Borscht Corp

Project Title: General Program Support 2021
Grant Number: 21.c.ps.109.777
Date Submitted: Monday, June 3, 2019

A. Cover Page  Page 1 of 10

Guidelines

Please read the current Guidelines prior to starting the application: 2021-2022 General Program Support Grant Guidelines

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Media Arts

Proposal Title: General Program Support 2021
### Applicant Information

a. **Organization Name:** Borscht Corp

b. **FEID:** 27-4721945

c. **Phone number:** 305.343.0982

d. **Principal Address:** 155 South Miami Ave Miami, 33130

e. **Mailing Address:** 155 South 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

k. **Fiscal Year End Date:**

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1. **Grant Contact** *

   **First Name**
   Lauren

   **Last Name**
   Monzon

   **Phone**
   305.343.0982

   **Email**
   lauren@borsc.ht

2. **Additional Contact** *

   **First Name**
   Dylan

   **Last Name**
   Redford

   **Phone**
3. Authorized Official *

First Name
Lauren

Last Name
Monzon

4. National Endowment for the Arts Descriptors

4.1. Applicant Status
Organization - Nonprofit

4.2. Institution Type
None of the above

4.3. 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 7/1/2020 - 6/30/2021? *
   - 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 give filmmakers funding and resources to tell fresh stories, then we design a cutting-edge film festival to match.

Through film commissions, web projects, fellowship programs, film festivals, & events throughout 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 and 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.

2.1. 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.

Funding will support Borscht’s film commissions; fellowship program; guest filmmaker talks; and the Borscht Film Festival: Regional Film Summit.

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

• **Objective 1.a:** Fund/support the production and distribution of 35+ original film & transmedia projects by artists from, residing in, or engaging with Miami.
• **Objective 1.b:** Produce 6+ cutting-edge screenings & a 12-day Regional Film Summit showcasing local stories.
• **Objective 1.c:** Grow the archive of local films at the University of Miami Special Collections by 15% in 2021.

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

• **Objective 2.a:** Expand Borscht commissions to include funding for 3 feature films.
• **Objective 2.b:** Maintain the unprecedented run of films by Latin American & Caribbean Borscht artists from South Florida premiering at Sundance Film Festival in 2021.
• **Objective 2.c:** Increase local, national, and international press received by Borscht-supported films 1.3x by June 2021.
Goal 3: Provide an avenue for local artists to gain both exposure & financial support to advance South Florida’s creative economy.

- **Objective 3.a:** Boost the quantity of funding offered through Borscht's open call for commissions 30% by June 2021.
- **Objective 3.b:** Showcase works by local artists in 85% of grant programs.
- **Objective 3.c:** Amplify total film festival acceptances & funding for festival submission support 1.25x by June 2021.

Goal 4: Solidify Borscht's nontraditional talent development pipeline for independent filmmakers in Miami to bolster arts education & leadership in South Florida.

- **Objective 4.a:** Grow the quantity of participants in Borscht's fellowship program 20% by Q2 2021.
- **Objective 4.b:** Increase programming helmed by Borscht fellows 1.5x by June 2021.

**ACTIVITIES**

**Borscht Fellowship Program**
8-month pre-professional fellowship led by Director of Community Development Dylan Redford. The program focuses on infrastructure, pre-production, production, event management, and post-production, with the goal of giving fellows enough experience and connections to run their own productions, film festivals and business enterprises. Fellows meet for 6 hours twice a week for screenings, tutorials, guest filmmaker master classes, critiques, and program planning, and complete film assignments independently.

**Borscht Film Commissions**
30+ Miami-centric films commissioned per cycle by artists associated with or inspired by Miami. Ideas and production plans are submitted via Google forms (no fee). Panel of 25+ artists and film professionals recommend proposals for funding/development (fiscal or in-kind assistance varies per project). Films are screened at Borscht Film Festival; many go on to Cannes, Sundance, SXSW, Toronto International Film Festival, & more. 93% of works in Borscht's 2018-2020 production cycle represent female, gender-nonconforming, Latinx, African-American, or Afro-Caribbean perspectives. Borscht's current 2018-2020 commission cycle received 476 submissions (111% increase from preceding season); 32 projects were supported (40% increase from preceding season).

