

MARION COUNTY BOARD OF COUNTY COMMISSIONERS

APPLICATION FOR APPOINTMENT TO ADVISORY BOARD

MARION COUNTY BCC

APPLICATION DATE: 10/28/25

OCT 29 2025

BOARD NAME: Tourist Development Council

PERSONAL INFORMATION

Name: Kelli Holt
Occupation: Director of Sales & Marketing - Hotel
If Retired, previous occupation: N/A
Address: 13920 SW 33rd Terrace
City: Ocala State: FL ZIP: 34473
Phone#:
E-mail Address: KelliAnnHolt@gmail.com

MAILING ADDRESS (If different from residence):

Address: _____ City: _____
State: _____ ZIP: _____

Is your address or any other personal information exempt under Florida Statute 119.07? Yes ___ No ☒
If yes, please submit a signed Marion County Public Records Act Exempt Form (available upon request).

What is your preferred form of communication? Phone ☒ Mail ___ Email ___

The following data is collected in accordance with Florida Statute, Section 760.80, for the purpose of statistical reporting and ensuring compliance with diversity and inclusion guidelines. Your responses will be kept confidential and will not affect your application.

Gender: Male ___ Female ☒ Prefer not to disclose ___

Physically Disabled: Yes ___ No ☒ Prefer not to disclose ___

Race: African-American ___ Native-American ___ Caucasian ☒ Other ___
Hispanic/Latino ___ Asian -American ___ Prefer not to disclose ___

Are you a registered voter? Yes ☒ No ___

Do you own homestead property in Marion County? Yes ___ No ☒

Are you employed by Marion County or have relatives that are Marion County employees? Yes ___ No ☒
If yes, please provide position, department and/or relationship to County employee and their position/department

Do you currently work for an entity or agency that either receives funding from, or has a contract with the County to perform services? Yes ☐ No ☒

Are you, your spouse, or children, currently an officer, director, or partner in any entity or agency that receives funding from, or has a contract with the county? Yes ☐ No ☒

If yes, please submit a signed **FORM 4a - Disclosure of Business Transaction, Relationship, or Interest**. (Available upon request).

Have you been convicted (including a withholding of adjudication), pled guilty or pled to a Nolo Contendere (no contest) to a misdemeanor or felony (including a criminal traffic violation)? Yes ☐ No ☒

A 'YES' answer will not automatically disqualify you from serving on an advisory board. The nature, severity, and date of the offense will be considered in relation to the position. If unsure about the details of a criminal case, contact the relevant agency to ensure accuracy when reporting your history. Failure to do so may result in removal from the board. If you answered 'YES,' please provide details. You may use an additional sheet if needed.

WHY DO YOU DESIRE TO SERVE ON THIS/THESE BOARDS?
(Include current or previous work experience; community involvement; interests/activities) See Page 4

SERVING ON OTHER BOARDS

Do you currently serve on any other boards in Florida, or are you an elected or appointed state, county (Marion County or other county) or municipal ("city") office holder? Yes ☐ No ☒

If yes, which board? _____

(Important: You may not serve on more than one (1) Substantive Board: Board of Adjustment; Code Enforcement Board; License Review Board; Land Development Regulation Commission; Historical Commission; Hospital District Board of Trustees; Housing Finance Authority; Industrial Development Authority; Tourist Development Council; Parks and Recreation Advisory Council)

Have you ever served on a City or County advisory board? Yes ☐ No ☒

If yes, when, where and which board(s)? _____

REFERENCES - Please list three (3) personal and/or business references
(PLEASE DO NOT USE COMMISSIONERS or COUNTY ADMINISTRATION STAFF as REFERENCES)

Name: Christine Edwards

Phone Number: [REDACTED]

Name: Amy Padilla

Phone Number: [REDACTED]

Name: Justin Ford

Phone Number: [REDACTED]

INITIAL: KH I authorize Marion County to contact my references and I understand that all statements made on this application may be verified by Marion County.

INITIAL: KH I understand the responsibilities associated with being a board member, and I have adequate time to serve if appointed.

INITIAL: KH I agree to complete training within six (6) months from the date of my appointment.

INITIAL: KH I understand that submitting this application makes all provided information public record, subject to disclosure under applicable laws unless exempt under Florida Statute 119.071. I confirm the accuracy of all details provided and their suitability for public release.

By signing this application, I certify that the information I provided in this application is true and correct, and that any misstatements or material omissions on my application may result in my removal from my appointed position.

SIGN: Kelli Holt

DATE: 10/28/25

PRINT: Kelli Holt

MARION COUNTY BCC

SEP 29 2025

RECEIVED BY BCC:

This application will be kept on file for a period of one year from date of receipt by the Board of County Commissioners.

RETURN FORM TO:

MARION COUNTY BOARD OF COUNTY COMMISSIONERS 601 SE 25th Avenue, Ocala, FL 34471

Or via email to: Commissionadmin@marionfl.org

PLEASE CALL THE COMMISSION OFFICE AT (352) 438-2323 IF YOU HAVE ANY QUESTIONS REGARDING YOUR APPLICATION.

KELLI HOLT

Director of Sales & Marketing

Marion County Board of Commissioners
601 SE 25th Avenue
Ocala, FL 34471

October 28, 2025

Dear Marion County Commissioners:

Please find below my statement of interest, which explains why I wish to serve on the Marion County Tourist Development Council (TDC) and how my professional experience and skills would benefit the TDC.

**Application Question:
Why Do You Desire to Serve on This/These Boards?**

I seek appointment to the Marion County Tourist Development Council to apply my hospitality and destination-marketing expertise toward maximizing the economic impact of Marion County's equestrian assets, growing meetings business, and distinctive visitor experiences.

I want to apply my decades of experience in hospitality sales, destination marketing, and event development to ensure TDC investments drive measurable returns for hotels, attractions, event venues, and small businesses. Results I would help pursue:

- Increased paid room nights and higher occupancy across shoulder and peak seasons
- Growth in visitor spending that benefits restaurants, retail, and attractions
- Attraction and retention of high value events (particularly equestrian and meetings) to extend seasonality
- Strengthened partnerships between lodging, event venues, equine stakeholders, and small businesses
- Transparent, data driven reporting to demonstrate ROI on TDC marketing and events investments.

During my work leading sales and marketing for multiple hotels and destination properties, I have developed and executed targeted digital campaigns, recruited and supported group and equestrian business, and built public-private partnerships that expand reach and return on marketing investment.

I bring a pragmatic, results driven approach that balances creative branding with measurable metrics — ensuring marketing dollars translate into incremental room nights, event bookings, and economic impact for Marion County. I am prepared to be an active, engaged member — contributing time, expertise, and energy to advance Marion County's tourism economy with integrity and clear, measurable outcomes.

I would bring to the TDC:

- **Hands-on destination marketing and advertising expertise** — experience building digital campaigns, managing pay-per-click and retargeting, and analyzing performance to maximize ROI.
- **Event and group-sales know-how** — I have planned and sold weddings, corporate programs, trade-shows, and large group blocks (including equestrian & sports related groups) and can help recruit and retain high-value events for Marion County.
- **Strong community and nonprofit partnerships** — involvement with local organizations (Marion Therapeutic Riding Association, Ocala Equine Council, Marion County Builders Association, Florida Public Relations Association), which provides insight into local needs and a network to amplify tourism initiatives.
- **A collaborative, data-driven approach** — I balance creative branding with metrics (STR/ADR/occupancy analysis, advertising performance) so marketing investments directly translate into incremental room nights, event bookings, and visitor spending.

I bring to the TDC a collaborative leadership style, strong relationships across the hospitality and events community, and a commitment to transparent, data-driven decision making. I welcome the Board's consideration and look forward to learning of the nominations.

Sincerely,

Kelli Holt

Kelli Holt Director of Sales & Marketing | 305-394-4740 | kelliannholt@gmail.com |
[Linked In Profile](#)

