

United Arts

OF CENTRAL FLORIDA

Impact Report

July 1, 2021 - June 30, 2022



01 Rising Tides

A LETTER FROM LEADERSHIP



Dan O'Keefe
Board Chair

Dear Donors and Stakeholders:

This 2022 impact report is dedicated to our Board of Directors and our staff led by President & CEO, Jennifer Evins, who celebrated her first year navigating United Arts of Central Florida.

Jennifer's invigorating dedication to making a lasting impact in Central Florida has not gone unnoticed. Through countless community meetings, she helped redefine what our cultural sector needed as we fully emerged from the pandemic. She has successfully fostered new cross-sector partnerships, strengthened the grant programs, and supported emerging organizations.

United Arts is proud to be your local arts agency uniting our community and fueling the arts. With the help of individual donors, corporations, foundations and public funding, United Arts prides itself on inspiring creativity, building community, and strengthening the economy in Central Florida while facilitating arts education programs for all ages and providing critical funding and comprehensive marketing for local art, science, and history organizations and individual artists.

United Arts was founded in 1989 to unify the cultural sector, ensure sustainable funding for the arts and to build a coalition of organizations to support one another. We strive to be a catalytic resource for fueling our cultural sector to serve our community in amazing ways, and we thank you for trusting us with your valuable resources.

As Board Chair, I have been honored to lead this organization and be a witness to the valuable work that is reflected in this report. The journey to enrich our communities by investing our time, talent and resources to ensure that our cultural sector thrives and that we can meet the needs and creative aspirations of our community for years to come is one I have immensely enjoyed.

If you would like to review
United Arts of Central Florida's audited financial statements,
please visit UnitedArts.cc/Financials

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**SINCE
1989**

United Arts has been the leading resource for arts and cultural organizations in Central Florida, ensuring their missions have the greatest impact in our communities. Our work makes art more accessible to all, so that everyone, from our neighbors to our future generations, can live in a more inspiring and enriching community.

02

The United Front

OUR MISSION

**To enrich communities
by investing in
arts, science, and history**



OUR VISION

**All people
of Central Florida
have access to
arts, science, and history**



Our Values

○ Excellence

Meeting high standards and expectations is one thing, but our passion around what we do is what will distinguish us from other organizations. We are not here just to admire, we are here to inspire. We take pride in serving the arts and we are always seeking ways to be the best possible resource for our partners, our people, and our community.

○ Fairness

We acknowledge the systemic obstacles that our diverse communities face and understand our responsibility to help break down barriers. The arts exist for everyone, no questions asked except one – how are we creating more access, every day?

○ Purpose

We bring intention and determination to what we exist to do – unify our community around the impact of the arts. This means that first and foremost, we believe in our impact wholeheartedly and that everyone has a place in our vision for the future we want to build. We embrace the challenge of always pursuing the best paths to achieve our goals and to engage our mission.

○ Care

With every interaction, every relationship built, and every person met, we lead with warmth and kindness. We listen to others and to each other with an open mind to our differences in thought and an open heart to what's possible.

○ Transparency

While the Arts may be abstract, our impact will be clear. All that we do will be rooted in transparency and open communication. With our partners and community, we will acknowledge our aspirations in a grounded and practical way that allows us to galvanize people around the challenges we face and the vision we pursue.

We Unite With

Together, We've **Accomplished** So Much.

\$5.5M

raised during the collaborative campaign

5326

Artists Involved in Supported Projects

\$4.02M

awarded in UA grants

1.8M

Audience Attracted



Our Reach

As the arts agency of the region, we are dedicated to championing the many diverse and expansive arts and cultural organizations that contribute to the vibrancy of Lake, Orange, Osceola, and Seminole counties.



GRANTS AND FUNDRAISING

⁰³ **Fueling
Central Florida
Arts & Culture**

United Arts Grants

United Arts' grant programs ensure that arts, science, and history organizations throughout Central Florida have access to funding opportunities, no matter their stage of growth or development. These funds are raised by United Arts and awarded by grant panels and board of trustees.

