



Marion County

Tourist Development Council

Meeting Agenda

Wednesday, May 21, 2025

9:00 AM Tourist Development Conference Room

Microsoft Teams:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_MDhkMGJjYzgtNDg0My00MWlyLTg3YTUtNTU2MzVhODEwNDVm%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: 227 690 376 939

Password: 5ff7ja9q

Phone Number: 321-245-5074

Phone Conference ID: 925 441 720#

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

[Meeting Materials](#)

3. Motion: Approval of Minutes

[Motion: Approval of April 2025 Tourist Development Council Minutes](#)

4. Motion: Acknowledgement of Financials

[MOTION: Acknowledgement of Financials - April 2025](#)

5. Report from Chair

[PRESENTATION: Gateway Signage Update - North and South](#)

6. Funding Requests

[Fiscal Year 2025 Event Funding Allocations](#)

[MOTION: Patriotic Skies - \\$6,100 \(Room Night Generating Events Funding\)](#)

7. Staff Updates

[Funding Programs Summary Sheet](#)

[MOTION: Meeting Rewards Funding Program Guidelines](#)

[MOTION: Room Night Generating Event Funding Guidelines](#)

[MOTION: Bid Fee Funding Program Guidelines](#)

[MOTION: Marketing Assistance Funding Program Guidelines](#)

[MOTION: Arts and Cultural Destination Enhancement Funding Program Guidelines](#)

[Marketing and Communications Update](#)

[Sales Update](#)

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

[TDC Events Calendar](#)

8. Notation for Record

[Quarterly Economic Impact/Visitor Tracking Report - January - March Data](#)

[Sales Report](#)

[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 Monday, May 19, 2025, at 5:00PM.

The next Tourist Development Council Meeting will be held on Thursday, June 26, 2025 at 9:00 AM.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-19136

Agenda Date: 5/21/2025

Agenda No.:

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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The 2024 Florida Statutes

[Title XI](#)

[Chapter 125](#)

[View Entire Chapter](#)

COUNTY ORGANIZATION AND INTERGOVERNMENTAL RELATIONS COUNTY GOVERNMENT

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; or

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;

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.

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 Mexico 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.



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.

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|----------|---------|---------|---------|----------|----------|
| 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.

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|--------|---------|----------|--------|---------|---------|
| 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 |
|---------|---------|---------|---------|

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 |
|---------|---------|

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 |
|---------|---------|---------|---------|

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 |
|--------|---------|----------|---------|--------|---------|

| | | | | | |
|----------|----------|----------|---------|----------|---------|
| 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

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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
Email: PublicRelations@MarionFL.org

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Two or more commissioners may attend the following:

| DATE TIME | MEETING PURPOSE | LOCATION | CONTACT |
|--------------------------|-----------------------------|---|------------------------------------|
| February 27 9:00 a.m. | Tourist Development Council | <p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p> | Candace Shelton 352-438-2800 |
| March 28 9:00 a.m. | Tourist Development Council | <p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>send evidence/comments to:</p> | 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 | |

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|---------------------------|-----------------------------|---|------------------------------------|-----|
| | | 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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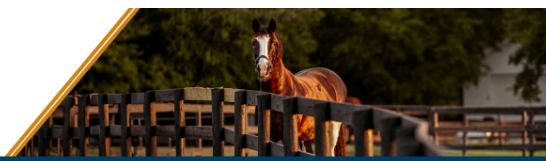
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Marion County
Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release

March 13, 2025

Media contact:

Public Relations

Office: 352-438-2311 • Cell: 352-789-2152

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Two or more commissioners may attend the following:

| DATE TIME | MEETING PURPOSE | LOCATION | CONTACT |
|---------------------|-----------------------------|---|------------------------------------|
| May 21 9:00 a.m. | Tourist Development Council | <p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: 5ff7Ja9q Meeting ID: 227 690 376 939 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 925 441 720# Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_MDhkMGJjYzgtNDg0My00MWlyLTg3YTUuNTU2MzVhODEwNDVm%40thread.v2/0?</p> | Candace Shelton 352-438-2800 |

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Marion County Tourist Development Council

Agenda Item

File No.: 2025-19137

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

Motion: Approval of April 2025 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommend Action: To approve the Tourist Development Council Minutes from April 24, 2025.

Tourist Development Council Regular Meeting
Ocala/Marion County Visitor & Convention Bureau
109 W Silver Springs Blvd.
Ocala, FL 34475
Thursday, April 24, 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.

Roll Call

Present:

Rus Adams, Victoria Billig, Christopher Fernandez, Danny Gaekwad, Councilmember Barry Mansfield, Commissioner Carl Zalak, Jeff Bailey

Staff:

Loretta Shaffer, Sky Wheeler, DeeDee Busbee, Bryan Day, Jessica Heller, Corry Locke, Heidi Villagomez, Coleen Robinson, Candace Shelton, Samantha Solomon, Angel Roussel

Guests:

Dana Olesky, Chief Assistant County Attorney; Isiah Lewis, Downs & St. Germain Research; Paresh Chou, Hilton Garden Inn; Evelyn Morales, Hampton Inn & Suites; Susan Perkins, Hampton Inn & Suites; Lizbeth Gennard, Hilton Ocala; Mohamed Mohsen, College of Central Florida

Notice of Publication

Notice was published on the County Website on December 27, 2024 and subsequently updated to include Teams information on March 13, 2025.

Approval of Minutes

A motion was made by Barry Mansfield, seconded by Jeff Bailey, to adopt the minutes from the March 28, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (7-0).

Acknowledgment of Financials – March 2025

A motion was made by Jeff Bailey, seconded by Barry Mansfield, to review and approve March 2025 Financials. Mr. Rus Adams interjected and inquired as to whether there was any discussion to be had regarding the March 2025 Financials.

Mr. Danny Gaekwad inquired to Ms. Loretta Shaffer, Tourism Director, as to if there were any items in the financial statement which was unusual, he stated he would like to point out any such instance and if there was nothing unusual, he would proceed.

Ms. Loretta Shaffer advised there was nothing unusual and remarked that Mr. Gaekwad posed a great question because the staff would be taking the council through the full budget for next year that would be proposed to the BCC in July. **A motion was made by Jeff Bailey, seconded by Barry Mansfield, to review and approve March 2025 Financials. The motion was unanimously approved by the council (7-0)**

Report from Chair

Gateway Signage Update

Mr. Adams read an email from Mr. Richard Busche providing an update on the south and north gateway signage projects. Mr. Adams noted that the updates provided by Mr. Busche were much better than he had expected to have received in 30 days. The email read as follows:

“The south gateway contractor is making great progress on the panel recoating, all seven panels are down and are in the powder coating shop now being stripped and recoated with the darker color, we expect to see the panels go back up on the gateway between May 4th and May 9th”

Mr. Adams advised this was outstanding news and that the council would not be able to coordinate a ribbon cutting as quickly as the work would be completed. He advised the council had projected doing so 45 to 90 days later when they had previously discussed the matter last month. Mr. Adams continued reading the email as follows:

“On the north gateway from last TDC meeting there had been considerable coordination between the county and FDOT regarding the directional signage on the bridge in the middle of the gateway, on a call this week FDOT confirmed that they are able to relocate the sign to the outside of the gateway features and east of the decorative tower. As we get more design information from FDOT I will provide further updates”

Mr. Adams directed the council to direct any questions to Ms. Shaffer and advised the meeting would then proceed after questions.

Ms. Shaffer affirmed that the updates were positive news and advised Ms. Tracy Straub did a great job working with Mr. Busche the day prior with FDOT. She further affirmed it was phenomenal that they were able to achieve that.

Mr. Gaekwad posed a question as to whether the department had to pay extra or if the work was done as a courtesy.

Mr. Adams advised they had to pay extra.

Mr. Gaekwad requested to know how much was paid.

Mr. Adams posed a question to Ms. Shaffer as to whether she knew the exact amount that was paid.

Ms. Shaffer inquired to Ms. Wheeler to confirm whether the amount was \$153,000.00

Mr. Bailey advised the cost was above \$153,000.00

Mr. Adams stated he recalled the amount being between \$150,000.00 and \$163,000.00

Ms. Wheeler noted the work was done on contingency

Mr. Adams noted the cost for the work should be noted in the March 28, 2025 TDC meeting minutes.

Ms. Wheeler clarified that the fees for the work were being paid to the contractor and the subcontractors would actually do the work. She further clarified that no fees were paid to Kimley Horn.

Ms. Shaffer noted there was enough money in contingency to conduct the work.

Mr. Gaekwad advised he had no further questions and clarified that his initial question was due to the fact that there were plans to build another sign

Mr. Adams referred back to the March 28, 2025 TDC meeting minutes to answer Mr. Gaekwad's question and provide accurate information stating "additional changes would cost approximately \$150,000.00 to \$160,000.00 and would take approximately two months to complete". He stated that is what the council was told in the previous month.

Mr. Adams requested that Ms. Shaffer move on to the staff updates.

Staff Updates

Ms. Shaffer acknowledged Mr. Gaekwad's remarks regarding the budget. She affirmed the team was working to ensure all aspects of the budget were thoroughly completed. She commended Ms. Wheeler for consistently doing an excellent job with preparing the budget and advised Ms. Wheeler would present the proposed budget.

Fiscal Year 2025-2026 Proposed Budget

Ms. Wheeler responded to a previous inquiry regarding the cost for the additional work being done on the gateway project and confirmed the amount was \$154,084.10. She advised the majority of the cost was related to maintenance and traffic, as the work required closing two lanes of I-75 to access interior panels.

Ms. Wheeler transitioned to her presentation and directed the council to the printed copies of the budget provided, noting that if individuals were listening to the meeting online or viewing the digital version of the meeting packet that the budget documents were also available on pages 60-61 of the TDC agenda packet.

Ms. Wheeler made the council aware that the Tourist Development staff met with County Administration on April 3rd to review the budget being presented. She echoed what Ms. Shaffer previously stated asking the council to keep in mind that the budget goes through multiple layers of review. She advised this included conducting internal budget preparation, meeting with County Administration, presenting to the Tourist Development Council to ensure they were comfortable with the budget and able to make recommendations and finally presenting the budget to the Board of County Commissioners during the workshops Ms. Shaffer mentioned would occur in July. She advised the budget would be adopted following a series of two public hearings. Ms. Wheeler acknowledged that while the budget process may be familiar to some, it was helpful to provide a refresher for those who were not involved in the budget process on a day-to-day basis.

Ms. Wheeler advised the council that the Tourist Development's operations were conducted in alignment with the Long-Range Tourism Plan, the departmental operational plan, strategic conversations that occur during the Tourist Development Council meetings and the Empowering Marion for Success Plan which was the countywide strategic plan. She noted that all of these would be taken into consideration when building the budget.

Ms. Wheeler advised the council that her presentation would emphasize where there were key changes in the budget year over year and invited the council to ask any specific questions or request further detail as needed.

Ms. Wheeler began with the personnel section of the budget and noted that in recent years prior to the current year, new positions had been proposed which have since been filled. For the upcoming fiscal year, no new positions or changes to personnel were being proposed. She clarified that the roles were not fully staffed for the majority of the current fiscal year therefore the increase seen in the personnel line item reflected a full 12 month staffing level for the positions approved and filled in the previous year. Ms. Wheeler further explained that subject to discussions with the County Commission, County Administration would include allocations for merit increases and cost of living adjustments in the proposed budget that may or may not be approved. She emphasized that at the department level, no increases in wages or new positions were being requested.

Mr. Danny Gaekwad referred to the personnel section of the budget and noted that although Ms. Wheeler stated there were no increases, the line item for regular salaries and wages had

changed over time. He cited that in fiscal year 2024, the amount was \$575,000, followed by \$684,000, then amended to \$720,000. He noted that the current requested amount was \$749,000, reflecting a significant increase of several hundred thousand dollars. He requested that Ms. Wheeler provide an explanation for the changes.

Mr. Gaekwad clarified that he was referring to the 2025 figure of \$684,000.00

Ms. Wheeler explained there was an adopted budget which was presented in fiscal year 2024 which may be amended through an established process should cost of living and merit increases be approved. She further noted there was a threshold for hiring staff with a baseline minimum amount however, if the team was unable to hire staff at the minimum amount there may be an increase in salary within what was approved within the budget parameters.

Mr. Gaekwad requested to know how many staff members were on salary including Ms. Shaffer.

Ms. Shaffer advised 11 staff members were on salary.

Ms. Wheeler responded there were 11 staff members, all of whom were currently employed, and clarified no new staff members were proposed in the budget. She explained that the increase reflected having 12 months associated with each of those staff members. Ms. Wheeler provided an instance of having a position vacant that was not filled until February another that was filled on December 31st, effective January, resulting only partial expenditures from the current fiscal year to account for those salary expenses. She explained that full-year expenses needed to be accounted for in the projected fiscal year 2026 budget. She further explained that there were additional costs such as health insurance fees, life insurance and retirement contributions. Ms. Wheeler advised salaries increased, while healthcare costs remained the same and other associated benefits increased incrementally. She further explained that if an employee achieves a banner year and received a higher merit, workers compensation and retirement contributions also became more expensive as these were calculated as a percentage of their salary. She concluded by asking if that explanation answered the question.

Mr. Gaekwad affirmed that Ms. Wheeler's explanation answered his questions.

Commissioner Zalak asked for clarification on why the budget would change if there were no new positions approved mid-year.

Ms. Wheeler clarified that a new position had not been approved mid-year but rather an existing position had been filled during the year.

Commissioner Zalak followed up by asking for further clarification.

Mr. Angel Roussel offered clarification for the record. He explained that the report shown on the screen reflected accurate actuals for 2024, further clarifying that those figures were audited and were based on actual expenses. Mr. Roussel explained that the '2025 Amended' column reflected the adopted budget. He stated the column labelled '2025 Adopted' was

inaccurate and the '2025 Amended' reflected the adopted budget noting that the documents were draft reports.

Commissioner Zalak asked for confirmation that the '2025 Amended' column reflected what had been approved.

Mr. Roussel confirmed that what was in the approved line-item budget was reflected in the third column labeled amended.

Mr. Bailey inquired about how the \$684,000 figure was determined

Mr. Roussel reiterated that the report was a draft budget and had not yet been finalized by the Clerk of the Court. Mr. Roussel advised that the Clerk of the Court would prepare and finalize the reports prior to them being presented to the Board of County Commissioners in July. He requested the council focus on the first column of the report which reflected 2024 actuals and the 2025 amended column which reflected the adopted budget.

Mr. Bailey requested additional clarification on the \$749,000 and \$720,000 figures.

Mr. Roussel explained that when reviewing the actuals, a figure such as \$720,000 for the current year, was unlikely to be spent and more likely that approximately \$650,000 would be spent which would then be reflected in the actuals for 2025 once the department completed the auditing process.

Mr. Bailey indicated an understanding but emphasized that \$575,000 was spent in 2024 although \$720,000 was budgeted

Mr. Roussel advised that they would not know the final auditing numbers and there were times when vacancies which occurred throughout the year caused variances in the numbers being reviewed.

Commissioner Zalak stated that if all positions were filled the department would spend \$720,000. He explained that there needed to be enough money budgeted to do so and any unspent funds would be carried into the next year.

Mr. Roussel affirmed the statement made by Commissioner Zalak and noted that larger departments were spending around 90% of their budget while smaller departments spent closer to 100%. He further advised that budgets must be prepared to fund positions for the entirety of the year.

Commissioner Zalak indicated when the Clerk of the Court created the budget, it tended to be almost 10% higher.

Mr. Angel Roussel offered to provide printed copies of meeting materials to anyone who preferred them and noted that while some people may not want printed material it remained an option. Mr. Gaekwad requested that a printed copy be prepared for him at each meeting.

Ms. Shaffer and Ms. Wheeler affirmed the request.

Ms. Wheeler thanked Mr. Roussel for providing clarification and addressed a request made by Mr. Gaekwad to adjust the formatting of the budget report. She advised that the department does not control the formatting of the budget documents and that this was done by the Budget department. Ms. Wheeler further advised that the department was only able to submit the figures that were included in the budget report but does not submit the figures used in the personnel section. She explained that the Budget department reviewed the actuals for salary, proposed merit, proposed cost of living adjustments and drafts the personnel section considering those figures. Ms. Wheeler clarified that the department controls pay grade assignments through Human Resources when positions are hired.

Mr. Gaekwad requested again that the formatting on the document be adjusted to improve clarity.

Commissioner Zalak pointed out that Mr. Bailey had a question regarding how many people were on staff in 2024 versus 2025 and requested that Ms. Wheeler provide an answer.

Ms. Wheeler advised that in the previous fiscal year two new staff members were hired therefore the current fiscal year included two new positions that were not previously included in fiscal year 2024. She indicated that the department also experienced some staff turnover.

Mr. Bailey inquired as to whether the new positions were for the department's sales team.

Ms. Sky Wheeler responded in the negative advising that a new sales team position was added in fiscal year 2024. She clarified that in the current fiscal year, the Multimedia and Digital Coordinator, Keleab Spencer, was hired and Candace Shelton was promoted to the Industry and Community Relations Specialist position. Ms. Wheeler advised the department experienced staff turnover in the Branding Content Coordinator position and Heidi Villagomez was hired to fill the vacancy but clarified this position already existed.

Mr. Bailey requested confirmation on whether anticipated revenues would be included in the report.

Ms. Wheeler advised that the council would discuss revenue however the revenue that was projected was typically considerably lower than the actual revenue being made by the department. She clarified that the budget was balanced against the lower projection not the higher actuals.

Mr. Bailey acknowledged that salaries had increased and noted he would be interested to know the percentage of salaries relative to revenue. He noted that given the increase in revenue the percentage would likely be smaller despite the dollar amount having increased. He expressed interest in receiving the relevant data.

Ms. Wheeler affirmed she would be able to provide the requested information. She further clarified that as a special revenue fund – not part of the general fund – the balance of any

unspent money would be returned to the department. She explained that the department was unique in that fashion in that any funds that were overbudgeted but underutilized were returned to the department's fund. Ms. Wheeler advised this typically occurred to cost saving efforts by staff to reduce expenditures. She provided an example of Ms. Jessica Heller, Marketing and Communications Supervisor, leveraging public relations for familiarization tours to decrease costs noting the unspent funds would be returned to the department. Ms. Wheeler clarified that the unspent funds would not be returned to the department prior to presenting the budget to the council, however, in order to align with the budget timeline, the budget discussion with the council must occur in April. Ms. Wheeler noted that April was the timeframe in which the County Administrator assumed authority over the budget and was able to make edits based on recommendations made by the council.

Christopher Fernandez out 9:20am

She continued to explain, that late May was typically when the audited overage, that would be additional revenue, was balanced against the expenditures and money was returned to the fund. She clarified that the Budget and Finance departments were separate therefore the amounts projected by Budget would not reflect actual revenues. Ms. Wheeler committed to providing the numbers as requested, but clarified that they would not be based on actual figures but on budgeted revenue due to the nature of the budgeting exercise.

Mr. Bailey expressed understanding and stated that budgeted expenses were typically reviewed against budgeted revenues while actual expenses were reviewed against actual revenues.

Christopher Fernandez in 9:21am

Ms. Wheeler agreed and reiterated that the financials were reviewed monthly to compare actual revenues and expenditures.

Commissioner Zalak requested that if it pleased the Chair, the council should discuss the budget again in August. He advised that once the actual figures were made known, it would be beneficial for the council to discuss noting that a follow-up would help bring closure to the discussion.

Ms. Wheeler concurred and expressed that she would be happy to bring the item back for further discussion. She clarified that the budget presentation to the council was to ensure a level of comfortability regarding what would later be presented to the Board of County Commissioners on behalf of the Tourist Development Council and the Visitors and Convention Bureau staff for fiscal year 2026.

Mr. Bailey indicated that he had no further questions regarding the personnel section of the budget but anticipated questions regarding the operating section due to significant changes in that area.

Ms. Shaffer indicated that there would be significant changes in the promotional item budget.

Ms. Wheeler directed the council's attention to the operating portion of the budget, beginning with line item 531109 for professional services. She explained that this line item was used for professional services including services related to the department's media agency encompassing the entire media budget. She noted an increase of approximately \$352,000 from the current fiscal year explaining that funds were included for strategic planning during the 2026 fiscal year which was also the last year of the department's Long-Range Tourism Plan.

Mr. Bailey inquired about the approximate cost of that activity.

Ms. Wheeler advised that \$68,000.00 had been budgeted which aligned with what was previously spent plus a 10% increase. She further advised there were funds earmarked for the department to participate in research conducted in the fiscal year of \$100,000 along with \$30,000 earmarked for additional research to support the next steps related to the Tourism Placemaking Study. She noted that once the scope related to the Tourism Placemaking Study was finalized, the department would likely receive feedback seeking alternative forms of funding similar to how it was done in previous Hunden exercises. There was \$30,000 budgeted to partner with a firm that explores tourism improvement districts such as Civitas. She emphasized that these funds were set aside pending direction from the TDC and Board of County Commissioners.

Commissioner Zalak asked if there would be another workshop on the topic.

Ms. Wheeler confirmed that another workshop would be conducted and was being scheduled in coordination with the City's 2050 plan.

Commissioner Zalak advised once that meeting took place, more information would be provided to the TDC.

Mr. Danny Gaekwad directed attention to the next line item, contract services, indicating there had been significant changes.

Ms. Wheeler stated that contract services had a significant decrease of about \$50,000. She explained that the shuttle RFP project which had been discussed with the council in the past was removed from the contract services line item. The shuttle RFP project was done to contract an on-call shuttle service when the destination hosted larger conferences and tradeshows. However, the department conducted the exercise and determined it was not successful, finding that there was not a standard cadence of events utilizing the service to justify an on-call contract. The funds previously budgeted for this project in contract services was reallocated to the promotional line item to be utilized when courting larger events to assist in acquiring appropriate services that meet their individual needs. Ms.

Wheeler noted this approach was successfully completed during Florida Huddle and Encounter and would be the approach used moving forward as opposed to having a contracted service retained and on-call at all times.

Councilmember Mansfield asked whether the City of Ocala was consulted regarding the shuttle service.

Ms. Wheeler confirmed conversations with the City of Ocala were had in the past regarding shuttle service but clarified that the intent was not to transport individuals around Marion County but to transport individuals from airports into Marion County at specific intervals in an effort to move business travelers, specifically, who have flown into a major airport to the host location/facility within Marion County.

Councilmember Mansfield advised the City of Ocala had vehicles and requested to know if this option had been explored with them. He further advised the City of Ocala discussed obtaining trolleys and requested to know if transferring those to the airport would be an option.

Ms. Wheeler confirmed the team had spoken with the City of Ocala in the past and emphasized that a contract for this service was not an appropriate option. The City's trolleys might be appropriate to utilize for some events. She further advised that contracting with a shuttle service may be appropriate in other situations and did not want to limit the department to one contractor which allowed them to leverage multiple relationships such as the one maintained with the City of Ocala.

Commissioner Zalak requested additional details on how transportation was arranged for Visit Florida.

Ms. Wheeler explained that it could function in a myriad of different ways, offering this as further reasoning for why having a fixed contract could not work as intended. The department learned that different meeting planners had different needs depending on their scale and size. She advised Visit Florida contracted their own bus lines for airport transfer however, once in destination, any event that was not a part of their official schedule of events, as well as, add-on events (similar to the Green Gaits event hosted by the VCB) would not be able to utilize Visit Florida's contracted bus lines. She explained that staff member Samantha Solomon, Sales Service Specialist, worked with local contractors to request quotes for services, she advised this task was done easily and the department contracted with Lamers bus line for under \$1000 as opposed to paying a fee to maintain a retainer with a contracted shuttle service provider. Ms. Wheeler explained that in market they would need a variety of fleet and that there were not enough leads for a business to support those initiatives. She reiterated that an ad-hoc approach would be better suited. Ms. Wheeler noted that the revisions to the department's funding programs would ensure planners provided the team with all of their needs to secure appropriate services.

Commissioner Zalak stated that when large groups travel to Ocala, they utilize a multitude of airports including Sanford, Orlando, Tampa, St. Petersburg, Jacksonville and Gainesville.

He advised it would be challenging to coordinate services to transport individuals from across the state into Marion County.

Mr. Gaekwad advised that not only would this be challenging but it would also be a bad idea.

Ms. Wheeler affirmed Commissioner Zalak's sentiment and noted that it would not only be a challenge for the VCB but that service providers were not interested in providing the service as the destination does not have a high demand for the service. She also noted that the majority of sports events were not interested in the service. Facilities such as FAST (Florida Aquatics Swimming and Training) host large events, however, athletes were not interested in utilizing a shuttle service but preferred individualized itineraries and schedules. The shuttle service would cater to business-related conferences, tradeshow and exhibitions which typically booked enough time in advance for the department to secure a shuttle service without limiting the department to a single contract that may not be utilized for 18-24 months.

Commissioner Zalak noted that transportation should be considered for the leisure traveler as well. He shared a story about several couples he met at last year's Food and Wine Festival who attended the event for two to three years.

Mr. Bailey noted the transportation challenge was further complicated by travelers utilizing up to five different airports.

Mr. Gaekwad stated car rental prices in Florida were lower than in other states. He shared his experience working with Hertz Rent- A - Car when their headquarters relocated and noted there were 35,000 cars staged at Orlando Airport, if needed. He explained airline packages often included car rental options with prices as low as \$30 per day. Mr. Gaekwad noted that most travelers had a plan for their visit and it was not the responsibility of the council to coordinate transportation for every tourist. He further stated The Villages and Ocala both had excellent shuttle services, and he personally knew international travelers who utilized those services. Mr. Gaekwad reiterated that it was not the responsibility of the council to provide transportation to tourists and that this was an opportunity for the private sector that would be naturally responded to if the demand exists.

Mr. Bailey affirmed Mr. Gaekwad's remarks adding that developing transportation solutions required significantly more effort and money than what was justified. He indicated there were more pressing matters for the council to focus on.

Mr. Adams indicated that the conversation needed to be refocused to the budget presentation.

Ms. Wheeler proceeded with the budget presentation, focusing on promotional line item, 548101. She noted a decrease in the line item and explained that the promotional line item was unique due to the department's ability to retain its funds. She explained the re-appropriation process occurs in July and is adopted by the Board of County Commissioners in August would become part of the budget once the budget was adopted. She clarified that

there were only a few areas where this could be done within the fund, such as multi-year contracts, capital improvement projects and specific expenditures within the promotional line item. Items which were typically re-appropriated included bid fee approved funding which was approved in a fiscal year with that year being when those funds become unavailable, the department would encumber those funds for the event even if the event was not scheduled to occur until future years. She highlighted Mr. Corry Locke's efforts in securing multiyear agreements for bid fees. Additionally, events may occur later in the fiscal year, such as August and were allowed 60 days to provide the required documentation which resulted in a need for funds to be re-appropriated into the next fiscal year. Ms. Wheeler shared that the current fiscal year approved bid fee and room night generating funded events resulted in over \$800,000 to be re-appropriated from fiscal year 24 into fiscal year 25 to support items recommended to and agreed upon by the Board of County Commissioners. Ms. Wheeler noted that the budget may appear to show a significant amount of money that was not spent, and that the department does not intend to spend. She emphasized revisiting the budget in August when the re-appropriations have been completed would be beneficial to the council.

Mr. Bailey asked if bid fees were included in promotional activity.

Ms. Wheeler replied in the affirmative.

Mr. Bailey asked for clarification as to whether the reduction was due to having items approved which were not subsequently contracted thus eliminating the need for the \$800,000.

Ms. Wheeler responded in the negative and explained that the reduction was due to items that had been previously approved and re-appropriated into the current fiscal year. This meant the funds were available and accounted for so there was no need to budget for the funds. Ms. Wheeler clarified that there was no new money budgeted in this line item.

Commissioner Zalak requested to know how much was being carried into that line-item year over year.

Ms. Sky Wheeler responded that the amount had increased slightly with the implementation of the bid fee program and the capacity to host larger events following the Covid-19 pandemic. She advised the department typically carried forward about \$700,000 related to event funding because event funding was the most consistent category requiring re-appropriations. Ms. Wheeler outlined other scenarios that may require re-appropriation such as a project that was intended to start in one fiscal year but experienced delays such as difficulties securing a contract or sending out an RFP. Ms. Wheeler clarified that re-appropriations were not a routine activity for every item in the budget but was standard for event funding. Ms. Wheeler advised that the department explored alternative approaches such as creating a special project for event funding outside of the promotional budget, however no other conclusion was reached with the Finance and Budget departments.

regarding how those funds could be managed. She stated that as the program continued to grow, additional discussions regarding the matter may occur.

Commissioner Zalak inquired if the actuals would reflect a figure in the range of \$2.6 million to \$2.8 million

Ms. Sky Wheeler confirmed that was likely, assuming there were no cancellations of contracts for events. She expressed an appreciation for the opportunity to revisit the conversation when the actuals became available, noting that it was challenging to discuss historical, current, and future budgets simultaneously.

Councilmember Mansfield inquired of Commissioner Zalak as to who was responsible to collect the money.

Ms. Wheeler advised the Tax Collector's Office collects the money.

Councilmember Mansfield followed up by inquiring whether the money was first routed to the County.

Commissioner Zalak advised the money goes to the Clerk.

Commissioner Zalak advised that all moneys were routed through the comptroller, clarifying that the comptroller was the Clerk of the Court.

Councilmember Mansfield asked if fees collected within the City of Ocala go to the comptroller as well.

Commissioner Zalak advised those fees go to the Tax Collector as he was the collection agency.

Councilmember Mansfield inquired if the Tax Collector was also the collection agency for this fund.

Commissioner Zalak advised the Tax Collector was the collection agency for this fund, property taxes and similar collections. He clarified that the County does not have a checkbook per say and the Clerk of the Court acts as the County's checkbook.

Ms. Wheeler provided further clarification advising the tax collector reconciles collections, deducts their commission and remits the remaining funds via ACH to the Clerk of the Court in the month following collection to be added into the Tourist Development fund.

Ms. Wheeler then transitioned to describe the department's planned uses for the promotional line item in fiscal year 2026. Ms. Wheeler advised that the promotional line item for the department was a larger line item because the department was responsible for marketing Marion County. She stated that typically a promotional section was not included in other funds related to County government as promoting was not their primary objective. She advised the promotional line item accounted for all of the department's funding programs. These included the Marketing Assistance Grant Program which was budgeted at

\$75,000, the Bid Fee Funding Program at \$500,000, the Room Night Generating Event Funding Program at \$300,000, Arts and Culture Destination Enhancement Funding at \$100,000 and the Meeting Rewards Program at \$30,000. Ms. Wheeler noted that the separation of funds for the Room Night Generating and Meeting Rewards programs is anticipated to result in cost savings by potentially reducing unused encumbrances, as events better suited for the meeting rewards program can apply for smaller-scale funding. Ms. Wheeler advised the new Arts and Culture Destination Enhancement program was developed with the arts community and will be evaluated annually. A larger expense included in the promotional line item was the department's annual meeting budgeted at \$50,000. She clarified that the event has never cost the full budgeted amount.

Mr. Jeff Bailey asked for clarification on which annual meeting Ms. Wheeler was referencing

Ms. Wheeler advised she was referring to the tourism annual meeting which occurs in December and reiterated that \$50,000 had never been spent on orchestrating the event. She further advised that as the meeting grows, the department wanted to ensure there was flexibility in the budget to be able to host the meeting. The budgeted funds for the department's website agency would also be paid from the promotional line item at \$87,600, Threshold 360 – a program that allows the department to capture and host 360 videos of tourism destinations within Marion County – was also included in the promotional line item at \$60,000.

Mr. Bailey pointed out that budgeting \$50,000 for the annual meeting when the costs may actually be \$15,000 could create the impression there were significant cost savings when in fact the initial budgeted amount may have been excessive.

Mr. Gaekwad stated that Ms. Shaffer should work with hotels who receive bid fees and other promotional fees to have them host the annual breakfast free of charge. He proposed that instead of paying for the event, the department could request hotels host the breakfast or lunch meeting as a courtesy, given the benefits they receive.

Mr. Adams supported the proposal and added that some negotiation occurs during the planning of the event to remain under budget.

Ms. Wheeler responded to clarify that the budget did not only include the venue rental and food but the department's objective was to create a marquee event which individuals prioritize attending. She advised that the department was not partnership based and there was no mechanism in place to recoup funds spent during the event, but those mechanisms could be explored in future. Ms. Wheeler added that food and service costs were fixed expenses that reflect fair compensation for hospitality staff, consistent with the department's goal of promoting tourism. Additionally, she explained that the department aspires to bring in nationally recognized speakers to elevate the educational value of the event for industry professionals and community members. These speakers often come with associated costs, which must be accounted for in the event budget. She noted that while the cost to host the event at Silver Springs was just around \$23,000 and the budget was more

than double that amount, as the event grows there would be more money needed to host more people.

Mr. Adams asked how many people attended the event in the year prior

Ms. Wheeler advised she would obtain the number.

Commissioner Zalak advised he believed it would be better to keep the attendance numbers between 300-500 people to create a sense of exclusivity. He commended the staff for their efforts with previous events.

Mr. Adams emphasized the importance of hosting the meetings annually it provides an education opportunity for those who do not understand the purpose of the TDC and CVB.

Commissioner Zalak indicated there were a number of methods, including advertising, that could improve the event.

Mr. Gaekwad reiterated that hotels were benefiting from the department therefore they should be asked to host the event on a complimentary basis.

Commissioner Zalak suggested that Mr. Gaekwad, a hotelier who benefits from room nights, could extend that offer.

Mr. Gaekwad noted for the record that he does not get any benefits and has never gotten any benefits within the past ten years, nor has he ever instructed his manager to pursue benefits offered by the department. He further clarified that while he does get room nights, all other hotels benefit from this as well and that he does not receive anything additional.

Ms. Wheeler noted that a reduction could be made to the budgeted amount for the annual meeting if the council desired. She advised there were 269 people in attendance at the annual meeting the year prior.

Continuing the presentation, she further advised that the promotional line item also included budgeted amounts for ensuring rights to purchase music and voice over talent for the production of videos and commercials.

Commissioner Zalak advised collections were trending upwards and as the department collects more money the increased collections should be added back to the fund as collections continue to outpace the budget.

Ms. Wheeler transitioned to the capital portion of the budget and advised no new money was budgeted towards capital expenditures as the South Gateway project had been fully funded and the North Gateway project has sufficient funds to begin construction. She advised that in fiscal year 2027 there may be some amendments needed as FDOT begins the project and develops the diverging diamond interchange. Ms. Wheeler then discussed the reserve line items which is cash to be carried forward for contingencies. She advised the department does not budget for debt services and this portion of the budget was handled by

the Budget and Finance departments. She explained that debt services reflect obligations related to countywide systems, such as budgeting software and purchase order processing, which departments were required to use. As such, the department contributes its share of those costs but does not have discretion over them.

Referring to Reserve for Contingencies, Ms. Wheeler explained that this reserve covers unexpected expenses. In fiscal year 2025 it was amended to \$446,865 and used along with the remainder of the re-appropriations balance bringing the amount to \$500,000 to fund the department's portion of the turf upgrades at Rotary. She explained that the reserve for cash to carry forward was to safeguard the department in the event of a situation where there was no revenue coming to the department, but the department still had expenditures it was obligated to pay. She noted this was a scenario the department had never encountered.

Ms. Wheeler addressed the Reserve for Tourism Initiatives, which was not shown in the current budget document but would appear once prior year expenditures were finalized and reallocated. She explained that this reserve was used for strategic tourism projects approved by the Board of County Commissioners. Past uses included supplemental funding for the gateway projects and fiber installation at Rotary Sportsplex. She emphasized that while these funds were not pre-planned for specific uses, they remained available to support critical tourism development opportunities as they arose. She concluded by stating that as the South Gateway was now completed and the North Gateway costs were better understood, the department would be able to consider new initiatives, particularly as insights emerge from the 2050 Plan and the Hunden proposal.

Commissioner Zalak noted that there would be some opportunity with the North Gateway for capital projects that align with the horse theme of the new interchange. He suggested purchasing pieces from the County's Horse Fever initiative to be placed along the trail. He noted with the Gateway going towards the World Equestrian Center it would be a good opportunity to include Horse Fever pieces.

Mr. Adams agreed that the department could sponsor or purchase pieces from the initiative.

Commissioner Zalak followed by stating the department could buy half a dozen of the pieces to be placed strategically.

Mr. Bailey redirected Ms. Wheeler's attention to line item 549185 pointing out a significant increase.

Ms. Sky Wheeler explained the cost allocation process and advised that in the past each department was assigned an individual position to fill various roles such as HR, IT, Procurement and Purchasing, however, the county removed those specialists from each department and created centralized departments for those services which all departments utilize. Using Maximus, the workload of those departments was audited to determine how much of the workload was received from other departments and costs were assigned to the departments. She noted that she was unsure of the exact reason for the increase in this line

item but suggested the increase may be from the department's high utilization of legal counsel to negotiate funding contracts and services as well as from information technology as the department increased its footprint in the digital space. She advised the account object operates two years in arrears and the last time the department experienced such an increase it was related to work done by Facilities to renovate the building.

Mr. Roussel noted that paying for these services separately would come at a much higher cost to the department and that the central services portion of the budget allows for cost savings.

Commissioner Zalak and Mr. Adams both expressed agreement with Mr. Roussel's sentiment.

Mr. Bailey requested the percentage of the personnel budget relative to total revenue. He clarified that he was only interested in the salaries and wages portion, excluding taxes and benefits.

Ms. Sky Wheeler stated that salaries and wages account for 12.25% of the budgeted revenue, which is \$6,120,000 for the current fiscal year.

Mr. Bailey asked if the same percentage was available for the previous year.

Ms. Wheeler confirmed that it was.

Mr. Bailey inquired whether budget models typically display those percentages.

Ms. Wheeler explained that while the data was available, the current report format was designed for clarity and aesthetics and does not include that data. She clarified that she could generate such a report but it was not the standard format distributed for review, as doing so, could lead to confusion. She stated the document presented to the Council reflected the official format used in Marion County's published budget.

Commissioner Zalak reiterated that Ms. Wheeler could provide the requested data to Mr. Bailey to which Ms. Wheeler affirmed.

Mr. Bailey noted that while dollar variances were important to revenue, the context also mattered. He explained that if expenses increased by 4% but revenue decreased, that 4% increase would become problematic but if revenue increased by 10%, an increase in expenses may be reasonable.

Commissioner Zalak remarked that a follow-up report in August would be helpful, particularly once the budget was rebalanced and actuals for promotional items were clearer.

Mr. Bailey agreed and emphasized the importance of becoming more productive and efficient. He stated that while it was acceptable for costs to rise, they should do so at a slower pace than revenue growth, allowing more resources to be allocated elsewhere.

Mr. Roussel inquired if there would be interest from the council for a 5-year trend.

Commissioner Zalak and Mr. Bailey affirmed. Commissioner Zalak added that reviewing this data post-finalization in August would allow the Council to revisit budget allocations and make strategic adjustments. He emphasized that the budget process spanned nearly a full year—from initial development in January to final adoption in September—making real-time responsiveness challenging. However, August offered an ideal time to assess actuals and make informed decisions about reallocating funds to areas demonstrating need or opportunity.

Mr. Bailey stated that if the five-year data was readily available, that would be helpful; otherwise, he was comfortable waiting until August to review it.

