



Marion County

Tourist Development Council

Meeting Agenda

Thursday, October 23, 2025

9:00 AM Tourist Development Conference
Room

Microsoft Teams:

https://teams.microsoft.com/l/meetupjoin/19%3ameeting_YjZiY2ZjMTgtMjEwOC00OTk5LWFINDItYjdmYTBiYWY4MWRk%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: 266 549 783 070

Password: Qt6op2oy

Phone Number: +1 321-245-5074,,104706757#

Phone Conference ID: 104 706 757#

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 September 2025 Tourist Development Council Minutes](#)
4. Motion: Acknowledgement of Financials
 - 4.1 [MOTION: Acknowledgement of Financials - September 2025](#)
5. Report from Chair
 - 5.1 [Introduction of incoming TDC Member, Bobby Walker](#)
 - 5.2 [Recognition of outgoing TDC Member, Jason Reynolds](#)
 - 5.3 [PRESENTATION: Short Term Rental Compliance Update, Marion County Tax Collector, George Albright and Deputy Tax Collector, Tammy McCann](#)

5.4 [Proposed Tourist Development Council Meeting Dates 2026](#)

5.5 [Annual Membership Eligibility Attestations](#)

6. Funding Requests

6.1 [Fiscal Year 2026 Event Funding Allocations](#)

6.2 [MOTION: HITS Ocala Winter Circuit Weeks 4-7 \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)

6.3 [MOTION: HITS Ocala Winter Circuit Weeks 8-10 \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)

6.4 [MOTION: Revised AYF Football Southeast Regional Championship \(Room Night Generating\) \(Requested Funding - \\$4,000\)](#)

7. Staff Updates

7.1 [MOTION: America 250 - Media and Marketing Plan](#)

7.2 [North Central Florida Regionalism](#)

7.3 [Marketing Assistance Funding Program FY 25 Report](#)

7.4 [Third Tourism Annual Meeting - December 11, 2025](#)

7.5 [TDC Collections/STR and Key Data Update](#)

7.6 [Marketing and Communications Update](#)

7.7 [Sales Update](#)

7.8 [TDC Events Calendar](#)

8. Notation for Record

8.1 [Sales Report](#)

8.2 [TDC Attendance Report](#)

9. Old Business

10. New Business

11. Public Comment

If you would like to address the council during public comment you may submit your comments in advance to sales@marionfl.org by Tuesday, October 21, 2025 at 5:00 PM.

Due to the Thanksgiving holiday, the next Tourist Development Council Meeting will be held on November 20, 2025 at 9:00 AM.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20948

Agenda Date: 10/23/2025

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.

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Select Year: 2025 ▼ Go

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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Immediate release
December 27, 2024

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

Board of County Commissioners Zoning, final hearing

All meetings take place at 1:30 p.m. on the third Monday, and 2 p.m. on the third Tuesday 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. 13*	Jan. 21	Feb. 17	Feb. 18	Mar. 17	Mar. 18
Apr. 14	Apr. 15	May 19	May 20	June 16	June 17
July 15	July 21	Aug. 18	Aug. 19	Sept. 15	Sept. 16
Oct. 20	Oct. 21	Nov. 17	Nov. 18	Dec. 15	Dec. 16

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. Silver Springs Blvd., Ocala. For more information, contact Code Enforcement at 352-671-8901.

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

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. 27	Feb. 24	Mar. 31	Apr. 28	May 28 *	June 30
July 28	Aug. 25	Sept. 29	Oct. 27	Nov. 24	Dec. 29

*Altered schedule (Date/Time)

Local Mitigation Strategy

All meetings take place at 10:00 a.m. on the third Wednesday quarterly in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala, FL 34470. For more information, contact Kelly Hill at 352-438-2622.

Jan. 15	Apr. 16	July 16	Oct. 15
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Board of Adjustment Variances

The Board of Adjustment Variances meets at 2 p.m. on the first Monday* of each month in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Kelly Hill at 352-438-2622.

Jan. 6	Feb. 3	Mar. 3	Apr. 7	May 5	June 2
July 7	Aug. 4	Sept. 8*	Oct. 6	Nov. 3	Dec. 1

*Altered schedule (Date/Time)

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. 16	Feb. 27
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Land Development Regulation Committee

The Land Development Regulation Committee will hold workshops at 5:30 p.m.

Services at 352-438-2600.

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

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. 13	Feb. 10	Mar. 10	Apr. 14	May 12	June 9
July 14	Aug. 11	Sept. 8	Oct. 13	Nov. 10	Dec. 8

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. 15	Feb. 19	Mar. 19	Apr. 16	May 21	June 18
July 16	Aug. 20	Sept. 17	Oct. 15	Nov. 19	Dec. 17

Housing Finance Authority of Marion County

The Housing Finance Authority of Marion County will meet at 12 p.m. on the third Wednesday of each month, excluding December. Meetings will be held at the McPherson Governmental Campus, Conference Room A, 601 SE 25th Avenue, Ocala. For more information, please call 352-322-1987.

Jan. 15	Feb. 19	Mar. 19	Apr. 16	May 21	June 18
July 16	Aug. 20	Sept. 17	Oct. 15	Nov. 19	

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 Avenue, Ocala. For more information, please call 352-322-1987.

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

The Development Review Committee meets at 9 a.m. on Mondays in the Office of the County Engineer, Building 1, Conference Room, 412 SE 25th Ave., Ocala. For more information, contact the Office of the County Engineer at 352-671-8686.

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

*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 first Monday, every 3 months in the Hills of Ocala Clubhouse, 10475 SW 136th Terrace, Dunnellon. For more information, call Peter Hodges at 352-438-2650.
 Feb. 3 May 5 Aug. 4 Nov. 3

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. 14 Feb. 11 May 13 Sept. 9 Oct. 14

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. 14 Feb. 11* Apr. 8 July 15 Oct. 14

*Advisory Board Pre Budget Workshop at 9:30 a.m.

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. 16 Feb. 20 Mar. 20 Apr. 17 May 15 June 19
 July 17 Aug. 21 Sept. 18 Oct. 16 Nov. 20

Rainbow Lakes Estates Public Advisory Board

The Rainbow Lakes Estates Public Advisory Board meets at 6:30 p.m. on the

Pamela Spicuzza at 352-489-4280.

Jan. 16 Feb. 20 Mar. 11* Mar. 20 Apr. 17 May 15
June 19** July 17 Aug. 21 Sept. 18 Oct. 16 Nov. 20

* 10:00 a.m. budget workshop

** 10:00 a.m. BCC budget hearing. 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.

Jan. 14 Mar. 11 May 13 July 8 Sept. 9 Nov. 11

Member and Appointee Participation

Soil & Water Conservation District Board

The Marion County Soil and Water Conservation District Board will meet 9 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. 13 Feb. 10 Mar. 10 Apr. 14 May 12 June 9
July 14 Aug. 11 Sept. 8 Oct. 13 Nov. 10 Dec. 8

East Central Florida Regional Planning Council

The East Central Florida Regional Planning Council will meet at 9:30 a.m. on the third Wednesday of the months listed at 455 N. Garland Ave., Orlando (unless otherwise noted). For more information, call 407-245-0300.

Feb. 19* Apr. 16 May 21** Aug. 20** Sept. 17** Nov. 19**

*Location: Lake Mary Events Center, 260 N. Country Club Rd, Lake Mary, FL

**Location: To be determined

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. 15 Feb. 19 Mar. 19 Apr. 16 May 21 June 18
July 16 Aug. 20 Sept. 17 Oct. 15 Nov. 19 Dec. 17

Central Florida MPO Alliance

All scheduled meetings begin at 10 a.m. on the below dates at MetroPlan

Feb. 14 Apr. 11 Oct. 10

SW Florida Water Management District Springs Coast Steering Committee

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

Jan. 22 Mar. 5 Jul 23

Withlacoochee Regional Water Supply Authority

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

Jan. 15 Mar. 19 May 21 July 9 Sept. 17

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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 29, 2025

Media contact:
Public Relations
Office: 352-438-2311 • Cell: 352-789-2152
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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
February 27 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800
March 28 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to:	Candace Shelton 352-438-2800

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		109 W. Silver Springs Blvd. Ocala, FL 34475		
April 24 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
May 21 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
June 26 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
August 20 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475	Candace Shelton 352-438-2800	

Subscribe	Past Issues		Translate ▼	RSS
		Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475		
September 25 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475		Candace Shelton 352-438-2800
October 23 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475		Candace Shelton 352-438-2800
November 20 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 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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Marion County Public Relations

601 SE 25th Ave., Ocala, FL

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Immediate release
March 13, 2025

Media contact:
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Two or more commissioners may attend the following:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
Oct 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: Qt6op2oy Meeting ID: 266 549 783 070 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 104 706 757# Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjZiY2ZjMTgtMjEwOC00OTk5LWFINDItYjdmYTBiYWY4MWRk%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	Candace Shelton 352-438-2800

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Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20949

Agenda Date: 10/23/2025

Agenda No.: 3.1

SUBJECT:

MOTION: Approval of September 2025 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approve the Tourist Development Council Minutes from September 25, 2025

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, September 25, 2025

9:00 a.m.

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

Mr. Rus Adams 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. Please note the published agenda had a scrivener's error noting the start time as 8am however all communications and Sunshine Notices have the correct time of 9am.

Roll Call

Present:

Rus Adams, Commissioner Carl Zalak, Danny Gaekwad, Councilmember Barry Mansfield, Christopher Fernandez (arrived at 9:01am)

Staff:

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

Guests:

Dana Olesky, Chief Assistant County Attorney; Isiah Lewis, Downs & St. Germain Research; Mohamed Mohsen, College of Central Florida; Shelley Page, World Equestrian Center; Jeff Haungs, R&L Carriers; Tom Hern, World Equestrian Center; Austin C; Tammy McCann, Marion County Tax Collector's Office; Sarah Thacker, World Equestrian Center; Olivia Hoblit, World Equestrian Center; Rob Balmes, Ocala Marion Transportation Planning Organization; Paresh Chhotu, Holiday Garden Inn; Amy Agricola, Engel & Völkers Ocala; Evelyn Morales, Hampton Inn & Suites Ocala; Jim Hilty, City of Ocala Councilmember.

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 Councilmember Barry Mansfield, seconded by Danny Gaekwad, to adopt the minutes from the August 20, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (5-0).

Acknowledgment of Financials – August 2025

A motion was made by Commissioner Carl Zalak, seconded by Councilmember Barry Mansfield, to review and approve August 2025 Financials. The motion was unanimously approved by the council (5-0).

Report from Chair

Introduction of Incoming TDC Member, Bobby Walker

Mr. Rus Adams advised he would not be introducing Mr. Bobby Walker as he was not present for the meeting due to illness.

Resignation of TDC Member, Jason Reynolds

Mr. Rus Adams announced that Mr. Jason Reynolds submitted his resignation from the TDC effective September 22, 2025. He advised the council that copies of Mr. Reynold's resignation letter had been provided and were at each council member's seat for them to read. Mr. Adams noted that this was a significant loss for the Council but that efforts to solicit applicants to fill the vacancy were already being made.

Mr. Danny Gaekwad inquired about the application timeline.

Ms. Loretta Shaffer advised that the current vacancy missed the October solicitation deadline so it would be included in the following solicitation which was anticipated to be in two weeks or early November.

Commissioner Carl Zalak asked whether stakeholders were directly notified of the opening and solicitation efforts.

Ms. Shaffer explained that those efforts are coordinated through the Commission Office by Gennifer Medina, Executive Assistant to the BCC and Jennifer Clark, Executive Assistant to the BCC. She noted that while staff does not solicit for the seat, individuals often show interest and come forward independently, but staff could notify stakeholders if that was the Council's preference.

Commissioner Zalak suggested an email be sent to stakeholders advising that an open seat was available. He asked for confirmation that the available seat would be a partner seat.

Ms. Shaffer clarified that it would be an accommodator's seat.

Commissioner Zalak noted that he receives several inquires regarding vacancies with the council

but is often unsure of the availability of positions.

Council members expressed consensus that broader outreach would be beneficial.

Mr. Rus Adams suggested that the vacancy be published to the Ocala/Marion County Visitor's and Convention Bureau website.

Ms. Sky Wheeler cautioned that the bureau's website is visitor facing and may not be the appropriate outlet for publishing the vacancy but advised staff would be able to work with Marion County's public relations team to identify the proper channel.

Mr. Rus Adams inquired about how applicants would be selected.

Commissioner Zalak confirmed that all applicants would be submitted to the Board of County Commissioners for selection.

Mr. Gaekwad emphasized the importance of including qualified stakeholders, noting the value the applicants bring to the Council and the value the Council brings to the applicants.

Ms. Shaffer concluded by noting that all applications remain active in the queue for one year, allowing interested parties to be considered for future vacancies should additional seats open.

Visit Florida Flagler Awards

Mr. Rus Adams transitioned to the presentation of the Visit Florida Flagler Awards. Mr. Adams reported that on August 29, 2025, as part of the annual Florida Governor's Conference on Tourism, VISIT FLORIDA awarded its Flagler Awards for excellence in tourism marketing. The Ocala/Marion County Visitors and Convention Bureau was awarded the Silver Award Flagler for its tradeshow booth in the Resource/Promotional Material - Trade Category; and the Bronze Award Flagler for its Orlando Moving Billboard Campaign in the Out of Home Category. Mr. Adams emphasized that these projects were completed in house by staff rather than an external agency and commended the team for their outstanding work.

Mr. Danny Gaekwad congratulated staff and led members in recognizing their achievements.

Ms. Sky Wheeler added that Ms. Heidi Villagomez developed and executed the campaign for the Orlando Moving Billboard Campaign which was the Carvertise that the board had previously been notified of using wrapped vehicles in the Orlando market while Ms. Jessica Heller developed and executed the tradeshow booth that was used for Florida Huddle/Encounter in February.

Following recognition of the awards, Mr. Adams introduced Ms. Tammy McCann to provide a presentation on tax collections.

Brief discussion ensued regarding the newly launched *Floridays* initiative.

Presentation: Short Term Rental Compliance Update, Deputy Tax Collector, Tammy McCann

Ms. Tammy McCann advised she would be providing a brief update to the council noting that she planned to provide a longer presentation indicating changes from the beginning of the year for the fiscal year end at the next meeting in October. She reported that from August to yesterday,

twenty one new accounts were added however, there were a total of 1,269 accounts registered which included both hotels and short term rentals. Ms. McCann advised that the Tax Collector's Office was identifying most short-term rentals, getting them registered with a few new accounts expected to come online in the coming months, including one that was scheduled to begin in January due to ongoing renovations at the property. She noted that financials had increased significantly but added that seasonal fluctuations are to be expected with the fall, winter, and spring periods representing peak rental activity, while summer typically sees fewer rentals due to heat.

Ms. McCann outlined the compliance letter process that includes three letters. The first letter notifies property owners that they were identified as short term rentals through rental platforms and of their obligation to comply with Marion County ordinance. She noted that property owners are typically unresponsive to the first letter. The second letter provides a ten day deadline to contact the Marion County Tax Collectors Office. The third letter warns of legal consequences including the potential for misdemeanor charges, penalties and fines which often prompts compliance due to the fear of legal consequences. Ms. McCann invited the Council to review the letters and share any modifications with Ms. Sky Wheeler and Ms. Loretta Shaffer, further advising that she would be happy to include any suggested edits.

Mr. Gaekwad asked why the process takes such a long time and inquired as to if the length of time was mandated by law.

Ms. McCann explained that the timeline allows thirty days for the first letter, ten days for the second letter and two days before the final letter is sent, amounting to approximately two months which is standard practice.

Commissioner Carl Zalak noted that this approach was much more efficient than in the past at bringing properties into compliance which previously took several years.

Mr. Rus Adams inquired how many new properties are typically identified in a given month compared to how many ultimately register.

Ms. McCann noted she would research this using her spreadsheets which show how many letters are sent out by comparing those numbers with the number of properties that register with the Tax Collector and provide an answer during the next month's presentation.

Mr. Gaekwad inquired about who the largest rental operator in Marion County is on Airbnb, further asking who the top three accounts were.

Commissioner Zalak inquired to Ms. McCann as to whether she was allowed to provide the Council with the information requested by Mr. Gaekwad.

Ms. McCann explained that she is prohibited from disclosing the requested information under the RISE Agreement.

Mr. Gaekwad asked if there was an alternative means for obtaining the requested information.

Ms. McCann advised that there was no way of obtaining the requested information.

Ms. Sky Wheeler clarified that Ms. McCann was allowed to know the information but that the Council was not.

Mr. Gaekwad expressed concern that hotels and campgrounds are publicly identifiable as tax remitters, whereas short-term rental operators remain anonymous.

Ms. Dana Olesk clarified that the confidentiality restrictions apply equally to all types of accommodations, including hotels under the RISE Agreement and does not differentiate between individually owned and operated properties on platforms such as Airbnb and traditional hotel lodging. She noted that the only information that may be verified is whether an operator is registered, not their identity or tax payment amounts.

Mr. Gaekwad stated that the matter needed to be looked at further as there needed to be a method for obtaining the information.

Commissioner Zalak recommended working with state representatives to review the applicable statutes and determine if language could be amended to provide greater transparency.

Mr. Gaekwad advised that Florida State Representative Ryan Chamberlin would be attending a meeting at one of his hotels later that day and he would inquire about the matter. He further advised that he is participating in fundraising for Florida State Representative Richard Gentry and it was imperative that the short term rental operators not be shielded by the RISE Agreement. He further clarified that he was not inquiring as to how much tax is being collected from properties but wanted to identify who those operators are.

Commissioner Zalak offered to coordinate with staff to provide Mr. Gaekwad with the appropriate language needed to ask for legislative language.

Mr. Gaekwad agreed to pursue this matter further

Ms. McCann reiterated that under the RISE Agreement, she is bound by confidentiality and cannot release names or identifying information of short-term rental operators.

Mr. Danny Gaekwad asked for further clarification on what the RISE Agreement is.

Ms. Tammy McCann explained that the RISE Agreement allows for information sharing between the Tax Collectors Office and the Department of Revenue.

Ms. Loretta Shaffer asked whether this prohibition also applies to staff access.

Ms. McCann confirmed that it does.

Ms. Olesky further explained that the Department of Revenue collects taxes and the Tax Collectors Office acts as a conduit for the Department of Revenue therefore the Tax Collectors office is required to sign the RISE Agreement requiring them to adhere to the same confidentiality standards.

Mr. Gaekwad shared background information regarding his previous legal actions against the State of Florida during Governor Rick Scott's administration concerning agreements between Airbnb and the State of Florida. He explained that at that time Airbnb was provided a notice

indicating that they would be able to remit tax payments at their convenience in a manner that was not equitable with how traditional lodging operators were required to remit tax payments which prompted him to file suit. Mr. Gaekwad advised that as a result of his suit the State of Florida made changes to the agreement with Airbnb which allowed for more transparency but that there were still issues particularly when hotels are required to remit taxes openly under their business names while individual short-term rental operators remain confidential. Mr. Gaekwad emphasized that he was not requesting financial details but argued that, at minimum, the names and addresses of operators should be publicly available, similar to hotel and campground operators.

Ms. Tammy McCann stated that she would follow up with the Department of Revenue to confirm what information may legally be shared. She also committed to providing the Council with excerpts from the RISE Agreement that specify what information can be shared with the Council so that all members would have a better understanding.

Mr. Rus Adams called for additional questions directly related to Ms. McCann's presentation.

Mr. Christopher Fernandez inquired about the expectation for back taxes when short-term rental operators are discovered to be out of compliance, asking whether the County seeks payment retroactively to the start of their rental activity.

Ms. Tammy McCann responded that while the Tax Collector's Office has the authority to pursue back taxes, under the direction of Mr. George Albright the office has taken the position of moving forward rather than retroactively assessing. She explained that many operators are small business owners, and the goal has been to bring them into compliance once identified.

Danny Gaekwad out 9:24am

Ms. McCann added that registered operators who fail to make a payment, even of zero dollars are assessed penalties under Florida State Statute noting that the penalties imposed by Marion County are much lower than those imposed by the Department of Revenue. She further explained that the Tax Collectors Office is working collaboratively with customers to bring them to compliance as they have been misinformed by platforms such as Airbnb and VRBO, believing that all taxes are automatically remitted on their behalf. She emphasized that this misinformation does not excuse renters' failure to comply as the tax obligations are clearly outlined on the Marion County Tax Collector's website. She noted that many short-term rental operators are older individuals renting secondary properties, and that the Tax Collector's Office works with them to provide education and assistance in coming into compliance. While the Tax Collector has aimed to be lenient, Ms. McCann stated that penalties and interest are applied when property owners neglect to remit taxes altogether.

TPO 2050 Plan Presentation, Rob Balmes

Mr. Rus Adams introduced Mr. Rob Balmes to provide a presentation of the TPO plan.

Mr. Balmes advised he would be presenting on two projects the TPO has been working on for over a year.

