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 MCAs 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 “Keep the Magic in Christmas” special $1,000 “La Diaspora: Keepers of the Heritage” $2,500 United in Song $2,750 Bowie & Glass: A Symphonic Tribute $1,000 Visiting Speaker Series $450 “Homegrown: Ensemble D’Amore” $1,350 Ocala Civic Theatre $2,000 Marion All-County Choir $2,750

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

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 show 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 costumed, all singing the inspiring and sensational music from The Greatest Showman. A truly collaborative effort 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, than they were well worth it.

I 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

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Lisa Seiffer, 2018 Chair-Elect
2018 Gallery Exhibits

- **January**: Past Impressions. An exhibit by artist Jordan Shaposh.
- **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 Sunshine - 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’
- **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, There and Now - by Milly Shaffer
- **December**: Beat & Path - by David D'Alessandris

We Thank Our Gallery Sponsors for Your Support of the Arts!

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**Thank You Champions of the Arts**

**Benefactors ($25,000+)**

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

**Chairman’s Club ($1,000-$9,999)**

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**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

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**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.

**Endowment Fund Balances as of December 31, 2018**

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<tr>
<td>Total Fund Balances</td>
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**mca Board of Directors & Staff**

Lisa Lombardo, Chair | Lisa Sellef, Chair-Elect | Trish Kirkpa, Secretary
Ellen Amata, Treasurer | Paula King, Immediate Past Chair
Devin Chestnut, APR, CPRE | Daryl Collier, CPA | Joanne Crowder
David D’Alessandris | Mary Delancie | Trish Kirkpa | Francia Torres
Lisa Midgett | Crystal Farming | Jaye Baillie APR, Executive Director
Cherie McTiernan, Administrative Assistant | Xochitl Smith, Gallery Director

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**For more information**: mcaocala.com or call 352.369.1500
**or jaye.baillie@mcaocala.com**

**Connect with us Socially**: [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

**For the complete annual report, please visit mcaocala.com**

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Marion Cultural Alliance, Inc. (MCA) is a 501(c)3 charitable organization registered with the Florida Department of Agriculture and Consumer Services #13766. Call toll-free hotline at 1-800-HELPFL (1.800.435.7362) to verify registration and financial information. Your gifts are tax-deductible to the extent permitted by law.