1 Community Project Grants

Supports the incubation of ideas and creativity by providing funding for cultural programs, projects and events held by burgeoning multicultural and grassroots groups, art therapy programs, and a full season of offerings.

\$91,000



TACTITONO
by Carolina Guillermet

"For 10 years, Dance Theatre of Orlando and ME Dance, Inc. have sought to broaden the opportunities available to the performing artists of Central Florida while providing opportunities for the community to experience art and dance. We believe that the dedication, talent and passion of performers should be rewarded, and thanks to the support from United Arts, we are able to expand our commitment to furthering professional talent and supporting the arts."

Marshall Ellis
Founder of ME Dance, Inc.
& Artistic Director of
Dance Theatre of Orlando



2 Operating Support and Matching Grants

Provides essential, unrestricted operating support for nonprofit arts and culture organizations 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.

\$3,414,956



I can't successfully express how impactful this investment from United Arts will be to our small arts organization. The literary arts aren't always as recognized or supported in the greater arts world so this investment in Page 15 is not only a validation of our work to inspire children through reading and writing, but also the need of this kind of arts programming in our community.

Julia Young
Founder & Executive Director

Over \$3.5 Million Awarded



Collaborative Campaign 2022

Each raised over \$1 million
in donations for the first time!



31

Campaign partners
more than any previous
campaign.

Raised over \$500,000
in donations
for the first time!



Campaign partners
from Lake County for
the first time.

\$1M

Leveraged over a million dollars
in matching gifts.

the most amount of money the campaign has ever raised!!!

\$5.5 Million raised for local arts, science & history organizations





Initiatives

INITIATIVES

Encouraging Cultural Tourism



United Arts is responsible for curating and promoting OrlandoAtPlay.com (OAP). OAP is a comprehensive online events calendar where Central Florida residents and tourists visiting the area can find virtual and in-person arts and cultural events. With an expansive network of organizations and events posted throughout the region, 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 free and discounted events. Sign up today and share with your friends!

