

*With funding from Duke Energy, United Arts' Diverse Programming Grant will incentivize the creation of arts & cultural programming that will appeal to racially/ethnically diverse communities in Central Florida.*

### **FY17**

#### **October Cycle**

##### **Albin Polasek Museum & Sculpture Gardens**

*Contemporary Visions of Frantz Zephirin: Haitian Mystic, Dec 2016-Apr 2017*

*Albin Polasek Museum & Sculpture Gardens, Winter Park*

The Albin Polasek Museum will present an exhibit featuring the work of Frantz Zephirin, one of the leading contemporary artists working in Haiti today. Associated programming will explore Haiti through a Haitian Mardi Gras event (Feb 26) for families and a presentation on Haitian Culture through the Lens of Art History (Mar 14).

**Target Demographic:** Haitian, goal increase 10-20% or 455-805; 3500 total audience

##### **Garden Theatre**

*Fully Staged Production of Destiny of Desire, a Telenovela – Mar 17 – Apr 9, 2017*

*Garden Theatre, Winter Garden*

In March 2017, Garden Theatre (GT) will produce the Southeastern US Regional Premiere of *Destiny of Desire*, an award-winning telenovela-style comedy with a Latino cast and an acclaimed NY Latina director. GT was the first theatre awarded licensing after the play's world premiere in Washington D.C.

**Target Demographic:** Hispanic/Latino, 992 of 2834 served, goal 300 first-time attendees

##### **Mount Dora Center for the Arts**

*Racial Conversations - May-July 2017*

A photography exhibit of Gordon Park's work documenting segregation in the south and a video journal by Tom Benitez focusing on race relations in Mount Dora are the foundation for a discussion on race at the Mount Dora Center for the Arts. The video will document experiences of Mount Dora residents, and the discussions will be moderated by professor Scot French of UCF.

**Target Demographic:** African-American, 940 of 2350 total (40%)

##### **Orlando Ballet**

*Unidos por el Ballet, Nov 2016 – May 2017*

*Proyecto Somos Orlando, Osceola Center for the Arts in Kissimmee, and the Dr. Phillips Center in Orlando*

Orlando Ballet seeks to develop deep, long-term connections with the Central Florida Hispanic/Latino population through the development of community engagement programs specifically for this audience, working with local venues, and marketing strategies to gain their participation in regular programs. Two free socials will be provided, scheduled strategically to encourage attendance to productions. The socials and all season productions will be marketed to this audience via social media, digital media, and Hispanic radio, TV & print.

**Target Demographic:** Hispanic/Latino, 1750 between socials and performances

##### **Snap! Orlando**

*Posing Beauty in African American Culture, Jan 13 – Feb 6, 2017*

*Snap! Space, Orlando*

Posing Beauty in African American Culture is a photography and video exhibition, which explores the contested ways in which African and African American beauty have been represented in historical and contemporary contexts through photography, film, fashion, and other forms of popular culture.

**Target Demographic:** African-American/Black; 3000 of 4500 total

#### **February Cycle**

##### **Central Florida Community Arts**

*Young Artists Orchestra - "Sound Bytes" - May 20, 2017*

*Oak Ridge High School, Orlando*

The CFCArts Young Artists Orchestra in partnership with the CFCArts Youth Vocal Ambassadors will be presenting "Sound Bytes", a concert infusing the music of cutting-edge video games and Asian culture, including performances in Mandarin and Japanese. We will be looking at partnering with the Taiko Drummers and other Asian arts programs for the production.

**Target Demographic:** Asian, 75-100 new patrons and 10 new performers (expansion of 300%), of 500 served

### **Crealdé School of Art**

*Expanding Reach to Winter Park's African American Community - 10th Anniversary Celebration & exhibit opening, May 12, 2017; exhibit May 12-Sept 12*

*Hannibal Square Heritage Center, Winter Park*

Many African-American residents in Winter Park are still at not aware their community is represented through photographs, oral histories and public art at the Hannibal Square Heritage Center. This project will leverage the Center's 10th anniversary celebration and promote it to this community. This will be the first direct mailing to all households in the CRA district, which is primarily African-American.

**Target Demographic:** Winter Park's African-American population, 2,245 of 10,000 served

### **May Cycle**

#### **Bay Street Players**

*Memphis - August 11-13 & 18-20*

*Bay Street Players, Eustis*

We will produce Memphis, a musical loosely based on Memphis disc jockey Dewey Phillips, one of the first white DJs to play black music in the 50s, and which includes an interracial love story. We are committed to increasing minority casting in all our shows, and increasing minority audiences.