Danny Gaekwad in 9:26am

Mr. Balmes noted that the TPO has been working collectively with various partners including TPO board members advising that TDC councilmember Commissioner Carl Zalak is the TPO board's chairman and TDC councilmember Councilman Barry Mansfield is also a member of the TPO board. He also introduced Councilman James Hilty who was present at the meeting. He expressed his appreciation for the collaboration and support from with Ms. Loretta Shaffer and her staff as part of the TPO technical advisory committee and Mr. Christopher Fernandez who is involved in the steering committee for the active transportation plan. Mr. Balmes announced two major projects being released to the public. The Active Transportation Plan is focused on bicycling, walking, trails, and the greenway system. The plan will be available for public comment beginning September 26, 2025, and open for review through October. The Long-Range Transportation Plan is comprehensive framework for all modes of transportation and the development of the County's transportation network over the next 25 years including sales tax projects, federal and state funded projects. Mr. Balmes stated that an in-person public open house will be held on Tuesday, September 30, 2025, from 4:00–6:30 p.m. at the Mary Sue Rich Community Center, providing an opportunity for citizens to review maps and provide input. He added that the documents will also be available on the TPO website. A public hearing on the Long-Range Transportation Plan will be held at the October 28, 2025 TPO Board meeting, with the plan scheduled for adoption in November. The Active Transportation Plan will also be presented to the TPO Board in October for approval. Mr. Balmes encouraged Council members to share the information and documents with colleagues, neighbors, and stakeholders and invited questions.

Commissioner Carl Zalak commended Mr. Rob Balmes and the TPO team for their work, noting that significant time and financial resources have been invested in developing long-range transportation solutions. He discussed several transportation issues faced in Marion County particularly congestion at I-75 crossings, where limited access points create bottlenecks. Commissioner Zalak advised that the TPO board was exploring various solutions to include adding a beltway, additional capacity to State Road 200, and other improvements over the next 20–30 years. Commissioner Zalak updated the Council on various key projects that will impact the community. CR 484 would not be complete for a significant period of time due to construction on I-75. 66th Street crossing I-75 is still one lane but is scheduled for demolition which will significantly impact traffic. FDOT is working to ensure the opening of 49th Street; behind Heath Brook and Epic Theatres, before demolition begins to provide an alternate route. Reconstruction is expected to take 8–9 months, and there are ongoing discussions with FDOT about expanding the bridge from two to four lanes using insurance money and other funds.

Mr. Gaekwad noted that there is significant congestion along CR 475A, resulting in delays of 15-20 minutes. He expressed appreciation for the ongoing improvements.

Commissioner Zalak advised the TPO is making changes to add capacity to those routes. He continued with updates on ongoing projects advising that delays have occurred with projects on CR 484 due to engineering issues resulting in redesigns and cost increases.

Mr. Rus Adams inquired about when the project on I-75 would begin.

Commissioner Carl Zalak advised that the project has started with design elements. He stated that awards would be presented in the near future and deferred to Mr. Angel Roussel to confirm if the 49th Street Interchange had been awarded.

Mr. Roussel advised that he was unsure of the project details but would research the information and provide an update to the Council in the future.

Mr. Adams then inquired about projects occurring on SW 80th Avenue.

Commissioner Zalak advised a major reconstruction project extending from SR 200 past the World Equestrian Center is underway. The state is expected to award contracts to connect 49th Street to 225A/80th Avenue. He added that over \$100 million in transportation projects are scheduled to begin by the end of the year and into early 2026.

Mr. Gaekwad inquired about construction occurring on the Florida Turnpike and extensions at Wildwood.

Commissioner Zalak advised that FDOT previously considered extending the Florida Turnpike to connect with Veterans Expressway. While that project has not moved forward, it may be reconsidered in the future.

Mr. Rus Adams called for additional questions. No additional questions were raised.

Funding Requests

Mr. Rus Adams introduced the funding request agenda item noting that multiple related funding requests were on the agenda. He recommended that the requests be presented as three grouped packages: Joseph Volleyball Camps (JVC), Horse Shows in the Sun (HITS) and World Equestrian Center (WEC). Each package would be discussed and voted on collectively. He inquired as to any objections to the recommendation.

Mr. Danny Gaekwad voiced no objections.

Councilmembers agreed to proceed with the grouped presentation format.

Ms. Sky Wheeler inquired whether members preferred to review the funding allocations using the consolidated funding allocations sheet or by individual request.

Mr. Adams stated his preference for the consolidated FY 2025–2026 Room Night Generating Event Funding Allocations sheet, noting that members had both printed and digital copies available. Mr. Adams then turned the presentation over to Mr. Corry Locke.

Mr. Locke reported that there would be 16 funding requests, totaling \$139,985, representing 46% of the FY 2025–2026 funding budget of \$300,000. He noted that 15 of the events are scheduled in the first quarter, with one additional event in April. Under the program guidelines, reimbursement for the first quarter is based on \$5 per verified room night.

JVC First in Show (Room Night Generating) (Requested Funding - \$10,000)

JVC Winner's Circle (Room Night Generating) (Requested Funding - \$25,000)

Mr. Locke presented two funding requests for JVC Volleyball. He advised that details about the funding requests began on page 81 of the meeting agenda packet.

He first presented on the JVC First in Show Tournament scheduled for January 17th-19th, 2026 at World Equestrian Center. JVC has requested the maximum eligible award amount of \$10,000 and they anticipate generating 2,000 room nights for the event. The total economic impact for the event is estimated to be just over 3.5 million dollars with a 775% ROI. The intended use of funds for the event were officials, volleyball court rentals, equipment rentals and shipping of volleyball courts. The event has been held in Ocala for four years and has become a staple event. Mr. Locke advised the event has grown to occupy both Expo Centers at World Equestrian Center where it initially only occupied one. The event anticipates over 220 teams. He then called for any questions regarding the funding request.

Mr. Gaekwad asked about the event days.

Mr. Locke confirmed the tournament would be held January 17-26, 2026, MLK weekend.

Mr. Corry Locke then presented the funding request for the JVC Nike Winner's Circle Volleyball Tournament scheduled for April 11-12, 2026, this two day event is eligible for \$10 per room night since it is scheduled to occur in the second quarter. JVC requested the maximum award of \$25,000. The event anticipates to generate just over 3.1 million dollars which is a 204% ROI. In order to earn the maximum funding of \$25,000 the event has guaranteed 2,500 room nights. The intended use of funds is officials, volleyball courts and equipment rentals. The tournament expects 130 teams.

Mr. Rus Adams asked that a motion be entertained if there were no questions about the funding requests presented.

Mr. Gaekwad referenced a funding model based on 'heat mapping' where the Council would not approved funding during busy months.

Mr. Adams clarified that when the funding programs were revised there was a change made to the reimbursement caps with Quarter 1 offering the lowest reimbursement. He noted that this meeting would be the first time the Council had received funding requests since the funding program was revised.

Ms. Loretta Shaffer added that the Room Night Generating Funding Program is the only funding program offered by the Ocala/Marion County Visitors and Convention Bureau that offers funding during the first quarter of the year.

Commissioner Zalak further noted that the cap adjustments were made to encourage events during slower periods.

Mr. Christopher Fernandez shared his appreciation for Mr. Locke's highlighting of the event quarter in the meeting materials.

With no further discussion, Mr. Adams requested a motion.

Ms. Dana Olesky advised the Council that a roll call vote does not need to be done for each

individual funding request although she recommended that the Council continues with the roll call vote for the meeting to accommodate Samantha Solomon's (Meeting Clerk) script for the meeting.

A motion was made by Councilmember Barry Mansfield, seconded by Christopher Fernandez, to approve funding for JVC First in Show and JVC Winner's Circle for recommendation to the Marion County Board of County Commissioners as presented. The motion was unanimously approved by the council (5-0).

HITS Post Time Farm Premier I and HITS Post Time Farm Premier II

HITS Ocala Winter Circuit Weeks I-III

Mr. Corry Locke transitioned to presenting two funding requests for HITS. He advised the funding first funding request started on page 89 of the meeting agenda packet and the second request started on page 141.

Mr. Gaekwad inquired as to how many requests HITS had made and what the total of the requests were.

Mr. Locke reiterated that two funding requests were made by HITS for a total of \$20,000 at \$10,000 per request.

Mr. Gaekwad noted that he saw several funding requests in the agenda packet previously.

Mr. Locke clarified that that twelve funding requests for World Equestrian Center would be presented later in the meeting but HITS only had two funding requests. Mr. Locke first presented the HITS Post Time Premier I and II scheduled to occur December 31st to January 12, 2026 at HITS Post Time Farm. HITS has requested the maximum award amount of \$10,000 and anticipates 2,000 room nights. The anticipated economic impact for the event is just over two million dollars with a ROI of 431%. Funding would be used for judges, officials, equipment rentals, course designers and promotional expenses.

Mr. Gaekwad asked how staff determined which quarter the event would be assigned to as it begins on December 31st.

Mr. Locke advised that majority of the event occurs in the first quarter thus funding is provided at \$5 per room night.

Commissioner Zalak stated that he recognized Mr. Gaekwad had some concerns however, he recommended that the Council continue funding events under the current program structure for this year. He suggested that the Council revisit the program structure again in the fall to evaluate whether adjustments were needed, particularly regarding the distribution of funds across quarters. He emphasized that applicants relied on the published guidelines when submitting their requests, and it would not be fair to alter the rules mid-cycle. He suggested that if additional funding is required, budget transfers could be considered at that time, and longer-term strategies might include further incentivizing summer events.

Mr. Gaekwad expressed his preference to discuss changes to the program during the current

meeting.

Commissioner Zalak responded that the timing of the discussion could be flexible, but reiterated his immediate concern was ensuring sufficient funding to cover approved events under the existing budget before re-evaluating how the program is structured.

Mr. Danny Gaekwad inquired about the application deadline for first quarter events.

Mr. Corry Locke clarified that the deadline is 120 days prior to the event, and confirmed that the applications before the Council had met that requirement.

Mr. Gaekwad asked if events submitted within 119 days would be disqualified.

Mr. Locke confirmed they would.

Mr. Rus Adams noted that the first quarter covers a 90-day window, so events scheduled later in the quarter could still apply.

Mr. Locke added that March and late February events could still qualify.

Mr. Gaekwad remarked that early January is traditionally a slow period for accommodations, based on his experience as a local hotelier. He commended HITS for scheduling events beginning December 31st, which he felt helped generate activity during a slow time of year. He further encouraged HITS to consider scheduling even earlier in the season.

Commissioner Carl Zalak asked if the funding motions could be made collectively.

Mr. Danny Gaekwad responded that only two motions would be made.

Ms. Dana Olesky clarified that the Council would consider motions in three groups one for the two JVC requests, one for the two HITS requests and one for the twelve WEC requests.

Mr. Rus Adams confirmed that the JVC items had been presented and asked Mr. Corry Locke to proceed with the second HITS request.

Mr. Locke presented the second funding request for HITS, the HITS Ocala Winter Circuit, Weeks I – III scheduled for January 14 – February 1, 2026. HITS requested the maximum award eligible of \$10,000. The estimated economic impact for the event is just over 3.1 million dollars with a 641% ROI. The event is anticipated to generate 2,000 room nights in order to achieve the requested funding amount of \$10,000 at a reimbursement rate of \$5 per room night. The intended use of funds are judges, officials, equipment rentals, course designers and promotional expenses.

Mr. Locke asked if there were any questions. None were raised.

A motion was made by Danny Gaekwad, seconded by Commissioner Carl Zalak, to approve funding for HITS Post Time Farm Premier I & II and HITS Ocala Winter Circuit Weeks I-III for recommendation to the Marion County Board of County Commissioners as presented. The motion was unanimously approved by the council (5-0).

WEC Winter Series Weeks 1-12

Mr. Corry Locke presented the funding requests submitted by World Equestrian Center (WEC) for its twelve week Winter Series. Each week was submitted as an individual event for a total of \$105,015. Each week's request varied with six of the weeks requested at \$10,000 those were weeks 6,7,8,10,11 and 12 while the remaining weeks were for various amounts less than \$10,000. Mr. Locke noted that there were questions raised regarding competitors for the event for which WEC provided the following information: 'each week attracts 100-850 departing competitors and 390-780 new or incoming competitors. Our competitor demographic come from all 50 states as well as a large worldwide presence. In 2025 we hosted competitors from 17 countries (outside the USA). Breakdown of our international riders, 40% are from Canada, 30% are from South America and the last 30% are from Europe and other parts of the world.' Mr. Locke also advised that representatives from WEC were present to provide clarification or answer specific questions.

Commissioner Carl Zalak asked whether the request represented one continuous event or twelve distinct events.

Mr. Danny Gaekwad and Mr. Rus Adams also requested clarification directly from the applicant.

Ms. Sarah Thacker, Director of Sales for WEC explained that while the series runs consecutively, it operates on a rolling basis, with competitors selecting specific weeks to attend based on the classes and divisions in which they wish to compete. For example, a rider may choose to participate in Week 5 rather than Week 1, depending on the level of competition scheduled for that period. She compared this structure to athletic divisions (e.g., JV, Division I, Division II), emphasizing that each week draws different competitors based on qualifying opportunities and competition schedules. Ms. Thacker further highlighted that the competitor counts provided in the application represent athletes only and do not account for accompanying family members, spouses, or spectators. She stressed that the total number of individuals traveling to Marion County during the series is therefore much greater, with significant economic contributions extending beyond the competitors themselves. Ms. Thacker invited her colleagues Olivia Hoblit, Shelley Page and Tom Hern to provide additional clarification if needed.

Mr. Tom Hern affirmed Ms. Thacker's explanation.

Commissioner Zalak expressed appreciation for the clarification, noting the importance of understanding the structure and nuances of equestrian competitions when evaluating funding requests as it can be difficult to understand if one is not directly involved in that sector. He confirmed that the competition was divided into separate events as there are different classes and events within the twelve-week series.

Ms. Thacker noted that while WEC could have requested funding for the overall twelve week series they felt it imperative to educate the community and Council about each week and the impact they bring. She added that participants begin coming to town as early as December to attend the event. Ms. Thacker further noted that WEC's lodging facilities including its hotels, RV spaces, and Home Away from Home units are heavily utilized during the series, but many competitors and their families also stay in off-site accommodations such as VRBO rentals, contributing to broader community lodging demand.

Mr. Danny Gaekwad commended WEC for their efforts in coordinating the event describing it as

“mind blowing”. He asked for clarification regarding the “Home Away from Home” units, inquiring whether these were comparable to Airbnb rentals and how many units were available.

Ms. Olivia Hoblit advised that WEC maintains approximately 95 Home Away from Home units, all configured as three bedroom units along with Crownwood which is configured as two and three bedroom units.

Mr. Gaekwad inquired as to how many units total were available.

Commissioner Zalak confirmed that during the original approval process, the total number units was approximately 100 modular homes located along Highway 40.

Mr. Gaekwad further noted that he observed that WEC also has large apartment and inquired if those apartments were included in the Home Away from Home property.

Ms. Hoblit clarified that WEC does not operate apartments, but does operate Crownwood.

Mr. Gaekwad asked for further information on the Crownwood property.

Ms. Hoblit added that Crownwood operates as individual townhomes grouped in fours located along Highway 27, comprised of approximately 30 units ranging from two to three bedrooms that are rented on a weekly or monthly basis.

Mr. Gaekwad confirmed that Crownwood included 30 units that were separate from the 100 units included in the Home Away from Home property, totaling 130 units. He asked if WEC had any other properties.

Ms. Sarah Thacker added that the majority of Crownwood residences are used to house WEC employees during the Winter Show Series. She explained that this practice is intentional, as WEC prioritizes providing accommodations for staff members working the 12-week event.

Mr. Gaekwad noted that prospective visitors occasionally contact him about renting WEC properties and indicated he would refer such inquiries directly to WEC’s lodging team.

Ms. Sarah Thacker expressed appreciation for the opportunity to present at the TDC meeting and emphasized WEC’s desire to improve communication with the broader community which also reflects feedback she received during a recent site visit with Staff. She added that it was important to be able to explain WEC’s operations as equestrian competition can sometimes be difficult to understand for those outside of the industry. She further emphasized the importance of communicating with the TDC about operations at WEC as it is a mutually beneficial relationship. She added that while some may perceive WEC as not needing financial support, funding requests are strategically reinvested into the property to enhance the overall guest experience, which in turn benefits Marion County’s tourism economy. She concluded by acknowledging that WEC is a business entity, not a charitable organization.

Mr. Rus Adams noted that he was initially unclear about what differentiated the individual weeks and requested that in future the weeks be clearly identified based on the type or level of competition, for example rather than naming the event ‘Week 1’ to name the event ‘Week 1 – Hunter Jumper’. He explained that this would act as an educational process for the Council but

also provide additional transparency for public records associated with the requests. He added that the Council wants to avoid the perception of duplicating grants for the same event and better understand the distinct impact of each week.

Ms. Sarah Thacker responded that WEC could certainly accommodate that request and welcomed the feedback. She noted that this first year of applications involved some growing pains and commended Ms. Shelley Page for working diligently on the submissions. Ms. Thacker assured the Council that future requests could be labeled more clearly to reflect the specific type of competition each week represents.

Mr. Danny Gaekwad agreed and stated that the Council requires specific and detailed requests where the difference between each request is clear as he wanted to avoid the possibility of an event being able to obtain multiple grants for a singular event.

Commissioner Zalak noted that the event descriptions already contain much of this detail but suggested labeling each one by its feature competition for example CS13 and CSIU25.

Ms. Thacker confirmed that the information was included in the details and reiterated that WEC can provide clearer weekly labels moving forward, such as “Hunter Week,” “Jumper Week,” or “Qualifier Week,” to assist both Council members and the public in understanding the distinctions.

Commissioner Zalak asked for clarification as to the difference between the various levels such as CS13, CSIU25 and CS14.

Ms. Sarah Thacker deferred to Ms. Shelley Page for an explanation.

Mr. Tom Hern explained that he would be able to provide better insight. He explained that each week featured different classes or disciplines. He explained that looking at week 1 of the series it includes both Quarter Horse National Show competitions and Hunter/Jumper competitions occurring simultaneously, thereby drawing a broader range of participants and spectators. In subsequent weeks, the focus may shift to a single discipline, such as Hunter/Jumper, or an internationally rated Fédération Equestre Internationale (FEI) competition. He further clarified that the designations for example CSI3, CSI U25 refer to competition categories and levels of prize money offered. Mr. Hern concluded by stating that each week does have a distinctly different feature and WEC would be able to provide a more clear breakdown in future applications.

Ms. Sarah Thacker emphasized that the funding applications could benefit from including more detailed descriptions of each week’s featured competitions.

Mr. Rus Adams encouraged simplifying the terminology where possible.

Ms. Thacker acknowledged that she herself has become more familiar with the competition categories through the process of reviewing the applications and working with her colleagues.

Commissioner Zalak added that while the existing descriptions are informative, that labeling each week with clear identifiers related to the competition levels would be helpful in educating the Council. He compared the structure of the events to college athletics, noting that some weeks represent qualifying rounds while others are equivalent to championship games.

Ms. Thacker agreed, noting that such clarity would also help local accommodators and tourism partners prepare for peak weekends, ensuring hotels, advertising, and signage efforts align with the scale of the competitions.

Commissioner Zalak stated that it would be beneficial to the community to alert them of events occurring particularly high-profile events to encourage local attendance and engagement.

Ms. Thacker concurred, emphasizing that WEC actively seeks to welcome the public to its events and wants the community to view events at WEC as a shared opportunity, not solely an internal operation. She expressed optimism that continued collaboration with the Visitors and Convention Bureau would help expand outreach and community involvement.

Mr. Christopher Fernandez stated that it is important that the relationship between WEC and the community be reciprocal in that as the community is engaging with WEC, which he enjoys himself, that WEC is actively shining a spotlight on the community. Mr. Fernandez noted that while making distinctions about the different events during the Winter Series was important it was also important to understand how WEC is actively connecting those visiting competitors and attendees for the event with the broader community including attractions such as Silver Springs and other unique local businesses.

Ms. Sarah Thacker responded that partnering with the broader community is a central part of her role at WEC. Though she was hired to promote the lodging and venues at WEC, a part of her role also includes attracting national groups which she partners with the Ocala/Marion County Visitors and Convention Bureau to do. She explained that it was important to offer experiences to visitors beyond the equestrian activities available at WEC such as glass bottom boat rides and Cactus Jack's. She shared that she routinely engages with activities in the community with her own family so she is better equipped to market those activities in her role at WEC. She added that WEC has partnered with Gypsy Gold Farms to offer experiences to groups at discounted rates. As an example, she noted an upcoming national group visit in December with approximately 450 attendees over five days, which includes six scheduled excursions such as complete buyouts of the Glass Bottom Boats and other local experiences. She added that WEC also integrates community partnerships into its broader programming and emphasized that the Roberts family has made significant contributions to the community beyond tourism.

Ms. Olivia Hoblit added that each year, as WEC increases the number of shows it hosts, overall attendance continues to grow. She emphasized that this growth directly contributes to increased tourist development tax revenues for the community. Ms. Hoblit also noted that many attendees return for subsequent visits during the summer or fall and often share their experiences with family and friends, helping to expand WEC's visibility not only across the United States but internationally as well.

Ms. Thacker added that WEC's website features things to do in Ocala. The website is being revamped to make it more conducive not only to the WEC property but also to the things to do throughout Marion County. She stressed that while the Visitors and Convention Bureau (VCB) already provides excellent resources, WEC intends to strengthen its partnership by linking to and featuring content from the VCB's website rather than duplicating efforts.

Mr. Rus Adams asked if WEC currently has the VCB website linked on their website.

Ms. Thacker confirmed that a link is included on their website and reiterated that the website is being revamped. Ms. Thacker also noted the significant financial investment WEC has made in regards to marketing and hosting of Florida Encounter/Huddle.

Mr. Fernandez added that there is a local celebrity that has been highlighting local attractions and experiences through a video series. He suggested that WEC could incorporate those videos on their property such as on monitors in restaurants and bars on-site to help visitors plan their itineraries and encourage them to explore the community beyond the WEC property.

