



Marion County

Tourist Development Council

Meeting Agenda

Thursday, May 21, 2026

9:00 AM Tourist Development Conference Room

Microsoft Teams:

[https://teams.microsoft.com/join/19%3ameeting_OTQ3ODk4YjktYmJlOC00ZTc5LWlZTktMGM1ZTc4N2JhNDk2%40thread.v2/0?](https://teams.microsoft.com/join/19%3ameeting_OTQ3ODk4YjktYmJlOC00ZTc5LWlZTktMGM1ZTc4N2JhNDk2%40thread.v2/0?context=%7b%22Tid%22%3a%2225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d)

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Meeting ID: 211 400 830 668 54

Password: ax9mK2my

Phone Number: tel:+13212455074,,394106347

Phone Conference ID: 394 106 347#

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.

1. Roll Call
2. Meeting Materials
 - 2.1 [Meeting Materials](#)
3. Motion: Approval of Minutes
 - 3.1 [Approval of April 2026 Tourist Development Council Minutes](#)
4. Motion: Acknowledgement of Financials
 - 4.1 [MOTION: Acknowledgement of Financials - April 2026](#)
5. Report from Chair
 - 5.1 [PRESENTATION: Tourist Development Tax Collection Update, Marion County Deputy Tax Collector, Tammy McCann](#)
 - 5.2 [TDT Collections/STR and Key Data Update](#)
6. Funding Requests
 - 6.1 [Fiscal Year 2026 Event Funding Allocations](#)

7. Staff Updates

- 7.1 [PRESENTATION: Quarterly Public Relations and Analytics Report - January - March Data](#)
- 7.2 [PRESENTATION: Quarterly Visitor Tracking Report - January - March 2026 Data](#)
- 7.3 [America 250 Plan Update](#)
- 7.4 [Shocker Park Feasibility Update](#)
- 7.5 [Long Range Tourism Plan Update](#)
- 7.6 [Sales Update](#)
- 7.7 [TDC Events Calendar](#)

8. Notation for Record

- 8.1 [Sales Report](#)
- 8.2 [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 visit@marionfl.org by Tuesday, May 26, 2026 at 5:00 PM. The next Tourist Development Council Meeting will be held on June 25, 2026 at 9:00 AM.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22922

Agenda Date: 5/21/2026

Agenda No.: 2.1

SUBJECT:

Meeting Materials

DESCRIPTION/BACKGROUND:

Conflict of Interest
The 2025 Florida Statutes
By-Laws
Sunshine Notice
TEAMS 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.

Select Year:

The 2025 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 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 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.

(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;

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 or the county is a fiscally constrained county, as described in s. 218.67(1), located adjacent to the Gulf of America or the Atlantic Ocean;

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; or

7. To employ, train, equip, insure, or otherwise fund the provision of lifeguards certified by the American Red Cross, the Y.M.C.A., or an equivalent nationally recognized aquatic training program, for beaches on the Gulf of America or the Atlantic Ocean.

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 America 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; s. 9, ch. 2024-2; s. 23, ch. 2025-8; s. 1, ch. 2025-208.



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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Marion County

Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release
December 30, 2025

Media contact:
Public Relations
Office: 352-438-2311 • Cell: 352-789-2152
Email: 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:

2025 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 9 a.m. on the first and third Tuesday of each month. For more information, contact the commission office at 352-438-2323.

Jan. 6	Jan. 20	Feb. 3	Feb. 17	March 3	March 17
April 7	April 21	May 5	May 19	June 2	June 16
July 7	July 21	Aug. 4	Aug. 18	Sept. 1	Sept. 15
Oct. 6	Oct. 20	Nov. 3	Nov. 17	Dec. 1	Dec. 15

Board of County Commissioners Zoning, final hearing

All meetings take place at 2:00 p.m. on the third Tuesday, and 1:30 p.m. on the third Wednesday of each month 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. 6*	Jan. 20	Feb. 17	Feb. 18	March 17	March 18
April 21	April 22	May 19	May 20	June 16	June 17
July 21	July 22	Aug. 18	Aug. 19	Sept. 1 *	Sept. 15
Oct. 20	Oct. 21	Nov. 17	Nov. 18	Dec. 15	Dec. 16

*Altered schedule (date/time) - These meetings will be held at 1:30 p.m.

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.

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

*November meeting will be held on Thursday to adjust for the Veterans Day holiday closure.

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 Autumn Williams at 352-438-2600.

Jan. 26	Feb. 23	March 30	April 27	May 27*	June 29
July 27	Aug. 31	Sept. 28	Oct. 26	Nov. 30	Dec. 28

*Altered schedule (date/time) - due to holiday closure

Local Mitigation Strategy

All meetings take place at 10 a.m. on the third Wednesday quarterly in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 21	April 15	July 15	Oct. 21
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Board of Adjustment Variances

The Board of Adjustment Variances meets at 2 p.m. on the first Monday* of each month in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Kim Lamb at 352-438-2600.

Jan. 5	Feb. 2	March 2	April 6	May 4	June 1
July 6	Aug. 3	Sept. 14*	Oct. 5	Nov. 2	Dec. 7

*Altered schedule (date/time) - due to holiday closure

Tourist Development Council

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

Jan. 15	Feb. 26	March 26	April 23	May 21	June 25
Aug. 27	Sept. 24	Oct. 22	Nov. 19		

Land Development Regulation Committee

The Land Development Regulation Committee will hold workshops at 5:30 p.m. the first and third Wednesday of each month, in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 7	Jan. 21	Feb. 4	Feb. 18	March 4	March 18
April 1	April 15	May 6	May 20	June 3	June 17
July 1	July 15	Aug. 5	Aug. 19	Sept. 2	Sept. 16

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

*Location Change: Marion County Museum of History and Archaeology - 307 SE 25th Terr., Ocala.

Parks & Recreation Advisory Council

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

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

Housing Finance Authority of Marion County

The Housing Finance Authority of Marion County will meet at noon on the third Wednesday of each month. Meetings will be held at the McPherson Governmental Campus, conference room A, 601 SE 25th Ave., Ocala. For more information, please call 352-322-1987.

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

Central Florida Community Land Trust

The Central Florida Community Land Trust will meet at 1:30 p.m. on the dates listed below, meetings will be held at the McPherson Governmental Campus, conference room A, 601 SE 25th Ave., Ocala. For more information, please call 352-322-1987.

Jan. 15	April 16	July 16	Oct. 15
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Development Review Committee (DRC)

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.

Jan. 5	Jan. 12	Jan. 19*	Jan. 26	Feb. 2	Feb. 9
Feb. 16	Feb. 23	March 2	March 9	March 16	March 23
March 30	April 6	April 13	April 20	April 27	May 4
May 11	May 18	May 25*	June 1	June 8	June 15
June 22	June 29	July 6	July 13	July 20	July 27
Aug. 3	Aug. 10	Aug. 17	Aug. 24	Aug. 31	Sept. 7*
Sept. 14	Sept. 21	Sept. 28	Oct. 5	Oct. 12	Oct. 19
Oct. 26	Nov. 2	Nov. 9	Nov. 16	Nov. 23	Nov. 30*

*Indicates no meeting

MSTU Advisory Boards

Hills of Ocala MSTU for Recreation Advisory Council

The Hills of Ocala MSTU for Recreation will meet at 6 p.m. quarterly on the following Monday's, in the Hills of Ocala clubhouse, 10475 SW 136th Terr., Dunnellon. For more information, call Peter Hodges at 352-438-2650.

Feb. 2 May 4 Aug. 3 Nov. 2

Marion Oaks MSTU for General Services Advisory Board

The Marion Oaks MSTU for General Services Advisory Board meets at 10:30 a.m. on the second Tuesday of the following months in the Annex Building, 294 Marion Oaks Lane, Ocala. For more information, please call 352-307-1037.

Jan. 13 Feb. 10 May 12 Sept. 8 Oct. 13

Marion Oaks MSTU for Recreation Services and Facilities Advisory Board

The Marion Oaks MSTU for Recreation Services and Facilities Advisory Board helps determine the budget and projects for the Marion Oaks Community Center. The board meets at 9:30 a.m. on the second Tuesday of the following months in the Annex Building, 294 Marion Oaks Lane, Ocala. For more information, please call 352-438-2828.

Jan. 13 Feb. 10 April 14 July 14 Oct. 13

Pine Run Estate Public Advisory Board

Advisory Board Meetings are held at 10 a.m. on the third Thursday of every month, excluding December. The meetings are held at Clubhouse 1, located at 10379 SW 88th Terrace, Ocala. For more information, please call 352-438-2828.

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

Rainbow Lakes Estates Public Advisory Board

The Rainbow Lakes Estates Public Advisory Board meets at 6:30 p.m. (unless otherwise stated) on the third Thursday of each month in the Rainbow Lakes Estates Community Center, 4030 SW Deepwater Court, Dunnellon. For more information, contact Jennifer Normoyle at 352-489-4280.

Jan. 15 Feb. 19 March 10* April 16 May 21 June 18**
July 16 Aug. 20 Sept. 17 Oct. 15 Nov. 19

* 10 a.m. budget workshop for FY 2026/27

** 10 a.m. BCC budget hearing for FY 2026/27. 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 the following months in the Silver Springs Shores Community Center, 590 Silver Road, Ocala. For more information, call 352-438-2810.

TPO Advisory Boards**Transportation Planning Organization (TPO) Board**

TPO Board meetings are held at 3 p.m. on the below dates at the McPherson Governmental Campus, 601 SE 25th Ave., Ocala.

Jan. 27 March 24 April 28 May 26 June 23 Aug. 25
 Sept. 22 Oct. 27

Transportation Disadvantaged Local Coordinating Board (TDLCB)

TDLCB meetings are held quarterly at 10 a.m. on the below dates in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala.

March 12 June 11 Sept. 10 Dec. 10

Citizens Advisory Committee (CAC)

CAC meetings are held at 1 p.m. on the following dates in the Marion County Growth Services training room, 2710 E. Silver Springs Blvd., Ocala.

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

* Joint CAC-TAC at 1 p.m.

Technical Advisory Committee (TAC)

TAC meetings are held at 2:30 p.m. on the 2nd Tuesday of the month (when scheduled) at the Marion County Growth Services training room, 2710 E. Silver Springs Blvd., Ocala, FL 34470

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

* Joint CAC-TAC at 1:00 p.m.

Member and Appointee Participation**Soil & Water Conservation District Board**

The Marion County Soil and Water Conservation District Board will meet 9:30 a.m. on the second Monday of every month in Growth Services, 2710 E. Silver Springs Blvd., Ocala. For more information, contact the district office at 352-438-2475.

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

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 the months listed at 455 N. Garland Ave., 2nd Floor, Orlando, FL 32801 (unless otherwise noted). For more information, call 407-245-0300.

Feb. 25* April 15 May 20 Aug. 19 Sept. 16

Smyrna Beach, FL 32168

Ocala Metro Chamber & Economic Partnership

The Ocala Metro Chamber & Economic Partnership will hold its exCEPtional Breakfast at 7:30 a.m. on the third Wednesday of every month at the Reilly Arts Center, 500 NE 9th St, Ocala. For more information, contact the CEP at 352-629-8051.

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

Central Florida MetroPlan Orlando Alliance

All scheduled meetings begin at 10 a.m. on the below dates at MetroPlan Orlando, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. For more information, contact the office at 407-481-5672.

Feb. 13 April 10 June 5* Oct. 9

*Next joint meeting with Sun Coast Transportation Planning Alliance

SW Florida Water Management District Springs Coast Steering Committee

The schedule meetings begin at 2 p.m. on the below dates (subject to change) at the Brooksville office, 2379 Broad St., Brooksville, FL 34604. For more information, contact 352-796-7211 ext. 4400.

March 4 July 22

Withlacoochee Regional Water Supply Authority

All scheduled meeting begin at 3:30 p.m. on the following Wednesdays at the Lecanto Government Building, Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461. For more information, contact the office at 32-527-5795 or visit wrwsa.org

Jan. 14 March 18 May 20 July 15 Sept. 9

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Marion County
Board of County Commissioners



Marion County Public Relations 601 SE 25th Ave., Ocala, FL www.MarionFL.org

Immediate release
January 5, 2026

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Email: 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
January 15 9:00 a.m.	Tourist Development Council	<p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: Ak3cU2Se Meeting ID: 220 092 263 328 94 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 650 969 160#</p> <p>Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzJkZDhhNzctZTM1OC00YjcyLTgxMjktMGI5MDVjZWZM3Yjkz%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p>	Candace Shelton 352-438-2800

		<p>Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	
<p>February 26 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: 4xt6gZ6H Meeting ID: 211 063 503 131 58 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 982 198 967# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_M2JiN2UzZWltNTBiZC00OGYyLTk5ZmltZjgwNDAyYjYwOWE0%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>
<p>March 26 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: WK9Md3AR Meeting ID: 289 440 311 141 23 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 501 266</p>	<p>Candace Shelton 352-438-2800</p>

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzBmNTI2ZDktMjU5My00ZjY1LWlxZGYtNTI0YTJjMjk2YWVm%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d

send evidence/comments to:
Candace.Shelton@marionfl.org
 OR
 109 W. Silver Springs Blvd.
 Ocala, FL 34475

April 23
 9:00 a.m.

Tourist Development Council

in person
 Visitors & Convention Bureau
 Conference Room
 109 W. Silver Springs Blvd
 Ocala, FL 34475

online
 Password: LM2Ku9is
 Meeting ID: 285 483 829 714 5
 Phone Number: [+1 321-245-5074](tel:+13212455074)
 United States, Orlando
 Phone Conference ID: 435 573
 342#
 Meeting Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmQ4NjQxYzltM2lyMS00MTMwLWFiNzgtNWYxNTAyZTQwM2I1%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d

send evidence/comments to:
Candace.Shelton@marionfl.org
 OR
 109 W. Silver Springs Blvd.
 Ocala, FL 34475

Candace
 Shelton
 352-438-2800

<p>May 21 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: ax9mK2my Meeting ID: 211 400 830 668 54 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 394 106 347#</p> <p>Meeting Link: https://teams.microsoft.com//meetup-join/19%3ameeting_OTQ3ODk4YjktYmJIOC00ZTc5LWlzZTktMGM1ZTc4N2JhNDk2%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>
<p>June 25 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: Am7ov7Yf Meeting ID: 220 969 420 989 88 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 342 642 737#</p> <p>Meeting Link: https://teams.microsoft.com//meetup-join/19%3ameeting_MTYwOGM1NzQtYTYiYi00NmMxLWE1ZTktZWQy</p>	<p>Candace Shelton 352-438-2800</p>

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August 27 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: wG3rg2MU Meeting ID: 239 292 421 085 39 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 303 463 91# Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_NWYxOWUyY2MtNmMzMS00ZGVlTg5NDEtNDc0M2JiZWUzMDdl%40thread.v2/0?context=%7b%22id%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	Candace Shelton 352-438-2800	
September 24 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p>	Candace Shelton 352-438-2800	

		<p>Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 156 021 040# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ZjBkYWE0NDctOWM4My00YjdILThINmEtNmU2MGQwMzgxNWlw%40thread.v2/0?context=%7b%22Tid%22%3a%2225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	
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<p>October 22 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: HC7iA7vb Meeting ID: 252 645 304 743 88 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 367 276 678# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ZjBjNTRiYjctYzg1ZC00MDBkLTg4NWQtY2UxMzQ3M2E1MmVm%40thread.v2/0?context=%7b%22Tid%22%3a%2225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p>	<p>Candace Shelton 352-438-2800</p>
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		<p>OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	
<p>November 19 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: H6oE6pF2 Meeting ID: 256 994 309 472 13 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 731 469 595# Meeting Link: <u>https://teams.microsoft.com/join/19%3ameeting_ZjY1YTViNDEtNzZkYS00M2VILWlxNDctNzk5MjUyNTRlZjA0%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</u></p> <p>send evidence/comments to: <u>Candace.Shelton@marionfl.org</u></p> <p>OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>

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Marion County Tourist Development Council

Agenda Item

File No.: 2026-22924

Agenda Date: 5/21/2026

Agenda No.: 3.1

SUBJECT:

Approval of April 2026 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approve the Tourist Development Council Minutes from April 2026

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, April 23, 2026

9:00 a.m.

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

Mr. Christopher Fernandez 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, Doug Cone, Commissioner Ron Livsey, Councilmember Barry Mansfield, Commissioner Michelle Stone, Bobby Walker, Christopher Fernandez.

Staff:

Loretta Shaffer, Sky Wheeler, DeeDee Busbee, Bryan Day, Jessica Heller, Corry Locke, Samantha Solomon, Heidi Villagomez, Candace Shelton, Coleen Robinson

Guests:

Isiah Lewis, Downs and St. Germain Research; Meagan Gumpert, Avera Visuals; Tammy McCann, Marion County Tax Collectors Office; Paresh Chhotu, Hilton Garden Inn; Jaye Baillie, Marion Cultural Alliance; Manish Chaudhai, Holiday Inn Express & Suites

Notice of Publication

Notice was published on the County Website on January 5, 2026, including Teams information.

Approval of Minutes

A motion was made by Rus Adams, seconded by Doug Cone, to adopt the minutes from the March 26, 2026 Tourist Development Council Meeting. The motion was unanimously approved by the council (7-0).

Acknowledgement of Financials – March 2026

A motion was made by Commissioner Michelle Stone, seconded by Rus Adams, to review and approve the March 2026 Financials. The motion was unanimously approved by the council (7-0)

Report from Chair

Presentation: Tourist Development Tax Collection Update, Marion County Deputy Tax Collector, Tammy McCann

Mr. Christopher Fernandez welcomed Ms. Tammy McCann, Marion County Deputy Tax Collector, to provide an update on Tourist Development Tax Collections.

Ms. McCann reported that there have been positive trends in collections with an increase in short-term rentals. Comparing the January-March 2025 quarter to the same period in 2026 collections from short term rentals had increased by \$148,000. She explained that this increase coincided with the utilization of Deckard Technologies which was implemented in February of 2025. Ms. McCann further reported that from January to March 2026, the number of short-term rental accounts had increased by 92 with less than 10 accounts becoming inactive during that period. She explained that accounts may become inactive due to seasonal rental patterns and many of those accounts are expected to resume activity during the winter season. She added that traditional lodging including hotels and motels remained the largest contributor to Tourist Development Tax collections, accounting for approximately 80% of total collections.

Ms. McCann then provided an update on a recent event conducted by the Tax Collector's Office in collaboration with the Tourist Development Department. She stated that a "meet and greet/meet and teach" event was held the day prior to the meeting, with approximately 17 attendees. While attendance was much smaller than expected she noted that they received positive feedback about the event. Attendees noted that they appreciated the length of the session and presentations were well received, particularly the fire prevention presentation which provided valuable information for property owners on how to protect their investment. Attendees also appreciated being able to learn more about the Tourist Development Department and its role in supporting tourism and visitor services within the County. She noted that the event provided valuable networking opportunities for short-term rental operators, allowing them to share ideas. She added that staff is considering hosting additional sessions in the future, including alternative times such as afternoon or evening meetings, to better accommodate participants with standard work schedules. Ms. McCann concluded her presentation and opened the floor for questions.

Commissioner Michelle Stone inquired about a slight year over year decrease in collections from RV parks and campgrounds, noting the seemed unusual. She asked whether the Tax Collectors Office keeps track of specific accounts that are lost.

Ms. McCann explained that some of the decreases are attributable to properties transitioning to long-term rentals. She stated that if more than 50% of an RV park or mobile home park is occupied by long-term residents, those properties are no longer required to remit Tourist Development Tax, resulting in a reduction in reported collections within that category.

Commissioner Stone thanked Ms. McCann for the clarification.

Ms. Loretta Shaffer commended Ms. McCann on the previous day's event noting that it was very informative.

Mr. Fernandez thanked Ms. McCann for her presentation and invited Ms. Sky Wheeler to proceed with the next presentation.

TDT Collection/STR and Key Data Update

Ms. Sky Wheeler explained that following the previous Tourist Development Council meeting the agenda was adjusted to present the TDT Collection, Smith Travel Research and Key Data reporting after Ms. McCann's presentation as these metrics are closely related. She noted that, with the transition to new chairmanship, it was an appropriate time to restructure the reporting format. Moving forward, she stated that after the Tax Collector's presentation, staff would provide an overview of TDT collections along with occupancy, average daily rate, and revenue per available room trends. Ms. Wheeler advised that Council members had been provided with a handout summarizing trend data, noting that Visit Florida's statewide data was released after agenda publication therefore a hard copy of the data had been distributed at each seat.

She reported that for the March reporting period which reflected February revenues, TDT collections totaled \$701,573.80. This represents a year over year increase of \$52,404.43 or 8.07%. Ms. Wheeler also noted that corrections made by the Tax Collector's Office to prior data are now reflected in the reporting, and future comparisons will be based on these updated figures.

Ms. Wheeler then reviewed the Smith Travel Research data for Marion County for the month of March. She noted that the County's data is represented by the blue line, statewide data by Visit Florida is represented by the orange line, and short-term rental data (Key Data) is represented by the gray line. Ms. Wheeler stated the blue line on the graph represented occupancy for the month of March which was at 68.1%, a decrease of 3.8% year over year. Average daily rate was \$143.21, a decrease of 5.6%, and revenue per available room was \$97.56, a decrease of 9.2% year over year. For the running twelve months occupancy decreased by 8.5%, average daily rate decreased by 5.3% and RevPAR decreased by 14.2%. Ms. Wheeler emphasized that the decreases should be considered in context, noting that lodging supply increased by 7.9% while demand still grew by 3.2%. She explained that these factors must be evaluated together, as increases in supply can impact occupancy and rate metrics even when overall demand is rising. She then reviewed the statewide data represented by the orange line on the graph, noting that

this data is Smith Travel Research data obtained by Visit Florida. Occupancy was 78.3%, an increase of 1.1% year over year. Average daily rate was \$252.19, an increase of 5.4%, and RevPAR was \$197.47, an increase of 6.5% year over year.

Ms. Wheeler next reviewed Key Data metrics for short-term rentals, clarifying that this data is used solely for tracking market trends and is not directly connected to the Tax Collector's compliance system though they do use similar technologies. For March, short-term rental occupancy was 55.7%, an increase of 7% year over year. Average daily rate was \$248, which remained flat, and RevPAR was \$113, an increase of \$10. Nights available totaled 5,621, representing a 2% decrease from the prior year. For the running twelve months, short-term rental occupancy decreased by 8%, ADR decreased by 2% and RevPAR decreased by 5%. Ms. Wheeler noted that for the third consecutive month nights available decreased by 2% indicating a normalization in the short-term rental space from the previous trend of continuous growth in available inventory. She explained that this may be attributed to increased compliance efforts by the Tax Collector's Office, as well as market factors such as property owners exiting the short-term rental market, selling their properties or converting properties for other uses, including long-term housing. Ms. Wheeler concluded her presentation and asked if there were any questions related to the data.

Mr. Doug Cone asked that Ms. Wheeler revisit the Tax Collection data requesting clarification on the rolling twelve month Tourist Development Tax figures and asked whether the approximately \$700,000 monthly figure represents a steady trend or if an average is calculated over time. Ms. Wheeler further explained that while the Council's report reflects aggregated data, the Tax Collector's Office produces a more detailed report included in the agenda packet. She noted that this report provides a more granular breakdown, including total rental receipts, exempted receipts, taxable amounts, and any adjustments, and may better address specific questions related to collections.

Mr. Cone asked whether an annual total is included in the report.

Ms. McCann confirmed that an annual total is calculated at the end of the year.

Ms. Wheeler added that staff could modify the report to include a rolling twelve-month total moving forward. She noted that the report would include clarification indicating that the total reflects a rolling calendar-year figure rather than a fiscal-year total. Ms. Wheeler confirmed that the updated format would be presented at a future meeting and asked if there were any additional questions.

No further discussion or questions were brought forth.

Funding Requests

Cal Ripken T-Ball/Rookie B State Tournament (June 2026 – Date Change)

Mr. Christopher Fernandez presented a date change request for the Cal Ripken T-Ball/Rookie B State Tournament and read into the record “the funding request date change met all of the criteria for consent consideration under Resolution 25-R-219 which governs the four funding programs”.

A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Ron Livsey, to approve the date change for the Cal Ripken T-Ball/Rookie B State Tournament for recommendation to the Marion County Board of County Commissioners.

Mr. Fernandez then invited Ms. Loretta Shaffer to present the staff updates.

Staff Updates

Proposed Budget for Fiscal Year 2026-2027

Ms. Loretta Shaffer introduced the proposed budget for Fiscal Year 2026–2027, noting that this is the time of year when staff begins presenting budget recommendations to administration and the Tourist Development Council in preparation for submission to the Marion County Board of County Commissioners in July. She advised that Ms. Wheeler would present the proposed budget, as she does annually, and emphasized that the budget remains in a preliminary stage. Ms. Shaffer noted that there is still flexibility for adjustments, with additional opportunities for review and modification in May and June. She encouraged Council members to provide feedback and recommendations.

Ms. Wheeler directed the Council’s attention to the agenda item cover page on page 74 of the published agenda. She advised the draft budget being presented was generated by the County’s Budget Department on March 27, 2026. Staff then met with County Administration on April 13, 2026 to review the budget. Ms. Wheeler provided an overview of the County’s budget development process, noting that it is a multi-step, collaborative effort that begins at the start of the calendar year and involves ongoing coordination between departmental staff, the Budget Office, and County Administration. She stated that the Budget Office handles reconciling accounts and reviewing revenues and projections while staff develops the proposed budget based on the department’s anticipated expenditures, upcoming projects as well as alignment with both departmental and countywide strategic initiatives. She advised that following development of the draft budget, staff meets with County Administration to ensure there are no further edits or clarifications needed. Ms. Wheeler noted that following the initial submission, two updates were identified that are not reflected in the printed budget documents included in the agenda packet but have been noted on the agenda cover page. She went on to state that funds were added to the contract services line item bringing the total budgeted amount to \$182,613. This was done to support the structural maintenance of the South Gateway and County line markers. She further stated that a vendor, Oasis, which is a Florida Department of Transportation (FDOT) contractor has submitted a price proposal for the work which would include conducting monthly inspections of the bridge to ensure the features are safe and conducting power washing on both fixtures bi-annually. She noted that a

significant portion of the associated cost is related to traffic control requirements necessary to safely perform the work. Ms. Wheeler stated for the record that the total value for that contract was \$110,410. The second update was made to line item 552106 which is the computer software line item, bringing the total budgeted amount to \$217,654. This was done to account for additional expenses associated with Tyler which is the County's enterprise resource planning system used to manage financial and budgetary records. Ms. Wheeler likened Tyler to QuickBooks typically used by small businesses. She advised the system is undergoing a transition to a cloud-based platform, resulting in a necessary cost increase.

Ms. Wheeler then transitioned to review the budget document directing the Council's attention to several items for consideration. She explained that the budget development process involves multiple entities, including County Administration, which oversees departmental operations under the direction of the Board of County Commissioners, as well as the Clerk of Court's Office, which manages both the Budget Office and the Finance Office under the purview of Clerk Gregory Harrell, Marion County Clerk and Comptroller. Ms. Wheeler clarified that the Budget Office is responsible for planning and projecting expenditures, while the Finance Office focuses on tracking actual spending, coding expenditures, and ensuring proper allocation of funds. Ms. Wheeler noted that differences can occur between projected budgets and actual expenditures, as spending may be reallocated throughout the fiscal year based on operational needs. To further explain this, she likened the reallocation process to transferring funds between personal accounts to fund different items. She stated that staff worked closely with a staff accountant in the Finance Office to review detailed expenditures from the previous fiscal year. This allowed staff to improve accuracy by moving funds to the appropriate budget categories. She explained that this proactive approach helps reduce the need for future budget amendments, which would otherwise require formal action by the Board of County Commissioners. While such adjustments are sometimes necessary, Ms. Wheeler noted that recurring corrections indicate an opportunity to improve the accuracy of initial budget planning.

Mr. Doug Cone asked if the changes being presented primarily involved reallocating expenses to the appropriate line items.

Ms. Wheeler confirmed that the adjustments did not change the overall funded amounts but instead ensured budgeted expenditures were categorized within the correct line items. Ms. Wheeler then provided further clarification using examples from specific budget line items. She highlighted line item 531109, professional services, which had a significant decrease from the previous years amended budget of \$1.9 million and was now \$502,500. She explained that media buying services are managed through a contracted vendor, Miles Partnership, where the department pays only a percentage of the total value of the media plan directly to the vendor for professional services with the remaining media placement costs paid as a service fee directly to the to the entity where the placement is being done for example Meta or Google. The service fees paid directly to the placement platform is considered a promotional activity. This distinction created a large increase in the promotional activities line item as a result of

direct placements being paid from this budget category. Ms. Wheeler advised that for the remainder of the presentation she would not review each individual line item but would cover those items that had significant changes. She noted, however, that she could answer any questions that were raised regarding any items on the proposed budget. Ms. Wheeler went on to review an increase in the contract services line item which was partially attributable to the structural maintenance of the gateway as previously discussed as well as landscape maintenance, which was a separate contract with Grandview Landscape. She explained that this separate contract with a vendor provides ongoing landscaping services for the gateway feature and surrounding areas, which had not been included in the prior year's budget. Ms. Wheeler then reviewed promotional activities, noting that this remains the department's largest line item, consistent with its role as a destination marketing organization. She reported that promotional activities increased by approximately \$756,000 compared to the prior year's adopted budget. She explained that this increase is largely due to the reallocation of direct media placement costs into this category.

Ms. Wheeler further clarified the differences between adopted, amended and requested budget figures. She explained that the adopted budget reflects the amount approved by the Board of County Commissioners during annual public hearings in September, while the amended budget reflects any adjustments made throughout the fiscal year. She stated that requested budget represents the proposed funding for the upcoming fiscal year, noting that the budget being presented to the Council was at the 'requested stage'. Ms. Wheeler stated that the department had budgeted \$2.7 million for promotional activities that had been adopted for the current fiscal year. She reiterated that there had been a significant change of just over \$750,000 for direct media placement costs. She added that the total media plan value exceeds the increase reflected in this line item noting that the media plan was valued at a total of \$1.75 million. Ms. Wheeler mentioned that these changes reflect how the department has streamlined its budget to more accurately align with requirements from the Finance Department.

Ms. Wheeler went on to explain that the department operates as a special revenue fund and is not supported by the County's general fund. She explained that this structure allows the department to have some additional budget flexibility that other departments do not have, particularly in the ability to approve funding commitments that extend beyond the current fiscal year. She noted that when sales opportunities are presented by staff, the Council may approve contracts for future years, and those funds are then reappropriated accordingly. This ensures that current funding decisions do not negatively impact future budgets. Ms. Wheeler highlighted the importance of the allocation report provided monthly by the sales team, which tracks funds that have already been committed and ensures transparency in available funding. Ms. Wheeler further stated that the proposed budget maintains consistent funding for the department's established programs, including \$500,000 for bid fee funding, \$300,000 for room night generating funding, \$30,000 for meeting rewards funding, \$100,000 for arts and cultural destination enhancement funding, and \$75,000 for marketing assistance funding. She explained

that reappropriations are a routine part of the budget process and reflect previously approved commitments that extend into future fiscal years. As an example, Ms. Wheeler noted that in the current fiscal year, approximately \$653,000 was reappropriated for bid fee funding and \$91,000 for room night generating funding to support obligations already approved by the Council. Ms. Wheeler added that staff has evaluated alternative approaches to structuring these funds; however, due to audit and accounting requirements, the current method remains the most appropriate. Ms. Wheeler asked if there were any questions regarding promotional activities, noting she was happy to provide additional detail while being mindful not to overwhelm the Council. No questions were raised and Ms. Wheeler went on to address the increase in line item 552106, computer software. She stated the change in this line item may initially raise questions; however, the changes are primarily the result of reallocating existing expenses rather than an increase in new or existing expenses. She provided examples, including social media management platforms such as Sprout Social and other digital tools to include the department's online store, which, while supporting promotional efforts, are fundamentally software-based services and therefore more appropriately categorized under this line item. Ms. Wheeler also noted the inclusion of new initiatives within this category, including the launch of an online store platform and the implementation of a tourism booking platform, Tourism Exchange which is designed to enhance Marion County's accessibility to both domestic and international travelers. She explained that this initiative aligns with broader efforts made in partnership with Visit Florida to support tour operator engagement and improve the destination's bookability. Additionally, Ms. Wheeler explained that Smith Travel Research where the Council receives its monthly STR data report, was previously considered a contract service but has been reclassified as software due to their transition to web-based dashboard systems. She also referenced digital tools to include immersive website content platforms such as Threshold 360, noting that while these support marketing efforts, they are maintained as software systems and are therefore categorized accordingly. Ms. Wheeler went on to highlight a new line item, 552107, clothing and apparel. She stated that this category had not been included in prior budgets. She explained that this line item accounts for branded apparel worn by staff, such as polos and jackets used at trade shows and official events. Ms. Wheeler clarified that while branded clothing supports promotional efforts, items worn by staff are classified as uniforms for accounting purposes. In contrast, branded items distributed externally for marketing purposes remain categorized under promotional activities.

Ms. Wheeler then directed the Council to the capital section of the budget, noting that no capital projects were anticipated for fiscal year 2027. She clarified, however, that this does not preclude future capital items from being brought before the Council and the Board of County Commissioners, particularly in relation to the North Gateway project. Ms. Wheeler reminded the Council that an initial escrow payment of just over \$3.35 million was previously made to support the North Gateway project, as required by FDOT to initiate the bidding process. She noted that approximately \$2.2 million remains reserved and earmarked toward the project's future costs. She added that final construction costs are still being determined and that

updated figures will be presented to the Council once they are available. Ms. Wheeler then reviewed the reserve for tourism initiatives, explaining that, as a special revenue fund, the department does not operate under a “use it or lose it” structure that exists with the general fund. Instead, unspent funds are restricted and placed into reserves to be used for future tourism-related initiatives. She emphasized that these funds cannot be expended without specific action by the Tourist Development Council and approval by the Board of County Commissioners. She explained that reserve funds may be allocated through budget amendments to support capital projects or other initiatives as needed. Ms. Wheeler noted that the balance in this reserve has decreased over time, reflecting the Council’s use of funds to support projects such as the South Gateway and improvements at the Rotary Sportsplex, including the installation of turf fields to enhance tournament capacity. Ms. Wheeler also referenced the reserve for contingencies and reserve for cash to be carried forward, noting that these accounts provide flexibility to address unexpected needs or support strategic investments. She provided an example in which \$500,000 was transferred from reserves to the general fund to support the Rotary Sportsplex improvements. She concluded by noting that the budget is structured to balance revenues and expenditures, with reserve allocations reflected as expenditures for accounting purposes; however, those funds are not utilized without formal approval from the Council and the Board of County Commissioners. Ms. Wheeler concluded her presentation and asked if there were any questions.

Commissioner Michelle Stone asked whether any investment earnings generated and held by the Clerk’s Office were returned to the department fund.

Ms. Wheeler confirmed that investment earnings are included on the revenue side of the budget and are tracked and reconciled by the Budget and Finance Office. She explained that any residual funds generated flow back into the reserve accounts. Ms. Wheeler noted that specific Council action would be required to allocate those funds for expenditure. She advised she could quickly research what the projected return would be.

Commissioner Stone provided additional context regarding the investment of funds, noting that such investments are governed by state statute and are managed conservatively. She explained that the Clerk of the Court serves as the custodian of the funds and that the Board of County Commissioners does not have direct access to those funds without coordination through the Clerk’s Office. She added that the funds are individually managed on behalf of the Tourist Development Council and that the County utilizes an external investment group to manage these accounts.

Ms. Wheeler responded that while investment earnings are tracked within the system, she did not have the finalized figures readily available at the time of the meeting and would need to confirm the details with the appropriate staff. She noted that the budget is currently in the review phase with County Administration and will return to the Budget Department for finalization before being presented back to the Council.

Commissioner Stone emphasized the complexity of the budget process, noting that there are many moving facets and timelines for this and other departments.

Ms. Wheeler agreed and further explained that during the odd months of the year the budget was being reviewed and revised at the department level while during the even months it would be reviewed by the Budget department. She stated that the staff works closely with the Budget and Finance teams and emphasized the value of their support. Ms. Wheeler expressed appreciation for the Finance Department's efforts in reviewing detailed expenditures and assisting with properly aligning budget line items during the preparation process. She noted that this collaboration improves efficiency, enhances accuracy, and reduces the need for future budget amendments.

Commissioner Stone asked Ms. Wheeler for clarification on whether the Finance Department referenced was part of the Clerk of the Court's Office.

Ms. Wheeler confirmed that the Finance Department referenced was a part of the Clerk's Office under the leadership of Clerk Harrell with Jennifer Cole being the Finance Department Director and included a number of staff accountants who review expenditures and ensure budget alignment. She then opened the floor for additional questions.

No questions were raised.

Mr. Christopher Fernandez thanked Ms. Wheeler for the presentation and commended the collaboration between departments.

A motion was made by Councilmember Barry Mansfield, seconded by Bobby Walker, to approve the fiscal year 2026-2027 budget for recommendation to the Marion County Board of County Commissioners. The motion was unanimously approved by the council (7-0).

Mr. Fernandez invited Ms. Shaffer to continue with additional staff updates.

Ms. Shaffer introduced Ms. Jessica Heller to present the Marketing and Communications Updates. She stated that Ms. Heller had recently returned from a media mission and has been diligently working on the America 250 initiative.

Marketing and Communications Updates

Ms. Heller provided an overview of the Marketing and Communications Updates, noting that the presentation would cover current running media to include print, billboards and digital media advertising. She stated that the statistics presented included performance metrics such as impressions and clicks for the month of March. Ms. Heller reviewed the industry and advocacy communications section, which outlines departmental involvement in community engagement efforts, including events attended, presentations conducted, and ribbon cuttings supported. She noted that these activities reflect ongoing efforts to promote and advocate for tourism within Marion County. She also highlighted the public relations section of the report, which included recent press activity and hosted media visits. Ms. Heller reported that a press

trip from Mexico was conducted in partnership with Visit Florida in March, followed by a Canadian press trip hosted within the destination. She acknowledged staff including Ms. Heidi Villagomez who contributed significantly to the coordination of the press trip and community partners for their support in coordinating and hosting these initiatives. Ms. Heller announced that National Travel and Tourism Week will take place May 3–9. This week would highlight the impact tourism has both nationwide and locally, with a proclamation scheduled to be presented at the next Board of County Commissioners meeting. She noted that Council members would receive additional details and an invitation to attend. As part of National Travel and Tourism Week, Ms. Heller also announced the department’s second annual postcard contest. She reported that submissions are currently being accepted, with a deadline of the following day, and noted that seventeen submissions had already been received which was an increase from the previous year’s approximately seven submissions. She explained that the contest will include a public voting period, after which the selected design will be featured on an official postcard available for free in the department’s office. Ms. Heller concluded her presentation and invited the Council to ask questions. No questions were raised and she then invited Ms. Loretta Shaffer to add any additional context regarding National Travel and Tourism Week.

Ms. Shaffer provided additional remarks, noting that the Council had previously approved the America 250 plan and staff has been actively working to implement it. She stated that efforts are underway to secure advertising placements and finalize related initiatives, including the upcoming launch of the department’s online store. She added that there would be a number of events occurring in association with this initiative including multiple fireworks displays and encourage Councilmembers to direct people to the department’s landing page for information regarding upcoming events. Ms. Shaffer thanked Ms. Heller for her update.

Ms. Heller then asked if there were any additional questions.

No questions were raised.

Sales Update

Mr. Corry Locke provided the department’s sales update. Under new business, he reported on the Shocker Park Meltdown scheduled for August 29-30, 2026 to be held at Shocker Park. The event was estimated to have 75 room nights. He noted that staff is working with the event organizer to assist with event expenses through the Meeting Rewards funding program. Mr. Locke then reported on the ProAM Senior Softball September Showdown, scheduled for September 11-12, 2026 and is anticipated to generate approximately 260 room nights. He then highlighted a larger event opportunity, the Elite Club National League girl’s soccer tournament scheduled for December 3-6, 2026. This event is expected to bring approximately 150 teams and generate an estimated 4,500 room nights. Mr. Locke reviewed active leads, including the American Association of Equine Practitioners Colic Symposium, a national-level event under consideration for March 8–12, 2027, with an estimated 400 room nights. He noted that this

opportunity builds on the destination's long-standing relationship with the Florida Association of Equine Practitioners and would be a 3-year bid. He also discussed the National Folk Festival, a large-scale cultural event currently hosted in Jackson, Mississippi through 2027. Mr. Locke explained that Marion County has been invited to explore a future hosting opportunity and that staff will participate in an upcoming informational webinar to evaluate the feasibility of submitting a three-year bid. Transitioning into ongoing leads, Mr. Locke announced that the American Early Learning Coalition has confirmed its event for a three-year period, spanning 2027 through 2029. He noted that this represents a significant opportunity and that staff had been working extensively with the event planner who is a Helms Briscoe agent to bring the event to the destination. He noted that a funding request will be presented to the Council at a future meeting. Mr. Locke also provided an update on upcoming conferences and tradeshow, stating that he will attend a meeting planner event in Washington, D.C., hosted by Visit Florida. He explained that the event is designed to foster relationships with meeting planners through an interactive pickleball format and noted that Marion County was selected as one of a limited number of participating destinations. Mr. Locke concluded his update and invited any questions from the Council.

Ms. Loretta Shaffer thanked Mr. Locke for the update and the work done by the sales team.

TDC Events Calendar

Ms. Shaffer then directed the Council to the TDC Events Calendar and emphasized that it is provided to keep Councilmembers abreast of upcoming events. She encouraged members to participate in any events of interest. Ms. Shaffer concluded the staff updates.

Old Business

Mr. Fernandez called for any old business.

None was brought forth.

New Business

Mr. Fernandez called for any new business.

