



2016 Annual Report to the Community

Vigil for PULSE victims

Front Cover: Garden Theatre, Mount Dora Center for the Arts, Orlando Museum of Art

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UQUISOC!

A MESSAGE TO OUR COMMUNITY





Jean Grono-Nowry Chair



Flora Maria Garcia President & CEO

Fiscal 2016 has been a spectacular year. In FY16, United Arts of Central Florida raised \$6.4 million across all revenue sources, an increase of \$537,901 versus prior year and 14.3% over our budgeted revenue target! The collaborative *Campaign for the Arts*, for the past three years, has exceeded its goal–and this year generated more than \$2 million dollars.

This was a year of national recognition for the arts in Central Florida with Orlando Mayor Buddy Dyer winning the prestigious 2016 Public Leadership in the Arts Award by the United States Conference of Mayors and Americans for the Arts. Additionally, Flora Maria Garcia received the 2016 Michael Newton Award from Americans for the Arts. She was recognized through this award for her innovation in developing private sector partnerships for the arts and for long-term achievement in effective and creative fundraising.

It was also a year of major grant awards, with a \$350,000 grant from the JPMorgan Chase Foundation to replicate the Orange County Evans High School *Career Pathways to Creative Sector Jobs* Program within The School District of Osceola County over the next two years. The grant is to expand a planned STEM high school into a STEAM High School, opening in 2018. For the second time, Walt Disney World Resort made a \$200,000 contribution through United Arts to fund a live theater production for all Orange County 8th graders. The live production of "The Giver" was performed by the Orlando Repertory Theatre at Dr. Phillips Center for the Performing Arts. Also for a second year in a row, Duke Energy awarded United Arts a \$50,000 grant to continue its diversity and inclusiveness initiatives within the cultural sector.

United Arts is thrilled to continue to serve Central Florida for its 27th consecutive year! Thank you to all of our donors, volunteers and supporters who have made this incredible year possible.



TRUSTEE SUPPORT

United Arts Trustees are donors of \$100,000 or more. Their generous support of the arts, science and history in Central Florida distinguishes them as visionary philanthropic leaders. Their gifts provide foundational support for grant awards and critical institutional operating support. In addition, their funds, combined with those of generous corporate donors, provide a valuable matching pool used to inspire giving through United Arts' annual collaborative Campaign for the Arts. United Arts is pleased to recognize each Trustee for their generosity and leadership.



UNIVERSITY OF CENTRAL FLORIDA

Bach Festival Society of Winter Park

During the annual collaborative *Campaign for the Arts*, United Arts works in collaboration with local cultural institutions to raise funds in support of arts, science and history. The campaign runs from February 1 through May 1 each year, with an Early Bird phase beginning the week of Thanksgiving.

Donations to United Arts' Arts for ALL Fund directly support grants awarded through an informed, competitive and independent process as well as critical K-12th grade arts and cultural educational programming. Donors may designate to any cultural nonprofit institution throughout the campaign. Donors who designate gifts to the campaign's participating cultural partners qualifies for a 15 percent matching gift.

Committed corporations provide support through on-site Workplace Giving campaigns, where employees learn about United Arts and the organizations it funds. In FY16, 25 corporations and their employees generously contributed more than \$158,529.

In all, the 2016 collaborative *Campaign for the Arts* raised \$2,042,611, of which \$349,588 was secured through the Early Bird phase.

What Teachers are saying ...

"This experience of live theater was very enriching for my kindergartners. It built their interest in music, art, dance & drama and showed them how creativity can bring a storybook character to life right before their eyes!" – Teacher, Cypress Park Elementary

"The story-telling through dance and music is an authentic experience that all of my students, including those with limited English-speaking abilities can understand and enjoy." - Teacher, Union Park Elementary

"I had many students excited as they realized that the places they see every day (and often take for granted) have rich and interesting history. I heard a lot of students planning to go and investigate their history, and expressing pride in their hometown for sometimes the first time. This experience was invaluable for these students – not only historically, but also culturally and personally." – Teacher, Lakeview Middle School

"Always important for my students to be exposed to new dance styles, especially those with a strong cultural component, since we rarely get to explore those styles in class." – Teacher, Wekiva High United Arts facilitated more than 896,000 student experiences through its cultural partners. In Orange County Public Schools, ALL 2nd graders attended the Orlando Ballet, and ALL 3rd, 4th, and 5th graders attended the Orlando Philharmonic. Also, in The School District of Osceola County, ALL 5th graders attended the Orlando Philharmonic. United Arts funds visits to museums, attendance at performing arts centers, and artist residencies in schools to enhance curriculum.

