



mca | marion cultural alliance

Official 2022 Annual Report

A Message from 2022 Chairman, *Lisa Midgett*

In the two years I have served MCA, I am most proud of the spirit of collaboration we have found in the arts community. For the first time, we were able to work together as an arts community to celebrate an ARTOberfest, the likes of which our community has never seen before, with over 60 arts events in October alone. The community has proven its love and care for local arts in the Ocala Metro area.

At MCA, we celebrated becoming a local arts agency, a designation necessary to apply for State and Federal grants. We also made great strides on our 2022 strategic plan goals.

Personally, I particularly enjoyed our *15th annual Applaud the Arts*. Everything from our theme, “A Whimsical Wonderland” to the lively spirit of our costumed guests reminded me of the time before the pandemic when we were able to celebrate together and be festive. To me, the most exciting part of the night was awarding \$25,000 in Cultural Arts Grants and celebrating our Arts Awards winners. And, thanks to wonderful supporters like you, we had a record-breaking fundraising event.

As I write this in December I realize, of course, we don't know the future. But our present is clear and strong. We are moving ahead with our mission to convene, champion and create opportunities for artists and arts organizations. Thank you for your support of Marion Cultural Alliance's mission.

A Message from Chair-Elect, *Dr. Saul Reyes*

As we begin a new year, we are excited at the state of the arts and arts organizations in our community. We have experienced so many "art moments" that we can celebrate. The mission of Marion Cultural Alliance is to champion, convene, and create opportunities for artists and arts organizations. And there are numerous ways you can partner and engage in this work with us.

If you created art this past year and shared your visual or performing art with us, thank you.

If you attended an art exhibition, symphony or theatre performance, or visited a gallery or museum, thank you.

If you purchased art from one of our local artists, sponsored an exhibit or performance, or donated to MCA or an arts organization, thank you.

If you exhibited local art in your business or non-profit organization, thank you.

If you taught visual or performing arts to students in your in your gallery, studio, or classroom, thank you.

If you attended a Levitt AMP music series performance or toured the many art sculptures and murals in our community, thank you.

If you served as a volunteer, staff member, of board member of MCA or one of our local arts organizations, thank you.

As observed by Americans for the Arts, “A healthy business environment and a vibrant arts scene go hand in hand in cultivating strong communities across the country.” Arts strengthen the economy and drive tourism and revenue to local businesses. We are becoming an arts destination, and it's not just good for visitors. Our arts community makes Ocala/Marion County a thriving place to live, work, learn, and play.

Thank you for supporting MCA and the arts community in Ocala/Marion County.

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

MCA's Board adopted a very ambitious strategic plan that has guided our efforts in 2021 and 2022. While it continues to drive our direction through 2023, work will begin in mid-year to update the plan for the next three years.

Output from the 2022 Plan's Direction included:

- Designated Local Arts Agency status by the City of Ocala
- Increased programming at The Brick to include artists' workshops, live performances, and lunch and learns
- Awarded grants from the Florida Department of Cultural Affairs (\$25,000)
- Awarded \$25,000 in Cultural Grants bringing the total awarded since MCA's founding in 2001 to \$435,000
- Increased diversity on MCA's Board of Directors, staff and representation by artists participating in exhibits
- Staged 3 arts professionals “Happy Hours”
- Staged the 15th Annual *Applaud the Arts* and awarded arts awards for Service (*Joanne Ohlman*), Vision (*Jessica McCune*), Arts Education (*Brittany Schofield*), and Lifetime Achievement (*Laurie Reeder*).
- Increased membership, sponsorships, art, and gift shop sales

- Refurbished The Shop to showcase artists' new creative merchandise each quarter
- Implemented a business pARTner program
- Partnered with Bookhouse Publishing to create *Ocala: The Art of Community* Coffee Table book
- Hosted monthly gatherings for art leaders allowing time to build relationships and look for opportunities to collaborate and together, created ARTober Fest to spotlight and market our community's robust arts and cultural scene
- Created an online calendar for arts and cultural events
- Established the Arts in Business program creating art galleries in three businesses and commissioning artists to create 4 new horses for the Horse Fever herd
- Participated in the Americans for the Arts Economic and Prosperity VI study that will quantify the economic impact of Ocala/Marion County's creative industry

This list of highlights is a mere snapshot of what's been accomplished by our engaged Board of Directors and the dedicated MCA team, with support from our members, artists, sponsors, and arts patrons. Together we are making great strides to make Ocala/Marion County one of the best communities for the ARTS.

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

Organizational Review Committee: Organization assessment continued throughout 2022.

Committee 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.