**Borscht Film Festival: Regional Film Summit**
12-day film festival with audience reach of 7.3 million and attendance of 15,000+ (2019). As the film industry becomes more decentralized, the Regional Film Summit gathers filmmaking collectives from across the world to exchange administrative and cinematic best practices. Each region manages a pavilion, presenting 60-90 minutes work (plus special events) indicative of their communities’ ethos, interests, and production methods. 2020 Regional Film Summit will include 55+ works by 70+ principal artists and 110 supporting artists at 20 events held in venues across Miami, and is set to draw 16,600+ attendees (projected 12% increase from 2019).

Regional Film Summit Programs include:
Animation Pavilion @ Nite Owl Theater: Audiences will experience moving-image worlds developed by filmmakers from each collective participating in the Regional Film Summit, including Cine Animal, Court 13, and Wakaliwood. 12+ multimedia installations will feature digital films and animations from Ugandan, Panamanian, Bayou, and other perspectives.

Caribbean Film Pavilion @ Mana Contemporary: Caribbean independent filmmaking collective Third Horizon takes over the Mana Mall for a night of film screenings and interactive performances foregrounding voices from the Caribbean and its diaspora.

**Guest Filmmaker Talks**

Guest Filmmaker Series (6/year) brings internationally renowned filmmakers to Miami to discuss their work, connecting the local film community with industry experts. 2020-2021 roster includes Phil Lord (Spider-Man: Into the Spider-Verse), Amy Seimetz (The Girlfriend Experience), Josephine Decker (Madeline’s Madeline), Nuotoma Bodomo (Afronauts), Adam Khalil (Inaate/Se), and Naima Ramos Chapman (Random Act of Flyness). Night Owl Theater hosts the events, and WME Entertainment assists with booking artists.

### 2.2. 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’s partnerships and collaborations include the organizations listed below. Due to the large amount of partnerships Borscht has in place, details about the partnering organizations’ missions and the nature of the partnerships can be found in the uploaded supporting document entitled “Partnerships and Collaborations”:

National film festivals and industry organizations: Sundance Institute, SXSW, Fantasia Film Festival, Glasgow Film Festival, New Orleans Film Festival, Court 13.

Local and national production companies: Cafeteria Films, Ill Points, Dolphin Best Miami.

Local and national media companies providing in-kind infrastructure and support: Ballyhoo Media, Google Pixel, Outdoor Movies/DTA.

Local venues and hospitality partners: Life House Miami, Little Haiti Cultural Complex, Miami Marine Stadium, MANA Contemporary, Miami Beach Cinematheque.

Film industry-related businesses providing logistical, pre- and post-production support: Green Agency, Irving Harvey, Sound Speed Miami, WME Entertainment.

Programming and outreach partners: African Heritage Cultural Arts Center, Flaming Classics, Third Horizon Caribbean Film Festival, Oolite Arts, Secret Celluloid Society, Coral Morphologic, University of Miami, Florida International University, Oolite Arts.

Sponsored Partnerships: As Borscht grows and continues to receive recognition, sponsorship opportunities have begun to generate income for specific initiatives. Borscht’s success in branding segments of the open call film commissions has revealed the potential for revenue streams with corporate partners. Targeted marketing such as the LaCroix #NOBROZONE and Time Warner First Generation Filmmakers initiatives have created innovative ways for our audience to interact with
brands beyond general sponsorships. The more Borscht is able to subdivide commissions and events to highlight groups we already support, the more access there is to sponsorship money and innovative partnerships. In addition to Time Warner, Eyeslicer, Kickstarter, and Vimeo have committed as festival and commission sponsors through 2021.

2.3. Timeline - (Maximum characters 2000.)
List timeline of activities during the grant period.

Fellowship Program

- **July 5, 2020:** Applications to Borscht fellowship close
- **July 6-12, 2020:** Panelist Review
- **July 13-24, 2020:** Fellow Interviews
- **July 28, 2020:** Acceptance Notifications Sent Out
- **August 4, 2020:** Welcome Meeting and Orientation
- **August 4, 2020 – May 14, 2021:** Fellowship Period (weekly schedules are tailored to candidates’ availability)
- **June 4, 2021:** Final Fellowship Screening.

