

MCA Cultural Grant - 2024

Organization Application Cover Page

ORGANIZATION NAME

Ocala Civic Theatre

TYPE OF FUNDING

- Special Project or Program

SPECIAL PROJECT - SELECT ONE COMPONENT BELOW

- Special Events

Not-for-Profit Designation

I HEREBY CERTIFY:

- ✓ Applicant organization must have a current 501(c)3 status for a minimum of two years as of the grant deadline, in good standing with the State of Florida Division of Corporations and IRS. MCA will verify the organization's current 501(c)3 status

NOT-FOR-PROFIT-DESIGNATION

- Designated as a tax-exempt organization as defined in Section 501 (c) (3) of the Internal Revenue Code of 1954.

CERTIFICATION OF NOT-FOR-PROFIT STATUS

- [Certificate-of-Exemp-DR-14-expires-01312026.pdf](#)

Certification

I CERTIFY...

- ✓ I certify that the information contained in this application, including all attachments and support materials is true and correct to the best of my knowledge and that I will abide by all legal, financial, and reporting requirements, such as matching funds and final reports for all grants received by the organization.

NAME OF AUTHORIZING OFFICIAL:

Roderic Thompson

TITLE OF AUTHORIZING OFFICIAL:

Executive & Artistic Director

TELEPHONE NUMBER:

(352) 352-2274

DATE SIGNED:

07/01/2024

General Information

APPLICANT (LEGAL NAME OF ORGANIZATION AS SHOWN ON IRS 501 (C)(3))

Marion Players, Inc

UNIQUE ENTITY ID (UEI)

XRD6RXLLTT1

EIN (EMPLOYEE IDENTIFICATION NUMBER)

23-7101051

APPLICANT NAME CONTINUED (DBA, DEPARTMENT, ETC.):

dba Ocala Civic Theatre

MAILING ADDRESS

4337 East Silver Springs Boulevard
Ocala, Florida 34470
United States

TELEPHONE (AREA CODE/NUMBER):

(352) 236-2274

CONTACT PERSON

Roderic Thompson

EMAIL ADDRESS OF CONTACT PERSON:

gthompson@ocalacivictheatre.com

DATE OF INCORPORATION:

09/01/1966

WEBSITE

<https://ocalacivictheatre.com>

TYPE OF ORGANIZATION

- Arts/Culture
- Arts Education

APPLICANT'S FISCAL YEAR DATES (MONTH/DAY) - FROM:

07/01/2024

APPLICANT'S FISCAL YEAR DATES (MONTH/DAY) - TO:

06/30/2025

HAS YOUR ORGANIZATION EVER RECEIVED A GRANT FROM THE MARION CULTURAL ALLIANCE?

Yes

HAS YOUR ORGANIZATION SUBMITTED A FINAL REPORT?

Yes

YEAR LAST RECEIVED:

2024

Project/Program Information

PROJECT/PROGRAM TITLE:

The Academy/The Academy West at Ocala Civic Theatre

GRANT AMOUNT REQUESTED:

\$10,000.00

START DATE: (MONTH, DAY, YEAR)

09/09/2024

END DATE: (MONTH, DAY, YEAR)

04/13/2025

NUMBER OF DIFFERENT EVENTS:

2

NUMBER OF INDIVIDUALS EXPECTED TO PARTICIPATE IN THE PROPOSAL ACTIVITIES:

1250

NUMBER OF YOUTH PARTICIPATING IN THE PROJECT:

40-50

TOTAL NUMBER OF OPPORTUNITIES TO PARTICIPATE:

9

TOTAL NUMBER OF ARTISTS PARTICIPATING IN THE PROJECT:

50

ORGANIZATION MISSION STATEMENT

Ocala Civic Theatre has been uplifting, inspiring, and entertaining our community for almost 75 years. The mission of Ocala Civic Theatre is to uplift, inspire, and entertain while providing quality theatrical experiences and performing arts education..

The Academy offers year-round multi-generational programs that build confidence, compassion, and community through creative arts. Through the exploration of stories, we develop our learners' self-worth and empathy while nurturing their confidence and sense of responsibility. The communication and collaboration skills built through creative play also contribute to the personal success of our learners and their positive impact in their communities, both great and small.

