

**IMPACT
REPORT**

2024

LET'S MAKE

ART

THRIVE

**U
A**

ART IS WHAT WE
STAY ALIVE FOR.
IT'S EVERYWHERE.
IT'S EVERYTHING.
LET'S KEEP IT ALIVE.
LET'S BRING IT TO MORE PEOPLE.
LET'S MAKE OUR COMMUNITY A
MORE INSPIRING PLACE TO LIVE.
LET'S MAKE ART THRIVE.

A LETTER FROM THE BOARD

RISEING TIDES

It's an exciting time for the arts in Central Florida. As Board Chair, I am deeply honored to support United Arts' mission to enrich our community by investing in arts, science, and history. The achievements in this report reflect a unified effort to make art possible—for everyone.

This 2024 Impact Report is dedicated to our Board of Directors and the talented staff led by President & CEO, Jennifer Evins, now in her third year leading United Arts of Central Florida. Jennifer's bold and strategic leadership continues to elevate the arts sector in meaningful ways, building on a vision that puts collaboration, access, and sustainability at the forefront.

In 2024, United Arts achieved remarkable milestones. With a \$13.5 million board-approved budget, we expanded grant programs—including increased support for individual artists and community organizations—thanks in part to a \$100,000 grant from the National Endowment for the Arts. We surpassed our Collaborative Campaign goal, raising over \$6.7 million from more than 9,700 gifts, and leveraged an additional \$1.3 million in matching funds—making ours the third-largest United Arts campaign in the country.

As Central Florida's local arts agency, we continue to champion creativity, build community, and strengthen our regional economy. Our work provides vital funding, arts education, and strategic marketing support for artists and organizations working in the arts, sciences, and history. We are especially proud of our expanded grants program, which now includes multi-year operating support to help emerging organizations grow and thrive.

Founded in 1989 to unify and sustain the cultural sector, United Arts now serves more than 125 organizations—a testament to both the region's growth and our shared commitment to transforming access to the arts. We've embraced a shift from transactional to transformational partnerships, investing in relationships and long-term support, and reaching thousands of students a year with hands-on arts education.

In the following pages, you will find, as I have, the accomplishments of a dedicated organization that does indeed "Make Art Thrive."



LINDA FERRONE

BOARD CHAIR

Chief Customer and
Marketing Officer,
Orlando Utilities Commission

If you would like to review United Arts of Central Florida's audited financial statements, please visit unitedartscfl.org/about/financials

OUR REACH

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

LAKE

SEMINOLE

ORANGE

OSCEOLA

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.

TOGETHER, WE'VE ACCOMPLISHED SO MUCH

\$11M

Awarded in grants

\$13.5M

Resources secured for the Arts

1.95M

Audience Attracted

12,044

Local artists involved in supported projects

*All numbers from 2024





PROGRAMS & SERVICES

CHAMPION THE ARTS

Marketing & Audience Development

- Artistry Magazine
 - ArtsinOrlando.com
 - ArtsCard
 - Discovery Newsletter
 - Spotlight Newsletter
- Cultural Tourism*
 - Destination Art Tours
 - Shoulder & Themed Seasons
 - Artist Hub
 - Readiness Training for Hospitality & Arts

MAKE ART POSSIBLE

Fundraising & Friendraising

- Collaborative Campaign for the Arts
 - Direct Mail Services
 - Donor Database Management Services
 - Donor Stewardship & Benefits
 - Matching Grants Program
 - Spotlight Newsletter
 - Text-to-Give Services
 - Workplace Giving
- National Resources
 - National Endowment for the Arts SubGrants for Arts Projects

MAKE ART THRIVE

Impact

Nonprofit Grants, Technical Support and Capacity Building

- United Arts Grants
 - General Operating Support
 - Matching Grants
 - Diversity in the Arts
 - Community Art Projects
 - Artists
 - Organizations
 - Community Vibrancy
 - Executive Directors Learning Circle
 - Orange County Grants
 - ARC Capital Projects
 - Blockbuster and Special Events
 - Cultural Tourism
 - Cultural Facilities
 - Cultural Tourism Supplemental Program
 - Venue Subsidy
 - Arts Education
 - Arts Education in School PreK-12
 - Arts Education Out of School PreK-12
 - Creative Aging – Senior Arts Enrichment Programs
 - Internships & Career Development
 - Teaching Artist Registry
- Individual Artists
 - Individual Artist Awards
 - Grants & Training
 - Artist Database
 - Creative Placemaking Jobs
 - Private Sector Calls for Artists – i.e. hotels, businesses, etc.
 - Advocacy Program and Services
 - Advocate Database
 - Annual Advocacy Planning
 - Arts Advocacy Day in Tallahassee
 - Public Comment Coordination for Public Meetings
 - Research
 - AEP 6 (2023)
 - Arts Ecology Study (2022)
 - Convening & Research
 - Volunteer Opportunities
 - Board – Elected Member
 - Board Committees
 - Board Leadership Pipeline & Board Orientation Training (30 Nonprofit Boards)
 - Grants Panels (13)

*Contract-based

MAKE ART POSSIBLE

ANOTHER RECORD-BREAKING YEAR IN PHILANTHROPY FOR LOCAL ARTS, SCIENCE & HISTORY ORGANIZATIONS.