Mr. Doug Cone shared an update regarding a recent opportunity he had been involved with. He noted that he had connected with Mr. Phillip Levine, former two-term Mayor of Miami Beach and Carnival Cruise Lines affiliate who had recently purchased property in Marion County and plans to relocate his family to the area. Mr. Cone stated that he has developed a strong relationship with Mr. Levine and learned that Mr. Levine has developed a substantial interest in Marion County. He reported having several discussions with Mr. Levine that have led to his participation in a virtual meeting with the CEO of Breeze Airlines to explore the potential for future commercial air service in Marion County. He indicated that the airline will participate in a site visit in late May or early June. Mr. Cone advised he attended a Chamber & Economic Partnership (CEP) meeting earlier in the day where County and City representatives were also

present. He advised that he had asked Breeze Airlines to provide metrics being used when making decisions regarding the opening of new destination hubs. Mr. Cone stated he was advised to reach out to two specialized aviation consultants who have both worked for Breeze Airlines previously and he plans to have in-depth conversations with both consultants regarding pricing for their services. Mr. Cone stated that preliminary conversations have taken place regarding potential shared funding among multiple entities to include the City of Ocala, Marion County, the CEP and four members of the Airport Mobility Committee to support this analysis. He added that additional information, including cost estimates, will be brought back to the Council for further consideration.

Mr. Fernandez asked if there were state entities that could be involved to provide further assistance.

Mr. Cone responded that additional outreach may include coordination with state-level partners such as Enterprise Florida. He provided context on Breeze Airline's current operations, highlighting its service to several Florida markets, including Jacksonville, Tallahassee, Vero Beach, and Fort Lauderdale. Mr. Cone stated that discussions have emphasized the region's strengths, including its equine industry and broader tourism assets. He added that he has a scheduled meeting with representatives from The Villages to gather data on resident travel patterns, including points of origin, to further support the market analysis. He added that there was a high degree of interest from The Villages to participate in these initiatives. He explained that preliminary discussions with the airline indicate that a key consideration is ensuring sufficient passenger demand, particularly during the initial phases of service. Mr. Cone noted that airlines often seek financial guarantees to offset the risk of unoccupied seats when entering a new market. Based on comparable agreements in other Florida destinations, he stated that such commitments could range from approximately \$5 million to \$10 million to support service stabilization during the startup period.

Mr. Fernandez emphasized the importance of state-level participation to increase support for the initiative.

Mr. Cone advised they would be seeking any potential funding sources.

Mr. Fernandez expressed support for the previous discussion and shared additional new business. He reported he had recently met with Ken Odom with the Transportation Planning Organization (TPO) to receive updates regarding pathway connectivity projects for trails in Marion County. He advised within a few months TPO would be proceeding with a trail connection linking the trailhead at 80th Street on Santos Trails to the Baseline Trail System. He noted that this project will utilize existing infrastructure, including an underpass, and will create a more seamless connection between major trail networks. He further reported that an additional project involving a trail along U.S. Highway 441, connecting the City of Belleview to the Santos Trailhead, is anticipated to go out for bid later in the year. Mr. Fernandez emphasized the importance of expanding trail connectivity, noting that these improvements

enhance access to the County's outdoor recreation assets and support tourism. He highlighted that increasing pedestrian connectivity between key locations strengthens the overall visitor experience and aligns with ongoing efforts to promote Marion County as an outdoor destination.

Ms. Shaffer added to the discussion, commending Mr. Fernandez's leadership. She noted that following the previous Council meeting he initiated discussions with Visit Florida regarding opportunities to further promote cycling and trail-related tourism. She stated that, as a result of those conversations, Visit Florida expressed interest in supporting related initiatives and exploring potential opportunities within the current fiscal year. Ms. Shaffer commended Mr. Fernandez for effectively communicating Marion County's assets at a broader, statewide level.

Mr. Fernandez expressed enthusiasm regarding the collaboration, noting that discussions with Visit Florida leadership were productive and that there is strong interest in advancing outdoor recreation initiatives. He emphasized the County's ability to compete with leading destinations that promote outdoor experiences, highlighting opportunities to enhance accessibility for a variety of activities, including cycling, hiking, walking, and nature-based recreation.

Ms. Shaffer noted that these initiatives bring forth a more affluent customer and highlight the existing culture of outdoor recreation in Marion County. She expressed appreciation for Mr. Cone's airport discussion and mentioned that Visit Florida had discussed revitalizing a previously existing partnership between airlines. She stated that she intended to bring forth the conversation at the next Visit Florida board meeting to strengthen support from Visit Florida that could be used as leverage in future conversations with Enterprise Florida.

Mr. Cone asked that Ms. Shaffer provide updates following conversations with Visit Florida.

Ms. Shaffer affirmed.

Public Comment

Mr. Fernandez called for any public comment

None was brought forth

Mr. Fernandez advised that the next meeting for the Tourist Development Council would take place on May 21, 2026

Mr. Locke noted that the next meeting would be held on the third Thursday of the month instead of the typical fourth Thursday.

Mr. Fernandez adjourned the meeting at 9:57am.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22925

Agenda Date: 5/21/2026

Agenda No.: 4.1

SUBJECT:

MOTION: Acknowledgement of Financials - April 2026

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to Accept the Revenue Status and Expenditure Status Reports for April 2026.

REVENUE STATUS REPORT

FOR 2026 07

JOURNAL DETAIL 2026 7 TO 2026 7

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL				
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%						
3,659,076.00	3,659,076.00	1,470,134.63		350,786.90		2,188,941.37	40.2%		
2026/07/002313	04/23/2026 GCR	-350,786.90	REF P02744			03/26		TOURIST DEV TAX	
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %						
1,829,538.00	1,829,538.00	735,067.30		175,393.45		1,094,470.70	40.2%		
2026/07/002313	04/23/2026 GCR	-175,393.45	REF P02744			03/26		TOURIST DEV TAX	
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %						
1,829,538.00	1,829,538.00	735,067.30		175,393.45		1,094,470.70	40.2%		
2026/07/002313	04/23/2026 GCR	-175,393.45	REF P02744			03/26		TOURIST DEV TAX	
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD						
302,000.00	302,000.00	196,478.03		27,154.76		105,521.97	65.1%		
2026/07/003281	04/30/2026 GEN	-27,154.76	REF SBAINT			SBA INT APR 221131			
1074-36-369-450-45090-155-0000000-0000000-369030-			REFUND OF PRIOR YEAR EXP						
0.00	0.00	114.36		0.00		-114.36	100.0%		
1074-36-369-450-45090-155-0000000-0000000-369117-			VCB CO-OP PROGRAM						
0.00	0.00	6,000.00		0.00		-6,000.00	100.0%		
1074-36-369-450-45090-155-0000000-0000000-369301-			LEGAL SETTLEMENTS						
0.00	0.00	155,084.10		0.00		-155,084.10	100.0%		
TOTAL TOURIST DEVELOPMENT FUND									
7,620,152.00	7,620,152.00	3,297,945.72		728,728.56		4,322,206.28	43.3%		
TOTAL REVENUES									
7,620,152.00	7,620,152.00	3,297,945.72		728,728.56		4,322,206.28			

REVENUE STATUS REPORT

FOR 2026 07

JOURNAL DETAIL 2026 7 TO 2026 7

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
7,620,152.00	7,620,152.00	3,297,945.72	728,728.56	4,322,206.28	43.3%

GRAND TOTAL

** END OF REPORT - Generated by wheeler, Sky **

REVENUE STATUS REPORT

REPORT OPTIONS

Sequence 1	Field #	Total	Page Break	Year/Period: 2026/ 7
Sequence 2	1	Y	Y	Print revenue as credit: N
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
				Roll projects to object: N

Report title:
REVENUE STATUS REPORT

Print Full or Short description: F
Print MTD Version: Y
Print Revenues-Version headings: Y
Format type: 1
Print revenue budgets as zero: N
Include Fund Balance: N
Include requisition amount: Y
Multiyear view: D
Amounts/totals exceed 999 million dollars: N

Carry forward code: 1
Print journal detail: Y
From Yr/Per: 2026/ 7
To Yr/Per: 2026/ 7
Include budget entries: Y
Incl encumb/liq entries: Y
Sort by JE # or PO #: P
Detail format option: 1

Find Criteria

Field Name	Field Value
Org	cp155*
Object	
Project	
Rollup code	
Account type	Revenue
Account status	Active

EXPENDITURE STATUS REPORT

FOR 2026 07

JOURNAL DETAIL 2026 7 TO 2026 7

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM	REV	REVISED ESTIM	REV	ACTUAL YTD	REVENUE	ACTUAL MTD	REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-512101- REGULAR SALARIES & WAGES									
	749,719.00		749,719.00	408,353.73		57,895.10		341,365.27	54.5%
2026/07/000575	04/10/2026	PRJ	28,832.65	REF 260410				WARRANT=260410	RUN=0 REGULAR
2026/07/002118	04/24/2026	PRJ	29,062.45	REF 260424				WARRANT=260424	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-514101- OVERTIME									
	0.00		0.00	131.37		0.00		-131.37	100.0%
1074-55-552-450-45090-155-0000000-0000000-521101- FICA TAXES									
	57,364.00		57,364.00	29,292.26		4,143.11		28,071.74	51.1%
2026/07/000575	04/10/2026	PRJ	2,057.01	REF 260410				WARRANT=260410	RUN=0 REGULAR
2026/07/002118	04/24/2026	PRJ	2,086.10	REF 260424				WARRANT=260424	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-522101- RETIREMENT CONTRIBUTIONS									
	105,191.00		105,191.00	59,987.57		8,122.68		45,203.43	57.0%
2026/07/000575	04/10/2026	PRJ	4,045.22	REF 260410				WARRANT=260410	RUN=0 REGULAR
2026/07/002118	04/24/2026	PRJ	4,077.46	REF 260424				WARRANT=260424	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-523101- HEALTH INSURANCE									
	140,712.00		140,712.00	80,101.95		11,726.00		60,610.05	56.9%
2026/07/000575	04/10/2026	PRJ	7,584.93	REF 260410				WARRANT=260410	RUN=0 REGULAR
2026/07/000575	04/10/2026	PRJ	-1,721.93	REF 260410				WARRANT=260410	RUN=0 REGULAR
2026/07/002118	04/24/2026	PRJ	7,584.93	REF 260424				WARRANT=260424	RUN=0 REGULAR
2026/07/002118	04/24/2026	PRJ	-1,721.93	REF 260424				WARRANT=260424	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-523401- LIFE, AD&D, LTD									
	5,033.00		5,033.00	2,850.38		400.73		2,182.62	56.6%
2026/07/000575	04/10/2026	PRJ	199.92	REF 260410				WARRANT=260410	RUN=0 REGULAR
2026/07/002118	04/24/2026	PRJ	200.81	REF 260424				WARRANT=260424	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-524101- WORKER'S COMPENSATION									
	905.00		905.00	678.75		226.25		226.25	75.0%
2026/07/001303	04/14/2026	GNI	226.25	REF QTR IN				3rd Qtr Insurance	
1074-55-552-450-45090-155-0000000-0000000-531109- PROFESSIONAL SERVICES									
	1,937,283.00		1,937,283.00	420,914.11		0.00		158,014.00	91.8%
2026/07/002835	04/28/2026	POE	49,269.00	VND 106350 PO 2601202	CH JOHNSON CONS SHOCKER PARK EVALUATION				

EXPENDITURE STATUS REPORT

FOR 2026 07

JOURNAL DETAIL 2026 7 TO 2026 7

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										REMAINING REVENUE	% COLL
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE								
1074-55-552-450-45090-155-0000000-0000000-534101-											
46,104.00	67,225.00	35,618.36		CONTRACT SERV - OTHER - MISC						11,306.72	83.2%
2026/07/001097	04/10/2026	API	437.13	VND	001703	PO	2600232	BLUE RIBBON CLE	MARCH 2026 FACILITIES		102410
2026/07/001097	04/10/2026	POL	-437.13	VND	001703	PO	2600232	BLUE RIBBON CLE	MARCH 2026 FACILITIES	2026	
2026/07/002045	04/17/2026	API	2,237.76	VND	204937	PO	2600958	GRANDVIEW LANDS	LANDSCAPING & IRRIGATION SERVI		103164
2026/07/002045	04/17/2026	POL	-2,237.76	VND	204937	PO	2600958	GRANDVIEW LANDS	LANDSCAPING & IRRIGATION S2026		
1074-55-552-450-45090-155-0000000-0000000-540101-											
42,500.00	42,500.00	12,891.38		TRAVEL & PER DIEM			2,690.09			29,608.62	30.3%
2026/07/001168	04/02/2026	API	482.81	VND	999999	PO		PCARD ONE TIME	FLIGHT FOR R LOCKE TO ATTEND V		
2026/07/002594	04/08/2026	API	35.00	VND	999999	PO		PCARD ONE TIME	REGISTRATION & FSAE POWER LUNC		
2026/07/003324	04/14/2026	API	28.52	VND	999999	PO		PCARD ONE TIME	UBER FOR J HELLER WHILE AT CAN		
2026/07/003324	04/14/2026	API	5.70	VND	999999	PO		PCARD ONE TIME	UBER TIP FOR J HELLER WHILE AT		
2026/07/003326	04/16/2026	API	785.43	VND	999999	PO		PCARD ONE TIME	HOTEL FOR J HELLER WHILE AT CA		
2026/07/003326	04/16/2026	API	7.85	VND	999999	PO		PCARD ONE TIME	FOREIGN TRANSACTION FEE FOR J		
2026/07/003327	04/17/2026	API	71.39	VND	999999	PO		PCARD ONE TIME	HOTEL DINNER CHARGE FOR J HELL		
2026/07/003327	04/17/2026	API	0.71	VND	999999	PO		PCARD ONE TIME	FOREIGN TRANSACTION FEE ON DIN		
2026/07/003327	04/17/2026	API	42.48	VND	999999	PO		PCARD ONE TIME	UBER FOR B DAY WHILE AT CONNEC		
2026/07/003329	04/19/2026	API	110.00	VND	000593	PO		METROPOLITAN PL	PARKING FOR J HELLER WHILE AT		
2026/07/003329	04/19/2026	API	7.73	VND	999999	PO		PCARD ONE TIME	UBER TIP FOR J HELLER WHILE AT		
2026/07/003329	04/19/2026	API	605.74	VND	999999	PO		PCARD ONE TIME	HOTEL FOR J HELLER WHILE AT CA		
2026/07/003329	04/19/2026	API	38.62	VND	999999	PO		PCARD ONE TIME	UBER FOR J HELLER WHILE AT CAN		
2026/07/003329	04/19/2026	API	468.30	VND	999999	PO		PCARD ONE TIME	HOTEL FOR B DAY WHILE AT CONNE		
2026/07/003329	04/19/2026	API	72.00	VND	999999	PO		PCARD ONE TIME	PARKING FOR B DAY WHILE AT CON		
2026/07/003333	04/22/2026	API	-71.48	VND	999999	PO		PCARD ONE TIME	CREDIT FOR DINNER CHARGED IN E		
2026/07/003333	04/22/2026	API	-0.71	VND	999999	PO		PCARD ONE TIME	FOREIGN TRANSACTION FEE ON DIN		
1074-55-552-450-45090-155-0000000-0000000-541101-											
9,540.00	9,540.00	5,410.08		COMMUNICATIONS SERVICES			352.41			4,129.92	56.7%
2026/07/002445	04/21/2026	API	28.97	VND	203123	PO		CENTURY LINK/EM	320144423		103416
2026/07/002467	04/22/2026	API	323.44	VND	201928	PO		VERIZON WIRELES	421552992-00016		103439
1074-55-552-450-45090-155-0000000-0000000-542201-											
11,500.00	11,500.00	685.39		POSTAGE & FREIGHT			0.00			4,314.61	62.5%
1074-55-552-450-45090-155-0000000-0000000-543101-											
25,900.00	25,900.00	9,856.08		UTILITY SERVICES - ELC WTR SWR			1,458.29			16,043.92	38.1%
2026/07/000611	04/06/2026	API	48.44	VND	000808	PO		SUMTER ELECTRIC	9608557201		102239
2026/07/001411	04/14/2026	API	142.33	VND	014881	PO		CITY OF OCALA/E	567930-118216		102478
2026/07/001411	04/14/2026	API	81.88	VND	014881	PO		CITY OF OCALA/E	572726-118216		102478
2026/07/002114	04/20/2026	API	1,159.67	VND	014881	PO		CITY OF OCALA/E	550848-164495		103101
2026/07/002874	04/27/2026	API	25.97	VND	107238	PO		DUKE ENERGY FLO	9101 5957 9418		103424

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND		ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-543102-	UTILITY SERVICES - WST DISP	756.00	756.00	319.06	45.58	436.94	42.2%
2026/07/002114	04/20/2026 API		45.58 VND	014881 PO	CITY OF OCALA/E 550848-164495		103101
1074-55-552-450-45090-155-0000000-0000000-544101-	RENTALS & LEASES - EQUIPMENT	6,600.00	6,600.00	2,393.23	263.70	600.00	90.9%
2026/07/000978	04/07/2026 API		263.70 VND	501306 PO	2600251 DOCUMENT TECHNO MC-01 COPIER LEASE APR-26		102479
2026/07/000978	04/07/2026 POL		-263.70 VND	501306 PO	2600251 DOCUMENT TECHNO MC-01 COPIER LEASE APR-26 2026		
1074-55-552-450-45090-155-0000000-0000000-544401-	RENTALS & LEASES - BUILDINGS	3,780.00	3,780.00	2,205.00	315.00	1,575.00	58.3%
2026/07/001169	04/03/2026 API		315.00 VND	999999 PO	PCARD ONE TIME STORAGE UNIT RENTAL FOR PROMOT		
1074-55-552-450-45090-155-0000000-0000000-545101-	INSURANCE - PREMIUMS	16,402.00	16,402.00	12,301.50	4,100.50	4,100.50	75.0%
2026/07/001303	04/14/2026 GNI		4,100.50 REF	QTR IN	3rd Qtr Insurance		
1074-55-552-450-45090-155-0000000-0000000-546101-	REPAIRS/MAINT - BLDGS & GRNDS	44,680.00	17,826.00	2,237.76	0.00	15,588.24	12.6%
1074-55-552-450-45090-155-0000000-0000000-546257-	REPAIRS/MAINT - FLEET MANAGMNT	4,580.00	4,580.00	137.94	0.00	4,442.06	3.0%
1074-55-552-450-45090-155-0000000-0000000-547101-	PRINT & BIND	55,500.00	55,500.00	295.12	0.00	5,401.59	90.3%
1074-55-552-450-45090-155-0000000-0000000-548101-	PROMO ACT	2,766,004.00	3,127,589.00	704,057.87	207,498.10	1,640,451.53	47.5%
2026/07/000016	04/21/2026 BUA		319,680.00 REF				
2026/07/001167	04/01/2026 API		447.00 VND	999999 PO	PCARD ONE TIME HOTEL STAY FOR MEXICAN CONTENT		
2026/07/001987	04/30/2026 API		93.00 VND	999999 PO	PCARD ONE TIME LUNCH FOR S WRIGHT, FREE-LANCE		
2026/07/002597	04/12/2026 API		375.00 VND	999999 PO	PCARD ONE TIME TENT FRAME REPLACEMENT USED DU		
2026/07/002610	04/09/2026 API		85.20 VND	999999 PO	PCARD ONE TIME PRE-MADE MEALS FOR CANADIAN JO		
2026/07/002611	04/10/2026 API		31.90 VND	999999 PO	PCARD ONE TIME LUNCH FOR CANADIAN JOURNALISTS		
2026/07/002613	04/12/2026 API		29.40 VND	999999 PO	PCARD ONE TIME LUNCH FOR CANADIAN JOURNALISTS		
2026/07/001400	04/08/2026 API		1,700.00 VND	001661 PO	2600049 VETERANS4YOU JAR GRIP PROMOTIONAL ITEMS		102495
2026/07/001400	04/08/2026 POL		-1,700.00 VND	001661 PO	2600049 VETERANS4YOU JAR GRIP PROMOTIONAL ITEMS2026		
2026/07/000634	04/02/2026 API		300.00 VND	100302 PO	2600190 KENNEY COMMUNIC APR-26 GREATER ORLANDO REGION		102255
2026/07/000634	04/02/2026 POL		-300.00 VND	100302 PO	2600190 KENNEY COMMUNIC APR-26 GREATER ORLANDO REG2026		
2026/07/000634	04/02/2026 API		5,361.60 VND	100302 PO	2600190 KENNEY COMMUNIC APR-JUN 26 FL TURNPIKE, SVC PL		102255
2026/07/000634	04/02/2026 POL		-5,361.60 VND	100302 PO	2600190 KENNEY COMMUNIC APR-JUN 26 FL TURNPIKE, SV2026		

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND
 ORIGINAL ESTIM REV REVISED ESTIM REV ACTUAL YTD REVENUE ACTUAL MTD REVENUE REMAINING REVENUE % COLL

1074-55-552-450-45090-155-0000000-0000000-548101-

PROMO ACT

DATE	DESCRIPTION	AMOUNT	CY	ACT	MTD	YTD	REVENUE	REVENUE	REVENUE	% COLL
2026/07/000611	04/06/2026 API	10,900.00	VND	106354	PO	2600191	DIGITAL FURY LL VIDEO & AUDIO PRODUCTION FORT			102251
2026/07/000611	04/06/2026 POL	-10,900.00	VND	106354	PO	2600191	DIGITAL FURY LL VIDEO & AUDIO PRODUCTION F2026			
2026/07/002666	04/27/2026 POM	319,680.00	VND	106656	PO	2600192	MILES PARTNERSH C/O ADDITION			2026
2026/07/002676	04/27/2026 POM	-58,275.00	VND	106656	PO	2600192	MILES PARTNERSH C/O DEDUCTION			2026
2026/07/002042	04/16/2026 API	20,000.00	VND	002059	PO	2600195	CSF AQUATICS FL SWIMMING SENIOR CHAMPIONSHI			103137
2026/07/002042	04/16/2026 POL	-20,000.00	VND	002059	PO	2600195	CSF AQUATICS FL SWIMMING SENIOR CHAMPIONSHI			2026
2026/07/002042	04/16/2026 API	25,000.00	VND	002059	PO	2600311	CSF AQUATICS USA SWIMMING SPEEDO SECTIONALS			103137
2026/07/002042	04/16/2026 POL	-25,000.00	VND	002059	PO	2600311	CSF AQUATICS USA SWIMMING SPEEDO SECTIONALS			2026
2026/07/002042	04/16/2026 API	30,000.00	VND	002059	PO	2600312	CSF AQUATICS FL SWIMMING FLAGS CHAMPIONSHIP			103137
2026/07/002042	04/16/2026 POL	-30,000.00	VND	002059	PO	2600312	CSF AQUATICS FL SWIMMING FLAGS CHAMPIONSHIP			2026
2026/07/003318	04/30/2026 API	30,000.00	VND	001553	PO	2600314	COLLEGE SWIMMIN BID FEE PER EVENT YEAR FOR THE			103656
2026/07/003318	04/30/2026 POL	-30,000.00	VND	001553	PO	2600314	COLLEGE SWIMMIN BID FEE PER EVENT YEAR FOR THE			2026
2026/07/002045	04/17/2026 API	7,300.00	VND	106849	PO	2600365	TEMPEST INTERAC WEBSITE SERVICES			103149
2026/07/002045	04/17/2026 POL	-300.00	VND	106849	PO	2600365	TEMPEST INTERAC WEBSITE SERVICES			2026
2026/07/002045	04/17/2026 POL	-5,000.00	VND	106849	PO	2600365	TEMPEST INTERAC WEBSITE SERVICES			2026
2026/07/002045	04/17/2026 POL	-1,000.00	VND	106849	PO	2600365	TEMPEST INTERAC WEBSITE SERVICES			2026
2026/07/002045	04/17/2026 POL	-1,000.00	VND	106849	PO	2600365	TEMPEST INTERAC WEBSITE SERVICES			2026
2026/07/003318	04/30/2026 API	10,025.00	VND	106354	PO	2600719	DIGITAL FURY LL LAKE WEIR WATERSPORTS PHOTOGRA			103659
2026/07/003318	04/30/2026 POL	-10,025.00	VND	106354	PO	2600719	DIGITAL FURY LL LAKE WEIR WATERSPORTS PHOTOGRA			2026
2026/07/000411	04/07/2026 POE	9,205.00	VND	204759	PO	2601138	HITS LLC REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/000978	04/07/2026 API	9,205.00	VND	204759	PO	2601138	HITS LLC REIMB FOR OCALA WINTER CIRCUIT			102484
2026/07/000978	04/07/2026 POL	-9,205.00	VND	204759	PO	2601138	HITS LLC REIMB FOR OCALA WINTER CIRCUIT			2026
2026/07/001944	04/21/2026 POE	7,380.00	VND	001445	PO	2601174	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/002467	04/22/2026 API	7,380.00	VND	001445	PO	2601174	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			103466
2026/07/002467	04/22/2026 POL	-7,380.00	VND	001445	PO	2601174	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			2026
2026/07/002388	04/23/2026 POE	7,405.00	VND	001445	PO	2601185	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/002878	04/24/2026 API	7,405.00	VND	001445	PO	2601185	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			103466
2026/07/002878	04/24/2026 POL	-7,405.00	VND	001445	PO	2601185	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			2026
2026/07/002389	04/23/2026 POE	7,755.00	VND	001445	PO	2601186	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/002878	04/24/2026 API	7,755.00	VND	001445	PO	2601186	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			103466
2026/07/002878	04/24/2026 POL	-7,755.00	VND	001445	PO	2601186	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			2026
2026/07/002390	04/23/2026 POE	5,760.00	VND	001445	PO	2601187	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/002878	04/24/2026 API	5,760.00	VND	001445	PO	2601187	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			103466
2026/07/002878	04/24/2026 POL	-5,760.00	VND	001445	PO	2601187	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			2026
2026/07/002391	04/23/2026 POE	10,000.00	VND	001445	PO	2601188	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/002878	04/24/2026 API	10,000.00	VND	001445	PO	2601188	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			103466
2026/07/002878	04/24/2026 POL	-10,000.00	VND	001445	PO	2601188	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			2026
2026/07/002392	04/23/2026 POE	10,000.00	VND	001445	PO	2601189	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/002878	04/24/2026 API	10,000.00	VND	001445	PO	2601189	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			103466
2026/07/002878	04/24/2026 POL	-10,000.00	VND	001445	PO	2601189	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			2026
2026/07/002393	04/23/2026 POE	8,345.00	VND	001445	PO	2601190	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			
2026/07/002878	04/24/2026 API	8,345.00	VND	001445	PO	2601190	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			103466
2026/07/002878	04/24/2026 POL	-8,345.00	VND	001445	PO	2601190	WORLD EQUESTRIA REIMBURSEMENT FOR ELIGIBLE EXP			2026

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND		ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-549185-	CHARGES - COST ALLOCATION	202,617.00	202,617.00	118,193.25	16,884.75	84,423.75	58.3%
2026/07/000218	04/02/2026 GNI		16,884.75	REF APR26		Rec Cost Allocation/APR26	
1074-55-552-450-45090-155-0000000-0000000-551101-	OFFICE SUPPLIES	2,000.00	2,000.00	609.74	9.55	1,390.26	30.5%
2026/07/001169	04/03/2026 API		9.55	VND 001556 PO		AMAZON MARKETPL PENS	
1074-55-552-450-45090-155-0000000-0000000-552101-	GASOLINE, OIL & LUBRICANTS	4,000.00	4,000.00	1,016.47	220.13	2,983.53	25.4%
2026/07/000281	04/06/2026 WOJ		27.59	REF fue1		FUEL-20574	
2026/07/000986	04/10/2026 WOJ		32.08	REF fue1		FUEL-20865	
2026/07/001068	04/13/2026 WOJ		71.01	REF fue1		FUEL-20947	
2026/07/002749	04/28/2026 WOJ		89.45	REF fue1		FUEL-21580	
1074-55-552-450-45090-155-0000000-0000000-552106-	COMPUTER SOFTWARE	27,221.00	59,989.00	55,293.34	15,897.96	4,695.66	92.2%
2026/07/000008	04/07/2026 BUA		10,165.00	REF		Line item update	
2026/07/002594	04/08/2026 API		10,164.96	VND 999999 PO		PCARD ONE TIME	
2026/07/000501	04/08/2026 POE		5,733.00	VND 108908 PO	2601139	GRANICUS LLC	ACCESS TO THE TOURISM DATA BAS
2026/07/001400	04/08/2026 API		5,733.00	VND 108908 PO	2601139	GRANICUS LLC	ACCESS TO THE TOURISM DATA BAS
2026/07/001400	04/08/2026 POL		-5,733.00	VND 108908 PO	2601139	GRANICUS LLC	ACCESS TO THE TOURISM DATA2026
1074-55-552-450-45090-155-0000000-0000000-552108-	OPERATING SUPPLIES	6,500.00	6,500.00	1,757.65	43.69	4,742.35	27.0%
2026/07/002595	04/09/2026 API		43.69	VND 001556 PO		AMAZON MARKETPL POWER SUPPLY FOR JOY DISPLAYS	
1074-55-552-450-45090-155-0000000-0000000-552116-	OPER SUPPLIES - COMP HARDWARE	8,755.00	8,755.00	5,562.56	344.98	3,192.44	63.5%
2026/07/003338	04/28/2026 API		344.98	VND 011897 PO		DELL MARKETING (2) STANDARD MONITORS W0391214	
1074-55-552-450-45090-155-0000000-0000000-552257-	PARTS - VEHICLE / EQUIPMENT	3,000.00	3,000.00	89.70	27.60	2,910.30	3.0%
2026/07/000287	04/06/2026 WOJ		6.90	REF rm		383256	
2026/07/001361	04/14/2026 WOJ		6.90	REF rm		386287	
2026/07/002959	04/29/2026 WOJ		13.80	REF rm		391691	

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL					
1074-55-552-450-45090-155-0000000-0000000-554101-	49,604.00	38,939.00	21,413.60	0.00	17,525.40	55.0%	BOOKS, PUBS & SUBSCRIPTIONS			
2026/07/000008	04/07/2026	BUA	-10,165.00	REF	Line Item update					
1074-55-552-450-45090-155-0000000-0000000-554201-	35,546.00	35,546.00	15,911.00	2,000.00	19,635.00	44.8%	DUES & MEMBERSHIPS			
2026/07/002557	04/27/2026	POE	2,000.00	VND 000745 PO 2601199	FLORIDA SPORTS ANNUAL MEMBERSHIP DUES					
2026/07/002874	04/27/2026	API	2,000.00	VND 000745 PO 2601199	FLORIDA SPORTS ANNUAL MEMBERSHIP DUES		103425			
2026/07/002874	04/27/2026	POL	-2,000.00	VND 000745 PO 2601199	FLORIDA SPORTS ANNUAL MEMBERSHIP DUES		2026			
1074-55-552-450-45090-155-0000000-0000000-555501-	76,530.00	76,530.00	44,254.00	7,900.00	32,276.00	57.8%	TRAINING & EDUCATION			
2026/07/002594	04/08/2026	API	1,650.00	VND 999999 PO	PCARD ONE TIME REGISTRATION & FSAE POWER LUNC					
2026/07/000229	04/02/2026	POE	6,250.00	VND 001519 PO 2601135	NORTHSTAR TRAVE REGISTRATION AT DESTINATION SO					
2026/07/000832	04/06/2026	API	6,250.00	VND 001519 PO 2601135	NORTHSTAR TRAVE REGISTRATION AT DESTINATION SE		102611			
2026/07/000832	04/06/2026	POL	-6,250.00	VND 001519 PO 2601135	NORTHSTAR TRAVE REGISTRATION AT DESTINATIO2026					
1074-55-552-450-45090-155-0000000-0000000-563102-	2,258,135.00	2,258,135.00	10,638.00	3,039.97	2,236,535.00	1.0%	IMPROVE - CIP			
2026/07/002044	04/16/2026	API	3,039.97	VND 500704 PO 2600627	KIMLEY HORN AND GATEWAY DESIGN CONCEPTS		103167			
2026/07/002044	04/16/2026	POL	-3,039.97	VND 500704 PO 2600627	KIMLEY HORN AND GATEWAY DESIGN CONCEPTS		2026			
1074-55-552-450-45090-155-0000000-0000000-564102-	1,259.00	1,259.00	0.00	0.00	1,259.00	.0%	MACHINERY & EQUIPMENT - CIP			
1074-55-552-450-45090-155-0000000-0000000-568102-	3,462.00	3,462.00	0.00	0.00	0.00	100.0%	INTANGIBLE SOFTWARE - CIP			
1074-55-552-450-45090-155-0000000-0000000-599101-	500,000.00	500,000.00	0.00	0.00	500,000.00	.0%	RESERVE FOR CONTINGENCIES			
1074-55-552-450-45090-155-0000000-0000000-599199-	1,500,000.00	1,500,000.00	0.00	0.00	1,500,000.00	.0%	RESERVE FOR CASH CARRY FORWARD			
1074-55-552-450-45090-155-0000000-0000000-599417-	3,596,985.00	3,219,030.00	0.00	0.00	3,219,030.00	.0%	RESERVE FOR TOURISM INIATIVES			
2026/07/000016	04/21/2026	BUA	-319,680.00	REF						

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							REMAINING REVENUE	% COLL
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE					
TOTAL TOURIST DEVELOPMENT FUND								
14,305,667.00	14,305,667.00	2,065,458.20	348,281.06			10,004,140.33	14.4%	
	TOTAL EXPENSES							
14,305,667.00	14,305,667.00	2,065,458.20	348,281.06			10,004,140.33		

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ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
14,305,667.00	14,305,667.00	2,065,458.20	348,281.06	10,004,140.33	14.4%

** END OF REPORT - Generated by wheeler, Sky **

EXPENDITURE STATUS REPORT

REPORT OPTIONS

Sequence 1	Field # 1	Total Y	Page Break Y	Year/Period: 2026/ 7
Sequence 2	0	N	N	Print revenue as credit: Y
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y

Report title: EXPENDITURE STATUS REPORT
 Print Full or Short description: F
 Print MTD Version: Y
 Print Revenues-Version headings: Y
 Format type: 1
 Print revenue budgets as zero: N
 Include Fund Balance: N
 Include requisition amount: Y
 Multiyear view: D
 Amounts/totals exceed 999 million dollars: N

Double space: N
 Roll projects to object: N
 Carry forward code: 1
 Print journal detail: Y
 From Yr/Per: 2026/ 7
 To Yr/Per: 2026/ 7
 Include budget entries: Y
 Incl encumb/liq entries: Y
 Sort by JE # or PO #: P
 Detail format option: 1

Find Criteria

Field Name	Field Value
Org	cp155552
Object	
Project	
Rollup code	
Account type	Expense
Account status	Active



Marion County

Tourist Development Council

Agenda Item

File No.: 2026-22926

Agenda Date: 5/21/2026

Agenda No.: 5.1

SUBJECT:

PRESENTATION: Tourist Development Tax Collection Update, Marion County Deputy Tax Collector, Tammy McCann

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22927

Agenda Date: 5/21/2026

Agenda No.: 5.2

SUBJECT:

TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:

Information Only.

TDT COLLECTIONS

	ACTUAL 4% FY 18-19	ACTUAL 4% FY 19-20	ACTUAL 4% FY20-21	ACTUAL 4% FY21-22	ACTUAL 4% FY22-23		ACTUAL 4% FY23-24		ACTUAL 4% FY24-25			ACTUAL 4% FY25-26		Change from Last Year	PROJECTED AVERAGE (Last 5 Years) 4%
					YTD	YTD	Monthly	Correct Monthly	YTD	Monthly	YTD	Monthly	YTD		
OCT	204,924.52	208,480.07	208,964.21	271,833.28	349,930.49	349,930.49	365,854.69	365,854.69	379,319.18	379,319.18	379,319.18	299,752.66	299,752.66	\$ (79,566.52)	315,180.37
NOV	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	792,254.61	349,743.98	715,598.67	558,879.61	558,479.61	937,798.79	433,437.70	733,190.36	\$ (125,441.91)	373,435.85
DEC	225,689.89	236,936.54	185,291.99	418,818.13	369,635.90	1,161,890.51	398,894.92	1,114,493.59	462,549.20	462,549.20	1,400,347.99	441,447.17	1,174,637.53	\$ (21,102.03)	367,038.03
JAN	208,911.55	220,533.21	226,855.23	346,052.50	428,869.17	1,590,759.68	399,341.68	1,513,835.27	537,175.62	537,175.62	1,937,523.61	458,652.85	1,633,290.38	\$ (78,522.77)	387,658.84
FEB	273,064.02	299,288.30	294,191.48	413,140.70	512,970.04	2,103,729.72	525,512.43	2,039,347.70	626,799.77	626,799.77	2,564,323.38	605,405.05	2,238,695.43	\$ (21,394.72)	474,522.88
MAR	323,299.80	302,080.26	359,419.51	524,933.16	601,255.70	2,704,985.42	628,714.27	2,668,061.97	649,169.37	649,169.37	3,213,492.75	701,573.80	2,940,269.23	\$ 52,404.43	552,698.40
APR	385,618.64	214,603.12	402,060.20	630,194.20	677,443.18	3,382,428.60	697,599.40	3,365,661.37	294,671.29	294,424.00	3,507,916.75	704,737.16	3,645,006.39	\$ 410,313.16	540,344.20
MAY	280,438.82	102,814.80	333,193.04	463,117.34	425,025.51	3,807,454.11	498,796.44	3,864,457.81	955,276.16	955,015.00	4,462,931.75		0.00	\$ (955,015.00)	535,029.47
JUN	232,018.65	149,677.12	322,508.82	348,876.21	374,531.93	4,181,986.04	402,595.36	4,267,053.17	471,607.39	468,255.00	4,931,186.75		0.00	\$ (468,255.00)	383,353.46
JUL	232,238.24	242,501.19	379,652.81	359,850.15	413,140.96	4,595,127.00	450,585.02	4,717,638.19	923,559.18	404,436.00	5,335,622.75		0.00	\$ (404,436.00)	401,532.99
AUG	196,329.01	264,335.05	320,233.46	445,047.73	439,053.97	5,034,180.97	409,648.68	5,127,286.87	580,771.55	475,111.00	5,810,733.75		0.00	\$ (475,111.00)	417,818.97
SEPT	203,554.83	174,264.90	420,995.81	327,614.07	334,784.79	5,368,965.76	353,899.19	5,481,186.06	349,777.09	349,777.09	6,160,510.84		0.00	\$ (349,777.09)	357,414.19
TOTAL:	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76		\$ 5,481,186.06		\$ -6,789,555.41	\$ 6,160,510.84		\$ 3,645,006.39		\$ (3,144,549.02)	\$ 5,106,027.64

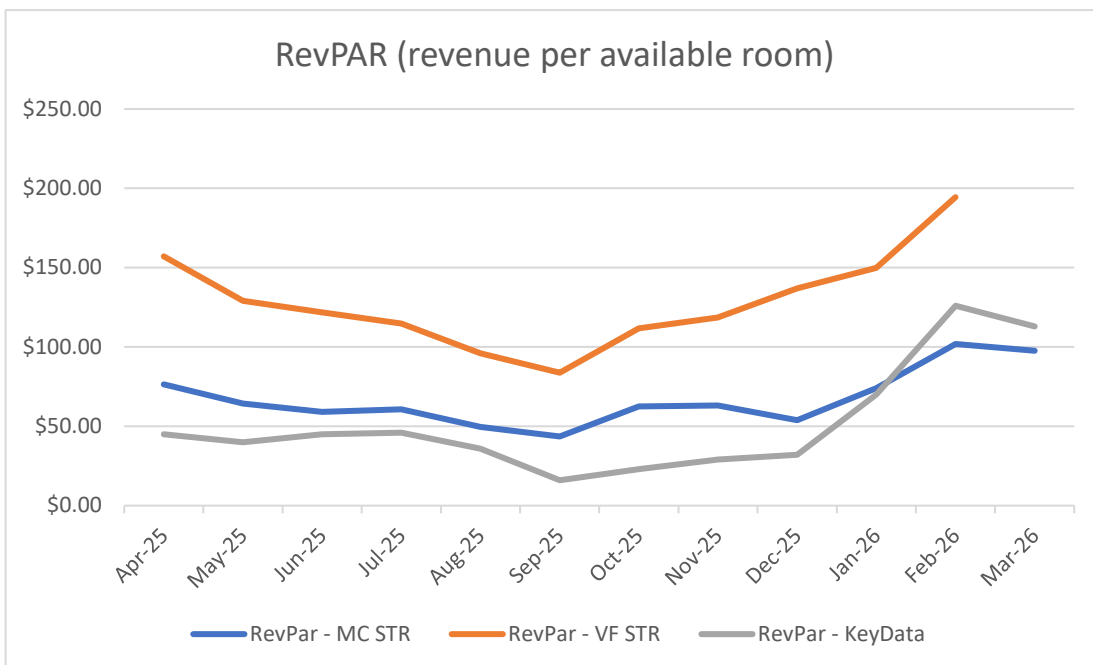
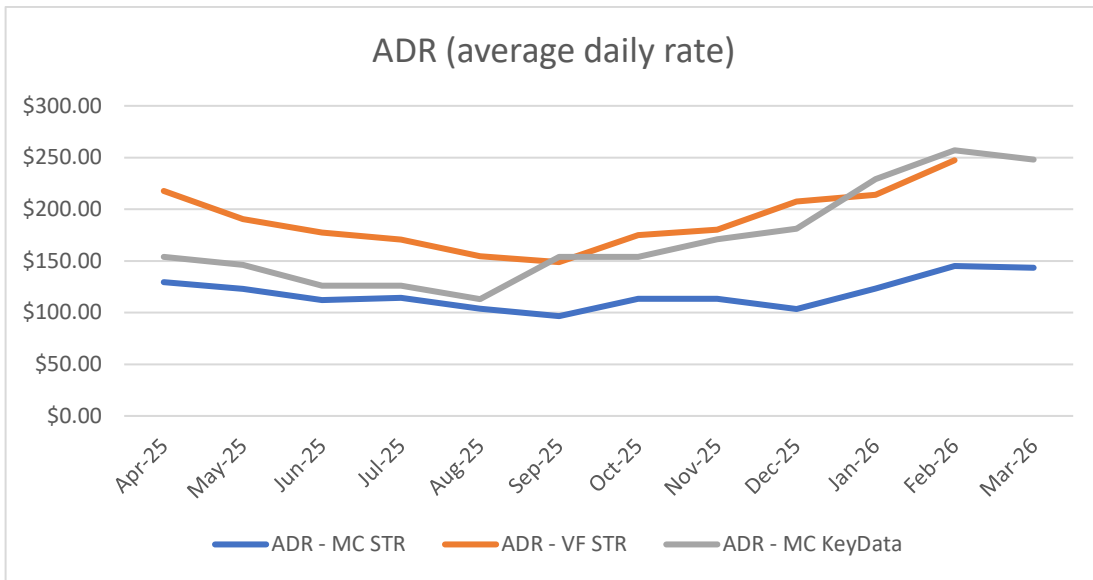
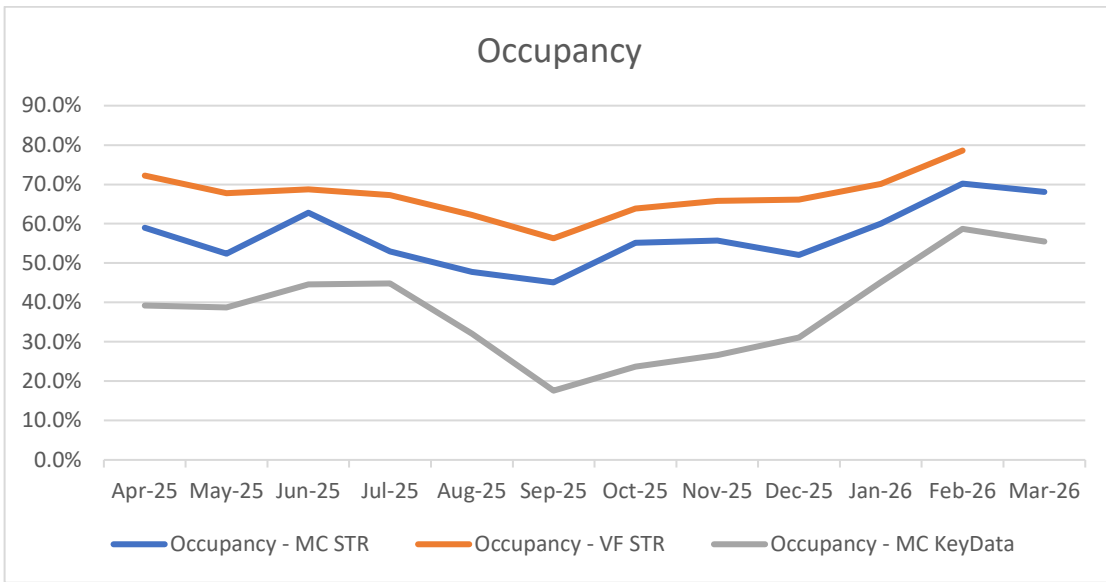
***Payment reporting period contains revenue period from prior month (i.e., March reporting is February revenues).