Commissioner Carl Zalak out at 10:09am

Ms. Wheeler responded with the readily available percentage of the personnel line item from the most recent amended budget which was 13.14%. Ms. Wheeler explained that some staff members who left the department were earning higher salaries than their replacements which contributed to the decreased percentage. Ms. Wheeler inquired as to whether there were additional questions from the council and stated that, if not, she had concluded her presentation and would like guidance from the council on how to proceed as it related to a motion to recommend to the Board of County Commissioners. She further inquired whether there were any adjustments the council would like to make to the budget.

Commissioner Carl Zalak in at 10:10am

A motion was made by Mr. Danny Gaekwad, seconded by Ms. Victoria Billig, to approve the fiscal year 2025-2026 proposed budget for recommendation to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).

Mr. Danny Gaekwad out at 10:10am

Staff Updates

Funding Program Updates

Ms. Shaffer provided a brief update on funding programs, advising that staff was still working with legal counsel to develop a resolution that would encompass all five of the funding programs previously discussed. The resolution would be subdivided in two sections

separating marketing related programs from sales related programs. This would allow for flexibility in the event of economic instability such as what was seen during Covid-19 to allow for the continuation of the most economically prosperous funding programs.

House Bill 1221 and House Bill 7033

Ms. Shaffer also provided the council an update on House Bill 1221 and House Bill 7033 which have rapidly advanced in Tallahassee. Those bills have posed a significant threat to the tourism industry. If passed, they would require public referendum every eight years in order to maintain funding and could allow tourist development taxes to be used to offset property taxes across the state.

Mr. Bailey asked for clarification on whose property taxes would be impacted.

Ms. Shaffer advised the intent would be to offset the property taxes of residents within the state of Florida by eliminating funding for some of the marketing and promotion done by the department. She advised if the bills passed, they would dissolve all tourist bureaus across the state of Florida.

Mr. Gaekwad in at 10:13am

Ms. Shaffer noted that larger bureaus such as those in Orlando, Tampa and Miami were seen as appealing targets for offsetting property taxes due to their large funds. She emphasized that this would disproportionately impact smaller bureaus operating transparently and equitably. She expressed concern over the speed at which the bills were advancing and referenced having positive support during Tourism Day in Tallahassee.

Mr. Adams added that in his research of the topic, the bills not only propose a reduction in property tax but also a reduction in sales taxes, noting that a referendum would be difficult.

Mr. Gaekwad requested that Ms. Shaffer explain the potential impact of the bills being passed.

Ms. Shaffer responded by drawing a comparison to Colorado where the state removed tourism funding resulting in loss of revenue across the state. She noted there could be ripple effects as a result of the bills passing. The tourism industry directly impacts hotels and accommodators as well as indirectly impacts spending in the community and induced sectors, such as, contractors and builders. She stated that even though tourism was Florida's number one industry, political nuances may result in the industry being used as a bargaining chip.

Mr. Bailey noted that Marion County fortunately allocated tourism dollars strictly for tourism, while other markets treated the funds as slush funds.

Mr. Gaekwad cited Asheville as an example of where tourism dollars were redirected to support homeless individuals, rather than hotels and promotional activities. He applauded Marion County leadership for being fiscally responsible and tourism focused.

Commissioner Zalak recounted discussions at the Florida Associations of Counties where Mayor Deming's of Orlando expressed an interest from his tourism board to build workforce or vagrant housing. He noted that should tourism funds be opened up for general fund use, it could lead to significant issues statewide. He emphasized that pressure from the Speaker of the House was driving this legislation. Commissioner Zalak further noted that based on previous data, Marion County taxpayers saved approximately \$438 annually whereas if funds were re-directed, they would save approximately \$33.

Mr. Bailey shared his experience on similar boards across the country and noted that they had used a portion of tourism funds to contribute to firefighter pensions. He noted that tourism was one of the few industries that provided a return on its activities without being a burden on the general fund.

Ms. Shaffer added that Florida's lack of a state income tax was sustained by tourism revenue.

Mr. Gaekwad shared the history of Florida's tourism funding, recounting how a former governor increased the state's tourism budget from \$15 million to \$100 million following a study which showed a \$4.34 return on every \$1 invested in tourism initiatives. This increase in funding allowed for an increase from 75 million tourists yearly to 100 million tourists with last year having an increase of nearly 140 million tourists.

Commissioner Zalak added that many coastal counties were lobbying to use TDC funds for first responders, lifeguards, and other non-tourism purposes due to general fund shortages. He emphasized the risk of opening the door to general fund expenditures.

Mr. Gaekwad agreed stating that Florida had become the world's top tourist destination and that dismantling its infrastructure would be a significant error. He emphasized the importance of industry education through activities such as the annual meeting and quarterly meetings. He urged collective industry advocacy to educate legislators, many of whom may be unaware of the consequences.

Mr. Bailey inquired about the stance of FRLA.

Ms. Shaffer confirmed that FRLA was in opposition to the bills but acknowledged the political complexity of challenging legislation supported by house and senate representatives. She advised that local support has been attained however there are nuances at higher levels which may be difficult to navigate.

Mr. Gaekwad advised there were no nuances at a higher level and that it was ultimately the speaker of the house and a few other representatives impacting the decision. He noted that political super majorities have led to chaotic situations. He urged local County and City officials to advocate for the preservation of tourism funding.

Commissioner Zalak confirmed that advocacy and outreach efforts were underway.

Councilmember Mansfield shared that his office was in opposition of the bills, characterizing the proposed changes as a form of extortion designed to remove power at the local level. Councilmember Mansfield reiterated that this was a consistent point of frustration for local officials, as they were told how to manage local funds, priorities, and policies.

Mr. Gaekwad emphasized that the root of the issue lies in the presence of a supermajority in the state legislature.

Commissioner Zalak compared the situation to recent legislative interference in Key West cruise operations, where broad, aggressive policy changes were enacted to address isolated issues, likening it to using a sledgehammer instead of a sniper rifle.

Mr. Bailey redirected the conversation to a practical, community-level impact. He explained that while individual sports teams can book hotel rooms independently, tournaments required coordination. Without support structures like Corry's role in coordinating facilities and accommodations, hosting tournaments becomes significantly more difficult—particularly for smaller hotels that lack the capacity or visibility to manage group logistics on their own. He noted that eliminating these support functions would present major barriers for the local sports tourism economy.

Commissioner Zalak stated that while calls from elected officials were important, advocacy from the private sector was equally, if not more, impactful. He encouraged those present—including members of the gallery—to reach out directly to their legislative representatives. He noted that receiving calls and texts from both public and private stakeholders influenced legislative outcomes.

Mr. Fernandez posed a question regarding advocacy efforts, noting that while he intended to call, that his call may carry little influence and asked for guidance on how to make an effective call. He also inquired who calls should be directed to and requested the numbers for those individuals.

Mr. Adams requested that a sample script be prepared to support advocacy efforts.

Ms. Shaffer referred the council to an email she previously sent that included recommended language for advocacy efforts.

Mr. Gaekwad advised calling both the State Representatives and the State Senators.

Mr. Adams encouraged outreach through affiliated associations as well noting the impact of receiving multiple calls from a unified group.

Commissioner Zalak emphasized that input from constituents can influence a legislator's final decision, even if leadership directed a vote in a certain direction. He stated that the

goal was to insert doubt or pause into the decision-making process, giving legislators a reason to reconsider. He added that input aids in the decision-making process.

Mr. Jeff Bailey out 10:31am

Mr. Fernandez pointed out that the way the bill was written would create a state mandate for every TDC to pivot rather than making it optional.

Commissioner Zalak explained that the governor proposed taking \$500 million in order to give Florida residents \$1000 in a property tax rebate however the Florida House proposed alternative funding mechanisms. There was another \$100,000 homestead but such measures would exclude renters and others from receiving the benefits. He noted that those opposed to the tourism industry may have initiated the dissolution of funds.

Mr. Jeff Bailey in 10:33am

Mr. Gaekwad noted attempts were made to cut tourism funding for the past 15 to 20 years.

Mr. Adams asked whether any other states have conducted similar actions

Commissioner Zalak and Ms. Wheeler cited Colorado as an example. Ms. Wheeler explained that Colorado defunded tourism at the state level by terminating authorized funding mechanisms. She noted that this became a national case study in the advocacy of tourism.

Commissioner Zalak requested a summary report or case study on Colorado's tourism defunding to share with those involved in passing the proposed bills.

Ms. Wheeler confirmed that such a report existed and would be circulated to the Council.

Commissioner Zalak reiterated that not all state representatives fully understand the role of tourism, especially since many of them were serving on committees for the first time. He explained that new legislators may not be familiar with the scope of tourism's impact on local economies, particularly since marketing efforts were typically directed outward.

Mr. Adams requested that all local legislators be invited to the next annual meeting.

Commissioner Zalak recalled that Representative Chamberlin attended in the past, but Representative Gentry had not.

Mr. Gaekwad noted that Representative Chamberlin had extensive experience in lobbying and was well respected in the legislature.

Ms. Shaffer confirmed that she was tracking all the items tasked. She thanked the council for allowing her to bring forth this discussion and invited Ms. Jessica Heller to present.

Quarterly Public Relations and Analytics Report – January – March Data

Ms. Jessica Heller, Marketing and Communications Supervisor directed those following the meeting online to the Public Relations and Analytics report which began on page 64 of the

meeting packet and covers the time period of January through March. She noted improvements in report timing and relevance. Ms. Heller reported that a high volume of press releases was distributed during the quarter. Some were routed through Visit Florida which shared them with industry contacts while others were sent directly from the Ocala/Marion County Visitors and Convention Bureau through its own channels.

Ms. Heller explained that Visit Florida circulates editorial lead opportunities to the industry however, the VCB only responds to relevant leads based on the topic of the editorial. She advised that the leads that were responded to were typically included in their press releases and offered useful information for the VCB to use and re-publish. The VCB also collaborated with the PR team or used the Meltwater system to distribute press releases that targeted PR professionals across the country, primarily in the Southeast, Eastern and Northeastern regions.

Ms. Heller explained that Meltwater was also used to track earned media value and exposure. There was a significant spike in mentions of Ocala/Marion County VCB, largely due to Huddle and Encounter coverage. Geographically, the United States remained the primary source of mentions, with notable regional activity in Georgia, Alabama, North Carolina, Virginia, Kentucky, Texas, California, New York, and Pennsylvania. Globally, coverage came from Canada, the United Kingdom, Germany, Colombia, Mexico, and Venezuela. A substantial portion of international data was categorized under "unknown region" due to user privacy settings.

Regarding familiarization tours, Ms. Heller noted the VCB hosted a large familiarization tour of 19 media representative during Florida Huddle and Encounter. There were a number of published articles that resulted from that familiarization tour and the geographical breakdown was presented. The VCB also hosted a German press trip and two Canadian press trips in that quarter. The German press trip was a luxury style, mainly online publication.

Mr. Danny Gaekwad out 10:41am

An editor and photographer couple visited and would be publishing up to 10 articles from their visit, while some would be focusing on Florida as a whole, others would be more specific to activities they participated in including one that had already been published covering their experience at the canyons. Ms. Heller highlighted that their online publication has a monthly reach of almost 400,000 and their website has 394,000 unique monthly visitors. In addition, David Cox from Canada World Travel was hosted by the VCB and published both a print and digital article. The printed publications reached 150,000 unique monthly visitors and their digital publications have reached 275,000 unique monthly visitors. Earned media value totaled \$9,000 for print and \$16,500 for digital.

Ms. Heller then presented the media coverage generated from hosting Florida Huddle and Encounter in Marion County for the first time. She advised some of the media published up to two articles a day during the event and in the weeks following. The total reach for the

quarter was 70 million and the earned media value was \$658,271.98. For social media which began on page 90 of the meeting packet the number of impressions for the quarter was over 9.1 million across the social media channels, over 144 thousand engagements and over 62 thousand post link clicks. The top performing Instagram post was a video of Juniper Springs which had 747 total engagements and 456 likes. The top performing post for Facebook was a link to the website regarding events occurring at the time which had a total of 26,000 engagements, 414 reactions and 22,000 post link clicks.

Ms. Heller then moved to the app section of the presentation which began on page 117 of the packet. Global downloads for the quarter totaled 573 and the number of page views was 2838. The number of downloads for the lifetime of the app was 5642.

Ms. Heller introduced a new recurring section: the Marion Insider's Guide. This video-based platform launched in June 2024, features both short- and long-form content, and was designed to enhance the destination's digital storytelling. The series includes reels, blog content, and long-form videos, all hosted by Commissioner Zalak. The data provided for Marion Insider's Guide represented the data from October 1st to March 31st, 2025. The social media performance numbers were based on any posts on social media that were done related to Marion Insider's Guide. Impressions totaled over 287,000, over 16,000 engagement and over 6000 post link clicks. On YouTube there were 483,633 views and 25,800 watch time hours.

Mr. Danny Gaekwad in 10:48am

Ms. Heller noted that the Marion Insider's Guide episodes were only 5 minutes long.

Mr. Gaekwad added that current attention spans average less than three minutes.

Commissioner Zalak commended the team for creating an effective media plan which strategically produced reels of 30 seconds to one minute to promote the videos. He also praised their efforts in applying advertisement funding to the YouTube videos for accelerated engagement.

Ms. Heller noted that the Marion Insider's Guide series was embedded on the VCB website and has its own dedicated page featuring callout cards for each episode. She reported 10,904 total page views to this section, which she confirmed was an excellent performance metric.

Mr. Gaekwad asked whether that number represented unique visitors, and Ms. Heller responded that she would confirm and follow up.

Ms. Heller then directed attention to the website performance section on page 120 of the packet. For the quarter there were 278,000 active visitors, 190,000 of those arrived via organic search. A large dip shown on one graph was clarified as a result of April data being excluded from the quarterly reporting window.

Mr. Gaekwad praised Ms. Heller's reporting and reassured her the anomaly was not concerning.

Ms. Heller continued her presentation with noting the total number of page views as 846,000. First time visits totaled 274,000 and user engagement was over 348,000. There were a number of new blogs posted to the website to include coffee shops, unique date nights, Silver Springs Insider's Guide, St. Patrick's Day, and Easter. Refreshed content included Valentine's Day events and glass-bottom boat ride updates to maintain SEO relevance.

Mr. Gaekwad asked if the team could create a "Top Ten" list blog post, noting the popularity of such content.

Ms. Heller confirmed that listicles were already being posted on the website including blogs for, Top 10 Instagram Spots, Top 40 Things to Do and Top Fishing Spots. She explained these formats performed well and were favored by search engine algorithms and AI. The top visited pages were the general events page, the homepage, the outdoor activities page, equestrian activities page and food and drink directory. As for partner pages there were a total of 148,345 visits to partner directory pages and there was a total of 50,251 clicks to partner websites.

Ms. Heller also summarized data on visitation and performance by month. There was a total of 230 newsletter sign ups and 1966 visitor guide requests for the quarter. For the monthly newsletter, there were a total of 8,666 opens of those emails.

Staff Updates

Rock the Country

Ms. Shaffer advised that Mr. Locke was attempting to finalize obtaining tickets for the Rock the Country event.

Mr. Gaekwad inquired as to how much funding was being provided to Rock the Country and what the County would receive in return.

Ms. Shaffer responded that the funding amount was \$50,000.

Commissioner Zalak advised that the County would receive 3000 hotel room nights in return for the funding.

Mr. Gaekwad asked whether tickets would be provided.

Mr. Locke advised there were 50 general admission plus tickets as well as 50 Marion County tent tickets being offered by Rock the Country.

Ms. Shaffer advised some tickets would be used for marketing, some would be given to the Tourist Development Council members and some would be given to County Commissioners and Administration.

Commissioner Zalak advised that the event organizers did not expect to have as high of an attendance rate as the first year the event occurred in Marion County as there were different artists performing but anticipated the show to still perform well.

Mr. Gaekwad noted the department could consider funding another concert in the next year.

Ms. Shaffer noted that this event was the only one taking place in Florida. She stated that Rock the Country was hosted by in other states but not in other destinations in Florida making this a significant achievement for Ocala. Ms. Shaffer then invited Mr. Locke to provide a sales update.

Sales Update

Mr. Locke began his presentation by providing an update on recent leads. The Florida Wine and Grape Growers Association Annual Conference was considering Marion County as a host for their two-day event, typically held in January. The conference was previously hosted in DeLand and was seeking a new location. While it is a smaller event, it offered a strong agritourism opportunity.

Commissioner Carl Zalak out 11:00am

Mr. Locke then moved to the Florida Society Children of the American Revolution which was planning a state conference for February 13–14, 2026. The event was projected to generate approximately 80 room nights. A major potential event was the Big East Swimming and Diving Conference Championships, which may come to FAST in 2026 or 2027. Mr. Locke noted that discussions with the conference have been ongoing for a few years. While no agreement has been finalized, they were leaning toward selecting FAST.

Mr. Gaekwad noted that February was the busiest month.

Mr. Bailey asked which school would serve as the anchor institution for the event.

Mr. Locke responded that the conference would organize the event directly, and a host school had not yet been confirmed. He cited Auburn as an example of a past host for a separate collegiate event but emphasized that further details were pending. He then provided an updated on the lead for the USA Gymnastics Men's State Championships which was looking to relocate from Gainesville to Ocala in February 27 – March 1, 2026, which would generate approximately 330 room nights. Mr. Locke noted he attempted to negotiate the timing, but the event was bound by USA Gymnastics' national calendar, allowing little flexibility. The Florida Sports Foundation Sports Summit had also been pursued for several years and was now being pursued for June of 2026. The summit includes members from across the state—32 total sports commissions—and offers exposure to 20 sports event planners, generating a projected 210 room nights. Mr. Locke reported no changes to ongoing leads but highlighted one notable loss being the FSAE Annual Conference. He had pursued this event for some time, and they considered Ocala for 2026 but ultimately chose Orlando. The event represented about 400 room nights and would have taken place in July,

which Mr. Locke noted would have been ideal for Ocala's summer calendar. He added that Ocala east now being considered for 2028, as 2027 was already booked. Mr. Corry Locke also noted a positive trend for the upcoming summer. Based on the Tourist Development Council's calendar of events, eight events were scheduled over seven weeks, between June 26 and August 8. He attributed this success to the combined efforts of FAST, baseball, and softball event programming, noting that this kind of activity in the shoulder season was rare when he began in his role.

Mr. Bailey remarked that while the broader economy may be unstable, the strong summer event calendar would likely surprise and benefit hotel operators.

Commissioner Carl Zalak in 11:04am

Mr. Gaekwad agreed, noting that Q1 of 2025 was relatively soft across Florida, but Q2 bookings were unusually strong, which was a reversal of typical trends.

Mr. Bailey added that there was an increase in the diversity of events—ranging from darts and fishing to gymnastics and rodeo.

Mr. Gaekwad asked for clarification on the FSAE conference loss.

Mr. Locke reiterated that while the event was not huge by room night standards, its July timing made it particularly desirable. He confirmed that FSAE expressed interest in Ocala for 2028, even though they chose Orlando for 2026 and that the reason for choosing Orlando was not disclosed. He also noted the event would attract state association executives, each of whom managed their own conferences. He reiterated that staff would continue to pursue the 2028 opportunity.

TDT Collections/ STR and Key Data Update

Ms. Wheeler presented the TDT Collections/ STR and Key Data Update. She noted that the secondary report typically provided by the Tax Collector's Office was unavailable this month due to changes in their internal software and reporting systems. Ms. Tammy McCann, who oversees the VCB account at the Tax Collector's Office, indicated that the secondary report—which includes late taxes, penalties, and interest—would resume next month. Despite the missing report, all necessary primary data was provided, and for the March reporting period, reflecting February revenues, collections totaled \$649,169.37, representing an increase of \$20,459.10, or 3.25% year-over-year. Ms. Wheeler stated that figures including penalties, late taxes and interest were unavailable and would be presented at the next meeting. She also announced that Mr. Albright and Ms. McCann would attend a future meeting in early summer to provide an update on the new reporting system. Moving on to STR data, Ms. Wheeler shared that updated reports were provided in hard copy due to a delay in March STR data availability at the time of packet publication, which was impacted by the Good Friday holiday. For the month of March in Marion County, occupancy was at 70.8%, up 8.8% year over year, average daily rate was \$151.73, up 2.7% from last year and RevPAR was \$107.46, up 11.7% from last year. For the running 12-month period,

occupancy was up 3.9%, ADR was up 5.6% and RevPAR was up 9.7%. Statewide data from Visit Florida showed that occupancy statewide was 77.4%, down 1.1%, the average daily rate was \$239.58 which was up 0.6% from last year and RevPAR for the state of Florida was \$185.48 which was down slightly at 0.6% from last year. Ms. Wheeler then presented key data pertaining to short term rentals indicating occupancy was 63.2%, down 9% from last year, average daily rate was \$206 which was a \$12 decrease from last year, RevPAR was \$110 which was a \$26 decrease from last year and nights available was 5855 which was a 2% increase from last year. For the running 12 months, as it relates to short term rentals, occupancy decreased by 4.2%, average daily rate decreased by 5.8% and nights available increased by 13.3%.

Mr. Gaekwad noted that the short-term rental figures were negatively impacting traditional hotel models.

Ms. Shaffer advised that Mr. Albright would join the TDC meeting in June to discuss the compliance tool implemented which she believed would assist in offsetting potential issues with short term rentals.

Ms. Wheeler provided clarification for the record regarding the budget documents previously discussed. She explained that the column labelled fiscal year 2025 which stated 'adopted' reflected what the budget projection was. She further explained that budget projections were developed using a variety of factors such as historical data and trend data. She reiterated the information for transparency, in case future readers of the minutes referred to those documents. Ms. Wheeler inquired as to whether there were any questions on Tourist Development Tax Collection, STR or anything else.

Mr. Gaekwad advised that the Council should preserve surplus funds during high-revenue periods and invest in increased marketing during downturns, referencing a similar strategy supported by Governor Rick Scott during a past economic recession.

Ms. Shaffer confirmed the completion of the staff update.

TDC Events Calendar

Ms. Shaffer advised the TDC Events Calendar was in the packet.

Old Business

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

New Business

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

Notation for Record

Mr. Rus Adams reiterated that everyone should reach out to their state senators regarding the proposed legislative changes affecting tourism funding. He encouraged all members to

forward the information to their employees, urging them to call and voice their concerns. He also advised members to contact any associations, clubs, or organizations they belong to, noting the issue would impact everyone in some way. Mr. Adams stated he would request the information be distributed to approximately 650 employees.

Public Comment

Upcoming Meeting

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

Mr. Adams stated that the next TDC meeting will be on Wednesday, May 21 at 9am.

The meeting adjourned at 11:13a.m.

Rus Adams, Chairman



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-19138

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

MOTION: Acknowledgement of Financials - April 2025

DESCRIPTION/BACKGROUND:

Recommend Action: To accept the Expenditure Status Report and Revenue Status Report for April 2025.

REVENUE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | |
|--|---------------|-------------------|--------------------|---------------------------------|--------|--|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | |
| ORIGINAL ESTIM REV | ESTIM REV ADJ | REVISED ESTIM REV | ACTUAL YTD REVENUE | REMAINING REVENUE | % COLL | |
| 1074-31-312-450-45090-155-0000000-0000000-312131- TOURIST DEVELOPMNT TAX 2% | | | | | | |
| 2,192,064.00 | 0.00 | 2,192,064.00 | 1,606,946.41 | 585,117.59 | 73.3% | |
| 2025/07/002613 04/25/2025 GCR -324,584.69 REF P02744 03/25 TOURIST DEV TAX | | | | | | |
| 1074-31-312-450-45090-155-0000000-0000000-312132- TOURIST DEVELOP TAX 3RD % | | | | | | |
| 1,096,032.00 | 0.00 | 1,096,032.00 | 803,473.17 | 292,558.83 | 73.3% | |
| 2025/07/002613 04/25/2025 GCR -162,292.34 REF P02744 03/25 TOURIST DEV TAX | | | | | | |
| 1074-31-312-450-45090-155-0000000-0000000-312133- TOURIST DEVELOP TAX 4TH % | | | | | | |
| 1,096,032.00 | 0.00 | 1,096,032.00 | 803,473.17 | 292,558.83 | 73.3% | |
| 2025/07/002613 04/25/2025 GCR -162,292.34 REF P02744 03/25 TOURIST DEV TAX | | | | | | |
| 1074-36-361-450-45090-155-0000000-0000000-361110- INTEREST-BOARD | | | | | | |
| 555,000.00 | 0.00 | 555,000.00 | 246,345.96 | 308,654.04 | 44.4% | |
| 2025/07/003390 04/30/2025 GEN -29,489.64 REF SBAINTE Interest Allocation Entry | | | | | | |
| 1074-36-366-450-45090-155-0000000-0000000-366045- FL SPORTS FOUNDATION | | | | | | |
| 0.00 | 0.00 | 0.00 | 14,834.00 | -14,834.00 | 100.0% | |
| 1074-36-369-450-45090-155-0000000-0000000-369030- REFUND OF PRIOR YEAR EXP | | | | | | |
| 0.00 | 0.00 | 0.00 | 1,830.50 | -1,830.50 | 100.0% | |
| 1074-37-379-990-99090-000-0000000-0000000-379999- LESS: 5% OF BUDG REVENUE | | | | | | |
| -246,957.00 | 0.00 | -246,957.00 | 0.00 | -246,957.00 | .0% | |
| 1074-39-399-990-99090-000-0000000-0000000-399991- BALANCES FWD-CASH-REGULAR | | | | | | |
| 10,190,353.00 | 0.00 | 10,190,353.00 | 9,442,873.70 | 747,479.30 | 92.7% | |
| TOTAL TOURIST DEVELOPMENT FUND | | | | | | |
| 14,882,524.00 | 0.00 | 14,882,524.00 | 12,919,776.91 | 1,962,747.09 | 86.8% | |
| TOTAL REVENUES | | | | | | |
| 14,882,524.00 | 0.00 | 14,882,524.00 | 12,919,776.91 | 1,962,747.09 | | |

REVENUE STATUS REPORT

| FOR 2025 07 | | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | |
|--------------------|---------------|-------------------|--------------------|-------------------|---------------------------------|--|
| ORIGINAL ESTIM REV | ESTIM REV ADJ | REVISED ESTIM REV | ACTUAL YTD REVENUE | REMAINING REVENUE | % COLL | |
| GRAND TOTAL | | | | | | |
| 14,882,524.00 | 0.00 | 14,882,524.00 | 12,919,776.91 | 1,962,747.09 | 86.8% | |

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

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | | | | |
|--|------------|---------------|-------------------|---------------------------------|----------------|-------------------|--------------------------------|--------|--|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | |
| ORIGINAL ESTIM REV | | ESTIM REV ADJ | REVISED ESTIM REV | ACTUAL YTD REVENUE | | REMAINING REVENUE | | % COLL | |
| 1074-55-552-450-45090-155-0000000-0000000-512101- REGULAR SALARIES & WAGES | | | | | | | | | |
| 720,309.00 | | 0.00 | 720,309.00 | 361,163.98 | | 359,145.02 | | 50.1% | |
| 2025/07/001049 | 04/11/2025 | PRJ | 26,934.42 | REF 250411 | WARRANT=250411 | RUN=0 | REGULAR | | |
| 2025/07/002345 | 04/25/2025 | PRJ | 27,176.87 | REF 250425 | WARRANT=250425 | RUN=0 | REGULAR | | |
| 1074-55-552-450-45090-155-0000000-0000000-521101- FICA TAXES | | | | | | | | | |
| 55,114.00 | | 0.00 | 55,114.00 | 25,928.71 | | 29,185.29 | | 47.0% | |
| 2025/07/001049 | 04/11/2025 | PRJ | 1,919.18 | REF 250411 | WARRANT=250411 | RUN=0 | REGULAR | | |
| 2025/07/002345 | 04/25/2025 | PRJ | 1,945.39 | REF 250425 | WARRANT=250425 | RUN=0 | REGULAR | | |
| 1074-55-552-450-45090-155-0000000-0000000-522101- RETIREMENT CONTRIBUTIONS | | | | | | | | | |
| 98,183.00 | | 0.00 | 98,183.00 | 51,049.16 | | 47,133.84 | | 52.0% | |
| 2025/07/001049 | 04/11/2025 | PRJ | 3,671.17 | REF 250411 | WARRANT=250411 | RUN=0 | REGULAR | | |
| 2025/07/002345 | 04/25/2025 | PRJ | 3,704.22 | REF 250425 | WARRANT=250425 | RUN=0 | REGULAR | | |
| 1074-55-552-450-45090-155-0000000-0000000-523101- HEALTH INSURANCE | | | | | | | | | |
| 138,864.00 | | 0.00 | 138,864.00 | 68,385.91 | | 70,478.09 | | 49.2% | |
| 2025/07/001049 | 04/11/2025 | PRJ | 7,295.86 | REF 250411 | WARRANT=250411 | RUN=0 | REGULAR | | |
| 2025/07/001049 | 04/11/2025 | PRJ | -1,509.86 | REF 250411 | WARRANT=250411 | RUN=0 | REGULAR | | |
| 2025/07/002345 | 04/25/2025 | PRJ | 7,295.86 | REF 250425 | WARRANT=250425 | RUN=0 | REGULAR | | |
| 2025/07/002345 | 04/25/2025 | PRJ | -1,509.86 | REF 250425 | WARRANT=250425 | RUN=0 | REGULAR | | |
| 1074-55-552-450-45090-155-0000000-0000000-523401- LIFE, AD&D, LTD | | | | | | | | | |
| 4,837.00 | | 0.00 | 4,837.00 | 2,516.74 | | 2,320.26 | | 52.0% | |
| 2025/07/001049 | 04/11/2025 | PRJ | 187.16 | REF 250411 | WARRANT=250411 | RUN=0 | REGULAR | | |
| 2025/07/002345 | 04/25/2025 | PRJ | 188.10 | REF 250425 | WARRANT=250425 | RUN=0 | REGULAR | | |
| 1074-55-552-450-45090-155-0000000-0000000-524101- WORKER'S COMPENSATION | | | | | | | | | |
| 653.00 | | 0.00 | 653.00 | 489.75 | | 163.25 | | 75.0% | |
| 2025/07/003426 | 04/30/2025 | GNI | 163.25 | REF | 3rd Qtr Insur | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-531109- PROFESSIONAL SERVICES | | | | | | | | | |
| 1,612,500.00 | | 0.00 | 1,612,500.00 | 488,085.08 | | 30,000.00 | | 98.1% | |
| 2025/07/001931 | 04/16/2025 | API | 7,400.00 | VND 001798 | PO 2500062 | HUNDEN PARTNERS | JOINT WORKSHOP VISIT | 461 | |
| 2025/07/001931 | 04/16/2025 | POL | -7,400.00 | VND 001798 | PO 2500062 | HUNDEN PARTNERS | JOINT WORKSHOP VISIT | 2025 | |
| 2025/07/000531 | 04/02/2025 | API | 7,365.00 | VND 106656 | PO 2500502 | MILES PARTNERSH | OCALA/MARION CNTY META, INSIDE | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -7,365.00 | VND 106656 | PO 2500502 | MILES PARTNERSH | OCALA/MARION CNTY META, IN2025 | | |
| 2025/07/000531 | 04/02/2025 | API | 2,959.72 | VND 106656 | PO 2500502 | MILES PARTNERSH | OCALA/MARION COUNTY GOOGLE | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -2,959.72 | VND 106656 | PO 2500502 | MILES PARTNERSH | OCALA/MARION COUNTY GOOGLE2025 | | |
| 2025/07/000531 | 04/02/2025 | API | 30,817.45 | VND 106656 | PO 2500502 | MILES PARTNERSH | OCALA/MARION CNTY AD GENUITY | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -30,817.45 | VND 106656 | PO 2500502 | MILES PARTNERSH | OCALA/MARION CNTY AD GENUI2025 | | |

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | | | | | | | | |
|---|------------|---------------|-------------------|---------------------------------|---------|---------|-----------------|--------------------------------|-------------------|--------------|--|-------|--------|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | | | | | |
| ORIGINAL ESTIM REV | | ESTIM REV ADJ | REVISED ESTIM REV | ACTUAL YTD | REVENUE | | | | REMAINING REVENUE | | | | % COLL |
| CP155552 531109 PROFESSIONAL SERVICES | | | | | | | | | | | | | |
| 2025/07/000531 | 04/02/2025 | API | 5,013.42 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA MARION | CNTY | UNDERTONE | | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -5,013.42 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA MARION | CNTY | UNDERTON2025 | | | |
| 2025/07/000531 | 04/02/2025 | API | 10,728.08 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | TRIP ADVISOR | | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -10,728.08 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | TRIP ADV2025 | | | |
| 2025/07/000531 | 04/02/2025 | API | 4,035.00 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | OUTFRONT | | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -4,035.00 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | OUTFRONT2025 | | | |
| 2025/07/000531 | 04/02/2025 | API | 1,229.00 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | CLEAR CHANNE | | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -1,229.00 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | CLEAR CH2025 | | | |
| 2025/07/000531 | 04/02/2025 | API | 12,500.00 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | CARVERTISE | | 86007 | |
| 2025/07/000531 | 04/02/2025 | POL | -12,500.00 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | CARVERTI2025 | | | |
| 2025/07/001094 | 04/03/2025 | API | 14,693.58 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | ODYSSEY | | 86007 | |
| 2025/07/001094 | 04/03/2025 | POL | -14,693.58 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | ODYSSEY 2025 | | | |
| 2025/07/001535 | 04/11/2025 | API | 20,585.79 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | NATIVO | | 378 | |
| 2025/07/001535 | 04/11/2025 | POL | -20,585.79 | VND 106656 | PO | 2500502 | MILES PARTNERSH | OCALA/MARION | CNTY | NATIVO 2025 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-534101- | | | | CONTRACT SERV - OTHER - MISC | | | | | | | | | |
| 96,032.00 | | 0.00 | 96,032.00 | 39,873.15 | | | | 52,401.20 | | | | 45.4% | |
| 2025/07/003359 | 04/16/2025 | API | 7,043.35 | VND 001579 | PO | | COSTAR REALTY | HOTEL & MOTEL DATA, ANALYTICS | | | | | |
| 2025/07/000724 | 04/04/2025 | API | 382.80 | VND 001703 | PO | 2500388 | BLUE RIBBON CLE | FACILITIES MARCH 2025 JUDICIAL | | | | 299 | |
| 2025/07/000724 | 04/04/2025 | POL | -382.80 | VND 001703 | PO | 2500388 | BLUE RIBBON CLE | FACILITIES MARCH 2025 JUDI2025 | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-540101- | | | | TRAVEL & PER DIEM | | | | | | | | | |
| 42,500.00 | | 0.00 | 42,500.00 | 10,754.64 | | | | 31,745.36 | | | | 25.3% | |
| 2025/07/000783 | 04/01/2025 | API | -38.70 | VND 999999 | PO | | PCARD ONE TIME | REFUND OF TAXES CHARGED FOR L | | | | | |
| 2025/07/001052 | 04/07/2025 | API | 25.00 | VND 204133 | PO | | ROUSSEL VENEGAS | CO ADMIN/MEAL REIMBURSEMENTS F | | | | 86012 | |
| 2025/07/001094 | 04/03/2025 | API | 31.00 | VND 102076 | PO | | LOCKE RYAN | TDC/MEALS AT FL TOURISM DAY | | | | 86005 | |
| 2025/07/001094 | 04/03/2025 | API | 31.00 | VND 109339 | PO | | HELLER JESSICA | TDC/MEALS AT THE FL TOURISM DA | | | | 86003 | |
| 2025/07/001233 | 04/04/2025 | API | 692.95 | VND 999999 | PO | | PCARD ONE TIME | FLIGHT FOR A ROUSSEL TO ATTEND | | | | | |
| 2025/07/001233 | 04/04/2025 | API | 692.95 | VND 999999 | PO | | PCARD ONE TIME | FLIGHT FOR L SHAFFER TO ATTEND | | | | | |
| 2025/07/001233 | 04/04/2025 | API | 692.95 | VND 999999 | PO | | PCARD ONE TIME | FLIGHT FOR S WHEELER TO ATTEND | | | | | |
| 2025/07/001234 | 04/03/2025 | API | 472.96 | VND 999999 | PO | | PCARD ONE TIME | FLIGHT FOR J HELLER TO ATTEND | | | | | |
| 2025/07/001645 | 04/14/2025 | API | 88.00 | VND 101511 | PO | | SHAFFER LORETTA | TDC/MEALS, TIPS DESTINATIONS I | | | | 86527 | |
| 2025/07/001645 | 04/14/2025 | API | 51.00 | VND 101511 | PO | | SHAFFER LORETTA | TDC/MEALS, TIPS FL TOURISM DAY | | | | 86528 | |
| 2025/07/001645 | 04/14/2025 | API | 64.65 | VND 101595 | PO | | WHEELER MELINDA | MEALS, UBER AT FL TOURISM DAY | | | | 86533 | |
| 2025/07/002769 | 04/08/2025 | API | 608.96 | VND 999999 | PO | | PCARD ONE TIME | FLIGHT FOR J HELLER TO ATTEND | | | | | |
| 2025/07/002769 | 04/08/2025 | API | -79.99 | VND 999999 | PO | | PCARD ONE TIME | FLIGHT CREDIT WHEN NAME WAS CO | | | | | |
| 2025/07/002769 | 04/08/2025 | API | 608.96 | VND 999999 | PO | | PCARD ONE TIME | ORIGINAL FLIGHT WITH WRONG NAM | | | | | |
| 2025/07/002772 | 04/11/2025 | API | 7.00 | VND 999999 | PO | | PCARD ONE TIME | PARKING FOR L SHAFFER AT THE M | | | | | |
| 2025/07/002773 | 04/13/2025 | API | 254.00 | VND 999999 | PO | | PCARD ONE TIME | HOTEL FOR L SHAFFER WHILE AT M | | | | | |

