

Official 2024 Annual Report

A Message from 2024 Chairman, *Ginger Cruze*



Serving on the Marion Cultural Alliance (MCA) Board over the past several years has been an incredibly rewarding experience. This past year, it has been my distinct honor to serve as Board Chair. Through my growing involvement, I have witnessed firsthand the profound impact the arts have on our community.

Throughout this journey, I've had the privilege of collaborating with our Executive Director, the MCA team, and the Board to continue advancing our mission: to champion arts, artists, and arts organizations; to bring people together to appreciate, learn about, and support the arts; and to foster a vibrant arts presence in Ocala/Marion County.

When we encountered funding challenges from the veto of funding state arts grants last summer, along with arts organizations across the state, MCA responded by uniting local arts organizations and launching the "Art Matters" campaign. Through a series of discussions and collaborative efforts, the team developed ideas to support those affected by the changing landscape. Additionally, our Board introduced a tiered membership program, grounded in equity, that allows donors to choose their preferred level of support.

As the Principal of a high school Arts Magnet, I see daily how the arts provide students with a unique outlet to connect with themselves and others amidst the pressures they face. Our students have become increasingly involved with MCA, gaining a deeper understanding of the transformative power of art and its role in strengthening our community.

MCA has also been designated the Local Arts Agency by the City of Ocala and the Board of County Commissioners with delineated ways our organization can partner with each entity and work together to grow the arts in our community. Our wide range of programs and initiatives brings together individuals from all walks of life, allowing them to explore existing passions or discover new ones.

As we enter 2025, I look forward to continuing our work in positively impacting the community through our shared mission. Together with the MCA staff, board, volunteers, and members, we are eager to demonstrate the vital role the arts play in enriching lives and fostering connection for everyone,

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



Marion Cultural Alliance: Enriching Lives Through Art and Culture

At Marion Cultural Alliance (MCA), we envision a Marion County where the economy thrives, communities grow stronger, and lives are enriched through the power of cultural and artistic excellence.

Since our founding in 2001, MCA has remained steadfast in its mission to serve as a granting organization dedicated to the cultural enrichment of Marion County. In 2024, we celebrated 23 years of supporting visual and performing arts organizations that inspire, educate, and captivate. Through our annual competitive funding cycle, we aim to empower creative and innovative performances, productions, and exhibitions that stimulate minds and ignite imaginations.

Our commitment to artists took a significant step forward with the establishment of the Four Friends Grants for Artists in 2017. These grants are designed to support artists by fostering innovative ideas, advancing their education, or aiding in the acquisition of essential tools and equipment to enhance their craft. In 2024, MCA funded 8 Four Friends grants.

Since 2001, MCA has distributed over $3 million to artists, arts organizations, stipends, scholarships, and honorariums. But our impact goes beyond financial support. We provide artists and organizations with networking opportunities, expert advice on organizational growth, marketing support, and platforms to exhibit and sell their work.

You Are the Key to Our Success! Our members, donors, and event sponsors are the driving force behind MCA's ability to support and expand the arts in Marion County. Your contributions fuel our mission, making art happen in our community and ensuring its growth for years to come. Together, we can continue to enrich Marion County's cultural landscape and make a lasting impact. *Thank you for being a part of this journey!*

Thank You 2024 Business pARTners!

Platinum ($2,500)

OCALA · Angie Lewis State Farm · Showcase Properties of Central Florida · Duke Energy · RBOI · Urology Institute of Central Florida · OCALA It's On! Electric Utility · Recharge Clinic · LILAC Foundation · LAMAR Outdoor Advertising · GR Gray Realty · COX · Engel&Völkers Ocala · Party Time Rentals · Oniram Productions, Inc.

Gold ($1,000)

Tammy Fortunato Brands · College of Central Florida · Florida Express Waste & Recycling · Marion/Service Roofing & Sheet Metal Company · PNC Bank · Deborah Sumey Sellstate Next Generation Realty · Roberts · First Federal Bank · Tammy Fortunato Artist · Principal Philip J. Olstein, CLU, ChFC Financial Advisor · Dr. Joanne Cornell-Ohlman

Silver ($500)

Trow & Dobbins · SouthState · Gooding & Batsel · Fine Arts for Ocala · Nick Navetta Edward Jones · Journeyman Stud · J&J Jewelers Resources · ZED+ZED+EYE Design

Bronze ($250)

Warren's Power Washing · BJ Trophies Awards & Gifts

Standard ($100)