Short-Film Commissions

- **August 14, 2020:** Free open call for short-film commissions and transmedia projects closes.
- **August 15 - 29, 2020:** Panelist Review
- **August 30, 2020:** Panelist Adjudications
- **September 7, 2020:** Award notifications are sent
- **September 14 - 30, 2020:** Filmmaker onboarding meetings.
- **October 1, 2020 - May 31, 2021:** Filming of commissions (exact schedule TBD upon filmmaker and crew availability)
- **April 1 - June 30, 2021:** Workshops and individualized post-production sessions with short-film commission artists including sound design, color grading, and the editing of footage. Upon completion commission artists will also receive direction regarding distribution, festival circuit, and marketing strategy during this period.

Borscht Film Festival: Regional Filmmaking Summit

**November 12–22, 2020:** Borscht Regional Film Summit locations include Mana Contemporary, Nite Owl Theater, Miami Marine Stadium, and more!

Guest Filmmaker Talks

- **July 16, 2020:** Amy Seimetz at Nite Owl Theater
• **September 17, 2020:** Naima Ramos Chapman at Nite Owl Theater

• **November 19, 2020:** Phil Lord at Nite Owl Theater (Animation Pavilion during the Borscht Regional Filmmaking Summit)

• **January 21, 2021:** Josephine Decker at Nite Owl Theater

• **March 18, 2021:** Adam Khalil at Nite Owl Theater

• **May 20, 2021:** Nuotoma Bodomo at Nite Owl Theater

*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.*
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? *

31

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

31

3. How many Adults will be engaged? *

14,775

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

1,830

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

1,255

6. How many artists will be directly involved? *

195

Total number of individuals who will be engaged?

18055
7. How many individuals will benefit through media? *

17,065,333

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): *

☐ 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, advertising, and website analytics.

Demographic information for impact questions 8 and 9 reflect data collected from digital and physical audience surveys through Q1 2019.

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 17.3 million+ and yearly audience of 15,000+ residents and tourists. As per the Americans for the Arts Economic Prosperity Calculator, Borscht’s organizational expenditures contribute to 26 FTE jobs and provide a total household income of over $656,970. Further, our audience’s economic impact creates another 16 FTE jobs, with audience spending totaling $624,134, providing $344,141 in aggregate household income and $69,797 in state + local tax revenue. Borscht has cultivated audience and artist bases that look like our community: millennials in their late teens, twenties, and thirties of all genders (48% women, 3% gender nonconforming, 49% men), and ethnicities (39% Hispanic/Latino, 20% African American, 22% White, 3% Asian, 16% Other) comprise Borscht’s largest demographics.

Borscht’s economic impact is felt in the following ways:

1.) Borscht has generated over $120,000 in proprietary revenue to date through licensing fees, and holds over 130 filmmaking contracts with local artists.

2.) Borscht partners with venues across Miami-Dade County, directing new audiences and monies to partnering organizations. Subscriber rates grow an average of 9% at each new venue, and surveys show 30% of attendees had not visited new venue partners prior to Borscht programs.

3.) Borscht expands the visibility & reach of media from South Florida by commissioning, producing, and submitting regional films for festival runs and distribution, while also partnering with members of the community to showcase their contributions to our cinematic culture. 45+ artists have received press from the 2018-2020 film commission cycle alone.

4.) 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.

5.) Since launching in 2011, Borscht has spent the last eight 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. With continued support from Borscht, filmmakers have gone on to careers in which their works received Academy Awards; screened at the Guggenheim Museum, Museum of Modern Art, Sundance, SXSW, Cannes and other major festivals; and were given the green light for development by HBO, MTV and more. See supporting document entitled “Case Studies” for specific success stories.

6.) Borscht opens doors so that filmmakers of diverse backgrounds can succeed in the male-dominated media industry. Now more than ever video is a key form of storytelling. Yet, many diverse perspectives go unheard not for lack of talent or storytelling ability, but access to the medium’s prohibitively expensive financing, tools, and training. Between 2007 and 2018, only 4% of the directors of top U.S. box office films were women, and just 6% were Black.

Borscht remedies this on the ground-floor. Our high-impact programs combat the film industry's systemic biases by providing localized funding, creative development, and exhibition support for fresh perspectives without access to new media storytelling assets. As a vertically integrated organization, Borscht is uniquely able to incubate these emerging voices from start to finish, nurturing them first through community development and content creation programs, then providing a platform through our festival and live events, next access to career opportunities throughout our global network of festivals,

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.

