



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.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21718

Agenda Date: 1/15/2026

Agenda No.: 2.1

SUBJECT:

Meeting Materials

DESCRIPTION/BACKGROUND:

Conflict of Interest
The 2024 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 |
|---------|----------|---------|---------|

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 |
|---------|----------|---------|---------|

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

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:

| 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: +1 321-245-5074 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/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
 United States, Orlando
 Phone Conference ID: 435 573
 342#
 Meeting Link:

https://teams.microsoft.com/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

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|-----------|------------------------------|------------------------------------|--|---|--|
| | <p>May 21 9:00 a.m.</p> | <p>Tourist Development Council</p> | <p>Visitors & Convention Bureau 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/join/19%3ameeting_OTQ3ODk4YjktYmJIOC00ZTc5LWlzZTkMGM1ZTc4N2JhNDk2%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/join/19%3ameeting_MTYwOGM1NzQtYTlyYi00NmMxLWE1ZTkZlWQy</p> | <p>Candace Shelton 352-438-2800</p> | |

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| | | | <p>5a1914d-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> | | |
| 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 | |

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|-------------------------|-----------------------------|--|--|------------------------------------|--|
| | | | <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> | | |
| October 22 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: 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> | Candace Shelton 352-438-2800 | |

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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.: 2025-21719

Agenda Date: 1/15/2026

Agenda No.: 3.1

SUBJECT:

Motion: Approval of Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approved the Tourist Development Council Minutes from November 2025

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, November 20, 2025

9:00 a.m.

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

Mr. Christopher Fernandez acted as chair, due to Rus Adam's absence and called the meeting to order at 9am. He 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:

Christopher Fernandez, Councilmember Barry Mansfield, Bobby Walker, Rus Adams, Danny Gaekwad, Commissioner Ron Livsey

Staff:

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

Guests:

Dana Olesky, Chief Assistant County Attorney; Isiah Lewis, Downs & St. Germain Research; Chloe Reid, Live Oak International; Paresh Chhotu, Holiday Garden Inn; John Casse, Skylighters; Amy Agricole, HITS; Jess Schultz, Ocala CEP; Joe Reichel, Belleview CEP

Notice of Publication

Notice was published on the County Website on January 29, 2025 and subsequently updated to include Teams information on March 13, 2025.

Approval of Minutes

A motion was made by Danny Gaekwad, seconded by Councilmember Barry Mansfield, to adopt the minutes from the October 23, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (6-0).

Acknowledgment of Financials – October 2025

Mr. Danny Gaekwad inquired to staff if there were any items to report regarding the financials. Mr. Gaekwad advised that he did not review and wanted to inquire.

Ms. Sky Wheeler advised that there were two sets of financials due to the close out of the fiscal year on September 30th and then an allowance until October 25th for finance team to review.

Ms. Loretta Shaffer expressed her appreciation of the question as the council are the stewards and being fiduciarily responsible.

A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Ron Livsey, to review and approve October 2025 Financials. The motion was unanimously approved by the council (6-0).

Report From Chair

Mr. Fernandez advised that on November 18th Doug Cone was appointed as the member for the Council seat vacated by Jason Reynolds. Doug Cone will be attending the meeting in January 2026 and cannot make today's meeting.

Mr. Gaekwad asked for clarification of seat replacement procedure.

Ms. Shaffer advised the seat was open for accommodators through February and then required re-application. Mrs. Shaffer further explained that everyone applies through the Board of County Commission's office and once a seat is appointed the administrative team contacts the applicants and they can choose to stay on file for a year to be automatically considered again. There were 6 applications for the open seat. Selection or re-appointment will take place in February 2026 for 2 to 3 open seats.

Mr. Fernandez asked for motion to adopt the Tourist Development Council's proposed 2026 meeting dates.

Mr. Gaekwad asked if there were any unusual dates.

Ms. Wheeler advised the only unusual dates were to be January 15, 2026 which is one week earlier than normal due to the following week being Tourism Day in Tallahassee and November follows the typical cadence as well, being one week earlier, due to Thanksgiving. There is to be no meeting in July due to industry trade shows and budget workshop schedules.

Ms. Shaffer reported the upcoming open-seat positions in February were to be an elected officials seat, two non-collector seats and one collector seat. Discussion ensued and it was determined a spreadsheet showing terms would be printed for council members.

A motion was made by Councilmember Barry Mansfield, seconded by Bobby Walker, to adopt the Proposed Tourist Development Council Meeting Dates for 2026 as presented. The motion

was unanimously approved by the council (6-0).

Funding Requests

Mr. Fernandez welcomed Mr. Corry Locke to present the funding requests.

Fiscal Year 2026 Event Funding Allocations

Mr. Locke advised that he would be presenting 8 funding requests, 7 in the first quarter which total \$47,000.00 and one event in the second quarter for \$2,500.00. Mr. Locke referred to page 83 in the packet which showed what is budgeted for the room night generating event program and amount there is remaining. He advised that if all the events were to be approved, the remaining balance would be \$70,485.00. Mr. Locke advised of a scrivener's error on page 97 on the cover page for the Big East Swimming and Diving Conference Championships it shows 2027 but it is actually for 2026. He advised that the rest of the documents have the correct dates. Mr. Locke asked if there were any questions about any of the documents.

Mr. Gaekwad asked if Mr. Locke could provide an overview.

Editor's Note: The above summary paragraph had corrections that are reflected below in individual explanations of funding requests.

Motion: Grandview World Nights (Room Night Generating) (Requested Funding - \$9,000)

Mr. Locke advised the Grandview World Nights is taking place at the World Equestrian Center on January 22nd through the 24th with a requested funding amount of \$9,000.00. There was an error in the funding allocation sheet on packet page 86 as it reads \$10,000.00. The \$9,000.00 for minimum room night guarantee of \$1,800.00 at a reimbursement rate of \$5.00 per room night. The anticipated economic impact is just over \$1.1 million and the intended use of funds is marketing, advertising, equipment rental and event production expenses. The dates are January 22nd through the 24th and it is a repeat event.

Mr. Gaekwad asked the meaning of Grandview in which Mr. Locke explained it is a draft horse event that has been here the last four years and at the World Equestrian Center. Mr. Locke further advised that Grandview moved its dates from February to January and is still in the same quarter.

Mr. Locke confirmed there were no further questions.

Motion: Grandview Invitational (Room Night Generating) (Requested Funding - \$7,000)

Mr. Locke presented Grandview Invitational which takes place the week after Grandview World Nights, January 29th through the 31st at the Florida Horse Park. Mr. Locke advised the event is hosted by same organization but a different event. The requested funding amount is \$7,000.00 and is eligible amount for \$5.00 per room night with a room night guarantee of 1,400. The intended use of funds is marketing, advertising, venue, equipment and bleacher rental.

Ms. Wheeler distributed TDC roster with seat appointments.

Mr. Gaekwad inquired if it is the same event and Mr. Locke clarified that it is a different event but same organization.

Mr. Fernandez inquired if the events were separated previously and Mr. Locke confirmed that the Grandview Invitational has been held the last 4 years at World Equestrian Center and the Grandview Invitational has been held the last 7 years in which we funded the last three years. Mr. Locke further explained that once the event grew larger, they expanded to 2 separate events, one at the Florida Horse Park and one at World Equestrian Center on consecutive weeks.

Mr. Locke confirmed there were no further questions.

Motion: Ocala Equine Conference (Room Night Generating) (Requested Funding - \$1,300)

Mr. Locke presented the Ocala Equine Conference which is put on by Florida Association of Equine Practitioners which is the Florida Veterinary Medical Association for the state. The requested funding is \$1,300 for dates of February 13th through the 15th making it a 1st quarter event. The minimum guaranteed room nights are 260 at \$5 per room night with an anticipated use of funds being marketing and promotional activities, printing costs, signs and banners, instructor fees, conference related supplies, session presenters and speakers and audio-visual expenses. The Ocala Equine Conference has been held in Ocala/Marion County for several years although last year they did not hold the event. They now have scheduled for February and will be one of the first events being held in the Equestrian Manor at World Equestrian Center.

Mr. Locke confirmed there were no further questions.

Motion: Big East Swimming and Diving Conference Championships 2026 (Room Night Generating) (Requested Funding - \$10,000)

Mr. Locke advised of a scrivener's error that the Big East Swimming and Diving Conference Championships is for 2026 not 2027. The event is to take place at FAST, on February 17th through the 21st, with the requested funding amount of \$10,000 in which they are eligible for

based on the \$5.00 room night reimbursement with a minimum room night guarantee of 2,000. The intended use of funds is for promotional items, advertising, operational expenses, and graphic and artwork design. This is a first-year event to the county and they are looking to repeat it in 2027.

Mr. Locke confirmed there were no further questions.

Motion: Santos Fat Tire Festival (Room Night Generating) (Requested Funding - \$10,000)

Mr. Locke presented the Santos Fat Tire Festival advising it is to take place on March 5th through the 8th at Santos Trailhead and is a 1st quarter event. The requested amount is \$10,000 in return for 2,000 room nights. The use of funds is to be marketing, advertising, venue rental and cleaning, equipment rental, stage rental, security, photography and videography, bathroom rental and permitting expenses. The Santos Fat Tire Festival has been in the county for a few years and we did not have active funding program last year.

Discussion ensued with Mr. Gaekwad commenting that we should fund this new event so it grows larger and Mr. Locke agreed. Mr. Fernandez advised it is a 4-day event and attracts upward of 15,00 people.

Motion: Live Oak International (Room Night Generating) (Requested Funding - \$4,000)

Mr. Locke presented Live Oak International to be held March 11th through the 15th to take place at Live Oak Plantation with a requested funding amount of \$4,000 and that is in return for 800 room nights at \$5.00 per room night. The use of funds would be for marketing, livestreaming, expenses, advertising, printing, video and photography, website, public relations expenses, event program and judges and official fees.

Mr. Locke inquired as if there were any questions.

Mr. Gaekwad advised that it is also a good event and that he likes it.

Motion: Blue Knights Florida III Spring Meeting (Room Night Generating) (Requested Funding - \$5,000)

Mr. Locke presented the only 2nd quarter event as the Blue Knights Spring Southern Regional Conference to be held April 12 through the 15th at the Holiday Inn Ocala Conference Center. The Blue Knights is a motorcycle group comprised of active and retired law enforcement members. The funding amount requested is \$5,000 and they are eligible for \$10.00 per room night, being a 2nd quarter event, and they would need to produce 500 room nights. The anticipated use of funds is marketing and promotional materials, printing costs, signs and banners, conference related supplies, and audio-visual expenses.

Mr. Fernandez inquired what the room night reimbursement is per quarter and Mr. Locke advised \$5.00 in the 1st quarter, \$10 in the 2nd quarter, \$15.00 in the 3rd quarter and \$10.00 in the last quarter.

Mr. Gaekwad inquired as to why \$10.00 for the 2nd quarter and if occupancy was robust. Mr. Locke advised that the 2nd quarter April through June was similar to the 4th quarter markets whereas July through September, the 3rd quarter, is the most demanded quarter which was determined at the funding workshop. Mr. Gaekwad requested that when Ms. Wheeler does an occupancy report that a comparison between the quarters be provided as he doesn't feel that October through December is as busy as April through June. Ms. Wheeler advised that in the spring they will have the information at the workshop in which they can readdress and make educated decisions.

Mr. Locke inquired as if there were any questions and asked if the board was ready to move forward with the motion.

A motion was made by Danny Gaekwad, seconded by Councilmember Barry Mansfield to approve items 6.2 through 6.8 as presented. The motion was unanimously approved by the council (6-0).

Staff Updates

Ms. Shaffer thanked Mr. Fernandez for assuming role of chair as Mr. Rus Adams was unable to attend and was watching virtually.

Ms. Shaffer then introduced Mr. Carlos Medina, advising he is replacing Keleab Spencer who moved on to work in Gainesville, explaining that the department works closely with Public Relations division in which he transferred from. Mr. Medina joined the team in November, born in Miami, and he has a passion for comedy entertainment and the arts of all kinds. He has achieved two associates degrees, a bachelor's degree and focused on animation at Savannah College of Art and Design. He has become proficient in graphic design, video and photo editing, production troubleshooting and illustration. Before coming to the County, he was previously a test proctor, registration clerk and media specialist for adult education centers in Miami-Dade County. He is also bi-lingual, which is a great asset for the department, and he has a leadership role in mentoring adults seeking to learn English. He animated Rubbish the Raccoon which is a part of the No Horsin' Around with Marion anti-litter campaign and the horse in front of the Board of County Commissioners office with the Olympic design is also Mr. Medina's work. Ms. Shaffer expressed her excitement to have him join the team.

Ms. Shaffer then introduced Mr. Isiah Lewis with Downs and St. Germain who would be presenting the quarterly report, not only on Marion County, but on a state and national level to close out the fiscal year.

Mr. Lewis advised the presentation style has been changed to be more insight driven. Instead of pictures and talking about top sources they are focusing more on insights they see within the data, how it compares quarter over quarter in the fiscal year and how it compares year over year. The July to September 2025 report looked at study objectives through a visitor journey that showed how a visitor spent their time in Marion County starting with their Pre-Visit planning cycle, sources for planning, and reasons for visiting. The report then would move into Travel Party Profile that would include number in party, length of stay, number of visits they had to the area and demographics as well. Then he planned to move on to Trip Experience which would include how visitors got around the county, what they did while visiting, how long they stayed and how much they spent. The next portion of the report titled the Post Trip Evaluation would show visitors' satisfaction, likelihood of return and overall evaluation of their emotional appeal of Ocala. Finally, the report is to cover Economic Impact, which will be a larger overview on the number of visitors, expenditures, rooms nights generated and occupancy, ADR and RevPAR produced with STR reports and data. The methodology showed data collected from July through September advising 705 visitors were interviewed in person at multiple locations throughout the county including downtown hotels, state parks, special events, different attractions and online. The economic impact included figures based on all visitor types, such as visitors who stayed at paid accommodations, visitors who stayed in unpaid accommodations with friends or family, and day-trippers which were defined as people who just came in for a day and then left. The Key Performance Indicators showed 279,000 total visitors with room nights estimate just under 248,000 and a direct spending just short of \$135,000,000.00 which led to an economic impact of \$203,000,000.00. The year-to-year dipped nearly 20% in total visitors, 6% in room nights, down 12% in direct spending which led to decrease in economic impact of that same percentage. Although the numbers seem disagreeable when looking at July to September nationally September was hard for a lot of people and destinations. On a larger trend there was a hurricane last September which brought in visitors on recovery efforts and had an event planning schedule change into October. Largely July was solid and was up year over year in terms of traditional paid accommodations with a bit of flattening in August with the big dip coming in September which was seen in multiple destinations. The destinations they work with nationally saw a tough September and October which is due to an economization of the lower income visitors. Ocala Marion County does have several luxury visitors as compared to areas that have less luxury visitors which are experiencing a greater loss. Mr. Lewis advised that Ms. Shaffer will be covering the fiscal year next month and you will see

the downward trend in entertainment and shopping spending as people are spending less in those categories. The national trend is that people are still traveling but they are spending their money on necessities of accommodations and restaurants and less on entertainment as they have previously. Mr. Lewis explained that the Tourism Development Tax (TDT) shows a sizeable increase of 52% yet occupancy, RevPAR, ADR are down advising that the reasoning is the county's tax collection platform switch which caused a lag. Hence the comparison point should discredit looking quarter over quarter.

Mr. Gaekwad verified that the occupancy was down by 13%, ADR down 2.8%, and RevPAR down 15% but asked if we collected more money.

Mr. Lewis explained when looking at the split between hotels and vacation rentals that the ADR for vacation rentals increased significantly because in April to May of this year the Key Data dashboards changed how they collect ADR which now includes cleaning fees and other associated fees. ADR is down on the hotel side 4.8% and occupancy also down potentially due to increase in units year to year.

Mr. Gaekwad asked Mr. Locke if he felt there is an oversupply of rooms as it was 12% down. Mr. Locke advised he did not believe so and that this was a nationwide situation. Mr. Lewis advised that statewide and nationwide occupancy, ADR and RevPAR have been down. Ms. Wheeler clarified that she will be presenting the STR data later and akin to Mr. Lewis's presentation that Hurricane Helene was in September with displacement of people into our market along with Hurricane Milton in October with far more recovery efforts skewing comparison data. Ms. Wheeler added that due to hurricane path switch to Tampa Bay the people, recovery workers and evacuees, staged there relocated to Marion County. Ms. Wheeler further explained that the tourist development tax collections had a large backlog that was added in this quarter as well. Ms. Wheeler advised that when Ms. Shaffer gives the annual report in December it will be clearer yet still showing a downward trend. Ms. Wheeler planned to give the 12 month overview to provide clarity. Ms. Wheeler added people from out of the area aren't planning vacations for September and October due to hurricane possibilities and this year's forecast showed a potentially active season.

Mr. Lewis continued with the visitor profile summary which reflected a median age of 49, first time visitors were at a strong 35% which is up year over year. 45% which is close to half of the visitors are traveling with children. The median household income is \$96,700.00 which is up about \$14,000.00 year over year reflective of the luxury visitor mentioned earlier. Travel party size is 2.8 compared to 2.9 last year. There was an increase in stay length from 3.7 to 4 nights. Mr. Lewis then covered the insight of the trip planning cycle which reflected a planning window of 54 days in advance. This was consistent with the previous year and the shortest cycle quarter throughout the year although national trends have seen a shorter trip

planning cycle as compared to previous year. The data should help marketing plan best advertising windows. Mr. Lewis then covered the top reason for visitors to come to Ocala Marion County which showed one in four visitors come to visit friends/family followed by horse-related event and to visit area springs. These are the familiar top 3 reasons and the drivers for repeat visitors.

Mr. Gaekwad asked if we are spending equal amounts on horse-related events as area springs. Ms. Wheeler advised that advertising spending is reviewed annually and programmatic targeting sub-sections of target visitors with dynamic ads. The split shifts as the engagement occurs as more people from the demographic type, psychographic to income, region, they will target more like people. There is a lot of spend outside our office in the horse-related market. Our advertising targets a type of visitor more inclined to do what our market offers as they come further down the funnel the ads become more specifically tailored depending on their family size, education, income, a myriad of factors. Mr. Gaekwad rephrased his question to how much are we funding horse-related events versus area springs. Ms. Wheeler advised that horse-related events are often funded but springs are more of a leisure traveler so that's where the marketing campaign targets. Mr. Gaekwad advised we should put more funds into springs advertising. Ms. Wheeler informed that this year's approved marketing plan is \$1.625 million for all marketing and media with a heavy lean on leisure travel, less on sports and meeting marketing advising she can bring percentages to January meeting. Individual funding comes before the board as it relates to events statutorily whereas the media plan is presented yearly. There is not \$1.625 million spent on funding events. Mr. Gaekwad pointed out to staff that the area springs have a longer season than horse related events or events at FAST and wanted to bring attention to the great numbers. Ms. Wheeler advised that Mr. Bryan Day has been working to try to bring a water polo event to the springs. Ms. Shaffer added that Mr. Gaekwad is correct that the springs are a crown jewel of the community and prominent in our visual displays, billboards on highways, bringing visitors into the marketing funnel leading to equestrian, arts, culture, history, heritage, shopping, dining and all the amazing things the county offers. Ms. Shaffer advised that we are competing with oceans, the gulf and Disney World so the springs are a top performing driver for our destination. Mr. Gaekwad pointed out that with addition of Mr. Medina videoing and highlighting the springs would be worthwhile. Ms. Shaffer pointed out that what Commissioner Zalak has done with the Marion Insider's Guide to help visitors understand and explain whether on the trails or in the springs, how to tube down the Rainbow River, visit the Ocala National Forest and the waterways and just completed a shoot with Mr. Fernandez on the Cross Florida.

Mr. Lewis echoed the sentiment and also agreed adding that specific times of hotter seasons, July through September, visitors will want to go to springs more and be outdoors.

Beach destinations they work with the summer season is popular as visitors want to be near the water.

Mr. Lewis continued his presentation covering recall of advertising. The advertising recall in July to September 2025 saw a sizable increase of 9% year after year. An action item to take is continuing support for multichannel strategies to maintain destination awareness like television and streaming services, online advertisements and social media as they were the top ad recall sources.

Mr. Lewis covered visitor origins advising that a sizeable portion of visitors, 56%, came from Florida. International visitors accounted for 4% which was about the same year over year which is good as many other destinations are seeing a dip in international travelers. The top origin markets are Orlando-Daytona and Melbourne at 17% followed by Tampa at 10% then Jacksonville at 7% which showed the trend of Florida drive destinations. Fly-in destinations included New York at 4%, Philadelphia at 2% and Atlanta at 3%.

Mr. Gaekwad asked which countries consisted of the international visitors. Mr. Lewis advised he could get the breakout for him and knows the UK is one. Mr. Gaekwad advised that they are remodeling a resort in Crystal River Citrus County and they have 15% international visitors. Ms. Wheeler advised it is due to the manatees which we also have.

Mr. Lewis continued on to travel party size which shows that 45% of visitors traveled with children. That was the highest percentage quarter in fiscal year 2025 pointing out marketing efforts for family travel should be geared toward that July to September timeframe.

Mr. Lewis then spoke on satisfaction statistics which showed a slight dip in “Did Not Meet” expectations category but a strong hold on “Exceeded” and “Met” categories. Presentation showed a “strong likelihood to return” and “probably will return” categories with 88% “likely to recommend”. He advised in a year where we have seen a dip in national trends it good to continue marketing efforts for the repeat visitors.

In closing Mr. Lewis presented visitor profile insights which included July though September as the lowest trip planning window so advertising windows can be closer than other time frames. Horse-related events and local springs are the top trip drivers and he recommended to market towards those. Ad recall keeps increasing year over year so it is suggested to continue to support multichannel efforts. Traveling with children is increasing in the July to September so it is encouraged to market towards families a bit more for that quarter. Half of the visitors trip experience exceeded expectations so it’s recommended to keep the opportunities that elevate the visitor experience. Lastly, half of the visitors would be likely to return so it was recommended to encourage repeat visitation through targeted campaigns. Mr. Lewis presented some top visitor quotes as “Ocala is quiet and more in touch with nature

than the coast. The springs are a must-see”, “We love the country vibes and cute gift shops downtown”, “Beautiful little town with rural vibes”, “Pretty, quiet, not much traffic, friendly people”, and “Great equestrian community in rural central Florida”.

Mr. Lewis ended his presentation and advised due to the new format if anyone wanted specific information to let him know. He planned to change the insights quote of the quarter to be the top items he is seeing from the data as there are so many years of history. He will be able to identify different trends and how they affect Marion County and place new insights each quarter. He advised the annual which Loretta will be presenting next month will be repetitive of what the board has seen in terms of overall numbers and will have a full breakout of visitors.

Mr. Gaekwad commented that the presentation was excellent and more in depth.

Mr. Fernandez verified with Mr. Lewis as to the statistic regarding the length of stay increase and wondered if he agrees that the work the group does factors into the increase. Mr. Lewis agreed advising that when you look at increasing exceeding expectations, people returning the destination and a 17% pull in off season horse related events which are drawing longer lengths of stay is definitively due to the efforts and work from the team. Mr. Fernandez remarked that the more a visitor knows what Marion County has to offer the longer they may stay. Mr. Gaekwad expressed that he feels we need more billboards in the County other than just the highways although the highways are great exposure of 100,000 people a day. Mr. Gaekwad felt we should showcase the springs, bicycling and the forest to cross market in county visitors that are unaware. Mr. Lewis agreed that the more the residents know the more they will encourage visits from our top category of visiting friends and family. Mr. Gaekwad commented that HITS and WEC have gained the county and world’s attention and we need to take that momentum with their visitors and advertise with billboards during those event months. Ms. Jessica Heller remarked that we just hosted a Columbian content creator who was also here in 2022 that wanted to return as he had another 400,000 followers in Instagram, which is a whole new group of people, and he went to Crystal River directly after trip. She continued with the fact that we work to create a story as tourist don’t know there are county lines so ensuring that if visitors are in one destination they are aware of other locals. Mr. Lewis added that the percentage of first-time visitors at 35% so 65% were return visitors so many come in for an event and are coming back for something different. Mr. Gaekwad requested from Mr. Lewis a more detailed report as to those repeat visitor figures. Ms. Wheeler clarified that quarterly Mr. Lewis brings reports to the board but staff also brings Miles Partnership, our marketing team and Arrivalist, who helps measure our media performance, together so we can take these insights and apply them. Ms. Wheeler advised Jessica Heller and her team work with Miles to ensure that the insights are applied to the

media plan as received because we do so much digital programmatic display and social media. Ms. Wheeler added Mr. Lewis had provided insights anecdotally to the team previously and formalize them to bring to the board's attention, as we are all interested in promoting tourism. Ms. Wheeler finalized with the information that the reports are accessible to all with that same insight and applicable to their business model as well. Ms. Shaffer added to Mr. Fenandez's point reiterating that if it wasn't for the tourism industry helping us to disseminate that message about other things to do, we would be at a disadvantage. She explained that the visitor's guide also has an app QR code so some of the hoteliers, restaurants, shopping are using it for an online conciergerie. Ms. Shaffer added that we are creating beautiful collateral, but it takes the industry to get it out to the locals. Ms. Shaffer advised they have reviewed with Ms. Dana Olesky in-market marketing, but it becomes a challenge with the state statutes, therefore we need to be work carefully with PR and community relations, adding that advocacy is a key word for the annual meeting.

Ms. Dana Olesky advised that the motions are now being done all in one motion for funding and previously we did the funding requests separately so we could pause and review for conflicts. There has been a funding request that was approved that one of our board members needed to recuse themselves.

A motion to reconsider was made by Councilmember Barry Mansfield, seconded by Bobby Walker to reconsider items 6.2 through 6.8 as presented. The motion was unanimously approved by the council (6-0).

A motion was made by Councilmember Barry Mansfield, seconded by Bobby Walker to approve funding items 6.2 through 6.8 without 6.6 or 6.8 as presented. The motion was unanimously approved by the council (6-0).

A motion was made by Councilmember Barry Mansfield, seconded by Bobby Walker to approve funding items 6.6 as presented. The motion was unanimously approved by the council (5-0) with Mr. Fernandez abstaining from the vote. (Editor's Note: Mr. Fernandez filed Form 8B)

A motion was made by Councilmember Barry Mansfield, seconded by Bobby Walker to approve funding items 6.8 as presented. The motion was unanimously approved by the council (5-0) with Mr. Gaekwad abstaining from the vote. (Editor's Note: Mr. Gaekwad filed Form 8B).

She will review the funding requests ahead of time for upcoming meetings to avoid potential voting conflicts.

Ms. Shaffer introduced and asked Ms. Jessica Heller to share her UK FI Huddle experience with the TDC as it relates to international travel.

Ms. Heller presented the PR report for July though September which started on page 172 of the packet. From a press release perspective there is full list on page 174 which was released to Visit Florida for them to disseminate in their content along with items we sent individually through our partnerships through PR as well. Ms. Heidi Villagomez has been

integral with helping getting these messages out with any opportunity we receive. Visit Florida sends editorial leads and opportunities to respond to that they then send out to domestic and international markets and they specific it for those markets are interested in based on their data. Pages 175 and 176 showed the Meltwater reporting of trending topics and heat map both domestic and international.

Ms. Heller then transitioned into covering her travel in September to the first Visit Florida UK and Ireland Huddle which was akin to the event we had in Ocala in February. She had dozens of meetings and met with tour operators for two days in London. The night activities consisted of presenting at an event with 100 agents and another meeting consisting of approximately over 500 attendees of different market industries that were met with. An impact was made with our beautiful spring picture as our backdrop.

Ms. Heller referred to page 177 in the packet regarding a satellite media tour co-op with Visit Florida which was also done last year. We partnered with a travel expert and another county to highlight National Thrive Outside Day highlighting family things to do with ecotourism. The expert, who was given talking points and had a script would interview and answer questions. The expert had a whole list of media interviews, at least 28, with an 18 million audience views and a current media value of over \$628,000.00. The travel expert did approximately 5 minutes clips on radio, tv and podcasts. We provided high quality B roll. Ms. Heller then went into the 3 press trips for this quarter listed on page 179 of the packet.

Commissioner Ron Livsey left the meeting at 10:08 A.M.

There was an international press trip, in partnership with Visit Florida, in which we had the great opportunity to host a Brazilian content creator for low cost of \$818.00. The creator has 1.5 million followers and the media exposure valued at over \$608,000.00. Ms. Heller advised we leverage our PR the best we can and we have fantastic partners that help host. Ms. Heller briefly reviewed the other press trips of 904 Happy Hour out of Jacksonville and Golf Central Magazine whom did a couple golf course visits and stayed at a local hotel. Mr. Heller thanked Mr. Fernandez for hosting and mentioned the Canyons as well as the partners which help balance the cost out as the more we save the more we can host. Ms. Heller than described an additional earned media opportunity with 2 articles published this quarter in Southern Living. The first article, "The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of", which was re-published in MSN Travel and additional media outlets, has a reach of over 150 million with a media value of over 1.3 million. The costs were zero and we just provided some photos and content about Ocala/Marion County. The other article, on page 196 of the packet, "The Most Underrated Fall Escapes in Florida", in which we had a mention had a reach of over 60 million with a media value of \$556 million. Page 198 of the packet listed all the media earned from the quarter which totaled \$3,655,932.28 with a total reach of 282,695,664.

Ms. Heller continued onto the social media portion of her presentation and advised there were over 3.3 million impressions over the social media channels, over 78,000 engagements and over 39,000 post link clicks.

Commissioner Ron Livsey returned to the meeting at 10:12 A.M.

Ms. Heller advised on Instagram the most popular post was an Insider's Guide reel promoting ATV riding in Ocala National Forest and Facebook's top post was promoting an escape to the destination that lead back to our website. Information on the app started on page 225 of the packet and all were asked to download if they haven't yet. The downloads from July to September were 728 and the total number of pageviews were 2,141. The map graphic showed downloads including the international reach. The total number of downloads for the app is currently at 7,164 with over 27,000 pages views since the app was launched. Ms. Heller moved on to the Marion Insider's Guide featured on page 227 which was launched in June 2024 to reach visitors and potential visitors to bring life experiences to Ocala/Marion County that may not be easily experienced via written word or imagery. The project is a video based program that exists in both short form for social media and long form complementing our website content and promote the app as well. The social media impressions for the quarter were 304,936, engagements 10,580 and post link clicks were 1,768. The YouTube impressions were over 50,000, the views over 726,000 with watch times over 35,000 hours. The pages where the Insider's Guide is posted had pageviews of 24,287. Ms. Heller then moved on to the website data, packet page 228, advising the website visits during the quarter was 250,000. The largest percentage of the audience is still organic, not paid traffic, and that is at 201,000.

Mr. Gaekwad inquired as to how many first-time visitors and Ms. Heller responded 245,000.

Ms. Heller continued advising with the total number of page views which were 792,000. People coming onto the website are going to more than one page. The user engagement was over 295,000. The blogs, page 230 of the packet, are updated to stay relevant with new additions like Best Place to Eat Healthy, Best Donuts and Seafood Restaurants as food blogs are very popular for visitors to see where they want to eat. The SEO is available for people to search the website for unique content. Page 231 of the packet showed the top visited pages as our general events page, outdoor things to do, equestrian and food and drink. These often are ranked as top pages along with the seasonal blogs. On page 232 our partner pages directory show over 171,000 visits with over 50,000 clicks on links going directly to partner's websites. The last two pages of the portion of the packet are summary data showing visitation and performance by month. There were 178 newsletter signups and 962 visit guide requests. With regards to the monthly email newsletters we had over 10,000 total opens for those emails.

Ms. Shaffer expressed her appreciation to the board for listening to the presentation as it the particulars of what we do as a team. She reminded members that the annual meeting is December 11th and advised World Equestrian Center is being gracious with their hospitality, along with the exciting things planned there will be exceptional speakers, Bryan Griffin, with Visit Florida previously with the Governor's office is extremely forward thinking with communication across the state reiterating messaging and Lauren Pace with Destinations International. Ms. Shaffer thanked Mr. Joe Reichel and Ms. Jess Schultz with the CEP for their cooperation as well as Matt McCormick, whom has started in his role and will be at the

annual meeting. Ms. Shaffer asked that board members inform and invite their team. Ms. Shaffer then invited Ms. Wheeler to present the STR and Key Data.

Mr. Gaekwad advised he was at a CEP event and met the new CEO and inquired about the CEP representatives present at the meeting and their positions within the organization.

Ms. Jess Schultz responded that she is partner engagement for the chamber's side.

Mr. Joe Reichel advised he was the director of the Belleview CEP.

Mr. Gaekwad suggested that tourist development team work closely with the CEP.

Ms. Wheeler advised that normally Tammy McCann would be in attendance to present the tax collector's efforts as it relates to Deckard Technologies and compliance, but she is currently out of the office, and she will return for the January meeting. Ms. Wheeler continued onto the collection figures for the new fiscal year, October's figures which were September's stay totaled \$299,752.00 which was down \$79,566.00 or 20.89% year over year.

Mr. Gaekwad interjected that it was due to the hurricane in which Ms. Wheeler agreed that Hurricane Helene was cause.

