

LOCAL ARTS AGENCY

1997

**UNITED
ARTS**
CENTRAL FLORIDA

June 16, 2026



MISSION

**TO INSPIRE AND ENRICH COMMUNITIES BY
STRENGTHENING ARTS, SCIENCE, HISTORY,
AND CULTURE THROUGH STRATEGIC COLLABORATIONS
AND INVESTMENTS.**

STRATEGIC PLAN 2030

1

**Strengthen
United Arts**

Build capacity to be great and bold through programs, marketing, fundraising, and revenue growth.

2

**Strengthen the Arts
& Culture Sector**

Empower artists and organizations to thrive, build audiences, and secure balanced funding.

3

**Strengthen the
Community**
through Cross-Sector
Partnerships

Leverage arts and culture to build prosperity, drive social impact, enrich lifelong learning, and enhance place.

CANVAS 2035 CULTURAL PLAN & UNITED ARTS STRATEGIC PLAN ALIGNMENT



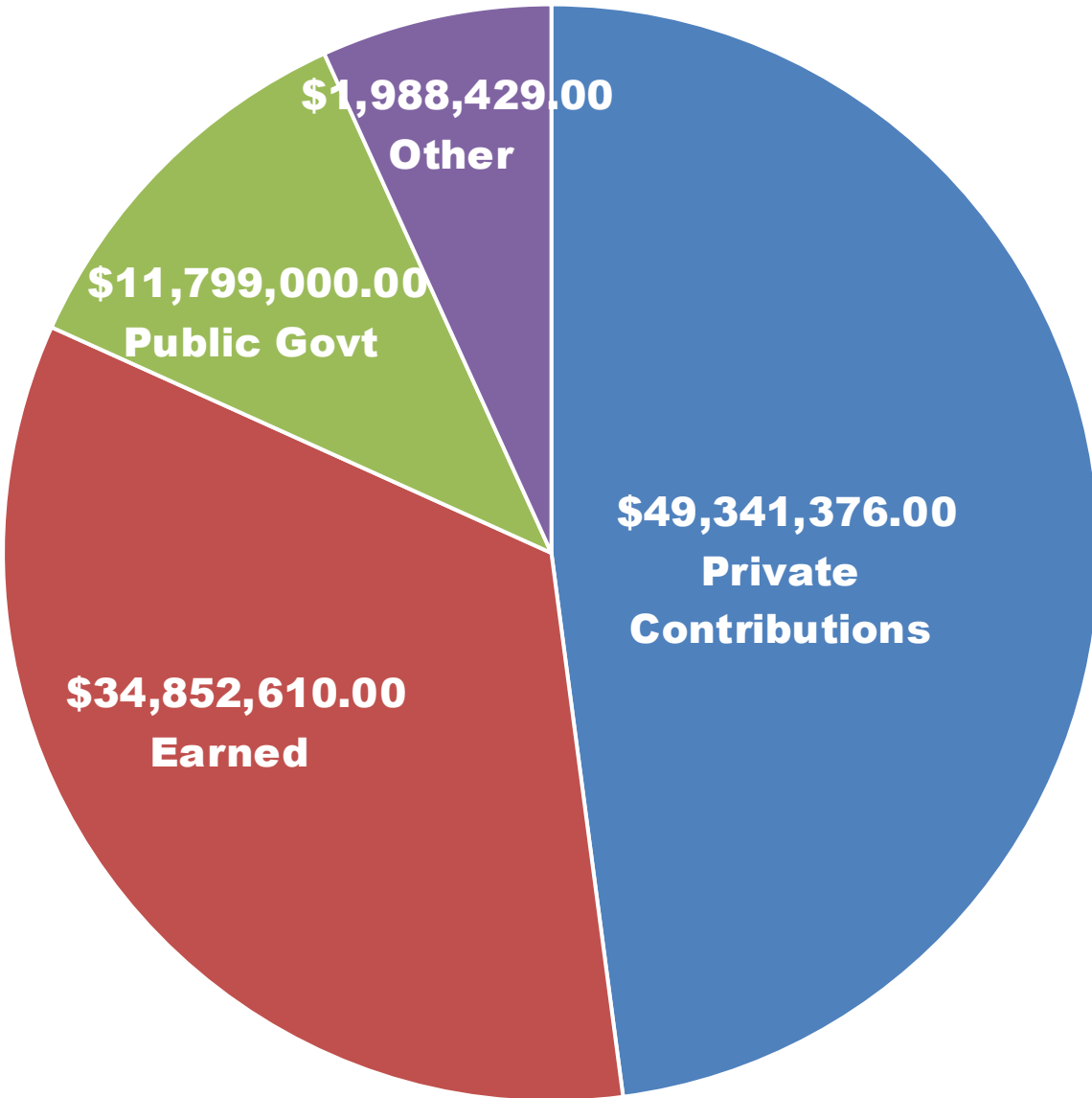
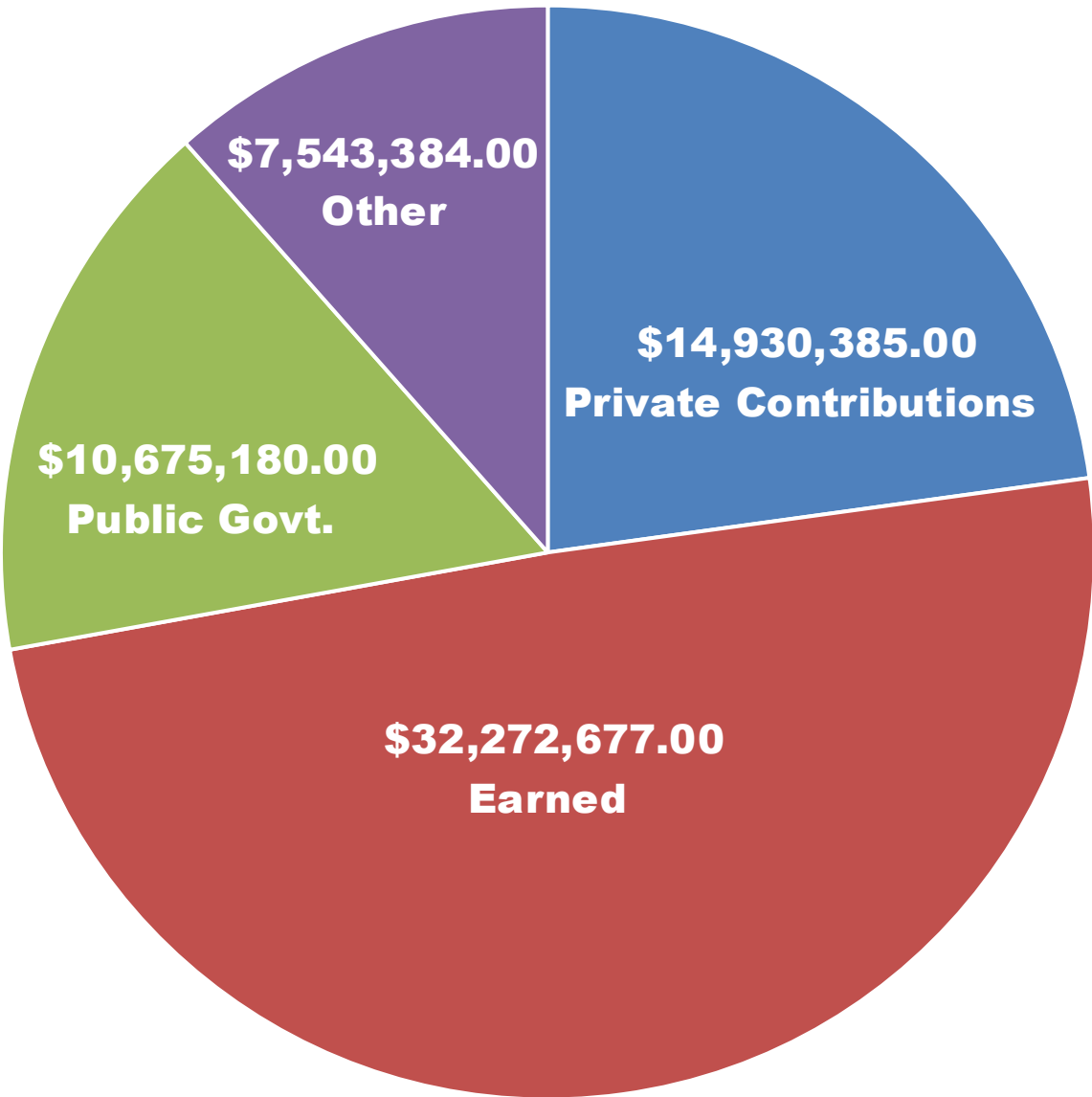
Goal 1	Global Creative Capital		Goal 2:1, 2:3 and Goal 3:1 and 3:3
Goal 2	Ensure Arts Access for All Communities		Goal 2:1, 2:4 and 3:3
Goal 3	Catalyze Artists and the Creative Workforce		Goal 2:1 and 3:1, 3:3-4
Goal 4	Strengthen Creative Placemaking and Public Art		Goal 2:4, 3:1 and 3:4
Goal 5	Build Cultural Sector Resilience		Goal 1:1-4, Goal 2:1-4, Goal 3:1 and 4
Goal 6	Elevate the Arts as a Strategic Civic Partner		Goal 1:1, Goal 3:2 and 3:3

