



Ocala Municipal Arts Commission Agenda - Final

Wednesday, December 4, 2024

Meeting Information

Location

Ocala City Hall
110 SE Watula Avenue
Second Floor - Council Chambers
Ocala, Florida

<https://www.ocalafl.gov/meetings>

Time

4:00 PM

Board Members

Emily Andrews
Jaye Baillie
Arnold Barbaro
Pedro "Tito" Comas
Jean Floten
Dr. Leslie Hammond
Brooke Hutto
Natalie McComb
Darian Mosley
David Reutter
Greg Thompson

Staff:

Emily Parkman
Cultural Arts Supervisor
Growth Management Department

Jeff Shrum, AICP
Director
Growth Management Department

Aubrey Hale
Planning Director
Growth Management Department

Yiovanni Santiago
Committee Secretary

WELCOME!

All members of the public are invited to attend. If reasonable accommodations are needed for you to participate in this meeting, please call 629-8287 forty-eight (48) hours in advance so that arrangements can be made.

APPEALS

Any person who desires to appeal any decision at this meeting will need a record of the proceedings and for this purpose may need to ensure that a verbatim record of the proceedings is made that includes the testimony and evidence upon which the appeal is made.

1. Call To Order
 - a. Roll Call
2. Proof of Publication

The public notice for the Ocala Municipal Arts Commission Advisory Committee was posted on November 21, 2024.
3. Approval of Minutes
 - a. [October 2, 2024 Minutes](#)
4. Grants/Applications
 - a. [Ocala Main Street Grant Application](#)
 - b. [Strategic Community Alliance - 2024 India Fest Update](#)
5. Project Updates
 - a. [Marion Flow - Ground Storage tank mural update](#)
6. Other Business
 - a. [Current Balance of License Plate Grant Fund](#)
 - b. [Artist Roster Call 2025](#)
 - c. [Subcommittees](#)
 - d. [OMAC FY2024 Report to Council December 17 Presentation](#)
7. Public Comments
8. Staff Comments
9. Board Comments
10. Next Meeting: February 5, 2025
11. Adjournment



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0297

Agenda Item #: a.

Submitted By: Cultural Arts Manager Emily Parkman

Department: Growth Management

Ocala Municipal Arts Commission

October 2, 2024 Minutes



Ocala

Municipal Arts Commission

Minutes

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

Wednesday, October 2, 2024

4:00 PM

1. Call To Order

a. Roll Call

Present: Emily Andrews
Jaye Baillie
Arnold Barbaro
Jean Floten
Leslie Hammond
Natalie McComb
Darian Mosley
David Reutter
Greg Thompson

Absent: Pedro "Tito" A. Comas

Excused: Brooke Hutto

2. Proof of Publication

The public notice for the Ocala Municipal Arts Commission Advisory Committee was posted on September 30, 2024.

3. Approval of Minutes

a. August 7, 2024 Minutes

Attachments: [OMAC 08.07.24 Draft Minutes](#)

RESULT: APPROVED

MOVED: Natalie McComb

SECONDER: Emily Andrews

AYE: Andrews, Baillie, Barbaro, Floten, Hammond, McComb, Mosley, Reutter and Thompson

ABSENT: Comas

EXCUSED: Hutto

4. Grants/Applications

a.

Attachments: [08MAY24 OMAC Grant Application SCA India Fest 2024](#)

[08MAY24 OMAC Grant Application SCA India Fest 2024 Page](#)

[08MAY24 SCA India Fest 2024 OMAC Grant Application](#)

[IRS Determination LTR STRATEGICCOMMUNITYALLIANCEINC](#)

Dr. Shini Makhani, President and Co-Founder of the Strategic Community Alliance, 9111 SW 60th Court Rd, Ocala, FL 34476, provided an update on the Ocala Metro India Fest which is scheduled for October 5, 2024. On August 7, 2024, the Ocala Municipal Arts Commission (OMAC) awarded \$1,400 of the \$2,000 requested for the event, with the remaining \$600 tabled for consideration on October 2, 2024, due to FY2024 budget constraints. The festival is scheduled for October 5, 2024, from 11:30 a.m. to 6:00 p.m. at Citizens Circle. Makhani is now requesting approval for the remaining \$600 to fully fund the event.

Motion to approve the remaining \$600.00 grant to help fund the Ocala Metro India Fest which is scheduled on October 5, 2024, from 11:30 a.m. to 6:00 p.m. at Citizen Circle.

RESULT: APPROVED

MOVER: Jean Floten

SECONDER: Greg Thompson

AYE: Andrews, Baillie, Barbaro, Floten, Hammond, McComb, Mosley, Reutter and Thompson

ABSENT: Comas

EXCUSED: Hutto

5. Project Updates

a. Heritage Trail panels - Accession

Attachments: [MEDIA RELEASE - New Date heritage trail panels](#)

[Panel Install 1](#)

[Panel Install 2](#)

[Panel Install 3](#)

[Panel Install 4](#)

[Panel Install 5](#)

[Panel Install 6](#)

[Panel Install 7](#)

[Panel Install 8](#)

Cultural Arts Supervisor Emily Parkman provided an update on the Heritage Trail mural panels, created by Charles Eady. These panels were officially unveiled to the public on September 3, 2024, during a ribbon-cutting ceremony for the newly completed Heritage Trail. Mrs. Parkman requested approval to officially accession the murals into the city's permanent collection.

Motion to approve the accession of the Heritage Trail murals into the City's permanent collection.

