus can be a piece of the puzzle that helps bring greater visibility, greater understanding, greater acceptance, and enjoyable and satisfying shared experiences, to both the LGBTQ and broader communities. Our festivals have no parallels in South Florida, and are thus unique cultural offerings that bring the community together in a festive and thought-provoking atmosphere. Additionally, our festivals have a clear and positive economic impact.

Firstly, our organization is spending more than \$780,000 preparing for and producing our FY 2024-25 South Florida programming, of which over \$330,000 will be spent for the Fort Lauderdale festival which is this application's subject. Over 88% of this spending will occur within the State of Florida, boosting local companies and individuals.

Secondly, the festival generates local spending far in excess of our own expenditures. By drawing consumers to our film screenings and educational events at local theatrical venues, and to our ceremonial and social events at local arts and dining and nightspot venues, our patrons contribute additional funds to the local economy through spending on food and beverages, patronage of nearby retail stores and establishments, transportation and parking, etc.

15. Marketing and Promotion

15.1. How are your marketing and promoting your organizations offerings? *

- Direct Mail
- Email Marketing
- Newspaper
- Podcast
- Radio

Organic Social Media Paid Social Media

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

How are you marketing and promoting your organizations offerings?

As in past years, our 16th Annual Fort Lauderdale festival will utilize a marketing strategy that promotes Broward County as a highly friendly and supportive community for both LGBTQ patrons and the general public. South Florida is a highly-attractive vacation destination for individuals and families nationally and internationally. Towards that end we are working with sponsor hotels, airlines, and local organizations to promote visits for some or all of the festival's 11-day span, including offering travel packages for those in key U.S. markets, as well as several international destinations. We will carefully style our campaign to encourage LGBTQ and supportive film lovers to come and enjoy world-class culture and entertainment, all in South Florida's warm and welcoming setting.

We print 16,000 copies of our program guide and accompanying literature, which are mailed to an extensive mailing list of locals and out of town members, as well as drop-shipped at locations throughout Broward, Miami-Dade, and coastal Palm Beach counties. Web and print ads are placed in national, regional, and local media, publications, and web sites, and free ads are provided in return for our providing in-kind promotion. We anticipate utilizing major media including Here Media, Sun-Sentinel, The Miami Herald, New Times Broward-Palm Beach, Miami New Times, WLRN-FM, It's Happening Out, The Advocate, Passport Magazine, Hotspots, South Florida Gay News, Wire Magazine, Edge Media, OutClique Magazine, New Tropic, OUTcoast Media, Pink Banana Media, Miami Art Scene, Tampa Bay Gay, Gay Ad Network, Gayborhood, Wilton Live!, and Go Riverwalk Magazine. We'll also have listings on many online calendars, from Broward's ArtsCalendar.com to the International Gay and Lesbian Travel Association.

On television, Comcast will continue their media sponsorship, which will include running 30-second public-service ads which will be broadcast over 3,000 times throughout South Florida on cable networks such as Bravo, CNN, Lifetime, HGTV, VH-1, Comedy Central, A&E, The Food Network, and E!; we will reach over 950,000 people thanks to Comcast's generosity. Also, NBC-6 South Florida will feature us on their local news programs' editorial segments, as well as interview our Board Chair and Executive Director on two "6 In The Mix" segments. And other television and radio stations have also expressed an interest in our festivals through 2024.

We're also continuing to expand our efforts in e-marketing and social media. We employ regular email blasts and utilize a continuing Google Ad Grant. We create Facebook events, boosted posts, and targeted ads, and employ a Facebook marketing assistant who monitors our account. Facebook content crosses over to Instagram where it gets widely shared. We've also contracted with several firms to optimize those efforts: 300Bees LLC manages our paid advertising in Google search and website SEO (search engine optimization); and Velocity Social Media LLC manages our strategies for the Facebook and Instagram ad campaigns. Twitter is also a component of this mix, where we bring in an intern to actively use, promote, and engage with users. These modern efforts are layered on top of continuing older but still useful components such as palm cards, posters, and an "On-The-Go Guide".