Activities with the Board:

- Presented 2021 Board of Directors Self-Assessment resulted in a median score of 44.3 out of 5 which indicates a “healthy” organization.
- Presented Plan of Action for steps for organizational improvement
- Reviewed Board job description and annual commitment
- Presented and approved include Whistleblower and Record Destruction
- Reviewed Board adopted Position on Cultural Equity, reaffirmed
- Distributed 2022 Board Self-Assessment



Platinum (\$2,500)



Gold (\$1,000)



Silver (\$500)



Bronze (\$250)



Standard (\$100)



Champion. Convene. Create.

2022 Gallery Exhibits at The Brick

- January: *Horses with Long Legs*, feat. paintings by Cara Van Leuven
- February: *Stroke of Genius*, featuring art by Ocala Art Group members
- March: *Field Concert*, featuring artworks by Kay Deuben
- April: *Mixed Messages*, featuring paintings by Esta Mann and Rich Schleicher
- May: *Landmarks*, featuring artworks by MCA artist members
- June: *Music Moves Marion*, featuring artworks by MCA artist members
- July: *Glimpses of India*, An Immersive Pop-Up Art Experience by Dr. Sheni Meghani AND *Art in the Attic 2022 Annual Y-Art Sale*
- August: *Art of Aging*, featuring art by MCA artist members ages 55+
- September: *Hispanic Heritage Art Exhibit*, featuring local Hispanic & Latinx artists
- October: *Through the Looking Glass*, MCA's 4th Annual Juried Exhibit by MCA artists
- November: *Block pARTy Exhibit & Fundraiser*, featuring donated works by local creatives
- December: *Creative Champions*, featuring art by our 2022 award-winning artists

Gallery programming for 2022 included artist talks, live music, art classes, art performances, art demos, artist leadership workshops, artist mixers, and more!



BRICK CITY GALLERY SPONSORS

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WE THANK OUR GALLERY SPONSORS FOR YOUR SUPPORT OF THE ARTS!

2022 BY THE NUMBERS

Art Exhibits:	Pieces Exhibited:	Exhibit & Gift Shop Sales:	Participating Artists:	Gallery Rentals:	Foot Traffic:
12	875	\$18,576	269	42	11,014

CULTURAL GRANTS

Funding Nonprofit Arts Organizations SINCE 2001



2022-23 CULTURAL GRANTS RECIPIENTS



Thank You 2022 Champions of the Arts!

MCA AS A FUNDER

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

To date, \$435,000 has been awarded to more than 45 nonprofit arts organizations. Additionally, the *Four Friends Grant Fund* supports artists for workshops, equipment, or program ideas. The *Korzenny Arts Educator Fund* was established in 2019 to provide supplies for teachers. This year, Actress/Director **Megan Boone** established the *Laurie D. Reeder Grant for Performing Arts* and the *Nancy A. Atkinson Grant for Music* in honor of two teachers who influenced her during her time as a student at Belleview High School.

To learn more about MCA grants, visit mcaocala.org

ENDOWMENT FUND BALANCES

as of December 31, 2022	Fund Balances 12/31/2021	Increases/ (Decreases) 01/01/22 - 12/31/22	Ending Fund Balances 12/31/2022
Endowment - Cultural	772,667.19	(78,946.21)	693,720.98
Endowment Special:			
Four Friends	99,852.26	(14,231.36)	85,620.90
Korzenny	3,139.79	(4,763.17)	(1,623.38)
Total Fund Balances	875,659.24	(97,940.74)	777,718.50

MCA BOARD OF DIRECTORS & STAFF

Board Members: Lisa Midgett, *Chairperson* | Dr. Saul Reyes, *Chair-Elect* | James Hartley, *Treasurer* | Mary Ellen Poe, *Secretary* | Trish Kilgore, *Immediate Past-Chair* | Ginger Cruze | David D'Alessandris | Mary Delancey | Angi Grabbe | Tammy Hoff | Wendy Kebrdle | Jo Layman | Lisa Lombardo | Dr. Sheni Meghani | Richard Mutarelli Jr. | Nick Navetta | Cherieta Prince | Lisa Seiffer | Jordan Shapot | Maureen Tartaglione.

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* | Jonia McGill, *Gallery Assistant* | Monica Garces, *Weekend Gallery Host*

MCA Volunteers: Nicole Upton & Stephani Schuster

CONNECT WITH US SOCIALLY!

marion cultural alliance

at Brick City Center for the Arts

23 SW Broadway Street | Ocala, FL 34471

352.369.1500 | gallery@mcaocala.com

www.MCAocala.org

Brick City Center for the Arts

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.

Benefactors (\$25,000+)



Founders Circle (\$10,000 – \$24,999)



Chairman's Club (\$1,000 – \$9,999)



Adam Hanson Better Communities Fund

Jo Foster | Megan Boone | Lisa Seiffer | Anonymous (3)

LIFETIME MEMBERS:

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

For the complete list of 2022 donors/members/sponsors, log on to www.mcaocala.org/support

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