Ms. Thacker advised that WEC is already partnering with the same celebrity to produce an insider video on the WEC property scheduled for filming on October 2, 2025. She explained that when meeting with Ms. Loretta Shaffer she became aware of challenges the property was facing such as community members not recognizing that the property was accessible to them due to gates on property. She noted that WEC was making efforts to make the property more appealing to the community through activities on the property which they are advertising but also through investing in new retail spaces along 80th Ave that could feature local businesses. She also mentioned that WEC uses Miles Partnership for marketing which is the same marketing company that the VCB uses. This allows both organization to have similar messaging in their marketing efforts.

Ms. Thacker then highlighted the upcoming Annual Tourism Meeting in December where more than 626 people were invited and will also be utilized as a FAM (familiarization trip) including site visits for approximately 150 guests at The Equestrian Manor and trolley tours of the property. She noted that both WEC and the VCB had contributed financially to the success of the Annual Tourism Meeting.

Ms. Olivia Hoblit added that WEC is actively developing lodging and activity packages designed to extend visitor stays. She noted that when visitors are able to experience what Ocala has to offer they often choose to purchase homes in the area as a result of the positive experiences.

Ms. Sky Wheeler asked that the TDC Chairman clarify the names and titles of the WEC representatives for the record.

Mr. Rus Adams asked the WEC team to reintroduce themselves with their names and title for the record.

Commissioner Carl Zalak out 10:08am

The following WEC representatives were present:

- Sarah Thacker, Senior Director of Sales at the World Equestrian Center
- Olivia Hoblit, Director of Lodging Operations at the World Equestrian Center
- Shelley Page, Assistant of Equine Operations
- Tom Hern, Senior Director of Equine Operations

Mr. Adams then asked if there was any further presentations.

Mr. Corry Locke confirmed there were no additional items and invited questions from the Council. None were raised.

Commissioner Carl Zalak in 10:09am

A motion was made by Commissioner Carl Zalak, seconded by Danny Gaekwad, to approve funding for WEC Winter Series Weeks 1-12 for recommendation to the Marion County Board of County Commissioners as presented. The motion was unanimously approved by the council (5-0).

Staff Updates

TDT Collections/STR and Key Data Update

Ms. Sky Wheeler provided the update for the Tourist Development Tax Collections and STR and Key Data. She began with the collections for the reporting period of August which covered July revenues. Collections totaled \$580,771.55. This represented an increase of \$171,122.87 which is 41.77% compared to last year. She explained that as the Council reviews the data month-to-month numbers may fluctuate due to the efforts being made by the Tax Collectors Office for short-term rental compliance. She added that since the numbers were being presented within the fiscal year that the focus would not be on monthly totals but on the annual trends. Ms. Wheeler noted that Ms. Tammy McCann would return to provide the Council with a more robust report of the collections throughout the fiscal year at the next meeting in October. Year to date, Marion County was 17.48% ahead of the previous year and has surpassed last year's reporting by \$958,929.26 with one month still to be reported. Ms. Wheeler added as a point of context that the amount collected beyond last year's total is greater than the County's entire annual collections when she began in 2013.

Ms. Wheeler then transitioned into Smith Travel Research and CoStar data for both Marion County and Visit Florida along with Key Data which represents short-term rental data as it relates to occupancy and other metrics. She noted that the metrics being presented were unrelated to compliance of short term rentals as that information would be provided by Ms. Tammy McCann. For August in Marion County, occupancy was 47.8% which was a decrease of 8.1% year-over-year. The average daily rate was \$103.87 which was a decrease of 2% compared to last year and RevPAR was \$49.61 which was a decrease of 9.9% compared to last year. For the running 12 months occupancy increased by 4%, ADR increased by 6.2% and RevPAR increased by 10.5%. She noted that, unlike in previous years, Marion County did not experience hurricane displacement traffic during the late summer, which typically boosts occupancy as evacuees seek refuge in the region. Without that natural event-driven surge, occupancy in August was down compared to the prior year.

For Visit Florida STR data, statewide occupancy was at 62.2% which was an increase of 0.3%, the average daily rate was \$154.49 which was an increase of 2.5% and RevPAR was \$96.04 which was an increase of 2.9%.

Turning to short term rental data, occupancy was 39% which was an increase of 18%, average daily rate was \$113 which was a decrease of 10% as occupancy increased there were more

opportunities resulting in a decrease in rates. RevPAR was \$36 which was an increase of \$5 compared to last year and nights available for the month of August in short term rentals as reported by Key Data was 5,893 which was a decrease of 5% compared to last year. For the running twelve months short term rental occupancy increased by 4%, average daily rate decreased by 6%, RevPAR decreased by 2% and room nights available decreased by 1%

Ms. Wheeler called for questions. None were raised.

Mr. Danny Gaekwad commented that the data indicates a direct relationship between hotels and short term rentals noting that as more rooms shift to Airbnb, hotel occupancy and ADR also declines.

Ms. Wheeler responded that the trend charts included in the meeting agenda packet show Visit Florida STR data compared to Marion County STR data and Key Data so the council is able to see how the trends align.

Mr. Gaekwad asked for the ADR for Airbnbs compared to hotels.

Ms. Wheeler responded that the ADR for short term rentals was \$113 whereas for hotels in Marion County it was \$103.87

Mr. Gaekwad asked for the RevPAR data as well.

Ms. Wheeler responded that RevPAR for short term rentals was \$36 and RevPAR for hotels and traditional lodging operators was \$49.61

Mr. Gaekwad observed that the comparison remains challenging to interpret, describing it as “a hodgepodge” that makes it difficult to determine who is renting.

Ms. Wheeler added that there may be shifts in the data as new hotels open in the downtown area. She explained that currently, with only one downtown hotel, visitors who want to stay in the metro area often turn to short-term rentals. Once the additional hotels come online, it will be interesting to observe how occupancy patterns change.

TDC Events Calendar

Ms. Wheeler advised that there is an events calendar in each meeting agenda packet and it is also available online which includes all events approved during the current meeting and any events scheduled through the new fiscal year.

Marketing and Communications Update

Ms. Wheeler presented the Marketing and Communications update located on page 171 of the meeting agenda packet on behalf of Ms. Jessica Heller who was attending a media mission with Visit Florida in the United Kingdom along with the president and key representatives of Visit Florida. She noted that the mission was going extremely well and that Ms. Heller will provide a full update at the next meeting.

Ms. Wheeler highlighted a few items from the Marketing and Communications update. Ms. Wheeler explained that September was a quieter month for media activity as staff finalized the

closeout of the FY 2025 media plan. The new FY 2026 plan would launch in October, at which point additional activity would resume. She noted that digital placements were still active during this transition period, while print advertising had paused in order to close the fiscal year. Billboards, however, remained in place and continued to run consistently. Ms. Wheeler highlighted the significant work done on industry facing and community advocacy communications, drawing attention to the third page of the Marketing and Communications update which details the number of press releases that have been issued. Staff has also made significant efforts to educate the community about available funding programs. She reminded attendees that letters of intent for the Arts and Cultural Destination Enhancement Funding Program were due by October 1, and encouraged any interested parties to connect with Ms. Candace Shelton following the meeting for more information. She noted that press releases also included significant information about the Flagler Awards and that several press releases were done through Visit Florida which achieved strong media pick up. Ms. Wheeler closed by thanking those who have collaborated with the VCB to host press trips in July and August as it is a great time to get people into the community and writing about things to do.

Ms. Wheeler turned the floor over to Mr. Corry Locke to continue with the next item on the agenda.

Sales Update

Mr. Locke provided the sales update, highlighting several items of new business. He reported that the MPI Tampa Area Board Retreat will be hosted in Ocala next weekend. While event is not anticipated to generate a significant number of room nights, it is valuable to build relationships with board members and showcase the community's hospitality. The VCB staff will host the group for dinner on October 2 in downtown Ocala. Mr. Locke then shared that the Big East Swimming and Diving Competition were hosted for a site visit that included the Big East Assistant Commissioner and their Commissioner of Broadcasting on Tuesday at Florida Aquatics Swimming & Training (FAST) which went well. They have confirmed that the event will be held in Ocala February 18-21, 2026 and will also return in 2027. The Florida Interscholastic Cycling League Mountain Biking event is an hosted by an organization based out of Tallahassee that Mr. Locke connected with at the Florida Sports Foundation Summit in June. The organization is exploring opportunities to bring the event to Ocala/Marion County to so mountain biking at Santos Trails and utilize the Florida Horse Park as a vendor area with 100 vendors.

Mr. Locke presented new leads next. The Blue Knights Florida Spring Meeting is hosted by the Blue Knights which is a motorcycle group made up of retired and former police officers. The organization is considering Ocala for their spring meeting in April 2026. Mr. Locke and Mr. Bryan Day met with the group and believe they will select Ocala to host the event. The event is anticipated to generate 300 room nights. The Florida Hospital Association has expressed interest for their Board Retreat to be held May 8-10 of 2026 and is anticipated to generate 80 room nights. The Florida Hospital Association also has a Workforce Summit they are considering hosting in Ocala/Marion County September 11-12 of 2026 that is anticipated to generate 200 room nights. Fishers of Men, a Christian-based fishing organization, is considering Orange Lake for an October 2026 event, expected to generate approximately 200 room nights. The event was previously

hosted in Ocala/Marion County in 2013 however Mr. Locke recently met with the group at Connect Miami. The UF/IFAS Extension Office is reviewing Ocala as a site for its annual meeting in May 2027, which could generate over 1,200 room nights. The Florida Supervisors of Election are also considering Ocala for their December 2027 annual conference, with an anticipated 380 room nights.

Mr. Locke also reported on lost business noting that he had been recently notified that Ocala/Marion County did not win a bid for the Florida Propane Gas Association. A bid was distributed in the VCB's CRM, IDSS approximately three or four months prior however, the organization chose to host the event in another location. The Association Societies Alliance also informed the team that Ocala/Marion County was not selected as the host location. Mr. Locke added that this was a national bid with over 150 responses.

He then updated the council on upcoming tradeshows that the sales team would be attending. The TEAMS Conference is a large sports industry conference that is affiliated with the Olympic Committee and the National Cheerleading Association giving the team the opportunity to meet with several valuable stakeholders. The conference will be held in Columbus, Ohio on October 13-15. The team will also attend the FSAE Education Expo where they will have a sponsor booth and several partners attending with them including four or five hoteliers that will share the booth with Staff. The VCB is expected to have a significant presence at that event with the opportunity to garner some new business.

Mr. Gaekwad asked when and where the FSAE Education Expo will be held.

Mr. Locke responded that event will be held in Tallahassee on October 15 at the Donald L. Tucker Civic Center.

Mr. Gaekwad asked how large the event is.

Mr. Locke responded that the total number of attendees is between 100-150, primarily meeting planners that are FSAE members based in Tallahassee and destinations. He noted that there are still two available slots for partners to participate. Lastly Mr. Bryan Day would be attending the FSAE Central Florida Power Luncheon to represent Marion County.

Mr. Locke called for any questions regarding the sales update. None were raised.

Mr. Adams thanked Mr. Locke for the update.

America 250

Ms. Shaffer reported that the America 250 initiative had been raised during the recent budget workshop hearings and noted that the budget was approved. She explained that America 250 will be a major event nationwide and is a significant event for Visit Florida at a state level. The U.S. Semi Quincentennial Commission has been established by Congress to orchestrate celebrations nationwide. Ms. Shaffer emphasized that the Marion County Commissioners have directed her to aid in coordinating celebrations for America 250 and was eager to explore opportunities whether statewide, nationwide or at a local level. She deferred to Commissioner Carl Zalak to provide any additional updates on America 250.

Commissioner Zalak advised that there are a number of initiatives being considered for America 250 and that the celebration offers a 'once in a lifetime' opportunity to celebrate the country. He expressed that America 250 represents a unifying opportunity for the community. He advised that he has been named the Chairman for the America 250 board and has met with the City of Ocala and the Marion County School Board. He plans to meet with the City of Dunnellon, City of Belleview and many more partners. He explained that the board is currently exploring the option of doing a parade for the America 250 celebration. Being that July 4th of 2026 falls on a Saturday it allows the opportunity to host events throughout the week leading up to July 4th. He explained that Marion County intends to embrace an Americana theme beginning January 1, 2026, with both internal and external communications reflecting the historic 1776 milestone. Plans are underway to include a parade in the thematics and coordinate with the City of Ocala on additional projects. He added that a significant amount of funds will be needed to execute the projects and the board has an expectation that the Tourist Development department will pay for tourism related activities while the County Commission will raise funds from business partners for general non-tourism related activities. Commissioner Zalak noted that meeting are also underway with the CEP to make reservations for items such as fireworks. One fireworks provider that has been contacted proposed producing four simultaneous shows across the county with synchronized music, which would require early reservations due to high demand.

Mr. Danny Gaekwad asked if there would be a drone show for the America 250 celebrations.

Commissioner Zalak advised that there would not be a drone show as it would be too costly. He stated that no programming for the event had been finalized but that the board plans to establish a committee and several sub committees to include veterans and community business partners. He encouraged Councilmembers to bring any suggestions to the board that may enhance the celebration. The kickoff is anticipated in late March 2026 during Marion County Day, launching a "100 days to July 4th" campaign to encourage residents and businesses to display flags and patriotic symbols throughout the county.

Mr. Gaekwad asked if the City of Ocala would be participating with the County.

Commissioner Carl Zalak responded that everyone would be participating. The City of Ocala intends to host daytime activities downtown at Tuscahill Park while the County intends to host evening activities including the parade and fireworks at Veterans Park. He stated that he has not yet met with other municipalities so he is unsure of their intentions for the celebration. Commissioner Zalak also highlighted a grant provided by the Governor to the Daughters of the American Revolution to create lasting commemorations of the nation's founders. Statues have already been placed in counties such as Jefferson (Thomas Jefferson) and Washington, and a proposal has been submitted for Francis Marion, the county's namesake. The hope is to unveil a statue of "The Swamp Fox" at Veterans Park as part of the celebrations. In addition, the City of Ocala has offered to collaborate on programming, such as special screenings during the celebratory week. Commissioner Zalak suggested that showing films like The Patriot loosely based on Francis Marion would tie directly to local heritage and help unify the community. He concluded by emphasizing that the County is developing a variety of ideas to bring residents together, including parades, fireworks, cultural events, and patriotic displays, and that further

discussions will be brought back to the TDC for consideration of funding and support. He noted that Ms. Shaffer's position on the VISIT FLORIDA Board would be instrumental in ensuring Marion County's participation in state-level America 250 initiatives.

Mr. Adams verified that there were no additional items on the agenda that would require a vote.

Ms. Shaffer confirmed that there were no additional items on the agenda which would require a vote and that she had a few more items for discussion before Mr. Adams would be able to adjourn the meeting.

Barry Mansfield out 10:31am

Job Fair hosted by CareerSource CLM

Ms. Shaffer informed the Council that CareerSource CLM, in partnership with the College of Central Florida (CF), will be hosting a Marion County job fair. She noted that CF has recently launched a new hospitality school, and the job fair will serve as a way to connect students with local opportunities in the tourism and hospitality industries. Ms. Shaffer shared that she had recently presented to CF students and expressed enthusiasm about seeing a succession plan developed within the community that supports the future of tourism as a whole. Council members were encouraged to participate in the job fair if interested.

Notation for Record

Marketing, Sales and Advocacy Plans

Ms. Shaffer noted for the record that while no presentation was given at the meeting the meeting materials included the Marketing Plan, Sales Plan and Advocacy Plan which builds on the Media Plan that was approved in the previous month. She emphasized the importance of these documents for the tourism industry as they develop their own individual marketing plans.

Long Range Tourism Plan Tracking Document.

Ms. Shaffer highlighted that Ms. Wheeler has undertaken significant work in reassessing the Long-Range Tourism Plan with the knowledge that in 2026 the County will be revising both the County's plan and the department's plan. A tracking document has been included in the meeting materials which demonstrates progress made thus far.

Sales Report

Ms. Shaffer advised that the sales report prepared by Mr. Corry Locke is also included in the meeting materials for review.

Old Business

Mr. Adams called for any old business and none was brought forth.

New Business

Mr. Adams called for any new business and none was brought forth

Public Comment

Upcoming Meeting

Mr. Adams called for any public comment and none was brought forth.

Mr. Adams stated that the next TDC meeting will be on Thursday, October 23, 2025 at 9am.

The meeting adjourned at 10:33 am.

DRAFT



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20950

Agenda Date: 10/23/2025

Agenda No.: 4.1

SUBJECT:

MOTION: Acknowledgement of Financials - September 2025

DESCRIPTION/BACKGROUND:

Recommended Action: To accept the Expenditure Status Report and Revenue Status Report for September 2025.

REVENUE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

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%						
2,192,064.00	2,192,064.00	3,219,884.68	290,385.77	-1,027,820.68	146.9%	
2025/12/001806	09/18/2025 GCR	-290,385.77	REF P02744	08/25 TOURIST DEV TAX		
1074-31-312-450-45090-155-0000000-0000000-312132- TOURIST DEVELOP TAX 3RD %						
1,096,032.00	1,096,032.00	1,609,942.32	145,192.89	-513,910.32	146.9%	
2025/12/001806	09/18/2025 GCR	-145,192.89	REF P02744	08/25 TOURIST DEV TAX		
1074-31-312-450-45090-155-0000000-0000000-312133- TOURIST DEVELOP TAX 4TH %						
1,096,032.00	1,096,032.00	1,609,942.32	145,192.89	-513,910.32	146.9%	
2025/12/001806	09/18/2025 GCR	-145,192.89	REF P02744	08/25 TOURIST DEV TAX		
1074-36-361-450-45090-155-0000000-0000000-361110- INTEREST-BOARD						
555,000.00	555,000.00	399,805.31	32,263.92	155,194.69	72.0%	
2025/12/003562	09/30/2025 GEN	-32,263.92	REF SBAINT	SBA INT SEP 221131		
1074-36-366-450-45090-155-0000000-0000000-366045- FL SPORTS FOUNDATION						
0.00	0.00	14,834.00	0.00	-14,834.00	100.0%	
1074-36-369-450-45090-155-0000000-0000000-369030- REFUND OF PRIOR YEAR EXP						
0.00	0.00	1,830.50	0.00	-1,830.50	100.0%	
1074-37-379-990-99090-000-0000000-0000000-379999- LESS: 5% OF BUDG REVENUE						
-246,957.00	-246,957.00	0.00	0.00	-246,957.00	.0%	
1074-39-399-990-99090-000-0000000-0000000-399991- BALANCES FWD-CASH-REGULAR						
10,190,353.00	10,190,353.00	9,442,873.70	0.00	747,479.30	92.7%	
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	14,882,524.00	16,299,112.83	613,035.47	-1,416,588.83	109.5%	
TOTAL REVENUES						
14,882,524.00	14,882,524.00	16,299,112.83	613,035.47	-1,416,588.83		

REVENUE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
14,882,524.00	14,882,524.00	16,299,112.83	613,035.47	-1,416,588.83	109.5%

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

REVENUE STATUS REPORT

REPORT OPTIONS

	Field #	Total	Page Break	
Sequence 1	1	Y	Y	Year/Period: 2025/12
Sequence 2	0	N	N	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
Report title:				Roll projects to object: N
REVENUE STATUS REPORT				
				Carry forward code: 1
Print Full or Short description: F				Print journal detail: Y
Print MTD Version: Y				From Yr/Per: 2025/12
Print Revenues-Version headings: Y				To Yr/Per: 2025/12
Format type: 1				Include budget entries: Y
Print revenue budgets as zero: N				Incl encumb/liq entries: Y
Include Fund Balance: N				Sort by JE # or PO #: P
Include requisition amount: Y				Detail format option: 1
Multiyear view: D				
Amounts/totals exceed 999 million dollars: N				

Find Criteria	
Field Name	Field Value
Org	cp*
Object	
Project	
Rollup code	
Account type	Revenue
Account status	Active