Project/Program Summary

DESCRIBE YOUR PROPOSED PROJECT OR PROGRAM:

In fall 2024, we reimagined our education program relaunching it as The Academy at OCT. Our main goal was to bring professional level training the performing arts to all of Ocala/Marion County, particularly those communities that go largely underserved. After several community meetings and conversations to assess how we could better understand the needs of our neighbors; create accessibility; more fully engage, and ultimately better serve our community, at large. These conversations led to our expansion of The Academy to include The Academy West at Mary Sue Rich Community Center at Reed Place. Beginning in the fall of 2024, we will expand our faculty, continuing our commitment to placing two qualified adult instructors in each classroom, to accommodate the additional classes. In addition to classes, our instructor's work with the Academy's students will culminate in two public performances allowing more members of our community to see themselves reflected on our community's stages.

ANTI-DISCRIMINATION POLICY

• Yes

DOES YOUR ORGANIZATION HAVE A CULTURAL EQUITY POLICY?

Yes

MCA HAS RECEIVED A SUBAWARD FROM THE NATIONAL ENDOWMENT OF THE ARTS (FEDERAL FUNDS).

✓ I certify that participants in this Marion Cultural Alliance/NEA grant program have not been disbarred, suspended, or have any other exclusions or disqualifications from doing business with the Federal government.

Narrative Application

WILL YOUR PROJECT BE SUBJECT TO THE NATIONAL HISTORIC PRESERVATION ACT (NHPA) AND/OR THE NATIONAL ENVIRONMENTAL POLICY ACT (NEPA)?

No

ORGANIZATION

Marion Players, Inc d/b/a Ocala Civic Theatre

EMAIL

gthompson@ocalacivictheatre.com

Organizational Overview

ORGANIZATIONAL OVERVIEW

OUR STORY

On March 3, 1950, at the first organizational meeting of The Marion Players, a group of young people who decided Ocala needed a "little theatre." They had a wide variety of theatrical talents and experience, and they all shared a deep desire to provide the highest quality entertainment for local audiences. The Marion Players led a roaming life holding meetings in the Hotel Ocala, rehearsing and building scenery in a second-floor loft in the Marion Theatre block building. Other locations for rehearsals and performances were the old Armory building, the old Ocala High School and a space above the old Ocala Bakery on South Magnolia. In 1953, the Marion Players purchased the Osborne Theatre, a magician's theatre which became their home for the next 35 years.

In 1970, the Marion Players officially changed their name to Ocala Civic Theatre. By the 1980s, OCT needed a new location to accommodate the growing crowds. We received a long-term lease from the City of Ocala on 28 acres of land in the Appleton Cultural Center and built a \$1.4 million facility that opened in October 1988.

OUR HISTORY

Now one of the largest community theatres in the southeastern United States, Ocala Civic Theatre has remained resilient producing theatre for almost 75 years. Year after year, show after show, we are proud to play a part in Ocala's history.

1950 - Marion Players founded.

1960 - Purchased Osbourne Theater.

1963 - Hired first director by contract.

1966 - Incorporated in the State of Florida.

1970 - Name changed to add "dba Ocala Civic Theatre".

1971 - First resident director hired.

- Received determination of IRS Federal Tax Exempt status - 501(c)(3)

1977 - Completed major addition to and renovation of building.

1981 - Established Scholarship fund to benefit Marion County college students.

- Began paying fees to some production personnel, i.e. designers.

1986 - Initiated capital fund drive to build a \$2.4 million performing arts facility.

- Received a state grant from the Cultural Facilities program for this project.

1987 - Created second full-time staff position: Theatre Manager.

1988 - Final season in old bldg. Record attendance of 13,000 and 1,500 subscribers.

New theatre opened October 1.

1989 - Added full-time staff position: Resident Set Designer / Technical Director.

1990 - Added 2 staff positions: Asst. Tech Director and Comptroller/Box Office Mgr.

1992 - Realignment of staff and committee organizations chart.

Executive Director position established. Paid off building loan.

1994 - Established building expansion fund to add a 4,400 square-foot addition to facility to include 2 addl. public restrooms, second rehearsal hall, and offices.

