Miami Dade College

Project Title: Miami Book Fair Year Round 2024-2025

Grant Number: 25.c.ps.110.230

Date Submitted: Friday, July 21, 2023

Request Amount: $117,580.00

A. Cover Page Page **1** of **12**

Guidelines

Please read the current Guidelines prior to starting the application: General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Literature

Proposal Title: Miami Book Fair Year Round 2024-2025

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: MiamiDade

k. UEI: MMNSTLD3HF48

l. Fiscal Year End Date: 06/30

1. Grant Contact *

First Name
Delia

Last Name
Lopez

Phone   305.237.3758
Email   dlopez@mdc.edu

2. Additional Contact *

First Name
Lissette

Last Name
Mendez

Phone   305.237.7899
Email   lmendez@mdc.edu

3. Authorized Official *

First Name
Malou

Last Name
Harrison

Phone 305.237.3803
Email mharriso@mdc.edu

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**

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) *

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

2. 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.

MBFYR will celebrate its 23rd season in 2024-2025. Funding is requested to support the following components:

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 NEA
3. Creative Writing Program, continuing education creative writing courses and workshops
4. Generation Genius, literacy and learning initiatives for children and teens
5. Books for Free, a community-wide effort designed to encourage children and parents to read together by placing bookshelves with free books in multiple locations throughout S. FL
6. Paz Prize for Poetry, an award program that recognizes a previously unpublished book written in Spanish by a poet residing in the US
7. 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
8. Storybook Picnic/Picnic de Libros, an afternoon for kids and families to enjoy reading together, listening to storytellers, attending children's theater performances and live music performances, and participating in hands-on art projects
9. ReadCaribbean, a comprehensive Haitian/Caribbean literary and cultural series that includes author readings; creative writing workshops; events for children to include folkloric storytelling and art-making activities inspired by Haitian and Caribbean stories; film screenings; and music and dance performances
10. Speak Up: Teen Creative Writing and Performance Program supports the artistic, creative, and professional growth of teens through writing and spoken word performance
11. MBF'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
12. Little Haiti Book Festival, a comprehensive Haitian literary and cultural event held over two days during Haitian Heritage Month, presented in partnership with Sosyete Koukouy, Libreri Mapou and the Little Haiti Cultural Center

MBFYR events are ongoing, many taking place monthly. See attachments for complete list of MBFYR Season Activities.

2.1. Programming 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.

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

To identify potential sources of funding and secure funds for specific programs

2.2. 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 2024-2025. Events offered in-person or delivered digitally through the MiamiBookFairOnline.com platform.
2. Continue to present a balanced program to include workshops and author presentations featuring both emerging and established writers of fiction, non-fiction and poetry during fiscal year 2024-2025;
3. Continue to refine the online platform (i.e., better engineered, better executed streams, improved closed captioning and subtitling options) in order to enhance the virtual programming experience.
4. Continue to present literacy-focused initiatives designed to foster dialogue in the community and enhance the reading skills of children and adults;
5. Increase number of outreach programs targeting special groups in South Florida by 5%;
6. Increase access to free books by filling 77 existing bookshelves;

7. **Develop minimum of two collaborative relationships with cultural organizations and/or academic institutions in fiscal year 2024-2025; and**
8. **Explore creative funding options and ways to generate income and support for events.**

2.3. 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 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 bookshelves 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 strong, interactive website.**

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.

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

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 partners with Centro Cultural Español, a Miami-based non-profit organization that aims to promote and foster cultural cooperation/exchange, support the International Book Day Celebration (Dia del Libro), a day-long celebration honoring Cervantes and Don Quixote.

Our various institutional partners, including Miami Dade College (MDC) where MBFYR is housed, and sister cultural organizations (Live Arts Miami, Miami Film Festival, Museum of Art and Design), assist with promotion. National partners such as the National Book Foundation and National Poetry Series, contribute to our national reach and emphasis on excellence in programming. MBFYR collaborates with the National Poetry Series to present The Paz Prize for Poetry.

Additionally, MBFYR joins forces with a variety of partners throughout the county to present First Draft: A Literary Social. MBFYR activities are promoted through print, broadcast, and electronic media with local, state, and national partners.

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

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?

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. Over the years, the Miami Book Fair Year Round has used participant, author, exhibitor and media feedback to adjust, modify, and improve the event. 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.

MBFYR staff and its Advisory Board continually evaluate all components of the annual event including the following:

- 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.

