Championing Convening creating

2017 annual report
In returning to the chair this year and welcoming many new faces joining the board, I thought it might be fun to do something new. At the conclusion of our meetings, each of us shares a sentence or two about an “art moment” we encountered during the previous month. It can be anything. What a delight to hear and share what inspires each member of this dynamic board and our wonderful staff who give of their time, treasure, and talent in serving this tremendous artistic community. As I leave the chairman’s post, I’ll leave you with a special moment of mine.

This Christmas I enjoyed Dance Alive’s performance of “The Nutcracker.” As we checked in, and sitting about 2/3 back, I was able to survey the audience and realize I was among so many young women who themselves had danced in the Marion Ballet Theatre production of “The Nutcracker” at some point in their lives. Remembering these many women as little girls, their parents who sewed costumes, built sets, hosted performers, drove miles and miles and miles, and now seeing how these tiny dancers now grown are paying this amazing tradition forward to families of their own left me joyful and once again, inspired.

Our creative community thrives and becomes generational through the vision and talent of artists and those who support them. It’s been another transformative year for our board with so much new leadership and new initiatives. I thank them all as I have been honored to serve with them.

In review of this report, I hope you will become inspired and join us. With your help, it’s only going to get better.

Paul King
Chairman 2018
Applaud the Arts has become “the” arts event in our community.

It kicks off the season - the season of the arts - in Ocala/Marion County, and it convenes representatives and even performers from across all walks of art. In 2017, the 10th annual Applaud the Arts was held in September a matter of days after Hurricane Irma blew into town. With the “Healing HeARTs” exhibit still on the walls of The Brick, an idea was inspired. The arts do heal. Musicians, vocalists, and images were used in a moving and motional tribute that depicted how Ocala comes together and will “rise” to build one another and our community up.

MCA partnered with the Community Foundation of Marion County to issue a challenge that every ticket sold after IRMA would benefit the Marion Recovery Network resulting in a $1,650 donation to aid those impacted by the Hurricane.

In 2017, Applaud the Arts celebrated a total of $285,000 in grant awards to (#of) nonprofit organizations’ efforts to further arts and culture in our community. To think that in the year ahead, we will cross the $300,000 threshold has us on the edge of our seats...if by the “edge of our seats” we mean planning strategically, actively pursuing partnerships and evaluating how we can do more and be more for Ocala/Marion County. Ok, so maybe we’re not in our seats at all - there is meaningful work to be done!

Here’s to a year that quantified the value of the arts in our region-$56 Million in fact. In doing so further qualified how essential MCA’s mission is as our community moves forward. The MCA Board of Directors, staff, partners, sponsors, and donors are an enthusiastic and bold bunch, with whom we are grateful to be on this journey. What a ride...for the arts!

Onward!

Lisa Lombardo
Chairman-Elect
At their 2016 strategic planning retreat, your board of directors set an aspirational goal to be one of the best cities for the arts. With the help of great partners, arts organizations, dedicated arts professionals, arts enthusiasts, and funders, we are well on our way! The momentum is strong and with so many focused on growing a vibrant arts industry, the sky is the limit. Let’s take a look:

Levitt Foundation AMP Ocala Concert Series—Over a ten week period, more than 5,000 attended, the free concert series. Staged in partnership with the City of Ocala, the concert provided access to all and was held at the Historic Webb Field. The music will continue in 2018, thanks to the Levitt Foundation’s approval of our grant.

Arts and Economic Prosperity Study 5—As a funding partner to this study, we were delighted to hear the results announced at the annual conference of the American for the Arts. The nonprofit arts and cultural sector is a $56 million industry in Ocala, supporting 1,422 full-time jobs and generates $6.1 million in local and state government revenue.

Ocala Sculpture Tour—MCA is a proud partner of this amazing collection of Public Arts. Kudos to the City of Ocala for growing our public art scene.

Magnolia Art Exchange—Through our Cultural Grants, we helped fund one of the studios that will house local artists. This Arts Incubator, located in the historic Train Depot, will serve as an important ecosystem for emerging artists.

Master Arts and Cultural Plan—MCA committed $25K to help fund the consultant for Ocala’s first Arts and Cultural Master Plan. The plan, with input from stakeholders, will yield a road map for arts and cultural development, growth and sustainability. The plan will contain short, mid, and long term goals, assign accountability and funding requirements.

Arts and Cultural Round Tables—These monthly meetings are designed to increase collaboration and cooperation among our nonprofit arts leaders and staff.

