



# Marion County

## Tourist Development Council

### Meeting Agenda

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Thursday, April 25, 2024

9:00 AM Tourist Development Conference  
Room

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WebEx: <https://marioncountyfl.webex.com/marioncountyfl/j.php?MTID=m35f616ca257b7253bf140f07c3875d36>

Password: meeting (6338464 from phones and video systems)

Webinar/Event Number: 2318 064 2656

Phone Number: +1-415-655-0001

Access Code: 2318 064 2656

1. Roll Call

2. Meeting Materials

[Meeting Materials](#)

3. Motion: Approval of Minutes

[MOTION: Approval of March 2024 Tourist Development Council Minutes](#)

4. Motion: Acknowledgement of Financials

[MOTION: Acknowledgement of Financials - March 2024](#)

5. Report from Chair

6. Funding Requests

[MOTION: FPSA Invitational Swimming and Diving Meet](#)

[MOTION: Florida Swimming FLAGS Championships](#)

[MOTION: Florida Swimming Senior Championships](#)

7. Staff Updates

[Sales Service Specialist - Samantha Solomon](#)

[MOTION: Fiscal Year 2024-2025 Proposed Budget](#)

[MOTION: Updated Marketing Assistance Funding Program Guidelines](#)

[PRESENTATION: Gateway Signage](#)

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[Marketing and Communications Update](#)

[Sales Update](#)

[TDT Collections/STR and Key Data Update](#)

[TDC Events Calendar](#)

**8. Notation for Record**

[Sales Report](#)

[TDC Attendance Report](#)

**9. Old Business**

**10. New Business**

**11. Public Comment**

If you would like to address the council during public comment you may submit your comments in advance to [sales@marionfl.org](mailto:sales@marionfl.org) by Tuesday, April 23, 2024, at 5:00PM.

The next Tourist Development Council Meeting will be held on May 30, 2024 at 9:00 AM.



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14849

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**Meeting Materials**

**DESCRIPTION/BACKGROUND:**

Conflict of Interest

The 2023 Florida Statutes

By-Laws

Sunshine Notice

WebEx Sunshine Notice



## Marion County Board of County Commissioners

### Visitors and Convention Bureau

109 W Silver Springs Blvd.  
Ocala, FL 34475  
Phone: 352-438-2800  
Fax: 352-438-2801



## CONFLICT OF INTEREST STATEMENT

All members of the Tourist Development Council (TDC), including general members and the Board of Directors, shall comply with applicable Florida law in their dealings with the TDC. In addition, all members shall declare any and all conflicts of interest and refrain from voting on any issue involving such conflicts.

Under Section. 112.3143, Fla. Stat. (2012) Voting conflicts. –

(1) As used in this section:

(a) “Public officer” includes any person elected or appointed to hold office in any agency, including any person serving on an advisory board.

...

(3)(a) No county, . . . or other local public officer shall vote in an official capacity upon any measure which would inure to his or her special private gain or loss; which he or she knows would inure to the special private gain or loss of any principal by whom he or she is retained or to the parent organization or subsidiary of a corporate principal by which he or she is retained, . . . or which he or she knows would inure to the special private gain or loss or a relative or business associate of the public officer. Such public officer shall, prior to the vote being taken, publicly state to the assembly the nature of the officer’s interest in the matter from which he or she is abstaining from voting, and, within 15 days after the vote occurs, disclose the nature of his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes.

Under subsection (4), an appointed public officer shall not participate in any matter which would inure to the officer’s special private gain or loss (and those other persons and entities listed above), without first disclosing the nature of his or her interest in the matter. Under (4)(a), this disclosure is a written memorandum filed with the person keeping the minutes before the meeting in which the matter will be discussed or voted on. “Participate” does not mean “vote” – it means “any attempt to influence the decision by written or oral communication, whether made by the officer or at the officer’s direction.” See (4)(c). That is, you cannot “participate” in the discussion of the matter unless you comply with the requirements of the statute. But, even if you comply with these requirements to “participate,” you still cannot vote if you have a conflict.

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Select Year: 2023 ▼ Go

## The 2023 Florida Statutes

[Title XI](#)  
COUNTY ORGANIZATION AND INTERGOVERNMENTAL  
RELATIONS

[Chapter 125](#)  
COUNTY  
GOVERNMENT

[View Entire  
Chapter](#)

### **125.0104 Tourist development tax; procedure for levying; authorized uses; referendum; enforcement.—**

(1) **SHORT TITLE.**—This section shall be known and may be cited as the “Local Option Tourist Development Act.”

(2) **APPLICATION; DEFINITIONS.**—

(a) *Application.*—The provisions contained in chapter 212 apply to the administration of any tax levied pursuant to this section.

(b) *Definitions.*—For purposes of this section:

1. “Promotion” means marketing or advertising designed to increase tourist-related business activities.
2. “Tourist” means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in paragraph (3)(a).
3. “Retained spring training franchise” means a spring training franchise that had a location in this state on or before December 31, 1998, and that has continuously remained at that location for at least the 10 years preceding that date.

(3) **TAXABLE PRIVILEGES; EXEMPTIONS; LEVY; RATE.**—

(a)1. It is declared to be the intent of the Legislature that every person who rents, leases, or lets for consideration any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, roominghouse, mobile home park, recreational vehicle park, condominium, or timeshare resort for a term of 6 months or less is exercising a privilege which is subject to taxation under this section, unless such person rents, leases, or lets for consideration any living quarters or accommodations which are exempt according to the provisions of chapter 212.

2.a. Tax shall be due on the consideration paid for occupancy in the county pursuant to a regulated short-term product, as defined in s. [721.05](#), or occupancy in the county pursuant to a product that would be deemed a regulated short-term product if the agreement to purchase the short-term right were executed in this state. Such tax shall be collected on the last day of occupancy within the county unless such consideration is applied to the purchase of a timeshare estate. The occupancy of an accommodation of a timeshare resort pursuant to a timeshare plan, a multisite timeshare plan, or an exchange transaction in an exchange program, as defined in s. [721.05](#), by the owner of a timeshare interest or such owner’s guest, which guest is not paying monetary consideration to the owner or to a third party for the benefit of the owner, is not a privilege subject to taxation under this section. A membership or transaction fee paid by a timeshare owner that does not provide the timeshare owner with the right to occupy any specific timeshare unit but merely provides the timeshare owner with the opportunity to exchange a timeshare interest through an exchange program is a service charge and not subject to taxation under this section.

b. Consideration paid for the purchase of a timeshare license in a timeshare plan, as defined in s. [721.05](#), is rent subject to taxation under this section.

(b) Subject to the provisions of this section, any county in this state may levy and impose a tourist development tax on the exercise within its boundaries of the taxable privilege described in paragraph (a), except that there shall be no additional levy under this section in any cities or towns presently imposing a municipal resort tax as authorized under chapter 67-930, Laws of Florida, and this section shall not in any way affect the powers and existence of any tourist development authority created pursuant to chapter 67-930, Laws of Florida. No county

authorized to levy a convention development tax pursuant to s. [212.0305](#), or to s. 8 of chapter 84-324, Laws of Florida, shall be allowed to levy more than the 2-percent tax authorized by this section. A county may elect to levy and impose the tourist development tax in a subcounty special district of the county. However, if a county so elects to levy and impose the tax on a subcounty special district basis, the district shall embrace all or a significant contiguous portion of the county, and the county shall assist the Department of Revenue in identifying the rental units subject to tax in the district.

(c) The tourist development tax shall be levied, imposed, and set by the governing board of the county at a rate of 1 percent or 2 percent of each dollar and major fraction of each dollar of the total consideration charged for such lease or rental. When receipt of consideration is by way of property other than money, the tax shall be levied and imposed on the fair market value of such nonmonetary consideration.

(d) In addition to any 1-percent or 2-percent tax imposed under paragraph (c), the governing board of the county may levy, impose, and set an additional 1 percent of each dollar above the tax rate set under paragraph (c) for the purposes set forth in subsection (5) by referendum of the registered electors within the county or subcounty special district pursuant to subsection (6). A county may not levy, impose, and set the tax authorized under this paragraph unless the county has imposed the 1-percent or 2-percent tax authorized under paragraph (c) for a minimum of 3 years before the effective date of the levy and imposition of the tax authorized by this paragraph. Revenues raised by the additional tax authorized under this paragraph may not be used for debt service on or refinancing of existing facilities as specified in subparagraph (5)(a)1. unless approved by referendum pursuant to subsection (6). If the 1-percent or 2-percent tax authorized in paragraph (c) is levied within a subcounty special taxing district, the additional tax authorized in this paragraph shall only be levied therein. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(e) The tourist development tax shall be in addition to any other tax imposed pursuant to chapter 212 and in addition to all other taxes and fees and the consideration for the rental or lease.

(f) The tourist development tax shall be charged by the person receiving the consideration for the lease or rental, and it shall be collected from the lessee, tenant, or customer at the time of payment of the consideration for such lease or rental.

(g) The person receiving the consideration for such rental or lease shall receive, account for, and remit the tax to the Department of Revenue at the time and in the manner provided for persons who collect and remit taxes under s. [212.03](#). The same duties and privileges imposed by chapter 212 upon dealers in tangible property, respecting the collection and remission of tax; the making of returns; the keeping of books, records, and accounts; and compliance with the rules of the Department of Revenue in the administration of that chapter shall apply to and be binding upon all persons who are subject to the provisions of this section. However, the Department of Revenue may authorize a quarterly return and payment when the tax remitted by the dealer for the preceding quarter did not exceed \$25.

(h) The Department of Revenue shall keep records showing the amount of taxes collected, which records shall also include records disclosing the amount of taxes collected for and from each county in which the tax authorized by this section is applicable. These records shall be open for inspection during the regular office hours of the Department of Revenue, subject to the provisions of s. [213.053](#).

(i) Collections received by the Department of Revenue from the tax, less costs of administration of this section, shall be paid and returned monthly to the county which imposed the tax, for use by the county in accordance with the provisions of this section. They shall be placed in the county tourist development trust fund of the respective county, which shall be established by each county as a condition precedent to receipt of such funds.

(j) The Department of Revenue is authorized to employ persons and incur other expenses for which funds are appropriated by the Legislature.

(k) The Department of Revenue shall promulgate such rules and shall prescribe and publish such forms as may be necessary to effectuate the purposes of this section.

(l) In addition to any other tax which is imposed pursuant to this section, a county may impose up to an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6) to:

1. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility, or the acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility, either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds.
2. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center, and to pay the planning and design costs incurred prior to the issuance of such bonds.
3. Pay the operation and maintenance costs of a convention center for a period of up to 10 years. Only counties that have elected to levy the tax for the purposes authorized in subparagraph 2. may use the tax for the purposes enumerated in this subparagraph. Any county that elects to levy the tax for the purposes authorized in subparagraph 2. after July 1, 2000, may use the proceeds of the tax to pay the operation and maintenance costs of a convention center for the life of the bonds.
4. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. [212.0305](#) from levying more than the 2-percent tax authorized by this section, and the provisions of paragraphs (4)(a)-(d), shall not apply to the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(m)1. In addition to any other tax which is imposed pursuant to this section, a high tourism impact county may impose an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6). The tax revenues received pursuant to this paragraph shall be used for one or more of the authorized uses pursuant to subsection (5).

2. A county is considered to be a high tourism impact county after the Department of Revenue has certified to such county that the sales subject to the tax levied pursuant to this section exceeded \$600 million during the previous calendar year, or were at least 18 percent of the county's total taxable sales under chapter 212 where the sales subject to the tax levied pursuant to this section were a minimum of \$200 million, except that no county authorized to levy a convention development tax pursuant to s. [212.0305](#) shall be considered a high tourism impact county. Once a county qualifies as a high tourism impact county, it shall retain this designation for the period the tax is levied pursuant to this paragraph.

3. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(n) In addition to any other tax that is imposed under this section, a county that has imposed the tax under paragraph (l) may impose an additional tax that is no greater than 1 percent on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6) to:

1. Pay the debt service on bonds issued to finance:



a. The construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a new professional sports franchise as defined in s. [288.1162](#).

b. The acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

A county that imposes the tax authorized in this paragraph may not expend any ad valorem tax revenues for the acquisition, construction, reconstruction, or renovation of a facility for which tax revenues are used pursuant to subparagraph 1. The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. [212.0305](#) from levying more than the 2-percent tax authorized by this section shall not apply to the additional tax authorized by this paragraph in counties which levy convention development taxes pursuant to s. [212.0305\(4\)\(a\)](#). Subsection (4) does not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of the ordinance.

(4) ORDINANCE LEVY TAX; PROCEDURE.—

(a) The tourist development tax shall be levied and imposed pursuant to an ordinance containing the county tourist development plan prescribed under paragraph (c), enacted by the governing board of the county. The ordinance levying and imposing the tourist development tax shall not be effective unless the electors of the county or the electors in the subcounty special district in which the tax is to be levied approve the ordinance authorizing the levy and imposition of the tax, in accordance with subsection (6). The effective date of the levy and imposition of the tax is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of the ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance. The governing authority of any county levying such tax shall notify the department, within 10 days after approval of the ordinance by referendum, of the time period during which the tax will be levied.

(b) At least 60 days before the enactment or renewal of the ordinance levying the tax, the governing board of the county shall adopt a resolution establishing and appointing the members of the county tourist development council, as prescribed in paragraph (e), and indicating the intention of the county to consider the enactment or renewal of an ordinance levying and imposing the tourist development tax.

(c) Before a referendum to enact or renew <sup>1</sup>the ordinance levying and imposing the tax, the county tourist development council shall prepare and submit to the governing board of the county for its approval a plan for tourist development. The plan shall set forth the anticipated net tourist development tax revenue to be derived by the county for the 24 months following the levy of the tax; the tax district in which the enactment or renewal of the ordinance levying and imposing the tourist development tax is proposed; and a list, in the order of priority, of the proposed uses of the tax revenue by specific project or special use as the same are authorized under subsection (5). The plan shall include the approximate cost or expense allocation for each specific project or special use.

(d) The governing board of the county shall adopt the county plan for tourist development as part of the ordinance levying the tax. After enactment or renewal of the ordinance levying and imposing the tax, the plan <sup>2</sup>for tourist development may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the governing board.



(e) The governing board of each county which levies and imposes a tourist development tax under this section shall appoint an advisory council to be known as the “ (name of county)  Tourist Development Council.” The council shall be established by ordinance and composed of nine members who shall be appointed by the governing board. The chair of the governing board of the county or any other member of the governing board as designated by the chair shall serve on the council. Two members of the council shall be elected municipal officials, at least one of whom shall be from the most populous municipality in the county or subcounty special taxing district in which the tax is levied. Six members of the council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which members, not less than three nor more than four shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. All members of the council shall be electors of the county. The governing board of the county shall have the option of designating the chair of the council or allowing the council to elect a chair. The chair shall be appointed or elected annually and may be reelected or reappointed. The members of the council shall serve for staggered terms of 4 years. The terms of office of the original members shall be prescribed in the resolution required under paragraph (b). The council shall meet at least once each quarter and, from time to time, shall make recommendations to the county governing board for the effective operation of the special projects or for uses of the tourist development tax revenue and perform such other duties as may be prescribed by county ordinance or resolution. The council shall continuously review expenditures of revenues from the tourist development trust fund and shall receive, at least quarterly, expenditure reports from the county governing board or its designee. Expenditures which the council believes to be unauthorized shall be reported to the county governing board and the Department of Revenue. The governing board and the department shall review the findings of the council and take appropriate administrative or judicial action to ensure compliance with this section. The changes in the composition of the membership of the tourist development council mandated by chapter 86-4, Laws of Florida, and this act shall not cause the interruption of the current term of any person who is a member of a council on October 1, 1996.

(5) AUTHORIZED USES OF REVENUE.—

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
  - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;
  - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or
  - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;
4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;
5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate

to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. [161.091](#), or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; or

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

- a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;
- b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
- c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
- d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
- e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

(b) Tax revenues received pursuant to this section by a county of less than 950,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. [186.901](#). These population estimates shall be those in effect on July 1 of each year.

(c) A county located adjacent to the Gulf of Mexico or the Atlantic Ocean, except a county that receives revenue from taxes levied pursuant to s. [125.0108](#), which meets the following criteria may use up to 10 percent of the tax revenue received pursuant to this section to reimburse expenses incurred in providing public safety services, including emergency medical services as defined in s. [401.107\(3\)](#), and law enforcement services, which are needed to address impacts related to increased tourism and visitors to an area. However, if taxes collected pursuant to this section are used to reimburse emergency medical services or public safety services for tourism or special events, the governing board of a county or municipality may not use such taxes to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department. To receive reimbursement, the county must:

- 1.a. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;
- b. Have at least three municipalities; and

- c. Have an estimated population of less than 275,000, according to the most recent population estimate prepared pursuant to s. 186.901, excluding the inmate population; or
- 2. Be a fiscally constrained county as described in s. 218.67(1).

The board of county commissioners must by majority vote approve reimbursement made pursuant to this paragraph upon receipt of a recommendation from the tourist development council.

(d) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., and 5. or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(e) Any use of the local option tourist development tax revenues collected pursuant to this section for a purpose not expressly authorized by paragraph (3)(l) or paragraph (3)(n) or paragraphs (a)-(d) of this subsection is expressly prohibited.

(6) REFERENDUM.—

(a) An ordinance enacted or renewed by a county levying the tax authorized by this section may not take effect until the ordinance levying and imposing the tax has been approved in a referendum held at a general election, as defined in s. 97.021, by a majority of the electors voting in such election in the county or by a majority of the electors voting in the subcounty special tax district affected by the tax.

(b) The governing board of the county levying the tax shall arrange to place a question on the ballot at a general election, as defined in s. 97.021, to be held within the county, which question shall be in substantially the following form:

FOR the Tourist Development Tax

AGAINST the Tourist Development Tax

(c) If a majority of the electors voting on the question approve the levy, the ordinance shall be deemed to be in effect.

(d) In any case where an ordinance levying and imposing the tax has been approved by referendum pursuant to this section and 15 percent of the electors in the county or 15 percent of the electors in the subcounty special district in which the tax is levied file a petition with the board of county commissioners for a referendum to repeal the tax, the board of county commissioners shall cause an election to be held for the repeal of the tax which election shall be subject only to the outstanding bonds for which the tax has been pledged. However, the repeal of the tax shall not be effective with respect to any portion of taxes initially levied in November 1989, which has been pledged or is being used to support bonds under paragraph (3)(d) or paragraph (3)(l) until the retirement of those bonds.

(e) A referendum to reenact an expiring tourist development tax must be held at a general election occurring within the 48-month period immediately preceding the effective date of the reenacted tax, and the referendum may appear on the ballot only once within the 48-month period.

(7) AUTOMATIC EXPIRATION ON RETIREMENT OF BONDS.—Notwithstanding any other provision of this section, if the plan for tourist development approved by the governing board of the county, as amended pursuant to paragraph (4)(d), includes the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization, the county ordinance levying and imposing the tax automatically expires upon the later of:

(a) The retirement of all bonds issued by the county for financing the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization; or

(b) The expiration of any agreement by the county for the operation or maintenance, or both, of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum. However, this does not preclude that county from amending the ordinance extending the tax to the extent that the board of the county determines to be necessary to provide funds to operate, maintain, repair, or renew and replace a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum or from enacting an ordinance that takes effect without referendum approval, unless the original referendum required ordinance expiration, pursuant to the provisions of this section reimposing a tourist development tax, upon or following the expiration of the previous ordinance.

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

(a) Any person who is taxable hereunder who fails or refuses to charge and collect from the person paying any rental or lease the taxes herein provided, either by himself or herself or through agents or employees, is, in addition to being personally liable for the payment of the tax, guilty of a misdemeanor of the first degree, punishable as provided in s. [775.082](#) or s. [775.083](#).

(b) No person shall advertise or hold out to the public in any manner, directly or indirectly, that he or she will absorb all or any part of the tax, that he or she will relieve the person paying the rental of the payment of all or any part of the tax, or that the tax will not be added to the rental or lease consideration or, when added, that it or any part thereof will be refunded or refused, either directly or indirectly, by any method whatsoever. Any person who willfully violates any provision of this subsection is guilty of a misdemeanor of the first degree, punishable as provided in s. [775.082](#) or s. [775.083](#).

(c) The tax authorized to be levied by this section shall constitute a lien on the property of the lessee, customer, or tenant in the same manner as, and shall be collectible as are, liens authorized and imposed in ss. [713.67](#), [713.68](#), and [713.69](#).