2,166

Events promoted

12,877

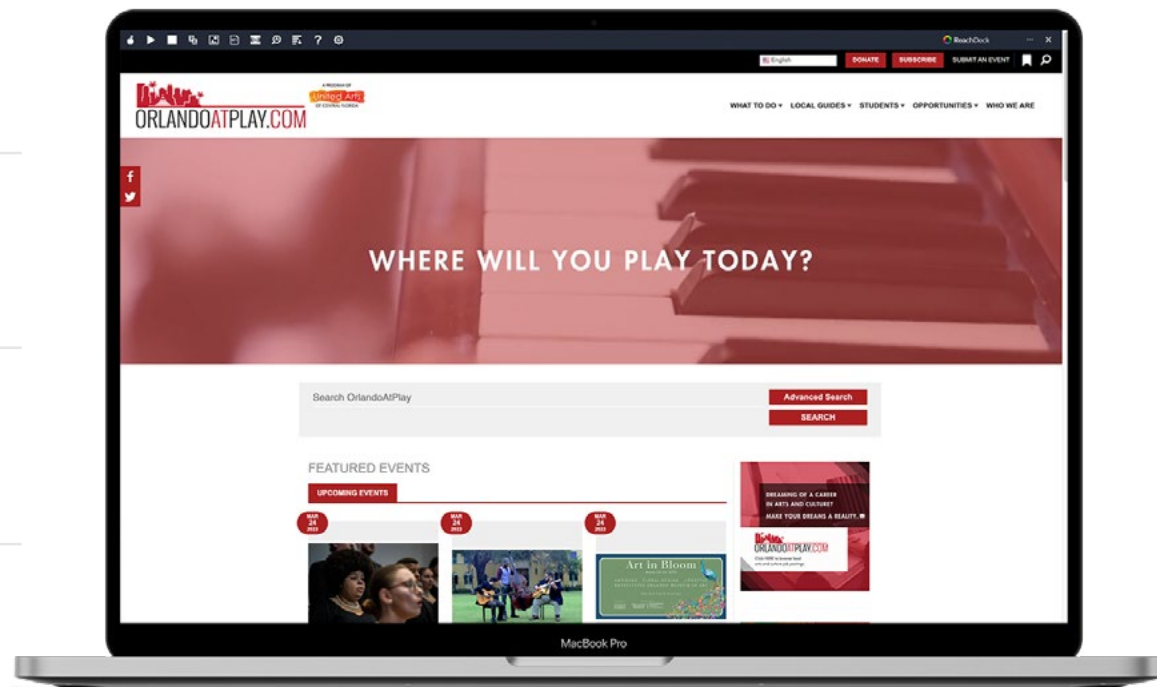
Followers

10,084

Newsletter Subscribers

11,264

Facebook Followers



ORLANDO arts

THE MAGAZINE OF CENTRAL FLORIDA'S CULTURAL COMMUNITY

Orlando Arts is the official publication of United Arts of Central Florida. 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.



JAN/FEB 2023



MAR/APR 2022



MAY/JUNE 2022



JULY/AUG 2023



SEP/OCT 2023



Provided access to 15,000 experiences throughout Central Florida

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.

INITIATIVES

Arts Education



Igniting Imaginations, Shaping Futures.

Through the direction and coordination of United Arts, over 70,000 student experiences are made possible annually. This year cultural organizations worked with United Arts to provide experiences ranging from grade-wide access to see the orchestra, theater productions and the ballet, to in-school workshops and performances, artist residencies, portfolio reviews, and private music lessons. More details about the programming offered and methods to support arts education can be found at UAArtsEd.com.

Through United Arts, Orange County Public Schools invested \$549,000 to partner with 27 local organizations and bring art and culture into the classrooms.

Arts Education Access Fund benefitted over 70,000 student experiences

Removing Barriers

1

Integrated participatory grant-making practices into our funding strategies



2

Removed the match requirement for Project Grants



3

Reduced the insurance for grantees.

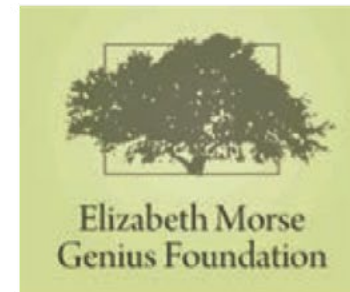


- United Arts is dedicated to breaking down barriers that prevent arts and culture organizations from accessing the funds they need. In FY22, United Arts made the grant process more accessible, continuing its evolution towards a more inclusive future.

You have our thanks.