UAARTSED.COM

United Arts manages UAArtsEd.com, an online directory of arts education programs for pre-K through 12th grade. Teachers can search for cultural programs, download lesson plans that tie to the Sunshine State Standards, and apply for funding, while parents can utilize the site to find family-friendly events and cultural summer camps. Funding for arts education opportunities is provided through Orange County Public Schools, The School District of Osceola County and the State of Florida Division of Cultural Affairs.

ARTS LEARNING GRANTS

United Arts expands opportunities for arts education to the wider community through its Arts Learning Grants program. The program has been instrumental in implementing new programs for at-risk youth, Spanish-speaking actors, senior citizens, and toddlers. In FY16, organizations provided 1,050 individuals with opportunities to learn about arts and culture. United Arts supports art for all ages.



Award recipients, Orange County Principals Appreciation Breakfast

United Arts hosts the annual Principals Appreciation Breakfast to celebrate the achievements of principals who support exemplary arts programs, retain certified arts teachers in every school and work to make sure every student has access to quality arts education.

Orange County Public Schools celebrated its 10th annual Principals Appreciation Breakfast in 2016. The highlight of this year's breakfast was the Arts Principal Award, which recognizes principals who lead the way in supporting and promoting innovative, high-quality arts programs and arts instruction in their schools. Three award winners (one each from elementary, middle and high school levels) were featured in a panel discussion. At the event, attendees were eager to learn how, in an atmosphere of budget cuts and increasing requirements, these principals managed to keep the arts a strong part of their students' learning experience. The winning principals each received a \$1,000 cash award for their school's arts program, \$500 worth of art supplies, arts tickets and a United *ArtsCard*, a buy-one-get-one-FREE and discount card to over 20 regional ars, science and history organizations.



Also in 2016, United Arts started the first annual Principals Appreciation Breakfast for The School District of Osceola County. The breakfast, sponsored by Tupperware Brands, was themed for Cinco de Mayo and included performances by students, teachers and administrators and community arts groups celebrating the County's arts education accomplishments over the past year.

Orlando Science Center



United Arts provides crucial Operating Support Grants to arts, science and history organizations with budgets of \$25,000 or more who provide a full season of programming. Panels of community volunteers observe cultural events year-round, meet with applicants and recommend grants based on artistic merit, management, fiscal responsibility, and service to the community. Thirty-nine cultural organizations were funded in FY16 through this program.

The agency reaches out to grassroots and multicultural organizations through Mini-Grants. The program has three deadlines per year, a short application and one-month turnaround from submission to grant decision. Seventy-two percent of grantees are first-time recipients and 42% are culturally diverse organizations. Twelve organizations provided 22,222 cultural experiences to diverse segments of the community.

United Arts also provides technical assistance workshops for nonprofits to strengthen their skills in fundraising, grant writing and marketing.

Central Florida residents and visitors experienced the arts, science and history on more than 2.7 million occasions last year, made possible through 50+ cultural providers supported through these grant programs.



The official publication of United Arts of Central Florida, *Orlando Arts Magazine* is a donor benefit for contributions to United Arts of \$50 or more. The magazine serves as a comprehensive guide to arts and cultural offerings in the four-county region.

Produced bi-monthly in cooperation with Visit Orlando, the official tourism association, the publication covers local dance, music, film, theater, visual arts and special events. It also includes articles about home décor and artful shopping and restaurants – because living well is an art.

UNITED ARTSCARD

The United ArtsCard is a donor benefit for contributions to United Arts of \$100 or more. Good for one year, the card is a valuable buy-one-ticket-getone-FREE and discount card for over 20 arts, science and history organizations throughout Lake, Orange, Osceola and Seminole counties.



PROVIDING INFORMATION AND ACCESS

UnitedArts.cc is the official website for United Arts of Central Florida and a vital resource for donors, organizations seeking funding, and existing grantees. Organizations can learn about grant opportunities, apply for funding or manage their existing grants through the site. Visitors to the site can access featured articles from *Orlando Arts Magazine*, find information about United Arts' arts education programs, jump to OrlandoAtPlay.com for a calendar of local arts and cultural events, sign their company up for a Workplace Giving campaign, make a gift or pledge, or join the arts advocacy mailing list to help keep the arts alive in Central Florida. Take a moment and explore!





ORLANDOATPLAY.COM

A program of United Arts of Central Florida and funded in part by Orange County Arts & Cultural Affairs and the Florida Division of Arts & Cultural Affairs, OrlandoAtPlay.com features an online event calendar with over 585 organizations posting more than 2,472 events annually, a public art guide with over 207 pieces and a restaurant directory of over 141 places to dine or grab a drink.

In FY16, the OrlandoAtPlay.com website attracted 85,763 users from all over the world. They visited the site 106,451 times and viewed 298,065 pages promoting the region's diverse and innovative arts, science and history programs and events.







Charles Hosmer Morse Museum of American Art

Global Peace Film Festival

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PARTNERS IN SUPPORT OF CULTURAL TOURISM – ORANGE COUNTY & UNITED ARTS

United Arts partners with Orange County Arts & Cultural Affairs to manage the Cultural Tourism and Cultural Facilities Funding recommended by the Arts & Cultural Affairs Advisory Council and approved by the Orange County Board of County Commissioners. As fiduciary agent, United Arts coordinates guidelines and workshops, facilitates the application process, supports the panel review process, and oversees the reporting and funds disbursement process for funded projects. To date: \$29.8 million in funding has been awarded, supporting 47 organizations and 298 projects/phases, and group marketing.

Orange County's goal is to elevate the status of arts and culture in Central Florida to that befitting a world-class community. Two major funding programs are used to further that goal:



- Cultural Tourism Funding supports projects that enhance the Orlando area's arts and cultural identity, reward quality and promote tourism, thus stimulating local economies and generating new jobs. Awards are determined through a competitive panel review process. In FY16, \$2.3 million was awarded for 27 projects, collaborative marketing programs, festivals, exhibitions and performances, bringing total grants to \$20 million since 2003.
- Cultural Facilities Funding supports the acquisition, renovation, construction or equipping of museums and performance venues in Orange County. In FY16, \$1.2 million was awarded for five projects. In the nine years this program has been funded, more than 9.8 million in critical support has been provided for local cultural museums and auditoriums.



Orlando Shakespeare Theater

Career Pathways to Creative Sector Jobs, Evans High School

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Career Pathways to Creative Sector Jobs is a career training program at Evans High School designed to prepare youth for high-demand back-of-house arts and entertainment jobs at area theme parks and cultural institutions. Working together in a unified partnership through a grant provided by the JPMorgan Chase Foundation, United Arts of Central Florida coordinated planning efforts with Evans High School, Orange County Public Schools (OCPS), University of Central Florida, Valencia College, and Children's Home Society of Florida.

Through this program, students are able to earn a vocational certificate, a two-year degree from Valencia College, or a four-year degree from the University of Central Florida, depending on the level of complexity they wish to pursue. Curriculum in this program is designed specifically to reflect the job skills needed for employment in the arts and entertainment industry. Because of the program's groundbreaking success, Evans was designated as an Entertainment Magnet School in September 2016 by the OCPS school district.

In 2016, United Arts received a second grant from the JPMorgan Chase Foundation to replicate this program in Osceola County, at the new STEAM High School (Science, Technology, Engineering, Arts & Math) that will open in 2018.