"During my extensive career in real estate development, I have built more than 35,000 homes in more than 1,000 communities. Time and again, I've seen that the communities that truly thrive for generations are those enriched by arts and culture. Without them, a vital thread is missing from the fabric of a healthy, resilient and enduring community."

Craig Collin
United Arts Board Secretary;
President & Chief Operating Officer,
Tavistock Development Company

2024 COLLABORATIVE CAMPAIGN FOR THE ARTS

\$6,800,000

Raised during
the Collaborative
Campaign for
the Arts

\$1.3M

Leveraged over a
million dollars in
matching gifts

+\$1,829,873

New & increased giving

\$43,881

From 1,917 gifts to cover
the admin fee that
allows United Arts to
continue running
the Collaborative
Campaign

+1,351

New donors to the
campaign from
2023

38

Campaign partners;
more than any
previous campaign



THANK YOU DONORS!

2024 CONTRIBUTORS TO UNITED ARTS & THE COLLABORATIVE CAMPAIGN FOR THE ARTS
BETWEEN JULY 1, 2023 – JUNE 30, 2024.

United Arts is deeply grateful to its donors and community partners for their investment in and support of Central Florida’s creative community and the enormous impact it has on our lives every day. Learn more at unitedartscfl.org/donors-sponsors/

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University of Central Florida
Walt Disney World Resort

\$50,000 – \$99,999

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National Endowment for the Arts

\$25,000 – \$49,999

Central Florida Foundation
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\$10,000 – \$24,999

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United Healthcare
Universal Orlando Foundation

\$7,500 – \$9,999

Harbinger Capital Advisors

\$5,000 – \$7,499

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Winter Garden 100

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Debby Randall
Bill and Joan Randolph
Bruce and LeAnne Rapée
James and Beverly Rawlings
Valerie Read
Douglas and Carole Reece
David C. Riccardi
Brad and Nancy Richmond
Patricia Rixmann
Michael B. Roberts
Jane and Jon Rodeheffer
Dr. F. Robert and Norene Rolle
Phoebe and Eliot Rosewater
Judy Russell
Joan E. Sanchez
Rocky Santomassino
Vincent and Traci Scarpinato
David Schiller and Thomas C. Taffinder
Patty Schmidt
Frank and Christine Schornagle
Jim and Pat Schroeder
Stefani Schulze
Pamela Schwartz
Ryan Scordato
Janell and Wyatt Scott
Lynn and Dan Sedwick
Sara and Bill Segal
Dr. Marc and Nancy Sharfman
Winifred J. Sharp
Karyl Shaw