(9) COUNTY TOURISM PROMOTION AGENCIES.—In addition to any other powers and duties provided for agencies created for the purpose of tourism promotion by a county levying the tourist development tax, such agencies are authorized and empowered to:

(a) Provide, arrange, and make expenditures for transportation, lodging, meals, and other reasonable and necessary items and services for such persons, as determined by the head of the agency, in connection with the performance of promotional and other duties of the agency. However, entertainment expenses shall be authorized only when meeting with travel writers, tour brokers, or other persons connected with the tourist industry. All travel and entertainment-related expenditures in excess of \$10 made pursuant to this subsection shall be substantiated by paid bills therefor. Complete and detailed justification for all travel and entertainment-related expenditures made pursuant to this subsection shall be shown on the travel expense voucher or attached thereto. Transportation and other incidental expenses, other than those provided in s. [112.061](#), shall only be authorized for officers and employees of the agency, other authorized persons, travel writers, tour brokers, or other persons connected with the tourist industry when traveling pursuant to paragraph (c). All other transportation and incidental expenses pursuant to this subsection shall be as provided in s. [112.061](#). Operational or promotional advancements, as defined in s. [288.35](#)(4), obtained pursuant to this subsection, shall not be commingled with any other funds.

(b) Pay by advancement or reimbursement, or a combination thereof, the costs of per diem and incidental expenses of officers and employees of the agency and other authorized persons, for foreign travel at the current rates as specified in the federal publication “Standardized Regulations (Government Civilians, Foreign Areas).” The provisions of this paragraph shall apply for any officer or employee of the agency traveling in foreign countries for the purposes of promoting tourism and travel to the county, if such travel expenses are approved and certified by the agency head from whose funds the traveler is paid. As used in this paragraph, the term “authorized person” shall have the same meaning as provided in s. [112.061](#)(2)(c). With the exception of provisions concerning rates of payment for per diem, the provisions of s. [112.061](#) are applicable to the travel described in this paragraph. As used

in this paragraph, “foreign travel” means all travel outside the United States. Persons traveling in foreign countries pursuant to this subsection shall not be entitled to reimbursements or advancements pursuant to s. [112.061\(6\)\(a\)2](#).

(c) Pay by advancement or reimbursement, or by a combination thereof, the actual reasonable and necessary costs of travel, meals, lodging, and incidental expenses of officers and employees of the agency and other authorized persons when meeting with travel writers, tour brokers, or other persons connected with the tourist industry, and while attending or traveling in connection with travel or trade shows. With the exception of provisions concerning rates of payment, the provisions of s. [112.061](#) are applicable to the travel described in this paragraph.

(d) Undertake marketing research and advertising research studies and provide reservations services and convention and meetings booking services consistent with the authorized uses of revenue as set forth in subsection (5).

1. Information given to a county tourism promotion agency which, if released, would reveal the identity of persons or entities who provide data or other information as a response to a sales promotion effort, an advertisement, or a research project or whose names, addresses, meeting or convention plan information or accommodations or other visitation needs become booking or reservation list data, is exempt from s. [119.07\(1\)](#) and s. 24(a), Art. I of the State Constitution.

2. The following information, when held by a county tourism promotion agency, is exempt from s. [119.07\(1\)](#) and s. 24(a), Art. I of the State Constitution:

a. Booking business records, as defined in s. [255.047](#).

b. Trade secrets and commercial or financial information gathered from a person and privileged or confidential, as defined and interpreted under 5 U.S.C. s. 552(b)(4), or any amendments thereto.

(e) Represent themselves to the public as convention and visitors bureaus, visitors bureaus, tourist development councils, vacation bureaus, or county tourism promotion agencies operating under any other name or names specifically designated by ordinance.

(10) LOCAL ADMINISTRATION OF TAX.—

(a) A county levying a tax under this section or s. [125.0108](#) may be exempted from the requirements of the respective section that:

1. The tax collected be remitted to the Department of Revenue before being returned to the county; and
2. The tax be administered according to chapter 212,

if the county adopts an ordinance providing for the local collection and administration of the tax.

(b) The ordinance shall include provision for, but need not be limited to:

1. Initial collection of the tax to be made in the same manner as the tax imposed under chapter 212.
2. Designation of the local official to whom the tax shall be remitted, and that official’s powers and duties with respect thereto. Tax revenues may be used only in accordance with the provisions of this section.
3. Requirements respecting the keeping of appropriate books, records, and accounts by those responsible for collecting and administering the tax.
4. Provision for payment of a dealer’s credit as required under chapter 212.
5. A portion of the tax collected may be retained by the county for costs of administration, but such portion shall not exceed 3 percent of collections.

(c) A county adopting an ordinance providing for the collection and administration of the tax on a local basis shall also adopt an ordinance electing either to assume all responsibility for auditing the records and accounts of dealers, and assessing, collecting, and enforcing payments of delinquent taxes, or to delegate such authority to the Department of Revenue. If the county elects to assume such responsibility, it shall be bound by all rules promulgated by the Department of Revenue pursuant to paragraph (3)(k), as well as those rules pertaining to the sales and use tax on transient rentals imposed by s. [212.03](#). The county may use any power granted in this section to the department to determine the amount of tax, penalties, and interest to be paid by each dealer and to enforce payment of such tax, penalties, and interest. The county may use a certified public accountant licensed in this state in the administration of its statutory duties and responsibilities. Such certified public accountants are



bound by the same confidentiality requirements and subject to the same penalties as the county under s. [213.053](#). If the county delegates such authority to the department, the department shall distribute any collections so received, less costs of administration, to the county. The amount deducted for costs of administration by the department shall be used only for those costs which are solely and directly attributable to auditing, assessing, collecting, processing, and enforcing payments of delinquent taxes authorized in this section. If a county elects to delegate such authority to the department, the department shall audit only those businesses in the county that it audits pursuant to chapter 212.

(11) INTEREST PAID ON DISTRIBUTIONS.—

(a) Interest shall be paid on undistributed taxes collected and remitted to the Department of Revenue under this section. Such interest shall be included along with the tax proceeds distributed to the counties and shall be paid from moneys transferred from the General Revenue Fund. The department shall calculate the interest for net tax distributions using the average daily rate that was earned by the State Treasury for the preceding calendar quarter and paid to the General Revenue Fund. This rate shall be certified by the Chief Financial Officer to the department by the 20th day following the close of each quarter.

(b) The interest applicable to taxes collected under this section shall be calculated by multiplying the tax amounts to be distributed times the daily rate times the number of days after the third working day following the date the tax is due and payable pursuant to s. [212.11](#) until the date the department issues a voucher to request the Chief Financial Officer to issue the payment warrant. The warrant shall be issued within 7 days after the request.

(c) If an overdistribution of taxes is made by the department, interest shall be paid on the overpaid amount beginning on the date the warrant including the overpayment was issued until the third working day following the due date of the payment period from which the overpayment is being deducted. The interest on an overpayment shall be calculated using the average daily rate from the applicable calendar quarter and shall be deducted from moneys distributed to the county under this section.

**History.**—ss. 1, 2, 3, 4, 5, 6, 7, 8, ch. 77-209; s. 3, ch. 79-359; s. 72, ch. 79-400; s. 4, ch. 80-209; s. 2, ch. 80-222; s. 5, ch. 83-297; s. 1, ch. 83-321; s. 40, ch. 85-55; s. 1, ch. 86-4; s. 76, ch. 86-163; s. 61, ch. 87-6; s. 1, ch. 87-99; s. 35, ch. 87-101; s. 1, ch. 87-175; s. 5, ch. 87-280; s. 4, ch. 88-226; s. 6, ch. 88-243; s. 2, ch. 89-217; ss. 31, 66, ch. 89-356; s. 2, ch. 89-362; s. 1, ch. 90-107; s. 1, ch. 90-349; s. 81, ch. 91-45; s. 230, ch. 91-224; s. 3, ch. 92-175; s. 1, ch. 92-204; s. 32, ch. 92-320; s. 4, ch. 93-233; s. 1, ch. 94-275; s. 3, ch. 94-314; s. 37, ch. 94-338; s. 3, ch. 94-353; s. 1, ch. 95-133; s. 1434, ch. 95-147; s. 3, ch. 95-304; s. 1, ch. 95-360; s. 1, ch. 95-416; ss. 44, 46, ch. 96-397; s. 43, ch. 96-406; s. 15, ch. 97-99; s. 1, ch. 98-106; s. 58, ch. 99-2; s. 1, ch. 99-287; ss. 6, 11, 14, ch. 2000-312; s. 11, ch. 2000-351; s. 14, ch. 2001-252; s. 10, ch. 2002-265; s. 1, ch. 2003-34; s. 1, ch. 2003-37; s. 2, ch. 2003-78; s. 145, ch. 2003-261; s. 1, ch. 2005-96; s. 1, ch. 2009-133; s. 1, ch. 2012-180; s. 1, ch. 2013-168; s. 2, ch. 2016-6; s. 1, ch. 2016-220; s. 1, ch. 2017-36; s. 5, ch. 2018-118; s. 1, ch. 2020-10; s. 3, ch. 2022-5; s. 1, ch. 2022-214; s. 45, ch. 2023-8; s. 2, ch. 2023-157.

<sup>1</sup>**Note.**—The word “of” preceding the word “the” was deleted by the editors to improve clarity.

<sup>2</sup>**Note.**—The word “for” was substituted for the word “of” by the editors to conform to context.



## **Ocala/Marion County Tourist Development Council By-Laws**

### **LEGAL AUTHORITY:**

Legal authority for the Marion County Tourist Development Council (the "Council") is found under Section 125.0104, Florida Statutes, known as "The Local Option Tourist Development Act", as subsequently amended, and Resolution No. 04-R-44 establishing the Council and stating the intent to levy a Tourist Development Tax (the "Act"). As an appointed Advisory Board, the Council is bound by State and County Laws, ordinances, and procedures governing the Council members and their activities, as well as procedures for reviewing expenditures of tourist development tax revenues.

### **OVERALL RESPONSIBILITIES:**

The Ocala/Marion County Tourist Development Council's (TDC) primary responsibility is to advise and make recommendations to the Board of County Commissioners on matters related to tourism sales, marketing, and advertising in order to help increase overall visitation and lodging facility occupancy. The Council shall advise and make recommendations to the Board for the effective operation of the special projects and for uses of the Tourist Development Tax revenues to ensure conformity with the provisions of Section 125.0104, Florida Statutes.

The TDC members may not conduct the following: (i) attempt to authorize any form of distributions or purchases; (ii) attempt to approve the dissolution, merger, sale, pledge or transfer of any TDC assets; or (iii) attempt to elect, appoint or remove members or fill vacancies on the TDC.

- 1. The Council shall be composed of nine (9) members. One (1) member of the council shall be the Chairman of the Board of County Commissioners of Marion County, Florida, or any other member of the Board of County Commissioners as designated by the Chairman. The Council shall elect its Chairman. The remaining eight (8) members of the council shall be appointed by the Board of County Commissioners and shall have the following representative classifications:**

**(1) Two (2) members who are elected municipal officials, one of whom shall be from the most populous municipality in the County.**



**(2) Three (3) members who are owners or operators of motels, hotels, or other tourist accommodations in Marion County and subject to the tourist development tax.**

**(3) Three (3) members who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in Marion County and subject to the tax.**

**All members of the council shall be electors of Marion County. The members of the council shall serve staggered terms of four (4) years. Members of the council may be reappointed, provided they continue to meet the qualifications of membership. A vacancy on the council not occurring by expiration of term shall be filled by the Board of County Commissioners by appointment to fill the unexpired term.**

2. **Terms.** All Council members shall serve for staggered terms of four (4) years, with the exception of the members of the municipalities and the Board who serve as appointed by their respective governing bodies. Their terms are subject to re-appointment or term expiration, whichever comes first. Board may designate the Council Chairman or allow the Council to elect a Chairman. Terms for the Chairman and Vice-Chairman of the Council shall be for one (1) year and they may be reappointed.
3. **Orientation.** For each term appointed, Council members shall participate in an orientation process, which shall include, but is not limited to, an overview of Sunshine Law, Public Records, Ethics (financial disclosure, gifts law, conflicts of interest) and relevant statutes, ordinances and operating policies. From time-to-time, the Council shall participate in a refresher briefing on the topics included in the orientation.
4. **Vacancies.** Should any seat on the Council become vacant, a replacement to serve the remainder of that term shall be appointed in the same manner as the appointment of the person whose absence created the vacancy.
5. **Removal/Resignation.** If any member fails to attend three (3) successive meetings without prior approval of the Chairman of Council or if any member fails to attend forty percent (40%) or more of all meetings within any calendar year, such fact shall reported to the Board of County Commissioners. Special consideration/leniency will be given for any absences due to Acts of God, personal illness/medical, and/or family emergencies. If one of the elected municipal or county officials on the Council is removed for this reason, the applicable governing entity shall be required to appoint another elected representative as their replacement. In the event a Council member no longer wishes to serve or no longer conforms to the criteria listed in in Florida Statute 125.0104 to hold the seat to which they were appointed, said Council member shall forward a letter to the Council and the Board stating these facts and shall additionally tender a letter of resignation along with this submittal.
6. **Agenda.** There shall be an official agenda for every Council meeting, which shall determine the order of business conducted at the meeting. The agenda will be prepared for each Council meeting by the Director. Individuals or entities wishing to place an item on an upcoming agenda for Council action must submit a written request to the Director at least two (2) weeks prior to a regularly scheduled meeting along with any supporting documentation. Department staff, and the County Attorney's Office if necessary, shall provide background information on each agenda item and such information shall be available to Council members at least two (2)

business days prior to a scheduled meeting. Except as otherwise provided for herein, non-agenda matters shall be confined to items that are informational only.

7. **Minutes.** Written minutes shall be kept of each Council meeting. A written summary of each meeting shall be presented at the next Council meeting for approval by Council members and signed by the Council Chairman. Minutes will then be sent to the Clerk's Office to be placed on the next BCC Agenda under Notation for Record. Such written summary shall include the Council members in attendance, major items of discussion, formal action taken at such meetings, and items presented during public comments. The Council shall abide by Florida Statutes in regard to minutes and public participation.
8. **Voting.** TDC members must recuse themselves and abstain from voting or recommending any marketing activities, expenditures or funding from which they, their business or their employer will directly benefit. Any member that abstains from voting must complete Form 8B – Memorandum of Voting Conflict for County, Municipal, and Other Local Public Officers within 15 calendar days of when the vote occurred for the voting record maintained by VCB staff. Roll call will be taken on each vote relating to financial recommendations. Items will be voted on individually, rather than collectively.
9. **Council Meetings.** The TDC will meet at least once a quarter, with additional meetings or workshops set up by a vote of its members.
10. **Notice.** All meetings are open to the public, must adhere to State of Florida Sunshine Laws and must be publicly advertised in advance, in keeping with County policy.

These By-Laws may be amended from time to time by the Board of County Commissioners. The Council may provide recommendations to the Board as to proposed modifications.

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Jan. 2, 2024

**Media contact:**

Stacie Causey, Public Relations Manager  
 Office: 352-438-2311 • Cell: 352-789-2152  
 Email: [Stacie.Causey@MarionFL.org](mailto:Stacie.Causey@MarionFL.org)

**Sunshine Notice**

In accordance with Florida's Sunshine Laws, Marion County Public Relations will send "Sunshine Notices" to alert citizens of public meetings. Per state statute 286.0105, "...if a person decides to appeal any decision made by the board...with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based."

***Two or more commissioners may attend the following:***

2024 Board of County Commissioners and associated meetings					
Board of County Commissioners					
All meetings take place in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. Meetings are held at <b>9 a.m. on the first and third Tuesday*</b> of each month. For more information, contact the commission office at 352-438-2323.					
Jan. 10*	Feb. 6	Feb. 20	March 5	March 19	
April 2	April 16	May 7	May 21	June 4	June 18
July 2	July 16	Aug. 6	Aug. 20	Sept. 4	Sept. 17
Oct. 1	Oct. 15	Nov. 5	Nov. 19	Dec. 3	Dec. 17
*Altered schedule (date/time)					
Board of County Commissioners Zoning, final hearing					
All meetings take place at <b>2 p.m. on the first and third Tuesday of each month</b> in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. First Tuesdays are as needed. For more information, contact Growth Services at 352-438-2600.					
Jan. 10*	Feb. 20	March 19	April 16	May 21	
June 18	July 16	Aug. 20	Sept. 17	Oct. 15	
Nov. 19	Dec. 17				
*Altered schedule (date/time)					
Board of Adjustment Variances					
The Board of Adjustment Variances meets at <b>2 p.m. on the first Monday*</b> of each month in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Darlene Pocock at 352-438-2600.					

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\*Altered schedule (date/time)

**Code Enforcement Board**

Marion County's Code Enforcement Board meets at **9 a.m. on the second Wednesday** of each month\* in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Code Enforcement at 352-671-8901.

Jan. 10	Feb. 14	March 13	April 10	May 8	June 12
July 10	Aug. 14	Sept. 11	Oct. 9	Nov. 13	Dec. 11

**Community Redevelopment Agency Board**

All meetings are held at **1:50 p.m. on the following dates** in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. For more information, contact Chris Rison at 352-438-2600.

Feb. 20	April 16	June 18	Sept. 4*	Oct. 15	Dec. 17
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\*Altered schedule (date/time)

**Development Review Committee**

The Development Review Committee meets at **9 a.m. on Mondays\*** in the Office of the County Engineer, building 1, conference room, 412 SE 25th Ave., Ocala. For more information, contact the Office of the County Engineer at 352-671-8686.

**More ways to join:** <https://marioncountyfl.webex.com/marioncountyfl/j.php?MTID=m57f71fd40b46658e0bd3ea1ad0130877>

WebEx meeting number: 2303 422 5929

WebEx meeting password: CVr6mJR3VF7

WebEx by phone: 415-655-0001

Jan. 8	Jan. 22	Jan. 29	Feb. 5	Feb. 12	Feb. 19
Feb. 26	March 4	March 11	March 18	March 25	April 1
April 8	April 15	April 22	April 29	May 6	May 13
May 20	June 3	June 10	June 17	June 24	July 1
July 8	July 15	July 22	July 29	Aug. 5	Aug. 12
Aug. 19	Aug. 26	Sept. 9	Sept. 16	Sept. 23	Sept. 30
Oct. 7	Oct. 14	Oct. 21	Oct. 28	Nov. 4	Nov. 18
Nov. 25	Dec. 9	Dec. 16	Dec. 23	Dec.30	

**Development Review, staff**

The Development Review staff meetings are held at **8:30 a.m. on Thursdays\*** in the Office of the County Engineer, building 1, conference room, 412 SE 25th Ave., Ocala. For more information, contact the Office of the County Engineer at 352-671-8686.

**More ways to join:** <https://marioncountyfl.webex.com/marioncountyfl/j.php?MTID=m0cd0d03cc80929878d362b7be151d1db>

WebEx meeting number: 2317 491 3651

WebEx meeting password: ppK9B8aN43m

WebEx by phone: 415-655-0001

Jan. 4	Jan. 11	Jan. 18	Jan. 25	Feb. 1	Feb. 8
Feb. 15	Feb. 22	Feb. 29	March 7	Mar. 14	Mar. 21
Mar. 28	April 4	April 11	April 18	April 25	May 2
May 9	May 16	May 23	May 30	June 6	June 13
June 20	June 27	July 11	July 18	July 25	Aug. 1
Aug. 8	Aug. 15	Aug. 22	Aug. 29	Sept. 5	Sept. 12
Sept. 19	Sept. 26	Oct. 3	Oct. 10	Oct. 17	Oct. 24

[Subscribe](#)[Past Issues](#)[Translate ▼](#)**Historical Commission**

Meetings are held at **6 p.m. on the second Monday** of each month in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Jennifer Clark at 352-438-2300.

Jan. 8	Feb. 12	March 11	April 8	May 13	June 10
July 8	Aug. 12	Sept. 9	Oct. 14	Nov. 13*	Dec. 9

\*Altered schedule (date/time)

**Housing Finance Authority of Marion County**

The Housing Finance Authority of Marion County will meet at **noon on the following dates** at the McPherson Governmental Campus administration building, 601 SE 25th Ave., Ocala. For more information, contact Donnie Mitchell at 352-322-1987.

Jan. 17	Feb. 21	March 20	April 17	May 15	June 19
July 17	Aug. 21	Sept. 21	Oct. 16	Nov. 20	

**Land Development Regulation Committee**

The Land Development Regulation Committee will hold workshops at **5:30 p.m. twice a month\*** in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Stephanie Soucey at 352-438-2600.

Feb. 21	March 6	March 20	April 3	April 17	May 1
May 15	June 12	June 26	July 10	July 24	Aug. 7
Aug. 21	Sept. 4	Sept. 18	Oct. 2	Oct. 13	Nov. 6
Nov. 20	Dec. 4	Dec. 18			

\*Beginning Feb. 21.

**License Review Board**

The Marion County License Review Board meets at **5:30 p.m. on the second Tuesday** of each month in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Antoinette Hernandez at 352-438-2429.

Jan. 9	Feb. 13	March 12	April 9	May 14	June 11
July 9	Aug. 13	Sept. 10	Oct. 8	Nov. 12	Dec. 10

**Parks & Recreation Advisory Council**

The Marion County Parks and Recreation Advisory Council meets at **3:30 p.m. on the third Wednesday of the quarter** in the Parks & Recreation conference room, 111 SE 25th Ave., Ocala. For more information, contact Parks & Recreation at 352-671-8560.