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | | | | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | | | | | | | | |
|---|--|---------------|--|-------------------------|--|--|--|--------------------------------|--|---------------------------------|--|--|--|--|--|--|--|--|--|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | | | | | | | | | | | |
| ORIGINAL ESTIM REV | | ESTIM REV ADJ | | REVISED ESTIM REV | | ACTUAL YTD REVENUE | | REMAINING REVENUE | | % COLL | | | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-541101- | | | | COMMUNICATIONS SERVICES | | | | | | | | | | | | | | | |
| 10,421.00 | | 0.00 | | 10,421.00 | | 3,929.58 | | 6,491.42 | | 37.7% | | | | | | | | | |
| 2025/07/002361 04/22/2025 API | | | | 29.45 VND 203123 PO | | CENTURY LINK/EM 320144423 | | | | 86691 | | | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-542201- | | | | POSTAGE & FREIGHT | | | | | | | | | | | | | | | |
| 13,000.00 | | 0.00 | | 13,000.00 | | 2,823.86 | | 5,676.14 | | 56.3% | | | | | | | | | |
| 2025/07/000531 04/02/2025 API | | | | 1,000.00 VND 103358 PO | | 2500063 QUADIENT | | POSTAGE FOR METER ACCT 0812956 | | 86024 | | | | | | | | | |
| 2025/07/000531 04/02/2025 POL | | | | -1,000.00 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 | | 0.00 | | 25,188.00 | | 6,802.32 | | 18,385.68 | | 27.0% | | | | | | | | | |
| 2025/07/001052 04/07/2025 API | | | | 41.94 VND 000808 PO | | SUMTER ELECTRIC 9608557201 | | | | 86016 | | | | | | | | | |
| 2025/07/001535 04/11/2025 API | | | | 24.27 VND 014881 PO | | CITY OF OCALA/E 572726-118216 | | | | 368 | | | | | | | | | |
| 2025/07/002190 04/21/2025 API | | | | 898.73 VND 014881 PO | | CITY OF OCALA/E 550848-164495 | | | | 427 | | | | | | | | | |
| 2025/07/003046 04/28/2025 API | | | | 25.46 VND 107238 PO | | DUKE ENERGY FLO 9101 5957 9418 | | | | 86861 | | | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-543102- | | | | UTILITY SERVICES - | | WST DISP | | | | | | | | | | | | | |
| 756.00 | | 0.00 | | 756.00 | | 319.09 | | 436.91 | | 42.2% | | | | | | | | | |
| 2025/07/002190 04/21/2025 API | | | | 45.58 VND 014881 PO | | CITY OF OCALA/E 550848-164495 | | | | 427 | | | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-544101- | | | | RENTALS & LEASES - | | EQUIPMENT | | | | | | | | | | | | | |
| 6,424.00 | | 0.00 | | 6,424.00 | | 2,429.42 | | 524.00 | | 91.8% | | | | | | | | | |
| 2025/07/001781 04/15/2025 API | | | | 292.32 VND 501306 PO | | 2500311 DOCUMENT TECHNO MC-01 COPIER LEASE APR-25 | | | | 458 | | | | | | | | | |
| 2025/07/001781 04/15/2025 POL | | | | -292.32 VND 501306 PO | | 2500311 DOCUMENT TECHNO MC-01 COPIER LEASE APR-25 2025 | | | | | | | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-544401- | | | | RENTALS & LEASES - | | BUILDINGS | | | | | | | | | | | | | |
| 2,400.00 | | 0.00 | | 2,400.00 | | 1,575.00 | | 825.00 | | 65.6% | | | | | | | | | |
| 2025/07/001235 04/02/2025 API | | | | 315.00 VND 999999 PO | | PCARD ONE TIME STORAGE UNIT RENTAL FOR PROMOT | | | | | | | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-545101- | | | | INSURANCE - | | PREMIUMS | | | | | | | | | | | | | |
| 16,864.00 | | 0.00 | | 16,864.00 | | 12,647.46 | | 4,216.54 | | 75.0% | | | | | | | | | |
| 2025/07/003426 04/30/2025 GNI | | | | 4,215.82 REF | | 3rd Qtr Insur | | | | | | | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-546101- | | | | REPAIRS/MAINT - | | BLDGS & GRNDS | | | | | | | | | | | | | |
| 44,000.00 | | 0.00 | | 44,000.00 | | 5,680.00 | | 38,320.00 | | 12.9% | | | | | | | | | |

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | | |
|---|---------------|-------------------|-------------------------|---------------------------------|--|--------|--|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | |
| ORIGINAL ESTIM REV | ESTIM REV ADJ | REVISED ESTIM REV | ACTUAL YTD REVENUE | REMAINING REVENUE | | % COLL | |
| 1074-55-552-450-45090-155-0000000-0000000-546257- | | | | REPAIRS/MAINT - FLEET MANAGMNT | | | |
| 4,580.00 | 0.00 | 4,580.00 | 414.65 | 4,165.35 | 9.1% | | |
| 2025/07/000362 | 04/03/2025 | WOJ | 19.45 REF rm | 280189 | | | |
| 2025/07/000362 | 04/03/2025 | WOJ | 85.00 REF rm | 280189 | | | |
| 2025/07/000362 | 04/03/2025 | WOJ | 129.66 REF rm | 280189 | | | |
| 2025/07/001225 | 04/10/2025 | WOJ | 85.00 REF rm | 264383 | | | |
| 2025/07/000405 | 04/03/2025 | WOJ | 4.58 REF rm | 264383 | | | |
| 2025/07/000405 | 04/03/2025 | WOJ | 0.69 REF rm | 264383 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-547101- | | | | PRINT & BIND | | | |
| 55,500.00 | 0.00 | 55,500.00 | 53,421.34 | 2,078.66 | 96.3% | | |
| 2025/07/000783 | 04/01/2025 | API | 833.35 VND 999999 PO | PCARD ONE TIME | "TOURISM WORKS" CARDS FOR MARI | | |
| 2025/07/001234 | 04/03/2025 | API | 800.00 VND 999999 PO | PCARD ONE TIME | PRINTED POST CARDS FOR USE IN | | |
| 2025/07/003436 | 04/24/2025 | API | 49.77 VND 999999 PO | PCARD ONE TIME | BUSINESS CARDS FOR C SHELTON, | | |
| 2025/07/003436 | 04/24/2025 | API | 49.77 VND 999999 PO | PCARD ONE TIME | BUSINESS CARDS FOR C ROBINSON, | | |
| 2025/07/003436 | 04/24/2025 | API | 49.77 VND 999999 PO | PCARD ONE TIME | BUSINESS CARDS FOR H VILLAGOME | | |
| 2025/07/003436 | 04/24/2025 | API | 49.77 VND 999999 PO | PCARD ONE TIME | BUSINESS CARDS FOR K SPENCER, | | |
| 1074-55-552-450-45090-155-0000000-0000000-548101- | | | | PROMO ACT | | | |
| 3,163,799.00 | -59,160.00 | 3,104,639.00 | 570,881.05 | 1,767,315.47 | 43.1% | | |
| 2025/07/000787 | 04/02/2025 | API | 5,000.00 VND 001374 PO | FLORIDA SOCIETY | FSAE ANNUAL CONVERENCE APP SPO | | |
| 2025/07/001235 | 04/02/2025 | API | 300.00 VND 999999 PO | PCARD ONE TIME | APR-25 GREATER ORLANDO & LAKE | | |
| 2025/07/001235 | 04/02/2025 | API | 5,361.60 VND 999999 PO | PCARD ONE TIME | APR-JUN 2025 DISTRIBUTION OF B | | |
| 2025/07/003435 | 04/23/2025 | API | 60.00 VND 999999 PO | PCARD ONE TIME | FOOD CONTAINERS TO DEMONSTRATE | | |
| 2025/07/003436 | 04/24/2025 | API | 4,272.80 VND 999999 PO | PCARD ONE TIME | BRANDED KOOZIES & PENS | | |
| 2025/07/003578 | 04/29/2025 | API | 15.00 VND 999999 PO | PCARD ONE TIME | SAMPLE TUMBLER FOR GATEWAY RI | | |
| 2025/07/000531 | 04/02/2025 | API | 7,300.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTING, | | |
| 2025/07/000531 | 04/02/2025 | POL | -300.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/000531 | 04/02/2025 | POL | -5,000.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/000531 | 04/02/2025 | POL | -1,000.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/000531 | 04/02/2025 | POL | -1,000.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/002633 | 04/23/2025 | API | 7,300.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTING, | | |
| 2025/07/002633 | 04/23/2025 | POL | -300.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/002633 | 04/23/2025 | POL | -5,000.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/002633 | 04/23/2025 | POL | -1,000.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/002633 | 04/23/2025 | POL | -1,000.00 VND 106849 PO | 2500503 | TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025 | | |
| 2025/07/001775 | 04/16/2025 | POM | 2,500.00 VND 001485 PO | 2500552 | DARUMA TECH LLC INCREASE FUNDS 2025 | | |
| 2025/07/002241 | 04/21/2025 | API | 2,500.00 VND 001485 PO | 2500552 | DARUMA TECH LLC ANNUAL APP MAINTENANCE | | |
| 2025/07/002241 | 04/21/2025 | POL | -2,500.00 VND 001485 PO | 2500552 | DARUMA TECH LLC ANNUAL APP MAINTENANCE 2025 | | |
| 2025/07/001052 | 04/07/2025 | API | 1,246.00 VND 002370 PO | 2500673 | FLORIDA SWIMS SEPT 27-28 2024 SWIM MEET/REIM | | |
| 2025/07/001052 | 04/07/2025 | POL | -1,246.00 VND 002370 PO | 2500673 | FLORIDA SWIMS SEPT 27-28 2024 SWIM MEET/2025 | | |
| 2025/07/003046 | 04/28/2025 | API | 4,500.00 VND 106354 PO | 2500953 | DIGITAL FURY LL VIDEO & AUDIO PROCUCTION/MOJOS | | |
| 2025/07/003046 | 04/28/2025 | POL | -4,500.00 VND 106354 PO | 2500953 | DIGITAL FURY LL VIDEO & AUDIO PROCUCTION/M2025 | | |
| 2025/07/000618 | 04/04/2025 | POE | 1,821.25 VND 002518 PO | 2501169 | FLORIDA ADVISOR REIMBURSEMENT FOR ELIGIBLE EXP | | |
| 2025/07/001052 | 04/07/2025 | API | 1,821.25 VND 002518 PO | 2501169 | FLORIDA ADVISOR 2025 47TH ANNUAL SEMINAR/ELIGI | | |
| 2025/07/001052 | 04/07/2025 | POL | -1,821.25 VND 002518 PO | 2501169 | FLORIDA ADVISOR 2025 47TH ANNUAL SEMINAR/E2025 | | |

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | | |
|---|------------|---------------|------------|---|-------------------|--|--------------------------|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | |
| ORIGINAL | ESTIM REV | ESTIM REV ADJ | REVISED | ESTIM REV | ACTUAL YTD | REVENUE | REMAINING REVENUE % COLL |
| CP155552 548101 PROMO ACT | | | | | | | |
| 2025/07/001827 | 04/17/2025 | POE | 8,000.00 | VND 002532 | PO 2501208 | THE SUN CONFERE REIMBURSEMENT FOR ELIGIBLE EXP | |
| 2025/07/002240 | 04/17/2025 | API | 8,000.00 | VND 002532 | PO 2501208 | THE SUN CONFERE SWIM&DIVING CHAMPION/REIMB FOR | 86705 |
| 2025/07/002240 | 04/17/2025 | POL | -8,000.00 | VND 002532 | PO 2501208 | THE SUN CONFERE SWIM&DIVING CHAMPION/REIMB2025 | |
| 2025/07/002332 | 04/23/2025 | POE | 19,684.00 | VND 002538 | PO 2501222 | GRANDVIEW WORLD REIMBURSEMENT FOR ELIGIBLE EXP | |
| 2025/07/002633 | 04/23/2025 | API | 19,684.00 | VND 002538 | PO 2501222 | GRANDVIEW WORLD REIMBURSEMENT FOR ELIGIBLE EXP | 86864 |
| 2025/07/002633 | 04/23/2025 | POL | -19,684.00 | VND 002538 | PO 2501222 | GRANDVIEW WORLD REIMBURSEMENT FOR ELIGIBLE2025 | |
| 2025/07/002557 | 04/24/2025 | POE | 33,446.00 | VND 204759 | PO 2501226 | HITS LLC REIMBURSEMENT FOR ELIGIBLE EXP | |
| 2025/07/003043 | 04/25/2025 | API | 33,446.00 | VND 204759 | PO 2501226 | HITS LLC REIMB EXPENSES WINTER CIRCUIT | 86865 |
| 2025/07/003043 | 04/25/2025 | POL | -33,446.00 | VND 204759 | PO 2501226 | HITS LLC REIMB EXPENSES WINTER CIRC2025 | |
| 2025/07/002635 | 04/25/2025 | POE | 17,584.00 | VND 001201 | PO 2501232 | GRANDVIEW INVIT REIMBURSEMENT FOR ELIGIBLE EXP | |
| 2025/07/003046 | 04/28/2025 | API | 17,584.00 | VND 001201 | PO 2501232 | GRANDVIEW INVIT REIMBURSEMENT FOR ELIGIBLE EXP | 86863 |
| 2025/07/003046 | 04/28/2025 | POL | -17,584.00 | VND 001201 | PO 2501232 | GRANDVIEW INVIT REIMBURSEMENT FOR ELIGIBLE2025 | |
| 2025/07/002923 | 04/29/2025 | POE | 17,584.00 | VND 001201 | PO 2501245 | GRANDVIEW INVIT REIMBURSEMENT FOR ELIGIBLE EXP | |
| 1074-55-552-450-45090-155-0000000-0000000-549185- | | | | CHARGES - COST ALLOCATION | | | |
| 174,198.00 | | | | 174,198.00 101,615.50 | | | |
| | | | | 72,582.50 58.3% | | | |
| 2025/07/000121 04/02/2025 GEN | | | | 14,516.50 REF REC COST ALLOCATION/APR25 | | | |
| 1074-55-552-450-45090-155-0000000-0000000-551101- | | | | OFFICE SUPPLIES | | | |
| 2,000.00 | | | | 2,000.00 576.82 | | | |
| | | | | 1,423.18 28.8% | | | |
| 1074-55-552-450-45090-155-0000000-0000000-552101- | | | | GASOLINE, OIL & LUBRICANTS | | | |
| 4,000.00 | | | | 4,000.00 736.19 | | | |
| | | | | 3,263.81 18.4% | | | |
| 2025/07/000507 | 04/03/2025 | WOJ | 74.09 | REF fuel | FUEL-6347 | | |
| 2025/07/000808 | 04/08/2025 | WOJ | 30.34 | REF fuel | FUEL-6450 | | |
| 2025/07/000985 | 04/09/2025 | WOJ | 30.26 | REF fuel | FUEL-6502 | | |
| 2025/07/001187 | 04/10/2025 | WOJ | 9.40 | REF fuel | FUEL-6611 | | |
| 2025/07/001465 | 04/14/2025 | WOJ | 56.00 | REF fuel | FUEL-6724 | | |
| 1074-55-552-450-45090-155-0000000-0000000-552106- | | | | COMPUTER SOFTWARE | | | |
| 25,055.00 | | | | 25,055.00 20,468.66 | | | |
| | | | | 4,586.34 81.7% | | | |
| 2025/07/002740 | 04/18/2025 | API | 76.40 | VND 999999 | PO PCARD ONE TIME | ADOBE ACROBAT PRO, 04/19/25-01 | |
| 2025/07/000587 | 04/04/2025 | POM | -7.59 | VND 106654 | PO 2500765 | TYLER TECHNOLOG CANCEL PER DEPT 2025 | |
| 2025/07/001092 | 04/09/2025 | POE | 1,218.00 | VND 002386 | PO 2501185 | GOVINVEST GOVINVEST SOFTWARE SUBSCRIPTIO | |
| 2025/07/002802 | 04/25/2025 | API | 1,218.00 | VND 002386 | PO 2501185 | GOVINVEST GOVINVEST SOFTWARE SUBSCRIPTIO | 86833 |
| 2025/07/002802 | 04/25/2025 | POL | -1,218.00 | VND 002386 | PO 2501185 | GOVINVEST GOVINVEST SOFTWARE SUBSCRI2025 | |

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | | | | |
|---|------------|---------------|-------------------------------|---------------------------------|--------------|-----------------|--|--------|--|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | | | |
| ORIGINAL ESTIM REV | | ESTIM REV ADJ | REVISED | ESTIM REV | ACTUAL YTD | REVENUE | REMAINING REVENUE | % COLL | |
| 1074-55-552-450-45090-155-0000000-0000000-552108- | | | OPERATING SUPPLIES | | | | | | |
| 7,500.00 | | 0.00 | | 7,500.00 | 1,777.80 | | 5,722.20 | 23.7% | |
| 2025/07/001233 | 04/04/2025 | API | 121.62 | VND 103358 | PO | QUADIENT | INK CARTRIDGE FOR POSTAGE MACH | | |
| 2025/07/002780 | 04/17/2025 | API | 2.84 | VND 999999 | PO | PCARD ONE TIME | BANANAS FOR CITIZENS ACADEMY | | |
| 2025/07/002780 | 04/17/2025 | API | 43.43 | VND 999999 | PO | PCARD ONE TIME | MUFFINS, PASTRIES, CHEESE BITE | | |
| 2025/07/003436 | 04/24/2025 | API | 124.05 | VND 999999 | PO | PCARD ONE TIME | CLOTHS, SUBS FOR WORKING LUNCH | | |
| 2025/07/003577 | 04/28/2025 | API | 7.99 | VND 001556 | PO | AMAZON MARKETPL | RFID WALLET/BUSINESS CARD HOLD | | |
| 2025/07/003579 | 04/30/2025 | API | 96.91 | VND 999999 | PO | PCARD ONE TIME | ICE, SUBS FOR WORKING LUNCH FO | | |
| 1074-55-552-450-45090-155-0000000-0000000-552116- | | | OPER SUPPLIES - COMP HARDWARE | | | | | | |
| 11,500.00 | | 0.00 | | 11,500.00 | 5,297.14 | | 6,202.86 | 46.1% | |
| 1074-55-552-450-45090-155-0000000-0000000-552257- | | | PARTS - VEHICLE / EQUIPMENT | | | | | | |
| 3,000.00 | | 0.00 | | 3,000.00 | 155.89 | | 2,844.11 | 5.2% | |
| 2025/07/000405 | 04/03/2025 | WOJ | 32.20 | REF rm | 264383 | | | | |
| 2025/07/001225 | 04/10/2025 | WOJ | 6.90 | REF rm | 285150 | | | | |
| 2025/07/001225 | 04/10/2025 | WOJ | 6.90 | REF rm | 285497 | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-554101- | | | BOOKS, PUBS & SUBSCRIPTIONS | | | | | | |
| 49,104.00 | | 0.00 | | 49,104.00 | 30,584.84 | | 18,519.16 | 62.3% | |
| 1074-55-552-450-45090-155-0000000-0000000-554201- | | | DUES & MEMBERSHIPS | | | | | | |
| 29,704.00 | | 6,025.00 | | 35,729.00 | 16,861.00 | | 18,868.00 | 47.2% | |
| 1074-55-552-450-45090-155-0000000-0000000-555501- | | | TRAINING & EDUCATION | | | | | | |
| 76,530.00 | | 0.00 | | 76,530.00 | 25,918.17 | | 50,611.83 | 33.9% | |
| 2025/07/001233 | 04/04/2025 | API | 1,485.00 | VND 999999 | PO | PCARD ONE TIME | REGISTRATION FOR C LOCKE TO AT | | |
| 2025/07/001234 | 04/03/2025 | API | 799.00 | VND 999999 | PO | PCARD ONE TIME | REGISTRATION FOR J HELLER TO A | | |
| 2025/07/002769 | 04/08/2025 | API | 1,050.00 | VND 999999 | PO | PCARD ONE TIME | REGISTRATION FOR J HELLER TO A | | |
| 2025/07/002769 | 04/08/2025 | API | 1,050.00 | VND 999999 | PO | PCARD ONE TIME | REGISTRATION FOR K SPENCER TO | | |
| 2025/07/003435 | 04/23/2025 | API | 1,995.00 | VND 999999 | PO | PCARD ONE TIME | REGISTRATION FOR H VILLAGOMEZ | | |
| 2025/07/003435 | 04/23/2025 | API | 1,995.00 | VND 999999 | PO | PCARD ONE TIME | REGISTRATION FOR J HELLER WHIL | | |
| 1074-55-552-450-45090-155-0000000-0000000-563102- | | | IMPROVE - CIP | | | | | | |
| 6,786,423.00 | | 0.00 | | 6,786,423.00 | 3,428,659.20 | | 2,994,012.99 | 55.9% | |
| 2025/07/002110 | 04/21/2025 | API | 27,593.70 | VND 500704 | PO | 2400721 | KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT | 462 | |
| 2025/07/002110 | 04/21/2025 | POL | -27,593.70 | VND 500704 | PO | 2400721 | KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024 | | |
| 2025/07/002297 | 04/23/2025 | POM | 416.00 | VND 203811 | PO | 2400722 | COMMERCIAL INDU Contingency Change Order 2024 | | |
| 2025/07/003582 | 04/23/2025 | API | 464,686.21 | VND 203811 | PO | 2400722 | COMMERCIAL INDU CONSTRUCTION/INSTALL AESTHETIC | | |
| 2025/07/003582 | 04/23/2025 | POL | -376,832.93 | VND 203811 | PO | 2400722 | COMMERCIAL INDU CONSTRUCTION/INSTALL AESTH2024 | | |
| 2025/07/003582 | 04/23/2025 | POL | -87,853.28 | VND 203811 | PO | 2400722 | COMMERCIAL INDU CONSTRUCTION/INSTALL AESTH2024 | | |
| 2025/07/001056 | 04/04/2025 | API | 510.00 | VND 014831 | PO | 2500526 | CENTRAL TESTING CONSTRUCTION MATERIALS TESTING | 315 | |

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | | |
|--|---------------|-------------------|-----------------------------|---------------------------------|--|--------------|--------|
| ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND | | | | | | | |
| ORIGINAL ESTIM REV | ESTIM REV ADJ | REVISED ESTIM REV | ACTUAL YTD REVENUE | REMAINING REVENUE | | % COLL | |
| CP155552 563102 IMPROVE - CIP | | | | | | | |
| 2025/07/001056 04/04/2025 POL -510.00 VND 014831 PO 2500526 CENTRAL TESTING CONSTRUCTION MATERIALS TES2025 | | | | | | | |
| 1074-55-552-450-45090-155-0000000-0000000-564102- | | | MACHINERY & EQUIPMENT - CIP | | | | |
| 1,259.00 | 0.00 | 1,259.00 | 0.00 | 1,259.00 | | 1,259.00 | .0% |
| 1074-55-552-450-45090-155-0000000-0000000-568102- | | | | | | | |
| 3,462.00 | 0.00 | 3,462.00 | 0.00 | 0.00 | | -0.06 | 100.0% |
| 1074-55-552-450-45090-155-0000000-0000000-599101- | | | | | | | |
| 446,865.00 | -446,865.00 | 0.00 | 0.00 | 0.00 | | 0.00 | .0% |
| 1074-55-552-450-45090-155-0000000-0000000-599199- | | | | | | | |
| 1,150,000.00 | 0.00 | 1,150,000.00 | 0.00 | 0.00 | | 1,150,000.00 | .0% |
| TOTAL TOURIST DEVELOPMENT FUND | | | | | | | |
| 14,882,524.00 | -500,000.00 | 14,382,524.00 | 5,341,822.10 | 6,800,903.40 | | 37.1% | |
| TOTAL EXPENSES | | | | | | | |
| 14,882,524.00 | -500,000.00 | 14,382,524.00 | 5,341,822.10 | 6,800,903.40 | | | |

EXPENDITURE STATUS REPORT

| FOR 2025 07 | | | | JOURNAL DETAIL 2025 7 TO 2025 7 | | |
|--------------------|----------------------------|-------------------|--------------------|---------------------------------|--------|--|
| ORIGINAL ESTIM REV | ESTIM REV ADJ | REVISED ESTIM REV | ACTUAL YTD REVENUE | REMAINING REVENUE | % COLL | |
| 14,882,524.00 | GRAND TOTAL -500,000.00 | 14,382,524.00 | 5,341,822.10 | 6,800,903.40 | 37.1% | |

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



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19151

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

PRESENTATION: Gateway Signage Update - North and South

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19139

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

Fiscal Year 2025 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 | |
| USA Swimming Speedo Sectionals | \$25,000.00 | \$25,000.00 | |
| Florida Swimming FLAGS Championship | \$30,000.00 | \$30,000.00 | |
| Florida Swimming Senior Championships | \$20,000.00 | \$20,000.00 | |
| YMCA National Long Course Championship | \$33,000.00 | \$33,000.00 | |
| Cal Ripken Rookie World Series | \$5,000.00 | \$5,000.00 | |
| Babe Ruth 16-18 World Series | \$50,000.00 | \$50,000.00 | |
| USA Swimming Futures Meet | \$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 |
|--|------------------|------------------|------------------|
| NMRA Sunshine Region Convention* | \$ 1,400.00 | \$ 1,400.00 | \$ - |
| Grandview Fall Fun Draft Horse Show* | \$ 10,010.00 | \$ 10,010.00 | \$ - |
| Ocala International Horse Show | \$ 25,000.00 | \$ 25,000.00 | \$ 16,275.00 |
| Fiddler's Turkey Run | \$ 5,040.00 | \$ 5,040.00 | \$ 3,900.00 |
| HITS Ocala Holiday Series | \$ 25,000.00 | \$ 25,000.00 | \$ 25,000.00 |
| HITS Post Time Farm Premier | \$ 25,000.00 | \$ 25,000.00 | \$ 25,000.00 |
| JVC Nike First in Show | \$ 25,000.00 | \$ 25,000.00 | \$ 25,000.00 |
| HITS Ocala Winter Circuit Weeks 1-5 | \$ 25,000.00 | \$ 37,500.00 | \$ 33,446.00 |
| The Sun Conference Swimming and Diving Championships | \$ 8,400.00 | \$ 8,400.00 | \$ 8,000.00 |
| HITS Ocala Winter Circuit Weeks 6-10 | \$ 25,000.00 | \$ 37,500.00 | |
| JVC Nike Winner's Circle Volleyball Tournament | \$ 10,010.00 | \$ 10,010.00 | \$ 10,010.00 |
| FACAP 47th Annual Seminar | \$ 3,500.00 | \$ 3,500.00 | \$ 1,821.25 |
| Rock the Country | \$ 50,000.00 | \$ 50,000.00 | |
| Live Oak International | \$ 18,200.00 | \$ 18,200.00 | |
| Grandview Invitational | \$ 19,600.00 | \$ 19,600.00 | |
| Grandview World Nights | \$ 22,400.00 | \$ 22,400.00 | |
| Cal Ripken T-Ball/Rookie B State Tournament | \$ 10,500.00 | \$ 10,500.00 | |
| Dixie Softball State Tournament | \$ 12,012.00 | \$ 12,012.00 | |
| Patriotic Skies | \$ 6,100.00 | | |
| | | | |
| Budgeted Amount | | \$330,000.00 | |
| Available to Fund Room Night Generating Events | | \$11,335.75 | |

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.: 2025-19152

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

MOTION: Patriotic Skies - \$6,100 (Room Night Generating Events Funding)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for Patriotic Skies for recommendation to the Marion County Board of County Commissioners.

| |
|---------------------------------|
| REPEAT EVENT |
| EVENT DATES: July 4, 2025 |
| EVENT LOCATION: Tuscawilla Park |

| EVENT INFORMATION: | FINANCIALS: |
|---|--|
| Event Name: Patriotic Skies Organization: City of Ocala Recreation and Parks | Requested Amount: \$25,000 Staff Recommendation/Eligible Funding Amount: \$6,100 Business Sales (Total): \$137,091 Total ROI: -47% Anticipated Attendance (Total): 10,000 Anticipated Room Nights (Total): 30 Average Occupancy Rate for Period: 48.7% (2024) 58.8% (2023) |

- **Use of Funds:** advertising, billboards, event signage, production for the event, entertainment expenses
- **Event Description:**
This is the 2nd Annual Patriotic Skies hosted by the City of Ocala, offered as a free event for the community and surrounding residents to celebrate Independence Day. This family-friendly event kicks off with live music to get you dancing, a variety of food vendors serving up everything from savory bites to sweet treats, and a fun-filled Kids Zone packed with games and activities for all ages. As the sun sets, gather with friends and family, lay out your blankets and chairs, and get ready for the grand finale—a spectacular fireworks display presented by Ocala Main Street that will light up the night sky in a dazzling tribute to America’s birthday.

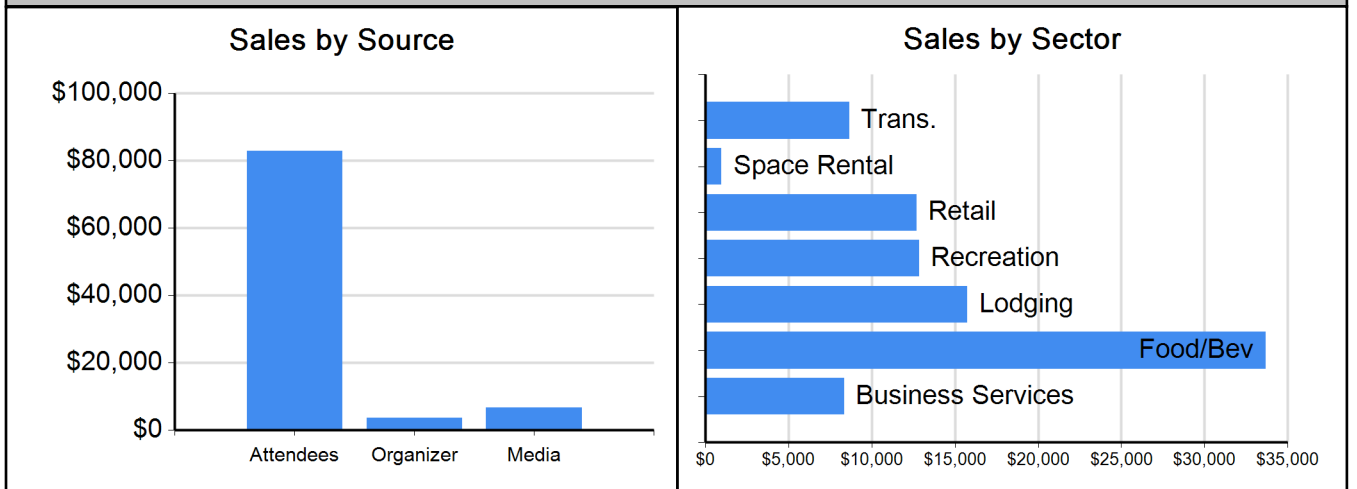
| City | Type of Event | Distance from Ocala | 2025 Date |
|---------------|---|---------------------|-----------|
| The Villages | Live music and local performance groups | 30 miles | 7/4 |
| Crystal River | Fireworks | 40 miles | 7/4 |
| Leesburg | Fireworks | 40 miles | 7/4 |
| Inverness | Fireworks | 40 miles | 7/4 |
| Gainesville | Fireworks | 40 miles | 7/4 |
| Tavares | Fireworks | 50 miles | 7/4 |
| Mount Dora | Fireworks | 55 miles | 7/3 |
| St. Augustine | Fireworks | 80 miles | 7/4 |
| Orlando | Fireworks | 80 miles | 7/4 |
| Tampa | Fireworks | 90 miles | 7/4 |
| Jacksonville | Fireworks | 100 miles | 7/4 |

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters | | Key Results | |
|----------------------|--|--------------------------|-----------|
| Event Name: | Patriotic Skies | Business Sales (Direct): | \$93,055 |
| Organization: | City of Ocala: Recreation & Parks | Business Sales (Total): | \$137,091 |
| Event Type: | Other cultural (commemorations, religious, heritage, special interests, parades) | Jobs Supported (Direct): | 87 |
| Start Date: | 7/4/2025 | Jobs Supported (Total): | 99 |
| End Date: | 7/4/2025 | Local Taxes (Total): | \$3,251 |
| Overnight Attendees: | 150 | Net Direct Tax ROI: | (\$3,421) |
| Day Attendees: | 1350 | Estimated Room Demand: | 103 |

Direct Business Sales



| Industry | Attendees | Organizer | Media/Sponsors | Total |
|-------------------|-----------------|----------------|----------------|-----------------|
| Lodging | \$15,488 | \$271 | \$0 | \$15,759 |
| Transportation | \$8,635 | \$6 | \$29 | \$8,670 |
| Food & Beverage | \$33,164 | \$430 | \$82 | \$33,676 |
| Retail | \$12,725 | \$0 | \$0 | \$12,725 |
| Recreation | \$12,865 | \$0 | \$0 | \$12,865 |
| Space Rental | \$0 | \$951 | \$33 | \$984 |
| Business Services | \$0 | \$1,915 | \$6,461 | \$8,377 |
| TOTAL | \$82,878 | \$3,572 | \$6,605 | \$93,055 |

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Patriotic Skies 2025

Organization: City of Ocala: Recreation & Parks

| Economic Impact Details | | | |
|-------------------------------------|----------------|------------------|-----------------|
| | Direct | Indirect/Induced | Total |
| Business Sales | \$93,055 | \$44,035 | \$137,091 |
| Personal Income | \$30,658 | \$11,702 | \$42,360 |
| Jobs Supported | | | |
| Persons | 87 | 12 | 99 |
| Annual FTEs | 1 | 0 | 1 |
| Taxes and Assessments | | | |
| <u>Federal Total</u> | <u>\$8,362</u> | <u>\$3,637</u> | <u>\$11,999</u> |
| <u>State Total</u> | <u>\$6,371</u> | <u>\$1,400</u> | <u>\$7,771</u> |
| sales | \$4,807 | \$661 | \$5,468 |
| income | \$0 | \$0 | \$0 |
| bed | \$0 | - | \$0 |
| other | \$1,563 | \$740 | \$2,303 |
| <u>Local Total (excl. property)</u> | <u>\$2,679</u> | <u>\$571</u> | <u>\$3,251</u> |
| sales | \$1,202 | \$165 | \$1,367 |
| income | \$0 | \$0 | \$0 |
| bed | \$620 | - | \$620 |
| per room charge | \$0 | - | \$0 |
| tourism district | \$0 | - | \$0 |
| restaurant | \$0 | \$0 | \$0 |
| other | \$858 | \$406 | \$1,264 |
| property tax | \$1,688 | \$523 | \$2,211 |

| Event Return on Investment (ROI) | | | |
|--|-----------|--|--|
| Direct local tax RO(net property taxes) | | | |
| Direct Tax Receipts | \$2,679 | | |
| DMO Hosting Costs | \$6,100 | | |
| Direct ROI | (\$3,421) | | |
| Net Present Value | (\$3,421) | | |
| Direct ROI (%) | -56% | | |
| Total local tax RO(net property taxes) | | | |
| Total Local Tax Receipts | \$3,251 | | |
| Total ROI | (\$2,849) | | |
| Net Present Value | (\$2,849) | | |
| Total ROI (%) | -47% | | |



| Estimated Room Demand Metrics | |
|-------------------------------|-------|
| Room Nights (total) | 103 |
| Room Pickup (block only) | 30 |
| Peak Rooms | 79 |
| Total Visitor Days | 1,209 |



LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Shaffer Loretta (Dept) Visitors & Convention Bureau - 2870
(Title) Director (Phone) 352-438-2804
Signature _____ Date 5-01-2025

The Office of the County Attorney is requested to provide legal assistance as detailed in this legal request and supporting documents (attached).

Request for: ☐ Draft Document ☐ Approve as to Form ☐ RESUBMIT LRM No. _____
☐ Legal Opinion ☒ Other

Description of Request

This is what the City of Ocala is going to be requesting as part of their \$25,000 ask to the TDC for their 4th of July event (see attachment). At our May meeting we will also be presenting the 5 funding programs so know that with this request we will be putting on the funding request document the required number of rooms that would need to be achieved under the Room Night Generation Program as I believe we do not have the authority to change the program requirements as staff. We will however be positioning the presentation and the pre TDC meetings as positively as we can of its long term potential as they have certainly vocalized with us that they may not be able to achieve their room nights (they are proposing to make 30). They do have a long term game plan of success as next year they will be working to obtain the budget to create a much larger event that will include a potential big name concert and a multi-day event (which they will be at the meeting to speak to as well).

For more information or discussion, contact: ☒ Same as above

(Name) _____ (Title) _____ (Phone) _____
Last First

Agenda Item? ☐ Yes ☐ No Agenda Date: _____

Agenda Deadline Date for **Legal**: _____ Agenda Deadline Date for **Admin**: _____

Note: Please allow a MINIMUM of 5 working days BEFORE deadlines for LRM to be completed.

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2025-373

Assigned to: ☐ Matthew Guy Minter, County Attorney ☐ Dana E. Olesky, Chief Asst. County Attorney ☐ Linda Blackburn Asst. County Attorney ☒ Thomas Schwartz Asst. County Attorney ☐ Valdoston Shealey Asst. County Attorney

Outcome:

Date Received:

☐ Approved as to form and legal sufficiency
☐ Approved with revisions: ☐ Suggested ☐ Completed
☒ Other:

RECEIVED

By Marion County Attorney- AT at 1:10 pm, May 01, 2025

Attorney Signature: Thomas Schwartz Date 5/2/25

Staff Signature: Whitney Luck Date: 5/2/25 Returned: ☒ Department ☐ Admin ☐ Completed

MEMORANDUM

TO: Loretta Shaffer

FROM: Tom Schwartz

DATE: May 2, 2025

SUBJECT: Does the City of Ocala's Request for financial support for their 4th of July Event Conform with Section 125.0104, Florida Statutes

Factual Background:

You have requested legal guidance regarding the statutory conformity with s. 125.0104, F.S. of the City of Ocala's (City) request to VCB for financial support in connection with their Patriotic Skies at Tusawilla Park, 4th of July 2025 event.

Legal Considerations:

Section 125.0104 (5), F.S., addresses the authorized uses of tourist development tax revenues in the promotion and marketing of tourism in Marion County. Specifically, s. 125.0104 (5)(a) 3 requires that these revenues be used by the County 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."

S. 125.0104 (2) (b) 1. defines "promotion" as marketing or advertising designed to increase tourist-related business activities to "tourists," defined in s. 125.0104 (2) (b) 2, F.S. as "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..."

In evaluating the City's Funding Questionnaire and related correspondence, the City maintains that it seeks reimbursement for the following itemized event expenses:

Sound & Lighting Production: \$15,000.00

Entertainment - Bryce Mauldin: \$6,000.00 (5-member band from Nashville, staying 2 nights)

Billboards: \$3,000.00

Radio Ads: \$500.00

Social Ads: \$500.00

The City anticipates 10,000 attendees at its event and estimates 10% of these attendees will be from outside of Marion County. Provided the foregoing 10% estimate of attendees can be documented as originating from outside of Marion County, VCB could reimburse, the following statutorily-authorized expenses (10% of Expenses):

- Sound / Lighting Production: \$1,500
- Entertainment as Operational Expenses: \$600
- Billboards/Radio Ads/Social Ads as Marketing Expenses (provided these are verifiable out-of-market advertising costs that are co-branded with VCB's logo): \$4,000.00
- Total: \$6,100

To qualify for these reimbursements, there must be a showing, i.e., "evidence," submitted by the City in connection with their request, demonstrating quantifiable and measurable data reflecting the permanent residence of tourist attendees at the event. This information, obtained through the collection of tourist patron zip codes, or other measurable data sets (i.e. surveys, visitor credit card tracking, park & shuttle origin tracking, etc.) would objectively demonstrate what portion of the event's attendees are tourists that come to enjoy the City's 4th of July event from outside of Marion County. Quantifiable data on the origin of event visitors from outside of Marion County, as presented post-event to the TDC and evaluated by VCB staff and the BOCC, will document expenditures eligible for financial support in conformance with the County's statutory limitations.

CONCLUSION:

The City's request for financial support for its Patriotic Skies 2025 event must be limited to the hard data evidence it provides on tourist attendees of the event originating from outside of Marion County.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19171

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

Funding Programs Summary Sheet

DESCRIPTION/BACKGROUND:

Information Only.

Meeting Rewards Program

Program Budget: \$30,000

- Must submit an RFP for accommodations via the OMCVCB
- Meeting must be held in Marion County
- Meetings must have already contracted with a venue
- Meeting required to generate a minimum of 50 room nights
- New events are those that have not been held in Marion County over the previous three consecutive years
- Meetings held in January – March are not eligible

| Total Room Nights | (New) April - December | (Repeat) April - December |
|-------------------|------------------------|---------------------------|
| 50-99 | \$1,000 | \$750 |
| 100-149 | \$1,500 | \$1,250 |
| 150-199 | \$2,000 | \$1,750 |
| 200+ | \$2,500 | \$2,250 |

Room Night Generating Funding Program

Program Budget: \$300,000

- Funding is provided as a reimbursement for eligible expenses
- Events must pick up a minimum of 250 room nights
- Events must apply at least 120 days prior to event start date
- Marketing plan must be included in the application
- Requests for higher amounts will be considered on a case-by-case basis for applicants with a contracted housing bureau that can track all room nights (only applicable for events in Q2, Q3, and Q4)

Quarter 1 (Q1): January - March | \$5 rebate per verified room night | \$10,000 maximum

Quarter 2 (Q2): April - June | \$10 rebate per verified room night | \$25,000 maximum

Quarter 3 (Q3): July - September | \$15 rebate per verified room night | \$25,000 maximum

Quarter 4 (Q4): October - December | \$10 rebate per verified room night | \$25,000 maximum

Bid Fee Funding Program

Program Budget: \$500,000

- Events must have a projected economic impact and ROI that are favorable for the county
- Events must align with destination's tourism goals and provide substantial media exposure and marketing opportunities
- Securing the event must be contingent on a bid fee requirement
- Events will be used to fill need periods

- Events must submit a letter of intent or event RFP packet
- A bid fee will not be rewarded to events with limited economic return i.e. failure to produce sufficient room nights, restaurant traffic and high visitor spending.
- Bid fees will not be rewarded during times of high saturation in the destination.
- Bid fees will not be provided to events previously hosted without a bid fee.
- Legacy impact to inspire repeat visitation.