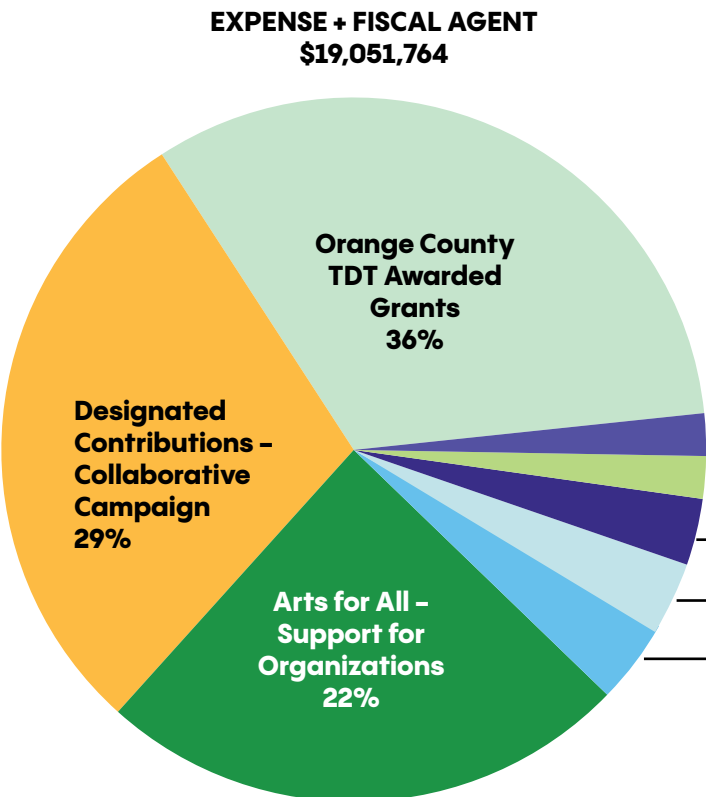
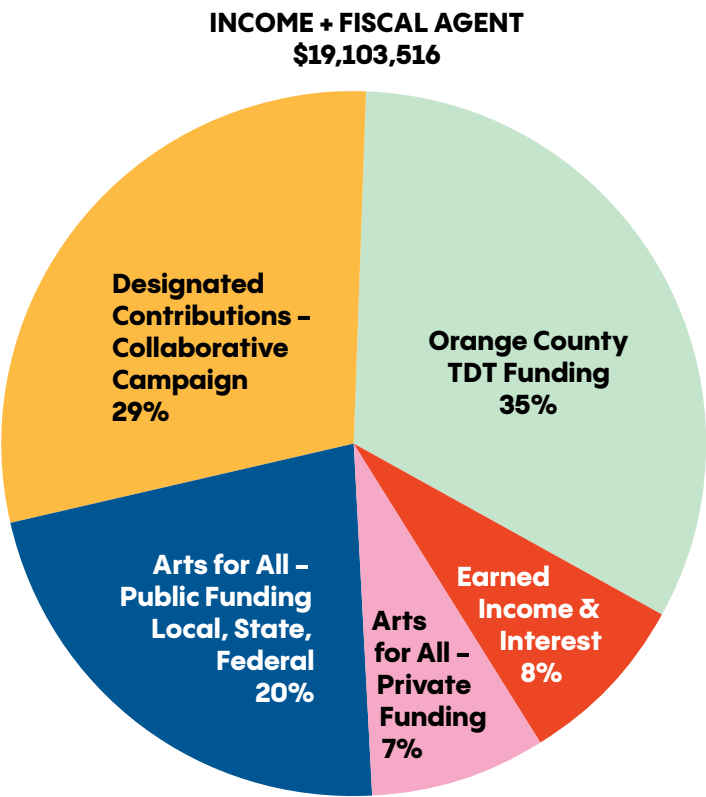
James G. Shepp
Van and Carol Sher
Seiji Shiraishi
Robert T. Shutts
Michael J. Silverstein
Skaggs Family
Scott & Tina Skraban
Charlie and Becca Sloan
Robert and Janan Smither
David Spiegel
Shannon E. St. John
Mark Pulliam and Judy St. Peter
Linda L. Stanford
Elizabeth Strouse
Jodi Stuart
Gene and Carol Stuckey
Carol Studer
Kyle Sturley
Rene Stutzman
Michael Suarez
Randall M. Sumner and George B. Mabry
Vernon Swartsel
Patrick R. Terry
The Belanger Family
The Haak Family
The Labelle Family
The Shelton D. Granade Family
The Sidhu Family Foundation
Michael Thomas and Rustin Davis
Isaac Thomas and Family
Amy Thompson
Clinton and Renee Thompson
John and Nancy-Lee Thompson
Mark E. Thompson
Richard M. and Patrice M. Thor
Jim and Carolina Timon
Jamie and Brian Tipps
James Tivy
Riki Turofsky
Kinn Tutas
Jerry and Barbara Twedt
Mr. Todd Ulrich and Mr. Hardy Davis
Theodora Uniken Venema
Craig Ustler
Dr. Nancy van den Berg
James Van Rens
Lee and Judy Van Valkenburgh
Dr. Jessica Vaught-Aviles and
Mr. Juan Aviles
Carlos Velez
Ms. Sterling S. Vestal
Massimo and Louise Villinger
Stacia L. Wake and Karl Schuberth
William A. Walker II
Katy Moss Warner
Lisa Warren
Larry and Lynne Watson
William Watson
Helga Weesner
Peter and Frances Weldon
Miriam Weston
Linn Wheeler & Bev Campbell
Patricia M. White
Doug Whitehead
Alan Whittaker
Connie Wightman and Rob Reedy
Madeline Wiley
Gwendolyn B. and Wilford J. Williams
Jennifer Williams and James Yannucci
Alan S. Wilson
Betty Jane and Cecil B. Wilson, MD
Bill and Suzy Wilson
Lori and Daniel Wise
Julie Wolf and Greg Sahlsten
Leighton and Phyllis Yates
Beth and Bob Yohe
Molly and David Yuska
Dr. and Mrs. Lee Zehngebot
Armand and Alison Zilioli
Marc Zurich

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.



Orlando Museum of Art

FINANCIAL SNAPSHOT



JULY 1, 2023 THROUGH JUNE 30, 2024

INCOME

Designated Contributions - Collaborative Campaign	6,155,011
Arts for All - Public Funding Local, State, Federal	4,279,936
Arts for All - Private Funding	1,496,427
Earned Income & Interest	1,622,142
Total Income	\$13,553,516

EXPENSES

Designated Contributions - Collaborative Campaign	6,155,011
Marketing and Cultural Tourism	569,413
Collaborative Campaign & Fundraising	458,632
Support for Artists	347,149
Support for Organizations	4,648,188
Arts Education	694,057
Administration	629,314
Total Expenses	\$13,501,764

Net Income / (Loss) **\$ 51,752**

ORANGE CO. FISCAL AGENT

TDT Funding	\$7,439,939
TDT Awarded Grants	\$7,439,939
Net Result	-

Note: United Arts serves as Fiscal Agent and Program Implementation Partner for Orange County, managing six grants programs. This is not reflected as income or expenses on our IRS 990 as United Arts has no discretion in how these funds are expended, the authority of which lies with the Orange County Board of County Commissioners.

