


**Date:** December 6, 2011

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Ratification of Submission of a Grant Application to the National Endowment for the Arts and Authorizing the County Mayor or County Mayor's Designee to Accept and Expend \$19,500 in Pass-Through Funding to Creative ED. Inc.

Agenda Item No. 3(A)(2)

Resolution R-1033-11

## Recommendation

It is recommended that the Board of County Commissioners approve the attached Resolution authorizing the County Mayor or County Mayor's Designee to apply for, receive, disburse and expend \$19,500 in grant funds from the National Endowment for the Arts (NEA) Chairman's Extraordinary Action grant from the *Art Works* category for Local Arts Agencies. This grant is pass-through funding to be allocated to Creative ED. Inc. to create ArtSpotMiami, a SPOT.US site with a focus on local arts journalism in South Florida.

## Scope

The impact of this resolution is countywide, as the journalism supported by and the articles generated using the ArtSpotMiami / SPOT.US website will be available to the broader community throughout the greater metropolitan area media market.

## Fiscal Impact/Funding Source

Approval of this item will have no fiscal impact to the County. The federal funds received will be appropriated entirely to Creative ED. Inc. The County, per the request of the NEA, will serve solely as a fiscal agent for this grant. No County funds are required as a match for this federal grant.

## Track Record/Monitor

The Department of Cultural Affairs has been designated as the entity responsible for managing the contract with Creative ED. Inc. Department of Cultural Affairs' staff will be responsible for submitting to the NEA the fully completed "Idea to Action Plan" created by Creative ED. Inc. through this grant.

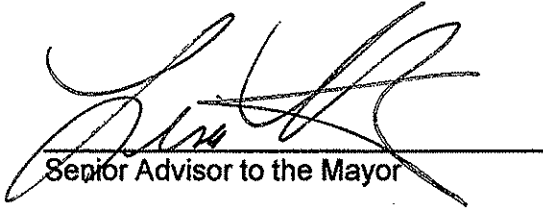
## Background

The Department of Cultural Affairs was notified on September 14, 2011 that a Knight/NEA Community Arts Journalism Challenge "Idea to Action" plan had been selected from our community. As the area's local arts agency, the Department was asked to complete an NEA "X-Action" grant application to serve as manager of the funds to support the selected idea, the due date for which was September 16, 2011. This NEA Chairman's Extraordinary Action grant was subsequently assigned to the Miami-Dade County Department of Cultural Affairs to manage the contract with the winning recipient in this community, Creative ED. Inc.

Creative ED. Inc.'s selected project involves the development of an Idea to Action plan for ArtSpotMiami, an online journalism marketplace and mobile application where citizen journalists

Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners  
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pitch stories about the local arts scene, the public pays for the stories they like and traditional media organizations team with citizen journalists to produce the stories. The full \$19,500 granted is to be re-granted to Creative ED. Inc.



Senior Advisor to the Mayor



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Joe A. Martinez      **DATE:** December 6, 2011  
and Members, Board of County Commissioners

**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 3(A)(2)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_ ) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 3(A)(2)  
12-6-11

RESOLUTION NO. R-1033-11

RESOLUTION AUTHORIZING THE RATIFICATION OF A GRANT APPLICATION TO THE NATIONAL ENDOWMENT FOR THE ARTS, AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO ACCEPT AND EXPEND \$19,500 IN FEDERAL PASS-THROUGH FUNDING TO CREATIVE ED. INC., AND AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO EXECUTE A GRANT AGREEMENT, FOLLOWING COUNTY ATTORNEY APPROVAL OF FORM AND LEGAL SUFFICIENCY AND TO EXERCISE THE CANCELLATION PROVISIONS CONTAINED THEREIN

**WHEREAS**, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

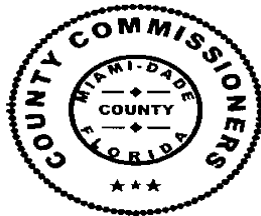
**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board approves and authorizes the County Mayor or County Mayor's designee to receive, disburse and expend Federal grant funds in the amount of \$19,500 from the National Endowment for the Arts Chairman's Extraordinary Action funds from the *Art Works* category for Local Arts Agencies to support Creative ED Inc.'s development of ArtSpotMiami, a SPOT.US site with a focus on local arts journalism in South Florida, and authorizes the County Mayor or County Mayor's designee to execute a grant agreement, following County Attorney approval of form and legal sufficiency; and to execute the cancellation provisions contained therein.

