

The Giving Business in Central Florida

At press time, we are racing toward a summer of unprecedented efforts to build community through the arts. With two weeks until our annual meeting, United Arts' general fund campaign has exceeded its goal. Almost all of our community cultural partners have met or exceeded theirs. Philanthropy for arts and culture is thriving. The partnership that defines United Arts is working. Our message that stabilizing the arts community matters is getting through. It feels good! A round of applause to Campaign 2006 Co-chairs: *Orlando Business Journal's* Ann Sonntag and Walt Disney World's Jerry Montgomery and ALL of our community volunteers. Job well done!

As a community we can't rest on our laurels. To stabilize and grow the community — to provide a wide range of recreational and cultural choices AND facilities — we still have a ways to go. The powers that be who will be advocating for private and public investment in a renovated Citrus Bowl, a much-needed performing arts center, and a facility that will be both home to the Orlando Magic and over 100 concerts and community events annually must be passionate and persuasive. The hospitality community that has agreed — at the behest of Mayors Crotty and Dyer — to share a larger piece of the community wealth they work to create must be thanked. We MUST commit ourselves to a collaborative rather than a competitive strategy to become the international city we are destined to be.

The super-rich individuals, the good corporate citizens, the social entrepreneurs, the long-standing philanthropists,



MARGOT H. KNIGHT, United Arts of Central Florida
President & CEO

the consumers on the street — all must pull together to make these visions a reality. Companies and the people who run and profit from them are starting to see themselves as so-called *philanthrocapitalists*. They are *investing* in Central Florida

to make this a better place to live a full life. To recruit companies and executive talent. To improve our schools. To make us proud to be Central Floridians.

“If we build it, it must RUN,” has become my slogan. Gleaming, shiny façades mean nothing if our initial investments aren't enough to sustain what goes on inside. That means operational plans that grow audiences and endowments or other guarantees that can see us through inevitable hard times and vicissitudes in the marketplace.

Americans are the most generous citizens on the planet — over 2% of our gross domestic product (GDP) is comprised of philanthropic giving. Canada and Britain are distant frontrunners. We are still a young community but growing fast both in population and philanthropic sophistication.

Are we up to the challenge? Are we willing to invest in ourselves and our future? Can we avoid creating a circular firing squad where turf and private agendas win out over collaboration? This summer will be one of jack-rabbit leaps from the starting blocks for arts and sports.

Let's hope it's a dead heat so the whole community wins.

A handwritten signature in black ink that reads "Margot H. Knight".

BUSINESS BUZZ

PDG Builds Community

Planning Design Group, LLC (PDG) is a new professional community planning firm spearheaded by President André Anderson and Executive Vice President Kendell Keith. Combined, André A. Anderson and Kendell Keith have 35 years of professional experience in community planning in state and local governments and the private sector with a wide range of planning projects spanning from the Panhandle to the Florida Keys. Most recently, Anderson was involved as project manager for the Innovation Way project completing planning functions for this area-wide sector plan encompassing 32,000 acres in southeast Orange County.

"Involved" and "dedicated" describe Anderson, who is a nationally accredited planner by the American Institute of Certified Planners (AICP), an associate member of the American Institute of Architects (Assoc. AIA), as well as involved with the Florida American Planning Association and the Florida Planning and Zoning Association. Through such involvement, Anderson is able to help shape local, state and regional issues which planners face on a day-to-day basis in their pursuit of building sustainable communities.

Anderson's ties to the community extend beyond planning. Anderson believes strongly in service to

the community and will continue his personal philanthropic commitments by supporting local nonprofits while at PDG. Anderson has volunteered for United Arts of Central Florida for the past 12 years in a high level of commitment and serves as the chair of its Standards & Allocations Committee, which oversees funding distributions to more than 40 arts and cultural organizations in Central Florida. For the past two years, Anderson has represented Orange County as a member of United Arts' executive committee and board of directors. As the newest member of its recently formed Business Leadership Council, Anderson believes that in order to build a sustainable community, it is important to participate in philanthropic efforts such as United Arts, which touches so many cultural organizations in Central Florida. PDG strongly agrees that building the community through philanthropy is an important business decision.

If you would like to explore the opportunities of supporting the cultural community through United Arts of Central Florida, contact Ken DeGilio, development & sponsorship manager at 407.628.0333, x29 or Ken@unitedarts.cc. To reach the planning firm of PDG, contact André Anderson at 407.207.0101 or by e-mail at PDG@PDGFla.com.

Upcoming Events to Grow Collaborations

United Arts of Central Florida announces efforts to increase collaboration and educational opportunities for professionals in the arts and cultural fields in Central Florida. A series of workshops, networking events and collaborative activities are being planned to bring the community together and to spark new ideas and innovations on projects. To bring the cultural community together, United Arts is focusing its efforts on educational opportunities for the employees and volunteers in the arts community by bringing in exceptional local and national speakers to focus on specific challenges cultural organizations are facing today.

In addition, planning has started for United Arts' annual *ArtsFest*, which provides a sampling of community-wide arts and cultural experiences at no charge during a 10-day period beginning Feb. 1, 2007. Also, United Arts' *Arts+ Awards*, an event aimed to celebrate the cultural accomplishments in our community, will now be a bi-annual event with a continued effort to recognize our outstanding leaders. The *Arts+ Awards* were created to recognize the organizations, individuals, volunteers and businesses that are outstanding in their commitment to support a vibrant, thriving arts and cultural community. The next *Arts+ Awards* will be held in October of 2007.

"With so many new opportunities and upcoming projects in the works, we made the decision to use resources that would normally be devoted to the 2006 *Arts+ Awards* to explore ventures aimed to unite our cultural community and its supporters," says Autumn Schaefer, communications manager for United Arts.

"We hope that by channeling our efforts into several distinct avenues, we can continue to grow as a thriving cultural community," says Margot H. Knight, President & CEO of United Arts.

For more information on these and other community projects, please contact Autumn Schaefer at Autumn@UnitedArts.cc.

BLC Provides Support for Local Arts & Culture



The Business Leadership Council (BLC) is a prestigious group of corporate contributors to United Arts of Central Florida. Each member of the BLC has made a three-year, best-effort pledge to show that the company and its management recognize the importance of the arts and is willing to commit to strengthening the capacity of the arts *over time*.

The three-year commitment emphasizes the "leadership" aspect of the BLC. Currently, 64 members of the BLC are working with United Arts to first stabilize, and then enhance, the Central Florida cultural community. Three-year pledges signal to the greater population of other businesses, individual cultural supporters and government funders that arts and culture are an important part of our community.

BLC pledges support more than 40 arts and cultural organizations, 489,000 student experiences in curriculum-based arts education programs and hundreds of artists and arts administrators across

Lake, Orange, Osceola and Seminole counties. Last year, more than 2.2 million cultural experiences were made possible to residents and visitors by donations made to United Arts.

We invite you to join the Council and show your commitment to the arts in our shared community by making a three-year general fund pledge of \$1,000 or more per year.

As partners, we can work to make Central Florida a desirable place to work, live, play and visit. For more information about becoming a member of the Business Leadership Council of United Arts of Central Florida, visit www.UnitedArts.cc or contact Ken DeGilio, development & sponsorship manager, at 407.628.0333 x29 or Ken@UnitedArts.cc.

A Call for Artists

The Central Florida Hospitality and Lodging Association in collaboration with United Arts of Central Florida is proud to announce its 3rd Annual Central Florida *Artsploration* Art Contest. The mission of the *Artsploration* contest is to incorporate the artistic talents of the community with its unique surroundings.

Artists participating in the contest will have the opportunity to display and sell their entries to members, guest and vendors of the CFHLA at its annual Gala in December. Purchase awards are granted to artists whose pieces place first and second.

Artists who reside in Lake, Orange, Osceola and Seminole counties are eligible and entries must be original limited-edition prints, photography or two-dimensional works.

For information regarding contest rules and regulations, visit www.UnitedArts.cc. The deadline for submissions is Oct. 6, 2006.

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