Marketing Assistance Funding Program

Program Budget: \$75,000

The Marketing Assistance Program is designed to enable tourism-related businesses in Marion County to enhance their marketing opportunities leveraged with the Ocala/Marion County destination brand. The goals of the program are to enrich the visitor experience, encourage repeat visitations through local business promotions, inspire brand adoption and support tangible marketing materials highlighting tourism activities in Marion County.

- Maximum Reimbursement: \$5,000 for primary business/\$2,500 for secondary business with shared FEIN (restrictions apply)
- Must attend one workshop, complete an application and execute a contract with MCBCC
- Marketing must occur outside of Ocala/Marion County to qualify for reimbursement
- Must provide services which attract out-of-county visitation or offer reasons for visitors to extend their visit
- Must be a tourism-based business that can serve visitors year-round, events are not applicable.
- Funding is offered once per year with an annual application period
- An approved funding partner may apply for reimbursement of their eligible expenses as follows:
 - Year 1-2: 100% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
 - Year 3-5: 80% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
- Organization must be able to show results of program dollars spent (e.g. Increased out-of-town visitation, increased website traffic, etc.) with specific data.

Arts and Cultural Destination Enhancement Funding Program

Program Budget: \$100,000

The Arts and Cultural Destination Enhancement Funding Program is a multi-faceted approach to enhancing the tourism product within Ocala/Marion County. Its primary purpose is designed to support and enhance Marion County as a culturally engaging and vibrant destination.

- Event/Project site must be located in Marion County
- Maximum Reimbursement: up to 10% of the allocated budget
- In-kind or Monetary Match Required: 50% of the award amount from other sources
- Applications will be evaluated by a Rank & Review Committee based on quantifiable data, economic impact, marketing exposure production values
- Required to submit a detailed proposal (scored based on a maximum of 100 points)
- Required in-person attendance to one TDC meeting in which the funding is on the agenda
- Funding is offered once per year with an annual application period



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19142

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

MOTION: Meeting Rewards Funding Program Guidelines

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve the Meeting Rewards Program Guidelines for recommendation to the Marion County Board of County Commissioners.



MEETING REWARDS PROGRAM IN OCALA/MARION COUNTY

RULES AND REGULATIONS

The Ocala/Marion County Visitors and Convention Bureau (OMCVCB) provides a booking incentive program, which offers up to \$2,500 to organizations that book a meeting at an Ocala/Marion County facility or venue through the Ocala/Marion County Visitors and Convention Bureau.

TO QUALIFY FOR THE INCENTIVE, THE MEETING PLANNER MUST MEET ALL OF THE FOLLOWING:

1. The meeting planner must submit a hotel RFP with the Ocala/Marion County Visitors and Convention Bureau.
2. The meeting must be held at a facility or venue inside Marion County.
3. The meeting must pick-up a minimum of 50 rooms in Marion County.

***To qualify as a new meeting, the specific meeting must not have been held in Ocala/Marion County over the previous three consecutive years.**

***Meetings booked in January, February or March are not eligible for funding.**

INCENTIVES WILL BE EARNED ACCORDING TO THE FOLLOWING SCHEDULE:

| Total Room Nights | New (April – December) | Repeat (April – December) |
|-------------------|------------------------|---------------------------|
| 50-99 | \$1,000 | \$750 |
| 100-149 | \$1,500 | \$1,250 |
| 150-199 | \$2,000 | \$1,750 |
| 200 + | \$2,500 | \$2,250 |

No substitutions for incentives will be allowed. The *Meeting Rewards Program in Ocala/Marion County* incentive cannot be combined with another Ocala/Marion County Visitors and Convention Bureau funding program.

PROCEDURES FOR OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU:

1. Accept and verify qualifications of the meeting planner's registration.
2. An OMCVCB representative will contact the meeting planner and begin the RFP process.
3. Ocala/Marion County Visitors and Convention Bureau representative will send the RFP/lead to appropriate meeting properties, facilities, or venues, in a timely manner based on the needs expressed in the meeting planner's RFP, or specifics provided to the Ocala/Marion County Visitors and Convention Bureau representative.
4. When a booking is confirmed and contract agreed to between the proposed venue and the planner, the planner must notify the Ocala/Marion County Visitors and Convention Bureau.
5. Upon receipt of verification of the total room pick-up for the specified meeting from the contracted lodging properties, and verification that the meetings were held in Ocala/Marion County, Ocala/Marion County Visitors and Convention Bureau will remit payment per the incentive earned to the meeting entity.

PROCEDURES FOR INDUSTRY PARTNERS:

1. The venue(s) selected for the specific qualified meeting must notify Ocala/Marion County Visitors and Convention Bureau in writing when the meeting is contracted, confirming dates, anticipated total room pick-up and anticipated total attendees; a copy of the contract should accompany this notification.
2. Upon completion of the specified meeting, the lodging property, facility or venue must verify in writing to Ocala/Marion County Visitors and Convention Bureau the total room pick-up associated with the specified meeting; and additionally, verify that the meeting/s were held in Ocala/Marion County.
3. If attendees stay at more than one lodging property, the meeting planner or the participating properties must notify Ocala/Marion County Visitors and Convention Bureau in advance and the property/properties must agree to report the room nights booked for the qualified meeting.
4. Failure to provide the required notifications and reports will negate the meeting planner's right to receive the specified incentive.
5. Upon receipt of the room night verification, Ocala/Marion County Visitors and Convention Bureau will then pay to the company, association, or organization that held the meeting the promotional incentive earned.

GENERAL TERMS AND CONDITIONS:

1. The *Meeting Rewards Program in Ocala/Marion County* promotion can be discontinued any time without prior notice.
2. All meetings booked prior to the discontinuation date of the promotion will be fulfilled per the incentives schedule outlined above.
3. Meeting planner must qualify with Ocala/Marion County Visitors and Convention Bureau for each specific meeting prior to said meeting being contracted by the meeting property.

4. The resulting contract will be solely between the meeting planner and the meeting facility, with OMCVCB not serving as a contractual party in the event's preparation or execution.
5. For the purpose of this promotion, new meeting means that the specific meeting named in the registration has not been held in Ocala/Marion County during the previous three years.
6. For the purpose of this promotion, repeat meeting means that the specific meeting named in the registration has been held in Ocala/Marion County during the previous three consecutive years.
8. Ocala/Marion County Visitors and Convention Bureau will serve as a facilitator in providing this incentive and planners are required to obtain reports with room totals from the various accommodators to show total room pick-up amount.
9. Upon room night verification from the meeting property and the meeting planner, Ocala/Marion County Visitors and Convention Bureau will confirm the incentive earned, and that amount will be payable by the Ocala/Marion County Visitors and Convention Bureau to the business, association or organization which hosted the meeting.
9. Ocala/Marion County Visitors and Convention Bureau Staff will have final determination as to any questions regarding qualifications of the meeting and the incentive amount to be awarded.
10. Liability: Ocala/Marion County Visitors and Convention Bureau, Marion County and its employees will not be held liable for any action of the meeting facilities or venues or the Meeting Planner. Further, Ocala/Marion County Visitors and Convention Bureau, Marion County and its employees will not be liable for an injury suffered by the result of the participation in the *Meet and Save in Ocala/Marion County* promotion.
11. Employees of Ocala/Marion County Visitors and Convention Bureau, Marion County, Florida, or marketing or advertising agencies or organizations associated directly with either entity are not eligible for this promotional incentive.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19140

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

MOTION: Room Night Generating Event Funding Guidelines

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve the Room Night Generating Event Funding Program Guidelines for recommendation to the Marion County Board of County Commissioners.



Room Night Generating Events

Funding Program Guidelines & Application

The Ocala/Marion County Visitors and Convention Bureau (OMCVCB) recognizes events are a major contributor to the overall tourism economy. In order to develop event related tourism, the OMCVCB has put in place these Funding Program Guidelines for events seeking funding. This funding program is conducted in accordance with applicable federal, state and local policies. The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for tourist development in an effort to stimulate the local economy. The Marion County Tourist Development Council (TDC) was created pursuant to Marion County Resolution 04-R-44, as a result of the 2004 passage of the 2% Tourist Development Tax (TDT) and subsequent passage of an additional 2% TDT in 2015, and operates in accordance with Florida State Statute 125.0104. The Tourist Development Tax Revenues are designated to promote Ocala/Marion County as a preferred visitor destination.

ROOM NIGHT GENERATING EVENT FUNDING CRITERIA - STATEMENT OF POLICIES

Funding will be provided as a reimbursement in direct correlation for room nights generated and approved eligible expenses. For each verified room night, a rebate will be eligible to the Event planner. The rebate schedule for the year will be as follows:

Quarter 1 (Q1): January – March - \$5 rebate per verified room night

Quarter 2 (Q2): April – June - \$10 rebate per verified room night

Quarter 3 (Q3): July – September - \$15 rebate per verified room night

Quarter 4 (Q4): October – December - \$10 rebate per verified room night

* The applicable rebate rate is determined based on the event dates, not the submission date of the funding application.

** If the event dates span two or more quarters, the rebate rate will be determined individually, using specific STR data to assess the timeframe and allocate the event to the appropriate quarter.

*** Requests for a higher amount will be evaluated on a case-by-case basis. For consideration, the applicant must have a contracted housing bureau ensuring a verifiable tracking method for ALL room nights associated with the event. This provision is not available for any events taking place in Q1 (Jan.-Mar.).

Any Event that estimates producing less than 250 verified room nights will not be eligible to apply. Additionally, reimbursement amounts will be capped at the figure requested on the application and approved by the Marion County Board of County Commissioners. No amounts will be increased retroactively. The maximum funding for any Event by this Program is not intended to exceed \$10,000 during Q1 and \$25,000 during Q2, Q3 and Q4.

APPLICATION DEADLINE AND GUIDELINES

Applicants seeking funding under this program will not be eligible to apply for funding through any other programs offered by the OMCVCB for the same room-generating event. Applications must be submitted to the OMCVCB no later than 120 days prior to the start date of the event. Completed applications will be date stamped and reviewed by the OMCVCB in the order received. If the event qualifies for room night generating funding, the funding request will be presented to the Tourist Development Council (TDC) for review. If recommended by the TDC, the funding request will be presented to the Marion County Board of County Commissioners (MCBCC) for final approval.

The application will be made available as an online fillable version or hard copy upon meeting with the OMCVCB staff. Applicants will be evaluated for funding eligibility based on a number of qualifying criteria such as anticipated number of room nights, estimated economic impact and marketing plan.

- A. Incomplete applications will not be considered. Not applicable or N/A must be marked if needed.
- B. Applicants must meet with a representative of the Ocala/Marion County Visitors and Convention Bureau (via phone or in person) prior to applying.
- C. A complete marketing plan must be included in the application which integrates the promotion of the event to out of county attendees to be considered.
- D. Only publicly accessible events are eligible for funding through this program. Events that require registration, membership or ticket purchases may still qualify. Only verified room nights for lodging and accommodations within Marion County are eligible for reimbursement. All lodging accommodations listed by an Applicant may be contacted to confirm the number of room nights generated for the Event.
- E. Only rooms subject to Tourist Development Tax shall be credited to reimbursable room nights i.e. rooms exempt from payment of tax or provided on a complementary basis shall be excluded from the final verified room night calculation.
- F. Expenditures will be eligible for reimbursement only if the expenses were incurred between the time the funding application was submitted and the end of the event. Proof of payment must be provided and may be submitted in the form of a vendor receipt, front and back copy of cleared check, cash receipt, or credit card statement. Written confirmation from a vendor that an expenditure has been paid in full will also be accepted.
- G. The OMCVCB may request a 'testimonial' for use on its website (ocalamarion.com) as a condition of reimbursement.
- H. If approved for funding, a camera-ready logo will be provided upon execution of the funding contract. Proofs of all marketing/promotional materials with the logo block must be submitted to marketing@marionfl.org prior to production.
- I. Applicant is to have a designated contact(s) (Designee) for the duration of the funding process. The Designee will be responsible for submitting all application documents as well as follow up documentation needed prior to and following the Event.
- J. Any funds granted will be subject to audit by the Marion County Clerk of the Court – Internal Auditor or other representative the County may designate. Any expenditure deemed ineligible as a result of an audit shall be repaid by Applicant to the OMCVCB within 30 days of written demand.
- K. Applicant must provide proof of insurance to County obtained with a company or companies authorized to do business in the State of Florida with an A.M. Best Company rating of at least A- (A minus). A \$1,000,000 Commercial General Liability Insurance Policy is required for the Event along with "Marion County, a political subdivision of the State of Florida, its officials, employees, and volunteers" being named as an Additional

Insured on the policy. The term of coverage must include not only all days of the Event, but set up days and take down days as well.

- L. Should an Applicant be approved for funding, Applicant will be required to execute its Event in full compliance with all applicable Federal, State and local laws and regulations. A successful Applicant will be required to expressly certify to this compliance in a written funding contract and to be responsible for such compliance by any subcontractor.
- M. Marion County cannot provide Applicant legal advice and it is strongly recommended that any Applicant consult its attorney before requesting funding.
- N. If approved for funding by the MCBCC, applicants will be required to sign a written funding contract outlining specific deliverables and additional terms of funding.

Applicants will be notified of the TDC meeting at which their application is scheduled for review and are required to attend either in person or virtually. However, applicants are not required to attend the MCBCC meeting where their application is scheduled for final review.

REIMBURSEMENT/ACCOUNTABILITY

Within 60 days after the completion of the Event, Applicant must submit:

- 1. Eligible reimbursable expenses (with proof of payment and copy of event collateral displaying approved OMCVCB logo block).
- 2. Invoice for TDC/BCC approved funds (addressed to Ocala Marion/County Visitors and Convention Bureau) and all supporting reimbursement documentation.
- 3. All hotel room nights generated by the event. This includes all staff, competitors, volunteers, spectators, officials, etc. that stayed in paid accommodations. Rooms nights must be verified directly by a lodging/accommodation site. If a complete and accurate reimbursement request is not submitted within 60 days following the completion of the event, the approved funds will be forfeited. A request for an extension of the 60-day deadline must be provided in writing to OMCVCB staff and may require additional action by the TDC, MCBCC, and/or County Attorney's Office.

ELIGIBLE USE OF FUNDS

The following is a list of how Tourist Development Funds are to be used to promote tourism for Marion County.

1. Promotional/Marketing Expense - These expenses must include the OMCVCB logo or utilize the OMCVCB name.
 - a. Promotional expenses in conjunction with the room night generating Event to increase participation and bring out-of-county visitors that will stay in overnight accommodations and generate Tourist Development Tax within Ocala/Marion County as a result of the room night generating Event.
 - b. Advertising and publicity outside of the Marion County area to increase participation, attendance and awareness of the room night generating Event and generate hotel room nights:
 - Print
 - Radio
 - Online/Social Media Advertising
 - Television Advertisements
 - Outdoor Signage/Banners
 - Poster/Flyers/Brochures
 - Media Events
 - Direct Mail
 - Event Banners
 - Printing Collateral
 - Live-Streaming production expense of the Event
 - c. Artwork- Graphic Design – The OMCVCB logo block and name inclusive on all digital and printed material associated with the room night generating Event and listed as a sponsor of the room night generating Event including t-shirts, room night generating Event merchandise, and or give away items.
2. Operational Expense

Operational expenses are attributed purely to the development/production of the room night generating event that specifically targets and promotes out-of-county visitors to come to Marion County.

 - A. Sanction fee/ Rights holder fees
 - B. Rental fees for publicly-owned event venues/facilities.
 - C. Event specific rental items.
 - D. Room night generating Event related judges, officials, or umpires.
 - E. Additional necessary operational expenses, as approved per Florida State Statute 125.0104, and indicated in the final motion to approve funding.

INELIGIBLE USES OF FUNDS

FUNDS MAY NOT BE USED FOR:

1. Prize money, scholarships, awards, plaques, trophies, certificates;
2. Privately-owned event venues/facilities.
3. Marketing/Promotional materials that do not include the Ocala/Marion County Visitors and Convention Bureau logo block;
4. Any and all travel expenses. (includes, but is not limited to, car rental fees, airline tickets, hotels, food, luggage fees, etc.);
5. Private entertainment, food, beverages, or any type of concession;
6. Annual operating expenditures;
7. Legal, engineering, accounting, auditing, planning, feasibility studies or other consulting services;
8. Employee salaries;
9. Real property or capital improvements to facilities;
10. Tangible personal property including but not limited to items reusable outside of the Event operations such as clipboards, radios, office furnishings, or equipment;
11. Interest or reduction of deficits and loans;
12. Expenses incurred or committed outside the event period – which begins on the date the funding application is submitted and ends on the final day of the event.
13. Advertising and promotional materials distributed after the Event.
14. Receptions or social functions other than those specifically designed for pre-event media promotional purposes;
15. Sales tax;
16. Website design not specific to the room night generating Event;
17. Ongoing or annual facility maintenance;
18. Items required or services offered by the rented facility that are not expended or consumed by the Event.
19. The provision of regular or additional law enforcement protection at the Event.

RFP DISTRIBUTION AND ROOM NIGHT TRACKING

Room nights can be verified using the room night certification form, a room night pick-up report, a housing bureau pick-up report, or email correspondence from lodging providers. If the applicant intends to use an alternate form of verification, the OMCVCB must be notified in advance for approval of the proposed tracking method. A minimum of 250 room nights will need to be verified in order to be eligible to receive any funding.

For all Events that are funded by the OMCVCB, the following procedure must take place to secure hotel accommodations:

1. Applicant must include the OMCVCB logo block and link www.ocalamarion.com on the Event website.
2. If no host or overflow hotel has been identified, a hotel Request for Proposal (RFP) must be sent out via the OMCVCB office in order to secure hotel rooms for the Event.
3. If a host or overflow hotel has been identified, it must be disclosed in this application.
4. When the applicant has selected the participating hotel(s) from the RFP responses, Applicant must notify the OMCVCB. It is the responsibility of Applicant to establish a system with the hotel to track and document all Event related room nights.
5. The applicant may list any number of 'participating hotels' on the event website and may include any amount of information about these hotels, such as pictures, amenities, and other details, as long as the listed hotels are located in Marion County.
6. When using the Room Night Certification Form this form needs to be filled out and signed by an authorized representative of the lodging partner. An alternative verification method will be considered but the Certification Form is preferred. The Room Night Certification form will be provided to the applicant upon request.

Copies of the following items should be attached to your application:

- List of Applicant's current Officers and/or Board members (if available).
- Applicant's W-9 tax form for post-event reimbursement.
- Overall marketing plan for the room night generating Event.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-19141

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

MOTION: Bid Fee Funding Program Guidelines

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve the Bid Fee Funding Program Guidelines for recommendation to the Marion County Board of County Commissioners.

Event Bid Fee / Rights Fee Policy

Purpose: The purpose of this policy is to establish clear guidelines for evaluating and determining whether the Ocala/Marion County Visitors and Convention Bureau (OMCVCB) will consider a bid fee or rights fee to secure an event for the destination. The goal is to ensure that such decisions are made strategically, considering the potential economic impact, alignment with destination goals, and overall benefits to the community. The OMCVCB accepts, reviews, and processes bid fees/rights fees on behalf of the Tourist Development Council. Bid fees are provided in accordance with applicable federal, state, and local policies, as specified under Florida State Statute 125.0104.

Approval Process: Requests for bid fees or rights fees must be reviewed by the OMCVCB sales team and would require recommendation by the Tourist Development Council to the Marion County Board of County Commissioners for approval.

Assessment Criteria: The OMCVCB will consider a bid or rights fee only if the event meets a **majority** of the following criteria:

1. **Economic Impact:** The event is expected to generate significant tourism revenue for the local economy mainly through hotel stays but also dining, shopping, entertainment, etc. Bid fees will be considered when the projected economic impact combined with the media value produce a return on investment (ROI) favorable for Marion County.
2. **Brand Alignment:** The event aligns with the destination's brand and enhances the reputation and visibility of the destination to key target audiences.
3. **Strategic Alignment:** Some events align strongly with the destination's tourism goals, whether by attracting a key demographic, building on a destination's strengths (e.g., sports, culture), or supporting a broader marketing campaign. In such cases, paying a fee can strengthen the destination's appeal in those sectors.
4. **Seasonality:** The event helps address seasonal demand by attracting visitors during off-peak periods or fills gaps in the destination's calendar. Events scheduled during off-peak tourism seasons or need periods may qualify for bid fee support if they help fill occupancy gaps and stimulate local business during slow periods.
5. **Media Exposure:** The event offers potential for substantial media exposure and marketing opportunities that amplify the destination's reach and visibility.
6. **Marketing and Media Value:** In cases where an event provides significant media exposure—such as being broadcast nationally or internationally and/or livestreamed online—the value of the marketing exposure may justify the fee, particularly if it is difficult to quantify through direct economic impact alone.
7. **Legacy Impact:** The event is likely to create long-term benefits for the community, including increased interest in repeat visitation, development of local sports or cultural programs, or infrastructure improvements. The OMCVCB may be more inclined to pay a bid fee for events that have the potential to return on an annual basis, creating a sustainable economic benefit for multiple years.
8. **Competitive Positioning:** Paying a fee can make the destination more competitive against other cities or regions vying for the same event. In cases where the event rights holder is actively considering



multiple locations, a bid fee can give the destination an edge. In most cases, an event organizer would require a bid fee if the event is awarded to a destination as part of the competitive bid process.

Rationale for Not Paying a Bid/Rights Fee:

1. **Limited Economic Return:** If the projected economic benefits of the event do not justify the cost of the bid fee, the OMCVCB will not provide funding. Events that fail to generate sufficient hotel room nights, restaurant traffic, or visitor spending would not warrant the investment.
2. **Event Saturation:** If the destination already has a full calendar of events during the proposed time, adding another event may create diminishing returns or logistical challenges. The VCB may decline to pay a fee if the event conflicts with or oversaturates the destination's event offerings.
3. **Ability to secure event:** Events will not be considered for bid fee or rights fee funding if they have not previously required a bid fee, if they are held in other destinations without a bid fee, or if they would still choose to come to the destination without the payment of a bid fee. Only events that explicitly require a bid fee to secure their location in the destination will be eligible for consideration under this program.
4. **Risk of Over-Dependence on Fees:** The OMCVCB will avoid setting a precedent of routinely paying bid fees, as this could encourage event rights holders to anticipate compensation for every opportunity. **Decisions will be made based on strategic priorities rather than as a blanket policy.**
5. **Event Previously Hosted in Destination/Already Secured:** If an event has previously been hosted without a bid fee or the OMCVCB is aware of other destinations securing the event without paying a bid, this sets a precedent that a fee may not be required, nor should a bid fee be paid.
6. **Unestablished Events:** For new, unproven events with no history of success, the OMCVCB may opt not to offer a bid fee due to the risk of poor attendance or lack of financial viability.
7. **Budget Constraints:** The OMCVCB operates within an established budget and would only consider funding a bid fee if adequate funding is available.

Application Guidelines – No formal written application is required.

- Events interested in pursuing a Bid Fee from the OMCVCB must submit a letter of intent.
- OR**
- An RFP detailing the event must be submitted for consideration.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19143

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

MOTION: Marketing Assistance Funding Program Guidelines

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve the Marketing Assistance Funding Program Guidelines for recommendation to the Marion County Board of County Commissioners.



Marketing Assistance Funding Program Guidelines

General instructions:

Requesting agencies must attend one of the application workshops, review the attached guidelines and submit the application and all supporting information electronically by the deadline.

- [Click here](#) to register for an application workshop.
- [Click here](#) to access the application.

Fiscal Year 2025/2026 Application Timeline:

| | |
|------------------------|---|
| June 18, 2025 | VCB Marketing Assistance Application Opens |
| June 25, 2025 10-11:30 | Marketing Assistance Funding Program Application Workshop 1 |
| July 7, 2025 10-11:30 | Marketing Assistance Funding Program Application Workshop 2 |
| July 22, 2025 1-2:30 | Marketing Assistance Funding Program Application Workshop 3 |
| August 1, 2025 | Deadline for Application submittal |
| August 4-12, 2024 | OMCVCB Review Period |
| August 20, 2025 | TDC formalizes funding recommendations at their regular meeting |
| September, 2025 | BCC budget approval |
| October 1, 2025 | Notification of funding results |
| November 14, 2025 | LAST DAY TO SUBMIT NOTARIZED CONTRACT FOR BCC APPROVAL |
| March 2, 2026 | All marketing must be approved and deployed |
| September 30, 2026 | Reimbursement documentation must be submitted to OMCVCB |

Funding Limit: Eligible organizations may request a maximum of \$5,000, unless they are the secondary applicant utilizing a DBA/same FEIN of the primary applicant, whereby their eligibility will be limited to a maximum of \$2,500.*

* If a tourism business has multiple sub-businesses which share a FEIN, they can submit an application for funding of up to \$5,000 for their primary eligible business and an application for funding of up to \$2,500 for a singular, eligible secondary business.



Marketing Assistance Funding Program Guidelines

The Ocala/Marion County Visitors & Convention Bureau (OMCVCB) accepts, reviews and processes funding requests from tourism-related, Marion County-based organizations on behalf of the Tourist Development Council (as qualified per Florida State Statute 125.0104).

Goals of the Program

The Marketing Assistance Program is designed to enable tourism-related businesses in Marion County to enhance their marketing opportunities leveraged with the Ocala/Marion County destination brand. The goals of the program are to enrich the visitor experience, encourage repeat visitations through local business promotions, inspire brand adoption and support tangible marketing materials highlighting tourism activities in Marion County.

The Marketing Assistance Program is meant to assist site-based businesses such as attractions, outfitters and restaurants or relating to art, heritage/history and culture, that provide service to visitors beyond events, and by the nature of their existence, attract visitation to the region or offer reasons for visitors to extend their stay in the destination.

OMCVCB partners funded through this program are expected to:

- Assume a leadership and advocacy role in the community to advance tourism.
- Enhance the visitor experience and encourage repeat visitations through promotions and dissemination of information regarding tourism offerings available in Marion County.
- Participate in cooperative promotional efforts with the Ocala/Marion County VCB, where applicable.

To be eligible for this program, an organization must meet the following minimum criteria:

1. The organization must be a business that provides services to visitors which either attract visitation to Marion County or offer reasons for visitors to extend their stay in Marion County.
2. The organization must be authorized to transact business in the State of Florida in accordance with Florida law.
3. The organization must provide a current IRS form W-9.
4. The tourism-based organization's facilities, programs or services must be available to visitors throughout the year. While an organization's major program(s) or service(s) may occur primarily during a specific time of year, other services and programming should occur and benefit visitors throughout the remainder of the year.
5. The organization must have a dedicated administrator responsible for managing the organization.
6. It is the responsibility of the applicant to show proof of eligibility. Applications should also show how the organization brings visitors to Marion County throughout the year. Organizations must be able to show results of program dollars spent (e.g. Increased out-of-town visitation, increased website traffic, etc.) with specific data.



Marketing Assistance Funding Program Guidelines

Additional information:

1. A Letter of Intent must be submitted by the applicant outlining the following:
 - Description of the tourism-based business
 - Description of the year-round experiences offered to visitors
 - Description of your current marketing strategies and out-of-county reach
 - What you hope to gain through participation in the program
 - How increased out-of-county visitation could positively impact your business
2. If an effort to be fair and equitable to all Marion County tourism-based businesses, the OMCVCB requires any partner who has received five (5) years of funding (consecutive or non-consecutive), to defer participation in the program for two funding cycles. Once the two-year deferment has been satisfied, the partner is eligible to re-apply for funding.
3. An approved funding partner may apply for reimbursement of their eligible expenses as follows:
 - Year 1: 100% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
 - Year 2: 100% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
 - Year 3: 80% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
 - Year 4: 80% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
 - Year 5: 80% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
4. Partners funded through this program will be required to outline, specifically, how funds will be spent before the beginning of the Fiscal Year in which funds are awarded.
5. Change requests regarding usage of funds require prior approval and should be made in writing to the OMCVCB Tourism Development Manager.
6. Partners will be required to submit a detailed final report, including specific information about marketing placements (inclusive of the OMCVCB logo) and results, additional dollars spent, copies of invoices, and proof of payment.
7. Partners will be required to provide specific information about how out-of-county visitation data is collected. Partners may use admission, ticket sales, etc. to track visitation, and will be expected to allow a representative from the OMCVCB's research firm to have access to survey a sample of visitors as mutually agreed upon by the OMCVCB, the Partner, and OMCVCB's research firm. This can be done via brief on-site interviews, email or website questionnaires post-event.
8. Funds may be used solely as reimbursement for marketing projects intended specifically to



Marketing Assistance Funding Program Guidelines

bring visitors from out-of-county (Eligible Use of Funds). Any use of funds for items not listed or approved will result in reimbursement for those items being denied. Failure to comply with the required grant reporting will impact future funding decisions and allocations.

9. Funding is to be expended only within the timeframe outlined as part of the approval and within the cycle for which it was approved.
10. All project printed and digital materials, signage or advertising must contain the appropriate logo, with the words, "Funding provided by Ocala/Marion County Visitors and Convention Bureau."
11. Applicants are encouraged to have marketing plans reviewed by the VCB marketing staff prior to submitting them.
12. Funded organization must agree to partner with and/or provide access to the OMCVCB research partners to conduct on-site or email surveys/data collection.
13. Funded organization must list/announce OMCVCB as sponsor (if applicable).
14. To be considered for funding through the TDC, applicants must attend the Marketing Assistance Funding Program Application Workshop prior to submitting application. If the applicant cannot attend one of the Marketing Assistance Funding Program Application Workshop sessions, the OMCVCB staff will make efforts to accommodate a virtual option, if feasible.
15. Funded organizations must have a listing on the Ocala/Marion County Visitors and Convention Bureau website (ocalamarion.com). If the organization is not on the website, applicants must advise the OMCVCB staff as part of the application process to ensure this requirement is met prior to funding approval.
16. A current signed IRS form W-9 must accompany the application when submitted to the OMCVCB for consideration. A Substitute Form W-9 and/or a Tax-Exempt approval letter will not replace the requirement for a signed W-9.
17. 18. The tourism partner must select their marketing tactics during the application process. Once the application is signed by the partner and submitted to the OMCVCB, the selection(s) cannot be modified.
19. **A fully executed contract must be submitted to the OMCVCB within 45-days of the program start date (October 1).**
20. Applicant's organization will be required to add Marion County Board of County Commissioners and its employees as an additional insured to their General Liability policy. A Certificate of Insurance with Marion County listed as an additional insured must be submitted to OMCVCB two weeks (14 days) after the Marion County contract for funding is approved by the Board of County Commissioners. Failure to provide the Certificate of Insurance to the OMCVCB within the timeframe denoted will result in voluntary dismissal from the program. If a partner is unable to provide the required documentation in the timeframe allotted, the partner must communicate the reason for delay in writing to the OMCVCB prior to the deadline. The OMCVCB reserves the right to grant or deny an extension to the deadline. (Insurance is an absolute requirement. No other insurance policies will be considered as a substitute for the General



Marketing Assistance Funding Program Guidelines

Liability policy.)

21. Marketing efforts must be approved and begin within three(3) months of the contract's execution. Failure to comply with this timeframe will result in voluntary dismissal from the program.

Eligible and Ineligible use of funds:

Funds MAY only be used for...

- The design, production and placement of print, television, radio, and billboard ads.
- The design and production of travel guides, attraction maps, rack cards, and direct mailers.
- Digital marketing efforts such as online advertising, social media campaigns, search engine optimization, and e-mail marketing.
- The design and construction of a new website or enhancements to an existing website.
Note: See below regarding Website hosting fees.
- Photography and video projects that support an approved marketing campaign.

Funds MAY NOT be used for...

- Capital investments, asset development, or product enhancement
- Salary support, personnel
- Strategic plan development
- Lobbying
- Public Relations/press releases
- Tradeshow registration fees, booth rentals/educational conferences, membership dues
- Travel costs (food, lodging, entertainment)
- Database development
- Market research to identify target markets
- Facility rental/insurance
- Purchase or rental of equipment or supplies
- Food or alcoholic beverages
- Items for resale and promotion items
- Operating costs (including web hosting and domain registration)



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-19144

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

MOTION: Arts and Cultural Destination Enhancement Funding Program Guidelines

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve the Arts and Cultural Destination Enhancement Funding Program Guidelines for recommendation to the Marion County Board of County Commissioners.



Arts and Cultural Destination Enhancement Funding Program

The Ocala/Marion County Visitors & Convention Bureau (OMCVCB) accepts, reviews and processes funding requests from tourism-related, Marion County-based organizations on behalf of the Tourist Development Council (as qualified per Florida State Statute 125.0104).

Goals of the Program

The Arts and Cultural Destination Enhancement Funding Program is a multi-faceted approach to enhancing the tourism product within Ocala/Marion County. Its primary purpose is designed to support and enhance Marion County as a culturally engaging and vibrant destination. With that in mind, the Marion County Board of County Commissioners has allocated a portion of the Tourist Development Tax revenue to aid in the programming and promotions of arts, cultural, history, heritage and nature experiences that, as one of their main purposes, attract tourists, as evidenced by the promotion of the experience to tourists.

The Arts and Cultural Destination Enhancement Funding Program is open for applications on an annual basis to organizations/programs which promote Ocala/Marion County's appeal as a tourist destination by sponsoring tourist-oriented cultural programming and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, and festivals). The OMCVCB's objective in funding events is to position Marion County as a must-experience destination through quality events and projects that attract tourists from outside of Marion County into the area; have a strong cultural component; encourage overnight stays in Marion County motels, hotels, RV parks/campgrounds, and/or short-term rentals; and perpetuate an environment for growth in the tourism industry in Marion County.

The OMCVCB administers the funds collected from the tourist development tax on transient lodging sales and designates it to promote Marion County as a preferred visitor destination. Ideally the funds allocated by the TDC will eventually be returned through an increase in transient lodging sales and the tourist development tax generated from those sales. Events funded through this program must demonstrate the intent and ability to attract out-of-county visitors to Marion County. The TDC investments are focused on further developing exemplary existing programs and stimulating new activities. Applicants not meeting these criteria should consider applications to other programs.

Additionally, this program is designed to create a portfolio of activities which:

Attract Visitors During Year-Round or Non-Peak Periods:

Priority consideration will be given to Proposals for programming that is year-round. Events and programming will be evaluated based on their timing to be held when tourism is relatively slow. Generally speaking, months of January, February and March are peak for tourism. -Therefore, events or programming during this timeframe will not be considered within this program.

Encourage Increased Visitor Spending:

Visitor spending supports jobs and generates tax revenues. Events should stimulate additional economic activity rather than displace normal expenditure patterns.

Reinforce Existing Positive Images:

Programs and events which set Ocala/Marion County apart from other destinations by focusing attention on the area's unique tourism offerings and marketing the destination. Applicants should focus funding requests on programs and events that are not typically available in a visitor's home community and



Arts and Cultural Destination Enhancement Funding Program

therefore establish a reason to visit Ocala/Marion County.

Provide Added Value to the Ocala/Marion County Visitor Experience:

Value can be defined in two ways. Events may provide “emotional value” by exceeding the anticipated satisfaction level of visitors. Events can also provide “financial value” by providing no-cost or low-cost activities of interest to visitors during otherwise slow times.

Events, performances or programs must be promoted to the public and should not be unreasonably restrictive through admittance fees, public access or crowd capacity, which limits participation by visitors. One of the main purposes of the events must be to attract overnight visitors to Ocala/Marion County.

To be eligible to apply, an organization must:

- Be active and in good standing with regard to its registration status with the Florida Division of Corporations pursuant to Chapter 617, Florida Statutes;
- Have both a strong tourism and cultural component as depicted in the Letter of Intent and Proposal;
- Ensure that projects are open and accessible to Ocala/Marion County tourists and residents; utilize hotels located within the boundaries of Ocala/Marion County as their “event hotels;” and be in full compliance with funding agreement requirements of any previous program funds provided through the Tourist Development Council or other Ocala/Marion County funding sources, including timely and satisfactory submission of all reports.

The Arts and Cultural Destination Enhancement Funding Program is being implemented to create more economic prosperity for Marion County. The events and programs supported by this funding mechanism through Tourist Development Tax (TDT) will be expected to generate economic impact, both directly and indirectly, and will be challenged to compete and deliver high brand recognition for Ocala/Marion County.

The Arts and Cultural Destination Enhancement Funding Program supports the Marion County Board of County Commissioners’ (MCBCC) philosophical position that the OMCVCB role of out-of-area marketing is the priority for TDT funding. Also, TDT funding of special events and ongoing programs generally should be provided only on a limited term basis, as “seed funding”, not as a perpetual revenue source. This is to encourage organizations to develop their programs in ways that help them become self-sufficient regarding their promotional expenses. In doing so, funding is made available to assist other events and organizations, thereby enhancing the overall tourism product.

To request support from the Arts and Cultural Destination Enhancement Funding Program, an organization (Applicant) must prepare and apply as part of the competitive annual award cycle. To ensure proper budgeting procedures, the TDC will receive and review submitted applications on an annual basis.

The TDC will then determine the recommended contract award dollar amount and forward that recommendation to the Marion County Board of County Commissioners for approval.

LETTER OF INTENT

Applicants must submit a “Letter of Intent” to the OMCVCB no later than **October 1st**. **If October 1st falls on a weekend, the Letter of Intent must be provided no later than the last business day preceding October 1st.** The Letter of Intent should:

- Briefly describe the project/event and how it meets the criteria described above.



Arts and Cultural Destination Enhancement Funding Program

- Describe your organization (please include the size of your operating budget), and the purpose for which funding is being sought.
- Demonstrate the applicant's ability to carry out the programming/project during the funding period (may include: event production experience, volunteers involved, in-kind support and sponsor/community support)
- Include the total project costs and the requested grant amount.
 - If a standard sponsorship proposal exists, please submit it with the Letter of Intent.

The OMCVCB will notify you by email as to whether or not a full proposal will be invited for consideration. OMCVCB staff will conduct a "technical review" to determine if the proposed program or event meets the overall goals and requirements of the Arts and Cultural Destination Enhancement Funding Program.

Proposals that are determined not to achieve these standards will be rejected as part of the Arts and Cultural Destination Enhancement Funding Program, but may still be applicable for other funding opportunities that will be outlined to applicants based upon individual criteria requirements for OMCVCB programs.

New/Repeat Events

For the purpose of OMCVCB funding programs, a new event is defined as a specific event named in the application that has not been held in Ocala/Marion County during the previous two consecutive years and a repeat event is defined as a specific event named in the application that has been held in Ocala/Marion County at some point during the previous two consecutive years.

The criteria for the recurring funding of events are, as follows:

New Events: (First- and second-year events) These events will be eligible for the maximum amount of funding associated with the corresponding funding scale.

