

MEMORANDUM OF UNDERSTANDING

BETWEEN

MARION COUNTY TOURIST DEVELOPMENT DEPARTMENT

AND

MARION COUNTY PARKS AND RECREATION DEPARTMENT

This **Memorandum of Understanding** (hereinafter referred to as "MOU") is made and entered into by and between the **Marion County Tourist Development Department**, a Department of Marion County, a political subdivision of the State of Florida (hereinafter referred to as "MCTDD") and **Marion County Parks & Recreations Department**, a Department of Marion County, a political subdivision of the State of Florida (hereinafter referred to as "MCPR"), related to the Marketing Assistance Funding Program.

WHEREAS, MCPR markets Marion County's recreational programs and year-round experiences to tourists from communities outside of Marion County, thereby leveraging the Ocala/Marion County destination brand; and

WHEREAS, MCTDD continues to pursue the maximizing of the recreational value and economic impact of tourism to Marion County, through MCTDD grant funding programs, including its Marketing Assistance Funding Program; and

WHEREAS, this MOU reflects a commitment between MCTDD and MCPR to support a common vision and goal.

NOW THEREFORE, in consideration of the mutual terms, conditions, promises and covenants hereinafter set forth, MCTDD and MCPR agree as follows:

1. Purpose

This MOU will detail the relationship between MCTDD and MCPR concerning the Marketing Assistance Funding Program approved by the Marion County Board of County Commissioners on October 7, 2025, in the amount of Two Thousand and Five Hundred Dollars and no cents (\$2,500.00). This funding is a reimbursement and is governed by the **Marketing Assistance Funding Program Guidelines**.

2. Project and Deliverables

MCPR agrees to market their year-round experiences, leveraging the Ocala/Marion County destination brand. As part of this, MCPR will:

- Credit the Ocala/Marion County Visitors and Convention Bureau (OMCVCB) on all project marketing materials, both online and offline.
- Include the OMCVCB logo on all printed and digital marketing collateral.
- Adhere to the OMCVCB Brand Toolkit and any other guidelines issued by OMCVCB.
- Provide all proposed marketing materials to OMCVCB for review and approval before publication. Recipients' marketing efforts must be approved and deployed within three (3) months of the Memorandum of Understanding, but no later than March 2, 2026.

- All eligible expenses must be incurred from the date of execution of this MOU to September 30, 2026, hereby designated as the deadline for the Project's completion, (the "Project End Date") in order to be entitled to reimbursement.
- The MCTDD is only a financial contributor and is not responsible for any debt incurred or liability related to the project.

3. MOU Documents

This MOU between the MCTDD and MCPR incorporates by reference as if fully set forth herein the MCTDD's Marketing Assistance Funding Program Guidelines, MCPR's submitted application, and any attachments or addenda. The MOU Documents represent the entire agreement between the parties and supersede all prior negotiations.

4. Reporting and Reimbursement

MCTDD will review all submitted documentation for reimbursement and will only accept items that are eligible according to the **Marketing Assistance Funding Program Guidelines**. All reimbursement requests, including a final report and supporting documentation, must be submitted to the OMCVCB by **September 30, 2026**.

5. Duration and Termination

This MOU shall become effective upon signature by the authorized officials from both departments. It will remain in effect until modified or terminated by mutual consent. In the absence of a mutual agreement, this MOU shall end upon the reimbursement of the approved and appropriate expenditures by the Tourist Development Department to the Parks and Recreation Department, as outlined in the guidelines.

6. Contact Information

Tourist Development Department
Loretta Shaffer, Director
109 W Silver Springs Blvd, Ocala, FL 34475
Phone: 352-438-2800
Direct: 352-438-2804
Email: Loretta.Shaffer@marioncountyfl.org

Parks and Recreation Department
Jim Couillard, Director
111 SE 25th Ave, Ocala, FL 34471
Phone: 352-671-8560
Direct: 352-438-8559
Email: Jim.Couillard@marioncountyfl.org

7. AMENDMENTS

This MOU may be modified, altered or revised as necessary by mutual consent of the parties signing this MOU. Requests to amend or modify this MOU shall be submitted in writing to the other party at least 30 days prior to the effective date of change. Upon the execution of any amendment, same shall be incorporated and made a part of this MOU.

8. PUBLIC RECORDS

IF EITHER PARTY HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS MOU, CONTACT COUNTY'S CUSTODIAN OF PUBLIC RECORDS AT:

Office of Public Relations 601 SE 25th Ave.

Ocala, FL 34471

Phone: 352-438-2300

Fax: 352-438-2309

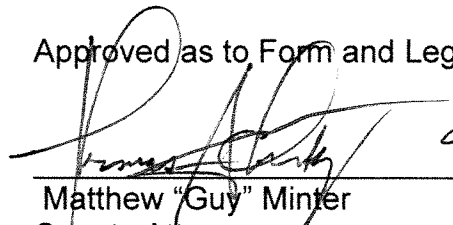
Email: PublicRelations@MarionFL.org

IN WITNESS WHEREOF, the Parties have entered into this MOU by their duly authorized officers on the date of the last signature below.

**MARION COUNTY, A POLITICAL SUBDIVISION
OF THE STATE OF FLORIDA**

Mounir Boyounes. Date
County Administrator

Approved as to Form and Legal Sufficiency

 9/2/25

Matthew "Guy" Minter Date
County Attorney

Marion County Tourist Development Department

By: _____
Printed Name: Loretta Shaffer, Director
Date: _____

Marion County Parks and Recreations Department

By: _____
Printed Name: Jim Couillard, Director
Date: _____