REVENUE PERIOD	APR.25	MAY.25	JUN.25	JUL.25	AUG.25	SEP.25
REPORTING PERIOD	MAY.25	JUN.25	JUL.25	AUG. 25	SEP. 25	OCT.25
REMITTANCE DATE	JUN.25	JUL.25	AUG.25	SEP. 25	OCT.25	NOV.25
					181,040,866.54	
Gross Rental Receipts	25,160,599.87	12,710,792.62	24,326,822.73	15,334,899.92	9,296,238.19	7,917,774.46
Exempt Rental Receipts	1,219,732.02	661,322.89	604,413.54	829,551.71	482,161.26	471,586.10
Taxable Rental Receipts	23,940,867.85	12,049,469.73	23,722,409.19	14,505,348.21	8,814,076.93	7,446,188.36
Total Tax Collected	957,634.66	481,978.78	948,896.39	580,231.98	352,563.13	297,847.55
Adjustments	6.32	-	0.96	0.03	0.01-	-
Bal Fwd / Overpaid	-	-	-	-	-	-
Total Tax Due	957,640.98	481,978.78	948,897.35	580,214.01	352,563.12	297,847.55
Less Collection Allow	(4,484.98)	(3,046.15)	(4,414.03)	(3,991.26)	(2,696.40)	(2,330.45)
Plus Penalty	30,194.92	6,710.27	7,239.43	12,441.97	467.60	4,810.79
Plus Interest	1,460.44	550.25	399.99	679.84	(35.40)	161.47
Current Amount Due	984,811.36	486,193.16	952,122.74	589,344.56	352,298.92	300,489.36
Credit Balance Used						
Underpayments						
NSF Cancels						
Total Amount Collected	984,811.36	486,193.16	952,122.74	589,344.56	350,298.92	300,489.36
Current Total Rate						
Dist to TD Council					6,789,546.41	
BCC	955,267.16	471,607.39	923,559.18	580,771.55	349,777.09	299,752.66
Tax Collector Comm	29,544.20	14,585.77	28,563.56	8,573.01	521.83	736.70
Total Collections Dist.	984,811.36	486,193.16	952,122.74	589,344.56	350,298.92	300,489.36

Note: Funds Previously Distributed in 2025

OCT.25	NOV.25	DEC.25	JAN.26	FEB.26	MAR.26
NOV.25	DEC.25	JAN.26	FEB.26	MAR.26	APR.26
DEC.25	JAN.26	FEB.26	MAR.26	APR.26	MAY.26
11,367,208.33	11,791,782.10	12,186,692.80	16,119,000.47	18,991,996.21	19,138,250.19
552,276.41	746,813.78	545,888.41	582,382.75	1,135,070.37	1,052,534.84
10,814,931.92	11,044,968.32	11,640,804.39	15,536,617.72	17,856,925.84	18,085,715.35
432,597.26	441,798.60	465,632.05	621,464.60	714,277.03	723,428.62
-	-	-	-	-	-
-	-	-	-	-	-
432,597.26	441,798.60	465,632.05	621,464.60	714,277.03	723,428.62
(2,542.55)	(2,715.09)	(2,905.22)	(3,514.91)	(3,611.22)	(3,466.82)
4,057.70	3,306.82	9,263.72	6,113.01	10,920.15	6,307.56
403.44	162.87	882.58	412.79	1,685.84	263.71
434,515.85	442,553.20	472,873.13	624,475.49	723,271.80	726,533.07
434,515.85	442,553.20	472,873.13	624,475.49	723,271.80	726,533.07
433,437.70	441,447.17	458,652.85	605,719.05	701,573.80	704,737.16
1,078.15	1,106.03	14,220.28	18,756.44	21,698.00	21,795.91
434,515.85	442,553.20	472,873.13	624,475.49	723,271.80	726,533.07
			323.72		
			605,395.33		

Trend Data for Occupancy, ADR, RevPAR (4/2025-3/2026)





Marion County Tourist Development Council

Agenda Item

File No.: 2026-22928

Agenda Date: 5/21/2026

Agenda No.: 6.1

SUBJECT:

Fiscal Year 2026 Event Funding Allocations

DESCRIPTION/BACKGROUND:

Information Only.

FY 25-26 Bid Fee Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
Fishers of Men Championship Bass Tournament	\$1,000.00	\$1,000.00	
Official Strongman Games (2 year bid fee)	\$90,000.00	\$90,000.00	
Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional	\$10,000.00	\$10,000.00	
Budgeted amount		\$500,000.00	
Available to Fund Bid Fee Events		\$399,000.00	

- TDC approved higher funding
- Event canceled
- Planner fell short on deliverables

Room Night Generating Event Funding Allocations

Quarter	Event	Proposed Funding	Approved Funding	Expended Funding
Q1 (Jan-March)	NIKE First in Show Volleyball Tournament	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q2 (April-June)	NIKE Winner's Circle Volleyball Tournament	\$ 25,000.00	\$ 25,000.00	
Q1 (Jan-March)	HITS Post Time Farm Premier I and II	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	Winter Series Week #1 - National Show	\$ 7,380.00	\$ 7,380.00	\$ 7,380.00
Q1 (Jan-March)	Winter Series Week #2 - National Show & FEI	\$ 5,760.00	\$ 5,760.00	\$ 5,760.00
Q1 (Jan-March)	Winter Series Week #3 - National & FEI	\$ 7,755.00	\$ 7,755.00	\$ 7,755.00
Q1 (Jan-March)	Winter Series Week #4 - National & FEI	\$ 7,405.00	\$ 7,405.00	\$ 7,405.00
Q1 (Jan-March)	Winter Series Week #5 - National & FEI	\$ 8,345.00	\$ 8,345.00	\$ 8,345.00
Q1 (Jan-March)	Winter Series Week #6 - National & FEI	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	Winter Series #7 - National & FEI World Cup Qualifier	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	Winter Series Week #8 - National & FEI	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	Winter Series Week #9 - National & FEI	\$ 8,370.00	\$ 8,370.00	\$ 8,370.00
Q1 (Jan-March)	Winter Series Week #10 - National & FEI	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	Winter Series Week #11 - National	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	Winter Series Week #12 - National Show & Longines League of Nations	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 1-3	\$ 10,000.00	\$ 10,000.00	\$ 9,205.00
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 4-7	\$ 10,000.00	\$ 10,000.00	\$ 9,390.00
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 8-10	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Grandview World Nights	\$ 9,000.00	\$ 9,000.00	\$0.00
Q1 (Jan-March)	Grandview Invitational	\$ 7,000.00	\$ 7,000.00	\$0.00
Q1 (Jan-March)	Ocala Equine Conference	\$ 1,300.00	\$ 1,300.00	\$ 1,020.00
Q1 (Jan-March)	Big East Swimming and Diving Conference Championships	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Santos Fat Tire Festival	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Live Oak International	\$ 4,000.00	\$ 4,000.00	
Q2 (April-June)	Blue Knights Florida III Spring Meeting	\$ 5,000.00	\$ 5,000.00	
Q3 (July - September)	JFCA Hottest Show on Earth	\$ 3,750.00	\$ 3,750.00	
Q3 (July - September)	Rock the Country	\$ 49,995.00	\$ 49,995.00	
Q3 (July - September)	ProAm Patriot Games Invitational	\$ 3,900.00	\$ 3,900.00	
Q2 (April-June)	Cal Ripken T-Ball/Rookie B State Tournament	\$ 25,000.00	\$ 25,000.00	
	Budgeted Amount		\$300,000.00	
	Available to Fund Room Night Generating Events		\$8,725.00	

TDC approved higher funding

Event canceled

Event planner fell short on deliverables



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22929

Agenda Date: 5/21/2026

Agenda No.: 7.1

SUBJECT:

PRESENTATION: Quarterly Public Relations and Analytics Report - January - March Data

DESCRIPTION/BACKGROUND:
Information Only.



PUBLIC RELATIONS & ANALYTICS REPORT

January 1 - March 31, 2026



OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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PUBLIC RELATIONS



Press Releases

VISIT FLORIDA

As part of the ongoing state tourism initiatives through VISIT FLORIDA, the Ocala/Marion County Visitors and Convention Bureau (OMCVCB) fulfills press release requests highlighting tourism activities throughout the destination. VISIT FLORIDA uses these press releases as part of larger media pitches both nationally and internationally.

- Spring Break Alternatives
- Smart Fun Wellness in the Sunshine State — Educational Adventures for the Whole Family

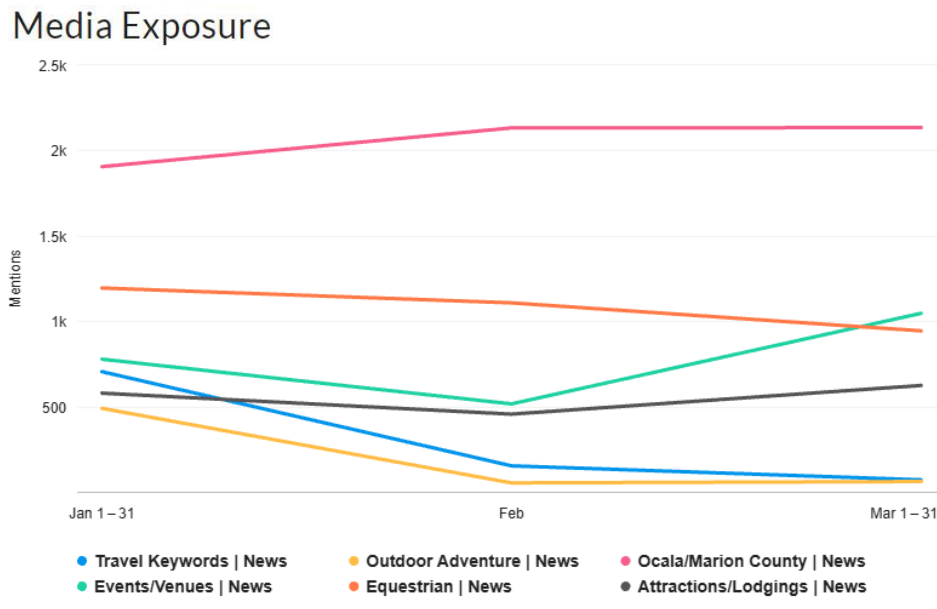
OMCVCB

- Marion County Secures Major Fishing Tournament to Boost Tourism and Economy

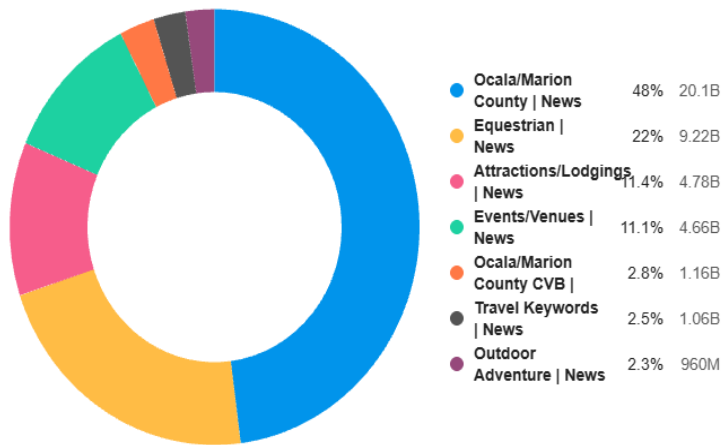
Meltwater: Media Exposure

The OMCVCB uses the media monitoring system, Meltwater, which allows for us to monitor online sentiment with our audiences, send out press releases and search for media outlets that are talking about the destination.

The following graph shows the media exposure from January-March 2026, including media topics and key words that were trending during this time period.

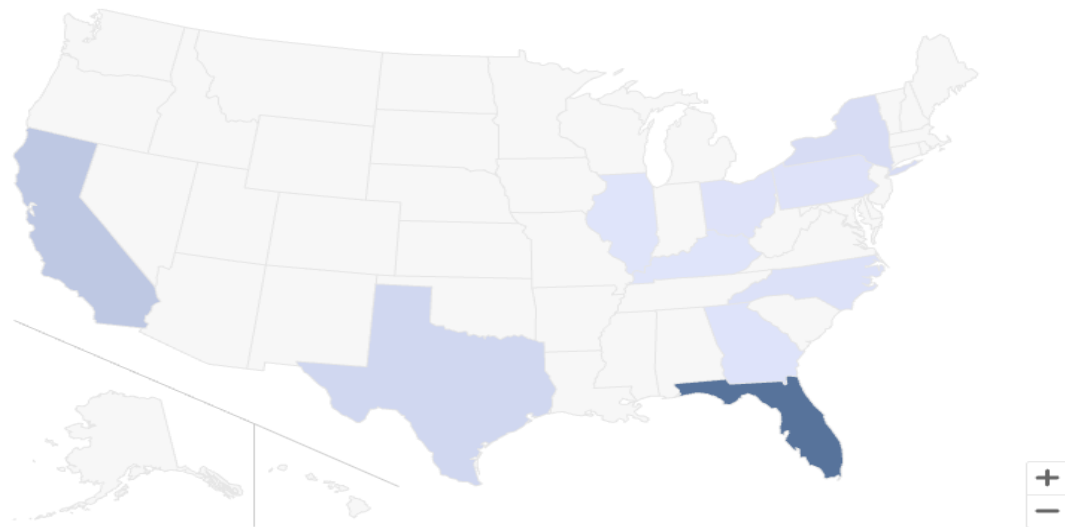


Meltwater: Public Relations Pick-Up

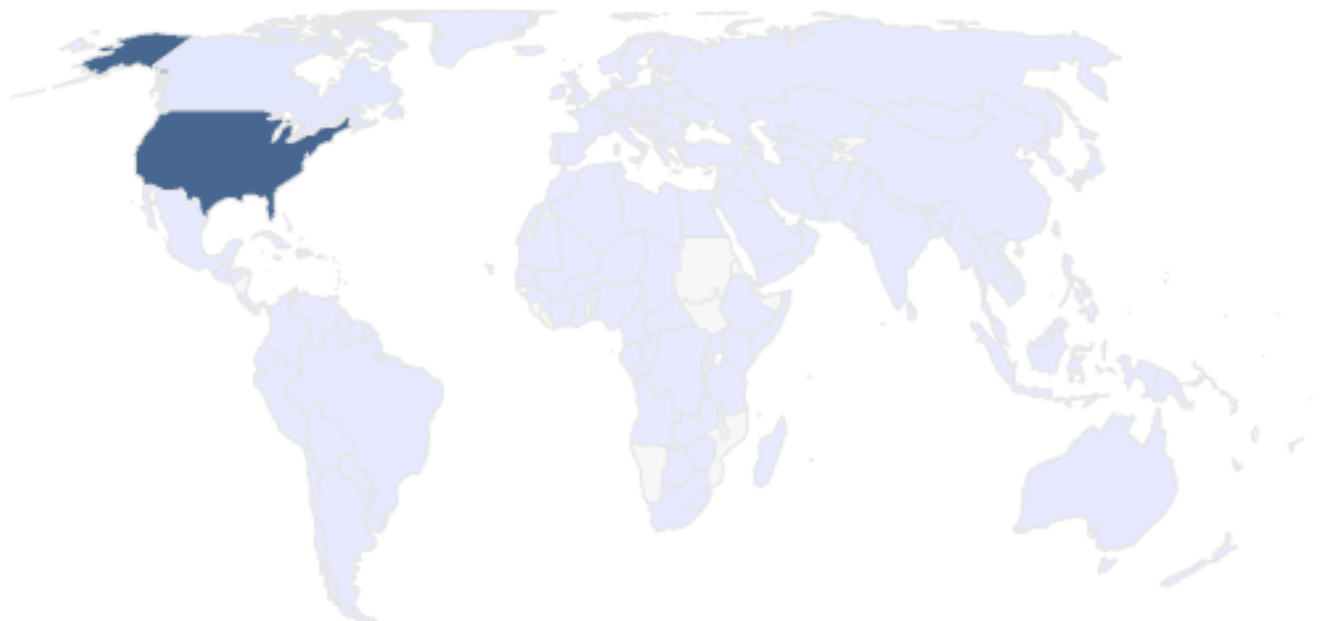


Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from January-March 2026.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from January-March 2026.



FAM Tours: Journalists Visiting In Market

Familiarization trips (FAM) or Individual Press trips (IPT) are tours offered to media on behalf of an organization to get the media familiar with their destination and services.

During this quarter, we hosted three press trips in partnership with VISIT FLORIDA.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
@graces_adventures	Grace Kelly	Feb 2026	adventurous side of Florida and targeting solo travellers living in the UK and Ireland wanting to experience the lesser-known side of Florida.	\$727.24	UK	137,100 followers on Instagram, engagement rate of 11.25% and UK following of 42.6%.
CamperVan, MYbike, bike-magazin.de, and Bikers Paradise Podcast	Alex Hufner	Feb 2026	on leisure cycling, low-impact outdoor adventure, ecotourism, and campervan travel.	\$179.98	Germany	500K+ potential reach of readers and listeners
@MexTop_	Emilio Flores and Aline Alacaraz	March 2026	outdoor and nature-based experiences.	\$833.36	Mexico	150,000 followers on Instagram

Press Trip - @Grace_Adventure

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip from February 26 to March 1, 2026, for UK-based content creator Grace of @graces_adventures. The trip focused on the adventurous and “lesser-known” side of Florida, specifically targeting solo travelers living in the UK and Ireland. This collaboration built upon a successful previous campaign with VISIT FLORIDA that reached over 1.1 million people, further positioning the destination as a top choice for international adventure seekers.

REACH: 137,100 on Instagram

Below are samples of social media posts from the visit. VISIT FLORIDA’s report is not yet available.



graces_adventures Ocala, Florida

just living my best country girl life in FLORIDA of all places 🤠🐾🐾 us who would have thunk it?

This is Ocala which is only 1.5hours from either Tampa or Orlando and is such a beautiful countryside part of Florida - home to the World Equestrian Centre and miles and miles of ranches so ofcourse I had to do a horse ride...

My horse was Jackson and he was beautiful 🐾

@visitflorida @ocalamarion #VisitFlorida #LoveFL #ocalamarion #floridatravel #ocalaflorida

8w

melf_fieldding What a 2026 you are having Grace! Always looove seeing your adventures 🤠

8w 9 likes Reply

View replies (1)

thegingerwanderlust Amazing 🤠🐾

8w 10 likes Reply



graces_adventures Following Lunar Vibes • Glimmers Ever... ⋮

8w save for a fun, adventurous Florida itinerary 🤠

I spent 3 days in @ocalamarion and what a place! ❤️ there was even more that I didn't fit in this video or didn't have time for but I've linked all my rec's below 🐾

- kayak at Rainbow River
- zipline at @zipthecanyons
- glass bottom boat, wildlife & hiking trails at @silverspringsstatepark
- horse ride with Cactus Jacks
- visit the @worldquestriancenter
- explore Downtown Ocala
- so much food! I recommend @districtbarandkitchenocala and

Boost reel

319 ❤️ 16 💬 5 🔄

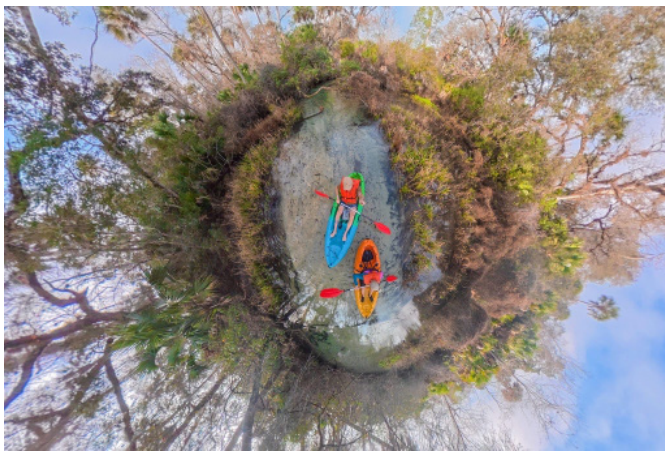
March 12

Press Trip - Germany - CamperVan

The Ocala/Marion County Visitors and Convention Bureau hosted freelance outdoor journalist Alex Hufner from February 20–22, 2026, as part of a multi-destination Florida tour by campervan. A regular contributor to leading German outlets—including MYbike, CamperVans, bike-magazin.de, and the Bikers Paradise Podcast—Hufner captured content focused on leisure cycling, ecotourism, and low-impact outdoor adventure. This visit aimed to strengthen the destination’s presence in the European market by highlighting Ocala/Marion County as a premier location for international campervan travel and outdoor recreation.

REACH: Potential 530,000+ (Combined German Print, Online, and Podcast)

Below are photos from the trip shared by Alex Hufner VISIT FLORIDA’s report is not yet available.



Press Trip - Mexico - @MexTop_

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip March 27–30, 2026, for Mexican content creators Emilio Flores and Aline Alcaraz. Featuring Ocala/Marion County as part of a multi-destination Florida itinerary, the creators behind @mextop_ highlighted the destination’s premier outdoor and nature-based experiences. This collaboration supported international awareness by showcasing the region’s unique natural assets to a dedicated travel audience.

REACH: 150,000 on Instagram

Below are samples of social media posts from the visit. VISIT FLORIDA’s report is not yet available.

mextop_ Florida, USA Following ...

mextop_ 5w ¿Cenote en Estados Unidos?

1/3 quédate para llegar hasta el final de esta serie del norte de Florida. See translation

paolasantc 5w "Así como pues?" Jajajaja morí de risa 🤔🤔🤔

1 like Reply

View all 1 replies

wendy.beltran.71 5w Ayyy que hermosooo!! ❤️🔥

1 like Reply

mextop_ and visitfloridaesp Original audio

mextop_ Nos encantó descubrir @ocalamarion en nuestro último viaje.. así que aquí te comparto lo que hicimos:

1. Caminar por el downtown y conocer la famosísima tienda de dulces Grandpa Joe's
2. Comer en la terraza de District Bar and Kitchen
3. Kayak en Rainbow River, por favor haz TODO el circuito vale muchísimo la pena y entra por KP Hole
4. Cenar en @ilovemojos
5. Tirolesa en @zipthecanyons para que frenes tu solito
6. Explora con tiempo @silverspringsstatepark y haz paddle board. Si vas en Diciembre y Febrero hay manatíes y por favor haz el recorrido de 90 minutos del bote con piso de cristal está WOW
7. Por último te recomendamos la hamburguesa de Horse and Hounds
8. Y el pilón, Silver Glen Springs es como una alberquita pero es el agua más cristalina que hemos visto

Y lo mejor es que solo está a 2 horas del aeropuerto de Orlando

#ad
#VISITFLORIDA
#AmoFlorida

Boost reel

Liked by visitfloridaesp and 31.3K others
April 8

Add a comment...

Additional Earned Media - Travel + Leisure

The Ocala/Marion County Visitors and Convention Bureau, provided information to journalist, Carrie Honaker, about Rainbow Springs State Park for a Travel + Leisure article in February 2026. The article was also published on Yahoo! and MSN Travel.

REACH: 150,000 on Instagram

Below and on the next nine pages, is the article published in travel and leisure.

TRAVEL+ LEISURE

This Central Florida State Park Has Glassy, Turquoise Waters That Are 72 Degrees All Year

Rainbow Springs State Park has crystal-clear springs, hand-built waterfalls, and hidden trails teeming with wildlife.

By **Carrie Honaker** | Published on February 22, 2026

 [LEAVE A COMMENT](#)

FOLLOW FLORIDA NEWS & TIPS

In This Article

- Planning Your Visit**
- How to Get There
- Best Time to Visit
- Best Things to Do
- Must-see Wildlife and Natural Features

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year Travel + Leisure

SUBSCRIBE



A scenic landscape in Rainbow Springs State Park.
Credit: CampPhoto/Getty Images

Rainbow Springs State Park's sapphire-blue waters well up from the earth with startling clarity, a living force that has drawn people here for thousands of years—from the Timucua who once gathered along its banks to modern-day visitors floating quietly above the headsprings. "The river is unbelievably clear, the kind of clear that makes it look like a swimming pool, except it's completely natural," says Jessica Heller, marketing and communications supervisor for [Ocala/Marion County](#). That glassy transparency comes courtesy of the Florida aquifer, which releases more than 400 million gallons of fresh water into the spring every day, flowing at a steady 72 degrees year-round.

Moss-draped hammocks and winding nature trails lead to ornamental gardens, constructed waterfalls, and gentle slopes, remnants of the early 20th century when this was a privately owned tourist attraction. Rich Lucy, area director with [guest services](#) at the park, likes to remind visitors that back in the '30s, it was a destination. "People went there to go fishing and swimming. They had glass-bottom boats," he says. "Luckily, it was sold to
SKIP TO CONTENT t became a state park where people can continue to enjoy it."

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

Travel + Leisure

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drifting above schools of fish, and tubers laughing downstream on summer afternoons. Lucy notes that the river's magic lies not just in the main spring but in what you can't easily see. "Ours are made up of micro springs, hundreds of thousands of these little springs spread out through the entire river. That's what makes it stay that crystal clear," he says. Add in early-spring azalea blooms that wash the gardens in pinks, purples, and whites, and it's easy to see why this place has captivated generations.

"A lot of people are hurrying," Lucy says. "Slow down and enjoy this. Enjoy the nature, because there's a lot to see if you just slow down and look."

Planning Your Visit



Visitors walking around Rainbow Springs State Park.
Credit: Irina K./Adobe Stock

SKIP TO CONTENT

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capacity, the park closes entirely, so timing matters.

“If you go on a summer day—or even a nice weekday—get there when they open at 8,” says Lucy. “You want to find that perfect spot, whether it’s on the grass knoll or under one of the big pavilions.” Arriving early gives you time to stake out shade, organize your gear, and settle in before the crowds arrive.

Park entry is standard: \$5 per vehicle (2–8 people), \$4 for a single-occupant vehicle, and \$2 for pedestrians or cyclists. Because of high demand, Annual Entrance Passes are only sold on weekdays and non-holidays, though they can also be purchased online in advance at the [Florida State Parks website](#).

Once inside, it’s easy to turn a visit into a full, unhurried day. “Tube or paddle in the morning, grab lunch at the concessions, take a walk on the trails, and end the day with a swim at the headspring,” says Heller. Outside the state park boundaries, additional outfitters along the Rainbow River offer clear-kayak tours, pontoon rentals, and guided dives—great options if the park reaches capacity or you want a different perspective on the water.

A few insider tips can make the day smoother. If you plan to tube from the state park, note that the tubing launch has a separate entrance with limited capacity. For longer floats, nearby KP Hole Park offers VIP parking on weekends, which can be a game-changer. Disposable containers aren’t allowed on the river, so pack food and drinks in reusable containers. And if you bring your own kayak, canoe, or paddleboard, self-launches are available at both the Rainbow Springs headsprings and KP Hole Park. From KP Hole, a short paddle upstream leads to Indian Creek, one of Heller’s favorite spots: a quiet, spring-fed side creek with a sandy bottom and a distinctly tropical feel.

The park’s campground sits about six miles from the headsprings, offering river access in a quieter setting. Check-in begins at 3 p.m., and early check-in isn’t available. Campsites include water, electric, and sewer hookups, with ADA-accessible restrooms, showers, laundry, and a camp store with a wide variety of food options. Canoes and kayaks are available for rent, and pets are welcome in the campground (though not in swimming areas).

[SKIP TO CONTENT](#)

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year Travel + Leisure

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split AC—so it's camping, but with more comfort.”

Related Stories

**This Florida State Park Feels Like North Carolina—
With Scenic Waterfalls, Hiking Trails, and a Rare Tree**



**This Florida National Park Covers 1.5 Million Scenic
Acres That Are Best Explored by Boat**



How to Get There



SKIP TO CONTENT [High Rainbow Springs State Park.](#)

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

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Rainbow Springs State Park is located in Central Florida near the town of Dunnellon, about 30 minutes southwest of [Ocala](#), 90 minutes north of Tampa, and roughly two hours from [Orlando](#). Visitors should note that the park has three separate entrances depending on activities. The main headsprings day-use area at 19158 S.W. 81st Place Road provides access to the spring itself, swimming, historic gardens, seasonal dining, and paddle rentals, though it often reaches capacity on summer weekends and holidays. The campground entrance, located at 18185 S.W. 94th Street, is reserved for registered campers with reservations and requires a gate code on arrival day. Seasonal tubing operates from a separate entrance at 10830 S.W. 180th Avenue Road, managed by the park's concessionaire.

Best Time to Visit



Steps going into clear water at Rainbow Springs State Park.
Credit: CampPhoto/Getty Images

SKIP TO CONTENT

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year Travel + Leisure

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warm weather. Heller notes that tubing runs on weekends from April to Memorial Day, daily from Memorial Day through Labor Day, and again on weekends through September. With that popularity comes crowds: during peak months, the park often reaches capacity by mid-morning. Spring and fall strike a quieter note, while winter offers the calmest experience for hiking, paddling, and wildlife viewing. Just plan ahead if camping, as sites fill far in advance year-round.

Best Things to Do



Canoes docked near a water entry point at Rainbow Springs State Park.
Credit: CampPhoto/Getty Images

Birding

A standout stop on the [Great Florida Birding and Wildlife Trail](#), even casual notice the birdlife almost immediately. Wading birds stalk the

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This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

Travel + Leisure

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echoed by park staff—especially in the quieter morning hours when songbirds and owls are most active.

Hiking and Waterfall Walks

The park's trails range from gentle garden strolls to longer nature hikes through oaks and sandhill communities. Paved walkways wind past magnolias and three historic waterfalls, with benches placed for lingering. "The waterfalls were built in the mid-1900s, but they blend beautifully into the landscape and make for a fun discovery," says Heller. Lucy encourages visitors to explore deeper: "See the waterfalls, but also check out the old zoo site, even remnants from the phosphate mining days. There's a lot of history back there if you know where to look." Uneven surfaces and steep grades mean sturdy shoes are a good idea.

Paddling the Rainbow River

Heller and Lucy cite kayaking or canoeing as one of the most immersive ways to experience the park. Moss-draped cypress trees frame the river, and wildlife sightings are common. Rentals are available inside the park, while private vessels can be launched with a short portage.

Snorkeling and Swimming

Snorkeling is allowed within the buoyed swimming area at the headsprings, where visibility is exceptional. "The headspring itself is a beautiful swimming spot," says Heller. "It's clear, calm, framed by lush greenery—it really does look like something out of a postcard." The water stays a constant 72 degrees year-round, but depths exceed 10 feet, and there are no lifeguards, so caution is key.

[SKIP TO CONTENT](#)

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year

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longer options available from nearby KP Hole Park. First-timers should double-check directions—the tubing entrance is about nine miles from the headsprings—and arrive early during peak season.

Must-see Wildlife and Natural Features



A waterfall in the Rainbow Springs State Park.

Credit: Patrick Connolly/Orlando Sentinel/Tribune News Service via Getty Images

Wildlife viewing is woven into nearly every corner of Rainbow Springs State Park, from the river's clear, slow-moving current to the shaded backcountry trails. Along the water, keep an eye out for wood ducks gliding past the banks, turtles basking on logs, and fish moving effortlessly through the spring run. On land, the park's quieter trails offer chances to spot fox squirrels and gopher tortoises, while overhead, the calls of hawks, owls, swallow-tailed kites, eagles, pileated woodpeckers, and bright red cardinals

SKIP TO CONTENT tant soundtrack.

This Central Florida State Park Has Glassy, Turquoise Water That Are 72 Degrees All Year Travel + Leisure

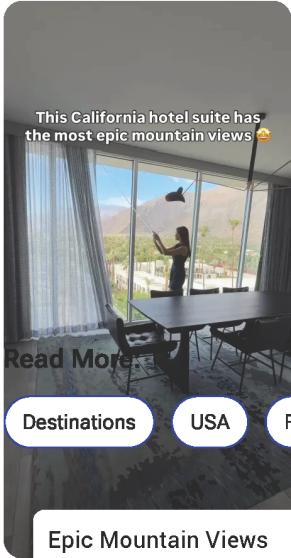
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honestly don't think I've ever been on the river and not seen them. They're playful, curious, and seem to pop up when you least expect it."

Beyond wildlife, the park's ornamental gardens and hand-built waterfalls are living reminders of its past as a private attraction. Renovated and thoughtfully replanted, they shine brightest in early spring before Florida's summer heat sends them dormant.

TOP TRAVEL SHORTS

This California hotel suite has the most epic mountain views 🏔️



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Destinations USA Florida

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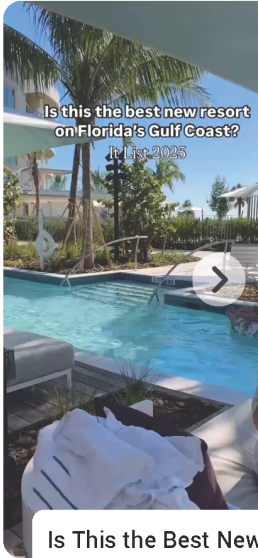


TAKE OFF WITH THE MOUNTAINS

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Is this the best new resort on Florida's Gulf Coast? Feb 1st 2025



Is This the Best New Resort on Florida's Gulf Coast

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Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
Family Destinations Guide	These 10 Quiet Florida Towns Will Make You Want To Slow Down	1,196,112
Yahoo! Sports, KLST-TV	Two local lakes selected for 2026 Bass Pro Tour (2 articles)	23,981,227
MSN.com, Miami Herald, Sacramento Bee, Kansas City Star, Charlotte Observer, Star-Telegram, NewsBreak, News & Observer	Skip The Crowds: 5 Underrated Spring Break Destinations For Families (9 articles)	126,276,430
MSN.com, Travel + Leisure, Yahoo! Malaysia News	This Central Florida state park has glassy, turquoise waters that are 72 degrees all year (3 articles)	110,891,397
MSN.com, Yahoo! Life, Islands Magazine	America's National Forests With The Most Uniquely Beautiful Trees (3 articles)	105,649,778
AOL, Yahoo! Life	6 Florida Coastal Towns For A Spring Break That's Actually Relaxing (2 articles)	32,923,163
NewsBreak, TravelPulse.com	Florida Huddle Signals Another Strong Year for Tourism in Sunshine State (2 articles)	16,809,251
ChatSports, News Usa Today, Fooshya	2026 BIG EAST Swim & Dive Championships Articles (7 articles)	278,944
Jump Media	World Equestrian Center – Ocala Event Results (9 articles)	14,242
352Today, WINDFM	Marion Cultural Alliance Celebrates 25 Years, Anniversary of 'Horse Fever' Public Art (2 articles)	71,773
Travel Extra	KEY takeaways from Florida Huddle 2026 in Orlando (2 articles)	59,800
fww	Wie sich Floridas Geheimtipps positionieren	50,681
NewsBreak	Orange Lake water level will determine complexion of Heavy Hitters	16,621,169
Equenews International	Molly Ashe Cawley & Berndin Return to the Top in the \$32,000 Budweiser Grand Prix Qualifier CSI2*	5,954
Sports Destination Management	MLF announces 2026 Bass Pro Tour Schedule	7,445
NBC News New York	Live more 'Floridays'	1,691,501
Sports Destination Management	Major League Fishing Reveals Rogers, Arkansas as Bass Pro Tour Stage 5 Venue in 2026	8,165
Panrotas, Mercado & Eventos, Catraca Livre, Qual Viagem, Turisnews, and others	Brazil: What's New 2026 Press Release (13 articles)	5,615,870
Nau.ch, Florida Sun Magazine, TourExpi Online	Germany: What's New 2026 Press Release (3 articles)	1,611,051
Radio Fórmula, Mercado & Eventos, TravelPulse, Travel Extra, Grupo Fórmula	Huddle 2026 / Tradeshow Marketplace (6 placements)	821,581
Infotravel, Mistertravel, Ce que pensent les Hommes, Voyager Pratique, Partir Magazine	France: What's New 2026 Press Release (5 articles)	91,788

*Notation: The Media Value Equivalent totals **\$4,589,732.88** for January-March 2026. The total reach is **444,677,322**.*

SOCIAL MEDIA

Overview

 @ocalamarion

 Ocala/Marion County, Florida

 ocalamarion







 Ocala/Marion County, Florida

The OMCVCB has a daily presence across various social media channels. This section provides the analytics and reporting for these social media platforms. The data compares this quarter, January 1 - March 31, 2026, to the previous quarter (October 1 -December 31, 2025).

Performance Summary

View your key profile performance metrics accrued during the selected time period.

Impressions 7,760,340 ↗ 75.8%	Engagements 192,720 ↗ 22.7%	Post Link Clicks 52,297 ↗ 39.3%
Engagement Rate (per Impression) 2.5% ↘ 30.4%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period	288,657	1,450	262	7,760,340	192,720	2.5%
Jan 1, 2026 – Mar 31, 2026	↗ 0.5%	↗ 11.5%	↗ 40.1%	↗ 75.8%	↗ 22.7%	↘ 30.4%
Compare To	287,355	1,300	187	4,414,054	157,082	3.5%
Oct 3, 2025 – Dec 31, 2025						
 Ocala/Marion County	3,002	7	45	2,664	210	7.9%
 Ocala/Marion County	652	38	7	3,327	623	18.7%
 Ocala/Marion County, FL	23,819	431	123	496,474	5,435	1.1%
 Ocala/Marion County, Florida	259,591	928	82	7,257,875	185,393	2.6%
 Ocala/Marion County, Florida	1,282	6	1	N/A	N/A	N/A
 ocalamarion	311	40	4	N/A	1,059	N/A

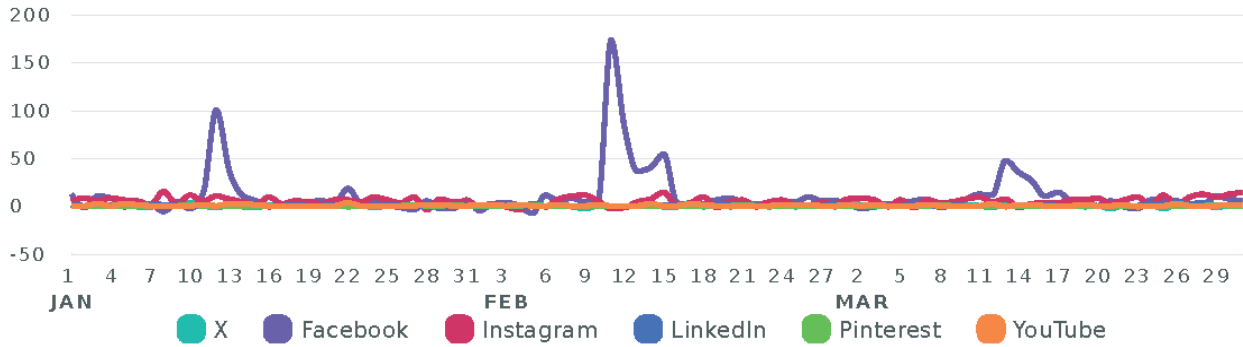
Overview: Growth



Audience Gained, by Day

Audience Growth

See how your audience grew during the selected time period.