Repeat Events: (Repeat events with a continuous 3-5 funding year history) These events/programs will be eligible for 80% of the amount of funding associated with the corresponding funding scale. **Partners who have received five (5) years of funding (consecutive or non-consecutive) must defer participation in the program for two funding cycles (once the two-year deferment has been satisfied, the partner is eligible to re-apply for funding)**

PROGRAM OVERVIEW

The number and amount of each award will be dependent upon the availability of funds and specific allocations associated within the annual Tourist Development budget. The maximum award will be no more than 10% of the allocated budget for the Arts and Cultural Destination Enhancement Funding Program, based on available revenue. FY 25-26 budget will be \$100,000 – but this number may change in subsequent years.

EXAMPLE: 10% of \$100,000 is \$10,000 – therefore \$10,000 is the maximum amount that will be eligible for an individual request.

Awards will be funded on a sliding scale reflective of the point values outlined in the section titled Arts and Cultural Destination Enhancement Funding Program Application. For example, if Applicant requests \$10,000 and scores 45 (averaged) out of 100 points, the VCB staff will recommend the Applicant receive a maximum funding amount of \$4,500 (45% of \$10,000).

EVALUATION METRICS

Annual applications will be evaluated on these metrics:

- Total visitation (see Proposal's quantifiable / measurable data requirements per Section III);



Arts and Cultural Destination Enhancement Funding Program

- Generation of incremental economic activity;
- Marketing exposure for Ocala/Marion County and the Event/Project;
- Event/Project site must be located in Marion County;
- Applicant must be based in Marion County (as confirmed on W-9); and,
- Narrative on how quality will be delivered (i.e. production values - presented, performed, exhibited, etc.)
- Examples of eligible exposure:
 - Marketing mediums such as:
 - Newspapers;
 - Mass audience magazines;
 - Social media;
 - Travel journals;
 - Trade magazines;
 - Radio;
 - Television;
 - Website;
 - Visit Florida advertising or promotional co-op opportunity;
 - Other opportunities deemed in accordance with F.S.S 125.0104.

Matching Funds

Regardless of the funding amount approved for the Event/Project, the reimbursement will not exceed Applicant's documented expenditures. Applicant is required to provide matching amounts from other sources (either in-kind or monetary) equivalent to 50% of the award amount. In-kind services are defined as goods or services provided to the Event/Project for which Applicant would normally have to pay. The value of the match should be based on the difference between what Applicant would normally have to pay for the goods or services, and what Applicant actually has to pay. Documentation of the value will be required from the contributing entity. Applicant is encouraged to list in-kind donations as demonstration of additional community support.

TDC funds allocated to an Applicant cannot be used as matching funds for another Applicant's project or as matching funds for any other Marion County program.

Applicant may not receive funding from more than one TDC program for the same Event/Project in the same fiscal year.

REVIEW PROCESS

A Rank and Review Committee consisting of four (4) members, each from the following Marion County Departments: Tourist Development, Parks and Recreation and Library will be appointed by the County Administrator. Additionally, the Executive Director of the Marion Cultural Alliance (MCA), the designated Local Arts Agency for Marion County will also serve on the Committee. If the Executive Director of the MCA is not available, the County Administrator may approve a designee. This Rank and Review Committee will review and score each proposal.

Tourist Development Tax funds are intended to supplement, not replace, Applicant's Event/Project budget. Applicant must recognize that every application will not be fully funded (or funded in full). This is a highly



Arts and Cultural Destination Enhancement Funding Program

competitive process and there are limited funds available, therefore applications will be reviewed and scored on specific criteria.

Applicants must notify the OMCVCB and TDC of any changes (i.e. date, venue, event content etc.) to their Event/Project plans in writing at least **90 days prior** to the Event/Project start date. Failure to do this can result in termination of the contract and jeopardize future funding. This is necessary to properly promote programs through various marketing platforms and the OMCVCB website www.ocalamarion.com. The TDC/MCBCC will vote to determine if the requested changes are acceptable and whether to maintain or adjust funding accordingly.

All information provided to the TDC in conjunction with the Arts and Cultural Destination Enhancement Funding Program will become a matter of public record, except for information exempt pursuant to Section 125.0104 (9)(d)(2), Florida Statutes.

PROPOSAL REQUIREMENTS (Proposals are to be independently written documents provided by the program/event organizer requesting funding). These proposals should include the following five (5) sections, as well as, any attachments outlined within the requirements:

SECTION I. Program Event Summary, Organizational Information and Program Management.

This Section will be worth up to 10 points

This section must contain a Program/Event Summary, as well as, organizational information including: Mission Statement, Economic Impact Information, Financial Request, Financial History of the event (up to three years if applicable), Board of Directors (if applicable) and Authorized Official Signature Page.

SECTION II. Narrative Statement of Program /Event.

This section will be worth up to 35 points

This section will contain information on the nature of the program and/or event (festival, concert, exhibition, etc.), examples of past programs/events conducted by the applicant, and other information to inform the TDC why this program and/or event should be supported through a funding grant.

Be sure to describe the event(s) in sufficient detail to include dates, schedules, venues, and special features. Remember that **Proposals will be judged heavily on this content.**

SECTION III. Tourism Generation/Marketing Plan.

This section will be worth up to 35 points

In this section, Proposals will contain information on why/how the proposed events/activities attract tourists, time of year events are scheduled, marketing and advertising plan that targets tourists (including marketing distribution and impressions), RFP for distribution to lodging industry partners, specific measurable objectives on tourist attraction such as gross attendance and overnight stays, demographic and geographic objectives, methodology on how objectives will be measured, and evaluation criteria. The proposed marketing plan should contain detailed description(s) and itemized costs of "Out-of-County" marketing including media placement in specific markets (electronic and print advertising), public relations (non-paid media such as press releases), additional promotional materials, print and collateral distribution and targeting, signage and way finding. Creative approaches in programming and marketing are encouraged. The proposed plan could include key performance indicators, as well as reporting that showcases the reach for the Arts and Cultural Destination Enhancement Funding Program Event/Program, while including the OMCVCB/MCBCC logo block in each of its marketing platforms, coupled with a significant integrated marketing spend. All creative elements must be pre-approved. This marketing plan is for application review



Arts and Cultural Destination Enhancement Funding Program

purposes only and does not constitute approval of those elements.

Florida State Statutes Section 125.0104 requires “evidence” that tax revenues expended on art/cultural destination promotions reflect quantifiable/measurable data that the tourist who participates in the activity is from “outside the county of his or her permanent residence.” The Proposal needs to objectively demonstrate what portion of the applicant’s patrons are tourists that come to enjoy the applicant’s cultural events from outside of Marion County.

The OMCVCB reserves the right to approve any additional sponsors that will share in media exposure to ensure brand integrity.

SECTION IV. Sustainability and Growth Potential.

This section will be worth up to 10 points

Include detailed information outlining the event’s/program’s community support. Also, provide information outlining a plan to grow the event/program and subsequently, attract additional visitors in future years.

SECTION V. Provide a detailed Proposal Budget.

This section will be worth up to 10 points

Failure to provide a detailed budget will result in the Proposal being removed from Arts and Cultural Destination Enhancement Funding Program consideration.

Include event-specific income and expense information with a clear indication of where matching funds are coming from.

The TDC reserves the right to negotiate with organizations or make funding amounts contingent upon issues relative to event scheduling. If your events dates are changed after you have submitted your signed Agreement, your award will be automatically terminated unless you have notified the OMCVCB and MCBCC/TDC 90 days in advance of the program/event and received written permission prior to announcing the new date.

Applicant requesting funding is required to attend in person and must offer a three (3) minute “update” at the assigned TDC meeting in which the application will be voted upon. ***Failure of an Event/Project representative to attend the specified TDC meeting will result in the application being removed from consideration.***

MEETING REQUIREMENTS

All recipients of Arts and Cultural Destination Enhancement Funding Program funding are required to meet at least twice per year (in person or via teleconference) with representatives from the Ocala/Marion County VCB to review marketing plans and coordinate marketing efforts. As part of the cooperative marketing efforts, the event planner must provide 20 tickets (or other negotiated amount) to the OMCVCB to be used for promotional purposes.

Miscellaneous Submission Directions

Upon acceptance of your Letter of Intent, one printed hard copy of the Proposal as well as Arts and Cultural Destination Enhancement Funding Program Application Summary containing original signature(s) of the Authorizing Official(s) must be submitted (via mail to 109 W Silver Springs BLVD Ocala, FL 34475) or hand delivery) to the OMCVCB prior to applications being forwarded to the Rank and Review Committee. EARLY SUBMISSIONS ARE HIGHLY ENCOURAGED. The OMCVCB will conduct a “technical review” of Proposals and notify organizations of deficiencies. Applicants will be notified of any deficiencies and will have 72 hours to



Arts and Cultural Destination Enhancement Funding Program

correct the deficiencies. Applications will only be given **one** technical review. The technical review only includes required forms and documents. The technical review will not correct math or typographical errors in the Proposal.

The OMCVCB cannot assure any applicant their Proposal will be funded. After the technical review period, 15 hard copies of the Proposal and Arts and Cultural Destination Enhancement Funding Program Application Summary must be delivered to the OMCVCB (via mail to 109 W Silver Springs BLVD Ocala, FL 34475 or hand delivery) to be distributed to the Rank and Review Committee for their review and scoring.

CONTRACT PARAMETERS

All contracts are for one year. No contracts are guaranteed to be renewed. The County fiscal year begins October 1st of each year and runs through September 30th of the following year.

Contract Reporting Requirements

Once the TDC award recommendations have been reviewed and subsequently approved by the Board of County Commissioners, all contracts will be issued by and returned to the OMCVCB office. Final Reports and all reimbursement requests are to be submitted to the OMCVCB office.

A final report must be submitted with reimbursement requests within 60 days after the program/event concludes.

Included in the Final Report must be a documented assessment of results measured against the program goals listed as well as the applicant's program and event attendance inclusive of tourism projections as stated in the Proposal.

Any funded event or activity that fails to file reports required in the application will not be eligible for TDC funding during the next funding period. An applicant may choose to withdraw from the program without penalty, however, **under no circumstances will reimbursement payment be made for an event with reports outstanding.**

Eligible Use of Funds:

Funds MAY be used for:

1. Promotional Expense
 - a. Promotional expenses in conjunction with the event to increase participation and bring visitors outside of Marion County to the event.
 - b. Advertising and publicity outside of the Marion County area to increase participation, attendance and awareness of the event and generate hotel room nights. Eligible forms of media include
 - i. Print
 - ii. Radio
 - iii. Online Media
 - iv. Television Advertisements
 - v. Outdoor Signage/Banners
 - vi. Poster/Flyers/Brochures
 - vii. Artwork/Graphic Design
 - viii. Media Events



Arts and Cultural Destination Enhancement Funding Program

- ix. Direct Mail/Event Banners
 - x. Printing Collateral
 - c. OMCVCB logo block and name inclusive on all digital and printed material associated with the event and listed as a sponsor of the event including t-shirts, event merchandise, and or give away items.
2. Operational Expense
- a. Operational expenses are only allowable when they logically and defensibly can be attributed purely to the development/production of the event that specifically targets and promotes out-of-town visitors to come to Marion County. These are reviewed and approved on a case-by-case basis in coordination with the County Attorney's office.

Record Keeping and Audit

Funding recipients agree to allow OMCVCB staff access to their program or event for the purpose of determining economic impact and return on investment. If tickets are required for the program or event, the funding recipient is required to collect either a street address or email address along with the purchaser's name for the purpose of surveying the purchaser about attendance at the program or event. Recipients must cooperate with the OMCVCB staff and/or contractors in providing email addresses of ticket buyers and vendors for the purpose of surveying.

Upon approval of funds, the applicant must provide media passes for use by OMCVCB staff to attend and cover the event for marketing and public relations purposes.

All contracts are subject to programmatic and financial audit by the Marion County Clerk of the Court – Internal Auditor or other County staff or authorized personnel. All programmatic and financial documents that are part of the contract are subject to county inspection and made public record.

Recipients must acknowledge funding by the OMCVCB in all advertising and publicity for the event or program. That can be achieved in the following ways:

- Recognition of the OMCVCB must be included where appropriate on all printed material as well as the organization's website and referred to in public relations activities. A camera-ready logo will be provided. All printed materials with the logo block must be presented with the reimbursement request.

The TDC reserves the right to request additional information beyond that requested in the funding application/guidelines.

REIMBURSEMENT

Funding shall be provided as reimbursement for approved actual expenditures upon completion of the Event/Program. Proof of payment must be provided. Proof of payment may be submitted in the form of a "paid" vendor credit card receipt or a check. If a check is used, a copy of both the front and back of cleared check must be provided. Written confirmation from vendor that expenditure has been paid in full is necessary if only a copy of the front of the cleared check is provided. Requests for reimbursement must be signed by Applicant's authorized agent.

- Partners will be required to submit a detailed final report, including specific information about marketing placements (inclusive of the OMCVCB logo) and results, additional dollars spent, copies of invoices, and proof of payment.



Arts and Cultural Destination Enhancement Funding Program

- Partners will be required to provide specific information about how out-of-county visitation data is collected. Partners may use admission, ticket sales, etc. to track visitation, and will be expected to allow a representative from the OMCVCB's research firm to have access to survey a sample of visitors as mutually agreed upon by the OMCVCB, the Partner, and OMCVCB's research firm. This can be done via brief on-site interviews, email or website questionnaires post-event.
- Funds may be used solely as reimbursement for marketing projects intended specifically to bring visitors from out-of-county (Eligible Use of Funds). Any use of funds for items not listed or approved will result in reimbursement for those items being denied. Failure to comply with the required reporting will impact future funding decisions and allocations.
- Funding is to be expended only within the timeframe outlined as part of the approval and within the cycle for which it was approved.
- All project printed and digital materials, signage or advertising must contain the appropriate logo.
- Funded organization must agree to partner with and/or provide access to the OMCVCB research partners to conduct on-site or email surveys/data collection.
- Funded organization must list/announce OMCVCB as sponsor (if applicable).
- Funded organizations must have a listing on the Ocala/Marion County Visitors and Convention Bureau website (ocalamarion.com). If the organization is not on the website, applicants must advise the OMCVCB staff as part of the application process to ensure this requirement is met prior to funding approval.
- A current signed IRS form W-9 must accompany the application when submitted to the OMCVCB for consideration. A Substitute Form W-9 and/or a Tax-Exempt approval letter will not replace the requirement for a signed W-9.
- Applicant's organization will be required to add Marion County Board of County Commissioners and its employees as an additional insured to their General Liability policy. A Certificate of Insurance with Marion County listed as an additional insured must be submitted to OMCVCB two weeks (14 days) after the Marion County contract for funding is approved by the Board of County Commissioners. (Insurance is an absolute requirement. No other insurance policies will be considered as a substitute for the General Liability policy.)



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19145

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:
Marketing and Communications Update

DESCRIPTION/BACKGROUND:
Information Only.



Marketing & Communications Update May 2025

- **Current Running Media**

- Print:
 - Visit Florida Vacation Guide – (2025)
 - Full page Ad
 - Prevue Magazine (March/April 2025 Issue)
 - Full Page Ad
 - Full Page Advertorial
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2025)
 - 2-Page Advertorial Content in Florida Sports Guide section (2025)
- Billboards (OOH)
 - Carvertise (March - May 2025)
 - 16 Ride Share vehicles at 8 Swarms of events in Orlando
 - Miles Driven: 65,922
 - Impressions: 4,153,086
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Ad+Genuity – Vistar Programmatic (always on – excluding Jan, May, Sept 2025)
 - Florida statewide digital billboards
 - Tampa International Airport & Orlando International digital panels
 - Urban panels – New York & Atlanta digital panels
- Digital
 - Carvertise – Digital Retargeting (March - May 2025)
 - Total Impressions for March-April 2025: 195,916
 - Total Clicks for March-April 2025: 507 clicks
 - Ad + Genuity DSP (always on)
 - Total Impressions for March-April 2025: 5.8 M
 - Total Clicks for March-April 2025: 7,723 clicks
 - Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2024-September 2025)
 - Undertone (Feb 2025 – Aug 2025)
 - Total impressions for March-April 2025: 1.3 M
 - Total clicks for March-April 2025: 20,187
 - Nativo (Dec 2024 – Aug 2025)
 - Total impressions for March-April 2025: 3.9 M
 - Total clicks for March-April 2025: 12,399
 - TripAdvisor (Dec 2024 – April 2025)
 - Total impressions for March-April 2025: 44,599

- Flamingo Magazine Banner Ad + Newsletters
 - Total impressions for March 2025: 198,030
 - Total clicks for March 2025: 30
- Prevue
 - e-blasts and feature stories
 - Target Audience - Meeting planners
 - Total impressions for March-April 2025: 10,869
 - Total clicks for March-April 2025: 280
- Social (always on)
 - Facebook/Instagram
 - YouTube
- Search (always on)
 - Keyword and Performance MAX through Google
- **Industry/Advocacy Communications**
 - Marion @ The Capital
 - April 10, 2025
 - National Travel and Tourism Week
 - May 4-10, 2025
 - Proclamation, Ticket Giveaway, Postcard Contest, New Episode of Marion Insider's Guide
 - 2 Marketing Awards:
 - [Internet Advertising Competition \(IAC\) award for Best Online Campaign](#)
 - [eSTY award for Best Family-Friendly Marketing Campaign](#).
 - Both awards recognized Ocala/Marion County's 2024 campaign that leveraged Nativo's native advertising platform, distributing four branded articles. This campaign delivered over 14.3M impressions and a 52-second average time-on-content, surpassing industry benchmarks by 73%. Furthermore, the campaign yielded 79,542 page views and 205 content shares, marking a 600% increase in earned views from the previous year. These achievements bring the total number of awards earned by the Ocala/Marion County VCB to 38.
- **Public Relations**
 - Press Releases:
 - National Travel and Tourism Week
 - VISIT FLORIDA Releases:
 - 6 total (April-May 2025)
 - Topics: What's New, Independence Day, Florida for Kids, Great Outdoors and National Camping Month, Beat the Heat, World Snorkeling Day



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19146

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information Only.



Monthly Sales Update May 21, 2025

- **Leads**

- Florida Senior Games Softball Tournament
 - September 27, 2025
 - Estimated Room Nights: 50
- American Youth Football Southeast Regional Championships
 - November 14-16, 2025
 - Estimated Room Nights: 650
- United States Trampoline and Tumbling Association
 - June 15-20, 2026 OR June 14-19, 2027
 - Estimated Room Nights: 1,600
- American Angus Association Leaders Engaged in Angus Development (LEAD) Conference
 - July 25-30, 2026
 - Estimated Room Nights: 222
- Florida Chamber Foundation Learners to Earners Workforce Solution Summit
 - July 23, 2027
 - Estimated Room Nights: 187
- Recycle Florida Today Annual Conference & Expo
 - June 25-27, 2027
 - Estimated Room Nights: 250
- Florida Fire Chiefs Association Executive Development Conference
 - July 13-17, 2029 OR July 12-16, 2029
 - Estimated Room Nights: 1,328
- Association Societies Alliance (ASA)
 - January/February 2026 OR 2027
 - Estimated Room Nights: 75

- **Ongoing Leads**

- Florida Wine and Grape Growers Association Annual Conference
 - January 16-17, 2026
 - Estimated Room Nights: 150
- Big East Swimming and Diving Conference Championships
 - February 18-21, 2026 & February 22-25, 2027
 - Estimated Room Nights: 1,010
- USA Gymnastics Men's State Championships
 - February 27-March 1, 2026
 - Estimated Room Nights: 330
- Florida Sports Foundation Sports Summit
 - June 2026
 - Estimated Room Nights: 210
- American Darter's Association National Championship
 - July 2026 (5 days)
 - Estimated Room Nights: 600

YOU'RE INVITED!



TOURISM & HOSPITALITY INDUSTRY ROUNDTABLE

Topics to be covered include:

- 2025 Travel Trends
- Funding Program Updates
- Tourism Exchange USA Updates

Light lunch to be served

**June 5, 2025
11:30am — 1:00pm**

**Ocala/Marion County VCB
109 W Silver Springs Blvd.
Ocala, FL 34475**

**Please RSVP by Friday, May 30th
Email sales@marionfl.org with any questions**



Sip, Savor, & Discover Ocala/Marion County!

AC Hotel Tallahassee Universities at the Capitol

We're bringing a little slice of Florida's Natural Wonder to Tallahassee—and you're invited!

Tuesday June 17th

NETWORKING RECEPTION

AC Lounge and Patio (2nd floor), 4:30-6:30 PM

Drinks and appetizers will be served. Hosted by
Ocala/Marion County VCB.

Wednesday June 18th

BUSINESS AND BREAKFAST

Cascades II & III (2nd floor), 8:30-10:00 AM

Drinks and appetizers will be served. Enjoy a
complimentary full hot breakfast while learning more
about Ocala/Marion County, Florida's Natural Wonder!
Hosted by Ocala/Marion County VCB.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19147

Agenda Date: 5/21/2025

Agenda No.:

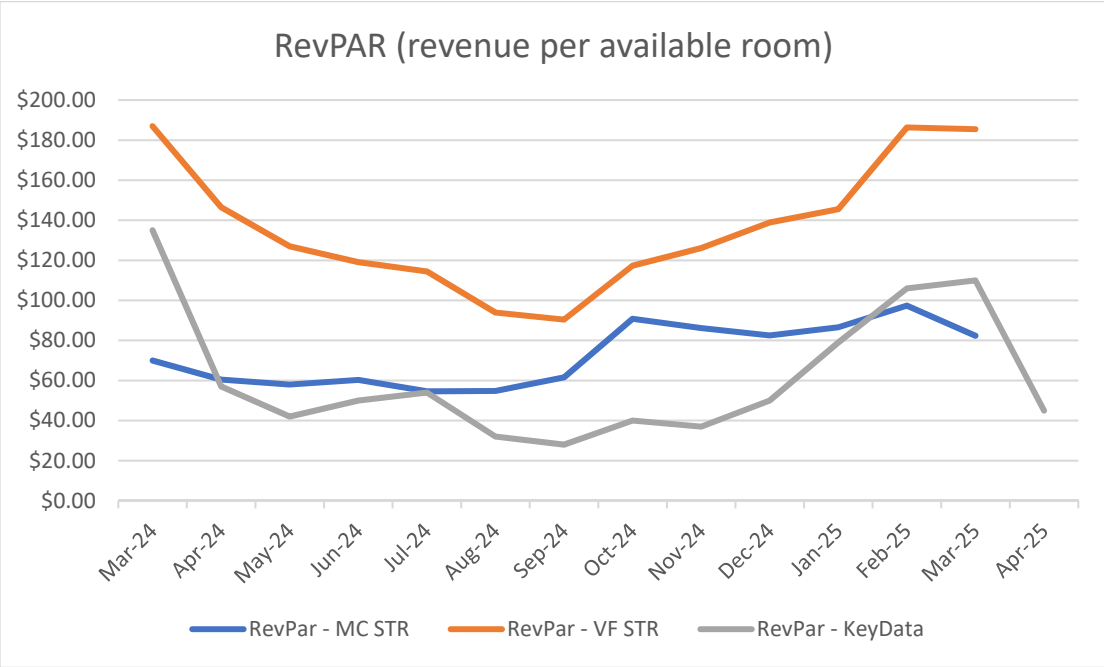
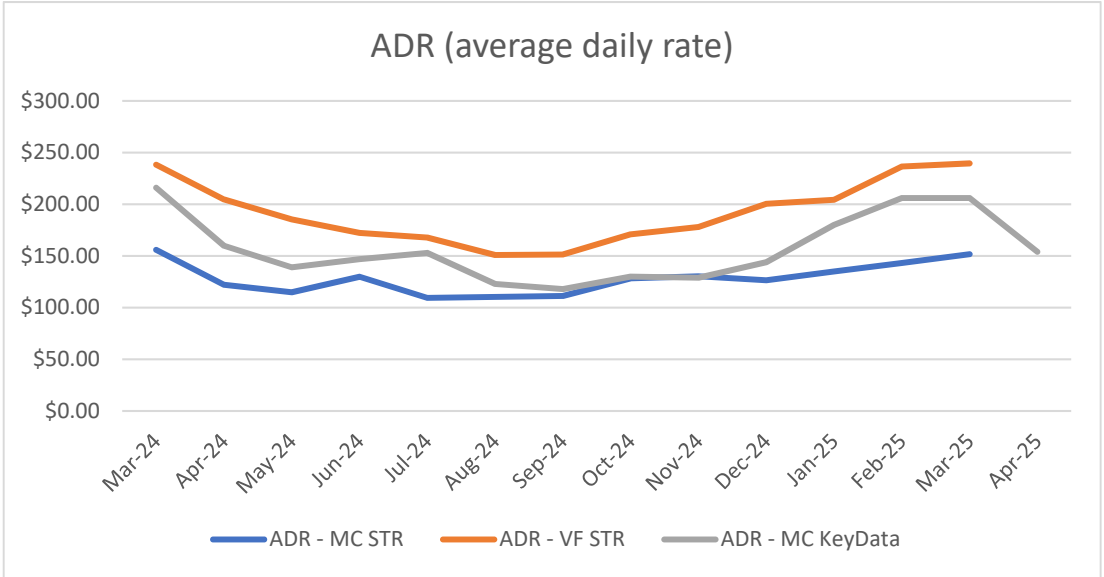
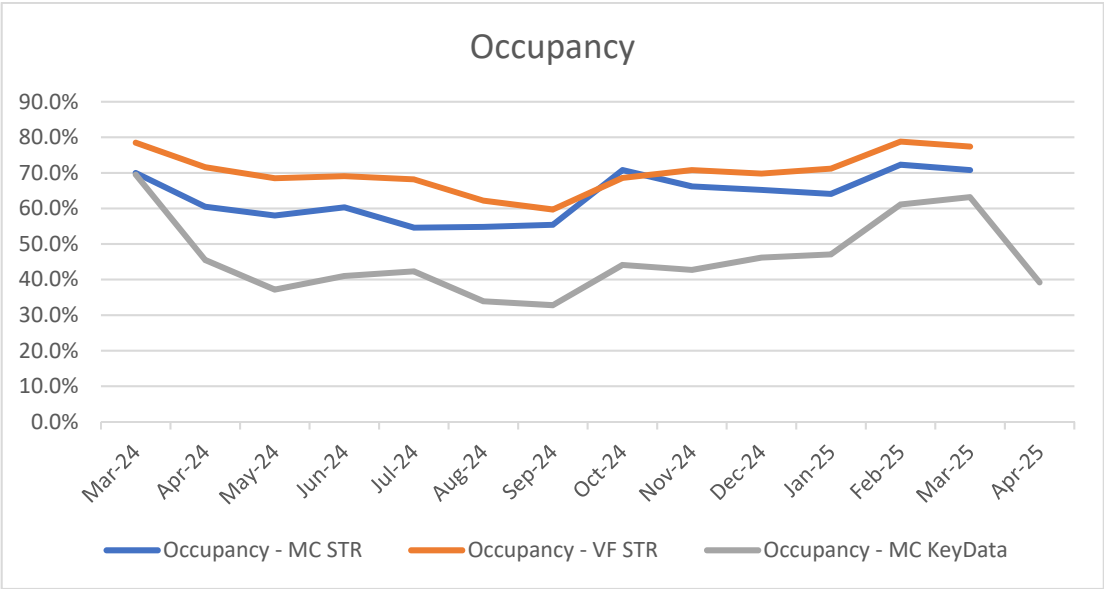
SUBJECT:

TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:

Information Only.

Trend Data for Occupancy, ADR, RevPAR (3/2024-4/2025)





Marion County Tourist Development Council

Agenda Item

File No.: 2025-19148

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

| Event Name | Event Start | Event End | Location |
|---|----------------|----------------|----------------------|
| Rock the Country | May 9, 2025 | May 11, 2025 | Florida Horse Park |
| Cal Ripken T-Ball/Rookie B-State Tournament | June 5, 2025 | June 8, 2025 | Rotary Sportsplex |
| USA Swimming Speedo Sectionals | June 26, 2025 | June 29, 2025 | FAST |
| Dixie Softball State Tournament | June 25, 2025 | June 30, 2025 | Belleview Sportsplex |
| Patriotic Skies | July 4, 2025 | July 4, 2025 | Tusawilla Park |
| Florida Swimming FLAGS Championship | July 10, 2025 | July 13, 2025 | FAST |
| Florida Swimming Senior Championship | July 17, 2025 | July 20, 2025 | FAST |
| USA Swimming Futures Championship | July 23, 2025 | July 26, 2025 | FAST |
| YMCA National Long Course Championship | July 29, 2025 | August 3, 2025 | FAST |
| Cal Ripken 8U World Series | August 1, 2025 | August 9, 2025 | Rotary Sportsplex |
| Babe Ruth 16-18 World Series | August 1, 2025 | August 9, 2025 | Rotary Sportsplex |



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19164

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:

Quarterly Economic Impact/Visitor Tracking Report - January - March Data

DESCRIPTION/BACKGROUND:

Information only.

Ocala/MARION COUNTY VCB

Economic Impact Study &
Visitor Tracking Report
Jan-Mar 2025



STUDY OBJECTIVES: VISITOR JOURNEY



Visitor Tracking Study

- » Interviews were completed in person and online with 853 visitors at local hotels, attractions, and events between January 1, 2025 and March 31, 2025



Partner & Event Involvement

- » Appleton Museum of Art
- » KP Hole Park
- » Silver Springs State Park
- » HDG Hotels
- » Hampton Inn and Suites
- » Circle Square Cultural Center
- » MCA & Brick City Center for the Arts
- » Canyon Zipline & Adventure Park
- » Santos Bike Shop
- » WEC
- » FAST Aquatic Center

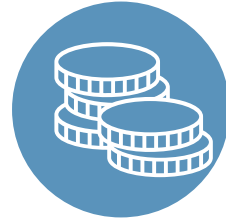
EXECUTIVE SUMMARY



VISITOR JOURNEY: ECONOMIC IMPACT



Jan – Mar 2025 TOURISM SNAPSHOT



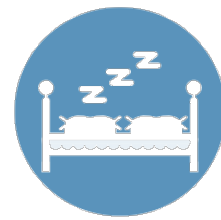
\$1,813,145

TDT
COLLECTIONS



329,100

ROOM
NIGHTS



68.9%

OCCUPANCY
RATE



\$147.12

AVERAGE DAILY
RATE



\$101.31

REVENUE PER AVAILABLE
ROOM

2025 vs. 2024

↑ 16.7%

↑ 2.7%

↑ 2.6%

↑ 2.9%

↑ 5.7%

- » National trends on spending as the economy continues to tighten can be seen in Jan-Mar 2025, especially in the shopping and entertainment spending categories
- » Despite decreases in those staying in unpaid accommodations and day trippers, overall visitation remained flat YOY due to an increase in occupancy and units available.
- » Average Travel party size decreased from 3.1 people in 2024 to 2.9 in 2025.
- » Length of stay decreased from 5.4 nights in 2024 to 4.8 nights in 2025.
- » First time visitation increased from 30% in 2024 to 40% in 2025.

VISITOR & LODGING METRICS

| Visitor Statistics ¹ | Jan-Mar 2024 | Jan-Mar 2025 | Percent Change |
|----------------------------------|----------------------------|----------------------------|----------------|
| Visitors ² | 346,300 | 344,300 | - 0.6% |
| Direct Expenditures ³ | \$210,040,200 | \$202,456,300 | - 3.6% |
| Total Economic Impact | \$325,562,300 ⁴ | \$305,073,600 ⁴ | - 6.3% |

| Lodging Statistics ⁵ | Jan-Mar 2024 | Jan-Mar 2025 | Percent Change |
|---------------------------------|--------------|--------------|----------------|
| Occupancy | 67.1% | 68.9% | + 2.6% |
| Room Rates | \$142.92 | \$147.12 | + 2.9% |
| RevPAR | \$95.89 | \$101.31 | + 5.7% |
| Room Nights | 320,300 | 329,100 | + 2.7% |
| TDT Collections | \$1,553,568 | \$1,813,145 | + 16.7% |
| Hotel Units | 5,012 | 5,056 | + 0.9% |
| Vacation Rental Units | 235 | 254 | + 8.1% |

¹ National trends on spending as the economy continues to tighten can be seen, especially in the shopping and entertainment categories

² Despite decreases in those staying in unpaid accommodations and day trippers, overall visitation remained flat YOY due to an increase in occupancy and units available.

³ Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

⁴ Multiplier decreased from 1.55 in Jan-Mar 2024 to 1.51 in Jan-Mar 2025.

⁵ Lodging figures utilize accommodation metrics from STR, Key Data, and the Florida Department of Business and Professional Regulation (DBPR).

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE JAN-MAR 2025

- » **Half** of visitors planned their trips to the Ocala/Marion County area **a month or less in advance (-2% points YoY)**
- » Visitors planned their trip **on average of 62 days in advance of their visit (60 days in 2024)**



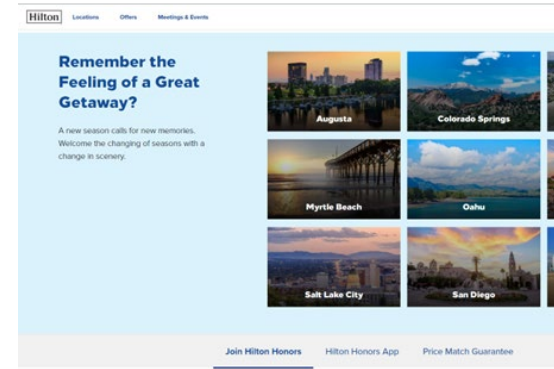
TOP TRIP PLANNING SOURCES JAN-MAR 2025*



52% Talk to friends and family
(+4% points YoY)



46% Search sites
(No change YoY)



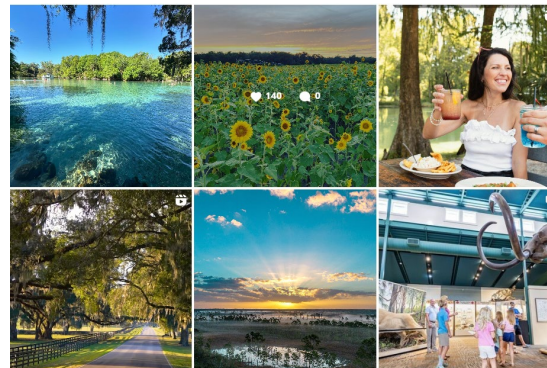
9% Hotel/resort website/app
(-4% points YoY)



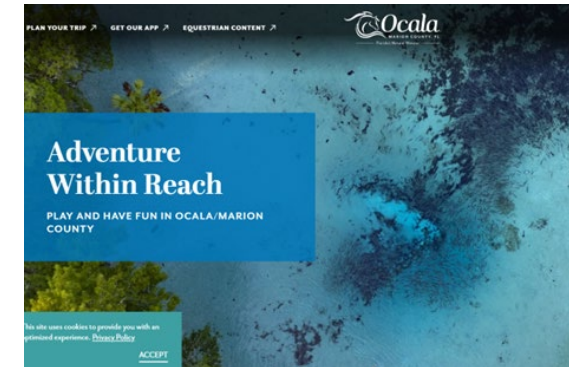
8% Trip planning website/app
(-6% points YoY)



7% Personal social media
(-5% points YoY)



7% Destination social media
(-4% points YoY)



6% Online advertisement
(-2% points YoY)

TOP REASONS FOR VISITING JAN-MAR 2025*



28% Visit friends/relatives
(-2% points YoY)



25% Attend horse shows, sales,
events (**No change YoY**)



13% Visit area springs
(+3% points YoY)



11% Business or conference
(+5% points YoY)



8% Sporting tournament/event
(+1% point YoY)



8% Relax/unwind
(-5% points YoY)

PRE-TRIP RECALL OF ADVERTISING JAN-MAR 2025*

- » **28%** of visitors recalled advertising about the Ocala/Marion County area **(+2% points YoY)**
- » **Over 7 in 10** visitors who recalled advertising were influenced by this information to visit the area which represents **20% of all visitors (-1% point YoY)**



SOURCES OF ADVERTISING RECALL JAN-MAR 2025*

Base: **28%** of visitors who recalled advertising



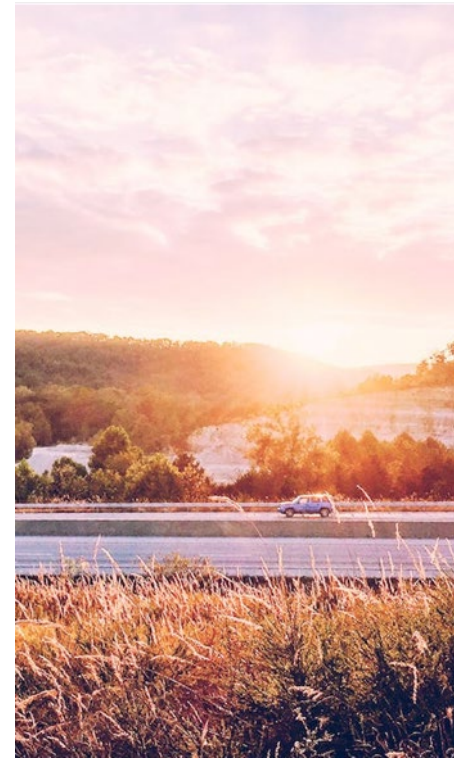
25% Television
(+14% points YoY)



23% Social media
(-6% points YoY)



22% Online
Advertisement
(-8% points YoY)

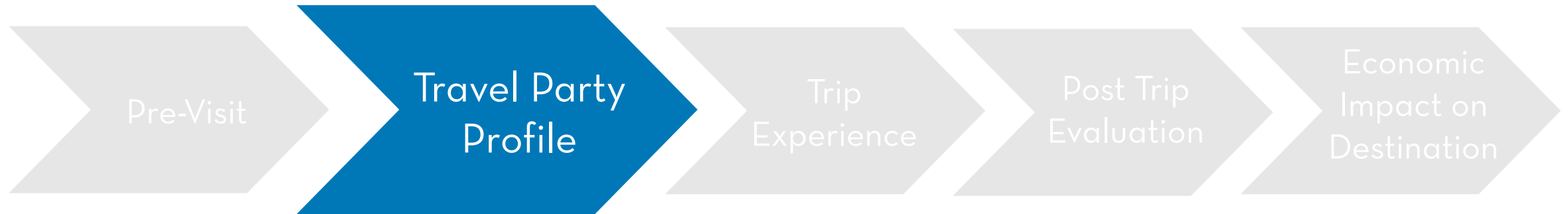


21% Billboard
(-7% points YoY)