For P.R., we plan to contract a local firm to serve as our press liaison and use their proprietary lists of media contacts to assist in garnering attention from online, print, radio, and television outlets, both locally and nationally, as well as their celebrity contacts for OUTshine mentions on

their social media feeds. And for the most personal touch we have a dynamic and diverse Board of Directors, consisting of key community leaders spread across both Broward and Miami-Dade counties, that are responsible for increasing festival awareness, membership, and screening attendance, and who draw from their networks in South Florida and beyond.

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

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 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.

From the perspective of an LGBTQ-oriented cultural organization, it is especially important to us to set the best possible example of acceptance, inclusiveness, and accommodation, and we are 100% committed to ensuring that our programs are fully accessible to all.

Our office location is A.D.A.-compliant, and in fact was upgraded to be so after a self-evaluation several years ago. Our website has links on its home page, both through a dropdown menu near the top and a direct link at the bottom, which go to our A.D.A. page. That page, located at <https://www.outshinefilm.com/ada>, has individual tabs customized for our Fort Lauderdale and Miami festivals, so that we can describe transportation/mobility options that are specific to each location. The A.D.A. page also fully describes our accessibility policies and procedures, and a page scan is included in our "Accessibility" support document attachment. As the page states, we proactively support and advocate A.D.A. accessibility guidelines, we're an Equal Employment Opportunity employer, and we ensure that our programs and facilities are accessible to all.

Each season our comprehensive Program Guide is scanned and linked to our home page and may be viewed by patrons on their computers via any browser. In this way, based on personal requirements, the Guide can be accessed to accommodate people with vision or other physical impairment. Host sites presenting programs are required to be in compliance with A.D.A. guidelines, and a page scan of our "Venues" web page with approved A.D.A. symbols (<https://www.outshinefilm.com/venues>) is also included in the support materials. We provide each host venue with program notes in a minimum of 16-point type, and can provide enlarged program notes upon request to individuals with impaired vision.

For patrons with specific accommodation and special requests, they are advised to please contact our office at least 72 hours in advance so that we have ample time to work to accommodate them and provide the best possible service. For the hearing impaired with requests for American Sign Language interpretation or an Assistive Listening Device, they are advised to please contact our office at least 5 days in advance. Special requests or questions are guided via a phone number and direct email address published on the web page to our A.D.A. Director, who is our Executive Director, an indication of the seriousness of our level of commitment.

Prior to the commencement of each festival, we conduct training sessions with new and continuing seasonal staff and volunteers who will be present at our venues, which contain a module that specifically discusses accessibility issues and how to be as helpful as possible. They are further instructed that for any situations that have not been anticipated, they are to directly and immediately call our A.D.A. Director (Executive Director).

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

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

Mark Gilbert

4. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 6/1/2023

5. What efforts has your organization made to provide programming for all? (2000 characters)

We have instituted a program to increase access to, and participation by, traditionally underrepresented populations. This is our “QTPOC OUTreach” program. QTPOC is an acronym for “Queer and Trans People of Color”, and the program represents an acknowledgment that this segment of our society, who are featured in or who are the primary focus of quality films that typically are not widely distributed, can and should be marketed to more effectively than we have in the past. In this way they can participate more fully in our festivals, and more traditional festival patrons can view these films and engage with this part of the community. Specifically, this program focuses on evaluating, procuring, and programming the films; targeted marketing outreach; coordinating with relevant local nonprofit community partner organizations (such as TransSocial, TransArt, The Alliance for LGBTQ Youth, Survivors' Pathway, Arianna's Center, and others); and establishing both physical and virtual post-screening Q&A and panel discussions.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

Our organization was founded on April 1, 1998, by Emmy Award-winning filmmaker Robert Rosenberg, with the help of a grant from the NEA. During the inaugural festival in July of 1999, the "Miami Gay and Lesbian Film Festival" showcased 24 feature-length and short films over five days. In 2009, we expanded to launch the "Fort Lauderdale Gay & Lesbian Film Festival" as an autumn four-day event. In 2017, we unified the two annual festivals under the "OUTshine" banner while maintaining unique content for the respective Miami and Fort Lauderdale editions. Nearly 24 years since the organization's founding, the annual festival programming has grown to show 120+ films over 11 days in Miami and 8 days in Fort Lauderdale, along with 3 monthly "Glow" screenings in each city, 11 additional free community screenings in Miami Beach, and an annual Oscar viewing party with live entertainment in Broward.