Allen Law Firm · BMW Window Coverings Plantation Shutters + Blinds · Berkshire Hathaway HomeServices Sonya Nasser · Synergistic Community Alliance, Inc. · Dance Alive · Chelsea Art Center · Artistic Eye Fine Art Services, LLC · magnolia art xchange · Artify Ocala · Kingdom of the Sun Concert Band · The Pioneer Garden Club · Culture Vultures · Ambleside Ocala · Master the Possibilities · Gallery on Magnolia · Reilly Arts Center · Marion Theatre · Ocala Symphony · Arts in Health · Appleton Museum of Art · Ocala Civic Theatre · KISMET Creative · Heidi's Travel

A Message from MCA Secretary, *Mary Ellen Poe*

Organizational Oversight:

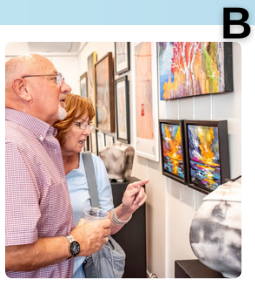
At the beginning of 2024, the Board self-assessment report covering 2023 was reviewed. Once again, the board member's surveys were available to establish an aggregate score of 4.46 out of a possible five, indicating Marion Cultural Alliance was considered a "healthy" organization. All written comments were positive, with Jaye and staff recognized for their work and commitment to the organization.

Two new policies were approved by the Board: Disclosure of Public Information and a Succession Planning policy and associated documents for leadership change when that time comes. It was our honor to present the latter to nonprofit business leaders at their meeting in April. There were several other policies and procedures reviewed by the Board and reapproved in 2024.

We collaborated with selected members of nonprofit organizations to significantly enhance the Ocala/Marion Community Foundation's Roadmap for Success guide. It's release date is expected in 2025.

Two new legal requirements were identified and were reviewed for needed compliance.

BE A PART OF THE ARTS SCENE







BE PART OF THE OCALA METRO'S ARTS COMMUNITY!

Are you wondering how to get involved, support, or stay connected with the vibrant arts scene in the Ocala Metro? Whether you're an art lover, a dedicated supporter, an emerging talent, or an established artist, Marion Cultural Alliance (MCA) has opportunities for everyone. Together, we're shaping the cultural landscape of Ocala/Marion County and beyond—and there's a place for YOU!

Here's how you can make 2025 a year of creativity and connection:

Attend Events

Immerse yourself in Ocala's rich cultural offerings! From plays and concerts to festivals and gallery tours, there's always something happening. Visit **ocalametroartscene.org** to explore upcoming events.

Volunteer

Share your time and talent with MCA or one of the many outstanding arts nonprofits in our area. There's a role for everyone, whether behind the scenes or front and center, helping to bring art to life!

Become a Member

Join the MCA family! Your membership supports our mission to grow and nurture the arts in Ocala Metro. Memberships start at just $35/year, giving you a chance to actively shape the future of our arts scene while enjoying exclusive member benefits.

Leave a Legacy

Consider making a lasting impact by leaving a legacy gift to the MCA Endowment. Your gift will help support the arts for generations to come. For more information, contact MCA Executive Director Jaye Baillie at 352.369.1500.

YOUR PARTICIPATION IS VITAL TO KEEPING THE ARTS ALIVE AND THRIVING IN THE OCALA METRO!

Let's make 2025 a year of creativity, community, and connection. Thank you for being an essential part of our arts family. Together, we'll continue to create, celebrate, and inspire!

Champion. Convene. Create.

2024 Gallery Exhibits at The Brick

- **January**: *MCA Artist Collective,* featuring MCA's 5th annual BEST show winning artists
- **February**: *Body Language,* featuring art by local artists (curated by J. Shapot & S. Giera)
- **March**: *WPHS Senior Art Show,* featuring artworks by West Port's MCCA senior students
- **April**: *UpCycled 2*, featuring recycled art by MCA artist members
- **May**: *Artistry in Motion Showcase,* featuring WUFT's AIM featured artists from 5 seasons
- **June**: *Midsummer Dreams,* featuring art by MCA artist members
- **July**: *Art in the Attic 2024 - MCA* Annual Y-Art Sale
- **August**: *Art of Aging: A Moment in Time,* featuring art by MCA artist members ages 55+
- **September**: *Color Pop!*, featuring art by MCA artist members
- **October**: *Dreamscapes*, MCA's 6th BEST Annual Juried Exhibit by MCA artist members
- **November**: *Block pARTy Exhibit & Fundraiser,* featuring donated works by local creatives
- **December**: *Be Kind: A Collaborative Exhibition by Cara VL & Kelsey Mahoney*

Gallery programming for 2024 included artist talks, live music, art classes, art performances, art demos, artist leadership workshops, artist mixers, and more!



