

Recognizing Leadership and Building on Success

United Arts honors Harvey L. Massey and pursues new programming.

The devotion that Central Floridians have displayed through their support of more than 60 arts and cultural organizations has been inspiring. United Arts of Central Florida recognizes the strong and supportive leaders in the region who have contributed to the success of current programs and who support new programming initiatives.

Leading by Serving

Harvey L. Massey is a motivating force and active community leader who has dedicated more than 30 years to arts and culture in Central Florida. It is because of his steadfast dedication to the arts, his advocacy on the government level for the importance of the arts, and his visionary stance in regard to arts and education that United Arts of Central Florida proudly honors Massey as the second recipient of the **Jerry Hilbrich Arts Leadership Award**. This award is funded by a gift from the Edyth Bush Foundation.

“Harvey Massey is a pivotal member of the arts and cultural community in Central Florida,” says United Arts President and CEO Flora Maria Garcia. “In fact, he was a significant founder of United Arts of Central Florida in the late ’80s. We contribute many of our recent successes at United Arts and in the local cultural community to his continued support over the past 30 years.”

The award comes with a \$5,000 gift to the United Arts-funded cultural nonprofit of his choice; Massey selected the Orlando Philharmonic Orchestra. Massey’s contributions to the Central Florida region are many, including acting as chair to the Orange County Arts & Cultural Affairs Task Force, recommending that 3 percent of the first 4 cents of the Orange County Tourist Development Tax (TDT) be dedicated to the support of arts and culture for Central Florida, contributing more than \$5 million to the Dr. Phillips Center for the Performing Arts, and creating the Harvey & Carol Massey Foundation, which focuses on support for arts and education.

Harvey Massey accepted the award at United Arts’ June 27 annual meeting at the Art & History Museums - Maitland.

Building on Success

With leaders such as Harvey Massey and Jerry Hilbrich



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forging paths for the cultural nonprofits in Central Florida, it is inevitable to have the fortune of successful programs. Building on that, United Arts of Central Florida has been in pursuit of three new initiatives that will benefit the future audiences of the region. As Flora Maria Garcia referenced in her letter to Cultural Supporters, United Arts is creating new programs that will expand cultural access to the disabled communities, expand the millennial generation as audience members and build capacity with grassroots cultural organizations.

With the recent help of the Millennial Brainstorming Session, United Arts established monthly meet-up groups and looks to create a punch-card incentive program in the near future. The first meet-up group met at the Orlando Museum of Art’s Florida Prize Exhibition Party on June 1. **OAM**