United Arts of Central Florida is your arts agency. With the help of individuals, donors, corporations, and foundations, United Arts fuels art, science and history in our community. On behalf of United Arts and all our partners of the Collaborative Campaign, we thank you for helping us make art possible.

Trustee Support



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Corporate & Government

\$100,000+

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Dr. Phillips Charities
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Elizabeth Morse Genius Foundation Inc.
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Team Members
National Endowment for the Arts
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University of Central Florida
Walt Disney World Resort and The Walt
Disney Company Foundation

\$50,000 – \$99,999

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Members — Andrea Massey-Farrell
and James Farrell

\$25,000 – \$49,999

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\$10,000 – \$24,999

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Window World

\$7,500 – \$9,999

Different Perspective
KPMG, LLP and Employees

\$5,000 – \$7,499

77 Trust Me Brand
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The Ballet Academy of Central Florida
Crystal Photonics
Darden Credit Union
Dean Mead Employees
Gary Lambert Salon
in honor of Robert Hill
Inception Wines
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Orlando Health
Winter Park Publishing

\$2,500 – \$4,999

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Ginsburg Family Foundation

\$50,000 – \$99,999

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In loving memory of Dan Dantin,
by Frank Santos
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Members — Andrea Massey-Farrell
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 Arthur Shevchenko
 William and Dorothy Silverman
 Diana Sisley
 Dr. Paul Skomsky
 Scott and Tina Skraban
 Charlie and Becca Sloan
 Brenda and Stan Smith
 Keith Smith and Marc Caglia
 Robert and Janan Smither
 Mary and Rick Solik
 Tony and Rebecca Sos
 Matthew Soss
 David Spiegel