RESULT: APPROVED

MOVER: Natalie McComb

SECONDER: Leslie Hammond

AYE: Andrews, Baillie, Barbaro, Floten, Hammond, McComb, Mosley, Reutter and Thompson

ABSENT: Comas

EXCUSED: Hutto

b. Ground storage wank tank mural update

Attachments: [Ground storage water tank project](#)

Ms. Parkman shared an update on the Ground Storage Water Tank Mural. For this project, the City of Ocala partnered with Fine Arts of Ocala (FAFO), the Florida Wildlife Corridor Foundation, and Ocala Main Street. The open call for submissions ended on September 12, 2022. Over 100 submissions of these, 65 were deemed qualifying based on the requirements. A finalist list is being developed, and the jury will select the artist who will be awarded the \$60,000 for the mural. The official unveiling of the mural design will take place during the FAFO on Saturday October 26, 2024, at 9 a.m.

c. 2025 Levitt AMP Ocala Music Series public art project proposal

Attachments: [2025 Levitt AMP art project](#)
[MCA awning photo](#)

Ms. Parkman provided an overview of the 2025 Levitt AMP Ocala Music Series public art project proposal. Each year, in partnership with the Levitt AMP Ocala Music Series, a public art project is created. Last year's project featured skatepark panels. For 2025, the proposal involves redoing the American Cultural Alliance's awning for the Bricks City building.

The proposed project will feature 10 individual panels, with staff recommendations suggesting two panels be painted at a time during each concert. Five selected artists will each design two panels inspired by music genres featured during the Levitt AMP series. Various art forms inspired by the performance will be incorporated and community involvement will be integrated into the process.

Motion to approve 2025 Levitt Amp Ocala Music Series public Art Project.

RESULT: APPROVED

MOVED: Darian Mosley

SECONDER: Natalie McComb

AYE: Andrews, Baillie, Barbaro, Floten, Hammond, McComb, Mosley, Reutter and Thompson

ABSENT: Comas

EXCUSED: Hutto

d. 119 S Pine Ave | 2853-014-003 mural, My Quate, Chris Mendez update

Attachments:

[Business and Owner Letter](#)
[Chris Mendez Artist Statement](#)
[mendez art1](#)
[mendez art2](#)
[mendez art3](#)
[mendez art4](#)
[pine ave mural Detail](#)
[pine ave mural1](#)
[Public Artist Project My Quate](#)

Ms. Parkman provided an update on the *My Quote* mural located at 119 South Pine Avenue. Upon informing the business owner of the approval process, he was reluctant to assume responsibility for the mural's maintenance, and the property owner was unaware of its installation. After further discussions, the artist and business owner reached an agreement that the artist would help with any necessary repairs or protection of the mural in case of vandalism or weather damage.

The artist and business owner subsequently contacted the property owner, who was fully informed and gave their consent for the mural to remain. Ms. Parkman requested that OMAC officially recognize the mural as public art, noting that while the mural is not city property, it should be recorded as part of the City's public art collection.

Motion to approve *My Quate* mural located at 119 South Pine Avenue as part of the City's art collection.

RESULT: APPROVED

MOVED: Arnold Barbaro

SECONDER: Natalie McComb

AYE: Andrews, Baillie, Barbaro, Floten, Hammond, McComb, Mosley, Reutter and Thompson

ABSENT: Comas

EXCUSED: Hutto

6. Other Business

a. Current Balance of License Plate Grant Fund

Ms. Parkman provided an update on the current balance of the License Plate Grant Fund. The City of Ocala has allocated \$6,000 in the FY2025 budget for the grant, and the balance is \$8,145.72. Mrs. Parkman explained there is: a revenue account, which receives state license plate funds and remains unchanged, and an expense account, where the \$6,000 allocated for the current fiscal year is deposited. When the \$6,000 is spent, funds will be transferred from the revenue account to the expense account and distributed to the grantees.

b. New OMAC grant application forms

Attachments: [6. 2024 OMAC application](#)

Ms. Parkman provided an update on the grant application process, highlighting several

revisions made to the application. A copy of the updated application was distributed to members digitally and in physical form. Mrs. Parkman reviewed the changes, including the following key updates to:

- OMAC Logo
- Eligible Recipients
- New Applicants
- Public Accessibility
- Funding Criteria and Submittal Requirements
- Presentation Requirement
- 501(c)(3) Status
- OMAC Logo and Final Report
- Decision Notification
- Budget Template

Ms. Parkman acknowledged that this process is formal and requires adherence to established procedures but can be submitted.

c. City of Ocala Horse Fever collection

Attachments: [Horse Fever Horses1](#)
[Horse Fever Horses2](#)
[Horse Fever Horses3](#)
[Horse Fever Horses4](#)
[Horse Fever Horses5](#)
[Horse Fever Horses6](#)

Mrs. Parkman provided an update on the City of Ocala's Horse Fever Collection, which includes both long-term loans and permanent pieces. The city currently has 12 horses, which are either on long-term loan or have been purchased or donated. All horses, receive maintenance and care by the City. All long-term loan horses are returned upon request. She reviewed the horses in the collection and state their locations.

d. City of Ocala Art Maintenance Fund

Attachments: [Community Foundation fund](#)

Ms. Parkman provided an update on the City of Ocala Public Art Maintenance Fund, which was established by Lisa Irwin through the Community Foundation. A 2025 project is in the works to increase funds, ensuring more resources for the maintenance and repair of the City's permanent art collection.

e. Deaccession Updates

Attachments: [9.13.2024 Removal](#)
[Deaccession](#)

Ms. Parkman provided updates on the Crest of the Wave Sculpture, Natural Flow Mural and Marie and Jean Sculpture.

f. OMAC Brochure

Ms. Parkman discussed the need to update the current brochure, because it contains outdated information. The changes include updating the grant application process and the state-of-the-art license plate details. A suggested to create a new marketing materials or a brochure specifically for OMAC to inform the community about the board's role, available grants, and upcoming projects. These brochures will be distributed at cultural events such as the First Friday Art Walk. A separate meeting will be scheduled to discuss the brochure design and content further.

g. OMAC FY2024 report to Council, November or December presentation

Ms. Parkman provided an overview of the upcoming annual report to City Council. This report which will highlight OMAC's achievements for fiscal year 2024 and provide an update on future projects and art maintenance.