When COVID-19 created unprecedented worldwide challenges for community gatherings, OUTshine responded by initiating state-of-the-art virtual festival events that not only enabled us to continue screening exceptional films, but vastly expand participation from filmmakers and actors while opening up our screenings to people to view from anywhere in the State of Florida. Our festivals are the largest LGBTQ+ cultural arts events in South Florida as we bring together the best in film, talent, and community. Over 175,000 people have attended a festival screening, gathering, or event, and we remain one of South Florida's longest-serving cultural organizations. Among its many accolades, our festivals have been named "Best Film Festival" by the Miami New Times, "Best Gay & Lesbian Event in South Florida" by CityLink, and we've received multiple accolades and commemorations from Miami-Dade County, the City of Miami Beach, and the City of Fort Lauderdale, exemplifying our reach throughout the broader arts communities of South Florida.

2. Fiscal Condition and Sustainability (2000 characters)

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.

Our organization is debt-free and a reserve fund ensures sufficient liquidity at all times. Our membership dues income and number of memberships are steadily approaching pre-pandemic levels. Membership is an important metric because it represents a financial commitment-and source of funds-which is conveyed to us prior to the start of each season's festival, and comes with virtually no associated financial costs to the organization. It also is an extremely strong indicator of the level of satisfaction and confidence which patrons have towards the festival because the membership requires upfront payment for benefits that will be unfolding over the course of the enrollment. And because membership entitles the purchaser to obtain discounted, but not necessarily complimentary, tickets for films and events, it's a strong indicator of what the overall level of demand is likely to be for our films over the coming months.

Ticket sales for our most recently completed year of festivals were stable, as were corporate sponsorships. Government and foundation grant awards constitute a third of our annual revenue. Given the overall year-to-year volatility of sponsorships and grants, it continues to be vital for our organization to proactively seek out all sources of funds for which we are qualified. There is a strong interest in continuing to grow our festivals by enhancing our offerings, in aspects such as the films whose screening fees we can accommodate, the filmmakers who we can bring in to discuss their work, and the profiles of our venues. To the extent that our funding is maximized, these goals can be attained. To the extent that our funding falls short of the ideal level, the preceding variables can be reduced so that our budget allows us to continue to operate at breakeven or a small surplus that can be used as a reserve for the subsequent fiscal year.

3. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$100,867	\$150,000	\$150,000
2. Personnel: Programmatic			
3. Personnel: Technical/Production	\$54,000	\$54,000	\$54,000
4. Outside Fees and Services: Programmatic	\$23,978	\$50,000	\$50,000
5. Outside Fees and Services: Other	\$92,161	\$99,600	\$99,600
6. Space Rental, Rent or Mortgage	\$42,251	\$50,000	\$50,000
7. Travel	\$14,495	\$19,600	\$19,600
8. Marketing	\$63,460	\$106,779	\$106,779
9. Remaining Operating Expenses	\$82,309	\$110,375	\$110,375
A. Total Cash Expenses	\$473,521	\$640,354	\$640,354
B. In-kind Contributions	\$80,000	\$135,000	\$139,400

Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
C. Total Operating Expenses	\$553,521	\$775,354	\$779,754
10. Revenue: Admissions	\$58,992	\$69,000	\$69,000
11. Revenue: Contracted Services			
12. Revenue: Other	\$9,359	\$9,375	\$10,000
13. Private Support: Corporate	\$107,170	\$151,500	\$165,000
14. Private Support: Foundation	\$30,024	\$55,000	\$65,000
15. Private Support: Other	\$106,236	\$160,000	\$162,254
16. Government Support: Federal			
17. Government Support: State/Regional	\$25,000	\$25,000	\$25,000
18. Government Support: Local/County	\$124,900	\$170,479	\$148,500
19. Applicant Cash	\$12,036		
D. Total Cash Income	\$473,717	\$640,354	\$644,754
B. In-kind Contributions	\$80,000	\$135,000	\$139,400
E. Total Operating Income	\$553,717	\$775,354	\$784,154

5. Additional Operating Budget Information (1000 characters)

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."

This budget includes both the Miami Edition and the Ft Lauderdale Editions of the Outshine LGBTQ Film Festival.

The Proposal Budget is only for the Ft Lauderdale Edition.

6. 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

7. Hours *

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

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

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

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

Save each individual line within the budget.

To update budget totals, save each page.

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).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$0	\$35,000	\$0	\$35,000
2	Marketing & Graphics	\$0	\$26,000	\$0	\$26,000
3	Seasonal Employees	\$0	\$10,000	\$0	\$10,000
4	Payroll Taxes	\$0	\$9,000	\$0	\$9,000
Totals:		\$0	\$80,000	\$0	\$80,000

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Festival Manager	\$0	\$13,250	\$0	\$13,250
2	Seasonal on-site staff	\$0	\$2,000	\$0	\$2,000
Totals:		\$0	\$15,250	\$0	\$15,250

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Programming Director	\$10,000	\$10,000	\$0	\$20,000
2	Artist Fees (screening fees)	\$7,500	\$7,500	\$0	\$15,000
Totals:		\$17,500	\$17,500	\$0	\$35,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Grant Writing	\$0	\$15,000	\$0	\$15,000
2	Finance Manager	\$0	\$4,800	\$0	\$4,800
3	CPA	\$0	\$3,000	\$0	\$3,000
Totals:		\$0	\$22,800	\$0	\$22,800

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Theatre Rental	\$19,000	\$0	\$19,000
Totals:		\$19,000	\$0	\$19,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Filmmaker Airfare	\$3,000	\$0	\$3,000
Totals:		\$10,000	\$0	\$10,000

#	Description	Cash Match	In-Kind Match	Total
2	Hotel	\$4,000	\$0	\$4,000
3	Filmmaker Transportation	\$1,500	\$0	\$1,500
4	Staff Parking & Mileage	\$1,500	\$0	\$1,500
Totals:		\$10,000	\$0	\$10,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising & Social Media	\$0	\$15,000	\$25,000	\$40,000
2	Public Relations	\$0	\$7,500	\$7,500	\$15,000
3	Festival & Community Outreach	\$0	\$3,000	\$0	\$3,000
4	Other (Web Site Development, Photography, etc.)	\$0	\$3,000	\$0	\$3,000
5	Printed Materials	\$7,500	\$2,700	\$5,000	\$15,200
Totals:		\$7,500	\$31,200	\$37,500	\$76,200

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Event Production Expenses	\$0	\$15,000	\$0	\$15,000
2	Ticketing & Membership Processing Fees	\$0	\$5,500	\$0	\$5,500
3	Insurance	\$0	\$2,900	\$0	\$2,900
4	Utilities (electric, internet, phone, etc.)	\$0	\$2,500	\$0	\$2,500
5	Shipping, Mailing, Delivery	\$0	\$2,100	\$0	\$2,100
Totals:		\$0	\$42,750	\$0	\$42,750

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
6	Audio-Video Equipment Rental	\$0	\$2,500	\$0	\$2,500
7	Software & Cloud Subscriptions & Services	\$0	\$1,250	\$0	\$1,250
8	Other (office supplies & maint., payroll processing, etc.)0	\$0	\$11,000	\$0	\$11,000
Totals:		\$0	\$42,750	\$0	\$42,750