March 20	June 9	Sept. 18	Dec. 18		
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**Planning & Zoning Commission, first hearing**

The Planning & Zoning Commission conducts hearings are held at **5:30 p.m. on the last Monday** of each month\* in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. For more information, contact Stephanie Soucey at 352-438-2600.

Jan. 29	Feb. 26	March 25	April 29	May 29*	June 24
July 29	Aug. 26	Sept. 30	Oct. 28	Nov. 25	Dec. 30

\*Altered schedule (date/time)

**Ocala/Marion County Transportation Planning Organization**

The Ocala/Marion County Transportation Planning Organization will meet at **3 p.m. on the fourth Tuesday** of each month\* in the McPherson Governmental Campus Auditorium, 601 SE 25th Ave., Ocala. For more information, visit [OcalaMarionTPO.org](http://OcalaMarionTPO.org) or contact Shakayla Irby at 352-438-2630.

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\*To be determined

### Ocala/Marion County Transportation Planning Organization's Citizen's Advisory Committee (CAC)

The Ocala/Marion County Transportation Planning Organization's Citizen's Advisory Committee at **1 p.m. on the second Tuesday** of each month\* in Headquarters-Ocala Public Library, meeting room B, 2720 E. Silver Springs Blvd., Ocala. For more information, visit [OcalaMarionTPO.org](http://OcalaMarionTPO.org) or contact Shakayla Irby at 352-438-2630.

Jan. 9	Feb. 13	March 12	April 9	May 14	June 11*
Aug. 13	Sept. 10	Oct. 8	Nov. 12**		

\*Joint TAC and CAC meeting at 1 p.m.

\*\* To be determined

### Ocala/Marion County Transportation Planning Organization's Technical Advisory Committee (TAC)

The Ocala/Marion County Transportation Planning Organization's Technical Advisory Committee will meet at **3:30 p.m. on the second Tuesday** of each month in Headquarters-Ocala Public Library, meeting room B, 2720 E. Silver Springs Blvd., Ocala. For more information, visit [OcalaMarionTPO.org](http://OcalaMarionTPO.org) or contact Shakayla Irby at 352-438-2630.

Jan. 9	Feb. 13	March 12	April 9	May 14	June 11*
Aug. 13	Sept. 10	Oct. 8	Nov. 12**		

\*Joint TAC and CAC meeting at 1 p.m.

\*\* To be determined

### Ocala/Marion County Transportation Planning Organization's Transportation Disadvantaged Local Coordinating Board (TDLCB)

The Ocala/Marion County Transportation Planning Organization's Transportation Disadvantaged Local Coordinating Board will meet quarterly at **10 a.m. on the second Thursday** of the corresponding month in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, visit [OcalaMarionTPO.org](http://OcalaMarionTPO.org) or contact Liz Mitchell at 352-438-2630.

March 14	June 13	Sept. 12	Dec. 12		
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### Tourist Development Council

The Tourist Development Council meets at **9 a.m. on the below dates** in the Visitors and Convention Bureau conference room, 109 W. Silver Springs Blvd., Ocala. For more information, contact Candace Shelton at 352-438-2800.

Jan. 25	Feb. 22	March 28	April 25	May 30	June 27
Aug. 22	Sept. 26	Oct. 24	Nov. 21		

### MSTU advisory boards

#### Hills of Ocala-Recreation Advisory Council

The Hills of Ocala MSTU for Recreation will meet quarterly at **6 p.m. on the first Monday of each quarter** in the Hills of Ocala Clubhouse, 10475 SW 136th Terrace, Dunnellon. For more information, contact Peter Hodges at 352-438-2650.

Feb. 5	May 6	Aug. 5	Nov. 4		
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#### Marion Oaks-General Services

The Marion Oaks MSTU for General Services Advisory Board meets at **10:30 a.m. on the following Tuesdays** in the Annex Building, 280 Marion Oaks Lane, Ocala. For more information, contact Sherry Sloan at 352-307-1037.

Jan. 9	Feb. 13*	May 14	Sept. 10	Oct. 8	
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\*Regular meeting at 10:30 a.m. followed by a budget workshop at 11:30 a.m.

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**Tuesday of the quarter** in the Annex Building, 280 Marion Oaks Lane, Ocala. For more information, contact David Pierce at 352-438-2828.

Jan. 9	Feb. 13*	April 9	July 16	Oct. 8	
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\*Budget workshop

#### Pine Run Estates

The Pine Run Estates Public Advisory Board meets at **10 a.m. on the third Thursday** of the month in the Community Center, Clubhouse #1, 10379 SW 88th Terrace, Ocala. For more information, contact Angel Stowe at 352-438-2650.

Jan. 18	Feb. 15	March 21	April 18	May 16	June 20
July 18	Aug. 15	Sept. 19	Oct. 17	Nov. 21	

#### Rainbow Lakes Estates

The Rainbow Lakes Estates Public Advisory Board meets at **6:30 p.m. on the third Thursday of the following months** in the Community Center, 4030 SW Deepwater Court, Dunnellon. For more information, contact Pam Spicuzza at 352-489-4280.

Jan. 18	Feb. 15	March 13**	March 21	April 18	May 16
June 20**	July 25	Aug. 15	Sept. 15	Oct. 17	Nov. 21

\*Followed by a budget workshop

\*\*10 a.m. county commission budget hearing - date subject to change

#### Silver Springs Shores Tax Advisory Council

The Silver Springs Shores Tax Advisory Council meets at **6 p.m. on the second Tuesday of every other month** in the Community Center, 590 Silver Road, Ocala. For more information, contact Danny Smith at 352-438-2810.

Jan. 9	March 12*	May 14	July 9	Sept. 10	Nov. 12
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\*Budget workshop at 5 p.m. followed by regular meeting at 6 p.m.

Member & appointee participation

#### Member and appointee participation

#### Affordable Housing Advisory Committee (AHAC)

The Marion County Affordable Housing Advisory Committee meets at **9 a.m. on the following Wednesdays** in the Growth Services conference room A, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Helen Urie at 352-671-8781.

Feb. 14	Oct. 9				
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#### Central Florida MPO Alliance

All scheduled meetings begin at **10 a.m. on the below dates** at MetroPlan Orlando, 250 S. Orange Ave., Suite 200, Orlando. For more information, contact the office at 407-481-5672.

Feb. 9	April 12	June 14*	Oct. 11		
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\*In 2018, the Alliance approved a meeting schedule of three times per year: January/February, April, and September/October. Fall meeting date is contingent upon the Priority Project List adoption schedule. Next joint meeting with Sun Coast TPA in 2024.

#### East Central Florida Regional Planning Council

The East Central Florida Regional Planning Council will meet at **10:30 a.m. on the third Wednesday of every other month** at 455 N. Garland Ave., Orlando (Unless otherwise noted). For more information, call 407-245-0300.

Feb. 21*	April 17	May 15**	Aug. 21	Sept. 18**	
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Ocala Metro Chamber & Economic Partnership					
The Ocala Metro Chamber & Economic Partnership will hold its exCEptional Breakfast events at <b>7:30 a.m. on the third Wednesday</b> of every month at the Reilly Arts Center, 500 NE Nineth St., Ocala. For more information, contact the CEP at 352-629-8051.					
Jan. 17	Feb. 21	March 20	April 17	May 15	June 19
July 17	Aug. 21	Sept. 18	Oct. 16	Nov. 20	Dec. 18
Soil and Water Conservation District Board					
The Marion County Soil and Water Conservation District Board will meet at <b>9:30 a.m. on the second Tuesday</b> of each month* at Growth Services, 2710 E. Silver Springs Blvd., Ocala. For more information, contact the district office at 352-438-2475.					
Jan. 8	Feb. 12	March 11	April 8	May 13	June 10
July 8	Aug. 12	Sept. 9	Oct. 14	Dec. 9	
*No meeting scheduled in November, due to the holiday.					
Southwest Florida Water Management District Springs Coast Steering Committee					
The scheduled meetings begin at <b>2 p.m. on the below dates</b> at the Brooksville office, 2379 Broad St., Brooksville. For more information, contact Lauren Vossler at 352-796-7211, ext. 4400.					
Jan. 10	Jan. 24*	July 24	March 6		
*Site visit					
Withlacoochee Regional Water Supply Authority					
All scheduled meetings begin at <b>3:30 p.m. on the following Wednesdays</b> in the Lecanto Government building, room 166, 3600 W. Sovereign Path, Lecanto. For more information, contact the office at 352-527-5795 or visit <a href="http://WRWSA.org">WRWSA.org</a> .					
Jan. 24	March 20	May 15	July 24	Sept. 18	



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#### Immediate release

Apr. 1, 2024

#### Media contact:

Public Relations

Office: 352-438-2311 • Cell: 352-789-2152

Email: [PublicRelations@MarionFL.org](mailto:PublicRelations@MarionFL.org)

### Sunshine Notice

In accordance with Florida's Sunshine Laws, Marion County Public Relations will send "Sunshine Notices" to alert citizens of public meetings. Per state statute 286.0105, "...if a person decides to appeal any decision made by the board...with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based."

**Two or more commissioners may attend the following:**

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
Apr 10 1:30 p.m.*	Public Hearing for Lake Weir Gardens, Lake Weir Gardens Replat Book 1, Belleview Oaks Estates and Pinewood Estates Road Improvement Project	<p><b>** CANCELED **</b></p> <p><b>send evidence/comments to:</b>  <a href="mailto:judy.smith@marionfl.org">judy.smith@marionfl.org</a>  OR  2710 E. Silver Springs Blvd., Ocala, FL 34470</p>	Judy Smith 352-438-2650
Apr 25 9:00 a.m.	Tourism Development Council Meeting	<p><b>in person</b>  Visitor &amp; Convention Bureau, 109 W. Silver Springs Blvd., Ocala</p> <p><b>online</b>  <a href="https://marioncountyfl.webex.com/marioncountyfl/j.php?MTID=m52ef80941713e493360477f38686d863">https://marioncountyfl.webex.com/marioncountyfl/j.php?MTID=m52ef80941713e493360477f38686d863</a>  password: meeting (6338464 from phones and video systems)  Webinar Event number: 2318 064 2656</p>	Candace Shelton 352-438-2800

Subscribe		Past Issues		Translate ▼		RSS
				call: 415-655-0001 access code: 2318 064 2656  <b>send evidence/comments to:</b> <a href="mailto:sales@marionfl.org">sales@marionfl.org</a> OR 109 W. Silver Springs Blvd., Ocala, FL 34475		
May 14 9:30 a.m.	Public Hearing to Consider a Rate Resolution to Increase the Current Assessment Rate Associated with Doublegate Subdivision Municipal Service Taxing Unit (Proposed Doublegate Subdivision Municipal Benefit Unit) for General Maintenance and Capital Improvements		<b>in person</b> McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala  <b>send evidence/comments to:</b> <a href="mailto:judy.smith@marionfl.org">judy.smith@marionfl.org</a> OR 2710 E. Silver Springs Blvd., Ocala, FL 34470	Judy Smith 352-438-2650		
May 29 1:30 p.m.	Community Services Strategic Plan Workshop for its Five-year Consolidated Plan Priorities and Community Services Funding Priorities		<b>in person</b> McPherson Governmental Campus Auditorium, 601 SE 25th Ave., Ocala  <b>send evidence/comments to:</b> <a href="mailto:brittian.schulz@marionfl.org">brittian.schulz@marionfl.org</a> OR 2710 E. Silver Springs Blvd., Ocala, FL 34470	Brittian Schulz 352-671-8770		
*or as soon thereafter as possible						

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# Marion County

## Tourist Development Council

### Agenda Item

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**File No.:** 2024-14850

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**MOTION:** Approval of March 2024 Tourist Development Council Minutes

**DESCRIPTION/BACKGROUND:**

Recommended Action: To approve the Tourist Development Council Minutes from March 28, 2024

**Tourist Development Council Regular Meeting**

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, March 28, 2024

9:00 a.m.

The regularly scheduled meeting for the Tourist Development Council was held both in person and via WebEx.

Mr. Jeff Bailey read into the record, members of the public are advised that this meeting/hearing is a public proceeding, and the clerk to the board is making an audio recording of the proceedings, and all statements made during the proceedings, which recording will be a public record, subject to disclosure under the public records law of Florida. Be aware, however, that the audio recording may not satisfy the requirement for a verbatim transcript of the proceedings, described in the notice of this meeting, in the event you desire to appeal any decision adopted in this proceeding.

**Roll Call**

Present:

Rus Adams, Victoria Billig, Christopher Fernandez, Commissioner Ron Livsey, Councilmember Barry Mansfield, Jason Reynolds, Commissioner Carl Zalak and Jeff Bailey.

Staff:

Loretta Shaffer, Sky Wheeler, Danielle Neron, Candace Shelton, DeeDee Busbee, Bryan Day, Jessica Heller, Samantha Solomon

Guests:

Angel Roussel, Assistant County Administrator; Dana Olesky, Chief Assistant County Attorney; Mary Hutchcraft, Hilton Ocala; Rodney Gutierrez, World Equestrian Center; Jaye Baillie, Marion Cultural Alliance; Jesse Bratman, WUFT News; Amy Casaletto, City of Ocala; Brooke Perry, City of Ocala; Brenna Dacks, Visit Florida; Carl Brigandi, Effectv: Pares Chhotu, Hilton Garden Inn

### **Notice of Publication**

Notice was published on the County Website on March 22, 2024 and subsequently updated to include WebEx information on February 28, 2024.

### ***Approval of Minutes***

**A motion was made by Commissioner Carl Zalak, seconded by Jason Reynolds, to adopt the minutes from the January 25, 2024 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (7-0).**

### ***Acknowledgement of Financials – January 2024 and February 2024***

**A motion was made by Rus Adams, seconded by Barry Mansfield, to review and approve January 2024 and February 2024 Financials. The motion was unanimously approved by the council (7-0).**

### ***Report from Chair***

#### ***TDC Chairman/Vice-Chairman Vote***

Commissioner Carl Zalak requested to know if the council discusses voting options prior to completing the voting ballot.

Ms. Victoria Billig also requested to know if the council was allowed to ask the current Chairman and Vice-Chairman if they would like to continue serving in that capacity.

The question was then posed to Mr. Jeff Bailey, Chairman and Mr. Jason Reynolds, Vice-Chairman.

Both confirmed no objection to serving another term in their current roles if the vote permits.

Votes were tallied by Candace Shelton, Tourism Development Representative, which confirmed Mr. Jeff Bailey received the appropriate votes for TDC Chairman and Mr. Jason Reynolds received the appropriate votes for TDC Vice-Chairman.

**A motion was made by Commissioner Carl Zalak, seconded by Victoria Billig, for Mr. Jeff Bailey to serve an additional term of one year as TDC Chairman for 2024-2025 and for Mr. Jason Reynolds to serve an additional term of one year as TDC Vice-Chairman for 2024-2025.**

Christopher Fernandez in at 9:08 am

### ***Funding Requests***

Mr. Bailey explained there were a significant number of funding requests on the March agenda because some were slated for the February TDC agenda but that meeting was canceled due to lack of quorum. The events were organized and executed as planned. The necessary documentation was provided to the VCB in a timely manner and the funding requests needed to be implemented retroactively.



### ***Santos Fat Tire Festival***

Mr. Corry Locke, Group Sales Supervisor, stated the Santos Fat Tire Festival was the first retroactive approval requested from the TDC. He reiterated that all necessary documentation was submitted on time from the organizers of the event. The event took place on March 8-10, 2024 which was a few weeks prior to the TDC meeting. The VCB staff then requested the TDC honor the organizers application to request funding. Mr. Locke further reiterated that the documentation presented was the event's projected information not their post event information. He then stated the event was held at the Santos Trailhead and the organizer's requested funding in the amount of \$25,000. The eligible amount of funding mirrored the requested amount of funding based on the eligible room night guarantee of 1,786. The total estimated economic impact was \$1,686,259.00 which was a 32% ROI. The intended use of funds included marketing, advertising, venue rental/cleaning, equipment rental, stage rental, security, photography/videography and bathroom rental. This event previously received TDC funding in 2015 but there was a different funding program and criteria at that time.

Mr. Bailey requested to know if the post event numbers were known.

Mr. Locke advised the event had sixty (60) days to provide their post event information to the VCB and it had not been received to date.

Mr. Bailey then asked if the Santos Fat Tire Festival organizers believed they would meet the criteria to receive the full \$25,000 requested.

Mr. Locke advised based on conversations with the organizers they do believe they would meet the criteria.

Mr. Bailey asked Mr. Christopher Fernandez if the event was successful and requested to know if the event was the largest in the Southeast.

Mr. Fernandez stated the event was the largest event of its kind in the South East and that he believed their intended goal was achieved. He also stated the event had improved over the past few years. He then advised the Fat Tire Festival, also known as mountain bikes, was an industry event or "expo" which drew participants from as far north as Michigan and Maine. The event was well attended and the weather was perfect despite a little rain. He indicated the requested funding could help the event double their numbers in the next couple of years.

**A motion was made by Rus Adams, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount of \$25,000.00 for the Santos Fat Tire Festival to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).\***

**\* Christopher Fernandez, owner of the Santos Bike Shop and sponsor/participant in the event, abstained from the vote. Form 8B was completed and filed.**

***Rip It to Win It Ocala Super Series – April and May***

Mr. Locke continued and discussed the next funding request on the agenda, the Rip It to Win It Ocala Super Series events for April and May. He advised the requested funding was for two separate events held by the same organization and the vote would be extended independently. Rip It to Win It, a softball tournament, would consist of five (5) different tournaments in the Super Series. The first tournament would be held April 13-14, 2024 and the second tournament would be held May 18-19, 2024 both at Ocala Regional Sportsplex & Shocker Park. The requested funding amount and the eligible funding amount was noted as \$7,700 based on a minimum room night guarantee of 550. The total anticipated economic impact would be \$657,430 with a ROI of 86%. The funds would be used for facility rental fees, Umpires, marketing materials, softballs, signage, event t-shirts, security and tent rentals.

Commissioner Zalak requested to know if the council could vote on both events simultaneously and then extended a motion for same.

**A motion was made by Commissioner Carl Zalak, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount of \$7,700.00 for the Rip It to Win It Ocala Super Series - April and the requested funding amount of \$7,700.00 for the Rip It to Win It Ocala Super Series – May, totaling \$15,400.00, to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***Cal Ripken 8-Year-Old Machine Pitch World Series***

Mr. Locke advised the next item on the agenda was a Bid-Fee item, the Cal Ripken World Series which has been held in Marion County for the past four (4) years. The event would be held August 1-10, 2024 at the Rotary Sportsplex. The Bid-Fee amount requested was \$5,000 which would be paid directly to Babe Ruth League, Inc. The total estimated economic impact was noted as \$784,528 with a total ROI of 305%. The organizers have anticipated participation from approximately 8-10 teams.

Commissioner Zalak requested to know how hosting this event in August changes the occupancy stats of area hotels.

Mr. Locke stated it varies. The shoulder season included August and a nine (9) night minimum stay in the designated hotels would be required for a team to compete. This would create an increase in hotel occupancy during August and currently, no other events are scheduled for this time of the year. The VCB staff has planned to host a parade for this event, as previously done in the past, which creates an atmosphere of excitement for the teams and participants who come from all over the country.

Commissioner Zalak asked Mr. Bailey if the 1,000 rooms anticipated for this event would benefit the Marion County hotel industry.

Mr. Bailey indicated it would as it would keep the hoteliers from losing money. He further stated the late-summer months are difficult for hoteliers so any events are greatly appreciated.

**A motion was made by Rus Adams, seconded by Commissioner Carl Zalak, to approve the recommendation for the requested Bid- Fee funding amount of \$5,000.00 for the Cal Ripken 8-Year-Old Machine Pitch World Series to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***Bill Horschel Junior Championship***

Mr. Locke presented a new event to Marion County, the Bill Horschel Junior Championship, which is under the guidance of the American Junior Golf Association. This three-year Bid-Fee event would be held at Adena Golf & Country Club and they have requested \$10,000 per year for three (3) years. The first year would be held over a five (5) day span from October 9-13, 2024 and include a qualifying round along with a junior program. The total economic impact was noted as \$464,468 with a ROI of 34%. The anticipated room nights would be 450 and the Bid-Fee would be paid directly to the American Junior Golf Association.

Mr. Bailey requested background information on the event and the significance behind the name, Billy Horschel, a local golfer who played for the Florida Gators.

Mr. Locke explained that Billy Horschel has a Foundation which this event would raise funds for. Mr. Horschel, a University of Florida graduate and golfer, as well as, a current PGA tour professional, has ties to the area. The event was previously held in Jacksonville, FL but the organizers wanted to explore other options. They recently played golf at the Adena Golf Course and thought it would be a great draw for participants and players. The opportunity to partner with this organization and bring awareness to the Adena Golf Course, as a venue for future events, was welcomed.

**A motion was made by Councilmember Barry Mansfield, seconded by Victoria Billig, to approve the recommendation for the requested three (3) year Bid- Fee funding amount of \$10,000.00 per year, totaling \$30,000.00, for the Bill Horschel Junior Championship to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***Kayak Adventure Series Ocalapalooza***

Next, Mr. Locke presented another new event to Marion County, the Ocalapalooza Kayak Fishing Tournament sponsored by Go-Pro and held February 20-22, 2025. This fishing series' first event will be held in May of this year in Georgia. The event organizer wanted to create a unique fishing tournament which would allow the participants to fish any public body of water within a 50-mile radius of the host city and allow participants to experience the culture of the area, not just the waterways. As a fisherman, the organizer realized he never had the opportunity to experience the culture of the cities he fished so he incorporated that experience into his tour. A tape-delayed TV show on My Outdoor

TF, a streaming service, would create media value for this event and social media influencers, who have a combined following of over one- million, would participate in the event. The organizers have anticipated 250-400 anglers to attend and total economic impact of \$836,140 with a ROI of 40%. The Bid-Fee amount requested was \$17,000.

Mr. Bailey advised tournaments normally allow an angler to fish one body of water along with one day of preparation to determine which body of water to fish. This tournament has been set up to allow fishermen access to the county several days or months in advance to fish different waterways.

Mr. Locke advised there would be a three (3) day pre-fishing period, one day of rest and then the three (3) day tournament would begin. The anglers would be allowed to come to town months in advance to scout the waterways so there are additional benefits to the county which extend beyond the event dates. Also, the award ceremony would be held at the Reilly Arts Center.

**A motion was made by Commissioner Carl Zalak, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount of \$17,000.00 for the Ocalapalooza Kayak Fishing Tournament to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***Patriotic Skies – A 4<sup>th</sup> of July Drone Experience***

Lastly, Mr. Locke discussed Patriotic Skies – A 4<sup>th</sup> of July Drone Experience with accompaniment from the Ocala Symphony Orchestra, another new event to Marion County, scheduled for July 4, 2024 at Tuscawilla Park. This event would be hosted by the City of Ocala's Recreation and Parks Department and include 300 drones performing for fifteen (15) minutes. The requested amount of funding was noted as \$20,000 which mirrors the eligible funding amount. The total economic impact was estimated at \$178,635 with a total ROI of -82%. The event organizers estimate attendance of 10,000 but have set a goal to attract more attendees. Mr. Locke advised the county does not normally have a lot of occupancy during this time of year due to the lack of an anchor event for Ocala/Marion County. This event would present an opportunity to inspire people to visit Marion County for the drone show which, we believe, no other county in Florida has attempted to host. The added bonus of a drone show would be the lack of noise disturbance to the surrounding neighborhoods. The funds would be used for advertising, event signage, production, entertainment expenses and broadcast/live streaming. The VCB would like to live stream the event on the Ocala/Marion App.

Mr. Bailey requested to confirm the three-mile viewing distance of the drone show.

Mr. Locke affirmed.

Mr. Adams stated last year, the On Top of the World community moved their fireworks show behind the gates to allow more community involvement and access to Circle Square but the event turnout became too large and they could not manage the crowd. The event was moved to the back of the property which limited visibility to the

community.

Mr. Reynolds advised the equestrian community would be more accepting of a drone show than a firework show.

Ms. Loretta Shaffer stated the City of Ocala was doing a great job with expediting the RFP and finding the best vendor for the event. This event would help increase occupancy during the shoulder season and create a sense of tradition for the county.

Mr. Bailey advised this event had the potential to showcase a part of the community many people have not seen.

Commissioner Zalak stated this event was a great way to support the City of Ocala.

Mr. Adams suggested a discussion between Marion County Representatives, City of Ocala Representatives and the TDC to create a bridge over Silver Springs Blvd (State Road 40) which joins the North and South sections of Downtown Ocala. The City of Ocala has seen an increased number of people attending events or visiting the Downtown area but the inability to cross Silver Springs Blvd (State Road 40) has continued to hinder visitation.

Mr. Bailey advised the city has discussed this issue and has agreed to address it.

Commissioner Zalak advised the major hinderance has been property owners agreeing.

Mr. Adams agreed this presented a challenge and stated the project could be moved further south of Silver Springs Blvd (State Road 40) where the county owns a significant amount of property. He further suggested the City of Ocala entertain the idea of bridging the North and South Downtown area.

Councilmember Mansfield advised the City of Ocala has a 2050 plan and has always encouraged growth of the city. He further stated the city must continue to produce a product which drives people Downtown. The City of Ocala and Marion County have maintained a good relationship and has continued to work together regarding growth and development. The issue of State Road 40 has been discussed several times but several issues have been presented such as coordination with Florida Department of Transportation, as well as, how to transition people safely across the roadway. Solutions have been presented, such as, the installation of large cross walks with signage to stop traffic or installation of an overpass. The city has not discontinued discussions. Councilmember Mansfield stated the city was glad to see businesses spending money on the Northside of Downtown and revitalizing that area of the community. He further stated the City of Ocala Fire Marshall loved the idea of the drone show.

A video was shown as an example of the upcoming drone show.

**A motion was made by Rus Adams, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount of \$20,000.00 for the Patriotic Skies: A Fourth of July Drone Experience to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

### ***Staff Updates***

Mr. Bailey highlighted the array of events approved for funding in Marion County such as softball, baseball, kayak fishing, Fourth of July and golf. He further emphasized that the events are scheduled to occur in different areas of the county and provide options for many different interest levels.

### ***Marion Insider's Guide***

Ms. Shaffer introduced Jessica Heller, Marketing and Communications Supervisor, to discuss a Long-Range Tourism Plan Initiative the VCB has embarked on as we enter into the second year of implementation. Ms. Heller advised the project originally started in 2023 when the VCB contracted with Maven Photo+Film and Digital Fury to capture video and photography throughout the county. That contract was amended to allow both companies to provide additional services. She further advised the Long-Range Tourism Plan housed specific sales and marketing goals to promote hidden gems and niche markets within Marion County through earned, owned and paid media. One of the key initiatives was to achieve the goal of promoting hidden gems through increased distribution and placement of creative content on all digital channels. The Marion Insider's Guide, a video-based program, was created to achieve this goal. The guide would also have complementing blog content on the VCB website, OcalaMarion.com, and the Ocala/Marion County App. Commissioner Zalak would host each episode and explain the "how to" behind Marion County experiences while providing insider tips. Ms. Heller requested a motion be extended by the TDC to recommend approval of the amended contract and the added expenditure of \$54,800.00 for the Marion Insider's Guide to the Board of County Commissioners. She further stated the funds would be used to allow Digital Fury to handle the main production shoots and B-roll. Digital Fury would provide the footage to the VCB along with full ownership of said footage to use in all aspects of marketing. The Marion County Public Relations Department would assist the VCB with production of the final episode. Lastly, Maven Photo+Film would focus on the social piece of the project in an effort to generate excitement throughout the county in anticipation of the Marion Insider's Guide.

Commissioner Zalak explained that he wanted to provide a visual guide, with insider tips, to aide visitors and residents in heightening their level of enjoyment and lessening frustration as they experience the county's hidden gems. He also requested suggestions on other insider tips which could be used as video footage.

Councilmember Mansfield requested to know if the Marion Insider's Guide would also showcase experiences within the city limits.

Commissioner Zalak affirmed.

**A motion was made by Councilmember Barry Mansfield, seconded by Rus Adams, to approve the recommendation to the Board of County Commissioners to amend the contract executed with Maven Photo+Film and Digital Fury to include the Long-Range Tourism Plan Initiative of promoting Ocala/Marion County hidden gems and niche markets through a special project entitled the Marion Insider's Guide at a cost of \$54,800.00. The motion was unanimously approved by the council (8-0).**

*Marketing and Communications Update*

Ms. Jessica Heller continued and discussed the Marketing and Communications Update which included print and billboard ads. She advised the media placements listed included January and February data since the February TDC meeting was canceled. She further advised during the last meeting, the TDC requested to view the airport media ads and locations of same. There are various digital placements located throughout the United Airlines gate area of Orlando and Tampa Airports.

Mr. Jason Reynolds posed a question to Ms. Shaffer requesting to know if Visit Florida funding was solidified, legislatively.

Ms. Shaffer advised she does not believe it was.

Mr. Reynolds then requested to know what they were striving for.

Ms. Shaffer replied \$80,000 and then advised the Governor asked for \$100,000.

Mr. Reynolds indicated that was better than past years.

- Video shown to highlight airport media placements

Ms. Shaffer advised a copy of the video would be emailed to the council members.

Ms. Heller then displayed a copy of one of the billboard ads currently running in the Brooksville area near the Turnpike. She went on to discuss Ocala/Marion County Special Projects which included Marion County Tourism Day and Walk of Champions Phase II. She advised twenty-four Walk of Champions bronze plaques were installed last month and the VCB hosted a ribbon cutting which included the community, along with, City and County Representatives. The plaques are connected to a digital experience in the Ocala/Marion County App which creates an interactive experience for visitors and residents as they walk alongside the plaques.

Mr. Bailey requested to know the location of the plaques.

Ms. Heller advised twelve (12) Thoroughbred plaques were placed next to Mark's Prime Restaurant and twelve (12) Local Champion plaques were placed between Hilton Garden Inn and Cantina Restaurant. The Marion County App provides geolocation which enables a notification to populate on the phone when the App is opened and the device is in close range of the plaques. Ms. Heller also discussed the Wheel the World/Visit Florida Co-Op which would provide the county with a "Destination Verified" seal acknowledging the existence of accessible experiences for tourists with special needs and varying



abilities. Next, Threshold 360 was discussed and noted that approximately one- hundred videos have been captured of hoteliers, attractions and different venues in the county. The videos were provided to the properties, placed on our website and on Google.com business listings for viewing.

Ms. Shaffer advised from October to December 2023 the Marketing Team was able to garner over 2.6 million viewers with a total reach of over 277 million. On social media, the Marketing Team was able to create over 6.2 million impressions and the website had a total of 246,000 visitors with over 22,000 clicks into partner websites. The report was included in the TDC Meeting Agenda packet for review.

Ms. Heller then stated the Ocala/Marion.com website was updated and now showcases a new look, better technology and an array of options to highlight the county. The upgrade also created an inviting, interactive, user-friendly website experience for our visitors.

#### *Sales Update*

Mr. Locke advised New Business Leads were listed and discussed earlier. He then advised Legacy Baseball Winter Nationals would like to host a large tournament January 9-12, 2025 in the county. This event would showcase top teams, of all divisions, across every state in the Southeast. The event organizers estimated participation from 100-120 teams and were looking at Rotary Sportsplex as the host venue. A site visit was suggested to allow the event organizers an opportunity to visit the venue and the surrounding area so they can gain a better understanding of the options available in Marion County. The organizers were working to solidify their plans but if they could not, they would look to push their event date into 2026.

Mr. Bailey requested to know the ages of the participants.

Mr. Locke stated ages 8-18 and every age bracket would have its own tournament. He also mentioned the tradeshow and future conferences the sales team planned to attend was supplied within the packet. Lastly, he mentioned the VCB hosted the Florida Sports Foundation Board of Directors Meeting at the World Equestrian Center and the presenters included himself, along with, Justin Garner from the World Equestrian Center and Tom James with the Ocala Metro Chamber & Economic Partnership.

#### *TDT Collections/STR and Key Data Update*

Ms. Wheeler presented the January and February data for Smith Travel Research (STR) for Marion County, as well as, the state of Florida. She advised January occupancy was at 60.1% which was down 12.8% and ADR was \$121.25 which was an increase of 1.8% from last year. RevPar was \$72.81, a decrease of 11.2% from last year, and the running twelve (12) months of Marion County occupancy showed a decrease of 8.5% with ADR up 3.5% and RevPar down 5.2%. Visit Florida's occupancy statewide was at 68.8% which was down 2.1%, ADR was \$197.77 which was up .6% and RevPar was \$136.04 which was a decrease of 1.6%. She then discussed January's Key Data Research results for the

county's short-term rental market which showed occupancy was at 54.1%, a decrease of 1% from last year. ADR was \$201.00, a decrease of \$8.00 from last year and RevPar was \$81.00, a decrease of \$7.00 from last year. Nights available totaled 5,105 which was an increase of 21% from last year's total of 4,230. For the running twelve (12) months as it related to January, occupancy was down 12%, ADR was down 8%, RevPar was down 27% and available room nights increased by 25%. The Smith Travel Research data for February indicated occupancy was 71.3% which was down 6.1% year over year, ADR was \$141.41 which was down .8% from last year and RevPar was \$100.86 which was down 6.8% from last year. For the running twelve (12) months, occupancy was down 9%, ADR increased by 2.3% and RevPar was down 6.8%. The Visit Florida February Star Data for the State of Florida showed occupancy at 72.2% which was down 2.8%, ADR was \$229.00 which was an increase of .8% and RevPar was down 2% at \$176.89. The February Key Data results indicated occupancy was up significantly at 64.6% which was a decrease of 7% from last year, ADR was \$234.00 which was a decrease from last year's total of \$286.00 and RevPar was \$131.00, a decrease of \$43.00 from last year. The nights available in Marion County for February totaled 5,170 which was an increase of 32% from last year. For the running twelve (12) months, occupancy was down 12%, the average daily rate was down 9%, RevPar was down 27% and nights available increased by 25%. Ms. Wheeler advised this was the first time the numbers in STR, over the last few months, had a similar amount of room nights available as the short-term rentals. She further stated as new hotels come into the county, it would be interesting to see if the number of short-term rentals decrease because of the increase in hotel availability or if short-term rentals continue their rise and both accommodators continue to grow. Ms. Wheeler then discussed collections for the reporting period of January, which covered December revenues, and stated collections totaled \$399,341.68 which was a decrease of \$29,527.49 or 6.8% from last year with 3.27% of those total collections were from late taxes and penalties. For the reporting period of February, which covered January revenues, collections totaled \$525,512.43 which was an increase of \$12,542.39 which was up 2.45% year over year with only 1.63% from late taxes and penalties. These totals were the best the county has ever seen for the month of February. Ms. Wheeler stated many people have been concerned about the change in visitor numbers but the visitors who come to Ocala/Marion County are spending more money and time in the county and the county still has room for more visitors.

Mr. Bailey advised the hotels which have come into the county, in recent years, were providing a higher average room rate which was a positive attribute because there has been more spending from less guests or visitors. He further stated a 400-room hotel opened recently at the World Equestrian Center which helped emphasize the importance of adding group revenue and business to different areas of Marion County. He then advised when Marion County has events in different locations, it generates revenue for those local businesses and aids in their success.

#### *TDC Events Calendar*

Ms. Wheeler advised the TDC Events Calendar was in the packet.

***Notation for Record***

*Quarterly Economic Impact/Visitor Tracking Report – October – December Data*

*Quarterly Public Relations and Analytics Report – October – December Data*

*Sales Report*

Mr. Bailey advised the Sales Report was in the packet.

Mr. Bailey advised the TDC Attendance record was in the packet.

***Old Business***

Mr. Bailey called for any old business and none was brought forth.

***New Business***

Mr. Bailey called for any new business and none was brought forth.

***Public Comment***

***Upcoming Meeting***

Mr. Bailey stated, that the next TDC meeting will be on Thursday, April 25, 2024.

The meeting adjourned at 10:19 a.m.

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Jeff Bailey, Chairman



# Marion County

## Tourist Development Council

### Agenda Item

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**File No.:** 2024-14851

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**MOTION:** Acknowledgement of Financials - March 2024

**DESCRIPTION/BACKGROUND:**

Recommended Action: To accept the Expenditure Status Report and Revenue Status Report for March 2024.

## EXPENDITURE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6							
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV		ESTIM REV ADJ		REVISED ESTIM REV ACTUAL YTD REVENUE				REMAINING REVENUE		% COLL	
1074-55-552-450-45090-155-0000000-0000000-512101-				REGULAR SALARIES & WAGES							
601,852.00		0.00		601,852.00		270,836.02		331,015.98		45.0%	
2024/06/000032	03/01/2024	PRJ	22,192.03	REF	240301	WARRANT=240301	RUN=0	REGULAR			
2024/06/001123	03/15/2024	PRJ	22,192.02	REF	240315	WARRANT=240315	RUN=0	REGULAR			
2024/06/002690	03/29/2024	PRJ	22,192.02	REF	240329	WARRANT=240329	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-521101-				FICA TAXES							
46,052.00		0.00		46,052.00		19,341.88		26,710.12		42.0%	
2024/06/000032	03/01/2024	PRJ	1,577.41	REF	240301	WARRANT=240301	RUN=0	REGULAR			
2024/06/001123	03/15/2024	PRJ	1,582.42	REF	240315	WARRANT=240315	RUN=0	REGULAR			
2024/06/002690	03/29/2024	PRJ	1,686.60	REF	240329	WARRANT=240329	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-522101-				RETIREMENT CONTRIBUTIONS							
81,676.00		0.00		81,676.00		38,112.79		43,563.21		46.7%	
2024/06/000032	03/01/2024	PRJ	3,011.46	REF	240301	WARRANT=240301	RUN=0	REGULAR			
2024/06/001123	03/15/2024	PRJ	3,011.46	REF	240315	WARRANT=240315	RUN=0	REGULAR			
2024/06/002690	03/29/2024	PRJ	3,011.46	REF	240329	WARRANT=240329	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-523101-				HEALTH INSURANCE							
113,616.00		0.00		113,616.00		50,496.00		63,120.00		44.4%	
2024/06/000032	03/01/2024	PRJ	5,510.05	REF	240301	WARRANT=240301	RUN=0	REGULAR			
2024/06/000032	03/01/2024	PRJ	-1,302.05	REF	240301	WARRANT=240301	RUN=0	REGULAR			
2024/06/001123	03/15/2024	PRJ	5,510.05	REF	240315	WARRANT=240315	RUN=0	REGULAR			
2024/06/001123	03/15/2024	PRJ	-1,302.05	REF	240315	WARRANT=240315	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-523401-				LIFE, AD&D, LTD							
4,041.00		0.00		4,041.00		1,894.69		2,146.31		46.9%	
2024/06/000032	03/01/2024	PRJ	154.32	REF	240301	WARRANT=240301	RUN=0	REGULAR			
2024/06/001123	03/15/2024	PRJ	154.32	REF	240315	WARRANT=240315	RUN=0	REGULAR			
2024/06/002690	03/29/2024	PRJ	86.34	REF	240329	WARRANT=240329	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-524101-				WORKER'S COMPENSATION							
487.00		0.00		487.00		243.50		243.50		50.0%	
1074-55-552-450-45090-155-0000000-0000000-531109-				PROFESSIONAL SERVICES							
0.00		158,225.00		158,225.00		80,525.00		0.00		100.0%	
2024/06/000954	03/07/2024	API	35,000.00	VND	001798	PO	2400560	HUNDEN PARTNERS DEMOGRAPHIC ANALYSIS	68037		
2024/06/000954	03/07/2024	POL	-35,000.00	VND	001798	PO	2400560	HUNDEN PARTNERS DEMOGRAPHIC ANALYSIS	2024		

## EXPENDITURE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL	
1074-55-552-450-45090-155-0000000-0000000-534101-				CONTRACT	SERV - OTHER - MISC		
1,605,640.00	0.00	1,605,640.00	482,978.22			4,217.00	99.7%
2024/06/000955	03/05/2024	API	13,750.00 VND	106656 PO	2400316 MILES PARTNERSH STRATEGIC PLANNING/ACCT MGT RE		68045
2024/06/000955	03/05/2024	POL	-13,750.00 VND	106656 PO	2400316 MILES PARTNERSH STRATEGIC PLANNING/ACCT MG2024		
2024/06/001777	03/14/2024	API	7,677.10 VND	106656 PO	2400316 MILES PARTNERSH CLEAR CHANNEL PRODUCTION		68616
2024/06/001777	03/14/2024	POL	-7,677.10 VND	106656 PO	2400316 MILES PARTNERSH CLEAR CHANNEL PRODUCTION 2024		
2024/06/001777	03/14/2024	API	3,580.00 VND	106656 PO	2400316 MILES PARTNERSH OUTFRONT		68616
2024/06/001777	03/14/2024	POL	-3,580.00 VND	106656 PO	2400316 MILES PARTNERSH OUTFRONT 2024		
2024/06/001844	03/19/2024	API	7,508.88 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY FACEBOOK/I		68616
2024/06/001844	03/19/2024	POL	-7,508.88 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY FACEBOOK2024		
2024/06/001844	03/19/2024	API	6,927.87 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY GOOGLE		68616
2024/06/001844	03/19/2024	POL	-6,927.87 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY GOOGLE2024		
2024/06/001844	03/19/2024	API	16,390.93 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY UNDERTONE		68616
2024/06/001844	03/19/2024	POL	-16,390.93 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY UNDERTONE2024		
2024/06/001844	03/19/2024	API	4,000.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY LOCAL PALA		68616
2024/06/001844	03/19/2024	POL	-4,000.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY LOCAL 2024		
2024/06/001844	03/19/2024	API	38,777.02 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY AD GENUITY		68616
2024/06/001844	03/19/2024	POL	-38,777.02 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY AD GEN2024		
2024/06/002105	03/20/2024	API	15,456.78 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY NATIVO		68854
2024/06/002105	03/20/2024	POL	-15,456.78 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY NATIVO2024		
2024/06/002610	03/25/2024	API	2,480.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY OUTFRONT		68854
2024/06/002610	03/25/2024	POL	-2,480.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION COUNTY OUTFRONT2024		
2024/06/002610	03/25/2024	API	1,170.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION CLEAR CHANNEL		68854
2024/06/002610	03/25/2024	POL	-1,170.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION CLEAR CHANNEL2024		
2024/06/002610	03/25/2024	API	13,750.00 VND	106656 PO	2400316 MILES PARTNERSH MEDIA MANAGEMENT RETAINER		68854
2024/06/002610	03/25/2024	POL	-13,750.00 VND	106656 PO	2400316 MILES PARTNERSH MEDIA MANAGEMENT RETAINER 2024		
2024/06/002610	03/25/2024	API	2,590.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION RELOCATION GUIDE		68854
2024/06/002610	03/25/2024	POL	-2,590.00 VND	106656 PO	2400316 MILES PARTNERSH OCALA/MARION RELOCATION GU2024		
2024/06/000952	03/04/2024	API	20,800.00 VND	106849 PO	2400360 TEMPEST INTERAC WEB DESIGN & DEVELOPMENT		68062
2024/06/000952	03/04/2024	POL	-20,800.00 VND	106849 PO	2400360 TEMPEST INTERAC WEB DESIGN & DEVELOPMENT 2024		
2024/06/001777	03/14/2024	API	7,300.00 VND	106849 PO	2400360 TEMPEST INTERAC WEB SUPPORT, GROWTH & E-MAIL M		68627
2024/06/001777	03/14/2024	POL	-3,000.00 VND	106849 PO	2400360 TEMPEST INTERAC WEB SUPPORT, GROWTH & E-MA2024		
2024/06/001777	03/14/2024	POL	-5,000.00 VND	106849 PO	2400360 TEMPEST INTERAC WEB SUPPORT, GROWTH & E-MA2024		
2024/06/001777	03/14/2024	POL	-2,000.00 VND	106849 PO	2400360 TEMPEST INTERAC WEB SUPPORT, GROWTH & E-MA2024		
2024/06/000067	03/01/2024	POE	3,874.60 VND	001703 PO	2400972 BLUE RIBBON CLE FACILITIES - JANITORIAL CLEANI		
2024/06/000145	03/04/2024	API	430.65 VND	001703 PO	2400972 BLUE RIBBON CLE JANUARY 2024: FACILITIES		67747
2024/06/000145	03/04/2024	POL	-430.65 VND	001703 PO	2400972 BLUE RIBBON CLE JANUARY 2024: FACILITIES 2024		
1074-55-552-450-45090-155-0000000-0000000-540101-				TRAVEL & PER DIEM			
42,500.00	0.00	42,500.00	7,492.81			35,007.19	17.6%
2024/06/000952	03/04/2024	API	49.00 VND	101511 PO	SHAFFER LORETTA TDC/MEAL REIMBURSEMENT TOURISM		68056
2024/06/000952	03/04/2024	API	49.00 VND	102076 PO	LOCKE RYAN TDC/MEAL REIMBURSEMENT TOURISM		68041
2024/06/003208	03/03/2024	API	418.20 VND	999999 PO	PCARD ONE TIME FLIGHT FOR L SHAFFER TO ATTEND		
2024/06/003238	03/31/2024	API	260.85 VND	999999 PO	PCARD ONE TIME DEPOSIT ON HOTEL FOR L SHAFFER		
2024/06/000032	03/01/2024	PRJ	34.00 REF	240301	WARRANT=240301 RUN=0 REGULAR		

## EXPENDITURE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED	ESTIM REV	ACTUAL YTD	REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-541101-				COMMUNICATIONS SERVICES			
7,258.00	0.00		7,258.00		2,839.65	4,418.35	39.1%
2024/06/002610	03/25/2024	API	25.80	VND 203123	PO CENTURY LINK/EM 320144423		68830
2024/06/003179	03/28/2024	API	337.25	VND 201928	PO VERIZON WIRELES 421552992-00016		69071
2024/06/003368	03/25/2024	API	615.44	VND 999999	PO PCARD ONE TIME IT SMARSH LICENSES WO188119		
1074-55-552-450-45090-155-0000000-0000000-542201-				POSTAGE & FREIGHT			
8,800.00	0.00		8,800.00		1,462.35	7,337.65	16.6%
1074-55-552-450-45090-155-0000000-0000000-543101-				UTILITY SERVICES - ELC WTR SWR			
13,770.00	0.00		13,770.00		5,653.99	8,116.01	41.1%
2024/06/000955	03/05/2024	API	44.28	VND 000808	PO SUMTER ELECTRIC 9608557201		68059
2024/06/001855	03/19/2024	API	860.03	VND 014881	PO CITY OF OCALA/E 550848-164495		68529
2024/06/002610	03/25/2024	API	86.31	VND 107238	PO DUKE ENERGY FLO 9101 5957 9418		68840
1074-55-552-450-45090-155-0000000-0000000-543102-				UTILITY SERVICES - WST DISP			
756.00	0.00		756.00		273.48	482.52	36.2%
2024/06/001855	03/19/2024	API	45.58	VND 014881	PO CITY OF OCALA/E 550848-164495		68529
1074-55-552-450-45090-155-0000000-0000000-544101-				RENTALS & LEASES - EQUIPMENT			
6,465.00	0.00		6,465.00		2,197.40	565.00	91.3%
2024/06/002105	03/20/2024	API	214.98	VND 103444	PO 2400007 QUADIENT LEASIN POSTAGE EQUIP LEASE 1/1/24-3/3		68862
2024/06/002105	03/20/2024	POL	-214.98	VND 103444	PO 2400007 QUADIENT LEASIN POSTAGE EQUIP LEASE 1/1/242024		
2024/06/000957	03/06/2024	API	265.04	VND 501306	PO 2400288 DOCUMENT TECHNO MC-01 MAR-24 COPIER LEASE		68023
2024/06/000957	03/06/2024	POL	-265.04	VND 501306	PO 2400288 DOCUMENT TECHNO MC-01 MAR-24 COPIER LEASE 2024		
1074-55-552-450-45090-155-0000000-0000000-545101-				INSURANCE - PREMIUMS			
15,337.00	0.00		15,337.00		7,668.20	7,668.80	50.0%
1074-55-552-450-45090-155-0000000-0000000-546101-				REPAIRS/MAINT - BLDGS & GRNDS			
55,500.00	0.00		55,500.00		0.00	55,500.00	.0%
1074-55-552-450-45090-155-0000000-0000000-546257-				REPAIRS/MAINT - FLEET MANAGMNT			
2,500.00	-21.00		2,479.00		0.00	2,479.00	.0%
1074-55-552-450-45090-155-0000000-0000000-546312-				REPAIRS/MAINT - COMPUTER EQUIP			
74.00	0.00		74.00		0.00	74.00	.0%

## EXPENDITURE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-547101-		PRINT & BIND					
35,500.00	0.00	35,500.00	1,670.53	33,829.47	4.7%		
2024/06/003233	03/27/2024 API	450.00 VND 999999 PO	PCARD ONE TIME	PRINTED POSTCARDS FOR PROMOTIO			
1074-55-552-450-45090-155-0000000-0000000-548101-		PROMO ACT					
2,716,889.00	-166,725.00	2,550,164.00	490,125.56	1,761,000.96	30.9%		
2024/06/001253	03/19/2024 BUA	-8,500.00 REF Admin Conference Room Upgrades					
2024/06/001463	03/11/2024 API	46,562.62 VND 202625 PO	VISIT FLORIDA/F	TRADESHOW LUCHEON IN MIAMI 2/6	68628		
2024/06/003210	03/05/2024 API	300.00 VND 999999 PO	PCARD ONE TIME	BROCHURE DISTRIBUTION, GREATER			
2024/06/003211	03/06/2024 API	89.05 VND 999999 PO	PCARD ONE TIME	TEA, LEMONADE, PEPSI, DR PEPPE			
2024/06/003213	03/08/2024 API	468.00 VND 999999 PO	PCARD ONE TIME	SURVEY PROGRAM TO GATHER MARKE			
2024/06/003214	03/10/2024 API	109.98 VND 999999 PO	PCARD ONE TIME	SANDWICH PLATTERS FOR PUBLICLY			
2024/06/003219	03/14/2024 API	119.99 VND 999999 PO	PCARD ONE TIME	PROGRAM TO CREATE GRAPHICS FOR			
2024/06/003219	03/14/2024 API	180.30 VND 999999 PO	PCARD ONE TIME	BRANDED SHIRTS WITH LOGOS			
2024/06/003220	03/15/2024 API	647.95 VND 999999 PO	PCARD ONE TIME	DIE ROLLER TO IMPRINT MARION C			
2024/06/003232	03/26/2024 API	2.24 VND 999999 PO	PCARD ONE TIME	FOREIGN CURRENCY CHARGE FOR IN			
2024/06/003232	03/26/2024 API	977.60 VND 999999 PO	PCARD ONE TIME	VOICE OVER TALENT HIRED FOR CO			
2024/06/003232	03/26/2024 API	224.25 VND 999999 PO	PCARD ONE TIME	MUSIC PURCHASED FOR VISIT FL C			
2024/06/002610	03/25/2024 API	10,416.66 VND 106354 PO	2400023	DIGITAL FURY LL PHOTOGRAPHY SERVICES	68839		
2024/06/002610	03/25/2024 POL	-10,416.66 VND 106354 PO	2400023	DIGITAL FURY LL PHOTOGRAPHY SERVICES 2024			
2024/06/003179	03/28/2024 API	2,500.00 VND 001485 PO	2400320	DARUMA TECH LLC ANNUAL APP MAINTENCE FOR OCAL/	69041		
2024/06/003179	03/28/2024 POL	-2,500.00 VND 001485 PO	2400320	DARUMA TECH LLC ANNUAL APP MAINTENCE FOR O2024			
2024/06/000436	03/07/2024 POM	4,582.00 VND 102569 PO	2400845	ON TIME MARKETI INCREASE FUNDS/ADD LINE 2024			
2024/06/002507	03/21/2024 API	1,600.00 VND 001661 PO	2400853	VETERANS4YOU PROMOTIONAL PENS WITH LOGOS	68880		
2024/06/002507	03/21/2024 POL	-1,600.00 VND 001661 PO	2400853	VETERANS4YOU PROMOTIONAL PENS WITH LOGO2024			
2024/06/000063	03/01/2024 POE	25,000.00 VND 204759 PO	2400968	HITS LLC ROOM NIGHT REIMBURSEMENT			
2024/06/000952	03/04/2024 API	25,000.00 VND 204759 PO	2400968	HITS LLC ROOM NIGHT REIMB-2023 SPONSOR-	68036		
2024/06/000952	03/04/2024 POL	-25,000.00 VND 204759 PO	2400968	HITS LLC ROOM NIGHT REIMB-2023 SPON2024			
2024/06/000064	03/01/2024 POE	25,000.00 VND 002028 PO	2400969	JOSEPH VOLLEYBA ROOM NIGHT REIMBURSEMENT			
2024/06/000952	03/04/2024 API	25,000.00 VND 002028 PO	2400969	JOSEPH VOLLEYBA ROOM NIGHT REIMB-2024 NIKE FIR	68038		
2024/06/000952	03/04/2024 POL	-25,000.00 VND 002028 PO	2400969	JOSEPH VOLLEYBA ROOM NIGHT REIMB-2024 NIKE2024			
2024/06/000065	03/01/2024 POE	30,000.00 VND 001392 PO	2400970	NATIONAL COLLEG BID FEE FOR NATIONAL COLLEGIAT			
2024/06/000578	03/08/2024 POE	1,904.00 VND 002035 PO	2401006	TRAVIS MILLS ROOM NIGHT REIMBURSEMENT			
2024/06/000982	03/11/2024 API	1,904.00 VND 002035 PO	2401006	TRAVIS MILLS NEVER GIVE UP ON COUNTRY 2024	68066		
2024/06/000982	03/11/2024 POL	-1,904.00 VND 002035 PO	2401006	TRAVIS MILLS NEVER GIVE UP ON COUNTRY 22024			
2024/06/001060	03/13/2024 POE	4,970.00 VND 002039 PO	2401024	FIDDLERS TURKEY ROOM NIGHT REIMBURSEMENT			
2024/06/001777	03/14/2024 API	4,970.00 VND 002039 PO	2401024	FIDDLERS TURKEY REIMB. FOR 2023 FIDDLERS TURKE	68614		
2024/06/001777	03/14/2024 POL	-4,970.00 VND 002039 PO	2401024	FIDDLERS TURKEY REIMB. FOR 2023 FIDDLERS T2024			
2024/06/002904	03/29/2024 POE	15,000.00 VND 002059 PO	2401096	CSF AQUATICS BID FEE FOR FL SWIMMING FLAGS			
2024/06/002906	03/29/2024 POE	25,000.00 VND 002059 PO	2401098	CSF AQUATICS BID FEE FOR USA SWIMMING SPEED			
2024/06/002907	03/29/2024 POE	25,000.00 VND 002059 PO	2401099	CSF AQUATICS BID FEE FOR FL SWIMMING SENIOR			



## EXPENDITURE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-549185-			CHARGES - COST ALLOCATION				
143,060.00	0.00	143,060.00	71,530.02	71,529.98	50.0%		
2024/06/000124	03/04/2024 GEN	11,921.67 REF	REC COST ALLOCATION/MAR24				
1074-55-552-450-45090-155-0000000-0000000-551101-			OFFICE SUPPLIES				
2,500.00	0.00	2,500.00	1,523.87	976.13	61.0%		
2024/06/003227	03/21/2024 API	254.90 VND	999999 PO PCARD ONE TIME DISH DETERGENT & SPONGES FOR P				
1074-55-552-450-45090-155-0000000-0000000-552101-			GASOLINE, OIL & LUBRICANTS				
4,300.00	0.00	4,300.00	648.66	3,651.34	15.1%		
2024/06/002350	03/26/2024 GEN	254.96 REF	FLEET-TDC-FEB24 INV 10207B-CM				
1074-55-552-450-45090-155-0000000-0000000-552106-			COMPUTER SOFTWARE				
15,161.00	0.00	15,161.00	6,875.05	5,338.27	64.8%		
1074-55-552-450-45090-155-0000000-0000000-552108-			OPERATING SUPPLIES				
7,000.00	0.00	7,000.00	755.26	6,244.74	10.8%		
2024/06/003227	03/21/2024 API	10.63 VND	999999 PO PCARD ONE TIME DISH DETERGENT & SPONGES FOR P				
1074-55-552-450-45090-155-0000000-0000000-552116-			OPER SUPPLIES - COMP HARDWARE				
4,000.00	8,500.00	12,500.00	1,978.73	10,521.27	15.8%		
2024/06/001253	03/19/2024 BUA	8,500.00 REF	Admin Conference Room Upgrades				
2024/06/003213	03/08/2024 API	29.99 VND	000003 PO AMAZON.COM SERV WIRELESS MOUSE WO201199				
1074-55-552-450-45090-155-0000000-0000000-552257-			PARTS - VEHICLE / EQUIPMENT				
0.00	21.00	21.00	13.80	7.20	65.7%		
2024/06/002731	03/28/2024 WOJ	6.90 REF	alljan 192920				
2024/06/002736	03/28/2024 WOJ	6.90 REF	alljan 193266				
1074-55-552-450-45090-155-0000000-0000000-554101-			BOOKS, PUBS & SUBSCRIPTIONS				
48,559.00	0.00	48,559.00	25,454.77	23,104.23	52.4%		
2024/06/003237	03/29/2024 API	10,164.90 VND	999999 PO PCARD ONE TIME SUBSCRIPTION FOR THE SOCIAL ME				
1074-55-552-450-45090-155-0000000-0000000-554201-			DUES & MEMBERSHIPS				
29,129.00	0.00	29,129.00	10,776.90	18,352.10	37.0%		
2024/06/003232	03/26/2024 API	350.00 VND	999999 PO PCARD ONE TIME ANNUAL DMO ASSOCIATE DUES, 04/				
2024/06/000253	03/05/2024 POE	2,000.00 VND	000745 PO 2400989 FLORIDA SPORTS MEMBERSHIP DUES				
2024/06/000954	03/07/2024 API	2,000.00 VND	000745 PO 2400989 FLORIDA SPORTS MEMBERSHIP DUES, 10/1/23-9/30/		68030		
2024/06/000954	03/07/2024 POL	-2,000.00 VND	000745 PO 2400989 FLORIDA SPORTS MEMBERSHIP DUES, 10/1/23-9/2024				

## EXPENDITURE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV		ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL
1074-55-552-450-45090-155-0000000-0000000-555501-			TRAINING & EDUCATION				
76,530.00		0.00	76,530.00	18,698.00	57,832.00		24.4%
2024/06/003207	03/01/2024	API	1,295.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR L SHAFFER TO		
2024/06/003220	03/15/2024	API	1,294.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR L SHAFFER TO		
2024/06/003220	03/15/2024	API	1,095.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR S WHEELER TO		
2024/06/003227	03/21/2024	API	2,000.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR L SHAFFER TO		
2024/06/003229	03/22/2024	API	1,095.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR ANGEL ROUSSEL		
2024/06/003366	03/22/2024	API	35.00 VND 001374 PO	FLORIDA SOCIETY	APRIL 2024 FSAE POWER LUNCHEON		
2024/06/003366	03/22/2024	API	35.00 VND 001374 PO	FLORIDA SOCIETY	MAY 2024 FSAE POWER LUNCHEON F		
2024/06/003366	03/22/2024	API	35.00 VND 001374 PO	FLORIDA SOCIETY	APRIL 2024 FSAE POWER LUNCHEON		
2024/06/003366	03/22/2024	API	1,095.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR CARL ZALAK TO		
2024/06/003370	03/27/2024	API	1,650.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR B DAY TO ATTE		
1074-55-552-450-45090-155-0000000-0000000-563102-			IMPROVE - CIP				
4,124,805.00		3,271,174.00	7,395,979.00	134,853.21	1,752,215.00		76.3%
2024/06/002607	03/25/2024	API	2,162.00 VND 500704 PO	2300862	KIMLEY HORN AND	CONCEPT DEVELOPMENT - NORTH GA	68851
2024/06/002607	03/25/2024	POL	-2,162.00 VND 500704 PO	2300862	KIMLEY HORN AND	CONCEPT DEVELOPMENT - NORT2023	
2024/06/003185	03/28/2024	API	6,016.60 VND 500704 PO	2300862	KIMLEY HORN AND	CONCEPT DEVELOPMENT - NORTH GA	69050
2024/06/003185	03/28/2024	POL	-6,016.60 VND 500704 PO	2300862	KIMLEY HORN AND	CONCEPT DEVELOPMENT - NORT2023	
2024/06/002107	03/19/2024	API	50.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-75 GA	68828
2024/06/002107	03/19/2024	API	50.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-75 GA	68828
2024/06/002107	03/19/2024	POL	-50.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-72023	
2024/06/002107	03/19/2024	POL	-50.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-72023	
2024/06/002107	03/19/2024	API	100.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-75 GA	68828
2024/06/002107	03/19/2024	API	100.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-75 GA	68828
2024/06/002107	03/19/2024	POL	-100.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-72023	
2024/06/002107	03/19/2024	POL	-100.00 VND 014831 PO	2300959	CENTRAL TESTING	GEOTECHNICAL ENG SRVCS/I-72023	
2024/06/000953	03/04/2024	API	2,250.00 VND 001630 PO	2301015	KENCO SIGN & AW	NORTH/SOUTH COUNTY LINE GATEWA	68039
2024/06/000953	03/04/2024	API	2,250.00 VND 001630 PO	2301015	KENCO SIGN & AW	NORTH/SOUTH COUNTY LINE GATEWA	68039
2024/06/000953	03/04/2024	POL	-2,250.00 VND 001630 PO	2301015	KENCO SIGN & AW	NORTH/SOUTH COUNTY LINE GA2023	
2024/06/000953	03/04/2024	POL	-2,250.00 VND 001630 PO	2301015	KENCO SIGN & AW	NORTH/SOUTH COUNTY LINE GA2023	
2024/06/002607	03/25/2024	API	10,490.45 VND 500704 PO	2400721	KIMLEY HORN AND	CONSTRUCTION SUPPORT SVCS-SOUT	68851
2024/06/002607	03/25/2024	POL	-10,490.45 VND 500704 PO	2400721	KIMLEY HORN AND	CONSTRUCTION SUPPORT SVCS-2024	
2024/06/003185	03/28/2024	API	13,332.34 VND 500704 PO	2400721	KIMLEY HORN AND	CONSTRUCTION SUPPORT SVCS-SOUT	69050
2024/06/003185	03/28/2024	POL	-13,332.34 VND 500704 PO	2400721	KIMLEY HORN AND	CONSTRUCTION SUPPORT SVCS-2024	
1074-55-552-450-45090-155-0000000-0000000-564102-			MACHINERY & EQUIPMENT - CIP				
1,259.00		12.00	1,271.00	0.00	1,271.00		.0%
1074-55-552-450-45090-155-0000000-0000000-568102-			INTANGIBLE SOFTWARE - CIP				
3,462.00		12.00	3,474.00	0.00	11.94		99.7%

## EXPENDITURE STATUS REPORT

FOR 2024 06					JOURNAL DETAIL 2024 6 TO 2024 6	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-599101- 500,000.00						
	0.00	500,000.00	0.00	RESERVE FOR CONTINGENCIES	500,000.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599199- 1,500,000.00						
	0.00	1,500,000.00	0.00	RESERVE FOR CASH CARRY FORWARD	1,500,000.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599417- 6,451,007.00						
	-2,991,375.00	3,459,632.00	0.00	RESERVE FOR TOURISM INITIATIVES	3,459,632.00	.0%
TOTAL TOURIST DEVELOPMENT FUND						
18,269,485.00	279,823.00	18,549,308.00	1,736,920.34		9,798,182.27	9.4%
TOTAL EXPENSES						
18,269,485.00	279,823.00	18,549,308.00	1,736,920.34		9,798,182.27	

## EXPENDITURE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6		
ORIGINAL	ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL						
18,269,485.00		279,823.00	18,549,308.00	1,736,920.34	9,798,182.27	9.4%

\*\* END OF REPORT - Generated by Shelton, Candace \*\*

## REVENUE STATUS REPORT

FOR 2024 06					JOURNAL DETAIL 2024 6 TO 2024 6	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE		REMAINING REVENUE	% COLL
1074-31-312-450-45090-155-0000000-0000000-312131- TOURIST DEVELOPMNT TAX 2%						
2,942,025.00	0.00	2,942,025.00	1,019,673.84		1,922,351.16	34.7%
2024/06/001347 03/15/2024 GCR -262,756.21 REF P02744 02/24 TOURIST DEV TAX						
1074-31-312-450-45090-155-0000000-0000000-312132- TOURIST DEVELOP TAX 3RD %						
1,471,012.00	0.00	1,471,012.00	509,836.93		961,175.07	34.7%
2024/06/001347 03/15/2024 GCR -131,378.11 REF P02744 02/24 TOURIST DEV TAX						
1074-31-312-450-45090-155-0000000-0000000-312133- TOURIST DEVELOP TAX 4TH %						
1,471,012.00	0.00	1,471,012.00	509,836.93		961,175.07	34.7%
2024/06/001347 03/15/2024 GCR -131,378.11 REF P02744 02/24 TOURIST DEV TAX						
1074-36-361-450-45090-155-0000000-0000000-361110- INTEREST-BOARD						
231,400.00	0.00	231,400.00	369,831.12		-138,431.12	159.8%
2024/06/003175 03/31/2024 GEN -64,102.72 REF SBAINT SBA INTEREST 221131 MAR						
1074-37-379-990-99090-000-0000000-0000000-379999- LESS: 5% OF BUDG REVENUE						
-305,773.00	0.00	-305,773.00	0.00		-305,773.00	.0%
1074-39-399-990-99090-000-0000000-0000000-399991- BALANCES FWD-CASH-REGULAR						
12,459,809.00	279,823.00	12,739,632.00	0.00		12,739,632.00	.0%
TOTAL TOURIST DEVELOPMENT FUND						
18,269,485.00	279,823.00	18,549,308.00	2,409,178.82		16,140,129.18	13.0%
TOTAL REVENUES						
18,269,485.00	279,823.00	18,549,308.00	2,409,178.82		16,140,129.18	

## REVENUE STATUS REPORT

FOR 2024 06				JOURNAL DETAIL 2024 6 TO 2024 6			
ORIGINAL	ESTIM REV	ESTIM REV ADJ	REVISED	ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL							
18,269,485.00		279,823.00	18,549,308.00		2,409,178.82	16,140,129.18	13.0%

\*\* END OF REPORT - Generated by Shelton, Candace \*\*



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14505

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**MOTION: FPSA Invitational Swimming and Diving Meet**

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve funding for the FPSA Invitational Swimming and Diving Meet for recommendation to the Marion County Board of County Commissioners.



<b>NEW EVENT</b>
EVENT DATES: September 27-28, 2024
EVENT LOCATION: Florida Aquatics Swimming and Training (FAST)

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>FSPA High School Invitational Swimming and Diving Meet</b> Organization: <b>Florida Swimming Pool Association</b>	Requested Amount: <b>\$6,300</b> Eligible Funding/Staff Recommendation: <b>\$6,300*</b> Business Sales (Total): <b>\$558,463</b> Total ROI: <b>93%</b> Anticipated Attendance (Total): <b>2,000</b> Anticipated Room Nights (Total): <b>450</b> Average Occupancy Rate for Period: <b>58.5% (2023)</b> <b>76.0% (2022)</b>

*\*Funding is awarded \$14/room night*

- **Use of Funds:** event sanctioning fees, officials fees, officials lodging, photo/video, event related equipment rental, signage/banners, printing/postage, marketing, announcer fees
- **Event Description:**  
 The 48th annual FSPA Invitational Swimming & Diving Meet is one of the most exciting and fulfilling events the Florida Swimming Pool Association supports. This swim meet is the largest meet of its kind in the southeastern United States. The competition can vary in size each year and draws anywhere from 1,000 to 2,000 athletes over two days. The meet is sanctioned by the Florida High School Athletics Association (FHSAA) and observed by USA Swimming. All proceeds from the meet support the non-profit Florida Swims Foundation which provides swim lessons to children in the state of Florida.

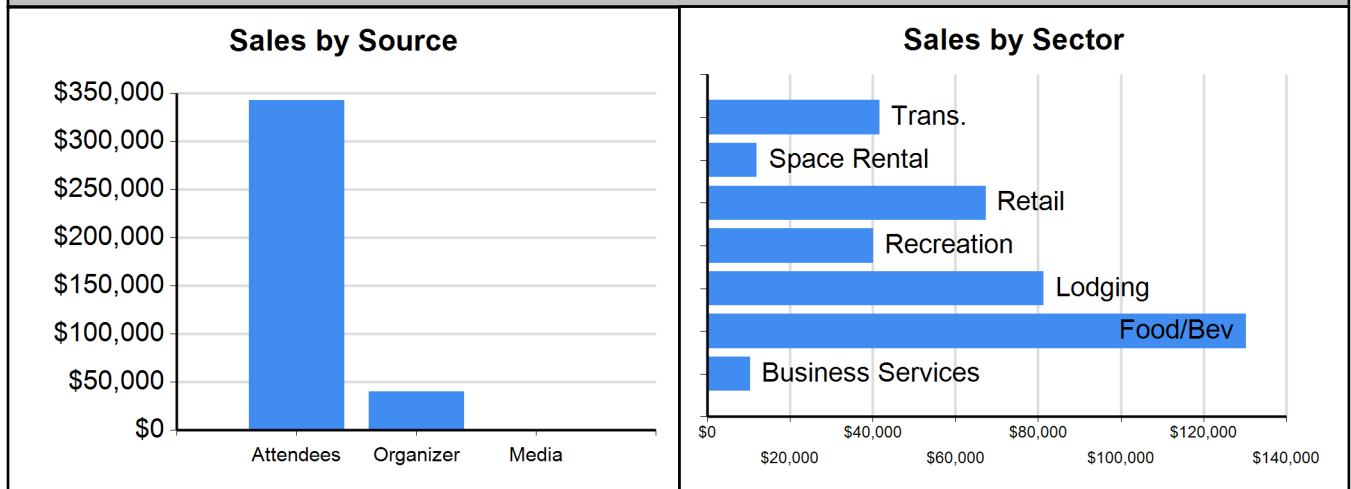


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	FSPA High School Invitational Swimming & Diving Meet	Business Sales (Direct):	\$383,311
Organization:	Florida Swimming Pool Association	Business Sales (Total):	\$558,463
Event Type:	Youth Amateur	Jobs Supported (Direct):	266
Start Date:	9/27/2024	Jobs Supported (Total):	303
End Date:	9/28/2024	Local Taxes (Total):	\$12,157
Overnight Attendees:	747	Net Direct Tax ROI:	\$3,804
Day Attendees:	1743	Estimated Room Demand:	543

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$81,405	\$0	\$0	\$81,405
Transportation	\$40,897	\$674	\$58	\$41,628
Food & Beverage	\$113,144	\$17,151	\$0	\$130,295
Retail	\$67,371	\$0	\$0	\$67,371
Recreation	\$40,153	\$0	\$0	\$40,153
Space Rental	\$0	\$12,000	\$0	\$12,000
Business Services	\$0	\$10,425	\$33	\$10,458
TOTAL	\$342,971	\$40,250	\$90	\$383,311

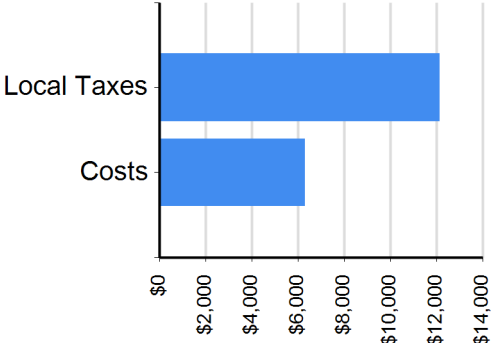
## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: FSPA High School Invitational Swimming & Diving Meet 2024

Organization: Florida Swimming Pool Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$383,311	\$175,152	\$558,463
<b>Personal Income</b>	\$120,613	\$45,311	\$165,923
<b>Jobs Supported</b>			
Persons	266	37	303
Annual FTEs	4	1	5
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$33,797</u>	<u>\$14,326</u>	<u>\$48,123</u>
<u>State Total</u>	<u>\$26,319</u>	<u>\$5,570</u>	<u>\$31,889</u>
sales	\$19,880	\$2,627	\$22,507
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,440	\$2,943	\$9,382
<u>Local Total (excl. property)</u>	<u>\$10,104</u>	<u>\$2,053</u>	<u>\$12,157</u>
sales	\$3,313	\$438	\$3,751
income	\$0	\$0	\$0
bed	\$3,256	-	\$3,256
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,534	\$1,615	\$5,149
property tax	\$6,954	\$2,052	\$9,005

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$10,104	
DMO Hosting Costs	\$6,300	
Direct ROI	\$3,804	
Net Present Value	\$3,804	
Direct ROI (%)	60%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$12,157	
Total ROI	\$5,857	
Net Present Value	\$5,857	
Total ROI (%)	93%	

Estimated Room Demand Metrics	
Room Nights (total)	543
Room Pickup (block only)	450
Peak Rooms	277
Total Visitor Days	2,380



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14506

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**MOTION:** Florida Swimming FLAGS Championships

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve funding for the Florida Swimming FLAGS Championships for recommendation to the Marion County Board of County Commissioners.



REPEAT EVENT
EVENT DATES: July 11-14, 2024 July 10-13, 2025 July 9-14, 2026
EVENT LOCATION: Florida Aquatics Swimming and Training (FAST)

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Florida Swimming FLAGS Championship</b> Organization: <b>CSF Aquatics, LLC.</b>	Bid Fee Amount: <b>\$30,000 per event year</b> Business Sales (Total): <b>\$2,314,698</b> Total ROI: <b>84%</b> Anticipated Attendance (Total): <b>2,900</b> Anticipated Room Nights (Total): <b>2,000</b> Average Occupancy Rate for Period: <b>66.7% (2023)</b> <b>74.2% (2022)</b>

- **Event Description:**

Florida Swimming is a 11,000 member organization, the Short Course FLAGS Championships is the Annual Short Course (25Y Pool) Championships for swimmers aged 14&Under from most of Florida (all but Palm Beach, Broward, Dade, the Keys, and the western Panhandle). This event will attract the best 1,100 athletes in their age divisions (13-14, 11-12 and 10&Under), with approximately 100 teams represented. For the first time in six years that the FLAGS championships will be re-combined into one event after being separated into north and south regions. With 4 full days, nearly all competitors (90+%) will be arriving Wednesday evening and stay through the end of the championships on Sunday.

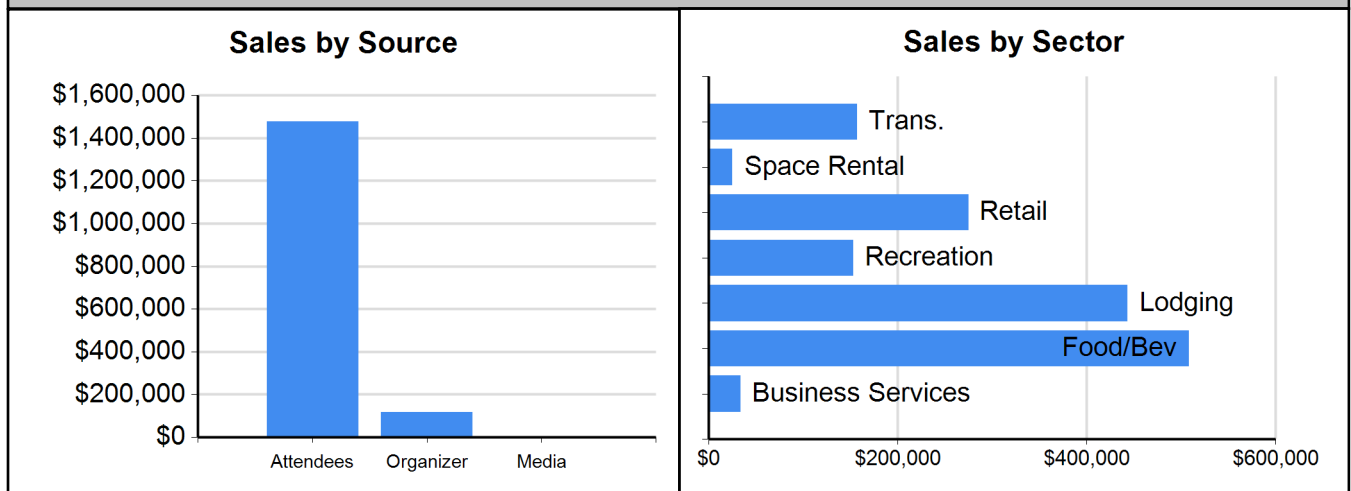
- **The request is for a 3-year commitment of \$90,000 to host the Florida Swimming FLAGS Championship in Marion County pending Florida Swimming awarding the event to FAST in 2025 and 2026.**

# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Florida Swimming FLAGS Championships	Business Sales (Direct):	\$1,594,996
Organization:	CSF Aquatics	Business Sales (Total):	\$2,314,698
Event Type:	Youth Amateur	Jobs Supported (Direct):	543
Start Date:	7/11/2024	Jobs Supported (Total):	619
End Date:	7/14/2024	Local Taxes (Total):	\$55,077
Overnight Attendees:	2429	Net Direct Tax ROI:	\$16,641
Day Attendees:	1619	Estimated Room Demand:	2,955

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$443,199	\$0	\$0	\$443,199
Transportation	\$154,447	\$2,190	\$198	\$156,835
Food & Beverage	\$453,116	\$55,152	\$0	\$508,268
Retail	\$275,138	\$0	\$0	\$275,138
Recreation	\$152,878	\$0	\$0	\$152,878
Space Rental	\$0	\$25,035	\$0	\$25,035
Business Services	\$0	\$33,531	\$112	\$33,643
<b>TOTAL</b>	<b>\$1,478,778</b>	<b>\$115,909</b>	<b>\$309</b>	<b>\$1,594,996</b>

## Event Impact Details

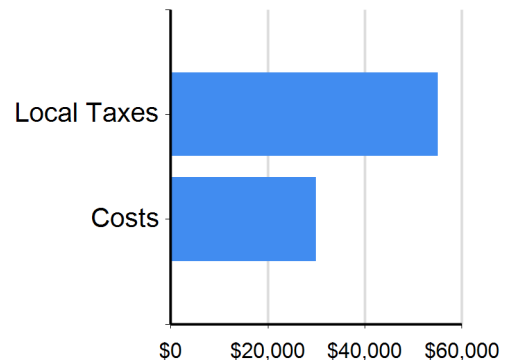
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Florida Swimming FLAGS Championships 2024

Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,594,996	\$719,702	\$2,314,698
<b>Personal Income</b>	\$497,857	\$188,168	\$686,025
<b>Jobs Supported</b>			
Persons	543	76	619
Annual FTEs	18	3	21
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$140,174</u>	<u>\$59,092</u>	<u>\$199,266</u>
<u>State Total</u>	<u>\$112,039</u>	<u>\$22,887</u>	<u>\$134,925</u>
sales	\$85,242	\$10,796	\$96,038
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$26,796	\$12,091	\$38,887
<u>Local Total (excl. property)</u>	<u>\$46,641</u>	<u>\$8,435</u>	<u>\$55,077</u>
sales	\$14,207	\$1,799	\$16,006
income	\$0	\$0	\$0
bed	\$17,728	-	\$17,728
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,706	\$6,636	\$21,342
property tax	\$28,935	\$8,390	\$37,325

Event Return on Investment (ROI)			
<b>Direct local tax ROI (net property taxes)</b>			
Direct Tax Receipts	\$46,641		
DMO Hosting Costs	\$30,000		
Direct ROI	\$16,641		
Net Present Value	\$16,641		
Direct ROI (%)	55%		
<b>Total local tax ROI (net property taxes)</b>			
Total Local Tax Receipts	\$55,077		
Total ROI	\$25,077		
Net Present Value	\$25,077		
Total ROI (%)	84%		



Estimated Room Demand Metrics	
Room Nights (total)	2,955
Room Pickup (block only)	2,000
Peak Rooms	900
Total Visitor Days	8,949



# Marion County

## Tourist Development Council

### Agenda Item

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**File No.:** 2024-14507

**Agenda Date:** 4/25/2024

**Agenda No.:**

---

**SUBJECT:**

**MOTION:** Florida Swimming Senior Championships

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve funding for the Florida Swimming Senior Championships for recommendation to the Marion County Board of County Commissioners.



REPEAT EVENT
EVENT DATES: July 18-21, 2024 July 17-20, 2025 July 16-19, 2026
EVENT LOCATION: Florida Aquatics Swimming and Training (FAST)

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Florida Swimming Senior Spring Championship</b> Organization: <b>CSF Aquatics, LLC.</b>	Bid Fee Amount: <b>\$20,000 per event year</b> Business Sales (Total): <b>\$2,071,066</b> Total ROI: <b>147%</b> Anticipated Attendance (Total): <b>2,500</b> Anticipated Room Nights (Total): <b>1,500</b> Average Occupancy Rate for Period: <b>67.9% (2023)</b> <b>71.1% (2022)</b>

- **Event Description:**

Florida Swimming is a 11,000 member organization, the Short Course Senior Championships is the Annual Short Course (25Y Pool) Championships for swimmers primarily 15&Older – mainly high school, but some college athletes, from most of Florida (all but Palm Beach, Broward, Dade Counties, the Keys, and the western Panhandle). This event will attract the best 1,000 athletes with challenging qualifying times, with approximately 100 teams represented. This meet will also be heavily attended by collegiate swimmers preparing for the upcoming NCAA season. This is a 3.5 day event, with distance events and relays on Thursday afternoon, and full days of competition on Friday, Saturday & Sunday.

- **The request is for a 3-year commitment of \$60,000 to host the Florida Swimming Senior Spring Championship in Marion County pending Florida Swimming awarding the event to FAST in 2025 and 2026.**

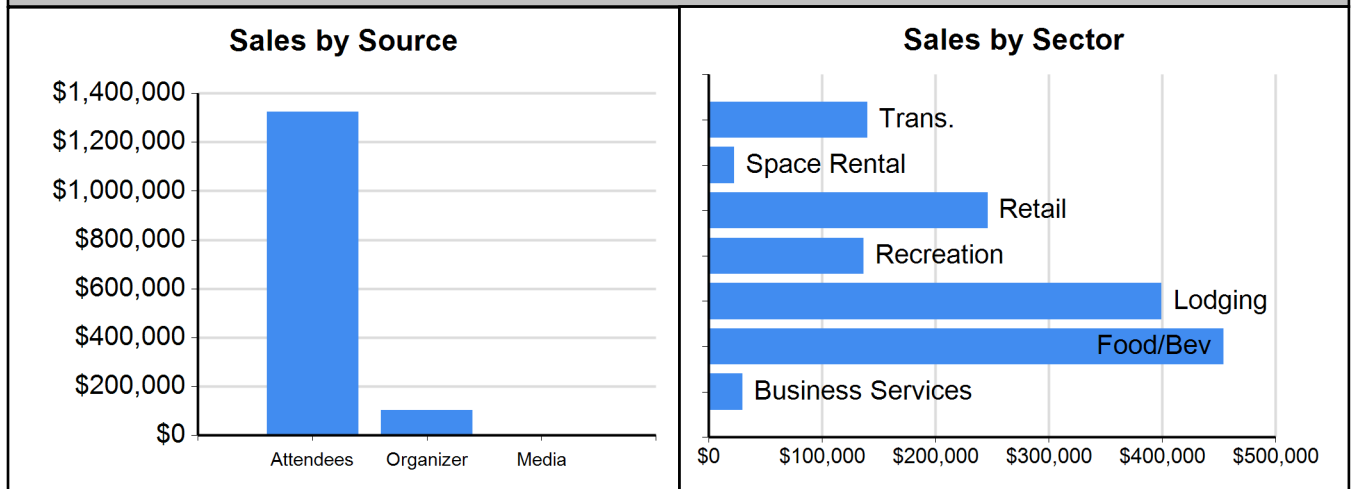


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Florida Swimming Senior Championships	Business Sales (Direct):	\$1,427,285
Organization:	CSF Aquatics	Business Sales (Total):	\$2,071,066
Event Type:	Youth Amateur	Jobs Supported (Direct):	485
Start Date:	7/18/2024	Jobs Supported (Total):	554
End Date:	7/21/2024	Local Taxes (Total):	\$49,400
Overnight Attendees:	1980	Net Direct Tax ROI:	\$21,855
Day Attendees:	1320	Estimated Room Demand:	2,662

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$399,328	\$0	\$0	\$399,328
Transportation	\$137,743	\$1,786	\$175	\$139,704
Food & Beverage	\$404,883	\$48,958	\$0	\$453,841
Retail	\$246,001	\$0	\$0	\$246,001
Recreation	\$136,381	\$0	\$0	\$136,381
Space Rental	\$0	\$22,223	\$0	\$22,223
Business Services	\$0	\$29,707	\$99	\$29,806
TOTAL	\$1,324,337	\$102,673	\$274	\$1,427,285

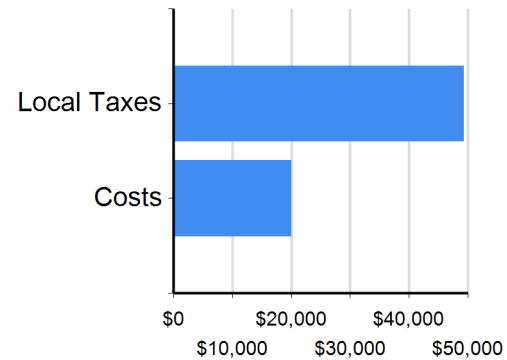
## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Florida Swimming Senior Championships 2024

Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,427,285	\$643,781	\$2,071,066
<b>Personal Income</b>	\$445,286	\$168,383	\$613,669
<b>Jobs Supported</b>			
Persons	485	68	554
Annual FTEs	16	2	18
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$125,410</u>	<u>\$52,865</u>	<u>\$178,275</u>
<u>State Total</u>	<u>\$100,309</u>	<u>\$20,472</u>	<u>\$120,781</u>
sales	\$76,331	\$9,657	\$85,987
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$23,979	\$10,816	\$34,794
<u>Local Total (excl. property)</u>	<u>\$41,855</u>	<u>\$7,545</u>	<u>\$49,400</u>
sales	\$12,722	\$1,609	\$14,331
income	\$0	\$0	\$0
bed	\$15,973	-	\$15,973
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,160	\$5,936	\$19,096
property tax	\$25,892	\$7,504	\$33,397

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$41,855	
DMO Hosting Costs	\$20,000	
Direct ROI	\$21,855	
Net Present Value	\$21,855	
Direct ROI (%)	109%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$49,400	
Total ROI	\$29,400	
Net Present Value	\$29,400	
Total ROI (%)	147%	

Estimated Room Demand Metrics	
Room Nights (total)	2,662
Room Pickup (block only)	1,500
Peak Rooms	733
Total Visitor Days	7,980



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14880

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**Sales Service Specialist - Samantha Solomon**

**DESCRIPTION/BACKGROUND:**

Information only.



# Marion County

## Tourist Development Council

### Agenda Item

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**File No.:** 2024-14905

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**MOTION: Fiscal Year 2024-2025 Proposed Budget**

**DESCRIPTION/BACKGROUND:**

The fiscal year 2024-2025 Proposed Budget aligns directly with year 2 of the Long-Range Tourism Plan.

The draft budget was generated on March 27, 2024. Tourist Development Staff met with County Administration on April 11, 2024. As a result of that meeting, amended budget requests were submitted and line item totals were updated. These updated totals are outlined below:

Line Item 534101 - Contract Serv Other Misc: \$96,032

Line Item 548101 - Promotional Activities: \$2,176,195

Line Item 563102 - Improvements CIP: \$3,773,880

Recommended Action: Approve the fiscal year 2024-2025 budget for recommendation to the Marion County Board of County Commissioners.



Marion County Board of County Commissioners  
Fiscal Year 2025 Requested Budget

Fund: 1074 - Tourist Development Tax  
Cost Center: 155 - Visitors and Convention Bureau

Organization Unit: Public Services  
Division: Tourist Development

Prepared by: Clerk of Court and Comptroller - Budget Department

Account #	Account Description	FY 2023 Actual	FY 2024 Adopted	FY 2024 Amended	FY 2025 Requested
<b>Cost Center Expenditures</b>					
<b>Personnel</b>					
512101	Regular Salaries and Wages	502,961	601,852	601,852	720,309
521101	FICA Taxes	35,956	46,052	46,052	55,114
522101	Retirement Contributions	62,135	81,676	81,676	98,183
523101	Health Insurance	87,736	113,616	113,616	153,120
523401	Life ADD LTD	3,374	4,041	4,041	4,837
524101	Workers Compensation	528	487	487	582
<b>Personnel Total</b>		<b>692,690</b>	<b>847,724</b>	<b>847,724</b>	<b>1,032,145</b>
<b>Operating</b>					
531109	Professional Services	0	0	158,225	1,612,500
534101	Contract Serv Other Misc	1,129,846	1,605,640	1,605,640	95,912
540101	Travel and Per Diem	18,007	42,500	42,500	42,500
541101	Communication Services	6,431	7,258	7,258	10,581
542201	Postage and Freight	3,452	8,800	8,800	13,000
543101	Utility Services Electric Water Sewer	12,417	13,770	13,770	25,188
543102	Utility Services Waste Disposal	547	756	756	756
544101	Rentals and Leases Equipment	453	6,465	6,465	6,424
544401	Rentals and Leases Buildings	0	0	0	2,400
545101	Insurance Premiums	9,735	15,337	15,337	15,337
546101	Repairs and Maint Bldgs and Grounds	26,522	55,500	55,500	44,000
546257	Repairs and Maint Fleet Management	301	2,500	2,479	4,580
546312	Repairs and Maint Computer Equipment	0	74	74	0
547101	Printing and Binding	34,235	35,500	35,500	55,500
548101	Promotional Activities	1,084,051	2,716,889	2,550,164	2,011,795
549185	Charges Central Services Cost Allocation	113,900	143,060	143,060	164,519
551101	Office Supplies	1,609	2,500	2,500	2,000
552101	Gasoline Oil and Lubricants	1,795	4,300	4,300	4,000
552106	Computer Software	4,075	15,161	15,161	21,283
552108	Operating Supplies	5,794	7,000	7,000	7,500
552116	Operating Supplies Computer Hardware	5,475	4,000	12,500	11,500
552257	Parts Vehicle and Equipment	57	0	21	3,000
554101	Books Publications and Subscriptions	42,648	48,559	48,559	49,104
554201	Dues and Memberships	14,544	29,129	29,129	29,704
555501	Training and Education	24,656	76,530	76,530	76,530
<b>Operating Total</b>		<b>2,540,550</b>	<b>4,841,228</b>	<b>4,841,228</b>	<b>4,309,613</b>
<b>Capital</b>					
563102	Improvements CIP	260,534	4,124,805	7,395,979	0
564102	Machinery and Equipment CIP	0	1,259	1,271	0
568102	Intangible Software CIP	0	3,462	3,474	0
569907	Subscriptions Software	5,337	0	0	0
<b>Capital Total</b>		<b>265,871</b>	<b>4,129,526</b>	<b>7,400,724</b>	<b>0</b>
<b>Debt Service</b>					
571205	Principal Lease Agreements	3,634	0	0	0
571207	Principal Subscriptions	5,479	0	0	0
572205	Interest Lease Agreements	160	0	0	0
572207	Interest Subscriptions	71	0	0	0



Marion County Board of County Commissioners  
Fiscal Year 2025 Requested Budget

Fund: 1074 - Tourist Development Tax  
Cost Center: 155 - Visitors and Convention Bureau

Organization Unit: Public Services  
Division: Tourist Development

Prepared by: Clerk of Court and Comptroller - Budget Department

Account #	Account Description	FY 2023 Actual	FY 2024 Adopted	FY 2024 Amended	FY 2025 Requested
<b>Cost Center Expenditures</b>					
<b>Debt Service Total</b>		<b>9,344</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Non-Operating</b>					
599417	Reserve for Tourism Initiatives	0	6,451,007	3,459,632	6,451,007
<b>Non-Operating Total</b>		<b>0</b>	<b>6,451,007</b>	<b>3,459,632</b>	<b>6,451,007</b>
<b>Reserves</b>					
599101	Reserve for Contingencies	0	500,000	500,000	500,000
599199	Reserve for Cash Carry Forward	0	1,500,000	1,500,000	1,500,000
<b>Reserves Total</b>		<b>0</b>	<b>2,000,000</b>	<b>2,000,000</b>	<b>2,000,000</b>
<b>Cost Center Expenditures Total</b>		<b>3,508,455</b>	<b>18,269,485</b>	<b>18,549,308</b>	<b>13,792,765</b>



# Marion County

## Tourist Development Council

### Agenda Item

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**File No.:** 2024-14878

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**MOTION:** Updated Marketing Assistance Funding Program Guidelines

**DESCRIPTION/BACKGROUND:**

Recommended Action: Approve the updated Marketing Assistance Funding Program Guidelines for recommendation to the Marion County Board of County Commissioners.



# LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Wheeler Sky (Dept) Visitors & Convention Bureau - 2870  
Last First  
(Title) Tourism Development Manager (Phone) (352) 438-2800  
Signature [Signature] Date Tuesday, April 16, 2024

The Office of the County Attorney is requested to provide legal assistance as detailed in this legal request and supporting documents (attached).

Request for: ☐ New Document ☐ Review & Comment ☒ RESUBMIT LRM No. 2023-410  
☒ Approve as to Form ☐ Other

## Description of Request

This LRM for the Marketing Assistance Funding Program Guidelines was previously approved by Attorney Ward, however, we have updated the guidelines to include language outlining the eligible maximum funding amount for a primary and secondary business with shared FEIN numbers as well as clarifying specific information regarding submission of W9 forms, necessity of insurance and partner listing on OcalaMarion.com to aid in the application process.

For more information or discussion, contact: ☐ Same as above  
(Name) Shelton Candace (Title) Visitor Relations Representative (Phone) (352) 438-2809  
Last First

Agenda Item? ☐ Yes ☒ No Agenda Date: n/a  
Agenda Deadline Date for Legal: n/a Agenda Deadline Date for Admin: n/a

**Note: Please allow a MINIMUM of 5 working days BEFORE deadlines for LRM to be completed.**

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2023-410 Resubmit

Assigned to: ☐ Matthew Guy Minter, County Attorney ☐ Dana E. Olesky, Chief Asst. County Attorney ☒ Thomas Schwartz, Asst. County Attorney ☐ Valdoston Shealey, Asst. County Attorney

Outcome:

☒ Approved as to form and legal sufficiency

☐ Approved with revisions: ☐ Suggested ☐ Completed

☐ Other:

Date Received:

**RECEIVED**

By Marion County Attorney- AT at 3:48 pm, Apr 16, 2024

Attorney Signature: [Signature] Date: 4/16/24

Staff Signature: [Signature] Date: 4/16/24 Returned: ☒ Department ☐ Admin ☐ Completed





## Marketing Assistance Funding Program Guidelines

### General instructions:

Requesting agencies must attend one of the application workshops, review the attached guidelines and submit the application and all supporting information electronically by the deadline.

- [Click here](#) to register for an application workshop.
- [Click here](#) to access the application.

### Fiscal Year 2024/2025 Application Timeline:

May 21, 2024	VCB Marketing Assistance Application Opens
June 5, 2024	Marketing Assistance Funding Program Application Workshop 1 (in conjunction with the Tourism and Hospitality Roundtable Meeting)
June 13, 2024	Marketing Assistance Funding Program Application Workshop 2
July 23rd, 2024	Marketing Assistance Funding Program Application Workshop 3
August 2, 2024	Deadline for Applications
August 5-16, 2024	OMCVCB Review Period
August 22, 2024	TDC formalizes funding recommendations at their regular meeting
September, 2024	BCC budget approval
October 1, 2024	Notification of funding results
<b>Funding Limit: Eligible organizations may request a maximum of \$5,000, unless they are the secondary applicant utilizing a DBA/same FEIN of the primary applicant, whereby their eligibility will be limited to a maximum of \$2,500.*</b>	

\* If a tourism business has multiple sub-businesses which share a FEIN, they can submit an application for funding of up to \$5,000 for their primary eligible business and an application for funding of up to \$2,500 for a singular, eligible secondary business.



## **Marketing Assistance Funding Program Guidelines**

The Ocala/Marion County Visitors & Convention Bureau (OMCVCB) accepts, reviews and processes funding requests from tourism-related, Marion County-based organizations on behalf of the Tourist Development Council (as qualified per Florida State Statute 125.0104).

### **Goals of the Program**

The Marketing Assistance Program is designed to enable tourism-related businesses in Marion County to enhance their marketing opportunities leveraged with the Ocala/Marion County destination brand. The goals of the program are to enrich the visitor experience, encourage repeat visitations through local business promotions, inspire brand adoption and support tangible marketing materials highlighting tourism activities in Marion County.

The Marketing Assistance Program is meant to assist site-based businesses such as attractions, outfitters and restaurants or relating to art, heritage/history and culture, that provide service to visitors beyond events, and by the nature of their existence, attract visitation to the region or offer reasons for visitors to extend their stay in the destination.

### **OMCVCB partners funded through this program are expected to:**

- Assume a leadership and advocacy role in the community to advance tourism.
- Enhance the visitor experience and encourage repeat visitations through promotions and dissemination of information tourism offerings available in Marion County.
- Participate in cooperative promotional efforts with the Ocala/Marion County VCB, where applicable.

### **To be eligible for this program, an organization must meet the following minimum criteria:**

1. The organization must be a business that provides services to visitors which either attract visitation to Marion County or offer reasons for visitors to extend their stay in Marion County.
2. The organization must be authorized to transact business in the State of Florida in accordance with Florida law.
3. The organization must provide a current IRS form W-9.
4. The tourism-based organization's facilities, programs or services must be available to visitors throughout the year. While an organization's major program(s) or service(s) may occur primarily during a specific time of year, other services and programming should occur and benefit visitors throughout the remainder of the year.
5. The organization must have a dedicated administrator responsible for managing the organization.
6. It is the responsibility of the applicant to show proof of eligibility. Applications should also show how the organization brings visitors to Marion County throughout the year. Organizations must be able to show results of program dollars spent (e.g. Increased out-of-town visitation, increased website traffic, etc.) with specific data.



## Marketing Assistance Funding Program Guidelines

### Additional information:

1. Partners funded through this program will be required to outline specifically how funds will be spent before the beginning of the Fiscal Year in which funds are awarded.
2. Change requests regarding usage of funds require prior approval and should be made in writing to the OMCVCB Tourism Development Manager.
3. Partners will be required to submit a detailed final report, including specific information about marketing placements (inclusive of the OMCVCB logo) and results, additional dollars spent, copies of invoices, and proof of payment.
4. Partners will be required to provide specific information about how out-of-county visitation data is collected. Partners may use admission, ticket sales, etc. to track visitation, and will be expected to allow a representative from the OMCVCB's research firm to have access to survey a sample of visitors as mutually agreed upon by the OMCVCB, the Partner, and OMCVCB's research firm. This can be done via brief on-site interviews, email or website questionnaires post-event.
5. Funds may be used solely as reimbursement for marketing projects intended specifically to bring visitors from out-of-county (Eligible Use of Funds). Any use of funds for items not listed or approved will result in reimbursement for those items being denied. Failure to comply with the required grant reporting will impact future funding decisions and allocations.
6. Funding is to be expended only within the timeframe outlined as part of the approval and within the cycle for which it was approved.
7. All project printed and digital materials, signage or advertising must contain the appropriate logo, with the words, "Funding provided by Ocala/Marion County Visitors and Convention Bureau."
8. Applicants are encouraged to have marketing plans reviewed by the VCB marketing staff prior to submitting them.
9. Funded organization must agree to partner with and/or provide access to the OMCVCB research partners to conduct on-site or email surveys/data collection.
10. Funded organization must list/announce OMCVCB as sponsor (if applicable).
11. To be considered for funding through the TDC, applicants must attend the Marketing Assistance Funding Program Application Workshop prior to submitting application. If the applicant cannot attend one of the Marketing Assistance Funding Program Application Workshop sessions, the OMCVCB staff will make efforts to accommodate a virtual option, if feasible.
12. Funded organizations must have a listing on the Ocala/Marion County Visitors and Convention Bureau website (ocalamarion.com). If the organization is not on the website, applicants must advise the OMCVCB staff as part of the application process to ensure this requirement is met prior to funding approval.



## Marketing Assistance Funding Program Guidelines

13. A current signed IRS form W-9 must accompany the application when submitted to the OMCVB for consideration. A Substitute Form W-9 and/or a Tax-Exempt approval letter will not replace the requirement for a signed W-9. 14. Applicant's organization will be required to add Marion County Board of County Commissioners and its employees as an additional insured to their General Liability policy. A Certificate of Insurance with Marion County listed as an additional insured must be submitted to OMCVCB two weeks (14 days) after the Marion County contract for funding is approved by the Board of County Commissioners. (Insurance is an absolute requirement. No other insurance policies will be considered as a substitute for the General Liability policy.)

Eligible and Ineligible use of funds:

### Funds MAY only be used for...

- The design, production and placement of print, television, radio, and billboard ads.
- The design and production of travel guides, attraction maps, rack cards, and direct mailers.
- Digital marketing efforts such as online advertising, social media campaigns, search engine optimization, and e-mail marketing.
- The design and construction of a new website or enhancements to an existing website.  
Note: See below regarding Website hosting fees.
- Photography and video projects that support an approved marketing campaign.

### Funds MAY NOT be used for...

- Capital investments, asset development, or product enhancement
- Salary support, personnel
- Strategic plan development
- Lobbying
- Public Relations/press releases
- Tradeshow registration fees, booth rentals/educational conferences, membership dues
- Travel costs (food, lodging, entertainment)
- Database development
- Market research to identify target markets
- Facility rental/insurance
- Purchase or rental of equipment or supplies
- Food or alcoholic beverages
- Items for resale and promotion items
- Operating costs (including web hosting and domain registration)



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14854

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**PRESENTATION:** Gateway Signage

**DESCRIPTION/BACKGROUND:**

Information only.



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14855

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**  
**Marketing and Communications Update**

**DESCRIPTION/BACKGROUND:**  
Information only.



## Marketing & Communications Update April 2024

- **Current Running Media**

- Print:

- Visit Florida International Guide – (2024)
      - Full page advertorial
      - UK travel consumers and professionals
    - Flamingo Magazine – (Spring 2024 Edition)
      - Full Page Ad
      - 20,000 subscribers
      - Sold on newsstands in Southeast, bookstores, grocery stores and large Florida airports
      - FlamingoMag.com
    - Local Palate – (Spring 2024 Travel Issue)
      - 1/3 Page Ad
      - 300,000+ Readership
      - In addition to subscribers, sold national throughout airports, bookstores, retail stores, supermarkets, drugstores, controlled public place and hotels.
    - Ocala Relocation Guide – (2024)
      - Full Page Ad
      - 5,000+ print distribution
    - Sports Planning Guide
      - 2-Page Spread in Sports Planning Guide Magazine (2024)
      - 2-Page Advertorial Content in Florida Sports Guide section (2024)

- Billboards (OOH)

- Outfront
      - 2 Billboards
    - Clear Channel
      - 1 billboard + Orlando Digital network
    - Ad+Genuity – Vistar Programmatic (always on)
      - Florida statewide digital billboards
      - Tampa International Airport & Orlando International digital panels
      - Urban panels – New York & Atlanta digital panels

- Digital

- Ad + Genuity DSP (always on)
      - Total Impressions for March 2024: 4,014,137
      - Total Clicks for March 2024: 3,996
    - Undertone (December 2023 – August 2024)
      - Total impressions for March 2024: 827,277
      - Total clicks for March 2024: 23,367
    - Nativo (November 2023 – August 2024)
      - Total impressions for March 2024: 1,417,786
      - Total clicks for March 2024: 11,234



- Sports Planning Guide
  - Video + Content on SportsPlanningGuide.com (October 2023-September 2024)
- Social (always on)
  - Facebook/Instagram
- Search (always on)
  - Keyword and Performance MAX through Google
- **Industry/Advocacy Communications**
  - Photography/videography shoot:
    - The VCB is currently contracted with Digital Fury, LLC and Maven Photo + Film to capture tourism content of the whole county.
  - Industry Newsletter Distribution
    - April 3, 2024
  - Presentation at Florida Sports Foundation Board Meeting
    - March 27, 2024
    - VCB Staff presented at the Florida Sports Foundation's Board Meeting. The quarterly board meeting was in Ocala for the first time and at World Equestrian Center
  - Presentation at Career Day at Hammett Bowen Elementary School
    - April 17, 2024
    - VCB Staff spoke to 2<sup>nd</sup> and 3<sup>rd</sup> graders on careers in Tourism.
  - Destinations Florida Marketing Summit
    - April 3-5, 2024
    - VCB Staff represented Ocala/Marion County among other Florida Destination Marketing Organizations
  - VCB Hosted Citizens Academy
    - April 18, 2024
    - About Citizens Academy: Residents sign up for the free annual program with Marion County to hear department subject matter experts present, experience guide tours, & get hands-on experiences of key topics & daily tasks necessary to keep the county running effectively & efficiently.
    - Citizens Academy takes place on Thursdays, March-May.
- **Special Projects:**
  - The Marion's Insider Guide
    - The Marion Insider's Guide will serve as a new platform to reach visitors, and potential visitors, to bring to life experiences in Ocala/Marion County that may not be easily experienced via written word or imagery. This project will be a video-based program that will exist in both short form (Facebook and Instagram) and long form (YouTube). These videos will also complement blog content on OcalaMarion.com and promote the OcalaMarion Travel Guide App.
  - Wheel the World – VISIT FLORIDA Co-Op
    - In partnership with Visit Florida, through an innovative Florida For All program, Ocala/Marion County is working to receive the Destination Verified Seal from "Wheel the World." Wheel the World will be sending trained mappers to the county to evaluate accessibility information through hundreds of data points across all types of disabilities. Online training and certifications will be available to partners as well as "ready-to-book" listings at WheelTheWorld.com





- Threshold 360
  - We have entered into an agreement with Threshold 360 to capture 360-degree video of tourism locations throughout the county this year. This will unlock a world of opportunity for our sales team to showcase the destination at tradeshow in way we never have been able to before.



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14856

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**  
**Sales Update**

**DESCRIPTION/BACKGROUND:**  
Information only.



## Monthly Sales Update April 25, 2024

- **New Business**

- ProAm Adult Softball
  - April 27-28, 20024
  - Estimated room nights: 40
- USSSA Cinco De Mayo NIT
  - May 4-5, 2024
  - Estimated room Nights: 500
- Florida Swimming Pool Association High School Invitational Swimming and Diving Meet
  - September 27-28, 2024
  - Estimated room nights per year: 450

- **Leads**

- Florida Environment Health Association Annual Education Meeting
  - June 1-6, 2025
  - Estimated room nights: 975
- National Model Railroaders Association Florida Convention
  - October 10-13, 2024
  - Estimated room nights: 80
- Big East Swimming and Diving Conference Championships
  - February 25-March 1, 2025
  - Estimated room nights: 1,110
- WoodmenLife Florida Jurisdictional Convention
  - April 11-13, 2025
  - Estimated room nights: 420

- **Ongoing Leads**

- USA Roller Sports National Championship
  - July 14 – August 12, 2025
  - Estimated room nights: 12,500

- **Future Conferences/Tradeshows**

XSITE	May 9, 2024	Tallahassee
FSF Sport Summit	May 20-24, 2024	Panama City Beach
Florida Attractions Association Annual Conference	June 9-12, 2024	Ocala
FSAE Annual Conference	July 17-18, 2024	Orlando
Destination Southeast	August 18-20, 2024	Point Clear, AL



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14857

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**

**TDT Collections/STR and Key Data Update**

**DESCRIPTION/BACKGROUND:**

Information only.

## TDT COLLECTIONS

	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL		Change	PROJECTED
	4%	4%	4%	4%	4%	4%	4%	4%		from	AVERAGE
	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY20-21	FY21-22	FY22-23	FY23-24		Last Year	(Last 5 Years)
						Monthly	Monthly	Monthly	PTD		4%
OCT	173,025.01	259,157.91	204,924.52	208,480.07	208,964.21	271,833.28	349,930.49	365,854.69	365,854.69	\$ 15,924.20	258,962.08
NOV	208,761.03	259,465.87	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	349,743.98	715,598.67	\$ (92,580.14)	289,356.10
DEC	195,717.93	259,851.68	225,689.89	236,936.54	185,291.99	418,818.13	369,635.90	398,894.92	1,114,493.59	\$ 29,259.02	291,857.52
JAN	222,168.71	227,275.36	208,911.55	220,533.21	226,855.23	346,052.50	428,869.17	399,341.68	1,513,835.27	\$ (29,527.49)	287,592.76
FEB	267,659.07	286,456.85	273,064.02	299,288.30	294,191.48	413,140.70	512,970.04	525,512.43	2,039,347.70	\$ 12,542.39	355,964.62
MAR	301,570.07	350,071.35	323,299.80	302,080.26	359,419.51	524,933.16	601,255.70	628,714.27	2,668,061.97	\$ 27,458.57	431,795.90
APR	373,155.84	359,327.08	385,618.64	214,603.12	402,060.20	630,194.20	677,443.18		0.00	\$ (677,443.18)	490,928.66
MAY	257,677.42	262,256.88	280,438.82	102,814.80	333,193.04	463,117.34	425,025.51		0.00	\$ (425,025.51)	352,806.32
JUN	210,645.11	199,261.84	232,018.65	149,677.12	322,508.82	348,876.21	374,531.93		0.00	\$ (374,531.93)	295,439.49
JUL	208,299.73	212,855.41	232,238.24	242,501.19	379,652.81	359,850.15	413,140.96		0.00	\$ (413,140.96)	319,547.51
AUG	190,108.82	197,702.74	196,329.01	264,335.05	320,233.46	445,047.73	439,053.97		0.00	\$ (439,053.97)	319,673.38
SEPT	191,260.01	188,010.37	203,554.83	174,264.90	420,995.81	327,614.07	334,784.79		0.00	\$ (334,784.79)	294,991.97
TOTAL:	\$ 2,800,048.75	\$ 3,061,693.34	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76	\$ 2,668,061.97		\$ (2,700,903.79)	\$ 3,988,916.32

TOURIST DEV TAX  
MONTHLY REPORTS

REVENUE PERIOD		MAR. 23	APR. 23	MAY. 23	JUN. 23	JUL. 23	AUG. 23	SEP.23
REPORTING PERIOD		APR. 23	MAY. 23	JUN. 23	JUL. 23	AUG. 23	SEPT. 23	OCT. 23
REMITTANCE DATE		MAY. 23	JUN. 23	JUL. 23	AUG. 23	SEPT. 23	OCT. 23	NOV. 23
RPT								
LINE								
						140,819,724.02		
1	Gross Rental Receipts	17,840,332.02	11,300,853.71	9,981,037.65	10,670,698.80	11,319,695.98	8,910,660.10	9,983,074.28
2	Exempt Rental Receipts	676,233.68	525,669.96	491,218.10	543,562.30	449,139.15	493,751.77	784,626.19
3	Taxable Rental Receipts	17,164,098.34	10,775,183.75	9,489,819.55	10,127,136.50	10,870,556.83	8,416,908.33	9,198,448.09
4	Total Tax Collected	686,563.96	431,007.34	379,592.78	405,085.52	434,822.23	336,676.32	367,937.94
5	Adjustments	3.70	0.08	(119.55)	0.76	4.29	0.44	0.87
6	Bal Fwd / Overpaid	-	-	-	0.00	-	-	-
7	Total Tax Due	386,567.66	431,007.42	379,473.23	405,086.28	434,826.52	336,676.76	367,938.81
8	Less Collection Allow	(2,739.93)	(2,229.08)	(2,206.02)	(2,240.97)	(2,343.25)	(2,118.53)	(2,130.61)
9	Plus Penalty	451.58	522.61	1,032.99	12,817.97	7,818.43	1,029.16	2,630.70
10	Plus Interest	6.74	17.72	45.07	2,021.77	66.22	36.36	91.32
11	Current Amount Due	684,286.05	429,318.67	378,345.27	417,685.05	440,367.92	335,623.75	368,530.22
12	Credit Balance Used							
13	Underpayments							
14	NSF Cancels							
15	Total Amount Collected	684,286.05	429,318.67	378,345.27	417,685.05	440,367.92	335,623.75	368,530.22
16	Current Total Rate							
17	Dist to TD Council							
						5,362,060.83		
18	BCC	677,443.18	425,025.51	374,531.93	413,410.96	439,053.97	334,784.79	365,854.69
19	Tax Collector Comm	6,842.87	4,293.16	3,783.06	4,175.85	1,313.95	838.96	2,675.53
20	Total Collections Dist.	684,286.05	429,318.67	378,314.99	417,586.81	440,367.92	335,623.75	368,530.22

TOURIST DEV TAX  
MONTHLY REPORTS

REVENUE PERIOD		OCT.23	NOV.23	DEC.23	JAN.24	FEB.24
REPORTING PERIOD		NOV. 23	DEC.23	JAN.24	FEB.24	MAR.24
REMITTANCE DATE		DEC. 23	JAN.24	FEB.24	MAR.24	APR.24
<b>RPT</b>						
<b>LINE</b>						
1	Gross Rental Receipts	9,504,063.40	10,776,132.52	10,480,474.81	13,668,882.44	16,562,909.74
2	Exempt Rental Receipts	671,478.91	684,595.49	421,557.31	390,372.41	693,839.58
3	Taxable Rental Receipts	8,832,584.49	10,091,537.03	10,058,917.50	13,278,510.03	15,869,070.16
4	Total Tax Collected	353,303.40	403,661.51	402,356.64	531,140.43	634,762.80
5	Adjustments	(4.17)	0.04	0.03	0.08	0.09
6	Bal Fwd / Overpaid	-	-	-	-	-
7	Total Tax Due	353,299.23	403,661.55	402,356.67	531,140.51	634,762.89
8	Less Collection Allow	(2,088.88)	(2,213.04)	(2,502.96)	(2,612.78)	(2,717.00)
9	Plus Penalty	1,140.99	449.61	1,812.40	840.76	1,365.30
10	Plus Interest	35.59	11.16	693.29	117.47	54.09
11	Current Amount Due	352,386.93	401,909.28	402,359.40	529,485.96	633,465.28
12	Credit Balance Used					
13	Underpayments					
14	NSF Cancels					
15	Total Amount Collected	352,386.93	401,909.28	402,359.40	529,485.96	633,465.28
16	Current Total Rate					
17	Dist to TD Council					
18	BCC	349,743.98	398,894.92	399,341.68	525,512.43	628,714.27
19	Tax Collector Comm	2,642.95	3,014.36	3,017.72	3,973.53	4,751.01
20	Total Collections Dist.	352,386.93	401,909.28	402,359.40	529,485.96	633,465.28



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14858

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**  
**TDC Events Calendar**

**DESCRIPTION/BACKGROUND:**  
Information only.



Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
Rip It To Win It- Ocala Super Series	April 13, 2024	April 14, 2024	Various Locations
JVC Winner's Circle Volleyball Tournament	April 13, 2024	April 14, 2024	World Equestrian Center
NCEA National Championships	April 18, 2024	April 20, 2024	World Equestrian Center
Rip It To Win It- Ocala Super Series	May 18, 2024	May 19, 2024	Various Locations
USA Swimming Speedo Sectionals	May 23, 2024	May 26, 2024	FAST
FAA Annual Conference	June 9, 2024	June 12, 2024	World Equestrian Center
Patriotic Skies- 4th of July Experience	July 4, 2024	July 4, 2024	Tusawilla Park
YMCA National Long Course Championship	July 29, 2024	August 3, 2024	FAST
Cal Ripken 8U World Series	August 1, 2024	August 10, 2024	Rotary Sportsplex
FSPA High School Invitational Swimming	September 27, 2024	September 28, 2024	FAST
Billy Horschel Junior Championships	October 9, 2024	October 12, 2024	Adena Golf and Country Club



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14859

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**  
**Sales Report**

**DESCRIPTION/BACKGROUND:**  
Information only.

Ocala/Marion County Visitors & Convention Bureau Sales Report  
3/28/2024 - 4/25/2024

Event Type: All

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
American Junior Golf Association	Bill Horschel Junior Championship	Corry Locke 100.0%	Sports	Phone	10/9/2024	National	\$464,468.00	100	100	450	0
				148	10/13/2024	new	\$0.00	125			
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0
				0	7/15/2025	new	\$0.00	450			
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA	8/1/2024	National	\$784,528.00	285	240	950	0
				Symposium	8/10/2024	repeat	\$0.00	335			
City of Ocala: Recreation & Parks	Patriotic Skies: A Fourth of July Drone Experience	Corry Locke 100.0%	Social	Email	7/4/2024	Regional	\$178,635.00	2,000	25	30	0
				0	7/4/2024	new	\$0.00	10,000			
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email	3/12/2025	National	\$2,358,380.00	900	500	2,000	0
				0	3/15/2025	new	\$0.00	900			
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email	5/23/2024	National	\$2,135,751.00	2,000	1,000	2,900	0
				0	5/26/2024	new	\$0.00	2,300			
Florida AAU Gymnastics	Team Florida AAU Gymnastics Championships	Corry Locke 100.0%	Sports	Email	5/17/2024	State	\$1,136,492.93	1,400	245	400	0
				145	5/19/2024	new	\$0.00	1,600			
Florida Attractions Association	FAA Annual Conference	Corry Locke 100.0%	Social	Email	6/9/2024	State	\$430,418.00	160	225	465	0
				0	6/12/2024	new	\$0.00	180			

Status:

ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0
				144	11/15/2025	new	\$0.00	1,500			
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/7/2024	State	\$3,123,708.00	1,400	367	2,220	0
				144	11/16/2024	new	\$0.00	1,500			
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email	9/27/2024	State	\$558,463.00	1,300	250	450	0
				149	9/28/2024	new	\$0.00	1,700			
Monster Truck Wars	Monster Truck Wars Ocala	Corry Locke 100.0%	Sports	Email	12/7/2024	National	\$0.00	500	0	0	0
				0	12/8/2024	new	\$0.00	3,000			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2024	National	\$1,448,448.32	1,500	350	1,600	0
				0	4/20/2024	repeat	\$0.00	1,600			
ProAm Senior Softball	ProAm Softball Tournament	Corry Locke 100.0%	Sports	Phone	4/27/2024	State	\$0.00	150	20	40	0
				0	4/28/2024	new	\$0.00	200			
Southeastern Fastpitch	Rip It Championship-Ocala, FL	Corry Locke 100.0%	Sports	Phone	11/9/2024	State	\$889,683.00	350	100	200	0
				0	11/10/2024	new	\$0.00	450			
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Phone	10/18/2024	State	\$1,812,922.00	1,320	893	1,786	0
				0	10/20/2024	repeat	\$0.00	1,650			
Southeastern Fastpitch	Work Hard, Be Humble- Ocala, FL	Corry Locke 100.0%	Sports	Phone	9/14/2024	State	\$1,046,128.00	350	100	200	0
				0	9/15/2024	new	\$0.00	450			
Southeastern Fastpitch	I Love Fastpitch! - Ocala, FL	Corry Locke 100.0%	Sports	Phone	8/17/2024	State	\$1,035,760.00	350	100	200	0
				0	8/18/2024	new	\$0.00	450			

Status:ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Southeastern Fastpitch	Rip It to Win It Ocala Super Series May	Corry Locke 100.0%	Sports	Phone	5/18/2024	State	\$638,793.00	500	275	550	0
				0	5/19/2024	new	\$0.00	800			
Southeastern Fastpitch	Queen of the Diamond - Ocala	Corry Locke 100.0%	Sports	Phone	4/20/2024	State	\$0.00	350	100	200	0
				0	4/21/2024	new	\$0.00	450			
United States Specialty Sports Association	Cinco De Mayo NIT	Corry Locke 100.0%	Sports	Email	5/4/2024	State	\$1,319,208.11	480	300	500	0
				0	5/5/2024	new	\$0.00	720			
VISIT FLORIDA	Florida Encounter/Florida Huddle	Corry Locke 100.0%	Association	Email	2/2/2025	International	\$834,750.46	550	560	1,707	0
				0	2/5/2025	new	\$0.00	600			
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/27/2026	National	\$2,386,697.90	800	275	1,750	0
				0	7/31/2026		\$0.00	1,000			
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/28/2025	National	\$2,350,187.58	800	275	1,750	0
				0	8/1/2025		\$0.00	1,000			
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone	7/27/2026	National	\$2,314,579.94	800	275	1,750	0
				148	8/1/2026	new	\$0.00	1,000			
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone	7/28/2025	National	\$2,314,579.94	800	275	1,750	0
				148	8/2/2025	new	\$0.00	1,000			
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone	7/29/2024	National	\$2,314,579.94	800	275	1,750	0
				148	8/2/2024	new	\$0.00	1,000			
Event Count:						27	\$35,000,870.12	21,720	7,742	28,568	0
							\$0.00	35,960			

Status: CURRENT DEFINITE														
Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms			
GenZHomes, Inc. DBA Alpha Win	Alpha Win Ocala Triathlon	Corry Locke 100.0%		Website - Sports RFP 0	3/29/2024	National	\$394,163.00	300	268	500	0			
					3/30/2024	new	\$0.00	600						
Joseph Volleyball Camps JVC	JVC Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/13/2024	Regional	\$1,080,488.00	2,000	536	1,072	0			
					4/14/2024	new	\$0.00	2,400						
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone  0	4/15/2024	National	\$1,448,448.32	1,500	350	1,600	0			
					4/20/2024	repeat	\$0.00	1,600						
Southeastern Fastpitch	Rip It to Win It Ocala Super Series April	Corry Locke 100.0%	Sports	Phone  0	4/13/2024	State	\$657,430.00	500	275	550	0			
					4/14/2024	new	\$0.00	800						
Southeastern Fastpitch	Queen of the Diamond - Ocala	Corry Locke 100.0%	Sports	Phone  0	4/20/2024	State	\$0.00	350	100	200	0			
					4/21/2024	new	\$0.00	450						
Event Count:						5	\$3,580,529.32	4,650	1,529	3,922	0			
							\$0.00	5,850						

Status:CURRENT LEAD

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope  New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Association of Community Health Centers	FACHC Billing Certification Training Event	Bryan Day 100.0%	Medical	146	4/23/2024	Local	\$0.00	25	25	75	0
					4/24/2024	new	\$0.00	110			
					Event Count: 1		\$0.00	25	25	75	0
							\$0.00	110			

Status:LEADS SENT

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email	9/27/2024	State	\$558,463.00	1,300	250	450	0
				149	9/28/2024	new	\$0.00	1,700			
WoodmenLife Insurance	WoodmenLife Florida Jurisdictional Convention	Corry Locke 100.0%	Corporate	Website -	4/11/2025	State	\$271,214.56	350	200	420	0
				Events RFP	4/13/2025	new	\$0.00	400			
				Event Count:		2	\$829,677.56	1,650	450	870	0
							\$0.00	2,100			



Status:

TURNED DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0	
				0	7/15/2025	new	\$0.00	450				
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email	9/27/2024	State	\$558,463.00	1,300	250	450	0	
				149	9/28/2024	new	\$0.00	1,700				
ProAm Senior Softball	ProAm Softball Tournament	Corry Locke 100.0%	Sports	Phone	4/27/2024	State	\$0.00	150	20	40	0	
				0	4/28/2024	new	\$0.00	200				
United States Specialty Sports Association	Cinco De Mayo NIT	Corry Locke 100.0%	Sports	Email	5/4/2024	State	\$1,319,208.11	480	300	500	0	
				0	5/5/2024	new	\$0.00	720				
					Event Count:		4	\$1,877,671.11	2,305	820	1,740	0
								\$0.00	3,070			

Status:

TURNED LEAD

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/25/2025	National	\$0.00	0	250	1,110	0
				0	3/1/2025	new	\$0.00	0			
WoodmenLife Insurance	WoodmenLife Florida Jurisdictional Convention	Corry Locke 100.0%	Corporate	Website - Events RFP 149	4/11/2025	State	\$271,214.56	350	200	420	0
					4/13/2025	new	\$0.00	400			
					Event Count:	2	\$271,214.56	350	450	1,530	0
							\$0.00	400			



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2024-14860

**Agenda Date:** 4/25/2024

**Agenda No.:**

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**SUBJECT:**  
**TDC Attendance Report**

**DESCRIPTION/BACKGROUND:**  
Information only.

TDC Attendance Report

2024

	January	February	March	April	May	June	July	August	September	October	November
Rus Adams		C									
Jeff Bailey		A									
Victoria Billig		N									
Danny Gaekwad	X	C	X								
Jason Reynolds		E									
Barry Mansfield		L									
Christopher Fernandez		L									
Ron Livsey		E									
Carl Zalak	+	D									

- \* Last Meeting - Term Expires
- + First Meeting - Term Starts
- Last Meeting
- x Absent
- # Resigned