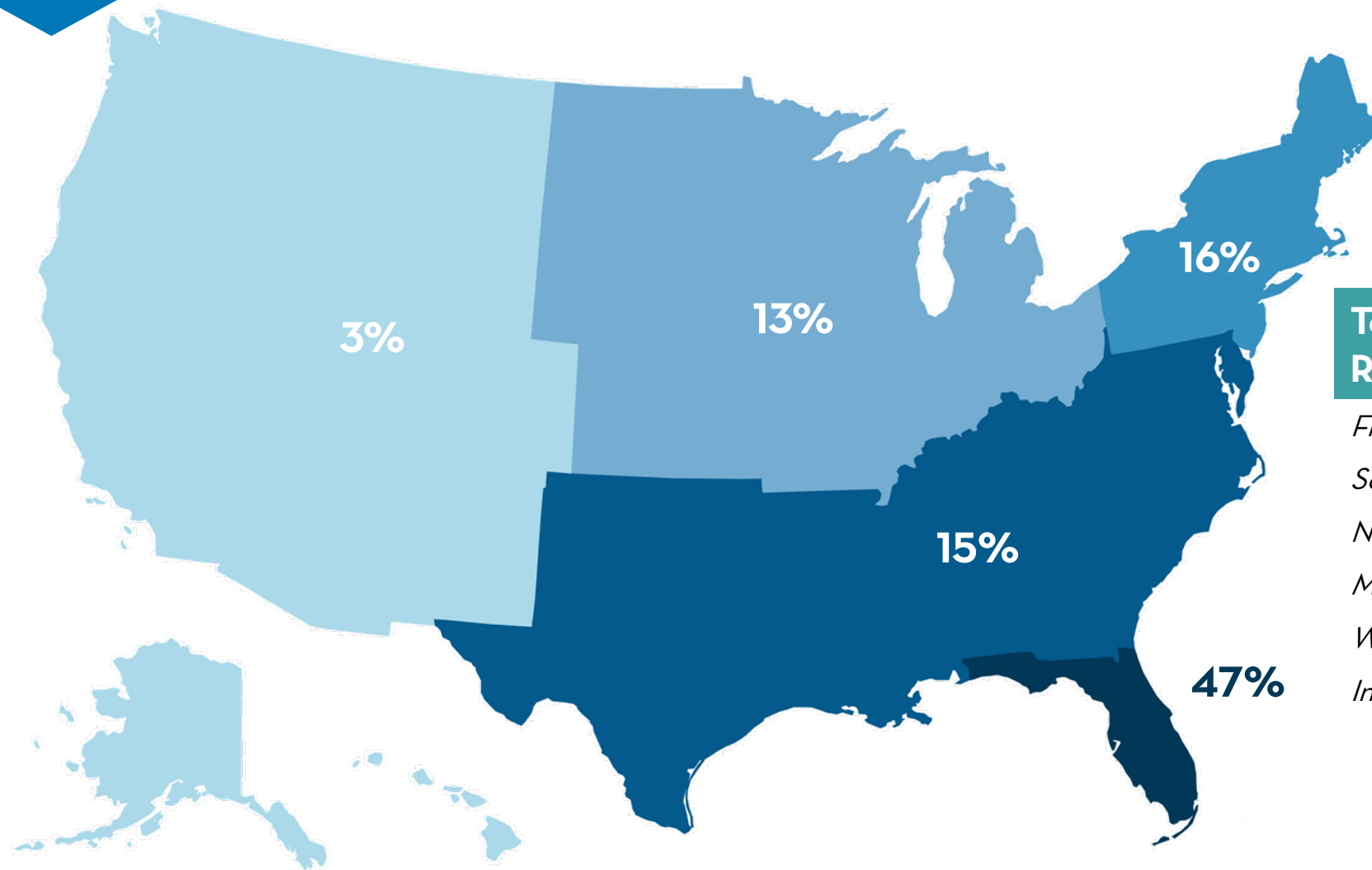


17% Magazine/
newspaper article
(+2% points YoY)

VISITOR JOURNEY: TRAVEL PARTY PROFILE



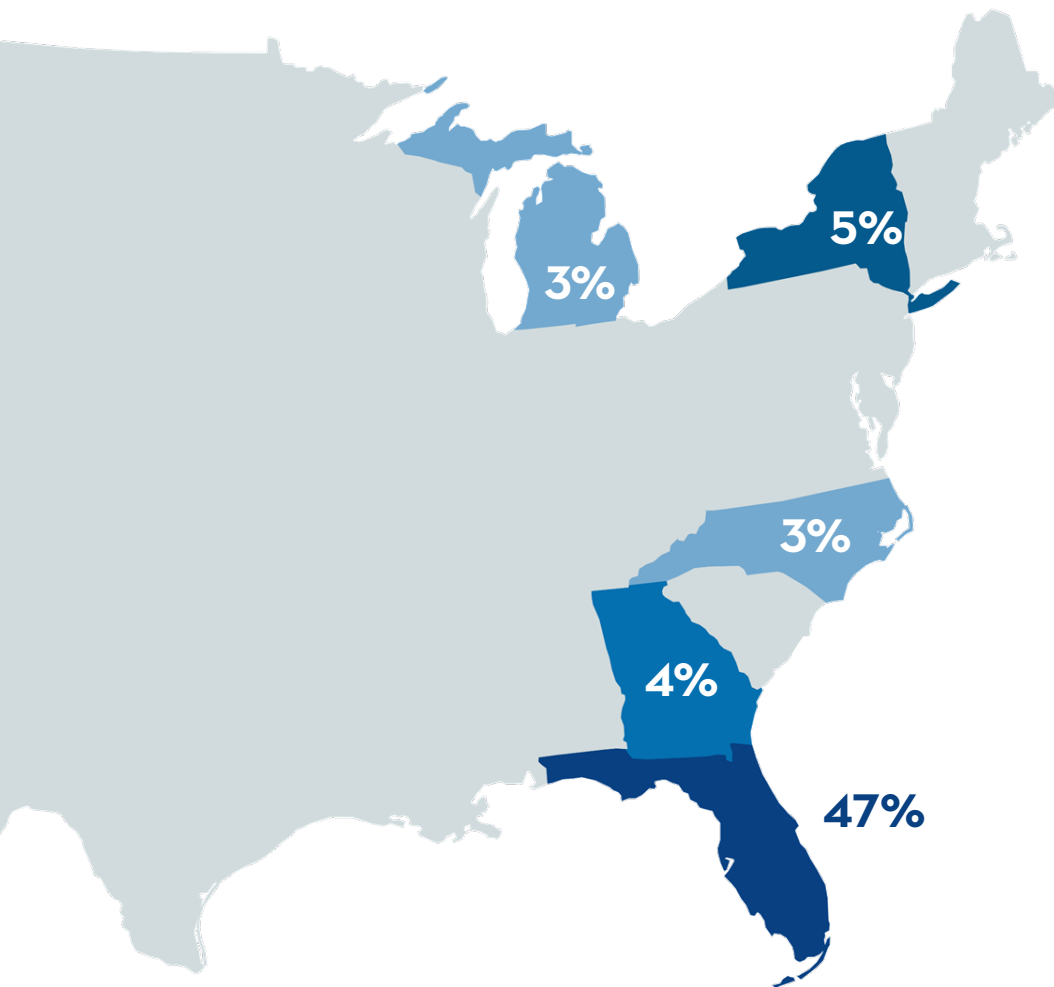
REGIONS OF ORIGIN JAN-MAR 2025



| Top Origin Regions | % Difference YoY |
|--------------------|------------------|
| Florida | +8% points |
| Southeast | -2% points |
| Northeast | -2% points |
| Midwest | -4% points |
| West | -1% point |
| International | +1% point |

6% of visitors traveled to the Ocala/Marion County area from outside of the U.S.

TOP STATES OF ORIGIN JAN-MAR 2025



Over 3 in 5 visitors traveled to Ocala/Marion County from 5 states:

- **47%** Florida (+8% points YoY)
- **5%** New York (No change YoY)
- **4%** Georgia (+1% point YoY)
- **3%** Michigan (-1% point YoY)
- **3%** North Carolina (No change YoY)

TOP ORIGIN MARKETS JAN-MAR 2025



15% Orlando – Daytona Beach
– Melbourne **(+1% point YoY)**



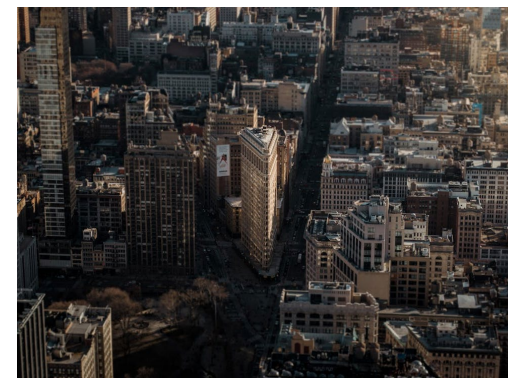
7% Tampa – St. Petersburg
(No change YoY)



7% Gainesville
(+3% points YoY)



6% Jacksonville
(+1% point YoY)



5% New York City **(-1%
point YoY)**

TRAVEL PARTIES JAN-MAR 2025

- » The typical visitor traveled in a party size of **2.9** people (**3.1 in 2024**)



- » **40%** traveled with at least one person under the age of 18 (**-2% points YoY**)



VISITOR PROFILE JAN-MAR 2025

- » The typical Ocala/Marion County area visitor:
 - » Is **51** years old (**51 in 2024**)
 - » Has a household income of **\$102,000** per year (**\$89,300 in 2023**)



NEW & RETURNING VISITORS JAN-MAR 2025

- » **2 in 5** were first-time visitors to the Ocala/Marion County area **(+10% points YoY)**
- » **Over 1 in 8** visitors were loyalists, having visited over 10 times **(-6% points YoY)**



VISITOR JOURNEY: TRIP EXPERIENCE



- » **77%** of visitors **drove** to the Ocala/Marion County area **(-2% points YoY)**
- » **14%** of visitors flew via the **Orlando International Airport** **(-1% point YoY)**



VISITOR BEHAVIOR JAN-MAR 2025

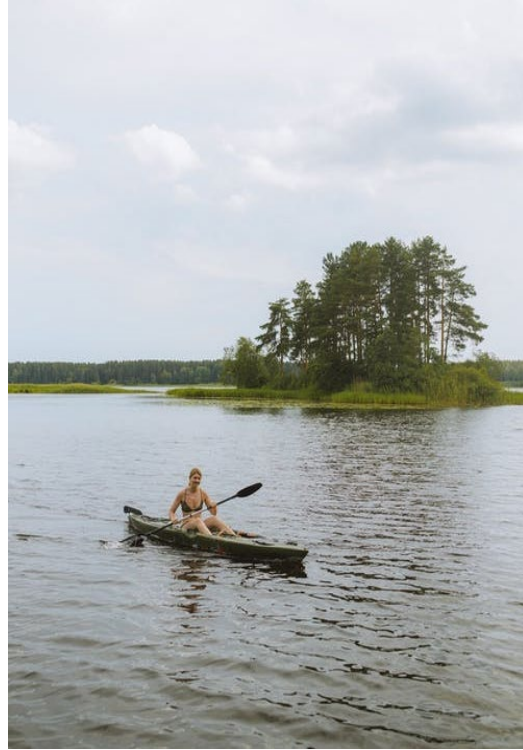
- » Typical visitors spent **4.8** nights in Ocala/Marion County area* (**5.4 in 2024**)
- » **Over 2 in 3** visitors were only visiting Ocala/Marion County during their trip (**+2% points YoY**)



TOP ACCOMMODATIONS JAN-MAR 2025



44% Hotel/motel/resort
(+4% points YoY)



26% Day tripper
(-1% point YoY)



14% Friends' or
relatives' home
(-2% points YoY)



7% Vacation rental home*
(+1% point YoY)

TOP ACTIVITIES DURING VISIT JAN-MAR 2025*



70% Dining out
(+6% points YoY)



41% Visit family/friends
(-5% points YoY)



33% Visit Downtown
Ocala (+4% points YoY)



32% Attend horse shows,
sales, events (-8% points YoY)



31% Visit area springs
(+4% points YoY)



26% Shopping
(+2% points YoY)



24% Relax & unwind
(-8% points YoY)

ACTIVITIES VS. REASON FOR VISIT JAN-MAR 2025*

Reason for Visiting

28%

25%

13%

11%

8%

8%

7%

6%

6%

6%

4%

3%

3%

2%

Visit friends/family

Horse-related event

Visit area springs

Business/conference

Sporting tournament/event

Relax and unwind

Other horse-related activities

Canoeing/kayaking/tubing

Special occasion

Go to restaurants

Visit Downtown Ocala

Special event

Nature/birdwatching

Shopping/antiquing

Visitor Activities

41%

32%

31%

11%

9%

24%

16%

13%

10%

70%

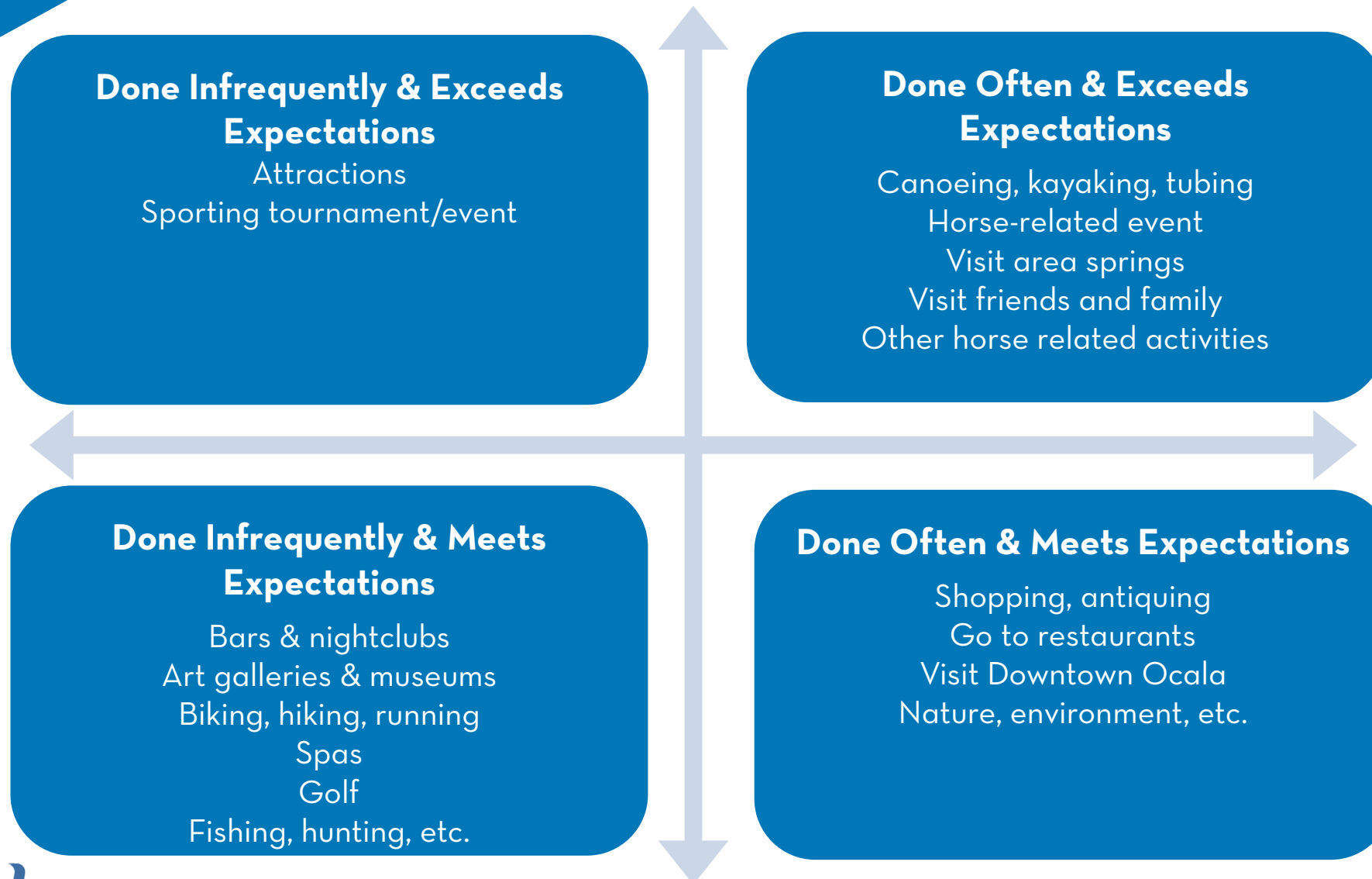
33%

10%

18%

26%

QUADRANT ANALYSIS JAN-MAR 2025



TRAVEL PARTY SPENDING JAN-MAR 2025

- » Travel parties spent **\$335 (\$338 in 2024)** per day and **\$1,608 (\$1,814 in 2024)** during their trip



VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION JAN-MAR 2025

- » **99%** of visitors said their visit met or exceeded expectations with **37%** exceeded expectations (**No change YoY**)
- » **90%** will recommend Ocala/Marion County to a friend (**-2% points YoY**)
- » **94%** will return to Ocala/Marion County with **51%** saying they will definitely return (**-10% points YoY**)



AREA DESCRIPTIONS JAN-MAR 2025



"We come here every year to visit grandchildren. Ocala is quiet but growing and very beautiful. Lots to do; we are at a very nice swim facility on the west side of town, which is very impressive."



"Ocala is rural, pretty, and has great weather. It was good to visit with long-lost family. The area has certainly grown since I was last here."



"I would say it's a very southern atmosphere; lots of country fields, winding roads, and horses. Very relaxing, but then the downtown area is fun for finding restaurants and just things to do."



DETAILED FINDINGS

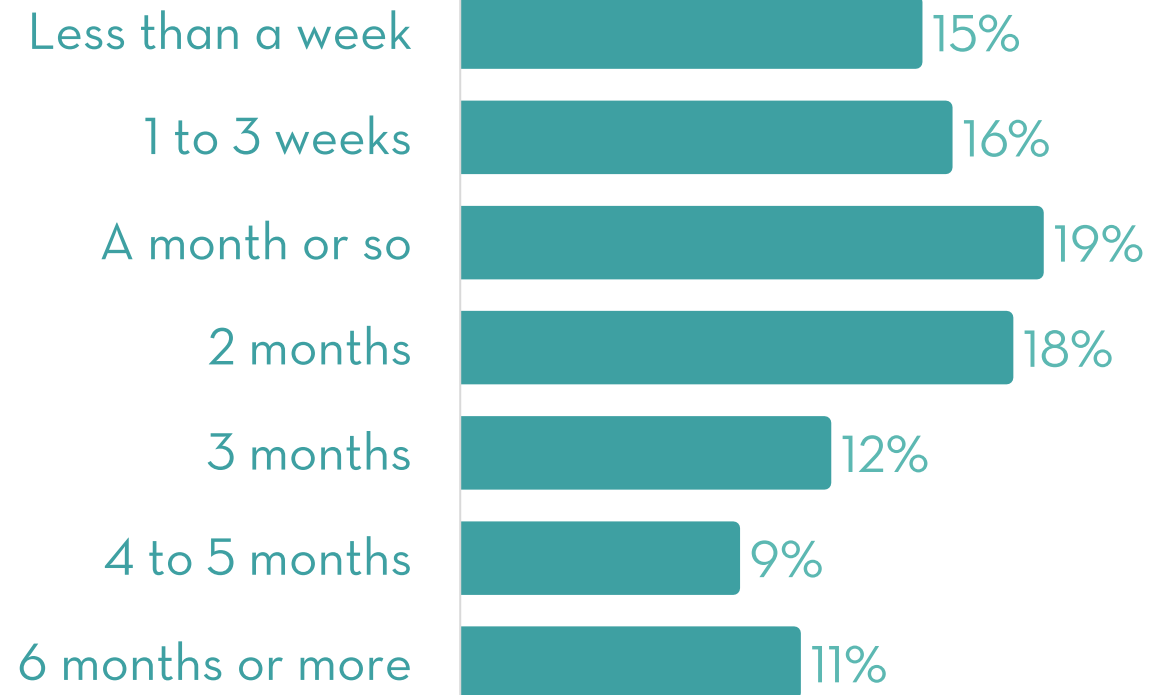


VISITOR JOURNEY: PRE-VISIT



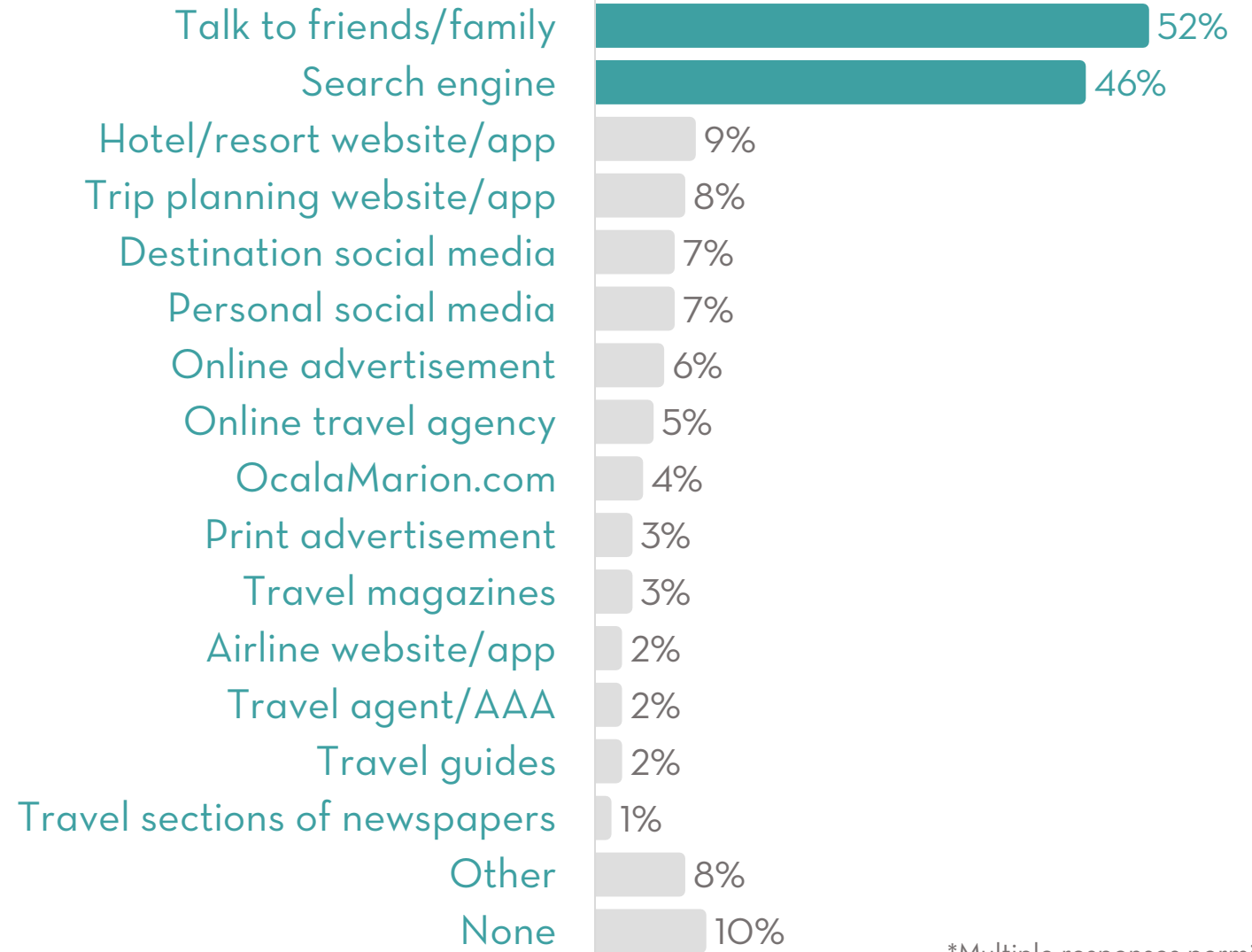
TRIP PLANNING CYCLE

- » **Half** of visitors planned their trips to the Ocala/Marion County area **a month or less in advance**
- » On the other hand, **nearly 1 in 3** visitors planned their trips **at least 3 months in advance**
- » Visitors planned their trip **on average 62 days in advance**



TRIP PLANNING SOURCES*

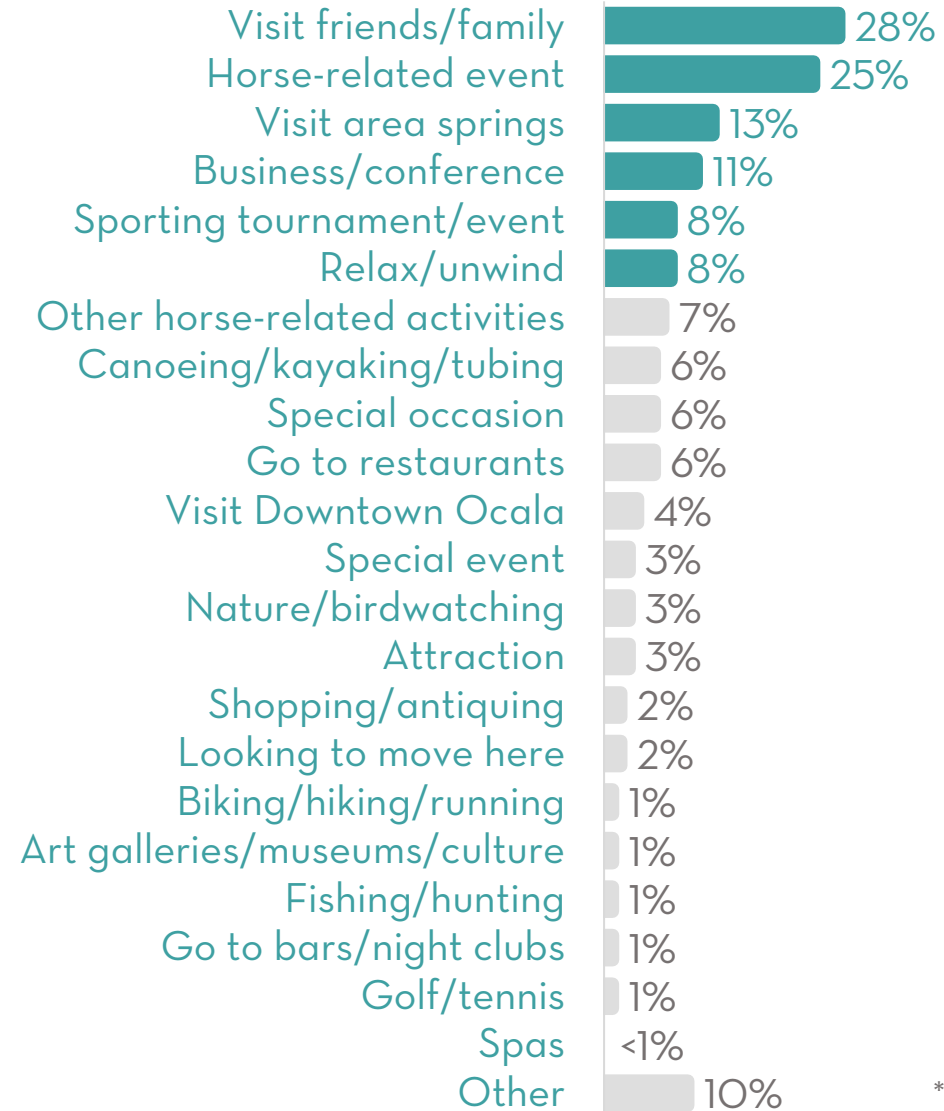
- » **Talking to friends** is the **top planning source** for trips to Ocala/Marion County
- » **Over 2 in 5** visitors used a **search engine (i.e., Google)** to plan their trip



*Multiple responses permitted

REASONS FOR VISITING*

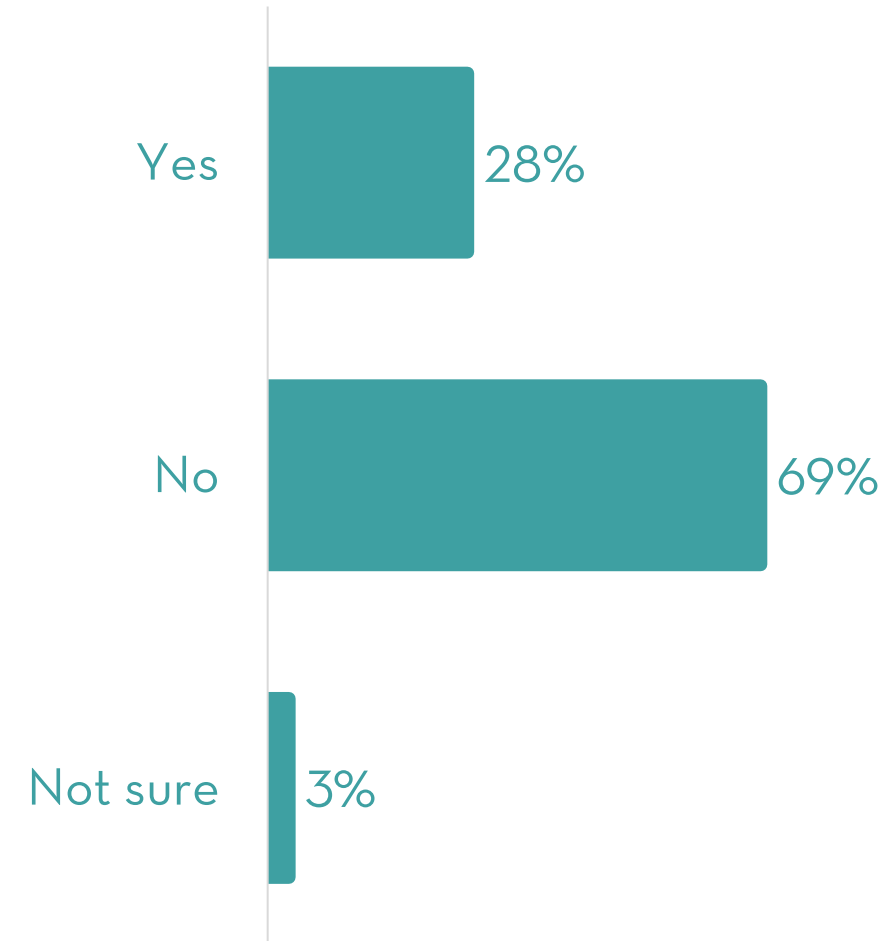
- » **Visiting friends and relatives and horse-related events** are the **top two** choices for coming, as **over 1 in 4** visitors came to Ocala/Marion County for this reason
- » **1 in 8** visitors came to Ocala/Marion County for **area springs**



RECALL OF ADVERTISING*

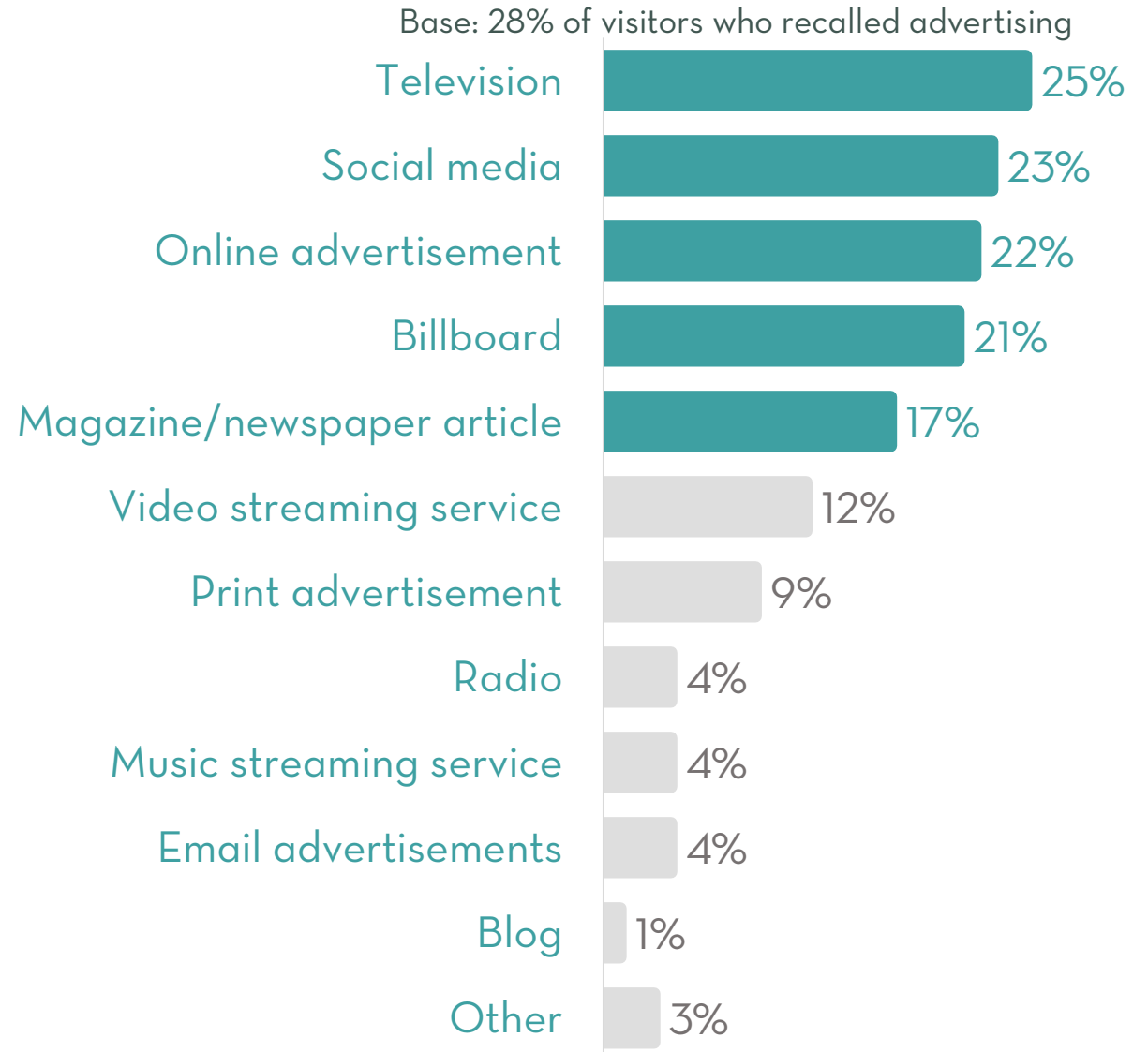
- » **Nearly 3 in 10** visitors recalled advertising about the Ocala/Marion County area
- » Of the visitors who recalled advertising, **over 7 in 10 (representing 20% of all visitors)** were influenced by this information to come to the area

Recalled Advertising



ADVERTISING SOURCE*

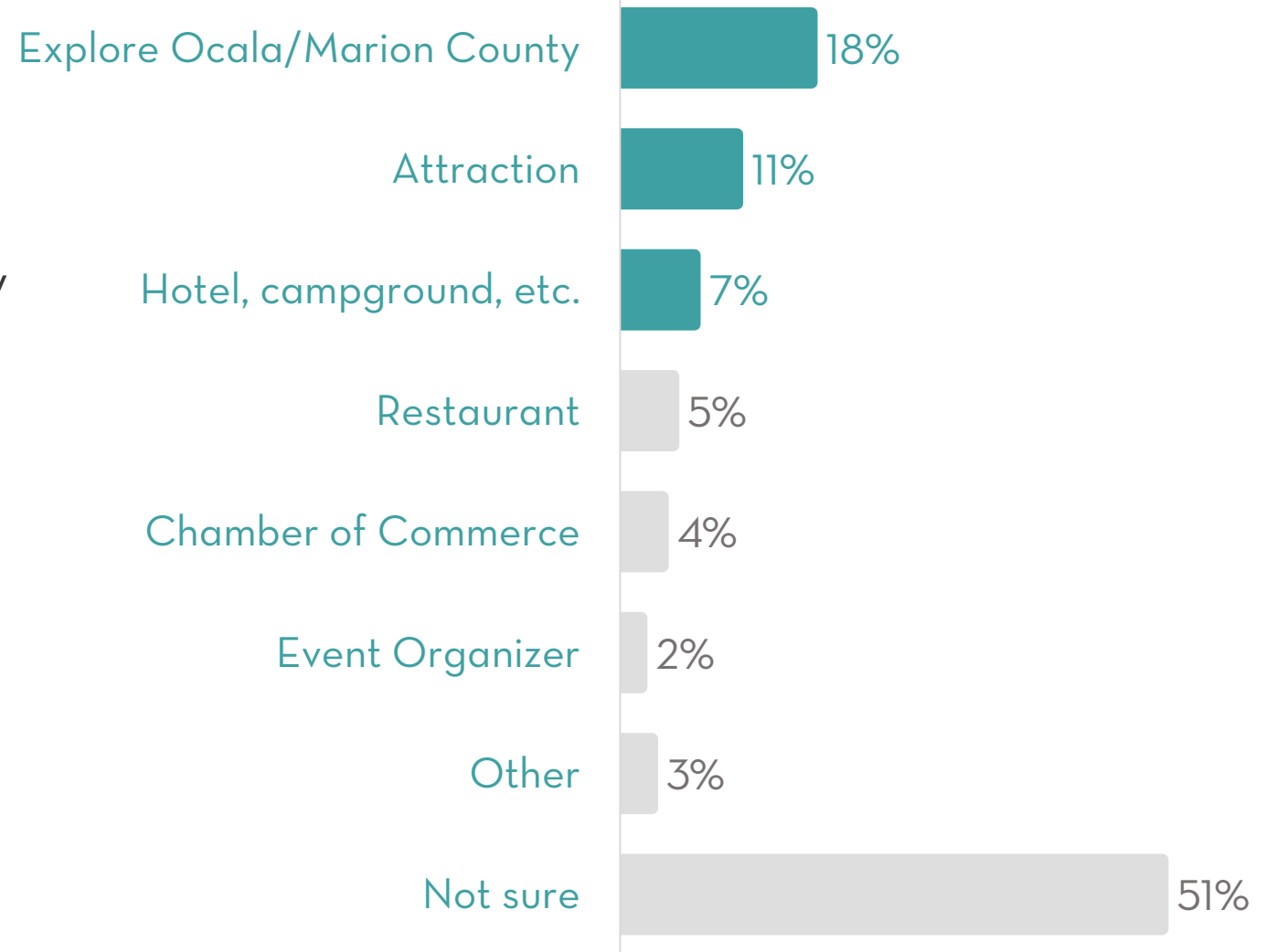
- » **1 in 4** visitors who recalled advertising for the Ocala/Marion County area recalled advertisements on **television**
- » **Over 1 in 5** visitors recalled **social media, online advertisements and billboards****



SPONSORED ADVERTISEMENT*

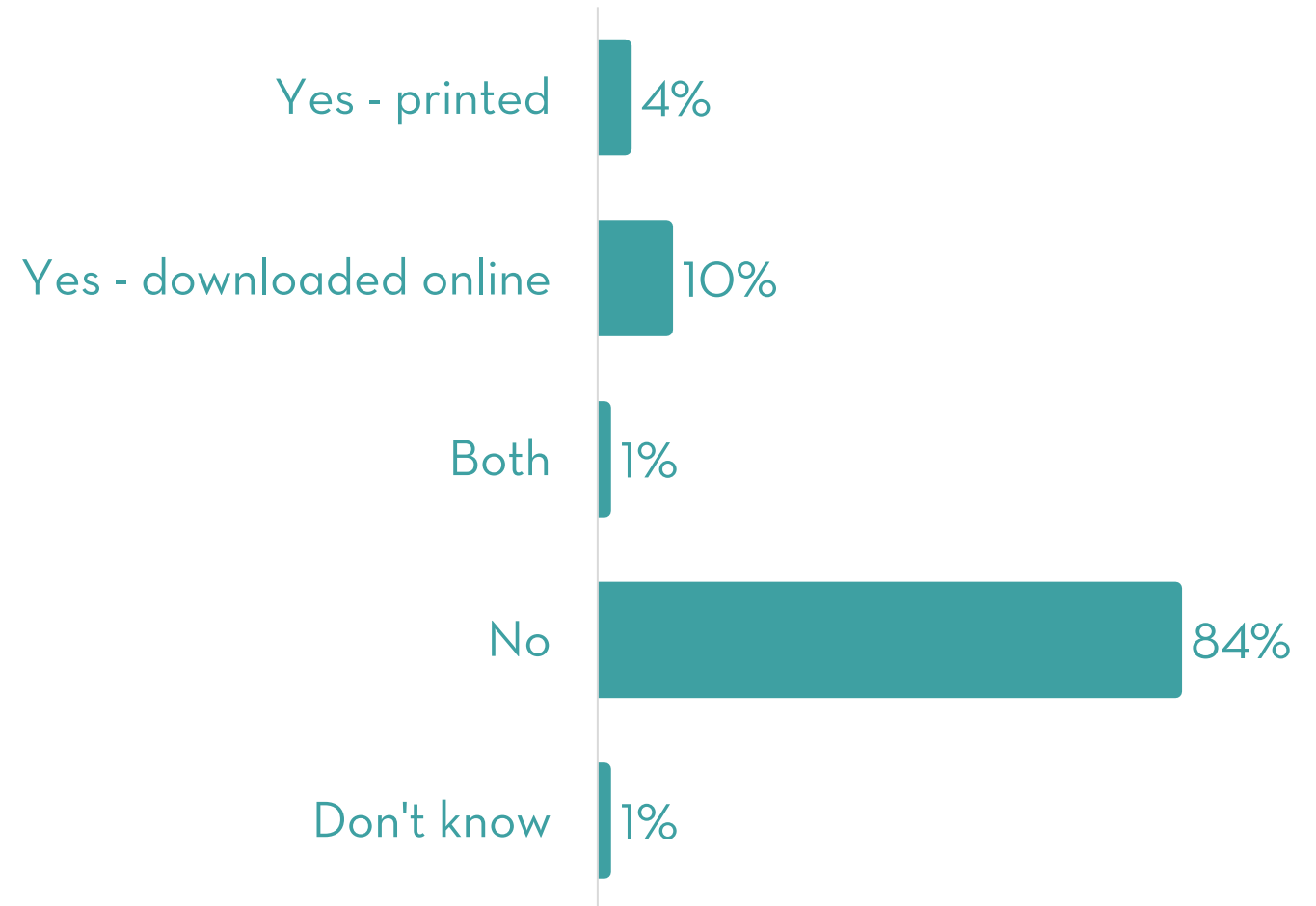
- » **Nearly 1 in 5** visitors who recalled advertising for the Ocala/Marion County area recall **Explore Ocala/Marion County** as a sponsor of the advertisement
- » **1 in 10** visitors stated that they recalled advertisements sponsored by **an attraction**.