2.10. Amount of Grant Funding Requested:

\$25,000

2.11. Cash Match:

\$238,500

2.12. In-Kind Match:

\$37,500

2.13. Match Amount:

\$276,000

2.14. Total Project Cost:

\$301,000

3. 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.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Festival ticket sales	\$38,000	\$38,000
Totals:		\$0	\$38,000

3.2. Revenue: Contracted Services ***3.3. Revenue: Other ***

#	Description	Cash Match	Total
1	Filmmaker Submissions	\$2,000	\$2,000
2	Interest	\$1,000	\$1,000
Totals:		\$0	\$3,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Gilead	\$20,000	\$20,000
2	Other Corporate	\$42,000	\$42,000
Totals:		\$0	\$62,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	AIDS Healthcare Foundation	\$7,500	\$7,500
2	Our Fund	\$10,000	\$10,000
3	Funding Arts Broward	\$7,500	\$7,500
4	Broward Community Foundation	\$35,000	\$35,000
Totals:		\$0	\$60,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual Donations	\$15,000	\$15,000
2	Membership Dues	\$40,000	\$40,000
Totals:		\$0	\$55,000

3.7. Government Support: Federal *

3.8. Government Support: Regional ***3.9. Government Support: Local/County ***

#	Description	Cash Match	Total
1	Broward County CAC	\$12,500	\$12,500
2	City of Ft. Lauderdale	\$8,000	\$8,000
Totals:		\$0	\$20,500

3.10. Applicant Cash ***3.11. Total Project Income:**

\$301,000

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	8%
B.	Cash Match	\$238,500	\$238,500	79%
	Total Cash	\$263,500	\$263,500	87%
C.	In-Kind	\$37,500	\$37,500	12%
	Total Proposal Budget	\$301,000	\$301,000	99%

4. Additional Proposal Budget Information (optional) (1000 characters)

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.

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.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
FL-Substitute-W9-MGLFF-2022.pdf	33 [KB]	6/20/2023 10:51:11 AM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
990-MGLFF-2021.pdf	154 [KB]	6/20/2023 10:55:41 AM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
FTL_Letters_of_Support_OUTshine_2023.pdf	Letters of Support	Letters of support from Ft. Lauderdale Mayor Dean Trantalis, Wilton Manors City Commissioner Don D'Arminio, and Director and Screenwriter Lisa Donato	160 [KB]		View file
FTL Program Book 2022 - OUTshine.pdf	2022 Ft. Lauderdale Festival Program Book	Program book from most recent Ft. Lauderdale film festival	107780 [KB]		View file
Key Staff Brief Bios 23-24 OUTshine.pdf	Staff Biographies	Brief bios of key OUTshine staff members	266 [KB]		View file
BOD-MGLFF-2023.pdf	2023 Board List	List of current Board of Directors	100 [KB]		View file
ShinyShrimps-SMALL.mp4	Trailer - The Shiny Shrimps Strike Back / La Revanche des Crevettes pailletées (2022 film))	Example of previous work	41048 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
OUTshine 14th Annual FTL Festival Trailer.mp4	Trailer - OUTshine 14th Annual LGBTQ Film Festival — Ft. Lauderdale Edition	Promotional video for most recent Ft. Lauderdale OUTshine film festival	164813 [KB]		View file
the_blue_caftan_-_teaser_1 (1080p).mp4	Trailer - The Blue Caftan (2022 film)	Example of previous work	11806 [KB]		View file
OutShine Report 2022.pdf	PR Report	PR Coverage for 2022 FTL Festival	5387 [KB]		View file
Photo Sets - 14th Annual OUTshine Festival FTL.pdf	Event Photos	Photos from most recent in-person FTL Film Festival (2022)	4681 [KB]		View file
A.D.A. & venues pages w. symbols.pdf	ADA Accessibility and Symbols	Descriptions of our AADA policies, venues, and accessibility information	464 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

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

1. Notification of International Travel

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

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; 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 65-0830266 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 Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; 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

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

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

2.1. Signature (Enter first and last name)

Mark Gilbert

