



HEART OF THE PARK

American Legion Building Revitalization Campaign

HEART OF THE PARK HIGHLIGHTS

- Located in Historic District
- Anticipated 30,000 Annual Visitors
- Opening Winter 2024 (ph. 1)
- 15,000 square feet of interior and exterior activation

TOTAL PROJECT COST

\$283,000.00

CAMPAIGN GOAL

\$239,440.00

PROJECT FEATURES



Museum in Ballroom

Showcasing museums from around the County



Grab & Go Store

Selling food & beverages, as well as park equipment



Exterior Deck

Outside seating & shade connected to corner store



Program Activation

Health-based classes and community events

OUR STORY

Ocala Main Street is a local non-profit organization focusing on improving and maintaining the heart of our community, working to revitalize Downtown Ocala through partnerships, programs and community events. Ocala Main Street was officially designated as one of the first five Main Street communities in Florida in 1985, and a few years ago was re-started to serve the downtown community. Ocala Main Street is governed by a local working Board of Directors and is an accredited main street program through both the state and nation. Ocala Main Street's vision is to create a thriving, unique and livable downtown that enriches the community, embraces history, celebrates the arts and promotes quality events to instill a sense of place in our community.

THE PROJECT

Ocala Main Street was selected through a City of Ocala RFP to revitalize the 1933 American Legion Building by converting it to the "Heart of the Park", facilitating economic development through connectivity, amenities and programming. The proposed renovations to the space emphasize the natural elements of the park and the lake, and support healthy lifestyles, mental and heart health, cultural arts and community events.

YOUR IMPACT

As a nonprofit organization, we rely on donations and resources from our community. Your support will help not only restore a historic building that has been vacant for over a decade, but will reinvigorate the southend of Tuscaawilla Park. The Heart of the Park is a building for our community - to provide respite, celebrate our history and culture, space for learning, programming to support our residents, and events to connect us together. This project will be a landmark and amenity for Ocala to enjoy for years to come!

CAMPAIGN GOALS

Stage 1: Completion by Winter 2024

- Deck & Exterior Additions
- Grab & Go Corner Store

Amount Needed

\$64,000.00
\$71,000.00

Stage 2: Completion by Spring 2025

- Interior Multi-Purpose Room & Offices
- Museum & Ballroom (Event Space)
- Mental Health & Healthy Lifestyle Programs

Amount Needed

\$25,000.00
\$42,000.00
\$37,440.00

ACKNOWLEDGEMENTS

All contributions to our campaign will be prominently acknowledged on our website and marketing materials. Additionally, naming opportunities are available in select spaces in the Heart of the Park.

SPECIAL THANKS TO EARLY SUPPORTERS

Fantastic 15 (\$12,000-\$18,000)

Ted Schatt, Schatt Law Firm
Scott Coldwell, Your Home Sold Guaranteed
Michael Gill, Gill Logistics
Don Gulling, Verteks Consulting
E-One Manufacturing



TO MAKE A DONATION

Visit our website: ocalamainstreet.org or

Mail a check payable to Ocala Main Street to 46 SW 1st Avenue, Ocala, FL 34471