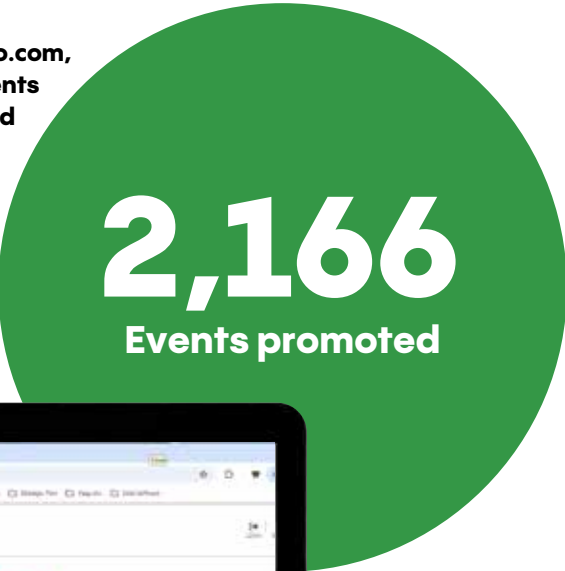
CHAMPION THE ARTS



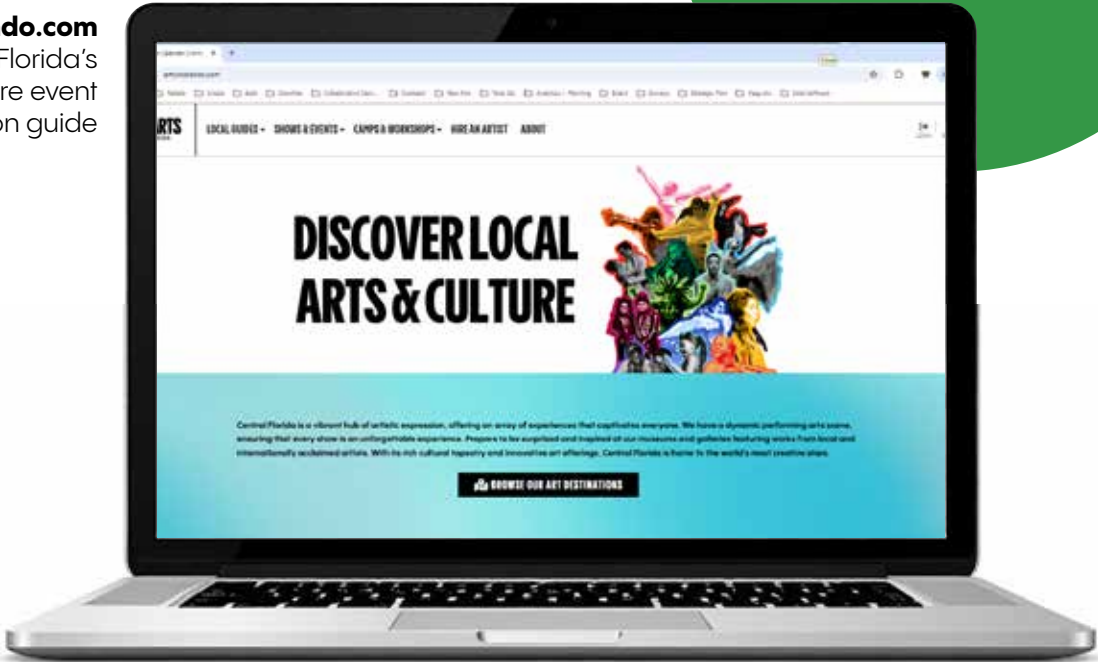
ARTISTRY

Artistry 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 five times per year, the magazine covers local arts, science, history and special events, as well as articles featuring local artists, designers and makers ... because living well is an art.

United Arts is responsible for curating and promoting ArtsinOrlando.com, 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 destinations and events posted throughout the region, ArtsinOrlando.com is the top resource to find local arts and culture and events all in one place. An email newsletter, Discovery, recommends upcoming events and is distributed monthly 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 at unitedartsfl.org.



ArtsinOrlando.com is Central Florida's arts & culture event & destination guide



Norman Garrett as the title role in Opera Orlando's Macbeth, Steinmetz Hall, Dr. Phillips Center



UNITED ARTSCARD

The United ArtsCard provides access to experiences throughout Central Florida. Discounts associated with this digital card total approximately \$600 in estimated value for donors contributing \$100 or more to United Arts. 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.

MAKE ART THRIVE

IN 2024, UNITED ARTS
AWARDED MORE
THAN \$4.4 MILLION
IN GRANTS, FUELING
ARTS & CULTURE IN
CENTRAL FLORIDA.

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 – Arts for All Fund and awarded by grant panels and board of trustees.

IMPACT

General Operating Support and Matching Grants provide 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.