Borscht’s record of innovative, ambitious events have previously earned the festival the title of “the most conceptually bold film festival of its era” (Filmmaker Magazine), leading national press outlets to celebrate its “audience building—as one of the keys to Borscht’s success…[through] notorious, wild events that defy typical stereotypes of Miami” (Newsweek).

Marketing to statewide, national and international audiences includes:

1) Partnering with local cultural institutions: 20+ confirmed outreach, production, marketing and presenting partners will increase audience reach in the proposed season.

2) Cross-promoting with national and international partners and sponsors: 15+ institutional and corporate sponsors and partners including Vimeo, Time Warner, Sundance Institute, and William Morris Entertainment significantly expand the reach of Borscht programs and commissioned local filmmakers.

3) Posting about Borscht initiatives regularly on social media channels: Social media includes the organization’s website (38.6K visitors/year), Vimeo (140K subscribers), Facebook (7,102), Instagram (8,463), Twitter (3,929), & Mailchimp (12,545), with a total subscriber base of 210,639. SEO drives 20% of Borscht’s website traffic. Targeted Facebook ads are utilized for event programming and open calls. Geofilters and a new Giphy profile bolster Borscht’s social media presence.

4) Website updates and archive: Borscht’s website contains and up-to-date programming calendar and an archive of past projects. Festival programs are featured 6 weeks in advance of events. In 2018, Google AdWords increased website visitation by 21%. Google Analytics and Sysomos reports regarding visitor demographics, behavior patterns, & referral sources allow Borscht to adapt marketing tactics in real time.

5) Programs are listed online via cultural calendars hosted by 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 Borscht’s potential audience.

6) Press releases are sent to local, national and international outlets, resulting in recent coverage from Newsweek, Artforum, Rhizome, Filmmaker Magazine, IndieWire, Huffington Post, Dazed Digital, VICE, Remezcla, and The New Yorker. Local publications frequently covering Borscht Film Festival include The Miami Herald, Miami New Times, Miami Rail, and Spanish-language periodicals like El Nuevo Herald.

7) Guerilla tactics: Borscht produces and installs printed material and art objects in public locations, creating a vibrant visual experience that contributes to South Florida’s unique character.

8) Advertising on radio through Shake 108 and WVUM. 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 and international appeal including Barry Jenkins, Phil Lord, Robert Redford, Chloe Wise, and Jillian Mayer, whose participation serves as an effective endorsement of Borscht.

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

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 grants, sponsorships, and commercial work. In addition to funding from Cinereach and Knight Foundation, Borscht receives numerous grants from Miami-Dade Cultural Affairs, Redford Foundation, Miami Foundation, and the Andy Warhol Foundation for the Visual Arts. With the award of a matching 5-year Institutional Funding Grant from the Knight Foundation in 2019, Borscht programs and operations are set to sizably scale in coming years. Importantly, Borscht continues to establish new relationships with the Ford Foundation, Miami Downtown Development Authority, and more.

Borscht has recently expanded commercial work and sponsorships, including a new TruTV Series that generated 13% of Borscht's operating income over the course of 2016-2017. This revenue stream remains strong in 2019 with productions for Arcade Fire and Artsy accounting for 16% of Borscht's income.

Sub-branding Borscht commissions and events has opened access to innovative sponsored partnerships. To-date Time Warner, Kickstarter, Vimeo, Rip Tie and Mana Contemporary have committed as festival and commission sponsors through 2021. Targeted marketing such as the Time Warner First Generation Filmmakers initiative creates unique audience-brand relationships.

Borscht's board also functions as a source of fiscal support and includes a dedicated Fundraising Committee with a ten-year commitment. Minimal fees for programming further aid in the recovery of event costs while accounting for the importance of accessibility. Continuing the above efforts and exploring these new measures ensures that 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 review of first-time visitors, referrals, and general traffic; information is
aggregated into graphs regularly assessed by staff.

- Engagement and visibility statistics collected from social media outlets including Twitter, Facebook, Vimeo, Instagram, and Mailchimp including subscription and click-through rates. Importantly, Borscht deploys Hootsuite analytics to evaluate popular posts and referral sources.

- Feedback gathered from anonymous Google Forms Surveys, physical evaluations distributed to event attendees, Eventbrite follow-ups, and conversations with community members (for reference please see attachments). Feedback is measured using a Likert scale to grant insight into overall project success. Recent results show that 96% of participants "agree" or "strongly agree" Borscht programs foster civic pride; 89% of participants "strongly agree" Borscht programming exposes them to new artists and ways of thinking.

- Tracking quantity, demographics, and variety of partnering institutions to evaluate accessibility and outreach; gauging 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 films to new audiences.

The above metrics are compiled into packages, reviewed by staff and board, and used to inform goals, programming, & fundraising for future festivals.

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

12/31/2018

4. Operating Budget Summary

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<th>Expenses</th>
<th>Previous Fiscal Year</th>
<th>Current Fiscal Year</th>
<th>Next Fiscal Year</th>
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<td>10. Revenue: Admissions</td>
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<td>11. Revenue: Contracted Services</td>
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<td><strong>E. Total Operating Income</strong></td>
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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.

Increased income & expenditures this fiscal year are owed to the arrival of a multi-year institutional funding grant from the Knight Foundation, equipping Borscht with the resources to scale our programming, infrastructure, & impact.

Owed to differing grant periods, FY-18 $70,656 surplus is allocated toward FY-19 festival programming.

**Programmatic Outside Fees/Services:** Borscht film commissions, film festival, fellowship program, events, & film festival submission + travel.

**Remaining Operating Expenses:** employee health stipends, fundraising expenses, office administrative expenditures, & utilities.

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

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.

2.4. Outside Fees and Services: Programmatic *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Festival Performance and Artist Fees</td>
<td>$51,530</td>
<td>$51,530</td>
<td>$0</td>
<td>$103,060</td>
</tr>
</tbody>
</table>

   Totals: $51,530  $51,530  $0  $103,060

2.8. Marketing *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Grant Funds</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Film Festival Marketing</td>
<td>$10,000</td>
<td>$10,000</td>
<td>$0</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

   Totals: $10,000  $10,000  $0  $20,000

Amount of Grant Funding Requested:
$61,530

Cash Match:
$61,530

In-Kind Match:

Match Amount:
$61,530

Total Project Cost:
$123,060
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.

3.4. Private Support: Corporate *

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
<th>Cash Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Time Warner</td>
<td>$61,530</td>
<td>$61,530</td>
</tr>
</tbody>
</table>

Totals: $0 $61,530 $61,530

Total Project Income:
$123,060

3.11. Proposal Budget at a Glance

<table>
<thead>
<tr>
<th>Line</th>
<th>Item</th>
<th>Expenses</th>
<th>Income</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Request Amount</td>
<td>$61,530</td>
<td>$61,530</td>
<td>50%</td>
</tr>
<tr>
<td>B.</td>
<td>Cash Match</td>
<td>$61,530</td>
<td>$61,530</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>Total Cash</td>
<td>$123,060</td>
<td>$123,060</td>
<td>100%</td>
</tr>
<tr>
<td>C.</td>
<td>In-Kind</td>
<td>$0</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Total Proposal Budget</td>
<td>$123,060</td>
<td>$123,060</td>
<td>100%</td>
</tr>
</tbody>
</table>

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 would help Borscht to deepen our year-round support for Miami-Dade's filmmaking community. Grant money 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 regional stories.
H. Accessibility

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 partnering locations throughout the year and does not operate a programming facility of its own. However, Borscht staff works to ensure that the office and all associated programs are housed within facilities compliant with Americans with Disabilities Act. Borscht’s Director of Operations, Lauren Monzon, is the 504 coordinator. Borscht advocates for progress in its community and finds it important to partner with organizations that promote inclusion. In an effort to ensure that meaningful media arts experiences are available to all Florida's residents, Borscht has begun conversations with local organizations Miami Lighthouse for the Blind and Ability Explosion. With their guidance and support, Borscht continues to offer open-access events and programming to South Florida while also working to produce events catered specifically to persons with disabilities.

In 2019 Borscht will add accessibility symbols to marketing materials and event listing information as well as institute accessibility briefs to volunteers at all new locations. The website will be redesigned to incorporate the new international accessibility symbols in addition to instructions regarding accommodation requests for programming and exhibitions.

Recently Borscht has begun to provide multiple methods through which to experience Borscht Film Festival and associated programming including the addition of assisted audio devices, large-print materials, and touch tours. The 504 Coordinator has contacted disability publications, forums, groups, and organizations throughout South Florida to make them aware our programming is sensitive to their needs, and attended 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
3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Lauren Monzon

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?

1/1/2019
I. Attachments and Support Materials

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.

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Format/extension</th>
<th>Maximum size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>.jpg or .gif</td>
<td>5 MB</td>
</tr>
<tr>
<td>documents</td>
<td>.pdf or .txt</td>
<td>10 MB</td>
</tr>
<tr>
<td>audio</td>
<td>.mp3</td>
<td>10 MB</td>
</tr>
<tr>
<td>video</td>
<td>.mp4, .mov, or .wmv</td>
<td>200 MB</td>
</tr>
</tbody>
</table>

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

<table>
<thead>
<tr>
<th>File Name</th>
<th>File Size</th>
<th>Uploaded On</th>
<th>View (opens in new window)</th>
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</thead>
</table>

2. Support materials (Optional)

<table>
<thead>
<tr>
<th>File</th>
<th>Title</th>
<th>Description</th>
<th>Size</th>
<th>Type</th>
<th>View (opens in new window)</th>
</tr>
</thead>
<tbody>
<tr>
<td>File</td>
<td>Title</td>
<td>Description</td>
<td>Size</td>
<td>Type</td>
<td>View</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------</td>
<td>------------</td>
<td>---------------</td>
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<td>RECENTPROJECTS and PROGRAMMING - Borscht DIEZ.pdf</td>
<td>Recent Projects and Programming</td>
<td>Programming Detail for Borscht DIEZ (Borscht's 2017 Biennial Festival)</td>
<td>5085</td>
<td>PDF</td>
<td>View file</td>
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<tr>
<td>General Support Doc - Borscht DIEZ Printed Materials_and_Programs (1).pdf</td>
<td>Printed Materials and Programs</td>
<td>Printed Materials and Programs from Borscht's 2017 Biennial Festival</td>
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<td>PDF</td>
<td>View file</td>
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<tr>
<td>Borscht_Corp_Work_Samples (1).pdf</td>
<td>Commissioned Film Work Samples</td>
<td>Samples of Borscht commissions from 2013 - present.</td>
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<td>PDF</td>
<td>View file</td>
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<tr>
<td>CaseStudy-Moonlight (2).pdf</td>
<td>Case Study (Moonlight)</td>
<td>A deeper look into Borscht's nontraditional development pipeline and its community impact through 2017.</td>
<td>497</td>
<td>PDF</td>
<td>View file</td>
</tr>
<tr>
<td>Educational Programs - Fellowship Case Studies.pdf</td>
<td>Case Study (Borscht Fellowship)</td>
<td>Trace the impact of Borscht's Fellowship Program with a glance into the lives of three fellows.</td>
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<td>PDF</td>
<td>View file</td>
</tr>
<tr>
<td>File</td>
<td>Title</td>
<td>Description</td>
<td>Size</td>
<td>Type</td>
<td>View</td>
</tr>
<tr>
<td>-----------------------------------------------------------</td>
<td>-------------------------------------------------</td>
<td>--------------------------------------------------</td>
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</tr>
<tr>
<td>Organizational Chart AND Principle_Staff_Resumes.pdf</td>
<td>2019 Organizational Chart</td>
<td>2019 Organizational Chart and Principal Staff Resumes</td>
<td>1015</td>
<td>KB</td>
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<td>Partnerships and Collaborations Detail.pdf</td>
<td>Borscht Partnerships and Collaborations Detail</td>
<td>Partnerships and Collaborations Detail</td>
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<td>KB</td>
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<tr>
<td>BORSCHT_EVALUATION_SURVEY_FgNBX1Y (1).pdf</td>
<td>Sample Evaluation Survey</td>
<td>Borscht Evaluation Surveys + Questions</td>
<td>453</td>
<td>KB</td>
<td>View file</td>
</tr>
</tbody>
</table>

2.1.
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.

1.1. 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.

1.2. Signature (Enter first and last name)

Lauren Monzon