EXPENDITURE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

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					
720,309.00		720,309.00		659,607.98		54,483.68		60,701.02	91.6%
2025/12/000928	09/12/2025	PRJ	27,271.20	REF	250912			WARRANT=250912	RUN=0 REGULAR
2025/12/002689	09/26/2025	PRJ	27,212.48	REF	250926			WARRANT=250926	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-521101-				FICA TAXES					
55,114.00		55,114.00		47,267.78		3,865.08		7,846.22	85.8%
2025/12/000928	09/12/2025	PRJ	1,929.02	REF	250912			WARRANT=250912	RUN=0 REGULAR
2025/12/002689	09/26/2025	PRJ	1,936.06	REF	250926			WARRANT=250926	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-522101-				RETIREMENT CONTRIBUTIONS					
98,183.00		98,183.00		92,489.83		7,644.06		5,693.17	94.2%
2025/12/000928	09/12/2025	PRJ	3,826.15	REF	250912			WARRANT=250912	RUN=0 REGULAR
2025/12/002689	09/26/2025	PRJ	3,817.91	REF	250926			WARRANT=250926	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-523101-				HEALTH INSURANCE					
138,864.00		138,864.00		126,399.91		11,726.00		12,464.09	91.0%
2025/12/000928	09/12/2025	PRJ	7,820.96	REF	250912			WARRANT=250912	RUN=0 REGULAR
2025/12/000928	09/12/2025	PRJ	-1,957.96	REF	250912			WARRANT=250912	RUN=0 REGULAR
2025/12/002689	09/26/2025	PRJ	7,820.96	REF	250926			WARRANT=250926	RUN=0 REGULAR
2025/12/002689	09/26/2025	PRJ	-1,957.96	REF	250926			WARRANT=250926	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-523401-				LIFE, AD&D, LTD					
4,837.00		4,837.00		4,502.35		377.15		334.65	93.1%
2025/12/000928	09/12/2025	PRJ	188.69	REF	250912			WARRANT=250912	RUN=0 REGULAR
2025/12/002689	09/26/2025	PRJ	188.46	REF	250926			WARRANT=250926	RUN=0 REGULAR
1074-55-552-450-45090-155-0000000-0000000-524101-				WORKER'S COMPENSATION					
653.00		653.00		653.00		0.00		0.00	100.0%
1074-55-552-450-45090-155-0000000-0000000-531109-				PROFESSIONAL SERVICES					
1,612,500.00		1,612,500.00		1,300,222.59		254,885.99		30,000.00	98.1%
2025/12/000902	09/03/2025	API	74,387.52	VND	106656 PO	2500502	MILES PARTNERSH OCALA/MARION CNTY AD GENUITY		92437
2025/12/000902	09/03/2025	POL	-74,387.52	VND	106656 PO	2500502	MILES PARTNERSH OCALA/MARION CNTY AD GENUITY	2025	
2025/12/001912	09/11/2025	API	13,750.00	VND	106656 PO	2500502	MILES PARTNERSH JUL-25 RETAINER		93398
2025/12/001912	09/11/2025	POL	-13,750.00	VND	106656 PO	2500502	MILES PARTNERSH JUL-25 RETAINER	2025	
2025/12/001912	09/11/2025	API	15,211.46	VND	106656 PO	2500502	MILES PARTNERSH OCALA/MARION CNTY UNDERTON		93398
2025/12/001912	09/11/2025	POL	-15,211.46	VND	106656 PO	2500502	MILES PARTNERSH OCALA/MARION CNTY UNDERTON	2025	
2025/12/001912	09/11/2025	API	5,000.00	VND	106656 PO	2500502	MILES PARTNERSH OCALA/MARION CNTY ETARGET		93398
2025/12/001912	09/11/2025	POL	-5,000.00	VND	106656 PO	2500502	MILES PARTNERSH OCALA/MARION CNTY ETARGET	2025	
2025/12/001912	09/11/2025	API	2,250.00	VND	106656 PO	2500502	MILES PARTNERSH OCALA/MARION CNTY PREVUE		93398

EXPENDITURE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
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1074-55-552-450-45090-155-0000000-0000000-531109-

PROFESSIONAL SERVICES

2025/12/001912	09/11/2025	POL	-2,250.00	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	PREVUE	2025	
2025/12/001912	09/11/2025	API	3,710.00	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	JOURNAL COMM		93398
2025/12/001912	09/11/2025	POL	-3,710.00	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	JOURNAL	2025	
2025/12/001912	09/11/2025	API	7,738.14	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	META, INSIDE		93398
2025/12/001912	09/11/2025	POL	-7,738.14	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	META, IN2025		
2025/12/001912	09/11/2025	API	2,466.79	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	GOOGLE		93398
2025/12/001912	09/11/2025	POL	-2,466.79	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	GOOGLE	2025	
2025/12/001912	09/11/2025	API	80,644.84	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	AD GENUITY		93398
2025/12/001912	09/11/2025	POL	-80,644.84	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	AD GENUITY	2025	
2025/12/001912	09/11/2025	API	29,321.06	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	TRIP ADVISOR		93398
2025/12/001912	09/11/2025	POL	-29,321.06	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	TRIP ADVISOR	2025	
2025/12/001912	09/11/2025	API	2,466.28	VND	106656	PO	2500502	MILES PARTNERSH	OCALA/MARION	CNTY	LINKEDIN		93398	
2025/12/001912	09/11/2025	POL	-2,466.28	VND	106656	PO	2500502	MILES PARTNERSH	OCALA/MARION	CNTY	LINKEDIN	2025		
2025/12/001912	09/11/2025	API	2,595.00	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	OUTFRONT		93398
2025/12/001912	09/11/2025	POL	-2,595.00	VND	106656	PO	2500502	MILES PARTNERSH	OCALA	MARION	CNTY	OUTFRONT	2025	
2025/12/003055	09/23/2025	API	344.90	VND	106656	PO	2500502	MILES PARTNERSH	OCALA/MARION	CNTY	NATIVO		93672	
2025/12/003055	09/23/2025	POL	-344.90	VND	106656	PO	2500502	MILES PARTNERSH	OCALA/MARION	CNTY	NATIVO	2025		
2025/12/003480	09/29/2025	API	15,000.00	VND	105047	PO	2501059	DOWN & ST GERM	VISITOR	TRACKING	STUDY		93671	
2025/12/003480	09/29/2025	POL	-15,000.00	VND	105047	PO	2501059	DOWN & ST GERM	VISITOR	TRACKING	STUDY	2025		

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CONTRACT SERV - OTHER - MISC

96,032.00	96,032.00	41,899.90	874.26	52,401.20	45.4%						
2025/12/000629	09/04/2025	API	437.13	VND	001703	PO	2500388	BLUE RIBBON CLE	JULY 2025		92341
2025/12/000629	09/04/2025	POL	-437.13	VND	001703	PO	2500388	BLUE RIBBON CLE	JULY 2025	2025	
2025/12/003436	09/29/2025	API	437.13	VND	001703	PO	2500388	BLUE RIBBON CLE	AUGUST 2025		93601
2025/12/003436	09/29/2025	POL	-437.13	VND	001703	PO	2500388	BLUE RIBBON CLE	AUGUST 2025	2025	

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TRAVEL & PER DIEM

42,500.00	42,500.00	35,360.52	726.30	7,139.48	83.2%							
2025/12/000861	09/08/2025	API	108.00	VND	101511	PO		SHAFFER LORETTA	TDC/US TRAVEL'S	ESTO REIM		92402
2025/12/002067	09/07/2025	API	-110.88	VND	999999	PO		PCARD ONE TIME	REFUND FOR TAXES	CHARGED ON HO		
2025/12/002067	09/07/2025	API	-123.48	VND	999999	PO		PCARD ONE TIME	REFUND FOR TAXES	CHARGED ON HO		
2025/12/002422	09/16/2025	API	47.00	VND	101511	PO		SHAFFER LORETTA	TDC/FL GOVERNOR'S	CONF -TOURIS		93286
2025/12/002429	09/12/2025	API	86.00	VND	001721	PO		DAY BRYAN R	TDC/CONNECT	MARKETPLACE		93270
2025/12/003052	09/24/2025	API	124.10	VND	102076	PO		LOCKE RYAN	TDC/CONNECT	MARKETPLACE		93650
2025/12/003483	09/25/2025	API	30.00	VND	001721	PO		DAY BRYAN R	TDC/SMALL MARKET	MEETING CONFE		93643
2025/12/003812	09/22/2025	API	1.36	VND	999999	PO		PCARD ONE TIME	UBER FEE FOR J	HELLER WHILE AT		
2025/12/003812	09/22/2025	API	0.01	VND	999999	PO		PCARD ONE TIME	UBER FEE FOR J	HELLER WHILE AT		
2025/12/003812	09/22/2025	API	0.60	VND	999999	PO		PCARD ONE TIME	UBER FEE FOR J	HELLER WHILE AT		
2025/12/003812	09/22/2025	API	60.36	VND	999999	PO		PCARD ONE TIME	UBER FOR J	HELLER WHILE AT	202	
2025/12/003813	09/21/2025	API	22.61	VND	999999	PO		PCARD ONE TIME	VISA APPLICATION	FOR J HELLER		
2025/12/003813	09/21/2025	API	72.00	VND	999999	PO		PCARD ONE TIME	PARKING FOR B	DAY WHILE AT SMA		
2025/12/003814	09/19/2025	API	408.62	VND	999999	PO		PCARD ONE TIME	HOTEL FOR B	DAY WHILE AT THE S		

EXPENDITURE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-541101-				COMMUNICATIONS SERVICES					
10,421.00		10,421.00		6,008.20		323.52		4,412.80	57.7%
2025/12/002512	09/23/2025	API		323.52	VND	201928	PO	VERIZON WIRELES 421552992-00016	93294
1074-55-552-450-45090-155-0000000-0000000-542201-				POSTAGE & FREIGHT					
13,000.00		13,000.00		6,854.29		2,771.52		5,145.71	60.4%
2025/12/003813	09/21/2025	API		41.82	VND	999999	PO	PCARD ONE TIME VACATION GUIDES SHIPPING TO FL	
2025/12/003813	09/21/2025	API		41.82	VND	999999	PO	PCARD ONE TIME VACATION GUIDES SHIPPING TO FL	
2025/12/003813	09/21/2025	API		41.82	VND	999999	PO	PCARD ONE TIME VACATION GUIDES SHIPPING TO FL	
2025/12/003813	09/21/2025	API		41.82	VND	999999	PO	PCARD ONE TIME VACATION GUIDES SHIPPING TO FL	
2025/12/003813	09/21/2025	API		41.82	VND	999999	PO	PCARD ONE TIME SHIPPING VACATION GUIDES TO FL	
2025/12/003813	09/21/2025	API		9.05	VND	999999	PO	PCARD ONE TIME PICK UP CHARGE FOR SHIPPING VA	
2025/12/003819	09/14/2025	API		14.75	VND	999999	PO	PCARD ONE TIME PICK UP CHARGE FOR FSAE CONFER	
2025/12/003819	09/14/2025	API		38.62	VND	999999	PO	PCARD ONE TIME SHIPPING FOR FSAE PROMOTIONAL	
2025/12/000861	09/08/2025	API		2,500.00	VND	103358	PO	2500063 QUADIENT POSTAGE FOR METER ACCT 0812956	92440
2025/12/000861	09/08/2025	POL		-2,500.00	VND	103358	PO	2500063 QUADIENT POSTAGE FOR METER ACCT 0812025	
1074-55-552-450-45090-155-0000000-0000000-543101-				UTILITY SERVICES -		ELC WTR SWR			
25,188.00		25,188.00		13,371.89		1,535.44		11,816.11	53.1%
2025/12/000419	09/02/2025	API		52.30	VND	000808	PO	SUMTER ELECTRIC 9608557201	92406
2025/12/002424	09/15/2025	API		129.01	VND	014881	PO	CITY OF OCALA/E 567930-118216	93301
2025/12/002424	09/15/2025	API		49.17	VND	014881	PO	CITY OF OCALA/E 572726-118216	93301
2025/12/002621	09/22/2025	API		1,279.41	VND	014881	PO	CITY OF OCALA/E 550848-164495	93243
2025/12/003480	09/29/2025	API		25.55	VND	107238	PO	DUKE ENERGY FLO 9101 5957 9418	93646
1074-55-552-450-45090-155-0000000-0000000-543102-				UTILITY SERVICES -		WST DISP			
756.00		756.00		546.99		45.58		209.01	72.4%
2025/12/002621	09/22/2025	API		45.58	VND	014881	PO	CITY OF OCALA/E 550848-164495	93243
1074-55-552-450-45090-155-0000000-0000000-544101-				RENTALS & LEASES -		EQUIPMENT			
6,424.00		6,424.00		4,165.80		484.37		505.40	92.1%
2025/12/001159	09/12/2025	POM		20.00	VND	103444	PO	2500021 QUADIENT LEASIN INCREASE FUNDS 2025	
2025/12/002429	09/12/2025	API		229.65	VND	103444	PO	2500021 QUADIENT LEASIN POSTAGE METER LEASE 07/01/25-0	93284
2025/12/002429	09/12/2025	POL		-231.05	VND	103444	PO	2500021 QUADIENT LEASIN POSTAGE METER LEASE 07/01/2025	
2025/12/001145	09/10/2025	API		23.12	VND	501306	PO	2500311 DOCUMENT TECHNO MC-01 OVERAGE FEE AUG-25	92794
2025/12/001145	09/10/2025	POL		-23.12	VND	501306	PO	2500311 DOCUMENT TECHNO MC-01 OVERAGE FEE AUG-25 2025	
2025/12/002512	09/23/2025	API		231.60	VND	501306	PO	2500311 DOCUMENT TECHNO MC-01 COPIER LEASE SEP-25	93305
2025/12/002512	09/23/2025	POL		-231.60	VND	501306	PO	2500311 DOCUMENT TECHNO MC-01 COPIER LEASE SEP-25 2025	

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-544401-		2,400.00		3,345.00		RENTALS & LEASES - BUILDINGS			
				3,150.00		315.00		195.00	94.2%
2025/12/002069		09/04/2025 API		315.00 VND 999999 PO		PCARD ONE TIME RENTAL UNIT FOR STORING PROMOT			
1074-55-552-450-45090-155-0000000-0000000-545101-		16,864.00		16,864.00		INSURANCE - PREMIUMS			
				16,863.28		0.00		0.72	100.0%
1074-55-552-450-45090-155-0000000-0000000-546101-		44,000.00		44,000.00		REPAIRS/MAINT - BLDGS & GRNDS			
				5,680.00		0.00		38,320.00	12.9%
1074-55-552-450-45090-155-0000000-0000000-546257-		4,580.00		4,580.00		REPAIRS/MAINT - FLEET MANAGMNT			
				744.25		80.02		3,835.75	16.3%
2025/12/003195		09/29/2025 WOJ		0.69 REF rm		326730			
2025/12/003195		09/29/2025 WOJ		4.58 REF rm		326730			
2025/12/003195		09/29/2025 WOJ		9.75 REF rm		326769			
2025/12/003195		09/29/2025 WOJ		65.00 REF rm		326769			
1074-55-552-450-45090-155-0000000-0000000-547101-		55,500.00		55,500.00		PRINT & BIND			
				54,041.18		0.00		1,458.82	97.4%
1074-55-552-450-45090-155-0000000-0000000-548101-		3,163,799.00		3,098,295.00		PROMO ACT			
				1,197,168.96		134,477.88		1,546,542.64	50.1%
2025/12/003809		09/25/2025 API		52.01 VND 999999 PO		PCARD ONE TIME T-SHIRTS TO PROMOTE OCALA/MARI			
2025/12/003809		09/25/2025 API		666.40 VND 999999 PO		PCARD ONE TIME BRANDED JAR GRIPS TO PROMOTE O			
2025/12/003809		09/25/2025 API		119.89 VND 999999 PO		PCARD ONE TIME LUNCH DURING SITE VISIT WITH B			
2025/12/003810		09/24/2025 API		1,195.60 VND 999999 PO		PCARD ONE TIME BRANDED LUGGAGE TAGS FOR PROMO			
2025/12/003810		09/24/2025 API		3,101.70 VND 999999 PO		PCARD ONE TIME BRANDED POWER BANKS PROMOTING			
2025/12/003815		09/18/2025 API		88.00 VND 999999 PO		PCARD ONE TIME BRANDED SHIRTS FOR PROMOTIONAL			
2025/12/003821		09/11/2025 API		10,000.00 VND 202625 PO		VISIT FLORIDA/F NATIONAL THRIVE OUTSIDE DAY CO			
2025/12/003821		09/11/2025 API		151.20 VND 999999 PO		PCARD ONE TIME SUBS, WRAPS, CHIPS, TEA, CUPS,			
2025/12/002422		09/16/2025 API		7,300.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTING,		93291	
2025/12/002422		09/16/2025 POL		-300.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002422		09/16/2025 POL		-5,000.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002422		09/16/2025 POL		-1,000.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002422		09/16/2025 POL		-1,000.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002422		09/16/2025 API		7,300.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTING,		93291	
2025/12/002422		09/16/2025 POL		-300.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002422		09/16/2025 POL		-5,000.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002422		09/16/2025 POL		-1,000.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002422		09/16/2025 POL		-1,000.00 VND 106849 PO		2500503 TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025			
2025/12/002424		09/15/2025 API		1,875.03 VND 102569 PO		2500848 ON TIME MARKETI PROMOTIONAL ITEMS		93281	
2025/12/002424		09/15/2025 POL		-1,875.03 VND 102569 PO		2500848 ON TIME MARKETI PROMOTIONAL ITEMS		2025	
2025/12/003480		09/29/2025 API		2,280.53 VND 102569 PO		2500848 ON TIME MARKETI PROMOTIONAL ITEMS		93654	

EXPENDITURE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

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- PROMOT ACT						
2025/12/003480	09/29/2025	POL	-2,280.53 VND	102569 PO	2500848 ON TIME MARKETI PROMOTIONAL ITEMS	2025
2025/12/003480	09/29/2025	API	1,484.52 VND	102569 PO	2500848 ON TIME MARKETI PROMOTIONAL ITEMS	93654
2025/12/003480	09/29/2025	POL	-1,484.52 VND	102569 PO	2500848 ON TIME MARKETI PROMOTIONAL ITEMS	2025
2025/12/003483	09/25/2025	API	1,220.00 VND	102569 PO	2500848 ON TIME MARKETI PROMOTIONAL ITEMS	93654
2025/12/003483	09/25/2025	POL	-1,220.00 VND	102569 PO	2500848 ON TIME MARKETI PROMOTIONAL ITEMS	2025
2025/12/000902	09/03/2025	API	10,900.00 VND	106354 PO	2500953 DIGITAL FURY LL VIDEO & AUDIO PROCUCTION	92428
2025/12/000902	09/03/2025	POL	-10,900.00 VND	106354 PO	2500953 DIGITAL FURY LL VIDEO & AUDIO PROCUCTION	2025
2025/12/002438	09/23/2025	POM	-20,000.00 VND	002059 PO	2500963 CSF AQUATICS CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-15,000.00 VND	002059 PO	2500964 CSF AQUATICS CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-33,000.00 VND	001786 PO	2500965 YMCA OF THE USA CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-60,000.00 VND	001553 PO	2500966 COLLEGE SWIMMIN CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-50,000.00 VND	001746 PO	2500967 FLORIDA HIGH SC CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-30,000.00 VND	002059 PO	2500968 CSF AQUATICS CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-25,000.00 VND	002059 PO	2500969 CSF AQUATICS CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-100,000.00 VND	001392 PO	2500970 NATIONAL COLLEG CANCEL PER DEPT	2025
2025/12/002438	09/23/2025	POM	-17,584.00 VND	001201 PO	2501245 GRANDVIEW INVIT CANCEL PER DEPT	2025
2025/12/000902	09/03/2025	API	300.00 VND	100302 PO	2501284 KENNEY COMMUNIC BROCHURE DISTRIBUTIONS/SEP25	92434
2025/12/000902	09/03/2025	POL	-300.00 VND	100302 PO	2501284 KENNEY COMMUNIC BROCHURE DISTRIBUTIONS/SEP25	2025
2025/12/000902	09/03/2025	API	8,950.00 VND	001799 PO	2501398 MAVEN PHOTO TOURISM VIDEO & PHOTOGRAPHY	92436
2025/12/000902	09/03/2025	POL	-8,950.00 VND	001799 PO	2501398 MAVEN PHOTO TOURISM VIDEO & PHOTOGRAPHY	2025
2025/12/000714	09/09/2025	POE	1,425.00 VND	108235 PO	2501619 RAINBOW SPRINGS MARKETING ASSISTANCE REIMBURSE	93314
2025/12/002432	09/11/2025	API	1,325.00 VND	108235 PO	2501619 RAINBOW SPRINGS MARKETING ASSISTANCE REIMBURSE	2025
2025/12/002432	09/11/2025	POL	-1,425.00 VND	108235 PO	2501619 RAINBOW SPRINGS MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000821	09/09/2025	POE	5,000.00 VND	106847 PO	2501624 OCALA MAIN STRE MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000822	09/09/2025	POE	5,000.00 VND	002253 PO	2501625 GRANDVIEW CLYDE MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000823	09/09/2025	POE	5,000.00 VND	103503 PO	2501626 FORT KING HERIT MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000824	09/09/2025	POE	5,000.00 VND	002574 PO	2501627 FARM TO YOU REV MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000825	09/09/2025	POE	5,000.00 VND	002580 PO	2501628 DIAMONDZ AND PE MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000826	09/09/2025	POE	5,000.00 VND	002561 PO	2501629 CRAZY CUCUMBER MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000827	09/09/2025	POE	5,000.00 VND	101721 PO	2501630 COLLEGE OF CENT MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000828	09/09/2025	POE	5,000.00 VND	002565 PO	2501631 SWAMPYS BAR AND MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000829	09/09/2025	POE	5,000.00 VND	204160 PO	2501632 REILLY ARTS CEN MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000830	09/09/2025	POE	2,500.00 VND	106536 PO	2501633 REILLY ARTS CEN MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000831	09/09/2025	POE	5,000.00 VND	202759 PO	2501634 MARION CULTURAL MARKETING ASSISTANCE REIMBURSE	93652
2025/12/003480	09/29/2025	API	5,000.00 VND	202759 PO	2501634 MARION CULTURAL MARKETING ASSISTANCE REIMBURSE	2025
2025/12/003480	09/29/2025	POL	-5,000.00 VND	202759 PO	2501634 MARION CULTURAL MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000832	09/09/2025	POE	5,000.00 VND	002566 PO	2501635 HORSE AND HOUND MARKETING ASSISTANCE REIMBURSE	2025
2025/12/000833	09/09/2025	POE	67,500.00 VND	202625 PO	2501636 VISIT FLORIDA/F DMO VIDEO CO-OP, GOLD FAMILIES	92780
2025/12/001145	09/10/2025	API	67,500.00 VND	202625 PO	2501636 VISIT FLORIDA/F DMO VIDEO CO-OP, GOLD FAMILIES	2025
2025/12/001145	09/10/2025	POL	-67,500.00 VND	202625 PO	2501636 VISIT FLORIDA/F DMO VIDEO CO-OP, GOLD FAMILIES	2025
2025/12/002029	09/18/2025	POE	3,668.00 VND	108637 PO	2501654 BELLEVIEW GIRLS ROOM NIGHT REIMBURSEMENT	93265
2025/12/002433	09/19/2025	API	3,668.00 VND	108637 PO	2501654 BELLEVIEW GIRLS FL DIXIE GIRLS SOFTBALL REIMBU	2025
2025/12/002433	09/19/2025	POL	-3,668.00 VND	108637 PO	2501654 BELLEVIEW GIRLS FL DIXIE GIRLS SOFTBALL REIMBU	2025

