2019 has been quite a year for MCA. We partnered and helped fund the City of Ocala’s 10-year Master Cultural Plan. Approved in April by Council, we are now laying the groundwork for its implementation, including MCA’s role.

We made our first disbursements of our Four Friends Grants and the Korzenny Grant for Arts Educators. And we went Over The Edge…literally! We brought an urban rappelling fundraiser to Ocala and raised over $68,000 for the arts. These activities, along with our signature events Ride for the Arts and Applaud the Arts, have made it a banner year for our organization. Thank you for partnering with MCA in our mission to champion, convene, and create opportunities for artists, and nonprofit arts organizations.

We are excited for what the future has in store for the arts in our community.

Lisa Seifert, 2019 Chairman of the Board

Taking the Arts to New Heights

It’s Happening Now! Jaye Baillie, APR, MCA Executive Director

There’s something remarkable happening in Ocala/Marion County’s arts and cultural community. Just look around! Murals, unique exhibits in urban venues. More arts programming. Emerging artists working side by side with established artists. More support for entrepreneurs. Free Levitt AMP Music Concerts. Emerging arts organizations complementing those ‘arts pillars’ who are the very fabric of our cultural history, record attendance at MCA’s Opening Reception and the City’s First Friday Art Walks, and increased numbers of individuals supporting the arts as patrons and sponsors.

Our community recognizes that growth of a vibrant arts and cultural sector not only adds to our quality of life, but results in increased economic impact, workforce attraction, more sector jobs, more tax revenue, increased access to art, development and promotion of the arts and cultural tourism product, attraction and retention of artistic talent, and so much more.

In our collective desire to advance the arts and with the City’s Master Cultural Plan; the Tourism Development Council’s identification, in their strategic plan, of Art and Cultural as a pillar for attracting tourists; and the Americans for the Arts study, Arts and Economic Prosperity 5 study, validating the strong economic impact of our local arts sector, we are poised to achieve our goal of making Ocala/ Marion County one of the best destinations for the arts.

If you haven’t joined our efforts, we invite you to do so at mcaocala.org/membership

MCA CULTURAL GRANTS

Established in 2001, MCA has supported 37 non profit arts organizations with grants totaling $340,000. For more information, mcaocala.org/cultural_grants

- Appleton Museum of Art: $3,500
- Boys & Girls Club of Marion County: $3,500
- Dance Alive, Inc.*: $2,000
- Kingdom of the Sun Concert Band: $1,000
- Marion All-County Choir: $3,000
- Marion Ballet Collaborative*: $2,000
- Marion Chamber Music Society: $1,200
- Marion Civic Chorale: $600
- Marion County Public Schools: $1,000
- Master The Possibilities*: $3,000
- Ocala Civic Theatre*: $1,500
- Ocala Symphony Orchestra*: $4,400
- Ocala Civic Theatre*: $2,000
- Reilly Arts Center, LLC: $2,300

Art Educator Award
Recognizes an arts educator who utilizes the arts as a tool for achieving excellence.
Suzanne Schmittling
Music Educator at Maplewood Elementary School

Vision Award
Recognizes an individual or organization in Ocala/Marion County for their outstanding advocacy of the arts.
Olivia Ortiz

Service Award
Recognizes an exceptional individual for their dedicated volunteerism in the arts and contribution to the arts community as a whole.
Jim Ross
Twelve Months. Twelve Unique Exhibits

January  Uncovering Natures Great Mystery, by Dr. Scott Olsen & students
February  Stripes, by Artist-Aley members
March    Latin Fusion, by Maritza Lopez & friends
April    Multiples, by Show Motel Artist Collective
May      That’s Life! by Ocala Art Group members
June     Travelogue, by MCA Artist Members
July     Healing Hearts, partnership with The Centers & Marion Mental Wellness Coalition
August   Art of Aging, collaboration with Marion Senior Services & MCA Artists Members 55+
September Pleasures, MCA juried show featuring MCA Artist Members
October  Best of the Best, MCA Artist Members
November Natural Wonders & Celestial Impressions, by pine-needle artist Carol Pardell
December Night Swim, by Derek Grimsley

We Thank our Gallery Sponsors for your Support of the Arts!

2019 BY THE NUMBERS

12 Exhibits 630 Members/Donors & Sponsors 938 Pieces Exhibited $35,124 Art & Gift Shop Sales 313 Participating Artists 37 Rentals 14,918 Foot Traffic

Thank You Corporate and Foundation Champions of the Arts

Benefactors ($25,000+)

Anonymous

Founders Circle ($10,000 – $24,999)

LEVIFF FOUNDATION

Chairman’s Club ($1,000 – $9,999)

Mary Ellen and Norm Poe

Media Partners

COX

mca Board of Directors & Staff

Lisa Seiffer, Chairman | Trish Kliger, Chair-Elect | Crystal Fernung, Secretary
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Jaye Bailie APR, Executive Director | Ashley Justianino, Gallery Director
Cherie McIntlan and Carol Toner, Administrative Support

MCA Provides Grant Funding to Artists, Arts Educators, and Arts Organizations

The Cultural Endowment Fund was established in 2001 and initially funded with proceeds of Horse Fever. The Fund provides direct support to MCA’s non-profit arts organizations for programming, equipment, and initiatives.

To date, $340,000 has been awarded to more than 37 non profit arts organizations. Additionally, the Four Friends Grant Fund supports individual artists for workshops, equipment, or program ideas with a requirement to ‘pay it forward’ by sharing their new found knowledge with fellow artists and/or the public at large.

Four Friends Honor Roll:

The David & Lisa Midgett Foundation | Michael E. Ingram Foundation
Angie Lewis, State Farm | Sandra Fuller | Janet Tutt | Diane Palmer
Frank & Michelle DeLuca | Jo Foster | Trish Kliger | Paul Griffin | Saul Reyes
Barry and Meredith Tracy | Norm and Mary Ellen Poe | Russell & Jaye Bailie

And new in 2019, with a gift from Drs. Felipe and Betty Ann Korzenny, The Korzenny Grants for Arts Educators was established to provide grants to K12 arts educators.

View funded grants: mcaocala.org/grants To contribute: mcaocala.org/donate

ENDOWMENT FUND BALANCES

as of December 31, 2019

<table>
<thead>
<tr>
<th>Fund Balances</th>
<th>Increases/ (Decreases)</th>
<th>Ending Fund Balances</th>
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<tr>
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<td>12/31/19</td>
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<td>Unrestricted Net Assets</td>
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</tbody>
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*plus cash on hand to invest as of 12/31/19 $28,500

mca Board of Directors & Staff

View funded grants: mcaocala.org/grants To contribute: mcaocala.org/donate

For the complete list of 2019 donors/members/sponsors go to www.MACaoca.org/support

Marion Cultural Alliance, Inc. (MCA) is a 501(c)3 charitable organization registered with the Florida Department of Agriculture and Consumer Services #CH03786. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Your gifts are tax-deductible to the extent permitted by law. Please consult your tax advisor.

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