GROWTH OF ARTS, SCIENCE AND HISTORY ORGANIZATIONS IN CENTRAL FLORIDA 2019 TO

2019 TOTAL INCOME \$65,421,626 (35)
2019 TOTAL EXPENSE \$60,325,726

2024

2024 TOTAL INCOME \$97,981,415 (50)
2024 TOTAL EXPENSE \$95,780,592



SOURCE IRS 990's

VISION

**A THRIVING ARTS COMMUNITY THAT
FUELS LASTING PROSPERITY,
CREATIVITY, AND WELL-BEING
FOR ALL IN CENTRAL FLORIDA.**



8

INDICATORS THRIVING ARTS ECOSYSTEM

1. Diverse Artistic Community
2. Robust Arts and Culture Organizations
3. Engaged and Growing Audiences
4. Innovation and Creativity
5. Education and Learning
6. Supportive Environment
7. Strong Infrastructure
8. Economic + Social Impact

PROGRAMS & SERVICES



CHAMPION THE ARTS

Marketing & Audience Development

Regional Marketing the Arts

- Artistry Magazine & ArtistryOnline.org
- ArtsinOrlando.com
- Spotlight & Discovery Newsletters

Cultural Tourism

- Destination Art Tours
- Shoulder & Themed Season Campaigns
- Artist Hub
- Conventions & Meetings
- Readiness Training for Hospitality & Arts

MAKE ART POSSIBLE

Fundraising & Friendraising

Collaborative Campaign for the Arts

- Direct Mail Services
- Donor Database Management Services
- Donor Stewardship & Benefits
- Matching Grants Program
- Text-to-Give Services
- Workplace Giving

MAKE ART THRIVE

Outreach & Community Impact

Nonprofit Grants, Technical Support and Capacity Building

United Arts Grants

- General Operating Support
- Matching Grants
- Emerging Arts
- Community Impact Projects
- Community Vibrancy Main Streets

Orange County Grants

- Blockbuster and Special Events
- Cultural Tourism
- Cultural Facilities
- Venue Subsidy

Individual Artists

- Individual Artist Grants
- Training & Convening
- Artist Hub
- Creative Placemaking Jobs
- Private Sector Calls for Artists – i.e. hotels, businesses, etc.

Arts Learning

- Arts Education in School PreK-12
- Arts Education Out of School PreK-12
- Internships & Career Development
- Teaching Artist Registry

Arts and Health

- Creative Aging
- Arts and Health Network Convenings

Advocacy Program and Services

- Advocate Database
- Annual Advocacy Planning
- Arts Advocacy Day in Tallahassee
- Public Comment Coordination for
- Public Meetings

Technical Support and Capacity Building

- AEP 6 (2023)
- Arts Ecology Study (2022)
- Executive Directors Learning Circle
- Board Leadership Pipeline & Board Orientation Training