- **Books for Free program - we seek both formal and informal feedback from bookshelf site partners and parents and conduct site observations.**
- **Big Read programs - we provide surveys via email to ask for participant input.**
- **Analyze the traffic and compare the number of hits on our two websites (www.miamibookfair.com and MiamiBookFairOnline.com). By adopting a hybrid approach, our online programming allows us to maximize participation at our events to include participants from around the state, nation and world.**

Participant feedback is collected at the conclusion of each programming activity. Staff meet to review collected information 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 progress made to meet MBFYR goals and objectives which ultimately inform our programming for the next year.

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?
47100

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

100

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

100

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

12,000

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

1,000

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

34,000

6. How many artists will be directly involved?

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

6.1. Number of artists directly involved?

100

6.2. Number of Florida artists directly involved?

20

7. 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.

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

☑ **No specific racial/ethnic group**

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

☑ **No specific age group.**

7.3. Underserved/Distinct Groups: *

☑ **No specific underserved/distinct group**

8. 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.

Miami-Dade County is Florida's largest county with an estimated 2.7 million inhabitants per the 2020 Decennial Census. The county is highly diverse with 69.1% of residents identifying as Hispanic, 17.7% Black, and 12.9% White. Miami-Dade is home to many immigrants from Latin America and the Caribbean, with 54% of residents being foreign born. An estimated 75% of the county's residents, ages 5 and above, speak a language other than English at home. The median household income (in 2021 dollars) is $57,815 with an estimated 15.2% 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.

With the onset of the coronavirus pandemic in 2020, MBFYR transitioned from its traditional in-person events to online programming through various digital platforms. As conditions have evolved over the past three years, MBFYR has developed a hybrid format that has allowed us to maintain flexibility in terms of COVID-19-related conditions. Importantly, by offering online programming, we have been able to serve audiences from around the state, nation and world, a true silver lining of the pandemic.

We strive to serve diverse audiences of all ages – children, youth, college students, adults, and senior citizens and provide programming designed to appeal to a multitude of ethnic and demographic groups. We reach out to underserved groups including those who are disabled, reluctant readers and English language learners.

9. 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.

Each year, we continuously work to expand our 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.

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

☑ Miami-Dade

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

☑ Broward
☑ Miami-Dade
☑ Monroe
☑ Palm Beach

12. 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.

Based on the successful use of virtual programming over the past several years, the 2024-2025 Miami Book Fair Year Round Season will continue to be hybrid with both in-person events and virtual programming, capitalizing on the advantages of both delivery options. Through the online platform, we have been 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.

While most events will be held in-person, select events will be presented online through the platform MiamiBookFairOnline.com. Programs such as Speak up: Teen Creative Writing and Performance Program have proven to be very successful online. Teens have been able to consistently participate from anywhere in Miami-Dade County, without restrictions due to transportation issues. First Draft is now offered both in person and online which has been popular with participants. For the Big Read program, depending on the author and possible travel restrictions, we have presented both in-person and online.

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 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.

13. 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.

Economic Impact. Miami Book Fair Year Round serves the estimated 2.7 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 20 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 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.

Literacy-Focused Initiatives. MBFYR's literacy-focused programs such as The Big Read, Generation Genius initiatives, and Books for Free support our key goal to promote reading. Working with local media, libraries, public and private schools, and cultural and civic organizations, MBFYR has hosted multiple communitywide reads targeting youth and adults. Books for Free focuses on providing children from birth to eight years old with access to new and gently used books to encourage reading.

14. **Marketing and Promotion**

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

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

14.2. **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?

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 hosts two websites: 1) www.miamibookfair.com, an important promotion tool which lists in-depth program descriptions, including Spanish-language and Creole/French events, and programming updates; and 1) MiamiBookFairOnline.com (MBFO), our robust online platform. MBFYR staff are working to create a unified experience between both websites to optimize digital advertising budgets, retain users, and deploy automated communications. MBFYR also appears on the MDC website at www.mdc.edu.

Over the past decade, MBFYR has incrementally increased its presence and marketing through social media with outreach through Twitter, Facebook, Instagram and YouTube. 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 connected 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.

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 - 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.

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, MBFO 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. Closed captioning is included for virtual programming when possible.

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, Brightline, 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 MDC 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 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.

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?
Ms. Cindy Lau Evans, Director, Office of Equity Opportunity & ADA Coordinator

4. Section 504 Self Evaluation

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

○ Yes, the applicant completed the Abbreviated Accessibility Checklist.

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

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

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

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. In fact, the mission statement includes this purpose: "to engage our community through inclusive, accessible, year-round programs that promote reading and support writers throughout South Florida."

