

PRESS RELEASE

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UNITED ARTS RECEIVES SECOND GRANT FROM DUKE ENERGY FOR DIVERSITY OUTREACH

ORLANDO, Fla. — September 30, 2016 — United Arts of Central Florida has been awarded its second grant from Duke Energy, in only two years, in the amount of \$50,000, as a continuation of United Arts’ diversity and inclusion outreach initiatives within Central Florida’s arts and cultural community. This second, “Incentivizing Cultural Groups to Create Programming to Attract Diverse Audiences” grant will be used to encourage more than 50 United Arts-funded cultural groups to create programming which will appeal to a wide range of audiences, particularly ethnically diverse communities in Central Florida. In order to expand and create new programming that is more representative and appealing to culturally-diverse audiences, new expenses will be incurred by the organizations. With the help of this grant from Duke Energy, United Arts’ goal is to provide matching “incentive grants,” of up to \$5,000, that will spur the development of more diverse and inclusive programming.

New programming will:

- Attract audiences from Hispanic, Asian, African-American, Caribbean and other diverse audiences;
- Inform diverse communities about the wealth of cultural experiences available in Central Florida;
- Encourage diverse communities to participate with arts and cultural organizations not only as ticket holders, but performers, volunteers and staff;
- Encourage culturally diverse youth to participate in arts and cultural programming.

“We are extremely grateful to Duke Energy for believing in and supporting our mission to make arts and culture inclusive and accessible to everyone who lives in or visits Central Florida,” said Flora Maria Garcia, president & CEO of United Arts. “Studies show that Central Florida is becoming, increasingly, more diverse and our arts and cultural community has a huge opportunity to, not only stay relevant, but to help lead the way in bringing people of all backgrounds and cultures together.”

The first grant from Duke Energy allowed United Arts to hold a series of target marketing workshops for more than 50 United Arts-funded arts and cultural organizations to learn about target marketing to diverse populations. The workshops included information on why diverse audiences are important, their buying power, education levels, and interest in culture. The workshops demonstrated the business case on why reaching out to diverse communities is important.

Through these workshops, it became evident that there is a significant lack of information and knowledge within these underserved, diverse, communities about where to go to learn about, and how to access, the wide range of arts and cultural activities in Central Florida. Through increasing access and exposure to the arts and culture community, United Arts hopes to increase the participation of ethnic communities in Central Florida’s arts and cultural community. This, not only, means diverse audiences

attending performances, but participating as artists and performers in the programming, serving on volunteer committees and boards, and ultimately becoming arts and culture patrons and supporters. Since United Arts began working with our arts and cultural partners regarding diversity, there has been a marked increase in diverse programming.

About United Arts of Central Florida

United Arts is a collaboration of individuals, businesses, governments and school districts, foundations, arts and cultural organizations, and artists. Its mission is to enrich communities by investing in arts, sciences and history. United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 50 local arts, sciences and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services. Now in its 27th year of service to the Central Florida community, United Arts has invested more than \$136 million in local organizations and education since its founding in 1989.

More information is available at www.UnitedArts.cc or by calling 407-628-0333. Please email FloraMaria@UnitedArts.cc for comments or inquiries.

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About Duke Energy Florida

Duke Energy Florida owns coal-fired and natural gas generation providing about 9,100 megawatts of owned electric capacity to approximately 1.7 million customers in a 13,000-square-mile service area.

With its Florida regional headquarters located in St. Petersburg, Fla., Duke Energy is one of the largest electric power holding companies in the United States. Its regulated utility operations serve approximately 7.4 million electric customers located in six states in the Southeast and Midwest, representing a population of approximately 24 million people. Its Commercial Portfolio and International business segments own and operate diverse power generation assets in North America and Latin America, including a growing portfolio of renewable energy assets in the United States.

Headquartered in Charlotte, N.C., Duke Energy is an S&P 100 Stock Index company traded on the New York Stock Exchange under the symbol DUK. More information about the company is available at duke-energy.com.

The [Duke Energy News Center](#) serves as a multimedia resource for journalists and features news releases, helpful links, photos and videos. Hosted by Duke Energy, illumination is an online destination for stories about remarkable people, innovations, and community and environmental topics. It also offers glimpses into the past and insights into the future of energy.

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