Artist Workshops—Art Means Business. By providing information and strategies to our artists, we hope to increase their ability to make their art their business. We thank Ryan Lily, VP Business Creation and David D’Alessandris for their workshop. Look for repeat session in 2018.

MCA Cultural Grants: MCA continues its funding of nonprofit arts organization through its annual Cultural Grants Awards encouraging innovation in programming, production, and outreach. The direct support total since the inception of the grants totals $285,000.

Four Friends Grant Fund: Having achieved and exceeded the initial goal of $50K, MCA will launch this grant program recognizing the value individual artists contribute to the vibrancy and prosperity of our community and to help grow their capacity to thrive as artists.

It’s been an amazing, almost two years since I came on board as MCA’s Executive Director. I cannot emphasize enough just how grateful I am for the support of the Board of Directors, the staff, the volunteers, our City partners, sponsors, donors, artists and MCA members.

Applause to each of you who are playing a part in our arts and cultural successes!

Jaye Baillie, APR
Executive Director
2017 Arts Awards

Lifetime Achievement Award

The MCA Board of Directors added this award to honor a lifetime of achievement in arts in Ocala, Marion County.

The inaugural recipient, Mary Britt, Ocala Civic Theatre was recognized for more than 30 years of visions, commitment and leadership as OCT’s Executive Director.

award recipient

Mary Britt
Ocala Civic Theatre

Vision Award

For vision, leadership, and support of the arts in our community.

award recipient

Jennifer Normoyle
Levitt AMP Music Series

Service Award

For his years as an active member of the arts community volunteering as a teacher, juror, mentor and for his service as a board member on multiple arts organization boards.

award recipient

David D’Alessandris
Ocala Civic Theatre

Education Award

For utilizing the arts as a tool for achieving educational excellence in a K-12 setting.

award recipient

Jo Crowder
Fine Arts Program Specialist, Marion County School District

Thank you sponsors

Presenting Sponsors - $10,000

Urology Institute
RBOI
THE DAVID & LISA
MIDGETT
Foundation

Platinum Sponsor - $5,000

Silver Sponsor - $1,000

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Friends of Hospice

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CBC Bank
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Bronze Sponsor - $500

Katya Vineyards
Collier, Jernigan, Goedert PA
Fine Arts for Ocala
Circle Square Cultural Center
Journeyman Stud
Michele DeLuca

Education Award

For utilizing the arts as a tool for achieving educational excellence in a K-12 setting.

award recipient

Jo Crowder
Fine Arts Program Specialist, Marion County School District

Powered by:

Awards Sponsored by BJ Trophies

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Latitude 29 Marketing
Candour
Tammy Portrait Artist

MCA thanks the City of Ocala’s Discovery Center for serving as the exciting venue for the Tapas and Libations Reception.

Thank you Culinary and Libations Sponsors For Playing A Part in Applaud the Arts!

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Fishhawk Spirits, LLC
Imagery Estate Wines
Katya Vineyards
La Cuisine
Mark’s Prime Steakhouse
Mojo Elite Catering
Ocala’s Chocolates & Confections

Thank you, sponsors.

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Thank you, sponsors.
Mission: Marion Cultural Alliance champions, convenes, and creates opportunity for Marion County arts and arts organizations.

Champions: Grants, Community Leadership, Art Interaction, Fund Development, Strategic Partnerships

Convenes: Community, Artists and Art Organizations, Businesses, City/County

Creates: Funding, Grants, Economic Development, Education, Gallery

The MCA Board adopted a five year strategic plan which included these pillars.

1) Providing arts leadership
2) Expanding funding for the arts & artists
3) Grow art audiences & support

We are pleased to report, that the following goals have been accomplished as of 12.31.17

**goal #1: providing arts leadership**

Marion Cultural Alliance has become the catalyst, convener, and connector for the arts in Marion County:

- Facilitate communication among arts organizations to foster collaboration on shared programming, leveraging resources and reducing redundancy in services.
- Recruit arts advocates to serve on strategic city and county advisory boards (2017).
- Finalize an economic impact study in collaboration with Americans for the Arts, the City of Ocala and other arts organizations
- Promote findings of the Economic Impact study to stakeholders.
- Develop, in conjunction with the City and County, a county-wide cultural master plan providing the blueprint for increased communication, collaboration and sharing of resources among arts organizations (in process)

**goal #2: funding support for the arts**

Marion Cultural Alliance has expanded dedicated funding for arts organizations and artists.