Base: 28% of visitors who recalled advertising

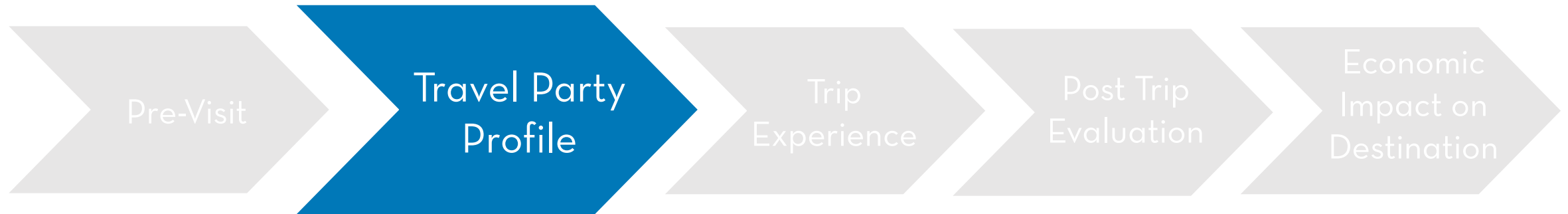


VISITOR GUIDE

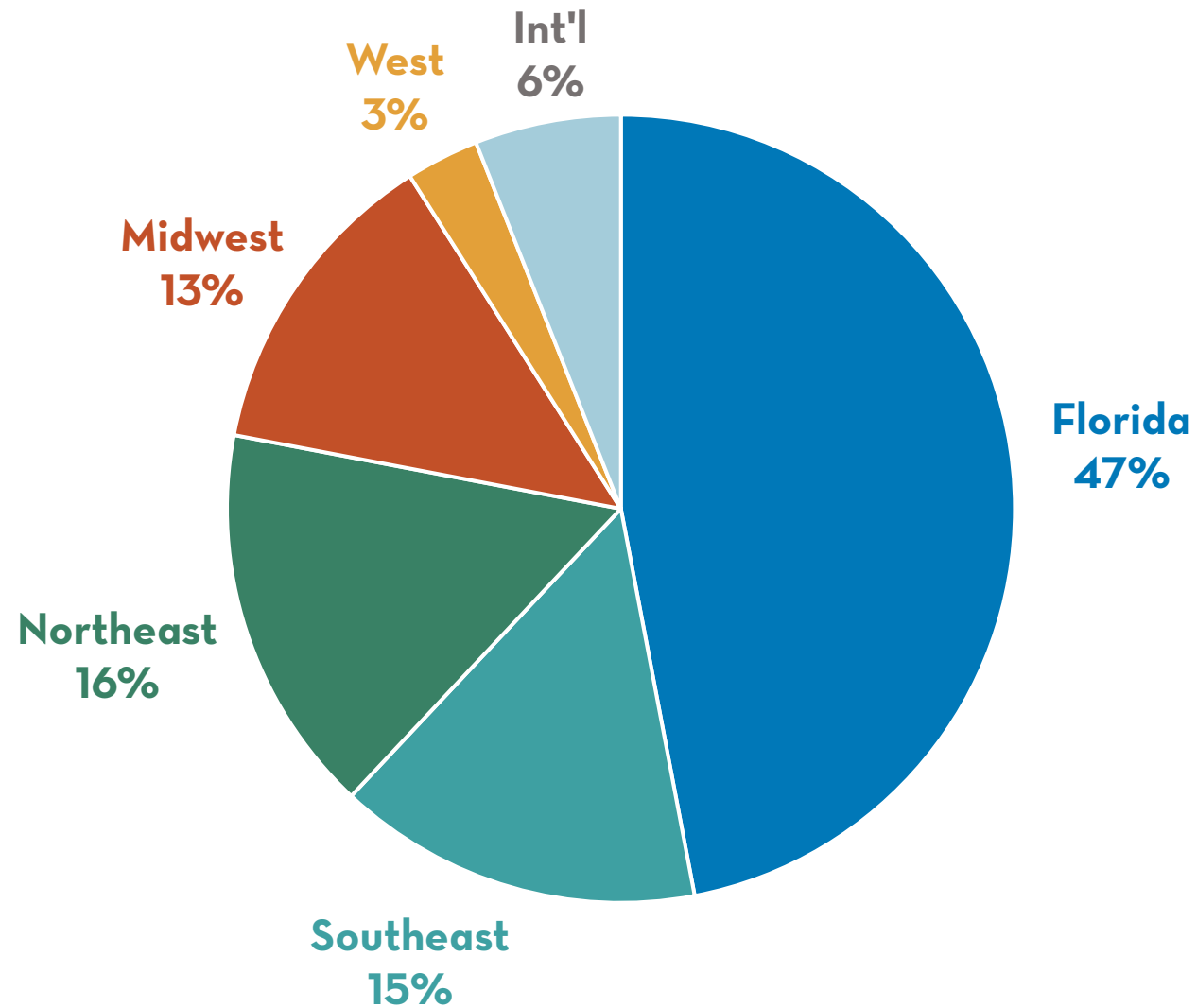
- » **15%** of visitors viewed the **print and/or online visitor guide**
- » Usefulness Rating: **8.1 out of 10***



VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGION OF ORIGIN



TOP ORIGIN STATES

- » **Over 3 in 4** visitors came to Ocala/Marion County from 13 states
- » **Florida** was the key origin state for the Ocala/Marion County area

| State | Percent |
|----------------|---------|
| Florida | 47% |
| New York | 5% |
| Georgia | 4% |
| Michigan | 3% |
| North Carolina | 3% |
| Illinois | 2% |
| Maryland | 2% |
| New Jersey | 2% |
| Ohio | 2% |
| Pennsylvania | 2% |
| Tennessee | 2% |
| Texas | 2% |
| Virginia | 2% |

TOP ORIGIN MARKETS

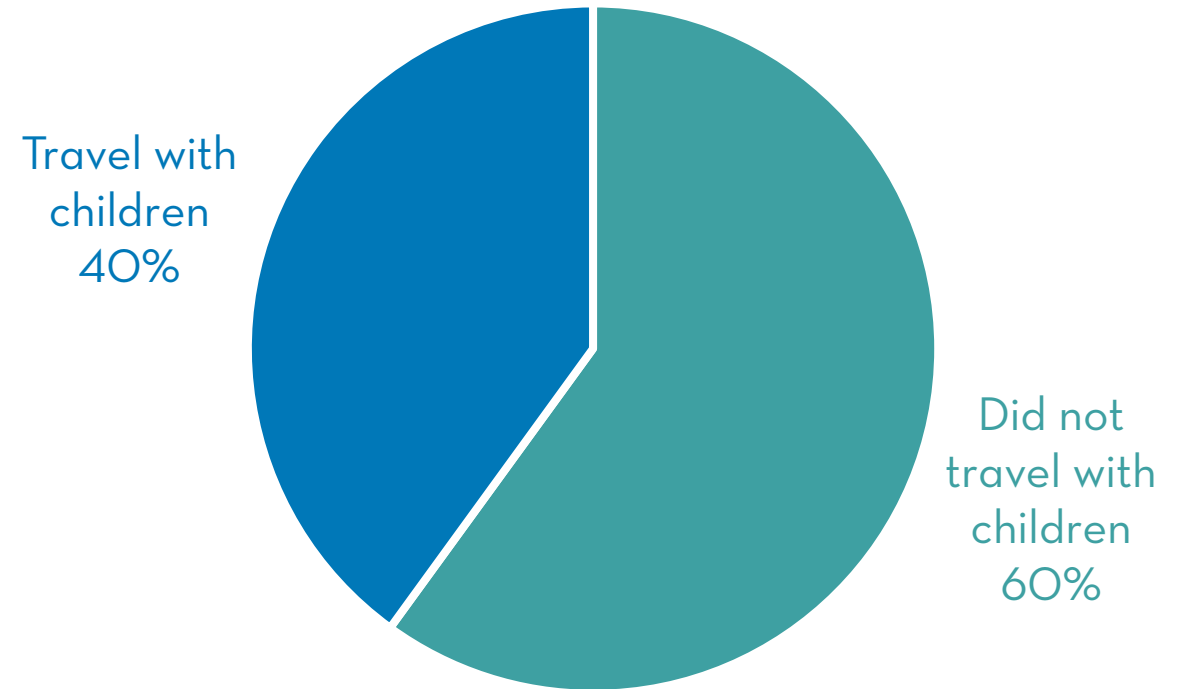
- » **Orlando-Daytona Beach-Melbourne, Tampa-St. Petersburg and Gainesville** were key origin markets this quarter
- » **Florida markets** dominated the top markets for Ocala/Marion County
- » Top Markets for first-time visitors included: **Orlando-Daytona Beach-Melbourne, Gainesville, Jacksonville, Tallahassee-Thomasville, and Tampa-St. Petersburg**

| Market | Percent |
|---------------------------------|---------|
| Orlando-Daytona Beach-Melbourne | 15% |
| Tampa-St. Petersburg | 7% |
| Gainesville | 7% |
| Jacksonville | 6% |
| New York* | 5% |
| West Palm Beach-Ft. Pierce | 3% |
| Miami-Fort Lauderdale | 3% |
| Atlanta | 3% |
| Tallahassee-Thomasville | 2% |
| Chicago | 2% |
| Boston | 2% |
| Washington, DC - Hagerstown | 2% |

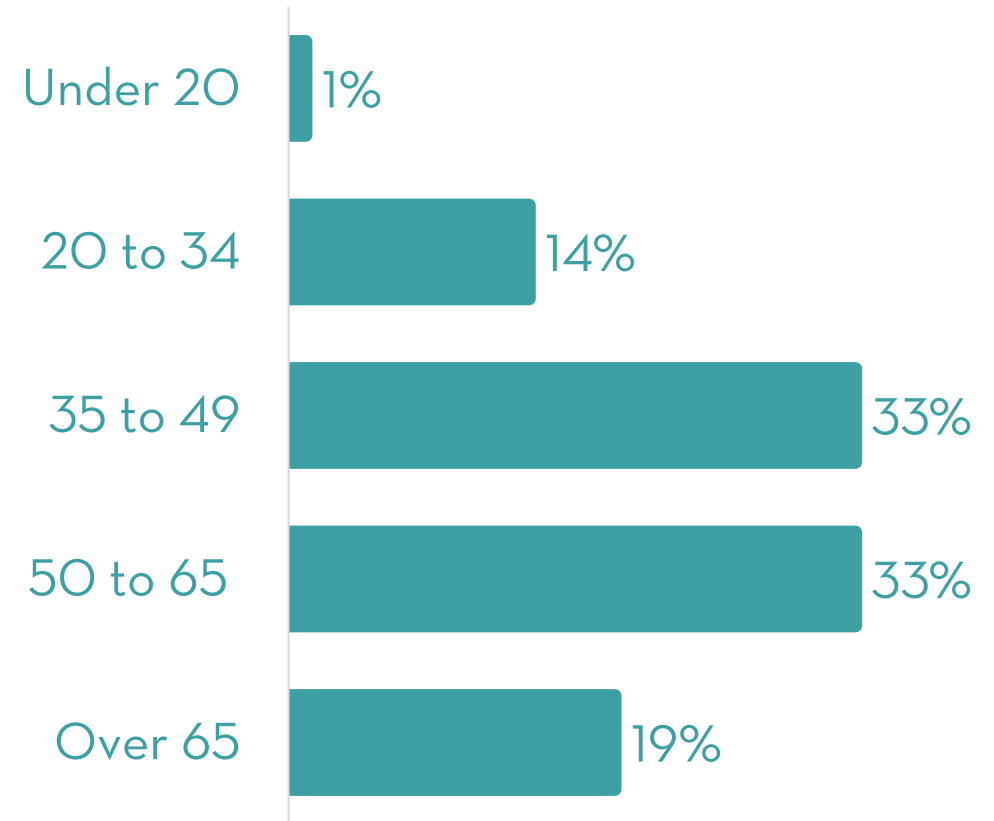
*New York City includes areas of New York, New Jersey and Connecticut

TRAVEL PARTIES

- » The typical travel party size was **2.9** people
- » **2 in 5** travel parties included children under the age of 18

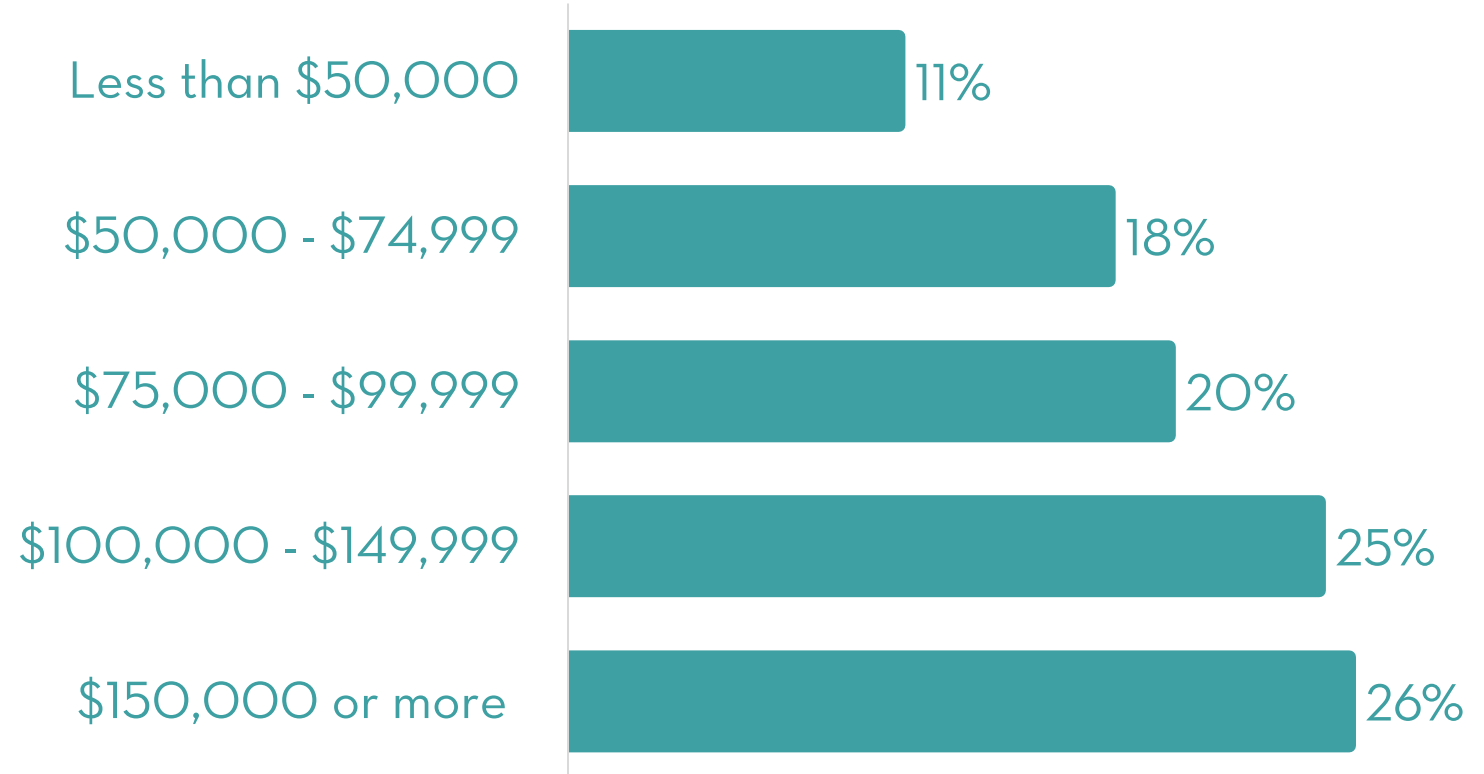


- » The median age of visitors to the Ocala/Marion County area was **51**

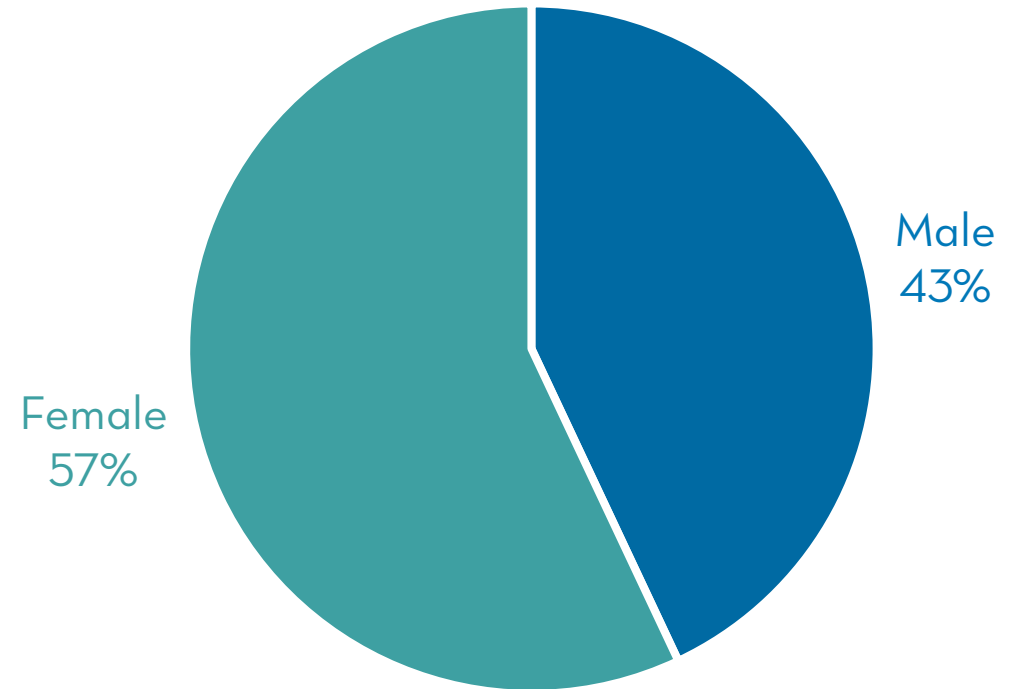


HOUSEHOLD INCOME

- » Visitors to the Ocala/Marion County area had a median household income of **\$102,000** per year
- » **Over half** of the visitors had household incomes over **\$100,000**

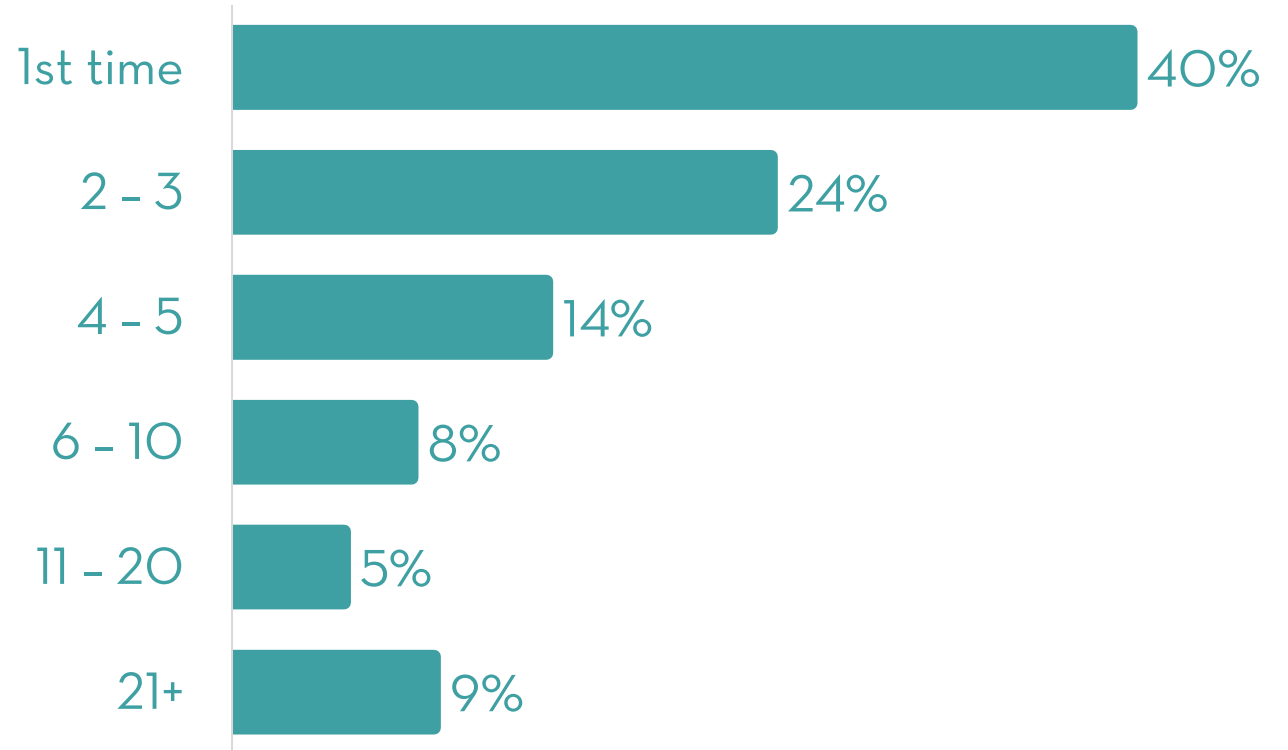


» **57%** of visitors interviewed were **female**



NEW & RETURNING VISITORS

- » **2 in 5** visitors said **this was their first time visiting** the Ocala/Marion County area
- » **1 in 6** visitors were loyalists, having visited over 10 times

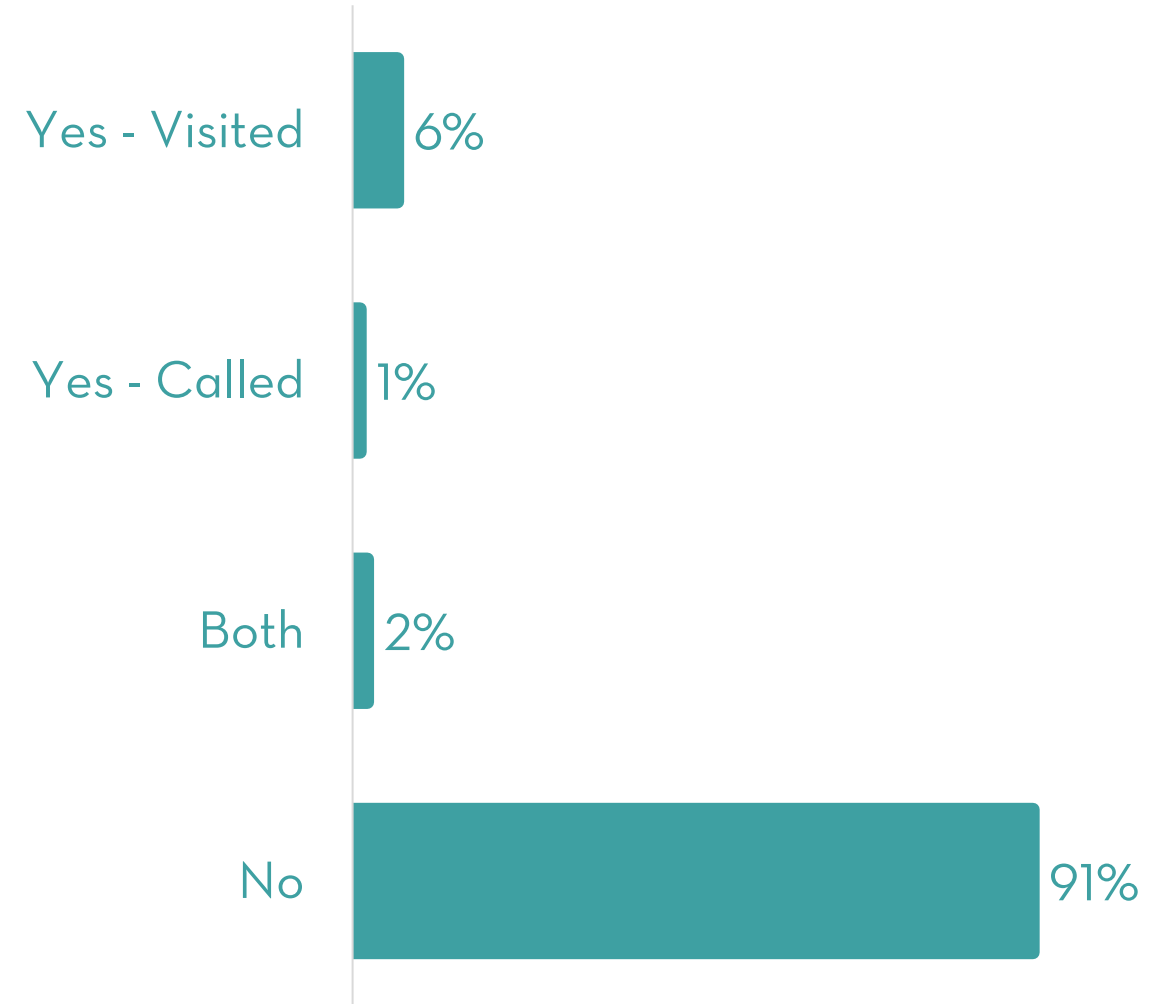


VISITOR JOURNEY: TRIP EXPERIENCE



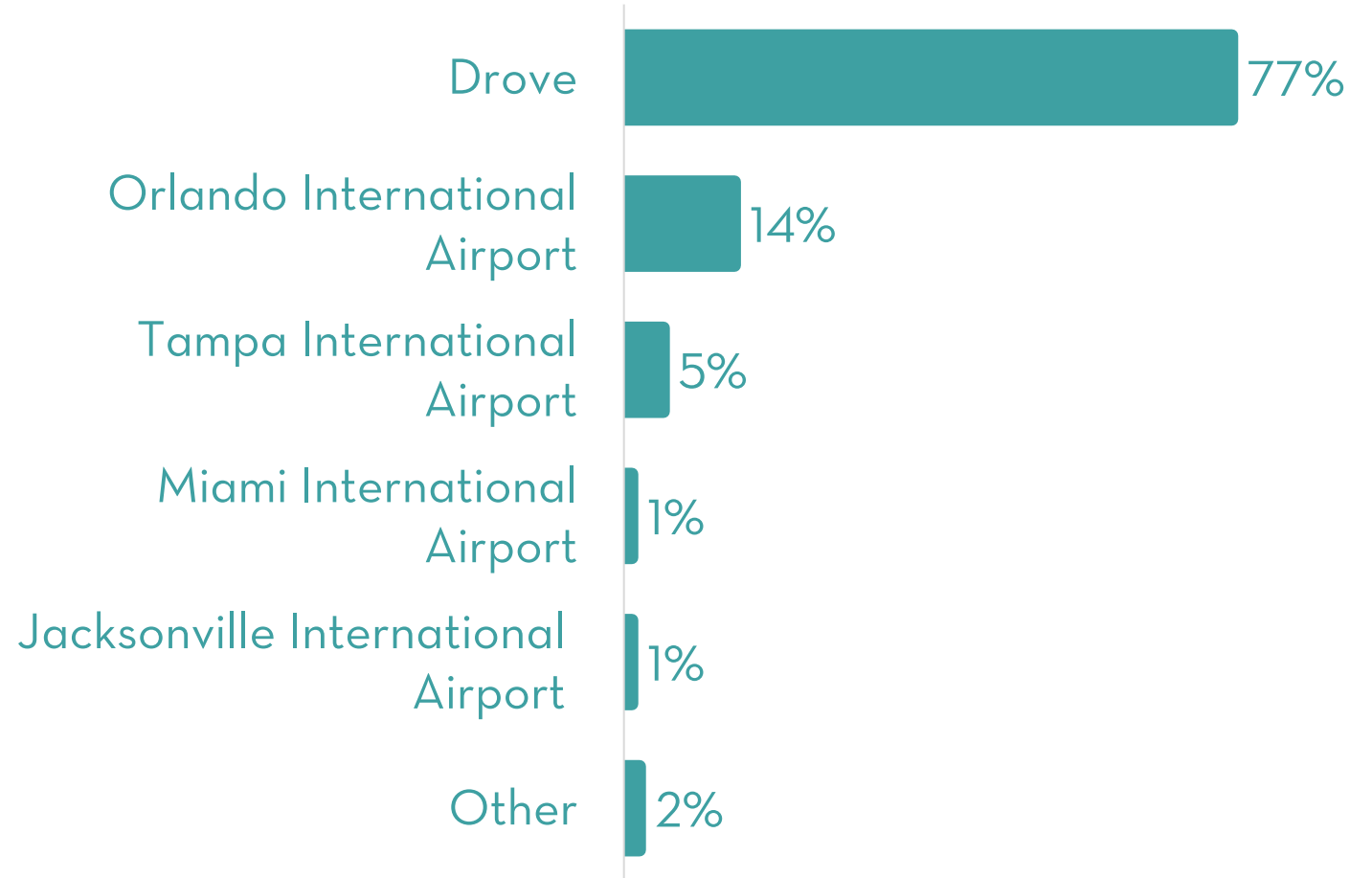
VISITOR CENTER

- » **8%** of visitors **stopped at the Visitor Center**
- » Usefulness Rating: **8.3 out of 10***

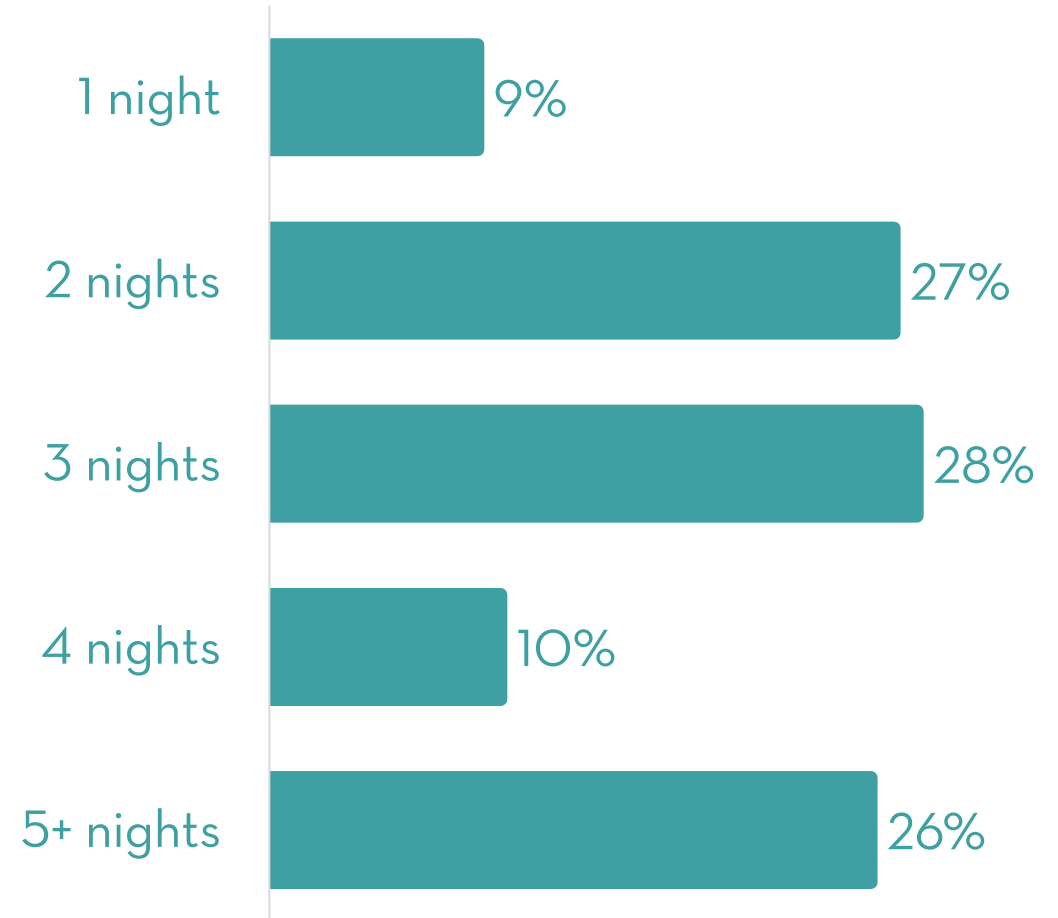


TRANSPORTATION

- » **77%** of visitors **drove** to the Ocala/Marion County area for their trip
- » **14%** of **all** visitors used the **Orlando International Airport**

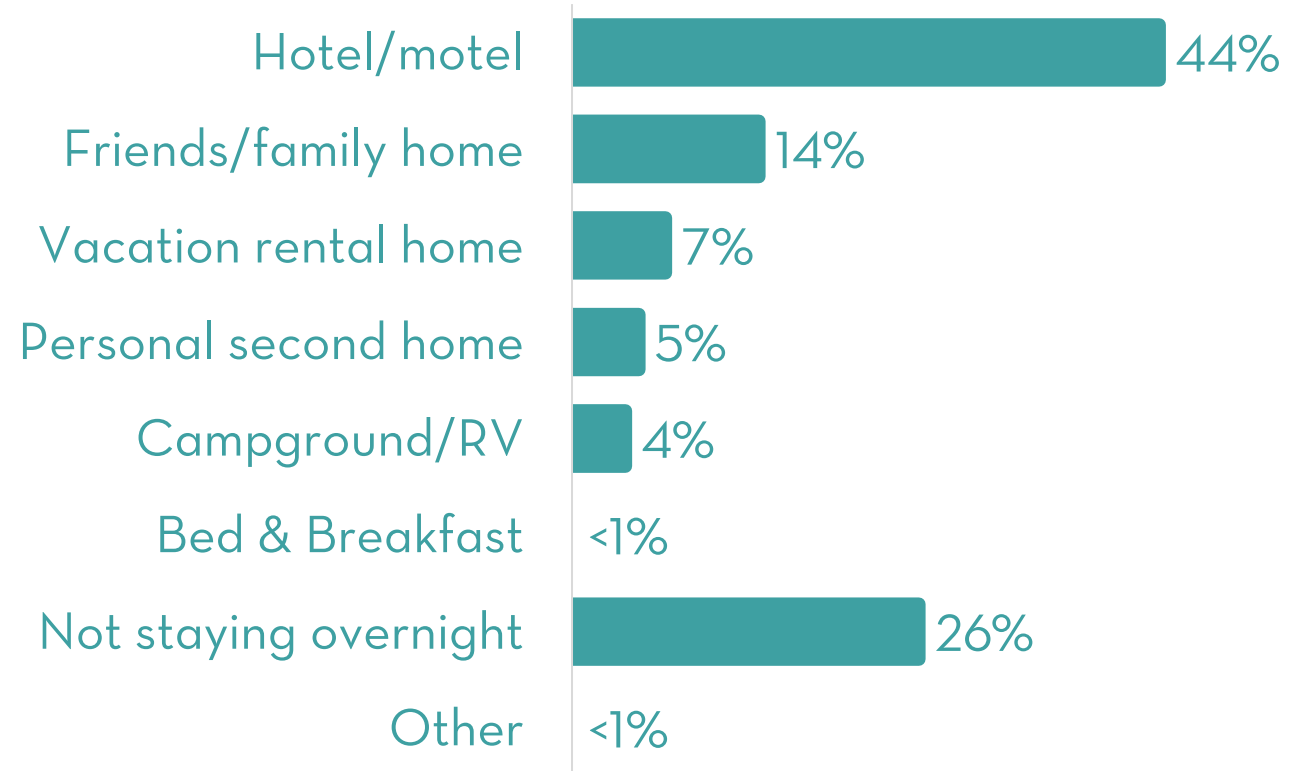


- » Visitors stayed **4.8** nights in Ocala/Marion County*
- » Visitors staying in paid accommodations stayed **5.3** nights in the Ocala/Marion County area



