

Borscht Corp

Project Title: Borscht Film Festival - General Program Support

Grant Number: 20.c.ps.109.762

Date Submitted: Monday, July 16, 2018

A. Cover Page Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2019-2020 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Media Arts

Proposal Title: Borscht Film Festival - General Program Support

B. Contacts (Applicant Information) Page 2 of 10

Applicant Information

- a. **Organization Name:** Borscht Corp 
- b. **FEID:** 27-4721945
- c. **Phone number:** 305.343.0982
- d. **Principal Address:** 155 S Miami Ave, Miami, 33130
- e. **Mailing Address:** 155 S Miami Ave Miami, 33130
- f. **Website:** borsc.ht
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Cultural Organization
- i. **County:** Miami-Dade
- j. **DUNS number:** 071222359

1. Grant Contact *

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2. Additional Contact *

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3. Authorized Official ***First Name**

Lauren

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

Organization - Nonprofit

Institution Type

Fair/Festival

Applicant Discipline

Media Arts

5. Department Name

C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *

- Public Entity
- Nonprofit, Tax-Exempt
- Solo or Individual artists or unincorporated performing company
- Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- Yes (required for eligibility)
- No

3. Do proposed activities occur between 7/1/2019 - 6/30/2020? *

- Yes (required for eligibility)
- No

4. How many years of completed programming does the applicant have? *

- Less than 1 year
- 1-2 years
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Excellence Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 500.) *

Borscht is a nonprofit with the simple mission to redefine cinema in Miami. We think our city is more interesting than the way it is usually depicted in movies, so we make our own films that tell unique Miami stories and provide a global stage for pioneering (often female, Latin-American, African-American, and Afro-Caribbean) identities in film.

Through film commissions, web projects, fellowship programs, film festivals & events through the year, Borscht empowers Miami's vibrant multicultural community with a new model for cultivating voices that expands the roles we see ourselves in both on & off screen.

2. Proposal Description

Describe the project or program for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Goals, Objectives, and Activities - (Maximum characters 5000.)

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

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

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

Funds will support year-round programming for Borscht Film Festival throughout Miami-Dade County. Borscht Film Festival will produce a fellowship program; guest filmmaker talks; dynamic, site-specific screenings of independent & local films; short film commissions; and the Borscht FLASH Festival, a four-day film festival with an audience reach of over 7.3 million that empowers locals to tell their culturally-diverse stories and offers a global platform on which to share them.

Goal 1: Cultivate, showcase, & preserve South Florida's diverse cultural voice to advance the region's sense of place for residents and tourists.

- **Objective 1.a:** Provide funding and support for the production and distribution of more than 30 original film commissions and transmedia projects by artists from, residing in, or engaging with the identity of Miami in some capacity.
- **Objective 1.b:** Produce over 6 cutting-edge screenings as well as a four-day FLASH festival across Miami-Dade to showcase local stories.
- **Objective 1.c:** Grow the archive of local films at the University of Miami Special Collections, one of the largest depositories of independent media, by 30% or more by June 2020.

Goal 2: Develop South Florida's identity as a thriving center for independent cinema and innovative projects to brand our community as a major cultural destination.

- **Objective 2.a:** Maintain the unprecedented run of films by Latin American & Caribbean Borscht artists from South Florida premiering at Sundance Film Festival through Q2 2020.
- **Objective 2.b:** Multiply the local, national, & international press Borscht's independent filmmaking in South Florida receives 1.5x by June 2020.

Goal 3: Provide an avenue for local artists to gain both exposure and financial support to advance South Florida's creative economy.

- **Objective 3.a:** Boost the quantity of funding Borscht offers local filmmakers through our open-call for commissions by 50% by June 2020.
- **Objective 3.b:** Showcase works by local artists in a minimum of 70% of grant programs.
- **Objective 3.c:** Amplify the total film festival acceptances as well as funding for festival submission support provided to Borscht filmmakers 1.3x by June 2020.

Goal 4: Solidify a nontraditional development pipeline to enhance education and leadership through arts and culture in South Florida.

- **Objective 4.a:** Grow the quantity of participants in Borscht's fellowship program 35% by Q2 2020.
- **Objective 4.b:** Increase the programming helmed by Borscht fellows 1.4x by June 2020.

ACTIVITIES

Fellowship Program

Borscht's fellowship program is a hands-on educational initiative designed for 360° development in film and grassroots operation management. The program's curriculum is rooted in experiential learning, ranging from infrastructure/preproduction to production, event management, and post-production with the goal that by the end of the program fellows have enough experience and connections to run their own productions, film festivals, small businesses, and other endeavors. In this capacity, each fellowship cycle aims to contribute to a greater ecosystem of artists and organizers engaged with our community.

Guest Filmmaker Talks

Borscht's bi-monthly "Show and Tell" Guest Filmmaker Series brings renowned and seasoned filmmakers from all over the country to Miami to discuss the motivations and process behind their work, providing our local community with an opportunity to dialogue with industry experts. Borscht's 2019-2020 roster of internationally-acclaimed artists includes Eric Wareheim, Janicza Bravo, Amy Seimetz, Terence Nance, and Benh Zeitlin.

Borscht Nites

A series of site-specific, immersive screenings that occur on a bi-monthly basis. Each Borscht Nite will take place at an idiosyncratic venue and screen a classic feature film alongside new work by local filmmakers with interactive or experiential elements. This year-round programming functions as a means of continuous community engagement with between festivals. Programming examples include:

- Films: *Videodrome* by David Cronenberg and *T* by Keisha Witherspoon
 - Venue: Starlite Hotel
 - Additional experiences: Audience will arrive at motel, be separated from the people they came with, and given keys to random, weird motel rooms. They will sit in beds with strangers and watch *Videodrome* and *T* on the motel TVs. Actors will be placed within the audience to host odd site-specific performances in the rooms as well.
- Films: *Pet Sematary* by Mary Lambert and *One Dog Gone Summer* by Julian Yuri
 - Venue: Flagler Pet Cemetery
 - Additional experiences: Bring your pet to watch *Pet Sematary* in a Pet Cemetery alongside Julian Yuri's *One Dog Gone Summer*, filmed at the cemetery itself. Films will be followed by Laurie Anderson's concert for dogs in frequencies that only they can hear.

Short-Film Commissions

Borscht's open call commissions are the heart of our community development. Our free request for proposals brings in new talent while providing opportunities for filmmakers. Projects must be by artists from, living in, or inspired by Miami, or the work must engage the city in some capacity. Panels of 10 or more aid in the selection of proposals for Borscht to develop and/or provide with funding (the exact amount of fiscal or in-kind assistance varies on a project by project basis). Borscht's 2017-2018 commission cycle saw a record number of 226 submissions and support for 27 commissions. These films go on to premiere during Borscht festivals & events.

Borscht FLASH Fest

A four-day film festival with an audience reach of over 7.3 million, Borscht FLASH Festivals empower locals to tell their culturally-diverse stories and offer a platform on which to share them. FLASH festivals are comprised of myriad immersive, transmedia experiences and film screenings, with our 2018 FLASH fest exhibiting 40 regional works by over 60 principal artists and 100 supporting artists at 15 unique & epic events across Miami. The distinctive scope and quality of our festivals has led international press outlets to laud Borscht, "the most conceptually bold film festival of its era" (Filmmaker Magazine, 2017).

Partnerships & Collaborations - (Maximum characters 2000.)

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

Borscht not only commissions, produces, and submits regional films for distribution, but also continuously partners with members of the community to showcase their contributions to our local voice and independent filmmaking culture. In addition to granting partners like Knight Foundation, Cinereach Foundation, and Miami-Department of Cultural Affairs, Borscht regularly collaborates with community partners and national institutions invested in showcasing South Florida's vibrant cultural voice & gaining access to Borscht's diverse audience through our program activities. These partners for 2019-2020 include:

- A24
- African Heritage Cultural Arts Center
- Art Center South Florida
- Ballyhoo Media
- Bas Fisher Invitational
- Cafeteria Films
- Coral Morphologic
- Court 13
- Faena Arts District
- HistoryMiami Museum
- III Points: Miami's Music, Art & Technology Festival
- Irving Harvey
- Little Haiti Cultural Complex
- MANA Contemporary
- Miami Beach Cinematheque
- New Orleans Film Festival
- Outdoor Movies/DTA
- Redbull
- Secret Celluloid Society
- Sundance Film Festival
- Sundance Institute
- SXSW
- Third Horizon Caribbean Film Festival
- University of Miami Special Collections
- WME Entertainment

Sponsored Partnerships:

- Adult Swim
- Eyeslicer
- Kickstarter
- LaCroix
- Time Warner

As our organization grows and continues to receive recognition, sponsorship opportunities have also begun to generate income for specific initiatives. Borscht's cultivation of these partnerships in 2017 led Filmmaker Magazine to declare, "funding and distribution models have been radically disrupted in recent years and Borscht has found an innovative and intelligent way to produce challenging work...La Croix is a new Borscht sponsor as of this year, [and this] brand partnership exemplifies the current tenor of our post-sell-out era where the performance of selling out or collaborating with corporate brands is sometimes almost an art form in itself."