Ms. Wheeler continued advising that additionally the short-term rental payments appears as some have caught up as some are paying quarterly, and some paying monthly. Tammy will speak more to that in January, she did a fiscal year report but we are getting close to annual year report to give us better insight. Similar to Mr. Lewis' messaging, Ms. Wheeler planned to give data and then explain the meaning. The STR and Key Data for both Marion County and the State of Florida figures were not available at the time of publishing so the Council was presented with a printed copy at their seat and figures also were displayed on the screen. Last month the STR data trend was covered and this month is generally the same. One thing to note is that in October occupancy was 55.2% in Marion County which is down 22% year over year as we just covered September's collections and am now advising October's occupancy. Hurricane Helene did drive a lot to the market in September of last year however Hurricane Milton was far more catastrophic to the State of Florida resulting in people staying much longer than with Helene. People vacated preemptively for Hurricane Helene which hit the Big Bend section of Florida, then Blue Ridge areas, Asheville, flooding the Biltmore, but in October Milton damaged the Gulf Coast area in the state of Florida explaining why we are seeing the decline in numbers for October. The average daily rate \$113.19 which is down 11.7% from last year along with RevPAR down 31.1% at \$62.48. In October of last year we were at 98% occupancy in certain parts of that month due to the recovery efforts in the State of Florida. For the running 12 months occupancy was down 1.6%, average daily rate was up 3.2% and RevPAR was up 1.6%. Also within the last year our supply increased by about 7% which factors in as it takes more to fill that. That will continue to grow as several hotel properties that have and are going to come online. Ms. Wheeler then moved on to Visit Florida's nuanced figures as it covers the whole state. Occupancy statewide was at 63.9% which was down 6.5%, average daily rate was \$174.96 that was up 2.5% last year and RevPAR was \$111.82 which is down 4.1% year over year. Ms. Wheeler advised that we can't really compare Marion County to the State of Florida as we are part of it but we look comparatively at some of our markets in the State as it relates in our region and there are a lot of similar trends

because the outlying counties similar to Marion's experience the same whenever there is a storm. Citrus and Pasco Counties have a different perspective as they have coastal communities but as you get further inland there are a lot of similarities in what we see. Marion County has the benefit of being right off of I-75 which has good ingress and egress for people to escape from a storm. The Key Data is the short term rental and not related to compliance factor that Tammy McCann presents as it relates to Deckard Technologies, this is simply the reporting information as far as the occupancy, ADR and RevPAR. The occupancy in October was at 23.7% which was down 18% from last year, the average daily rate was at \$154 which was a decrease \$13.00 from last year and RevPAR was at \$23.00 which was a decrease of \$5.00 from last year. Short term rentals don't really operate the same way during storm situations as traditional hotels do and a lot of that is because it is on the private person and what they need to do in the time of the storm. They may not be in the position to be hosting someone, they may be using the short term rental themselves or opening it for family or friends and that is why those numbers aren't comparable. Nights available in October were 6,055 which was a 1% decrease from last year and for the running 12 month occupancy was down 4% , average daily rate was down 1% and RevPAR was down 6% with nights available decreasing by 2%. There appears to be a normalization of how many short term rentals there are on the market likely due to the compliance factor that Tammy and her team have instituted. Previously they were coming online rapidly now that the rules are very clear they are leveling out. Ms. Wheeler invited any questions and offered if anyone needed further explanation to contact her.

Mr. Locke transitioned into the sales update skipping the first business as it was discussed in the funding portion earlier and moved onto the Convocation of Seminole War Historians. The event would take place at Fort King on April 24-26, 2026. He advised they have met with them and they are eligible to be in the meeting rewards program. The next program is the South Florida Soul Rodeo (SFSR) which would be June 26-27, 2026 at the Southeastern Livestock Pavilion, they estimated about 200 room night and we have had conversations regarding funding and they may attend a future meeting to discuss that. SFSR started in 2024 as a brand-new organization out of South Florida and they are branching into the state and other states. The next items are the Babe Ruth 12U, 14U, 13-16U and 16-18U Southeast Regionals which are 4 tournaments happening at the same time on July 15-18, 2026 at the Rotary Sportsplex in which they estimate about 750 room nights and we have had funding conversations. Mr. Locke then moved onto leads stating an RFP has been completed for a Florida Lions Club Statewide Convention to be held May 6-9, 2027, with estimated 525 room nights. Sales is working with them to try to bring that event here. Mr. Locke advised the next lead is the USDAA, which stands for United States Dog Agility Association, they have the dog agility world games to be held November 3-7, 2027 at the World Equestrian Center for an estimated 500 room nights. Mr. Bryan Day took the president and vice-president, whom were in from Texas and North Carolina, out to breakfast the previous day and had some great conversation. Nothing is official but an announcement is to be made soon. The next lead is The Great Race which is an organization that does a classic car race covering multiple states with checkpoints along the way. We hosted them previously in 2014. Mr. Day met with the organization at the Teams Conference last month and they are very interested in returning to Ocala for 2027. The event is a week-long and we have some great classic cars opportunities between Don Garlitts and NPD Museum. Mr. Locke continued to the next event which was the

USA Fencing Junior Olympic Championships, another organization that Mr. Day met with at Teams, they are looking to bring their Junior Olympics to the World Equestrian Center which is the only venue that is capable of hosting it as it's a large event taking up a lot of space. The event would be February 18-21, 2027 with an estimated 525 room nights. The last lead is the FSAE, The Florida Society of Association Executives, Annual Conference in July of 2028. Mr. Day was at the Power Luncheon for FSAE two weeks ago and met with their CEO. They just released their RFP last week and we are reviewing that and putting some information together to submit a bid. They estimated about 1,200 room nights. The ongoing leads were mentioned last month and there are no updates on them. Mr. Locke closed with asking if anyone had questions.

Ms. Shaffer advised Mr. Locke is doing a great job and the Florida Sports Foundation awarded FAST Venue of the Year in which Mr. Locke presented to the Board of County Commissioners, with thanks to Mr. Colen and On Top of The World. Mr. Locke advised a press release would be coming out later in the week.

Ms. Shaffer advised that representatives from the Florida Sport Foundation, FRLA and Visit Florida would be at the annual meeting and asked that members make it a priority to attend. The next three agenda items start on page 245 of the packet. We will be at the Capitol for the Florida Sports Day on January 19-21st and Florida Tourism Day on January 20-21st and then on February 11th there is Marion County Day at the Capitol which is done near the main courtyard. We have the blow-up Gateway arch as you come into the Capitol which is quite dynamic. Last month we presented some of the bills that are being filed regarding tourism as it relates to the expansion of the tourist development tax and housing is going to come up and this is something we are continuing to monitor. A topic that was mentioned last month regarding the state statute of exemptions especially as it relates to the RV situation that if half of the total units available are occupied by tenants who have continual use at those opportunities in excess of three months they are tax exempt. We are working with Destination Florida and Visit Florida's, Bryan Griffin, who has taken a leadership position with making sure DMOs are communicating their transparency and the importance of the quality of life we demonstrate. Ms. Shaffer lastly thanked her team for their hard work advising the large share of the work comes from them, the council for their work with the myriad of things they are asked them to do and Ms. Olesky for her and the legal department's help. Ms. Shaffer wished everyone a happy Thanksgiving and she expressed she is grateful to all of them.

Mr. Fernandez advised it's a strong team and he is proud to be apart of the program with everyone in the room.

Ms. Shaffer thanked Ms. Jess Schultz from Ocala CEP and Mr. Joe Reichel from Belleview CEP for their attendance and appreciated their cooperation and support.

Old Business

Mr. Fernandez called for old business and none was brought forth.

New Business

Mr. Fernandez called for new business and none was brought forth

Public Comment

Mr. Fernandez called for public comment and none was brought forth.

Mr. Fernandez stated that the next TDC meeting will be on Thursday, January 15, 2026 at 9 am.

The meeting adjourned at 10:36 am.

DRAFT



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21720

Agenda Date: 1/15/2026

Agenda No.: 4.1

SUBJECT:

Acknowledgement of Financials

DESCRIPTION/BACKGROUND:

Recommend Action: To Accept the Expenditure Status and Report for November 2025 and December 2025

REVENUE STATUS REPORT

FOR 2026 02

JOURNAL DETAIL 2026 2 TO 2026 2

| 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 | 149,876.34 | 149,876.34 | 3,509,199.66 | 4.1% | | | | |
| 2026/02/001758 | 11/21/2025 GCR | -149,876.34 | REF P02744 | 10/25 | | TOURIST DEV TAX | | | |
| 1074-31-312-450-45090-155-0000000-0000000-312132- | | | TOURIST DEVELOP TAX 3RD % | | | | | | |
| 1,829,538.00 | 1,829,538.00 | 74,938.16 | 74,938.16 | 1,754,599.84 | 4.1% | | | | |
| 2026/02/001758 | 11/21/2025 GCR | -74,938.16 | REF P02744 | 10/25 | | TOURIST DEV TAX | | | |
| 1074-31-312-450-45090-155-0000000-0000000-312133- | | | TOURIST DEVELOP TAX 4TH % | | | | | | |
| 1,829,538.00 | 1,829,538.00 | 74,938.16 | 74,938.16 | 1,754,599.84 | 4.1% | | | | |
| 2026/02/001758 | 11/21/2025 GCR | -74,938.16 | REF P02744 | 10/25 | | TOURIST DEV TAX | | | |
| 1074-36-361-450-45090-155-0000000-0000000-361110- | | | INTEREST-BOARD | | | | | | |
| 302,000.00 | 302,000.00 | 59,976.22 | 28,617.80 | 242,023.78 | 19.9% | | | | |
| 2026/02/002398 | 11/30/2025 GEN | -28,617.80 | REF SBAINT | SBA INTEREST | | 221131 NOV | | | |
| 1074-36-369-450-45090-155-0000000-0000000-369030- | | | REFUND OF PRIOR YEAR EXP | | | | | | |
| 0.00 | 0.00 | 114.36 | 114.36 | -114.36 | 100.0% | | | | |
| 2026/02/002753 | 11/30/2025 GCR | -114.36 | REF P02956 | 11/21/25 | | PRIOR YEAR EXP | | | |
| 1074-36-369-450-45090-155-0000000-0000000-369117- | | | VCB CO-OP PROGRAM | | | | | | |
| 0.00 | 0.00 | 1,000.00 | 0.00 | -1,000.00 | 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 | 515,927.34 | 328,484.82 | 7,104,224.66 | 6.8% | | | | |
| TOTAL REVENUES | | | | | | | | | |
| 7,620,152.00 | 7,620,152.00 | 515,927.34 | 328,484.82 | 7,104,224.66 | | | | | |

REVENUE STATUS REPORT

FOR 2026 02

JOURNAL DETAIL 2026 2 TO 2026 2

| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL |
|--------------------|-------------------|--------------------|--------------------|-------------------|--------|
| 7,620,152.00 | 7,620,152.00 | 515,927.34 | 328,484.82 | 7,104,224.66 | 6.8% |

GRAND TOTAL

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

REVENUE STATUS REPORT

REPORT OPTIONS

| | | | | |
|------------|---------|-------|------------|----------------------------|
| Sequence 1 | Field # | Total | Page Break | Year/Period: 2026/ 2 |
| 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/ 2
To Yr/Per: 2026/ 2
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 02

JOURNAL DETAIL 2026 2 TO 2026 2

| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | | |
|--|-------------------|--------------------|--------------------|-------------------|--------|----|---------|-----------------|--------------------------------|-------|
| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-534101- CONTRACT SERV - OTHER - MISC | | | | | | | | | | |
| 46,104.00 | 46,104.00 | 20,152.13 | 437.13 | 20,929.00 | 54.6% | | | | | |
| 2026/02/001292 | 11/17/2025 | API | 437.13 | VND | 001703 | PO | 2600232 | BLUE RIBBON CLE | OCT 2025 FACILITIES | 95523 |
| 2026/02/001292 | 11/17/2025 | POL | -437.13 | VND | 001703 | PO | 2600232 | BLUE RIBBON CLE | OCT 2025 FACILITIES | 2026 |
| 1074-55-552-450-45090-155-0000000-0000000-540101- TRAVEL & PER DIEM | | | | | | | | | | |
| 42,500.00 | 42,500.00 | 4,707.65 | 446.00 | 37,792.35 | 11.1% | | | | | |
| 2026/02/000813 | 11/07/2025 | API | 114.00 | VND | 001721 | PO | | DAY BRYAN R | MEALS AT TEAMS CONFERENCE/EXPO | 95347 |
| 2026/02/002312 | 11/18/2025 | API | 64.00 | VND | 101511 | PO | | SHAFFER LORETTA | TDC/MEALS, TIPS FOR HOUSEKEEPI | 96414 |
| 2026/02/002894 | 11/09/2025 | API | 289.44 | VND | 999999 | PO | | PCARD ONE TIME | HOTEL FOR L SHAFFER WHILE AT 2 | |
| 2026/02/002894 | 11/09/2025 | API | -15.47 | VND | 999999 | PO | | PCARD ONE TIME | TAX CREDIT ON L SHAFFER'S HOTE | |
| 2026/02/002909 | 11/26/2025 | API | -5.97 | VND | 999999 | PO | | PCARD ONE TIME | REFUND FOR SALES TAX & LEASE F | |
| 1074-55-552-450-45090-155-0000000-0000000-541101- COMMUNICATIONS SERVICES | | | | | | | | | | |
| 9,540.00 | 9,540.00 | 2,875.88 | 2,825.94 | 6,664.12 | 30.1% | | | | | |
| 2026/02/000813 | 11/07/2025 | API | 551.07 | VND | 201928 | PO | | VERIZON WIRELES | 421552992-00016 | 95365 |
| 2026/02/001914 | 11/19/2025 | API | 26.98 | VND | 203123 | PO | | CENTURY LINK/EM | 320144423 | 96160 |
| 2026/02/002383 | 11/25/2025 | API | 323.60 | VND | 201928 | PO | | VERIZON WIRELES | 421552992-00016 | 96426 |
| 2026/02/002009 | 11/24/2025 | API | 1,924.29 | VND | 500685 | PO | 2600556 | INSIGHT PUBLIC | 10522812: MICROSOFT ENTERPRISE | 96378 |
| 2026/02/002009 | 11/24/2025 | POL | -1,924.29 | VND | 500685 | PO | 2600556 | INSIGHT PUBLIC | 10522812: MICROSOFT ENTERP2026 | |
| 1074-55-552-450-45090-155-0000000-0000000-542201- POSTAGE & FREIGHT | | | | | | | | | | |
| 11,500.00 | 11,500.00 | 521.44 | 0.00 | 4,478.56 | 61.1% | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-543101- UTILITY SERVICES - ELC WTR SWR | | | | | | | | | | |
| 25,900.00 | 25,900.00 | 2,820.71 | 1,366.90 | 23,079.29 | 10.9% | | | | | |
| 2026/02/000334 | 11/03/2025 | API | 48.32 | VND | 000808 | PO | | SUMTER ELECTRIC | 9608557201 | 94793 |
| 2026/02/001600 | 11/19/2025 | API | 1,076.88 | VND | 014881 | PO | | CITY OF OCALA/E | 550848-164495 | 96137 |
| 2026/02/001882 | 11/14/2025 | API | 88.74 | VND | 014881 | PO | | CITY OF OCALA/E | 572726-118216 | 96168 |
| 2026/02/001882 | 11/14/2025 | API | 126.59 | VND | 014881 | PO | | CITY OF OCALA/E | 567930-118216 | 96168 |
| 2026/02/002382 | 11/26/2025 | API | 26.37 | VND | 107238 | PO | | DUKE ENERGY FLO | 9101 5957 9418 | 96403 |
| 1074-55-552-450-45090-155-0000000-0000000-543102- UTILITY SERVICES - WST DISP | | | | | | | | | | |
| 756.00 | 756.00 | 91.16 | 45.58 | 664.84 | 12.1% | | | | | |
| 2026/02/001600 | 11/19/2025 | API | 45.58 | VND | 014881 | PO | | CITY OF OCALA/E | 550848-164495 | 96137 |
| 1074-55-552-450-45090-155-0000000-0000000-544101- RENTALS & LEASES - EQUIPMENT | | | | | | | | | | |
| 6,600.00 | 6,600.00 | 568.45 | 283.35 | 600.00 | 90.9% | | | | | |
| 2026/02/001464 | 11/13/2025 | API | 283.35 | VND | 501306 | PO | 2600251 | DOCUMENT TECHNO | MC-01 COPIER LEASE NOV-25 | 95584 |
| 2026/02/001464 | 11/13/2025 | POL | -283.35 | VND | 501306 | PO | 2600251 | DOCUMENT TECHNO | MC-01 COPIER LEASE NOV-25 2026 | |

EXPENDITURE STATUS REPORT

FOR 2026 02

JOURNAL DETAIL 2026 2 TO 2026 2

| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | | |
|---|-------------------|--------------------|--------------------|-------------------|--------------|-----------------|---------------------------------|--------------------------------|--|-------|
| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-544401- | 3,780.00 | 3,780.00 | 630.00 | 315.00 | 3,150.00 | 16.7% | RENTALS & LEASES - BUILDINGS | | | |
| 2026/02/002807 | 11/05/2025 | API | 315.00 | VND 999999 | PO | PCARD ONE TIME | MONTHLY RENTAL OF STORAGE UNIT | | | |
| 1074-55-552-450-45090-155-0000000-0000000-545101- | 16,402.00 | 16,402.00 | 4,100.50 | 4,100.50 | 12,301.50 | 25.0% | INSURANCE - PREMIUMS | | | |
| 2026/02/000745 | 11/12/2025 | GNI | 4,100.50 | REF QTR | | 1st Qtr Insur | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-546101- | 44,680.00 | 44,680.00 | 2,237.76 | 0.00 | 17,826.88 | 60.1% | REPAIRS/MAINT - BLDGS & GRNDS | | | |
| 1074-55-552-450-45090-155-0000000-0000000-546257- | 4,580.00 | 4,580.00 | 0.00 | 0.00 | 4,580.00 | .0% | REPAIRS/MAINT - FLEET MANAGMNT | | | |
| 1074-55-552-450-45090-155-0000000-0000000-547101- | 55,500.00 | 55,500.00 | 0.00 | 0.00 | 5,696.71 | 89.7% | PRINT & BIND | | | |
| 1074-55-552-450-45090-155-0000000-0000000-548101- | 2,766,004.00 | 2,766,004.00 | 167,977.00 | 89,349.59 | 1,762,392.20 | 36.3% | PROMO ACT | | | |
| 2026/02/002808 | 11/06/2025 | API | 13.59 | VND 001556 | PO | AMAZON MARKETPL | STAMPS TO BE USED AT THE 2025 | | | |
| 2026/02/002808 | 11/06/2025 | API | 45.60 | VND 999999 | PO | PCARD ONE TIME | DINNER FOR VF PRESS TRIP COLUMB | | | |
| 2026/02/002808 | 11/06/2025 | API | 70.11 | VND 999999 | PO | PCARD ONE TIME | LUNCH FOR VF PRESS TRIP COLUMB | | | |
| 2026/02/002808 | 11/06/2025 | API | 387.00 | VND 999999 | PO | PCARD ONE TIME | HOTEL FOR C BYFIELD, A COLUMBI | | | |
| 2026/02/002808 | 11/06/2025 | API | 387.00 | VND 999999 | PO | PCARD ONE TIME | HOTEL FOR S CONTRERAS, A CONTE | | | |
| 2026/02/002809 | 11/07/2025 | API | 50.40 | VND 999999 | PO | PCARD ONE TIME | LUNCH FOR COLUMBIA CONTENT CRE | | | |
| 2026/02/002809 | 11/07/2025 | API | 184.92 | VND 999999 | PO | PCARD ONE TIME | LUNCH FOR FRENCH JOURNALIST FO | | | |
| 2026/02/002810 | 11/09/2025 | API | 108.60 | VND 999999 | PO | PCARD ONE TIME | DINNER FOR COLUMBIA CONTENT CR | | | |
| 2026/02/002810 | 11/09/2025 | API | 1,260.00 | VND 999999 | PO | PCARD ONE TIME | DINNER FOR FRENCH JOURNALISTS | | | |
| 2026/02/002810 | 11/09/2025 | API | 13.99 | VND 999999 | PO | PCARD ONE TIME | BREAKFAST FOR FRENCH JOURNALIS | | | |
| 2026/02/002810 | 11/09/2025 | API | -3.75 | VND 999999 | PO | PCARD ONE TIME | REFUND FOR BAGEL AT FRENCH JOU | | | |
| 2026/02/002810 | 11/09/2025 | API | 97.20 | VND 999999 | PO | PCARD ONE TIME | LUNCH FOR FRENCH JOURNALISTS F | | | |
| 2026/02/002810 | 11/09/2025 | API | 121.18 | VND 999999 | PO | PCARD ONE TIME | BREAKFAST FOR FRENCH JOURNALIS | | | |
| 2026/02/002810 | 11/09/2025 | API | 450.00 | VND 999999 | PO | PCARD ONE TIME | 6 BRICK CITY FOOD TOURS FOR FR | | | |
| 2026/02/002811 | 11/10/2025 | API | 93.30 | VND 999999 | PO | PCARD ONE TIME | BREAKFAST FOR FRENCH JOURNALIS | | | |
| 2026/02/002811 | 11/10/2025 | API | 345.93 | VND 999999 | PO | PCARD ONE TIME | DINNER FOR FRENCH JOURNALISTS | | | |
| 2026/02/002813 | 11/12/2025 | API | 2,079.00 | VND 999999 | PO | PCARD ONE TIME | HOTEL FOR FRENCH JOURNALISTS F | | | |
| 2026/02/002813 | 11/12/2025 | API | 8,500.00 | VND 999999 | PO | PCARD ONE TIME | VENUE RENTAL DEPOSIT FOR THE 2 | | | |
| 2026/02/002816 | 11/14/2025 | API | 379.50 | VND 999999 | PO | PCARD ONE TIME | BRANDED SHIRTS FOR 2025 ANNUAL | | | |
| 2026/02/002816 | 11/14/2025 | API | 81.57 | VND 999999 | PO | PCARD ONE TIME | PRINTED PICTURES FOR 2025 ANNU | | | |
| 2026/02/002828 | 11/20/2025 | API | 99.49 | VND 999999 | PO | PCARD ONE TIME | MEALS FOR USDA SITE VISIT | | | |
| 2026/02/002837 | 11/25/2025 | API | 34.96 | VND 001556 | PO | AMAZON MARKETPL | DRY ERASE PADDLE FOR ANNUAL TO | | | |
| 2026/02/000531 | 11/05/2025 | API | 300.00 | VND 100302 | PO | 2600190 | KENNEY COMMUNIC | GREATER ORLANDO BROCHURE DIST/ | | 95376 |
| 2026/02/000531 | 11/05/2025 | POL | -300.00 | VND 100302 | PO | 2600190 | KENNEY COMMUNIC | GREATER ORLANDO BROCHURE D2026 | | |

EXPENDITURE STATUS REPORT

FOR 2026 02

JOURNAL DETAIL 2026 2 TO 2026 2

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

| 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 | | | |
| 2026/02/002210 | 11/24/2025 | API | 5,300.00 | VND 106354 PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION-AIRBO | 96444 |
| 2026/02/002210 | 11/24/2025 | POL | -5,300.00 | VND 106354 PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION-A2026 | |
| 2026/02/002210 | 11/24/2025 | API | 750.00 | VND 106354 PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION-C ZAL | 96444 |
| 2026/02/002210 | 11/24/2025 | POL | -750.00 | VND 106354 PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION-C2026 | |
| 2026/02/002210 | 11/24/2025 | API | 750.00 | VND 106354 PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION-FOOD | 96444 |
| 2026/02/002210 | 11/24/2025 | POL | -750.00 | VND 106354 PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION-F2026 | |
| 2026/02/001464 | 11/13/2025 | API | 50,000.00 | VND 001746 PO | 2600310 | FLORIDA HIGH SC BID FEE FOR FHSAA PER EVENT YE | 95587 |
| 2026/02/001464 | 11/13/2025 | POL | -50,000.00 | VND 001746 PO | 2600310 | FLORIDA HIGH SC BID FEE FOR FHSAA PER EVEN2026 | |
| 2026/02/000531 | 11/05/2025 | API | 7,300.00 | VND 106849 PO | 2600365 | TEMPEST INTERAC WEB SUPPORT, MARKETING OCT-25 | 95361 |
| 2026/02/000531 | 11/05/2025 | POL | -300.00 | VND 106849 PO | 2600365 | TEMPEST INTERAC WEB SUPPORT, MARKETING OCT2026 | |
| 2026/02/000531 | 11/05/2025 | POL | -5,000.00 | VND 106849 PO | 2600365 | TEMPEST INTERAC WEB SUPPORT, MARKETING OCT2026 | |
| 2026/02/000531 | 11/05/2025 | POL | -1,000.00 | VND 106849 PO | 2600365 | TEMPEST INTERAC WEB SUPPORT, MARKETING OCT2026 | |
| 2026/02/000531 | 11/05/2025 | POL | -1,000.00 | VND 106849 PO | 2600365 | TEMPEST INTERAC WEB SUPPORT, MARKETING OCT2026 | |
| 2026/02/001464 | 11/13/2025 | API | 500.00 | VND 002773 PO | 2600592 | NOAH HUNTON MUS DEPOSIT FOR MUSICIAN NOAH HUNT | |
| 2026/02/001464 | 11/13/2025 | POL | -500.00 | VND 002773 PO | 2600592 | NOAH HUNTON MUS DEPOSIT FOR MUSICIAN NOAH 2026 | |
| 2026/02/000968 | 11/13/2025 | POE | 200.00 | VND 000248 PO | 2600663 | CITY OF OCALA PAYMENT TO CITY OF OCALA FOR P | |
| 2026/02/001273 | 11/18/2025 | POE | 75,000.00 | VND 001799 PO | 2600718 | MAVEN PHOTO TOURISM PHOTOGRAPHY & VIDEO | |
| 2026/02/001274 | 11/18/2025 | POE | 75,000.00 | VND 106354 PO | 2600719 | DIGITAL FURY LL TOURISM PHOTOGRAPHY & VIDEO | |
| 2026/02/002210 | 11/24/2025 | API | 9,650.00 | VND 106354 PO | 2600719 | DIGITAL FURY LL PHOTOGRAPHY & VIDEO-RAINBOW RI | 96444 |
| 2026/02/002210 | 11/24/2025 | POL | -9,650.00 | VND 106354 PO | 2600719 | DIGITAL FURY LL PHOTOGRAPHY & VIDEO-RAINBO2026 | |
| 1074-55-552-450-45090-155-0000000-0000000-549185- | | | | CHARGES - COST ALLOCATION | | | |
| 202,617.00 | | 202,617.00 | | 33,769.50 | 16,884.75 | 168,847.50 | 16.7% |
| 2026/02/002536 | 11/03/2025 | GNI | 16,884.75 | REF NOV26 | | RECORD COST ALLOCATION/NOV25 | |
| 1074-55-552-450-45090-155-0000000-0000000-551101- | | | | OFFICE SUPPLIES | | | |
| 2,000.00 | | 2,000.00 | | 197.79 | 0.00 | 1,802.21 | 9.9% |
| 1074-55-552-450-45090-155-0000000-0000000-552101- | | | | GASOLINE, OIL & LUBRICANTS | | | |
| 4,000.00 | | 4,000.00 | | 339.22 | 163.72 | 3,660.78 | 8.5% |
| 2026/02/000326 | 11/05/2025 | WOJ | 50.38 | REF fuel | | FUEL-14677 | |
| 2026/02/000326 | 11/05/2025 | WOJ | 24.79 | REF fuel | | FUEL-14696 | |
| 2026/02/000595 | 11/07/2025 | WOJ | 26.26 | REF fuel | | FUEL-14809 | |
| 2026/02/001243 | 11/18/2025 | WOJ | 47.58 | REF fuel | | FUEL-14936 | |
| 2026/02/001575 | 11/20/2025 | WOJ | 14.71 | REF fuel | | FUEL-15306 | |
| 1074-55-552-450-45090-155-0000000-0000000-552106- | | | | COMPUTER SOFTWARE | | | |
| 27,221.00 | | 27,221.00 | | 11,780.16 | 9,385.42 | 10,522.53 | 61.3% |
| 2026/02/002009 | 11/24/2025 | API | 6,847.38 | VND 500685 PO | 2600556 | INSIGHT PUBLIC 10522812: MICROSOFT ENTERPRISE | 96378 |
| 2026/02/002009 | 11/24/2025 | POL | -6,847.38 | VND 500685 PO | 2600556 | INSIGHT PUBLIC 10522812: MICROSOFT ENTERP2026 | |
| 2026/02/002016 | 11/25/2025 | POM | -306.72 | VND 500685 PO | 2600556 | INSIGHT PUBLIC CANCEL PER DEPT 2026 | |
| 2026/02/000330 | 11/05/2025 | POE | 2,538.04 | VND 001764 PO | 2600623 | CIVICPLUS LLC CIVICPLUS SOCIAL MEDIA ARCHIVI | |

EXPENDITURE STATUS REPORT

FOR 2026 02

JOURNAL DETAIL 2026 2 TO 2026 2

| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | | |
|---|-------------------|--------------------|--------------------|-------------------|-----------|---|--------------------------------|--------------|-------|--|
| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552106- COMPUTER SOFTWARE | | | | | | | | | | |
| 2026/02/000700 | 11/07/2025 | API | 2,538.04 | VND 001764 PO | 2600623 | CIVICPLUS LLC | CIVICPLUS SOCIAL MEDIA ARCHIVI | 95289 | | |
| 2026/02/000700 | 11/07/2025 | POL | -2,538.04 | VND 001764 PO | 2600623 | CIVICPLUS LLC | CIVICPLUS SOCIAL MEDIA ARC2026 | | | |
| 2026/02/001480 | 11/19/2025 | POE | 2,371.68 | VND 001665 PO | 2600728 | STONS INC | MONDAY.COM SOFTWARE RENEWALS | | | |
| 2026/02/002032 | 11/25/2025 | POE | 2,546.63 | VND 106654 PO | 2600757 | TYLER TECHNOLOG | TYLER ANNUAL MAINTENANCE & SUP | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552108- OPERATING SUPPLIES | | | | | | | | | | |
| | | | 6,500.00 | | 365.69 | | 51.55 | 6,134.31 | 5.6% | |
| 2026/02/002816 | 11/14/2025 | API | 49.16 | VND 999999 PO | | PCARD ONE TIME | BADGE STICKERS FOR 2025 ANNUAL | | | |
| 2026/02/002828 | 11/20/2025 | API | 2.39 | VND 999999 PO | | PCARD ONE TIME | SUGAR FOR COFFEE SERVED AT PUB | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552116- OPER SUPPLIES - COMP HARDWARE | | | | | | | | | | |
| | | | 8,755.00 | | 94.00 | | 94.00 | 8,661.00 | 1.1% | |
| 2026/02/002827 | 11/21/2025 | API | 94.00 | VND 011897 PO | | DELL MARKETING | LITHIUM BATTERY W0339627 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552257- PARTS - VEHICLE / EQUIPMENT | | | | | | | | | | |
| | | | 3,000.00 | | 13.80 | | 13.80 | 2,986.20 | .5% | |
| 2026/02/000202 | 11/04/2025 | WOJ | 6.90 | REF rm | | | 337419 | | | |
| 2026/02/001502 | 11/20/2025 | WOJ | 6.90 | REF rm | | | 344105 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-554101- BOOKS, PUBS & SUBSCRIPTIONS | | | | | | | | | | |
| | | | 49,604.00 | | 18,000.00 | | 0.00 | 31,604.00 | 36.3% | |
| 1074-55-552-450-45090-155-0000000-0000000-554201- DUES & MEMBERSHIPS | | | | | | | | | | |
| | | | 35,546.00 | | 10,756.00 | | 6,100.00 | 24,790.00 | 30.3% | |
| 2026/02/002839 | 11/27/2025 | API | 6,100.00 | VND 999999 PO | | PCARD ONE TIME | MEMBERSHIP FOR L SHAFFER 01/01 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-555501- TRAINING & EDUCATION | | | | | | | | | | |
| | | | 76,530.00 | | 8,309.00 | | 0.00 | 68,221.00 | 10.9% | |
| 1074-55-552-450-45090-155-0000000-0000000-563102- IMPROVE - CIP | | | | | | | | | | |
| | | | 2,258,135.00 | | 0.00 | | 0.00 | 2,236,535.00 | 1.0% | |
| 2026/02/000510 | 11/06/2025 | POE | 21,600.00 | VND 500704 PO | 2600627 | KIMLEY HORN AND GATEWAY DESIGN CONCEPTS | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-564102- MACHINERY & EQUIPMENT - CIP | | | | | | | | | | |
| | | | 1,259.00 | | 0.00 | | 0.00 | 1,259.00 | .0% | |

EXPENDITURE STATUS REPORT

FOR 2026 02

JOURNAL DETAIL 2026 2 TO 2026 2

| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | |
|---|-------------------|--------------------|--|-------------------|------------|---------------|------|
| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL | | |
| 1074-55-552-450-45090-155-0000000-0000000-568102- | 3,462.00 | 3,462.00 | INTANGIBLE SOFTWARE - CIP 0.00 | 0.00 | 100.0% | 0.00 | |
| 1074-55-552-450-45090-155-0000000-0000000-599101- | 500,000.00 | 500,000.00 | RESERVE FOR CONTINGENCIES 0.00 | 0.00 | .0% | 500,000.00 | |
| 1074-55-552-450-45090-155-0000000-0000000-599199- | 1,500,000.00 | 1,500,000.00 | RESERVE FOR CASH CARRY FORWARD 0.00 | 0.00 | .0% | 1,500,000.00 | |
| 1074-55-552-450-45090-155-0000000-0000000-599417- | 3,596,985.00 | 3,596,985.00 | RESERVE FOR TOURISM INIATIVES 0.00 | 0.00 | .0% | 3,596,985.00 | |
| TOTAL TOURIST DEVELOPMENT FUND | 14,305,667.00 | 14,305,667.00 | | 426,763.41 | 210,302.26 | 11,191,915.41 | 3.0% |
| TOTAL EXPENSES | 14,305,667.00 | 14,305,667.00 | | 426,763.41 | 210,302.26 | 11,191,915.41 | |

EXPENDITURE STATUS REPORT

FOR 2026 02

JOURNAL DETAIL 2026 2 TO 2026 2

| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL |
|--------------------|-------------------|--------------------|--------------------|-------------------|--------|
| 14,305,667.00 | 14,305,667.00 | 426,763.41 | 210,302.26 | 11,191,915.41 | 3.0% |

GRAND TOTAL

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

EXPENDITURE STATUS REPORT

REPORT OPTIONS

| | | | | |
|------------|---------|-------|------------|----------------------------|
| Sequence 1 | Field # | Total | Page Break | Year/Period: 2026/ 2 |
| Sequence 2 | 1 | Y | Y | Print revenue as credit: Y |
| 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:
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

Carry forward code: 1
Print journal detail: Y
From Yr/Per: 2026/ 2
To Yr/Per: 2026/ 2
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 |