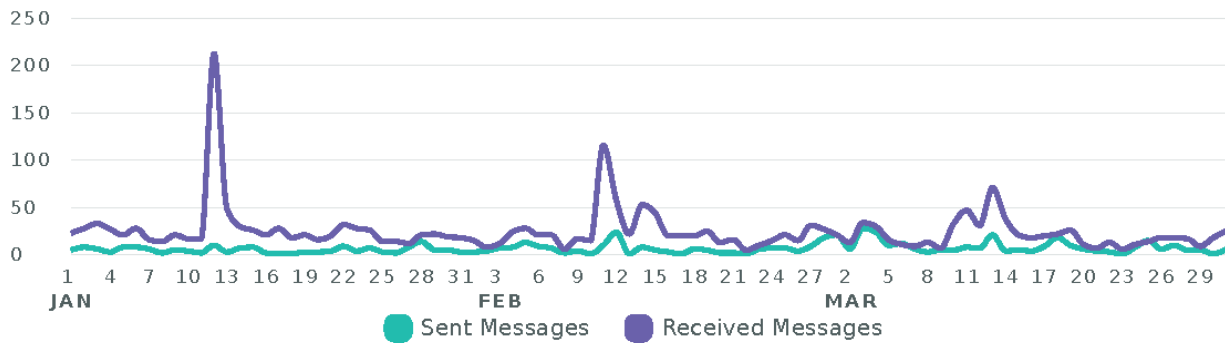
Audience Metrics	Totals	% Change
Audience	288,657	↗ 0.5%
Net Audience Growth	1,450	↗ 11.5%
X Net Follower Growth	7	↘ 36.4%
Facebook Net Follower Growth	928	↘ 3.2%
Instagram Net Follower Growth	431	↗ 69.7%
LinkedIn Net Follower Growth	38	↘ 24%
Pinterest Net Follower Growth	6	↗ —
YouTube Net Subscriber Growth	40	↗ 53.8%

Overview: Messages

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



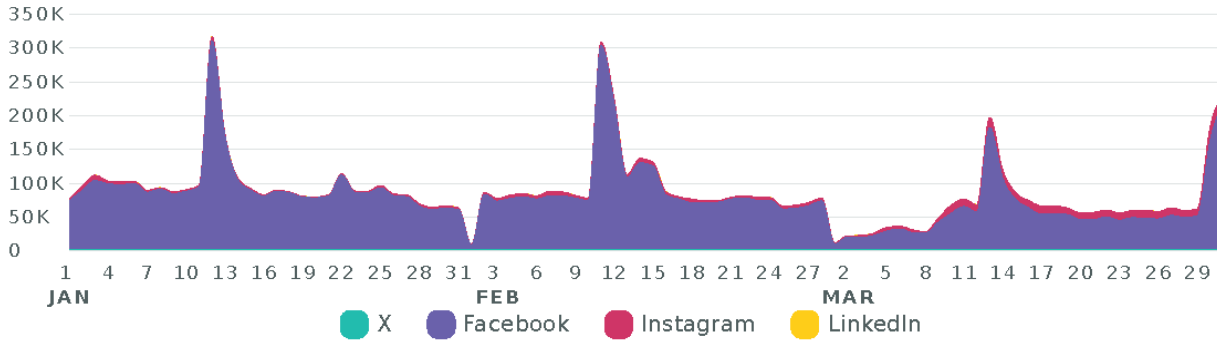
Sent Messages Metrics	Totals	% Change
Total Sent Messages	522	↗ 25.8%
X Sent Messages	45	↗ 66.7%
Facebook Sent Messages	131	↗ 48.9%
Instagram Sent Messages	332	↗ 33.3%
LinkedIn Sent Messages	8	↘ 27.3%
Pinterest Sent Messages	2	↘ 93.8%
YouTube Sent Messages	4	↘ 50%



Overview: Impressions

Impressions

Review how your content was seen across networks during the selected time period.



Impression Metrics	Totals	% Change
Impressions	7,760,340	↗ 75.8%
X Impressions	2,664	↗ 27.9%
Facebook Views	7,257,875	↗ 84.2%
Instagram Views	496,474	↗ 6.4%
LinkedIn Impressions	3,327	↘ 21.9%

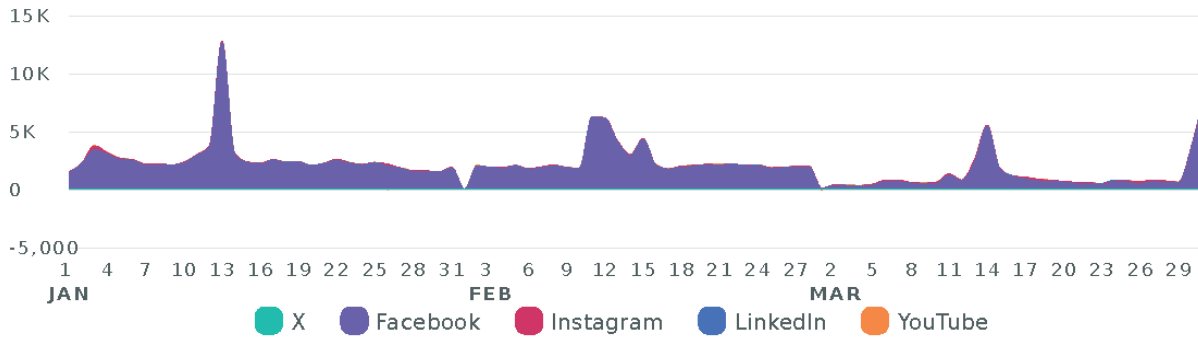


Overview: Engagements



Engagements

See how people are engaging with your posts during the selected time period.



Engagement Metrics	Totals	% Change
Engagements	192,711	↗ 22.7%
X Engagements	213	↗ 31.5%
Facebook Engagements	185,393	↗ 21.9%
Instagram Engagements	5,435	↗ 54.2%
LinkedIn Engagements	623	↘ 27.1%
YouTube Engagements	1,047	↗ 111.1%

Instagram




Instagram Performance Summary

Views 496,474 ↗ 6.4%	Organic Views 192,680 ↘ 10.1%	Paid Views 303,794 ↗ 20.3%
Engagement Rate (per View) 1.5% ↗ 86.9%	Organic Engagement Rate (per View) 2.8% ↗ 71.5%	Paid Engagement Rate (per View) 0.7% ↗ 486.3%
Engagements 7,622 ↗ 98.7%	Organic Engagements 5,435 ↗ 54.2%	Paid Engagements 2,187 ↗ 605.5%

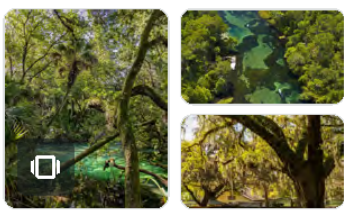
Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Jan 1, 2026 – Mar 31, 2026	23,819 ↗ 1.8%	431 ↗ 69.7%	123 ↗ 48.2%	496,474 ↗ 6.4%	192,680 ↘ 10.1%	303,794 ↗ 20.3%
Compare To Oct 3, 2025 – Dec 31, 2025	23,388	254	83	466,775	214,292	252,483
Ocala/Marion County, FL	23,819	431	123	496,474	192,680	303,794

Instagram


Top Posts

 **ocalamarion**
Tue 3/17/2026 1:04 pm...


Keepin' it green for St. Patrick's Day 🍀
...




Engagements	636
Likes	543
Comments	6
Shares	43
Saves	44

 **ocalamarion**
Fri 1/2/2026 8:26 pm EST


2025 brought us the spectacular I-75 Gateway Signage which proudly...



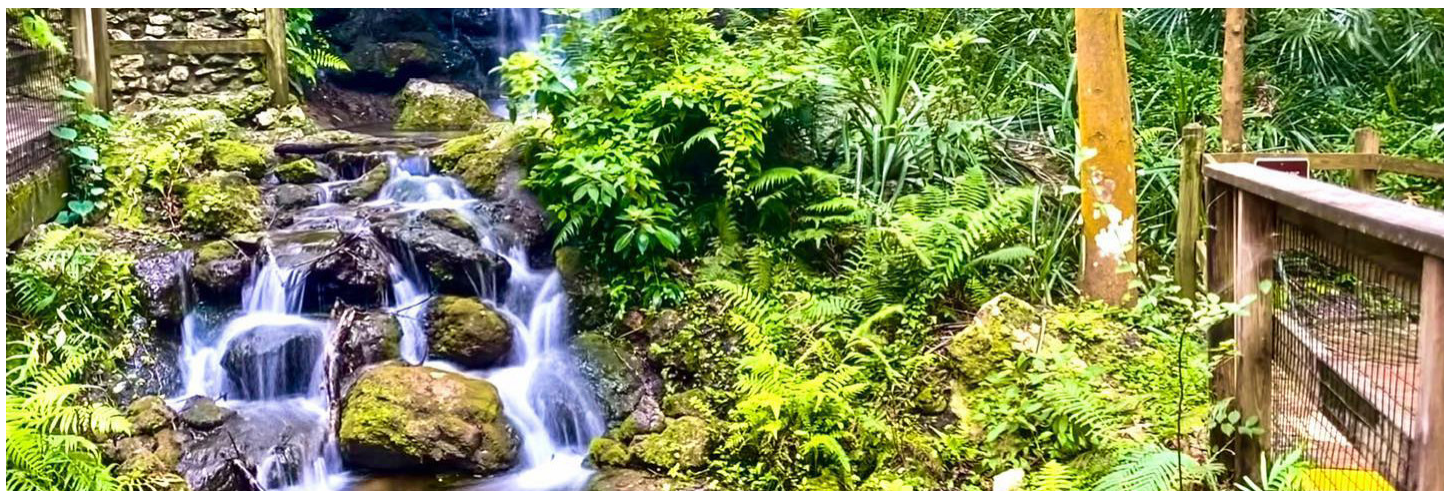
Engagements	482
Likes	388
Comments	23
Shares	55
Saves	16

 **ocalamarion**
Tue 3/10/2026 12:41 p...

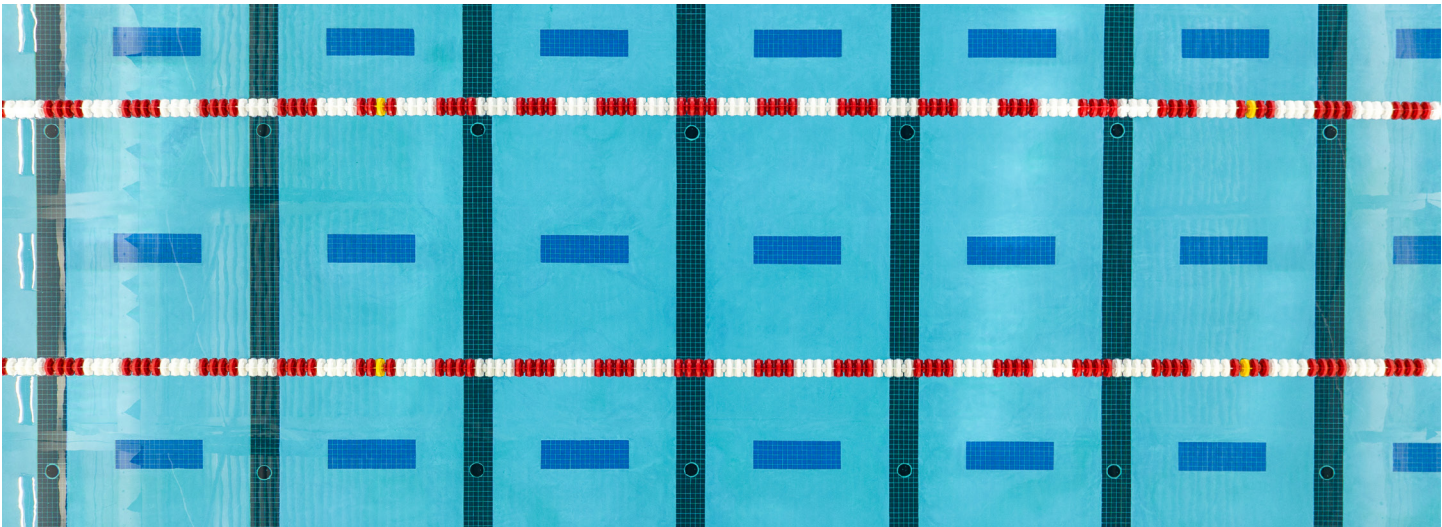
Nothing beats "Florida Time" at Swampy's Bar & Grille. Whether you're stopping b...



Engagements	264
Likes	155
Comments	9
Shares	76
Saves	24

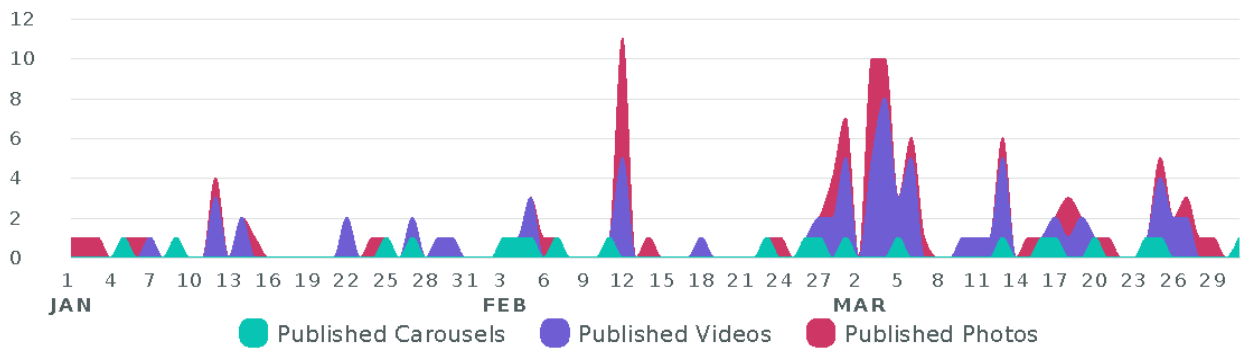


Instagram: Publishing



Publishing Behavior

View the different types of posts, stories, and reels you published during the selected time period.

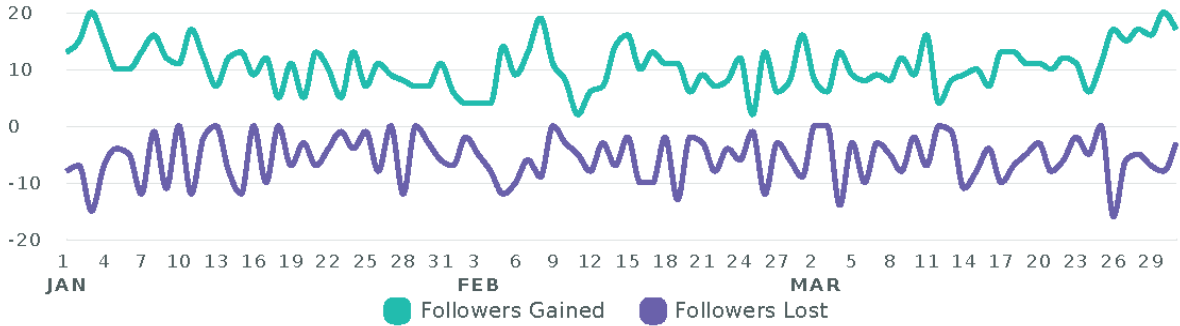


Publishing Behavior by Content Type	Totals	% Change
Published Posts	123	↗ 48.2%
Published Carousels	21	↗ 90.9%
Published Videos	64	↗ 60%
Published Photos	38	↗ 18.8%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.



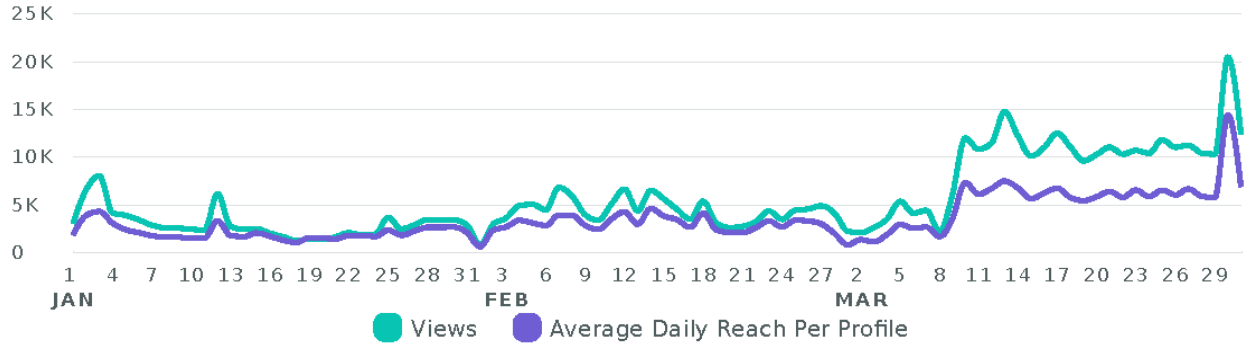
Audience Metrics	Totals	% Change
Followers	23,819	↗ 1.8%
Net Follower Growth	431	↗ 69.7%
Followers Gained	944	↗ 28.1%
Followers Lost	513	↗ 6.2%



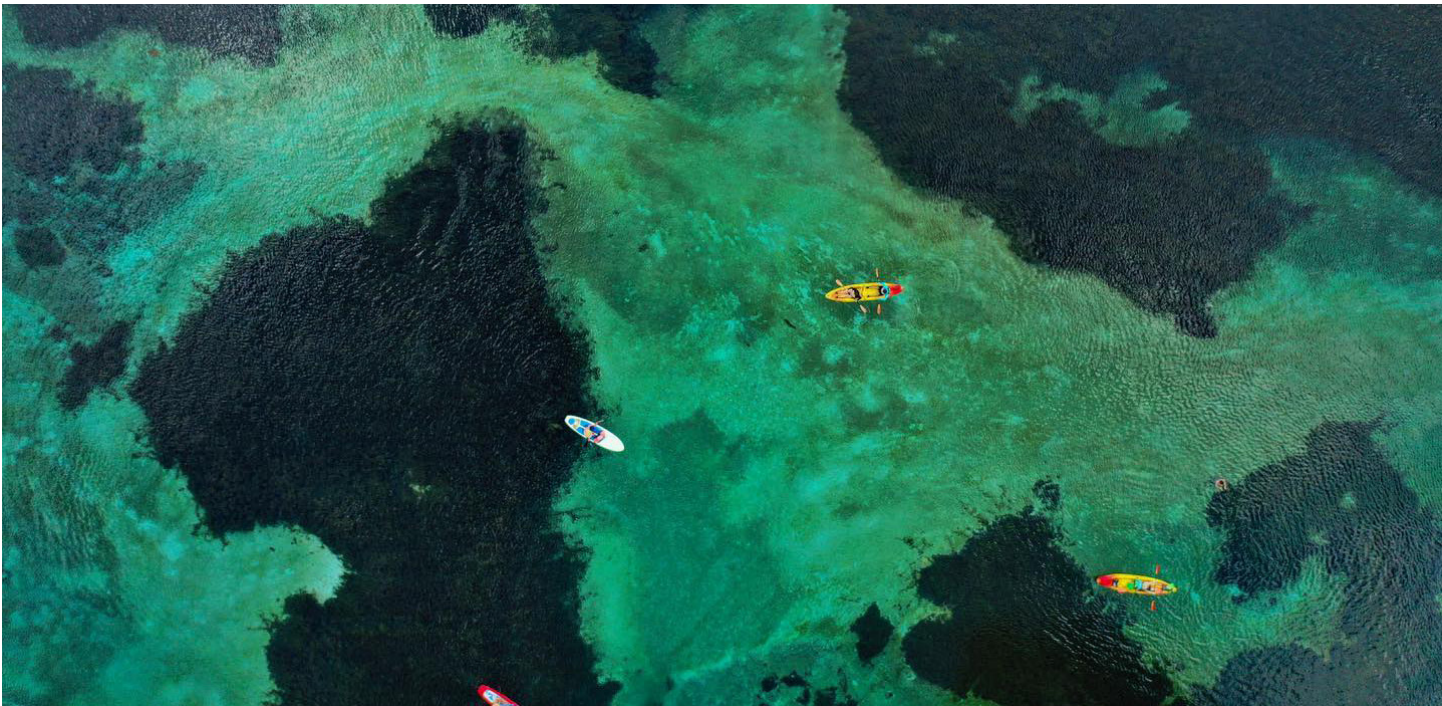
Instagram: Views

Views

Review how your content was seen during the selected time period.



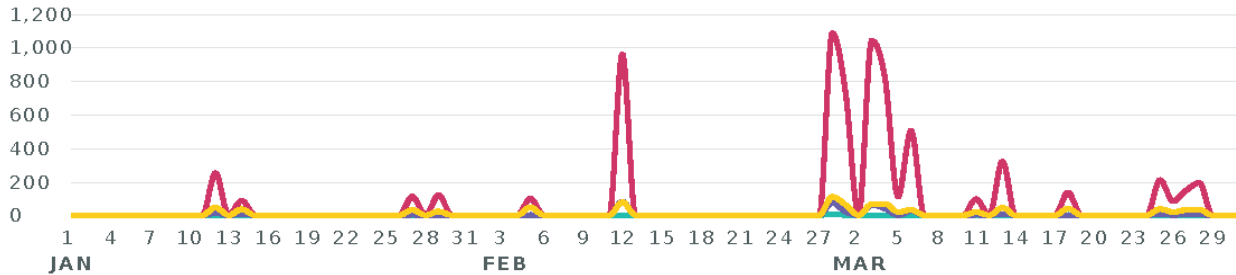
Views Metrics	Organic	Paid	Totals	% Change
Views	192,680 ↘ 10.1%	303,794 ↗ 20.3%	496,474	↗ 6.4%
Average Daily Reach per Profile	N/A	N/A	3,427.99	↗ 43.9%



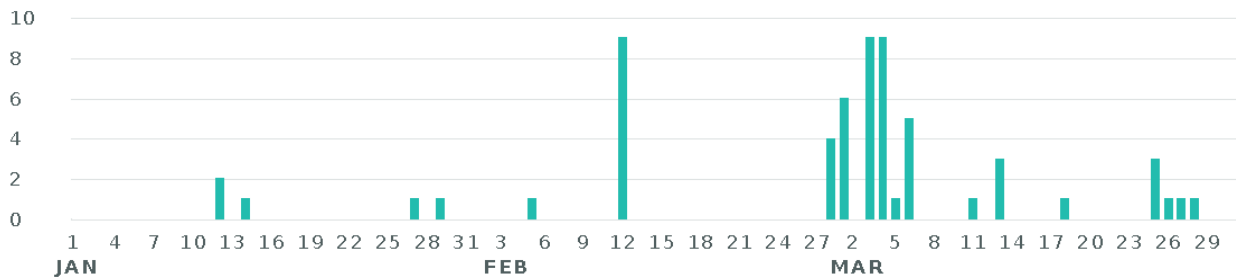
Instagram: Stories

Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.



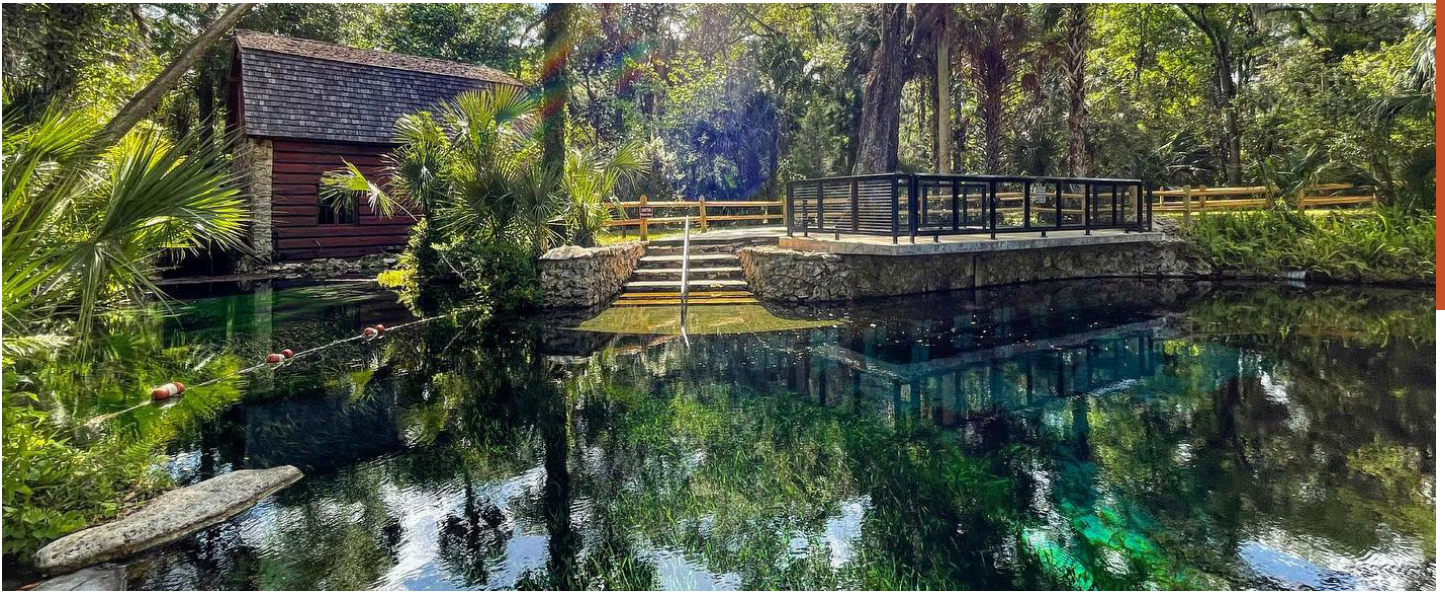
● Story Replies ● Story Taps Back ● Story Taps Forward ● Story Exits



● Published Stories

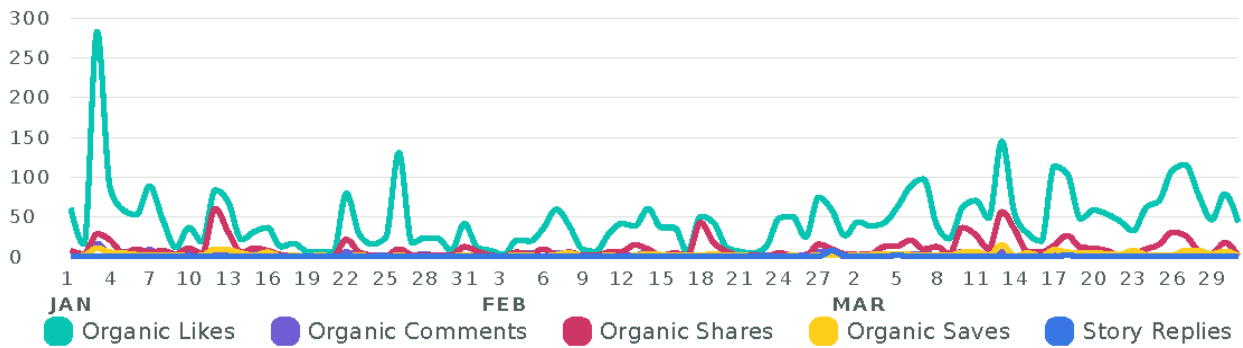
Story Metrics	Totals	% Change
Published Stories	60	↗ 46.3%
Story Replies	10	↗ 900%
Story Taps Back	352	↘ 22.5%
Story Taps Forward	7,091	↘ 8%
Story Exits	830	↘ 8.4%
Story Views	10,453	↘ 32.3%
Average Reach per Story	151.77	↘ 53.3%

Instagram: Engagement



Engagements

See how people are engaging with your posts, stories, and reels during the reporting period.

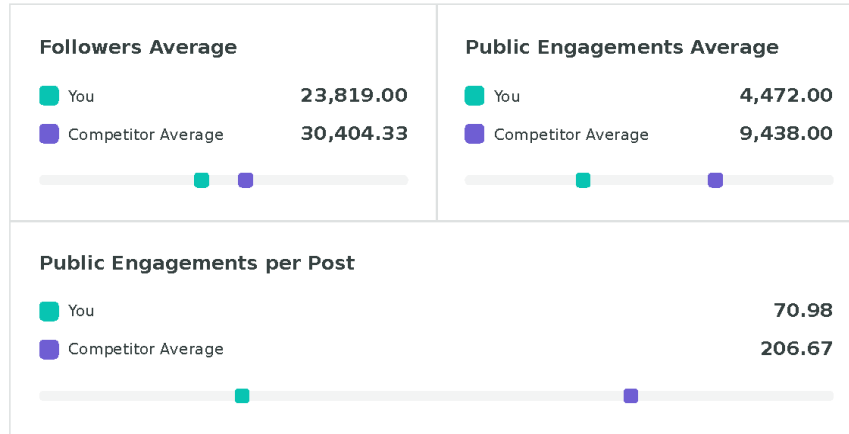


Engagement Metrics	Totals	% Change
Organic Engagements	5,435	↗ 54.2%
Organic Likes	4,175	↗ 44.9%
Organic Comments	186	↗ 100%

Instagram: Competitors

Summary

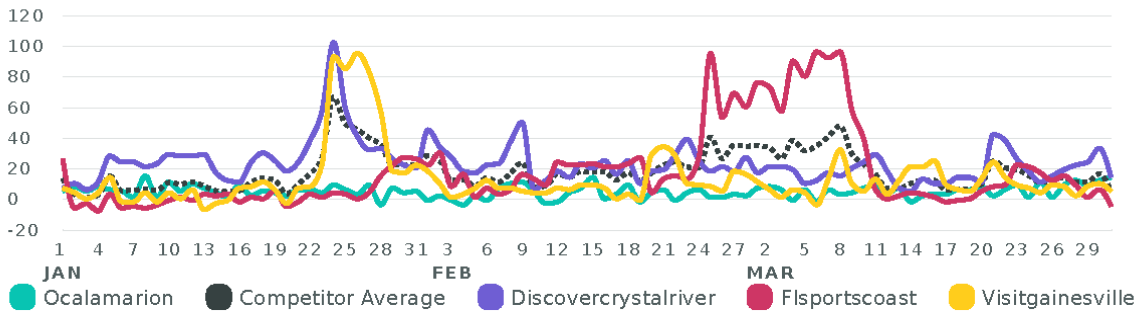
Compare your profile performance to your competitors.



To gauge our brand's success, we compare the Ocala/Marion County social profile performances to nearby competing markets. These include: Visit Gainesville, Discover Crystal River and Florida's Sports Coast. Below is their overall growth and performance compared to Ocala/Marion.

Audience Growth

View how your audience grew compared to your competitors.



Instagram Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
Your Average	23,819.00	431.00	1.84%
Competitor Average	30,404.33	1,628.67	5.66%
discovercrystalriver	44,082	2,084	4.96%
visitgainesville	24,134	1,149	5.00%
ocalamarion	23,819	431	1.84%
flsportscoast	22,997	1,653	7.74%

Facebook




Performance Summary

Views 7,257,875 ↗ 84.2%	Organic Views 1,582,816 ↗ 27.3%	Paid Views 5,675,059 ↗ 110.3%
Engagement Rate (per View) 2.6% ↘ 33.8%	Organic Engagement Rate (per View) 3.1% ↘ 41.9%	Paid Engagement Rate (per View) 2.4% ↘ 24.7%
Post Link Clicks 51,737 ↗ 40.7%	Organic Post Link Clicks 824 ↗ 155.1%	Paid Post Link Clicks 50,913 ↗ 39.7%
Engagements 185,393 ↗ 21.9%	Organic Engagements 48,519 ↘ 26%	Paid Engagements 136,874 ↗ 58.3%

Page ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Jan 1, 2026 – Mar 31, 2026	259,591 ↗ 0.3%	928 ↘ 3.2%	82 ↗ 82.2%	7,257,875 ↗ 84.2%	1,582,816 ↗ 27.3%	5,675,059 ↗ 110.3%
Compare To Oct 3, 2025 – Dec 31, 2025	258,811	959	45	3,940,934	1,242,985	2,697,949
Ocala/Marion County, Florida	259,591	928	82	7,257,875	1,582,816	5,675,059


Facebook

Top Posts


 **f Ocala/Marion ...**
 Mon 3/9/2026 2:35 pm...

This isn't just a getaway — it's your reset button.
 ...


Ocala/Marion County...




Engagements	33,178
Reactions	327
Comments	13
Shares	8
Post Link Clicks	29,216
Other Post Clicks	3,614

 **f Ocala/Marion ...**
 Mon 1/12/2026 11:43 a...


We are so excited to announce the Country is returning to Ocala County this year at the Florida



Engagements	12,861
Reactions	922
Comments	361
Shares	226
Post Link Clicks	647
Other Post Clicks	10,705

 **f Ocala/Marion ...**
 Wed 2/11/2026 8:29 a...

Visit Rainbow Springs State Park and Silver Springs State Park this weekend for FREE...



Engagements	12,395
Reactions	1,839
Comments	203
Shares	511
Post Link Clicks	4
Other Post Clicks	9,838



Facebook: Publishing

Publishing Behavior

View the different types of posts you published during the selected time period.



View the different types of posts you published during the selected time period.

Publishing Behavior by Content Type	Totals	% Change
Published Posts	82	↗ 82.2%
Published Videos	32	↗ 166.7%
Published Photos	37	↗ 68.2%
Published Links	12	↗ 9.1%
Published Text	1	↗ —

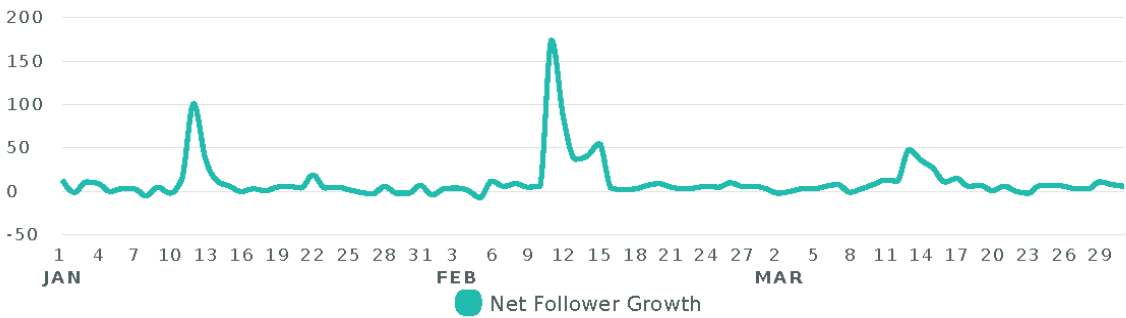


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.



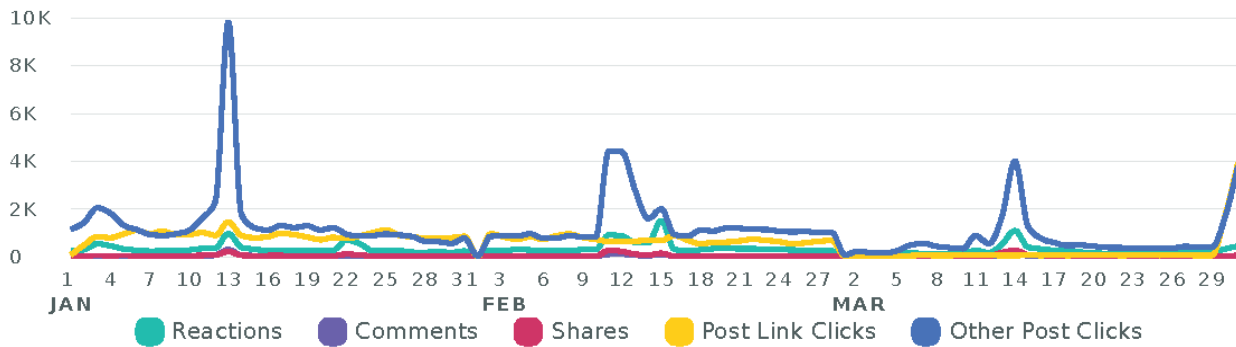
Audience Metrics	Totals	% Change
Followers	259,591	↗ 0.3%
Net Follower Growth	928	↘ 3.2%

Facebook: Engagement



Engagements

See how people are engaging with your posts during the selected time period.



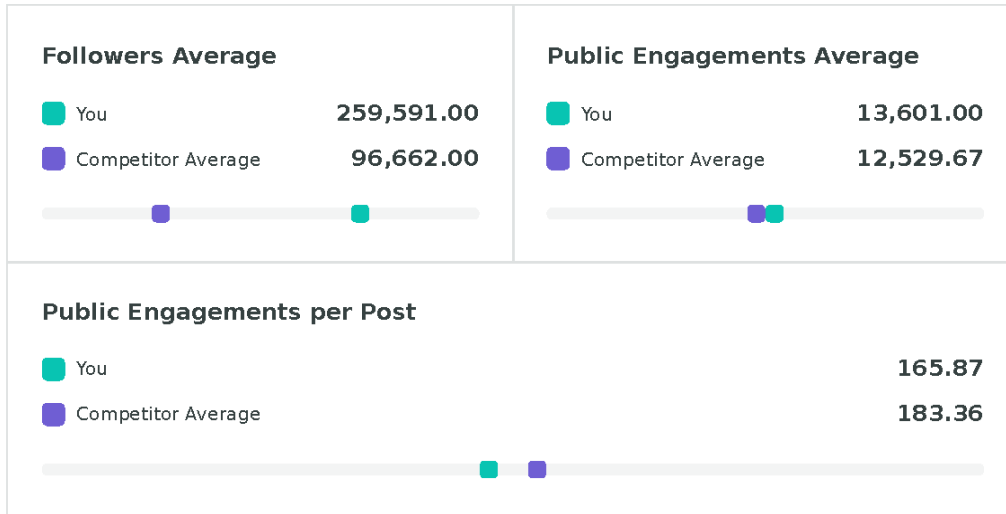
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	48,519 ↘ 26%	136,874 ↗ 58.3%	185,393	↗ 21.9%
Reactions	10,024 ↗ 2.7%	16,300 ↗ 121.2%	26,324	↗ 53.6%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	1,115 ↗ 37.5%	499 ↗ 56.9%	1,614	↗ 43%
Shares	1,821 ↗ 67.8%	1,100 ↗ 91.6%	2,921	↗ 76.1%
Post Link Clicks	824 ↗ 155.1%	50,913 ↗ 39.7%	51,737	↗ 40.7%
Other Post Clicks	34,735 ↘ 35.2%	68,062 ↗ 63%	102,797	↗ 7.8%

Facebook: Competitors

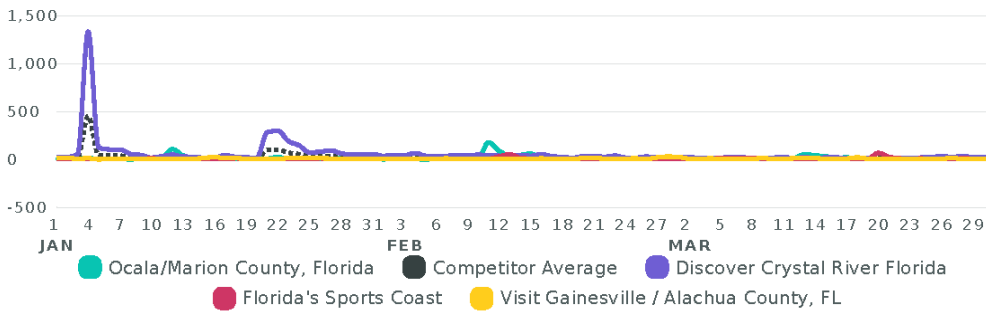
Summary

Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.



Facebook Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
Your Average	259,591.00	928.00	0.36%
Competitor Average	96,662.00	1,664.33	1.75%
Ocala/Marion County, Florida	259,591	928	0.36%
Discover Crystal River Florida	214,766	4,556	2.17%
Visit Gainesville / Alachua County, FL	49,340	230	0.47%
Florida's Sports Coast	25,880	207	0.81%



Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 2,664 ↗ 27.9%	Engagements 210 ↗ 29.6%	Post Link Clicks 13 ↘ 27.8%
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Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	3,002	7	45	2,664	210	13
Jan 1, 2026 - Mar 31, 2026	↗ 0.2%	↘ 36.4%	↗ 66.7%	↗ 27.9%	↗ 29.6%	↘ 27.8%

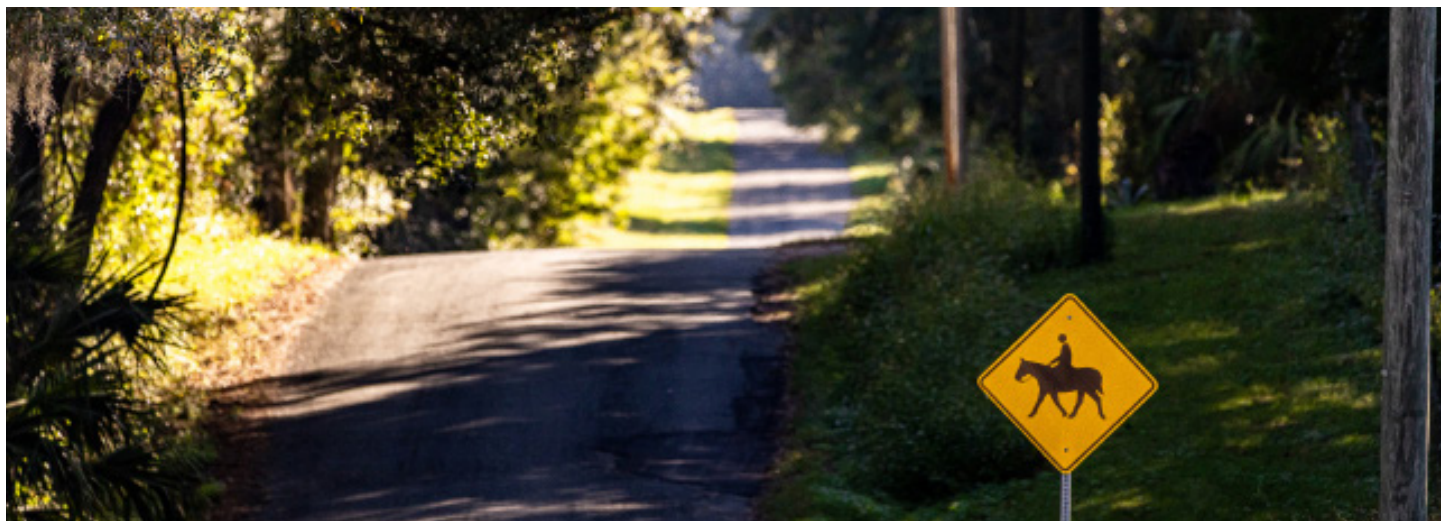
Compare To	2,995	11	27	2,083	162	18
Oct 3, 2025 - Dec 31, 2025						

Ocala/Marion County	3,002	7	45	2,664	210	13
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Top Posts

<p>Did you know March is the final month of #ManateeSeason? Make...</p> <p>Engagements 20</p> <p>Likes 3</p> <p>@Replies 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 6</p> <p>Other Engagements 10</p>	<p>Happy #WorldWildlifeDay 🌿🐢🌸 #OcalaMarion is lucky that so many diverse...</p> <p>Engagements 19</p> <p>Likes 3</p> <p>@Replies 10</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 5</p> <p>Other Engagements 0</p>	<p>Paddling over clear waters for a clear mind 🌊😌</p> <p>Engagements 16</p> <p>Likes 1</p> <p>@Replies 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 8</p> <p>Other Engagements 6</p>
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X: Publishing



Publishing Behavior

View the different types of posts you published during the selected time period.



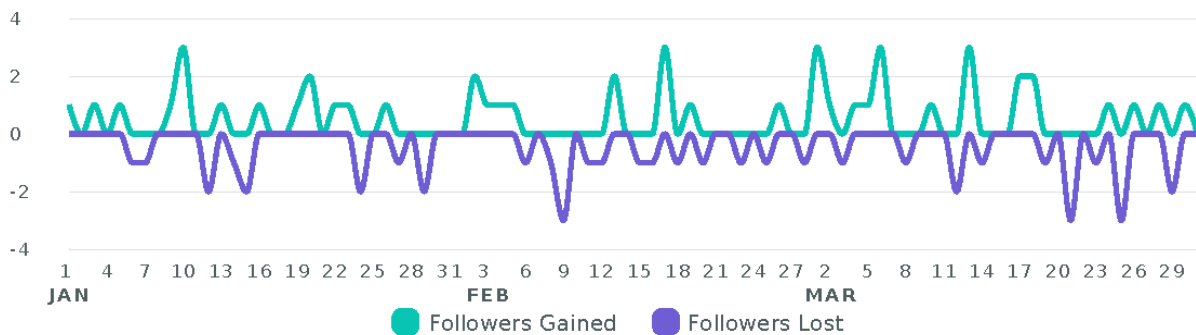
Publishing Behavior by Content Type	Totals	% Change
Published Posts	45	↗ 66.7%
Published Videos	4	↗ 300%
Published Photos	29	↗ 61.1%
Published Links	12	↗ 50%
Published Text	0	→ 0%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

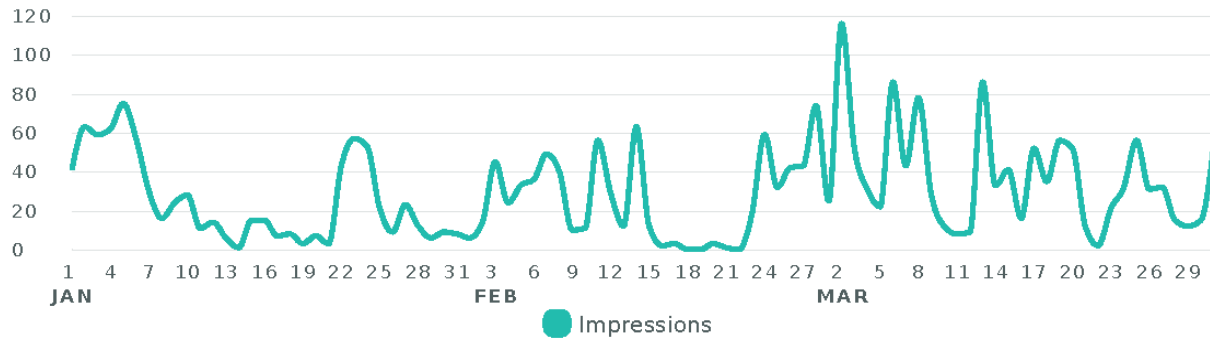


Audience Metrics	Totals	% Change
Followers	3,002	↗ 0.2%
Net Follower Growth	7	↘ 36.4%
Followers Gained	48	↘ 17.2%
Followers Lost	41	↘ 12.8%
Following	4,143	↘ 0.6%

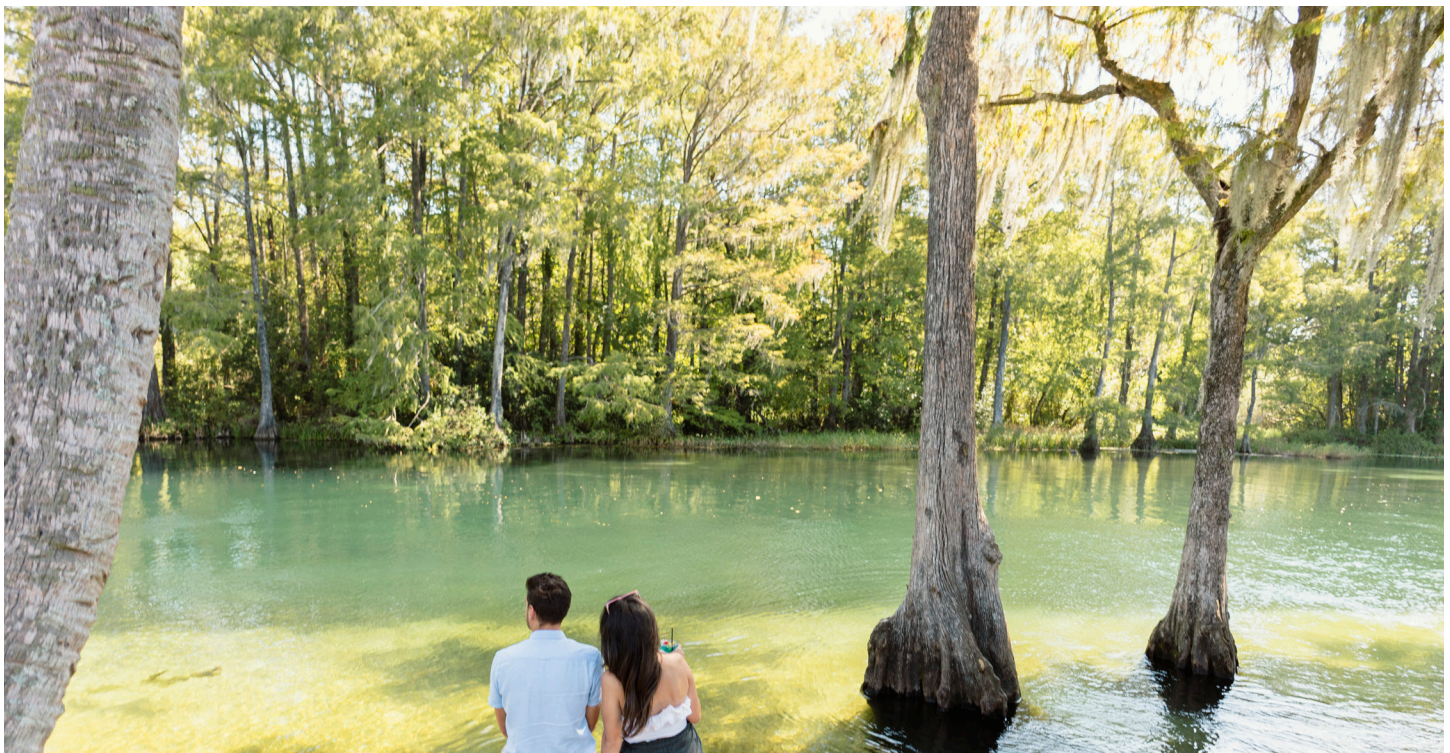
X: Impressions

Impressions

Review how your content was seen during the selected time period.



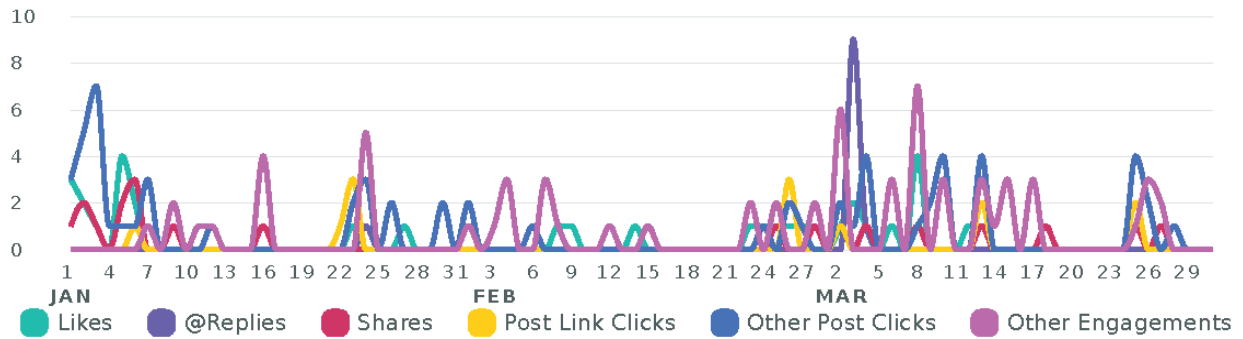
Impression Metrics	Totals	% Change
Impressions	2,664	↗ 27.9%



X: Engagement

Engagements

See how people are engaging with your posts during the selected time period.



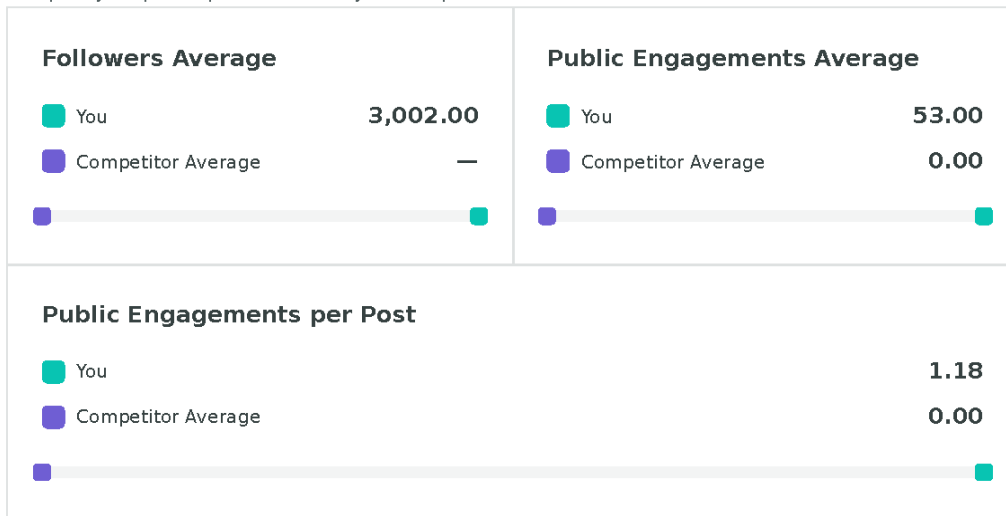
Engagement Metrics	Totals	% Change
Engagements	213	↗ 31.5%
Likes	40	↘ 7%
@Replies	11	↗ —
Shares	20	↗ 150%
Other Post Clicks	63	↘ 31.5%
Other Engagements	66	↗ 6,500%



X: Competitors

Summary

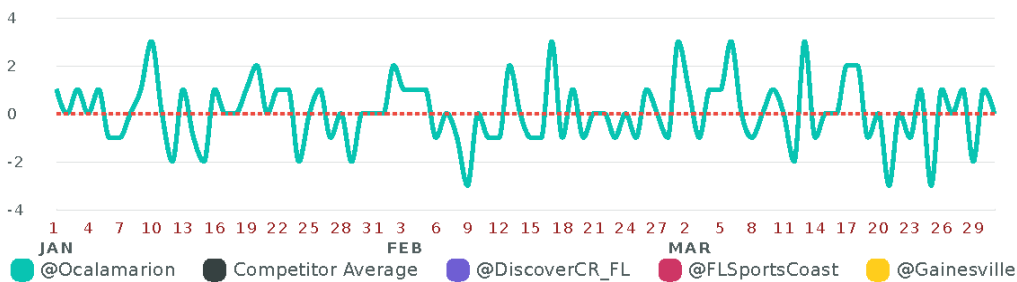
Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.

ⓘ We are unable to display data for some of this date range. .

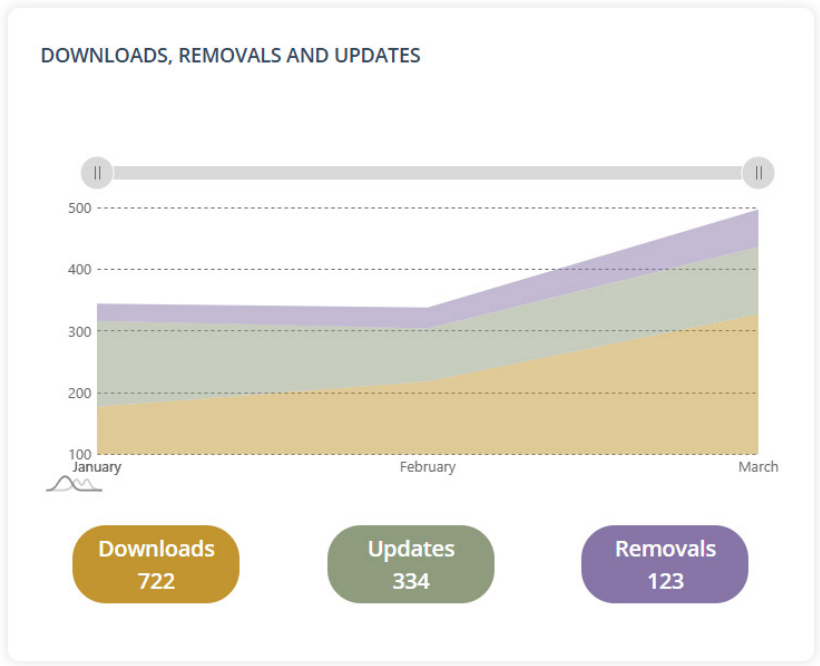
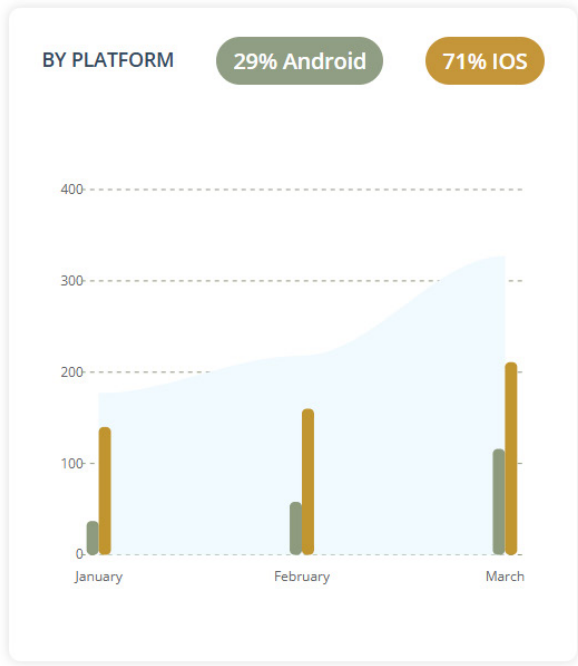


X Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average	<div style="width: 100%; height: 10px; background-color: teal;"></div>	3,002.00	7.00	0.23%
Competitor Average	<div style="width: 0%; height: 10px; background-color: purple;"></div>	—	—	—
@ocalamarion	<div style="width: 100%; height: 10px; background-color: teal;"></div>	3,002	7	0.23%
@FLSportsCoast	<div style="width: 0%; height: 10px; background-color: purple;"></div>	—	—	—
@Gainesville	<div style="width: 0%; height: 10px; background-color: purple;"></div>	—	—	—
@DiscoverCR_FL	<div style="width: 0%; height: 10px; background-color: purple;"></div>	—	—	—

App: OcalaMarion Travel Guide

Below and on the following page is reporting for **January 1- March 31, 2026** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

Directly below is a map indicating where app downloads originated during this time period.



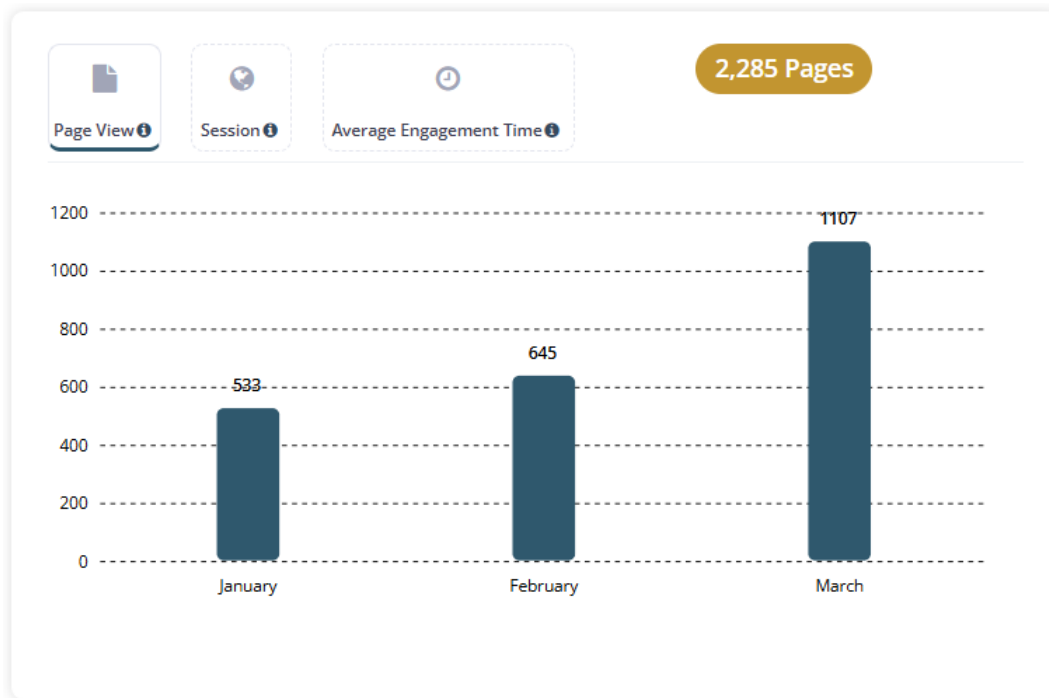
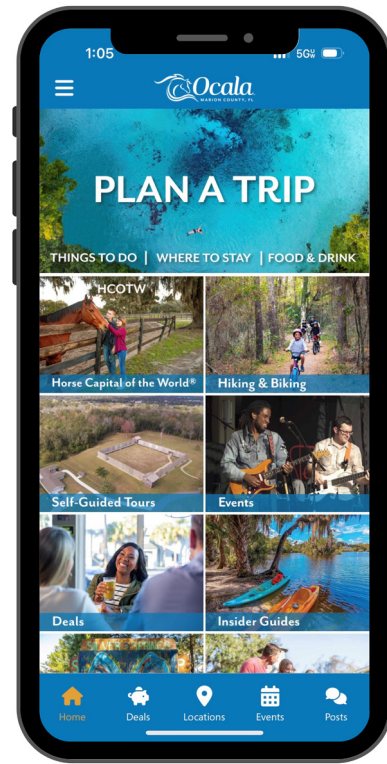
App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

TOTAL NUMBER
2,281

Page Name	# of views
Home Screen	629
Splash Screen	388
Event Detail Screen	322
Location Screen	300
Events Screen	122
Deal Screen	115
Location List Screen	103



Marion Insider's Guide



The Marion Insider's Guide serves as a new platform (launched June 2024) 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 is a video-based program that exists in both short form (for Social Media) and long form (for YouTube). These videos complement blog content on OcalaMarion.com and promote the OcalaMarion Travel Guide App.

Below is data detailing the performance of the Marion Insider's Guide project from October 1, 2025- March 31, 2026.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **2,050,778**

Engagements: **24,735**

Post Link Clicks: **2,960**

YouTube

Published full episodes performance on YouTube.

Impressions: **53,911**

Views: **190,488**

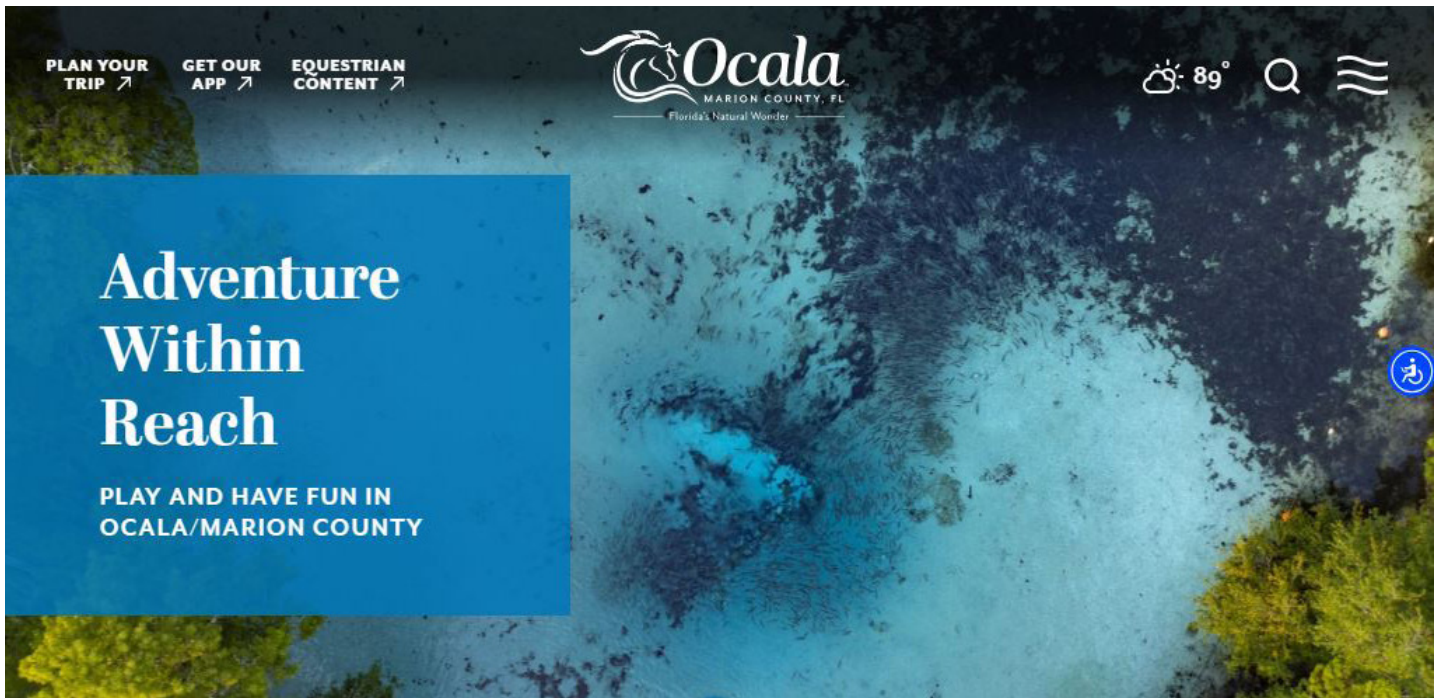
Watch Time: **1,490.9 hrs**

OcalaMarion.com

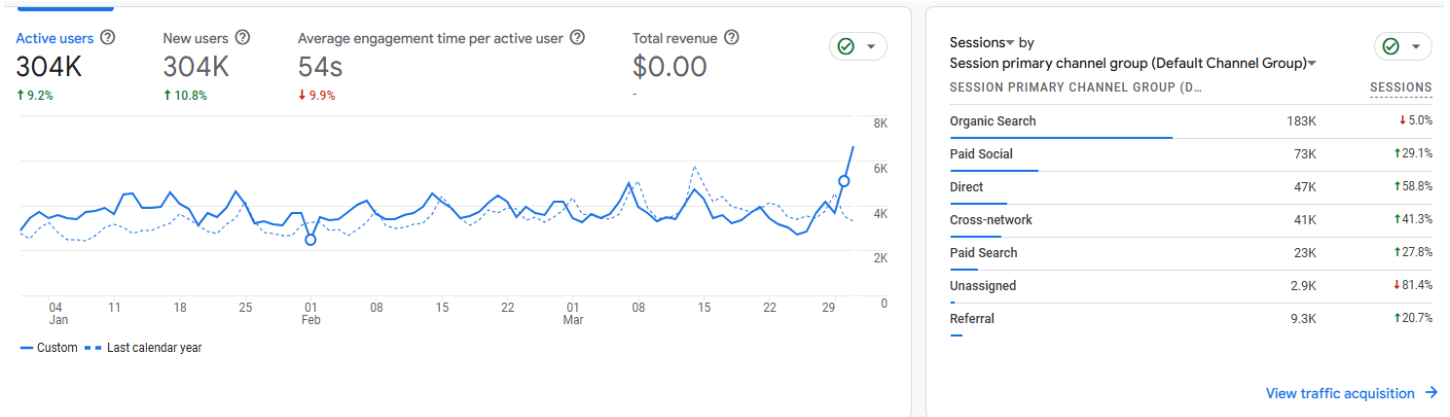
Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.

Pageviews: **7,392**

WEBSITE



The data in this portion of the report compares this quarter, January 1, 2026- March 31, 2026, to the same time last year, January 1, 2025- March 31, 2025.



Events

The graph below indicates events that occurred by users during the quarter. These include actions like pageviews, engagement, first visit, newsletter sign-up and partner referrals.



Blogs: Driving Visitors To Ocalamarion.com Through Content

To drive more traffic to OcalaMarion.com and boost Search Engine Optimization (SEO), the OMCVCB is posts blogs. In addition to boosting SEO, unique content in blogs personalizes Ocala/Marion County’s messaging and increases organic visits. To make more of the blogs relevant and utilize already established SEO, we also heavily updated previous blogs to include information/activities currently available to visitors and residents.



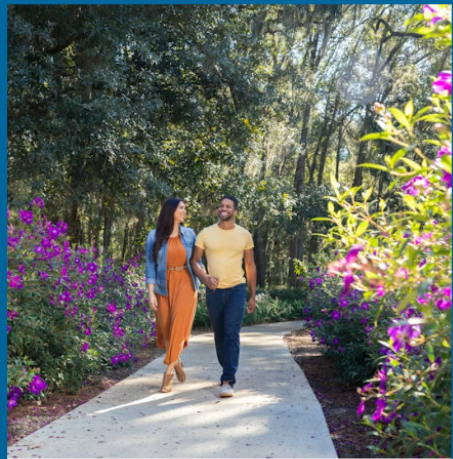
New Blogs

- Derby Day at WEC

Updated Blogs

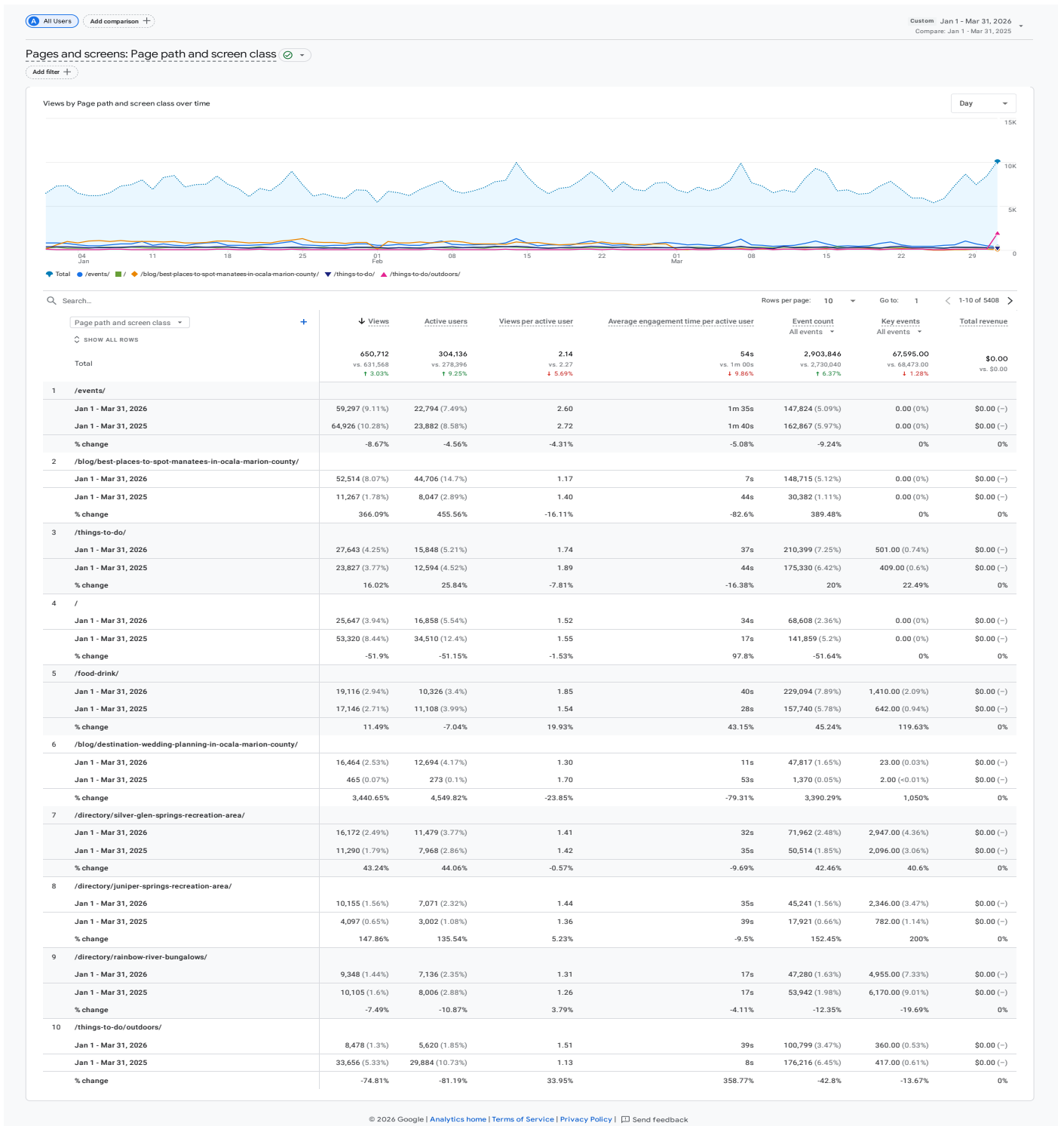
- Valentine’s Day in Ocala/Marion County
- St. Patrick’s Day in Ocala/Marion County
- Spring Events are Blooming in Ocala/Marion County
- Easter in Ocala/Marion County
- Explore Historic Downtown Ocala

Below are examples of the updated blogs on the website.

 <p>Easter in Ocala/Marion County</p> <p>Celebrate Easter in Ocala/Marion County, Florida. With egg-citing Easter Egg Hunts, opportunities to meet the Easter Bunny, and bountiful Easter ...</p> <p>LEARN MORE ↗</p>	 <p>St. Patrick’s Day in Ocala</p> <p>Celebrate St. Patrick’s Day in Ocala/Marion County. Whether you’re looking for lively Irish music, festive events, or a hearty plate of corned beef ...</p> <p>LEARN MORE ↗</p>	 <p>Spring Events Are Blooming in Ocala/Marion County, Florida</p> <p>Spring is in the air in Ocala/Marion County, where morning hikes through canopied woods give way to afternoons spent exploring neighboring towns and ...</p> <p>LEARN MORE ↗</p>
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Top Visited Pages

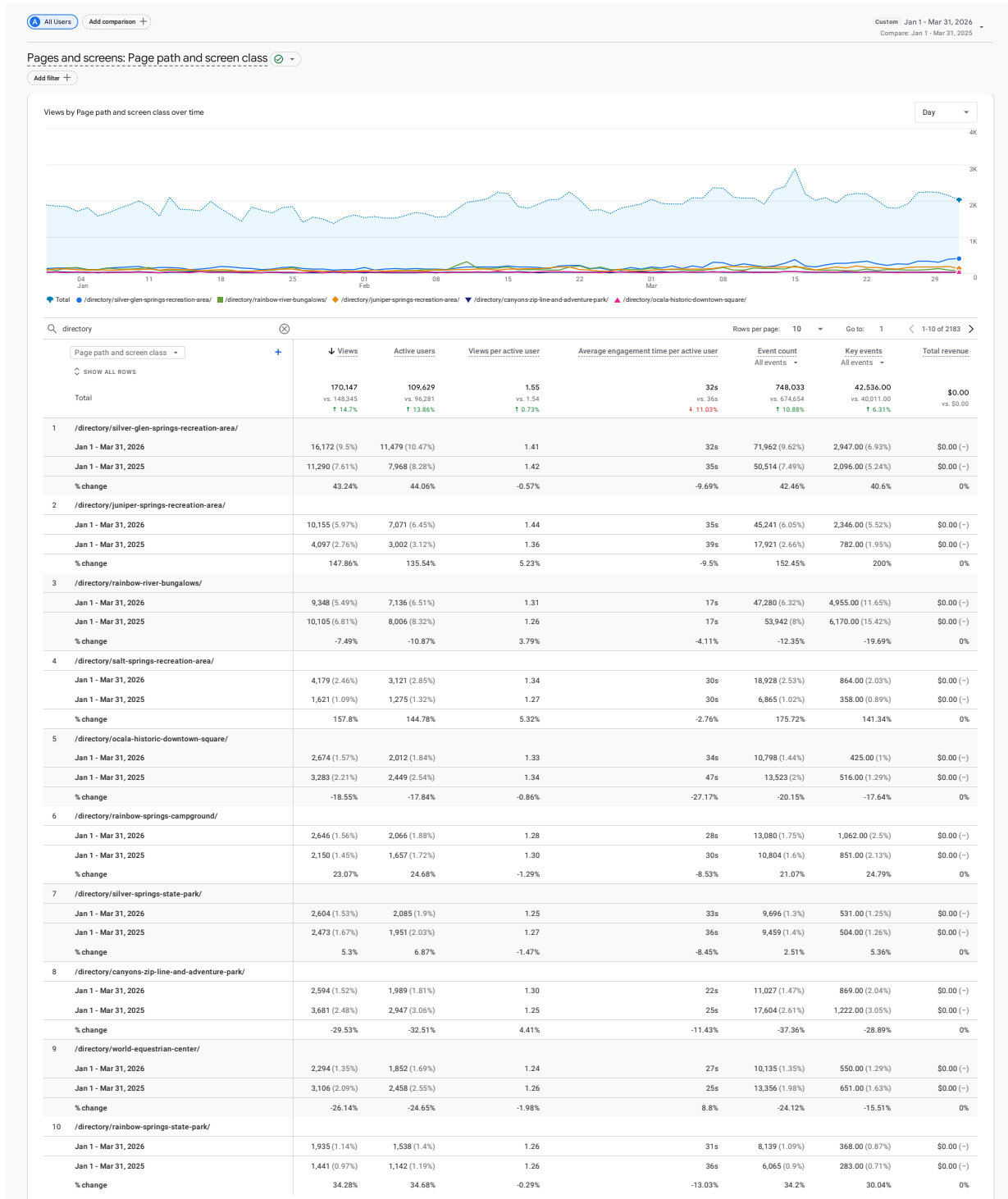
Below is a list of the top visited pages on the website during this time period.



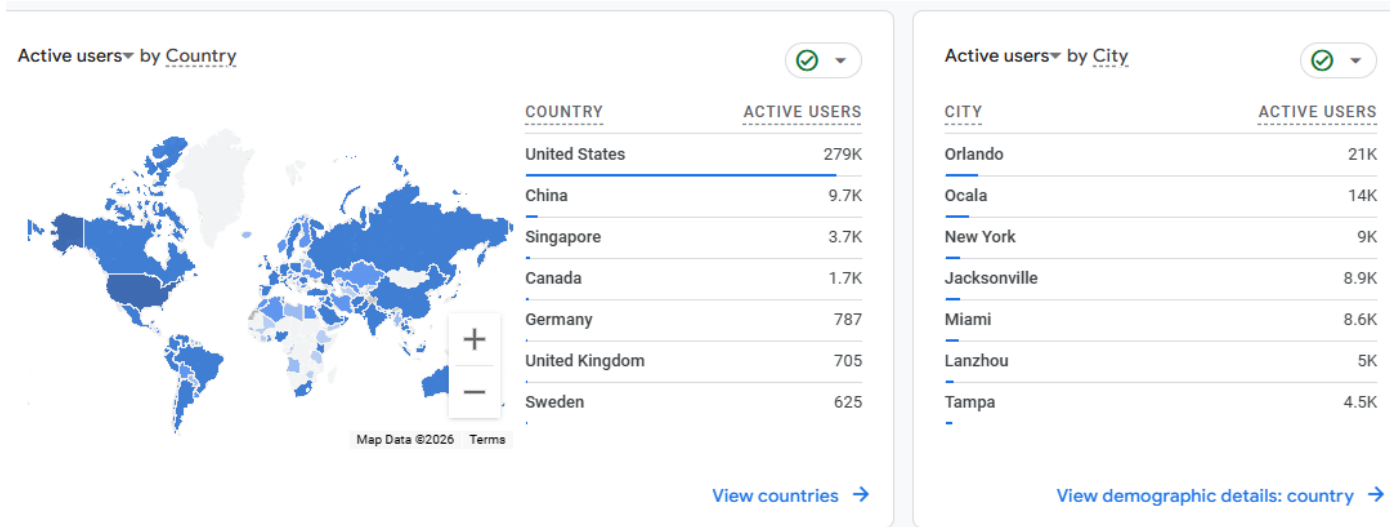
Partner Pages

OcalaMarion.com has hundreds of directory listings on the website. The table below displays the top visited directory listing pages (partner pages) during the quarter.

There was a total of 170,147 visits to partner directory pages.



Where Audience Lives



By Country

Most of the website use comes from people located in the United States. The data indicates that the majority of international users of the website that are located in China, Singapore, Canada, Germany, the UK, and Sweden.

By City

The data indicates that the majority of website users had their location set as Orlando, Ocala, New York, Jacksonville, Miami, Lanzhou, and Tampa.



User Devices

Device category	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
Total	304,136 vs. 278,396 ↑ 9.25%	304,493 vs. 274,707 ↑ 10.84%	193,889 vs. 191,704 ↑ 1.14%	48.69% vs. 53.35% ↓ 8.73%	0.64 vs. 0.69 ↓ 7.42%	54s vs. 1m 00s ↓ 9.86%	2,903,846 vs. 2,730,040 ↑ 6.37%	67,595.00 vs. 68,473.00 ↓ 1.28%	\$0.00 vs. \$0.00
1 mobile									
Jan 1 - Mar 31, 2026	222,363 (73.11%)	223,334 (73.35%)	137,937 (71.14%)	46.65%	0.62	46s	2,028,907 (69.87%)	47,378.00 (70.09%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	209,171 (75.13%)	206,121 (75.03%)	135,944 (70.91%)	49.6%	0.65	50s	1,883,624 (69%)	47,015.00 (68.66%)	\$0.00 (-)
% change	6.31%	8.35%	1.47%	-5.96%	-4.55%	-8.36%	7.71%	0.77%	0%
2 desktop									
Jan 1 - Mar 31, 2026	74,654 (24.55%)	73,512 (24.14%)	50,319 (25.95%)	52.58%	0.67	1m 19s	798,279 (27.49%)	18,359.00 (27.16%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	62,408 (22.42%)	60,787 (22.13%)	50,955 (26.58%)	63.8%	0.82	1m 33s	765,101 (28.03%)	19,622.00 (28.66%)	\$0.00 (-)
% change	19.62%	20.93%	-1.25%	-17.58%	-17.45%	-15.02%	4.34%	-6.44%	0%
3 tablet									
Jan 1 - Mar 31, 2026	7,792 (2.56%)	7,642 (2.51%)	4,705 (2.43%)	50.66%	0.60	1m 04s	76,633 (2.64%)	1,858.00 (2.75%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	7,999 (2.87%)	7,783 (2.83%)	5,359 (2.8%)	54.72%	0.67	1m 13s	81,237 (2.98%)	1,836.00 (2.68%)	\$0.00 (-)
% change	-2.59%	-1.81%	-12.2%	-7.43%	-9.87%	-11.7%	-5.67%	1.2%	0%
4 smart tv									
Jan 1 - Mar 31, 2026	5 (<0.01%)	5 (<0.01%)	3 (<0.01%)	60%	0.60	15s	27 (<0.01%)	0.00 (0%)	\$0.00 (-)
Jan 1 - Mar 31, 2025	16 (<0.01%)	16 (<0.01%)	9 (<0.01%)	56.25%	0.56	27s	78 (<0.01%)	0.00 (0%)	\$0.00 (-)
% change	-68.75%	-68.75%	-66.67%	6.67%	6.67%	-44.35%	-65.38%	0%	0%

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Visitation And Performance By Month

January

133,069 ↑ 24.1% YOY Total Sessions	108,192 ↑ 23.4% YOY Total Users	56,894 ↓ -2.5% YOY Organic Sessions	219,873 ↑ 12.6% YOY Total View
00:00:43 ↓ -11.0% YOY Avg Engagement Time Per Sessions	62,542 ↑ 8.6% YOY Engaged Sessions	47.00% ↓ -12.5% YOY Engagement Rate	3,647,907 ↑ 31.1% YOY Google Search Impressions

February

119,946 ↑ 8.1% YOY Total Sessions	99,211 ↑ 11.4% YOY Total Users	54,027 ↓ -11.5% YOY Organic Sessions	204,182 ↑ 3.9% YOY Total View
00:00:44 ↓ -11.7% YOY Avg Engagement Time Per Sessions	59,583 ↓ -3.6% YOY Engaged Sessions	49.67% ↓ -10.9% YOY Engagement Rate	3,604,957 ↑ 26.4% YOY Google Search Impressions

March

143,386 ↓ -1.3% YOY Total Sessions	108,957 ↓ -5.4% YOY Total Users	74,055 ↓ -1.9% YOY Organic Sessions	226,657 ↓ -5.5% YOY Total View
00:00:39 ↓ -7.9% YOY Avg Engagement Time Per Sessions	71,875 ↓ -6.0% YOY Engaged Sessions	50.13% ↓ -4.7% YOY Engagement Rate	3,697,253 ↑ 16.4% YOY Google Search Impressions



Total 52,582 clicks to partner websites
Total of 470 newsletter signups
Total of 1,351 visitor guide requests through the website

Monthly Email Newsletters

January

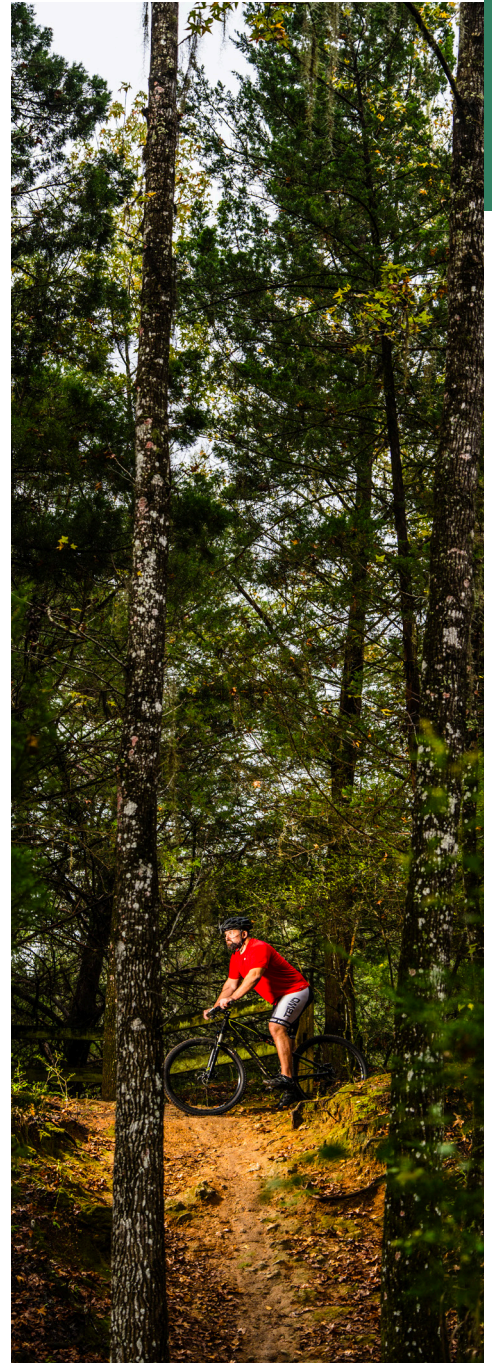
- Messages Sent: 9,750
- Open Rate: 37%
- CTOR: 21%
- Total Opens: 3,556
- Total Clicks: 730
- Visit to Website: 299
- Length of Visit: 0:03:07
- Total Pages Viewed: 1.94

February

- Messages Sent: 9,967
- Open Rate: 37%
- CTOR: 30%
- Total Opens: 3,640
- Total Clicks: 1,095
- Visit to Website: 830
- Length of Visit: 0:02:47
- Total Pages Viewed: 1.969

March

- Messages Sent: 10,162
- Open Rate: 38%
- CTOR: 23%
- Total Opens: 3,848
- Total Clicks: 868
- Visit to Website: 830
- Length of Visit: 0:01:50
- Total Pages Viewed: 1.63





Marion County Tourist Development Council

Agenda Item

File No.: 2026-22930

Agenda Date: 5/21/2026

Agenda No.: 7.2

SUBJECT:

PRESENTATION: Quarterly Visitor Tracking Report - January - March 2026 Data

DESCRIPTION/BACKGROUND:

Information Only.

Ocala/MARION COUNTY VCB

Economic Impact Study &
Visitor Tracking Report
January-March 2026



STUDY OBJECTIVES: VISITOR JOURNEY

Pre-Visit

- Planning cycle
- Planning sources
- Reasons for visiting
- Recall of destination messaging
- Visitor guide

Travel Party Profile

- Visitor origin
- Travel party
- Demographics
- Number of visits to the area

Trip Experience

- Visitor Center
- Mode of transportation
- Length of stay
- Accommodations
- Visiting other areas
- Visitor activities
- Visitor activities ratings
- Activities vs. reasons for visiting
- Visitor spending

Post Trip Evaluation

- Trip experience
- Intention to recommend
- Likelihood of returning

Economic Impact on Destination

- Number of visitors
- Expenditures
- Room nights generated
- Occupancy, ADR, RevPAR

METHODOLOGY



Data Collection:

From January 1, 2026, to March 31, 2026, **485** visitors were interviewed in person at various locations, including downtown, hotels, the state park, special events, and via online survey campaigns.

Economic Impact:

Economic impact figures are based on all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

Note: The sampling error for a sample size of 485 is $\pm 4.45\%$ points, given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 4.45% points of the “true” value on a quarterly basis.

ECONOMIC IMPACT SUMMARY



KEY PERFORMANCE INDICATORS*

Jan - Mar 2026 is marked by an increase in visitation from both visitors staying in paid accommodations and day trippers and their spending habits while simultaneously seeing a decrease in visitors in unpaid accommodations and their spending habits. This offset is marked by a decrease in length of stay and travel party size. However, the increase in room nights can be directly linked to a 10.6% increase in rental units

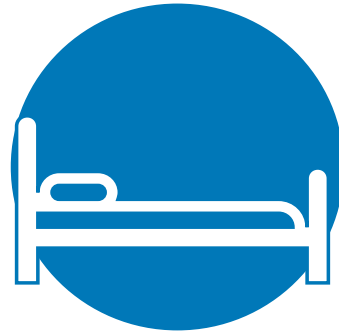


362,700

**Total
Visitors**

YoY Change:

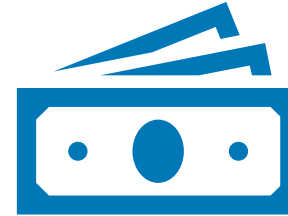
↑ 4.3%



350,700

**Room
Nights**

↑ 5.5%



\$180,244,600

**Direct
Spending****

↓ 7.5%



\$1,765,600

**Tourism
Development Tax**

↓ 2.6%

*Sources: Smith Travel Research, Key Data, and DSG Visitor Tracking Study

**Visitation and spending estimates are preliminary. Adjustments may be made at the end of the year to account for quarterly fluctuations.

LODGING METRICS*

Units		
Time frame	Hotels	Vacation Rentals
Jan - Mar 2026	5,395	615
Jan - Mar 2025	5056	377

COMBINED



64.8%

Occupancy

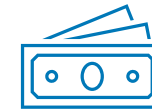
↓ 4.6%



\$148.18

Average Daily Rate

↓ 2.1%



\$96.07

Revenue Per Available Room

↓ 6.7%

HOTELS**



66.1%

Occupancy

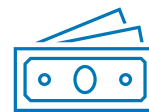
↓ 4.2%



\$137.21

Average Daily Rate

↓ 4.8%



\$90.75

Revenue Per Available Room

↓ 8.9%

VACATION RENTALS***



53.3%

Occupancy

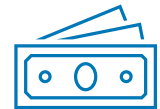
↑ 1.5%



\$244.46

Average Daily Rate

↓ 2.8%



\$130.34

Revenue Per Available Room

↓ 1.3%

*Key Data and Smith Travel Research recently went through historical reporting updates that impacted previously reported figures. These have been updated resulting in historic updates to Jan-Mar 2026 data in order to maintain an apples-to-apples comparison.

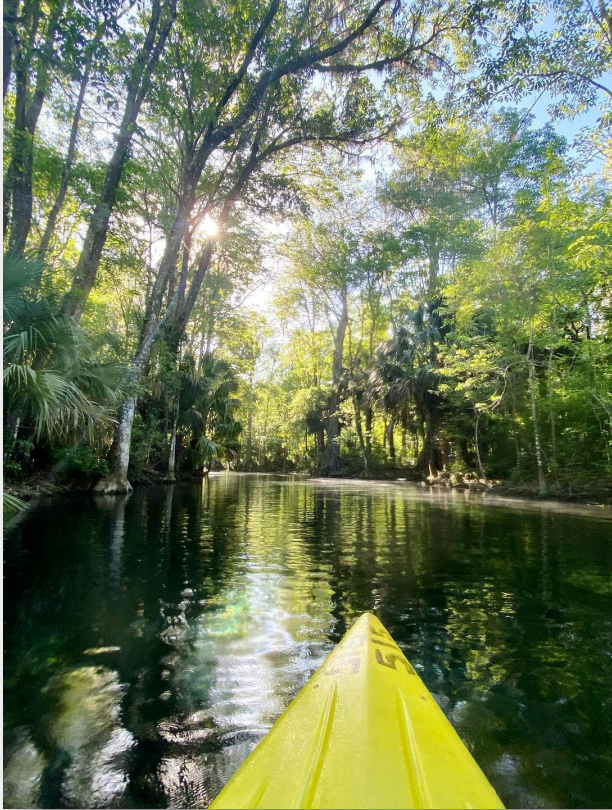
**Hotel source: Smith Travel Research

***Vacation rental source: Key Data

VISITOR PROFILE SUMMARY



VISITOR PROFILE



47

Median Age

49%

First-time Visitor

\$114,700

Median Household Income

43%

Traveled with Children

2.7

Travel Party Size

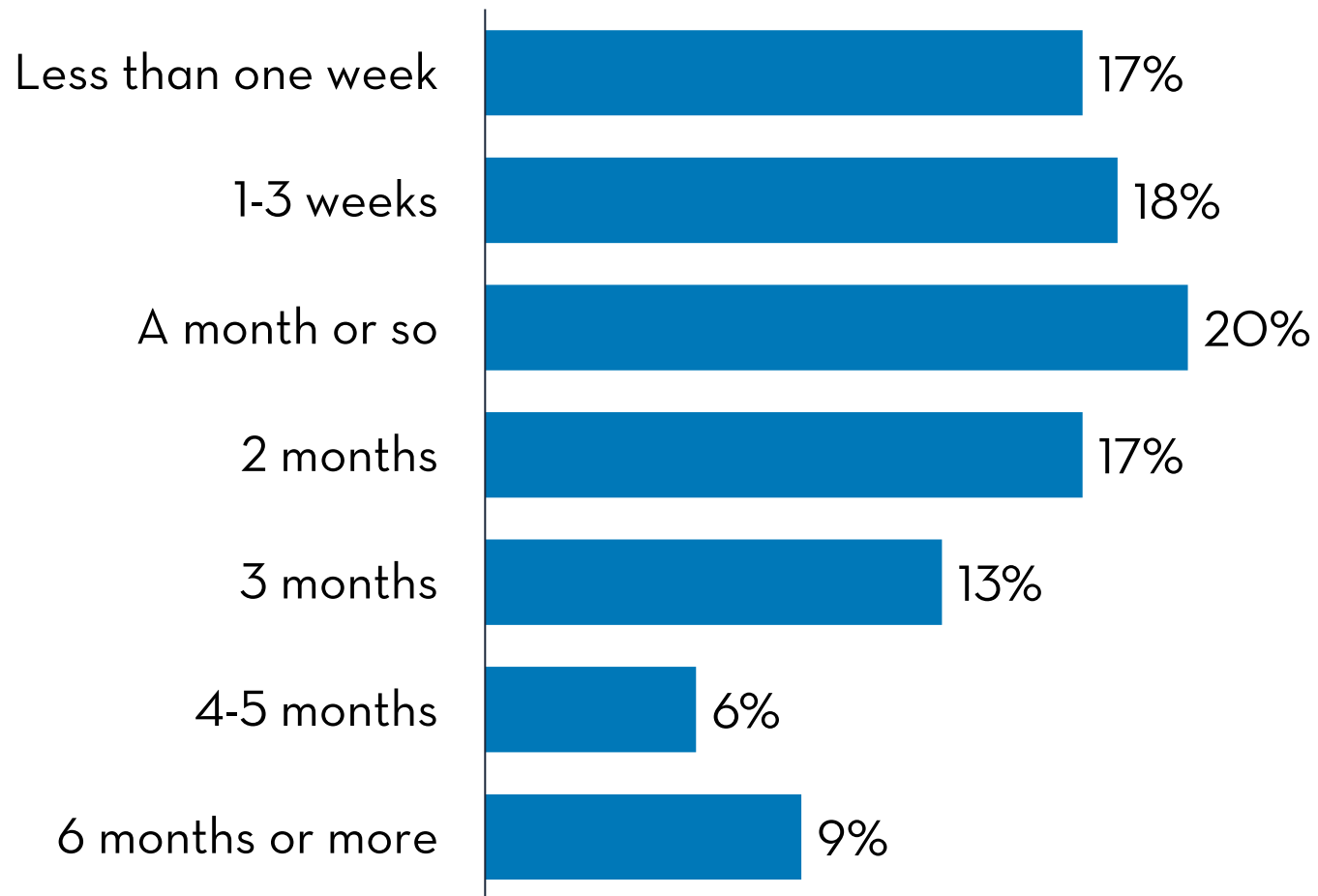
4.1

Length of Stay

TRIP PLANNING CYCLE

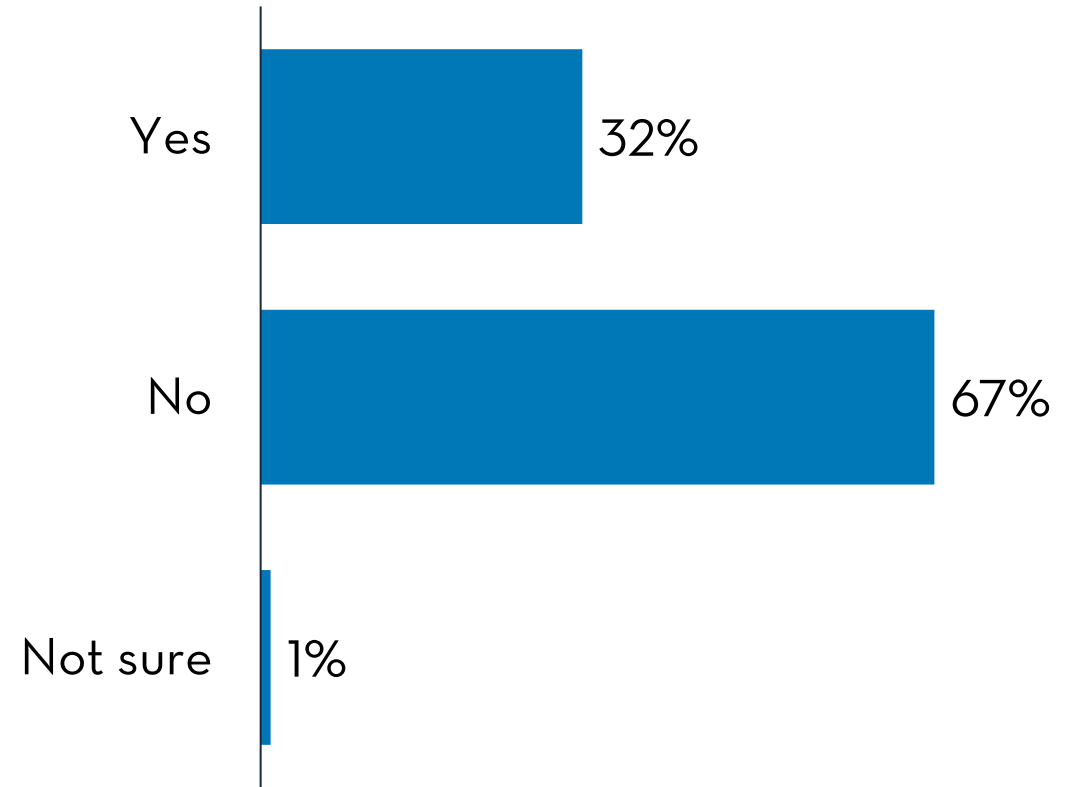
How far in advance did you plan this trip to Ocala?

- **Insight: 55%** of visitors planned their trip **within one month** or less
- **Insight:** Short-term planning is trending upward
- **Insight:** Planning cycles continue to shorten, the typical planning window is now **55 days**, as visitors decide closer to travel dates



RECALL OF ADVERTISING*

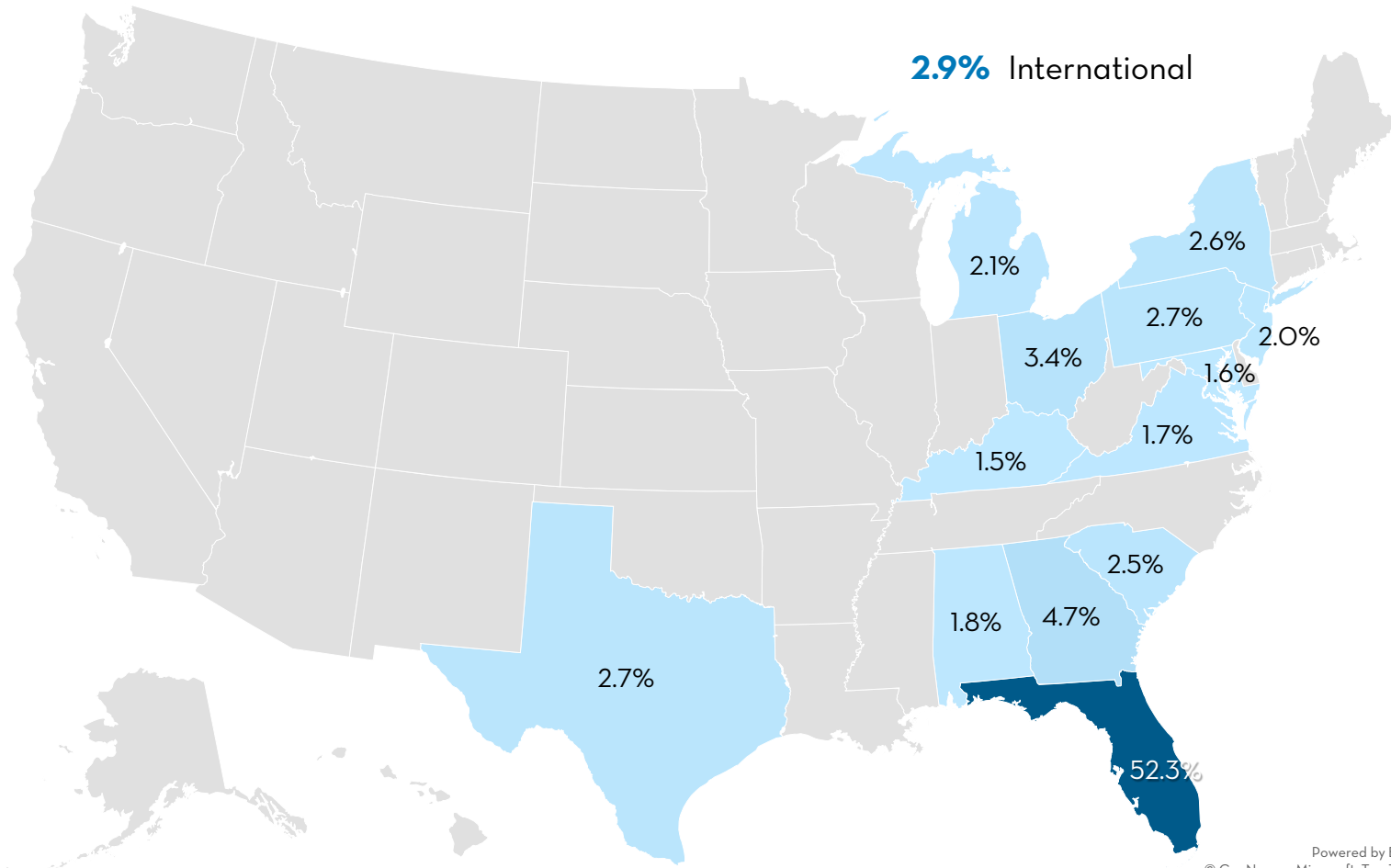
- **Insight:** 32% of visitors recalled advertising of the destination, **up 4%** from Jan-Mar 2025
- **Insight:** Of those who recalled advertising, **3 in 4** said it influenced their decision to visit



*Advertising efforts mentioned on this slide include VCB's efforts and the efforts of other organizations.

VISITOR ORIGINS*

Top Origin States & International Market



Top Origin Markets* Percent

Top Origin Markets*	Percent
Orlando-Daytona Beach-Melbourne	14.7%
Jacksonville	9.4%
Tampa-St. Petersburg	8.6%
Gainesville	5.8%
West Palm Beach-Ft. Pierce	5.2%
Miami-Fort Lauderdale	3.1%
Philadelphia	2.4%
Atlanta	2.1%
Mobile	2.1%
New York City**	2.0%

Powered by Bing
© GeoNames, Microsoft, TomTom

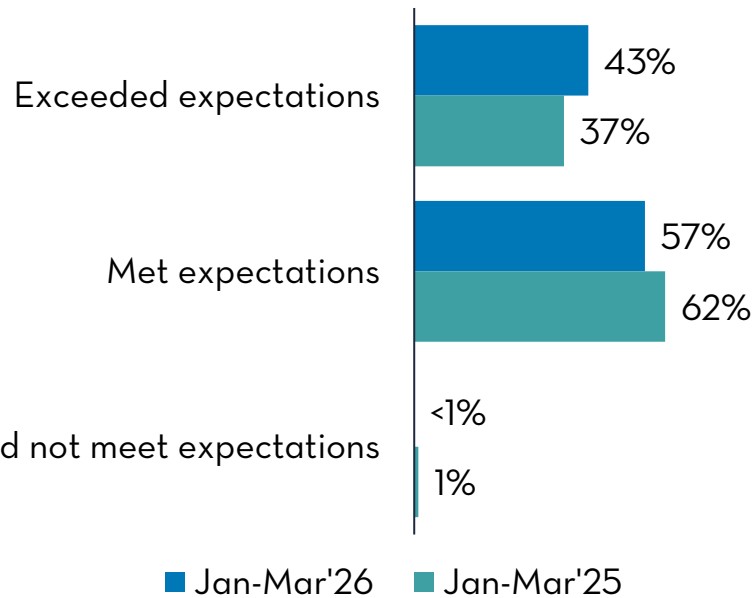
*Sources: DSG Visitor Tracking Study

**New York City DMA market includes areas of New York, New Jersey, and Connecticut.

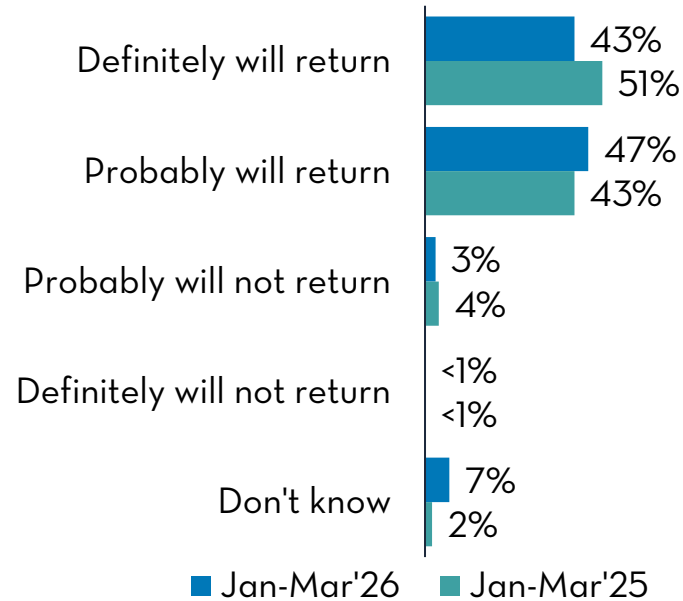
EXPECTATIONS, INTENTION TO RETURN* & RECOMMEND

- **Insight:** All visitors reported that their expectations were **met or exceeded**, with **43%** saying they were **exceeded** (+6% points YoY)
- **Insight:** Recommendation intent dropped **12%** points to **78%**, while the number of those who weren't sure increased to **19%**

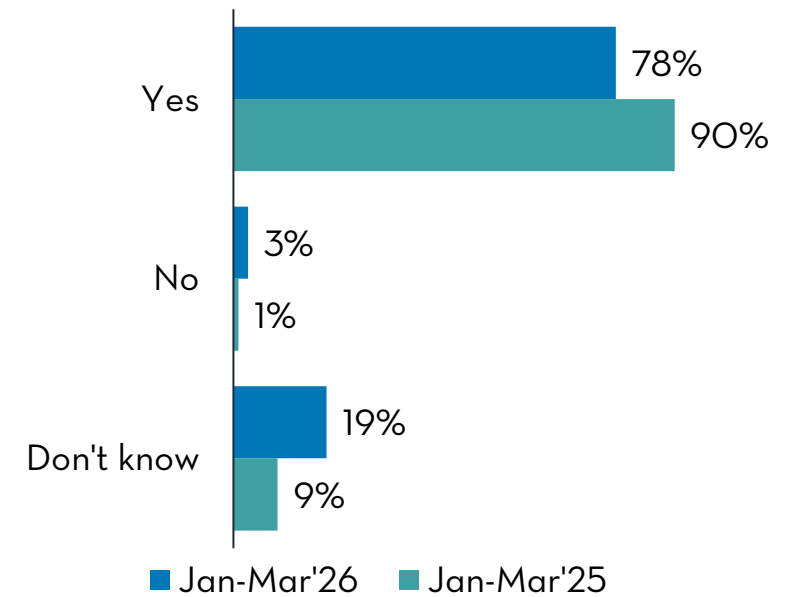
TRIP EXPERIENCE EXPECTATIONS



LIKELIHOOD TO RETURN*

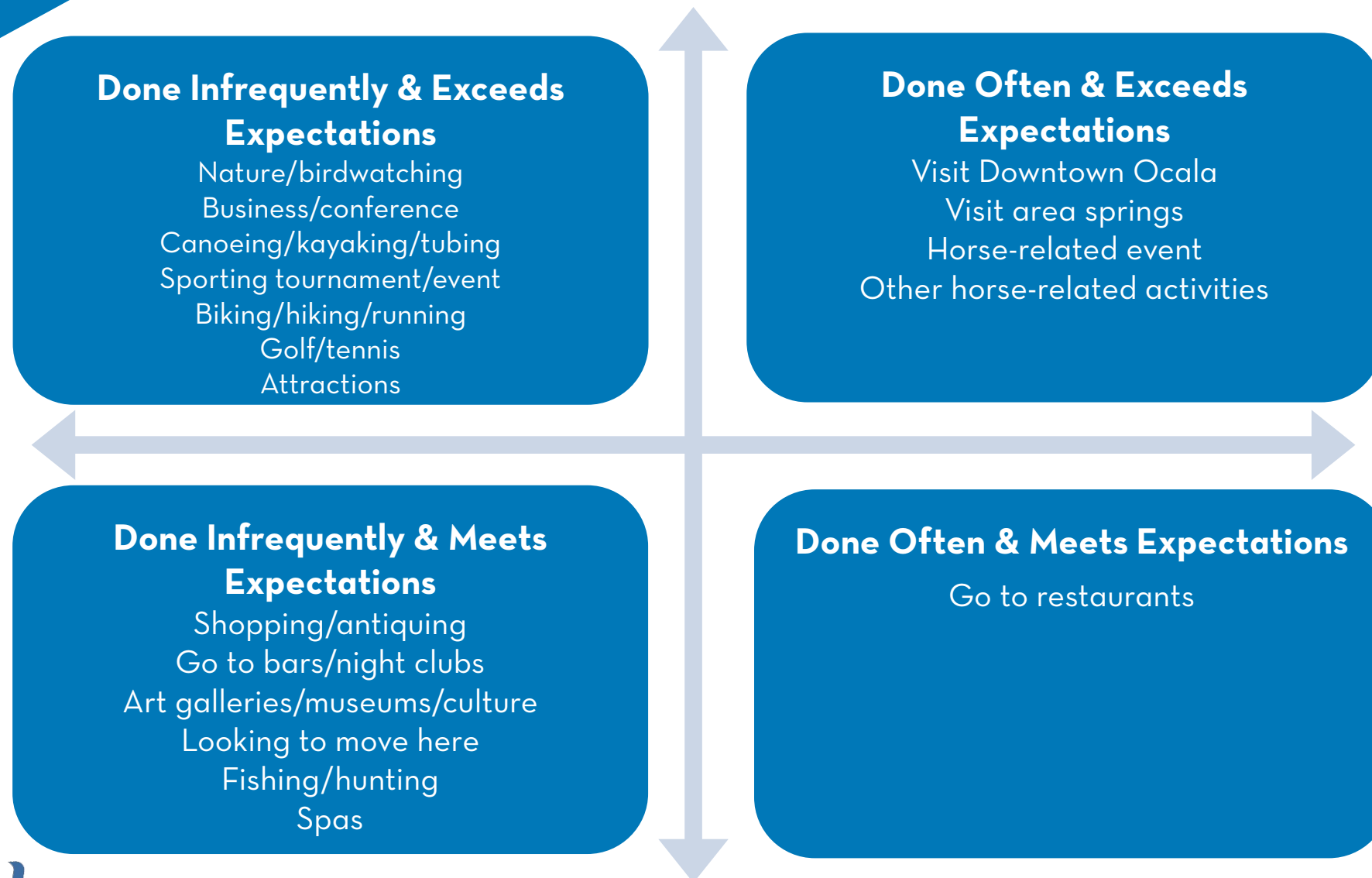


LIKELIHOOD TO RECOMMEND



*Main reasons for not returning included a preference for visiting a variety of destinations and the event/occasion having concluded.

QUADRANT ANALYSIS



VISITOR PROFILE INSIGHTS

Insights

Actionable Items

49% of visitors are first-time (up **9%** points YoY)

The destination is reaching a growing share of new visitors. This may reflect growing visibility and interest from new audiences

Planning window remains short (i.e., **55** days, down from 62 YoY)

Shorter planning cycles continue to shape visitor behavior. Visitors appear to be planning closer to arrival and maintaining more flexibility in their travel decisions.

Ad recall rose to 32% (up from 28% YoY)

The increase signals that recent marketing investments may be gaining traction. Among those who recalled ads, social media (31%) and print (29%) are driving the most awareness

Intention to recommend dropped 12% points to 78%

While 100% of visitors met or exceeded expectations, the 19% “don’t know” response suggests a softer, undecided segment rather than active dissatisfaction, a pattern common among destinations with growing first-time visitor shares

72% chose Ocala/Marion County as **sole destination** (up from 67% YoY)

The 5% points increase suggests the area is increasingly viewed as a standalone, trip-worthy destination rather than a stopover, a positive indicator of the area’s growing appeal and identity

TOP REASONS FOR CHOOSING THE AREA*



“Ocala is a nice quiet place to visit almost country. It has a large Hispanic community and there are plenty of areas to go for nature walks and hikes.”

“It's a place where arts and culture meets nature along with opportunities to see historic Florida Heritage sites.”

“Always enjoy visiting Ocala; not crowded, pretty and rural.”

“Beautiful area of Florida; vibrant and growing.”

“We come here frequently to visit relatives; love the old Florida vibe and the equestrian scene. Looks to be growing a lot.”

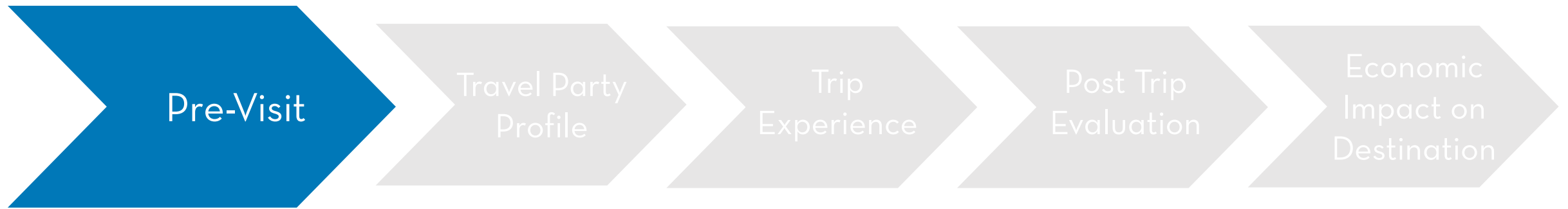
“Been here many times to see family. Always enjoy this beautiful area of Central Florida with lots of trees and horses.”

*Open-ended responses.

DETAILED FINDINGS

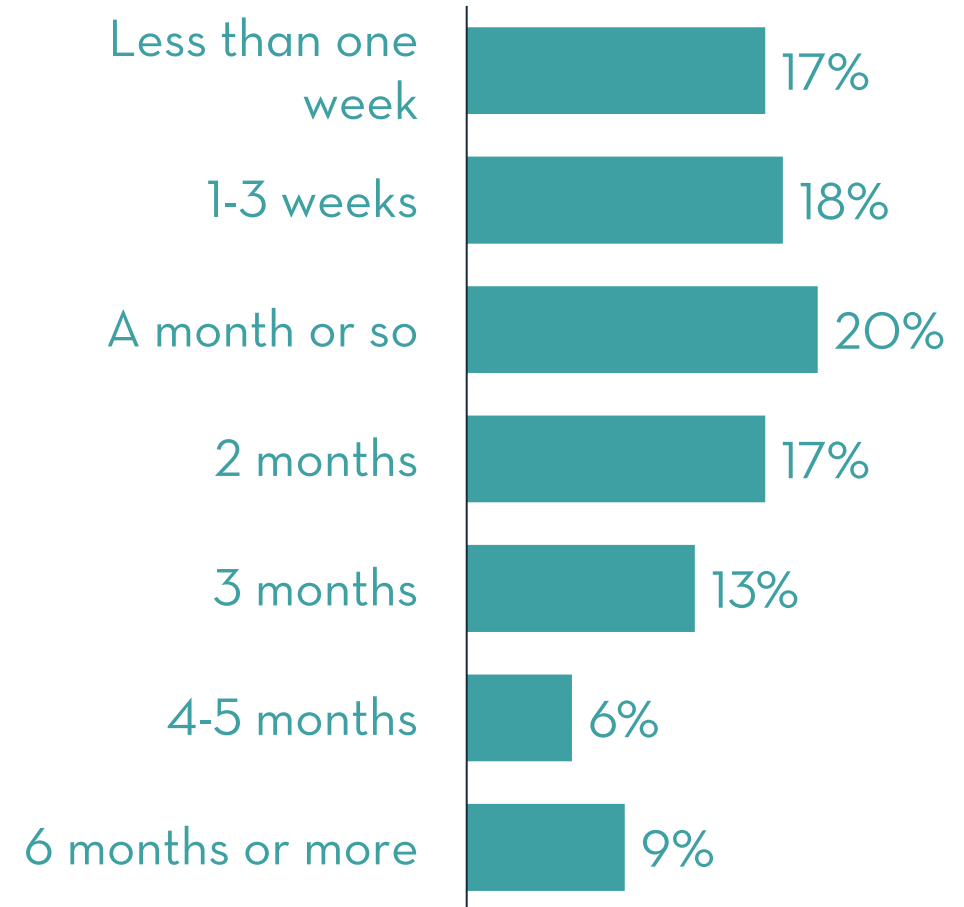


VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE

- **55%** of visitors planned their trip to the Ocala/Marion County area **a month or less** in advance
- **28%** of visitors planned their trips **3 or more months** in advance
- Visitors reported a shorter **planning window** this quarter (**55 days**), with the typical planning cycle decreasing compared to the previous year. This suggests a continued shift toward shorter planning cycles, with visitors making trip decisions closer to their travel dates



TRIP PLANNING SOURCES*

- **Word of mouth** leads all planning sources, with **60%** consulting friends or family
- **Search engines** are the second most-used resource at **47%**
- **11%** relied on their **prior experience** when planning their trip to Ocala



*Multiple responses permitted.

**Coded from Other open-ended responses.

REASONS FOR VISITING*

- **Horse-related events** are the top draw at **22%**, followed by **visiting friends/family** (**18%**) and **area springs** (**15%**)
- Combined, **30%** of visitors cited **horse-related events** and **other horse-related activities** as their reason for visiting

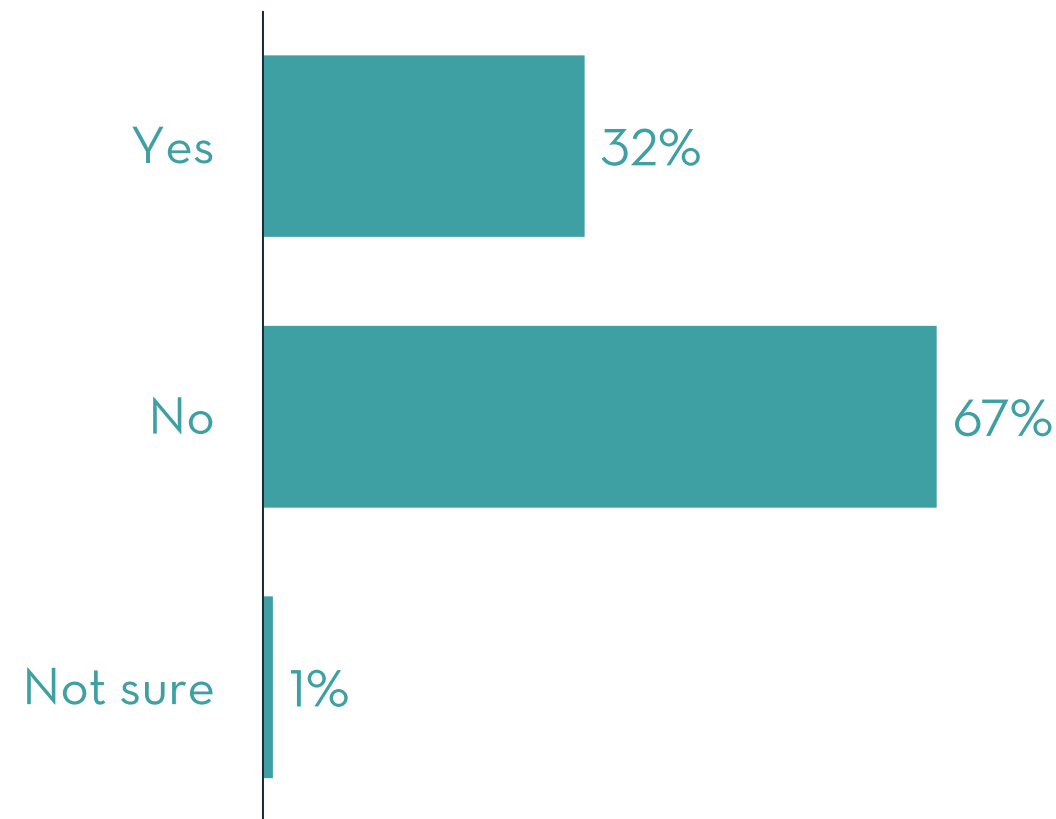


*Up to three responses permitted.

**The reported percentage may be influenced by the increased on-site interviewing presence at a local attraction.

RECALL OF ADVERTISING*

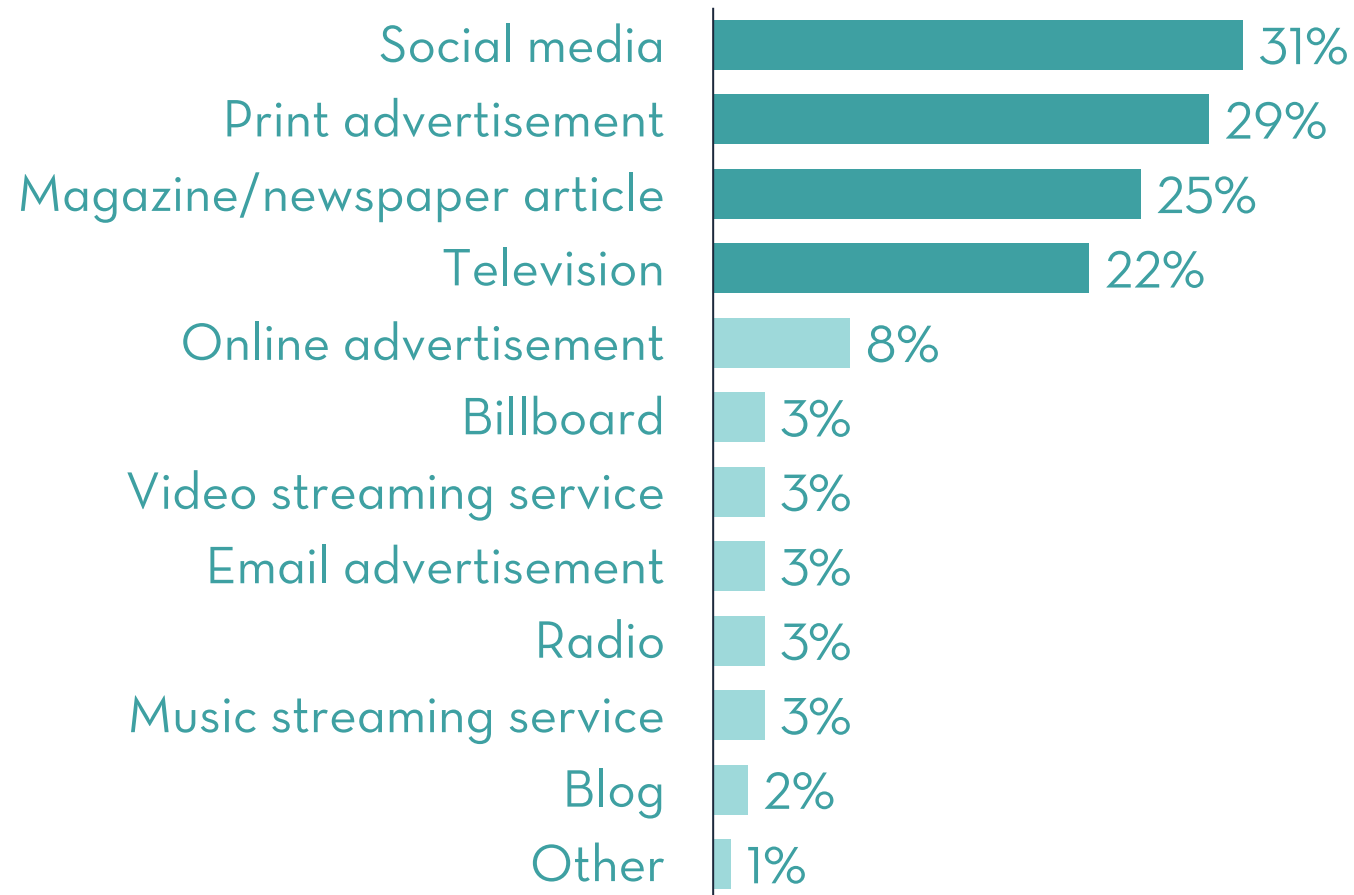
- **32%** of visitors recalled seeing advertising for the Ocala/Marion County area
- Whereas, **2 in 3 visitors** did not recall any advertising
- Among visitors who recalled advertising or promotion, **3 in 4** said it **influenced** their decision to come to the destination (**24%** of all visitors)



ADVERTISING SOURCE*

- **Social media** leads ad sources at **31%**, closely followed by **print** ads at **29%**
- Traditional media like **magazines** (**25%**) and **TV** (**22%**) still drive significant recall
- **Online advertisements** were recalled by **8%**, trailing traditional channels

Base: 32% of visitors who recalled advertising.

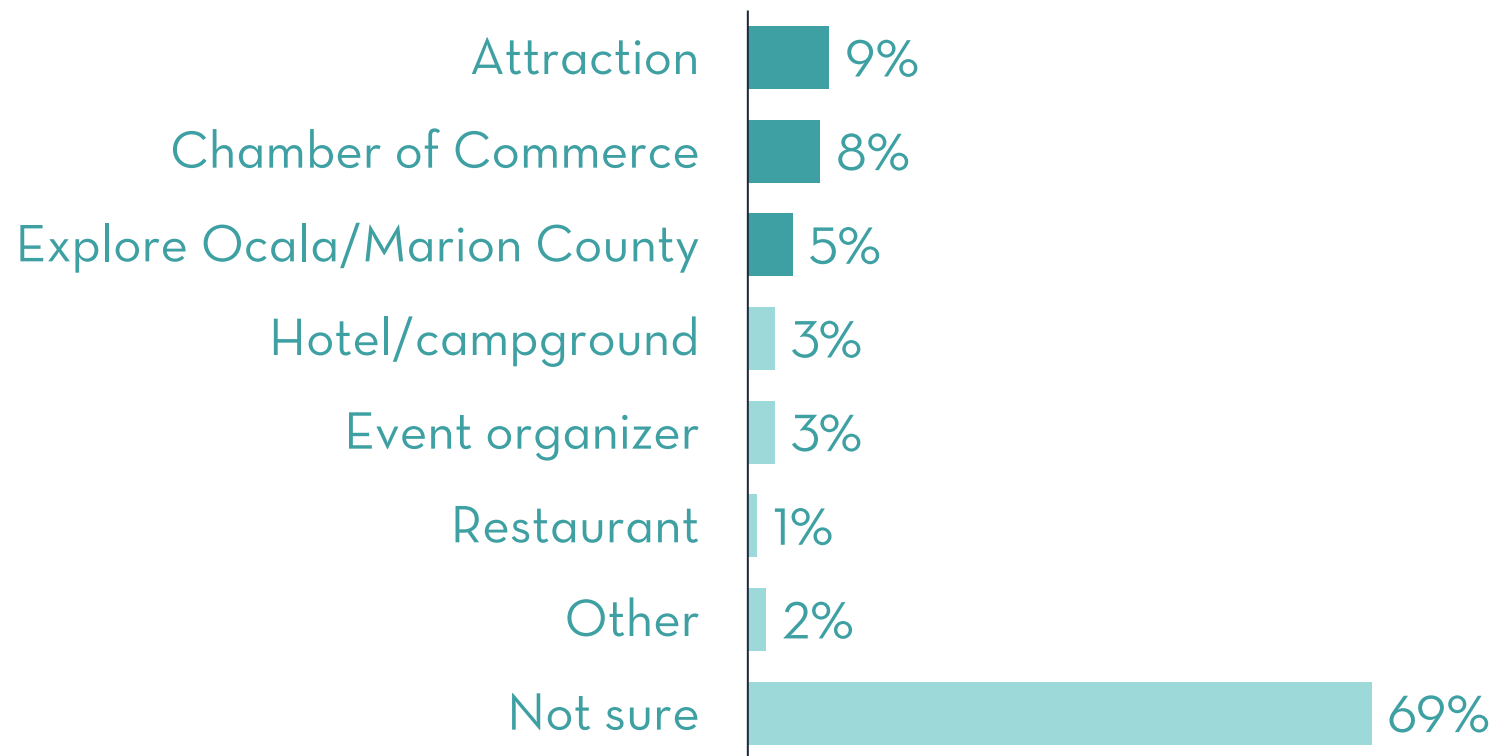


*Multiple responses permitted. Advertising efforts mentioned on this slide include VCB's efforts and the efforts of other organizations.

SPONSORED ADVERTISEMENT*

Base: 32% of visitors who recalled advertising.

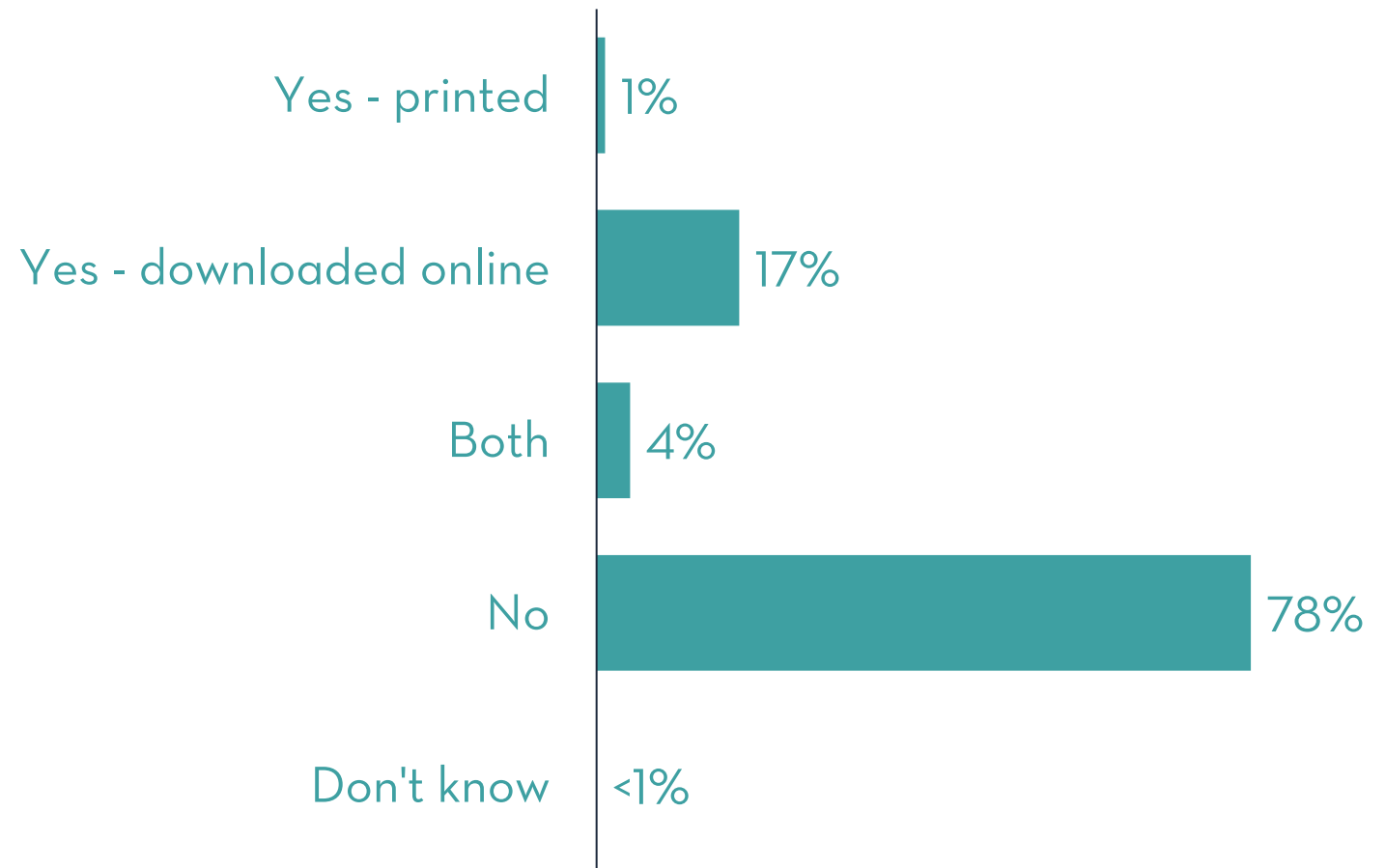
- **Attractions (9%)** and the **Chamber of Commerce (8%)** had the highest sponsor recognition
- **Explore Ocala/Marion County** was recognized by **5%** of visitors who reported seeing a destination ad



*Advertising efforts mentioned on this slide include VCB's efforts and the efforts of other organizations.

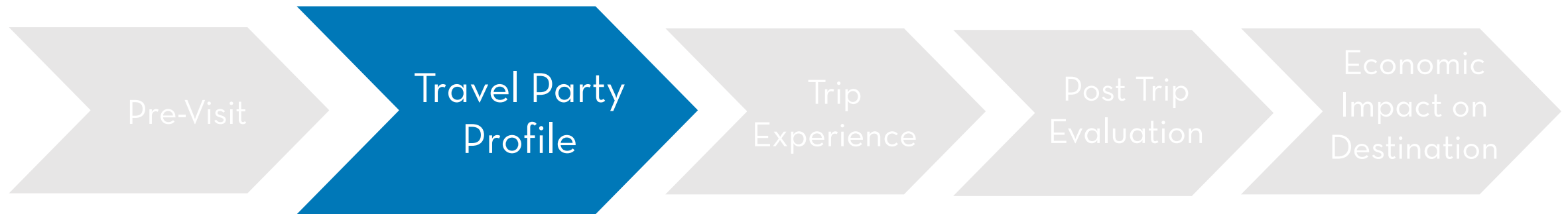
VISITOR GUIDE*

- **17%** downloaded the **guide online**, far outpacing the **printed** version
- **Digital distribution** is the clear preferred format for guide access
- Visitors **rated** the visitor guide's **usefulness** an average of **8.1** out of 10*

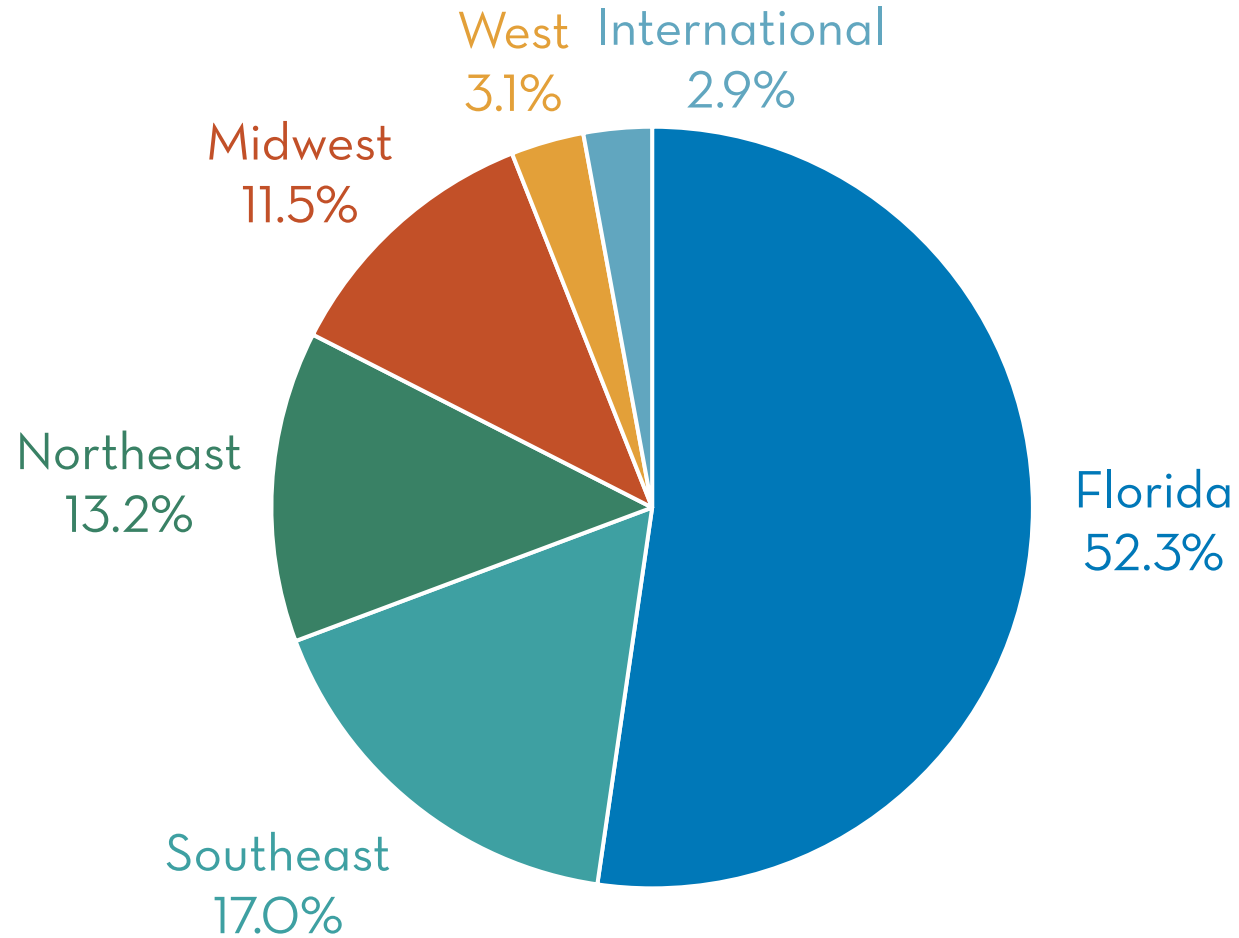


*On a scale from 1 to 10 where 10 is extremely useful and 1 is not useful at all.

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGION OF ORIGIN



TOP ORIGIN STATES

- Over **half** of all visitors (**52.3%**) are **Florida** residents
- **Georgia** is the next largest origin state at just **4.7%**, followed by **Ohio** at **3.4%**

State	Percent
Florida	52.3%
Georgia	4.7%
Ohio	3.4%
Pennsylvania	2.7%
Texas	2.7%
New York	2.6%
South Carolina	2.5%
Michigan	2.1%
New Jersey	2.0%
Alabama	1.8%
Virginia	1.7%
Maryland	1.6%
Kentucky	1.5%

TOP ORIGIN MARKETS

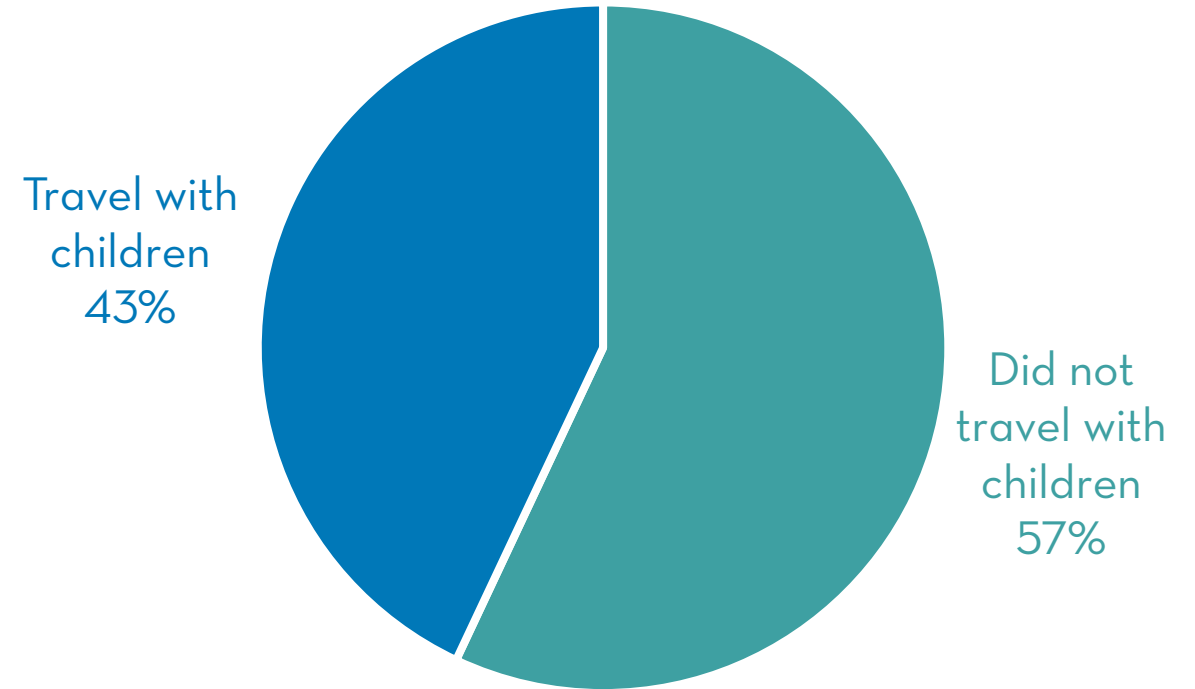
- **Top 3 origin markets** are all in-state **Florida** DMAs, combining for nearly a third (**32.7%**) of all visitors
- **Orlando-Daytona Beach-Melbourne** leads at **14.7%**, followed by **Jacksonville** (**9.4%**) and **Tampa-St. Petersburg** (**8.6%**)

Market	Percent
Orlando-Daytona Beach-Melbourne	14.7%
Jacksonville	9.4%
Tampa-St. Petersburg	8.6%
Gainesville	5.8%
West Palm Beach-Ft. Pierce	5.2%
Miami-Fort Lauderdale	3.1%
Philadelphia	2.4%
Atlanta	2.1%
Mobile	2.1%
New York City*	2.0%

*New York City DMA market includes areas of New York, New Jersey, and Connecticut.

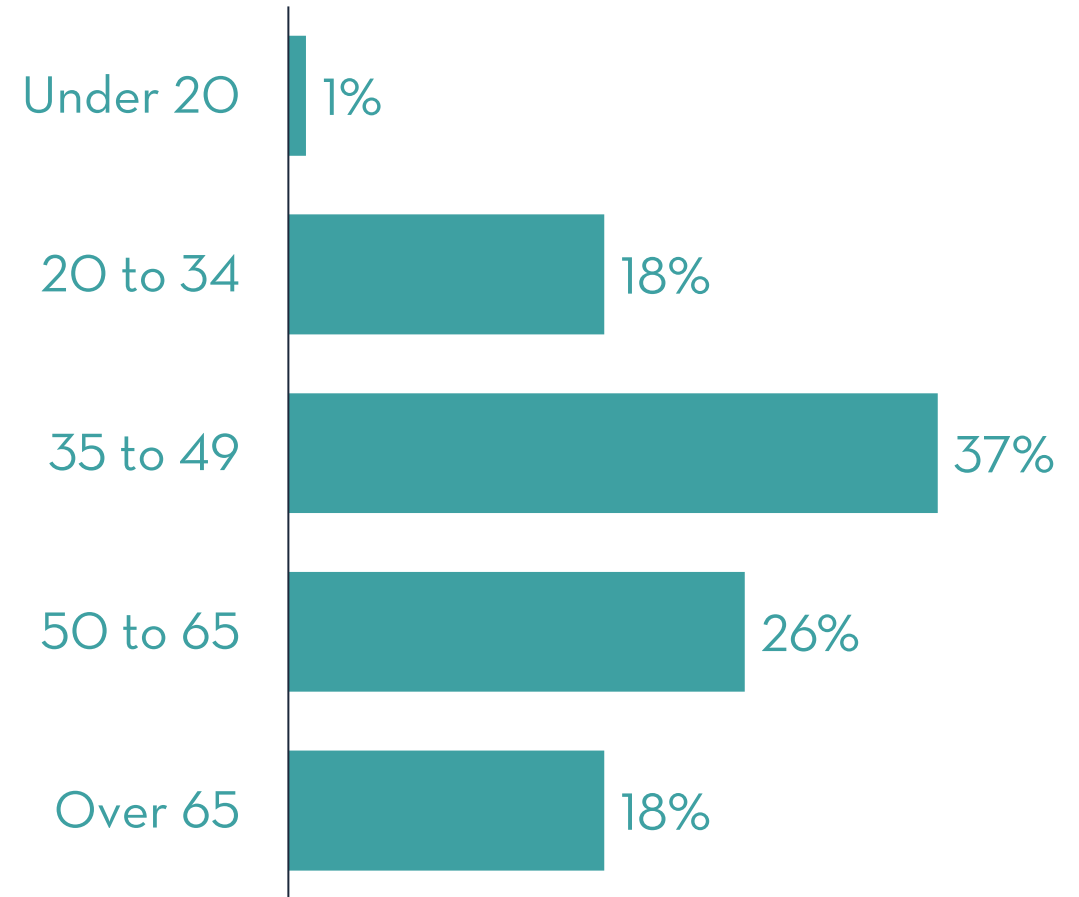
TRAVEL PARTIES

- **43%** of travel parties included **children**, indicating strong family appeal
- **Average travel party size** is **2.7** people



AGE*

- The **35-49** age group is the largest segment at **37%**, and the **median visitor age** has shifted slightly **younger**, from 51 to **47**, compared to the previous year.

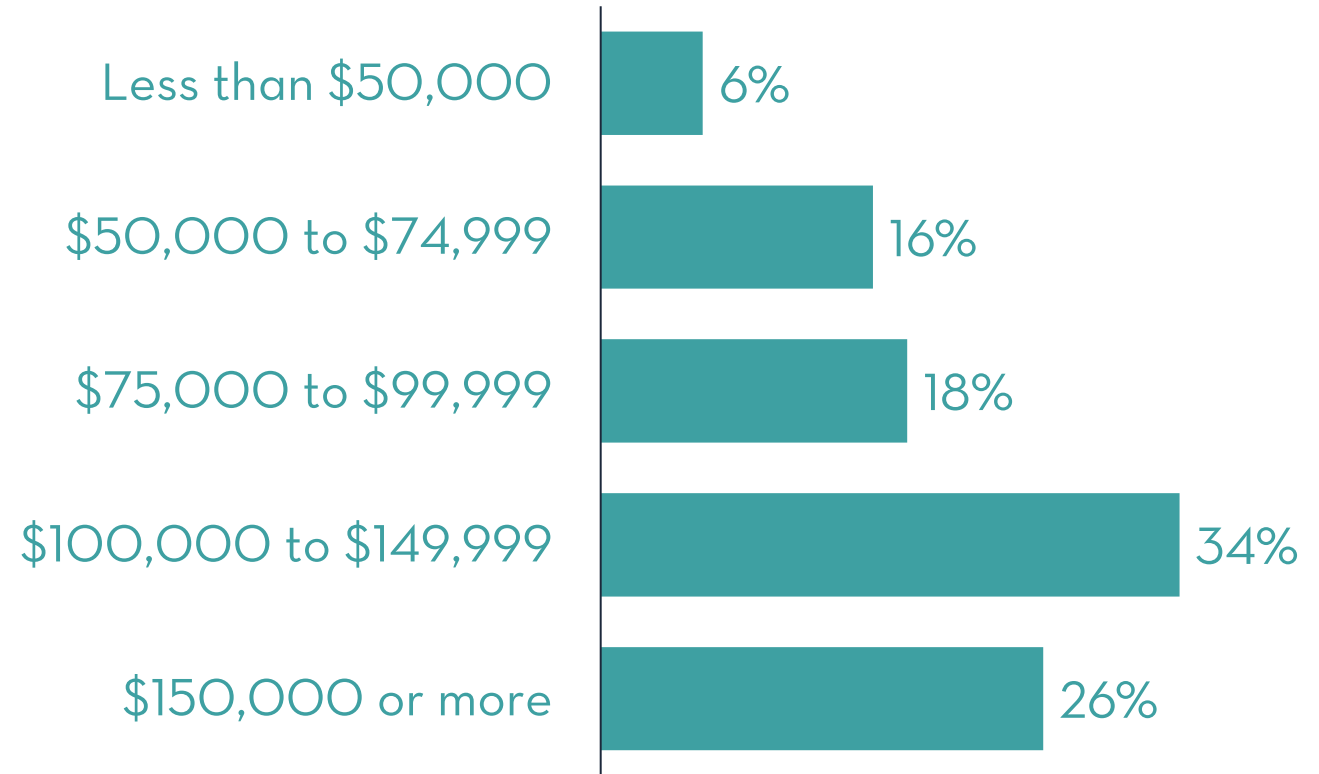


*Age of member of travel party surveyed.

The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

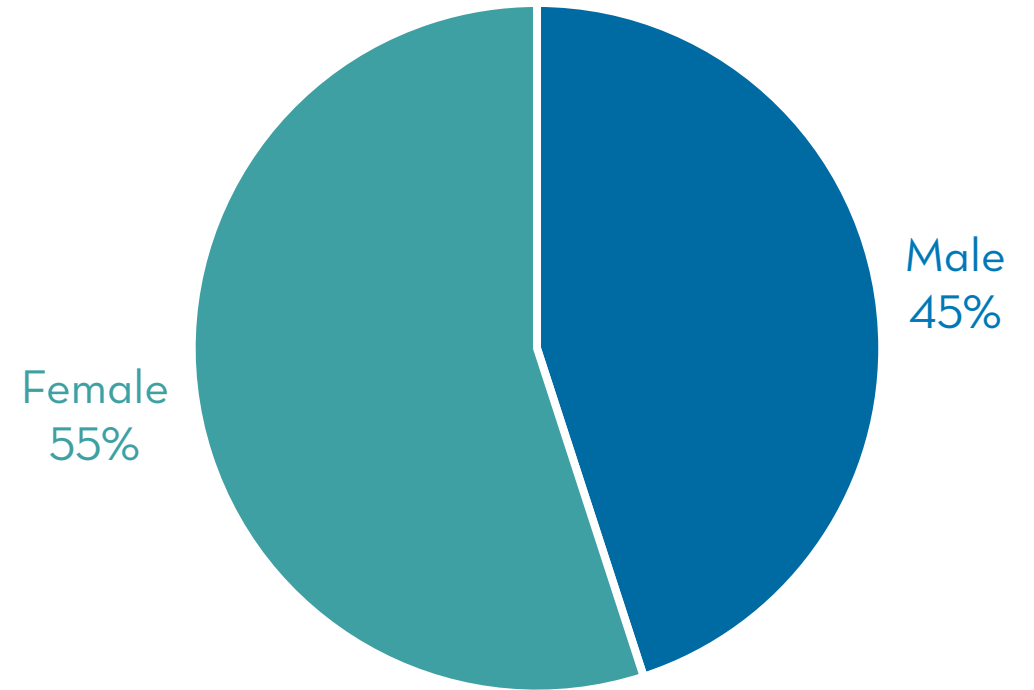
INCOME

- Nearly **60%** of visitors report household incomes of **\$100,000 or more**
- **Median household income** is **\$114,700**



GENDER*

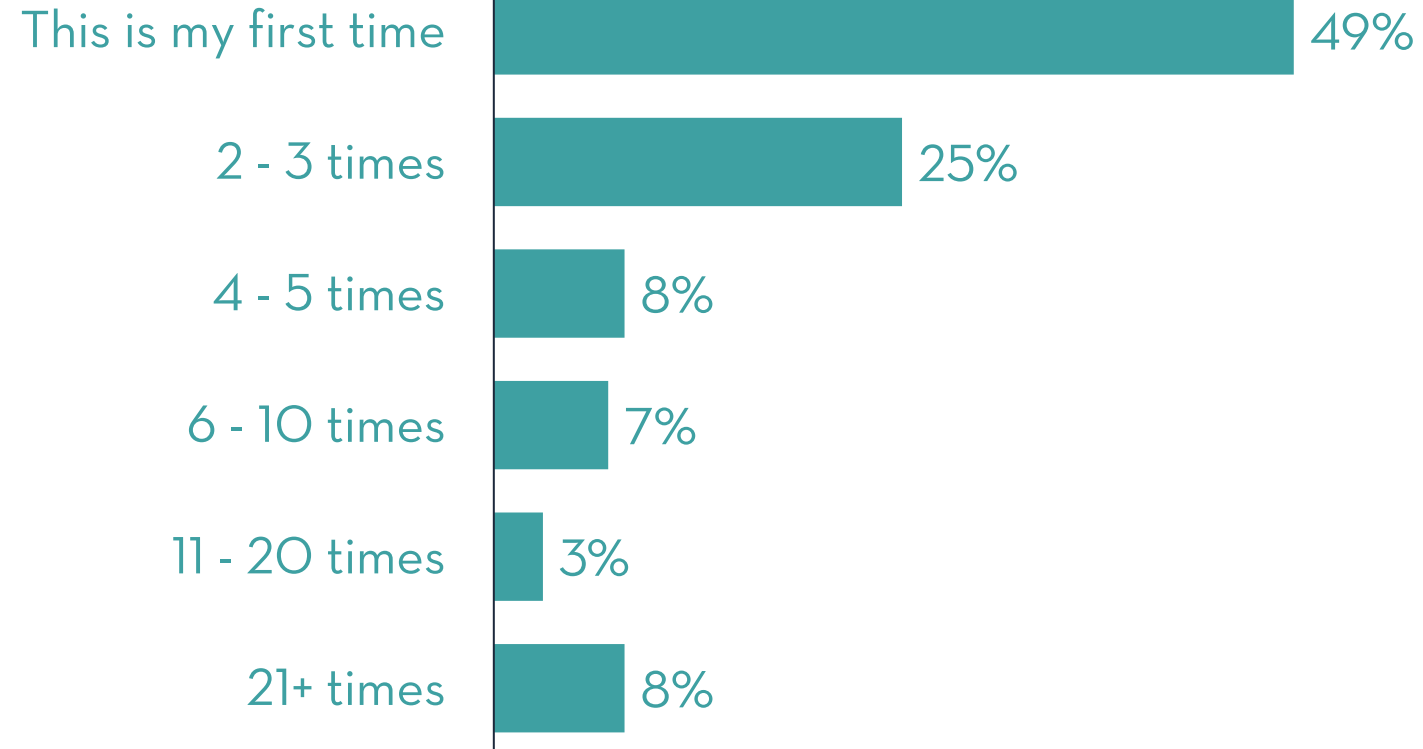
- **55%** of visitors interviewed were **female**



*Gender of member of travel party surveyed. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party or all visitors to the area.

NEW & RETURNING VISITORS

- **Nearly half (49%)** are **first-time** visitors to Ocala/Marion County
- **51%** have visited **2 times or more**, showing strong loyalty

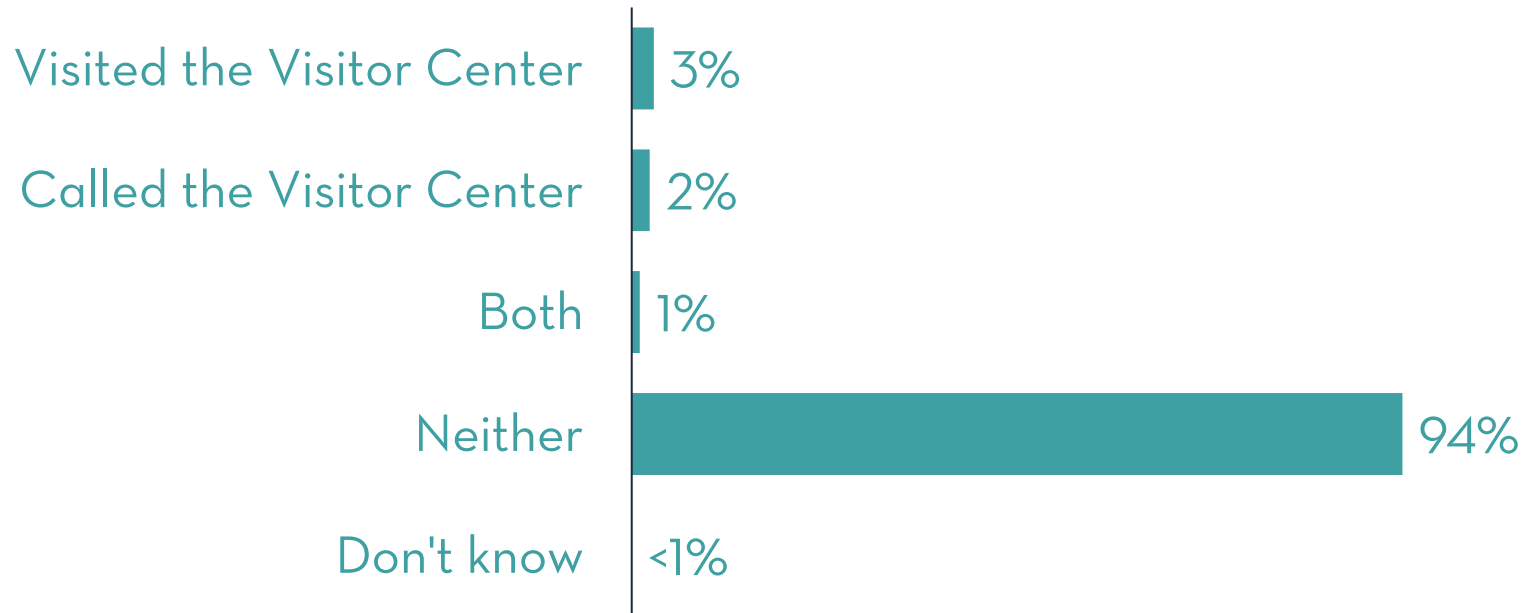


VISITOR JOURNEY: TRAVEL PARTY PROFILE



VISITOR CENTER*

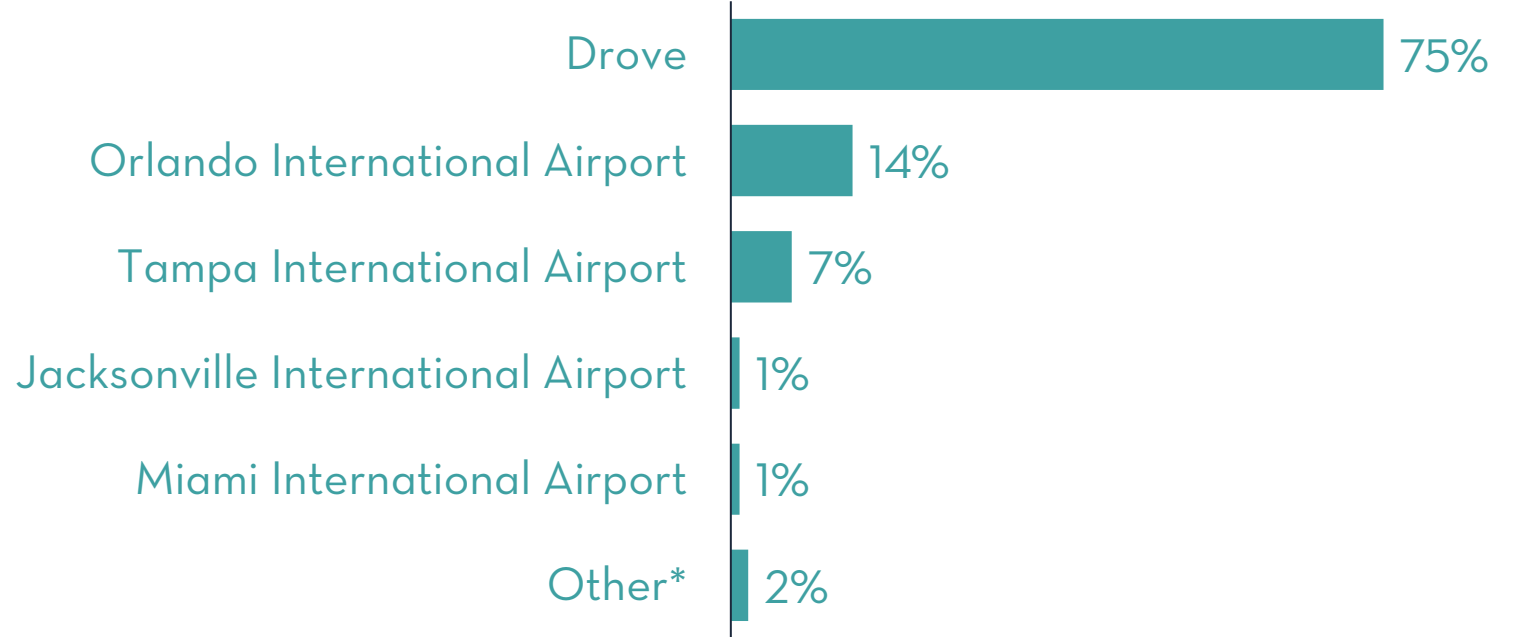
- About **6%** of visitors engaged with the **Visitor Center** (visited, called, or both)
- Those who used the visitor center services **rated** their **experience** at **8.2** out of 10*



*On a scale from 1 to 10, where a service rated as a 10 is Excellent and a service rated as a 1 is poor.

TRANSPORTATION

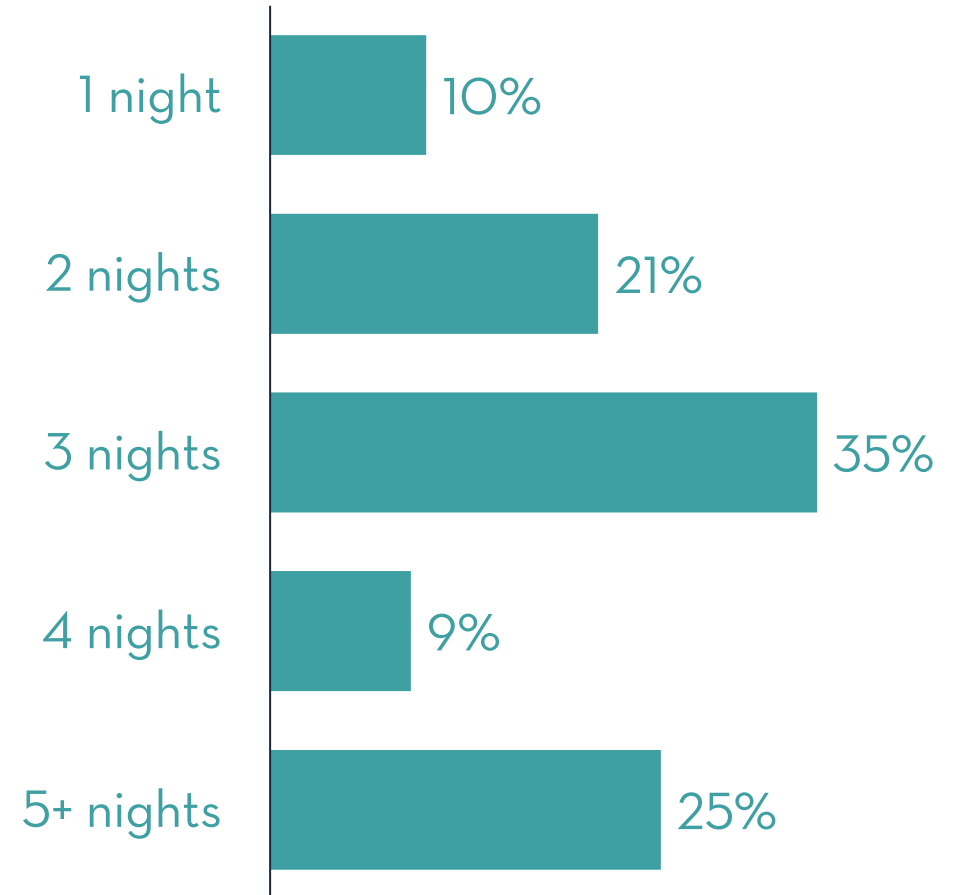
- **3 in 4** visitors **drove** to the area
- **Orlando International** was the **primary airport**, representing **14%** of all visitors



*Other category includes other airports and/or modes of transportation.

NIGHTS*

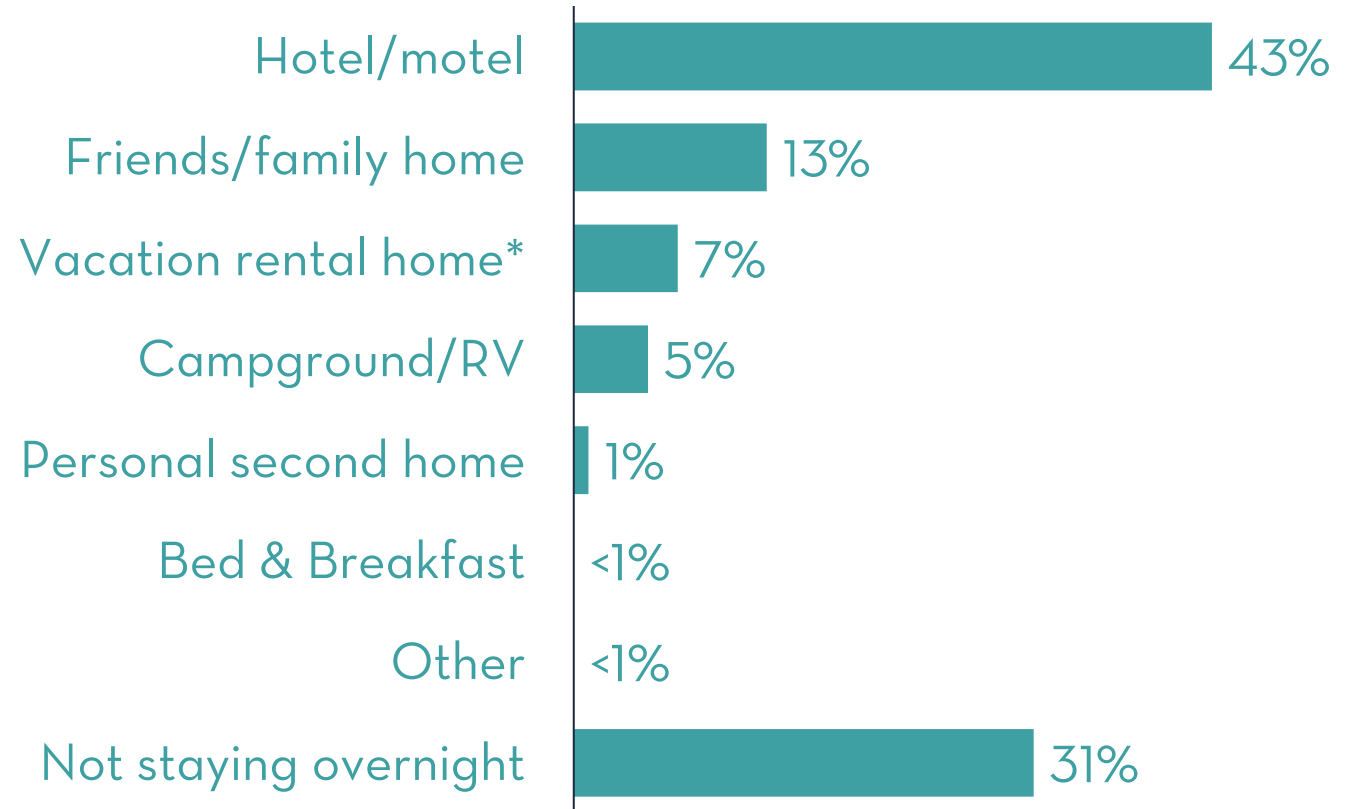
- **3 nights** is the most common length of stay at **35%**
- Nearly **70%** of overnight visitors stayed **3 or more nights**, with an **average stay of 4.1 nights**
- Those staying in **paid accommodations** spent on **average 4.8 nights** in the area



*Includes visitors who stayed in paid accommodations, unpaid accommodations, and day trippers.

ACCOMMODATIONS

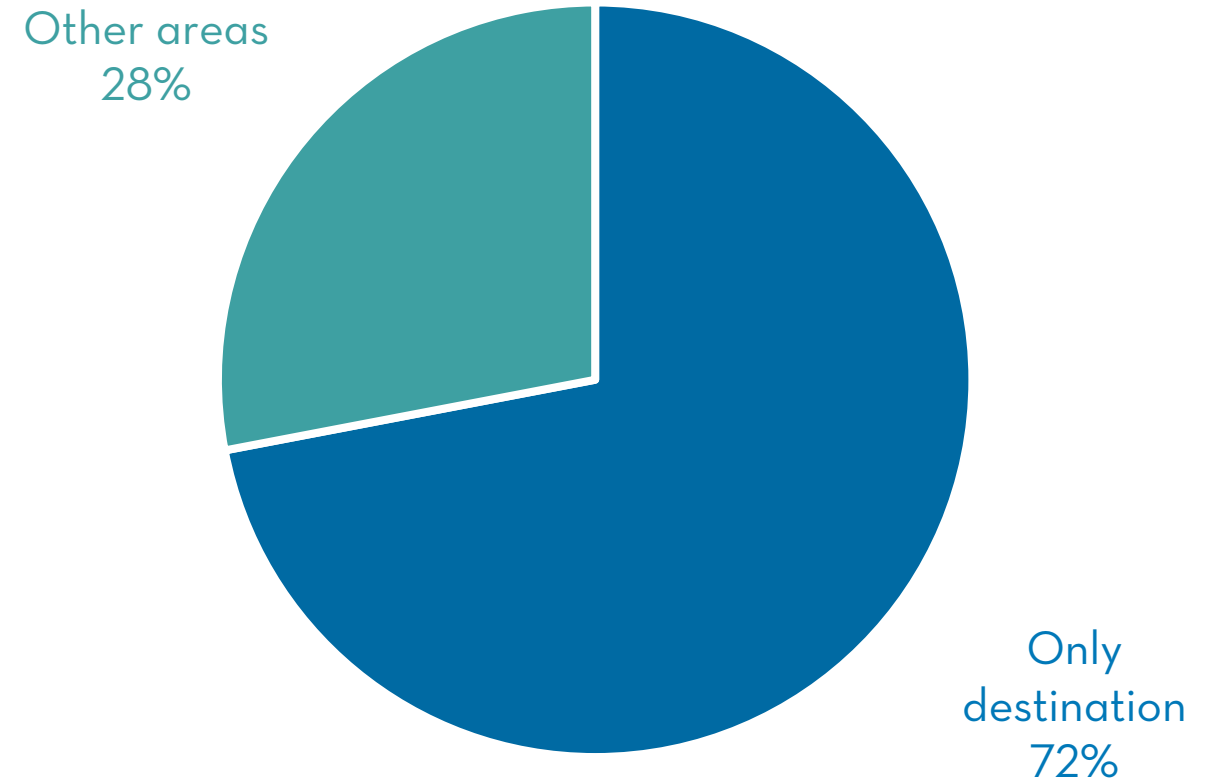
- **Hotels** are the top accommodation choice at **43%** of all visitors
- About a **third (31%)** are **day-trippers** not staying overnight



*Included Airbnb, Vrbo, etc.

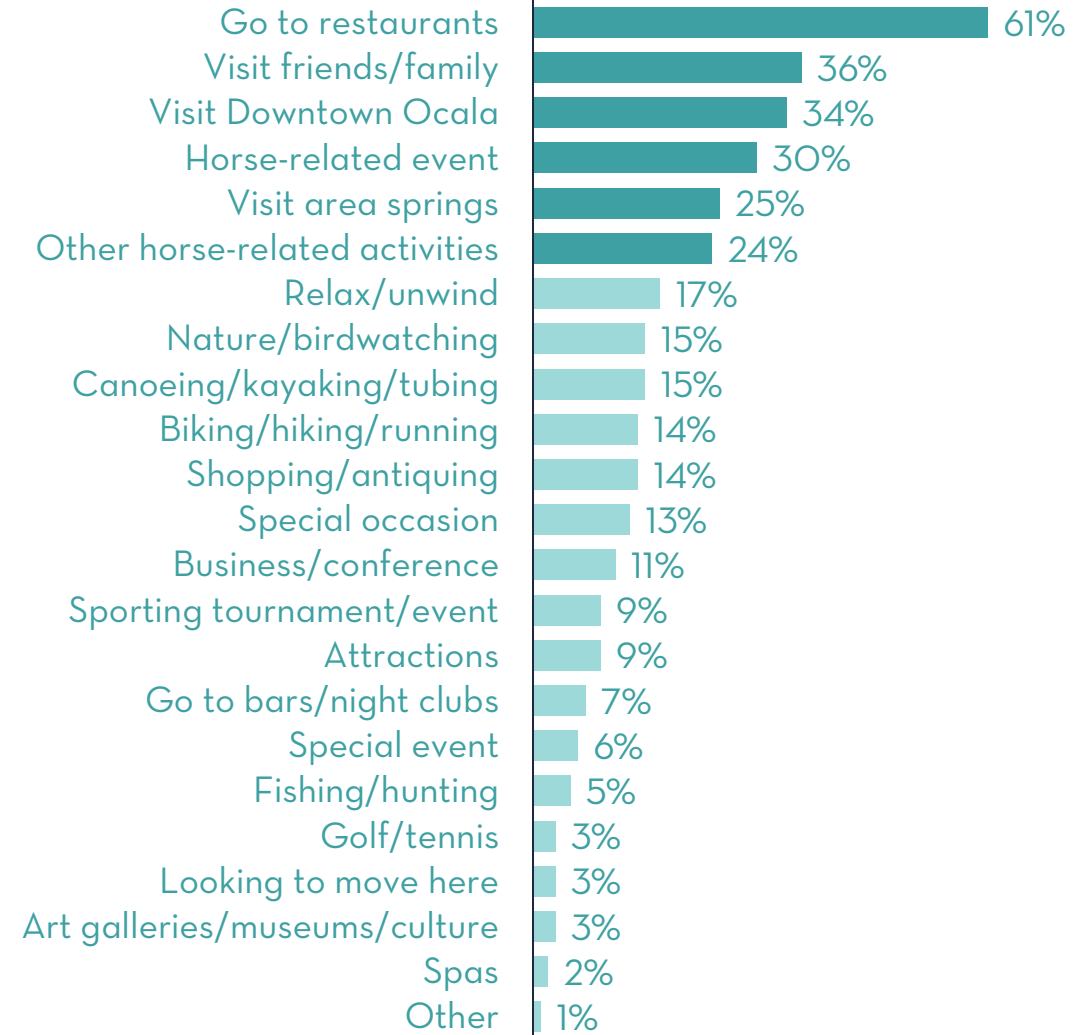
VISITING OTHER AREAS

- **72%** of visitors made Ocala/Marion County their **only destination**
- **28%** combined their visit with travel to **other areas**



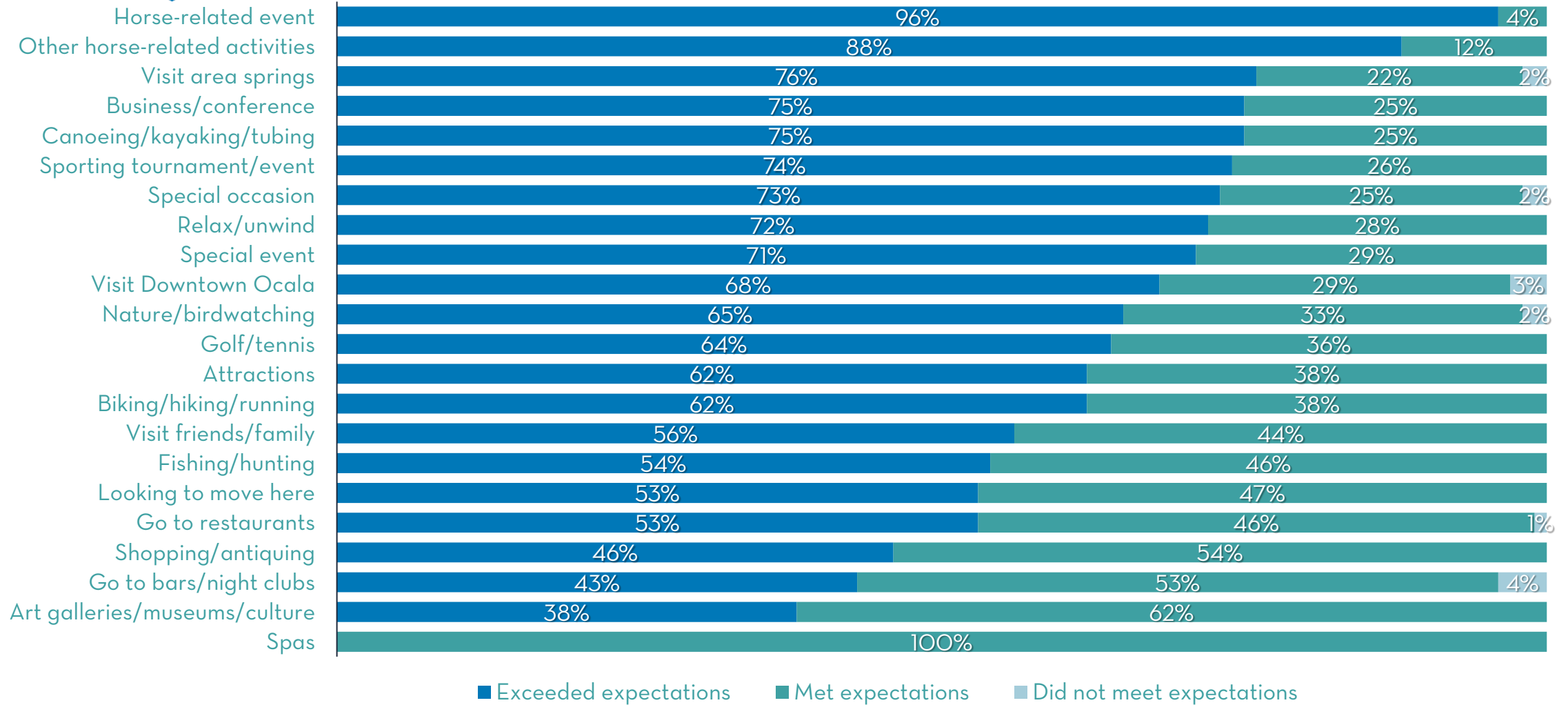
VISITOR ACTIVITIES*

- **Dining** is the most popular activity at **61%**, followed by **visiting friends/family (36%)** and **Downtown Ocala (34%)**
- **Horse-related activities** remain strong, with **30%** attending **events** and **24%** engaging in **other equestrian activities**



*Multiple responses permitted.

VISITOR ACTIVITY RATINGS*



*Observed variability year over year may reflect smaller subsamples.

ACTIVITIES VS. REASONS FOR VISIT*

Reason for Visiting

22%

18%

15%

13%

11%

11%

8%

8%

7%

4%

3%

3%

3%

2%

2%

1%

1%

Horse-related event

Visit friends/family

Visit area springs

Attractions

Canoeing/kayaking/tubing

Special occasion

Business/conference

Other horse-related activities

Sporting tournament/event

Nature/birdwatching

Relax/unwind

Special event

Biking/hiking/running

Visit Downtown Ocala

Looking to move here

Go to restaurants

Shopping/antiquing

Visitor Activities

30%

36%

25%

9%

15%

13%

11%

24%

9%

15%

17%

6%

14%

34%

3%

61%

14%

*Multiple responses permitted.

TRAVEL PARTY SPENDING

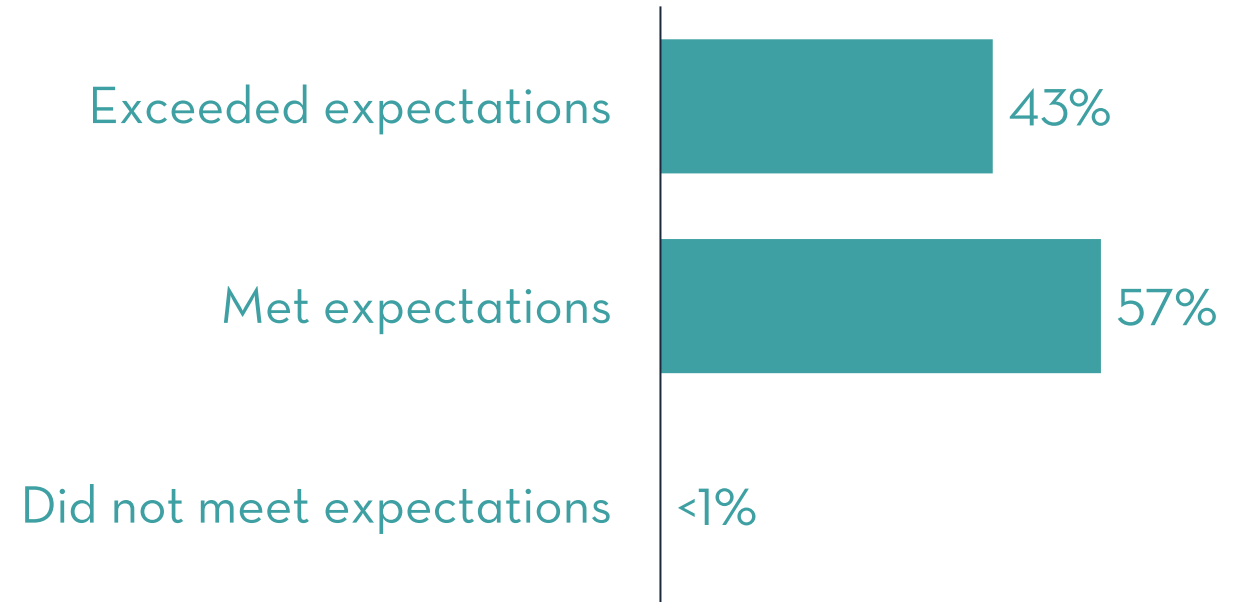
	Daily Spending: All Visitors	Total Spending: All Visitors
<i>Accommodations</i>	<i>\$82*</i>	<i>\$335</i>
<i>Restaurants</i>	<i>\$78</i>	<i>\$320</i>
<i>Groceries</i>	<i>\$17</i>	<i>\$71</i>
<i>Shopping</i>	<i>\$42</i>	<i>\$174</i>
<i>Entertainment</i>	<i>\$51</i>	<i>\$209</i>
<i>Transportation</i>	<i>\$23</i>	<i>\$95</i>
<i>Other</i>	<i>\$32</i>	<i>\$133</i>
Total	\$325	\$1,337

VISITOR JOURNEY: POST-TRIP



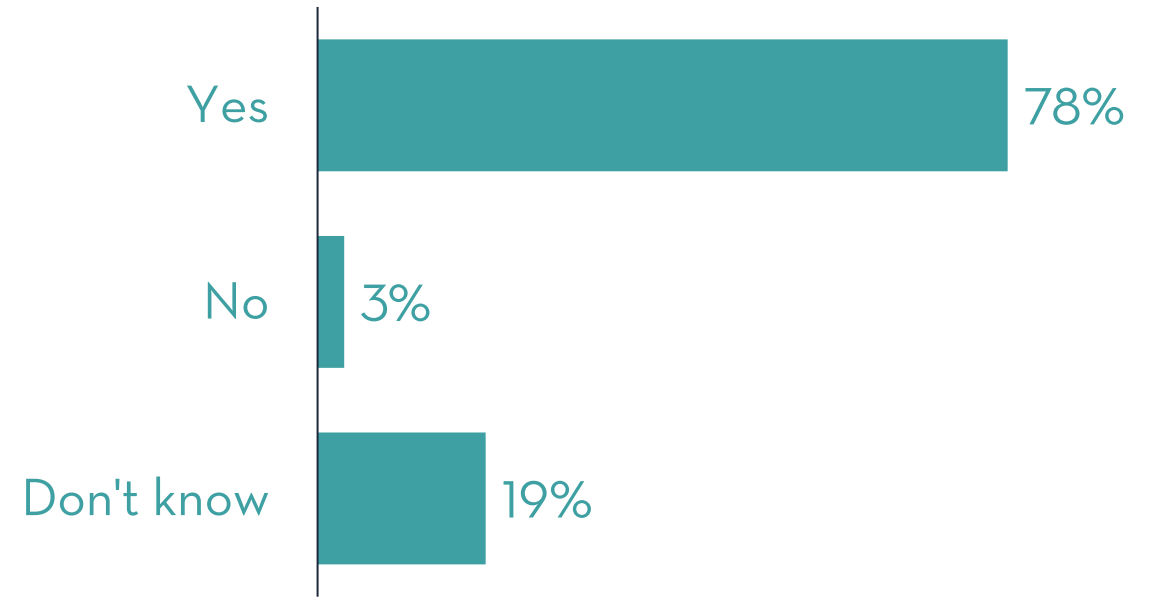
TRIP EXPERIENCE

- **All** visitors said their trip **met** or **exceeded expectations**
- **43%** said the experience **exceeded** their **expectations**



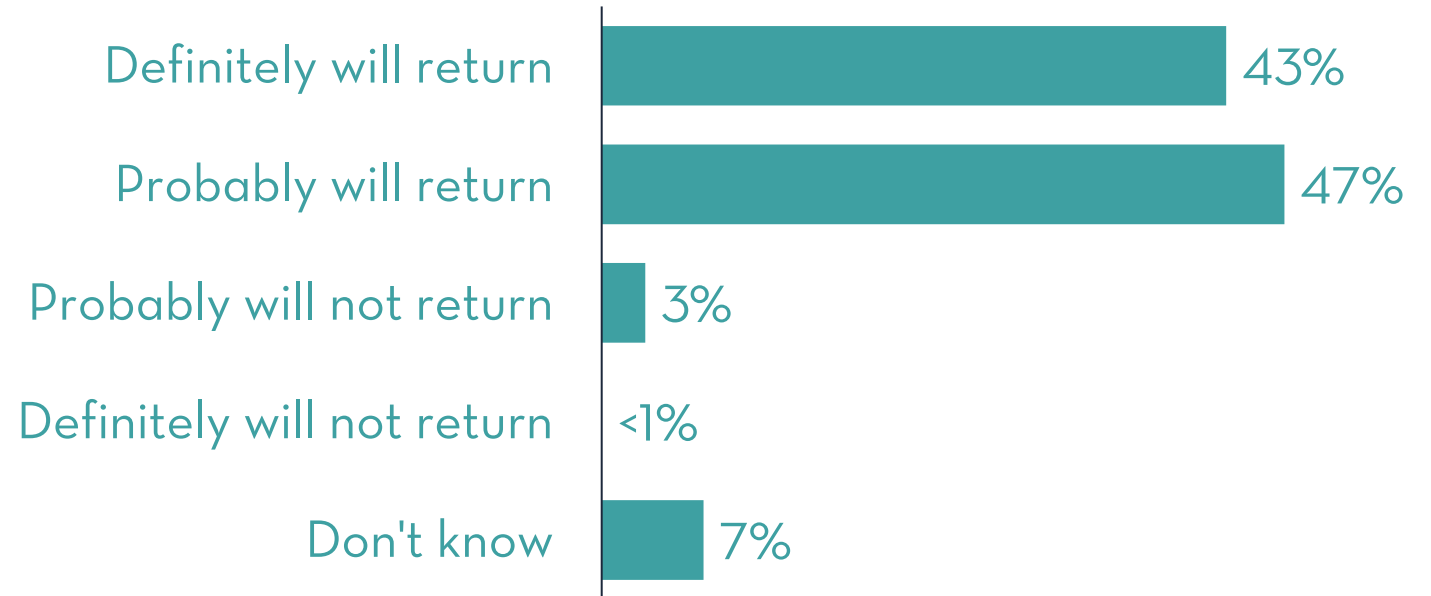
RECOMMENDATION

- **78%** of visitors said they **would recommend** the area to a friend
- **19%** were **undecided**, likely due to a larger first-time visitor base
- **First-time** visitors were **more likely** to select the **don't know** option, suggesting that they may still be forming their impressions and are less certain about their recommendations



LIKELIHOOD OF RETURNING

- **90%** of visitors said they would likely return
- **43%** visitors **would definitely return**
- **Preference to visit different destinations** and an **event/occasion** for visit having ended remain as the top two reasons for not returning



2026 to 2025 COMPARISONS



PRE-VISIT

Visitor Metrics	Jan-Mar 2025	Jan-Mar 2026
<i>Ocala/Marion County was the only destination</i>	67%	72%
<i>Viewed Visitors Guide</i>	15%	22%
<i>Visited or called the Visitors Center</i>	9%	6%
<i>Planned trip a month or less in advance</i>	50%	55%
<i>Average number of days trip was planned in advance of it being taken</i>	62	55
<i>Used OcalaMarion.com to plan their trip</i>	4%	1%
<i>Recalled Ocala/Marion County promotions</i>	28%	32%

PRE-VISIT*

Reason for Visiting	Jan-Mar 2025	Jan-Mar 2026	Reason for Visiting	Jan-Mar 2025	Jan-Mar 2026
<i>Horse-related event</i>	25%	22%	<i>Special event</i>	3%	3%
<i>Visit friends/family</i>	28%	18%	<i>Biking/hiking/running</i>	1%	3%
<i>Visit area springs</i>	13%	15%	<i>Visit Downtown Ocala</i>	4%	2%
<i>Attractions</i>	3%	13%	<i>Looking to move here</i>	2%	2%
<i>Special occasion</i>	6%	11%	<i>Go to restaurants</i>	6%	1%
<i>Canoeing/kayaking/tubing</i>	6%	11%	<i>Shopping/antiquing</i>	2%	1%
<i>Business/conference</i>	11%	8%	<i>Fishing/hunting</i>	1%	1%
<i>Other horse-related activities</i>	7%	8%	<i>Golf/tennis</i>	1%	1%
<i>Sporting tournament/event</i>	8%	7%	<i>Art galleries/museums/culture</i>	1%	1%
<i>Nature/birdwatching</i>	3%	4%	<i>Go to bars/night clubs</i>	1%	1%
<i>Relax/unwind</i>	8%	3%	<i>Spas</i>	<1%	<1%
			<i>Other</i>	10%	6%

TRAVEL PARTY PROFILE

Top Origin Markets	Jan-Mar 2025	Jan-Mar 2026
<i>Orlando-Daytona Beach-Melbourne</i>	14.6%	14.7%
<i>Jacksonville</i>	5.7%	9.4%
<i>Tampa-St. Petersburg</i>	7.5%	8.6%
<i>Gainesville</i>	6.7%	5.8%
<i>West Palm Beach-Ft. Pierce</i>	2.5%	5.2%
<i>Miami-Fort Lauderdale</i>	3.5%	3.1%
<i>Philadelphia</i>	1.2%	2.4%
<i>Atlanta</i>	2.8%	2.1%
<i>Mobile</i>	1.4%	2.1%
<i>New York City*</i>	5.0%	2.0%

Top Origin States	Jan-Mar 2025	Jan-Mar 2026
<i>Florida</i>	47.0%	52.3%
<i>Georgia</i>	3.6%	4.7%
<i>Ohio</i>	2.4%	3.4%
<i>Pennsylvania</i>	2.5%	2.7%
<i>Texas</i>	2.3%	2.7%
<i>New York</i>	4.9%	2.6%
<i>South Carolina</i>	1.5%	2.5%

Top Origin Regions	Jan-Mar 2025	Jan-Mar 2026
<i>Southeast (includes Florida)</i>	62.1%	69.3%
<i>Northeast</i>	15.7%	13.2%
<i>Midwest</i>	13.2%	11.5%
<i>West</i>	2.7%	3.1%
<i>International</i>	5.8%	2.9%

*New York City includes areas of New York, New Jersey, and Connecticut.

TRIP EXPERIENCE

Visitor Metrics	Jan-Mar 2025	Jan-Mar 2026
<i>Travel party</i>	2.9	2.7
<i>Children <20</i>	40%	43%
<i>Median age</i>	51	47
<i>Estimated median household income</i>	\$102,000	\$114,700
<i>1st time visitor</i>	40%	49%
<i>10+ visits to Ocala/Marion County</i>	14%	11%

Visitor Metrics	Jan-Mar 2025	Jan-Mar 2026
<i>Drove</i>	77%	75%
<i>Nights spent</i>	4.8	4.1
<i>Direct expenditures (entire trip)</i>	\$1,608	\$1,337

TRIP EXPERIENCE*

Visitor Activities	Jan-Mar 2025	Jan-Mar 2026
<i>Go to restaurants</i>	70%	61%
<i>Visit friends/family</i>	41%	36%
<i>Visit Downtown Ocala</i>	33%	34%
<i>Horse-related event</i>	32%	30%
<i>Visit area springs</i>	31%	25%
<i>Other horse-related activities</i>	16%	24%
<i>Relax/unwind</i>	24%	17%
<i>Nature/birdwatching</i>	18%	15%
<i>Canoeing/kayaking/tubing</i>	13%	15%
<i>Biking/hiking/running</i>	10%	14%
<i>Shopping/antiquing</i>	26%	14%
<i>Special occasion</i>	10%	13%

Visitor Activities	Jan-Mar 2025	Jan-Mar 2026
<i>Business/conference</i>	11%	11%
<i>Sporting tournament/event</i>	9%	9%
<i>Attractions</i>	8%	9%
<i>Go to bars/night clubs</i>	9%	7%
<i>Special event</i>	10%	6%
<i>Fishing/hunting</i>	4%	5%
<i>Golf/tennis</i>	7%	3%
<i>Looking to move here</i>	6%	3%
<i>Art galleries/museums/culture</i>	6%	3%
<i>Spas</i>	3%	2%
<i>Other</i>	7%	1%

POST TRIP EVALUATION

Satisfaction Metrics	Jan-Mar 2025	Jan-Mar 2026
<i>Visit Met + Exceeded expectations</i>	99%	100%
<i>Will return to Ocala/Marion County</i>	94%	90%
<i>Will recommend Ocala/Marion County</i>	90%	78%

OCALA/MARION COUNTY VCB

Economic Impact Study &
Visitor Tracking Report
January – March 2026

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com
contact@dsg-research.com





Marion County Tourist Development Council

Agenda Item

File No.: 2026-23051

Agenda Date: 5/21/2026

Agenda No.: 7.3

SUBJECT:

America 250 Plan Update

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22936

Agenda Date: 5/21/2026

Agenda No.: 7.4

SUBJECT:
Shocker Park Feasibility Update

DESCRIPTION/BACKGROUND:
Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22937

Agenda Date: 5/21/2026

Agenda No.: 7.5

SUBJECT:
Long Range Tourism Plan Update

DESCRIPTION/BACKGROUND:
Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22934

Agenda Date: 5/21/2026

Agenda No.: 7.6

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information Only.

Monthly Sales Update May 21, 2026

- **New Business**

- Uncle Charlies Softball Back to School Bash
 - August 8-9, 2026
 - Estimated Toom Nights: 150
- American Early Learning Coalition Annual Conference
 - August 2027, 2028, and 2029
 - Estimated Room Nights: 1,280

- **Leads**

- Making Memories Tours
 - January 16, 2027
 - Estimated Room Nights: 30
- Investment Advisors Association Policy and Leadership Forum
 - March 3-5, 2027
 - Estimated Room Nights: 150
- Florida Association of Community Health Centers Annual Conference
 - July 18-21, 2027
 - Estimated Room Nights: 1,200
- Outdoor Writers Association of America Annual Conference
 - August 15-22, 2027
 - Estimated Room Nights: 750
- American Baptist Association Annual Conference
 - June 17-20, 2030
 - Estimated Room Nights: 1,430

- **Ongoing Leads**

- FHSAA Swimming and Diving State Championships
 - November 7-8, 2026 & November 14-15, 2026
 - Estimated Room Nights: 1,854
- Florida BASS Nation Youth Tournament
 - February 19-21, 2027
 - Estimated Room Nights: 250
- American Association of Equine Practitioners Colic Symposium
 - March 8-12, 2027
 - Estimated Room Nights: 410
- Florida and Alabama RV Park and Campground Association Convention and Expo
 - May 4-7, 2027
 - Estimated Room Nights: 2,000
- Connect South/Connect Faith
 - October 19-17, 2027
 - Estimated Room Nights: 895
- National Folk Festival
 - 2028-2030
 - Estimated Room Nights: TBD

- **Lost Business**
 - Florida Lions Club Statewide Convention
 - April 30 – May 2, 2027
 - Estimated Room Nights: 525
 - Lost to Orlando

- **Conferences/Tradeshows**
 - Florida Sports Foundation Sports Summit
 - June 15-18, 2026
 - Bradenton, FL



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22935

Agenda Date: 5/21/2026

Agenda No.: 7.7

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
Major League Fishing Heavy Hitters	May 16, 2026	May 22, 2026	Heagy Burry Boat Ramp
USA Swimming Speedo Sectionals	June 4, 2026	June 7, 2026	FAST
Cal Ripken T-Ball/Rookie B State Tournament	June 4, 2026	June 7, 2026	Rotary Sportsplex
Florida Swimming FLAGS Championship	July 9, 2026	July 14, 2026	FAST
Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional	July 15, 2026	July 19, 2026	Rotary Sportsplex
Florida Swimming Senior Championship	July 16, 2026	July 19, 2026	FAST
ProAm Patriot Games Invitational	July 24, 2026	July 25, 2026	Ocala Regional Sportsplex
Junior Florida Cattlemen's Association Hottest Show on Earth	July 24, 2026	July 26, 2026	Southeastern Livestock Pavilion
YMCA National Long Course Championship	July 27, 2026	August 1, 2026	FAST
Rock the Country Ocala	August 27, 2026	August 30, 2026	Florida Horse Park
Fishers of Men District 12 Championship	October 20, 2026	October 24, 2026	Heagy Burry Boat Ramp
Official Strongman Games	November 18, 2026	November 22, 2026	WEC



Marion County

Tourist Development Council

Agenda Item

File No.: 2026-22931

Agenda Date: 5/21/2026

Agenda No.: 8.1

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information Only.

Ocala/Marion County Visitors & Convention Bureau Sales Report

4/23/2026 - 5/21/2026

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
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email	7/24/2026	State	\$243,146.00	500	125	250	0
				146	7/26/2026	new	\$0.00	735			
Official Strongman Games	Official Strongman Games	Bryan Day 100.0%	Sports	TEAMS Conference	11/18/2026	International	\$2,337,041.00	1,000	295	1,790	0
				0	11/22/2026	new	\$0.00	1,200			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email	7/31/2026	State	\$0.00	375	250	750	0
				0	8/5/2026	new	\$0.00	450			
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email	6/11/2026	State	\$2,062,373.00	500	625	2,500	0
				0	6/14/2026	repeat	\$0.00	800			
Cal Ripken Baseball	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$1,132,550.00	250	240	760	0
				0	7/19/2026	new	\$0.00	300			
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email	12/4/2026	National	\$0.00	1,500	1,500	4,500	0
				146	12/5/2026	new	\$0.00	1,800			
Fishers of Men National Tournament Trail	Fishers of Men District 12 Championship Tournament	Corry Locke 100.0%	Sports	Connect Marketplace	10/13/2026	Regional	\$73,834.00	0	40	200	0
				0	10/17/2026	new	\$0.00	40			
JLC Airshow Management	Wings Over Ocala Florida Airshow	Corry Locke 100.0%	Sports	Email	5/7/2027	National	\$4,449,098.00	40,000	135	0	0
				0	5/9/2027	new	\$0.00	70,000			

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
Major League Fishing	MLF Heavy Hitters presented by Kubota	Corry Locke 100.0%	Sports	TEAMS Conference 0	5/9/2026 5/15/2026	National new	\$564,610.00 \$0.00	250 300	70	560	0
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/14/2027 4/17/2027	National repeat	\$2,530,446.00 \$0.00	1,500 1,600	350	1,200	0
ProAm Senior Softball	ProAm September Showdown	Corry Locke 100.0%	Sports	Phone 0	9/26/2026 9/27/2026	State new	\$0.00 \$0.00	150 200	125	250	0
ProAm Senior Softball	Patriot Games Invitational	Corry Locke 100.0%	Sports	Phone 0	7/25/2026 7/26/2026	State new	\$233,238.00 \$0.00	350 500	125	250	0
ProAm Senior Softball	Road to the World Series Qualifier	Corry Locke 100.0%	Sports	Phone 0	5/23/2026 5/24/2026	State new	\$0.00 \$0.00	150 200	125	250	0
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 0	8/27/2026 8/30/2026	National repeat	\$9,468,385.00 \$0.00	20,000 30,000	2,000	3,333	0
Shocker Park Girls Softball	Shocker Park Meltdown	Corry Locke 100.0%	Sports	Phone 146	8/29/2026 8/30/2026	State	\$0.00 \$0.00	250 450	50	75	0
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email 0	6/26/2026 6/27/2026	Regional new	\$0.00 \$0.00	0 0	100	200	0
Uncle Charlie's Tournaments	Softball Tournament	Corry Locke 100.0%	Sports	Phone 145	8/8/2026 8/9/2026	Regional new	\$0.00 \$0.00	420 540	100	150	0
Win Big Fastpitch	June Tournament	Corry Locke 100.0%	Sports	Phone 0	6/20/2026 6/21/2026	Regional new	\$0.00 \$0.00	200 300	125	250	0

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	
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/27/2026 7/31/2026	National	\$2,386,697.90 \$0.00	800 1,000	275	1,750	0	
VISIT FLORIDA	International Press Trip - Visit Florida - Pre-IPW - Brazil	Jessica Heller 100.0%		Email 146	5/28/2026 5/31/2026	International new	\$0.00 \$0.00	2 2	1	3	0	
Event Count:							20	\$25,481,418.90	68,197	6,656	19,021	0
							\$0.00	110,417				

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	
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email 148	4/24/2026 4/26/2026	Local new	\$0.00 \$0.00	30 0	28	55	0	
Major League Fishing	MLF Heavy Hitters presented by Kubota	Corry Locke 100.0%	Sports	TEAMS Conference 0	5/9/2026 5/15/2026	National new	\$564,610.00 \$0.00	250 300	70	560	0	
Event Count:							2	\$564,610.00	280	98	615	0
								\$0.00	300			

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
Making Memories Tours	Faith Based Senior Tour	Bryan Day 100.0%	Social	Email	1/16/2027 1/16/2027	Local new	\$0.00 \$0.00	0 55	30	30	0
					Event Count:	1	\$0.00	0	30	30	0
							\$0.00	55			

Status: TURNED CANCELLED

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	Staff Retreat/Team Building	No Percentage Rep 100.0%	Education	FSAE Education Expo	5/6/2026	Local	\$0.00	0	12	24	0
					5/8/2026	new	\$0.00	12			
3Step Sports	3 Step Sports Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	5/16/2026	State	\$0.00	800	250	500	0
					5/17/2026	new	\$0.00	1,000			
JLC Airshow Management	Wings Over Ocala Florida Airshow	Corry Locke 100.0%	Sports	Email 0	5/15/2026	National	\$4,449,098.00	40,000	135	400	0
					5/17/2026	new	\$0.00	70,000			
					Event Count:	3	\$4,449,098.00	40,800	397	924	0
							\$0.00	71,012			

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	
JLC Airshow Management	Wings Over Ocala Florida Airshow	Corry Locke 100.0%	Sports	Email 0	5/7/2027 5/9/2027	National new	\$4,449,098.00 \$0.00	40,000 70,000	135	0	0	
Event Count:							1	\$4,449,098.00	40,000	135	0	0
							\$0.00	70,000				

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	
American Baptist Association	American Baptist Association Annual 2030	Bryan Day 100.0%	Religious	Connect Marketplace 0	6/17/2030 6/20/2030	National new	\$0.00 \$0.00	0 1,000	400	1,430	0	
Florida Association of Community Health Centers	FACHC Annual Conference	Bryan Day 100.0%	Association	Florida Encounter/Hud dle	7/18/2027 7/21/2027	State new	\$0.00 \$0.00	400 500	400	1,200	0	
Florida Association of Early Learning Coalitions	AELC 2029 Training Camp Annual Conference	Bryan Day 100.0%	Education	CVENT 0	9/30/2029 10/4/2029	Regional repeat	\$0.00 \$0.00	0 400	400	1,280	0	
Florida Association of Orthodontists	FAO Florida Association of Orthodontists 2029 Annual Meeting	Bryan Day 100.0%	Medical	CVENT 0	3/1/2029 3/4/2029	State new	\$0.00 \$0.00	120 160	65	128	0	
Florida Sports Foundation	Florida Sports Summit 2027	Bryan Day 100.0%	Sports	Florida Sports Foundation Summit	6/15/2027 6/18/2027	State repeat	\$0.00 \$0.00	0 250	75	300	0	
Investment Adviser Association	Investment Adviser Association 2027 Policy and Leadership Forum	Bryan Day 100.0%	Association	Connect Marketplace 0	3/3/2027 3/5/2027	National new	\$0.00 \$0.00	0 75	50	148	0	
Making Memories Tours	Faith Based Senior Tour	Bryan Day 100.0%	Social	Email 126	1/16/2027 1/16/2027	Local new	\$0.00 \$0.00	0 55	30	30	0	
Outdoor Writers Association of America	OWAA Annual Conference 2027	Bryan Day 100.0%	Association	Connect Marketplace 0	8/15/2027 8/22/2027	National new	\$0.00 \$0.00	0 250	150	759	0	
The Florida Academy of Dental Practice Administration (FADPA)	FADPA 2028 Annual Conference	Bryan Day 100.0%	Medical	CVENT 0	4/6/2028 4/9/2028	State new	\$0.00 \$0.00	75 100	60	180	0	
Event Count:							9	\$0.00	595	1,630	5,455	0
								\$0.00	2,790			

Status: TURNED LOST

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 Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone 148	5/6/2027 5/9/2027	Local new	\$0.00 \$0.00	0 0	175	525	0	
Event Count:							1	\$0.00	0	175	525	0
							\$0.00	0				



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22933

Agenda Date: 5/21/2026

Agenda No.: 8.2

SUBJECT:
TDC Attendance Report

DESCRIPTION/BACKGROUND:
Information Only.

TDC Attendance Report

2026

	January	February	March	April	May	June	July	August	September	October	November
Rus Adams			X								
Jeff Bailey	X*										
Doug Cone											
Christopher Fernandez											
Danny Gaekwad				X							
Rich Larkin		+		X							
Ron Livsey											
Barry Mansfield											
Michelle Stone	+										
Bobby Walker											

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned