



BRIAN CARLSON

Weaving a Cultural Tapestry

BY FLORA MARIA GARCIA

At United Arts' (UA) annual meeting on June 30, hosted by Mayor Buddy Dyer at Orlando City Hall, I announced a series of new initiatives focused on diversity for our fiscal year 2016. Given the varied population of Central Florida, it is incumbent on our arts sector to embrace the expanding growth of the Hispanic, African-American and Asian communities that make our region a rich and vibrant tapestry of cultures. Given the significant economic power and education levels of diverse populations, there are opportunities to expand audiences, broaden the donor base and grow our boards with individuals representing different ethnicities. In order to embrace our diverse community, though, our cultural sector needs to target, market and design programming of interest and relevancy to its population.

I have been seeking funding to support such initiatives with a goal of establishing a \$100,000 grant pool that would help defray the costs of new target marketing initiatives by our cultural providers and fund the creation of new programs that would appeal to ethnic-specific audiences.

I am so pleased to announce that Duke Energy has awarded United Arts \$50,000 to jumpstart such initiatives. Its donor profile in this section will offer more insight into Duke Energy's commitment to serving our diverse community and helping United Arts make this ambitious goal a reality.

This fall, UA will host a workshop, "Target Marketing to Ethnic-Specific Populations." The panel will be composed of experts from some of Central Florida's most respected companies who will share methodologies, strategies and media

outlets for our arts and cultural organizations to market to diverse communities.

The next steps will be to create a grant pool to incentivize and "seed" the creation of new programming that will appeal to diverse audiences. I am excited about this opportunity because not only will it help our cultural organizations accomplish goals that may not have had a chance to come to fruition, but it will open up new markets for audience development, as well as donors, to our cultural sector. Once the potential for expanding audiences and donors is embraced, then United Arts will provide subsidies for target marketing and new program design by the institutions. Given the remarkable ingenuity and creativity of our cultural partners, it will be thrilling to see what sort of new programming will be developed that will pique the interest of our diverse community and expand our cultural audiences.

A handwritten signature in cursive script that reads "Flora Maria Garcia".

Flora Maria Garcia
President & CEO
United Arts of Central Florida