Volunteer Opportunities

- Board – Elected Member
- Board Committees
- Grants Panels

UNITED ARTS INCOME & EXPENSE PROJECTED

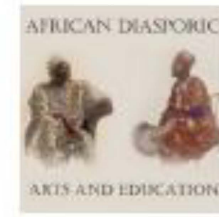


JULY 1, 2025 – JUNE 30, 2026

INCOME			
PUBLIC GRANTS	TOTAL	ORANGE CO.	OTHER
Orange County	\$ 3,799,599	\$ 3,799,599	\$ -
City of Orlando	\$ 511,820		\$ 511,820
Orange County Schools	\$ 623,322		\$ 623,322
City of Winter Park	\$ 20,000		\$ 20,000
South Arts	\$ 15,000		\$ 15,000
Total Public Grants	\$ 4,969,741	\$ 3,799,599	\$ 1,170,142
PRIVATE			
Collaborative Campaign Designated to Others	\$ 10,935,172		\$ 10,935,172
Arts for All Fund - Corp, Foundations, Individuals	\$ 1,914,114		\$ 1,914,114
Forward Funding FY25 & Release of FY25	\$ 826,000		\$ 826,000
Total Private Revenue:	\$ 3,675,286		\$ 13,675,286
EARNED REVENUE			
Fees for Services	\$ 1,212,939	\$ 775,468	\$ 437,471
Artist Contract Fees	\$ 733,567		\$ 733,567
Other Revenue - Interest & License Plate	\$ 154,000		\$ 154,000
Total Earned Revenue:	\$ 2,100,506	\$ 775,468	\$ 1,325,038
TOTAL INCOME	\$ 20,745,533	\$ 4,575,067	\$ 16,170,466

EXPENSES			
	TOTAL	ORANGE CO.	OTHER
Administration	\$ 919,299	\$ 425,468	\$ 493,831
PROGRAMS & SERVICES			
Nonprofit Organizations	\$ 15,563,372	\$ 3,849,599	\$ 11,713,773
Individual Artists Grants & Contracts	\$ 799,468		\$ 799,468
Arts Education	\$ 762,959		\$ 762,959
Marketing the Arts	\$ 1,025,140	\$ 300,000	\$ 725,140
Fundraising for the Arts	\$ 917,254		\$ 917,254
Restricted for FY27 Grants & Programs	\$ 917,195		
Total Program Expenses:	\$ 19,985,388	\$ 4,149,599	\$ 14,918,594
TOTAL EXPENSES	\$ 20,904,687	\$ 4,575,067	\$ 15,412,425