REVENUE STATUS REPORT

FOR 2026 03

JOURNAL DETAIL 2026 3 TO 2026 3

| 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 | 149,876.34 | | 3,509,199.66 | 4.1% | |
| 1074-31-312-450-45090-155-0000000-0000000-312132- | | | TOURIST DEVELOP TAX 3RD % | | | |
| 1,829,538.00 | 1,829,538.00 | 74,938.16 | | 1,754,599.84 | 4.1% | |
| 1074-31-312-450-45090-155-0000000-0000000-312133- | | | TOURIST DEVELOP TAX 4TH % | | | |
| 1,829,538.00 | 1,829,538.00 | 74,938.16 | | 1,754,599.84 | 4.1% | |
| 1074-36-361-450-45090-155-0000000-0000000-361110- | | | INTEREST-BOARD | | | |
| 302,000.00 | 302,000.00 | 59,976.22 | | 242,023.78 | 19.9% | |
| 1074-36-369-450-45090-155-0000000-0000000-369030- | | | REFUND OF PRIOR YEAR EXP | | | |
| 0.00 | 0.00 | 114.36 | | -114.36 | 100.0% | |
| 1074-36-369-450-45090-155-0000000-0000000-369117- | | | VCB CO-OP PROGRAM | | | |
| 0.00 | 0.00 | 1,000.00 | | -1,000.00 | 100.0% | |
| 1074-36-369-450-45090-155-0000000-0000000-369301- | | | LEGAL SETTLEMENTS | | | |
| 0.00 | 0.00 | 155,084.10 | | -155,084.10 | 100.0% | |
| TOTAL TOURIST DEVELOPMENT FUND | | | | | | |
| 7,620,152.00 | 7,620,152.00 | 515,927.34 | | 7,104,224.66 | 6.8% | |
| TOTAL REVENUES | | | | | | |
| 7,620,152.00 | 7,620,152.00 | 515,927.34 | | 7,104,224.66 | | |

REVENUE STATUS REPORT

FOR 2026 03

JOURNAL DETAIL 2026 3 TO 2026 3

| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL |
|--------------------|-------------------|--------------------|--------------------|-------------------|--------|
| 7,620,152.00 | 7,620,152.00 | 515,927.34 | 0.00 | 7,104,224.66 | 6.8% |

GRAND TOTAL

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

REVENUE STATUS REPORT

REPORT OPTIONS

| | | | | |
|------------|---------|-------|------------|----------------------------|
| Sequence 1 | Field # | Total | Page Break | Year/Period: 2026/ 3 |
| 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/ 3
To Yr/Per: 2026/ 3
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 03

JOURNAL DETAIL 2026 3 TO 2026 3

| 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 | 148,607.85 | | 57,002.61 | | 601,111.15 | 19.8% |
| 2026/03/000307 | 12/05/2025 | PRJ | 28,215.94 | REF 251205 | | | | WARRANT=251205 | RUN=0 REGULAR |
| 2026/03/001613 | 12/19/2025 | PRJ | 28,786.67 | REF 251219 | | | | WARRANT=251219 | RUN=0 REGULAR |
| 1074-55-552-450-45090-155-0000000-0000000-514101- OVERTIME | | | | | | | | | |
| | 0.00 | | 0.00 | 131.37 | | 131.37 | | -131.37 | 100.0% |
| 2026/03/001613 | 12/19/2025 | PRJ | 131.37 | REF 251219 | | | | WARRANT=251219 | RUN=0 REGULAR |
| 1074-55-552-450-45090-155-0000000-0000000-521101- FICA TAXES | | | | | | | | | |
| | 57,364.00 | | 57,364.00 | 10,548.11 | | 4,056.94 | | 46,815.89 | 18.4% |
| 2026/03/000307 | 12/05/2025 | PRJ | 1,995.89 | REF 251205 | | | | WARRANT=251205 | RUN=0 REGULAR |
| 2026/03/001613 | 12/19/2025 | PRJ | 2,061.05 | REF 251219 | | | | WARRANT=251219 | RUN=0 REGULAR |
| 1074-55-552-450-45090-155-0000000-0000000-522101- RETIREMENT CONTRIBUTIONS | | | | | | | | | |
| | 105,191.00 | | 105,191.00 | 23,545.21 | | 8,015.89 | | 81,645.79 | 22.4% |
| 2026/03/000307 | 12/05/2025 | PRJ | 3,958.69 | REF 251205 | | | | WARRANT=251205 | RUN=0 REGULAR |
| 2026/03/001613 | 12/19/2025 | PRJ | 4,057.20 | REF 251219 | | | | WARRANT=251219 | RUN=0 REGULAR |
| 1074-55-552-450-45090-155-0000000-0000000-523101- HEALTH INSURANCE | | | | | | | | | |
| | 140,712.00 | | 140,712.00 | 33,197.95 | | 11,344.95 | | 107,514.05 | 23.6% |
| 2026/03/000307 | 12/05/2025 | PRJ | 7,595.60 | REF 251205 | | | | WARRANT=251205 | RUN=0 REGULAR |
| 2026/03/000307 | 12/05/2025 | PRJ | -1,911.32 | REF 251205 | | | | WARRANT=251205 | RUN=0 REGULAR |
| 2026/03/001613 | 12/19/2025 | PRJ | 7,566.31 | REF 251219 | | | | WARRANT=251219 | RUN=0 REGULAR |
| 2026/03/001613 | 12/19/2025 | PRJ | -1,905.64 | REF 251219 | | | | WARRANT=251219 | RUN=0 REGULAR |
| 1074-55-552-450-45090-155-0000000-0000000-523401- LIFE, AD&D, LTD | | | | | | | | | |
| | 5,033.00 | | 5,033.00 | 1,141.18 | | 390.59 | | 3,891.82 | 22.7% |
| 2026/03/000307 | 12/05/2025 | PRJ | 194.29 | REF 251205 | | | | WARRANT=251205 | RUN=0 REGULAR |
| 2026/03/001613 | 12/19/2025 | PRJ | 196.30 | REF 251219 | | | | WARRANT=251219 | RUN=0 REGULAR |
| 1074-55-552-450-45090-155-0000000-0000000-524101- WORKER'S COMPENSATION | | | | | | | | | |
| | 905.00 | | 905.00 | 226.25 | | 0.00 | | 678.75 | 25.0% |
| 1074-55-552-450-45090-155-0000000-0000000-531109- PROFESSIONAL SERVICES | | | | | | | | | |
| | 1,937,283.00 | | 1,937,283.00 | 0.00 | | 0.00 | | 207,283.00 | 89.3% |

EXPENDITURE STATUS REPORT

FOR 2026 03

JOURNAL DETAIL 2026 3 TO 2026 3

| 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 | 46,104.00 | 20,540.69 | CONTRACT SERV - OTHER - MISC | | | | | | 20,929.00 | 54.6% |
| 2026/03/002051 12/22/2025 API | | 388.56 VND | 001703 PO | 2600232 | BLUE RIBBON CLE NOV25 FACILITIES | | | | | | 97529 |
| 2026/03/002051 12/22/2025 POL | | -388.56 VND | 001703 PO | 2600232 | BLUE RIBBON CLE NOV25 FACILITIES | | | | 2026 | | |
| 1074-55-552-450-45090-155-0000000-0000000-540101- | 42,500.00 | 42,500.00 | 4,707.65 | TRAVEL & PER DIEM | | | | 0.00 | | 37,792.35 | 11.1% |
| 1074-55-552-450-45090-155-0000000-0000000-541101- | 9,540.00 | 9,540.00 | 2,905.56 | COMMUNICATIONS SERVICES | | | | 29.68 | | 6,634.44 | 30.5% |
| 2026/03/002010 12/23/2025 API | | 29.68 VND | 203123 PO | | CENTURY LINK/EM 320144423 | | | | | | 97586 |
| 1074-55-552-450-45090-155-0000000-0000000-542201- | 11,500.00 | 11,500.00 | 521.44 | POSTAGE & FREIGHT | | | | 0.00 | | 4,478.56 | 61.1% |
| 1074-55-552-450-45090-155-0000000-0000000-543101- | 25,900.00 | 25,900.00 | 4,213.34 | UTILITY SERVICES - ELC WTR SWR | | | | 1,392.63 | | 21,686.66 | 16.3% |
| 2026/03/000683 12/02/2025 API | | 52.45 VND | 000808 PO | | SUMTER ELECTRIC 9608557201 | | | | | | 96663 |
| 2026/03/001558 12/16/2025 API | | 1,120.38 VND | 014881 PO | | CITY OF OCALA/E 550848-164495 | | | | | | 96940 |
| 2026/03/001910 12/15/2025 API | | 85.78 VND | 014881 PO | | CITY OF OCALA/E 572726-118216 | | | | | | 97450 |
| 2026/03/001910 12/15/2025 API | | 134.02 VND | 014881 PO | | CITY OF OCALA/E 567930-118216 | | | | | | 97450 |
| 1074-55-552-450-45090-155-0000000-0000000-543102- | 756.00 | 756.00 | 136.74 | UTILITY SERVICES - WST DISP | | | | 45.58 | | 619.26 | 18.1% |
| 2026/03/001558 12/16/2025 API | | 45.58 VND | 014881 PO | | CITY OF OCALA/E 550848-164495 | | | | | | 96940 |
| 1074-55-552-450-45090-155-0000000-0000000-544101- | 6,600.00 | 6,600.00 | 1,092.59 | RENTALS & LEASES - EQUIPMENT | | | | 524.14 | | 600.00 | 90.9% |
| 2026/03/001910 12/15/2025 API | | 229.65 VND | 103444 PO | 2600034 | QUADIENT LEASIN POSTAGE METER LEASE 10/01/25-1 | | | | | | 97444 |
| 2026/03/001910 12/15/2025 POL | | -229.65 VND | 103444 PO | 2600034 | QUADIENT LEASIN POSTAGE METER LEASE 10/01/2026 | | | | | | |
| 2026/03/000937 12/08/2025 API | | 294.49 VND | 501306 PO | 2600251 | DOCUMENT TECHNO MC-01 COPIER LEASE DEC-25 | | | | | | 96679 |
| 2026/03/000937 12/08/2025 POL | | -294.49 VND | 501306 PO | 2600251 | DOCUMENT TECHNO MC-01 COPIER LEASE DEC-25 2026 | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-544401- | 3,780.00 | 3,780.00 | 945.00 | RENTALS & LEASES - BUILDINGS | | | | 315.00 | | 2,835.00 | 25.0% |
| 2026/03/001308 12/03/2025 API | | 315.00 VND | 999999 PO | | PCARD ONE TIME RENTAL OF OFF SITE STORAGE UNI | | | | | | |

EXPENDITURE STATUS REPORT

FOR 2026 03

JOURNAL DETAIL 2026 3 TO 2026 3

| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | |
|---|--------------|---------------|--------------|--------------------------------|------------|-----------|-----------------|--|--------|
| ORIGINAL ESTIM | REV | REVISED ESTIM | REV ACTUAL | YTD REVENUE | ACTUAL MTD | REVENUE | REVENUE | REMAINING REVENUE | % COLL |
| 1074-55-552-450-45090-155-0000000-0000000-545101- | | | | INSURANCE - PREMIUMS | | | | | |
| | 16,402.00 | | 16,402.00 | 4,100.50 | | 0.00 | | 12,301.50 | 25.0% |
| 1074-55-552-450-45090-155-0000000-0000000-546101- | | | | REPAIRS/MAINT - BLDGS & GRNDS | | | | | |
| | 44,680.00 | | 44,680.00 | 2,237.76 | | 0.00 | | 17,826.88 | 60.1% |
| 1074-55-552-450-45090-155-0000000-0000000-546257- | | | | REPAIRS/MAINT - FLEET MANAGMNT | | | | | |
| | 4,580.00 | | 4,580.00 | 0.00 | | 0.00 | | 4,580.00 | .0% |
| 1074-55-552-450-45090-155-0000000-0000000-547101- | | | | PRINT & BIND | | | | | |
| | 55,500.00 | | 55,500.00 | 0.00 | | 0.00 | | 5,696.71 | 89.7% |
| 1074-55-552-450-45090-155-0000000-0000000-548101- | | | | PROMO ACT | | | | | |
| | 2,766,004.00 | | 2,766,004.00 | 203,537.79 | | 35,560.79 | | 1,721,550.61 | 37.8% |
| 2026/03/001315 | 12/04/2025 | API | 80.79 | VND | 001556 | PO | AMAZON MARKETPL | PICTURE FRAMES FOR CENTER PIEC | |
| 2026/03/000233 | 12/01/2025 | API | 300.00 | VND | 100302 | PO | 2600190 | KENNEY COMMUNIC GREATER ORLANDO BROCHURE DIST. | 96452 |
| 2026/03/000233 | 12/01/2025 | POL | -300.00 | VND | 100302 | PO | 2600190 | KENNEY COMMUNIC GREATER ORLANDO BROCHURE D2026 | |
| 2026/03/001910 | 12/15/2025 | API | 14,900.00 | VND | 106354 | PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION FOR M | 97453 |
| 2026/03/001910 | 12/15/2025 | POL | -14,900.00 | VND | 106354 | PO | 2600191 | DIGITAL FURY LL VIDEO & AUDIO PRODUCTION F2026 | |
| 2026/03/000233 | 12/01/2025 | API | 7,300.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES/NOV25 | 96419 |
| 2026/03/000233 | 12/01/2025 | POL | -300.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES/NOV25 | 2026 |
| 2026/03/000233 | 12/01/2025 | POL | -5,000.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES/NOV25 | 2026 |
| 2026/03/000233 | 12/01/2025 | POL | -1,000.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES/NOV25 | 2026 |
| 2026/03/000233 | 12/01/2025 | POL | -1,000.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES/NOV25 | 2026 |
| 2026/03/001892 | 12/18/2025 | API | 7,300.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES DEC-25 | 97446 |
| 2026/03/001892 | 12/18/2025 | POL | -300.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES DEC-25 | 2026 |
| 2026/03/001892 | 12/18/2025 | POL | -5,000.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES DEC-25 | 2026 |
| 2026/03/001892 | 12/18/2025 | POL | -1,000.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES DEC-25 | 2026 |
| 2026/03/001892 | 12/18/2025 | POL | -1,000.00 | VND | 106849 | PO | 2600365 | TEMPEST INTERAC WEBSITE SERVICES DEC-25 | 2026 |
| 2026/03/001503 | 12/12/2025 | API | 500.00 | VND | 002773 | PO | 2600592 | NOAH HUNTON MUS MUSICIAN NOAH HUNTON AT WEC | 96983 |
| 2026/03/001503 | 12/12/2025 | POL | -500.00 | VND | 002773 | PO | 2600592 | NOAH HUNTON MUS MUSICIAN NOAH HUNTON AT WE2026 | |
| 2026/03/002119 | 12/23/2025 | APM | -500.00 | VND | 002773 | PO | 2600592 | NOAH HUNTON MUS DEPOSIT FOR MUSICIAN NOAH 2026 | |
| 2026/03/002119 | 12/23/2025 | POL | 500.00 | VND | 002773 | PO | 2600592 | NOAH HUNTON MUS DEPOSIT FOR MUSICIAN NOAH 2026 | |
| 2026/03/001892 | 12/18/2025 | API | 700.00 | VND | 001799 | PO | 2600718 | MAVEN PHOTO DRONE SERVICES - 2 HRS | 97456 |
| 2026/03/001892 | 12/18/2025 | POL | -700.00 | VND | 001799 | PO | 2600718 | MAVEN PHOTO DRONE SERVICES - 2 HRS | 2026 |
| 2026/03/000656 | 12/08/2025 | POE | 16,800.00 | VND | 001485 | PO | 2600788 | DARUMA TECH LLC ANNUAL APP MAINTENANCE | |
| 2026/03/001910 | 12/15/2025 | API | 4,200.00 | VND | 001485 | PO | 2600788 | DARUMA TECH LLC ANNUAL APP MAINTENANCE | 97452 |
| 2026/03/001910 | 12/15/2025 | POL | -4,200.00 | VND | 001485 | PO | 2600788 | DARUMA TECH LLC ANNUAL APP MAINTENANCE | 2026 |
| 2026/03/001352 | 12/15/2025 | POE | 780.00 | VND | 002370 | PO | 2600810 | FLORIDA SWIMS REIMBURSEMENT FOR ELIGIBLE EXP | |
| 2026/03/001910 | 12/15/2025 | API | 780.00 | VND | 002370 | PO | 2600810 | FLORIDA SWIMS REIMBURSEMENT FOR ELIGIBLE EXP | 97439 |
| 2026/03/001910 | 12/15/2025 | POL | -780.00 | VND | 002370 | PO | 2600810 | FLORIDA SWIMS REIMBURSEMENT FOR ELIGIBLE2026 | |
| 2026/03/002192 | 12/29/2025 | POE | 6,400.00 | VND | 001530 | PO | 2600837 | SOUTHEASTERN FA HOTEL, EXPENSES REIMBURSEMENTS | |
| 2026/03/002193 | 12/29/2025 | POE | 16,780.80 | VND | 001445 | PO | 2600838 | WORLD EQUESTRIA WEC VENUE, AUDIO/VISUAL AND PR | |

EXPENDITURE STATUS REPORT

FOR 2026 03

JOURNAL DETAIL 2026 3 TO 2026 3

| 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- | 202,617.00 | 202,617.00 | 50,654.25 | 16,884.75 | 151,962.75 | 25.0% | CHARGES - COST ALLOCATION | | | |
| 2026/03/000645 | 12/01/2025 | GNI | 16,884.75 | REF DEC25 | | | REC COST ALLOCATION/DEC25 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-551101- | 2,000.00 | 2,000.00 | 442.77 | 244.98 | 1,557.23 | 22.1% | OFFICE SUPPLIES | | | |
| 2026/03/001306 | 12/01/2025 | API | 244.98 | VND 999999 PO | | | PCARD ONE TIME COPY PAPER, WINDEX & COFFEE FO | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552101- | 4,000.00 | 4,000.00 | 366.32 | 27.10 | 3,633.68 | 9.2% | GASOLINE, OIL & LUBRICANTS | | | |
| 2026/03/000254 | 12/03/2025 | WOJ | 27.10 | REF fuel | | | FUEL-15545 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552106- | 27,221.00 | 27,221.00 | 14,326.79 | 2,546.63 | 10,522.53 | 61.3% | COMPUTER SOFTWARE | | | |
| 2026/03/000279 | 12/02/2025 | API | 2,546.63 | VND 106654 PO | | | TYLER TECHNOLOG 51946: MAINT/SUPPORT RENEW | | | |
| 2026/03/000279 | 12/02/2025 | POL | -2,546.63 | VND 106654 PO | | | TYLER TECHNOLOG 51946: MAINT/SUPPORT RENEW2026 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552108- | 6,500.00 | 6,500.00 | 507.71 | 142.02 | 5,992.29 | 7.8% | OPERATING SUPPLIES | | | |
| 2026/03/001306 | 12/01/2025 | API | 24.94 | VND 999999 PO | | | PCARD ONE TIME COPY PAPER, WINDEX & COFFEE FO | | | |
| 2026/03/001315 | 12/04/2025 | API | 117.08 | VND 001556 PO | | | AMAZON MARKETPL FABRIC STEAMER FOR TABLECLOTHS | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552116- | 8,755.00 | 8,755.00 | 94.00 | 0.00 | 8,661.00 | 1.1% | OPER SUPPLIES - COMP HARDWARE | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552257- | 3,000.00 | 3,000.00 | 27.60 | 13.80 | 2,972.40 | .9% | PARTS - VEHICLE / EQUIPMENT | | | |
| 2026/03/000263 | 12/03/2025 | WOJ | 13.80 | REF rm | | | 346254 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-554101- | 49,604.00 | 49,604.00 | 18,000.00 | 0.00 | 31,604.00 | 36.3% | BOOKS, PUBS & SUBSCRIPTIONS | | | |
| 1074-55-552-450-45090-155-0000000-0000000-554201- | 35,546.00 | 35,546.00 | 11,271.00 | 515.00 | 24,275.00 | 31.7% | DUES & MEMBERSHIPS | | | |
| 2026/03/001317 | 12/05/2025 | API | 515.00 | VND 999999 PO | | | PCARD ONE TIME MEMBERSHIP FOR C LOCKE & B DAY | | | |

EXPENDITURE STATUS REPORT

FOR 2026 03

JOURNAL DETAIL 2026 3 TO 2026 3

| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | | |
|---|-------------------|--------------------|--------------------|-------------------|----------------|--------------------------------|--------------------------------|--|--|--|
| ORIGINAL ESTIM REV | REVISED ESTIM REV | ACTUAL YTD REVENUE | ACTUAL MTD REVENUE | REMAINING REVENUE | % COLL | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-555501- | 76,530.00 | 76,530.00 | 9,309.00 | 1,000.00 | 67,221.00 | 12.2% | TRAINING & EDUCATION | | | |
| 2026/03/001315 | 12/04/2025 | API | 1,000.00 | VND 999999 PO | PCARD ONE TIME | CEP ANNUAL LUNCH FOR L SHAFFER | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-563102- | 2,258,135.00 | 2,258,135.00 | 0.00 | 0.00 | 2,236,535.00 | 1.0% | IMPROVE - CIP | | | |
| 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 | 3,596,985.00 | 0.00 | 0.00 | 3,596,985.00 | .0% | RESERVE FOR TOURISM INIATIVES | | | |
| TOTAL TOURIST DEVELOPMENT FUND | 14,305,667.00 | 14,305,667.00 | 567,336.42 | 140,573.01 | 11,049,520.93 | 4.0% | | | | |
| TOTAL EXPENSES | 14,305,667.00 | 14,305,667.00 | 567,336.42 | 140,573.01 | 11,049,520.93 | | | | | |

EXPENDITURE STATUS REPORT

FOR 2026 03

JOURNAL DETAIL 2026 3 TO 2026 3

| 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 | 567,336.42 | 140,573.01 | 11,049,520.93 | 4.0% |

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

EXPENDITURE STATUS REPORT

REPORT OPTIONS

| | | | | |
|------------|---------|-------|------------|----------------------------|
| Sequence 1 | Field # | Total | Page Break | Year/Period: 2026/ 3 |
| Sequence 2 | 1 | Y | Y | Print revenue as credit: Y |
| 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:
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

Carry forward code: 1
Print journal detail: Y
From Yr/Per: 2026/ 3
To Yr/Per: 2026/ 3
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.: 2025-21721

Agenda Date: 1/15/2026

Agenda No.: 5.1

SUBJECT:

Introduction of Incoming TDC Member, Commissioner Michelle Stone

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21722

Agenda Date: 1/15/2026

Agenda No.: 5.2

SUBJECT:

Introduction of Incoming TDC Member, Doug Cone

DESCRIPTION/BACKGROUND:

Information Only.



Marion County

Tourist Development Council

Agenda Item

File No.: 2026-21763

Agenda Date: 1/15/2026

Agenda No.: 5.3

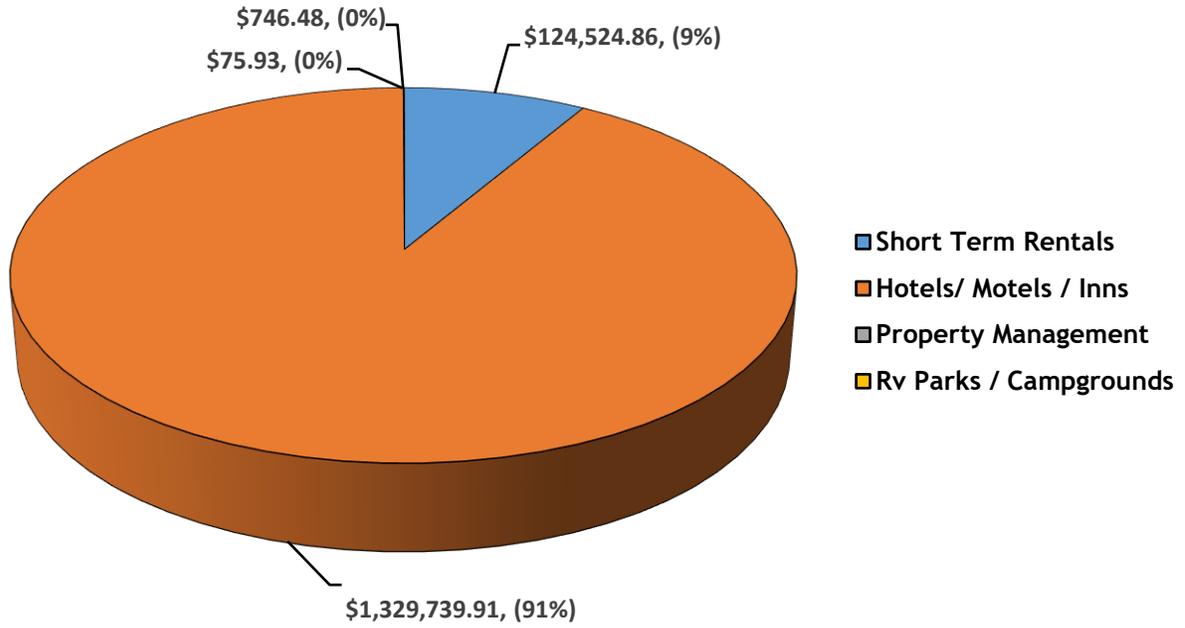
SUBJECT:

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

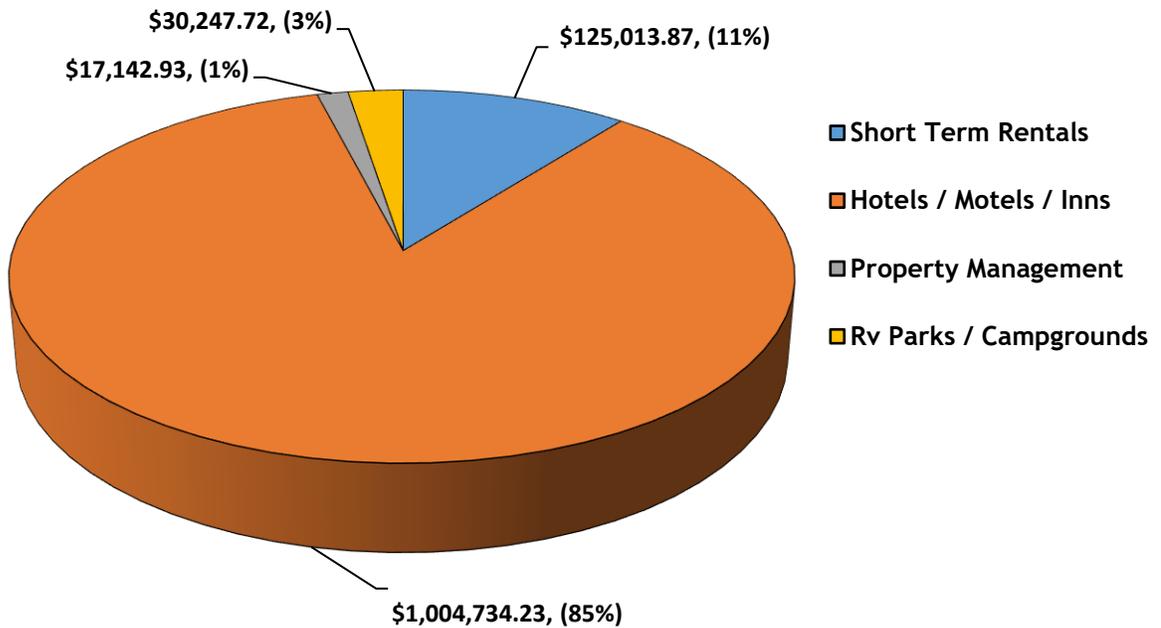
DESCRIPTION/BACKGROUND:

Presentation Only

**REVENUE BY TYPE
Oct. 2024 thru Dec. 2024**



**REVENUE BY TYPE
Oct. 2025 thru Dec. 2025**





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21723

Agenda Date: 1/15/2026

Agenda No.: 6.1

SUBJECT:
Fiscal Year 2026 Event Allocations

DESCRIPTION/BACKGROUND:
Information Only.

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 | |
| 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 | |
| Q1 (Jan-March) | Winter Series Week #1 - National Show | \$ 7,380.00 | \$ 7,380.00 | |
| Q1 (Jan-March) | Winter Series Week #2 - National Show & FEI | \$ 5,760.00 | \$ 5,760.00 | |
| Q1 (Jan-March) | Winter Series Week #3 - National & FEI | \$ 7,755.00 | \$ 7,755.00 | |
| Q1 (Jan-March) | Winter Series Week #4 - National & FEI | \$ 7,405.00 | \$ 7,405.00 | |
| Q1 (Jan-March) | Winter Series Week #5 - National & FEI | \$ 8,345.00 | \$ 8,345.00 | |
| Q1 (Jan-March) | Winter Series Week #6 - National & FEI | \$ 10,000.00 | \$ 10,000.00 | |
| Q1 (Jan-March) | Winter Series #7 - National & FEI World Cup | \$ 10,000.00 | \$ 10,000.00 | |
| Q1 (Jan-March) | Winter Series Week #8 - National & FEI | \$ 10,000.00 | \$ 10,000.00 | |
| Q1 (Jan-March) | Winter Series Week #9 - National & FEI | \$ 8,370.00 | \$ 8,370.00 | |
| Q1 (Jan-March) | Winter Series Week #10 - National & FEI | \$ 10,000.00 | \$ 10,000.00 | |
| Q1 (Jan-March) | Winter Series Week #11 - National | \$ 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 | |
| Q1 (Jan-March) | HITS Ocala Winter Circuit Weeks 1-3 | \$ 10,000.00 | \$ 10,000.00 | |
| Q1 (Jan-March) | HITS Ocala Winter Circuit Weeks 4-7 | \$ 10,000.00 | \$ 10,000.00 | |
| 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 | |
| Q1 (Jan-March) | Grandview Invitational | \$ 7,000.00 | \$ 7,000.00 | |
| Q1 (Jan-March) | Ocala Equine Conference | \$ 1,300.00 | \$ 1,300.00 | |
| Q1 (Jan-March) | Big East Swimming and Diving Conference | \$ 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 | |
| Q1 (Jan-March) | HITS Ocala Spring Premier I | \$ 5,000.00 | | |
| Q2 (April-June) | HITS Ocala Spring Classic II & Classic III | \$ 12,500.00 | | |
| | Budgeted Amount | | \$300,000.00 | |
| | Available to Fund Room Night Generating Events | | \$56,185.00 | |

TDC approved higher funding
 Event canceled
 Event planner fell short on deliverables

FY 25-26 Bid Fee Allocations

| Event | Proposed Funding | Approved Funding | Expended Funding |
|----------------------------------|------------------|------------------|------------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Budgeted amount | | \$500,000.00 | |
| Available to Fund Bid Fee Events | | \$500,000.00 | |

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



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21724

Agenda Date: 1/15/2026

Agenda No.: 6.2

SUBJECT:

MOTION: HITS Ocala Spring Premier 1 (Room Night Generating) (Requested Funding - \$5,000)

DESCRIPTION/BACKGROUND:

Recommend Action: Motion to approve funding for the HITS Ocala Spring Premier 1 for recommendation to the Marion County Board of County Commissioners.



| |
|-------------------------------------|
| NEW EVENT |
| EVENT DATES: March 25-29, 2026 |
| EVENT LOCATION: HITS Post Time Farm |

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

| | | | |
|------------------------------|------------------------|------------------------------|------------------------------|
| Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
| January - March | April - June | July - September | October - December |
| \$5 per verified room | \$10 per verified room | \$15 per verified room night | \$10 per verified room night |
| \$10,000 Maximum | \$25,000 Maximum | \$25,000 Maximum | \$25,000 Maximum |

| EVENT INFORMATION: | FINANCIALS: |
|--|--|
| Event Name: Ocala Spring Premier I Organization: HITS, LLC. | Requested Amount: \$5,000 Staff Recommendation/Eligible Funding Amount: \$5,000* Business Sales (Total): \$668,609 Total ROI: 282% Anticipated Attendance: 645 Minimum Room Night Guarantee: 1,000* Average Occupancy Rate for Period: 70.8% (2025) 70.0% (2024) |

***Events occurring Jan-Mar are awarded \$5/room night**

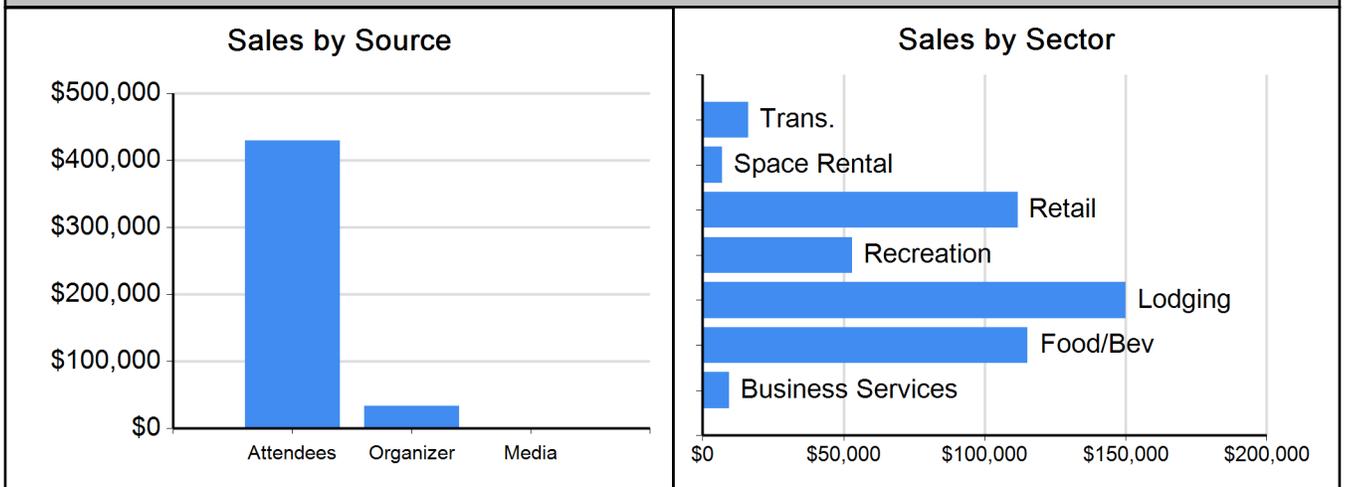
- **Funding History:** This is a new event.
- **Use of Funds:** Judges/Officials, Equipment rental, Course designers, Promotional expenses
- **Event Description:** HITS is proud to unveil two new events for the upcoming 2026 season, highlighted by the HITS Premier I show, running March 25-29, 2026. This event is crafted to bring the East Coast equestrian community together. They are especially excited to welcome exhibitors traveling from outside the Ocala area to enjoy our venue and hospitality.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters | | Key Results | |
|----------------------|------------------------|--------------------------|-----------|
| Event Name: | Ocala Spring Premier 1 | Business Sales (Direct): | \$462,552 |
| Organization: | HITS, LLC. | Business Sales (Total): | \$668,609 |
| Event Type: | Adult Amateur | Jobs Supported (Direct): | 125 |
| Start Date: | 3/25/2026 | Jobs Supported (Total): | 145 |
| End Date: | 3/29/2026 | Local Taxes (Total): | \$19,125 |
| Overnight Attendees: | 424 | Net Direct Tax ROI: | \$11,452 |
| Day Attendees: | 636 | Estimated Room Demand: | 1,000 |

Direct Business Sales



| Industry | Attendees | Organizer | Media/Sponsors | Total |
|-------------------|------------------|-----------------|----------------|------------------|
| Lodging | \$150,000 | \$0 | \$0 | \$150,000 |
| Transportation | \$14,651 | \$1,540 | \$54 | \$16,246 |
| Food & Beverage | \$100,063 | \$15,206 | \$0 | \$115,269 |
| Retail | \$111,676 | \$0 | \$0 | \$111,676 |
| Recreation | \$53,042 | \$0 | \$0 | \$53,042 |
| Space Rental | \$0 | \$6,902 | \$0 | \$6,902 |
| Business Services | \$0 | \$9,386 | \$31 | \$9,417 |
| TOTAL | \$429,433 | \$33,034 | \$85 | \$462,552 |

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala Spring Premier 1 2026

Organization: HITS, LLC.

| Economic Impact Details | | | |
|-------------------------------------|-----------------|------------------|-----------------|
| | Direct | Indirect/Induced | Total |
| Business Sales | \$462,552 | \$206,056 | \$668,609 |
| Personal Income | \$132,412 | \$52,605 | \$185,017 |
| Jobs Supported | | | |
| Persons | 125 | 20 | 145 |
| Annual FTEs | 5 | 1 | 5 |
| Taxes and Assessments | | | |
| <u>Federal Total</u> | <u>\$39,286</u> | <u>\$16,774</u> | <u>\$56,060</u> |
| <u>State Total</u> | <u>\$32,520</u> | <u>\$6,553</u> | <u>\$39,073</u> |
| sales | \$24,749 | \$3,091 | \$27,840 |
| income | \$0 | \$0 | \$0 |
| bed | \$0 | - | \$0 |
| other | \$7,771 | \$3,462 | \$11,233 |
| <u>Local Total (excl. property)</u> | <u>\$16,452</u> | <u>\$2,673</u> | <u>\$19,125</u> |
| sales | \$6,187 | \$773 | \$6,960 |
| income | \$0 | \$0 | \$0 |
| bed | \$6,000 | - | \$6,000 |
| per room charge | \$0 | - | \$0 |
| tourism district | \$0 | - | \$0 |
| restaurant | \$0 | \$0 | \$0 |
| other | \$4,265 | \$1,900 | \$6,165 |
| property tax | \$8,391 | \$2,390 | \$10,782 |

| Event Return on Investment (ROI) | | |
|--|----------|--|
| Direct local tax RO(net property taxes) | | |
| Direct Tax Receipts | \$16,452 | |
| DMO Hosting Costs | \$5,000 | |
| Direct ROI | \$11,452 | |
| Net Present Value | \$11,222 | |
| Direct ROI (%) | 229% | |
| Total local tax RO(net property taxes) | | |
| Total Local Tax Receipts | \$19,125 | |
| Total ROI | \$14,125 | |
| Net Present Value | \$13,841 | |
| Total ROI (%) | 282% | |

| Estimated Room Demand Metrics | |
|-------------------------------|-------|
| Room Nights (total) | 1,000 |
| Room Pickup (block only) | 1,000 |
| Peak Rooms | 223 |
| Total Visitor Days | 2,210 |



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21725

Agenda Date: 1/15/2026

Agenda No.: 6.3

SUBJECT:

MOTION: HITS Ocala Spring Classic II & Classic III (Room Night Generating) (Requested Funding - \$12,500)

DESCRIPTION/BACKGROUND:

Recommend Action: Motion to approve funding for HITS Ocala Spring Classic II and Classic III for recommendation to the Marion County Board of County Commissioners.



| |
|-------------------------------------|
| NEW EVENT |
| EVENT DATES: April 1-12, 2026 |
| EVENT LOCATION: HITS Post Time Farm |

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

| Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
|-----------------------|------------------------|------------------------------|------------------------------|
| January - March | April - June | July - September | October - December |
| \$5 per verified room | \$10 per verified room | \$15 per verified room night | \$10 per verified room night |
| \$10,000 Maximum | \$25,000 Maximum | \$25,000 Maximum | \$25,000 Maximum |

| EVENT INFORMATION: | FINANCIALS: |
|---|---|
| Event Name: Ocala Spring Classic II & Classic III Organization: HITS, LLC. | Requested Amount: \$12,500 Staff Recommendation/Eligible Funding Amount: \$12,500* Business Sales (Total): \$860,151 Total ROI: 94% Anticipated Attendance: 1,235 Minimum Room Night Guarantee: *1,250 Average Occupancy Rate for Period: 59.0% (2025) 60.5% (2024) |

***Events occurring April-June are awarded \$10/room night**

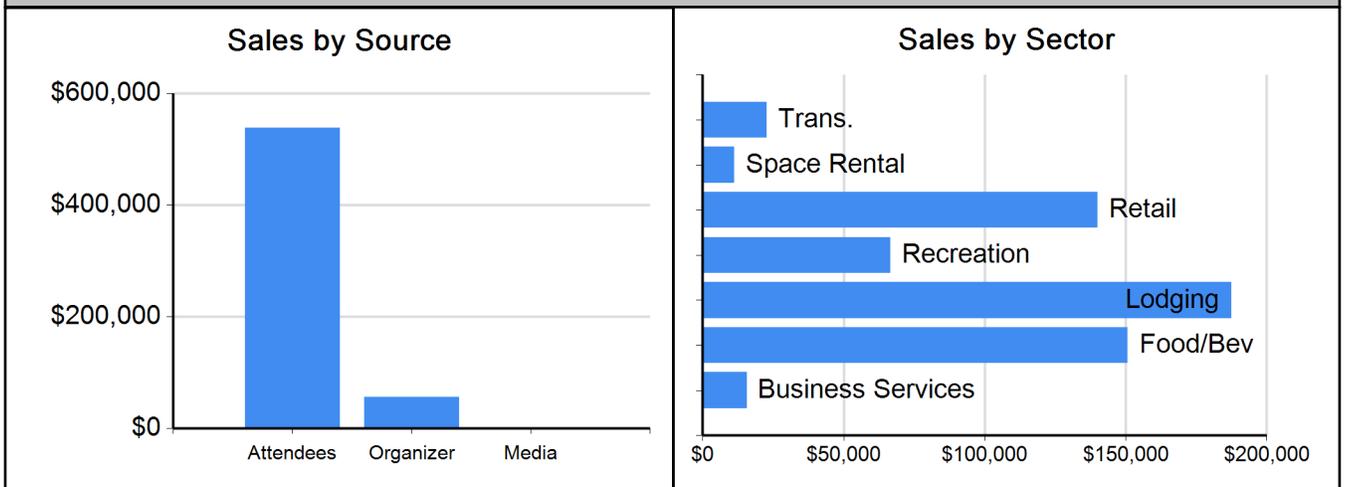
- **Funding History:** This is a new event.
- **Use of Funds:** Judges/Officials, Equipment rental, Course designers, Promotional expenses
- **Event Description:** These are 2 new weeks for HITS Spring 2026. The Ocala Spring Classic II & III will take place April 1–12, 2026, and are expected to attract trainers, riders, and horses from across the East Coast including exhibitors from outside the Ocala area to participate.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters | | Key Results | |
|----------------------|---------------------------------------|--------------------------|-----------|
| Event Name: | Ocala Spring Classic II & Classic III | Business Sales (Direct): | \$594,473 |
| Organization: | HITS, LLC. | Business Sales (Total): | \$860,151 |
| Event Type: | Adult Amateur | Jobs Supported (Direct): | 91 |
| Start Date: | 4/1/2026 | Jobs Supported (Total): | 106 |
| End Date: | 4/12/2026 | Local Taxes (Total): | \$24,214 |
| Overnight Attendees: | 300 | Net Direct Tax ROI: | \$8,269 |
| Day Attendees: | 900 | Estimated Room Demand: | 1,250 |

Direct Business Sales



| Industry | Attendees | Organizer | Media/Sponsors | Total |
|-------------------|------------------|-----------------|----------------|------------------|
| Lodging | \$187,500 | \$0 | \$0 | \$187,500 |
| Transportation | \$18,437 | \$4,184 | \$89 | \$22,709 |
| Food & Beverage | \$125,740 | \$24,828 | \$0 | \$150,568 |
| Retail | \$140,108 | \$0 | \$0 | \$140,108 |
| Recreation | \$66,638 | \$0 | \$0 | \$66,638 |
| Space Rental | \$0 | \$11,270 | \$0 | \$11,270 |
| Business Services | \$0 | \$15,628 | \$50 | \$15,678 |
| TOTAL | \$538,424 | \$55,910 | \$139 | \$594,473 |

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala Spring Classic II & Classic III 2026

Organization: HITS, LLC.

| Economic Impact Details | | | |
|-------------------------------------|-----------------|------------------|-----------------|
| | Direct | Indirect/Induced | Total |
| Business Sales | \$594,473 | \$265,678 | \$860,151 |
| Personal Income | \$170,668 | \$67,991 | \$238,659 |
| Jobs Supported | | | |
| Persons | 91 | 15 | 106 |
| Annual FTEs | 6 | 1 | 7 |
| Taxes and Assessments | | | |
| <u>Federal Total</u> | <u>\$50,547</u> | <u>\$21,646</u> | <u>\$72,193</u> |
| <u>State Total</u> | <u>\$41,137</u> | <u>\$8,449</u> | <u>\$49,585</u> |
| sales | \$31,149 | \$3,985 | \$35,134 |
| income | \$0 | \$0 | \$0 |
| bed | \$0 | - | \$0 |
| other | \$9,987 | \$4,463 | \$14,451 |
| <u>Local Total (excl. property)</u> | <u>\$20,769</u> | <u>\$3,446</u> | <u>\$24,214</u> |
| sales | \$7,787 | \$996 | \$8,784 |
| income | \$0 | \$0 | \$0 |
| bed | \$7,500 | - | \$7,500 |
| per room charge | \$0 | - | \$0 |
| tourism district | \$0 | - | \$0 |
| restaurant | \$0 | \$0 | \$0 |
| other | \$5,481 | \$2,450 | \$7,931 |
| property tax | \$10,784 | \$3,086 | \$13,870 |

| Event Return on Investment (ROI) | | |
|--|----------|--|
| Direct local tax RO(net property taxes) | | |
| Direct Tax Receipts | \$20,769 | |
| DMO Hosting Costs | \$12,500 | |
| Direct ROI | \$8,269 | |
| Net Present Value | \$8,103 | |
| Direct ROI (%) | 66% | |
| Total local tax RO(net property taxes) | | |
| Total Local Tax Receipts | \$24,214 | |
| Total ROI | \$11,714 | |
| Net Present Value | \$11,479 | |
| Total ROI (%) | 94% | |

| Estimated Room Demand Metrics | |
|-------------------------------|-------|
| Room Nights (total) | 1,250 |
| Room Pickup (block only) | 1,250 |
| Peak Rooms | 158 |
| Total Visitor Days | 2,780 |



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21726

Agenda Date: 1/15/2026

Agenda No.: 6.4

SUBJECT:

MOTION: Appleton Museum of Arts (Arts and Cultural Destination Enhancement Funding Program) (Requested Funding - \$10,000)

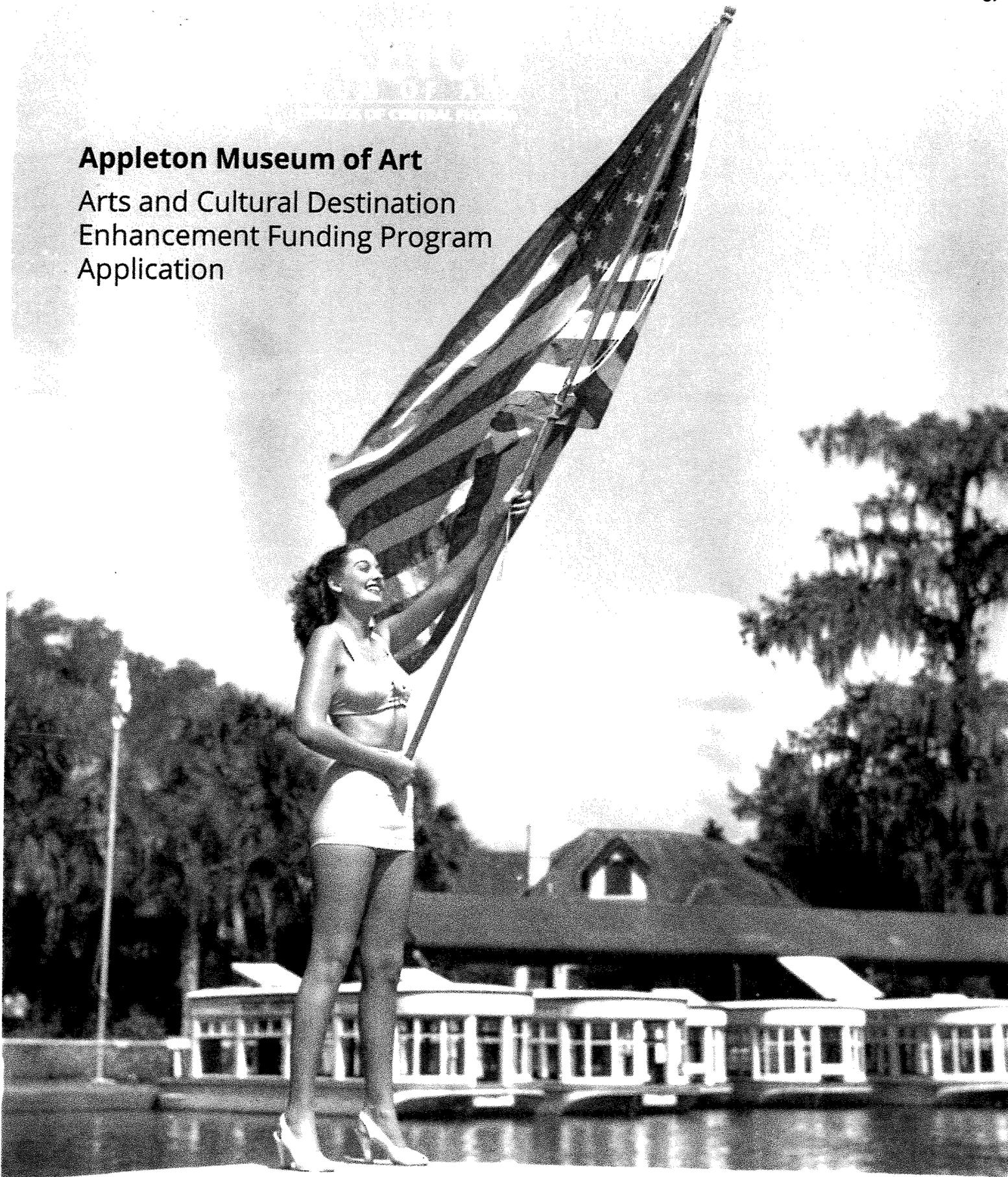
DESCRIPTION/BACKGROUND:

The Arts and Cultural Destination Enhancement Funding Program's Rank and Review Committee, consisting of representatives from the Marion County Public Library System, Marion County Parks and Recreation Department, and Tourist Development Department, reviewed and scored this proposal in accordance with the program guidelines. The committee awarded a score of 100, rendering the applicant eligible for full funding at \$10,000.

Recommend Action: Motion to approve funding for the Appleton Museum of Arts for recommendation to the Marion County Board of County Commissioners.

STATE OF FLORIDA
DEPARTMENT OF CULTURAL AFFAIRS

Appleton Museum of Art
Arts and Cultural Destination
Enhancement Funding Program
Application



**"My Country, 'Tis of Thee:
Celebrating American Art and Design"**

Applicant: Appleton Museum of Art, College of Central Florida Foundation

SECTION I. Program Event Summary, Organizational Information and Program Management

a. Program Event Summary

My Country, 'Tis of Thee: Celebrating American Art and Design
March 13-September 13, 2026

As the nation approaches its 250th anniversary, “My Country, 'Tis of Thee” celebrates more than three centuries of American art and design, honoring the enduring spirit of creativity and national pride. Drawn from the Appleton’s exceptional permanent collection, the exhibition highlights the diversity of American expression across time periods, subjects, media, and functions.

It also explores the pivotal role that Florida — and its spectacular natural landscapes, including those of Marion County — have played as sources of inspiration for artists. Interwoven throughout the galleries are historical artifacts from north central Florida that remind visitors of the region’s shared heritage and its place within the broader American story.

b. Mission Statement

The Appleton Museum of Art brings art and people together to inspire, challenge and engage present and future generations through our wide range of collections, exhibitions, programs, and educational opportunities.

c. Economic Impact

As the only art museum serving the tri-county region of Marion, Citrus, and Levy counties, the Appleton plays a vital role in both cultural enrichment and economic development through tourism, job creation, and education.

The museum welcomes approx. 60,000 onsite visitors annually, many of whom travel from outside the region and contribute to the local economy through spending on dining, lodging, and retail. According to the Ocala/Marion County Visitors & Convention Bureau, 4% of recent visitors were international and 56% were from outside Marion County.

The Appleton employs 11 full- and 25 part-time staff, with an annual payroll of \$1.27 million, and contracts with teaching artists, academic professionals, and local vendors. Exhibitions, classes, and events create steady work for caterers, printers, photographers, and others in the creative and business service sectors.

The Appleton participated in the Arts & Economic Prosperity 6 (AEP6) study, led by the City of Ocala. The findings showed that Marion County’s arts and culture sector generates \$53.2 million annually — \$15.9 million from organizational spending and \$37.3 million from

audience expenditures. The study underscored the impact of cultural tourism: 21.3% of attendees were nonlocal visitors who spent an average of \$49.50 per person. Nearly 70% cited the cultural event or venue as their primary reason for visiting.

The museum strengthens the local business community through strategic partnerships. Businesses offer exclusive discounts to Appleton members, receiving free promotion through the museum's print materials, website, social media, and emails. These offers drive awareness and traffic to local businesses while enhancing membership value. Notably, too, is the College of Central Florida's partnership with Marion County through the newly opened Marion County Employee Health Center located on the Appleton Museum of Art campus. Being just steps away, all Marion County employees will benefit from health and arts access with this amazing partnership.

Local food trucks are featured at the museum's Free First Saturday events, drawing over 15,000 visitors annually from all over Florida. This partnership provides vendors with consistent exposure and sales opportunities, with additional marketing that actively encourages attendees to support participating Marion County small businesses.

d. Financial Request

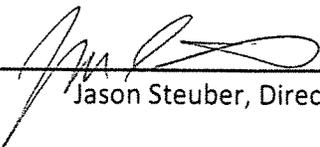
\$10,000

e. Financial History – N/A

f. Advisory Council

| Community Representatives | CF Representatives |
|----------------------------------|---------------------------|
| Albert Goodman | Dr. James Henningsen |
| Audrey Bell | Chris Knife |
| Beth Cannon | Dr. Jennifer Fryns |
| Bill Edgar, ex officio | Chuck Prince |
| Caron Reid | |
| David Rossiter | |
| Diane Carter | |
| Diane Gullett | |
| Kent Guinn, ex officio | |
| Linda Potter | |
| Melanie Gordon-Crawford | |
| Michele Martini | |
| Olivia Ortiz | |
| Phil Rosenberg | |
| Richard E. Schleicher | |
| Scott Canel, Esq. | |
| Te'Sha Jackson | |

g. Authorized Official Signature:

Signature:  _____ Date: 11/19/2025
 Jason Steuber, Director

SECTION II. Narrative Statement of Program/Event

About the Exhibition

“My Country, ’Tis of Thee” is a major exhibition organized by the Appleton Museum of Art, College of Central Florida, on view March–September 2026 in the museum’s main galleries. The exhibition celebrates the approaching 250th anniversary of the United States through more than three centuries of American art and design, drawn from the Appleton’s exceptional permanent collection. Featuring paintings, decorative arts and regional artifacts, the exhibition explores how American creativity, innovation and identity have evolved across generations, while also highlighting Florida and Marion County’s pivotal role and natural beauty as sources of artistic inspiration.

“My Country, ’Tis of Thee” aligns with the mission of the Appleton Museum and the goals of the TDC by enhancing cultural tourism, fostering regional pride and positioning Marion County as a destination for arts, heritage and education during a milestone moment in American history.

Dates, Schedule, and Venue

The exhibition will be open to the public during the museum’s regular, year-round visitor hours: Tuesdays-Saturdays, 10 a.m.-5 p.m., and Sundays, noon-5 p.m. throughout the show dates (March 13-September 13, 2026). It will be on view in the Appleton’s main, rotating gallery on the first floor, the Edith-Marie Gallery.

Related Programs and Activities

Thursday, March 12, All-Members Celebration – all Appleton members are invited to celebrate the opening of “My Country, ’Tis of Thee.”

July 1-31, 2026, “Stars, Stripes and Art” – admission is free during the month of July 2026 in celebration of the 250th anniversary of the United States.

Saturday, July 11, 1 p.m. – in partnership with Florida Humanities, join us on Free First Saturday for a talk (rescheduled from July 4), “Picturing Paradise: From John James Audubon to the Florida Highwaymen,” by Dr. Keri Watson. Free as part of Free First Saturday. Other special activities will include educational and public programming held in the auditorium, corresponding activity stations for all ages in the museum’s Artspace, and free guided tours for visitors, schools and tour groups.

Track Record

A campus of the College of Central Florida, the Appleton Museum of Art is an AAM-accredited institution housing a collection of more than 24,000 artworks.

Since the public opening in December 1987, the museum has presented a world-class permanent collection that's unparalleled in our region, and in our state. The museum continues its commitment to artistic excellence and community engagement by presenting special exhibitions that highlight Florida artists, offer new perspectives on the permanent collection, and celebrate youth creativity. These exhibitions attract visitors from across the state and beyond, contributing to Marion County's cultural vitality and tourism economy.

For three decades, the museum has served as an advocate and partner to regional arts organizations and as a cultural anchor for the east end of the county. We actively support local businesses through patronage and reciprocal partnerships and remain dedicated to inspiring future generations of artists and art enthusiasts.

In 2026, the Appleton will turn its focus to American art and design as part of "My Country, 'Tis of Thee." The project builds on the museum's long-standing success in presenting innovative, high-quality programs that connect art, history and community.

SECTION III. Tourism Generation/Marketing Plan.

Event Timing & Tourism Appeal

"My Country, 'Tis of Thee" will be on view at the Appleton Museum of Art from March–September 2026, spanning Florida's slower spring and summer tourism months to attract cultural tourists, families, and other travelers. Aligning with national celebrations of America's 250th anniversary, the exhibition offers visitors a compelling reason to travel to Marion County during the off-season. Its themes of American creativity and Florida's artistic legacy will appeal to audiences statewide and nationally, drawing visitors seeking meaningful, educational, and visually rich experiences.

Additionally, the Appleton has included an RFP for distribution to lodging industry partners (see application page following the detail budget).

Target Audience (as it pertains to this grant request)

Cultural tourists, art enthusiasts, heritage travelers and retirees from Gainesville, The Villages, Orlando, Tampa Bay, and other Central/North Florida markets.

Out-of-County Marketing

Purchase print and digital ads to promote the exhibition in regional publications such as Gainesville Sun, Tampa Bay Times, Tampa Bay Magazine, Orlando Sentinel, Artistry Magazine, and others.

Purchase print and digital billboard space in Gainesville and The Villages.

Secure editorial features and calendar listings in cultural tourism and lifestyle outlets statewide.

Collaborate with WUFT (Gainesville PBS/NPR) for underwriting spots highlighting the exhibition's national significance and family-friendly appeal.

Distribute press releases to media list covering statewide markets, and beyond.

Print and Direct Mail

Produce a postcard campaign promoting "My Country, 'Tis of Thee," mailed via Every Door Direct Mail to select ZIP codes in Gainesville, The Villages, and other high-visitation areas.

Social Media and Video

Create a short-form video series introducing key works and exhibition themes to run across social media and YouTube.

Boost posts during key travel months (March–August 2026) using tourism-related hashtags (#VisitFlorida, #ExploreOcala, #FloridaMuseums).

Leverage the Appleton's strong YouTube following — the largest among college art museums in Florida — to extend reach beyond Marion County.

Performance Measurement

Success will be evaluated through:

- Increased attendance from out-of-county ZIP codes (tracked through visitor surveys and admission data).
- Social media engagement metrics and web traffic from target regions.
- Earned media placements and advertising impressions.

SECTION IV. Sustainability and Growth Potential.

Include detailed information outlining the event's/program's community support. Also, provide information outlining a plan to grow the event/program and subsequently, attract additional visitors in future years.

Although "My Country, 'Tis of Thee" is a temporary exhibition, it is part of the Appleton's ongoing, year-round schedule of rotating special exhibitions that sustain visitor engagement and drive cultural tourism. As a department of the College of Central Florida, the museum receives annual budget allocations that support the curation, design and installation of exhibitions such as this one.

Funding support from Marion County will significantly enhance the Appleton's ability to promote "My Country, 'Tis of Thee" beyond Marion County, targeting regional and statewide audiences through strategic marketing campaigns and tourism partnerships. By increasing visibility across Central and North Florida, this investment will directly generate out-of-county visitation during the exhibition's run and highlight Marion County's art and historical legacies in the broader story of America.

During the run of the exhibition, the Appleton will collaborate with Arts in Health Ocala Metro on a special program that ties the exhibition to their "Art Isn't Extra" initiative, and celebrating National Arts & Health Day on July 26, 2026. This partnership unites several of Marion County's leading arts organizations to foster community engagement and highlight the region's rich cultural landscape.

SECTION V. Proposal Budget for "My Country, 'Tis of Thee":

| Expenses | Incl. County Logo or Sponsor Credit Line | Detail | Totals |
|--|--|----------|-----------------|
| Printing & Postage, Exhibition Postcard (EDDM to Out-of-County Zip Codes) | X | \$ 3,500 | \$3,500 |
| Advertising | | | \$25,000 |
| Out-of-County Billboards (ClearChannel & Lamar) | X | \$13,000 | |
| In & Out-of-County Print & Digital Ads | X | \$10,000 | |
| Out-of-County Radio | X | \$2,500 | |
| Exhibition Installation | | | \$18,125 |
| Gallery Paint | | \$7,125 | |
| Framing | | \$8,500 | |
| Wall Vinyls | X | \$2,500 | |
| Professional Photography | | \$2,350 | \$2,350 |
| Programming & Events | | | \$7,350 |
| Members Party (Food & Beverage) | | \$5,000 | |
| Ocala Symphony Orchestra Partner Activity Supplies | | \$1,500 | |
| Artspace Activity Station Supplies | | \$500 | |
| Guest Speaker Fee | | \$350 | |
| TOTAL EXPENSES | | | \$56,325 |

| Income (Specific to 6-Month Time Period of Exhibition) | Totals |
|--|-----------------|
| Museum Admissions | \$35,000 |
| Appleton Store | \$38,000 |
| TOTAL ADMISSIONS & STORE INCOME | \$73,000 |

Funds received from Marion County will be matched with museum funds from the income streams detailed in the income chart above.

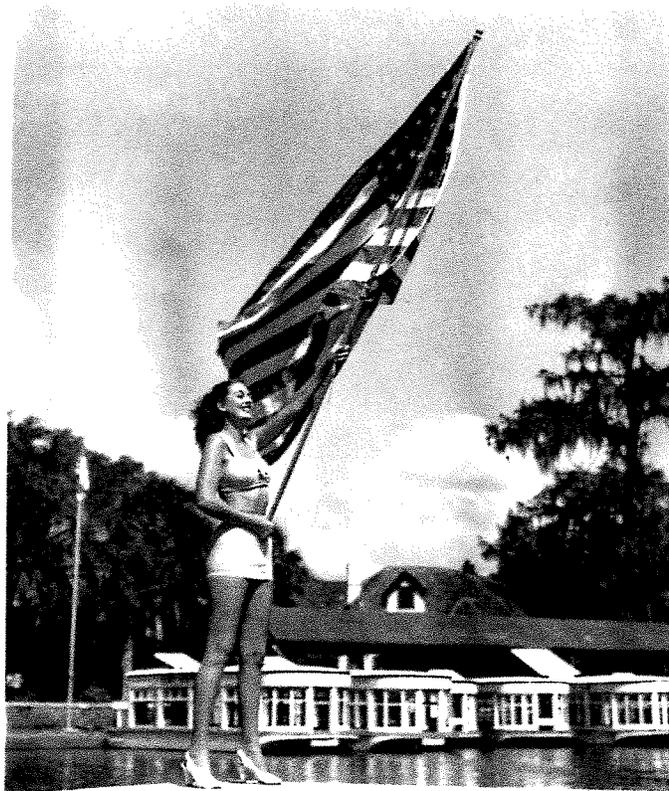


Request for Proposal

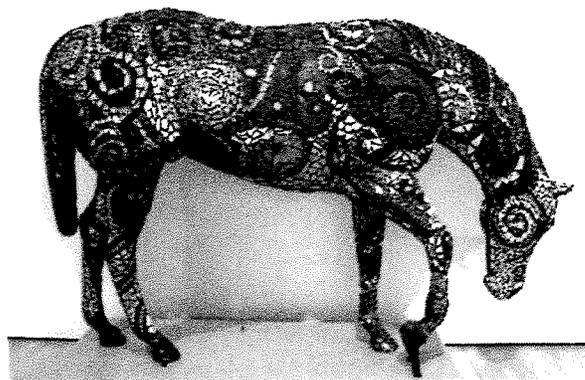
1. Event Name: "My Country, 'Tis of Thee: Celebrating American Art and Design"
2. Organization: Appleton Museum of Art, College of Central Florida
3. Overall event dates: March 13-September 13, 2026
 - a. Check in date: Ongoing
 - b. Check out date: Ongoing
4. Total attendees (competitors, spectators, volunteers, officials, etc.):
Estimated total attendance is 30,000.
5. Total number rooms needed (all nights included): Unknown
6. Total number of rooms needed per night? Unknown
7. Any special requests? Meeting Space, WiFi, Breakfast, Comp rooms, Catering, etc.? N/A

Appleton Museum of Art

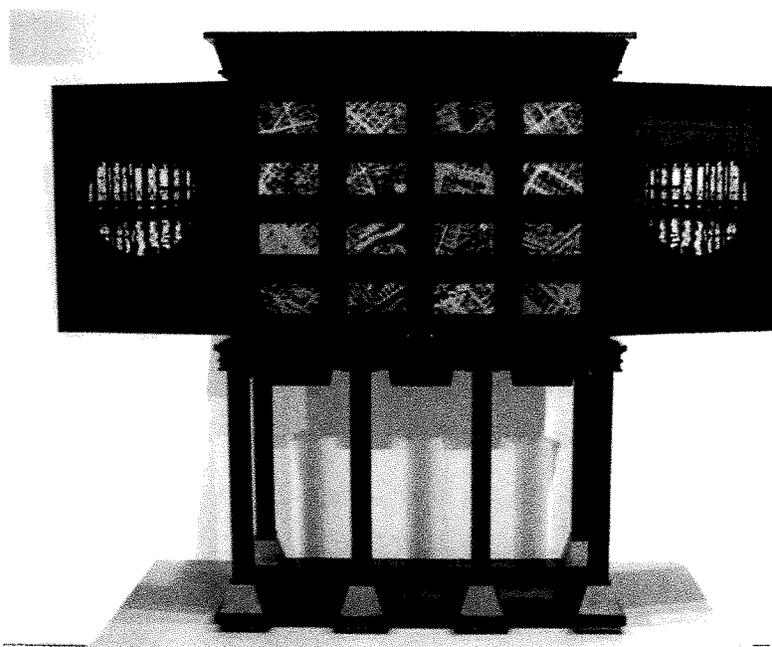
A Selection of Artworks from "My Country, 'Tis of Thee: Celebrating American Art and Design"



Bruce Mozert (American, 1916-2015)
 "Jackie Bingham posing with an American flag at
 Silver Springs," ca. 1949.



Brenda Flynn (American, b. 1955)
 "Journey," 2002
 Mosaic tile on fiberglass armature
 Gift of Laurie and David Jones



Chuck Sharbaugh (American)
 "Bay 82," 2006
 Furniture, solid wood/veneer
 Courtesy of the artist



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21727

Agenda Date: 1/15/2026

Agenda No.: 6.5

SUBJECT:

MOTION: Marion Cultural Alliance (Arts and Cultural Destination Enhancement Funding Program) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

The Arts and Cultural Destination Enhancement Funding Program's Rank and Review Committee, consisting of representatives from the Marion County Public Library System, Marion County Parks and Recreation Department, and Tourist Development Department, reviewed and scored this proposal in accordance with the program guidelines. The committee awarded a score of 100, rendering the applicant eligible for full funding at \$10,000.

Recommend Action: Motion to approve funding for the Marion Cultural Alliance for recommendation to the Marion County Board of County Commissioners.