EXPENDITURE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-549185-				CHARGES - COST ALLOCATION					
174,198.00		174,198.00		174,198.00		14,516.50		0.00	100.0%
2025/12/000220		09/03/2025 GEN		14,516.50 REF		REC COST ALLOCATION/SEP25			
1074-55-552-450-45090-155-0000000-0000000-551101-				OFFICE SUPPLIES					
2,000.00		2,000.00		576.82		0.00		1,423.18	28.8%
1074-55-552-450-45090-155-0000000-0000000-552101-				GASOLINE, OIL & LUBRICANTS					
4,000.00		4,000.00		1,692.24		190.59		2,307.76	42.3%
2025/12/000178		09/03/2025 WOJ		55.47 REF fuel		FUEL-12015			
2025/12/000873		09/10/2025 WOJ		23.53 REF fuel		FUEL-12190			
2025/12/001579		09/16/2025 WOJ		55.45 REF fuel		FUEL-12517			
2025/12/003373		09/30/2025 WOJ		56.14 REF fuel		FUEL-13093			
1074-55-552-450-45090-155-0000000-0000000-552106-				COMPUTER SOFTWARE					
25,055.00		25,055.00		20,468.66		0.00		4,586.34	81.7%
1074-55-552-450-45090-155-0000000-0000000-552108-				OPERATING SUPPLIES					
7,500.00		12,899.00		11,466.05		1,194.58		1,432.95	88.9%
2025/12/002067		09/07/2025 API		963.00 VND 999999 PO		PCARD ONE TIME TRAVEL CASES FOR TRADESHOWS			
2025/12/002072		09/02/2025 API		28.89 VND 001556 PO		AMAZON MARKETPL RESTROOM SIGNS, MAN & WOMEN UN			
2025/12/003817		09/16/2025 API		49.99 VND 001556 PO		AMAZON MARKETPL CHARGING STAND FOR IPHONE, IT			
2025/12/003821		09/11/2025 API		33.70 VND 999999 PO		PCARD ONE TIME GRANOLA BARS, DISH SOAP FOR TD			
2025/12/003823		09/09/2025 API		119.00 VND 001556 PO		AMAZON MARKETPL FRAME FOR PHOTO OF MARION COUN			
1074-55-552-450-45090-155-0000000-0000000-552116-				OPER SUPPLIES - COMP HARDWARE					
11,500.00		11,500.00		9,948.75		82.42		1,551.25	86.5%
2025/12/003814		09/19/2025 API		48.43 VND 001556 PO		AMAZON MARKETPL WIRELESS KEYBOARD			
2025/12/003816		09/17/2025 API		33.99 VND 001556 PO		AMAZON MARKETPL WIRELESS MOUSE			
1074-55-552-450-45090-155-0000000-0000000-552257-				PARTS - VEHICLE / EQUIPMENT					
3,000.00		3,000.00		344.47		6.90		2,655.53	11.5%
2025/12/001330		09/15/2025 WOJ		6.90 REF rm		323083			
1074-55-552-450-45090-155-0000000-0000000-554101-				BOOKS, PUBS & SUBSCRIPTIONS					
49,104.00		49,104.00		39,600.00		0.00		9,504.00	80.6%

EXPENDITURE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE		% COLL	
1074-55-552-450-45090-155-0000000-0000000-554201-29,704.00				35,729.00		DUES & MEMBERSHIPS 27,444.00		0.00		8,275.00	76.8%
1074-55-552-450-45090-155-0000000-0000000-555501-76,530.00				76,530.00		TRAINING & EDUCATION 54,193.39		59.00		22,336.61	70.8%
2025/12/003821		09/11/2025 API		59.00		VND 999999 PO		PCARD ONE TIME		DEPARTWIDE GOAL SETTING & STRA	
1074-55-552-450-45090-155-0000000-0000000-563102-6,786,423.00				6,786,423.00		IMPROVE - CIP 3,436,017.52		0.00		2,994,012.99	55.9%
1074-55-552-450-45090-155-0000000-0000000-564102-1,259.00				1,259.00		MACHINERY & EQUIPMENT - CIP 0.00		0.00		1,259.00	.0%
1074-55-552-450-45090-155-0000000-0000000-568102-3,462.00				3,462.00		INTANGIBLE SOFTWARE - CIP 0.00		0.00		0.00	100.0%
1074-55-552-450-45090-155-0000000-0000000-599101-446,865.00				0.00		RESERVE FOR CONTINGENCIES 0.00		0.00		0.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599199-1,150,000.00				1,150,000.00		RESERVE FOR CASH CARRY FORWARD 0.00		0.00		1,150,000.00	.0%
TOTAL TOURIST DEVELOPMENT FUND				14,882,524.00		14,382,524.00		7,392,948.60		490,665.84	
										5,988,366.40	
TOTAL EXPENSES				14,882,524.00		14,382,524.00		7,392,948.60		490,665.84	
										5,988,366.40	

EXPENDITURE STATUS REPORT

FOR 2025 12

JOURNAL DETAIL 2025 12 TO 2025 12

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
14,882,524.00	14,382,524.00	7,392,948.60	490,665.84	5,988,366.40	51.4%

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

EXPENDITURE STATUS REPORT

REPORT OPTIONS

	Field #	Total	Page Break	
Sequence 1	1	Y	Y	Year/Period: 2025/12
Sequence 2	0	N	N	Print revenue as credit: Y
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
Report title:				Roll projects to object: N
EXPENDITURE STATUS REPORT				
				Carry forward code: 1
Print Full or Short description: F				Print journal detail: Y
Print MTD Version: Y				From Yr/Per: 2025/12
Print Revenues-Version headings: Y				To Yr/Per: 2025/12
Format type: 1				Include budget entries: Y
Print revenue budgets as zero: N				Incl encumb/liq entries: Y
Include Fund Balance: N				Sort by JE # or PO #: P
Include requisition amount: Y				Detail format option: 1
Multiyear view: D				
Amounts/totals exceed 999 million dollars: N				

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.: 2025-20951

Agenda Date: 10/23/2025

Agenda No.: 5.1

SUBJECT:

Introduction of incoming TDC Member, Bobby Walker

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20952

Agenda Date: 10/23/2025

Agenda No.: 5.2

SUBJECT:

Recognition of outgoing TDC Member, Jason Reynolds

DESCRIPTION/BACKGROUND:

Information Only.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20953

Agenda Date: 10/23/2025

Agenda No.: 5.3

SUBJECT:

PRESENTATION: Short Term Rental Compliance Update, Marion County Tax Collector, George Albright and Deputy Tax Collector, Tammy McCann

DESCRIPTION/BACKGROUND:

Information Only.



FISCAL YEAR END 24/25

PRESENTED BY TAMMY MCCANN
MARION COUNTY TAX COLLECTOR



RISE AGREEMENT INFORMATION SHARING

CONFIDENTIALITY AND DISCLOSURE OF TAX INFORMATION

Florida Administrative Code 12-22 (7) “Tax information” means all records of the Department relating to particular taxpayers, including returns, return information, federal tax information, letters of advice, technical assistance advisements, large currency transaction reports, and investigative reports. This term encompasses the status and existence of an account and whether the account is active, inactive, or delinquent.

Florida State Statute 213.053(2)(a) All information contained in returns, reports, accounts, or declarations received by the department, including investigative reports and information and including letters of technical advice, is confidential except for official purposes and is exempt from s. [119.07\(1\)](#).

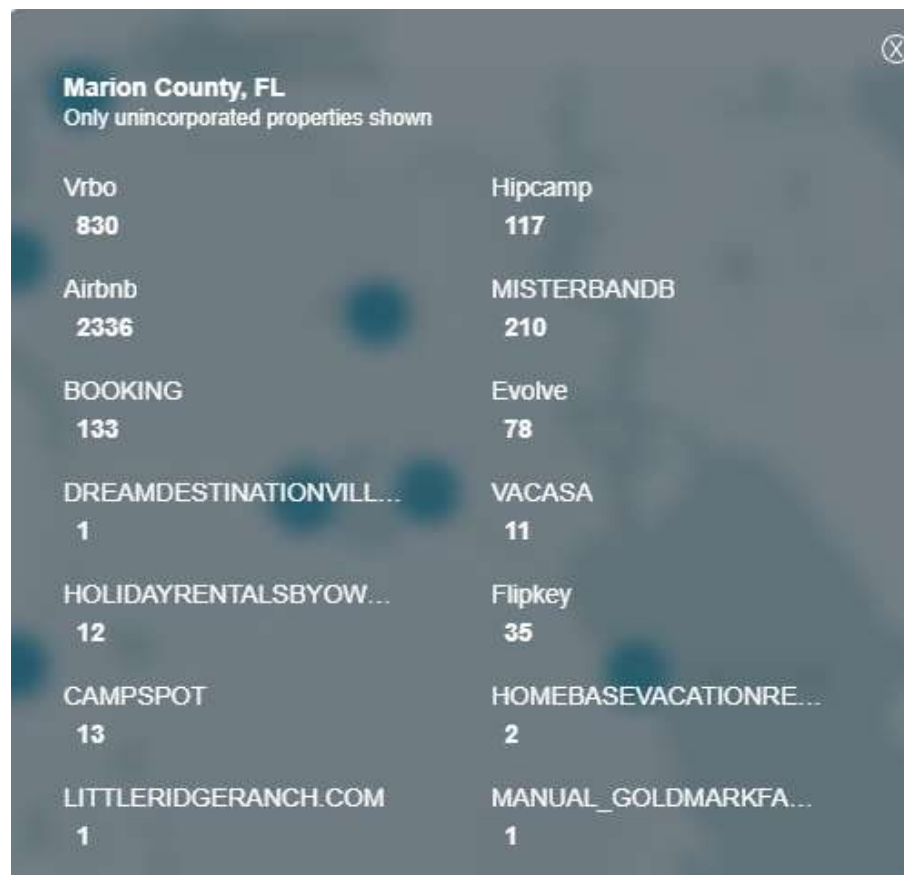


SHORT TERM RENTAL MAP

PROVIDED BY DECKARD TECHNOLOGIES, INC



SHORT TERM RENTAL SITES USED



Marion County, FL
Only unincorporated properties shown

Vrbo	Hipcamp
830	117
Airbnb	MISTERBANDB
2336	210
BOOKING	Evolve
133	78
DREAMDESTINATIONVILL...	VACASA
1	11
HOLIDAYRENTALSBYOW...	Flipkey
12	35
CAMPSPOT	HOMEBAEVACATIONRE...
13	2
LITTLERIDGERANCH.COM	MANUAL_GOLDMARKFA...
1	1

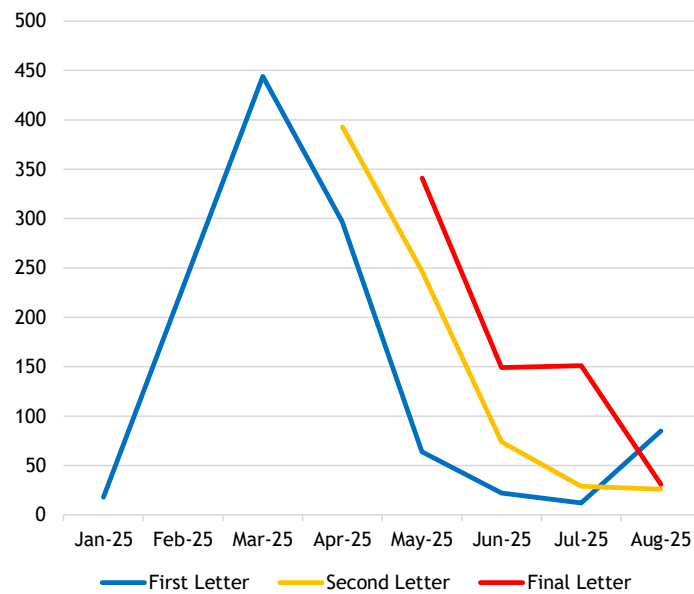
The slide features abstract green geometric shapes in the corners. The top-left corner has a solid green triangle. The top-right corner has a complex arrangement of overlapping translucent green triangles in various shades. The bottom-right corner has a solid green triangle. The text is centered in the white space between these shapes.

SHORT TERM LETTERS

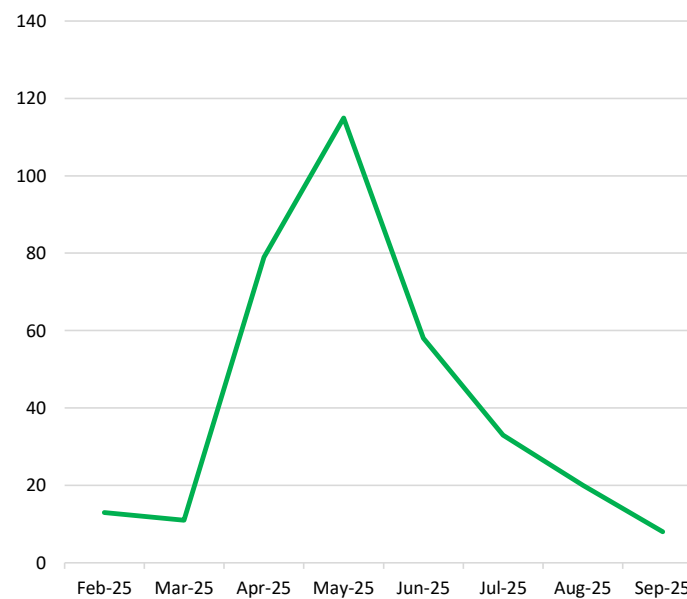
SENT BY DECKARD TECHNOLOGIES, INC

LETTERS SENT VS ACCOUNTS CREATED

Letter Stage By Month



Accounts Created By Month



FIRST LETTER

- ❖ Revamped this letter since we are no longer using the tax portal with Deckard Technologies, Inc.
- ❖ Marion County does not have a contract with the platforms therefore the platforms **DO NOT REMIT TOURIST TAX PAYMENTS TO US.**
- ❖ Informing the customer that the tourist taxes are their responsibility.
- ❖ Registration date thirty **30** days from the date of the letter.

SECOND LETTER

- ❖ Letter is sent 30 days after first letter if no account is set up.
- ❖ Informs customer that non-compliance of Statue 125.0101 (8)(a) is a misdemeanor of the first degree.
- ❖ Compliance with short-term rental requirements is ultimately the responsibility of the property owner.
- ❖ Due date changed from 10 business days to **10 days from date on the letter.**

THIRD LETTER

- ❖ Final letter is sent 10 days after second letter if no account is set up.
- ❖ Changed 10-day grace period to 40-day initial grace period.
- ❖ Reduced the 30 days to register to **10** days of the date of this letter before penalties and interest will accrue on the initial amount due.

The slide features a white background with abstract green geometric shapes. On the left, a solid green trapezoid points upwards. On the right, a complex arrangement of overlapping translucent green triangles and polygons creates a layered, architectural effect. The text 'REVENUE COMPARISONS' is centered in a bold, green, sans-serif font.

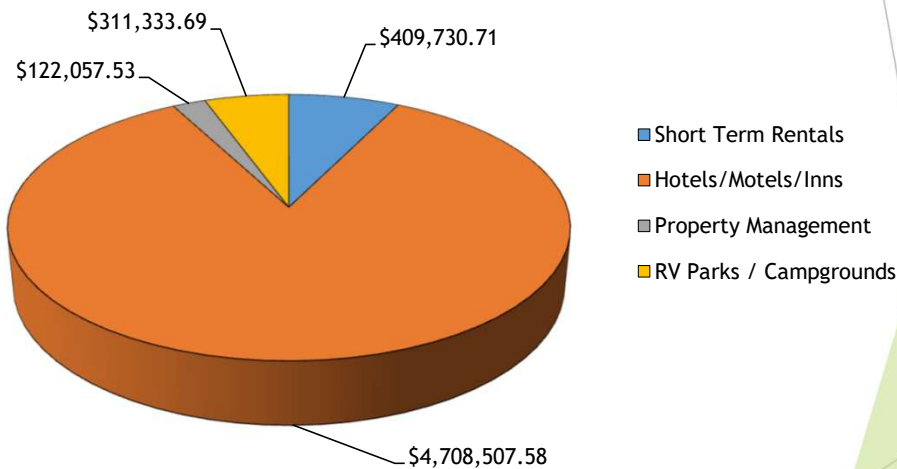
REVENUE COMPARISONS

COMPARISON BY UNIT TYPE PER FISCAL YEAR 2023/2024

► OCTOBER 2023 THRU SEPTEMBER 2024

Short Term Rentals	\$409,730.71
Hotels/Motels/Inns	\$4,708,507.58
Property Management	\$122,057.53
RV Parks / Campgrounds	\$311,333.69

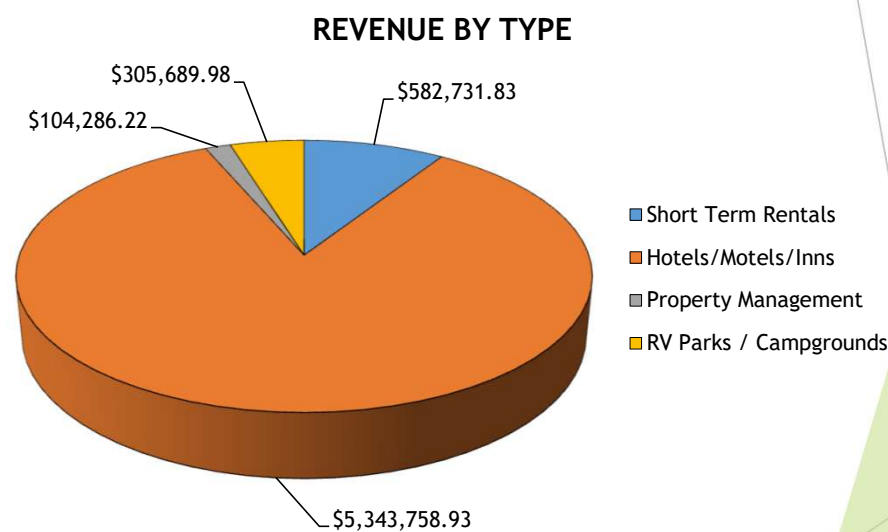
REVENUE BY TYPE



COMPARISON BY UNIT TYPE PER FISCAL YEAR 2024/2025

► OCTOBER 2024 THRU SEPTEMBER 2025

Short Term Rentals	\$582,731.83
Hotels/Motels/Inns	\$5,343,758.93
Property Management	\$104,286.22
RV Parks / Campgrounds	\$305,689.98



Office of Tax Collector
Marion County Florida

George Albright
Tax collector



TOURIST/ACCOUNTING DEPARTMENT
PH: 352.368.8209
FAX 352.368-8112
P.O. Box 63
Ocala, Florida 34478-0063
www.mariontax.com

{{ letter_date }}

{{ owner_name }}
{{ owner_mailing_address }}
{{ owner_city_state_zip }}

Ref: Short-Term Rental Registration

Dear Property Owner(s),

Marion County Tax Collector has hired Deckard Technologies, Inc to help identify short term rental properties that are not in compliance with the Marion County Ordinance No. 15-17. Our research indicates the property located at {{ property_address }} {{ property_unit_number }} {{ property_city_state_zip }} is being used as a short-term rental without complying with the Marion County requirements, including property registration reporting and the remittance of Tourist Development Tax.

As the registered owner of the property, you are responsible for complying with the requirements of Marion County Ordinance No. 15-17. You should be collecting and remitting the 4% Marion County Tourist Development Tax to the Marion County Tax Collector.

If the property is being rented through a property management company, please contact your property management company to ensure compliance. Compliance with short-term rental requirements is ultimately the responsibility of the property owner.

These requirements apply whether properties are rented directly by owners, through local property managers, or through an internet site such as aibnb.com, vrbo.com, homeaway.com, or craigslist.com, and many others. The above entities **do not remit your taxes** to Marion County Tax Collector, this is your responsibility.

Please visit our website at www.mariontax.com/td-home to submit your application online within **thirty (30) days** from the date on this letter.

If you have any questions, please contact our Tourist Tax Department at tdinfo@mariontax.com.

Sincerely,

Tammy McCann
Marion County Tax Collector's Office
Tourist/Accounting/Tax Department
tmccann@mariontax.com
352-368-8209 (direct line)
352-368-8112 (Fax)

Office of Tax Collector
Marion County Florida

George Albright
Tax collector



TOURIST/ACCOUNTING DEPARTMENT
PH: 352.368.8209
FAX 352.368-8112
P.O. Box 63
Ocala, Florida 34478-0063
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{{ screenshot_image }}

Office of Tax Collector
Marion County Florida

George Albright
Tax collector



TOURIST/ACCOUNTING DEPARTMENT
PH: 352.368.8209
FAX 352.368-8112
P.O. Box 63
Ocala, Florida 34478-0063
www.mariontax.com

{{ letter_date }}

{{ owner_name }}
{{ owner_mailing_address }}
{{ owner_city_state_zip }}

Dear Property Owner(s),

The property listed below is currently being advertised on short-term vacation rental websites and you have been identified as engaging in the business of renting or leasing living quarters or accommodation for a period of six (6) months or less: {{ property_address }} {{ property_unit_number }} {{ property_city_state_zip }}.

Any individual rental of property for six (6) months or less requires the renter to pay tourist taxes and the property owner to collect and remit those taxes. This letter serves as official notice pursuant to Section 212.03, Florida Statutes, that you have a duty to collect and remit Tourist Development Tax (TDT) on the total gross amount of rent paid by the renter and/or renters.

Persuant to Florida Statue Section 125.0101 (8) (a) Any person who is taxable hereunder who fails or refuses to charge and collect from the person paying any rental or lease the tax herein provided, either by himself or through his agents or employees, shall be, in addition to being personally liable for the payment of the tax, guilty of a misdemeanor of the first degree, punishable as provided in Section 775.082 or Secion 775.083. The Marion County Tax Collector has the authority and responsibility to audit tourist accounts in Marion County to ensure compliance.

As the registered owner of the property, you are responsible for complying with the requirements of Marion County Ordinance No. 15-17. You should be collecting and remitting the 4% Marion County Tourist Development Tax to the Marion County Tax Collector. If the property is being rented through a property management company, please contact your property management company to ensure compliance. Compliance with short-term rental requirements is ultimately the responsibility of the property owner.

These requirements apply whether properties are rented directly by owners, through local property managers, or through an internet site such as airbnb.com, vrbo.com, homeaway.com, craigslist.com, and many others. These entities do not remit payment to The Marion County Tax Collector, this is the property owner's responsibility.

If you do not have a Marion County Tourist Development Tax account, to be compliant, you are required to open an account within **ten (10) day** from the date on this letter. Please visit our website at www.mariontax.com/td-home to submit your application online.

If you have any questions, please contact us at tdtinfo@mariontax.com or by phone at 352-368-8209.

Sincerely,

Tammy McCann
Marion County Tax Collector's Office
Tourist\Accounting\Tax Department
tmccann@mariontax.com
352-368-8209 (direct line)
352-368-8112 (Fax)

Office of Tax Collector
Marion County Florida

George Albright
Tax collector

{{ screenshot_image }}



TOURIST/ACCOUNTING DEPARTMENT

PH: 352.368.8209

FAX 352.368-8112

P.O. Box 63

Ocala, Florida 34478-0063

www.mariontax.com

Office of Tax Collector
Marion County Florida

George Albright
Tax collector



TOURIST/ACCOUNTING DEPARTMENT
PH: 352.368.8209
FAX 352.368-8112
P.O. Box 63
Ocala, Florida 34478-0063
www.mariontax.com

{{ letter_date }}

{{ owner_name }}
{{ owner_mailing_address }}
{{ owner_city_state_zip }}

Subject: {{ property_address }} {{ property_unit_number }} {{ property_city_state_zip }}

Dear Property Owner(s),

Our records indicate you have not registered and obtained a tourist account number for your short-term rental property in accordance with Marion County Tourist Development Tax Ordinance.

As the owner of the property listed above, you are required to collect and remit Tourist Development Tax (TDT) from guests staying six (6) months or fewer. These requirements apply whether properties are rented directly by owners, through a local property manager, or through an online listing site.

You must contact us at 352-368-8209 upon receipt of this letter. Please be advised, as a result of not completing your registration within the initial 40-day grace period, penalties and interest will apply to all Tourist Development Tax due pursuant to Marion County Ordinance No. 15-17.

If you do not complete the required registration process and provide payment within **10 days** from the date on this letter, penalties and interest will continue to accrue on the initial amount due. In addition, Marion County will calculate the estimated taxes due, including penalties and interest, for up to three years if you continue to operate your rental property in non-compliance with Marion County Tourist Development Ordinance as noted above.

If you have any questions regarding this matter, please email us at tdtinfo@mariontax.com or call us at 352-368-8209. For additional information about Marion County TDT ordinances, please visit our website at www.mariontax.com/td-home.

Sincerely,

Tammy McCann
Marion County Tax Collector's Office
Tourist\Accounting\Tax Department
tmccann@mariontax.com
352-368-8209 (direct line)
352-368-8112 (Fax)

Office of Tax Collector
Marion County Florida

George Albright
Tax collector



TOURIST/ACCOUNTING DEPARTMENT

PH: 352.368.8209

FAX 352.368-8112

P.O. Box 63

Ocala, Florida 34478-0063

www.mariontax.com

{{ screenshot_image }}



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20954

Agenda Date: 10/23/2025

Agenda No.: 5.4

SUBJECT:

Proposed Tourist Development Council Meeting Dates 2026

DESCRIPTION/BACKGROUND:

For review and discussion.



2026 Tourist Development Meeting Dates

MEETINGS TO BEGIN AT 9:00 AM

- January 15
- February 26
- March 26
- April 23
- May 21
- June 25
- **July - no meeting***
- August 27
- September 24
- October 22
- November 19
- **December – 10 – Annual Meeting****

***Due to scheduled staff travel to industry tradeshows and conference, as well as budget workshop schedules, there will be no July meeting.**

**** Consistent with typical scheduling, there will be no December TDC meeting.**



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20955

Agenda Date: 10/23/2025

Agenda No.: 5.5

SUBJECT:

Annual Membership Eligibility Attestations

DESCRIPTION/BACKGROUND:

Information Only.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20956

Agenda Date: 10/23/2025

Agenda No.: 6.1

SUBJECT:

Fiscal Year 2026 Event Funding Allocations

DESCRIPTION/BACKGROUND:

Information Only.

FY 24-25 Bid Fee Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
AJGA Billy Horschel Junior Championships*	\$10,000.00	\$10,000.00	\$0.00
FHSAA Swimming & Diving State Championships	\$50,000.00	\$50,000.00	\$50,000.00
Kayak Adventure Series	\$17,000.00	\$17,000.00	\$17,000.00
Florida Swimming FLAGS Spring Championship	\$15,000.00	\$15,000.00	\$15,000.00
CSCAA National Invitational Championship	\$30,000.00	\$30,000.00	\$30,000.00
NCEA National Championships	\$50,000.00	\$50,000.00	\$50,000.00
USA Swimming Speedo Sectionals	\$25,000.00	\$25,000.00	\$25,000.00
Florida Swimming FLAGS Championship	\$30,000.00	\$30,000.00	\$30,000.00
Florida Swimming Senior Championships	\$20,000.00	\$20,000.00	\$20,000.00
YMCA National Long Course Championship	\$33,000.00	\$33,000.00	\$33,000.00
Cal Ripken Rookie World Series	\$5,000.00	\$5,000.00	\$5,000.00
Babe Ruth 16-18 World Series	\$50,000.00	\$50,000.00	\$50,000.00
USA Swimming Futures Meet	\$25,000.00	\$25,000.00	\$25,000.00
MLF Heavy Hitters	\$75,000.00	\$75,000.00	
Budgeted amount		\$500,000.00	
Available to Fund Bid Fee Events		\$75,000.00	

TDC approved higher funding
Event canceled due to Hurricane Milton
Planner fell short on deliverables

FY 24-25 Room Night Generating Event Funding Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
NIKE First in Show Volleyball Tournament	\$ 10,000.00	\$ 10,000.00	
NIKE Winner's Circle Volleyball Tournament	\$ 25,000.00	\$ 25,000.00	
HITS Post Time Farm Premier I and II	\$ 10,000.00	\$ 10,000.00	
Winter Series Week #1 - National Show	\$ 7,380.00	\$ 7,380.00	
Winter Series Week #2 - National Show & FEI	\$ 5,760.00	\$ 5,760.00	
Winter Series Week #3 - National & FEI	\$ 7,755.00	\$ 7,755.00	
Winter Series Week #4 - National & FEI	\$ 7,405.00	\$ 7,405.00	
Winter Series Week #5 - National & FEI	\$ 8,345.00	\$ 8,345.00	
Winter Series Week #6 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Winter Series #7 - National & FEI World Cup Qualifier	\$ 10,000.00	\$ 10,000.00	
Winter Series Week #8 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Winter Series Week #9 - National & FEI	\$ 8,370.00	\$ 8,370.00	
Winter Series Week #10 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Winter Series Week #11 - National	\$ 10,000.00	\$ 10,000.00	
Winter Series Week #12 - National Show & Longines League of Nations	\$ 10,000.00	\$ 10,000.00	
HITS Ocala Winter Circuit Weeks 1-3	\$ 10,000.00	\$ 10,000.00	
HITS Ocala Winter Circuit Weeks 4-7	\$ 10,000.00		
HITS Ocala Winter Circuit Weeks 8-10	\$ 10,000.00		
AYF Football Southeast Regional Championship	\$ 4,000.00		
Budgeted Amount	\$300,000.00		
Available to Fund Room Night Generating Events	\$115,985.00		

TDC approved higher funding

Event canceled due to Hurricane Milton

Event planner fell short on deliverables



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20957

Agenda Date: 10/23/2025

Agenda No.: 6.2

SUBJECT:

MOTION: HITS Ocala Winter Circuit Weeks 4-7 (Room Night Generating) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the HITS Ocala Winter Circuit Weeks 4-7 for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: February 4 – March 01, 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: HITS Ocala Winter Circuit, Event II, Weeks 4-7 Organization: HITS, LLC	Requested Amount: \$10,000 Staff Recommendation/Eligible Funding Amount: \$10,000* Business Sales (Total): \$8,283,188 Total ROI: 2,338% Anticipated Participants: 3,725 Anticipated Total Attendance: 4,150 Minimum Room Night Guarantee: 2,000* Average Occupancy Rate for Period: 74.4% (2025) 74.0% (2024)

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

• Funding History**:

- 2025 - \$33,446
- 2024 - \$25,000
 - \$12,500 reimbursed by FSF
- 2023 - \$25,000
 - \$11,684 reimbursed by FSF
- 2022 - \$25,000
- 2021 - \$31,250
 - \$15,625 reimbursed by FSF
- 2020 - \$29,687.50
 - \$14,844 reimbursed by FSF
- 2019 - \$37,500
 - \$18,750 reimbursed by FSF
- 2018 - \$37,500
 - \$18,750 reimbursed by FSF
- 2017 - \$37,500
 - \$18,750 reimbursed by FSF
- 2016 - \$37,500
 - \$18,750 reimbursed by FSF
- 2015 - \$27,500
- 2014 - \$8,000
- 2013 - \$8,000
- 2012 - \$5,620
- 2011 - \$5,000
- 2010 - \$5,000

**Funding History Reflects Funding for HITS Ocala Winter Circuit Weeks 1-5

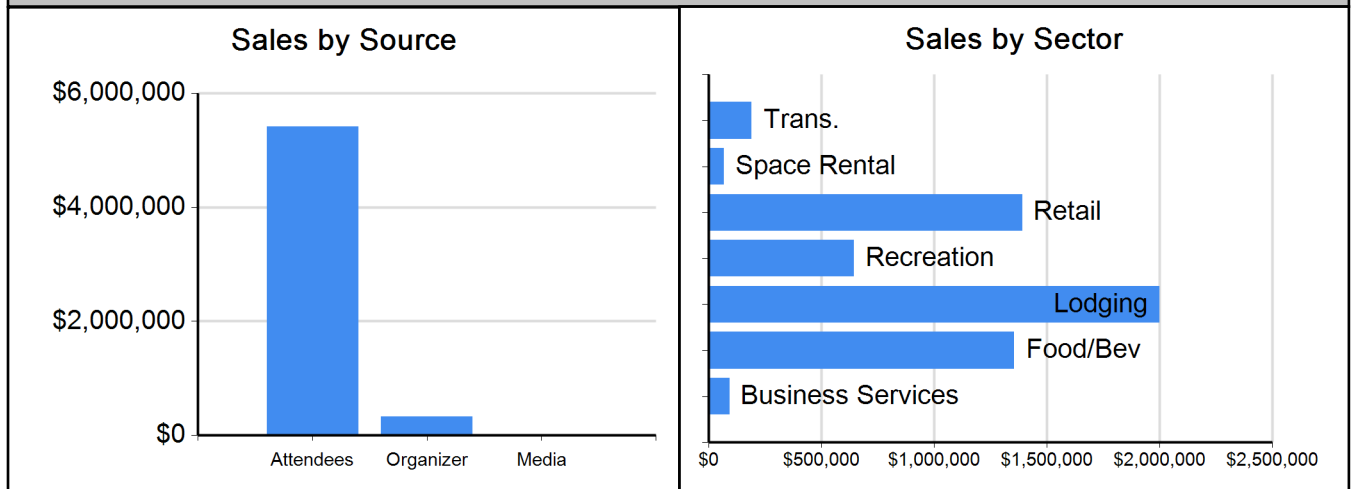
- **Use of Funds:** Judges/Officials, Equipment rental, Course designers, Promotional expenses
- **Event Description:** HITS operates 12 consecutive hunter-jumper horse show "events" at its Post-Time Farm in Ocala from December 31, 2025 through March 22, 2026. These events attract trainers, riders, and horses from the east coast including from the northeast and has encouraged non-Ocala exhibitors to start their winter showing in Ocala several weeks earlier than in years past. These exhibitors not only occupy hotel rooms and Airbnb houses, but also drive income for Ocala based restaurants, grocery stores, gas stations and other services during these weeks.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Business Sales (Direct):	\$5,740,351
Organization:	HITS, LLC	Business Sales (Total):	\$8,283,188
Event Type:	Adult Amateur	Jobs Supported (Direct):	459
Start Date:	2/4/2026	Jobs Supported (Total):	534
End Date:	3/1/2026	Local Taxes (Total):	\$243,781
Overnight Attendees:	975	Net Direct Tax ROI:	\$200,800
Day Attendees:	1462	Estimated Room Demand:	13,342

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$2,001,316	\$0	\$0	\$2,001,316
Transportation	\$171,773	\$18,409	\$530	\$190,713
Food & Beverage	\$1,207,127	\$147,934	\$0	\$1,355,061
Retail	\$1,390,961	\$0	\$0	\$1,390,961
Recreation	\$642,914	\$0	\$0	\$642,914
Space Rental	\$0	\$67,150	\$0	\$67,150
Business Services	\$0	\$91,937	\$299	\$92,236
TOTAL	\$5,414,092	\$325,430	\$829	\$5,740,351

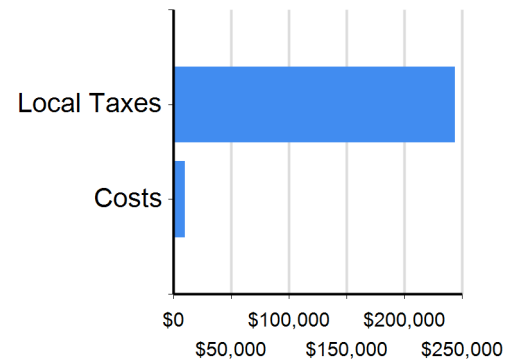
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Ocala Winter Circuit, Event II, Weeks 4-7 2026

Organization: HITS, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$5,740,351	\$2,542,837	\$8,283,188
Personal Income	\$1,628,246	\$650,422	\$2,278,668
Jobs Supported			
Persons	459	74	534
Annual FTEs	57	9	67
Taxes and Assessments			
<u>Federal Total</u>	<u>\$485,840</u>	<u>\$207,139</u>	<u>\$692,979</u>
<u>State Total</u>	<u>\$407,714</u>	<u>\$80,863</u>	<u>\$488,577</u>
sales	\$311,276	\$38,143	\$349,418
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$96,439	\$42,720	\$139,159
<u>Local Total (excl. property)</u>	<u>\$210,800</u>	<u>\$32,981</u>	<u>\$243,781</u>
sales	\$77,819	\$9,536	\$87,355
income	\$0	\$0	\$0
bed	\$80,053	-	\$80,053
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$52,928	\$23,446	\$76,374
property tax	\$104,136	\$29,433	\$133,569

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$210,800	
DMO Hosting Costs	\$10,000	
Direct ROI	\$200,800	
Net Present Value	\$196,771	
Direct ROI (%)	2,008%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$243,781	
Total ROI	\$233,781	
Net Present Value	\$229,091	
Total ROI (%)	2,338%	

Estimated Room Demand Metrics	
Room Nights (total)	13,342
Room Pickup (block only)	2,000
Peak Rooms	513
Total Visitor Days	26,118



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20958

Agenda Date: 10/23/2025

Agenda No.: 6.3

SUBJECT:

MOTION: HITS Ocala Winter Circuit Weeks 8-10 (Room Night Generating) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the : HITS Ocala Winter Circuit Weeks 8-10 for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: March 4 - 22, 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: HITS Ocala Winter Circuit Event III, Weeks 8-10 Organization: HITS, LLC	Requested Amount: \$10,000 Staff Recommendation/Eligible Funding Amount: \$10,000* Business Sales (Total): \$4,953,943 Total ROI: 1,349% Anticipated Participants: 2,795 Anticipated Total Attendance: 3,115 Minimum Room Night Guarantee: 2,000* Average Occupancy Rate for Period: 75.5% (2025) 73.2% (2024)

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

• Funding History**:

- 2025- \$37,380
- 2024 - \$25,000
 - \$12,500 reimbursed by FSF
- 2023 - \$25,000
- 2022 - \$25,000
- 2021 - \$31,250
 - \$15,625 reimbursed by FSF
- 2020 - \$29,687.50
 - \$14,844 reimbursed by FSF
- 2019 - \$37,500
 - \$18,750 reimbursed by FSF
- 2018 - \$37,500
 - \$18,750 reimbursed by FSF
- 2017 - \$37,500
 - \$18,750 reimbursed by FSF
- 2016 - \$37,500
 - \$18,750 reimbursed by FSF
- 2015 - \$27,500
- 2014 - \$8,000
- 2013 - \$8,000
- 2012 - \$5,620
- 2011 - \$5,000
- 2010 - \$5,000

**Funding History Reflects Funding for HITS Ocala Winter Circuit Weeks 6-10

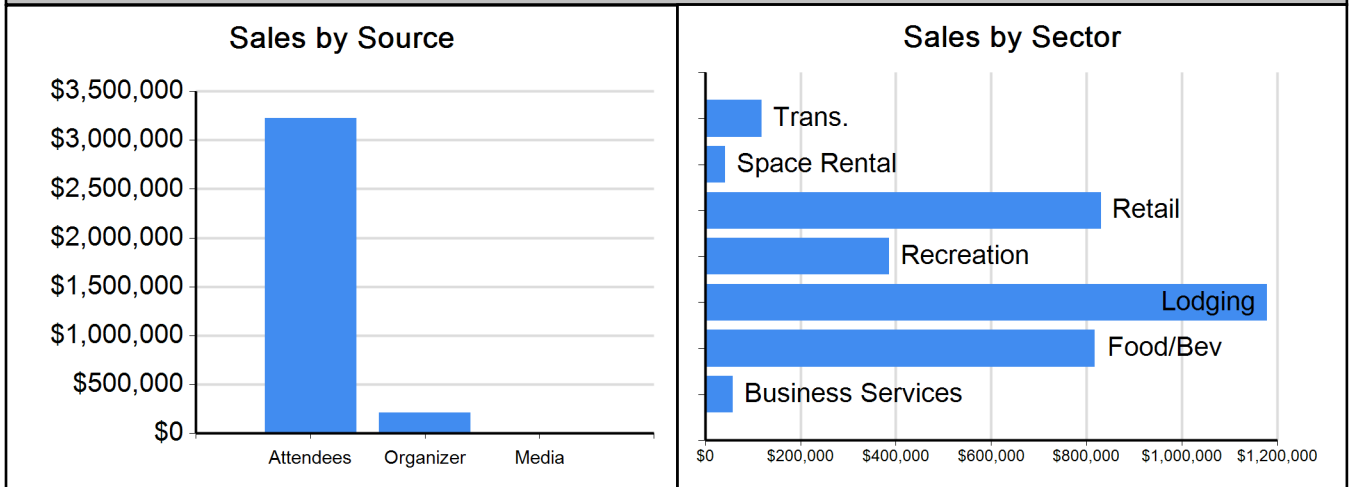
- **Use of Funds:** Judges/Officials, Equipment rental, Course designers, Promotional expenses
- **Event Description:** HITS operates 12 consecutive hunter-jumper horse show "events" at its Post-Time Farm in Ocala from December 31, 2025 through March 22, 2026. These events attract trainers, riders, and horses from the east coast including from the northeast and has encouraged non-Ocala exhibitors to start their winter showing in Ocala several weeks earlier than in years past. These exhibitors not only occupy hotel rooms and Airbnb houses, but also drive income for Ocala based restaurants, grocery stores, gas stations and other services during these weeks.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Business Sales (Direct):	\$3,431,966
Organization:	HITS, LLC	Business Sales (Total):	\$4,953,943
Event Type:	Adult Amateur	Jobs Supported (Direct):	359
Start Date:	3/4/2026	Jobs Supported (Total):	417
End Date:	3/22/2026	Local Taxes (Total):	\$144,918
Overnight Attendees:	786	Net Direct Tax ROI:	\$115,177
Day Attendees:	1834	Estimated Room Demand:	7,860

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,179,000	\$0	\$0	\$1,179,000
Transportation	\$103,819	\$14,463	\$332	\$118,614
Food & Beverage	\$725,300	\$92,516	\$0	\$817,816
Retail	\$830,401	\$0	\$0	\$830,401
Recreation	\$385,924	\$0	\$0	\$385,924
Space Rental	\$0	\$41,995	\$0	\$41,995
Business Services	\$0	\$58,030	\$187	\$58,217
TOTAL	\$3,224,444	\$207,003	\$519	\$3,431,966

Event Impact Details

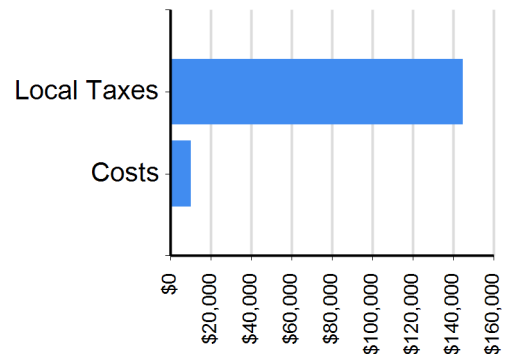
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Ocala Winter Circuit, Event III, Weeks 8-10 2026

Organization: HITS, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$3,431,966	\$1,521,977	\$4,953,943
Personal Income	\$975,333	\$389,086	\$1,364,419
Jobs Supported			
Persons	359	58	417
Annual FTEs	34	6	40
Taxes and Assessments			
<u>Federal Total</u>	<u>\$290,680</u>	<u>\$123,955</u>	<u>\$414,635</u>
<u>State Total</u>	<u>\$243,151</u>	<u>\$48,399</u>	<u>\$291,550</u>
sales	\$185,493	\$22,830	\$208,323
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$57,657	\$25,569	\$83,227
<u>Local Total (excl. property)</u>	<u>\$125,177</u>	<u>\$19,741</u>	<u>\$144,918</u>
sales	\$46,373	\$5,707	\$52,081
income	\$0	\$0	\$0
bed	\$47,160	-	\$47,160
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$31,644	\$14,033	\$45,677
property tax	\$62,259	\$17,625	\$79,884

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$125,177		
DMO Hosting Costs	\$10,000		
Direct ROI	\$115,177		
Net Present Value	\$112,866		
Direct ROI (%)	1,152%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$144,918		
Total ROI	\$134,918		
Net Present Value	\$132,211		
Total ROI (%)	1,349%		



Estimated Room Demand Metrics	
Room Nights (total)	7,860
Room Pickup (block only)	2,000
Peak Rooms	414
Total Visitor Days	15,759



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21040

Agenda Date: 10/23/2025

Agenda No.: 6.4

SUBJECT:

MOTION: Revised AYF Football Southeast Regional Championship (Room Night Generating) (Requested Funding - \$4,000)

DESCRIPTION/BACKGROUND:

On August 20, 2025, the Tourist Development Council recommended funding for the AYF Football & Cheer Southeast Regional Championship, which was subsequently approved by the Marion County Board of County Commissioners at their October 7, 2025 meeting. After that time, the planner notified staff that the cheer component of the event had been moved outside of Marion County.