BRICK CITY GALLERY **SPONSORS** | mca marion **cultural** alliance

LILAC FOUNDATION
OCALA
SHOWCASE PROPERTIES OF CENTRAL FLORIDA
RECHARGE CLINIC
State Farm Angie Lewis

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

2024 BY THE NUMBERS

Art Exhibits:	Pieces Exhibited:	Exhibit & Gift Shop Sales:	Participating Artists:	Gallery Rentals:	Foot Traffic:
12	529	$34,972	357	49	11,049

THIS PROJECT IS SUPPORTED IN PART BY
mca marion **cultural** alliance
NATIONAL ENDOWMENT for the ARTS arts.gov



2024-25 CULTURAL GRANTS RECIPIENTS

1. APPLETON MUSEUM OF ART ($4,000)
2. DANCE ALIVE NATIONAL BALLET ($7,500)
3. FORT KING HERITAGE SOCIETY ($7,500)
4. GULF ARCHAELOGY RESEARCH INSTITUTE ($3,500)
5. KINGDOM OF THE SUN CONCERT BAND ($4,000)
6. MAGNOLIA ART XCHANGE ($1,000)
7. MARION ALL COUNTY CHOIR ($4,000)
8. MARION THEATRE ($3,500)
9. OCALA CIVIC THEATRE ($7,500)
10. OCALA SYMPHONY ORCHESTRA ($7,500)
11. REILLY ARTS CENTER ($5,000)
12. SILVER RIVER MUSEUM ($5,000)

mca marion cultural alliance

Thank You 2024 Champions of the Arts!

Benefactors ($25,000+)

LEVITT FOUNDATION
LILAC FOUNDATION — LISA IRWIN LEGACY FOR ARTS & CULTURE

Founders Circle ($10,000 – $24,999)

RBOI Robert Boissoneault Oncology Institute
Urology Institute of Central Florida
OCALA
Angie Lewis State Farm

Anonymous

Chairman's Club ($1,000 – $9,999)

Duke Energy
Florida Express Waste & Recycling
Signature Brands
College of Central Florida
Principal — Philip J. Olstein, CLU, ChFC, Financial Advisor
PNC Bank
Sellstate Next Generation Realty
Recharge Clinic
Roberts
Cox
Showcase Properties of Central Florida
OCALA It's On! Electric Utility
First Federal Bank
Marion/Service Roofing & Sheet Metal Company

Bob Levenson & Grace Dunlevy | Richard Schleicher & Jim Poston
Jo Foster | Megan Boone | Camilla Sackin
Family Trust | David Midgett | Justin Alsedek | Margaret Spontak
Maryanne Donohue | Nancy Donaldson

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

Grant Funders

OMAC Ocala Municipal Arts Commission
Ocala Marion County, FL
LEVITT FOUNDATION

Megan Boone Performing Arts Grants

Media Partners

style ocala
gazette ocala
Brick City Digital Magazine
Florida's 89.1 WUFT-FM
ZED+ZED+EYE Design www.ZedZedEye.com
OM Ocala Magazine
LAMAR Outdoor Advertising

Visit *ocalametroartscene.com* to keep up with all the ART happenings in Ocala, Marion County! Scan here >>>

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, **$585,000** has been awarded to more than 45 nonprofit arts organizations. Additionally, the *Four Friends Grant Fund* supports artists for workshops, equipment, or program ideas. Actress/Director ***Megan Boone*** funded her third year of 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

as of December 31, 2024

	Fund Balances 12/31/2023	Increases/ (Decreases) 01/01/24 - 12/31/2024	Ending Fund Balances 12/31/2024
Unrestricted Net Assets			
General Fund	172,897.50	(87,398.69)	85,498.81
Endowment - Cultural	684,693.82	44,367.62	729,061.44
Endowment Special:			
Four Friends	85,169.61	6,549.73	91,719.34
Korzenny	1,036.26	(1,036.26)	-
Total Unrestricted Net Asset Balances	943,797.19	(37,517.60)	906,279.59
Total Fund Balances	943,797.19	(37,517.60)	906,279.59

MCA BOARD OF DIRECTORS & STAFF

Board Members: Ginger Cruze, Chair | James Hartley, Treasurer / Chair-Elect | Mary Ellen Poe, Secretary | Mel Fiorentino | Dr. Leslie Hammond | Brooke Hutto | Wendy Kebrdle | Albert Lynch | Comm. Matthew McClain | Michael Mehring | Celeste Mondo | Nick Navetta | Cherietta Prince | Jordan Shapot | Dr. Saul Reyes | Luanne Warren | Tammy Warren

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

MCA Staff: Jaye Baillie, APR, Executive Director | Ashley Justiniano, Chief Arts Officer | Courtney Kravig, Financial Coordinator | Jonia McGill, Marketing & Events Coordinator | Nicole Upton, Gallery Assistant | Micki Rios, Weekend Gallery Host

mca marion **cultural** alliance
at Brick City Center for the Arts
23 SW Broadway Street | Ocala, FL 34471
352.369.1500 | gallery@mcaocala.org
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/divsions-offices/consurmer-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.