1996 - Added Marketing Director as part-time staff position.

1997 - Set new season ticket record: 4,750 sold.

1998 - Building expansion capital campaign goal met. Construction completed in June.
1999 - Added Director of Education as new full-time staff position and expanded education program from summer-only to offering year-round classes.
- New season ticket record set for 1999-00 season: 5,149 subscriptions sold.
2006 - Started two new outreach programs touring local elementary schools.
2007 - Granted a 99-year lease for adjacent 13.75 acres to build second facility.
2013 - "Les Miserables" set new attendance record at 10,428.
2015 - Hired Arts Consulting Group to conduct a feasibility study to determine options for expanding current facilities.
2017 - Added a full-time Marketing/Promotions Director
2018 - Set new attendance record with "Mamma Mia" of 11,172
2018 - Renovated auditorium in August 2018
2019 - Added two (2) administrative positions, Director Of Business & Development and Artistic Director
2020 - Presented first annual "Season Reveal Party" to sold out audience.
2020 - Closed for COVID 19 on March 27, 2020 Laid off three part-time employees
2020 - June 2020 part-time employees returned to work. All full-time staff retained their Jobs and benefits.
2020 - July 2020 became the first theatre in the country to return to live performances with Broadway Under The Stars in newly reimagined outdoor performance space.
2020 - October 2020 - became one of only 10 theatres in the country to produce a full 20/21 Season.
2021 - Ended the 20/21 Fiscal Year in the black.
2022 - Ended the 20/22 Fiscal Year in Black.
2023 - Added state-of-the-art projection system.
2023 - Completed first "post-COVID" season in the black.

Through the growth of our staff, OCT has evolved into a professionally produced Community Theatre. The collaboration of paid staff, volunteers and nearly a dozen visiting artists each season, including Directors, Choreographers, Scenic Designers and Lighting Designers provides opportunities for local creatives to learn, network, perform and create exceptional theatrical experiences for our community.

OUR VOLUNTEERS

In our 2023-2024 season we engage nearly 400 volunteers onstage, behind the scenes and in guest services. Along with our staff these volunteers welcomed more than 30,000 patrons with more than 2,000 subscribers among them.

OUR STAFF

Our full-time staff includes:

Artistic and Production Staff -

Greg Thompson, Executive and Artistic Director

Kaden Reynard, Technical Director

Katherine "Jack" Foust, Technical Director 2

Amanda Jones, Costume Director

Education and Enrichment:

Dani Moreno-Fuente, Education Coordinator

Administrative:

Amy Burns, Finance Manager

Melody Murphy, Director of Marketing and PR

Craig James, Director of Guest Services and Operations

Janice Kirk, Executive Assistant and Board Liaison

Courtney Curtis, Staff and Production Coordinator

Alexis Medina, Development Intern

Part-time staff includes:

Artistic and Production Staff -

Jazmine Whipple, Sound Designer and Production Assistant

Cristian Cardoso, Production Technician

Janik Buranosky, Production Technician

Cheyenne Dever, Production Technician

Brock Oliver, Costume Shop Assistant

Guest Services:

Kelsey Plante and Amanda Tragash, Concessions

Megan Hilt, Box Office Assistant

Through triumphs and challenges, OCT has remained resilient thanks to the strong support of our community.

OUR BOARD

OCT's bylaws provide for a non-profit board of directors, numbering 15 with the immediate past president allowed to stay on for an additional year. We are grateful for these community-minded volunteers who give of their time and knowledge to steward, build and grow a fiscally responsible, sustainable theatre for generations to come.