7. Public Comments

None

8. Staff Comments

None

9. Board Comments

None

10. Next Meeting: December 4, 2024

11. Adjournment

The meeting adjourned at 5:30 p.m.



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0289

Agenda Item #: a.

Submitted By: Cultural Arts Manager Emily Parkman

Department: Growth Management

Ocala Municipal Arts Commission

Ocala Main Street Grant Application

OCALA MUNICIPAL ARTS COMMISSION (OMAC)

Community Arts Grant Application



Proposal by Ocala Main Street, Inc.



Ocala Main Street | Vacant Storefront Activation

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Exhibit C	15-18



GRANT APPLICATION

Name of Arts or Educational Organization or Individual Artist: Ocala Main Street, Inc.

Name of Program or Project: Vacant Storefront Activation

Grant Amount Requested \$ \$3,500 (\$1,000 for current vacancies & \$2,500 for reserves to be reimbursed as needed)

Application for:

Arts Organization Must provide copy of IRS letter or Tax Exempt Certificate.
 Educational Institution Must provide copy of IRS letter or Tax Exempt Certificate.
 Individual Artists Must provide Social Security # _____.

Has the Art Organization, Educational Institution, or Individual Artist previously received funds from the Ocala Municipal Arts Commission? If so, provide the below listed information regarding the last project/program for which funding was received from the Arts Commission.

Date: N/A Amount \$ _____

Name of Program/Project: _____

Address: Mailing: 46 SW 1st Ave., Ocala, FL 34471

Physical Address: 516 NE Sanchez Ave., Ocala, FL 34470

Telephone: 352-454-8793 Email: executivedirector@ocalamainstreet.org

Contact Person: Jessica Fieldhouse

Discipline Category: Performing Arts (i.e., dance/drama)
 Visual Arts
 Literature
 Music
 Other _____

Recipient, individual or authorized agent of the designated organization warrants and guarantees to the City of Ocala that the funds will be used only for the purpose herein specified, at and on the time, dates and location as herein specified, or, if not so used, will be returned to the City of Ocala.

Recipient also agrees to defend, indemnify and hold harmless, the City of Ocala and all officers and employees of the City of Ocala from and against loss, damage, demand, liability or expense by reason of any damage or injury to property or persons which may be claimed to have arisen as a result of or in connection with these services.

Jessica Fieldhouse
Applicant Signature

Print Name: Jessica Fieldhouse
Print Title: Executive Director

Applicant Name: Ocala Main Street, Inc.

Program Name: Vacant Storefront Activation

OFFICE USE ONLY

Date Application Received _____

If this organization/individual previously received OMAC funding, has all follow-up documentation been received? Yes No, Explain _____

OMAC Action:

Approved Date of Approval _____ Amount Approved \$_____
 Not Approved for Funding

Date Paid _____ Check # _____



OMAC COMMUNITY GRANT APPLICATION

*Proposal Narrative

This proposal outlines a project to activate vacant storefronts in the downtown and midtown areas of Ocala through the creation of window murals.

The primary goals of this initiative are to:

1. Promote public art: Showcase the talent of local artists and enhance the visual appeal of the city.
2. Address the negative impact of vacant spaces: Revitalize underutilized storefronts, encouraging walkability and fostering a sense of community, which will assist with reducing crime, vagrancy and vandalism in these inactive spaces.
3. Create a sense of place and connectivity: Develop a unique identity for the downtown and midtown areas, attracting visitors and residents alike. Downtown locations will celebrate traditional Ocala imagery, while Midtown locations will celebrate industrial / modern aesthetics to match the zoning themes being created by Ocala Main Street to create a stronger identity for each area (i.e. "zone") of the OMS district which spans from the S-Curve to the Reilly Arts Center.

Project Approach

The project will involve commissioning local artists to create temporary window murals for vacant storefronts. These murals will be designed to reflect the city's culture, history, and natural beauty. By utilizing the talents of local artists, we aim to foster a sense of ownership and pride among the community.

Vacant storefronts are unfortunately more prominent in the Midtown Ocala area, though Downtown locations still exist. OMS proposes a program that can be implemented on an annual basis, as vacancies arise. As an example, the State of Florida Department of Corrections building, located at 24 NE 1st Ave., has sat vacant for many years and is a large eye sore between Sayulita and the many shops located on 1st Avenue include Running Elements, Crank Works and Symmetry. With eight 10' window sections, this would be the first location to be implemented into the program. Based on additional funding available, we would look at locations such as the first floor of the Hilton Garden Inn, The Corkscrew and/or Molly McGuires.

The hope is that OMS can obtain enough funding from FAFO, OMAC and other sources, to activate every current vacant storefront and have reserves to continue the program as new vacancies pop-up throughout the year.

Committee Members

To ensure the success of this project, our design committee will oversee the project and consist of representatives from the following organizations, among others,:

- Jaye Bailey, Marion Cultural Alliance (MCA)
- Charlita Whitehead, City of Ocala Ocala Cultural Arts & FAFO (OMS Board Member)
- Rachel Fautsch, City of Ocala Growth Management (OMS Board Member)

These committee members will provide valuable expertise and guidance throughout the project's implementation.