- Recruit and retain strong and diverse board members who bring skills, expertise and personal connections to the board.
- Form a fund development committee to assess benefits for becoming a donor/contributor.
- Create and name different levels of giving and their benefits.
- Develop a clear distinction between artists members and donors/sponsors.

**goal #3: promoting the arts**

Marion Cultural Alliance has grown art audiences and support by reaching out to school children, retirees, visitors, and the general public

- Assemble a gallery advisory committee with representatives from each of the arts to promote the arts through use of the Brick.
- Provide retail space for artists to showcase their work.
- Produce an interactive, common, on-line arts guide, common calendar and map easily accessible to the public, visitors, artists and arts organizations.
- Create opportunities, in conjunction with Magnolia Art Exchange (MAX), to support emerging artists
- Conduct workshops for artists to develop business acumen focusing on pricing, merchandising and marketing.

The complete plan, goals, and objectives please log onto MCAocala.com/mission
The nomination process, led by immediate past MCA Chairman Angie Lewis, involved identifying knowledge, skills, and abilities needed to compliment those of the current board. Each candidate completed a board profile and was interviewed by Angie and Jaye Baillie, Executive Director, MCA.

The four candidates will be presented at MCA’s Annual Meeting, February 28, 2018, 5:30. The nominees are: Ryan Lackner, Mary Delancey, Jo Crowder, and Meghan Shay each bringing expertise in marketing, community outreach, arts education and fund development.

Respectfully submitted,

Angie Lewis
Immediate Past MCA Chairman

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

To date, $285,000 has been awarded to more than 35 different arts organizations. Additionally, the Four Friends Grant Fund, established in 2016 reached and exceeded its initial goal of $50,000. For more information about the Four Friends Fund, please see page 13) MCA’s funds are managed by Philip J. Olstein, CHFC.

Endowment Fund Balances as of December 31, 2017

<table>
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2017 has proven to be yet another year of advancing the arts for Marion Cultural Alliance and Brick City Center for the Arts. From dynamic monthly exhibits, independent film release parties, festive and upscale events, artist receptions, to arts organization engaging in Art and Cultural Roundtables, Artist Talks and workshops, The Brick Ocala/Marion County’s art hub and “the” creative rental space in Downtown Ocala.

**the gallery year-in-review**

**January** Horse Fever Artists - Where Are They Now? Fifteen years ago, Marion Cultural Alliance introduced our community’s original public art project, Horse Fever. In subsequent years, Horse Fever in Motion and the 10th Horse Fever anniversary continued this popular public art project with the introduction of new painted horses. This exhibit was designed to honor the artists and showcase their current work. **Sponsored by The David and Lisa Midgett Foundation.**

**February** Palate to Palette - Celebrating the Art of Food. This MCA Member artist show featured artwork depicting the celebration of food and served as a visual prelude to our community’s inaugural Ocala Culinary Festival, March 1-5, 2017.

**March** Three Loose Women: Unleashed Talent. An art exhibit by member artists Esta Mann, Linda Linhan, and Carol Basso. This eclectic body of work was a popular hit!

**April** The Art of Aging in partnership with the Marion Senior Services, this exhibit celebrated aging through art, stories, and education. Marion Senior Services presented weekly workshops ranging from nutrition and mental wellness. **Sponsored by the Robert Boissenault Oncology Institute and Urology Institute of Central Florida.**

**May** Hometown Derby Connections The exhibition featured awe-inspiring horse heroes with connections to the world’s most legendary horse race, the Kentucky Derby. The exhibit included paintings, photos, and sculptures at both The Brick and the Florida Thoroughbred Museum and Gallery. **Sponsored by Florida Thoroughbred Breeders’ and Owners’ Associations and Showcase Properties of Central Florida.**

**June** Fins, Feathers, and Fur Artist - Alley members showcased the work of 12 talented artists with depictions of “fins, feathers, & furs.”

**July** Sunny Funny Florida Artist - Alley members presented this bright and delightful show featuring a variety of mediums depicting the sunshine state.

**August** Ocala’s Backyard Galleries provided an oasis for Gallery attendees during the sweltering days of summer. This exhibit brought out painters and photographers sharing their vision of what their backyard gallery looks like. The exhibit, with more than 100 entries, was a celebration of summer!

**September** Healing HeARTS now in its 10th year, this moving exhibit is possible through a collaboration of seven Marion County Mental Wellness Coalition partners. Art, in many forms, was created by clients from each agency in an effort to find healing through their creations. We celebrated with each artist, teacher, and agency as their work filled the Gallery walls and was enjoyed by all visitors.
October  Celebrating Home and State  MCA welcomed emerging artist, Derrick Grimsley who attended West Port High School’s MCCA program. His show paid homage to our beautiful state of Florida. By depicting the sunshine state’s distinctive architecture through vibrant colors, his body of work was compelling, familiar yet lively and spirited.

November  The Best of the Best Exhibit was an amazing success. Our call to artist drew 63 member artists and who showed 136 pieces. This show was bold and dynamic and really showcased the talent we have in Marion County. Showcase Properties of Central Florida and Angie Lewis, State Farm sponsored this exhibit.

December  Fabrications  MCA artist member David D’Alessandris presented an extremely powerful show titled: Fabrications, a prelude to his previous year’s show. Visitors were not disappointed when the doors opened to see David’s one man exhibit full of color and dimension.

Other activities included:

- Served as the venue for two Ocala Culinary Festival events
- City of Ocala’s Light Up Ocala holiday party
- MCA’s Holiday Membership Appreciation event
- Monthly Artists Talks
- Monthly Arts and Cultural Round Tables

Brick City Center for the Arts is an oasis in our downtown for all to enjoy. Without our artists, partners, sponsors, membership, and supporters we simply could not provide the exhibits, experiences, and events at The Brick.

Please visit The Brick often, as the exhibits and art experiences change monthly and through engaging, creative, productive partnerships in our community, we look forward to continue to advance the arts locally, together. Bring on 2018!

Respectfully submitted,

Xochi Jaques-Smith
Gallery Director

also in the gallery

The Gallery saw a significant increase in rentals during 2017 and included the VIP reception of Ted the Accidental Zombie, corporate events and workshops, school tours, birthday and anniversary celebrations, holiday parties, life memorials, private dinner parties and events for the Ocala Culinary Festival.

2017 by the numbers

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The third annual Ride for the Arts was a huge success! The event attracted nearly 200 entries coming from as far away as Texas.

MCA thanks the City of Ocala’s for the award of a $20,000 Special Event grant and the support of more 20 sponsors, the cyclists, and volunteers.

The event, with its many unique features, sets it apart from other cycling events with its gorgeous and challenging routes through horse country, an abundance of amazing door prizes, $2,000 in cash awards, catered buffet lunch, stunning professional photos by Tammy Griffin, entertainment after the ride and a beer garden sponsored by Tri Eagle.

The 2017 was, by far the most exciting year for the Ride for the Arts. The committee added the element of a Gran Fondo. As if the 70 mile route was challenging enough, the addition of a Gran Fondo added three timed segments (up hills!) The male and female riders with the fastest time over the three segments were the overall winners.

It’s no wonder that 89% of the cyclists said they were likely to return to the 2018 event. With $2000 cash prizes, winners’ jerseys, finishing medals, and KOM/QOM winners jerseys, and a Vendor Village there was plenty of features to make MCA’s event unique.

Because of our artistic brand, we are uniquely able to showcase fun and quality. Along with MCA’s standard high quality events, I believe Ride for the Arts will continue to grow to be one of cycling’s premier events and one of MCA’s primary fund raiser.

Mary Verrandeaux
2017 Chairman
Presenting Sponsor - $20,000

Honda of Ocala

Silver Sponsor - $3,000

HDG Hotels & Management
Fakhoury Medical & Chiropractic
UF Health
Tri Eagle Sales

Bronze Sponsor - $1,000

Pace Truck Sponsor - $2,500

Top Gear Bicycles, Inc.
Drs. Peppers
Gus Galloway Realty Co.
Sandy Woodall

Power Sponsor - $500

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Adena Golf & Country Club
Collier, Jernigan, Goedert PA
Webster University
Katya Vineyards
Michael J. Cooper, Attorney, PA
Dr. Wayne Nguyen-Southeastern Integrated Medical
Cowbell Sponsors - $150

Friend of the Ride - $250

Laurie Zink
Rus Adams

Cowbell Sponsors - $150

Mary O’Neal, Showcase Properties of Central Florida

six ways to connect with & support mca

1) Join, Donate, Sponsor-mcaocala.com
2) Like & Follow MCA on FB, IG
3) Review MCA on Trip Advisor, Yelp & You Tube
4) Visit and experience our Gallery & Gift Shop
5) Sign up for the e-newsletter, ARTicle on mcaocala.com
6) Rent The Brick - a most unique venue in historic Downtown Ocala

Photo Credit: Tammy Portrait Artist
2017 cultural grant awards

A committee of interested community partners reviewed grant submissions from all types of nonprofit arts organizations. Some had received grants in prior years, some were new.

Mary Britt, Executive Director, Ocala Civic Theatre, conducted a very helpful workshop for those interested in the process. She commented that this is a mid-level grant and that the application and review process can assist in groups going on to apply for larger and more competitive grants. Staff of MCA were available to answer questions and review preliminary grants.

After the evaluation process was complete, $25,000 in grants were awarded to a wide variety of applicants. From an artist in residence studio (one of MCA’s strategic goals), to art therapy, from chorale to ballet, from theatre touring our schools, to sculpture and Shakespeare in the park, 12 organizations were awarded the grants during Applaud the Arts.

The committee and the MCA Board of Directors are pleased that interest in the grants is rising, and that so many of these projects will enrich the community. We look forward to receiving the evaluations and seeing the impact of the programs. And, of course, we are anticipating the new round of applications for next year!

### About the MCA’s Cultural Grants

Since 2002, Marion Cultural Alliance (MCA) has provided $285,000 in direct support to our community’s nonprofit arts community. Arts organization are invited to apply for grants up to $5,000 and are open to all artistic disciplines, including music, theater, dance, visual arts, cinema, literary arts, folk arts, and photography. Historical and scientific museums may also apply.

MCA would like to thank, with appreciation, its members, donors, sponsors, and volunteers who make this initiative possible.

<table>
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<tr>
<th>Organization</th>
<th>Project Description</th>
<th>Amount</th>
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<td>Dance Alive National Ballet, Inc.</td>
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<tr>
<td>Kingdom Under the Sun Concert Band</td>
<td>Veterans Light the Stars</td>
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<td>Marion Civic Chorale, Inc.</td>
<td>We Salute Our Veterans</td>
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<td>City of Ocala</td>
<td>Ocala Outdoor Sculpture Competition</td>
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<td>Marion County Public Schools</td>
<td>Staging a Coup: Students Storm Local Theaters and Revolutionize Learning</td>
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<td>Insomniac Theatre Company</td>
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<td>Marion Chamber Music Society</td>
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<td>$1,000</td>
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<td>Magnolia Art Xchange</td>
<td>Sponsorship of One Artist in Residency Studio</td>
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<td>Marion All-County Choir</td>
<td>United in Song-Marion All-County Choir</td>
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<td>Therapy Through the Arts Program</td>
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* $5,000 total in partnership with a private donor

$25,000
Four Friends Grant Fund Exceeds Initial Goal!

MCA thanks the many donors whose contributions pushed the inaugural goal of $50,000 to $72,000!

As a result of your generosity, MCA will announce and begin granting individual grants to artists in early 2018.

About the fund:

The Four Friend Grants Fund was establish to honor the Leadership Legacy of Jim Copeland, Mack Dunwoody, E. L. Foster, and an Anonymous Friend.

The fund was established by MCA in October of 2015 as a permanent endowment, designed to generate income to support our MCA artist members to pursue their craft with funding for equipment, training, programming, etc.

The inspiration for this fund is the legacy of leadership created by four important community leaders. Through care and concern, words and deeds, over many years and across many institutions, Jim Copeland, Mack Dunwoody, E.L. Foster, and another friend (who wished to remain anonymous) have impacted the lives of nearly every citizen residing in Ocala and Marion County.

Each of these Four Friends of MCA leaves a leadership legacy of his own, that when combined serve as an enormously inspirational example to those who may choose to follow in their footsteps of improving the quality of everyday life in our community. As close friends over the years, they inspired one another, with E. L., Jim, and Mack even earning the nickname, “The Three Musketeers” as they had a reputation for coming to the rescue of so many good causes, including the seedlings of what grew to become MCA.

As stand out leaders of their generation, their support of improvements to education, city life, health, many grassroots efforts, and the arts, is a legacy that must be recognized and continued. The open-minded supportiveness of new ideas and initiatives sets this group apart.

MCA thanks the donors and supporters of this exciting new initiative.

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Bill & Melinda Gates Foundation
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Whit & Diane Palmer
The David & Lisa Midgett Foundation
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$500-$999
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Frank & Rebecca Kottcamp
Karen Kuperberg
Robert Kuperberg
Lydia Kuttas
Sarah Stroh Lankester
Paula Laschak
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