		UNITED ARTS FUNDING			
LARGE BUDGET ORGANIZATIONS	CAMPAIGN FOR THE Arts & Power2give	CAMPAIGN MATCH	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Orlando Philharmonic Orchestra	\$382,885	\$45,742	\$202,126	\$201,229	\$831,982
Orlando Shakespeare Theater	\$493,249	\$47,547	\$151,569	\$15,920	\$708,285
Orlando Ballet	\$220,815	\$27,127	\$176,100	\$56,180	\$480,222
Orlando Science Center	\$147,179	\$21,856	\$160,130	\$65,277	\$394,442
Orlando Museum of Art	\$98,662	\$15,607	\$151,100	\$72,900	\$338,269
Bach Festival Society of Winter Park	\$182,319	\$22,227	\$59,300	\$31,494	\$295,340
Orlando Repertory Theatre	\$62,351	\$6,887	\$99,858	\$22,651	\$191,747
Crealdé School of Art	\$48,247	\$5,536	\$63,433	\$9,275	\$126,491
Enzian	\$58,270	\$7,154	\$36,330	\$150	\$101,904
Art & History Museums-Maitland	\$44,011	\$5,363	\$39,130	\$3,192	\$91,696
Orange County Regional History Center	\$30,585	\$3,187	\$25,000	\$28,663	\$87,435
Mad Cow Theatre	\$45,784	\$4,233	\$23,386	-	\$73,403
Orlando Philharmonic Orchestra - Opera	\$57,164	\$12,222	-	-	\$69,386

		UNITED ARTS FUNDING			
LARGE BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE Arts & Power2give	CAMPAIGN MATCH	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Downtown Arts District/CityArts Factory	\$39,434	\$2,424	\$21,218	-	\$63,076
Wayne Densch Performing Arts Center	\$55,128	\$676	\$4,000	-	\$59,804
Garden Theatre	\$22,034	\$1,423	\$27,425	-	\$50,882
Seminole Cultural Arts Council	\$50,017	\$575	-	-	\$50,592
The Association to Preserve the Eatonville Community	\$16,813	\$2,059	-	-	\$18,872
Osceola Arts	\$11,845	\$382	-	\$1,250	\$13,477
Total All Large Budget	\$2,066,792	\$232,227	\$1,240,105	\$508,181	\$4,047,305

		UNITED ARTS FUNDING		
SMALL & MEDIUM BUDGET ORGANIZATIONS	CAMPAIGN FOR THE Arts & Power2give	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Central Florida Community Arts	\$10,619	\$18,880	\$1,300	\$30,799
Empty Spaces Theatre	-	-	\$23,175	\$23,175
Orlando Fringe	\$3,545	\$17,308	-	\$20,853
Holocaust Memorial Resource & Education Center	\$600	\$18,000	-	\$18,600
The Winter Park Playhouse	\$2,557	\$9,000	\$6,250	\$17,807
Central Florida Ballet	-	\$15,000	\$900	\$15,900
Opera Orlando	\$6,535	\$4,600	\$4,626	\$15,761
MicheLee Puppets	\$100	\$9,500	\$4,300	\$13,900
Florida Symphony Youth Orchestra	\$1,362	\$11,000	-	\$12,362
Albin Polasek Museum & Sculpture Gardens	\$100	\$11,000	-	\$11,100
The Center for Contemporary Dance	\$250	-	\$10,550	\$10,800
Mount Dora Center for the Arts	\$273	\$10,017	-	\$10,290
Winter Garden Heritage Foundation	\$450	\$7,378	\$2,000	\$9,828

FY16 COMBINED FUNDING - GRANTS & OTHER SUPPORT | SMALL & MEDIUM BUDGET

		UNITED ARTS FUNDING		
SMALL & MEDIUM BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE ARTS & POWER2GIVE	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Leesburg Center for the Arts	\$3,750	\$5,780	-	\$9,530
Urban Rethink Foundation	-	\$9,431	-	\$9,431
Global Peace Film Festival	\$209	\$7,660	\$657	\$8,526
Osceola County Historical Society	-	\$7,093	-	\$7,093
Orlando Gay Chorus	\$207	\$6,590	-	\$6,797
Steinway Society of Central Florida	-	\$6,790	-	\$6,790
Bay Street Players	-	\$6,000	-	\$6,000
RS&C Productions	-	-	\$4,944	\$4,944
Performing Arts Maitland	\$150	\$4,670	-	\$4,820
Asian Cultural Association	-	\$4,690	-	\$4,690
Voci Dance	-	\$1,500	\$3,000	\$4,500
Winter Park Historical Society	-	\$4,460	-	\$4,460
Messiah Choral Society	\$3,068	\$1,324	-	\$4,392

		UNITED ARTS FUNDING		
SMALL & MEDIUM BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE ARTS & POWER2GIVE	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Creative City Project	\$1,512	\$2,664	-	\$4,176
Lake Eustis Museum of Art	-	\$3,470	-	\$3,470
Melon Patch Players	-	\$3,470	-	\$3,470
A Gift for Teaching/Music	\$3,000	-	\$300	\$3,300
Osceola Performing Arts Center	-	-	\$2,700	\$2,700
Playwright's Round Table	\$100	-	\$2,555	\$2,655
Florida Humanities Council	-	\$2,500	-	\$2,500
Life Concepts dba Quest	-	\$2,500	-	\$2,500
Timucua Arts Foundation	\$25	\$2,000	-	\$2,025
Alternate Roots	-	\$2,000	-	\$2,000
Orlando Community Arts	-	\$2,000	-	\$2,000
Shine/Pine Hills Performing Arts Center	-	\$2,000	-	\$2,000
Yow Dance	-	\$2,000	-	\$2,000

		UNITED ARTS FUNDING		
SMALL & MEDIUM BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE ARTS & POWER2GIVE	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
HAPCO Music Foundation	-	\$1,770	-	\$1,770
Goldsboro West Side Community Historical Association	-	\$1,500	-	\$1,500
Child of this Culture Foundation	-	\$1,200	-	\$1,200
Ballet Fedova	-	\$1,000	-	\$1,000
Casa de Mexico	-	\$1,000	-	\$1,000
The Celebration Foundation	-	\$1,000	-	\$1,000
Emotions Dance	-	\$1,000	-	\$1,000
Hatian American Art Network	-	\$1,000	-	\$1,000
Mount Dora Music Festival	-	\$1,000	-	\$1,000
Solar Healing Center	-	\$1,000	-	\$1,000
All Other Gifts, Grants and Service Contracts	\$1,592	\$4,678	\$48,205	\$54,475
Total All Small & Medium Budget	\$40,004	\$238,423	\$115,462	\$393,889

The Nutcracker, Orlando Ballet

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Singin' in the Rain, Garden Theatre

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Florida Symphony Youth Orchestra

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Culture Pop, Art & History Museums—Maitland

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Crealdé School of Art

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Bronze Circle (\$1,000 - \$2,499) Cont'd

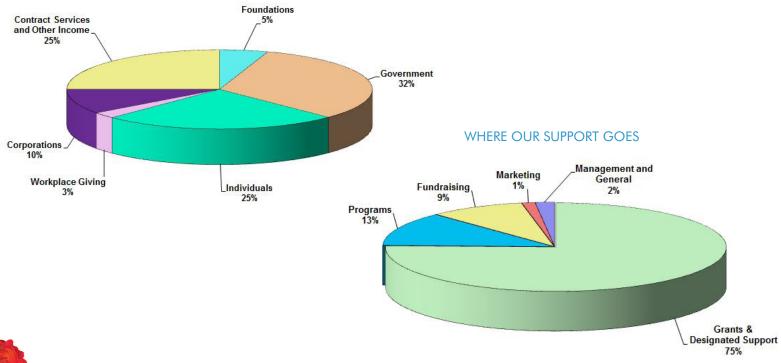
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UNITED ARTS OF CENTRAL FLORIDA INC.

FINANCIAL ACTIVITIES SUMMARY | YEAR ENDED JUNE 30, 2016

WHERE OUR SUPPORT COMES FROM

Campaign and Other Revenue:

WHERE OUR SUPPORT GOES

Grants, Support and Operations:

Total Support and Other Revenue	\$6,358,972	Unrestricted Net Assets at 06/30/16	\$624,737
Contract Services and Other Income	\$1,589,852		, ,
Other Revenue:		Total Grants, Support and Operations	\$5,888,295
Total Campaign Revenues	\$4,769,120		
Workplace Giving	\$158,736	Management and General	\$107,591
Government	\$2,054,159	Marketing	\$73,229
Foundations	\$325,000	Fundraising	\$533,805
Corporations	\$643,167	Programs	\$732,477
Individuals	\$1,588,058	Grants & Designated Support	\$4,441,193

A copy of the audited financial statements is available at www.UnitedArts.cc -- or call 407.628.0333

United Arts Board Chair, Jean Grono-Nowry; City of Orando Mayor, Buddy Dyer; Americans for the Arts Senior Director of State and Local Government Affairs, Jay Dick; United Arts President & CEO, Flora Maria Garcia, presenting Mayor Dyer with the National Arts Leadership Award at Orlando City Hall

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