

Behind the Curtains

Retaining Top Talent in Central Florida



An Orlando Philharmonic Orchestra rehearsal

IAN SUAREZ

So much of what you see onstage, when you attend a performance or exhibition, starts backstage or in the administrative offices of our organizations. It is impossible to have the high-caliber productions you see onstage, in a gallery or museum without the hard-working people behind the curtain who help bring a production to life.

When United Arts of Central Florida was presented with a \$500K Challenge Grant by Orange County, United Arts increased the goal for the 2020 *Collaborative Campaign for the Arts* to \$2.7 million. All executive directors of the 15 large-budget cultural groups funded by United Arts were up for the challenge. It became clear to everyone in the room how this money could change the look of their organizations. With this added funding, the groups could invest in creativity and acquire and retain top-tier talent in Central Florida.

For these nonprofit organizations, additional money means increasing artist wages, providing health insurance for full-time employees, and adding necessary staff positions. It also means being able to take risks with programming by financing new works, new artists or new programs to come to Central Florida first. Orlando and the Central Florida counties are quickly becoming a world-renowned

arts and culture center and by investing in our artists, staff, and programming this will only continue as we move into the future.

“I am so proud of the world-class arts and culture being produced all around Central Florida. Our groups — like Orlando Ballet, Orlando Philharmonic, Orlando Science Center and so many others — are bringing top-level professional artists and exhibitions to our hometown,” says Flora Maria Garcia, president and CEO of United Arts. “In order for us to keep these experiences here, we need to be able to pay our artists a living wage and support the nonprofit staff who work so hard every day.”

Loving the arts and culture in Central Florida means caring about the livelihoods of the people bringing the art to you. Orange County has committed to investing an additional \$2 million each year, including the \$500K Challenge Grant. Now we need to do our part. Help the campaign reach its goal and unlock the Orange County \$500,000 Challenge Grant by donating to any of the 15 campaign partners or by designating your contribution to the **United Arts - Arts for ALL Fund** that supports more than 60 arts and cultural organizations. These gifts are important in keeping the talent here in Central Florida. **OAM**