

United Arts of Central Florida's 30th Anniversary Year

Honoring the impact of arts and culture through the 2019 *Collaborative Campaign for the Arts*

Arts and culture are fundamental components of a healthy community and contribute to a thriving social, academic and economic region. Central Florida arts and cultural organizations and their audiences generate nearly \$400 million in direct economic activity and nearly \$40 million in culture-related revenue for state and local governments annually. Central Florida art and cultural nonprofits support the equivalent of 13,764 full-time jobs, including museum curators, actors, lighting designers and countless other jobs that make superb cultural programming possible in the region. Supporting arts and culture not only feeds the soul and enriches the quality of life, but it makes solid fiscal sense too.

As the local economy and community have changed, so too have the arts. Since 1989, United Arts of Central Florida (UA) has grown, both in collaborative partnerships and scope of services provided to the community.

Now in its 30th year of service to the community, United Arts provides support to more than 60 cultural organizations through various grant programs, partnerships and service contracts. Services to the community include grant funds for diverse programming and marketing to diverse communities, funds to enrich education through the arts, workforce development through the Career Pathways to Creative Sector Jobs program, and service contracts providing cultural programming for all ages from pre-kindergarten to senior citizens. United Arts is able to provide these services thanks to a combination of public and private funding and annual support from the *Collaborative Campaign for the Arts*.

This year, 15 campaign partners along with United Arts set a collective goal of more than \$2 million for the 2019 *Collaborative Campaign for the Arts*, which runs from Feb. 1 through April 30.



UA President & CEO Flora Maria Garcia with Ruben Perez, owner of Zaza New Cuban Diner, during the 2018 *Collaborative Campaign* Kickoff Party. This year's kickoff is at the Grand Bohemian Hotel.

Through this combined effort, cultural organizations can continue to present quality programming while keeping ticket prices affordable for Central Floridians and visitors alike.

United Arts kicks off the Collaborative Campaign with a reception for major donors at the Grand Bohemian Hotel Orlando on Jan. 31. The event's Premier-Level sponsors are Wells Fargo and Publix Super Markets Charities.

United Arts also is celebrating its 30th anniversary during its annual public board of directors meeting on June 26. Details for this event will be shared at a later date.

Please join United Arts in celebrating its 30th anniversary year by contributing to the 2019 Collaborative Campaign. You can give by going to UnitedArts.cc and selecting "Give Now." Funds desig-

nated to our campaign partners will be matched 15 percent by United Arts.

2019 Collaborative Campaign Partners

- Art & History Museums - Maitland
- Bach Festival Society of Winter Park
- Central Florida Community Arts
- Crealdé School of Art
- Downtown Arts District/CityArts Factory
- Enzian
- Garden Theatre
- Orange County Regional History Center
- Orlando Ballet
- Orlando Fringe
- Orlando Museum of Art
- Orlando Philharmonic Orchestra
- Orlando Repertory Theatre
- Orlando Science Center
- Orlando Shakes 