

Dear Cultural Supporter:

Last November, Orange County Mayor Demings' office notified me that United Arts of Central Florida would receive an increase of up to \$2 million in Tourist Development Tax Funds, annually, thanks in part to United Arts' continued advocacy. At Orange County's direction, United Arts increased grants by \$1 million in this fiscal year and created a \$500,000 Venue Subsidy Grant program for nonprofits renting space for exhibitions or productions in Orange County.

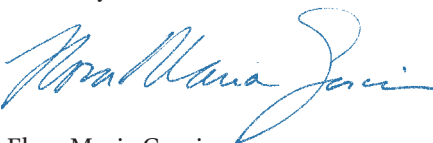
The new \$2 million also includes a **\$500,000 Challenge Grant to United Arts** — collectible only if United Arts matches the funds with new and increased contributions equaling \$500,000 by Sept. 30, 2020. We have a wonderful opportunity to attract new donors and incentivize existing donors to increase their gifts. United Arts is working with the 15 large-budget cultural groups to raise the Challenge Grant funds through the *Collaborative Campaign for the Arts* through April 30 — so please, if you love the arts, this is the year to be a first-time contributor or increase your gift **to unlock an additional \$500,000 of unrestricted funds.**

To fully utilize the Challenge Grant, United Arts will also lead a brand-new collaborative fundraising campaign this summer with our Orange County-based midsize and small-budget cultural nonprofits. The participating groups are very excited and ready to go. Watch for more about this campaign, which will take place from July through September with a goal of \$160,000.

I have retired as of Jan. 31. A national search for the new CEO is well underway, but until they are in place, Juliana Steele, United Arts' longtime and very capable CFO is serving as the interim president and CEO. Please know that the agency is in great shape and in good hands.

Many thanks to all of you who support and contribute to the arts. It has been my pleasure to serve our arts community.

Sincerely,



Flora Maria Garcia
President & CEO
United Arts of Central Florida



A MESSAGE FROM THE PUBLISHER

Springtime's Cultural Appeal

Beautiful weather isn't Orlando's only appeal during the spring. Our arts and cultural scene blossoms this time of year as well.

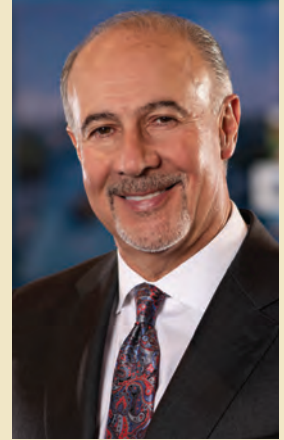
One of this season's can't-miss outdoor events — Winter Park's 61st annual Sidewalk Art Festival — is expected to draw up to 350,000 guests March 20-22. With 225 juried artists displaying their work along Park Avenue, it's among the state's largest outdoor art festivals, and it's a time-honored way to usher in spring.

From April 17-26, the Florida Film Festival (one of only a few Oscar-qualifying festivals in the United States) will mark its 29th year. More than 20,000 attendees will experience some of the best in current, independent and international cinema from 40-plus countries. This year features 180 screenings, 20-plus world premieres and 100-plus national premieres, in addition to special industry events and parties with filmmakers and actors.

Finally, if you're a parent looking to plan a memorable summer for your kids, this issue's annual Cultural Camps Guide on page 22 can help you choose from a variety of fun options.

All across Orlando, there's a lot to celebrate this spring. Have fun exploring everything we have to offer!

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