

mca | marion cultural alliance

Official 2023 Annual Report



A Message from 2023 Chairman, *Dr. Saul Reyes*

As we begin a new year, we are excited about the state of the arts and arts organizations in our community. The mission of Marion Cultural Alliance is to champion, convene, and create opportunities for artists and arts organizations. I'm thankful the artists and arts organizations that make up the creative community in our region. I'm thankful for the patrons and sponsors, and their support for the arts. We have a thriving arts community here and we are excited about the leadership role of MCA in fostering the creative community in Ocala/Marion County.

On any given weekend you can attend a new art exhibit, visit a museum, attend a concert or play, tour art galleries, enjoy public murals and sculptures in and around Ocala. With so many opportunities, we sometimes hear people say, "I didn't know that was going on." We are here to help! MCA is excited to announce the launch of the *Ocala Metro Art Scene*, a one-stop hub and calendar for the arts and art happenings in Ocala/Marion County. Visit ocalametroartscene.com to discover upcoming events, exhibits, shows, concerts, and experiences.

As noted 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 Chair-Elect, *Ginger Cruze*

Prior to serving on the Marion Cultural Alliance Board, I witnessed art around me but it was not until I was given the opportunity to serve on the Board that I realized the true impact that art has on all of our community. I have experienced the impact art has on adolescents serving as a Principal of a high school that is an Arts Magnet. Students who participate in the arts are more connected to themselves and those around them. This has been particularly important due to the effects of the pandemic.

The mission of the Marion Cultural Alliance is to champion, convene, and create opportunities for artists & arts organizations. This is exactly what this organization has done and will continue to do. Over the years, MCAs impact has blossomed and was designated the Local Arts Agency status by the City of Ocala. From art programming and displays to workshops as well as awarding countless Cultural Grants to various members of the community, MCA makes an impact.

I look forward to 2024 as we continue to impact the community through our strong mission and a diverse board who understands what the arts can do for all.



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

Marion Cultural Alliance—Your Local Arts Agency

Marion Cultural Alliance (MCA) was officially designated as a Local Arts Agency (LAA) by Ocala's City Council (March 2022) and the Board of County Commission (December 2023). While MCA has been performing the essential functions of an LAA as designated by Americans for the Arts since its inception, this official designation is significant in positioning our organization for funding from state, federal, and private foundations. So what are the characteristics of an LAA and how does MCA fulfill those functions?

- **Makes grants to local artists and arts organizations:** MCA is a major funder through its Cultural Grants, The Four Friends Grants for Artists, the Korzeny Fund for Art Educators, and the Megan Boone Grants for Performing Arts.
- **Presents programming:** MCA presents classes, lectures, and exhibits.
- **Manages cultural facilities:** Brick City Center for the Arts, home of MCA.

- **Provides services to artists and arts organizations:** MCA offers professional development, visibility and advocacy support, and technical assistance to artists and arts organizations. Hosts the Ocala Metro Art Scene, a robust repository of our community's arts, cultural, and historical events.
- **Participates and/or leads community cultural planning:** MCA partnered with the City for the development of the Master Arts Plan and is executing the roles assigned to MCA by the plan, helped fund American for the Arts Economic Prosperity Study AEP V and promoted participation by local arts organizations in AEP VI.
- **Advocates and promotes arts-friendly policies:** MCA's Executive Director serves on the Ocala Arts Municipal Arts Commission whose role is to develop art policy. MCA also endorsed both School District Referendums that provided arts funding K-12, among other items including school safety. MCA annually advocates, to our Legislative Delegation, for continued legislative funding of Florida's Department of Arts & Cultural annual grants.
- **Forges partnerships with elected, business, and other community leaders:** MCA's Business pARTnership program connects the benefits of art and arts education to the corporate community. MCA is a member of the Ocala CEP.
- **Manages a public art program:** MCA's foundational project, Horse Fever, and subsequent herds, was our community's first public art project. With the establishment of the Art in Business program, businesses may commission a local artist to create a horse representative of their industry.

In my role as the Executive Director and as we move into our 2024-2026 Strategic Plan, I am honored to work side-by-side with a dedicated and talented Board of Directors, an amazing team and volunteers.

Here's to an art-filled year!

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

2023 Organizational Committee Summary

- In the early part of 2023, the final result of the Board's self-assessment of its previous year's performance was rated at 4.1 out of a possible score of 5, indicating a positive performance. Opportunities for improvement were recognized and focused on throughout the year.
- During 2023, three finance related policies were reviewed; two were approved and one will be reconsidered in 2024. The annual review of the Gift Acceptance policy was again approved. In addition, two new policies and procedures were presented and approved: a Whistleblower Policy and one related to the Leadership Succession Plan.
- Along with the executive director, we began the initial review on a new employee handbook.
- The scope of MCA's mission includes assisting other arts organizations with development of core documents. It was our privilege to again assist a newly created nonprofit arts organization in 2023.