Paula Stuart
 Carol Studer
 Rene Stuzman
 Randall M. Sumner and George B. Mabry
 Dr. Stella Sung
 Vernon Swartzel
 Thomas C. Taffinder
 Jodi Tassos in memory of John Tassos
 George R. and Eleanor C. Taylor
 Patrick Terry
 Michael Thomas
 John and Nancy-Lee Thompson
 Mark E. Thompson
 Clinton and Renee Thompson
 James William Tivy
 Larry Tobin
 Tamara L. Trimble
 Anthea M. Turner
 Jerry and Barbara Twedt
 Benjamin Urrutia
 Lee and Judy Van Valkenburgh
 Bernie Vatter
 Ms. Sterling S. Vestal
 Massimo and Louise Villinger
 Keith Walls
 Robert Waltman
 Katy Moss Warner
 Tim Warzecha and Bill Neighbors
 David Kevin Weaver
 Todd C. Weaver
 Mr. Randy Welsch
 Miriam Weston
 The Honorable David Wheeler
 George and Cynthia White
 Michael and Diane White
 Trudy Wild
 Jennifer Williams and James Yannucci
 Jayne and John Willis
 Betty Jane and Cecil Wilson, MD
 Bill and Suzy Wilson
 David and Diane Withee
 Nancy and Jonathan Wolf
 Leighton and Phyllis Yates
 Michael J. Young
 Edward and Phyllis Zissman
 JL Zucco

Campaign Funding

Find FY22 Audit and IRS 990 at unitedarts.cc/about-us/financials

Partners	Collaborative Fundraising	Campaign Match Paid	Grants & Fees for Service	Total
Art & History Museums of Maitland	\$ 37,827.23	\$ 6,940.25	\$ 66,000.00	\$ 110,767.48
ArtReach Orlando	\$ 30,651.25	-	\$ 8,500.00	\$ 39,151.25
Bach Festival Society of Winter Park	\$ 303,434.55	\$ 35,750.41	\$ 120,800.00	\$ 459,984.96
Bay Street Players	\$ 21,027.00	-	\$ 15,800.00	\$ 36,827.00
Central Florida Ballet	\$ 53,950.78	\$ 6,335.17	\$ 85,937.00	\$ 146,222.95
Central Florida Community Arts	\$ 102,000.45	\$ 26,363.12	\$ 60,470.00	\$ 188,833.57
Central Florida Vocal Arts	\$ 35,116.00	\$ 4,724.25	\$ 45,563.00	\$ 85,403.25
Crealdé School of Art	\$ 65,588.01	\$ 9,630.50	\$ 83,300.00	\$ 158,518.51
Creative City Project	\$ 8,149.00	-	\$ 21,000.00	\$ 29,149.00
Downtown Arts District/CityArts Orlando	\$ 35,062.33	\$ 5,735.90	\$ 36,000.00	\$ 76,798.23
Enzian	\$ 91,082.00	\$ 17,436.19	\$ 87,177.54	\$ 195,695.73
Florida Symphony Youth Orchestra	\$ 25,502.27	\$ 4,465.69	\$ 40,872.00	\$ 70,839.96
Garden Theatre	\$ 109,892.00	\$ 12,091.87	\$ 45,000.00	\$ 166,983.87
Global Peace Film Festival	\$ 9,480.00	-	\$ 12,000.00	\$ 21,480.00
Holocaust Memorial Resource Center	\$ 151,937.01	-	\$ 62,000.00	\$ 213,937.01
Leesburg Center for the Arts	\$ 14,299.00	-	\$ 9,000.00	\$ 23,299.00
MicheLee Puppets	\$ 10,852.54	-	\$ 21,400.00	\$ 32,252.54
Mount Dora Center for the Arts	\$ 2,525.00	-	\$ 21,000.00	\$ 23,525.00
Opera Orlando	\$ 459,968.76	\$ 52,108.60	\$ 94,700.00	\$ 606,777.36
Orange County Regional History Center	\$ 50,127.19	\$ 6,913.95	\$ 70,339.00	\$ 127,380.14
Orlando Ballet	\$ 1,030,969.19	\$ 117,194.91	\$ 394,470.00	\$ 1,542,634.10
Orlando Fringe	\$ 71,398.03	\$ 9,103.02	\$ 108,109.00	\$ 188,610.05
Orlando Gay Chorus	\$ 9,317.16	-	\$ 9,700.00	\$ 19,017.16
Orlando Museum of Art	\$ 214,266.86	\$ 21,458.34	\$ 221,784.00	\$ 457,509.20
Orlando Philharmonic Orchestra	\$ 1,045,791.41	\$ 124,930.92	\$ 580,718.80	\$ 1,751,441.13
Orlando Repertory Theatre	\$ 85,568.24	\$ 13,241.63	\$ 204,551.00	\$ 303,360.87
Orlando Science Center	\$ 104,305.85	\$ 16,419.94	\$ 336,984.00	\$ 457,709.79
Orlando Shakes	\$ 689,988.94	\$ 77,824.33	\$ 259,350.00	\$ 1,027,163.27
Snap! Orlando	\$ 44,289.03	\$ 4,457.25	\$ 10,900.00	\$ 59,646.28
Timucua Arts Foundation	\$ 92,527.05	\$ 6,830.41	\$ 12,750.00	\$ 112,107.46
Winter Garden Heritage Foundation	\$ 39,695.99	\$ 7,161.00	\$ 11,800.00	\$ 58,656.99