\$4.3M
General Operating
Support and
Matching Grants

"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
Page 15

"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
Dance Theatre of Orlando

Community Project Grants support 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.

The Community Vibrancy grant program is a place-based pilot program that engages local performing artists to enliven public spaces within the commercial districts of Lake, Orange, Osceola, and Seminole counties.

\$136,000
Community Project and
Community Vibrancy
Grants



ARTS FOR ALL FUNDING

Find FY24 Audit and IRS 990 at unitedartscfl.org/about/financials

GRANTEE	UA CAMPAIGN MATCH AWARDS	UA GRANTS	TOTAL
Albin Polasek Museum and Sculpture Gardens	\$-	\$33,200	\$33,200
Art and History Museums of Maitland	\$9,997	\$61,000	\$70,997
ArtReach Orlando	\$4,036	\$10,000	\$14,036
Bach Festival Society of Winter Park	\$74,446	\$97,702	\$172,148
Bay Street Players	\$1,766	\$10,000	\$11,766
Central Florida Ballet	\$9,319	\$69,567	\$78,886
Central Florida Community Arts	\$23,230	\$90,367	\$113,597
Central Florida Vocal Arts	\$11,323	\$37,356	\$48,679
Chance 2 Dance	\$-	\$12,327	\$12,327
Crealde School of Art	\$17,961	\$68,000	\$85,961
Creative City Project	\$883	\$55,367	\$56,250
Downtown Arts District	\$12,959	\$35,437	\$48,396
Emotions Dance Company	\$-	\$14,708	\$14,708
Enzian Theater Inc	\$26,970	\$90,567	\$117,537
Florida Symphony Youth Orchestra	\$9,419	\$51,812	\$61,231
Garden Theatre	\$8,638	\$45,000	\$53,638
Global Peace Film Festival	\$2,825	\$14,059	\$16,884
Hapco Music Foundation	\$-	\$10,000	\$10,000
Holocaust Memorial Resource & Education Center	\$27,577	\$60,000	\$87,577
Leesburg Center for the Arts	\$913	\$10,000	\$10,913
Mount Dora Center for the Arts	\$15,598	\$18,200	\$33,798
Opera Orlando	\$151,351	\$70,367	\$221,718
Orange County Regional History Center	\$18,837	\$43,000	\$61,837
Orlando Ballet	\$228,529	\$280,367	\$508,896
Orlando Fringe	\$19,222	\$82,867	\$102,089
Orlando Gay Chorus Inc	\$3,926	\$10,000	\$13,926
Orlando Museum of Art	\$53,598	\$152,500	\$206,098
Orlando Philharmonic	\$237,619	\$280,367	\$517,986
Orlando Family Stages	\$30,996	\$170,000	\$200,996
Orlando Science Center	\$21,227	\$263,924	\$285,151
Orlando Shakespeare Theater	\$120,782	\$237,245	\$358,027
Snap Cultural Events Inc.	\$10,136	\$13,000	\$23,136
The Winter Park Playhouse	\$-	\$38,000	\$38,000
Timucua Arts Foundation	\$18,498	\$10,000	\$28,498
Urban Think Foundation	\$348	\$16,000	\$16,348
Winter Garden Heritage Foundation	\$10,969	\$10,000	\$20,969
Total	\$1,183,898	\$2,572,307	\$3,756,205

OTHER FUNDED ORGANIZATIONS	UA GRANTS
Adult Literacy League	\$5,000
Arching Oaks	\$5,000
Assoc to Preserve Eatonville	\$5,900
Blue Bamboo Center for the Arts	\$13,000
Caribbean American Passport	\$30,367
Community Communications, Inc - WMFE	\$10,000
Descolonizarte Teatro Inc	\$15,244
DTO Jazz Fest	\$7,248
Encore Cast Performing Arts	\$17,009
Escuela De Bomba Y Piena Tata Cepeda	\$5,000
Friends of Mennello Museum of American Folk Art	\$15,000
FusionFest Inc	\$40,367
Goldsboro West Side Community Hist Assoc	\$5,000
Haitian American Art Network	\$14,124
Heart of Florida United Way	\$5,000
Howey Mansion Music Series Inc.	\$10,000
Indian Horizon of Florida	\$5,517
Little Radical Theatrics	\$15,119
Maker Effect Foundation	\$14,990
Messiah Choral Society	\$9,990
New Generation Theatrical Inc	\$20,009
Open Scene	\$13,000
Orlando Community Arts	\$24,449
Orlando Health	\$5,000
Orlando Intl Film Festival	\$13,497
Orlando Symphony Orch	\$10,122
Orlando Urban Film Festival	\$22,778
Orlando Youth Chamber Ensembles	\$5,000
Performing Arts Matter	\$17,097
Playwrights' Round Table	\$9,103
Raymi Dance School	\$5,000
Renaissance Theatre Co	\$5,000
So You Want Your Name In Lights	\$6,580
Standing Ovation Talent Group	\$4,558
Steinway Society of Central Florida	\$10,000
Swamp Sistas La La Foundation	\$5,000
The Licorice Sticks Clarinet Orch	\$4,744
Theatre South Playhouse	\$5,000
White Elephant Theatre Productions	\$5,000
Winter Park Historical Association, Inc.	\$10,000
All Other	\$11,646
Total	\$461,459

Patreece Travlin, Winter Park Playhouse (Lisa Mellilo)

COMMUNITY VIBRANCY

EMPLOYING LOCAL ARTISTS TO BOOST BUSINESSES

Launched in 2023 with funding from the Ginsburg Family Foundation, the Community Vibrancy program is a place-based pilot program that engages local performing artists to enliven public spaces within Main Streets to keep our communities vibrant and economically viable.

2024-25 INDIVIDUAL ARTIST GRANTEEES

United Arts awards \$100,000 to Professional Artists in our four-county service area.

- Bethany Dickens Assaf
- Belina Wright
- Camara Gaither
- Dawn Roe
- Donald Harrell
- Giovanna Quezada
- Jacoub Reyes
- Joseph Harrington
- Juan Santos
- Karen Rugerio
- Kelly Ladd
- Lorna Ruth Galloway
- Mado Smith
- Marielle Martinez
- Meka King
- Mzuri Moyo
- Sam Desmet
- Sinuhe Vega Negrin
- Tamara Madison
- Team Ron Ross
- Tasanee Durrett

ARTS EDUCATION

**Igniting Imaginations,
Shaping Futures.**

95,307

Students reached

Through the direction and coordination of United Arts, over 95,000 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.



VOLUNTEER ENGAGEMENT

Volunteer panelists are vital to the integrity of the grant review process. They bring their understanding of the arts, nonprofit management, and the community to evaluate each application’s competitiveness. In this role, volunteer panelists support United Arts’ participatory grantmaking efforts and drive inclusive decision-making. To learn more about our volunteer and grant review panelist opportunities, visit: <https://unitedartscfl.org/grants/volunteer-grant-review-panelist/>.

578

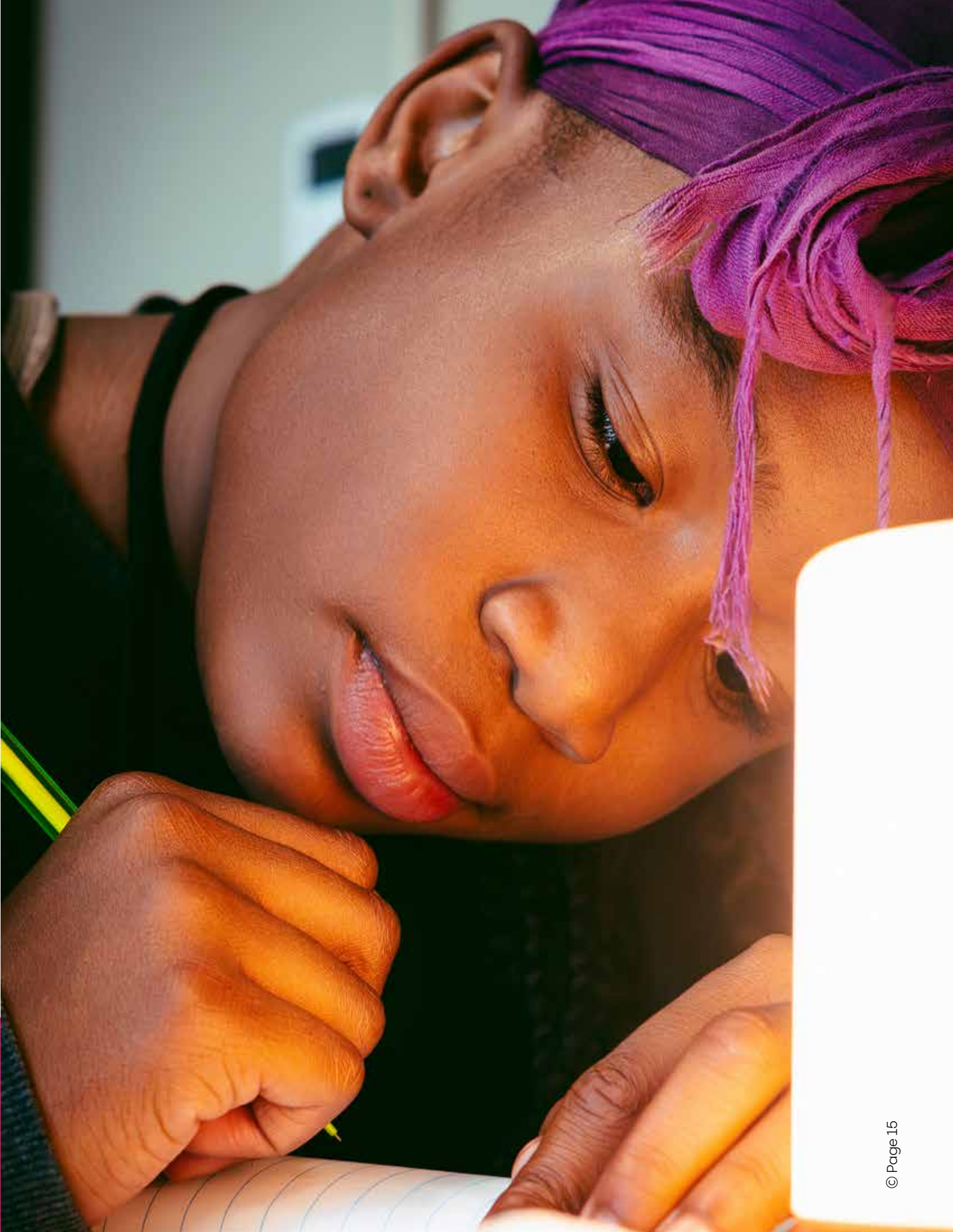
Volunteer hours

68

Unique volunteers

12

Review panels



MAKE ART THRIVE

CREATIVE PLACEMAKING

Our Creative Placemaking Team curates art experiences that activate public areas, enrich the local cultural landscape, and support the growth of Central Florida’s arts community. From live performances to visual arts installations, we collaborate with local artists, organizations, property owners, and municipalities to bring art into everyday life, fostering a more vibrant and inspiring community for all.

The arts are more than inspiration—they are a powerful driver of economic growth. Studies show that for every \$1 invested in the arts, there’s an average return of \$5 in local economic activity. Investing in the arts helps create jobs, supports local businesses, and attracts tourism, all while nurturing cultural uniqueness and inspiring future leaders. The arts connect us, enrich our community, and fuel our economy.

DTOLIVE!

DTOLive is a Creative Placemaking pilot program led by United Arts of Central Florida, in partnership with the City of Orlando’s Downtown Development Board, Creative City Project, and the Downtown Arts District. Launched in 2024, DTOLive transforms everyday spaces into cultural destinations, bringing more performances, events, and installations directly to the public, all free and open to all ages.

SPARK THE ARTS

A pilot initiative led by United Arts that transforms commercial spaces in Downtown Orlando into dynamic art studios and galleries. This program, in collaboration with Highwood Properties, serves as a launchpad for local artists and a cultural hub for the community.



Executive Director of Orlando’s Downtown Development Board and Community Redevelopment Agency David Barilla, United Arts President & CEO Jennifer Evins, and Orlando Mayor Buddy Dyer at the official kickoff of DTOLive!