Thank You 2023 Business pARTners!

Platinum (\$2,500)











Gold (\$1,000)







Silver (\$500)







Bronze (\$250)



Standard (\$100)









Champion. Convene. Create.

2023 Gallery Exhibits at The Brick

- January: Couch Sessions 5th Year Anniversary Exhibit, featuring art by all CS Artists
- February: A Love Story, featuring paintings by Ro Martinez AND Reflections, featuring art by Ocala Art Group members
- March: Unmasked, featuring artworks by Lisa Russo
- April: UpCycled, featuring recycled art by MCA artist members
- May: Ocala, the Art of Community, featuring artworks by MCA artist members
- June: Retro/New, featuring mixed-media art by David D'Alessandris
- July: Art in the Attic 2023 - MCA Annual Y-Art Sale
- August: Art of Aging: Golden Age, featuring art by MCA artist members ages 55+
- September: From Books to Brush Strokes, featuring art by MCA artist members
- October: La Vie Bohème, MCA's 5th Annual Juried Exhibit by MCA artists
- November: Block pARTy Exhibit & Fundraiser, featuring donated works by local creatives
- December: Newy Fagan: A Retrospective, featuring glass art & paintings by Newy Fagan

Gallery programming for 2023 included artist talks, live music, art classes, art performances, art demos, artist leadership workshops, artist mixers, and more!



BRICK CITY GALLERY SPONSORS



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

2023 BY THE NUMBERS

Art Exhibits:	Pieces Exhibited:	Exhibit & Gift Shop Sales:	Participating Artists:	Gallery Rentals:	Foot Traffic:
14	699	\$43,315	264	104	11,518

CULTURAL GRANTS

Funding Nonprofit Arts Organizations SINCE 2001



- 2023-24 CULTURAL GRANTS RECIPIENTS
- APPLETON MUSEUM OF ART
 - BOYS & GIRLS CLUB OF MARION COUNTY
 - DANCE ALIVE NATIONAL BALLET
 - FLORIDA DEFENDERS OF THE ENVIRONMENT
 - HISTORIC OCALA PRESERVATION SOCIETY
 - KINGDOM OF THE SUN CONCERT BAND
 - MARION ALL COUNTY CHOIR
 - MARION THEATRE
 - OCALA CIVIC THEATRE
 - OCALA SYMPHONY ORCHESTRA
 - REILLY ARTS CENTER

Thank You 2023 Champions of the Arts!

MCA AS A FUNDER

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

To date, \$525,000 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 influential teachers who encouraged her when she was a student at Belleview High School. To learn more about MCA grants, visit mcaocala.org

ENDOWMENT FUND BALANCES

	Fund Balances 12/31/2022	Increases/ (Decreases) 01/01/22 - 12/31/2023	Ending Fund Balances 12/31/2023
Unrestricted Net Assets			
Endowment - Cultural	693,720.98	(9,027.16)	684,693.82
Endowment Special:			
Four Friends	85,620.90	(451.29)	85,169.61
Korzenny	(1,623.38)	2,659.64	1,036.26
Total Unrestricted Net Asset Balances	777,718.50	(6,818.81)	770,899.69
Total Fund Balances	777,718.50	(6,818.81)	770,899.69

MCA BOARD OF DIRECTORS & STAFF

Board Members: Dr. Saul Reyes, Chairman | Ginger Cruze, Chair-Elect | James Hartley, Treasurer | Mary Ellen Poe, Secretary | Lisa Irwin, Immediate Past-Chair | David D'Alessandris | Mary Delancey | Stephanie Giera | Angi Grabbe-Crenshaw | Tammy Hoff | Wendy Kebrdle | Jo Layman | Dr. Sheni Meghani | Richard Mutarelli Jr. | Nick Navetta | Cheriotta Prince | Jordan Shapot | Maureen Tartaglione

Emeritus Members: Daryl Collier, Trish Kilgore, Paula King, Jessica McCune, Lisa Seiffer, and Laurie Zink

MCA Staff: Jaye Baillie, APR, Executive Director | Ashley Justiniano, Chief Arts Officer | Lila Ivey, MCA Experience Liaison | Jonia McGill, Gallery Assistant | Gabi Zuniga, Weekend Gallery Host

MCA Volunteers: Joy David, Monica Garces, Celeste Mondo, Nicole Upton

Benefactors (\$25,000+)

Founders Circle (\$10,000 – \$24,999)

Chairman's Club (\$1,000 – \$9,999)

LIFETIME MEMBERS:

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

Grant Funders

Media Partners

style **gazette** **Brick City** **89.1** **ZED+ZED+EYE Design** **LAMAR OUTDOOR ADVERTISING**

mca marion cultural alliance

Brick City Center for the Arts

23 SW Broadway Street | Ocala, FL 34471

352.369.1500 | gallery@mcaocala.com

www.MCAocala.org

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.