Timeline - (Maximum characters 2000.)

List timeline of activities during the grant period.

Fellowship Program

- **July 31, 2019:** Applications to Borscht fellowship close
- **August 1-15, 2019:** Panelist Review
- **August 15-30, 2019:** Fellow Interviews
- **September 2, 2019:** Acceptance Notifications sent out
- **September 9, 2019:** Welcome Meeting and Orientation
- **September 16, 2019 – June 26, 2020:** Fellowship period

Guest Filmmaker Talks

- **July 18, 2019:** Janicza Bravo at The Standard, Miami Beach
- **September 19, 2019:** Eric Wareheim at Faena Arts
- **November 21, 2019:** Amy Seimetz at Soho House
- **January 16, 2020:** Terence Nance at The Standard, Miami Beach
- **March 19, 2020:** Hannah Fidell at Faena Arts
- **May 21, 2020:** Benh Zeitlin at Soho House

*All programming will be open to the public. Given high-profile nature of these filmmakers, these dates are likely to adapt to meet the talent's scheduling needs.

Borscht Nites

- **August 15, 2019:** *Videodrome* by David Cronenberg and *T* by Keisha Witherspoon at Starlite Motel.
- **October 17, 2019:** *Pet Sematary* by Mary Lambert and *One Dog Gone Summer* by Julian Yuri at Flagler Pet Cemetery.
- **December 19, 2019:** *Nude on the Moon* by Doris Wishman and *Si Nos Dejan* by Celia Rowson Hall at Coral Castle.
- **February 20, 2020:** Imagine Science Film Festival Program and *Glove* by Bernardo Brito at the Frost Museum of Science Planetarium (TBC).
- **April 23, 2020:** *Eat Drink Man Woman* by Ang Lee and *Agua Viva* by Alexa Lim Haas at 777 International Mall.
- **June 18, 2020:** *When Dinosaurs Ruled the Earth* by Val Guest and *Coral Brooding* by Coral Morphologic and Lucas Leyva at Flagler Memorial Island.

*All programming will be open to the public.

Short-Film Commissions

- **July 1 - September 30, 2019:** Workshops and individualized post-production sessions with short-film commission artists including sound design, color grading, writing, re-recording, and the editing of footage.
- **October 25, 2019:** Exhibit working cuts of films at the 2019 Borscht FLASH Festival.
- **November 4 - 29, 2020:** Workshops following the premiere of films at the 2019 Borscht Film Festival to discuss remaining edits to the projects as well as distribution, festival circuit, and marketing strategy calls.
- **December 2, 2019 - June 30, 2020:** Disseminate projects to national and international film festivals, while providing festival submission fee support for Borscht filmmakers.

Borscht FLASH Fest

- **October 24 - 27, 2019:** Borscht FLASH Fest locations include Mana Contemporary, African Heritage Cultural Arts Center, Scottish Rite Temple, and more!

E. Impact Page 5 of 10

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Applicants to the UCCD Salary Assistance category should calculate the number of individuals benefitting based on the number of jobs the grant funds in the application is supporting. If it is only one (1) position, then the number of individuals benefitting should be one (1).

1. What is the estimated number of proposal events? *

41

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

41

3. How many Adults will be engaged? *

13,015

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

900

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

1,040

6. How many artists will be directly involved? *

155

Total number of individuals who will be engaged?

7. How many individuals will benefit through media? *

11,000,000

8. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

- Young Adults (19-24 years)
- Adults (25- 64 years)

9. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

- Black/African American
- Hispanic/Latino

10. Additional impact/participation numbers information (optional) - (Maximum characters 500.)

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

Impact information and participation numbers are projected based off previous attendance, evaluations, and surveys, as well as social media and website analytics.

Demographic information for impact questions 9 and 10 reflect data collected from digital and physical audience surveys through 2017.

11. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county. *State Service Organization* applicants: Select all counties that will be served by your programming.

- Miami-Dade

12. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.

