



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.