



A MESSAGE TO OUR COMMUNITY



Brendan Lynch Chair



Juliana Steele Interim President and CFO

We are pleased to report that since its inception in 1989, United Arts has invested over \$162 million in the growth and development of Central Florida arts, science and history organizations. This year alone we invested more than \$7.1 million into the arts community, supporting over 65 arts and cultural organizations through grants, contracts for service and designated donations at a time when every dollar was precious.

Despite the challenges of COVID-19, the FY20 *Collaborative Campaign for the Arts* exceeded its goal by 57%, raising \$3,188,603. We can never say thank you enough to the thousands of donors, both new and returning, who helped make that happen and provided crucial support for our arts organizations during a time when COVID-19 threatened their very existence. In addition, this generous outpouring of support unlocked the Orange County Challenge Grant, infusing an additional \$500,000 into the arts community when they needed it most.

The Collaborative Campaign brings together the arts community to raise funds with one voice. Local arts and culture organizations work together all year, collaborating on projects and providing one another with opportunities for growth and increased community engagement. Arts, science and history organizations are the unique and exquisite jewels that make up the arts and cultural crown that adorns our region. United Arts is proud to be the primary funder of operating support for so many of these regional treasures.

We cannot stress enough how important your support of the United Arts – *Arts for All Fund* is to these organizations. In FY20, United Arts funded cultural organizations that presented 2,904 exhibitions and productions, provided 2,917,368 cultural experiences, and distributed 1,734,678 free tickets to the public. United Arts grants supported 403 full-time and 477 part-time staff, along with 13,385 artists. The arts are an integral industry in Central Florida, and an important economic driver.

Even with the challenges of COVID-19, this has been one of our best years, thanks to our donors, visionary Board, highly professional staff, and of course, our cultural partners. Thank you to all of those who believe in the power of the arts and are willing to invest time and resources to the great benefit of our community.



COLLABORATIVE CAMPAIGN FOR THE ARTS

Through the Collaborative Campaign for the Arts, United Arts brings together 15 of the region's cornerstone arts and cultural institutions to raise vital funds in support of the arts, with one voice. The campaign runs from February 1 through April 30 each year, with an early bird phase beginning the week of Thanksqiving that encourages donors to renew their support early.

Donations can be designated to the United Arts – Arts for All Fund or to one or more of United Arts' campaign partners. United Arts' 2020 campaign partners were: Art & History Museums – Maitland, Bach Festival Society of Winter Park, Central Florida Community Arts, Crealdé School of Art, Downtown Arts District/CityArts Orlando, Enzian, Garden Theatre, Orange County Regional History Center, Orlando Ballet, Orlando Fringe, Orlando Museum of Art, Orlando Philharmonic Orchestra, Orlando Repertory Theatre, Orlando Science Center, Orlando Shakes, and the United Arts - Arts for All Fund.

Donations made to a campaign partner during campaign timing are eligible to receive a 15% match from United Arts. Contributions raised by these organizations throughout the campaign helps sustain them throughout the year. The 2020 Collaborative Campaign had an aggressive \$2.7 million goal. The campaign raised a record-breaking \$3,188,603 unlocking the additional \$500,00 Orange County Challenge Grant. United Arts – Arts for All Fund raised \$419,311 during the campaign which will be reinvested in the arts and cultural community through grants and other programs.

Thank you to the 2020 Collaborative Campaign for the Arts Kickoff Reception Sponsors:















Orlando Regional Medical Center









UNITED ARTS GRANTS

United Arts' grant programs provide funding opportunities for a wide variety of arts, science and history organizations at all stages of growth throughout Central Florida.

Operating Support Grants - Thirty-four cultural organizations received grants totaling \$2,288,000.

Provides essential, unrestricted operating support for nonprofit arts and culture organizations with budgets of \$75,000 or more that provide a full season of programming. Panels of volunteers recommend grants through a competitive process based on artistic merit, management and fiscal responsibility, and service to the community.

Mini-Grants - Nineteen organizations received grants totaling \$31,000.

Supports the incubation of ideas and creativity by providing funding for cultural events held by burgeoning multicultural and grass-roots groups, art therapy programs, and a full season of offerings for organizations with budget sizes of less than \$75,000. More than 70% of grantees receive their first grant from United Arts through this program.

Venue Subsidy Grants - Nineteen organizations received grants totaling \$277,689.

