



# Making the Arts Accessible for All

BY FLORA MARIA GARCIA

**It's an exciting time for arts and culture in Central Florida! United Arts (UA) is ensuring that the momentum continues to build and that our cultural organizations thrive in 2015 and beyond. April 30 concludes the *Collaborative Campaign for the Arts*, and we need your continued support to reach our most aggressive goal of \$1.83 million. So, please, if you've not yet made your contribution, make it now. You can easily give online at UA's website, [UnitedArts.cc](http://UnitedArts.cc). United Arts matches all designated gifts to cultural groups by an additional 15 percent—making your contributions go further. The arts are critical to our community, and your support makes them accessible to all Central Florida residents.**

The National Endowment for the Arts (NEA) concluded in its report *Public Participation in the Arts, 2002-2012* that more than half (54 percent) of all American adults attended at least one live music, theater or dance performance or an art exhibit in the past year. *That's about 120 million people!*

Exposure to the arts in childhood is a stronger predictor of adult arts participation than education, gender, age or income. Adults exposed to the arts as children were three to four times as likely to return as adults. *Funding through United Arts, supported by a significant and long-standing contract with Orange County Public Schools and by donors like you, created more than 700,000 cultural experiences for children throughout the year.* These experiences, as the NEA report demonstrates, last a lifetime and build future audiences.

Continuing our efforts toward access, United Arts launched [UAArtsEd.com](http://UAArtsEd.com), an arts education website and component of [OrlandoAtPlay.com](http://OrlandoAtPlay.com).

The online directory of arts education programs and curriculum guides—including the summer camps listed in this magazine (see page 32)—are in a user-friendly format aimed at teachers and home-school parents.

United Arts also launched a free Student Event & Ticketing weekly e-newsletter called “Student Vibe.” As a component of the [OrlandoAtPlay.com](http://OrlandoAtPlay.com) website, the weekly e-newsletter contains three featured events for each weekend and category squares that link to the hottest entertainment, concerts, sporting events, restaurants, free activities and student deals. Students also have an opportunity to give feedback on United Arts’ Orlando at Play Facebook page.

None of these new initiatives that help make the arts more accessible, especially to young people, would be possible without the support of our government, corporate and foundation partners, and especially individual donors. Please help us continue to support and grow our cultural institutions by making your contribution now at [UnitedArts.cc](http://UnitedArts.cc).

Many, many thanks to you, our generous donors, who make Central Florida such an exciting place to live.

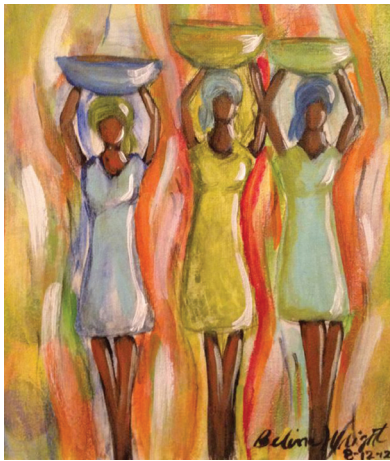
Sincerely,

Flora Maria Garcia  
President & CEO  
United Arts of Central Florida

\* The *Collaborative Campaign for the Arts* is a portion of United Arts' overall annual fundraising effort. Each year, UA invests more than \$4.5 million in arts and culture through grants, designations and contracts.



COURTESY ORLANDO SCIENCE CENTER



COURTESY LAKE EUSTIS MUSEUM OF ART



COURTESY ORLANDO PHILHARMONIC ORCHESTRA

## OVERVIEW OF 2014 COMBINED UNITED ARTS FUNDING TO AREA CULTURAL ORGANIZATIONS

United Arts is pleased to share the total funding awarded to nonprofit cultural groups in 2014. These organizations provide high-quality arts and cultural experiences to Central Florida residents throughout the year, made possible by the generous support of our donors. Given that United Arts will complete the 2015 *Collaborative Campaign for the Arts* by April 30, we encourage you to make your contribution today so that our local arts organizations can continue to share with you their remarkable work! Not only are our cultural groups inspirational, they are significant contributors to our national economy.

Data released in January 2015 by the National Endowment for the Arts in partnership with the Department of Commerce's Bureau of Economic Analysis showed that in 2012:

- Arts and cultural production contributed more than \$698 billion to the U.S. economy, or 4.32 percent to the U.S. gross domestic product (GDP), which is *more than construction* (\$586.7B) or transportation and warehousing (\$464.1B).
- 4.7 million workers were employed in the production of arts and cultural goods and received \$334.9 billion in compensation.
- Arts and cultural spending has a ripple effect on the overall economy, boosting both commodities and jobs. For example, for every 100 jobs created from new demand for the arts, 62 additional jobs are also created.

It's an exciting time to be a supporter of the cultural groups in Central Florida. Please visit [UnitedArts.cc](http://UnitedArts.cc) to make your gift to the *Collaborative Campaign for the Arts* today! **oam**



## OVERVIEW OF 2014 COMBINED UNITED ARTS FUNDING TO AREA CULTURAL ORGANIZATIONS

Organization	United Arts Funding				Total
	Campaign for the Arts & Other Designated Giving*	Campaign Match	Grant	Education & Other Contracts	
Orlando Philharmonic Orchestra	\$397,765	\$62,056	\$182,700	\$168,278	\$810,799
Orlando Shakespeare Theater	\$528,361	\$47,979	\$136,500	\$20,509	\$733,349
Orlando Ballet	\$218,294	\$20,623	\$187,800	\$32,383	\$459,100
Orlando Science Center	\$169,297	\$22,845	\$157,600	\$70,531	\$420,273
Orlando Museum of Art	\$110,410	\$17,191	\$162,856	\$77,486	\$367,943
Bach Festival Society	\$163,521	\$23,750	\$62,300	\$30,325	\$279,896
Orlando Philharmonic - Opera	\$131,821	\$23,848	\$67,382		\$223,051
Enzian	\$129,736	\$8,308	\$30,600	\$1,500	\$170,144
Orlando Repertory Theatre	\$47,751	\$7,091	\$82,500	\$16,996	\$154,338
Crealdé School of Art	\$47,838	\$6,525	\$60,000	\$9,016	\$123,379
Orange County Regional History Center	\$32,225	\$4,298	\$20,200	\$27,443	\$84,166
Art & History Museums—Maitland	\$24,410	\$4,260	\$39,000	\$3,000	\$70,670
Wayne Densch Performing Arts Center	\$56,461	\$1,186			\$57,647
Mad Cow Theatre	\$47,285		\$7,852	\$598	\$55,735
Seminole Cultural Arts Council	\$51,039	\$1,105			\$52,144
Garden Theatre	\$16,233		\$20,640		\$36,873
The Association to Preserve the Eatonville Community	\$17,176	\$1,814	\$12,452		\$31,442
Downtown Arts District/ CityArts Factory	\$15,835	\$1,476	\$3,300		\$20,611
Orlando Fringe	\$5,143		\$9,100		\$14,243
The Winter Park Playhouse	\$400		\$6,400	\$6,250	\$13,050
MicheLee Puppets			\$9,300	\$3,100	\$12,400
Central Florida Community Arts	\$6,336		\$5,060	\$1,000	\$12,396
The Center for Contemporary Dance	\$2,000			\$9,900	\$11,900
Florida Symphony Youth Orchestra	\$3,455		\$7,300		\$10,755
Florida Opera Theatre	\$7,000			\$3,413	\$10,413
Holocaust Memorial Resource & Education Center of Florida	\$275		\$9,400		\$9,675
Leesburg Center for the Arts	\$4,085		\$4,200		\$8,285
Messiah Choral Society	\$2,792		\$5,011		\$7,803
Winter Garden Heritage Foundation	\$55		\$5,134	\$2,000	\$7,189
Pinocchio's Marionette Theater	\$1,643		\$5,014		\$6,657
Steinway Society of Central Florida	\$900		\$5,587		\$6,487
Albin Polasek Museum & Sculpture Gardens	\$650		\$5,800		\$6,450
Osceola Arts	\$5,087	\$1,020			\$6,107

(continued)

Organization	United Arts Funding				Total
	Campaign for the Arts & Other Designated Giving*	Campaign Match	Grant	Education & Other Contracts	
Central Florida Ballet			\$6,100		\$6,100
Bay Street Players	\$45		\$6,000		\$6,045
Orlando Gay Chorus	\$450		\$5,560		\$6,010
The Mennello Museum of American Art	\$2,915		\$3,000		\$5,915
Florida Young Artists Orchestra	\$1,321		\$4,200		\$5,521
Performing Arts of Maitland	\$200		\$4,929		\$5,129
Urban Think Foundation			\$5,103		\$5,103
Melon Patch Players			\$4,939		\$4,939
Winter Park Historical Association	\$125		\$4,802		\$4,927
HAPCO Music Foundation			\$4,836		\$4,836
Global Peace Film Festival			\$4,753		\$4,753
Asian Cultural Association			\$4,736		\$4,736
Lake Eustis Museum of Art			\$4,724		\$4,724
Osceola County Historical Society			\$4,672		\$4,672
Creative Sanford			\$4,389		\$4,389
Voci Dance				\$3,500	\$3,500
Mount Dora Music Festival	\$1,244		\$2,000		\$3,244
Mount Dora Center for the Arts	\$350		\$2,500		\$2,850
A Gift For Teaching			\$2,500		\$2,500
Emotions Dance Company	\$1,334		\$1,000		\$2,334
Shine Performing Arts Center			\$2,282		\$2,282
Atlantic Center for the Arts			\$2,000		\$2,000
Casa de Mexico			\$2,000		\$2,000
Project Imagination			\$2,000		\$2,000
The Celebration Foundation	\$1,000		\$1,000		\$2,000
Caribbean American Passport Foundation			\$1,500		\$1,500
Central Florida Vocal Arts			\$1,500		\$1,500
Desfile Puertorriqueño of Florida			\$1,500		\$1,500
Orlando Neighborhood Improvement Corp			\$1,468		\$1,468
Caribbean American Association of Lake County			\$1,250		\$1,250
Florida Alliance for Arts Education			\$1,000		\$1,000
Ozilly Connections Inc			\$1,000		\$1,000
TL Tango Lovers Organization Inc			\$1,000		\$1,000
All Others	\$6,210		\$23,862	\$28,545	\$58,617
<b>TOTAL</b>	<b>\$2,260,473</b>	<b>\$255,375</b>	<b>\$1,435,093</b>	<b>\$515,773</b>	<b>\$4,466,714</b>

\* Includes donations through [power2give.org/centralflorida](http://power2give.org/centralflorida).