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 Little Haiti Book Festival, Miami Book Fair partners with Sosyete Koukouy, a Haitian cultural arts group in Miami, Libreri Mapou and the Little Haiti Cultural Center to present a comprehensive Haitian literary and cultural event over two days during Haitian Heritage Month.

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.

Founded in 1960, Miami Dade College (MDC) is a multi-campus, state-supported college that offers more than 150 degree options through its eight campuses and major outreach centers. Each year, the College serves more than 120,000 students in both credit and non-credit courses in Miami-Dade County.

Miami Dade College established the Florida Center for the Literary Arts in 2001 (later renamed Miami Book Fair Year Round) as a college-wide academic and cultural initiative that promotes the appreciation of literature in all forms and engages South Florida's diverse community in an exchange of ideas. It was designed to serve both college students and residents of Miami-Dade County. Full programming began in January 2002.

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

As a department of Miami Dade College, Miami Book Fair Year Round at MDC (MBFYR) is an umbrella organization producing literary programming that embraces authors and writing, reading and literacy, and the successful book fair. MBFYR is housed at the Wolfson Campus in downtown Miami, and staff members work closely with administration and faculty on all campuses to plan and implement activities. Other MDC departments such as Marketing, Media Relations and Media Services provide year-round support to staff.

Outreach to the community consists of reading campaigns and book discussions, writing workshops, author presentations, panel discussions, master classes, and much more. MBFYR collaborates with cultural and educational institutions in South Florida and throughout the State to create innovative or theme-based initiatives year-round.

The creation of the literary center reflects Miami Dade College's commitment to inspire students, as well as to serve the community by promoting the craft and power of the written word.

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.

MBFYR is a department of Miami Dade College (MDC), a state-supported institution of higher education with an annual operating budget of more than $400 million in 2022-2023. 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/June 2023, total monies in the endowment account were approximately $1,495,839.

Ensuring sustainability of Miami Book Fair Year Round informs the decision-making by the Advisory Committee and staff. MBFYR's current five-year strategic plan is being used as a management tool to organize action through prioritized objectives and as a fundraising and marketing tool. The plan is 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 regularly seeks and receives funding from other sources including the Miami-Dade County Department of Cultural Affairs, National Endowment for the Arts, The Children's Trust, Knight Foundation, The Green Family Foundation, Pérez CreARTE Grant Program, and Florida Humanities.

3. **Completed Fiscal Year End Date (m/d/yyyy) ***   6/30/2022

4. Operating Budget Summary

	Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	$459,390	$464,927	$473,342
2.	Personnel: Programmatic			
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	$128,970	$183,280	$132,650
5.	Outside Fees and Services: Other	$442,474	$441,660	$525,440
6.	Space Rental, Rent or Mortgage			
7.	Travel	$6,901	$45,921	$39,115
8.	Marketing	$30,640	$87,974	$102,035
9.	Remaining Operating Expenses	$46,452	$95,482	$103,323

A.	Total Cash Expenses	$1,114,827	$1,319,244	$1,375,905
B.	In-kind Contributions	$61,000	$82,000	$115,816
C.	Total Operating Expenses	$1,175,827	$1,401,244	$1,491,721
	Income	**Previous Fiscal Year**	**Current Fiscal Year**	**Next Fiscal Year**
10.	Revenue: Admissions	$7,241	$28,000	$8,000
11.	Revenue: Contracted Services			
12.	Revenue: Other			
13.	Private Support: Corporate	$4,600		
14.	Private Support: Foundation	$111,000	$95,000	$104,875
15.	Private Support: Other	$80		
16.	Government Support: Federal	$20,000	$20,000	$20,000
17.	Government Support: State/Regional	$529,257	$573,474	$572,474
18.	Government Support: Local/County	$426,304	$542,474	$572,474
19.	Applicant Cash	$16,345	$60,296	$60,056
D.	Total Cash Income	$1,114,827	$1,319,244	$1,337,879
B.	In-kind Contributions	$61,000	$82,000	$115,816
E.	Total Operating Income	$1,175,827	$1,401,244	$1,453,695

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."

As per the General Program Support Grant Guidelines for 2024-2025, state funds awarded to Miami Dade College that support MBF are not included in the Proposal Budget.