Supported by a \$500,000 allocation from Orange County Government, this program encourages arts and culture programming throughout Orange County by subsidizing the rental costs of Orange County venues. *Due to COVID-19, nine organizations forfeited awards totaling \$106,737, with five resubmitting applications for the next round of funding.*

United Arts Grants support 2.9 million arts, science and history experiences annually for Central Florida residents and visitors.





Words cannot fully express my appreciation for this program. I am looking forward to growing our partnership even stronger next year. Sometimes school is the only place a student may see optimism and support. —Teacher, Apopka Elementary

The student population as a whole does not have many opportunities to go beyond their neighborhood... students were given a chance to step away from their learning routine and experience something in a different manner. Given the quarantine, and the fact that many of my students are in apartments with no place to play outside during it, the chance to move beyond their own walls was priceless.—*Teacher, Castle Creek Elementary*

The exposure to live, performing arts performances is so valuable to our students! And for that performance to center around how to treat one another was perfect. —*Teacher, Lakeview Elementary*

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 curriculum, and apply for funding. Parents can utilize the site to find family-friendly events and cultural summer camps.

UNITED | AFTS AFTS | EDUCATION ARTS & CULTURE ACCESS FOR SCHOOL KIDS

United Arts' funded programs make possible over one million student experiences annually. Utilizing regional arts, science and history organizations, United Arts-supported programming provides high-quality, enriching arts experiences that many students would not otherwise have access to.

Our arts education partnerships include:

- Orange County Public Schools invested \$549,000 in student arts and cultural experiences; 22 organizations provided 86,879 experiences including all third, fourth and fifth graders in Orange County who went to the Orlando Philharmonic Orchestra; and all second graders in Orange County went to the Orlando Ballet.
- Massey Services awarded United Arts a grant of \$20,000 for Arts and Cultural Access Funding. Through this funding teachers were able to apply for arts enrichment programming in Lake, Orange, Osceola and Seminole counties, serving 34,118 students.
- Walt Disney World Resort awarded United Arts a \$200,000 grant to send all OCPS eighth graders (15,000 students) to a live theater performance of "The Giver," performed by the Orlando Repertory Theatre at the Bob Carr Theater due to construction at the Dr. Phillips Center for the Performing Arts.



PRINCIPALS ARTS APPRECIATION BREAKFAST

United Arts hosts the annual Orange County Principals Arts 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 programs.

The 14th annual Orange County Principals Arts Appreciation Breakfast, held in February 2020 at the Dr. Phillips Center for the Performing Arts, welcomed over 200 principals as well as arts and cultural organization leaders, School Board Commissioners and OCPS leadership. The highlight of the event is the Arts Principal Award, which recognizes three principals who lead the way in supporting and promoting innovative, high-quality arts programs and arts instruction in their schools. The 2020 awardees are Seth Daub, Catalina Elementary; Raymond "Chuck" Yockel, Southwest Middle School; and Allison Kirby, Jones High School.

United Arts also supports Osceola County's Principals Arts Appreciation Breakfast. The fifth annual event was held on March 3, 2020, at the Embassy Suites in Kissimmee and included performances by current students and testimonials from graduates as to the impact the arts programming they participated in while in school shaped their lives and careers. With 160 in attendance, the event celebrates the County's arts education accomplishments over the past year.

























ORANGE COUNTY & UNITED ARTS

United Arts partners with Orange County Arts & Cultural Affairs as fiduciary agent for the Tourist Development Tax (TDT)-supported programs, as recommended by Orange County Arts and Cultural Affairs Advisory Council and approved by the Orange County Board of County Commissioners. United Arts coordinates guidelines, workshops and communication, facilitates the application and panel review processes, and oversees the reporting and disbursements for funded projects.

To date: \$48 million in Cultural Tourism, Cultural Facilities and Blockbuster Funding has been awarded, supporting 55 organizations and 448 projects/phases, and group marketing.



Cultural Tourism Funding supports projects that enhance Central Florida's arts
and cultural identity, rewards quality and promotes tourism, to stimulate local
economies and generate new jobs. In FY20, \$3.7 million was awarded for 31
projects, collaborative marketing programs, festivals, exhibitions and performances.