**Target Demographic:** African-American/Black, increase from 1% to 5% of audience (42-60 individuals); 850-1200 total

#### **Enzian**

*Diversity Film Festival - Feb 17 & 18, 2018*

*Enzian Theater*

Enzian's Diversity Film Festival will showcase the beauty, dignity, vulnerabilities, and challenges of oft marginalized communities, such as African Americans, Latinx, Indigenous, women, and/or LGBTQ. The Festival will include three or four films, each accompanied by a speaker, and a panel discussion with all speakers following the last film. Invited speakers will be either directly connected to the film and/or local leaders of color committed to improving Central Florida communities.

**Target Demographic:** at least three racial/ethnic communities, 56%; 600 total

#### **Holocaust Memorial Resource and Education Center of Florida**

*3 Exhibits (Tuskegee Airmen, Embracing the Dream & A Place for All People) & "The Rise & Fall of Jim Crow" Workshop Series - June 13-16*

*Holocaust Center, Maitland (workshops); VA Medical Center, Lake Nona (film screening)*

The Holocaust Center will display three exhibits simultaneously this summer that prominently feature African American history and culture locally, nationally and internationally. Associated programs include a viewing of the Tuskegee Airmen and a series of workshops entitled "The Rise and Fall of Jim Crow" in partnership with UCF's Office of Diversity & Inclusion. Some events will be streamed online.

**Target Demographic:** African-American/Black, rise from 6% to 11% of audience, or 220 individuals; 2000 total

#### **Orlando Science Center**

*Community Connection Day - 08/26/2017*

*Orlando Science Center*

Our Community Connection Day, complementing our traveling exhibit, Identity, aims to connect the people of our community to the diverse organizations in Central Florida which provide social, physical and psychological outreach.

Workshops will be provided that focus on different factors of human identity and will encourage visitors to think critically about themselves, their community, and the intersections of identity and our society.

**Target Demographic:** African-American/Black, 500; 1200 total

### **Timucua Arts Foundation**

*Latin Jazz Nights - June 4, July 9 & Dec 17*

*Timucua Arts White House*

The Timucua Arts Foundation will present three nights of Latin jazz this concert season, with a special emphasis on marketing to Orlando's Latino community. Presenters will be Latin jazz flautist Néstor Torres (his concert will address the senseless violence of the Pulse tragedy), Marty Morell (a jazz legend who was involved in the Bill Evans Trio), and Fernando Ferrarone (an up-and-coming young Cuban-American jazz trumpeter). Timucua also has added a Latin Music Chair who will help increase the number of performances by non-white artists from 15% in 2016 to 30% in 2017.

**Target Demographic:** Hispanic/Latino, 74 individuals; 297 total

**July Cycle****Asian Cultural Association of Central Florida***Crosscurrents - November 4, 2017**Bob Carr Theatre, Orlando*

In order to increase attendance by and engagement in the African-American/Black community, in November 2017 the ACA will present a concert by CROSSCURRENTS, an international super-group led by 2017 NEA Jazz Master bassist Dave Holland and the world's foremost tabla virtuoso, Zakir Hussain. This concert will honor the long and vibrant relationship between jazz and Indian classical music, both of which have improvisation as a core tenet. Through distinctive original compositions, Western jazz standards, 12-bar blues numbers, and Indian classical pieces, attendees will experience a cutting-edge development in this cross-cultural continuum.

**Target Demographic:** African-American/Black, at least 20% of audience or 220 individuals; 1100 total

**Bach Festival Society of Winter Park***African-American Masterpieces: Symphonic Spirituals - April 21-22, 2018**Knowles Memorial Chapel, Rollins College*

Coinciding with the 50th anniversary of the assassination of Dr. Martin Luther King Jr., Bach Festival Society will present two concerts featuring oratorio & symphonic works by three of history's most important African-American composers, William L. Dawson, William Grant Still, and R Nathaniel Dett.

**Target Demographic:** African-American/Black, 80 people (10% of audience); 800 total

**Opera Orlando***Zarzuela Highlights Concert and outreach – Jan-Mar 2018 Presentations; March 3, 2018 Concert**Schools in Orange and Osceola county; concert venue in Osceola County*

Opera tenor Javier Abreu from Miami will be joined by local Hispanic singers for an evening of highlights from several beloved Zarzuelas. The principal soloists will appear in traditional Zarzuela costumes, and will be joined by CFCArts orchestra and Orlando Light Opera & Opera Orlando Choruses. A series of youth outreach events at local schools will precede the concert.

**Target Demographic:** Hispanic/Latino, 480 students and 300 adults; total 1200 students and 300 adults

**Osceola County Historical Society***Hispanic Heritage Oral History Project – Oct-March, launch party December 7, 2017**Osceola County Welcome Center & History Museum, Kissimmee*

OCHS plans to enhance its current Hispanic Heritage Oral History Video Series (which chronicles the lives of 5 key influencers in Osceola County) by translating all interviews into Spanish, adding subtitles & a voiceover. The translated interviews will be featured in a launch party, then made available online and to educators. OCHS also plans to translate all text panels in the Welcome Center and History Museum and create a brochure in Spanish for distribution upon request.