Organizations: Include the economic impact of your organization as a whole.

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

Borscht produces films and dynamic programming across Miami Dade County with a media reach of 7.3 million+ and yearly audience of 15,000+ residents and tourists. As per the Americans for the Arts Economic Prosperity Calculator, Borscht's yearly expenditures contribute to 17 FTE jobs with a total household income of over \$427,700. Our audience's economic impact creates another 17 FTE jobs, totaling over \$808,200 in aggregate household income and \$118,500 in state + local tax revenue.

Borscht's economic impact is felt in several ways:

- Borscht serves as an incentive for cultural tourism, providing an opportunity for residents and tourists alike to consume quality art in an accessible fashion. The vast majority of Borscht's world-class programs are inexpensive or open to the public, making events democratically available. The range of themes in both our commissioned and showcased films ensures Borscht content is accessible to all members of the community, expanding the impact of these screenings.
- Licensing fees from Borscht films contribute to our local economy at large while also supporting artists in the creative economy directly. Borscht has generated over \$100,000 in proprietary revenue to date and holds over 100 filmmaking contracts with local artists.
- The migratory model of our events continually directs new audiences and monies to organizations across Miami. Taking residence at a variety of venues, Borscht addresses different audience bases while channelling our following to these locations. At every venue our subscriber rate grows an average of 9%. This relationship is reciprocal: Borscht surveys show approx. 30% of attendees had not visited a location before our programs.
- Borscht functions as a platform for local artists, expanding the visibility & reach of media from South Florida. Borscht not only commissions, produces, and submits regional films for distribution, but also continuously partners with members of the community to showcase their contributions to our cinematic culture. Artists & partners frequently receive media coverage as a product Borscht's capacity to draw local & international press. For example, over 43 artists received press from our 2017 Biennial alone.

Ultimately, Borscht's most profound impact lies in our education and outreach activities. Since launching in 2011, Borscht has spent the last 7 years cultivating a nontraditional talent development pipeline to amplify voices in our community: identifying, nurturing, and providing a platform for underrepresented perspectives without access to conventional filmmaking assets, then connecting these storytellers to opportunities on larger networks.

The homogeneity of content creators and their narrative experiences is a direct result of a failure to provide accessible resources & connect with a range of voices at a grassroots level. Many diverse perspectives go unheard not for lack of talent or storytelling ability, but rather access to the medium's prohibitively expensive tools. Borscht remedies this on the ground-floor.

In addition to Borscht's educational filmmaking summer camp and fellowship program, our free request for film commissions is evaluated through unconventional metrics that pay little heed to traditional signifiers of eloquence and experience. It is worth noting the vast majority of projects Borscht supports are by females, people of color, or both. 91% of works in the 2017 Biennial production cycle alone represented female, gender-nonconforming, Latin American, African-American, or Afro-Caribbean perspectives. Importantly, our exhibition of these works also engages a broad audience through immersive, site-specific screenings that are as meaningful as they are accessible & entertaining.

Borscht's partnership with University of Miami Special Collections underscores the educational nature of our programs, ensuring voices that comprise South Florida's independent film culture are archived & available for reference. Moreover, Borscht will join forces with the Little Haiti Cultural Complex, African Heritage Cultural Center, & Lighthouse for the Blind to expand the film programming targeted to low-income areas & diverse youths in South Florida through 2020.

13. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

In an effort to to maximize Borscht's economic and cultural impact, Borscht will market our festival to statewide, regional, national, & international audiences by:

