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**For every dollar raised by the
United Arts Council,
90¢ goes directly to
programs and services!**

Our Mission:

Enriching lives and strengthening the
community through the power of the arts

Our Program Focus Areas:

Uniting and promoting the local arts community

Providing quality arts education to
at-risk students



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Annual Report

Community Services and Programs

2011

United Arts Council: Proudly Serving the Collier County Arts & Cultural Community

We've had an exceptional year at the United Arts Council, continuing to expand the programs and services that we provide to the community. Highlights include:

→ Comprehensive after-school programs in the arts (music, dance, art, film, etc.) for over 1,500 at-risk public school students. These students are from low-income families and would otherwise not have had an opportunity to learn about the arts. Programs are held at eight locations and are free for students.



→ The *Tools 4 Schools* Recycle Center, providing free supplies to public school arts teachers who must contend with decreased supply budgets.



→ Outreach services in the arts for the Immokalee community including: Artist residencies at schools and social service agencies; free music and dance performances; and Family Art Nights.

→ Grants to cultural organizations and arts teachers for innovative community-based art and music projects.

→ *Summer Art Camp* in Immokalee provides arts instruction to children who come from low-income families.



→ Coordination of the annual *Celebrate the Arts Month*, with 100+ activities scheduled at locations throughout the community.

→ Operation of the popular Web site, www.CollierArts.com

which provides the most comprehensive arts calendar available in the area, along with complete information about arts organizations, galleries, artists and entertainers. The site averages 63,000 hits per month. We collect data from over 200 sources to ensure that the calendar contains the most up-to-date information.

→ Community activism efforts included: Cultural Tourism, in an effort to showcase the local arts scene to potential visitors; work with the Economic Development Council to ensure that the arts are included in new initiatives; and advocacy with local governmental agencies on behalf of the arts community.

→ Exhibit opportunities at several venues for emerging artists.



→ Presentation of the annual *Stars in the Arts* program that provides recognition to leaders in our arts community.



→ Distribution of several arts-related publications: *Calendar of Events* brochure, listing activities in the arts community each month; *Gallery Guide* brochure that spotlights all member galleries; *Cultural Map* brochure with information about all cultural organizations in the county and a locator map; *Legislative Guide* that provides information on elected officials for lobbying efforts; and the *Festival Guide* which provides information to local artists about upcoming outdoor art festivals. Thousands of copies are distributed free to the public every month at a variety of locations throughout the county.



→ Publicity for the arts community through a variety of media outlets including monthly columns in both the *Naples Daily News* and *Naples Journal* newspapers, as well as feature articles and regular arts-related press releases to other local media.

