



Marion County

Tourist Development Council

Meeting Agenda

Thursday, January 15, 2026

9:00 AM Tourist Development Conference
Room

Microsoft Teams:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzJkZDhhNzctZTM1OC00Yjc yLTgxMjktMGI5MDVjZWM3Yjkz%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

Meeting ID: 220 092 263 328 94

Password: Ak3cU2Se

Phone Number: +1 321-245-5074,,650969160#

Phone Conference ID: 650 969 160#

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 [Motion: Approval of Minutes](#)
4. Motion: Acknowledgement of Financials
 - 4.1 [Acknowledgement of Financials](#)
5. Report from Chair
 - 5.1 [Introduction of Incoming TDC Member, Commissioner Michelle Stone](#)
 - 5.2 [Introduction of Incoming TDC Member, Doug Cone](#)

- 5.3 [PRESENTATION: Tourist Development Tax Collections, Marion County Deputy Tax Collector, Tammy McCann](#)

6. Funding Requests

- 6.1 [Fiscal Year 2026 Event Allocations](#)
- 6.2 [MOTION: HITS Ocala Spring Premier 1 \(Room Night Generating\) \(Requested Funding - \\$5,000\)](#)
- 6.3 [MOTION: HITS Ocala Spring Classic II & Classic III \(Room Night Generating\) \(Requested Funding - \\$12,500\)](#)
- 6.4 [MOTION: Appleton Museum of Arts \(Arts and Cultural Destination Enhancement Funding Program\) \(Requested Funding - \\$10,000\)](#)
- 6.5 [MOTION: Marion Cultural Alliance \(Arts and Cultural Destination Enhancement Funding Program\) \(Requested Funding - \\$10,000\)](#)
- 6.6 [MOTION: Ocala Civic Theatre \(Arts and Cultural Destination Enhancement Funding Program\) \(Requested Funding - \\$7,500\)](#)
- 6.7 [MOTION: Reilly Arts Center \(Arts and Cultural Destination Enhancement Funding Program\) \(Requested Funding - \\$10,000\)](#)

7. Staff Updates

- 7.1 [PRESENTATION: Annual Economic Impact/Visitor Tracking Report - Fiscal Year 2024-2025 Data](#)
- 7.2 [Sales Update](#)
- 7.3 [Marketing and Communications Update](#)
- 7.4 [TDT Collections/STR and Key Data Update](#)
- 7.5 [TDC Events Calendar](#)
- 7.6 [Ocala/Marion County Tourism Annual Meeting Recap](#)
- 7.7 [Florida Sports Day at the Capitol](#)
- 7.8 [Florida Tourism Day](#)
- 7.9 [Marion County Day at the Capitol](#)

8. Notation for Record

- 8.1 [Sales Report](#)
- 8.2 [TDC Attendance Report](#)

9. Old Business

9.1 [Wings Over Ocala Airshow Update - John Cowman, Owner/Promoter](#)

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, January 13, 2026 at 5:00 PM.

The next Tourist Development Council Meeting will be held on February 15, 2026 at 9:00 AM.