517

Total events

DTOLive! & United Arts Creative Placemaking

532

Total artists

DTOLive! & United Arts Creative Placemaking

\$891K

Total payments to artists

LIVE + LOCAL MUSIC SEASON

100+ SHOWS IN 8 WEEKS

FROM SEPTEMBER TO OCTOBER

ORLANDO

UNBELIEVABLY REAL



CULTURAL TOURISM

The Cultural Tourism Initiative, launched in 2024, is funded by Visit Orlando and operated by United Arts. This strategic effort promotes Central Florida’s arts scene on a national and international scale. The initiative promotes ArtsinOrlando.com, develops marketing campaigns, curates cultural experiences—such as guided tours and themed seasons—and collaborates with the travel and hospitality industries to establish the local arts as a must-do for visitors.

Key accomplishments include:

- Development and launch of the Cultural Tourism Awareness Campaign and 3 New Branded Seasons, reaching 600K impressions
- Fall Live + Local Music Season (Sept/Oct)
- WOA! Winter of Arts & Heritage (mid-Jan/mid-Mar)
- Spring into the Arts (mid-Mar/May)
- Inclusion of Arts & Culture in Visit Orlando’s Magical Dining
- 6,000 Rack Cards placed at Turnpike Plazas
- Development of New Cultural Destination Website ArtsinOrlando.com
- Steering Committee of local arts leaders and tourism and hospitality leaders
- 1,500 Artistry magazines placed in hotels and Visit Florida Welcome Centers





Members of Dr. Phillips Charities Executive Leadership presents United Arts with the 2024 Dr. Phillips Leadership Award.

FROM THE PRESIDENT

BUILDING A FUTURE

To our loyal partners, donors and stakeholders, thank you for trusting United Arts of Central Florida to be a good steward of your time and invaluable resources in 2024. I also want to recognize and thank the unwavering dedication of our staff, board and volunteers. Together, we worked to fulfill our mission with a shared understanding that the arts are essential to economic prosperity and our collective well-being. We hope that you feel empowered by your investments and encouraged by the results that you have helped to make happen.

This report is more than a collection of facts and figures; it is the result of disciplined focus and unwavering unity, all centered on the ambitious strategic goals we set forth in 2022:

- To build the capacity of United Arts, building an even more resilient and responsive organization ready to meet the evolving needs of our dynamic community.
- To cultivate and expand our outreach creating connections with our partners and stakeholders, turning transactional encounters into deeply meaningful relationships that spark truly transformational experiences for everyone involved.
- To amplify the voice and visibility of United Arts, ensuring it is recognized far and wide as the trusted champion and resource for artists, arts organizations, public servants, educators, patrons, and donors alike.