- 1) Closely collaborating with local cultural organizations. Confirmed partners for 2019-2020 include: Miami Marine Stadium, Ill Points, Secret Celluloid Society, African Heritage Cultural Arts Center, Bas Fisher Invitational, Flaming Classics, Third Horizon Caribbean Film Festival, Art Center South Florida, and Mana Contemporary.
- 2) Cross-promoting with international partners & sponsors such as Cinereach, William Morris Endeavor Entertainment, Knight Foundation, Sundance Institute, LaCroix, and Time Warner. Borscht is currently in discussions with Adult Swim, Amazon, and Facebook and will continue to seek partnering organizations with a broad reach in an effort to grow our audience.
- 3) Posting about Borscht initiatives regularly on Borscht's social media channels. Borscht social media currently consists of our Website, Vimeo, Facebook, Instagram, Twitter, & Mailchimp. Cumulatively, across our 6 online platforms, Borscht boasts a dedicated subscriber base of 173,452 [Website (average of 38.6k visitors per year), Vimeo (105k subscribers), Facebook (7,102), Instagram (8,463), Twitter (3,771), Mailchimp (10,516)]. To drive further social media engagement, Borscht will employ geofilters, paid visibility tactics, and launch new profiles on Snapchat, Giphy, & Tumblr to bolster our social media presence.
- 4) Posting about Borscht Film Festival programming continuously on Borscht's website. Borscht's webpage enables us to post our current programming and keep an archive of past projects that is easy to update and access. Borscht staff will update the website to feature festival programs 6 to 3 weeks prior to each event. Additionally, Borscht will expand our marketing efforts to make use of Google AdWords to drive relevant traffic to our site. Using Google Analytics and Sysomos reports regarding visitor demographics, behavior patterns, & sources of referral traffic throughout the grant period, Borscht will adapt planned marketing tactics in real time.
- 5) Adding cyber-based listings on community cultural calendars including Miami New Times, SWEAT, Miami Lighthouse for the Blind, and the New Tropic, which receive over 600,000 website hits per month and possess considerable mailing lists, drastically increasing the potential audience at Borscht programs.
- 6) Sending press releases to our local & international media contacts. Coverage from international outlets that have courted Borscht in the past (among them Newsweek, Artforum, Rhizome, Filmmaker Magazine, IndieWire, Huffington Post, Dazed Digital, VICE, Remezcla, and The New Yorker) will boost engagement and increase audience traffic significantly. Similarly, local publications that frequently cover Borscht Film Festival such as The Miami Herald, Miami New Times, Miami Rail, and Spanish-language periodicals like El Nuevo Herald will ensure regional awareness and attendance at the next Borscht.

- 7) Producing and installing printed matter in public locations, literally branding Miami as a cultural metropolis. While including promotional information, these guerrilla tactics will also function as art objects, creating a vibrant visual experience that contributes to South Florida's unique character.
- 8) Advertising on radio and television through Shake 108 and WBPT. Borscht is also in conversation with WLRN 91.3 FM, the #1 NPR station in the state of Florida serving a weekly audience of more than 500,000 from Palm Beach to Key West.
- 9) Collaborating with key artists boasting national & international appeal including Barry Jenkins, Phil Lord, Eric Wareheim, & Jillian Mayer whose participation serves as an effective endorsement of Borscht, encouraging repeated engagement with our festival platform.
- 10) Submitting projects and traveling to key film festivals such as Sundance, SXSW, and Cannes as well as exhibiting Borscht productions at retrospectives across the world to showcase Miami's high-quality cinematic output to diverse audiences and financiers.

F. Management and Operating Budget Page 6 of 10

1. Fiscal Condition and Sustainability - (Maximum characters 1750.) *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Borscht is funded through various platforms that allow us to pursue our mission of forging Miami's cinematic identity, namely grants, sponsorships, & commercial work. In addition to funding from Cinereach and Knight Foundation, Borscht receives numerous grants from Miami-Dade Cultural Affairs, Redford Foundation, & YoungArts. To ensure sustainability, our team is expanding the range of organizations Borscht solicits for grants, establishing new relationships with the Miami Foundation and Bielecki Foundation.

In recent years Borscht has expanded revenue sources to include commercial work & sponsorships. For example, Borscht's No Seasons on MTV generated 11% of Borscht's operating income over the course of 2014–15. This revenue stream remains strong in 2018 with productions for TruTV and Arcade Fire accounting for 13% of Borscht income to date.

As our organization grows and continues to receive recognition, sponsorship opportunities have also begun to generate income for specific initiatives. Borscht's success in branding segments of our open call film commissions has revealed the potential for a popular revenue stream with corporate partners. Targeted marketing such as the LaCroix #NOBROZONE and Time Warner First Generation Filmmakers initiatives have created unique ways for our audience to interact with brands in a way that doesn't happen with general sponsorships. The more Borscht is able to subdivide our commissions & events to highlight groups we already support, the more access there is to sponsorship money & innovative partnerships. In addition to Warner and LaCroix, Eyeslicer and Adult Swim have committed as festival and commission sponsors through 2020.

Borscht's board also functions as a source of fiscal support with the development of a fundraising committee for 2016-25. Minimal fees for programming further aid in the recovery of event costs while accounting for the importance of accessibility. Continuing above efforts and exploring these new measures ensures Borscht will continue to grow in coming years and sustain program activities after the grant period.