James P. Hilty, Sr., President

Jackie Eastman, CPA, Vice President/Treasurer

Heather A. Smith, MSN, RN, Secretary

Laurie Zink, Immediate Past President

Garry Adel

Jaye Baillie

Jeanne Henningsen, M.S. CPC

Kraig Pritts

Laurie Reeder

Lori Cotton

Proposed Program/Project

PROPOSED PROGRAM/PROJECT

In fall 2024, we reimagined our education program relaunching it as The Academy at OCT. Our main goal was to bring professional level training in theatre arts and craft to all of Ocala/Marion County, particularly those communities that go largely underserved. After several community meetings and conversations to assess how we could better understand the needs of our neighbors; create accessibility; more fully engage, and ultimately better serve our community, at large, these conversations led to the expansion of The Academy to include The Academy West at Mary Sue Rich Community Center at Reed Place. Beginning in the fall of 2024, we will expand our faculty to accommodate the additional classes, while continuing our commitment to providing two qualified adult instructors in each classroom creating a supportive and enriching environment where our students are encouraged to explore their creativity, develop skills, and build confidence, regardless of their socioeconomic background. In addition to classes, our instructor's work with the Academy's students will culminate in two public performances allowing more members of our community to see themselves reflected on our community's stages.

Our programs play a crucial role in leveling the playing field and providing opportunities for all young people to thrive. The Academy consists of three terms of classes with up to 120 youth participating each term. Topics include improv, stage combat, musical theatre, acting, best practices for collaborative theatre-making, audition techniques and more.

While we have the space and human resources to provide these services, we will require funding to pay instructors for their time, travel to an offsite location, and production costs for the performances. We are requesting \$10,000 to help offset some of the costs for the launch of this new program. This funding will allow OCT to expand its reach to more young artists in Ocala/Marion County and open the doors to more opportunities within our community's cultural institutions by instilling in each student a sense of curiosity and confidence to explore their unique potential.

Proposed Budget and Revenue Sources

PROPOSED BUDGET AND REVENUE SOURCES

These shows are part of our 2023-2024 Season budget, which is funded through grants, private donations and ticket sales. We are seeking this

grant in support

Production Costs -

Staff Wages - \$20,950

Royalties - \$750

Marketing - \$7000

Scenery - \$3000

Costumes - \$3000

Props - \$2000

ASL - \$1000

Lighting - \$1000

Sound - \$1000

Total - \$39,700

\$23,760 gross ticket sales on \$18.00 (average ticket price) per ticket with 1,320 seats available

\$12,000 tuition fees for both spring and winter terms combined

We are also seeking community partners and other foundational funding to sponsor this series through in-kind and cash donations.

Our volunteer base will also provide in-kind services and additional labor.

Proposed Program Evaluation

PROPOSED PROGRAM EVALUATION

Our Final Report for The Academy/The Academy West will include total students enrolled; total audience members for each performance; audience demographics; evaluation of the classes/productions from both contributors; audience member evaluation and feedback; teacher evaluations and feedback; press coverage and images and production photos.

We will also provide financials including in-kind and volunteer hours.

Accessibility & Non Discrimination

ACCESSIBILITY & NON DISCRIMINATION

These programs will take place at Ocala Civic Theatre and Mary Sue Rich Community Center at Reed Place, both of which are fully ADA compliant. Additionally, we will provide ASL interpreters for one performance for each production. Our staff are all First Aid, CPR, AED certified.

DESCRIBE ANY PARTICULAR OBSTACLES OR CHALLENGES TO THE SUCCESS OF YOUR PROGRAM/PROJECT

Our only obstacle at this time would be funding. While we are budgeting to cover these programs, with the recent cuts to the arts in Florida's final budget, we need additional support now more than ever.

Organization Budget

INCOME:

-335,379.78

MOST RECENTLY COMPLETED FY

-460,165.10

PREVIOUS FY

-466,645.84

TOTAL INCOME

MOST RECENTLY COMPLETED FY

PREVIOUS FY

1,066,725.36	1,105,752.23	859,737.76
EXPENSES	MOST RECENTLY COMPLETED FY	PREVIOUS FY
1,418,982.32	1,565,917.33	1,326,383.60
TOTAL EXPENSES	MOST RECENTLY COMPLETED FY	PREVIOUS FY
1,418,982.32	1,565,917.33	1,326,383.60
OPERATING SURPLUS AND DEFICIT	MOST RECENTLY COMPLETED FY	PREVIOUS FY
-355,379.78	-460,165.10	-466,645.84

Fiscal Health

DISCUSS THE FISCAL HEALTH OF YOUR ORGANIZATION. YOU MAY USE THIS SPACE TO DISCUSS HOW THE COVID-19 PANDEMIC MAY HAVE AFFECTED YOUR ORGANIZATION'S BUDGET. IN ADDITION, YOU MUST EXPLAIN: 1) ANY CHANGES OF 15% OR MORE IN EITHER YOUR INCOME OR EXPENSES FROM ONE YEAR TO THE NEXT, AND 2) PLANS FOR REDUCING ANY DEFICIT (INCLUDE THE FACTORS THAT CONTRIBUTED TO THE DEFICIT AND ITS AMOUNT)

Impact of Covid-19: Revenue Reduction; Increased Costs; Operational Changes.

