

mca

marion cultural alliance

2018 ANNUAL REPORT



Investing in arts and culture makes sense.

Beyond their economic impact and being a catalyst for optimal quality of life in our community, the arts are a fundamental, inescapable (but why would you want to) aspect of living. They make us feel. They take our breath away. They challenge us. They inspire debate. They bring us together.

Whether an artist, a patron, or an occasional partaker, the arts are for all of us. Thank you for partnering with MCA to keep arts alive, well, and accessible in our schools, arts and nonprofit organizations, and in our community overall. Together, we can accomplish MCA's mission to champion, connect, and create opportunities for the arts and artists Ocala/Marion County.

Lisa Lombardo, 2018 Chairman of the Board

2018 Annual Report: Jaye Baillie, APR, MCA Executive Director

April 2019 marks my three year anniversary as Marion Cultural Alliance's executive director. **Looking back on 2018 shows a year of growth in MCA members, artist members, art and gift shop sales, workshops, private events, sponsors, and foot traffic.** The vibrancy of the arts scene at The Brick and throughout Ocala is palpable.

Your MCA Board has an aspirational goal of making Ocala one of the best cities for the arts. Each board member is 100% committed and works hard to advance arts and culture in our community.

HERE ARE A FEW HIGHLIGHTS

Community Cultural Arts Strategic Plan MCA was a funding partner with the City of Ocala for our community's first ever 10 year Master Arts and Cultural Plan. The plan provides strategies to grow opportunities, assets, and provide more access to the arts. The plan will be presented for approval by City Council in February with a public rollout to follow. This study will provide a roadmap to advance our collective goal to make Ocala one of the best cities in the Nation.

Levitt AMP Ocala Concert Series Our second Levitt AMP Ocala Concert Series saw an increase of 14% in attending, a weekly showcase of nonprofit art organizations, free access to music for all, and great community building all on the great, green lawn at historic Webb Field. As 2018 ended, we received word that the City of Ocala and MCA was awarded its third Levitt AMP Grant.

I invite you to review this 2018 report and be inspired to continue to be involved and support our efforts. Together we can accomplish great things for this place we love and call home!

Jaye Baillie, APR



Photo credit Ralph Demilio for Ocala Style



Inspired by the 2017 Hugh Jackman film *The Greatest Showman*, we themed Applaud the Arts this year as "The Greatest Show" because of our belief that Ocala is the greatest showing of artists and arts enthusiasts. Period. This year's event lived up to the name! With production numbers including dancers, flow artists, and more than 50 vocalists, all using the inspiring and sensational music from *The Greatest Showman*. A truly collaborative event from start to finish. This year, 13 organizations received funding to further arts and culture in our community and our total grant awards since the inception of this program are \$310,000. How awesome is that?!

This was also the year of "Lisa Lisa and the Cultural Jam". Lisa Lombardo and I had so much fun this year with our theme. It fit perfectly with our personalities and how we wanted to reach Ocala/Marion County with MCA's mission to champion, create and convene opportunities for artists. We were floored that our first video got thousands of views on Facebook. If our fun little videos made that much of an impact for the arts in Ocala, then they were well worth it.

I'll close with what has become a favorite quote. I'm known by the Board (and by most everyone who knows me) as a big Star Wars fan. And Lawrence Noble, who created the Yoda statue at Presidio Park, was on a podcast and had this to say about art, "[Art] is very, very involved. It requires the passion and commitment, the research and the dog-mindedness just to bludgeon your way through it and make it happen". I am looking forward to MCA making it happen next year and the years to come.

Lisa Seiffer, 2018 Chair-Elect

Dance Alive, Inc.	Residency Activities at Reilly Arts Center	\$1,500
Kingdom Under the Sun	Veterans Light the Stars	\$2,000
Ocala Symphony Orchestra	Bowie & Glass: A Symphonic Tribute	\$1,000
Marion County Public Schools	Staging a Coup: Students Storm Local Theaters and Revolutionize Learning	\$2,500
College of Central Florida/ Appleton Museum of Art	"La Diaspora: Keepers of the Heritage"	\$2,500
Insomniac Theatre Company	Avenue Q	\$3,000
Ocala Civic Theatre	In-school Touring of "The Lion, the Witch, and the Wardrobe"	\$3,600
Marion Ballet Theatre	"Keep the Magic in Christmas" special performance of "The Nutcracker Ballet"	\$1,000
Ocala Film Foundation	Southern Arts- Southern Circuit of Independent Filmmakers	\$1,500
Master the Possibilities, Inc.	Visiting Speaker Series	\$450
Marion Chamber Music Society	"Homegrown: Ensemble D'Amore"	\$1,200
Reilly Arts Center, LLC	The Manhattan Transfer	\$2,000
Marion All-County Choir	United in Song	\$2,750
		\$25,000



2018 mca ARTS AWARDS

Powered by DUKE ENERGY.

Awards Designed by BJ Trophies & Awards



Lisa Lombardo, MCA Chairman and Dorothy Perru, Duke Energy



Art Educator Award

Recognizes an arts educator who utilizes the arts as a tool for achieving excellence.

Jessica Mongerio MCPS-Choral and Music Theatre Director Forest High School

Vision Award

Recognizes an individual or an organization for their outstanding advocacy of the arts.

Fine Arts for Ocala

Service Award

Recognizes an exceptional individual for their dedicated volunteerism in the arts and contribution to the arts community as a whole.

Jessica McCune



2018 Gallery Exhibits

- January** *First Impressions*. An exhibit by artist Jordan Shapott
February *For Your Eyes Only* - by the members of Artist Alley
March *Caution: Wet Paint* a beautiful exhibit by artists Carol Basso and Esta Mann.
April *Ocala's Backyards. Bike. Hike. Walk.* MCA member exhibit
May *Marion In May* MCA member exhibit
June *Florida Funshine* by the members of Artist Alley
July *Healing Hearts* A collaboration of the Marion Mental Wellness Coalition featuring art created by clients of several agencies in an effort to find 'healing through the arts' through art, stories and education.
August *Art of Aging* a collaborative effort of Marion Senior Services celebrating aging through art, stories and education.
September *Celebrating the Arts* member exhibit
October *Best of the Best Exhibit* member exhibit
November *Here, Then and Now* by Milly Sheffer
December *Beat & Path* by David D'Alessandris

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



BRICK CITY GALLERY SPONSORS

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THE DAVID & LISA
MIDGETT
Foundation

RENASANT
BANK

SHOWCASE
PROPERTIES
OF CENTRAL FLORIDA

State Farm
Angie Lewis

2018 BY THE NUMBERS

(indicates % increase over 2017)

Exhibits	Pieces Exhibited	Art & Gift Shop Sales	Participating Artists	Rentals	Foot Traffic
12	1,135 (37%)	\$45,485 (12%)	406 (80%)	39 (56%)	13,205 (26%)

Thank You Champions of the Arts

Benefactors (\$25,000+)



Founders Circle (\$10,000-\$24,999)



Chairman's Club (\$1,000-\$9,999)



Community support for the arts is growing, helping MCA expand our support for artists and non profit arts organizations.

For a complete list of our Champions of the Arts and MCA event sponsors, please log on to mcaocala.com/2018

Cultural Endowment Fund

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, \$310,000 has been awarded to more than 35 different non profit arts organizations. Additionally, the Four Friends Grant Fund, established in 2016 reached and exceeded its initial goal of \$50,000 and now in excess of \$72,000. The program is now positioned to begin accepting applications for these grants to support our artist community.



4 Friends 2018 Honor Roll

Russell & Jaye Baillie, Carrol & Evelyn Brown, Diane Cahal, Jo Foster, Angie Lewis/State Farm, Diane Palmer, The David & Lisa Midgett Foundation

Endowment Fund Balances as of December 31, 2018

	Fund Balances 12/31/17	Increases/ (Decreases) 01/01/18 - 12/31/18	Ending Fund Balances 12/31/18
Unrestricted Net Assets			
Endowment	\$756,379.94	(\$123,395.19)	\$632,984.75
Endowment Special	\$77,778.05	\$1,980.36	\$79,758.41
Total Unrestricted Net Asset Balances	\$834,157.99	(\$121,414.83)	\$712,743.16
Total Fund Balances	\$834,157.99	(\$121,414.83)	\$712,743.16

mca Board of Directors & Staff

Lisa Lombardo, *Chair* | Lisa Seiffer, *Chair-Elect* | Trish Kilgore, *Secretary*
 Ellen Amatea, *Treasurer* | Paula King, *Immediate Past Chair*
 Devon Chestnut APR, CPRC | Daryl Collier, CPA | Joanne Crowder
 David D'Alessandris | Mary Delancey | Trish Kilgore | Francia Torres
 Lisa Midgett | Crystal Fernung | Jaye Baillie APR, *Executive Director*
 Cherie McTiernan, *Administrative Assistant* | Xochitl Smith, *Gallery Director*

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Brick City Center for the Arts
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For more information: mcaocala.com or call 352.369.1500 or jaye.baillie@mcaocala.com

Connect with us Socially!

For the complete annual report, please visit mcaocala.com