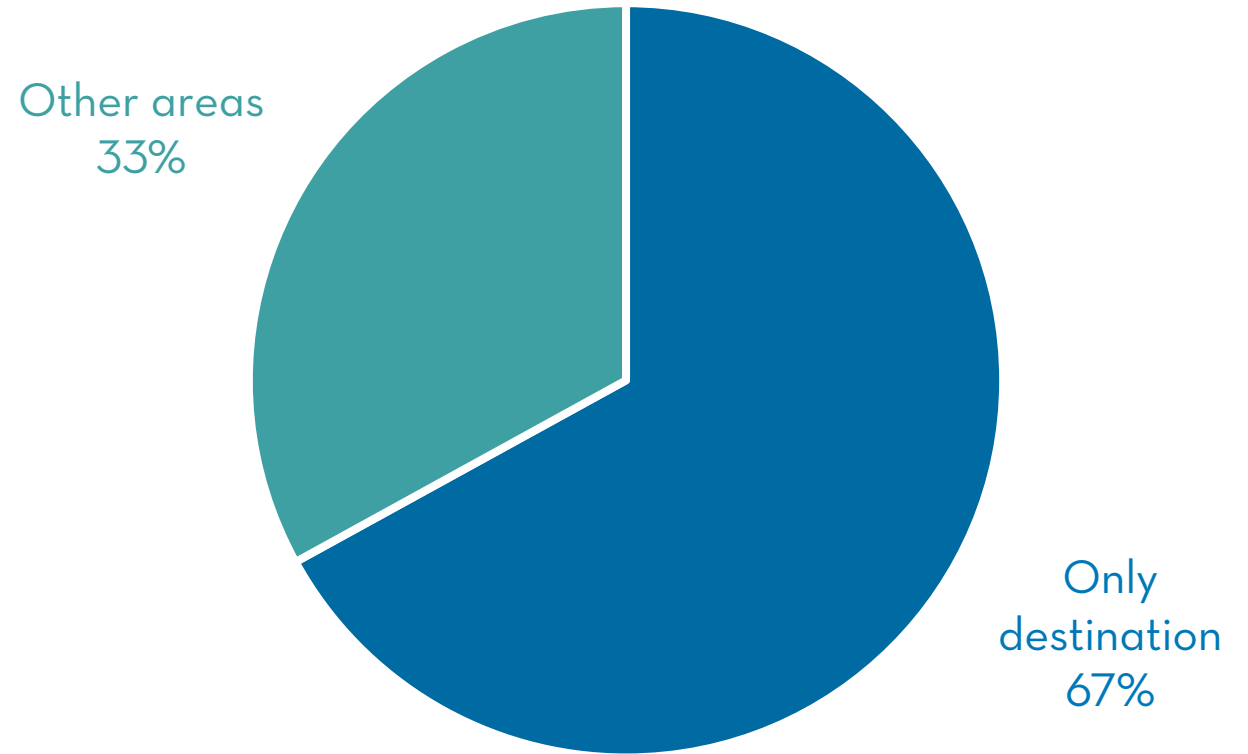
ACCOMMODATIONS

» **Over 2 in 5** visitors stayed overnight in a **hotel or motel**



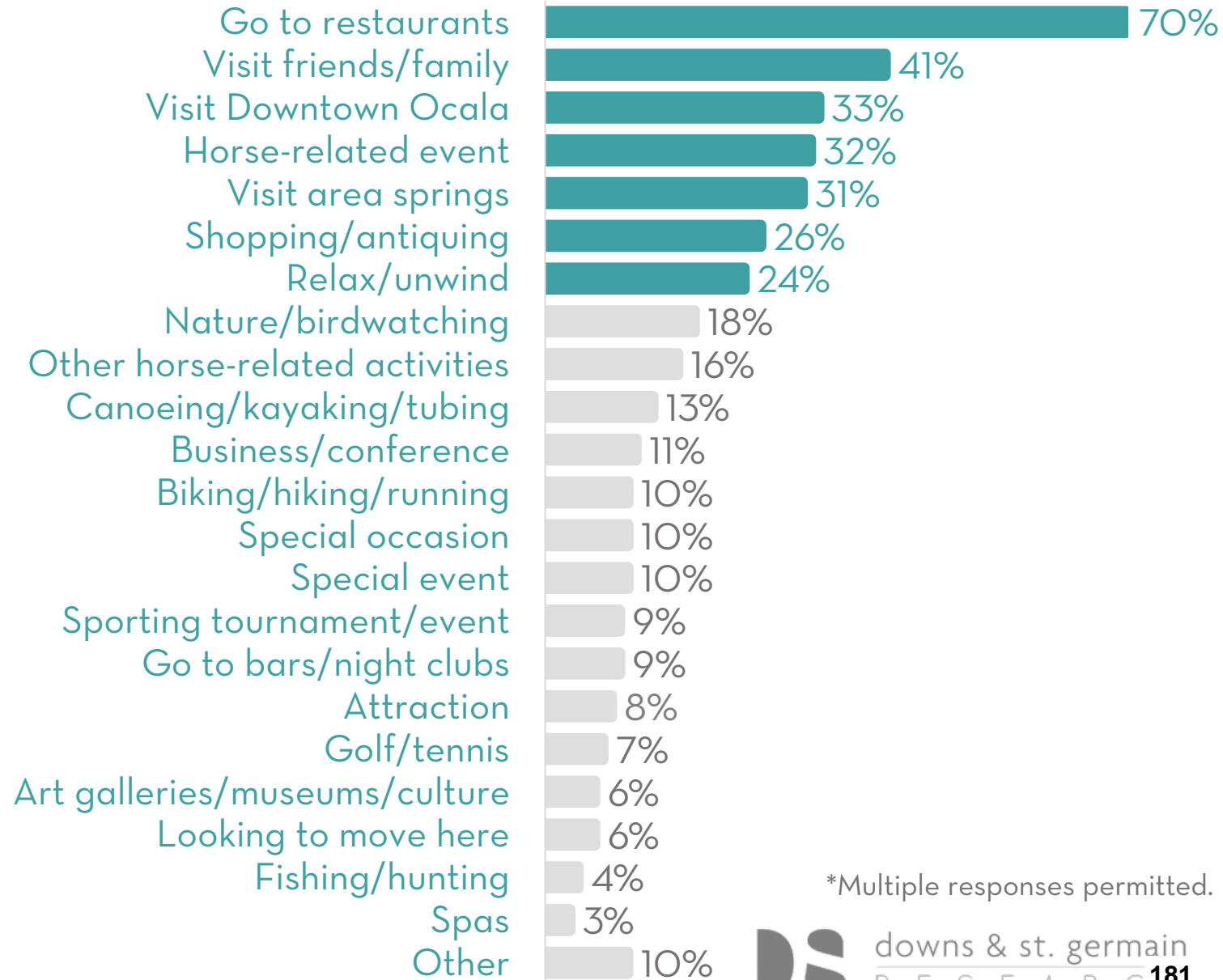
VISITING OTHER AREAS

- » **1 in 3** visitors were also visiting other destinations on their trip



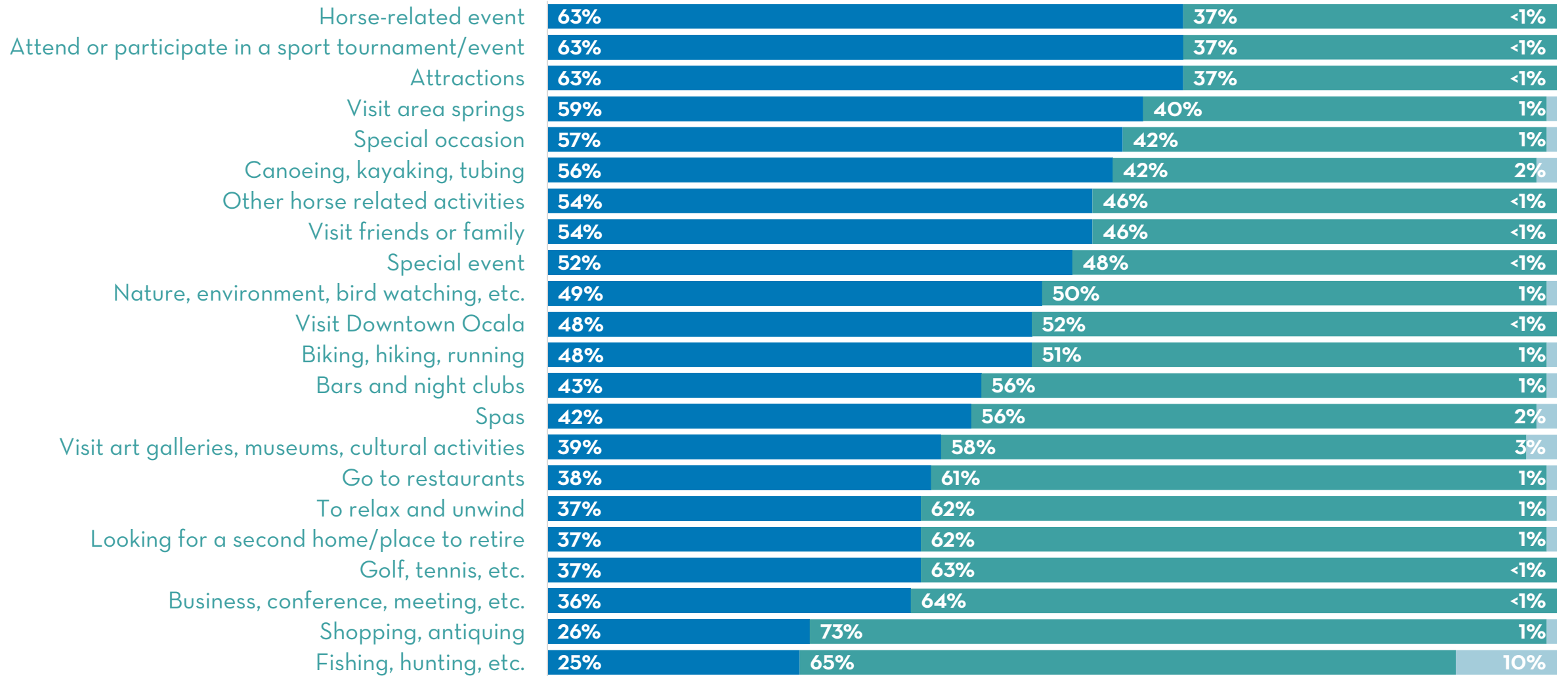
VISITOR ACTIVITIES*

- » **Going to restaurants** is the number one activity, as **7 in 10** visitors went out to eat
- » **Over 2 in 5** visitors visited **friends and family**
- » **1 in 3** visitors enjoyed **Downtown Ocala** during their visit
- » **Nearly 1 in 3** visitors enjoyed the **horse-related events and area springs** during their visit

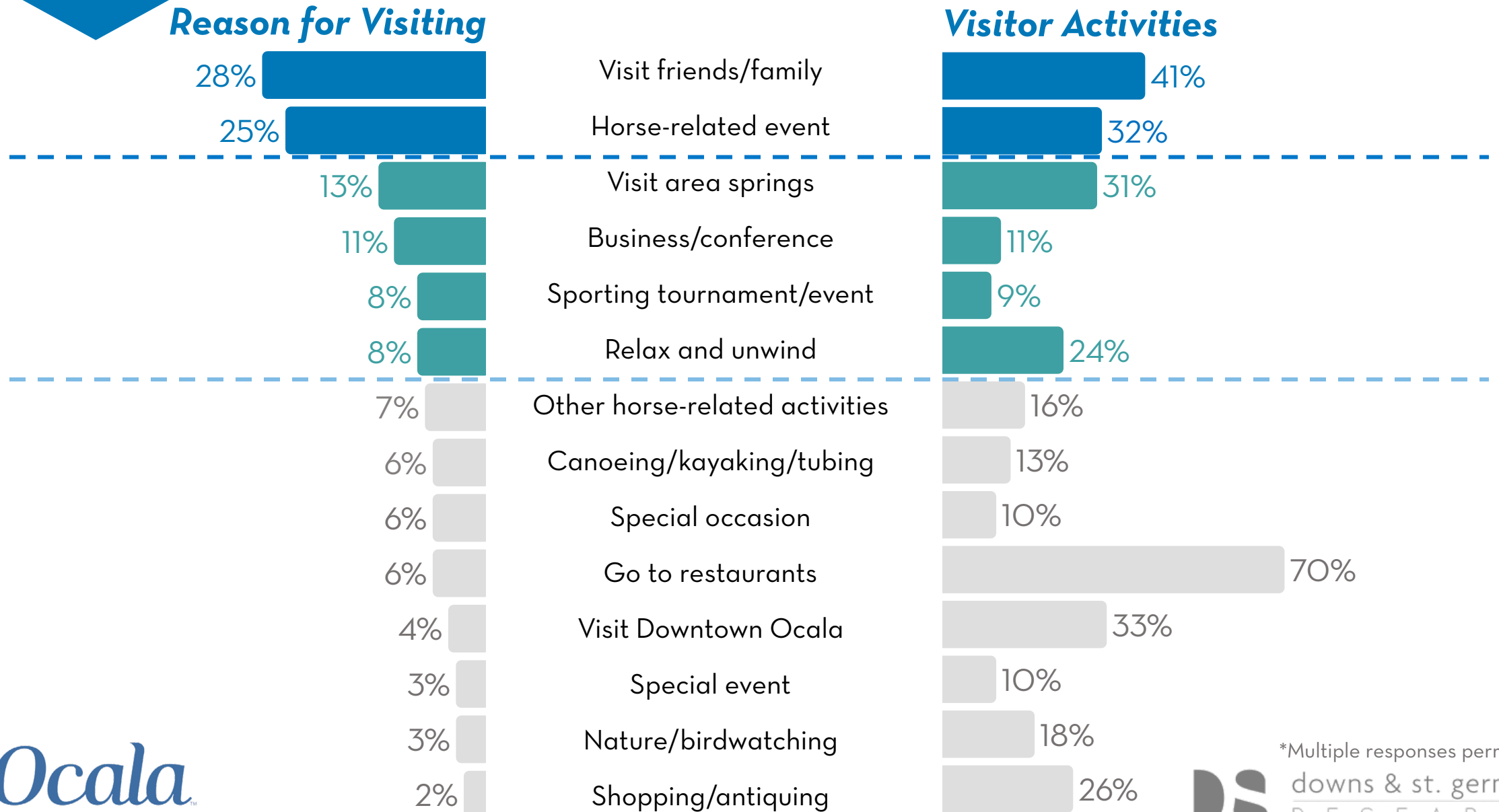


*Multiple responses permitted.

VISITOR ACTIVITY RATINGS



ACTIVITIES VS. REASON FOR VISIT*



TRAVEL PARTY SPENDING

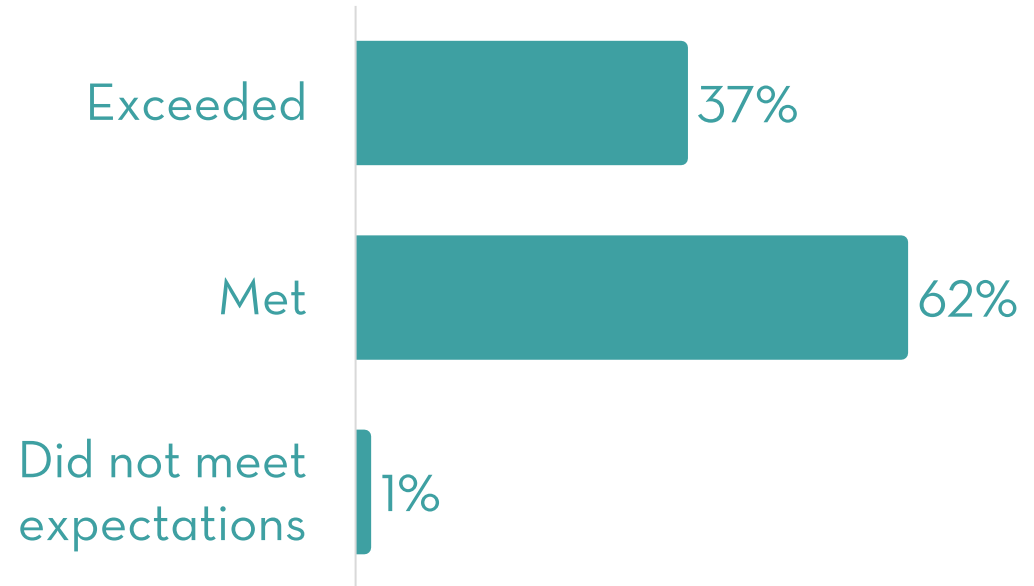
| | <i>Daily Spending: All Visitors</i> | <i>Total Spending: All Visitors</i> |
|-----------------------|---|---|
| <i>Accommodations</i> | <i>\$80¹</i> | <i>\$384¹</i> |
| <i>Restaurants</i> | <i>\$86</i> | <i>\$413</i> |
| <i>Groceries</i> | <i>\$21</i> | <i>\$101</i> |
| <i>Shopping</i> | <i>\$53</i> | <i>\$254</i> |
| <i>Entertainment</i> | <i>\$44</i> | <i>\$211</i> |
| <i>Transportation</i> | <i>\$26</i> | <i>\$125</i> |
| <i>Other</i> | <i>\$25</i> | <i>\$120</i> |
| Total | \$335 | \$1,608 |

VISITOR JOURNEY: POST-TRIP



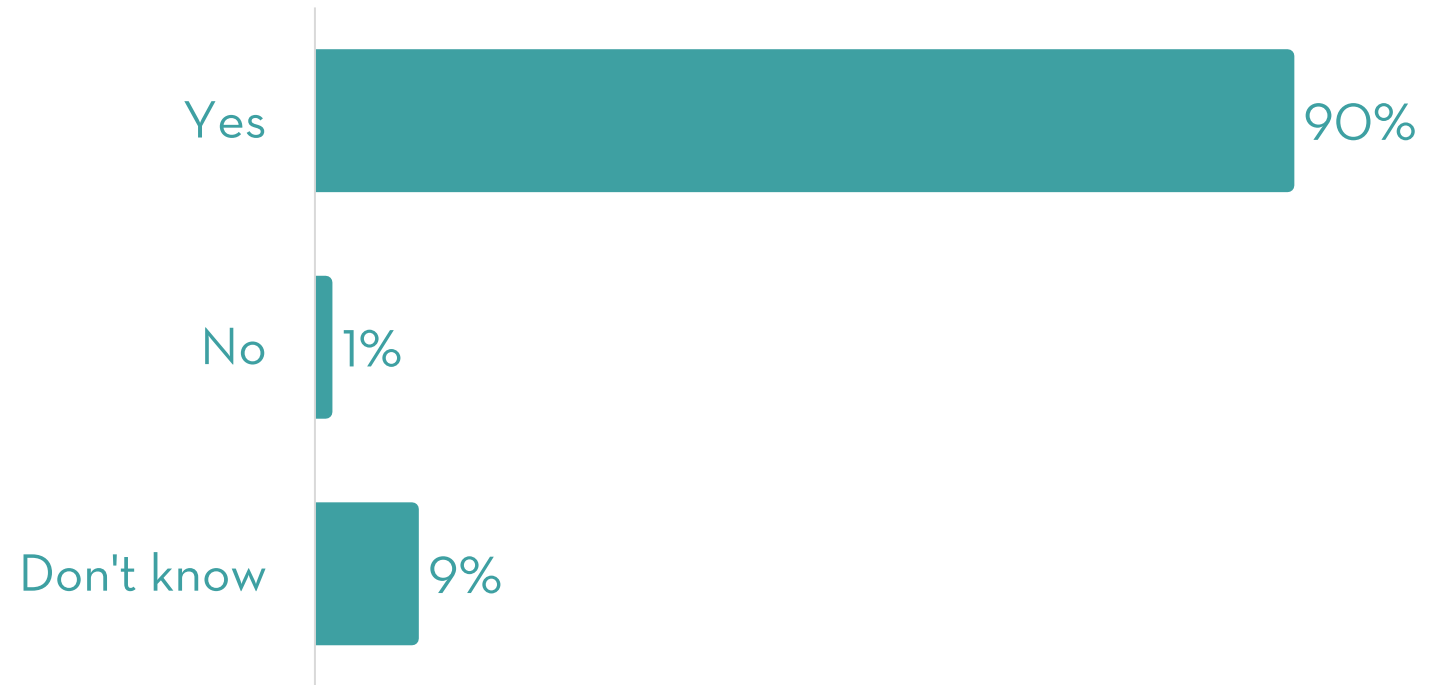
TRIP EXPERIENCE

- » **Nearly 2 in 5** visitors' expectations were **exceeded** on their visit to the Ocala/Marion County area



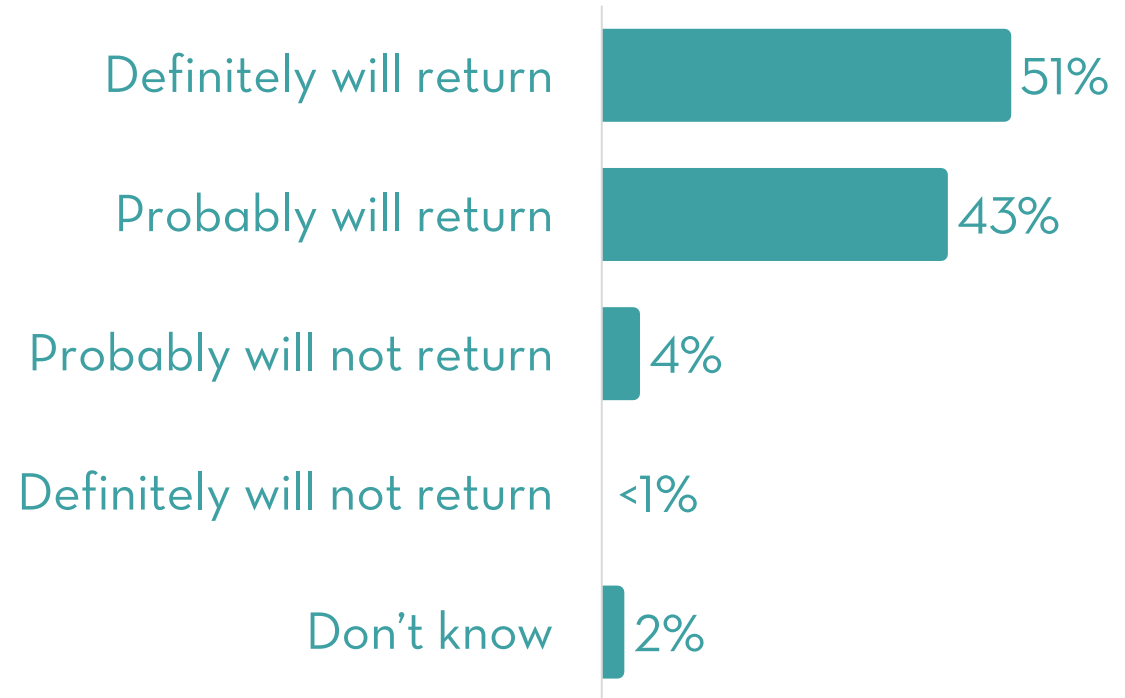
RECOMMENDATION

- » **9 in 10** visitors **would recommend** the Ocala/Marion County area to others



LIKELIHOOD OF RETURNING

- » Nearly **all** visitors will **return** to the Ocala/Marion County area
- » Of visitors who will likely not return, a majority state **it's too soon to tell if they would come back** and **they prefer a variety in vacation spots**



2025 to 2024 COMPARISONS



PRE-VISIT

| Visitor Metrics | Jan-Mar 2024 | Jan-Mar 2025 |
|---|--------------|--------------|
| <i>Ocala/Marion County was the only destination</i> | 65% | 67% |
| <i>Viewed Visitors Guide</i> | 7% | 15% |
| <i>Stopped at Visitors Center</i> | 8% | 8% |
| <i>Planned trip a month or less in advance</i> | 52% | 50% |
| <i>Average number of days trip was planned in advance of it being taken</i> | 60 | 62 |
| <i>Used OcalaMarion.com to plan their trip</i> | 6% | 4% |
| <i>Recalled Ocala/Marion County promotions</i> | 26% | 28% |

PRE-VISIT

| Reason for Visiting | Jan-Mar 2024 | Jan-Mar 2025 |
|---------------------------------------|--------------|--------------|
| <i>Visit friends/family</i> | 30% | 28% |
| <i>Horse-related event</i> | 25% | 25% |
| <i>Visit area springs</i> | 10% | 13% |
| <i>Business meeting/conference</i> | 6% | 11% |
| <i>Sporting tournament/event</i> | 7% | 8% |
| <i>Relax/unwind</i> | 13% | 8% |
| <i>Other horse-related activities</i> | 6% | 7% |
| <i>Canoeing/kayaking/tubing</i> | 4% | 6% |
| <i>Go to restaurants</i> | 8% | 6% |
| <i>Special occasion</i> | 2% | 6% |
| <i>Visit Downtown Ocala</i> | 8% | 4% |

| Reason for Visiting | Jan-Mar 2024 | Jan-Mar 2025 |
|--|--------------|--------------|
| <i>Nature/environment</i> | 7% | 3% |
| <i>Special event</i> | 3% | 3% |
| <i>Attraction</i> | 6% | 3% |
| <i>Shopping</i> | 4% | 2% |
| <i>Looking for a second home/place to retire</i> | 3% | 2% |
| <i>Biking/hiking/running</i> | 2% | 1% |
| <i>Art galleries/museums/culture</i> | 1% | 1% |
| <i>Go to bars/nightclubs</i> | 1% | 1% |
| <i>Fishing/hunting</i> | 1% | 1% |
| <i>Golf/tennis</i> | 2% | 1% |
| <i>Spas</i> | <1% | <1% |
| <i>Other</i> | 8% | 10% |

TRAVEL PARTY PROFILE

| Top Origin Markets | Jan-Mar 2024 | Jan-Mar 2025 |
|--|--------------|--------------|
| <i>Orlando - Daytona Beach - Melbourne</i> | 14% | 15% |
| <i>Tampa - St. Petersburg</i> | 7% | 7% |
| <i>Gainesville</i> | 4% | 7% |
| <i>Jacksonville</i> | 5% | 6% |
| <i>New York City*</i> | 6% | 5% |
| <i>West Palm Beach - Ft. Pierce</i> | 2% | 3% |
| <i>Miami - Ft. Lauderdale</i> | 3% | 3% |
| <i>Atlanta</i> | 3% | 3% |

| Top Origin States | Jan-Mar 2024 | Jan-Mar 2025 |
|-----------------------|--------------|--------------|
| <i>Florida</i> | 39% | 47% |
| <i>New York</i> | 5% | 5% |
| <i>Georgia</i> | 3% | 4% |
| <i>Michigan</i> | 4% | 3% |
| <i>North Carolina</i> | 3% | 3% |

| Top Origin Regions | Jan-Mar 2024 | Jan-Mar 2025 |
|-------------------------------------|--------------|--------------|
| <i>Southeast (includes Florida)</i> | 56% | 62% |
| <i>Northeast</i> | 18% | 16% |
| <i>Midwest</i> | 17% | 13% |
| <i>West</i> | 4% | 3% |
| <i>International</i> | 5% | 6% |

TRIP EXPERIENCE

| Visitor Metrics | Jan-Mar 2024 | Jan-Mar 2025 |
|--|--------------|--------------|
| <i>Travel party</i> | 3.1 | 2.9 |
| <i>Children <18</i> | 42% | 40% |
| <i>Median age</i> | 51 | 51 |
| <i>Estimated median household income</i> | \$89,300 | \$102,000 |
| <i>1st time visitor</i> | 30% | 40% |
| <i>10+ visits to Ocala/Marion County</i> | 20% | 14% |

| Visitor Metrics | Jan-Mar 2024 | Jan-Mar 2025 |
|--|--------------|--------------|
| <i>Drove</i> | 79% | 77% |
| <i>Nights spent</i> | 5.4 | 4.8 |
| <i>Direct expenditures (entire trip)</i> | \$1,814 | \$1,608 |

TRIP EXPERIENCE

Visitor Activities

Jan-Mar 2024

Jan-Mar 2025

| | | |
|---------------------------------------|-----|-----|
| <i>Go to restaurants</i> | 64% | 70% |
| <i>Visit friends or family</i> | 46% | 41% |
| <i>Visit Downtown Ocala</i> | 29% | 33% |
| <i>Horse-related event</i> | 40% | 32% |
| <i>Visit area springs</i> | 27% | 31% |
| <i>Shopping</i> | 24% | 26% |
| <i>Relax and unwind</i> | 32% | 24% |
| <i>Nature/environment</i> | 23% | 18% |
| <i>Other horse-related activities</i> | 12% | 16% |
| <i>Canoeing/kayaking/tubing</i> | 11% | 13% |
| <i>Business meeting/conference</i> | 9% | 11% |
| <i>Biking/hiking/running</i> | 8% | 10% |

Visitor Activities

Jan-Mar 2024

Jan-Mar 2025

| | | |
|--|-----|-----|
| <i>Special occasion</i> | 6% | 10% |
| <i>Special event</i> | 7% | 10% |
| <i>Sporting tournament/event</i> | 9% | 9% |
| <i>Go to bar/night clubs</i> | 13% | 9% |
| <i>Attraction</i> | 11% | 8% |
| <i>Golf/tennis</i> | 9% | 7% |
| <i>Art galleries/museums/cultural events</i> | 4% | 6% |
| <i>Looking for a second home/place to retire</i> | 8% | 6% |
| <i>Fishing/hunting</i> | 7% | 4% |
| <i>Spas</i> | 3% | 3% |
| <i>Other</i> | 3% | 10% |

POST TRIP EVALUATION

| Satisfaction Metrics | Jan-Mar 2024 | Jan-Mar 2025 |
|---|--------------|--------------|
| <i>Visit Met + Exceeded expectations</i> | 99% | 99% |
| <i>Will return to Ocala/Marion County</i> | 97% | 94% |
| <i>Will recommend Ocala/Marion County</i> | 92% | 90% |

Ocala/MARION COUNTY VCB

Economic Impact Study & Visitor Tracking Report Jan – Mar 2025

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com
contact@dsg-research.com





Marion County Tourist Development Council

Agenda Item

File No.: 2025-19149

Agenda Date: 5/21/2025

Agenda No.:

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information Only.

Ocala/Marion County Visitors & Convention Bureau Sales Report
4/24/2025 - 5/21/2025

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 |
|--|--|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|
| Bellevue Girls Softball Association, Inc. | Dixie Softball State Championship | Bryan Day 100.0% | Sports | Website - Sports RFP 148 | 6/26/2025 | Local | \$1,697,760.00 | 2,160 | 171 | 855 | 0 |
| | | | | | 6/30/2025 | repeat | \$0.00 | 0 | | | |
| Florida Council for History Education | FLCHE Annual Conference | Bryan Day 100.0% | Education | Email 149 | 7/25/2025 | Local | \$0.00 | 120 | 70 | 120 | 0 |
| | | | | | 7/26/2025 | new | \$0.00 | 140 | | | |
| Babe Ruth League | Babe Ruth 16-18 World Series | Corry Locke 100.0% | Sports | Sports ETA Symposium 0 | 8/1/2025 | National | \$1,814,844.00 | 135 | 175 | 1,400 | 0 |
| | | | | | 8/9/2025 | new | \$0.00 | 2,135 | | | |
| Bellevue Girls Softball Association, Inc. | Dixie Softball World Series | Corry Locke 100.0% | Sports | Email 0 | 7/24/2026 | State | \$0.00 | 375 | 250 | 900 | 0 |
| | | | | | 7/31/2026 | new | \$0.00 | 450 | | | |
| Cal Ripken Baseball | Cal Ripken Rookie World Series | Corry Locke 100.0% | Sports | Sports ETA Symposium 0 | 8/1/2025 | International | \$898,265.00 | 285 | 240 | 800 | 0 |
| | | | | | 8/9/2025 | repeat | \$0.00 | 335 | | | |
| Cal Ripken Baseball | Cal Ripken T-Ball/Rookie B State Championship | Corry Locke 100.0% | Sports | Email 0 | 6/5/2025 | State | \$1,078,606.00 | 500 | 225 | 750 | 0 |
| | | | | | 6/8/2025 | repeat | \$0.00 | 800 | | | |
| Citrus County Kennel Club | Citrus County Kennel Club All- Breed Dog Show | Corry Locke 100.0% | Social | Email 148 | 7/4/2025 | Regional | \$0.00 | 2,000 | 129 | 358 | 0 |
| | | | | | 7/6/2025 | repeat | \$0.00 | 2,500 | | | |
| CSF Aquatics | USA Swimming Futures Championships | Corry Locke 100.0% | Sports | Email 0 | 7/23/2025 | National | \$2,140,397.00 | 2,000 | 1,000 | 2,900 | 0 |
| | | | | | 7/26/2025 | new | \$0.00 | 2,300 | | | |

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 | |
|--|--|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|--------------------------|---------------------------|------------------|--------------------|---------------------|---|
| CSF Aquatics | Florida Swimming Senior Championships | Corry Locke 100.0% | Sports | Email 0 | 7/17/2025 7/20/2025 | State repeat | \$2,071,066.00 \$0.00 | 2,000 2,500 | 730 | 1,500 | 0 | |
| CSF Aquatics | Florida Swimming FLAGS Championships | Corry Locke 100.0% | Sports | Email 0 | 7/10/2025 7/13/2025 | State repeat | \$2,314,698.00 \$0.00 | 2,300 2,900 | 600 | 2,000 | 0 | |
| CSF Aquatics | USA Swimming Speedo Sectionals | Corry Locke 100.0% | Sports | Email 0 | 6/26/2025 6/29/2025 | National new | \$2,232,888.00 \$0.00 | 2,000 2,300 | 1,000 | 2,900 | 0 | |
| Florida High School Athletic Association | Swimming and Diving State Championships | Corry Locke 100.0% | Sports | Email 144 | 11/6/2025 11/15/2025 | State new | \$3,123,708.00 \$0.00 | 1,400 1,500 | 367 | 2,220 | 0 | |
| National Collegiate Equestrian Association | NCEA National Championship | Corry Locke 100.0% | Equine | Phone 0 | 4/14/2027 4/17/2027 | National repeat | \$0.00 \$0.00 | 1,500 1,600 | 350 | 1,200 | 0 | |
| National Collegiate Equestrian Association | NCEA National Championship | Corry Locke 100.0% | Equine | Phone 0 | 4/15/2026 4/18/2026 | National repeat | \$0.00 \$0.00 | 1,500 1,600 | 350 | 1,200 | 0 | |
| YMCA | National Long Course Swimming Championship | Corry Locke 100.0% | Sports | Phone 0 | 7/27/2026 7/31/2026 | National | \$2,386,697.90 \$0.00 | 800 1,000 | 275 | 1,750 | 0 | |
| YMCA | National Long Course Swimming Championship | Corry Locke 100.0% | Sports | Phone 0 | 7/28/2025 8/1/2025 | National | \$2,350,187.58 \$0.00 | 800 1,000 | 275 | 1,750 | 0 | |
| | | | | | | Event Count: | 16 | \$22,109,117.48 \$0.00 | 19,875 23,060 | 6,207 | 22,603 | 0 |

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 | | | | | |
|------------------------|------------------------|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|----------------|--------|-------|-------|---|
| Rock the Country Ocala | Rock the Country Ocala | Corry Locke 100.0% | Social | Email 150 | 5/9/2025 | National | \$9,161,342.00 | 20,000 | 2,000 | 3,000 | 0 | | | | | |
| | | | | | 5/10/2025 | repeat | \$0.00 | 30,000 | | | | | | | | |
| | | | | | | | | | | Event Count: 1 | | \$9,161,342.00 | 20,000 | 2,000 | 3,000 | 0 |
| | | | | | | | | | | | | \$0.00 | 30,000 | | | |

| Status: LEADS SENT | | | | | | | | | | | | |
|-------------------------------|--------------------|---------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|---|
| 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 | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/24/2027 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 1/26/2027 | new | \$0.00 | 25 | | | | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/27/2028 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 2/29/2028 | new | \$0.00 | 25 | | | | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/6/2028 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 2/8/2028 | new | \$0.00 | 25 | | | | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/30/2028 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 2/1/2028 | new | \$0.00 | 25 | | | | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/23/2028 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 1/25/2028 | new | \$0.00 | 25 | | | | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/21/2027 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 2/23/2027 | new | \$0.00 | 25 | | | | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/7/2027 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 2/9/2027 | new | \$0.00 | 25 | | | | |
| Association Socities Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/31/2027 | National | \$0.00 | 25 | 25 | 75 | 0 | |
| | | | | 147 | 2/2/2027 | new | \$0.00 | 25 | | | | |
| | | | | | | Event Count: | 8 | \$0.00 | 200 | 200 | 600 | 0 |
| | | | | | | | | \$0.00 | 200 | | | |

Status:TURNED CANCELLED

| 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 |
|------------------------|-------------------------------------|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|--------------------------|----------------------|---------------|--------------------|---------------------|
| JLC Airshow Management | Wings Over Ocala Florida Airshow | Corry Locke 100.0% | Sports | Email | 5/16/2025 5/18/2025 | National new | \$4,449,098.00 \$0.00 | 40,000 70,000 | 135 | 400 | 0 |
| | | | | | Event Count: | 1 | \$4,449,098.00 \$0.00 | 40,000 70,000 | 135 | 400 | 0 |

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 | | | | | |
|--|--------------------------------------|---------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|----------------|-------|-----|-----|---|
| Bellevue Girls Softball Association, Inc. | Dixie Softball State Championship | Bryan Day 100.0% | Sports | Website - Sports RFP 148 | 6/26/2025 | Local | \$1,697,760.00 | 2,160 | 171 | 855 | 0 | | | | | |
| | | | | | 6/30/2025 | repeat | \$0.00 | 0 | | | | | | | | |
| | | | | | | | | | | Event Count: | 1 | \$1,697,760.00 | 2,160 | 171 | 855 | 0 |
| | | | | | | | | | | | | \$0.00 | 0 | | | |

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 |
|----------------------------------|--|---------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/24/2027 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 1/26/2027 | new | \$0.00 | 25 | | | |
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/31/2027 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 2/2/2027 | new | \$0.00 | 25 | | | |
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/7/2027 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 2/9/2027 | new | \$0.00 | 25 | | | |
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/21/2027 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 2/23/2027 | new | \$0.00 | 25 | | | |
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/23/2028 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 1/25/2028 | new | \$0.00 | 25 | | | |
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 1/30/2028 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 2/1/2028 | new | \$0.00 | 25 | | | |
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/6/2028 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 2/8/2028 | new | \$0.00 | 25 | | | |
| Association Societies Alliance | ASA Winter Meeting | Bryan Day 100.0% | Association | Referral | 2/27/2028 | National | \$0.00 | 25 | 25 | 75 | 0 |
| | | | | 147 | 2/29/2028 | new | \$0.00 | 25 | | | |
| Florida Chamber of Commerce | Learners to Earners Workforce Solution Summit | Bryan Day 100.0% | Association | XSite | 6/23/2027 | State | \$0.00 | 200 | 117 | 187 | 0 |
| | | | | 0 | 6/23/2027 | new | \$0.00 | 250 | | | |
| Florida Fire Chief's Association | Executive Development Conference | Bryan Day 100.0% | Association | XSite | 7/12/2030 | State | \$0.00 | 325 | 280 | 1,206 | 0 |
| | | | | 0 | 7/16/2030 | new | \$0.00 | 350 | | | |

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 |
|----------------------------------|-------------------------------------|-----------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|
| Florida Fire Chief's Association | Executive Development Conference | Bryan Day 100.0% | Association | XSite | 7/13/2029 | State | \$0.00 | 325 | 280 | 1,206 | 0 |
| | | | | 0 | 7/17/2029 | new | \$0.00 | 350 | | | |
| American Youth Football | Southeast Regional Championship | Corry Locke 100.0% | Sports | Website | 11/14/2025 | Regional | \$1,113,038.67 | 1,500 | 300 | 650 | 0 |
| | | | | 0 | 11/16/2025 | new | \$0.00 | 1,750 | | | |
| 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 | | | |
| | | | | | Event Count: | 13 | \$1,262,407.28 | 2,800 | 1,202 | 3,899 | 0 |
| | | | | | | | \$0.00 | 3,200 | | | |

Status:

TURNED LOST

| 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 |
|--------------------|--------------|---------------------|-------------|-----------------------------------|--------------------------|---------------------|------------------------|----------------------|---------------|--------------------|---------------------|
| Meetings Unlimited | Pet Food Co. | Bryan Day 100.0% | Corporate | Florida Encounter/Hud dle | 6/11/2025 | National | \$0.00 | 95 | 93 | 372 | 0 |
| | | | | | 6/14/2025 | new | \$0.00 | 100 | | | |
| | | | | | Event Count: 1 | | \$0.00 | 95 | 93 | 372 | 0 |
| | | | | | | | \$0.00 | 100 | | | |



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19150

Agenda Date: 5/21/2025

Agenda No.:

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 | | | | | | | | | | | |
| Victoria Billig | | | X | | | | | | | | |
| Danny Gaekwad | | | X | | | | | | | | |
| Jason Reynolds | X | | | x | | | | | | | |
| Barry Mansfield | X | | X | | | | | | | | |
| Christopher Fernandez | | X | | | | | | | | | |
| Ron Livsey | | | | x | | | | | | | |
| Carl Zalak | X | | | | | | | | | | |

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned