

Dear Cultural Supporter:

Thank you for your incredible generosity during the COVID-19 pandemic. If you have chosen to support the arts during this tumultuous time, you have our sincere appreciation for helping to keep these foundations of our community alive.

I am sure you have your own deeply personal reasons for connecting with the arts, and many of these connections create an impact that lasts a lifetime. Your contributions can also make all the difference at this time. I want to share some highlights from Americans for the Arts' *10 Reasons to Support the Arts*, which have become even more relevant during this pandemic:



MACBETH STUDIO

Arts improve healthcare. Nearly one-half of the nation's healthcare institutions provide arts programming for patients, families and staff; of which 80 percent deliver these programs because of their healing benefits to patients — shorter hospital stays, better pain management and less medication.

Arts for the health and well-being of our military. The arts heal the mental, physical and moral injuries of war for military service-members and veterans, who rank the creative arts therapies in the top four (out of 40) interventions and treatments.

Arts unify communities. More than 70 percent of Americans believe "the arts unify our communities regardless of age, race and ethnicity," and 73 percent agree that the arts "help me understand other cultures better" — a perspective observed across all demographic and economic categories.

Arts drive tourism and revenue to local businesses. Among Central Florida nonprofits and their audiences, arts and culture is a \$400 million industry adding 13,764 jobs to our economy. Attendees at nonprofit arts events spend an average of \$30.06 per person, per event beyond the cost of admission — valuable commerce for local businesses.

Whatever your reasons, whichever art, science or history organizations have captured your heart, United Arts and the 60-plus organizations we fund are grateful for your support.

Sincerely,



S. Brendan Lynch
Board of Directors, Chair
United Arts of Central Florida

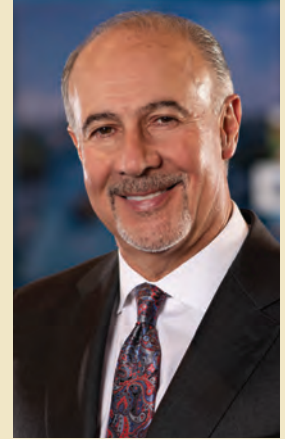
A MESSAGE FROM THE PUBLISHER

The Show Goes On

At the time of this writing, we are facing an unprecedented period of challenge as a community and around the world. While it is our hope and expectation that Central Florida is well on its way to recovery by the time you receive this issue, note that some of the arts and cultural programming scheduled for May and/or June may have been rescheduled or, in some cases, canceled. Be sure to check venue websites for the most current and up-to-date information as you make your summer plans.

In the meantime, you can take heart in knowing that our region's world-class arts and cultural organizations continually strive to ensure that the stellar lineup of performances, shows and events to which Central Florida residents and visitors have become accustomed is on tap for everyone to enjoy. In fact, many organizations have added free virtual-experience programming to their lineups while we all navigate this trying time.

Visit Orlando is helping to promote these experiences and more, including on our blog. Check out visit-orlando.com/blog to learn about the virtual offerings that are available online to all. From arts and cultural shows and performances to theme park thrills, animal encounters, outdoor adventures and fun educational experiences, we've got you covered. We're all looking forward to when we can enjoy Central Florida's arts & cultural scene in person one again! **OAM**



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