Total \$ 5,046,590.12 \$ 587,117.65 \$ 3,157,975.34 \$ 8,791,683.11

* Campaign Partners listed were officially part of the FY22 Campaign. The Campaign Match Paid is the funding dispersed during FY22 for prior campaigns (FY21 – FY20), so new Campaign Partners listed show having no match. The first match payment for FY22 campaign was in the new fiscal year.

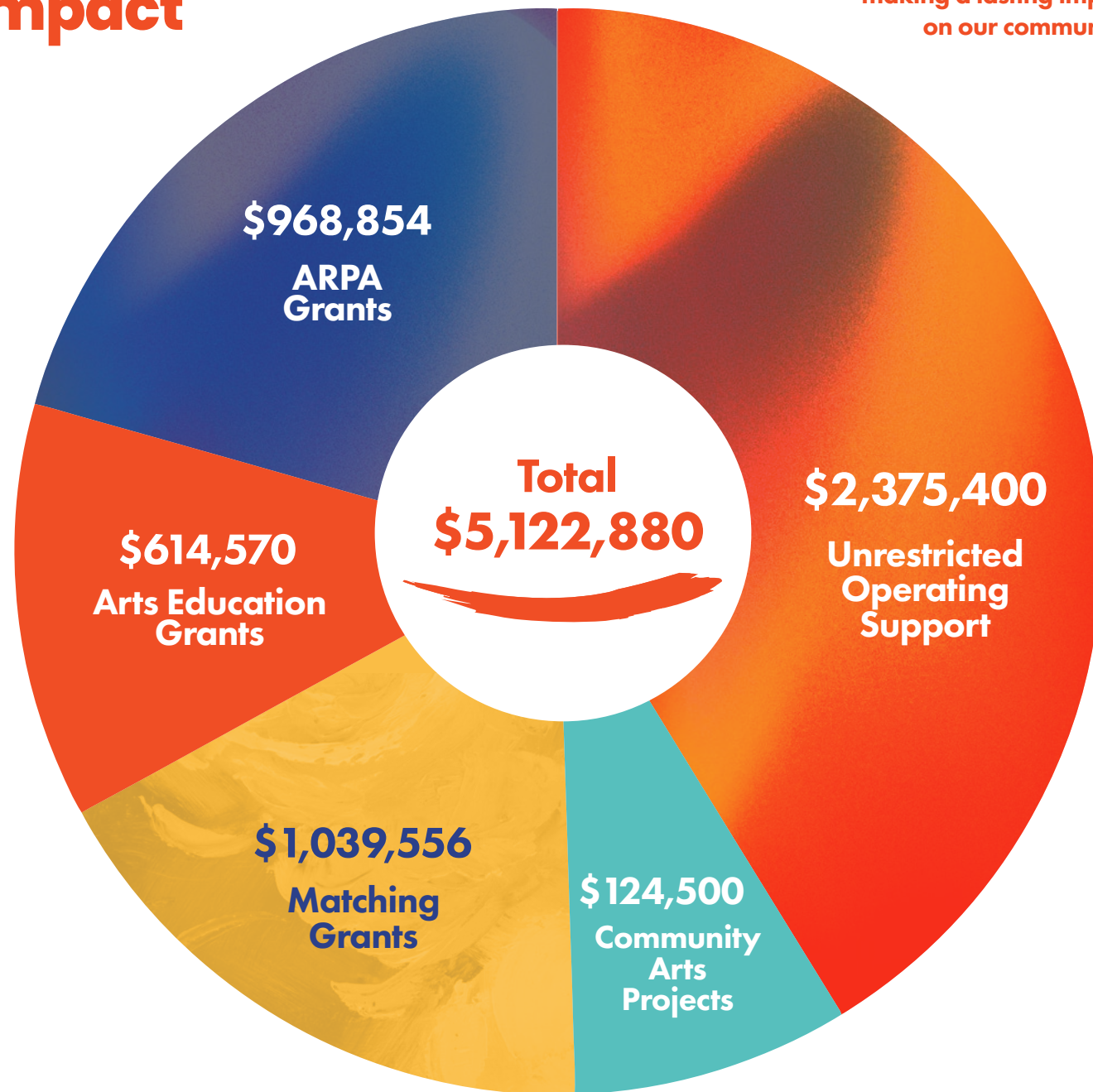
Other Funded Organizations	Collaborative Fundraising	Grants & Fees for Service	Total
Albin Polasek Museum & Sculpture Gardens	\$ 200.00	\$ 32,000.00	\$ 32,200.00
Asia Trend	\$ -	\$ 1,000.00	\$ 1,000.00
Asian Cultural Association	\$ -	\$ 3,000.00	\$ 3,000.00
Band Preservation Inc	\$ -	\$ 3,000.00	\$ 3,000.00
Blue Bamboo Center for the Arts	\$ 250.00	\$ 5,000.00	\$ 5,250.00
Boys & Girls Club of Central Florida	\$ -	\$ 3,000.00	\$ 3,000.00
Casa de Artes, Benestar, Educacion, etc.	\$ -	\$ 1,000.00	\$ 1,000.00
Caribbean American Assoc of Lake County	\$ -	\$ 3,000.00	\$ 3,000.00
Casa de Mexico	\$ -	\$ 3,000.00	\$ 3,000.00
CAYA Network	\$ -	\$ 29,269.00	\$ 29,269.00
Celebration Theatre Company	\$ -	\$ 49,586.04	\$ 49,586.04
Central Florida Sounds of Freedom	\$ -	\$ 1,500.00	\$ 1,500.00
Chance 2 Dance	\$ -	\$ 2,672.00	\$ 2,672.00
Child of this Culture Foundation	\$ -	\$ 1,500.00	\$ 1,500.00
Decolonizarte Teatro Inc.	\$ -	\$ 5,825.00	\$ 5,825.00
DTO Jazz Fest Inc	\$ -	\$ 6,125.00	\$ 6,125.00
Emotions Dance	\$ -	\$ 1,640.00	\$ 1,640.00
First Presbyterian Church of Orlando	\$ -	\$ 3,000.00	\$ 3,000.00
Flamenco del Sol	\$ -	\$ 5,450.00	\$ 5,450.00
Friends of Leu Gardens	\$ -	\$ 3,000.00	\$ 3,000.00
FusionFest	\$ -	\$ 10,345.00	\$ 10,345.00
HAPCO Music Foundation	\$ -	\$ 1,500.00	\$ 1,500.00
Howey Mansion Music Series	\$ -	\$ 1,500.00	\$ 1,500.00
IDEAS For Us	\$ -	\$ 3,000.00	\$ 3,000.00
Life Concepts dba Quest, Inc.	\$ -	\$ 5,000.00	\$ 5,000.00
Mad Cow Theatre	\$ 300.00	\$ 2,000.00	\$ 2,300.00
ME Dance	\$ -	\$ 3,000.00	\$ 3,000.00
Mennello Museum of American Art (including Friends of)	\$ 1,015.00	\$ 18,100.00	\$ 19,115.00
Messiah Choral Society	\$ 45.00	\$ 2,486.00	\$ 2,531.00
Open Scene Inc.	\$ -	\$ 7,255.00	\$ 7,255.00
Orlando Community Arts	\$ -	\$ 27,730.00	\$ 27,730.00
Russian Ballet	\$ -	\$ 18,563.00	\$ 18,563.00
Orlando Bal Vihar	\$ -	\$ 2,070.00	\$ 2,070.00
Orlando Health	\$ -	\$ 3,500.00	\$ 3,500.00
Orlando International Film Festival	\$ -	\$ 18,084.00	\$ 18,084.00
Orlando Metropolitan Ballet Company	\$ -	\$ 4,824.00	\$ 4,824.00
Osceola Arts	\$ 1,250.00	\$ -	\$ 1,250.00
Playwrights Round Table	\$ 100.00	\$ 10,050.00	\$ 10,150.00
Raymi Dance School Inc	\$ -	\$ 3,000.00	\$ 3,000.00
So You Want Your Name In Lights Corp	\$ -	\$ 4,500.00	\$ 4,500.00
Standing Ovation Talent Group	\$ -	\$ 2,525.00	\$ 2,525.00
Swamp Sistas La La Foundation	\$ -	\$ 3,000.00	\$ 3,000.00
Tavares Theatre	\$ 25.00	\$ 3,000.00	\$ 3,025.00
The Licorice Sticks Clarinet Orchestra	\$ -	\$ 5,950.00	\$ 5,950.00
Theatre South Playhouse	\$ 250.00	\$ 1,500.00	\$ 1,750.00
Urban Think Foundation	\$ -	\$ 16,300.00	\$ 16,300.00
Veterans Tribute & Museum of Osceola County	\$ -	\$ 3,000.00	\$ 3,000.00
VOCI Dance	\$ 200.00	\$ 3,000.00	\$ 3,200.00
Winter Park Playhouse	\$ 6,100.00	\$ 40,200.00	\$ 46,300.00
WMFE	\$ 1,500.00	\$ -	\$ 1,500.00
Write To Be Scene	\$ -	\$ 3,000.00	\$ 3,000.00
WUCF Radio	\$ 1,500.00	\$ -	\$ 1,500.00
Young Star Music Theatre	\$ -	\$ 3,000.00	\$ 3,000.00
Zebra Coalition	\$ -	\$ 3,000.00	\$ 3,000.00
All Other	\$ 16,911.84	\$ 10,120.00	\$ 27,031.84