Marketing and Promotion

A comprehensive marketing plan will be implemented to promote the window mural activation project. Key components of the marketing strategy include:

- Sponsorship recognition: Companies that sponsor the project will be prominently featured on a QR code associated with each artwork. The QR code will provide information about the artist and the mural's inspiration.
- Online promotion: The project will be actively promoted on the Ocala Main Street website and social media channels, reaching an audience of over 330,000 people in 2023.
- Press releases and newsletters: Targeted press releases and newsletter articles will be distributed to local media outlets and community organizations.

By implementing this window mural activation project, we can create a more vibrant, attractive, and welcoming downtown and midtown area for residents and visitors alike.

Timeline:

Call to Artist: October 1, 2024

Application deadline: 11:59 PM on October 20, 2024

Selection by: October 30, 2024

Anticipated start of work by: November 15, 2024

Window Mural must be complete by: December 22, 2024 (day before Light-Up Ocala)

***Community Impact**

By activating vacant storefronts, downtown areas can experience a significant transformation:

- Increased Property Values: Occupied storefronts can boost property values in the surrounding area. As businesses move in, the increased economic activity and improved aesthetics can make the area more attractive to investors and homebuyers.
- Boosted Foot Traffic: A vibrant downtown with occupied storefronts draws more people to the area. Increased foot traffic benefits existing businesses by providing them with a larger customer base.

- Enhanced Aesthetics: Occupied storefronts contribute to a more visually appealing downtown. Businesses often invest in their storefronts to create attractive and inviting spaces. This project also provides an opportunity for celebrating our local artists and showcasing their work.
- Improved Safety: A bustling downtown area is generally safer than one with many vacant storefronts. Increased foot traffic and activity deter crime and vandalism.
- Stronger Sense of Community: A vibrant downtown area fosters a sense of community and belonging. When storefronts are occupied, it creates a more lively and engaging atmosphere.

In conclusion, activating vacant storefronts can have a profound positive impact on a downtown area. By revitalizing these spaces, our city can improve property values, boost economic activity, enhance aesthetics, improve safety, and strengthen the sense of community.

Community Partners for the Project

- Marion Cultural Alliance
- City of Ocala Cultural Arts
- City of Ocala Growth Management

Grant request has been submitted to FAFO for \$5,000 for the following locations:

- Corrections Windows (8 window sections): \$500 / section = \$4,000
- Corkscrew Property: \$500
- Molly McGuires Property: \$750 (**deficit of \$250**)

The FAFO grant will be restricted to artist compensation. Ocala Main Street, Inc. is seeking additional funding for the project to provide supplies for the artists and for additional locations.

*Budget Narrative

Artists completing Window Murals will be compensated based on the size of the window. All art will be completed with chalk paint that is temporary and removable within 12 months. Chalk paint will be provided to the artist for no additional cost and there is no application fee required by the artist.

Proposed locations and associated pricing:

Molly McGuires Property: \$250 deficit from FAFO grant

Shannon Roth Property: \$750

All funds are provided directly to the artist with 50% deposit and 50% upon completion of project.

\$1,000 request for current vacant storefronts

Additionally, if favorable to the OMAC Board, Ocala Main Street (OMS) also seeks additional funding on a reimbursement basis to allow the program to be ongoing based on future needs. OMS respectfully requests an additional \$2,500 allocated to future vacancies to re-activate storefronts within a 4-6 week period instead of waiting the necessary 3 months needed for grant applications and funding solicitation.

This additional request will reduce the crime surrounding these properties and enable artists an opportunity to partner in the program on a as-needed basis.

\$2,500 request to be allocated for future reimbursement as needed in the Downtown/Midtown Community.

***Proposal Attachments**

Please see the attached call to artist, as well as sample marketing materials for the project.

EXHIBIT A: Call for Submissions: Vacant Storefront Murals

EXHIBIT B: Vacant Storefront Project Marketing

EXHIBIT C: IRS Tax Exempt Documentation

EXHIBIT

A



Vacant Storefront Activation Program



Call for Artists: Vacant Storefront Activation

Ocala Main Street (OMS) is seeking to activate vacant spaces in the Downtown and Midtown Zones of the OMS District. In partnership with local artists and the Fine Arts Festival of Ocala (FAFO), OMS will transform dead space into an interactive, outdoor gallery.

DETAILS:

This call is for painted mural artists. Muralists will be paired with a small business to transform a vacant storefront window into a visual installation.

Exterior temporary window paint will be provided to the artist for no additional cost and there is no application fee required by the artist. Any additional materials or equipment (ladders, brushes, etc.) needed to complete the project will be the responsibility of the artist.

SUBMISSION:

1. **Murals:** Florida-based mural artists will be tasked with painting the business window with an exceptional mural. You must apply through this [\[LINK\]](#).
2. **Downtown Locations** must incorporate traditional Ocala-based themes (i.e. historic landmarks, equestrian, natural wonders, Florida wildlife, historic figures)
3. **Midtown Locations** must incorporate industrial or steampunk themes.

All artwork must follow the City of Ocala and OMAC design guidelines for public murals.

Artists may submit one concept proposal via mail, email, or online. Only one method of submission is required. All submissions must be accompanied by a completed application. Applications without a submitted concept will be considered incomplete and disqualified.

View and complete the application through the link above or by visiting ocalamainstreet.org/windowproject.



WORKSHOP:

All selected participating artists will receive a **complimentary virtual workshop** by Ocala Main Street on **[November 6, 2024] (tentatively)**.

Please note that attendance at the workshop is mandatory for all participating artists.

COMPENSATION:

Muralist: All-inclusive muralist fees will be \$500. These fees cover the cost for painting **a maximum [40 sq ft window]**. **Note: There may be opportunities for more paid work (ex. a larger mural, side-by-side window displays) and any additional work will be compensated.** Please see below for the estimated timeline to understand the scope of work required.

COMMITMENT TO DIVERSITY:

Ocala Main Street is committed to creating a diverse environment. The program seeks to engage individuals from a variety of diverse backgrounds, including women, visible minorities, new residents, LGBTQ peoples, Indigenous peoples, people with disabilities and people from different faith and religious orientations.

DEADLINE TO APPLY:

Submissions close at **11:59 pm on Sunday, October 20, 2024**. Selected artists will be contacted by October 30, 2024 to sign contracts, book a meeting with the business owner, and to confirm the date of the virtual workshop.

PRELIMINARY MURAL ARTIST PROJECT SCHEDULE

(DATES SUBJECT TO CHANGE):

- **October 21-October 30:** Successful Artist to be contacted with contracts.
- **October 30 – November 14:** Meet with the business owner to brainstorm artwork ideas. Painter to begin creating a sketch of the mural and discussing the mural footprint, to be approved by the business owner and OMS.
- **November 6:** All artists to attend a mandatory OMS workshop.
- **November 14:** Deadline for Full-Color Final Mural Drawing – to be signed off by OMS & business.
- **November 15 - December 22:** Window Painting. All muralists must make themselves available to complete the painting during these days.
- **December 22:** Window Exhibition officially opens to the public.

To learn more, visit the **Ocala Main Street website**, or contact: Jessica, Executive Director, executivedirector@ocalamainstreet.org.

Deadline:

October 20, 2024

Timeline:

Application deadline: 11:59 PM on October 20, 2024

Selection by: October 30, 2024

Anticipated start of work by: November 15, 2024*

Window Mural must be complete by: December 22, 2024

EXHIBIT

B

Main Header Graphic

to be used in marketing materials, on call for artist, website and social media



Call for Artist Sample Marketing

CALL FOR ARTISTS



Vacant Storefront Activation



Temporary Window Chalk Murals
to activate vacant windows in
Downtown & Midtown Ocala

Apply online or learn more at:
ocalamainstreet.org/windowproject

SPONSORED BY:



DEADLINE: October 20 @12:59pm

OMAC Logo will be added to any collateral and call to artists
for additional locations

EXHIBIT

C

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 09 2016

OCALA MAIN STREET INC
110 SW BROADWAY ST
OCALA, FL 34471

Employer Identification Number:
47-5200397
DLN:
17053266339006
Contact Person:
JO A CHRISTMAS ID# 31546
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
September 23, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

OCALA MAIN STREET INC

Sincerely,



Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements



Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 01/18

85-8017343189C-7	09/14/2022	09/30/2027	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

OCALA MAIN STREET INC
110 SW BROADWAY ST
OCALA FL 34471-1139

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 01/18

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions about your exemption certificate, please call Taxpayer Services at 850-488-6800. The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0291

Agenda Item #: b.

Submitted By: Cultural Arts Manager Emily Parkman

Department: Growth Management

Ocala Municipal Arts Commission

Strategic Community Alliance - 2024 India Fest Update

Strategic Community Alliance, Inc.

“Promoting and Empowering Communities as One”

October 19, 2024

Board of Directors

Dr. Sheni Meghani
President

Mr. Dean Fagot
Vice-President

Mr. Cain Davis
Secretary/Treasurer

Programs

Economic
Independence

Crisis Management

Healthcare

Education

Arts and Culture

Diversity and
Inclusion

Advocacy

Empowerment

Grant Report to OMAC

Strategic Community Alliance, Inc.’s Gentiva Ocala Metro India Fest 2024

Strategic Community Alliance, Inc. organized the Gentiva Ocala Metro India Fest 2024 – Ocala Metro and Marion County’s community-wide cross-cultural experience of India – on October 5, 2024, at Citizens’ Circle in Downtown Ocala. This event drew approximately 1,400 attendees from several counties of Florida. Approximately 90 individuals from diverse backgrounds and ethnicities (Indians, Caucasians, Hispanics, South Americans, Japanese, African Americans, West Indians, etc.) presented Indian classical, folk and Bollywood dances and music, participated in India Trivia Quiz, modeled traditional Indian clothes, and engaged in learning and sharing of Indian culture, music, dance, history, arts, food, henna, fashion, etc. Twenty-five individuals including youth and school/college students volunteered during the event.

Opening Ceremony and Welcome Remarks

Opening Ceremony consisted of color guard presentation by Vanguard High School’s NJROTC cadets, singing of American and Indian national anthems by individuals from Ocala, welcome remarks from Executive Consultant of Gentiva Hospice (Flag Sponsor of the event) Mr. Kerry Eck, and President of Strategic Community Alliance, Inc. Dr. Sheni Meghani.



SCA's Gentiva Ocala Metro India Fest 2024 Grant Report

Page Two

Below are the links to the wonderful and inspiring opening ceremony of Color Guard and National Anthems, a reminder of the tremendous sacrifice of brave men and women of both the countries to protect our freedom. YouTube videos credit is to Mr. Chester Karwoski.

[20241005 - Ocala, Florida - Opening Ceremony with Color Guard, American & Indian National Anthems \(youtube.com\)](https://www.youtube.com/watch?v=20241005)

Saree Experience

Women from diverse ethnicities wore Saree (traditional Indian attire for women) as women from Indian community of Ocala volunteered their time, skills, talent and shared their sarees and love for sarees to facilitate an experience of beauty and elegance of Saree for the participants of Saree Experience. The program was facilitated by Dr. Sheni Meghani.



