



Summary – Marketing Assistance Funding Requests – OPTION B

The Marketing Assistance Program is designed to enable tourism-related businesses in Marion County to enhance their marketing opportunities leveraged with the Ocala/Marion County destination brand. The goals of the program are to enrich the visitor experience, encourage repeat visitations through local business promotions, inspire brand adoption and support tangible marketing materials highlighting tourism activities in Marion County. The Marketing Assistance Program is meant to assist site-based businesses that provide service to visitors beyond events, and by the nature of their existence, attract visitation to the region or offer reasons for visitors to extend their stay in the destination.

Total Requested Funding: \$109,500

Total Budgeted Funding: \$75,000 FOR FY 2026

Year One Applicants – Total Requested Funding \$82,500

- County Line Smokehouse
 - o Requested/Eligible Funding: \$5,000
- Eaton's Beach Aquatic Sports
 - o Requested/Eligible Funding: \$5,000
- Elevation 89
 - o Requested/Eligible Funding: \$5,000
- FAST (Florida Aquatics Swimming & Training)
 - o Requested/Eligible Funding: \$5,000
- Goldmark Farm
 - o Requested/Eligible Funding: \$5,000
- Hilton Garden Inn
 - o Requested/Eligible Funding: \$5,000
- Holiday Inn Conference Center
 - o Requested/Eligible Funding: \$5,000
- Holiday Inn Express & Suites
 - o Requested/Eligible Funding: \$5,000
- La Cuisine
 - o Requested/Eligible Funding: \$5,000



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- Marion County (Parks and Recreation) - secondary
 - o Requested/Eligible Funding: \$2,500
- Marion County (Southeastern Livestock Pavilion) - primary
 - o Requested/Eligible Funding: \$5,000
- Naventure
 - o Requested/Eligible Funding: \$5,000
- Roma's Italian Restaurant
 - o Requested/Eligible Funding: \$5,000
- Say Taco
 - o Requested/Eligible Funding: \$5,000
- The Anchor
 - o Requested/Eligible Funding: \$5,000
- The Gathering Café
 - o Requested/Eligible Funding: \$5,000
- Workspace Collective (217 1st Ave) - primary
 - o Requested/Eligible Funding: \$5,000



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Year Two Applicants – Total Requested Funding \$15,000

- City of Ocala (Recreation and Parks)
 - o Requested /Eligible Funding: \$ 5,000
 - o Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 (Wetland Recharge Park) WITHDREW (requested \$3,300)
- Farm to You Revue
 - o Requested/Eligible Funding: \$5,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000 /Expended \$ (reimbursement pending)
- Marion Theatre - secondary
 - o Requested/Eligible Funding: \$2,500
 - o Prior Funded Amounts
 - 2024-25 Approved: \$2,500 /Expended \$ (reimbursement pending)
- Workspace Collective (603 E Fort King) - secondary
 - o Requested/Eligible Funding: \$2,500
 - o Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 Approved\$5,000/Expended \$3,687.02



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Year Three Applicants – \$12,000

- Marion Cultural Alliance
 - o Requested \$4,000/Eligible Funding: \$4,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$ (pending)
 - 2023-24 Approved \$5,000/Expended \$5,000
- Rainbow Springs Art of Dunnellon
 - o Requested/Eligible Funding: \$4,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(reimbursement requested \$1,425.00)
 - 2023-24 WITHDREW (requested \$5,000)
- Reilly Arts Center (primary)
 - o Requested/Eligible Funding: \$4,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(pending)
 - 2023-24 Approved \$5,000/Expended \$5,000