The foregoing resolution was offered by Commissioner **José "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman	aye		
Audrey M. Edmonson, Vice Chairwoman	aye		
Bruno A. Barreiro	aye	Lynda Bell	aye
Esteban L. Bovo, Jr.	aye	Jose "Pepe" Diaz	aye
Sally A. Heyman	aye	Barbara J. Jordan	aye
Jean Monestime	aye	Dennis C. Moss	aye
Rebeca Sosa	aye	Sen. Javier D. Souto	aye
Xavier L. Suarez	absent		

The Chairperson thereupon declared the resolution duly passed and adopted this 6<sup>th</sup> day of December, 2011. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS



HARVEY RUVIN, CLERK

By: **Christopher Agrippa**  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

D.F.

Daniel Frastai

**From:** Michael Killoren [mailto:killorenm@arts.gov]  
**Sent:** Wednesday, September 14, 2011 11:21 AM  
**To:** Spring, Michael (CUA)  
**Cc:** Michael Faublon; Bill O'Brien  
**Subject:** Confidential: Community Arts Journalism update

Dear Michael,

Per my voicemail:

Congratulations!

A Knight / NEA Community Arts Journalism Challenge "Idea to Action" plan has been selected from your community.

**We ask that you please keep the identity of the award winner embargoed until October 10 – the date of the public announcement by the Knight Foundation and NEA.**

**The winner in your community will be contacted on Thursday. Please do not contact the winner until you hear from us!**

The purpose of this memo is to help you – the local arts agency – successfully complete an NEA "X-Action" grant to serve as manager of funds for the one of the five proposed ideas.

Our goal is to have this step completed by the end of this week, **Friday, September 16**, if at all possible.

It's relatively simple and straightforward process. **I am happy to walk you or someone on your staff through this application – just let me know if you need assistance, and I'll schedule 30 minutes to take you through the entire process.**

1. You will be completing a generic application package using the general instructions for the *Art Works* category for Local Arts Agencies. To download the Grants.gov application package, please go to Grants.gov at [https://apply07.grants.gov/apply/forms\\_apps\\_idx.html](https://apply07.grants.gov/apply/forms_apps_idx.html) and enter Funding Opportunity # 2011NEA01GENAPP.
2. For the contents of the application package, please follow the instructions as modified below for the *Art Works* category for Local Arts Agencies located on the Web site: [www.arts.gov/grants/apply/GAP12/LocalsAW2.html](http://www.arts.gov/grants/apply/GAP12/LocalsAW2.html).
  - In the "Category" field on the NEA Organization & Project Profile Form, select "Other" from the drop-down box.
  - For Attachment 2: Details of the Project Narrative, you may adapt your narrative from the winner's proposal. We are also providing a one paragraph description that you can paste into this box (6a and 6b).
  - For Attachment 3: Project Budget Form, you may adapt your budget from the winner's proposal. You may wish to include staff time, for example, as well as any other expenses that cover your administrative expenses.
  - Your request should be for *up to* \$25,000

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- Up to \$17,000 for the winner's Idea to Action Plan
- Up to \$5,000 for your own administrative costs. Include in these costs travel funds (airfare/hotel/per diem) for one person from the winning proposal to attend the Grantmakers in the Arts conference in San Francisco, October 9-12, 2011.
- No work samples should be submitted.
- For the Outcome, you will probably want to select **F: Engagement -Americans throughout the nation experience art.**
- The project end date is November 30, 2011. The fully completed "Idea to Action Plan" should accompany your final invoice to the NEA.

**Project:**

**Miami-Dade County Department of Cultural Affairs  
Miami, FL**

**\$22,000**

*To support an Idea to Action Plan from Creative ED. Inc.* The project will support ArtSpotMiami's creation of a SPOT.US site with a focus on local arts journalism in South Florida.

Included in the grant funds are travel costs for one staff member of Creative ED. Inc. to attend the 2010 Grantmakers in the Arts conference and administrative funds for the Miami-Dade County Department of Cultural Affairs.

The full proposal is attached as a PDF file for your reference.

All the best,  
MK

Michael Killoren  
Director

Local Arts Agencies / Challenge America Fast-Track  
National Endowment for the Arts  
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Washington, DC 20506  
p: 202.682.5565  
f: 202.682.5602  
e: [killorenm@arts.gov](mailto:killorenm@arts.gov)



October 3, 2011

MEMO TO: Local Arts Agency X-Action Grantees

RE: *Knight/NEA Community Arts Journalism Challenge*

Congratulations again on having a winner of this competition located in your community, and thank you for agreeing to be the NEA's partner in administering this project. We are all looking forward to the official announcement of the five winners on Monday, October 10, at the Grantmakers in the Arts conference in San Francisco. Until then, when the press embargo is lifted, we are communicating with the winners and you individually.

Please allow me to introduce myself as the NEA contact for this project from here on out. Although your home base at the agency is the Local Arts Agencies area, with Director Michael Killoren and Specialist Dinah Walls, this initiative is being housed in the Office of Program Innovation, so I am managing the administrative aspects of the projects.

Please let me know if you have any specific questions, but for now, here is a list that might answer some of your queries:

1. Your NEA grant was awarded as a Chairman's Extraordinary Action, meaning that it was processed on a fast-track basis. We hope that you have received official notification of the award. Requests for advanced or reimbursed payment are made in the same way as "regular" NEA grants; instructions are on the NEA Web site and are included in the "General Terms & Conditions." Please contact either me or the NEA Grants Office with questions.
2. The specific amount of the grant was based on what amount the winner applied for (which could be for an amount of up to \$20,000), plus up to \$2,500 in travel reimbursement costs for one person from that organization to attend the GIA conference and up to \$2,500 in administrative costs for your organization. These were specified in your NEA Chairman's Extraordinary Action application.
3. The up to \$20,000 in support from your organization to the winner, using NEA funds, is a "contract for services." Therefore, whatever process your organization uses for this type of activity should be implemented for this project. Specifically, the project scope is simply to develop an "Idea to Action Plan" (sometimes known as a business plan). The plan is the deliverable, and a copy will accompany your final report to the NEA.



4. There are no restrictions or limitations from the Knight Foundation or the Arts Endowment on how the winners should expend these funds. Generally, they should follow the project description and budget they submitted with their proposal (a copy of which you have) and these should be the template for your services contract.
5. Any administrative paperwork, payment schedules, and other project requirements that are specific to your organization should be communicated directly by you to the winner.
6. Each winner has booked a room at the Fairmont Hotel and made travel arrangements. They are aware that these expenses are reimbursable costs out of your NEA grant funds. Please communicate directly with the winner about your reimbursement procedures.
7. In order to develop their Idea to Action Plan, each winner will work with Melissa Krinzman, a consultant provided by the Knight Foundation. She will have an introductory telephone conversation with them this week and then meet with each of them individually and as a group next Monday in San Francisco. She will be available to consult with them as needed throughout the rest of October and November. The Idea to Action Plans are due on November 30. Each winner will provide them to their respective LAA, and the LAAs will submit them to the NEA as part of the final report for the grant.

I hope these points have covered most of your questions for now, but please feel free to contact me for any further information. Thanks again.