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	Books for Free Grant Coordinator and Relations Coordinator	$0	$145,476	$0	$145,476
2	MDC Marketing Staff Support	$0	$0	$5,500	$5,500
3	Books for Free Volunteers	$0	$0	$7,300	$7,300
	Totals:	$0	$145,476	$12,800	$158,276

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	**Honoraria for Visiting Authors**	$0	$132,650	$0	$132,650
	Totals:	$0	$132,650	$0	$132,650

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	**Consultant and Contractual Services**	$117,580	$397,378	$0	$514,958
	Totals:	$117,580	$397,378	$0	$514,958

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	**Use of Community Facilities for Literary Outreach Activities**	$0	$8,000	$8,000
	Totals:	$0	$8,000	$8,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	**In-County Travel for Books for Free Drivers**	$0	$3,900	$3,900
	Totals:	$0	$3,900	$3,900

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	**Advertisement**	$0	$93,500	$15,000	$108,500
2	**Advertising Print**	$0	$8,725	$0	$8,725
	Totals:	$0	$102,225	$15,000	$117,225

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Educational Materials	$0	$69,778	$76,116	$145,894
	Totals:	$0	$69,778	$76,116	$145,894

2.10. Amount of Grant Funding Requested:

$117,580

2.11. Cash Match:

$847,507

2.12. In-Kind Match:

$115,816

2.13. Match Amount:

$963,323

2.14. Total Project Cost:

$1,080,903

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	Workshop Fees	$8,000	$8,000
	Totals:	$0	$8,000	$8,000

3.2. Revenue: Contracted Services *

3.3. Revenue: Other *

#	Description	Cash Match	Total	
1	Cash On Hand	$89,507	$89,507	
	Totals:	$0	$89,507	$89,507

3.4. Private Support: Corporate *

3.5. Private Support: Foundation *

#	Description	Cash Match	Total	
1	Foundation Support	$140,000	$140,000	
	Totals:	$0	$140,000	$140,000

3.6. Private Support: Other *

3.7. Government Support: Federal *

3.8. Government Support: Regional *

3.9. Government Support: Local/County *

#	Description	Cash Match	Total	
1	Miami-Dade County Cultural Affairs-Cultural Advancement	$160,000	$160,000	
2	The Children's Trust	$450,000	$450,000	
	Totals:	$0	$610,000	$610,000

3.10. Applicant Cash *

3.11. Total Project Income:

$1,080,903

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	$117,580	$117,580	11%
B.	Cash Match	$847,507	$847,507	78%
	Total Cash	$965,087	$965,087	89%

Line	Item	Expenses	Income	%
C.	In-Kind	$115,816	$115,816	11%
	Total Proposal Budget	$1,080,903	$1,080,903	100%

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.

As per the General Program Support Grant Guidelines for 2024-2025, state funds awarded to Miami Dade College that support MBF are not included in the Proposal Budget.

I. Attachments and Support Materials Page **9** of **12**

Complete the support materials list using the following definitions.

- **Title: A few brief but descriptive words. Example: "Support Letter from John Doe".**
- **Description: (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.**
- **File: The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.**

Content Type	Format/extension	Maximum size
Images	**.jpg, .gif, .png, or .tiff**	**5 MB**
documents	**.pdf, .txt, .doc, or .docx**	**10 MB**
audio	**.mp3**	**10 MB**
video	**.mp4, .mov, or .wmv**	**200 MB**

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

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9 MDC 2023.pdf	**34 [KB]**	**6/14/2023 11:56:29 AM**	**View file**

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
Federal 990 Form-Not Applicable.pdf	**30 [KB]**	**6/15/2023 11:59:22 AM**	**View file**

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
MBF Org Chart February 2023.pdf	**Miami Book Fair Organizational Chart**		**88 [KB]**		**View file**
MBFYR 2023-24 Marketing Synopsis.pdf	**MBFYR 2023-24 Marketing Synopsis**		**118 [KB]**		**View file**
MBFYR Evaluation Tools.pdf	**MBFYR Evaluation Tools**		**9 [KB]**		**View file**
MBFYR Online Links & Resources.pdf	**MBFYR Online Links & Resources**		**187 [KB]**		**View file**
MBFYR 2024-2025 Season Activities.pdf	**MBFYR 2024-2025 Season Activities**		**208 [KB]**		**View file**
2023-2024 MBF In-kind Details.pdf	**MBF In-kind Details 2023-2024**		**9 [KB]**		**View file**
Emerging Writers Fellowship Highlights.pdf	**Emerging Writers Fellowship Highlights**		**385 [KB]**		**View file**
MDC Board of Trustees 2023.pdf	**Miami Dade College Board of Trustees**		**99 [KB]**		**View file**

2.1.

J. Notification of International Travel

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 59-1210485 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 Dade College and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)
Malou Harrison