The impact of COVID-19 has been significant, as evidenced by our current deficit. Like many, we faced challenges that increased expenditures and decreased revenues during this period.

We historically maintain a balanced budget, constantly monitoring our fiscal health. It is crucial to note our current deficit resulted from the extraordinary circumstances of COVID-19 rather than systemic financial mismanagement. Reducing our Deficit: Cost Optimization; Revenue Diversification; Strategic Partnerships; Financial Forecasting/Monitoring; Member/Stakeholder Engagement.

The deficit presents a challenge we are committed to navigating with resilience and strategic foresight. Implementing these measures and maintaining fiscal discipline, we know we can reduce our deficit and ensure the long-term sustainability of our operations and better prepare for future uncertainties while serving our mission effectively.

Applicant:

ORGANIZATION. PROVIDE YOUR LEGAL NAME.

Marion Players, Inc. D/B/A Ocala Civic Theatre

ADDRESS

Ocala, Florida 34470
United States

PROJECT/PROGRAM DESCRIPTION

The Academy/The Academy West at Ocala Civic Theatre/Mary Sue Rich Community Center at Reed Place

AUTHORIZING OFFICIAL'S EMAIL

gthompson@ocalacivictheatre.com

PROJECT DIRECTOR'S EMAIL

gthompson@ocalacivictheatre.com

DIRECT COSTS - SALARIES AND WAGES

Title/Type of personnel	# of personnel	Annual salary/range	% of time allocated	Amount
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Instructors	9	\$25/hour average	294 hours each	\$7,350.00
Director - James & The Giant Peach	2	\$1,000	109.30 each	\$2,000.00
Lighting Designers	2	\$500	30 hours each	\$1,000
Costumes	1	\$1,250	80 hours	\$1,250

TOTAL SALARIES AND WAGES - NUMBER

11600.00

OTHER COSTS

Scenic Expenses - \$3,000
 Props - \$2,000
 Lighting - \$1,000
 Sound - \$1,000
 Equipment Rental - \$1,000
 ASL Interpreters - \$1,000
 Costumes - \$3,000
 Marketing - \$7,000
 Licensing/Royalties - \$741.05
 Instructional Materials - \$1,000
 Administrative - \$3,200

OTHER COSTS - NUMBER

23934.05

TOTAL PROJECT COSTS

35541.05

PROJECT INCOME

Source	Amount
Tuitions (Potential Fees)	\$12,000
Tickets (Potential Sales)	\$23,760
OMAC Grant	\$2,500

TOTAL CASH - NUMBER

38760.00

THIRD-PARTY IN-KIND

Mary Sue Rich - 403 hours at \$120 = \$48,432.00 In-Kind Total

MCA AMOUNT

10000.00

TOTAL PROJECT INCOME

88192.00

Upload Application Support Materials

EMAIL

gthompson@ocalacivictheatre.com

UPLOAD YOUR SUPPORT MATERIALS

- [WRINKLE-IN-TIME-wrinkle_29.jpg](#)
- [Academy-at-OCT-Season-74-brochure.pdf](#)
- [OCT-Bylaws-August-22.2023-CURRENT.pdf](#)
- [IMG_2782.JPG](#)
- [Division-of-Cultural-Affairs-Letter-Executed-by-Loretta.pdf](#)
- [David-Castaneda-Letter.docx](#)
- [CP-contract-Season-74-FRONT.jpg](#)
- [A4A-Ocala-Gazette.pdf](#)
- [A-Wrinkle-in-Time-OCT-Broadway-World-24.pdf](#)
- [2023-2024-Board-Contacts-6.11.2024.pdf](#)