SCA's Gentiva Ocala Metro India Fest 2024 Grant Report

Page Three

Indian Fashion Show

Individuals from various backgrounds and ethnicities modeled traditional Indian attire, sharing fashions, fabrics, weaves and colors of India with the visitors. The show was facilitated by Mrs. Minal Bhatt and Dr. Hima Mikkilineni of Ocala and the Indian clothes were generously loaned by Shama Boutique of Naples, FL.



Indian Cultural Performances

Individuals from diverse ethnicities learned, shared and presented Indian classical, folk, and Bollywood dances and music; inviting the audience to participate in dance along.



SCA's Gentiva Ocala Metro India Fest 2024 Grant Report

Page Four

Below are links to videos to Bollywood, folk and classical Indian dances performed by citizens of Ocala, Marion County and surrounding communities. YouTube vides credit to Mr. Chester Karwoski.

<https://www.youtube.com/watch?v=dRM4x9GNDus&list=PLgoQ6QUkc47Pq5Qs0gIDe298SOiCm4K2h&index=2>

[20241005 - Ocala, Florida - Bollywood Dance at the Gentiva Ocala Metro India Fest \(youtube.com\)](#)

[20241005 - Ocala, Florida - India Dance at the Gentiva Ocala Metro India Fest \(youtube.com\)](#)

Individuals from diverse backgrounds, ethnicities, and races learned, performed and enjoyed Indian dances, forming myriads of colorful rhythmic formations of folk and Bollywood dances.

Below is the link to a YouTube video of visitors from diverse ethnicities and varying dancing skills learning and performing Indian dances on Indian music. YouTube video credit is to Mr. Chester Karwoski.

[20241005 - Ocala, Florida - Audience Dancing at the Gentiva Ocala Metro India Fest \(youtube.com\)](#)

Health and Wellness

Health and Wellness space of this event included lectures, demonstration and audience participation in Yoga, Taichi and health benefits of Indian spices led by experts in each of those areas.



Below are the links to YouTube videos of Yoga and Taichi demonstration. YouTube videos credit is to Mr. Chester Karwoski.

[20241005 - Ocala, Florida - Intro to Yoga Demo at the Gentiva Ocala Metro India Fest \(youtube.com\)](#)

[20241005 - Ocala, Florida - Tai Chi Fan by HanQing Tai Chi at the Gentiva Ocala Metro India Fest \(youtube.com\)](#)

SCA's Gentiva Ocala Metro India Fest 2024 Grant Report

Page Five

Vendors, sponsors, volunteers, ambience, performers, audience participation, effective outreach and seamless organization allowed this event to facilitate an enriching cultural and education experience for all; highlighting the curiosity, mutual respect, strength, unity within our diverse community.



Media Coverage of SCA's Gentiva Ocala Metro India Fest 2024

October 7, 2024 – Ocala Gazette

[Cross-cultural experience | Ocala Gazette](#)

October 10, 2024 – Ocala Style Magazine

[Gentiva Ocala Metro India Fest - Ocala Style Magazine](#)

October 12, 2024 – The Villages Daily Sun



SCA's Gentiva Ocala Metro India Fest 2024 Grant Report

Page Six



Additional pictures, videos, flyers, announcements, etc. can be found on our website <http://www.scacommunities.org> (events and gallery) as well as our Facebook pages (Strategic Community Alliance, Inc. and Sheni Meghani).

Please do not hesitate to contact Dr. Sheni Meghani at shenimeghani@yahoo.com if you need any additional information.

Thank you for your support for this enriching cross-cultural experience for Ocala Metro and surrounding communities.

Sincerely,

Sheni Meghani

Sheni Meghani
President



Grant Recipient Report

Name of Organization: _____

Contact Person: _____

Address: _____

Phone Number: _____

Email: _____

Name of Program/Project: _____

Grant Amount: _____ **Grant Date:** _____

Summary of the Grant Purpose: _____

Where you able to carry out the approved project activities? If not, please explain. _____

Project Activity

# of works of art created (include literary, performing, visual, and multi-disciplinary works. Was work original? <input type="checkbox"/> YES <input type="checkbox"/> NO	
# of fairs/festivals	
# of concerts/ performances/readings	
# of lectures/demonstrations/workshops/symposiums	
#of exhibitions curated/presented (include visual arts, media arts, film, film festivals, and design. Count each curated film festival as a single exhibition)	

# of hours that artists were in residence (artists' activities in schools or other settings)	
--	--

Individuals Benefited

<u>Individuals Compensated from the Project Budget – enter the number of individuals (employees or contractors who were paid, in whole or in part, with funds from the final project budget.</u>	NUMBER						
Artists							
Teachers							
<i>Others (includes employees and temporary staff)</i>							
<u>Audience/Attendees/Participants/Learners – enter the number of people reached through each method for this project.</u>							
“LIVE” Arts Experience – number of individuals who visited a venue to engage with the arts.	<table border="1"> <tr> <td>Adults</td> <td>Youth (under 18)</td> <td>TOTAL</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table>	Adults	Youth (under 18)	TOTAL			
Adults	Youth (under 18)	TOTAL					
Volunteers	<table border="1"> <tr> <td>Adults</td> <td>Youth (under 18)</td> <td>TOTAL</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table>	Adults	Youth (under 18)	TOTAL			
Adults	Youth (under 18)	TOTAL					
Broadcast – TV, radio, cable, internet							
Distribution of Physical Materials – CDs, DVDs, Books							
GRAND TOTAL							

Population Descriptors – From each section, select the descriptor that best describes the primary population that benefited from the project during the period of support. These responses should refer to populations reached directly, rather than through broadcasts or online programming.

Race/Ethnicity:

- American Indian
- Asian
- Black/African American

Age (range):

- Pre-Kindergarten (0-5)
- K12 (6-17)
- Young Adults (18-24)

Community Type:

- Urban
- Rural
- Suburban

<input type="checkbox"/> Hispanic/Latino	<input type="checkbox"/> Adults	<input type="checkbox"/> No Single Group
<input type="checkbox"/> White	<input type="checkbox"/> Older Adults	
<input type="checkbox"/> No Single Group	<input type="checkbox"/> No Single Group	

Underserved/Distinct Groups:

- Individuals with Disabilities
- Individuals in Institutions (include people living in hospitals, hospices, nursing homes, assisted care facilities, correctional facilities, and homeless shelters)
- Individuals with Low Income
- Individuals with Limited English Proficiency
- Military Veterans/Active Personnel
- None of the Above

Please list your organizational partners on this project and the nature of their involvement.

Please provide a summary on how funds were spent.

Beyond the project's direct accomplishments, what was the impact on – or benefit to – your organization, your discipline/field, and/or community?

Applicant Signature

Date

Print Name



Grant Recipient Report

Name of Organization: _____

Contact Person: _____

Address: _____

Phone Number: _____

Email: _____

Name of Program/Project: _____

Grant Amount: _____ **Grant Date:** _____

Summary of the Grant Purpose: _____

Where you able to carry out the approved project activities? If not, please explain. _____

Project Activity

# of works of art created (include literary, performing, visual, and multi-disciplinary works. Was work original? <input type="checkbox"/> YES <input type="checkbox"/> NO	
# of fairs/festivals	
# of concerts/ performances/readings	
# of lectures/demonstrations/workshops/symposiums	
#of exhibitions curated/presented (include visual arts, media arts, film, film festivals, and design. Count each curated film festival as a single exhibition)	

# of hours that artists were in residence (artists' activities in schools or other settings)	
--	--

Individuals Benefited

<u>Individuals Compensated from the Project Budget – enter the number of individuals (employees or contractors who were paid, in whole or in part, with funds from the final project budget.</u>	NUMBER		
Artists			
Teachers			
<i>Others (includes employees and temporary staff)</i>			
<u>Audience/Attendees/Participants/Learners – enter the number of people reached through each method for this project.</u>			
"LIVE" Arts Experience – number of individuals who visited a venue to engage with the arts.	Adults	Youth (under 18)	TOTAL
Volunteers	Adults	Youth (under 18)	TOTAL
Broadcast – TV, radio, cable, internet			
Distribution of Physical Materials – CDs, DVDs, Books			
<u>GRAND TOTAL</u>			

Population Descriptors – From each section, select the descriptor that best describes the primary population that benefited from the project during the period of support. These responses should refer to populations reached directly, rather than through broadcasts or online programming.

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- Individuals with Low Income
- Individuals with Limited English Proficiency
- Military Veterans/Active Personnel
- None of the Above

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Please provide a summary on how funds were spent.

Beyond the project's direct accomplishments, what was the impact on – or benefit to – your organization, your discipline/field, and/or community?

Applicant Signature

Date

Print Name



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0298

Agenda Item #: a.

Submitted By: Cultural Arts Manager Emily Parkman

Department: Growth Management

Ocala Municipal Arts Commission

Marion Flow - Ground Storage tank mural update









Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0292

Agenda Item #: a.

Submitted By: Cultural Arts Manager Emily Parkman

Department: Growth Management

Ocala Municipal Arts Commission

Current Balance of License Plate Grant Fund



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0294

Agenda Item #: b.

Submitted By: Cultural Arts Manager Emily

Department: Growth Management

Ocala Municipal Arts Commission

Artist Roster Call 2025

City of Ocala

110 SE Watula Ave.

Ocala, FL 34471

352-629-2489

FOR IMMEDIATE RELEASE

APPLICATIONS FOR PUBLIC ARTS ROSTER

OCALA, Fla. (XXXX) – The Cultural Arts and Sciences Division is currently accepting applications to the Public Arts Roster. The City of Ocala Public Artist Roster is a pre-qualified list of professional visual artists that serves as a resource for public art selection and commission at the City and as a reference for external organizations and private entities. The Roster may be used in combination with an open call, invitational or as the sole resource for identifying appropriate artists/teams for select projects based on; an expedited selection process, need for a specific skillset, or a curated opportunity. Applications from the call are reviewed on the artist's experience and portfolio. Previously accepted roster artists may update their portfolio materials each year during the application period, but automatically remain on the list.

There is no application fee.

The deadline is March 25, 2022.

You are eligible to apply to the Public Artist Roster if you:

- Are a professional visual artist or an artist team. (Teams of up to five artists may apply. Team members cannot apply as individual artists. If submitting as a team, portfolios should include works created by the team and not those of the individuals on the team.)
- Live in the United States or have the legal ability to work in the United States. Create public art or artwork well suited for public spaces.
- Have experience creating Public Art in one of the following categories:

Public Art – for artists/ teams that create standalone works for the public environment that are permanent or temporary in nature and whose works possess the appropriate durability for the lifespan of that art. Projects that are of special interest are mixed-medium works that may include found materials, nontraditional mosaics, living components (such as plant life), illumination, etc.

Creative Placemaking Practice – for artists/teams that focus on engagement through personal interaction and/or ephemeral artwork which facilitates collaboration between artists, arts and cultural organizations, and communities. This category will serve as a resource for artist-driven community engagement that occurs during events, community building, or community planning events.

Media Arts – for artists/teams that focus on work that is either produced, modified, and/or transmitted by means of digital technologies, such as video/photography, monitor/LED screens, projections, virtual reality, augmented reality, sound installations, and locative media.

Murals – for artist/teams with a range of artistic styles and techniques that design and paint large-scale works for architectural features, walls and/or art on materials to be affixed to those structures.

Integrated/Infrastructure – for artist/teams with design practices that can be integrated into a

wide range of projects including building design, works integrated into City buildings, Public Works projects and works incorporated into landscape design.

If you apply for the Roster, it means you are willing to:

- Design and propose artworks - Project managers, professional conservators, and local stakeholders all may be involved in the review and approval of your work
- Travel to the project site - You should be prepared to meet with selection committees and project managers up to three times during the proposal and design process (Virtual accommodations will be determined on a case by case basis)
- Work within fixed budgets and/or provide basic and final estimates as requested during the contract process
- Work with committees - Committees often include non-arts professionals
- Work on teams with other artists hired for the same project
- Maintain registration as a City of Ocala vendor- You must adhere to relevant City and State permitting and licensing requirements. This includes those relating to sub-contracting and the paying of prevailing wages.
- Enter into contracts with the City of Ocala- You must fulfill contract requirements, including paying applicable taxes and insurance requirements, providing appropriate insurance and warranties as necessary, and provide documents in a timely manner as requested by the Project Manager. Other terms and stipulations of contract will vary based on project

Completing your application:

Artists should carefully consider and review their materials before application. If accepted to the roster, this portfolio will be reviewed during project call and/or commission by the project selection committee. The following materials are required:

- Current contact information
- Six jpeg images of separate selections of your artworks
- Artwork information for each image (title, date, dimensions, medium, cost, commissioning agency, timespan/life of the work, and location of work)
- Short descriptive statement for each image
- Artist's statement
- Artistic Resume

Applicants previously added to the Public Arts Roster do not need to apply again.

To find out more information and apply, please go to:

https://artist.callforentry.org/festivals_unique_info.php?ID=9960

For more information, please contact the City of Ocala Cultural Arts Division at 352-629-8447 or artinfo@ocalafl.org; or visit www.ocalafl.org/artwalk.

###

Media contact: Ashley Dobbs, Marketing and Communication Manager
Phone: 352-401-3978, Email: adobbs@ocalafl.org



Ocala

Legislation Text

110 SE Watula Avenue

Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0295

Agenda Item #: c.

Submitted By: Cultural Arts Manager Emily Parkman

Department: Growth Management

Ocala Municipal Arts Commission

Subcommittees



Ocala

Legislation Text

110 SE Watula Avenue

Ocala, FL 34471

www.ocalafl.gov

File #: 2025-0296

Agenda Item #: d.

Submitted By: Cultural Arts Manager Emily Parkman

Department: Growth Management

Ocala Municipal Arts Commission

OMAC FY2024 Report to Council December 17 Presentation



MUNICIPAL ARTS COMMISSION

ANNUAL REPORT 2024

Members

Emily Andrews,
Fine Arts For Ocala

Jaye Baillie,
Commission Chairman
Marion Cultural Alliance

Arnold Barbaro,
Member-at-Large

Tito Comas,
Member-at-Large

Jean Floten,
Member-at-Large

Dr. Leslie Hammond,
Member-at-Large

Brooke Hutto
Marion County School Board

Darian Mosley,
Commission Vice-Chair
Member-at-Large

Greg Thompson,
Ocala Civic Theatre

David Reutter,
College of Central Florida

Natalie McComb,
Ocala Symphony Orchestra

City of Ocala
Ocala Municipal Arts Commission
2024 Annual Report



The Ocala Municipal Arts Commission (OMAC) is comprised of 11 individuals representing the fields of fine arts and performing arts, nonprofit and arts administration, local business leaders and the community at large. To ensure that the commission provides a broad and knowledgeable representation of Ocala's arts and culture industry, six of the board seats are reserved for representation from the following leading cultural arts organizations: College of Central Florida's Visual and Performing Arts Department, Fine Arts for Ocala, Marion County Public Schools, Marion Cultural Alliance, Ocala Civic Theatre, and Ocala Symphony Orchestra. In addition, the membership of this commission provides leadership for city government in supporting the cultural arts and to recommend programs and policies that develop, sustain and promote artistic excellence in the community.

The purpose of the Ocala Municipal Arts Commission Grant Program is to provide non-profit organizations and individual artists financial support to pursue artistic endeavors that will benefit the community by fostering the awareness and development of the cultural climate in Marion County, Florida.

Commission 2024 Accomplishments:

- A total of \$16,500 in community grants were awarded:
 - Strategic Community Alliance, Inc. for 2023 Diwali Celebration, \$1,500
 - Art Army Ocala, Inc. for Ocalian Knights – Heros Wanted Project, \$2,000
 - Marion Cultural Alliance, Inc. for Ocala Metro Art Scene Project, \$3,000
 - Ocala Steel Orchestra for International Jazz Fest, \$2,500
 - Ocala Civic Theatre for The Academy West, \$2,500
 - Reilly Arts Center, LLC. for Community Music Conservatory, \$3,600
 - Strategic Community Alliance, Inc. for 2024 India Fest, \$1,400
- Reviewed and approved two public art projects in accordance with the Community Cultural Arts Plan established in 2019.
- Reviewed the results of the American for the Arts, Arts and Economic Prosperity six study completed in 2023.
- Reviewed the current grant application to update and clarify requirements for awards.
- Reviewed and approved Cultural Arts deaccession policy and approved deaccession of three permanent collection artworks.
- Regularly engages in discussion about the state of local, state, and federal arts funding. This allows member organizations and the arts community at large to work and prepare for the current climate and upcoming trends.
- In FY25, the upcoming Commission votes on:
 - New grant application
 - Announce a new call for artist applications to the Public Art Roster
 - Investigate the need for an updated Cultural Arts Plan