Total \$ 29,646.84 \$ 407,669.04 \$ 437,315.88

2022 United Arts Grantmaking Impact

Every dollar counts.

Your contribution goes directly
back into the arts & culture sector,
making a lasting impact
on our community.



United Arts Serves as Fiscal Agent and Program Implementation Partner for

\$1,039,556

Orange County Division of Arts & Cultural Affairs

\$515,094

Orange County
Venue Subsidy Grants

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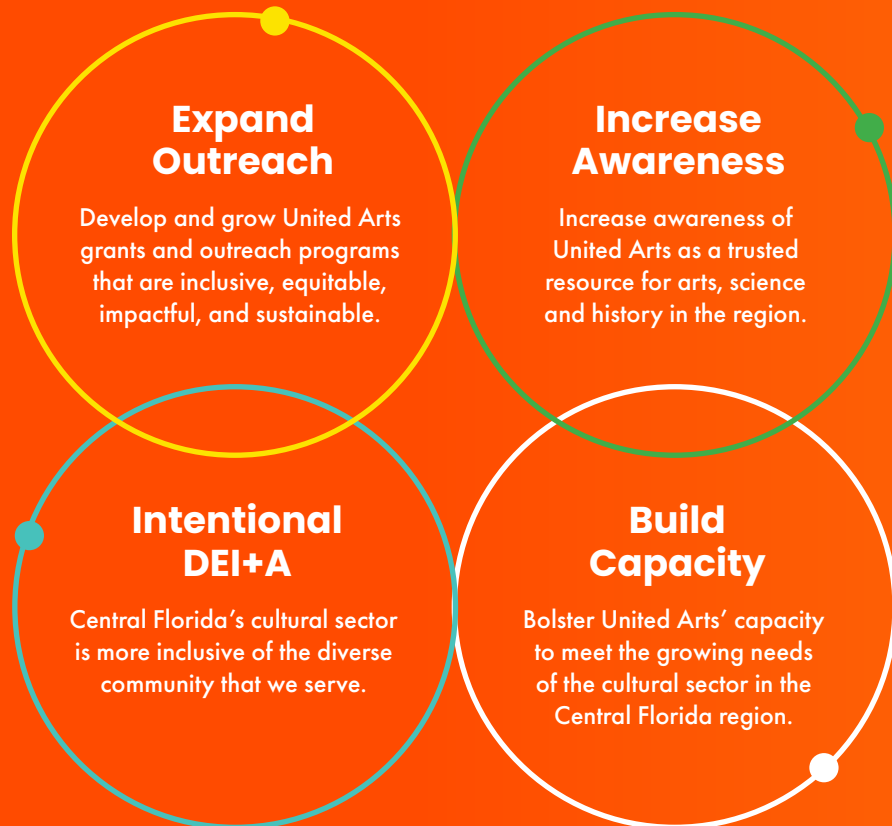
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A more vibrant

OUR 5 YEAR STRATEGIC PLAN

Vision All people of Central Florida have access to arts, science, and history.



A Letter from the President

BY THE TIME you read this, I will have completed my first year as president and CEO of United Arts of Central Florida. I moved here without knowing anyone — but I knew based on the interview process and a few days visiting last April that this was going to be my new home.

Everyone in Central Florida seemed to be warm and welcoming. And I can say now that it's the truth! Over the past 12 months, I've received an amazingly warm welcome and found a community that wishes not only for me to be happy here, but also to be successful at United Arts. I'm grateful.

I'm also eager to continue learning from my colleagues in and out of the arts. Central Florida has layers of intellectual capital and experienced leaders with whom I hope to continue engaging in new cross-sector partnerships.

I'm excited about growing our grants program to be more inclusive, accessible, equitable and sustainable. I learned that there are clear gaps in arts and culture in Central Florida. As has been proven with the region's first generation of cultural organizations, the investment of our time, knowledge and resources can help the next generation of emerging cultural organizations to prosper. I also learned that individual artists don't have opportunities for grants to advance their creative work in our community. We're going to change that with our new Individual Artists Grants, which will allow recipients to remain and grow their practices here. Without creative people thriving in our community, we can't have a strong and sustainable cultural sector that produces memorable and significant creative experiences.

I've heard repeatedly that Central Florida will be the most diverse region in the world in the next few years. If that's true, then the cultural sector must reflect the community or we'll not be relevant in 10 years. I've experienced firsthand the richness of the diversity celebrated here through the 89 (and counting) cultural festivals and celebrations that are held annually throughout Central Florida. To be a global community, we must include a cross-section of people in the decision-making process. By doing that, we bolster and enhance our status as a world-class cultural destination.



Jennifer Evins
President & CEO

I hope to continue to grow awareness of the critical role that United Arts serves in our region. We've been serving Central Florida since 1989, when visionary leaders came together with a plan for financial and operational sustainability for our cultural sector — which then included about 16 nonprofit organizations. Today, United Arts provides annual operating support to 37 organizations and project grants to more than 20 organizations, who bring public art projects, programs and events to the community year-round. Because of this solid and reliable framework, we have a very sound and resilient cultural sector that not only survived the pandemic but thrived because we remained united.

United Arts is a much-needed catalyst for strengthening Central Florida through the arts every day of the year. We use our influence and knowledge to leverage outside participation in our community and to encourage new investments in the arts through facilitating a very successful annual collaborative campaign.

This wouldn't happen without United Arts — and I'm honored and excited to be leading an organization that's such a positive force. I look forward to working with you to strengthen and grow what makes this place special and great! Thank you again for an amazing first year and for welcoming me with open arms.

Future.



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