



mca

marion **cultural** alliance

Official 2021 Annual Report

A Message from 2021 Chairman, *Lisa Midgett*

We are living in unprecedented times, but what gives me hope and comfort is that the Marion Cultural Alliance is committed to achieving our mission and goals no matter the circumstances. Thanks to our strategic plan, MCA has had a road map for 2021 that we have followed with laser-sharp focus. We know where we are going and how we are getting there. If the road is blocked, we are ready to detour to complete our mission to champion, convene and create opportunities for artists and nonprofit arts organizations. It is my honor to serve a second year as Chairperson of MCA. Thank you to the Board of Directors for the vote of confidence. I am humbled.

So what's next for 2022? MCA has lofty but achievable goals. We will champion the arts by advocating to receive a portion of the bed tax to market the arts in the Ocala Metro area. We want our friends from outside Marion County to know we have a thriving and rapidly expanding arts community. We plan to achieve our mission to convene through our Nonprofit Arts leaders and Arts Educators roundtables and our artist business workshops and artists seminars. Our goal for 2022 is to increase artist seminars to 18 gatherings a year - which will be a fun and informative time for all. Finally, we create opportunities, and this is where we are incredibly grateful for your help.

Our Board of Directors is committed to doing the work to achieve these lofty goals. But we can't do it without funding. Our Executive Director Jaye Baillie is committed to seeking and receiving grants from local, state, and national funding agencies. We will use this funding for programming to underserved populations, to help MCA Member Artists improve their business acumen

through training sessions and increase our Cultural Arts Grants to \$40,000 this year. While we hope to receive these grants, we know there is no better support from you, our MCA Members. You give and give, and we are grateful.

In closing, I am grateful for the wisdom and leadership from my colleagues on the Board of Directors of MCA. Thank you all.

I am also thankful for our fantastic staff. To work alongside an Executive Director like Jaye Baillie is an honor. Her commitment to our organization is beyond measure - no task is too great to tackle (or too small for that matter) if it helps MCA. Her wisdom and leadership are a treasure to our organization. Along with Jaye, our Gallery Director Ashley Justiniano gets it DONE! Exhibit themes are exciting and are curated and hung with great care and skill. Ashley redesigned "The Shop" at MCA's Brick Gallery this year. Our local artisans are selling more in our gift shop with her efforts than ever. And what would we do without Carol? The keeper of the books, the finder of lost things, the Mistress of spreadsheets and so much more; Carol is the wizard behind our curtain.

Finally, I am most grateful for you, our MCA Members. You show up, support, spread our message, give of your time and talent, and we *thank you*.



A Message from MCA Executive Director, *Jaye Baillie, APR*

It's late December 2021 as I write this message for the Annual Report. The Omicron variant is top of mind as we get ready to turn the calendar to introduce a new year.

One thing I know for sure is that art helped us cope with the unprecedented challenges brought on by a pandemic. We were moved and inspired by all forms of art: music, visual, written and spoken word, dance, and theatre. Even though many of us aren't artists, the lockdown uncovered new artistic interests in many of us. Art is found everywhere whether its in the kitchen, nature, or at our dining room tables (Legos?!).

And I also know for sure, that our arts community, will rise above any challenges that may be ahead and will continue to do what they do best providing inspiration, connections, joy, and hope.

Our arts community is growing, and MCA's Board of Directors and Staff thanks you for your support so that we might champion its growth.

A Message from Strategic Plan Chair, *Todd Rudnianyn*

2021 represents the first year of the updated strategic plan, and through use of our board performance matrix, we have been able to meet and exceed the majority of metrics. The pursuit of grants in excess of \$250,000 has resulted in additional financial support while establishing a funding mechanism that can continuously reward the arts in our community. A refreshed gift shop has contributed to gallery and retail sales that have exceeded budget expectations, while simultaneously increasing traffic and community-wide understanding of our vision for the arts in Ocala/Marion County. In the spring of 2020, we revamped our membership program and added Business pARTnerships to our membership portfolio, resulting in an increase in membership of over 40% while more than doubling membership revenues to over \$20,000 annually. As we continue to refine the plan and our strategy, we are excited for what the future holds.

In 2020, sensing growing recognition of the importance of the arts, MCA spent six months interviewing a broad group of stakeholders and partners representing thousands of constituents throughout Ocala/Marion County to understand more fully how our community values the arts. These efforts resulted in the adoption of an updated 2021-2023 Strategic Plan, Mission, and Vision for the organization. The plan not only identifies the overarching goals of our organization, but also establishes objectives, targets, and metrics with which we have been able to measure our success

A Message from Organizational Review Chair, *Mary Ellen Poe*

The year 2021 brought about a focus on organizational review at MCA, which has three objectives:

- Ensuring compliance to related federal, state and local statutes, rules and Board-approved by-laws and strategic priorities.
- Development of policies and procedures and other documents as needed to meet the intent of associated laws and standards.
- Define methodology for operational assessments and process reviews to document resulting outcomes which in-turn guides future compliance responses.

In 2021, Organizational Review activities included:

January 25th – Approved revised by-laws under the Executive Committee's direction.

February 24th - Two new policies and procedures Cultural Equity and Gift Acceptance were approved

March 24th – Selected the Community Foundation's RoadMAP to Success as the document to establish the initial status of compliance in specific aspects of the organization and its operations.

April 28th – The new On-line Privacy policy and procedure was reviewed by the Board of Directors.

May 26th – The On-line Privacy policy and procedure was approved by the Board of Directors.

June 27th – The RoadMAP to Success document and initial findings in section 1 was presented to the Board of Directors. The Cash Disbursement policy and procedure was approved.

July 28th – The Conflict-of-Interest policy and procedure was approved by the Board of Directors.

September 22th - The Conflict of Interest form was introduced to the Board Members.

October 27th – The Board's self-assessment form and the policy and procedure was approved.

December 15th - Additional sections of the RoadMAP to Success reviewed.



Platinum (\$2,500)		
COX		
Gold (\$1,000)		
Silver (\$500)		
Davis Dinkins Engineering, P.A.		
Bronze (\$250)		
Standard (\$100)		

Champion. Convene. Create.

2021 Gallery Exhibits at The Brick

- January:** *Nature's Beauty*, feat. paintings by Jillian Ramsammy & photos by Saul Reyes
- February:** *Equine Art Exhibit*, featuring artwork by Michael Brennan
- March:** *Monochromatic March*, featuring MCA artist members
- April:** *Then & Now*, featuring art by Ocala Art Group members
- May:** *The Art of Aging*, featuring MCA artist members ages 55+
- June:** *Art in Bloom*, featuring MCA artist members
- July:** *Seeing Peacocks Through My Eyes*, An Immersive Pop-Up Art Exhibit by Dr. Sheni Meghani AND *Art in the Attic 2021 Annual Y-Art Sale*
- August:** *Creature Feature: Animal Art Exhibit*, featuring MCA artist members
- September:** 'Inspired By...' *Juried Art Exhibit*, featuring MCA artist members
- October:** *Nature in the Balance*, featuring visionary artworks by Peruvian artist of Pablo Amaringo and Photography by Jim Valentine, with guest curator Dr. Scott Olsen
- November:** *Converging Community & Culture*, featuring local Afro-american and Latinx artists
- December:** *Visions*, featuring photography by Dan McCarthy



BRICK CITY GALLERY SPONSORS  | marion cultural alliance



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

2021 BY THE NUMBERS

Art Exhibits:	Pieces Exhibited:	Exhibit & Gift Shop Sales:	Participating Artists:	Gallery Rentals:	Foot Traffic:
12	618	\$16,280	282	30	10,230



CONGRATS TO OUR 2021 CULTURAL GRANTS RECIPIENTS



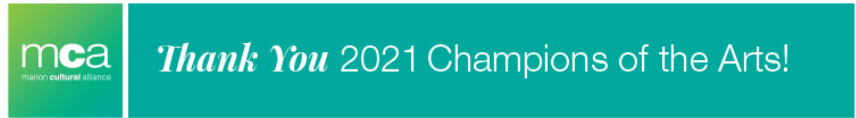
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David & Lisa Midgett



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Trish Kilgore | Todd Rudniansyn | Margaret Spontak | Diane Palmer
Howard & Linda Bindler | Richard and Aline Grimes | Lisa Seiffer | Tom Steadman

LIFETIME MEMBERS:

Irene McCracken | Nancy Muskovitz | Dr. Felipe and Dr. Betty Ann Korzeny

MCA PROVIDES GRANT FUNDING TO ARTISTS, ARTS EDUCATORS, AND ARTS ORGANIZATIONS

Learn more about grants:
mcaocala.org/grants.

To contribute:
mcaocala.org/donate

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 art organizations for programming, equipment, and initiatives.

To date, \$425,000 has been awarded to more than 40 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. The Korzeny Arts Educator Fund was established in 2019 to provide supplies for teachers.

ENDOWMENT FUND BALANCES

as of December 31, 2021

	Fund Balances 12/31/20	Increases/ (Decreases) 01/01/21 - 12/31/21	Ending Fund Balances 12/31/21
Unrestricted Net Assets			
General Fund	246,511.61	27,767.10	274,278.71
Endowment	691,542.89	81,124.30	772,667.19
Endowment Special	90,788.24	12,203.81	102,992.05
Total Unrestricted Net Asset Balances	1,028,842.74	121,095.21	1,149,937.95
Total Fund Balances	1,028,842.74	121,095.21	1,149,937.95

MCA BOARD OF DIRECTORS & STAFF

Board Members: Lisa Midgett, *Chairperson* | Dr. Saul Reyes, *Chair-Elect* | Lisa Seiffer, *Treasurer* | Mary Delancey, *Secretary* | Trish Kilgore, *Immediate Past-Chair* | Ginger Cruze | David D'Alessandris | James Hartley | Jo Layman | Richard Mutarelli Jr. | Mary Ellen Poe | Todd Rudniansyn | Sandra Wilson.

Emeritus Members: Daryl Collier, Paula King, Jessica McCune, and Laurie Zink

MCA Staff: Jaye Baillie, APR, *Executive Director* | Ashley Justiniano, *Gallery Director* | Carol Toner, *Administrative Assistant* | Cristina Martinez, *Gallery Assistant*

MCA Volunteers: Nicole Upton, Monica Garces, Lynn Burch, Stephani Schuster, Udo & Mary Ellen Radloff, Deborah Horvath.

For the complete list of 2021 donors/members/sponsors, go to mcaocala.org/support.

CONNECT WITH US
SOCALLY!



marion cultural alliance

at Brick City Center for the Arts

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www.MCAocala.org



The Shop
at The Brick

Marion Cultural Alliance, Inc. (MCA) is designated by the Internal Revenue Service as a 501(c) charitable organization registered with the Florida Department of Agriculture and Consumer Services. A copy of the official registration (#CH13766) and the financial information may be obtained from the Division of Consumer Affairs by calling toll-free 1-800-435-7352 within the state or visit the website www.freshfromflorida.com/divisions-offices/consumer-services. Registration does not imply endorsement, approval, or recommendation by the state. Contributions to Marion Cultural Alliance, Inc. are tax-deductible within the limits allowed by law. Marion Cultural Alliance, Inc. does not engage paid solicitors.

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