Plus Orange County Fiscal Agency
\$11,679,224 Arts & Culture grants



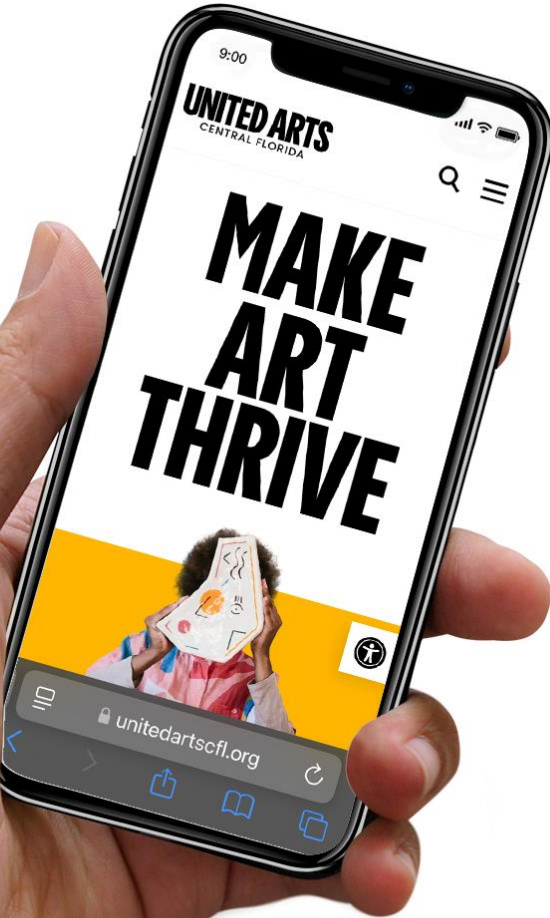
ARTS MARKETING

Social Media Growth   

Shares **2,593** **(+51% YoY)**

Impressions **824,190** **(+150% YoY)**

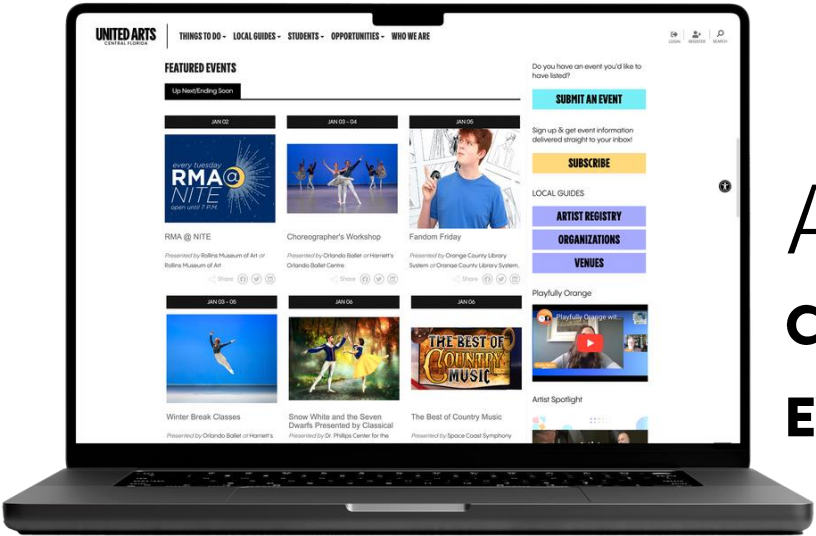
Followers **41,565** **(+45% YoY)**



11,668 Facebook Followers

10,507 Instagram Followers

3,986 LinkedIn Followers



ArtsinOrlando.com
CENTRAL FLORIDA’S ARTS & CULTURE
EVENT & DESTINATION GUIDE

3,256 Events promoted annually
24,000 Users per month **(+382% YoY)**



15,000 issues
printed 5x/year
Distributed throughout Central
Florida and Visit Florida
Welcome Centers

YOUTH ARTS ENGAGEMENT

Fueling arts education in all its forms, from funding field trips, teaching artist residencies, creating after-school programs, and giving students access to cultural experiences.

- Enriching the minds of tomorrow
- Expanding imaginations
- Supporting positive mental health
- Strengthening academic curriculum
- Making art a part of every classroom
- Creative Industry Workforce Development



482,757

Orange County youth
experiences created

TOTAL OC YOUTH ATTENDANCE FROM
ALL PROGRAMS



ADVOCACY AND PUBLIC AFFAIRS

GOALS

1. **Champion Advocacy with intentional Annual Advocacy Plan and engage volunteers**
2. **Support Canvas Cultural Master Plan Goals**
3. **Advance Cultural Tourism as vital tourism development strategy**
4. **Communicate impact of the arts by leveraging local storytelling authentic voices**
5. **Analyse and use data to inform trends, gaps, and inform decisions for the current needs and sustainable future of the sector**



Central Florida arts and culture leaders at the Florida Capitol for Arts Advocacy Day in Tallahassee.

THE TEAM

**UNITED
ARTS**
CENTRAL FLORIDA



JENNIFER EVINS



ROCHELLE BROCKINGTON



DAVID WHITFIELD



ELYSE JARDINE



SARAH JOHNSON



TOM HOPE



THALI SUGISAWA



AUDRA FERN



KARI RINGER



TRUDY WILD



SARAH BABBAGE



JENNIFER RAE PAXTON



BEATRIZ RAMIREZ



CAMERON ROBINSON



RYAN DEAN



TERESA CORREDOR



KAREN PARABOO



LEANN SIEFFERMAN



BRYAN MARQUEZ



EMMA WEBBER



CAROLINA CARRET



CINDY LA FRONZ



VIANKA RIVERA

CANVAS 2035 CULTURAL PLAN & UNITED ARTS STRATEGIC PLAN ALIGNMENT



Goal 1	Global Creative Capital		Goal 2:1, 2:3 and Goal 3:1 and 3:3
Goal 2	Ensure Arts Access for All Communities		Goal 2:1, 2:4 and 3:3
Goal 3	Catalyze Artists and the Creative Workforce		Goal 2:1 and 3:1, 3:3-4
Goal 4	Strengthen Creative Placemaking and Public Art		Goal 2:4, 3:1 and 3:4
Goal 5	Build Cultural Sector Resilience		Goal 1:1-4, Goal 2:1-4, Goal 3:1 and 4
Goal 6	Elevate the Arts as a Strategic Civic Partner		Goal 1:1, Goal 3:2 and 3:3