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Communications

PRESS RELEASE

Winter Park's Arts & Culture Alliance thinks differently to reach their audiences during COVID-19

WINTER PARK, FL, an internationally recognized, award winning city with multiple accredited agencies (November 16, 2020) The City of Winter Park has been committed to arts and culture since its establishment in 1882. This commitment was further solidified in 2016 when the city announced the official formation of the [Arts & Culture Alliance](#). This Alliance is a hyperlocal initiative that joins all non-profit arts and culture organizations within the City of Winter Park limits with the sole mission to enhance and improve awareness and visibility of the city's arts & culture organizations.



Since formation, the Alliance meets monthly to discuss collaborative and holistic strategies, hosted VIP and community events such as the annual "Weekend of the Arts," and developed an exclusive [wpinspires.org](#) webpage for residents and guests to find:

- a comprehensive directory showcasing each organization
- an extensive event calendar of all members cultural offerings

The COVID-19 pandemic has negatively impacted the Alliance and many other arts and culture institutions. Traditional methods to elevate the awareness of cultural opportunities within the city limits were no longer as effective. As a result, the Alliance is thinking outside the box to reach their audiences in three distinct ways:

Using empty storefront windows as a showcase

While seeking a tenant, the windows of the former Gap retail store on the corner of Park and Lyman avenues were covered with simple brown paper. The city approached [Rollins College](#) with the request to use their vacant space as "windows" of opportunity for the Alliance to feature their organizations. Until a tenant is found, Rollins graciously donated this space to the Alliance and now the windows are adorned with the members' unique, colorful and creative vignettes, posters and artwork.

CANCELED - West Meadow Wednesday – Arts & Culture Showcase

For the past two months, the [Winter Park Chamber of Commerce](#) has been hosting a weekly [West Meadow Wednesday](#) and is featuring Winter Park Arts & Culture at the upcoming event **Wednesday, November 18, from 5 – 7 p.m.** Attendees can visit with representatives from the Alliance's organizations to learn about their cultural offerings and how they have safely re-opened to the community. In addition, the event will feature Business After Hours networking, live music & entertainment, family fun activities provided by the [Parks & Recreation Family Fun Program](#) as well as other local vendors.

Park Avenue District + Alliance member pairings

Various merchants of the [Park Avenue District](#) have partnered with Alliance members to cross- and co-promote one another. For example, [The Imperial](#) and [Blue Bamboo Center for the Arts](#) have partnered to offer cross promotions on their communication tools, discounts to performances and/or beverages with the presentation of a receipt from either business. The [Winter Park History Museum](#) has partnered with the women's clothing store [Charyli](#) by offering discounts to merchandise and cross-promoting their theme "History Never Goes Out of Style" to both their patrons.

In today's economic environment, businesses are forced to think differently. The Alliance, with support of the Winter Park Chamber of Commerce, Park Avenue District and community, are using non-traditional yet creative methods to keep their doors open and continue to inspire even during the most challenging times. Be inspired. #WPinspires

For more information regarding the Arts & Culture Alliance, please visit wpinspires.org.

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