

# Fueling Our Cultural Community

BY FLORA MARIA GARCIA

**I am pleased to announce that the 2014 collaborative Campaign for the Arts is off to an incredible start with more than \$675,000 in pledges received! That is 40 percent of our total goal before the campaign officially starts and nearly \$170,000 ahead of last year at the same point in time. And last year saw the best finish in five long years! We must maintain this upward momentum. For the good of the cultural community and our region, I ask each of you to support this important fundraising effort to help our cultural institutions deliver exciting new initiatives such as these:**

United Arts recently relaunched our website, UnitedArts.cc. The new site is beautiful and emphasizes what United Arts is and what we do. We also improved our online donation portal, which remains fast, easy and secure. This summer, we will launch a more interactive and user-friendly cultural events website. It will include a unique arts education module for teachers and homeschoolers, providing the information needed to identify and book cultural programming for our children.

The Orlando Philharmonic Orchestra purchased the Plaza Live Theatre as the new home of its offices and a rehearsal and small performance space. The Phil plans to continue The Plaza's tradition of live music and to kick things off, held a rollicking fundraiser featuring bluegrass, Broadway, jazz, rock and opera performances—how innovative and refreshing was that?!

In late January, an exciting new visual art venue opened called Snap! Space. Located in the historic Mills 50 district, the new gallery focuses on contemporary photography and will serve as an interactive home to foster connections between international artists and audiences. Construction of the new Outdoor Urban Art Museum, also planned for the Mills 50 neighborhood, is the brainchild of local architects James Cornetet and Wes Featherston, who are introducing an entirely new concept to the city: a completely open-air art museum without walls or borders.

Orlando Ballet has a dynamic, new interim executive director, Ron Legler. Ron brings with him a proven

business track record, a passion for the art form and a deep knowledge and love for this community. Having him at the helm will be a huge asset for this important organization, now in its 40th year.

United Arts is now partnering with Heart of Florida United Way on power2give.org, our web-based giving site. Through this partnership, we will offer two important sectors, cultural and social service, the opportunity to develop joint projects and expand the donor base.

We at United Arts and the cultural community at large want to continue the critical work of making arts and culture exciting and accessible to residents throughout our region. But none of us can do it alone. Please, give generously this year to make 2014's collaborative *Campaign for the Arts* better than ever before. Thank you!

Flora Maria Garcia  
President & CEO  
United Arts of Central Florida



PHILAN M. EBENHACK

WE CAN'T DO IT ALONE.

Support the *Campaign for the Arts*.

**GIVE** at [UnitedArts.cc](http://UnitedArts.cc) today.







**2013 COMBINED FUNDING – GENERAL OPERATING SUPPORT GRANTEES**

Organization	Campaign for the Arts & Other Designated Giving*	United Arts Funding			Total
		Campaign Match	Grant	Education & Other Contracts	
Orlando Philharmonic Orchestra	\$482,977	\$79,042	\$152,600	\$192,791	\$907,410
Orlando Shakespeare Theater	\$502,074	\$25,988	\$119,823	\$19,800	\$667,685
Orlando Museum of Art	\$124,211	\$17,117	\$209,326	\$82,440	\$433,094
Orlando Science Center	\$171,843	\$20,000	\$172,737	\$65,315	\$429,895
Orlando Ballet	\$174,617	\$17,814	\$171,041	\$36,739	\$400,211
Orlando Philharmonic – Concert Opera	\$210,466	\$17,140	\$89,287	-	\$316,893
Bach Festival Society	\$160,899	\$22,145	\$55,487	\$19,000	\$257,531
Orlando Repertory Theatre	\$51,918	\$6,072	\$62,532	\$25,651	\$146,173
Crealdé School of Art	\$47,034	\$6,496	\$42,673	\$9,977	\$106,180
Enzian	\$57,304	\$8,383	\$24,985	\$4,000	\$94,672
Orange County Regional History Center	\$30,652	\$3,978	\$24,878	\$27,404	\$86,912
Art & History Museums—Maitland	\$30,747	\$4,513	\$35,609	\$4,000	\$74,869
The Wayne Densch Performing Arts Center	\$59,082	\$1,018	-	\$1,000	\$61,100
Seminole Cultural Arts Council	\$53,014	\$904	-	\$1,000	\$54,918
The Association to Preserve the Eatonville Community	\$14,697	\$1,441	\$23,003	-	\$39,141
Downtown Arts District/ CityArts Factory	\$10,686	\$1,092	-	-	\$11,778
Osceola Center for the Arts	\$7,314	\$706	-	-	\$8,020
<b>TOTAL</b>	<b>\$2,189,535</b>	<b>\$233,849</b>	<b>\$1,183,981</b>	<b>\$489,117</b>	<b>\$4,096,482</b>

\* Includes donations through power2give.org/centralflorida.



ORLANDO PHILHARMONIC ORCHESTRA; PHOTO BY DAVID WHITFIELD

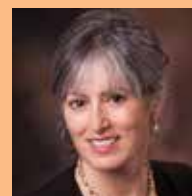


ORLANDO SCIENCE CENTER



ORLANDO SHAKESPEARE THEATER; PHOTO BY TONY FERRIOLLO

**The Collaborative Campaign for the Arts Is Underway...YOU Matter**



“The Orlando Science Center is able to provide engaging experiences that inspire curiosity and promote learning due to the generous support of donors. Earned revenue from ticket sales, event rentals and fee-based programs like workshops and summer camps make up 60% of our total funding. Without donors, there would be no way that the Center could sustain itself and continue to impact over 400,000 people each year, including more than 228,000 youth. Philanthropic contributions also enable us to provide free and reduced-priced experiences to those in need.” —JoAnn Newman, president and CEO, Orlando Science Center



“Accessibility is a goal of the Central Florida arts community, but more so for The REP, as our focus is on children and families! We must offer ticket prices and class/program tuition fees that are affordable for our audience. This could not be possible without philanthropic support. In our 2012-13 season, ticket sales totaled \$608,774; while tuition totaled another \$235,212. Together, they comprise just 37% of our yearly operating expenses. Donors play a vital role in providing arts and culture to our community, and to our families!” —Gene Columbus, executive director, Orlando Repertory Theatre

**Powered by The Magic!**

United Arts of Central Florida is pleased to debut a new, improved, user-friendly website—thanks to support from the Orlando Magic! Please visit [UnitedArts.cc](http://UnitedArts.cc) to see what’s new. **oam**





*The Red Silk Thread*  
An Epic Tale of Marco Polo

A World Premiere Multi-Media Opera Event  
Music by UF alumna Stella Sung,  
with libretto by Ernest Hilbert  
Stage Direction by Beth Greenberg  
Anthony Offerle, Artistic Director  
UF Opera Theatre Production  
Ninjaneer Studios™, 3D Animation

**April 17 & 19, 2014 at 7:30 pm**  
Curtis M. Phillips Center for the Performing Arts  
Gainesville, Florida

*“The Red Silk Thread invites audiences to visit an era of regal splendor, dangerous promises, and astonishing turns of fate.”*



theredsilkthreaduf.com  
performingarts.ufl.edu

**PURCHASE TICKETS:**

Phone: 352-392-ARTS (2787)  
Online: at [www.ticketmaster.com](http://www.ticketmaster.com)  
*(please note additional processing fees for online purchases may apply).*