As we reflect on the progress of 2024, let this report serve not only as a record of what we’ve achieved, but as a rallying call for what lies ahead. The arts are not a luxury—they are a necessity— a catalyst for connection, innovation, and resilience. With your continued partnership, we will continue to build a future where creativity thrives, where every voice is heard, and where the transformative power of the arts uplifts every corner of Central Florida.

I am honored to serve alongside you.

JENNIFER EVINS
PRESIDENT & CEO

UNITED ARTS

CENTRAL FLORIDA

MISSION
To enrich communities by investing in arts, science and history.

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

VALUE PROPOSITION
As the leading resource for arts and culture in Central Florida, we’re the local arts agency that catalyzes the work of artists and organizations to 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.

TRUSTEES



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE Linda Ferrone Chair Chief Customer and Marketing Officer Orlando Utilities Commission Lindsay Abt Vice Chair; Chair, Governance Committee Partner, EY (Ernst & Young LLP) Marcellene Baugh Treasurer; Chair, Finance Committee Vice President of Finance & Accounting Massey Services, Inc. Craig Collin Secretary President & Chief Operating Officer, Tavistock Development Company Stephanie Ghertner Trustee Representative At Large Executive Director, Darden Foundation & Community Affairs, Darden Restaurants, Inc. Marc McMurrin Trustee Representative At Large President & CEO, Ginsburg Family Foundation Charles King Chair, Audit & Risk Committee Managing Director, KPMG LLP Jennifer Lowndes Chair, Development Committee Partner, Holland & Knight John Ruffier Chair, Community Investment Committee Shareholder & Chair, Senior Housing Group Lowndes Jennifer Evins Ex Officio President & CEO, United Arts of Central Florida Karla Muniz Chair, Personnel Committee Chief People Officer, IMA Medical Group	• Sharon Arroyo Trustee Representative Vice President of Government & Community Relations, Duke Energy • Amogh Bhonde Sr. Vice President, Siemens Energy • Nisha Brice Sr. Manager, Corporate Social Responsibility, Florida Blue • Christopher Burns Fine and Performing Arts Resource Specialist, Osceola County School District • Maribel Gomez Cordero Trustee Representative Commissioner, District 4, Orange County • Frank Cover Sr. Vice President - Commercial Relationship Manager, Fifth Third Commercial Bank • Sheldon Dutes Manager of Team Member Communications & Engagement, AdventHealth • Marcia Enos Community Volunteer • Alejandra Escobar Director of Business Development & Communications, Hispanic Chamber of Commerce of Metro Orlando • Dr. Wendy Givoglu Provost, Downtown & Winter Park Campuses & Transfer Initiatives Valencia College • Elisha González Vice President-Government Affairs & Community Relations, FAIRWINDS Credit Union Executive Director, FAIRWINDS Foundation • Marcia Hope Goodwin Trustee Representative Chief Service Officer & Director City of Orlando • Jodie Hardman Sr. Vice President, Market Manager, Local Market Organization, Bank of America • Roseann Harrington Chief of Staff, Mayor Jerry L. Demings, Orange County Government • Nathan Hill Vice Chair, Business Litigation Practice Group, Gunster • Danielle Hollander Chief Marketing Officer Visit Orlando, Inc. • Bonnie Hubbard Trustee Representative Director of Grants, Elizabeth Morse Genius Foundation	Vicki Landon Administrator, Orange County Arts & Cultural Affairs Phillip Laws Laws Consulting Group LLC Mafrne Lisboa Vice President, Global Software Architecture & Engineering; Digital & Technology, Universal Destination and Experiences Maritza Martinez-Guerrero Vice President, External Affairs & Philanthropy, Orlando Magic Rob Matschner Shareholder, MSL CPA & Advisors Brian Mills Of Counsel / Government Solutions Maynard Nexsen PC Jeffrey Moore Dean, College of Arts & Humanities University of Central Florida Jessica Mund Senior Director, Staff & Cultural Development, Full Sail University Tanisha Nunn Gary Chief Executive Office & President, African American Chamber of Commerce of Central Florida David Odahowski Trustee Representative President & CEO, Edyth Bush Charitable Foundation Gretchen Ortiz Managing Partner, Law Offices of Gretchen Ortiz Danielle Permenter Chief Development Officer, Orlando Economic Partnership Dr. George Ralls Sr. Vice President & Chief Medical Officer, Orlando Health Maria Isabel Sanquircio Founder & President, Eleven 11 Communications Dr. Maria F. Vazquez Superintendent Orange County Public Schools Elizabeth Watkins Trustee Representative Senior Manager, Government Relations Walt Disney World Resort Thomas Williams Trustee Representative COO Dr. Phillips Charities
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**THIS IS
UNITED ARTS
LET'S
MAKE ART
THRIVE.**

**UNITED
ARTS**

CENTRAL FLORIDA

3025 Edgewater Drive
Orlando FL 32804

unitedartscfl.org