Upon consultation with the County Attorney's Office it was deemed appropriate to cancel the previous agreement and submit a new funding request with the updated information.

Recommended Action: Motion to approve funding for AYF Football Southeast Regional Championship for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: November 14-16, 2025
EVENT LOCATION: Ocala Regional Sportsplex

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: AYF Football Southeast Regional Championship Organization: Central Florida Youth Tackle Football, INC	Requested Amount: \$4,000 Staff Recommendation/Eligible Funding Amount: \$4,000* Business Sales (Total): \$530,633 Total ROI: 249% Anticipated Participants: 700 Anticipated Total Attendance: 1,800 Minimum Room Night Guarantee: 400* Average Occupancy Rate for Period: 66.2% (2024) 58.2% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

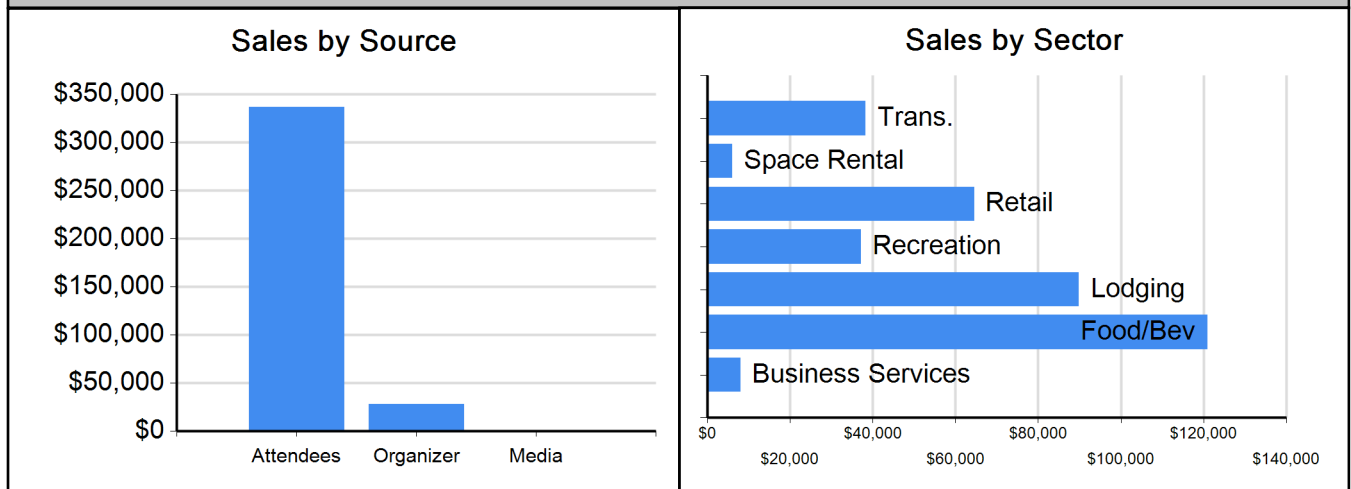
- **Funding History:**
 - 2013- \$12,500
 - 2022- \$5,000
- **Use of Funds:** Facility Rental fee, Referees, Banners, Security, Event-Specific Rental Items, Marketing Items
- **Event Description:** The American Youth Football Southeast Regional will be taking place in Ocala for the first time since 2022. The tournament will include over 40 youth football teams from the southeast region of the United States.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	AYF Football Southeast Regional Championship	Business Sales (Direct):	\$364,963
Organization:	Central Florida Youth Tackle Football, INC	Business Sales (Total):	\$530,633
Event Type:	Youth Amateur	Jobs Supported (Direct):	197
Start Date:	11/14/2025	Jobs Supported (Total):	224
End Date:	11/16/2025	Local Taxes (Total):	\$13,966
Overnight Attendees:	588	Net Direct Tax ROI:	\$7,817
Day Attendees:	882	Estimated Room Demand:	599

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$89,804	\$0	\$0	\$89,804
Transportation	\$37,698	\$609	\$47	\$38,354
Food & Beverage	\$107,690	\$13,215	\$0	\$120,905
Retail	\$64,641	\$0	\$0	\$64,641
Recreation	\$37,169	\$0	\$0	\$37,169
Space Rental	\$0	\$5,998	\$0	\$5,998
Business Services	\$0	\$8,065	\$27	\$8,092
TOTAL	\$337,002	\$27,887	\$74	\$364,963

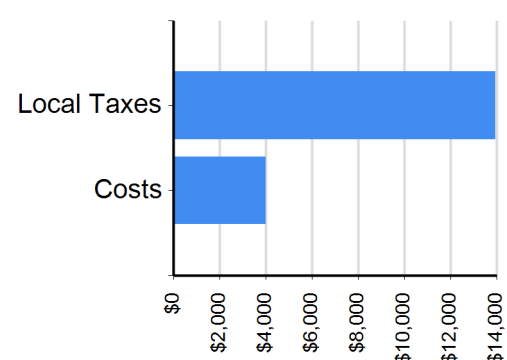
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: AYF Football Southeast Regional Championship 2025

Organization: Central Florida Youth Tackle Football, INC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$364,963	\$165,670	\$530,633
Personal Income	\$114,964	\$42,983	\$157,947
Jobs Supported			
Persons	197	27	224
Annual FTEs	4	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$32,193</u>	<u>\$13,565</u>	<u>\$45,758</u>
<u>State Total</u>	<u>\$25,570</u>	<u>\$5,268</u>	<u>\$30,838</u>
sales	\$19,438	\$2,485	\$21,923
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,131	\$2,783	\$8,915
<u>Local Total (excl. property)</u>	<u>\$11,817</u>	<u>\$2,149</u>	<u>\$13,966</u>
sales	\$4,860	\$621	\$5,481
income	\$0	\$0	\$0
bed	\$3,592	-	\$3,592
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,365	\$1,528	\$4,893
property tax	\$6,621	\$1,936	\$8,557

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$11,817	
DMO Hosting Costs	\$4,000	
Direct ROI	\$7,817	
Net Present Value	\$7,817	
Direct ROI (%)	195%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$13,966	
Total ROI	\$9,966	
Net Present Value	\$9,966	
Total ROI (%)	249%	

Estimated Room Demand Metrics	
Room Nights (total)	599
Room Pickup (block only)	400
Peak Rooms	218
Total Visitor Days	2,146



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20959

Agenda Date: 10/23/2025

Agenda No.: 7.1

SUBJECT:

MOTION: America 250 - Media and Marketing Plan

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the America 250 - Media and Marketing Plan, not to exceed \$500,000 for recommendation to the Marion County Board of County Commissioners.

Funds are available in CP155552-599417 - Reserve for Tourism Initiatives.

AMERICA



MARION COUNTY, FL



LIBERTY LIVES HERE

**Marion County's Community
America 250 Celebration**



Why is this **important?**





Why is this **important**?

- **Preserves** and celebrates America's founding ideals
- **Honors** veterans and first responders
- **Fosters** civic education for youth and community members
- **Strengthens** unity through cultural diversity and shared purpose
- **Inspires** future generations to protect and participate in democracy





Public Impact



REACH
500,000+
**RESIDENTS &
VISITORS**



EDUCATION
40,000+
**STUDENTS &
PATRONS**



**ECONOMIC
IMPACT**
**LOCAL
BUSINESS**



LEGACY
**STRENGTHEN
CIVIC PRIDE**



Steering Committee

- County leaders
- All local municipalities
- Marion County Public School System
- Nonprofits & civic organizations
- Business community

**Demonstrates collaboration
and shared purpose.**



What's been done **so far?**





One Nation, Many Stories

Our Public Library has already begun the work of capturing the stories of our local veterans.





America Prays Initiative

- Encourages weekly prayer for the nation
- Weekly prayer meetings are being proposed starting **January 2026**
- Will hold a meeting with the faith community to help spread this message.





Sir Francis Marion **Plaque**



**Proposed creation of a Sir Francis Marion
“Swamp Fox” plaque to be placed at
Ocala/Marion Veterans Memorial Park
near the Daughters of the American
Revolution freedom tree.**



\$15,000 grant



Marion County Day 2026



SAT

MAR

28

2026

- 15,000 + in attendance
- Highlighting county departments and local agencies/groups



MCPS

MARION COUNTY PUBLIC SCHOOLS

"Helping Every Student Succeed"

SPECIAL MCPS BATTLE OF THE BANDS & ART COMPETITION



Proposed Events & Activities

- Civic **education** programs (workshops, school visits)
- Freedom-focused **celebrations**
 - Independence Day, Bill of Rights Day
- Veteran & first responder **recognition ceremonies**
- Local groups to share history through **storytelling**
- Youth **Contests** & Engagement Programs on social media
- **Voter** Registration Drives
- America 250 **Ball**
- Patriot **Parade**
- **4** for the **Fourth** 



Finale Event

Week of July 4, 2026

**Patriotic Parade leading up to a
fireworks show in multiple locations.**



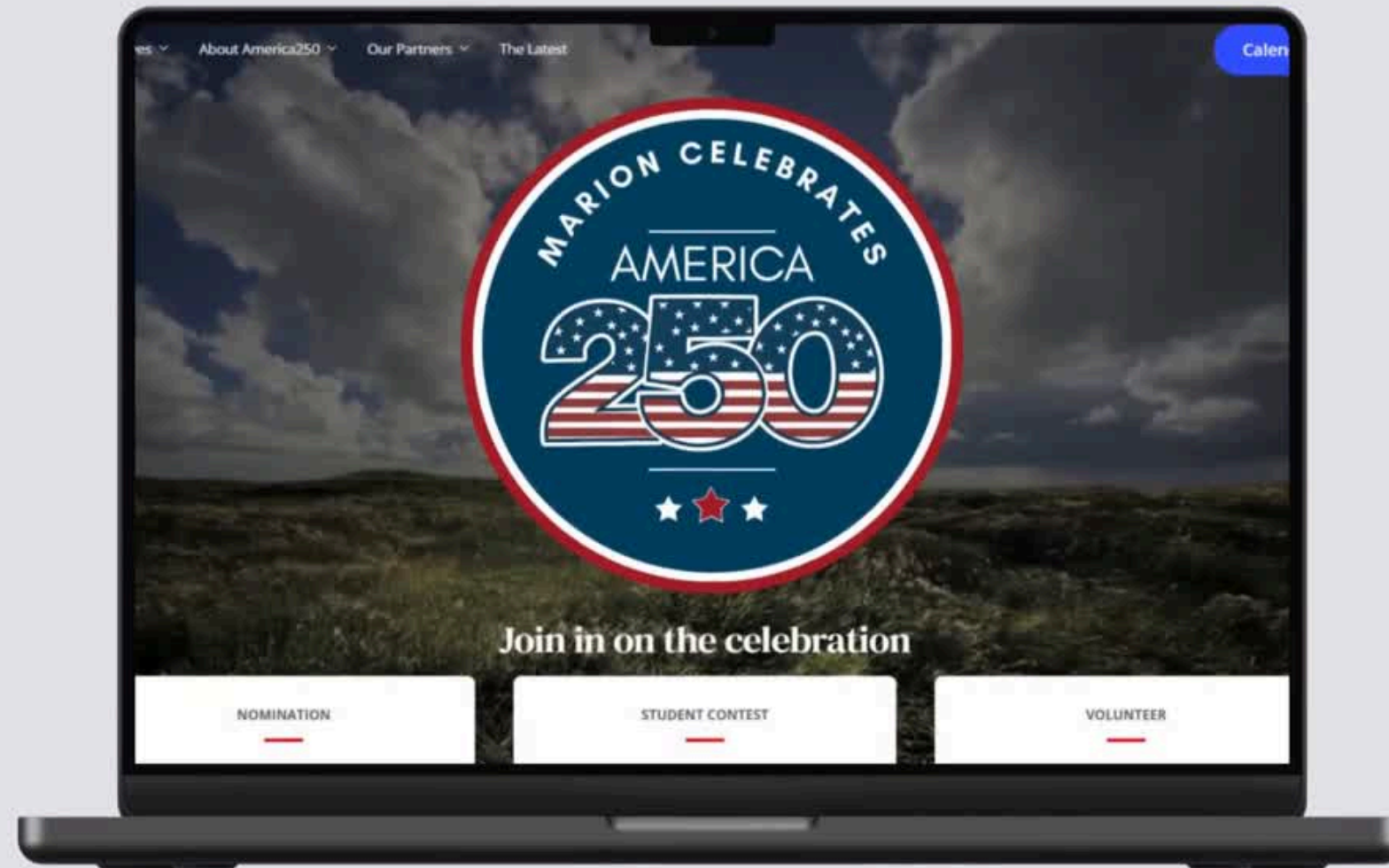


Proposed Logos





Webpage & Social





Potential Funding Sources

- Tourism Development Council Funding
- Tourism Grant(s) such as Visit Florida
- Fund Raising Opportunities
- America 250 Ball
- Sponsorships



Estimated Budget & Cost

- Educational Materials
- Event Expenses
- Historical Speakers/Guides
- Recognition Programs
- Firework show on the 4th of July

ESTIMATED TOTAL: \$250,000



Sponsorships

- **The local community will be invited to take part!**
- **Sponsorships will help offset the costs of the celebration.**





Sponsorship Options



**TITLE
SPONSOR**



**PATRIOT
SPONSOR**



**HERITAGE
SPONSOR**



**LIBERTY
SPONSOR**



**À LA CARTE
SPONSOR**



The journey toward this historic milestone is an opportunity to pause and reflect on our nation's past, honor the contributions of all Americans, and look ahead toward the future we want to create for the next generation and beyond.





Marion County Tourist Development Council

Agenda Item

File No.: 2025-20960

Agenda Date: 10/23/2025

Agenda No.: 7.2

SUBJECT:
North Central Florida Regionalism

DESCRIPTION/BACKGROUND:
Information only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20961

Agenda Date: 10/23/2025

Agenda No.: 7.3

SUBJECT:

Marketing Assistance Funding Program FY 25 Report

DESCRIPTION/BACKGROUND:

Information only.



Marketing Assistance Funding Program Fiscal Year 2024–2025

Executive Summary

The Marketing Assistance Funding Program (MAFP) supported 13 local businesses and cultural organizations in Marion County with targeted marketing grants to enhance their visibility, drive tourism, and grow audience engagement. The program funded digital campaigns, print and radio advertising, website enhancements, and media production.

Program Highlights

- Total Applicants Funded: 13
- Total Budget: \$75,000
- Total Reimbursed: \$36,652.94
- Marketing Channels Used:
 - Digital Advertising (Facebook, Instagram, Google)
 - Print Media (Magazines, Newspapers)
 - Website Development
 - Email Marketing
 - Radio and TV Ads
 - Photography & Video Production



Marketing Assistance Funding Program Fiscal Year 2024–2025

Impact Snapshot

- **Web & Social Engagement:**
 - Multiple partners saw 300–800% increases in website visitors and social media impressions.
 - Fort King Heritage Foundation gained 438 new followers on social media and over 200K video views.
 - Diamondz and Pearlz saw views surge from 14,000 to over 521,000 on social media.
- **Bookings & Attendance:**
 - Grandview Clydesdale Tours nearly doubled bookings post-campaign.
 - Beautiful Creatures Animal Ranch saw bookings double, confirmed by call tracking.
- **Out-of-County & Global Reach:**
 - Targeted campaigns reached across Florida, the U.S., and internationally (UK, Canada, India, Germany, Australia, etc.).
 - Marion Cultural Alliance’s website gained 10,000+ new users, many from large metro areas and international locations.

Successful Use Cases

- Acadia Acres and Swampy’s Bar and Grille leveraged Facebook ads to quadruple web traffic.
- Appleton Museum aligned print ads with distribution areas and saw 22.7% engagement from targeted zip codes.
- Reilly Arts Center and Rainbow Springs Art strategically used local publications to attract visitors from surrounding counties.



Marketing Assistance Funding Program Fiscal Year 2024–2025

Challenges & Withdrawals

- 5 applicants withdrew or did not complete their campaigns due to business closures, incomplete projects, or other issues.

Conclusion

The MAFP proved highly effective in strengthening tourism marketing for small businesses and cultural organizations. Measurable outcomes, such as increased bookings, expanded regional visibility, and digital engagement, reinforce the value of continued investment in targeted marketing support.



Marketing Assistance Funding Program Fiscal Year 2024–2025

Detailed Report

Program Overview

The Marketing Assistance Funding Program provided financial support to local businesses and cultural organizations to enhance marketing efforts aimed at increasing visibility, driving tourism, and expanding audience engagement. Of the 18 approved applicants, 13 partners completed their campaigns and submitted reimbursement requests. Five applicants either withdrew or did not follow through with submission.

Partner Outcomes

1. Acadia Acres

- Funding Requested/Reimbursed: \$5,000 / \$5,000
- Activities: Digital marketing – social media, SEO, email campaigns
- Content Examples:
 - "Discover the Wildlife of Ocala"
 - "Movie Night Under the Stars"
- Results:
 - Website traffic increased from 579 to 2,569 unique visitors
 - Out-of-county reach: U.S. (e.g., Williston, Wellington), and internationally (e.g., Canada, UK, India, Australia)



Marketing Assistance Funding Program Fiscal Year 2024–2025

2. Appleton Museum of Art

- Funding Requested/Reimbursed: \$5,000 / \$2,820
- Activities: Print, billboard, and direct mail advertising
- Publications: Fort Myers Magazine, Tampa Bay Magazine, Lake Sumter Style
- Results:
 - 1,008 zip codes collected (458 out-of-county)
 - 22.7% of out-of-county visitors were from target distribution areas
 - Out-of-county reach: Pinellas, Hillsborough, Collier, Lake, and Sumter Counties

3. Crazy Cucumber

- Funding Requested/Reimbursed: \$5,000 / \$329.69
- Activities: Facebook post, new photography
- Results:
 - Social media viewers increased from 1,300 to 4,100
 - Social media views increased from 4,300 to 9,400
 - Out-of-county reach: Citrus, Alachua, Volusia, and surrounding counties

4. Diamondz and Pearlz

- Funding Requested/Reimbursed: \$5,000 / \$1,690.68
- Activities: Facebook marketing
- Results:
 - Views surged from 14,090 to 521,634
 - Out-of-county reach: California, New York, Georgia, Fort Myers, Jacksonville



Marketing Assistance Funding Program Fiscal Year 2024–2025

5. Beautiful Creatures Animal Ranch

- Funding Requested/Reimbursed: \$5,000 / \$2,328.17
- Activities: Facebook marketing, print, and digital ad design
- Results:
 - Bookings doubled during campaign (based on area code data)
 - Out-of-county reach: Daytona Beach, Jacksonville, Tampa, Orlando

6. Fort King Heritage Foundation

- Funding Requested/Reimbursed: \$5,000 / \$5,000
- Activities: Facebook & Instagram campaigns
- Results:
 - Facebook:
 - +223 followers (total 850), 143K video plays, 1,220 website clicks
 - Instagram:
 - +215 followers (total 230), 66K video plays, 1,625 website clicks
 - Out-of-county reach: Tampa, Gainesville, Jacksonville, St. Petersburg

7. Grandview Clydesdale Tours

- Funding Requested/Reimbursed: \$5,000 / \$5,000
- Activities: Print & digital advertising, website enhancement, photography
- Publication: The Villages Daily Sun
- Results:
 - Bookings increased from 48 to 84
 - 88% of publication circulation outside Marion County



Marketing Assistance Funding Program Fiscal Year 2024–2025

8. Horse and Hounds Restaurant

- Funding Requested/Reimbursed: \$5,000 / \$329.84
- Activities: Facebook marketing, new photography
- Results:
 - Social media viewers increased from 588 to 1,959
 - Social media views increased from 1,400 to 5,776
 - Out-of-county reach: Citrus, Sumter, Alachua, Volusia Counties

9. Marion Cultural Alliance

- Funding Requested/Reimbursed: \$5,000 / \$5,000
- Activities: Website enhancements – Ocala Metro Art Scene
- Results:
 - Gained 10,038 website new users
 - Out-of-county reach: Major Florida cities and internationally (Ireland, Singapore, Germany, etc.)