2. Evaluation Plan - (Maximum characters 1750.) *

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

Borscht evaluates the success of our operations and programming through collected surveys, press, festival runs, digital marketing analytics, and the economic prosperity calculator by Americans for the Arts, an evidence-based program that estimates the economic impact of arts & culture organizations. Data is collected at every event then collated for our staff to ensure accuracy. The effectiveness of Borscht's festival programming and track record will be measured by:

- Visitor quantities, demographics, & repeated engagement at each venue and event.
- Website analytics that enable us to review first time visitors, referrals, & general traffic to our site. This information is aggregated and gathered into graphs regularly assessed by staff.
- Engagement and visibility statistics collected from social media outlets including Twitter, Facebook, Vimeo, & Instagram. Borscht will employ Hootsuite analytics to evaluate popular posts and referral sources.
- Engagement and visibility statistics extracted from MailChimp including subscription and click-through rates.
- Feedback gathered from anonymous Google Forms surveys, physical evaluations distributed to event attendees, & conversations with community members (for reference please see attachments). Feedback will be measured using a Likert scale to grant insight into overall project success.

Importantly, Borscht also tracks the quantity, demographics, and variety of partnering institutions to evaluate accessibility and outreach. Further, Borscht gauges community impact by the number of original works commissioned, artists supported, paying jobs created, festivals screenings worldwide, jury & audience awards accrued, and invitations received to travel outside of South Florida and promote our films to new audiences.

At the completion of each festival cycle, Borscht compiles the above metrics into packages for internal review. Borscht staff then examine these materials to determine the performance of our PR & community impact strategies, deploying these insights to inform goals, programming, & fundraising for future festivals.

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

12/31/2017

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$105,378	\$115,000	\$168,100
2. Personnel: Programmatic	\$30,147	\$36,000	\$50,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$91,483	\$93,000	\$125,000
5. Outside Fees and Services: Other			
6. Space Rental, Rent or Mortgage	\$72,115	\$71,000	\$80,000

7.	Travel	\$59,410	\$60,000	\$65,300
8.	Marketing	\$16,461	\$27,000	\$35,000
9.	Remaining Operating Expenses	\$149,832	\$174,100	\$174,600
A.	Total Cash Expenses	\$524,826	\$576,100	\$698,000
B.	In-kind Contributions	\$10,000	\$12,000	\$15,000
C.	Total Operating Expenses	\$534,826	\$588,100	\$713,000
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions	\$30,132	\$33,000	\$35,000
11.	Revenue: Contracted Services	\$136,400	\$145,000	\$155,000
12.	Revenue: Other			
13.	Private Support: Corporate	\$125,000	\$156,100	\$175,000
14.	Private Support: Foundation	\$204,570	\$215,000	\$280,000
15.	Private Support: Other	\$2,908	\$4,400	\$5,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$5,025	\$1,600	\$25,000
18.	Government Support: Local/County	\$20,791	\$21,000	\$23,000
19.	Applicant Cash			
D.	Total Cash Income	\$524,826	\$576,100	\$698,000
B.	In-kind Contributions	\$10,000	\$12,000	\$15,000

E. Total Operating Income	\$534,826	\$588,100	\$713,000
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5. Additional Operating Budget Information (optional) - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

Remaining operating expenses reflect: Short film commissions; fellow stipends; film & event insurance; film festival submission fees; equipment rentals & purchases; as well as supplies & materials for our site-specific programming. Of these, the greatest costs are our fellow program stipends which amount to \$58,000 and short film commissions which amount to \$75,000.

Increased income & expenditures next fiscal year reflect the anticipated arrival of institutional funding grants Jan '19, equipping Borscht with the resources to scale our programming, infrastructure, & impact year-round.

6. Paid Staff

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

7. Hours *

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

G. Management and Proposal Budget Page 7 of 10

1. Rural Economic Development Initiative (REDI) Waiver *

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.florida-arts.org/grants/guidelines/2017-2018.gps.guidelines.cfm#budget>.

Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Performance and Artist Fees	\$25,000	\$25,000	\$0	\$50,000
Totals:		\$25,000	\$25,000	\$0	\$50,000

Amount of Grant Funding Requested:

\$25,000

Cash Match:

\$25,000

In-Kind Match:

Match Amount:

\$25,000

Total Project Cost:

\$50,000

3. Proposal Budget Income:

Detail the expected source of the cash match recorded in the expenses table in the budget categories listed below. Include only income that specifically relates to the proposal. The Proposal Budget income must equal the Proposal Budget expenses.