**ARTS AND CULTURAL DESTINATION
ENHANCEMENT FUNDING PROGRAM
The Mane Tour: A Horse Fever™ Public Art
Experience**

The Mane Tour, a ten-month celebration marking MCA's 25th anniversary and honoring the legacy of Horse Fever™, Ocala's first public art initiative. Designed to attract tourists to Ocala/Marion County to tour the public art installations throughout the county.

Jaye Baillie, APR, MCA Executive Director

**Authorization Statement for the
Arts and Cultural Destination Enhancement Funding Program**

Marion Cultural Alliance, Inc. (MCA) is a 501(c)(3) nonprofit organization governed by a volunteer Board of Directors.

The Board of Directors authorizes the Executive Director to enter into contracts, agreements, and grant documents necessary to carry out programs and initiatives approved by the Board. This includes the authority to execute contracts related to *The Mane Tour: A Horse Fever Art Experience* and to act as the organization's authorized representative for all matters pertaining to this project.

Approved by the MCA Board of Directors, November 13, 2025

ARTS AND CULTURAL DESTINATION ENHANCEMENT FUNDING PROGRAM

MARION CULTURAL ALLIANCE PROPOSAL

For

The Mane Tour: A Horse Fever™ Public Art Experience

Section I. Program Event Summary, Organizational Information and Program Management

Project Summary: The Mane Tour: – A Horse Fever™ Public Art Experience

In 2026, Marion Cultural Alliance (MCA), in partnership with the Florida Breeders and Owners Association (FTBOA) will present The Mane Event, a ten-month celebration marking MCA's 25th anniversary and honoring the legacy of **Horse Fever™**, Ocala's first public art initiative. Building on the success of the beloved horse sculptures that have become cultural landmarks, The Mane Tour will highlight the arts as a catalyst for tourism, community pride, and economic growth.

In collaboration with local artists and partners, MCA will host creative programs such as The Mane Stage (live performances), The Mane Press (interactive art), and The Mane Squeeze (community events), culminating in the Applaud the Arts gala. The centerpiece will be a **traveling Horse Fever™ sculpture** by renowned equine artist **Sharon Crute**, (Attachment A) appearing at locations and events throughout Marion County to encourage exploration of Marion County's arts, historic sites, and local businesses.

The celebration launches January 9, 2026, at Brick City Center for the Arts, featuring a month long exhibit of new works by past **Horse Fever™** artists.

By blending art, tourism, and community engagement, The Mane Tour will attract visitors, increase cultural tourism, and strengthen Marion County's reputation as a vibrant arts destination and the Horse Capital of the World.

Organizational Information

For more than two decades, MCA has served as a multidisciplinary arts venue and a consistent source of advocacy, funding, and creative inspiration. What began as a small group of passionate individuals has grown into a thriving nonprofit supported by more than **386 members**, a **14-member Board of Directors**, seven Emeritus members, two **full-time** and four **part-time staff**, dedicated volunteers, and more than 30 Business pARTners.

MCA is formally designated as the **Local Arts Agency** by both the City of Ocala and the Marion County Board of County Commissioners. The organization fulfills all the functions of

an LAA (as defined by the Americans for the Arts) including presenting programming to the public, supporting artists and arts organizations, managing cultural facilities, awarding grants, participating in community cultural planning and policy development, and advocating for the arts.

MCA's home, the **Brick City Center for the Arts**, is located just off Ocala's historic downtown square. Surrounded by shops and restaurants, The Brick functions as a gallery, event venue, and community gathering space. MCA's lease with the City of Ocala for The Brick, underscoring its role as a cultural cornerstone in the community.

With an **annual operating budget of \$332,000** and a **cultural endowment nearing \$900,000**, MCA maintains long-term financial stability. The endowment was established to fund the arts in perpetuity, with its annual proceeds supporting MCA's cultural grants. To date, MCA has provided more than **\$685,000 in direct funding** to over 35 nonprofit arts, cultural, heritage, and historic organizations. MCA also has **\$87,000 in restricted funds** for artist grants. Since its inception, MCA has raised 3.25 million dollars in support of artists, arts organizations for programming, scholarships, stipends, and art sales.

Fundraising events such as **Applaud the Arts**, **Art in the Attic**, **Give4Marion**, **Block Party**, and **Art in Business** generate steady revenue, complemented by gallery rentals, event sponsorships, monthly exhibits, and an artist gift shop. MCA's **2024–2026 strategic plan** prioritizes growing revenue through expanded venue rentals, increased corporate sponsorships, enhanced exhibitions, and the development of a **25th Anniversary Horse Fever™ project in 2026**.

MCA builds a stronger, more inclusive arts ecosystem by implementing innovative strategies that expand minority representation in grants, exhibitions, and performances.

Funding this grant will support the programming, marketing, and activities associated with *The Mane Event*, MCA's ambitious 10-month celebration honoring its legacy and advancing its mission.

Program Management

Mission Statement

Marion Cultural Alliance (MCA) exists to CHAMPION the arts, artists, and nonprofit arts organizations; to CONVENE the community through arts experiences; and to CREATE a thriving, vibrant arts presence in Ocala/Marion County

Economic Impact Information

Using the Americans for the Arts Economic Impact Calculator, MCA has a \$604,549 economic impact. The impact does not take into consideration the impact MCA has on local arts organizations with its annual cultural grant funding.

MCA's Organizational Capacity to Manage the Arts and Cultural Destination Enhancement Funding Program

MCA is uniquely positioned to successfully plan, manage, and deliver *The Mane Event* in 2026. Since its founding in 2001, MCA has established a proven track record of creating, producing, and sustaining large-scale cultural initiatives, including the nationally recognized **Horse Fever™** public art project. Over the past 24 years, MCA has distributed more than **\$635,000 in grants** to local arts organizations, leveraged **National Endowment for the Arts (NEA) matching funds** in consecutive funding cycles, and managed signature events such as **Applaud the Arts**, **Artober Fest**, and rotating exhibits at the Brick City Center for the Arts.

MCA's capacity is strengthened by:

- **Organizational Infrastructure** – MCA is the officially designated local arts agency for the City of Ocala and Marion County, with an experienced professional staff, active Board of Directors, and strong community partnerships.
- **Project Management Experience** – MCA has coordinated multi-month, county-wide initiatives engaging hundreds of artists, dozens of partner organizations, and thousands of community members.
- **Community Trust and Engagement** – MCA's stewardship of Horse Fever created a lasting legacy of public art that continues to drive tourism. MCA has built long-term relationships with artists, cultural institutions, businesses, and local governments, ensuring broad participation and support.
- **Financial Stewardship** – MCA has successfully administered local, state, and federal grants, maintaining full compliance with NEA requirements and delivering measurable impact.
- **Marketing and Tourism Expertise** – MCA has a proven ability to promote arts and cultural events that attract both residents and visitors, driving cultural tourism and economic activity throughout Marion County.

With this foundation, MCA has the vision, leadership, and organizational strength to carry out *The Mane Tour* as a year-long, community-wide celebration. By combining artistic excellence with strong project management and collaborative partnerships, MCA will ensure the project's success while maximizing its cultural and economic impact.

Financial Request: \$10,000

Marion Cultural Alliance Board of Directors

| 2025 MCA Board Roster & Roles | | | |
|-------------------------------|------------|-----------------------------------|--|
| Leadership Team | | | |
| Cruze | Ginger | 2024 & 2025 Chair | Westport High School & Marion County Center for the Arts (Magnet) |
| Hartley | James | Chair-Elect Treasurer | |
| Navetta | Nick | Finance/Endowment Secretary | Gooding & Batsel, PLLC, Attorney Edward Jones Financial Advisor |
| Board Members | | | |
| Florentino | Mel | Artist Liaison | Professional Artist, Gallery Director, NOMA |
| Hammond, PhD | Leslie | Grants Committee | Artistic Eye Art Appraiser |
| Hutto | Brooke | Marion County School Arts Liaison | Marion County School District, K-12 Fine Arts Supervisor |
| Hoff | Tammy | Volunteers | City of Ocala Public Information Officer/water Resources |
| Lacefield | Valarie | Artist Workshop | Arts Educator/Ambleside School |
| McClain | Matt | Advocacy | Marion County Board of County Commission Liaison to MCA |
| Manning | Kiah | Applaud the Arts Chair | Hudson Furniture/Designer |
| Mehring | Michael | Finance Committee | Suncoast Credit Union/Financial Analyst |
| Prince | Cherrietta | Grants | Owner, Prince Marketing |
| Van Leuven | Cara | Marketing | Professional Artist |
| Warren | LuAnne | Membership | Co-Owner Brick City Digital |
| Emeritus | | | |
| Collier | Daryl | Emeritus | CPA Philanthropist-LILAC Foundation |
| Irwin | Lisa | Emeritus | Arts in Health Ocala Metro |
| McCune | Jessica | Emeritus | Retired Nurse |
| Kilgore | Trish | 2025 Grants Chair | Roberts Realty |
| Poe | Mary Ellen | Chair | Retired Hospice of MC CEO |
| Seiffer | Lisa | Emeritus | Senior Analyst, Signature Brands |
| Zink | Laurie | Emeritus | Community Outreach, Institute of Human and Machine Cognition |

MCA Emeritus Members

| Emeritus | | | |
|----------|------------|-------------------|---|
| Collier | Daryl | Emeritus | CPA |
| Irwin | Lisa | Emeritus | Philanthropist-LILAC Foundation Arts in Health Ocala Metro |
| McCune | Jessica | Emeritus | Retired Nurse |
| Kilgore | Trish | 2025 Grants Chair | Roberts Realty |
| Poe | Mary Ellen | Chair | Retired Hospice of MC CEO |
| Seiffer | Lisa | Emeritus | Senior Analyst, Signature Brands |
| Zink | Laurie | Emeritus | Community Outreach, Institute of Human and Machine Cognition |

MCA Team

| | | |
|------------|------------------|----------------------------|
| Baille APR | Jaye | Executive Director |
| Justiniano | Ashley | Chief Arts Officer |
| McGill | Jonia | Gallery Host/ Social Media |
| Marques | Chelsey | Administrative Assistant |
| Rios | Michelle "Micki" | Saturday Host |
| Upton | Nicole | Gallery Assistant |

Section II. Narrative Statement of Program/Events

In 2026, Marion Cultural Alliance (MCA) will launch The Mane Event, an eleven-month celebration designed to strengthen Ocala/Marion County's identity as a premier cultural tourism destination. Commemorating MCA's 25th anniversary and the legacy of **Horse Fever™**—the community's first large-scale public art project—The Mane Event will use art as a powerful driver of visitation, economic activity, and community pride.

Building on the success of the iconic Horse Fever sculptures that have become cultural landmarks and visitor favorites, MCA will collaborate with local artists, cultural organizations, and tourism partners to present a series of engaging programs that playfully incorporate the word "MANE." Pop up offerings include The Mane Stage (live performances), The Mane Press (interactive art and printmaking), and The Mane Squeeze (community art experiences), all culminating in MCA's 19th annual Applaud the Arts gala with the theme: Join Us at the Winner's Circle-A Derby-Like themed event.

A centerpiece of the 10th month long celebration will be a traveling **Horse Fever™** sculpture by internationally recognized equine artist Sharon Crute, who created the first Horse Fever horse. A robust schedule of events and locations throughout Marion County will feature the new sculpture, encouraging repeat visits, extended stays, and exploration of local businesses, galleries, and historic sites. Visitors and residents can follow the sculpture's journey, in person and online and will have the chance to purchase raffle tickets for a chance to win the horse at the event finale in November 2026.

To expand access and preserve the legacy of **Horse Fever™**, MCA will create a **virtual "Mane Tour"** using **360-degree action camera technology**. Each sculpture will be professionally captured in an immersive, high-resolution format, allowing visitors to explore every horse from any angle — anytime, anywhere.

A dedicated **online landing page** will serve as the tour's digital "stable," featuring each horse within its own interactive viewing space. Visitors can learn about the artist, sponsor, and design inspiration while navigating a 360° view of the sculpture. This experience will not only extend the reach of The Mane Tour to audiences beyond Marion County but also ensure that the artistry and community pride behind **Horse Fever™** are preserved long after the physical sculptures have moved on.

The **Ocala/Marion County Visitors and Convention Bureau** will be able to integrate this virtual tour into its website and promotional efforts, enhancing cultural tourism marketing and offering visitors an engaging preview of the in-person experience.

Through this digital component, **The Mane Tour** will connect global audiences to Ocala’s creative spirit while strengthening the region’s reputation as an innovative arts and tourism destination.

The Mane Tour initiative launches January 9, 2026, with a *month long exhibit: 25 Years of Creativity-Horse Fever Artist Now*-a special exhibition at Brick City Center for the Arts celebrating the artists who helped make **Horse Fever™** an enduring symbol of Ocala’s artistic spirit. The opening event is free and will attract media attention and draw residents and visitors to downtown Ocala.

Through this innovative fusion of public art and tourism activation, The Mane Event will:

- Increase overnight visitation and visitor spending.
- Drive foot traffic to downtown Ocala and cultural districts.
- Enhance the county’s reputation as the “Horse Capital of the World™” and an arts destination.
- Generate measurable economic impact through cultural tourism.

The Mane Event celebrates both heritage and innovations showcasing how art, creativity, and community can work together to shape a more vibrant and economically resilient Marion County.

Past Horse Fever Projects: Examples of Community Impact

Since its debut in 2001, **Horse Fever™** has transformed public art in Ocala/Marion County, creating vibrant cultural landmarks and engaging thousands of residents and visitors.

Notable projects include:

1. Original Life-Size Horse Sculptures (2001–2004)
 - Four iconic horse sculptures installed throughout downtown Ocala.
 - Designed by local and regional artists, these works became permanent cultural symbols.
 - Engaged community through public unveilings, school programs, and artist talks.
2. Horse Fever II (2005)
 - Expanded the project with additional horse sculptures and interactive public art stations.

- Encouraged exploration of downtown Ocala and increased foot traffic to local businesses.
3. Horse Fever III & IV (2008–2015)
- Introduced themed sculpture trails, including equine art reflecting local history and culture.
 - Partnered with schools and arts organizations to host educational tours and workshops.
 - Generated local media coverage and attracted out-of-town visitors, boosting cultural tourism.
4. Artist Exhibits and Legacy Programs
- Ongoing exhibitions celebrating **Horse Fever™** artists' contributions, maintaining community engagement beyond the sculptures.
 - Example: The January 2026 exhibit unites past **Horse Fever™** artists connects past projects to new works, demonstrating lasting artistic impact.

Impact: Over two decades, **Horse Fever™** has become a cultural touchstone, encouraging community pride, supporting artists, and driving measurable tourism and economic benefit for Marion County.

Section III: Tourism Generation/Marketing Plan

Why and How The Mane Tour Attracts Tourists

The Mane Tour: A Horse Fever™ Art Experience is designed to be a compelling cultural tourism attraction by offering visitors **unique, interactive, and memorable experiences**. The tour showcases a series of artist-designed horse sculptures across Marion County, encouraging exploration of downtown Ocala, galleries, cultural landmarks, and local businesses. The **traveling sculpture program** invites repeat visitation, as tourists follow each horse to a new location every month.

Signature experiences like **The Mane Stage** (live performances), **The Mane Press** (hands-on workshops), and **The Mane Squeeze** (community art projects) provide **immersive engagement** for visitors of all ages, making the tour more than just a viewing opportunity—it is an interactive cultural journey.

The addition of a **360-degree virtual tour** allows potential visitors to preview the experience and plan their visit, increasing regional and out-of-town tourism appeal. By combining **art, equine heritage, and community engagement**, The Mane Tour

enhances Ocala/Marion County's reputation as a **vibrant arts destination**, drives foot traffic to local businesses, and generates measurable economic impact.

Timing and Virtual Experience of The Mane Tour

The Mane Tour: A Horse Fever™ Art Experience will run from **January through October 2026**, offering seasonally tailored programs to engage visitors both in-person and online. The celebration launches in **January**.

Winter and spring (February–October) will feature sculpture rotations tied to cultural events local events and activities, encouraging exploration of downtown and cultural sites. Pop up events around the horse will be created to maximize visitor and resident engagement.

A **360-degree virtual tour** of each sculpture will be available on a dedicated landing page, allowing visitors worldwide to explore the horses interactively. This digital experience preserves the legacy of Horse Fever, extends tourism reach, and provides the Ocala/Marion Visitor and Convention Bureau with a tool to promote the county's arts and cultural attractions year-round.

The celebration culminates in **November** with the final sculpture display, raffle announcement, and the 19th Annual **Applaud the Arts – Grand MANE Event**. By offering the raffle, a visitor or resident has a chance to own a piece of public art or donate it to the county for display in one of their parks.

Objective:

To attract local, regional, and out-of-town visitors to **The Mane Tour: A Horse Fever™ Art Experience**, driving cultural tourism, economic impact, and community engagement in Ocala/Marion County.

Target Audiences:

- **Primary:** Cultural tourists, families, and art enthusiasts from Central Florida, neighboring states, and equine-tourism markets.
- **Secondary:** Residents of Ocala/Marion County seeking local arts experiences.

Marketing Channels & Strategies:

1. Digital Marketing:

- **Social Media Campaigns:** Facebook, Instagram, TikTok, and X (Twitter) targeting arts, culture, and equine communities. Paid ads will be geo-

targeted to Central Florida and major nearby metro areas. Estimated reach: 200,000–250,000 impressions over 11 months.

- **Email Newsletters:** MCA subscriber base and partner lists, including tourism partners. Expected open rate: 25–30%, with click-through to event pages.
- **Landing Page & 360° Virtual Tour:** Dedicated site showcasing each horse (approx. 30 still installed), event schedule, and travel planning resources, driving web traffic and extending visitor engagement globally.

2. Partnerships & Cross-Promotion:

- **Ocala/Marion County Visitors & Convention Bureau:** Feature on bureau website, digital newsletter, and visitor guides.
- **Local Businesses & Cultural Institutions:** Promote sculpture stops and workshops through co-branded flyers, and social media shares.

3. Traditional Media:

- Local and regional print media (tourism magazines, lifestyle publications).
- Media releases newspapers, radio, and TV for key events, including the launch, venues, events, and the Applaud the Arts MANE Event. Estimated media impressions: 150,000–200,000.

4. Signage & Wayfinding:

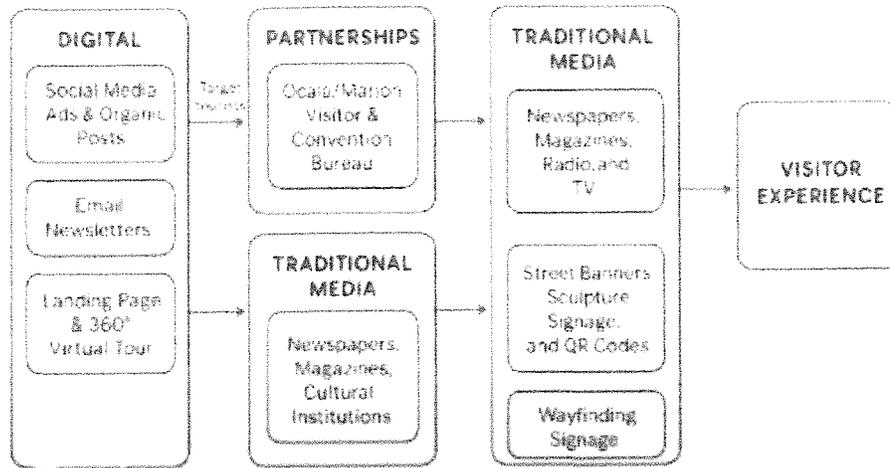
- On-site signage at sculpture locations with QR codes linking to the virtual tour and landing page.

Expected Outcomes:

- Over **350,000 combined impressions** via digital and traditional media.
- Increased tourist visitation to downtown Ocala, cultural sites, and partner businesses.
- High engagement with the virtual tour, extending reach beyond the local region and providing a lasting resource for promoting Marion County arts and tourism.

All marketing will include the OMCVCB/MCBCC logo block in each of its marketing platform platforms, coupled with integrated marketing spend.

The Mane Tour Marketing & Distribution Map



Evaluation Plan

MCA will evaluate *The MANE Tour: A Horse Fever™ Art Experience* using a combination of quantitative and qualitative methods designed to measure tourism impact, visitor engagement, and return on investment.

1. Quantitative Evaluation

- **Visitor Attendance and Origin:** MCA will collect attendance data through ticketing, guest sign-ins, and online participation metrics. Zip code data will identify out-of-county and out-of-state visitors, allowing us to determine the percentage of tourist attendance.
- **Economic Impact:** Partnering with the Ocala/Marion County Visitors and Convention Bureau and local hospitality partners, MCA will estimate direct visitor spending on lodging, dining, and retail.
- **Marketing Reach:** Digital analytics will track impressions, click-through rates, and audience reach from social media, website traffic, email campaigns, and paid advertising. Results will measure the effectiveness of promotional efforts in attracting tourists.
- **Engagement Metrics:** Website and virtual tour analytics will measure unique visitors, session duration, and repeat engagement, providing insight into how the virtual component extends tourism visibility beyond the event itself.

2. Qualitative Evaluation

- **Visitor Experience:** On-site and online surveys will gather visitor feedback on satisfaction, likelihood of return, and perceptions of Marion County as a cultural destination.
- **Partner and Business Feedback:** Local partners, hotels, and restaurants will be invited to share observations on increased visitor activity and customer traffic during the event period.
- **Media and Community Response:** Press coverage, testimonials, and social media commentary will be reviewed to assess public perception and brand enhancement for Marion County as an arts and tourism destination.

3. Reporting and Continuous Improvement

Following the event, MCA will compile data into a comprehensive Tourism Impact Report summarizing visitor demographics, spending estimates, media reach, and community outcomes. This report will be shared with tourism partners and funders and will guide strategies for future event marketing, scheduling, and visitor services.

4. Key Indicators of Success

- At least 10% of attendees from outside Marion County
- Documented increase in overnight stays and local business activity
- 85% or higher visitor satisfaction rating based on survey results
- 10% growth in digital engagement and marketing reach
- Positive regional media coverage positioning The MANE Tour and adjacent activities Marion County as an arts destination

Organizational Capacity and Community Support

Marion Cultural Alliance (MCA) has a proven record of success in producing large-scale public art projects that engage the community, attract visitors, and strengthen Marion County's cultural identity. *The Mane Tour: A Horse Fever™ Art Experience* builds upon more than two decades of accomplishment through MCA's signature **Horse Fever™** initiatives, each of which has demonstrated our ability to plan, fund, and execute complex community projects with lasting impact.

Since the inaugural **Horse Fever™** in 2001, MCA has coordinated the design, production, and installation of more than 100 life-sized horse sculptures throughout Marion County. Each project has united artists, sponsors, and civic partners to celebrate Ocala's equine

heritage while raising significant funds for the arts. The first *Horse Fever* project generated over \$1 million for the local arts community through sponsorships and art sales, and subsequent projects in 2011 and 2021—*Horse Fever in Motion* and *Horse Fever 20/20*—have continued this legacy of creativity, collaboration, and economic return.

MCA's capacity to deliver *The Mane Tour* is grounded in this extensive experience. Our organization has established systems for artist recruitment and management, sponsor coordination, public art installation, and marketing to both local and tourist audiences. Partnerships with the Florida Thoroughbred Breeders and Owners Association, the Ocala/Marion County Visitors and Convention Bureau, corporate sponsors, and local government ensure broad support and alignment with tourism goals.

This **one-time grant request** will support the development of a **Horse Fever™ Tour Map**—available in both physical and digital formats. The promotion of a new **Horse Fever™** and **showcase of existing Horse Fever™ statutes** will spark new and renewed interest in the beloved public art project, extending its tourism and cultural impact well beyond the 10 months of *The MANE Tour: A Horse Fever™ Art Experience*.

Public enthusiasm for **Horse Fever™** remains exceptionally strong. The horses have become iconic symbols of Ocala/Marion County—frequently featured in travel guides, social media, and regional tourism campaigns. Past projects have attracted thousands of visitors who followed the “**Horse Fever™ public art sites**,” exploring downtown Ocala and surrounding areas to experience each sculpture. Local businesses have reported increased customer traffic and spending during Horse Fever launches and events, confirming the project's economic benefit and its role in positioning Ocala as a vibrant arts destination.

With professional staff, experienced volunteers, and an engaged Board of Directors, MCA is uniquely positioned to manage *The Mane Tour* from concept to completion—ensuring artistic excellence, broad community participation, and measurable tourism outcomes. Building upon 20 years of sustained success, this project represents both a celebration of Marion County's artistic legacy and a forward-looking investment in its continued cultural and economic vitality.

Event-Specific Income and Expense Budget

Project Title: *The Mane Tour: A Horse Fever Art Experience*

Total Project Budget: \$15,000

Funding Request (ACDEP): \$10,000

MCA In-Kind Match: \$5,000

Income

| Source | Description | Amount |
|---|--|-----------------|
| Anonymous Sponsor | Cash contribution in support of The Mane Tour | \$5,000 |
| Arts and Cultural Destination Enhancement Program (ACDEP) Grant | Requested project funding | \$10,000 |
| MCA In-Kind – Staff | Event coordination, marketing support, volunteer management | \$3,000 |
| MCA In-Kind – Venue | Use of Brick City Center for the Arts gallery/event space for January launch exhibit | \$1,500 |
| MCA In-Kind – Volunteer Support | Estimated value of volunteer time for events and outreach | \$500 |
| Total Income | | \$20,000 |

Expenses

| Category | Description | Amount |
|-------------------------|---|---------|
| Advertising & Publicity | Print, radio, online media, posters, brochure/map, and landing page on mcaocala.org | \$7,500 |
| 360 Camera | Equipment purchase for virtual/interactive tour | \$600 |

| Category | Description | Amount |
|---|--|-----------------|
| Graphic Design | Design of promotional materials, Horse Fever Tour map, and online assets | \$1,900 |
| Total Grant-Related Expense (ACDEP Funded) | | \$10,000 |

Notes

- **In-kind contributions** from MCA total **\$5,000**, demonstrating strong organizational commitment and community support.
- This is a **one-time funding request** to support the launch and promotion of *The Mane Tour: A Horse Fever Art Experience*.
- The project's impact will extend beyond the 11-month tour through continued public engagement with the physical and online components.

Attachment A

Marion Cultural Alliance Announces Featured Artist Sharon Crute for***The MANE Tour: A Horse Fever™ Art Experience***

Marion Cultural Alliance (MCA) is proud to announce that internationally recognized equine artist **Sharon Crute** will be featured as part of ***MANE Tour: A Horse Fever™ Art Experience***, a ten-month celebration of art, community, and equine heritage.

A dynamic force in the world of equine art, Crute is known for her expressive depictions of horses in motion. Drawing from years spent working within the Thoroughbred racing industry, her paintings radiate authenticity, energy, and emotional depth. Her bold compositions and distinctive use of color have earned her exhibitions in galleries and museums across the United States and abroad — including the **National Sporting Library and Museum** in Middleburg, Virginia, and **SPA Fine Arts** in Saratoga Springs, New York. Her work enjoys a devoted following among collectors and horse enthusiasts alike.

Crute has been part of the *Horse Fever* public art project since its inception in 2001. Her artistic vision helped define the visual legacy of Marion County, celebrated worldwide as the **Horse Capital of the World®**. Through her artwork and continued engagement with Ocala's thriving arts community, Crute exemplifies the intersection of art and equine culture that lies at the heart of the *Horse Fever* legacy.

“Sharon’s work has become part of the cultural fabric of Marion County,” said **Laurie W. Zink**, Co-Founder of the ***Horse Fever™*** public art project. “Her vision and artistry have shaped *Horse Fever* from the very beginning, helping to capture the spirit of our community and its deep connection to the horse. In fact, she created the original prototype — *Champ*, *World Champ*, and *Cultural Champ*. We’re honored to celebrate her contributions through *The MANE Event*.”

“Being part of ***Horse Fever™*** has been one of the most meaningful experiences of my career,” said **Sharon Crute**. “Each project reflects how deeply our community values both the arts and the horse. Revisiting ***A Horse Fever™*** through ***The MANE Tour: A Horse Fever™ Art Experience*** feels like coming full circle — celebrating how far we’ve come and the creativity that continues to thrive in Ocala.”

The MANE Tour: A Horse Fever™ Art Experience launches in **January 2026** with an exhibit at **Brick City Center for the Arts**, featuring a new *Horse Fever* statue by Crute. All past *Horse Fever* artists have been invited to showcase their work throughout the month. The exhibit will celebrate the evolution of Ocala’s iconic public art project and its lasting impact on the region’s cultural identity.

Request for Proposals (RFP)

Hotel Accommodations for the MANE Tour: Horse Fever Arts Experience

Issued by: Marion Cultural Alliance (MCA)

Project: MANE Tour: Horse Fever Arts Experience

RFP Release Date: TBD

Proposal Due Date: January 9, 2025

1. Introduction

Marion Cultural Alliance (MCA) is preparing for the MANE Tour: *A Horse Fever Arts Experience*, an 11-month celebration showcasing public art, community engagement, and Ocala/Marion County's equine heritage. As part of this initiative, MCA anticipates hosting visiting artists and visitors who may require overnight accommodations.

MCA invites area hotels to submit proposals for preferred lodging partnerships to support these stays throughout the duration of the tour.

2. Project Overview

The MANE Tour will highlight Marion County's iconic Horse Fever public art program through special events, tours, and educational experiences. To support the success of this initiative, MCA seeks hotel partners who can provide:

- Comfortable and reliable accommodations
- Consistent pricing throughout the tour period
- Favorable group rates and/or corporate rates
- Added-value amenities and guest services

3. Scope of Services Requested

Hotels are invited to submit proposals that address the following:

A. Room Rates & Availability

- Standard room rate offered to MCA guests
- Rate validity period (ideally for full 11 months)

- Blackout dates, if any
- Availability of suites or upgraded rooms
- Group block availability (estimated range: 5–25 rooms per event)

B. Amenities & Inclusions

- Complimentary breakfast options
- Parking availability and fees
- Wi-Fi access (preferably complimentary)
- On-site restaurant/bar offerings
- Shuttle transportation (if available)
- Fitness center, pool, or other guest amenities

C. Added Value for Partnership

- Flexible cancellation or modification policies

D. Reservation Process

- Dedicated booking link or promo code
- Direct point of contact for MCA guest services
- Payment arrangements (direct billing, credit card guarantee, etc.)

4. Estimated Usage

While exact numbers may vary, MCA anticipates the following:

- **Individual visitors stays:** 1–2 nights per visit

5. Proposal Requirements

Please include the following in your proposal:

1. Overview of hotel property and amenities
2. Proposed room rates and availability
3. List of included amenities and added-value considerations
4. Contact information for primary hotel representative
5. Any additional information that distinguishes your property as a partner

6. Evaluation Criteria

Proposals will be evaluated based on:

- Competitive and transparent pricing
- Value-added offerings
- Proximity to MCA, Downtown Ocala, and Horse Fever sites
- Flexibility and ease of booking
- Overall alignment with MCA's guest experience expectations

7. Submission Instructions

Please submit proposals electronically in PDF format to:

Jaye Baillie

Executive Director, Marion Cultural Alliance

Email: Jaye.Baillie@mcaocala.org

Phone: 352.369-1500

Proposals must be received by **(January 9, 2026)**.

8. Timeline

- **RFP Released:** December 5, 2025
- **Proposal Submission Deadline:** December 29, 2025
- **Hotel Partner Selection:** January 7, 2026
- **Partnership Effective:** Beginning of MANE Tour period-October 31, 2026

9. Contact Information

For questions or clarifications, please contact:

Jaye Baillie, Executive Director, Marion Cultural Alliance 352-369-1500 jaye.baillie@mcaocala.org

Thank you for your interest in partnering with Marion Cultural Alliance to support the MANE Tour: *A Horse Fever Arts Experience*. We look forward to reviewing your proposal.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21728

Agenda Date: 1/15/2026

Agenda No.: 6.6

SUBJECT:

**MOTION: Ocala Civic Theatre (Arts and Cultural Destination Enhancement Funding Program)
(Requested Funding - \$7,500)**

DESCRIPTION/BACKGROUND:

The Arts and Cultural Destination Enhancement Funding Program's Rank and Review Committee, consisting of representatives from the Marion County Public Library System, Marion County Parks and Recreation Department, and Tourist Development Department, reviewed and scored this proposal in accordance with the program guidelines. The committee awarded a score of 100, rendering the applicant eligible for full funding at \$7,500.

Recommended Action: Motion to approved funding for the Ocala Civic Theatre for recommendation to the Marion County Board of County Commissioners.

the
CiViC
OCALA CIVIC THEATRE

November 2025
Arts and Cultural Destination Enhancement
Funding Program Proposal

Prepared For
Ocala Marion County Visitors and Conventions Bureau (OMCVCB)
109 W. Silver Springs Boulevard, Ocala, FL 34475

Submitted By
Greg Thompson, Executive & Artistic Director, Ocala Civic Theatre
4337 E. Silver Springs Boulevard, Ocala, FL 34470
(352) 236-2274
gthompson@ocalacivictheatre.com

SECTION I. Program/Event Summary, Organizational Information and Program Management

Program/Event Summary

Ocala Civic Theatre (The CiViC) requests \$7,500 in Arts and Cultural Destination Enhancement funding to support a targeted marketing initiative aimed at attracting cultural tourists from outside Marion County. This effort will position Ocala as a vibrant arts destination during non-peak tourism months by strengthening awareness of The CiViC's year-round programming, which includes mainstage productions, youth theatre, concerts, and special events.

Funding will support out-of-area marketing strategies such as website enhancements to promote local cultural, dining, and hospitality partners, social media and Google Ads, print and radio placements, billboards, and collaborative promotions with *Visit Florida* and regional Chambers of Commerce. The total marketing budget for this project is \$15,000, with The CiViC providing a \$7,500 cash/in-kind match.

Mission Statement

By offering quality theatrical experiences and performing arts education, Ocala Civic Theatre helps cultivate future artists and audiences, fostering a lifelong connection to the arts. We work to ensure the arts remain a place where our community can connect, participate and be inspired.

Organizational Information

Founded in 1950, The CiViC is one of Florida's oldest and largest community theatres. Each season, The CiViC produces three plays, three musicals, and three youth shows, totaling over 100 performances annually, and hosts more than 50 special events, reaching over 30,000 patrons.

Operating from a 362-seat facility at the Appleton Cultural Campus (adjacent to the Appleton Museum of Art), The CiViC employs 17 staff and nearly 300 volunteers, with a \$1.2 million annual operating budget. The Theatre's Academy serves 150 learners annually, and outreach programs reach 1,300+ additional participants in schools and public spaces.

Economic Impact

The CiViC is a consistent driver of cultural tourism in Marion County. According to the Arts & Economic Prosperity 6 Calculator, The CiViC generates \$3.3 million in economic activity annually, supporting 54 local jobs and contributing \$81,836 in local tax revenue, demonstrating a measurable return on public investment.

Across the 2024-2025 season, The CiViC welcomed 36,852 total attendees across 255 performances and events. Ticketing and ZIP-code analysis show that the Theatre consistently attracts audiences from outside Marion County, representing over 225 distinct ZIP codes. Between July 2024 and February 2025 alone, 4,877 tickets were purchased by patrons residing outside of Marion County, meaning at least 13% of all attendance originates from cultural tourism and regional visitors.

Financial Request

Total Project Cost: \$15,000
 Amount Requested: \$7,500
 The CiViC Matching Funds: \$7,500

Financial History

| Fiscal Year | Total Income | Total Expenses | Surplus / (Deficit) |
|-------------|----------------|----------------|---------------------|
| 2024-2025 | \$1,288,550.39 | \$1,612,594.40 | (\$324,044.01) |
| 2023-2024 | \$1,120,856.57 | \$1,597,411.81 | (\$476,555.24) |
| 2022-2023 | \$859,737.76 | \$1,326,383.60 | (\$466,645.84) |

Board of Directors (2025-2026)

Executive Officers

Jackie Eastman, CPA - President
 Garry Adel - Vice President
 Lori Cotton - Secretary
 Amy Garcia Sampson - Treasurer

Directors

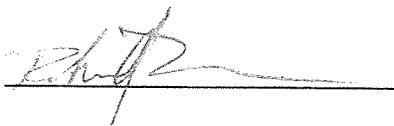
John Allsopp
 Jaye Baillie
 Kelsey Burnette
 Kiah Manning
 Laurie Reeder
 Keith Sackin

Board Members Emeritus

Laurie Zink
 Jim Hilty

Authorized Official

Greg Thompson Executive & Artistic Director, Ocala Civic Theatre 4337 E. Silver Springs Blvd., Ocala, FL 34470 (352) 236-2274 | gthompson@ocalacivictheatre.com

Signature:  Date: 11/13/25

SECTION II. Narrative Statement of Program / Event

Ocala Civic Theatre is a year-round performing arts organization that produces a full season of live theatre, youth performance programs, and special events that attract both local residents and visitors from across the region. In the 2024-2025 season, The CiViC welcomed 36,852 attendees across 255 performances and events, representing visitors from more than 225 distinct ZIP codes. Between July 2024 and February 2025, 4,877 tickets (13%) were purchased by patrons residing outside Marion County, demonstrating a measurable and consistent cultural tourism draw. Located near the Silver Springs Community Redevelopment Area, The CiViC promotes tourism through arts-based travel, contributes to the local economy, and enhances Marion County’s identity as an arts destination.

Non-peak season (Jan, Feb, Mar) programming includes:

| Month | Program/Event | # of shows | Attendance | Out-of-Area Impact/Notes |
|------------|--|------------|------------|---|
| April | Spring Youth Production -James and the Giant Peach (2025) | 4 | 560 | Tuition-free youth program; affordable family pricing; held at Mary Sue Rich Community Center at Reed Place; attracts local and regional families |
| May | Season Closing Mainstage Musical - <i>The SpongeBob Musical</i> (2025) | 15 | 3379 | Includes audience engagement programs; discounts for students, educators, first responders; draws regional patrons; held at the CiViC |
| June-July | Summer Youth Arts for All Intensive - <i>The Seussification of Romeo & Juliet & Godspell</i> (2024) | 8 | 1401 | Two youth ensembles; held at the CiViC ; encourages multigenerational travel; supports summer cultural visitation |
| September | Season Opening Musical - <i>Rodgers & Hammerstein’s Cinderella</i> (2024) | 15 | 4107 | 75% average capacity; Includes audience engagement programs; held at the CiViC; attracts both local and regional visitors |
| Oct-Nov | Fall Mainstage Production - <i>The Glass Menagerie</i> (2024) | 15 | 2307 | Held at the CiViC; includes audience engagement programs; attracts both local and regional visitors |
| December | Holiday Mainstage Production - <i>A Tuna Christmas</i> (2024) | 12 | 2564 | Held at the CiViC; targets winter visitors and multigenerational holiday audiences; key driver for early-season tourism and re-engagement of winter residents |
| Year-Round | Concerts, Comedy, & Special Events | 50+ | 9130 | Includes rental and touring events; held at the CiViC; introduces new audiences; expands cultural tourism reach |

Spring Youth Production (April – Mary Sue Rich Community Center)

A tuition-free youth production offering accessible arts opportunities. School matinees are \$5; public performances \$12-\$18. The 2024 production of *James and the Giant Peach* welcomed 560 audience members across four performances.

Season Closing Mainstage Musical (May – The CiViC)

A three-week musical, typically 15 performances, drawing large regional attendance. *The SpongeBob Musical* had 3,379 attendees in 2024. Programming includes Student Night, Drinks with the Director, Play/Date family initiative, and Off Book discussions. Discounts are offered to students, educators, and first responders.

Summer Youth Arts for All Intensive (June-July – The CiViC)

Two youth ensembles present fully staged performances over two weekends. In 2024, *The Seussification of Romeo & Juliet* and *Godspell* drew 1,401 attendees, attracting multigenerational family travel.

Season Opening Musical (September – The CiViC)

A 15-performance musical kicking off the season. Rodgers & Hammerstein's *Cinderella* welcomed 4,107 audience members in 2024, averaging 75% capacity, driving early ticket sales and re-engaging winter residents. Also includes audience engagement opportunities.

Fall Mainstage Production (Oct-Nov – The CiViC)

A major three-week production such as *The Glass Menagerie* drew 2,307 attendees and included audience engagement opportunities.

Holiday Mainstage Production (December – The CiViC)

A special holiday production over two weeks (10 performances), welcoming winter visitors and multigenerational audiences. *A Tuna Christmas* attracted 2,564 attendees during early tourism season.

Concerts, Comedy, & Special Events (Year-Round – The CiViC)

50+ concerts, comedy, and cultural events drew 9,130 attendees, including rental and touring events that expand cultural tourism and attract new audiences.

The CiViC's programming merits TDC funding because it attracts out-of-county visitors, drives economic activity, and strengthens Marion County's reputation as a cultural destination. Art & Economic Prosperity 6 (AEP 6) finds that arts patrons from outside Marion County generated an additional \$49.50 per person in spending, not including ticket sales, while in town for our events. In 2024-2025, 13% of ticket buyers were from outside the county. Year-round programming, including mainstage musicals, youth productions, and special events, draws audiences during non-peak months. TDC support leverages public investment to produce measurable economic impact, sustain local jobs, and enhance cultural tourism in Marion County.

SECTION III. Tourism Generation/ Marketing Plan

The CiViC is a year-round performing arts organization whose programming contributes to Marion County's cultural destination profile. The proposed marketing activities are aimed at increasing visitation from outside the county by promoting productions that occur outside of the January-March peak tourist season, including the Closing Musical in May, the Opening Musical in September, the Spring Youth Production in April, and the Summer Youth Productions in July. These programs are positioned to attract cultural travelers during shoulder periods, supporting off-peak economic activity.

Target Markets

Recent ticketing data demonstrates that approximately 13% of patrons reside outside Marion County, providing a baseline for tourism impact. This proposal strengthens out-of-county reach through a two-tiered market strategy:

1. Primary Market - Regional Domestic Drive Market

Visitors within a 30-90-minute radius, including Alachua, Citrus, Hernando, Lake, Levy, and Sumter counties, where travel patterns support day trips and overnight stays associated with cultural activities.

2. Secondary Market - Non-Domestic Travelers

Seasonal residents, visiting friends and relatives, and leisure travelers planning visits to Central and North Central Florida. Marketing to this audience focuses on destination awareness in alignment with *Visit Florida* domestic and non-domestic travel data, positioning The CiViC as part of a broader cultural itinerary rather than a single-event trip driver.

Distribution to Lodging Industry Partners

The CiViC will expand partnerships to provide lodging providers with opportunities to collaborate on co-promotional offers and ticket & lodging packages. Partners will be featured on the enhanced "Plan Your Trip" webpage, connecting audiences with local restaurants and attractions and encouraging multi-day cultural visits. These collaborations promote regional cultural tourism and provide opportunities for expanded economic impact. The effectiveness of these initiatives will be tracked through lodging partner surveys, website analytics, and unique QR codes. The CiViC has previously collaborated with lodging providers, such as Equus Inn, as Community Partners, with partners receiving theatre lobby signage, program recognition, and production sponsorship. (See attached RFP)

Measurement and Evaluation

To comply with Florida State Statute §125.0104, evidence of tourist origin will be collected and reported using:

- ZIP code data captured through the ticketing system
- Patron and lodging partner surveys administered digitally and onsite
- Website analytics identifying geographic source audiences
- Lodging and dining promotional code tracking

Key Performance Indicators

- Increase out-of-county attendance (from 13% to 20% annually) measured through ZIP-code tracking
- Increase destination awareness measured through digital analytics across media channels
- Support overnight economic activity (documented year-over-year increase) measured through promotion codes and survey response data

Out-of-County Marketing Initiatives- Projected ROI, Attendance, and Reach

The CiViC will implement an integrated marketing campaign emphasizing out-of-county promotion across digital, radio, print, and tourism partnership channels.

| Strategy | Description | Cost / Funding | Out-of-County Attendees | Projected Impressions / Reach | Total Economic Impact ¹ | ROI |
|--------------------------------|--|------------------------------------|-------------------------|-------------------------------|------------------------------------|------|
| Website Enhancement | "Plan Your Trip" webpage encouraging overnight visits | \$1,000 / Grant | 100 | 5,000-7,500 | \$4,950 | 4.95 |
| Social Media Content Creation | Video/audio/written messaging for Facebook, Instagram, and TikTok | \$1,000 (\$500 Grant / \$500 Cash) | 200 | 50,000-60,000 | \$9,900 | 9.9 |
| Google Ads (Search & Display) | Geo-targeted campaigns to drive-market ZIPs & non-domestic audiences | \$0 / Google Ad Grant | 120 | 15,000-20,000 | \$5,940 | n/a |
| Radio & Digital Media | WUFT, WIND-FM & K-Country ads, DJ mentions, ticket contests | \$3,000 / In-Kind | 90 | 6,000-8,000 | \$4,455 | n/a |
| Print Advertising | Regional lifestyle and tourism publications | \$2,500 / In-Kind | 60 | 60,000-80,000 | \$2,970 | n/a |
| Outdoor Billboard | Out-of-area billboard promoting cultural visitation | \$4,000 / Grant | 300 | 20,000-25,000 | \$14,850 | 3.71 |
| Tourism & Chamber Partnerships | Memberships supporting cross-promotion, listings, referrals | \$1,500 / Grant | 50 | N/A | \$2,475 | 1.65 |
| Promotional Incentives | Discount codes/vouchers tied to overnight stays | \$500 / Grant | 50 | N/A | \$2,475 | 4.95 |

Total / Combined: Out-of-County Attendees: 970 | Total Projected Economic Impact: \$47,015

¹ Economic impact estimates use a conservative out-of-county spending figure of \$49.50 per attendee, based on Marion County-specific AEP6 data (Americans for the Arts, 2024). ROI is calculated for grant or cash-funded initiatives only; in-kind and Google Ad Grant initiatives are included in economic impact but do not have ROI. Attendance and impression figures are conservative projections based on historic attendance, media reach, and engagement trends. Tracking methods include ticketing zip codes, promo codes, surveys, and lodging partner collaboration, ensuring compliance with Florida Statutes Section 125.0104.

SECTION IV. Sustainability and Growth Potential

The CiViC's programming is supported by a broad network of community stakeholders, including local patrons, volunteers, donors, civic partners, and regional cultural organizations. The organization engages approximately 300 volunteers annually and operates with extensive community participation, reflecting sustained local support for its mission to provide accessible, high-quality arts experiences for residents and visitors. School partnerships, youth ensembles, and public engagement initiatives further strengthen community investment in The CiViC's ongoing work.

The City of Ocala and Ocala Parks & Recreation have been key partners in establishing Academy West, a performing arts education initiative at the **Mary Sue Rich Community Center at Reed Place**. This collaboration has enabled The CiViC to extend arts education and performance opportunities into a traditionally underserved area of the community, aligning with shared goals of equitable access and community inclusion.

Partnerships with **Marion County Public Schools** provide additional evidence of community support. Each year, hundreds of students attend the Spring Youth Production during designated school-day performances, offering exposure to live theatre and supporting arts education objectives. These programs also encourage broader family and community engagement in local cultural programming.

The CiViC is located on the **Appleton Cultural Campus of the College of Central Florida**, adjacent to the **Appleton Museum of Art**. The organization continues to explore expanded collaboration with both institutions through joint educational activities, cross-promotional opportunities, and campus-based cultural programming. These relationships reflect ongoing cooperation among key arts and educational entities in Marion County.

The Marion Cultural Alliance (MCA) also provides significant community support to The CiViC through event collaborations, promotional partnerships, and grant funding. MCA and The CiViC have co-hosted community arts events at the **Brick City Center for the Arts**, maintaining a downtown presence for The CiViC, working jointly to promote local performances, advancing shared goals of strengthening Marion County's cultural landscape and expanding access to the arts.

In addition, The CiViC's proximity to **Silver Springs State Park and the Ocala National Forest** presents opportunities for co-marketing efforts that link arts and cultural activities with the area's natural assets. Such collaborations can strengthen destination awareness and support balanced regional tourism growth.

Future Growth Plan

The CiViC's established base of community partnerships provides a strong foundation for long-term growth. Attendance data indicate consistent regional and out-of-county participation across multiple seasons, particularly during non-peak periods such as the Spring Youth Production, Season Closing Musical in May, Summer Youth Productions, and the Season Opening Musical in September. These programs contribute to extended visitor stays and year-round economic activity.

Planned strategies for growth include:

- Expanding outreach to regional drive-market audiences while maintaining engagement with national and international cultural visitors.
- Strengthening cooperative marketing with *Visit Florida* and regional Chambers of Commerce to align with broader tourism priorities.
- Developing lodging and hospitality partnerships that promote overnight stays and multi-day cultural itineraries.
- Enhancing digital marketing and analytics, including social media, Google Ads, and email campaigns, to better target and evaluate audience engagement.
- Introducing new programming and engagement initiatives designed to diversify offerings and encourage repeat visitation.

Through continued collaboration with civic, educational, and cultural partners, and the implementation of a structured marketing and outreach plan, The CiViC seeks to sustainably increase visitor participation, support year-round cultural activity, and strengthen Marion County's overall arts and tourism ecosystem.

SECTION V. Proposal Budget

| Strategy | Description | Estimated Cost | Source of Funds |
|-----------------------------------|--|----------------|--------------------------------|
| Website Enhancement | "Plan Your Trip" webpage featuring lodging, dining, attractions, and suggested itineraries that encourage overnight visits. | \$1,000 | Grant |
| Social Media Content Creation | Production of video, audio, and written messaging for Meta and YouTube campaigns targeting out-of-county audiences. | \$1,000 | \$500 Grant / \$500 Cash match |
| Google Ads (Search and Display) | Geo-targeted campaigns to both (1) drive-market ZIP codes and (2) non-domestic audiences engaged in trip-planning behavior. | \$1,500 | Google Ad Grant, In-Kind |
| Radio & Digital Media Partnership | WUFT, WIND-FM and K-Country ads, streaming, DJ mentions, ticket contests, and interview segments. | \$3,000 | In-Kind Media Value |
| Print Advertising | Regional lifestyle and tourism publications (<i>Lake & Sumter Style, Elite Equestrian, The Scout Guide</i>). | \$2,500 | In-Kind Media Value |
| Outdoor Advertising | Out-of-area billboard to promote trip planning and cultural visitation. | \$4,000 | Grant |
| Tourism & Chamber Partnerships | Memberships to <i>Visit Florida, Citrus County Chamber of Commerce, Greater Hernando Chamber, and Greater Gainesville Chamber</i> supporting cross-promotion, listings, and visitor referral networks. | \$1,500 | Grant |
| Promotional Incentives | Discount codes or vouchers tied to overnight stays (estimated cost of \$5-10 per redemption, projected 50 redemptions) | \$500 | Grant |

Total Out-of-County Marketing Value: \$15,000

Grant Request: \$7,500

Match + In-Kind: \$7,500

Budget Notes:

- Matching funds are provided through a combination of cash contribution, in-kind media value, and the Google Ads grant, demonstrating robust community and partner support.
- All line items are specific to out-of-county marketing and cultural tourism promotion to maximize measurable impact in alignment with Florida Statutes Section 125.0104.
- The budget reflects careful alignment of expenses with projected visitor outcomes, ensuring efficient use of public funding to sustain and grow cultural tourism.

Lodging Partnership Request for Proposals

Ocala Civic Theatre (The CiViC), located on the Appleton Cultural Campus alongside the Appleton Museum of Art and just minutes from Silver Springs State Park and the Ocala National Forest, welcomes over 30,000 arts and culture-minded patrons annually, including a significant number from outside Marion County.

The CiViC seeks lodging partners to create ticket-and-lodging packages, co-promotional offers, and enhanced visitor experiences that encourage multi-day cultural tourism and generate measurable economic impact for our region.

Event Name: Ocala Civic Theatre 2026 Cultural Tourism Engagement Initiative

Organization: Ocala Civic Theatre

Guest Lodging Periods & Estimated Room Needs:

| Production / Event | Dates | Estimated Total Attendance | Estimated Out-of-Area Guests (13%) | Estimated Rooms per Night | Total Room Nights |
|---------------------------|---------------------------|----------------------------|------------------------------------|---------------------------|-------------------|
| Season Closing Musical | Apr 30-May 3, 7-10, 14-17 | 3,379 | 439 | 6-7 | 90-100 |
| Summer Youth Production 1 | Jul 10-12 | 547 | 71 | 5-6 | 12-18 |
| Summer Youth Production 2 | Jul 17-19 | 546 | 71 | 5-6 | 12-18 |
| Season Opening Musical | Sep 10-13, 17-20, 24-27 | 4,107 | 534 | 7-9 | 105-125 |

Totals:

- **Estimated Total Attendance: 8,579**
- **Total Out-of-Area Guests: ~1,115**
- **Total Room Nights Needed: ~219-261**

Note: Historical attendance data from similar past productions were used to project out-of-county guests needing lodging. Estimates are conservative. Not all out-of-county visitors will book hotels; many may drive in from nearby counties or stay with friends/family. Average room occupancy is assumed at 1.75 guests per room.

Special Requests / Considerations: Standard amenities and services expected for group or visitor bookings.

Proposals will be submitted through the Ocala/Marion County Visitors and Convention Bureau.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21729

Agenda Date: 1/15/2026

Agenda No.: 6.7

SUBJECT:

**MOTION: Reilly Arts Center (Arts and Cultural Destination Enhancement Funding Program)
(Requested Funding - \$10,000)**

DESCRIPTION/BACKGROUND:

The Arts and Cultural Destination Enhancement Funding Program's Rank and Review Committee, consisting of representatives from the Marion County Public Library System, Marion County Parks and Recreation Department, and Tourist Development Department, reviewed and scored this proposal in accordance with the program guidelines. The committee awarded a score of 100, rendering the applicant eligible for full funding at \$10,000.

Recommend Action: Motion to approved funding for the Reilly Arts Center for recommendation to the Marion County Board of County Commissioners.



Ocala/Marion County Visitors & Convention Bureau
Arts and Cultural Destination Enhancement Funding Program Application
 Submitted: November 13, 2025 Event Dates: November 7 & 8, 2026

SECTION I. Event Summary, Organizations Information and Program Management

Disney's Aladdin in Concert Live to Film with the Ocala Symphony Orchestra will be a groundbreaking cultural event featuring the beloved animated Disney film accompanied by a full live orchestra of more than 60 musicians. This represents a first-of-its-kind tourism attraction in North Central Florida, a full-length feature film presented with a live professional orchestra of this scale, creating a unique and compelling reason for visitors to travel to Marion County.

This event directly aligns with the program's key criteria by:

- Attracting out-of-county visitors through a one-of-a-kind cultural experience unavailable in surrounding communities.
- Scheduling during the favorable November timeframe (non-peak tourism period).
- Providing exceptional family-friendly entertainment that appeals to multigenerational audiences.
- Reinforcing Marion County's image as a premier cultural destination.
- Encouraging overnight stays through weekend programming with multiple performance opportunities.
- The event's Disney brand recognition, combined with the novelty of live orchestral accompaniment, positions this as a must-see destination experience that will draw visitors from across the region to experience Marion County.

The performance will take place on the AdventHealth Mainstage at the Reilly Arts Center, with a seating capacity of 700 per concert, with two concert opportunities, for a maximum attendance of 1,400 patrons. When purchasing tickets, each patron must provide a billing address, making it easy to track the number of out-of-county visitors attending the concert. Based on our historical data, approximately 30% of our audience typically travels from outside Marion County, though we project this percentage will be higher for this unique family-friendly Disney presentation. Immediately following, all patrons receive a survey link to provide feedback on their experience and if their visit included an overnight stay and/or dining at local restaurants. Providing further data on our patrons activities, length of stay, and spending habits while attending this special concert weekend.

The Ocala Symphony Orchestra/Reilly Arts Center operates with a mission to meaningfully impact our community through the arts. Our organization maintains an annual operating budget of \$3.1 million and is registered in good standing with the Florida Division of Corporations, and governed by the following active Board of Directors:

Performance Schedule:

- Saturday, November 7, 2026 at 7:30 PM
- Sunday, November 8, 2026 at 3:00 PM
- Running time: 90 minutes with one 20-minute intermission
- Total event experience: approximately 110 minutes

Special Features:

The production utilizes dual cinema-quality projectors to ensure pristine visual presentation, while the Reilly Arts Center's professional-grade acoustics and sound system deliver both the orchestral performance and film audio with exceptional clarity. To enhance the magical experience, lobby activities will include Disney-themed photo opportunities with character appearances, creating memorable moments for families before the show and during intermission.

This production is fully licensed through Disney Concerts and supported by a Disney-appointed technical director who will be on-site for all rehearsals and performances, ensuring the production meets Disney's exacting standards for quality and authenticity. This level of Disney partnership underscores the professional caliber of the event.

Proven Excellence: Our Track Record

The Ocala Symphony and Reilly Arts Center bring unparalleled experience and expertise to this ambitious production. The Ocala Symphony is celebrating its 50th anniversary season, five decades of musical excellence that have established the organization as North Central Florida's premier professional orchestra. The Reilly Arts Center, now in its tenth year of operation, has successfully presented more than 750 events, welcoming over 50,000 patron visits annually.

Live-to-Film Concert Experience:

This production builds upon our established success with live-to-film presentations. The Ocala Symphony has previously presented several critically acclaimed live-to-film concerts featuring silent film classics, including *The Lodger* (Alfred Hitchcock's 1927 thriller,) *Nosferatu* (F.W. Murnau's 1922 horror masterpiece,) and *The Hunchback of Notre Dame* (the 1923 Lon Chaney classic.) These productions have consistently demonstrated strong audience appeal and technical excellence, proving our capability to execute the complex synchronization required for live-to-film performances. Additionally, our highly successful film-music concert series, featuring orchestral performances of beloved film scores, has become a signature programming element that regularly attracts capacity audiences.

Audience Testimonials from the OSO's Past Live-to-Film and Film Music Events:

"The orchestra was amazing! Their endurance to play scores throughout an entire film nonstop and play it phenomenally is awe-inspiring!"

"Wonderful experience watching a classic movie with a live orchestral score."

"It was a unique and engrossing experience, musically and visually. We were in awe at the perfection of the orchestra, and mesmerized by the whole event."

"The film + live music was very enjoyable. Please do more."

as a cultural hub and establishes precedent for attracting additional high-caliber touring productions.

The multigenerational appeal of Disney's Aladdin, combined with the weekend performance schedule (Saturday evening and Sunday matinee), naturally encourages overnight stays and extended visits. Families traveling from areas such as Jacksonville (90 minutes), Tampa (90 minutes), or even South Florida can make this the centerpiece of a full weekend getaway, staying at Marion County hotels and exploring the area's attractions.

First-of-Its-Kind Regional Cultural Event:

Disney's Aladdin in Concert Live to Film represents the first time North Central Florida audiences can experience a full-length feature film with live professional orchestral accompaniment of this scale. While silent film screenings with live piano or small ensemble accompaniment occur occasionally at film societies and art houses, a full 60+ piece professional symphony orchestra performing a complete Disney film score has never before been presented in this region.

This "first-ever" status creates urgency and generates media interest, providing strong promotional hooks for our marketing campaign and making this a must-see event for Disney enthusiasts, music lovers, and families seeking extraordinary experiences.

Summary: Why This Event Deserves Support

Disney's Aladdin in Concert Live to Film with the Ocala Symphony merits Arts and Cultural Destination Enhancement Funding support because it:

1. **Creates a unique, destination-worthy experience** unavailable elsewhere in North Central Florida
2. **Leverages proven organizational excellence** from a 50-year-old professional orchestra and established performing arts center
3. **Targets the non-peak November timeframe**, supporting the program's goal of year-round tourism
4. **Offers broad multigenerational appeal** through the beloved Disney brand and family-friendly content
5. **Provides exceptional production quality** validated by Disney's licensing and technical oversight
6. **Positions Marion County as a cultural destination** that can attract and successfully execute world-class entertainment
7. **Generates measurable tourism impact** through out-of-county attendance, overnight stays, and visitor spending
8. **Builds upon demonstrated success** with previous live-to-film and film music programming that consistently attracts capacity audiences
9. **Complements Marion County's existing tourism assets** (Silver Springs, World Equestrian Center, horse farms) by adding cultural programming to the visitor experience mix

- Multigenerational groups (grandparents bringing grandchildren)
- Cultural tourists seeking non-theme-park Central Florida experiences
- Arts patrons and educators

Measurable Objectives:

Attendance & Tourism Goals:

- Total Attendance: 1,400 patrons (100% capacity)
- Out-of-County Attendance: Minimum 35% (490 visitors), exceeding our historical 30% baseline. Overnight Stays: Minimum 8% of out-of-county visitors (38+ room nights)
- Geographic Distribution:
 - The Villages/Sumter County: 12% (168 people)
 - Gainesville/Alachua County: 10% (140 people)
 - Greater Orlando: 7% (98 people)
 - Citrus County: 6% (84 people)

Marketing Performance Goals:

- Digital Reach: 500,000+ impressions
- Website Traffic: 8,000+ unique visitors to event landing page
- Email Marketing: 23,000+ subscribers, 25%+ open rate, 8%+ click-through rate
- Conversion Rate: 5% of website visitors to ticket purchasers
- Earned Media: Minimum 10 placements

Data Collection Methodology:

We will employ multiple methods to accurately measure tourism impact:

1. **Ticket Purchase ZIP Code Tracking:** Our PatronManager ticketing system captures billing addresses, providing precise geographic analysis of all ticket buyers by county.
2. **Post-Event Survey:** All attendees receive an email survey within 24 hours requesting:
 - Primary residence (county/ZIP)
 - Overnight stays in Marion County (yes/no, how many nights)
 - Hotel utilized and local spending patterns
 - Other Marion County attractions visited
 - How they heard about the event
3. **Hotel Partnership Tracking:** Participating hotels track bookings using unique promotional codes, providing verified room night data.
4. **Digital Marketing Attribution:** All campaigns use UTM tracking codes and promotional codes, measuring which geographic markets and channels generate ticket sales.

This multi-method approach satisfies Florida Statute 125.0104 requirements for quantifiable data proving tourist participation from outside Marion County.

- Display Network: Banner ads on Disney fan sites, parenting blogs, tourism sites
- YouTube: 15-30 second pre-roll before Disney/family content
- Targets: 150,000+ impressions, 800+ clicks, 50+ ticket purchases

Targeted Email Marketing - software licensing covered by the organization

- Internal database: 23,000+ subscribers with 5 touchpoints (save date → final availability)
- Purchased lists: 15,000-20,000 cultural/Disney enthusiasts in target ZIP codes
- Targets: 28%+ open rate, 10%+ CTR, 3%+ conversion rate

Programmatic Display Advertising - \$800

- Geo-fenced targeting: The Villages, UF campus, Orlando attractions, Gainesville centers
- Contextual targeting: Disney, family entertainment, Florida tourism, parenting sites
- Targets: 100,000+ impressions, 0.8%+ CTR

2. Content Creation & Production - \$2,000 (20% of out-of-county marketing budget)

Professional Video Production - \$1,200

- Orchestra rehearsal footage with 60+ musicians performing
- Conductor interview explaining live-to-film concept
- Behind-the-scenes technical setup
- Deliverables: 30-second trailer, 60-second extended cut, 15-second social cuts, B-roll for Visit Florida

Professional Photography - \$800

- 50+ high-resolution images: orchestra performance, venue, conductor, lifestyle/audience shots
- Optimized for web, social, print use

3. Regional Media & Strategic Partnerships - \$1,500 (15% of out-of-county marketing budget)

Visit Florida Premium Partnership - \$475

- Featured event listing on VisitFlorida.com with enhanced description/photos
- Email newsletter feature (100,000+ subscribers)
- B-roll library submission for travel journalists
- Expected: 50,000+ impressions, inclusion in family travel guides

Marketing Timeline

Spring/Summer 2026: Hotel RFP distribution, content production, creative approvals, Visit Florida activation

August 2026: Hotel partner selection, on-sale announcement, digital campaigns launch, first email wave

September 2026: Hotel packages launch, second email wave, radio partnership begins, press releases

October 2026: Peak advertising period, third/fourth email waves, print ads, media interviews

November 1-6: Final push with urgency messaging, event reminders

November 7-8: Event weekend, attendee documentation

November 9-30: Survey compilation, performance analysis, final grant report

Key Performance Indicators

Attendance: 1,400 tickets (100% capacity), 35%+ out-of-county (490+ patrons), 75+ hotel room nights

Marketing: 1,000,000+ impressions, 8,000+ website visitors, 5%+ conversion rate, \$20 or below cost per ticket

Economic Impact: \$70,000+ ticket revenue, \$10,000+ hotel revenue, \$50,000+ visitor spending, \$130,000+ total economic impact

ROI: 8:1 marketing return minimum

OMCVCB Recognition:

The OMCVCB/MCBCC logo block will appear on all marketing materials: social media graphics, video end cards, event landing page, email marketing, digital/print advertisements, posters, rack cards, hotel materials, lobby signage, and pre-show announcements. All materials will be pre-approved by OMCVCB, with comprehensive documentation provided in reimbursement requests.

Summary

This strategic marketing plan leverages the Disney brand, targets high-value geographic markets, partners with the lodging industry, and employs data-driven tactics to drive measurable tourism (490+ out-of-county visitors), generate hotel room nights (75-100), create economic impact (\$130,000+), and deliver strong ROI (8:1 minimum) on Tourist Development Tax investment.

SECTION IV. Sustainability and Growth Potential

Community Support and Organizational Sustainability

Disney's Aladdin in Concert Live to Film demonstrates strong community support through multiple established partnerships and revenue streams that ensure the event's viability and potential for growth.

Year 1 (2026): Establish Proof of Concept

- Launch with Disney's Aladdin
- Establish hotel partnership model and data collection systems
- Build marketing database of Disney/family entertainment consumers
- **Target:** 1,400 attendance, 35% out-of-county (490 visitors)

Year 2 (2027): Double Programming and Expand Audiences

Present TWO live-to-film events:

- **Star Wars: A New Hope in Concert** (Summer 2027) - 50th anniversary of the film
- **Disney's Hocus Pocus or Nightmare Before Christmas in Concert** (Fall 2027)
- **Target:** 2,600+ combined attendance, 40% out-of-county (1,100+ visitors)

Strategic Rationale:

- **Different demographics:** Star Wars attracts sci-fi enthusiasts, teens, Gen-X/Millennials; Hocus Pocus/Nightmare Before Christmas appeal to Halloween/Holiday enthusiasts, millennials and families.
- **Perfect seasonal programming:** Summer and Fall avoid peak winter months per TDC guidelines
- **Cultural momentum:** Star Wars 50th anniversary + Hocus Pocus resurgence (Disney+ popularity, 2022 sequel success)
- **Cross-selling opportunity:** Market both to Year 1 Aladdin attendees as subscription package
- **Themed experiences:** "From a Galaxy Far, Far Away Weekend" and "Spellbinding Halloween Weekend" hotel packages
- Introduce corporate season sponsorships

Year 3 (2028): Establish Series Identity

- Brand as annual "Film Concert Series" with 2-3 events per season
- Continue balancing blockbuster franchises, family classics, seasonal programming
- Potential titles: The Lion King, Empire Strikes Back, The Nightmare Before Christmas, Home Alone, the Goonies, etc.
- Expand corporate season sponsorships

Year 4-5 (2029-2030): Regional Leadership

- Position Reilly Arts Center as premier live-to-film venue in North Central Florida
- Expand to 3-4 annual productions year-round
- Diversify content: Disney classics, Star Wars saga, Pixar, Harry Potter, seasonal favorites
- Develop educational programming (school matinees, lectures)
- Achieve financial sustainability with no TDC dependency

to enjoy the magic of Disney's Aladdin in a new way, live with a 60-piece orchestra right here in Ocala. A world-class concert experience, family-friendly weekend getaway, and a celebration of the arts, all while supporting local tourism and business.

SECTION V. Detailed Proposal Budget

| EXPENSES | | Details |
|---------------------------------|-----------------|--|
| Production | \$17,000.00 | Equipment rentals & staffing |
| Marketing | \$12,000.00 | |
| Signage & Programs | \$2,000.00 | |
| Disney Licensing | \$30,000.00 | |
| Talent | \$28,000.00 | 60 Ocala Symphony Musicians |
| Box Office/Hospitality Staffing | \$900 | |
| Facility cleaning | \$1,070 | |
| Total Expenses | \$90,970 | |
| INCOME | | |
| Sponsorships | \$10,000 | Corporate / Private |
| Grants | \$10,000 | VCB Grant |
| Ticket Sales | \$77,928 | 85% Sell-thru (1,190 multi-tier tickets) |
| Total Potential Income | \$97,928 | |

ATTACHMENT:

- I. **Draft Request for Proposal (RFP) to Lodging Industry Partners: Presented by the the Ocala Symphony Orchestra/Reilly Arts Center**

- b. Option to include Reilly Arts Center or Aladdin-themed amenities (e.g., welcome cards, themed desserts, small gifts)
3. Value-Added Guest Experiences
 - a. Welcome drink or dining credit for concert attendees
 - b. Late checkout or complimentary parking
 - c. Shuttle or transportation options to and from the Reilly Arts Center
4. Marketing and Cross-Promotion
 - a. Inclusion of the package on your hotel's website and social media
 - b. Display of event flyers or materials at your property
 - c. Collaboration on Reilly Arts Center digital campaigns
5. Tracking and Reporting
 - a. Use of booking codes or other simple tracking methods to measure event-related room nights

Proposal Submission Requirements:

Please include the following in your submission:

- Property name, address, and contact person
- Description of your proposed offer or package
- Rate structure and room availability
- Any blackout dates or restrictions
- Marketing commitments and materials deadlines
- Point of contact for coordination

Key Dates:

RFP Distributed: July 15, 2026

Questions Due: July 31, 2026

Proposals Due: August 14, 2026

Selected Partners Notified: August 21, 2026

Promotional Launch: September 1, 2026

Event Weekend: November 7 & 8, 2026

Submission Instructions:

The final RFP will have instructions on which Reilly Arts Center team member will receive the proposal in PDF format, the evaluation criteria (focused on value, guest appeal, responsiveness and clarity), and that selected partners will be recognized as "Official Lodging Partners of the Reilly Arts Center for Disney's Aladdin in Concert Live to Film with the Ocala Symphony Orchestra." Recognition will be included on the website, in social media promotions and select marketing materials.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21730

Agenda Date: 1/15/2026

Agenda No.: 7.1

SUBJECT:

**PRESENTATION: Annual Economic Impact/Visitor Tracking Report - Fiscal Year 2024-2025
Data**

DESCRIPTION/BACKGROUND:

Information Only.

Ocala/MARION COUNTY VCB

Economic Impact Study

FY2025

October 2024 - September 2025



ECONOMIC IMPACT



ECONOMIC SNAPSHOT

- » Ocala, like much of the rest of US, is seeing a downtick of visitor statistics from FY2025. This normalization is due to a variety of factors, visitors being more price conscious in their travel decisions as they consider the overall economy, which has impacted lower income household to a greater extend than higher income households., and a struggling international perception of traveling to the US.
- » Tourism Development Tax saw a sizeable increase compared to other lodging statistics; this is in part due to an increase in compliance led by the Marion County Tax Collector Office as well as an increase in units and average daily rate
- » Decreases in spending were largely driven by decreases to entertainment and shopping
- » The net impact of local government revenue from visitors less the cost of servicing visitors is \$5,915,200
- » Ocala residents save \$453 in household state and local tax savings due to visitors staying in the area.



ECONOMIC IMPACT

Visitor Spending in FY 2025 (Oct 2024
- Sept 2025) generated a total
economic impact of

\$956,452,100

in Marion County

A decrease of **0.8%***

from FY2024 (Oct 2023 - Sept 2024)



*The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year, therefore future updates may occur as newer datasets become available. This Economic Impact analysis does not account for leakage outside of Marion County (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the county's economy). 4

DIRECT SPENDING

Visitors who traveled to Ocala/Marion County in FY2025 spent

\$664,798,900

in Marion County on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping

A decrease of **0.2%**
from FY2024



VISITORS

Ocala/Marion County attracted

1,329,800

visitors in FY2025

A decrease of **7.3%**

from FY2024



ROOM NIGHTS*

Ocala/Marion County visitors
generated

1,172,400

room nights in paid accommodations
in FY2025

An increase of **5.6%**
from FY2024



TOURISM DEVELOPMENT TAX*

Paid accommodations and vacation rentals by visitors to Ocala/Marion County in FY2025 generated

\$6,789,255

in TDT collected

An increase of **23.9%***

from FY2024



TOURISM SNAPSHOT: FY2025

58.9%

Occupancy

0.0%

from FY2024

\$126.21

Average Daily Rate

↑ 3.2%

from FY2024

\$74.33

RevPAR

↑ 4.0%

from FY2024

Tourism in Ocala/Marion County supported

8,670 (-4.0%)

jobs in FY2025, supporting

\$296,839,700 (-1.0%)

in wages and salaries



*The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year, therefore future updates may occur as newer datasets become available. This Economic Impact analysis does not account for leakage outside of Marion County (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the county's economy).

VISITORS SUPPORT JOBS

An additional Ocala/Marion County
job is supported by every

153

visitors



NET TAX BENEFIT*

Visitors in FY2025 generated a net tax benefit of

\$5,915,200

to Marion County government



Visitors contribute revenue to Marion County government via taxes and user fees. Visitors, by using county services and infrastructure, cost Marion County government money. The net impact of local government revenue from visitors less the cost of servicing visitors is \$5,915,200

$$\$5,915,200 = \$28,378,600 - \$22,463,400$$

*Net benefit Local Taxes supported by visitor Cost to county to service visitors

HOUSEHOLD SAVINGS

Visitors to Ocala/Marion County
save local residents

\$453

per household in
state and local taxes* every year



State & Local Taxes Supported = \$82,005,813 / Total Households (181,155) = \$453 in savings per household

MARKETING SPENDING

Every dollar spent by the Ocala/Marion County VCB on marketing is associated with

\$49¹

in visitor spending in Marion County



¹The calculation is based visitor spending in Ocala/Marion County multiplied by the percent of total visitors who recalled advertisements and were influenced by said advertisements divided by the Ocala/Marion County VCB marketing spend

VISITOR PROFILE



TOURISM SNAPSHOT

- » More visitors recalled seeing, reading, or hearing an advertisement, promotion, or travel story about the area, +6% points compared with the previous fiscal year.
- » April-June 2025 visitors exhibit longer planning windows, creating additional opportunities to reach them with targeted messaging about the destination and its offerings. The typical planning window throughout the year was consistent with 2024, suggesting that the destination appeals to the market less responsive to the overall economic fluctuations.
- » The area attracted more first-time visitors in 2025 compared with 2024 (+7% points), and those who are seeking dining (+9% points) and shopping/antiquing experiences (+5% points).
- » Consistent with the quadrant analysis*, visitors most frequently participated in and reported exceeding expectations for activities such as nature and birdwatching, horse-related events, and visits to the area's springs.
- » Additionally, some activities, though pursued less often, consistently exceed expectations and represent strong marketing opportunities. These include canoeing/kayaking/tubing, other horse-related activities, sporting tournaments, and attractions like Fort King and Canyon Zipline.

*Analysis of visitor activities using their frequency and expectation rating (i.e., exceeded, met, and did not meet).

FY2025 VISITOR PROFILE



50

Median Age

37%

First-time Visitor

\$96,300

Median Household Income

39%

Traveled With Children

2.8

Travel Party Size

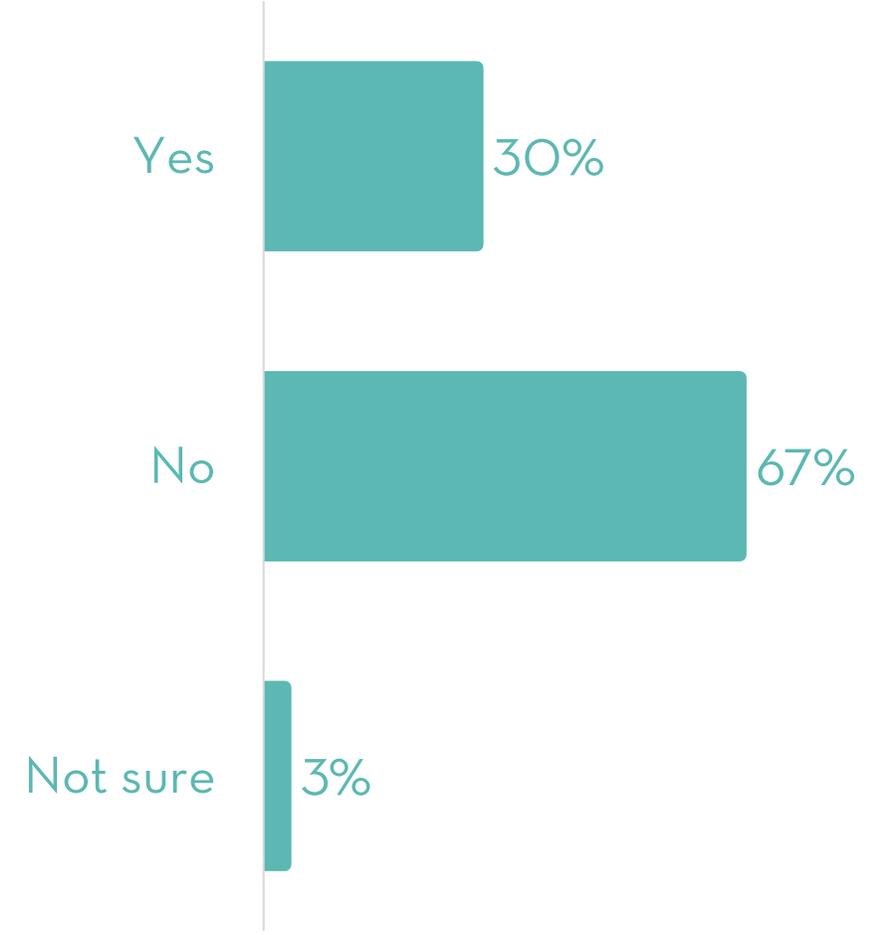
4.1

Length Of Stay

FY2025 RECALL OF ADVERTISING

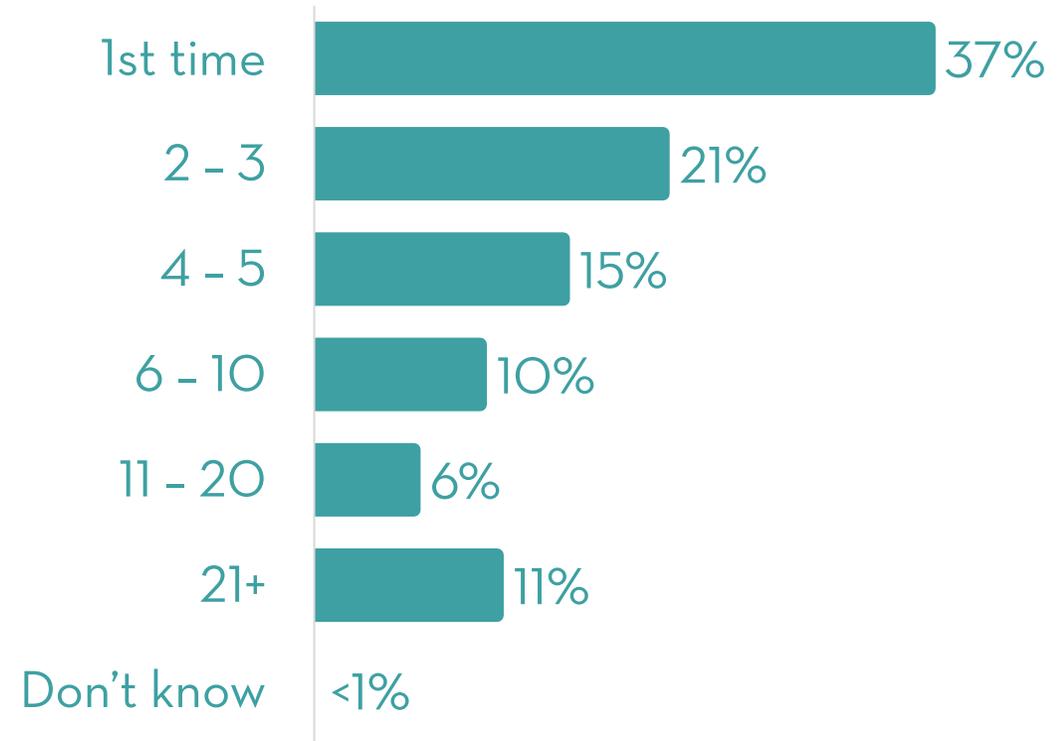
- » **3 in 10** visitors recalled advertising about the Ocala/Marion County area
- » Of the visitors who recalled advertising, **7 in 10** were influenced by this information to come to the area

Recalled Advertising

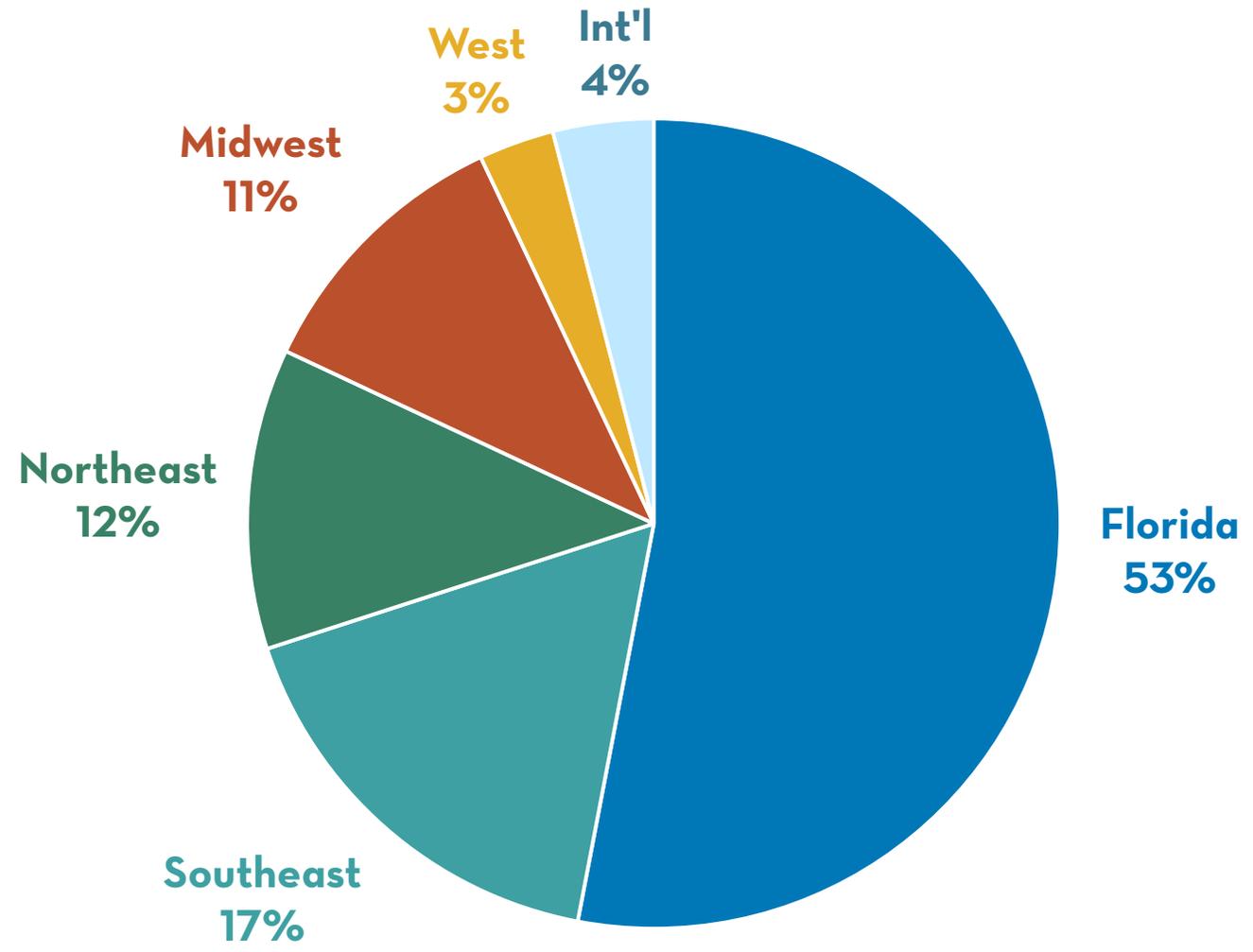


FY2025 NEW & RETURNING VISITORS

- » Around **2 in 5** visitors said this was their **first time** coming to the Ocala/Marion County area
- » Nearly **1 in 5** visited over 10 times



FY2025 REGION OF ORIGIN



FY2025 TOP ORIGIN STATES

- » Over **8 in 10** visitors came to Ocala/Marion County from 13 states
- » **Florida, Georgia, and New York** remained key origin states for the Ocala/Marion County area

| State | Percent |
|----------------|---------|
| Florida | 53% |
| Georgia | 5% |
| New York | 4% |
| Ohio | 3% |
| North Carolina | 2% |
| Illinois | 2% |
| Michigan | 2% |
| New Jersey | 2% |
| Pennsylvania | 2% |
| Tennessee | 2% |
| Texas | 2% |
| Virginia | 2% |
| Maryland | 2% |

FY2025 ACTIVITIES VS. REASON FOR VISIT*

Reason for Visiting

28% 

20% 

16% 

10% 

10% 

8% 

6% 

6% 

6% 

6% 

5% 

5% 

4% 

3% 

Visit friends/family

Horse-related event

Visit area springs

Relax/unwind

Business/conference

Sporting tournament/event

Special occasion

Go to restaurants

Visit Downtown Ocala

Other horse-related activities

Nature/birdwatching

Canoeing/kayaking/tubing

Special event

Shopping/antiquing

Visitor Activities

 43%

 25%

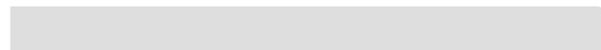
 29%

 25%

 11%

 9%

 9%

 66%

 32%

 13%

 17%

 11%

 8%

 26%

FY2025 QUADRANT ANALYSIS



FY2025 QUARTERLY DIFFERENCES

Oct - Sep 2024

Pre-Visit

- Visitors planned their trip 57 days in advance
- 26% recalled Ocala/Marion County promotions

Travel Party Profile

- Average Travel Party size: 2.7
- Region of origin:
Florida: 61%
Southeast: 14%

Trip Experience

- First-time visitors: 36%
- Nights spent in Ocala: 3.8
- Spending per travel party: \$1,214

Post Trip Evaluation

- Visit Met + Exceed Expectations: 99%
- Will return to Marion County: 95%
- Will recommend Marion County: 94%

Jan - Mar 2025

Pre-Visit

- Visitors planned their trip 62 days in advance
- 28% recalled Ocala/Marion County promotions

Travel Party Profile

- Average Travel Party size: 2.9
- Region of origin:
Florida: 47%
Southeast: 15%

Trip Experience

- First-time visitors: 40%
- Nights spent in Ocala: 4.8
- Spending per travel party: \$1,608

Post Trip Evaluation

- Visit Met + Exceed Expectations: 99%
- Will return to Marion County: 94%
- Will recommend Marion County: 90%

Apr - Jun 2025

Pre-Visit

- Visitors planned their trip 73 days in advance
- 33% recalled Ocala/Marion County promotions

Travel Party Profile

- Average Travel Party size: 2.8
- Region of origin:
Florida: 48%
Southeast: 22%

Trip Experience

- First-time visitors: 36%
- Nights spent in Ocala: 3.7
- Spending per travel party: \$1,160

Post Trip Evaluation

- Visit Met + Exceed Expectations: 99%
- Will return to Marion County: 95%
- Will recommend Marion County: 92%

Jul - Sep 2025

Pre-Visit

- Visitors planned their trip 54 days in advance
- 32% recalled Ocala/Marion County promotions

Travel Party Profile

- Average Travel Party size: 2.8
- Region of origin:
Florida: 56%
Northeast: 17%

Trip Experience

- First-time visitors: 35%
- Nights spent in Ocala: 4.0
- Spending per travel party: \$1,264

Post Trip Evaluation

- Visit Met + Exceed Expectations: 100%
- Will return to Marion County: 94%
- Will recommend Marion County: 88%

NATIONAL TOURISM TRENDS



FY2026 National Trends

Trend

Relation to Ocala/Marion County

Many 2026 trend reports point to travel as more intentional and purpose-led (“why” first), with travelers prioritizing experience and meaning. (Hilton/Expedia)



Travelers want trips that feel personal and meaningful, and they choose destinations that match their values and the version of themselves they want to project.

Interest in rural/farm travel has increased (Expedia) 84% of travelers interested in staying on or near a farm



Ocala boasts a large rural and equestrian industry; there is an opportunity in 2026 to lean into this trend with their potential visitors

FIFA World Cup 2026 is widely expected to generate major inbound and domestic travel, with demand concentrated around match cities and travel corridors. (Reuters)



Ocala is situated between two Fifa World Cup host cities in Atlanta and Miami, If there are fans road tripping between destinations, Ocala has an opportunity to welcome and market towards visitors along the way

FY2026 National Trends

Trend

Travelers are showing increased interest in offline/outdoor time, with strong demand for national/state parks (+35%) and nature-based experiences. (Airbnb)

Travelers age 50+ remain highly travel-motivated, often emphasizing bucket-list goals, comfort, and planning certainty. (AARP) and compared with the typical traveler, 50+ audiences are more sensitive to booking friction and value clear service/support cues. (AARP; PhocusWire)

Relation to Ocala/Marion County



Ocala National Forest is one of three in Florida, with limited competition and a central location, the national forest could be a great asset to Ocala.



Ocala median visitor age is 50 years old. Marketing efforts, access and support for older generations should be continued with an emphasis on creating easy trip booking opportunities

METHODOLOGY



Visitor Tracking Study

- » Interviews were completed in person and online with **2,891 visitors** at local hotels, attractions, and events between **October 1st, 2024 and September 31st, 2025**.



Economic Impact

- » Total economic impact of tourism on the Ocala/Marion County area is a function of direct spending by visitors to Marion County, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

- » Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to the Ocala/Marion County area. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.

PARTNER AND EVENT INVOLVEMENT

Partner and Event Involvement

- » Winter Series at WEC
- » Ocala International Horse Show
- » Various WEC events over the course of the year
- » FLAGS Long Course Championships
- » Babe Ruth World Series
- » Cal Ripken Rookie World Series
- » WEC Summer Series
- » FHSAA State Meet
- » Various FAST events over the course of the year
- » Grandview Invitational
- » Live Oak International
- » Florida Huddle/Encounter
- » Rock the Country
- » Ocala Comicon
- » Outdoor Expo
- » KP Hole Park
- » Silver Springs State Park
- » HDG Hotels
- » Hampton Inn and Suites
- » Circle Square Cultural Center
- » MCA & Brick City Center for the Art
- » Santos Bike Shop
- » Ft. King National Historic Landmark
- » Downtown Ocala Square
- » Ocala Farmers Market

Ocala/MARION COUNTY VCB

Economic Impact Study
FY2025

October 2024 - September 2025

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





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21731

Agenda Date: 1/15/2026

Agenda No.: 7.2

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information Only.



Monthly Sales Update January 15, 2026

- **New Business**
 - ProAm Senior Softball Stars & Strikes Showdown
 - May 23–24, 2026
 - Estimated Room Nights: 250
 - ProAm Senior Softball Patriot Games Invitational
 - July 25–26, 2026
 - Estimated Room Nights: 250
 - ProAm Senior Softball September Showdown
 - September 26–27, 2026
 - Estimated Room Nights: 250

- **Leads**
 - Florida Paddling Trails Association Paddlefest
 - April 16-19, 2026
 - Estimated Room Nights: 300
 - FDOT Scenic Highway Annual Meeting
 - February 25-27, 2026
 - Estimated Room Nights: 40
 - Official Strongman Games
 - November 16-22 OR December 2-6, 2026
 - Estimated Room Nights: 1,000

- **Ongoing Leads**
 - Fishers of Men District 12 Championship Tournament
 - October 13-17, 2026
 - Estimated Room Nights: 200
 - Florida Lions Club Statewide Convention
 - May 6-9, 2027
 - Estimated Room Nights: 525
 - USDAA Cynsport Dog Agility World Games
 - November 3-7, 2027
 - Estimated Room Nights: 500
 - The Great Race
 - June 2027
 - Estimated Room Nights: 325
 - USA Fencing Junior Olympic Championships
 - February 18-21, 2027
 - Estimated Room Nights: 525
 - FSAE Annual Conference
 - July 2028
 - Estimate Room Nights: 1,200



- **Lost Business**
 - Florida Swimming Senior Spring Championship
 - March 5-8, 2026
 - Moved to Orlando

- **Conferences/Tradeshows**
 - Florida Sports Day at the Capitol
 - January 19-20, 2026
 - Florida Tourism Day
 - January 20-21, 2026



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21732

Agenda Date: 1/15/2026

Agenda No.: 7.3

SUBJECT:
Marketing and Communications Update

DESCRIPTION/BACKGROUND:
Information Only.



Marketing & Communications Update January 2026

- **Current Running Media**
 - Print:
 - Visit Florida Vacation Guide – (2026)
 - Full page Ad
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2026)
 - 2-Page Advertorial Content in Florida Sports Guide section (2026)
 - Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Lamar
 - 1 Billboard
 - Digital
 - **Ad + Genuity DSP (always on)**
 - Total Impressions for October-December 2025: 4.2 M
 - Total Clicks for October-December 2025: 2,714 clicks
 - Cadent
 - Total Impressions for November-December 2025: 1.6 M
 - Total Clicks for November-December 2025: 11,466 clicks
 - Nativo
 - Total Impressions for November-December 2025: 2.3 M
 - Total Clicks for November-December 2025: 5,253 clicks
 - Flamingo
 - Total impressions for November 2025: 54,221
 - iHeart (Podcast)
 - Total impressions for December 2025: 73,094
 - Simpli.fi (Meetings)
 - Total impressions for November - December 2025: 1,526
 - BizBash (Meetings)
 - Total impressions for December 2025: 15,259
 - Social (always on)
 - Facebook, Instagram
 - YouTube
 - Pinterest
 - Search (always on)
 - Keyword and Performance MAX through Google
 - VISIT FLORIDA Co-op Gold Package
 - November 2025
 - Estimated total impressions: 5.9 M

- **Industry/Advocacy Communications**

- VISIT FLORIDA Welcome Center Fall Showcase
 - October 31, 2025
 - I-75 Welcome Center
- Employee Academy
 - October 29, 2025
 - Location: Ocala/Marion County VCB
- Tourism Annual Meeting
 - Dec 11, 2025
 - Location: World Equestrian Center

- **Public Relations**

- AdventuringEyes– Domestic (VISIT FLORIDA Press Trip)
 - Media – Sarah and Myles
 - October 2025
- World Atlas, Canada (VISIT FLORIDA Press Trip)
 - Media - Bryan Dearsley
 - October 2025
- VISIT FLORIDA Press Trip - French FAM (VISIT FLORIDA Press Trip)
 - Outlets- BIBA; Yonder.fr and VSD; Apollo Magazine, GEO; Le Télégramme
 - Media - Virginie Gonçalves; Pascale Missoud; Capucine Berr; Esther Buitekant; Patrice Le Berre
 - November 2025
- @byfieldtravel, Colombia (VISIT FLORIDA Press Trip)
 - Media - Christian ByField
 - November 2025
- Suzanne Wright – Freelance for USA Today - Domestic
 - December 2025
- Press Releases:
 - VISIT FLORIDA Releases
 - Total 13 (Oct-Dec 2025)
 - Topics: Florida Fun Facts, What’s New in 2026, Winter Escapes, Wellness and Luxury in the Sunshine State, Romance in the Sunshine State: Florida’s Most Dreamy Getaways, New Year, New You, National Plan for Vacation Day, Florida’s Top 10 Events Not to Miss in 2026, From Tranquil Trails to Lush Landscapes, Valentine’s Day, Florida’s Water Activities, Active Florida: Breaking a Sweat in the Sunshine State.
 - VCB Celebrates Record-Breaking Attendance at 3rd Annual Tourism Meeting



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21733

Agenda Date: 1/15/2026

Agenda No.: 7.4

SUBJECT:
TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:
Information Only.

TDT COLLECTIONS

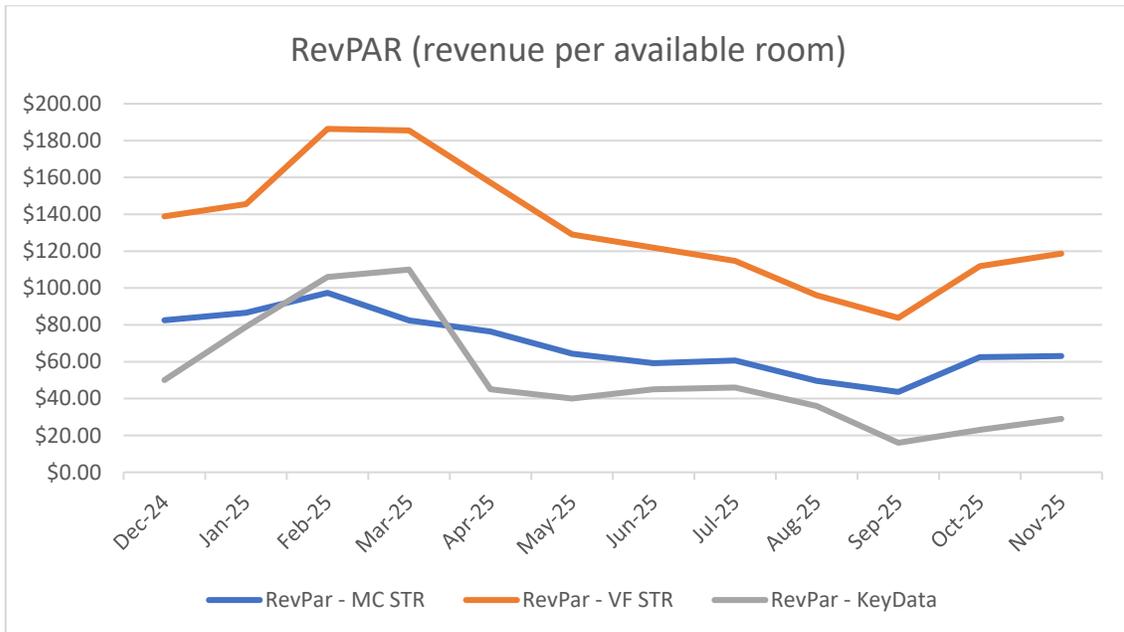
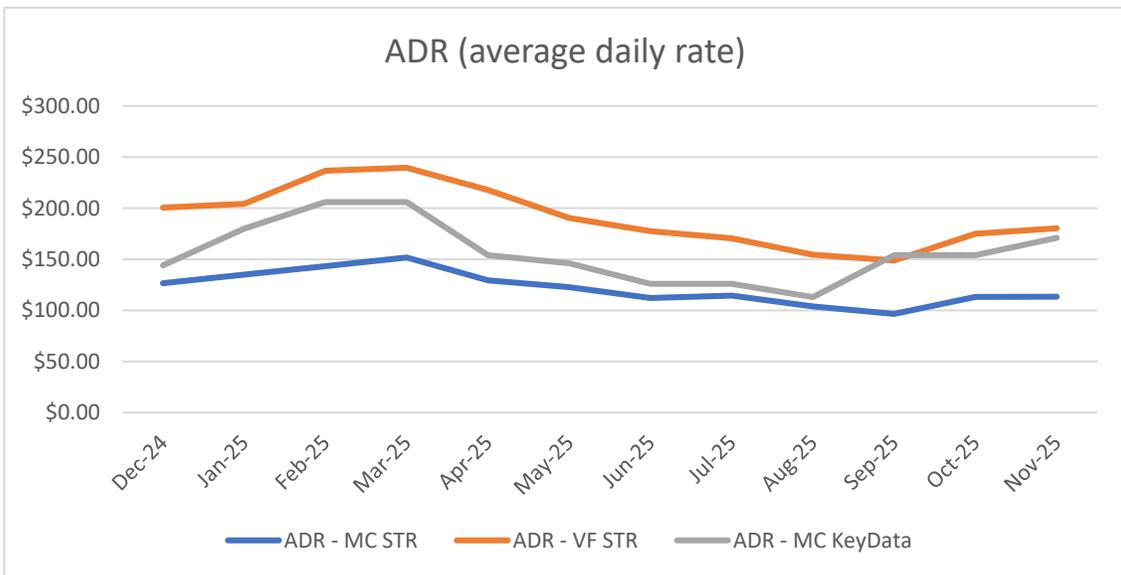
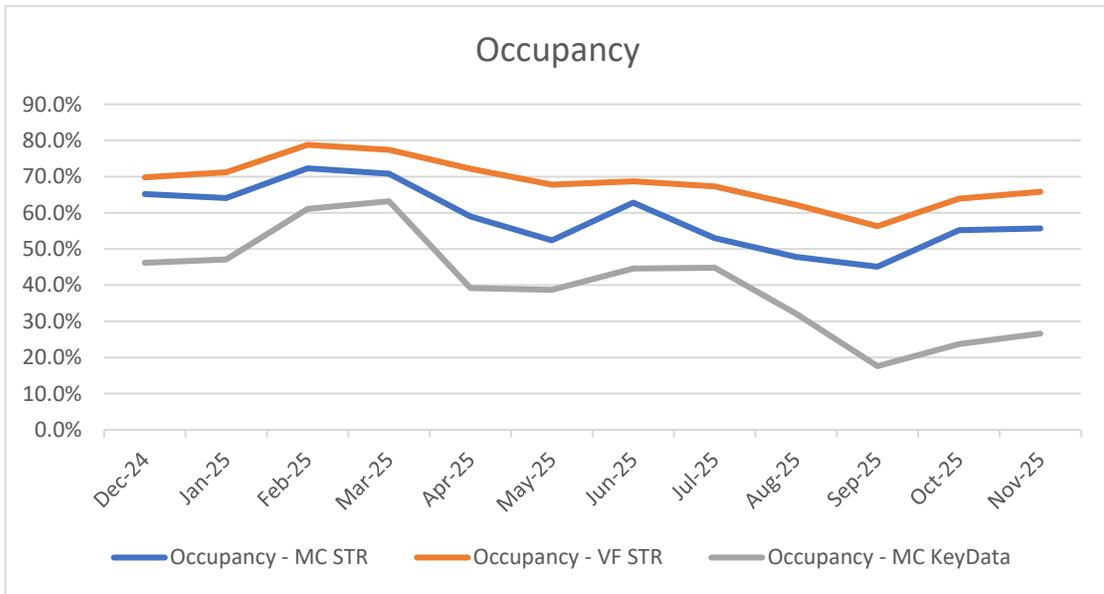
| | ACTUAL | ACTUAL | ACTUAL | ACTUAL | ACTUAL | | ACTUAL | | ACTUAL | | ACTUAL | | Change | PROJECTED AVERAGE (Last 5 Years) 4% |
|---------------|------------------------|------------------------|------------------------|------------------------|------------------------|--------------|------------------------|--------------|------------------------|--------------|------------------------|--------------|--------------------------|--|
| | 4% | 4% | 4% | 4% | 4% | | 4% | | 4% | | 4% | | from | |
| | FY 18-19 | FY 19-20 | FY20-21 | FY21-22 | FY22-23 | | FY23-24 | | FY24-25 | | FY25-26 | | Last Year | |
| | | | | | PTD | | PTD | | Monthly | PTD | Monthly | PTD | | |
| 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 | 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 | 938,198.79 | 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 | 1,400,747.99 | 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 | 1,937,923.61 | | 0.00 | \$ (537,175.62) | 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 | 2,564,723.38 | | 0.00 | \$ (626,799.77) | 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 | 3,213,892.75 | | 0.00 | \$ (649,169.37) | 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 | 3,508,564.04 | | 0.00 | \$ (294,671.29) | 540,393.65 |
| 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 | 4,463,840.20 | | 0.00 | \$ (955,276.16) | 535,081.70 |
| 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 | 4,935,447.59 | | 0.00 | \$ (471,607.39) | 384,023.94 |
| 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 | 5,859,006.77 | | 0.00 | \$ (923,559.18) | 505,357.62 |
| 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 | 6,439,778.32 | | 0.00 | \$ (580,771.55) | 438,951.08 |
| 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 | 6,789,555.41 | | 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 | | \$ 1,174,637.53 | | \$ (5,614,917.88) | \$ 5,231,756.56 |

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

| REVENUE PERIOD | DEC.24 | JAN.25 | FEB.25 | MAR.25 | APR.25 | MAY.25 | JUN.25 |
|-------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| REPORTING PERIOD | JAN.25 | FEB. 25 | MAR.25 | APR.25 | MAY.25 | JUN.25 | JUL.25 |
| REMITTANCE DATE | FEB.25 | MAR.25 | APR.25 | MAY.25 | JUN.25 | JUL.25 | AUG.25 |
| Gross Rental Receipts | 14,652,715.23 | 16,736,590.10 | 16,746,386.68 | 7,811,850.49 | 25,160,599.87 | 12,710,792.62 | 24,326,822.73 |
| Exempt Rental Receipts | 769,691.01 | 625,432.40 | | 257,211.80 | 1,219,732.02 | 661,322.89 | 604,413.54 |
| Taxable Rental Receipts | 13,883,024.22 | 16,111,157.70 | | 7,554,638.69 | 23,940,867.85 | 12,049,469.73 | 23,722,409.19 |
| Total Tax Collected | 555,320.96 | 644,446.40 | 669,855.55 | 302,185.57 | 957,634.66 | 481,978.78 | 948,896.39 |
| Adjustments | 0.51 | 1.50 | - | 13.95- | 6.32 | - | 0.96 |
| Bal Fwd / Overpaid | - | - | - | - | - | - | - |
| Total Tax Due | 555,321.47 | 644,447.90 | 669,855.55 | 302,171.62 | 957,640.98 | 481,978.78 | 948,897.35 |
| Less Collection Allow | (2,807.17) | (2,638.28) | (2,884.84) | (861.23) | (4,484.98) | (3,046.15) | (4,414.03) |
| Plus Penalty | 1,154.96 | 4,255.06 | 2,167.71 | 2,372.05 | 30,194.92 | 6,710.27 | 7,239.43 |
| Plus Interest | 120.02 | 120.65 | 10.23 | 102.35 | 1,460.44 | 550.25 | 399.99 |
| Current Amount Due | 553,789.28 | 646,185.33 | 669,246.77 | 303,784.79 | 984,811.36 | 486,193.16 | 952,122.74 |
| Credit Balance Used | | | | | | | |
| Underpayments | | | | | | | |
| NSF Cancels | | | | | | | |
| Total Amount Collected | 553,789.28 | 646,185.33 | 669,246.77 | 303,784.79 | 984,811.36 | 486,193.16 | 952,122.74 |
| Current Total Rate | | | | | | | |
| Dist to TD Council | | | | | | | |
| BCC | 537,175.62 | 626,799.77 | 649,169.37 | 294,671.29 | 955,267.16 | 471,607.39 | 923,559.18 |
| Tax Collector Comm | 16,613.66 | 19,385.56 | 20,077.40 | 9,113.50 | 29,544.20 | 14,585.77 | 28,563.56 |
| Total Collections Dist. | 553,789.28 | 646,185.33 | 669,246.77 | 303,784.79 | 984,811.36 | 486,193.16 | 952,122.74 |

| JUL.25 | AUG.25 | SEPT.25 | OCT.25 | NOV.25 |
|-----------------|-----------------|----------------|---------------|---------------|
| AUG. 25 | SEPT. 25 | OCT.25 | NOV.25 | DEC.25 |
| SEPT. 25 | OCT.25 | NOV.25 | DEC.25 | JAN.26 |
| | 181,040,866.54 | | | |
| 15,334,899.92 | 9,296,238.19 | 7,917,774.46 | 11,367,208.33 | 11,791,782.10 |
| 829,551.71 | 482,161.26 | 471,586.10 | 552,276.41 | 746,813.78 |
| 14,505,348.21 | 8,814,076.93 | 7,446,188.36 | 10,814,931.92 | 11,044,968.32 |
| 580,231.98 | 352,563.13 | 297,847.55 | 432,597.26 | 441,798.60 |
| 0.03 | 0.01- | - | - | - |
| - | - | - | - | - |
| 580,214.01 | 352,563.12 | 297,847.55 | 432,597.26 | 441,798.60 |
| (3,991.26) | (2,696.40) | (2,330.45) | (2,542.55) | (2,715.09) |
| 12,441.97 | 467.60 | 4,810.79 | 4,057.70 | 3,306.82 |
| 679.84 | (35.40) | 161.47 | 403.44 | 162.87 |
| 589,344.56 | 352,298.92 | 300,489.36 | 434,515.85 | 442,553.20 |
| 589,344.56 | 350,298.92 | 300,489.36 | 434,515.85 | 442,553.20 |
| | 6,789,546.41 | | | |
| 580,771.55 | 349,777.09 | 299,752.66 | 433,437.70 | 441,447.17 |
| 8,573.01 | 521.83 | 736.70 | 1,078.15 | 1,106.03 |
| 589,344.56 | 350,298.92 | 300,489.36 | 434,515.85 | 442,553.20 |

Trend Data for Occupancy, ADR, RevPAR (12/2024-11/2025)





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21734

Agenda Date: 1/15/2026

Agenda No.: 7.5

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

| Event Name | Event Start | Event End | Location |
|---|-------------------|-------------------|--|
| WEC Winter Spectacular Week 3 | January 13, 2026 | January 18, 2026 | WEC |
| HITS Ocala Winter Circuit Weeks 1-3 | January 14, 2026 | February 1, 2025 | HITS Post Time Farm |
| NIKE First in Show Volleyball | January 17, 2026 | January 19, 2026 | WEC |
| WEC Winter Spectacular Week 4 | January 20, 2026 | January 25, 2026 | WEC |
| Grandview World Nights | January 22, 2026 | January 24, 2026 | WEC |
| WEC Winter Spectacular Week 5 | January 27, 2026 | February 1, 2026 | WEC |
| Grandview Invitational | January 29, 2026 | January 31, 2026 | Florida Horse Park |
| WEC Winter Spectacular Week 6 - Premier Equitation Cup Championship | February 3, 2026 | February 8, 2026 | WEC |
| HITS Ocala Winter Circuit Weeks 4-8 | February 4, 2026 | March 1, 2026 | HITS Post Time Farm |
| WEC Winter Spectacular Week 7 | February 10, 2026 | February 15, 2026 | WEC |
| Ocala Equine Conference | February 13, 2026 | February 15, 2026 | WEC |
| WEC Winter Spectacular Week 8 | February 17, 2026 | February 22, 2026 | WEC |
| Big East Swimming and Diving Championship | February 17, 2026 | February 21, 2026 | FAST |
| WEC Winter Spectacular Week 9 | February 24, 2026 | March 1, 2026 | WEC |
| Florida Swimming FLAGS Spring Championships | February 26, 2026 | March 1, 2026 | FAST |
| WEC Winter Spectacular Week 10 | March 3, 2026 | March 8, 2026 | WEC |
| HITS Ocala Winter Circuit Weeks 8-10 | March 4, 2026 | March 22, 2026 | HITS Post Time Farm |
| Santos Fat Tire Festival | March 5, 2026 | March 8, 2026 | Santos Trails |
| Florida Swimming Senior Spring Championships | March 5, 2026 | March 8, 2026 | FAST |
| WEC Winter Spectacular Week 11 | March 11, 2026 | March 15, 2026 | WEC |
| Live Oak International | March 11, 2026 | March 15, 2026 | Live Oak Stud |
| CSCAA National Invitational Championship | March 11, 2026 | March 15, 2026 | FAST |
| WEC Winter Spectacular Week 12 - Longines League of Nations | March 17, 2026 | March 22, 2026 | WEC |
| NIKE Winner's Circle Volleyball | April 11, 2026 | April 12, 2026 | WEC |
| Blue Knights Spring Southern Regional Conference | April 12, 2026 | April 15, 2026 | Holiday Inn & Suites Ocala Conference Center |
| NCEA National Championships | April 13, 2026 | April 18, 2026 | WEC |
| Major League Fishing Heavy Hitters | May 16, 2026 | May 22, 2026 | Heagy Bury Boat Ramp |
| USA Swimming Speedo Sectionals | May 21, 2026 | May 24, 2026 | FAST |
| Florida Swimming FLAGS Championship | July 9, 2026 | July 14, 2026 | FAST |
| Florida Swimming Senior Championship | July 16, 2026 | July 19, 2026 | FAST |
| YMCA National Long Course Championship | July 27, 2026 | August 1, 2026 | FAST |



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21735

Agenda Date: 1/15/2026

Agenda No.: 7.6

SUBJECT:

Ocala/Marion County Tourism Annual Meeting Recap

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21736

Agenda Date: 1/15/2026

Agenda No.: 7.7

SUBJECT:

Florida Sports Day at the Capitol

DESCRIPTION/BACKGROUND:

Information Only.



Sports Day at the Capitol

Tallahassee, Florida
January 19 –21, 2026

SAVE THE DATE!

The Florida Sports Foundation invites our Destination Partners to join us for Sports Day at the Capitol, January 19–21, 2026. This event provides an opportunity to showcase the impact of sports tourism across the state and connect with Florida’s legislative and community leaders.

EVENT SCHEDULE

Welcome Reception – January 19, 2026

6:30 PM – 8:30PM | FSF Office – 1203 Governors Square Blvd. Suite 300 Tallahassee, FL

DAY TWO – Tuesday, January 20, 2026

8:00 AM – 5:00 PM | On the Plaza

Join us for *Destination Partners on the Plaza*, where Florida’s sports destinations will share their community highlights and initiatives.

DAY THREE – Wednesday, January 21, 2026

8:00 AM – 5:00 PM | Florida Capitol

Meet and engage with legislators and staff at the Florida Capitol.

REGISTRATION & HOTEL INFORMATION

Please register for Sports Day at the Capitol 2026 using the link below:

[Click Here to Register](#)

Courtyard by Marriott Tallahassee Downtown/Capitol

1018 Apalachee Parkway, Tallahassee, FL 32301

Rate: \$199 per night

[Book Your Hotel Here](#)

*Hotel RSVPs will be accepted from **November 4 through December 20, 2025.***

RSVP INFORMATION

If you are interested in setting up a table on the Plaza, please RSVP to LaToya Smithwick at lsmithwick@playinflorida.com confirm your participation by Friday, December 12, 2025. When submitting your RSVP, please include your organization name, the contact person, the names of all individuals attending and indicate whether you need a table on the Plaza.





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21737

Agenda Date: 1/15/2026

Agenda No.: 7.8

SUBJECT:
Florida Tourism Day

DESCRIPTION/BACKGROUND:
Information Only.

Tourism Day Registration Form

Advanced registration and payment deadline:
January 6, 2026

Four Easy Ways to Register:

| | |
|---|--|
| Online: DestinationsFlorida.org/26TourismDay | |
| Mail check to: Destinations Florida 1400 Village Sq. Blvd. Suite 3-250 Tallahassee, FL 32312 | Phone: (850) 222-6000 |
| | Email: Suzanne@DestinationsFlorida.org |

Use one form for up to four registrants from the same company. Use copies of this form to register more people. *Do Not Miss Out!*

Registration Contact Name:

Company: _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____
 E-mail: _____

Please circle the correct amount for each registrant and write their name on the lines provided.

| Name and Email of Each Attendee | MEMBER Registration | After January 6 (based on availability) | Total Amount |
|---------------------------------|---------------------|---|--------------|
| #1 _____ _____ | \$125 | add \$50 | \$ _____ |
| #2 _____ _____ | \$125 | add \$50 | \$ _____ |
| #3 _____ _____ | \$125 | add \$50 | \$ _____ |
| #4 _____ _____ | \$125 | add \$50 | \$ _____ |
| | | Grand Total | \$ _____ |

Method of Payment: Check (payable to **Destinations Florida**) Visa MasterCard AmEx

Card # _____
 Exp. Date _____ Sec. Code: _____
 Name on Card _____
 Signature _____

Cancellation Policy: A refund of your registration fee will be made minus a \$25 processing fee if cancellation is received in writing seven days prior to the date of the event. Alternates are encouraged to attend for any pre-registrant who is unable to attend.



DESTINATIONS
FLORIDA

JOIN US FOR

**FLORIDA
TOURISM
DAY**

at the Capitol
Tallahassee, Florida
January 20-21, 2026

This is your chance to speak with legislators at the capitol to discuss the issues that are important to DMOs.

Register today at:
DestinationsFlorida.org/26TourismDay



To promote awareness for the importance of tourism marketing to Florida's economy, the Partnership for Florida's Tourism is hosting Florida Tourism Day at the Capitol. This event will feature visits by legislators to our meeting as well as appointments for Destinations Florida members to meet with legislators at the Capitol to discuss the issues that are important to DMOs.

This meeting is being held in conjunction with the following organizations:



Accommodations:

The **Hyatt House Tallahassee** is offering a special rate of \$289 per night for Destinations Florida members attending Tourism Day. To make your reservation please call the (850) 222-0039 and reference the group name: Destinations Florida Tourism Day.

All reservations must be made before the cut-off date of Tuesday, January 6, 2026. Be sure to make your reservation as soon as possible because the room blocks will sell out.

Hyatt House Tallahassee

1100 Railroad Avenue
Tallahassee, FL 32310
(850) 222-0039



Schedule of Events

(All attendees are invited to all events)

January 20, 2026

- 2:00 PM – **Destinations Florida Board of Directors Meeting**
Hyatt House Tallahassee
1100 Railroad Avenue
Tallahassee, FL 32310
(850) 222-0039
- 5:00 PM – **Destinations Florida Welcome Reception**
Hyatt House Tallahassee
1100 Railroad Avenue
Tallahassee, FL 32310



January 21, 2026

- 8:30 AM – **Destinations Florida Member Briefing**
9:30 AM
Hyatt House Tallahassee
1100 Railroad Avenue
Tallahassee, FL 32310
(850) 222-0039
- 10:30 AM – **Tourism Day Rally & Partner Briefing**
12:00 Noon
FSU Dunlap Champions Club
Doak S. Campbell Stadium
225 Champions Way Building B
Tallahassee, FL 32304
(850) 644-8528
- 12:00 Noon – **Networking Luncheon**
1:00 PM
FSU Dunlap Champions Club
Doak S. Campbell Stadium
225 Champions Way Building B
Tallahassee, FL 32304
- 1:00 PM – **Destinations Florida Member Appointments at the Capitol**
5:00 PM
400 S. Monroe Street
Tallahassee, FL 32399
- 5:00 PM – **Florida Tourism Day Reception**
8:00 PM
Florida Restaurant & Lodging Association
230 S. Adams Street
Tallahassee, FL 32301



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21738

Agenda Date: 1/15/2026

Agenda No.: 7.9

SUBJECT:

Marion County Day at the Capitol

DESCRIPTION/BACKGROUND:

Information Only.

MARION COUNTY DAY AT THE CAPITOL 2026



Save the Date

February 11, 2026, at the Main Courtyard of the Capitol Complex, for our opportunity to showcase Marion County's natural beauty, economic viability, and agricultural acumen to our legislators in Tallahassee!

Invitation to follow.

Email: matthew.cretul@marionfl.org or call 352-438-2303

Learn more at: www.marionfl.org/legislative





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21739

Agenda Date: 1/15/2026

Agenda No.: 8.1

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information Only.

Ocala/Marion County Visitors & Convention Bureau Sales Report
11/20/2025 - 1/15/2026

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 |
|--|---|-----------------------|-------------|-----------------------------------|--------------------------|-------------------------|--------------------------|----------------------|---------------|--------------------|---------------------|
| Blue Knights Motorcycle Club | Blue Knights Florida III Spring Meeting | Bryan Day 100.0% | Social | Phone 0 | 4/12/2026 4/15/2026 | Local new | \$238,118.00 \$0.00 | 150 200 | 225 | 500 | 0 |
| Florida Association of Early Learning Coalitions | AELC 2026 Annual Board Meeting | Bryan Day 100.0% | Education | CVENT 148 | 4/19/2026 4/24/2026 | State new | \$0.00 \$0.00 | 30 30 | 28 | 82 | 0 |
| Florida Paddling Trails Association | Paddlefest | Bryan Day 100.0% | Sports | Phone 0 | 4/16/2026 4/19/2026 | Local repeat | \$0.00 \$0.00 | 0 0 | 100 | 300 | 0 |
| 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 |
| Babe Ruth League | 13U, 14U, 13-16 & 16-18 Southeast Regional | Corry Locke 100.0% | Sports | Phone 0 | 7/15/2026 7/18/2026 | Regional new | \$0.00 \$0.00 | 500 600 | 150 | 750 | 0 |
| Belleview Girls Softball Association, Inc. | Dixie Softball World Series | Corry Locke 100.0% | Sports | Email 0 | 7/24/2026 7/31/2026 | State new | \$0.00 \$0.00 | 375 450 | 250 | 900 | 0 |
| Big East Conference | Swimming and Diving Conference Championship | Corry Locke 100.0% | Sports | Email 0 | 2/18/2026 2/21/2026 | National new | \$1,117,655.00 \$0.00 | 0 0 | 250 | 1,010 | 0 |
| HITS, LLC | HITS Ocala Winter Circuit, Event I, Weeks 1-3 | Corry Locke 100.0% | Equine | Website - Sports RFP 0 | 1/14/2026 2/1/2026 | International repeat | \$3,189,512.00 \$0.00 | 2,112 3,060 | 156 | 2,000 | 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 |
|--|--|-----------------------|-------------|-----------------------------------|--------------------------|-------------------------|--------------------------|----------------------|---------------|--------------------|---------------------|
| HITS, LLC | HITS Ocala Winter Circuit, Event III, Weeks 8-10 | Corry Locke 100.0% | Equine | Website - Sports RFP 0 | 3/4/2026 3/22/2026 | International repeat | \$4,953,943.00 \$0.00 | 2,112 3,060 | 156 | 2,000 | 0 |
| HITS, LLC | HITS Ocala Winter Circuit, Event II, Weeks 4-7 | Corry Locke 100.0% | Equine | Website - Sports RFP 0 | 2/4/2026 3/1/2026 | International repeat | \$8,283,188.00 \$0.00 | 2,112 3,060 | 156 | 2,000 | 0 |
| Joseph Volleyball Camps JVC | Nike First in Show Volleyball Tournament | Corry Locke 100.0% | Sports | Connect Sports Marketplace 0 | 1/17/2026 1/19/2026 | Regional repeat | \$3,544,580.00 \$0.00 | 5,400 9,300 | 1,000 | 3,000 | 0 |
| Joseph Volleyball Camps JVC | Nike Winner's Circle Volleyball Tournament | Corry Locke 100.0% | Sports | Connect Sports Marketplace 0 | 4/11/2026 4/12/2026 | Regional repeat | \$3,124,259.00 \$0.00 | 5,400 7,700 | 1,250 | 2,500 | 0 |
| Major League Fishing | MLF Heavy Hitters presented by Bass Pro Shops | 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 |
| National Collegiate Equestrian Association | NCEA National Championship | Corry Locke 100.0% | Equine | Phone 0 | 4/15/2026 4/18/2026 | 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 | \$0.00 \$0.00 | 150 200 | 125 | 250 | 0 |
| ProAm Senior Softball | Stars & Strikes Showdown | Corry Locke 100.0% | Sports | Phone 0 | 5/23/2026 5/24/2026 | State new | \$0.00 \$0.00 | 150 200 | 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 |
|--------------------------|---|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|--------------------------|----------------------|---------------|--------------------|---------------------|
| 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 |
| Sun Country Sports | USA Gymnastics Men's State Championship | Corry Locke 100.0% | Sports | Email 0 | 3/6/2026 3/8/2026 | State new | \$0.00 \$0.00 | 2,000 2,000 | 165 | 330 | 0 |
| World Equestrian Center | Winter Series Week #12 - National Show & Longines League of Nations | Corry Locke 100.0% | Equine | Website 0 | 3/18/2026 3/22/2026 | National repeat | \$2,276,251.00 \$0.00 | 2,458 4,096 | 429 | 2,145 | 0 |
| World Equestrian Center | Winter Series Week #11 - National & FEI | Corry Locke 100.0% | Equine | Website 0 | 3/11/2026 3/15/2026 | National repeat | \$2,164,855.00 \$0.00 | 2,458 4,096 | 411 | 2,052 | 0 |
| World Equestrian Center | Winter Series Week #10 - National & FEI | Corry Locke 100.0% | Equine | Website 0 | 3/4/2026 3/8/2026 | National repeat | \$2,293,686.00 \$0.00 | 3,988 6,647 | 429 | 2,145 | 0 |
| World Equestrian Center | Winter Series Week #9 - National & FEI | Corry Locke 100.0% | Equine | Website 0 | 2/25/2026 3/1/2026 | National repeat | \$1,825,770.00 \$0.00 | 4,172 6,953 | 369 | 1,674 | 0 |
| World Equestrian Center | Winter Series Week #8 - National & FEI | Corry Locke 100.0% | Equine | Website 0 | 2/18/2026 2/22/2026 | National repeat | \$2,347,373.00 \$0.00 | 4,248 7,080 | 459 | 2,249 | 0 |
| World Equestrian Center | Winter Series Week 7 - National & FEI | Corry Locke 100.0% | Equine | Website 0 | 2/11/2026 2/15/2026 | National repeat | \$2,383,429.00 \$0.00 | 4,500 7,501 | 454 | 2,267 | 0 |
| World Equestrian Center | Winter Series Week 6 - National & FEI | Corry Locke 100.0% | Equine | Website 0 | 2/4/2026 2/8/2026 | National repeat | \$2,224,815.00 \$0.00 | 4,691 7,818 | 415 | 2,074 | 0 |
| World Equestrian Center | Winter Series Week #5- National & FEI | Corry Locke 100.0% | Equine | Website 0 | 1/28/2026 2/1/2026 | National repeat | \$1,829,679.00 \$0.00 | 4,280 7,133 | 369 | 1,669 | 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 | |
|-------------------------|---|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|--------------------------|----------------------|---------------|--------------------|---------------------|---|
| World Equestrian Center | Winter Series Week #4 - National & FEI | Corry Locke 100.0% | Equine | Website 0 | 1/21/2026 1/25/2026 | National repeat | \$1,601,623.00 \$0.00 | 3,516 5,860 | 369 | 1,481 | 0 | |
| World Equestrian Center | Winter Series Week 3 - National Show and FEI | Corry Locke 100.0% | Equine | Website 0 | 1/14/2026 1/18/2026 | National repeat | \$1,682,399.00 \$0.00 | 3,745 6,242 | 311 | 1,551 | 0 | |
| World Equestrian Center | Winter Series Week 2 - National Show and FEI | Corry Locke 100.0% | Equine | Website 0 | 1/7/2026 1/11/2026 | National repeat | \$1,526,529.00 \$0.00 | 3,736 6,227 | 369 | 1,152 | 0 | |
| 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 | |
| Event Count: | | | | | | | 32 | \$54,619,863.90 | 66,513 | 9,818 | 41,546 | 0 |
| | | | | | | | | \$0.00 | 104,213 | | | |

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 | |
|-------------------------|---|-----------------------|-------------|-----------------------------------|--------------------------|-------------------------|--------------------------|----------------------|---------------|--------------------|---------------------|---|
| HITS, LLC | HITS Post Time Farm Premier I & II | Corry Locke 100.0% | Equine | Email 0 | 12/31/2025 1/12/2026 | International repeat | \$2,035,783.00 \$0.00 | 660 1,085 | 228 | 2,500 | 0 | |
| HITS, LLC | HITS Ocala Winter Circuit, Event I, Weeks 1-3 | Corry Locke 100.0% | Equine | Website - Sports RFP 0 | 1/14/2026 2/1/2026 | International repeat | \$3,189,512.00 \$0.00 | 2,112 3,060 | 156 | 2,000 | 0 | |
| United Futsal | Southeast Regional Championships | Corry Locke 100.0% | Sports | Referral 0 | 12/19/2025 12/21/2025 | Regional new | \$0.00 \$0.00 | 480 480 | 100 | 300 | 0 | |
| World Equestrian Center | Winter Series Week 3 - National Show and FEI | Corry Locke 100.0% | Equine | Website 0 | 1/14/2026 1/18/2026 | National repeat | \$1,682,399.00 \$0.00 | 3,745 6,242 | 311 | 1,551 | 0 | |
| World Equestrian Center | Winter Series Week 1 - National | Corry Locke 100.0% | Equine | Website 0 | 1/1/2026 1/4/2026 | National repeat | \$1,630,098.00 \$0.00 | 2,458 4,096 | 369 | 1,476 | 0 | |
| World Equestrian Center | Winter Series Week 2 - National Show and FEI | Corry Locke 100.0% | Equine | Website 0 | 1/7/2026 1/11/2026 | National repeat | \$1,526,529.00 \$0.00 | 3,736 6,227 | 369 | 1,152 | 0 | |
| Event Count: | | | | | | | 6 | \$10,064,321.00 | 13,191 | 1,533 | 8,979 | 0 |
| | | | | | | | | \$0.00 | 21,190 | | | |

Status: LEADS SENT

| Account Name | Event Name | Sales Rep Rep % | Market Type | Source # Partners Sent Lead | Event Start Event End | Scope New/Repeat | EI Est \$ EI Act \$ | OOT Att Total Att | Peak Rooms | Requested Rooms | Contracted Rooms |
|--|----------------------------------|---------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|
| Florida Department of Transportation (FDOT) | Scenic Highway Annual Meeting | Bryan Day 100.0% | Government | Email 148 | 2/25/2026 | Local | \$0.00 | 0 | 20 | 40 | 0 |
| | | | | | 2/27/2026 | new | \$0.00 | 0 | | | |
| | | | | | Event Count: | 1 | \$0.00 | 0 | 20 | 40 | 0 |
| | | | | | | | \$0.00 | 0 | | | |

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 | |
|--------------------------------------|--|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|---|
| Arabian Horse Association of Florida | AHAF Holiday Festival Arabian Horse Show | Corry Locke 100.0% | Equine | Email | 11/26/2025 | Regional | \$355,856.00 | 800 | 88 | 350 | 0 | |
| | | | | | 11/29/2025 | repeat | \$0.00 | 2,300 | | | | |
| | Equine Herpesvirus | | | 0 | | | | | | | | |
| Fiddler's Turkey Run | Fiddler's Turkey Run | Corry Locke 100.0% | Equine | Website - Sports RFP | 11/25/2025 | National | \$531,742.00 | 600 | 126 | 613 | 0 | |
| | | | | | | 11/29/2025 | new | \$0.00 | 800 | | | |
| | Equine Herpesvirus | | | 0 | | | | | | | | |
| United Futsal | Southeast Regional Championships | Corry Locke 100.0% | Sports | Referral | 12/19/2025 | Regional | \$0.00 | 480 | 100 | 300 | 0 | |
| | | | | | | 12/21/2025 | new | \$0.00 | 480 | | | |
| | | | | 0 | | | | | | | | |
| Event Count: | | | | | | | 3 | \$887,598.00 | 1,880 | 314 | 1,263 | 0 |
| | | | | | | | | \$0.00 | 3,580 | | | |

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 | |
|-------------------------------------|---|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|---|
| Florida Paddling Trails Association | Paddlefest | Bryan Day 100.0% | Sports | Phone 0 | 4/16/2026 4/19/2026 | Local repeat | \$0.00 \$0.00 | 0 0 | 100 | 300 | 0 | |
| 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 | |
| ProAm Senior Softball | Stars & Strikes Showdown | Corry Locke 100.0% | Sports | Phone 0 | 5/23/2026 5/24/2026 | State new | \$0.00 \$0.00 | 150 200 | 125 | 250 | 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 | \$0.00 \$0.00 | 150 200 | 125 | 250 | 0 | |
| United Futsal | Southeast Regional Championships | Corry Locke 100.0% | Sports | Referral 0 | 12/19/2025 12/21/2025 | Regional new | \$0.00 \$0.00 | 480 480 | 100 | 300 | 0 | |
| Event Count: | | | | | | | 6 | \$0.00 | 960 | 603 | 1,405 | 0 |
| | | | | | | | | \$0.00 | 1,080 | | | |

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 |
|---|----------------------------------|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|
| Florida Department of Transportation (FDOT) | Scenic Highway Annual Meeting | Bryan Day 100.0% | Government | Email 148 | 2/25/2026 | Local | \$0.00 | 0 | 20 | 40 | 0 |
| | | | | | 2/27/2026 | new | \$0.00 | 0 | | | |
| Florida Society of Association Executives (FSAE) | Annual Conference | Corry Locke 100.0% | Association | FSAE 0 | 6/21/2028 | State | \$0.00 | 550 | 395 | 1,155 | 0 |
| | | | | | 6/23/2028 | new | \$0.00 | 600 | | | |
| Event Count: 2 | | | | | | | \$0.00 | 550 | 415 | 1,195 | 0 |
| | | | | | | | \$0.00 | 600 | | | |

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 |
|-----------------------|---|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|
| CSF Aquatics | Florida Swimming Senior Spring Championships | Corry Locke 100.0% | Sports | Email 0 | 3/5/2026 | State | \$0.00 | 2,200 | 730 | 2,295 | 0 |
| | | | | | 3/8/2026 | new | \$0.00 | 2,550 | | | |
| CSF Aquatics | Florida Swimming Senior Spring Championships | Corry Locke 100.0% | Sports | Email 0 | 3/6/2025 | State | \$0.00 | 2,200 | 730 | 2,295 | 0 |
| | | | | | 3/9/2025 | new | \$0.00 | 2,550 | | | |
| Event Count: 2 | | | | | | | \$0.00 | 4,400 | 1,460 | 4,590 | 0 |
| | | | | | | | \$0.00 | 5,100 | | | |

Status: TURNED TENTATIVE

| 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 Paddling Trails Association | Paddlefest | Bryan Day 100.0% | Sports | Phone 0 | 4/16/2026 | Local | \$0.00 | 0 | 100 | 300 | 0 | |
| | | | | | 4/19/2026 | repeat | \$0.00 | 0 | | | | |
| United States Dog Agility Association | Cynosport Dog Agility World Games | Corry Locke 100.0% | Sports | Referral 0 | 11/3/2027 | International | \$0.00 | 0 | 73 | 500 | 0 | |
| | | | | | 11/7/2027 | new | \$0.00 | 0 | | | | |
| Event Count: | | | | | | | 2 | \$0.00 | 0 | 173 | 800 | 0 |
| | | | | | | | | \$0.00 | 0 | | | |



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21740

Agenda Date: 1/15/2026

Agenda No.: 8.2

SUBJECT:
TDC Attendance Report

DESCRIPTION/BACKGROUND:
Information Only.

TDC Attendance Report

2025

| | January | February | March | April | May | June | July | August | September | October | November |
|-----------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|
| Rus Adams | X | | | | | | | | | | X |
| Jeff Bailey | | | | | X | | | | X | | X |
| Victoria Billig | | | X | | X | | | * # | | | |
| Doug Cone | | | | | | | | | | | +X |
| Danny Gaekwad | | | X | | X | | | | | X | |
| Jason Reynolds | X | | | X | X | | | X | - # | | |
| Barry Mansfield | X | | X | | | | | | | | |
| Christopher Fernandez | | X | | | | | | | | | |
| Ron Livsey | | | | X | | | | | X | X | |
| Bobby Walker | | | | | | | | | +X | | |
| Carl Zalak | X | | | | | X | | | | | *X |

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned



Marion County Tourist Development Council

Agenda Item

File No.: 2026-21760

Agenda Date: 1/15/2026

Agenda No.: 9.1

SUBJECT:

Wings Over Ocala Airshow Update - John Cowman, Owner/Promoter

DESCRIPTION/BACKGROUND:

Mr. Cowman to provide a verbal update on the Wings Over Ocala Airshow