IMMERSE, Creative

- Cultural Facilities Funding supports the acquisition, construction, renovation or equipping of
 museums and performance venues in Orange County. Due to the COVID-19 pandemic, the FY20
 facilities program funding was reallocated.
- Blockbuster Funding supports arts and cultural projects that will generate national/worldwide
 attention, foster community-wide cultural collaborations, and attract attendance of 100,000+. In
 2020, \$800,000 was awarded to support Creative City Project's IMMERSE. Last year's funding
 supported Orlando Science Center, presenting Pompeii: The Immortal City.



ECONOMIC IMPACT

United Arts partners with Americans for the Arts to conduct a nationwide study every five years. Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations & Their Audiences in the Central Florida Region – or AEP5 – released in 2017, proves that the arts in our seven-county region are a great investment.

NONPROFIT arts and culture's direct annual economic impact is:

 \$399.9 million generated by arts and cultural nonprofits and their audiences



Together with Americans for the Arts, and Dun & Bradstreet, United Arts also provides the Creative Industries reports for this region, which exceeds national averages in number of companies and people employed in both nonprofit and for-profit creative industries. This report reaffirms the cultural vitality of our four-county area:

NONPROFIT AND FOR-PROFIT creative industries comprise:

- 7,424 arts-related businesses
- 40,597 people employed
- The creative industries account for 4.4 percent of the total number of businesses located in the Orlando Region and 3.1 percent of the people they employ, greater than the national average.



DIVERSITY AND INCLUSION

DIVERSITY AND ACCESSIBILITY GRANTS

United Arts of Central Florida was pleased to continue a third year of Diversity Grants. To date, these grants have encouraged more than 30 United Arts-funded cultural groups to create programming that is inclusive and representative of the diverse communities in Central Florida. Over this past year, eight diverse programs from local cultural organizations were funded through this grant process.

- Diversity Grants encourage the creation of arts and cultural programming that appeals to a wide range of audiences, particularly racially and ethnically diverse communities in Central Florida. This grant aims to increase the participation of diverse communities in arts and culture through performance attendance, participating as artists and performers in the programming, and serving on volunteer committees and boards. Diversity Grants are funded by Duke Energy. Eight organizations shared \$31,500 in funding.
- Accessibility Grants encourage the creation of arts and cultural programming that serves people with varying abilities in Central Florida. The goal of this grant is to increase the participation of people with varying abilities in arts and culture as attendees and as artists and performers in the programming. Accessibility Grants are funded by Universal Orlando. Five organizations shared \$12,000 in funding.

DIVERSITY TASK FORCES

United Arts engages an African-American Task Force and a Hispanic Task Force, each with members that are reflective of their community, to assist with discussions on inclusive marketing efforts, promoting events and staffing/volunteer opportunities.

RESPONSE TO COVID-19

In response to COVID-19, United Arts was committed to providing financial support and resources to our funded organizations and the community as quickly as possible. Efforts included:



- Shifted the focus of the Collaborative Campaign to fundraising for our campaign partners.
- Waived the 7% administrative fee so more funds would flow through to our campaign partners.
- Provided weekly distributions of the Collaborative Campaign funds instead of monthly distributions.
- Advance payments were offered to Operating Support Grantees who otherwise would receive quarterly payments.
- Provided ongoing communication on resources regarding funding, protective equipment, etc.
- Created a new webpage of resources and information on COVID-19.

RESPONSE TO COVID-19



- Expanded executive directors meetings of large-budget organizations from monthly to weekly meetings.
- Remained in contact with executive directors of small and midsize organizations.
- Worked with Orange County to expand Venue Subsidy Grant guidelines to provide support for long-term venue leases.
- Shifted the OrlandoAtPlay.com events website to feature and promote virtual arts and cultural events.
- Provided technical assistance workshops for nonprofits to strengthen their skills in fundraising, grant writing and marketing.
- Coordinated with partner organizations, funders, and school districts to assist with the transition of scheduled programming to distance learning.



ORLANDOATPLAY.COM

OrlandoAtPlay.com (OAP) is an online events calendar where Central Florida residents and tourists visiting the area can find virtual and in-person arts and cultural events. With over 350 organizations posting on average 3,200 events annually, OAP is the top resource to find local arts and culture organizations and their events all in one place.

An email newsletter recommending upcoming events is distributed weekly featuring events of all genres and for all ages. The newsletter includes information about event discounts and free events.

COVID-19 prompted OAP to switch gears to promote the virtual programming that arts and culture organizations were creating. These local organizations continue to offer virtual events that inspire and motivate all of us as we navigate COVID-19. OAP helps audiences bring art into their homes.



orlandoarts









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 throughout Central Florida. Produced bi-monthly, the magazine covers local arts, science, history and special events, as well as articles about home décor and artful shopping ... 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-get-one-FREE and discount card for more than 25 arts, science and history organizations throughout Lake, Orange, Osceola and Seminole counties. More than 2,000 ArtsCards were distributed.



PROVIDING INFORMATION AND ACCESS

UNITEDARTS.CC

UnitedArts.cc is the official website for United Arts of Central Florida and a vital resource for donors, organizations seeking funding, and 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 and arts research, 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!

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FY20 COMBINED FUNDING | LARGE BUDGET

		UNITED ARTS FUNDING			
LARGE BUDGET ORGANIZATIONS	CAMPAIGN FOR THE ARTS	CAMPAIGN MATCH	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Orlando Philharmonic Orchestra	\$562,743	\$152,671	\$326,800	\$256,642	\$1,298,856
Orlando Ballet	626,415	187,548	326,300	67,362	1,207,625
Orlando Shakes	590,432	74,484	245,700	16,023	926,639
Orlando Museum of Art	218,424	81,206	159,400	52,650	511,680
Orlando Science Center	131,278	28,942	275,200	49,961	485,381
Orlando Repertory Theatre	119,948	37,184	181,400	81,188	419,720
Bach Festival Society of Winter Park	249,297	65,758	88,300	7,650	411,005
Central Florida Community Arts	116,061	41,170	41,500	3,500	202,231
Enzian	78,043	12,048	85,700	-	175,791
Crealdé School of Art	64,331	14,825	74,500	11,050	164,706
Art & History Museums - Maitland	43,699	8,039	61,400	5,588	118,726
Garden Theatre	57,798	20,179	38,800	-	116,777
Orlando Fringe	47,447	14,820	47,700	-	109,967
Orange County Regional History Center	28,995	6,683	42,500	24,654	102,832
Downtown Arts District/CityArts Orlando	29,495	6,032	32,800	-	68,327
Total All Large Budget	\$2,964,406	\$751,589	\$2,028,000	\$576,268	\$6,320,263

		UNITED ARTS FUNDING		
SMALL & MIDSIZE BUDGET ORGANIZATIONS	CAMPAIGN FOR THE ARTS	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Opera Orlando	\$29,446	\$66,015	\$4,000	\$99,461
Dr. Phillips Center for the Performing Arts	50	-	66,949	66,999
Holocaust Memorial Resource and Education Center of Florida	50	61,900	-	61,950
Central Florida Ballet	-	45,200	1,500	46,700
Albin Polasek Museum & Sculpture Gardens	2,400	36,300	-	38,700
Florida Symphony Youth Orchestras	375	38,000	-	38,375
Mennello Museum of American Art (including Friends of)	10,110	22,100	500	32,710
MicheLee Puppets	25	20,400	4,800	25,225
Orlando International Film Festival	-	21,900	-	21,900
Mount Dora Center for the Arts	500	21,000	-	21,500
Bay Street Players	550	15,800	-	16,350
Urban Think Foundation	-	16,300	-	16,300

		UNITED ARTS FUNDING		
SMALL & MIDSIZE BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE ARTS	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Timucua Arts Foundation	\$75	\$15,575	-	\$15,650
Central Florida Vocal Arts	-	13,462	\$1,270	14,732
Creative City Project	200	13,700	-	13,900
Global Peace Film Festival	100	11,175	1,000	12,275
The Winter Park Playhouse	2,252	2,500	6,800	11,552
Snap! Orlando	-	10,900	-	10,900
Winter Garden Heritage Foundation	-	9,800	636	10,436
Orlando Gay Chorus	325	9,700	-	10,025
ArtReach Orlando	-	9,500	-	9,500
Leesburg Center for the Arts	-	8,900	-	8,900
Empty Spaces Theatre	-	-	8,784	8,784
Playwrights Round Table	100	1,500	3,493	5,093



		UNITED ARTS FUNDING		
SMALL & MIDSIZE BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE ARTS	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Mad CowTheatre	\$5,060	-	-	\$5,060
Osceola Arts	1,000	-	\$3,250	4,250
Flamenco del Sol	-	-	3,600	3,600
Music to My Mind	-	\$3,500	-	3,500
Messiah Choral Society	71	1,500	1,000	2,571
Boots on the Ground Theatre	-	2,500	-	2,500
Capoeira for Tomorrow	-	2,500	-	2,500
DulceArt Works	-	2,500	-	2,500
Howey Mansion Music Series Inc.	-	2,500	-	2,500
Swamp Sistas La La Foundation	-	2,500	-	2,500
The Celebration Theatre Company	-	2,500	-	2,500
Chance 2 Dance	-	2,000	-	2,000

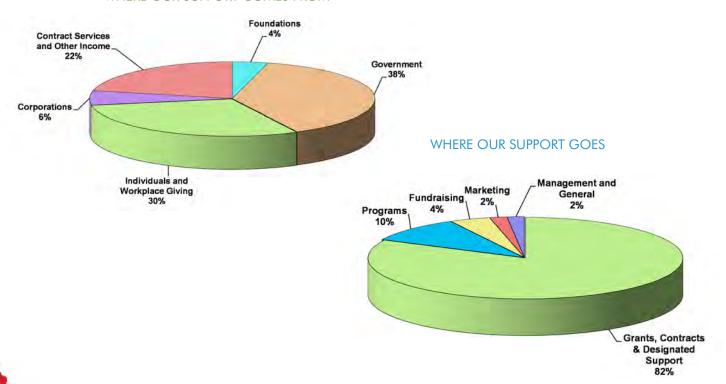


		UNITED ARTS FUNDING		
SMALL & MIDSIZE BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE ARTS	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Orlando Health	-	\$2,000	-	\$2,000
Bronze Kingdom	-	-	2,000	2,000
Steinway Society of Central Florida	250	-	1,700	1,950
Art4All Florida	-	-	1,750	1,750
Performing Arts Maitland	200	1,500	-	1,700
HAPCO Music Foundation	-	1,500	-	1,500
Association to Preserve the Eatonville Community	1,427	-	-	1,427
Voci Dance	100	-	1,100	1,200
Violectric Inc.	-	-	1,100	1,100
Asia Trend	-	1,000	-	1,000
Casa de Mexico de la Central Florida	-	1,000	-	1,000
Central Florida Film Festival	-	1,000	-	1,000



		UNITED ARTS FUNDING		
SMALL & MIDSIZE BUDGET ORGANIZATIONS (CONTINUED)	CAMPAIGN FOR THE ARTS	GRANTS	EDUCATION AND OTHER CONTRACTS	TOTAL FUNDING
Downtown Orlando Partnership Foundation / Avrio Foundation	-	\$1,000		\$1,000
Tavares Theatre	-	1,000	-	1,000
The Celebration Foundation	-	1,000	-	1,000
All Other Gifts, Grants and Contract Services	\$15,628	2,825	\$138,359	156,812
Total All Small & Midsize Organizations	\$70,294	\$507,452	\$253,591	\$831,337
INDIVIDUAL ARTISTS			\$2,380	\$2,380

WHERE OUR SUPPORT COMES FROM



UNITED ARTS OF CENTRAL FLORIDA INC.

FINANCIAL ACTIVITIES SUMMARY | YEAR ENDED JUNE 30, 2020

Total Support and Other Revenue	\$9,257,500	* Contains policy-restricted assets for use in FY21.	+=,===,===
	, =, = 00,000	Unrestricted Net Assets at 6/30/20	\$2,191,052*
Contract Services and Other Income	\$1,993,665		
Other Revenue		Total Grants, Support and Operations	\$8,696,495
Total Campaign Revenues	\$7,263,835	Management and General	\$154,193
Individuals and Workplace Giving	\$2,747,223	Marketing	\$153,937
Government	\$3,558,250	Fundraising	\$360,618
Foundations	\$375,390	Programs	\$873,767
Corporations	\$582,972	Grants, Contracts & Designated Support	\$7,153,980
Campaign Revenue		Grants, Support and Operations	
WHERE OUR SUPPORT COMES FROM		WHERE OUR SUPPORT GOES	

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



TRUSTEE SUPPORT

United Arts Trustee-level donors are those who give \$100,000 or more. Their generous support of arts, science and history in Central Florida distinguishes them as visionary philanthropic leaders. Their gifts provide support for grant awards and crucial institutional operating support. In addition, their funds, combined with those of other generous corporate and individual 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.



















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