

Dear Cultural Supporter:

As I write this, I'm still feeling the thrill of United Arts of Central Florida and our partners reaching the unprecedented goal of \$2 million raised during the 2016 Collaborative *Campaign for the Arts!* Thanks to our very generous donors, United Arts and its cultural partners continue the streak of exceeding fundraising goals each year.

We have come up with a fantastic and exciting new concept to kick off the 2017, campaign. Saturday, Feb. 4, 2017, will be the inaugural kickoff of the *Arts for ALL Day* — a free or reduced admission day to an arts showcase extravaganza featuring more than 50 United Arts-funded organizations at Loch Haven Cultural Park from 11 a.m. to 4 p.m. A ticketed After Party will celebrate donors and event sponsors from 5 to 7 p.m. at the Orlando Museum of Art. The event will feature local craft beers and wine, tastings from local restaurants and other surprises.

Mini performances and showcase exhibits will be held inside and outside the Orlando Museum of Art, Orlando Ballet, Orlando Shakespeare Theater, Orlando Repertory Theatre, Orlando Science Center and the Mennello Museum of American Art. There will be “pop up” arts experiences outside in grassy areas, including a children’s tent with hands-on arts activities and babysitting services by a vetted provider.

Food trucks will line the parking areas with all types of ethnic food offerings. Wide-ranging cultural groups will each be given 45-minute timeslots so that every performance space will showcase an annotated “arts vignette.” Participants will be able to experience multiple offerings within the span of a few hours. Groups will be able to raise funds as part of the Collaborative *Campaign for the Arts* through an innovative “texting” mobile program that United Arts will introduce this year. Groups will also have tables to share their collateral materials, sell subscriptions, hold raffles and introduce themselves to the community.

United Arts has contracted with The Orlando



Flora Maria Garcia

Fringe to manage the logistics of the day, including orchestrating a plan for parking, bike valets and public transportation to make it easy for the more than 10,000 projected attendees to participate.

While the event will be offered free or at a reduced rate, all attendees will register online beforehand and onsite for wrist bands that will let them into venues and performances.

We have multiple goals for this exciting new event, which include: kicking off the annual Collaborative *Campaign for the Arts*; using the day as a “real time” fundraising event for the *Arts for ALL* Fund and for cultural groups; garnering new donors and audiences by reaching out to new

communities that may not be familiar with our vibrant cultural scene; expanding the donor base by capturing contact information of all people attending; increasing media and promotional opportunities; attracting new corporate and foundation donors, sponsors and underwriters who are attracted by community-centric cultural gatherings; and, ultimately, offering a big thank-you to the community for supporting arts and culture. What’s not to love? Response thus far has been extremely positive!

There are so many ways to get involved with this event — as a sponsor (we have a range of sponsorship levels), as a volunteer, as a presenter or as an attendee — so please contact us at 407.628.0333 and let us know how you might want to get involved. I hope you are as excited as I am about the opportunity to celebrate the arts together!

Sincerely,

Flora Maria Garcia
President & CEO
United Arts of Central Florida