Private Support: Corporate *

#	Description	Cash Match	Total
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#	Description	Cash Match	Total
1	Time Warner	\$25,000	\$25,000
Totals:		\$0	\$25,000

Total Project Income:

\$50,000

Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	50%
B.	Cash Match	\$25,000	\$25,000	50%
	Total Cash	\$50,000	\$50,000	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$50,000	\$50,000	100%

4. Additional Proposal Budget Information (optional) - (Maximum characters 500.)

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

General Program funding from the state of Florida for Borscht Film Festival will ensure Borscht can continue to produce cutting-edge programs at a minimal cost to the public, increase minority engagement, and expand the visibility of our diverse community's stories.

H. Accessibility Page 8 of 10

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. - (Maximum characters 2500.) *

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

Borscht finds its home in multiple locations throughout the year and thus does not have a constant programming facility of its own. However, Borscht staff works to ensure the office and all associated programs are housed within facilities compliant with Americans with Disabilities Act. Specifically Borscht's Director of Operations, Lauren Monzon, acts as our 504 coordinator.

Borscht advocates for progress in our community and finds it important to partner with organizations that also promote inclusion so that all accessibility needs are met. In an effort to produce meaningful media arts experiences that are available to all of Florida's citizens, we have begun conversations with local organizations Miami Lighthouse for the Blind and Ability Explosion. With their guidance and support, we will continue to ensure Borscht offers open-access events and programming to South Florida while also working in tandem to produce future events catered specifically to persons with disabilities.

As Borscht grows, we remain committed to increasing our accessibility initiatives and outreach to all audiences. As such, Borscht plans to:

- Add accessibility symbols to marketing materials and event listing information as well as institute accessibility briefs to volunteers at all new locations.
- Provide multiple methods through which to experience Borscht Film Festival and associated programming with the addition of sign language interpreters, large-print materials, assisted audio devices, and touch tours.
- Contact disability publications, forums, groups, and organizations throughout South Florida to make them aware our programming is sensitive to their needs.
- Incorporate the new, international accessibility symbols on our website in addition to instructions regarding accommodation requests for programming and exhibitions.
- Attend training events and awareness workshops hosted by Miami-Dade County to gain an in depth understanding of best practices regarding accessibility design and communication approaches.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

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

Lauren Monzo

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.

If yes, when was the evaluation completed?

1/1/2018

I. Attachments and Support Materials Page 9 of 10

Complete the support materials list using the following definitions.

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

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

1. Required Attachment List

Please upload your required attachments in the spaces provided. .

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9.pdf	33 [KB]	7/16/2018 6:10:15 PM	View file

2. Support materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Borscht_Selected_Press_.pdf	Borscht Film Festival Selected Press	Selected press and quotes from the last year.	84852 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
RECENTPROJECTSandPROGRAMMING.pdf	Sample Projects and Programming	Information and photo documentation from Borscht's 2017 Biennial Film Festival.	5050 [KB]		View file
General Support Doc - Borscht DIEZ Printed Materials_and_Programs.pdf	Printed Materials and Programs	Printed materials and programs for Borscht's 2017 Biennial Festival.	27571 [KB]		View file
VideoWorkSamples.pdf	Video Work Samples	Samples of Borscht commissions from 2013 - present.	74 [KB]		View file
CaseStudy-Moonlight (2).pdf	Case Study (Moonlight)	A deeper look into Borscht's nontraditional development pipeline and its community impact through 2017.	497 [KB]		View file
IRS - Letter of Determination %2F Exemption (2).pdf	Letter of Determination	Borscht's 501c3 IRS Letter of Determination	709 [KB]		View file
STAFFANDBOARD.pdf	Borscht Board and Staff	List of Borscht's 2017 Advisory Board, Board of Directors, and Staff.	70 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Support Doc - ORGANIZATIONALCHART (1) (1).pdf	Organizational Chart	Organizational chart detailing Borscht's operational structure.	235 [KB]		View file
Support Doc - Sample_Evaluations (1).pdf	Sample Evaluation Surveys	Borscht Evaluation Surveys + Questions	340 [KB]		View file

J. Review & Submit Page 10 of 10

1. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Borscht Corp 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.

Guidelines Certification

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

Signature (Enter first and last name)

Lauren Monzon