**Target Demographic:** Hispanic/Latino, 50 at launch party plus 150000 online views (40% of county is Hispanic/Latino)

**February Cycle****Downtown Arts District***In the Artist's Studio with Derrick Adams (ITAS) - CityArts Factory and Grand Bohemian Hotel, April 19-20, 2018*

This year's featured artist for *In the Artist's Studio* is Derrick Adams, an African American multidisciplinary New York-based artist working in performance, video, sound and 2D and 3D realms. The ITAS program is an on-stage interview moderated by Marc McEwen, an anchor for WKMG-TV, Local 6 News. Adams will also be featured at the launch of the Star Gallery at CityArts Factory during the 3<sup>rd</sup> Thursday Gallery Hop; this gallery will be dedicated to emerging artists of diverse backgrounds.

**Target Demographic:** African American/Black, 262-300 (35-40%); 750 total audience

## **Orlando Fringe**

*2018 Orlando Fringe Outdoor Stage Diverse Programming – Loch Haven Park, 2 nights in May*

Hip Hop and Latin nights on the free outdoor stage during the 27th OF festival will focus on drawing Black/African American and Latinx/Hispanic audiences and help local artists market their music. Announcements from the stage will link the evening's musical entertainment with other performances happening during the festival.

**Target Demographic:** African American/Black and Hispanic/Latinx, 3,000 (33%); 15,000 total audience for the outdoor stage (70,000 for the festival itself)

## **Orlando Museum of Art**

*Family Day – The Enduring Seminole: History, Culture and Art - Orlando Museum of Art, April 7, 2018*

This semester's Family Day at OMA will be a FREE, fun and educational event where families can learn about and experience Native American art and culture, with focus on Florida's Seminole tribe. Guests will enjoy hands-on art and gallery activities, live music, story-telling and special performances including Native American drumming and dance. The event will be 2 hours longer than the typical Family Day.

**Target Demographic:** American Indian/Alaskan Native, African-American/Black, Asian, Hispanic/Latino, Caribbean, 1,000; 2,000 total audience

## **May Cycle**

### **Leesburg Center for the Arts**

*Juneteenth-"Freedom Day" - Leesburg Center for the Arts and Berry Park in Leesburg, June 2018*

Educational activities during the month of June will include

- Music, arts & crafts celebrating Freedom Day at Leesburg Center for the Arts on June 13
- 5 art activity stations in Berry Park during the annual Juneteenth Celebration on June 16, including: Freedom flags, ABAYOMI Rag Dolls, ADINKRA Symbol Stamp Fun, African Urban Rhythm Dance and African Drum
- African Urban Rhythm Dance at Leesburg Center for the Arts, Mondays in June

**Target Demographic:** African-American/Black and Caribbean, 220 (18%, up from 10% average); 1,220 total audience

### **Orange County Regional History Center**

*Bridging Audiences - History Center & Wells' Built Museum, Orlando; July 2018-June 2019*

The Wells' Built Museum of African American History and Culture and the Regional History Center, through the launch of a shared \$10 ticket, encourage the cross-pollination of audiences between both museums. The museums will also host Florida Highwaymen Family Art Days on alternate second Saturdays each month.

**Target Demographic:** African-American, 900 (50%); 1,800 total audience

### **The Winter Park Playhouse**

*Ain't Misbehavin': The Fats Waller Musical Show - The Winter Park Playhouse, Jan 24-Feb 23, 2019*

Ain't Misbehavin' is a musical revue that celebrates the delightful humor and infectious spirit of Fats Waller. The professional production will feature an all African-American cast performing 30 songs he made famous during his career from the Cotton Club to Hollywood. This will be the first musical in the Playhouse's history celebrating an African-American artist and featuring an all African-American cast.

**Target Demographic:** African-American/Black, 15-20% or 480-640; 3,200 total audience

## **FY19**

### **October Cycle**

#### **Art & History Museums - Maitland**

*Maitland and African-American Experiences – A&H Museums-Maitland, Jan 23-May 12, 2019*

Exhibit in partnership with Zora Neale Hurston National Museum of Fine Arts will span both Maitland Art Center and Maitland History Museum. Early Maitland & Eatonville African-American experiences are brought to life through the words of Zora Neale Hurston and the art of Jules André Smith, while living voices and talents bring the stories of today. Programming will include Culture Pop! Exhibition opening, family day, happy hour tour and date night. Board-led Cultural Advisory Groups (starting Oct 2018) will inform programming and marketing decisions. Going forward, at least one exhibit per year will focus on diversity within the community.

**Target Demographic:** African-American, 200; 1,500 total audience

#### **Crealdé School of Art**

*Reaching New African-American and Latin-American Audiences - Hannibal Square Heritage Center and Crealde School of Art, year-round*

Crealdé will invite African-American and Latin-American audiences via radio ads and mailings to its 2018 and 2019 exhibitions and programs which predominantly feature the works of both African-American and Puerto Rican artists (“Vibrant Vision: African Diaspora and African American Artists’ Works from the Jonathan Green and Richard Weedman Collection,” “The Sage Project II,” the Hannibal Square Heritage Center Folk & Urban Art Festival, “Kianga Jinkaki and John Mascoll, Members of Florida CraftArt of St Petersburg” and “La Diaspora: Keepers of Heritage”). Additionally, Crealdé will redesign the Hannibal Square Heritage Center’s website to be more responsive to its over 60% African American patrons.

**Target Demographic:** African-American/Black (4,000) and Hispanic/Latino (1,000); 15,435 total audience

#### **Wayne Densch Performing Arts Center**

*Dreamgirls - Wayne Densch Performing Arts Center, Sanford, March 15-17, 2019*

In March 2019, WDPAC will produce the hit musical Dreamgirls with an African American cast and local acclaimed African American director. This will be our first collaboration with SparKYL Entertainment and aims to extend our reach more directly to African American artists and patrons.

**Target Demographic:** African-American, increase from 5% to 25% for this production (250); 1,000 total audience.

### **February Cycle**

#### **Friends of the Mennello Museum of Art**

*Immersion into Compounded Time: Paintings of Firelei Báez – Mennello Museum of American Art - Orlando, June 7-September 8, 2019*

This exhibition will explore Firelei Báez’s investigations on the visibility and the construction of complex cultural identities within the Afro-Caribbean Diaspora and how these notions are perceived in a global world. Related programming will be held throughout the exhibition. The programming includes: a talk, tour and workshop by the artist; spoken word night for young adults; and four Free Family Fundays that include kid-friendly gallery tours and related art projects. Regular programming, including bilingual Toddler Tuesdays, workshops and Movies at the Mennello, will relate to the exhibit.

**Marketing in Diverse Media Outlets:** \$2,500

**Target Demographic:** Hispanic, African American and Caribbean, 2,500; 5,000 total audience

#### **Orlando Gay Chorus**

*Orlando Gay Chorus Outreach and Healing Project, Planning April 1-September 30, 2019; Outreach October '19-March '20*

The Orlando Gay Chorus Outreach and Healing Project will provide outreach and healing for racially/ethnically diverse segments of the population not currently attending the chorus' programs, including those communities directly

impacted by the Pulse tragedy. OGC will direct the organization's outreach, marketing and programming to be culturally sensitive and engage individuals who represent these communities.

**Marketing in Diverse Media Outlets:** \$2,750

**Target Demographic:** Latinx, Muslim, Immigrant and Black communities

## **May Cycle**

### **Bay Street Players**

*Diversity Training and Planning, June -September, 2019*

*State Theatre, Eustis*

Eustis has a large Black population (18%), and now also a growing Hispanic population (14%), but the theatre has not yet been successful at increasing and sustaining similar diversity in its audience, board or staff. This project will provide board members and staff with a context for diversity and inclusion through interviews, self-assessment and the hiring of a consultant, Bill Hartan of Training Resources International Partners, to develop a diversity plan for the organization.

### **Central Florida Vocal Arts**

*The Mikado, August 9-11, 2019*

*Orlando Repertory Theatre, Orlando*

Concert presentation of *The Mikado*, in partnership with Opera del Sol and Space Coast Symphony, with modernized texts, sets of projected iconic Japanese works of art and projected Japanese supertitles. The intent from start to finish is for this whole production to be a celebration of Japanese culture via this renowned Gilbert & Sullivan operetta. Directed by Asian American director, Kit Cleto, this production will feature a 14-person cast of the finest comedic classical singers backed by a world class 23-piece orchestra.

### **Holocaust Memorial Resource and Education Center of Florida**

*Let Me Be Myself: The Life Story of Anne Frank, October 5, 2019-January 5, 2020*

*Holocaust Memorial Resource and Education Center of Florida, Maitland | Orlando Repertory Theatre, Orlando*

The Holocaust Center is pursuing an integrated marketing strategy (advertising, public relations & outreach) to increase awareness of the Center, the exhibit "Let Me Be Myself: The Life Story of Anne Frank," and performances of "Letters from Anne and Martin" in Black, Hispanic and Asian communities. The exhibit, presented in English and translated into seven additional languages, tells the story of Anne Frank in a modern way, addressing current day issues of identity, exclusion, and discrimination. Two theatre performances of "Letters From Anne and Martin" will show how injustices still exist and also promote constructive ideas on how to confront intolerance and discrimination today.