10. Marion Theatre

- Funding Requested/Reimbursed: \$2,500 / \$2,499.71
- Activities: Facebook advertising
- Results:
 - Social media impressions increased from 311,310 to 823,506
 - Out-of-county reach: Gainesville, Homosassa, The Villages



Marketing Assistance Funding Program Fiscal Year 2024–2025

11. Rainbow Springs Art

- Funding Requested/Reimbursed: \$5,000 / \$1,325
- Activities: Print and radio advertising
- Publications: Citrus County Life Magazine, WUFT
- Out-of-county reach: 12 surrounding counties including Alachua, Gilchrist, and Columbia

12. Reilly Arts Center

- Funding Requested/Reimbursed: \$5,000 / \$5,000
- Activities: Digital and print marketing
- Publications: Lake Sumter Style, The Villages Daily Sun
- Out-of-county reach: The Villages, Gainesville, Lake and Sumter Counties

13. Swampy's Bar and Grille

- Funding Requested/Reimbursed: \$5,000 / \$329.85
- Activities: Facebook post, new photography
- Results:
 - Social media viewers increased from 1,900 to 9,416
 - Social media views increased from 4,500 to 15,175
 - Out-of-county reach: Citrus, Alachua, Lake, Volusia Counties



Marketing Assistance Funding Program Fiscal Year 2024–2025

Withdrawn or Inactive Participants

- Big Lee's Serious About BBQ – Withdrew
- Gypsy Gold Horse Farm – Withdrew
- James Two Brothers Distillers – Closed
- Midtown Eateries – Withdrew (facility not ready)
- Ocala Main Street – Did not submit reimbursement
- Santos Bike Shop – Withdrew



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20962

Agenda Date: 10/23/2025

Agenda No.: 7.4

SUBJECT:

Third Tourism Annual Meeting - December 11, 2025

DESCRIPTION/BACKGROUND:

Information only.



Please join us for the

Ocala/Marion County Tourism Annual Meeting

"The Tourism Express"

WORLD EQUESTRIAN CENTER
EXPO 2 | 1598 NW 87th Ct Rd Ocala, FL

December 11, 2025

Breakfast & Tradeshow 8 AM
Formal Program 9:30 - 10:30 AM

GUEST SPEAKERS:

Bryan Griffin, President & CEO
VISIT FLORIDA

Lauren Pace, VP of Marketing
Destinations International

SCAN FOR
DETAILS/RSVP



TOURISM

For more info, please contact 352-438-2800 or visit@marionfl.org



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20963

Agenda Date: 10/23/2025

Agenda No.: 7.5

SUBJECT:

TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:

Information only.

TDT COLLECTIONS

	ACTUAL 4% FY 17-18	ACTUAL 4% FY 18-19	ACTUAL 4% FY 19-20	ACTUAL 4% FY20-21	ACTUAL 4% FY21-22	ACTUAL 4% FY22-23	ACTUAL 4% FY23-24	ACTUAL 4% FY24-25	Change from Last Year	PROJECTED AVERAGE (Last 5 Years)			
						PTD	PTD	Monthly PTD		4%			
OCT	259,157.91	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	\$ 13,464.49	281,012.55
NOV	259,465.87	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	\$ 209,135.63	307,901.70
DEC	259,851.68	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	\$ 63,654.28	321,915.50
JAN	227,275.36	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	\$ 137,833.94	324,330.36
FEB	286,456.85	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	\$ 101,287.34	409,020.59
MAR	350,071.35	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	\$ 20,455.10	483,280.58
APR	359,327.08	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	\$ (402,928.11)	524,380.02
MAY	262,256.88	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	\$ 456,479.72	364,589.43
JUN	199,261.84	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	\$ 69,012.03	319,637.89
JUL	212,855.41	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	\$ 472,974.16	369,146.03
AUG	197,702.74	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	\$ 171,122.87	375,663.78
SEPT	188,010.37	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	\$ (4,122.10)	322,311.75
TOTAL:	\$ 3,061,693.34	\$ 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		\$ 1,308,369.35	\$ 4,403,190.16
***Payment reporting period contains revenue period from prior month (i.e., March reporting is February revenues).													

The months shown in red denote the time frame in which the Tax Collector's office was switching between payment platforms which resulted in a lag in reporting.

RPT LINE	REVENUE PERIOD	SEPT.24	OCT.24	NOV.24	DEC.24	JAN.25
	REPORTING PERIOD	OCT.24	NOV.24	DEC.24	JAN.25	FEB. 25
	REMITTANCE DATE	NOV.24	DEC.24	JAN.25	FEB.25	MAR.25
1	Gross Rental Receipts	10,407,695.73	15,048,140.88	12,808,134.10	14,652,715.23	16,736,590.10
2	Exempt Rental Receipts	623,818.09	648,958.86	847,195.76	769,691.01	625,432.40
3	Taxable Rental Receipts	9,783,877.64	14,399,182.02	11,960,938.34	13,883,024.22	16,111,157.70
4	Total Tax Collected	391,355.15	575,967.29	478,437.58	555,320.96	644,446.40
5	Adjustments	0.06	0.45	-	0.51	1.50
6	Bal Fwd / Overpaid	-	-	-	-	-
7	Total Tax Due	391,355.21	575,967.74	478,437.58	555,321.47	644,447.90
8	Less Collection Allow	(2,240.82)	(2,150.90)	(2,226.25)	(2,807.17)	(2,638.28)
9	Plus Penalty	2,102.99	2,147.83	610.00	1,154.96	4,255.06
10	Plus Interest	56.23	199.83	33.53	120.02	120.65
11	Current Amount Due	391,273.61	576,164.50	476,854.86	553,789.28	646,185.33
12	Credit Balance Used					
13	Underpayments					
14	NSF Cancels					
15	Total Amount Collected	391,273.61	576,164.50	476,854.86	553,789.28	646,185.33
16	Current Total Rate					
17	Dist to TD Council					
18	BCC	379,319.18	558,879.61	462,549.20	537,175.62	626,799.77
19	Tax Collector Comm	11,954.43	17,284.89	14,305.66	16,613.66	19,385.56
20	Total Collections Dist.	391,273.61	576,164.50	476,854.86	553,789.28	646,185.33

FEB.25	MAR.25	APR.25	MAY.25	JUN.25	JUL.25	AUG.25
MAR.25	APR.25	MAY.25	JUN.25	JUL.25	AUG. 25	SEPT. 25
APR.25	MAY.25	JUN.25	JUL.25	AUG.25	SEPT. 25	OCT.25
						181,040,866.54
16,746,386.68	7,811,850.49	25,160,599.87	12,710,792.62	24,326,822.73	15,334,899.92	9,296,238.19
	257,211.80	1,219,732.02	661,322.89	604,413.54	829,551.71	482,161.26
	7,554,638.69	23,940,867.85	12,049,469.73	23,722,409.19	14,505,348.21	8,814,076.93
669,855.55	302,185.57	957,634.66	481,978.78	948,896.39	580,231.98	352,563.13
-	13.95-	6.32	-	0.96	0.03	0.01-
-	-	-	-	-	-	-
669,855.55	302,171.62	957,640.98	481,978.78	948,897.35	580,214.01	352,563.12
(2,884.84)	(861.23)	(4,484.98)	(3,046.15)	(4,414.03)	(3,991.26)	(2,696.40)
2,167.71	2,372.05	30,194.92	6,710.27	7,239.43	12,441.97	467.60
10.23	102.35	1,460.44	550.25	399.99	679.84	(35.40)
669,246.77	303,784.79	984,811.36	486,193.16	952,122.74	589,344.56	352,298.92
669,246.77	303,784.79	984,811.36	486,193.16	952,122.74	589,344.56	350,298.92
						6,789,546.41
649,169.37	294,671.29	955,267.16	471,607.39	923,559.18	580,771.55	349,777.09
20,077.40	9,113.50	29,544.20	14,585.77	28,563.56	8,573.01	521.83
669,246.77	303,784.79	984,811.36	486,193.16	952,122.74	589,344.56	350,298.92



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20964

Agenda Date: 10/23/2025

Agenda No.: 7.6

SUBJECT:
Marketing and Communications Update

DESCRIPTION/BACKGROUND:
Information only.



Marketing & Communications Update October 2025

- **Current Running Media**

- Print:
 - Visit Florida Vacation Guide – (2025)
 - Full page Ad
 - Florida Farm & Family
 - Full Page Ad (Fall 2025)
- Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Lamar
 - 1 Billboard
- Digital (*In September, most media closes out ahead of the end of the fiscal year*)
 - **Ad + Genuity DSP (always on)**
 - Total Impressions for September 2025 : 1.2 M
 - Total Clicks for September 2025: 5,720 clicks
 - Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2024-September 2025)
 - Sponsored Destination on site
 - Undertone
 - Total impressions for September 2025: 497,700
 - Total clicks for September 2025: 4,882
 - Odyssey
 - Youtube Instream + Shorts
- Social (always on)
 - Facebook/Instagram
 - YouTube
- Search (always on)
 - Keyword and Performance MAX through Google

- **Industry/Advocacy Communications**

- Accommodators Focus Group
 - September 30, 2025
 - Location: Ocala/Marion County VCB
- Hospitality and Tourism Class
 - September 23, 2025
 - Location: College of Central Florida
 - Staff provided a lecture to the Hospitality and Tourism Class that is part of the new Hospitality and Tourism program at College of Central Florida
- Marion County Parks and Recreations' Fall Carnival
 - October 4, 2025



- Location: Southeastern Livestock Pavillion
- Over 500 vacation guides given out

- **Public Relations**

- VISIT FLORIDA Satellite Media Tour (SMT) – National Thrive Outside Day
 - September 30, 2025
 - Audience impressions: over **14.2 million**
 - **25** interviews across national and local broadcast hitting campaign key markets including but not limited to **Boston, Chicago, Philadelphia, and Los Angeles;**
- VISIT FLORIDA Huddle UK and Ireland
 - September 22-23, 2025
 - Location: London, UK
- VISIT FLORIDA Domestic Media Mission
 - October 14-16, 2025
 - Location: Nashville, TN and New York City, NY
- Press Releases:
 - What's New in Ocala/Marion County for VISIT FLORIDA Huddle UK & Ireland
 - What's New in Ocala/Marion County for VISIT FLORIDA Domestic Media Mission



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20965

Agenda Date: 10/23/2025

Agenda No.: 7.7

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information only.



Monthly Sales Update October 23, 2025

- **Leads**

- Blue Knights Florida Spring Meeting
 - April 12-15, 2026
 - Estimated Room Nights: 300
- 3Step Sports Volleyball Tournament
 - April/May 2026 and 2027
 - Estimated Room Nights: 500
- Babe Ruth 13U, 14U, & 15U Southeast Regional
 - July 15-18, 2026 (actual dates TBD)
 - Estimated Room Nights: 750
- Fishers of Men District 12 Championship Tournament
 - October 13-17, 2026
 - Estimated Room Nights: 200

- **Ongoing Leads**

- State Emergency Response Commission (SERC) Meeting
 - November 5-6, 2025
 - Estimated Room Nights: 120
- Florida Hospital Association Board Retreat
 - May 8-10, 2026
 - Estimated Room Nights: 80
- Florida Hospital Association Workforce Summit
 - September 11-12, 2026
 - Estimated Room Nights: 200
- UF/IFAS Extension Office Annual Conference
 - May 9-12, 2027
 - Estimated Room Nights: 1,215
- Florida Supervisors of Elections Annual Winter Conference
 - December 5-8, 2027
 - Estimated Room Nights: 380

- **Tradeshow/Conferences**

- FSAE Central Florida Power Luncheon
 - November 6, 2025 – Tampa



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20966

Agenda Date: 10/23/2025

Agenda No.: 7.8

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
Ocala International Horse Show	October 21, 2025	October 25, 2025	WEC
Witch's Brew Spell-A-Thon Softball Tournament	October 24, 2025	October 26, 2025	Shocker Park/Ocala Regional Sportsplex
FHSAA Swimming & Diving State Championships	November 7, 2025	November 15, 2025	FAST
AYF Football Southeast Regional Championships	November 14, 2025	November 16, 2025	WPHS/Ocala Regional Sportsplex
Fiddler's Turkey Run	November 25, 2025	November 29, 2025	WEC
AHAF Holiday Festival Arabian Horse Show	November 26, 2025	November 29, 2025	WEC
WEC Winter Spectacular Week 1	December 31, 2025	January 4, 2026	WEC
HITS Post Time Farm Premier I and HITS Post Time Farm Premier II	January 1, 2026	January 11, 2026	HITS Post Time Farm
WEC Winter Spectacular Week 2	January 6, 2026	January 11, 2026	WEC
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
WEC Winter Spectacular Week 5	January 27, 2026	February 1, 2026	WEC
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
WEC Winter Spectacular Week 8	February 17, 2026	February 22, 2026	WEC
WEC Winter Spectacular Week 9	February 24, 2026	March 1, 2026	WEC
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
WEC Winter Spectacular Week 11	March 11, 2026	March 15, 2026	WEC
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



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20967

Agenda Date: 10/23/2025

Agenda No.: 8.1

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information only.

Ocala/Marion County Visitors & Convention Bureau Sales Report
9/25/2025 - 10/23/2025

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	4/12/2026	Local	\$0.00	150	100	300	0
				0	4/15/2026	new	\$0.00	200			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/19/2026	State	\$0.00	30	28	82	0
				148	4/24/2026	new	\$0.00	30			
American Youth Football	Southeast Regional Championship	Corry Locke 100.0%	Sports	Website	11/14/2025	Regional	\$530,633.00	1,500	300	650	0
				0	11/16/2025	new	\$0.00	1,750			
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
				0	11/29/2025	repeat	\$0.00	2,300			
Babe Ruth League	13U, 14U, & 15U Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$0.00	500	150	750	0
				0	7/18/2026	repeat	\$0.00	600			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email	7/24/2026	State	\$0.00	375	250	900	0
				0	7/31/2026	new	\$0.00	450			
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/18/2026	National	\$0.00	0	250	1,010	0
				0	2/21/2026	new	\$0.00	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
				0	11/29/2025	new	\$0.00	800			

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
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0
				144	11/15/2025	new	\$0.00	1,500			
HITS, LLC	HITS Post Time Farm Premier I & II	Corry Locke 100.0%	Equine	Email	12/31/2025	International	\$2,035,783.00	660	228	2,500	0
				0	1/12/2026	repeat	\$0.00	1,085			
HITS, LLC	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Corry Locke 100.0%	Equine	Website - Sports RFP	3/4/2026	International	\$4,953,943.00	2,112	156	2,000	0
				0	3/22/2026	repeat	\$0.00	3,060			
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website - Sports RFP	2/4/2026	International	\$8,283,188.00	2,112	156	2,000	0
				0	3/1/2026	repeat	\$0.00	3,060			
HITS, LLC	HITS Ocala Winter Circuit, Event I, Weeks 1-3	Corry Locke 100.0%	Equine	Website - Sports RFP	1/14/2026	International	\$3,189,512.00	2,112	156	2,000	0
				0	2/1/2026	repeat	\$0.00	3,060			
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace	1/17/2026	Regional	\$3,544,580.00	5,400	1,000	3,000	0
				0	1/19/2026	repeat	\$0.00	9,300			
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace	4/11/2026	Regional	\$3,124,259.00	5,400	1,250	2,500	0
				0	4/12/2026	repeat	\$0.00	7,700			
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference	5/9/2026	National	\$564,610.00	250	70	560	0
				0	5/15/2026	new	\$0.00	300			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/14/2027	National	\$0.00	1,500	350	1,200	0
				0	4/17/2027	repeat	\$0.00	1,600			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2026	National	\$0.00	1,500	350	1,200	0
				0	4/18/2026	repeat	\$0.00	1,600			

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
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP 0	10/21/2025 10/25/2025	International repeat	\$1,312,495.00 \$0.00	1,500 1,700	380	1,400	0
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Email 0	10/24/2025 10/26/2025	Regional repeat	\$1,228,892.00 \$0.00	1,350 1,500	893	1,500	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

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 #5- National & FEI	Corry Locke 100.0%	Equine	Website	1/28/2026	National	\$1,829,679.00	4,280	369	1,669	0
				0	2/1/2026	repeat	\$0.00	7,133			
World Equestrian Center	Winter Series Week #4 - National & FEI	Corry Locke 100.0%	Equine	Website	1/21/2026	National	\$1,601,623.00	3,516	369	1,481	0
				0	1/25/2026	repeat	\$0.00	5,860			
World Equestrian Center	Winter Series Week 3 - National Show and FEI	Corry Locke 100.0%	Equine	Website	1/14/2026	National	\$1,682,399.00	3,745	311	1,551	0
				0	1/18/2026	repeat	\$0.00	6,242			
World Equestrian Center	Winter Series Week 2 - National Show and FEI	Corry Locke 100.0%	Equine	Website	1/7/2026	National	\$1,526,529.00	3,736	369	1,152	0
				0	1/11/2026	repeat	\$0.00	6,227			
World Equestrian Center	Winter Series Week 1 - National	Corry Locke 100.0%	Equine	Website	1/1/2026	National	\$1,630,098.00	2,458	369	1,476	0
				0	1/4/2026	repeat	\$0.00	4,096			
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/27/2026	National	\$2,386,697.90	800	275	1,750	0
				0	7/31/2026		\$0.00	1,000			
VISIT FLORIDA	VISIT FLORIDA Press Trip - Colorado Content Creators	Jessica Heller 100.0%		Email	10/17/2025	National	\$0.00	2	1	2	0
				149	10/19/2025	new	\$0.00	2			
					Event Count:	35	\$58,952,405.90	76,303	11,842	50,752	0
							\$0.00	118,346			

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	
Florida Senior Games	FSG Softball Tournament	Corry Locke 100.0%	Sports	Phone	9/27/2025	State	\$149,368.61	250	25	50	0	
				0	9/27/2025	new	\$0.00	300				
Florida Swimming Pool Association	Florida Swims High School Swim Meet	Corry Locke 100.0%	Sports	Email	10/3/2025	State	\$341,945.00	1,000	250	250	0	
				0	10/4/2025	new	\$0.00	1,650				
Meeting Planners International	Tampa Area Board Retreat	Corry Locke 100.0%	Corporate	Referral	10/2/2025	State	\$0.00	11	11	22	0	
				0	10/4/2025	new	\$0.00	11				
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/21/2025	International	\$1,312,495.00	1,500	380	1,400	0	
				0	10/25/2025	repeat	\$0.00	1,700				
VISIT FLORIDA	VISIT FLORIDA Press Trip - Colorado Content Creators	Jessica Heller 100.0%		Email	10/17/2025	National	\$0.00	2	1	2	0	
				149	10/19/2025	new	\$0.00	2				
						Event Count:	5	\$1,803,808.61	2,763	667	1,724	0
								\$0.00	3,663			

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	
Babe Ruth League	13U, 14U, & 15U Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$0.00	500	150	750	0	
				0	7/18/2026	repeat	\$0.00	600				
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website -	2/4/2026	International	\$8,283,188.00	2,112	156	2,000	0	
				Sports RFP	3/1/2026	repeat	\$0.00	3,060				
HITS, LLC	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Corry Locke 100.0%	Equine	Website -	3/4/2026	International	\$4,953,943.00	2,112	156	2,000	0	
				Sports RFP	3/22/2026	repeat	\$0.00	3,060				
						Event Count:	3	\$13,237,131.00	4,724	462	4,750	0
								\$0.00	6,720			

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	
Fort King Heritage Foundation	2026 Seminole Wars Convocation	Bryan Day 100.0%	Education	Email	4/24/2026	Local	\$0.00	0	0	0	0	
				0	4/26/2026	new	\$0.00	0				
Babe Ruth League	13U, 14U, & 15U Southeast Regional Championship	Corry Locke 100.0%	Sports	Phone	7/15/2015	Regional	\$0.00	500	200	800	0	
				0	7/19/2015	new	\$0.00	600				
					Event Count:		2	\$0.00	500	200	800	0
								\$0.00	600			



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20968

Agenda Date: 10/23/2025

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										
Jeff Bailey					X				X		
Victoria Billig			X		X			* #			
Danny Gaekwad			X		X						
Jason Reynolds	X			X	X			X	- #		
Barry Mansfield	X		X								
Christopher Fernandez		X									
Ron Livsey				X					X		
Bobby Walker									+X		
Carl Zalak	X					X					

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned