



2019 ANNUAL REPORT

mca
marion cultural alliance

Taking the Arts to New Heights



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 Seiffer, 2019 Chairman of the Board

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 unique venues. More arts programming. Emerging artists working side by side with established artists. More support for artrepreneurs. 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



What a year! Trish Kilgore, 2019 Chair-Elect

What a year! In addition to supporting arts and artists at The Brick and through many other programs, we had several big fundraiser and friend raisers...two within a month! What a challenge!

2020 will provide more opportunities for MCA. Besides our signature fundraisers and other activities, we are working with the City of Ocala on the implementation of the Community Cultural Arts Plan. The plan identified strategies, and we are working with other major arts organizations to discuss ideas, needs, wants, and aspirations.

Our community recognizes that growth of a vibrant arts sector not only adds to our quality of life, but results in increased economic impact, workforce attraction, more tax revenue, and the attraction of artistic talent. With the development and promotion of arts tourism, we will start to tell the world that Ocala/Marion County is a unique destination for the arts and cultural experience seeker.

That’s our job...to act as a catalyst, convener, and connector for the arts. It will be wonderful to see how it evolves. Given the leadership of the MCA Board and the other arts organizations, the arts will be stronger in the years to come!

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](http://mcaocala.org/cultural%20grants)

Appleton Museum of Art	Across the Atlantic	\$3,500
Boys & Girls Club of Marion County	Artist in Residence Program	\$3,500
Dance Alive, Inc.*	Residency Activities at Reilly Arts Center	\$2,000
Kingdom of the Sun Concert Band	Veterans Light the Stars	\$1,000
Marion All-County Choir	United in Song	\$3,000
Marion Ballet Collaborative*	2019 Nutcracker	\$2,000
Marion Chamber Music Society	Meet the Composer: Dr. Stella Sung	\$1,200
Marion Civic Chorale	Student Intern Program	\$600
Marion County Public Schools	Staging a Coup: Students Storm Local Theatres and Revolutionize Learning	\$3,000
Master The Possibilities*	Age of Visionaries Speaker Series	\$1,500
Ocala Civic Theatre*	In-School Touring of “Devon’s Hurt” By Laurie Brooks	\$4,400
Ocala Symphony Orchestra*	The Life and Times of Beethoven	\$2,000
Reilly Arts Center, LLC	ARTrageous	\$2,300

*Includes support from the Ocala Storytelling Festival

\$30,000



2019 mca ARTS AWARDS

Powered by DUKE ENERGY

Awards Designed by *BJ Trophies & Awards*



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-Alley 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!



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THE DAVID & LISA
MIDGETT
Foundation

RENASANT
BANK

SHOWCASE
PROPERTIES
OF CENTRAL FLORIDA

State Farm
Angie Lewis

2019 BY THE NUMBERS

12 Exhibits 632 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+)



Founders Circle (\$10,000 – \$24,999)



Chairman's Club (\$1,000 – \$9,999)



Media Partners



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 Kilgore | Paul Griffith | Saul Reyes
Barry and Meredith Tracy | Norm and Mary Ellen Poe | Russell & Jaye Baillie

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

	Fund Balances 12/31/18	Increases/ (Decreases) 01/01/19 – 12/31/19	Ending Fund Balances 12/31/19
Unrestricted Net Assets			
Endowment	\$633,161.70	\$20,422.05	\$653,583.75
Endowment Special	\$79,758.41	\$26,235.66	\$105,994.07
Total Fund Balances	\$712,920.11	\$46,657.71	\$759,577.82

*plus cash on hand to invest as of 12/31/19 \$28,500

mca Board of Directors & Staff

Lisa Seiffer, *Chairman* | Trish Kilgore, *Chair-Elect* | Crystal Fernung, *Secretary*
Ellen Amatea, *Treasurer* | Lisa Lombardo, *Immediate Past Chair*
Devon Chestnut, APR, CPRC | Daryl Collier | Joanne Crowder
David D'Alessandris | Joy David | Mary Delancey | Lisa Midgett | Francia Torres
Jaye Baillie APR, *Executive Director* | Ashley Justiniano, *Gallery Director*
Cherie McTiernan and Carol Toner, *Administrative Support*

MORE ONLINE >

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

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www.MCAocala.org



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