

PARKS & RECREATION DEPARTMENT

BOND FUNDING UPDATE – MAY 26, 2026

Topics for Discussion

Bond Funding

- Update on Project List
 1. Commissioner District Project Lists
 2. Countywide Projects
 3. Municipality Engagement
- Projects and Other Potential Inclusions (TPL?)
- Non-Profit and Political Action Committee Strategies
- Implementation Schedule

Project List



Commissioner District Project Lists

- Initial Bond Funding Workshop – March 3, 2026
- Individual Meetings with Commissioners included data on:
 - Countywide and Commissioner District Demographics and Population Growth
 - Population Growth between 2010 and 2025
 - Percent Change
 - Population Density per Square Mile within each District
 - Commissioner District Demographics
 - Specific Projects

Demographics and Population Growth



Marion County Commissioner Districts — Population Summary

Sources: U.S. Census Bureau 2010 & 2020 Decennial Census | UF BEBR 2025 Medium Projection (Vol. 58, Bulletin 201) | Marion County GIS

District	Commissioner	Area (sq mi)	2010 Census	2020 Census	2025 Estimate*	Change 2010–2025	% Change 2010–2025	Change 2020–2025	% Change 2020–2025	2025 Density (per sq mi)	% of County (2025)
District 1	Craig Curry	326.76	65,812	74,603	84,843	+19,031	28.9%	+10,240	13.7%	260	19.9%
District 2	Kathy Bryant	257.45	67,714	80,249	91,264	+23,550	34.8%	+11,015	13.7%	354	21.4%
District 3	Matt McClain	109.66	65,134	73,065	83,094	+17,960	27.6%	+10,029	13.7%	758	19.5%
District 4	Carl Zalak, III	607.92	66,683	71,671	81,508	+14,825	22.2%	+9,837	13.7%	134	19.1%
District 5	Michelle Stone	361.09	65,811	75,965	86,392	+20,581	31.3%	+10,427	13.7%	239	20.2%
Marion County Total		1,662.88	331,154	375,553	427,100	+95,946	29.0%	+51,547	13.7%	257	100.0%

* 2025 Estimate = UF BEBR Medium Projection (April 1, 2025). District estimates are allocated proportionally based on each district's share of the 2020 Census population.

BEBR projects a range for Marion County in 2025: Low = 414,300 | Medium = 427,100 (used here) | High = 439,900. The April 1, 2024 estimate was 419,510.

Yellow-highlighted cells are estimates, not official Census counts.

Where does this data come from?

2010 & 2020 Pop. U.S. Census Bureau — official counts from the Decennial Census, conducted every 10 years.

2025 Estimate UF Bureau of Economic and Business Research (BEBR) — Florida's official population projection source. Published August 2025.

Comm. Districts Marion County BOCC GIS — the official district boundary map maintained by IT-GIS.

Demographics - Trends



Marion County — Demographic Trends 2010 vs 2020

Median Age			
Metric	2010	2020	Change
Median Age (Total)	47.3	50.3	3
Median Age (Male)	N/A (SF1)	48.8	
Median Age (Female)	N/A (SF1)	51.7	

Demographics and Population Growth – Municipalities



Marion County — Population by Municipality

For funding allocation: shows each municipality's population and share of the total county population.

Municipality	2010 Census	2020 Census	2025 Estimate*	Change 2010–2020	% Change 2010–2020	Change 2020–2025	% Change 2020–2025	% of County (2020)	% of County (2025)
City of Ocala	57,140	63,874	72,641	+6,734	11.8%	+8,767	13.7%	17.0%	17.0%
City of Belleview	4,744	5,359	6,095	+615	13.0%	+736	13.7%	1.4%	1.4%
City of Dunnellon	1,733	1,928	2,193	+195	11.3%	+265	13.7%	0.5%	0.5%
City of McIntosh	452	463	527	+11	2.4%	+64	13.8%	0.1%	0.1%
City of Reddick	500	449	511	-51	-10.2%	+62	13.8%	0.1%	0.1%
Unincorporated	266,729	303,835	345,538	+37,106	13.9%	+41,703	13.7%	80.8%	80.9%
All Municipalities (subtotal)	64,569	72,073	81,967	+7,504	11.6%	+9,894	13.7%	19.2%	19.2%
Marion County Total	331,298	375,908	427,100	+44,610	13.5%	+51,192	13.6%	100.0%	100.0%

* 2025 Estimate = UF BEBR county total (427,100) allocated proportionally by each municipality's 2020 Census share.

Commissioner District Project List – District 1



Commissioner Curry	Square Miles	Census 2010 Pop.	Census 2020 Pop.	BEBR 2025 Estimated Pop.	2010-2025 Change	Percent Change	2020 Pop.Density	Percent of County Pop.
Commissioner District 1	326.76	65,812	74,603	84,843	+19,031	28.9%	260	19.9%
Park Name (15 Existing Parks)	Asset Replacement	New or Expansion	Park Total Estimated Cost	Priority	Owner	Operator	Notes	

Commissioner District Existing Park Subtotals:	\$9,470,000.00	\$24,045,000.00	\$33,515,000.00
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Commissioner District New Park Subtotals:	\$0.00	\$0.00	\$0.00
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	Existing Asset Replacement	New or Expansion	Land Acquisition	New Park Development	DISTRICT TOTAL
TOTAL DISTRICT PROJECT VALUE:	\$9,470,000.00	\$24,045,000.00	\$0.00	\$0.00	\$33,515,000.00

Notes:

- 15 Existing Parks
- Notable Parks: Brick City Adventure Park, Ocala/Marion County Veterans Memorial Park, Fort King, Baseline Road Trailhead
- No new parks or sites proposed

Commissioner District Project List – District 2



Commissioner Bryant	Square Miles	Census 2010 Pop.	Census 2020 Pop.	BEBR 2025 Estimated Pop.	Change	Percent Change	2020 Pop.Density	Percent of County Pop.
Commissioner District 2	257.45	67,714	80,249	91,264	+23,550	34.8%	354	21.4%
Park Name (5 Existing Parks)	Asset Replacement	New or Expansion	Park Total Estimated Cost	Priority	Owner	Operator	Notes	

Commissioner District Existing Park Subtotals:	\$2,725,000.00	\$5,650,000.00	\$8,375,000.00
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Commissioner District New Park Subtotals:	\$5,945,000.00	\$8,900,000.00	\$14,845,000.00
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	Existing Asset Replacement	New or Expansion	Land Acquisition	New Park Development	DISTRICT TOTAL
TOTAL DISTRICT PROJECT VALUE:	\$2,725,000.00	\$5,650,000.00	\$5,945,000.00	\$8,900,000.00	\$23,220,000.00

Notes:

- 5 Existing Parks
- Highest Growth Rate in 15 years: 34.8% (+23,550)
- Notable Parks: Blue Run of Dunnellon Park, KP Hole, Liberty Community Park
- One new park proposed, 1 acquisition proposed: SW Regional Park, Heart of Florida Loop Trail – Cannon Gap Acquisition

Commissioner District Project List – District 3



Commissioner McClain	Square Miles	Census 2010 Pop.	Census 2020 Pop.	BEBR 2025 Estimated Pop.	Change	Percent Change	2020 Pop. Density	Percent of County Pop.
Commissioner District 3	109.66	65,134	73,065	83,094	+17,960	27.6%	758	19.5%
Park Name (6 Existing Parks; 1 Historic Asset)	Asset Replacement	New or Expansion	Park Total Estimated Cost	Priority	Owner	Operator	Notes	

Commissioner District Existing Park Subtotals:	\$18,675,000.00	\$29,210,000.00	\$47,885,000.00
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Commissioner District New Park Subtotals:	\$0.00	\$0.00	\$0.00
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	Existing Asset Replacement	New or Expansion	Land Acquisition	New Park Development	DISTRICT TOTAL
TOTAL DISTRICT PROJECT VALUE:	\$18,675,000.00	\$29,210,000.00	\$0.00	\$0.00	\$47,885,000.00

Notes:

- 6 Existing Parks, 1 Historic Asset (Ma Barker House)
- Highest Density per Square Mile (758)
- Notable Parks: Belleview Sportsplex, Carney Island Conservation & Recreation Area, Rotary Sportsplex
- No new parks or sites proposed

Commissioner District Project List – District 4



Commissioner Zalak	Square Miles	Census 2010 Pop.	Census 2020 Pop.	BEBR 2025 Estimated Pop.	Change	Percent Change	2020 Pop. Density	Percent of County Pop.
Commissioner District 4	607.92	66,683	71,671	81,508	+14,825	22.2%	134	19.1%
Park Name (18 Existing Parks)	Asset Replacement	New or Expansion	Park Total Estimated Cost	Priority	Owner	Operator	Notes	

Commissioner District Existing Park Subtotals:	\$7,150,500.00	\$11,487,500.00	\$18,638,000.00
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Commissioner District New Park Subtotals:	\$5,212,000.00	\$1,500,000.00	\$6,712,000.00
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	Existing Asset Replacement	New or Expansion	Land Acquisition	New Park Development	DISTRICT TOTAL
TOTAL DISTRICT PROJECT VALUE:	\$7,150,500.00	\$11,487,500.00	\$5,212,000.00	\$1,500,000.00	\$25,350,000.00

Notes:

- 18 Existing Parks
- Lowest Density per Square Mile (134)
- Notable Parks: Coehadjoe Park, Heagy-Burry Boat Ramp, Salt Springs Civic Park, Wrigley Fields
- One new facility proposed and two acquisitions proposed: Gun Range and two parcels of land

Commissioner District Project List – District 5



Commissioner Stone	Square Miles	Census 2010 Pop.	Census 2020 Pop.	BEBR 2025 Estimated Pop.	Change	Percent Change	2020 Pop. Density	Percent of County Pop.
Commissioner District 5	361.09	65,811	75,965	86,392	+20,581	31.3%	239	20.2%
Park Name (6 Existing Parks)	Asset Replacement	New or Expansion	Park Total Estimated Cost	Priority	Owner	Operator	Notes	

Commissioner District Existing Park Subtotals:	\$225,000.00	\$665,000.00	\$890,000.00
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Commissioner District New Park Subtotals:	\$7,500,000.00	\$8,300,000.00	\$15,800,000.00
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	Existing Asset Replacement	New or Expansion	Land Acquisition	New Park Development	DISTRICT TOTAL
TOTAL DISTRICT PROJECT VALUE:	\$225,000.00	\$665,000.00	\$7,500,000.00	\$8,300,000.00	\$16,690,000.00

Notes:

- 6 Existing Parks
- Second Highest Growth Rate in 15 years: 31.3% (+20,581)
- Notable Parks: Flemington Community Park, Norm Westbrook Park, Reddick Park, Orange Lake Community Park
- 1 new park proposed

Countywide Projects



Marion County Parks & Recreation	Total Square Miles	Census 2010 Pop.	Census 2020 Pop.	BEBR 2025 Estimated Pop.	Change	Percent Change	2020 Pop. Density	Percent of County Pop.
Countywide Projects	1,662.80	331,154	375,553	427,100	+95,946	29.0%	257	100.0%
Project or Facility	Asset Replacement	New or Expansion	Park Total Estimated Cost	Priority	Owner	Operator	Notes	

Countywide Existing Park Subtotals:	\$7,025,000.00	\$0.00	\$7,025,000.00
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Countywide New Park Subtotals:	\$5,400,000.00	\$25,000,000.00	\$30,400,000.00
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	Existing Asset Replacement	New or Expansion	Land Acquisition	New Park Development	COUNTYWIDE TOTAL
TOTAL COUNTYWIDE PROJECT VALUE:	\$7,025,000.00	\$0.00	\$5,400,000.00	\$25,000,000.00	\$37,425,000.00

Notes:

- Existing Park Asset Replacement: Conversion of Sport Field Lighting to LED
- New Park: Multi-Functional Facility
- Potential Countywide Projects: Electronic Entry Gates, Marion County Branded Entry Signs, Funding for Trails

Municipality Engagement



Municipality Project Lists

- Discussions with Ocala, Belleview and Dunnellon
- Expecting Project Lists from each municipality
- Options and Considerations:
 - Pennies for Parks did cover the cost of acquisitions and park improvements
 - Two Routes: Project Specific List **or** Percentage of Population
 - Ocala – 17%
 - Belleview – 1.4%
 - Dunnellon – 0.5%
 - McIntosh – 0.1%
 - Reddick – 0.1%
 - **All Municipalities Subtotal: 19.1%**

Projects and Other Potential Inclusions



Land Conservation, Grants and Conservation Easements

- **Land Conservation – Florida Wildlife Corridor**
 - Specific small-scale acquisitions for critical corridor linkage
 - Ecological value in high growth/threatened areas outside ONF/FPA
- **Grants**
 - Allocation of funds to serve towards grant matching dollars
- **Conservation Easement Program**
 - Allocation of funds to assist landowners to enter voluntary conservation easements
 - Potential tax relief program

MARION COUNTY, FLORIDA



Voter Approved Funding for Parks, Land Conservation, Water Protection and Related Uses

May 26, 2026

Pegeen Hanrahan, P.E.
National Associate Director of Conservation Finance

Casey Bauer, Florida Director of Conservation Finance

Connecting everyone to the outdoors™



TPL's Conservation Finance Program works to help communities protect the places they love and improve access for people to enjoy them through approval of funding both legislatively and at the ballot box.

Connecting everyone to the outdoors™

OUR IMPACT ACROSS THE COUNTRY

5,504

Public outdoor spaces
created or protected

\$112+ Billion

Secured in public funding

We've created

311

Community Schoolyards in **23** states.

4 Million Acres

protected



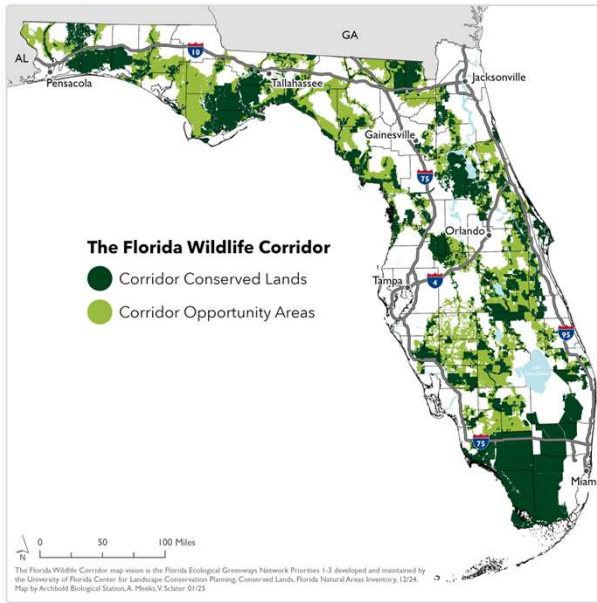
TPL'S PARKS, TRAILS AND LAND PROTECTION PROJECTS

Since 1972, TPL has protected more than 4 million acres of public land, created more than 5,500 parks, trails, schoolyards, and iconic outdoor places across the United States.

In Florida alone, TPL's impact includes the protection of over 180,626 acres of land and the completion of more than 470 projects, including 32 acre on the Rainbow River with Dunnellon in 2008 (Blue Run of Dunnellon Park).



REGIONAL FOCUS – FLORIDA WILDLIFE CORRIDOR



Land Acquisition Projects Including Seeking Funding and Real Estate Negotiations and Closing - **LEVERAGE**

Trails, Parks, Public Lands

Ballot Measures and Legislative Work

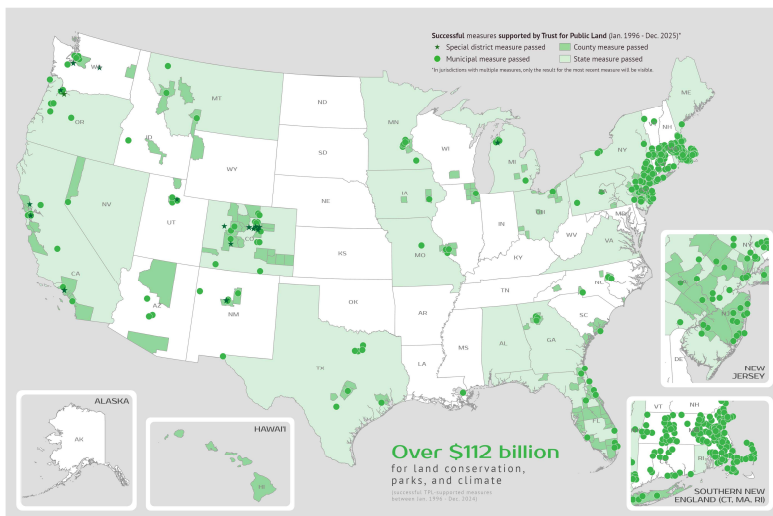
1,064,101 Total Acres in Marion County

458,343 Wildlife Corridor Acres (43%)

351,548 Acres Protected (77%)

106,795 Opportunity Acres

May Remain Privately Owned, Focus On Key Connectors



Trust for Public Land has helped pass 689 ballot measures for parks, land, trails and schoolyards since 1996, representing \$112 billion in funding, with an 84% win rate.

In Florida we've worked on 45 successful ballot measures with a 90% win rate.

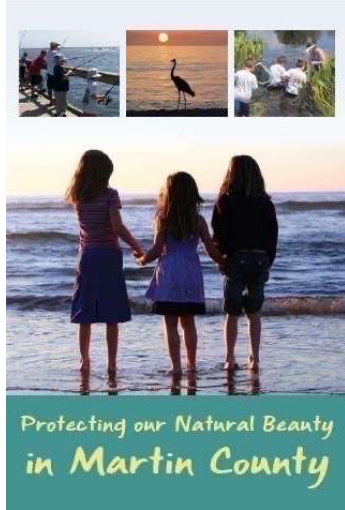
30 years of conservation finance

SUCCESSFUL STATE, COUNTY, MUNICIPAL, AND SPECIAL DISTRICT MEASURES SUPPORTED BY TRUST FOR PUBLIC LAND (1996-2025)

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84% OF ALL FLORIDA CONSERVATION BALLOT MEASURES HAVE PASSED



Local Conservation Finance Mechanisms in Florida

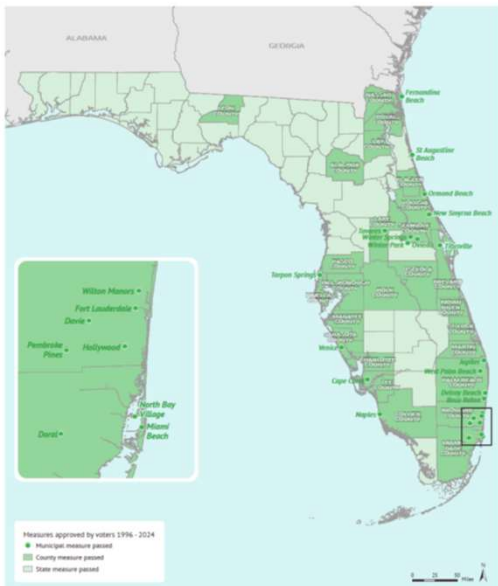
Summary of local ballot measures from 1996-2024

Mechanism	# Passed	# Failed	Total	% Passed
Bond	56	8	64	88%
Sales Tax	19	7	26	73%
Property Tax	15	2	17	88%
Other*	2	0	2	100%
Total	92	17	109	84%

*Budget allocations

Source: TPL LandVote Database - measures that include \$ for land conservator.

Over 90% of Florida Measures TPL has worked on have passed.



COUNTIES WITH EXISTING VOTER- APPROVED CONSERVATION FUNDING

- | | |
|--------------------------|---------------------------|
| Alachua | Manatee (2026?) |
| Brevard (On 2026) | Martin (2024) |
| Broward | Miami-Dade |
| Clay (2024) | Osceola (2024) |
| Charlotte (2026?) | Palm Beach |
| Collier | Pasco |
| Flagler | Pinellas |
| Hillsborough | Polk |
| Indian River | Sarasota (On 2026) |
| Lake (2024) | Seminole |
| Lee | St. Lucie |
| Leon | Volusia |
| Nassau | |

Florida

LOCAL CONSERVATION MEASURES: APPROVED BY VOTERS 1996 - 2024



We follow a well-tested road map to help decisionmakers assess funding options to see if there is one that the community will embrace.



County's Request for Technical Assistance


Feasibility Research

Public Opinion survey

Program Recommendations and Ballot Language

Privately Funded Campaign (Mostly Locally Raised Funds)

FIRST STEP: REQUEST FOR TECHNICAL ASSISTANCE FROM TPL



Marion County
Board of County Commissioners
McPherson Governmental Campus
601 SE 25th Ave.
Ocala, FL 34471
Phone: 352-438-2300
Fax: 352-438-2324

District 1 - Craig Curry, Commissioner
District 2 - Kelly Bryant, Commissioner
District 3 - Matt McClain, Vice Chair
District 4 - Carl Zaleski III, Chairman
District 5 - Michelle Stone, Commissioner

February 17, 2026

Pegeen Hanrahan, P.E.
Associate Director of Conservation Finance
1934 Hermitage Blvd., Suite 100
Tallahassee, FL 32308

Dear Ms. Hanrahan:

By this letter, the Marion County Board of County Commissioners requests technical advice and assistance from Trust for Public Land in connection with our efforts to develop and sustain reliable, ongoing funding sources for land and water conservation, regional parks and outdoor recreational opportunities, and protection of equestrian, agricultural and forestry lands.


As part of your advice and assistance, we understand you may conduct feasibility research, conduct public opinion surveys, and develop strategies for our consideration in establishing dedicated, ongoing sources of public funds for the purposes described above.

We are interested not only in the factual information that you can provide, but also your opinions and recommendations on public financing options available to Marion County, and strategies to enact such measures. Insights into the public's priorities and attitudes concerning land and water conservation, regional parks and outdoor recreational opportunities, and protection of equestrian, agricultural and forestry lands would be beneficial.

Materials provided to Marion County will be public record as a matter of law. This request does not in any way commit public funds to the efforts of Trust for Public Land related to this request, nor does it require public disclosure of any confidential information of either organization.

This request will continue in effect for any advice you offer or presentations you submit related to such matters. In addition, we would like to take the opportunity to request that you continue to be available to provide technical advice and assistance in this area and on related matters in the future.

Sincerely,

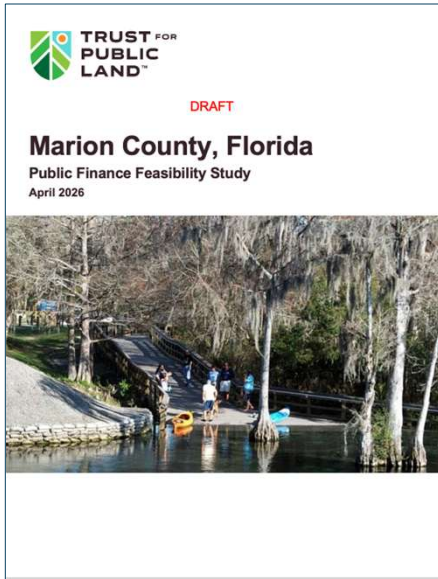


Carl Zaleski, III, Chairman

Cc: Marion County Board of County Commissioners
Mount Boyington, P.E. - County Administrator
Angel Rousseau, P.E. - Assistant County Administrator
Jim Couillard, PLA, ASLA - Parks & Recreation Director

- Our work is entirely privately funded
- Must have a request for technical assistance from the County Commission
- Completion of feasibility report
- Completion of public opinion polling
- Recommendations on program elements
- Work with private citizens to communicate to voters, County cannot spend resources to advocate

SECOND STEP: FEASIBILITY RESEARCH



- Demographics
- Current Parks and Conservation Budget
- Fiscal Capacity and Finance Options
- Political Profile
- Election History
- Election Requirements
- Ballot Language Requirements
- Pathways to the Ballot
- Best Practices

BONDING OPTIONS

Marion County Bond Financing Estimates						
Bond Issue	Interest Rate	Maturity (Years)	Annual Debt Service	Total Taxable Value*	Mills Required	Annual Cost for Average Single Family Home**
\$60,000,000	4%	20	\$4,414,905	\$35,243,028,347	0.1253	\$19
\$80,000,000	4%	20	\$5,886,540	\$35,243,028,347	0.1670	\$26
\$100,000,000	4%	20	\$7,358,175	\$35,243,028,347	0.2088	\$32
\$120,000,000	4%	20	\$8,829,810	\$35,243,028,347	0.2505	\$39
\$140,000,000	4%	20	\$10,301,445	\$35,243,028,347	0.2923	\$45

*Florida Department of Revenue, Ad Valorem Valuation and Tax Data Book, 2025 Parcel Count Report
 **Average single family residential taxable value = \$155,621 (Florida Department of Revenue, Ad Valorem Valuation and Tax)

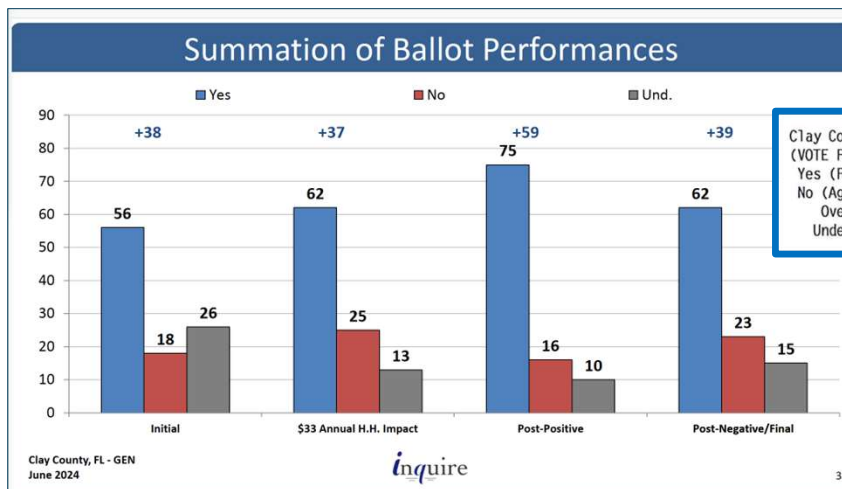
BOND PLUS MILLAGE OPTIONS

Marion County Property Tax and Bond Financing Estimates								
Mills	Total Taxable Value*	Annual Revenue	Annual Cost for Average Single Family Home**	Bond Issue	Interest Rate	Maturity (Years)	Annual Debt Service	Remaining Annual Revenue
0.25	\$35,243,028,347	\$8,810,757	\$39	\$60,000,000	4%	20	\$4,414,905	\$4,395,852
				\$80,000,000	4%	20	\$5,886,540	\$2,924,217
				\$90,000,000	4%	20	\$6,622,358	\$2,188,400
				\$100,000,000	4%	20	\$7,358,175	\$1,452,582
				\$110,000,000	4%	20	\$8,093,993	\$716,765

*Florida Department of Revenue, Ad Valorem Valuation and Tax Data Book, 2025 Parcel Count Report
 **Average single family residential taxable value = \$155,621 (Florida Department of Revenue, Ad Valorem Valuation and Tax Data Book, 2025 Parcel Count Report)



THIRD STEP - TPL WILL COMPLETE POLLING FOR MARION COUNTY USING GRANT FUNDING IF DESIRED



Our polling indicated that without negative messaging the Clay County measure polled at 75%, it won with 73% in November 2024.



FOURTH STEP - BALLOT LANGUAGE IS VERY IMPORTANT

CLAY COUNTY LAND CONSERVATION REFERENDUM TO PROTECT WATER QUALITY, WILDLIFE HABITAT, FORESTS AND FARMS

To acquire and manage lands that protect water quality in rivers, lakes, creeks, and drinking water sources; conserve wildlife habitat, natural areas, and working forests and farms; reduce flooding; and provide outdoor recreation, shall Clay County issue general obligation bonds up to \$45 million, maturing within 20 years, bearing interest not exceeding legal maximum rates, payable from ad valorem tax up to 0.2 mills, with annual audits, citizen oversight, and full public disclosure of spending?

- YES, FOR BONDS
- NO, AGAINST BONDS

PASSED WITH
73% SUPPORT IN
2024

FOURTH STEP - BALLOT LANGUAGE IS VERY IMPORTANT

Reestablish funding for Conservation Collier to protect water quality, water resources, and wildlife habitat

Shall Collier County reestablish the levy of a .25 mil ad valorem tax for 10 years for the purpose of continuing to acquire, preserve and manage environmentally sensitive lands, and provide compatible public access wherever applicable to such lands, for the protection of water quality, water resources, wildlife habitat, and public open space in perpetuity?

Restablecer fondos para Conservación Collier para proteger la calidad del agua, los recursos hídricos y el hábitat de la vida silvestre

¿Deberá el Condado de Collier restablecer la exacción de un impuesto ad valorem de .25 mil por 10 años con el propósito de continuar adquiriendo, preservando y administrando tierras ambientalmente sensibles, y proporcionar acceso público compatible donde sea aplicable a dichas tierras, para la protección de la calidad del agua, recursos hídricos, hábitat de vida silvestre y espacios públicos abiertos a perpetuidad?

- Yes / Sí
- No

PASSED WITH
76% SUPPORT IN
2020

Clean Water Protection, Overdevelopment Prevention, Natural Area Preservation, Parks And Trails General Obligation Bond Referendum

To acquire and improve land to protect drinking water sources; preserve natural areas; protect open space from overdevelopment; provide parks and trails; improve the water quality of rivers and lakes; protect springs; and establish a citizen oversight committee with full public disclosure of spending, shall Lake County be authorized to issue unlimited general obligation bonds maturing within 20 years, not exceeding the legal maximum interest rate, not exceeding \$50,000,000 payable from ad valorem taxes?

- For Bonds
- Against Bonds

LAKE COUNTY
PASSED WITH
80% SUPPORT
IN 2024

EXAMPLE BALLOT LANGUAGE FOR MARION COUNTY – SUBJECT TO POLICY DIRECTION AND LEGAL REVIEW

Marion County General Obligation Bond Referendum for Parks, Trails, Clean Water Protection, Farms and Forests (15 words/15 allowed)

To acquire and improve lands to provide parks, trails, and recreational facilities; preserve and protect water quality of drinking water sources, springs, rivers and lakes; and protect natural areas, farms and forests from overdevelopment; by issuing bonds up to XX million dollars, maturing within 20 years, bearing interest not exceeding the maximum legal rate, payable from ad valorem taxes not exceeding 0.XX mill, subject to full public disclosure of all spending? (71 words/75 allowed)

For Bonds

Against Bonds

33



PROGRAM RECOMMENDATIONS REINFORCE ACCOUNTABILITY

- Community outreach to inform on program
- Equitable distribution of funds and transparent selection process
- Fiscal impact: Prefer under \$50 per household per year in new revenue is ideal; renewal is easier than new, lower cost is usually easier to pass
- Levy duration: Less sensitive than the amount, but 10 years is often a dividing line
- Large November elections have higher success
- Citizen oversight, independent audit for how funds are spent – accountability is key



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VOTER REGISTRATION, TURNOUT, RESULTS

Voter Registration		
Party	Registered	%
Republican	136,495	52%
Democrat	66,425	25%
Minor Party	10,166	4%
No Affiliation	51,167	19%
Total	264,253	100%

*Voter Registration - By County and Party -
Division of Elections - Florida Department of State*

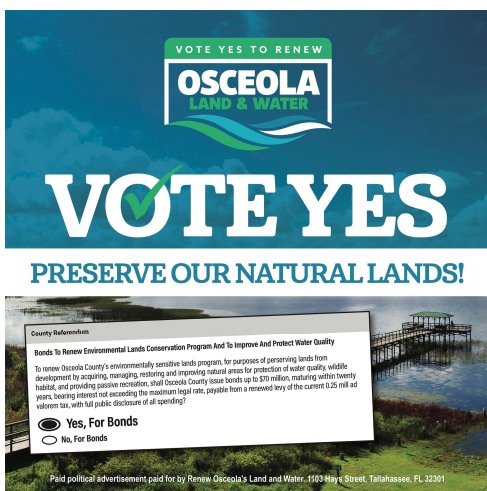
Marion County Voter Turnout		
Date	Election	% Turnout
Nov-24	General	81%
Aug-24	Primary Election	24%
Mar-24	Pres. Pref. Primary Election	20%
Nov-22	General	58%
Aug-22	Primary	28%
Nov-20	General	78%
Aug-24	Primary Election	27%

Marion County Supervisor of Elections

RECENT VOTING HISTORY IN MARION COUNTY ON FISCAL MEASURES

Marion County Election Results (selected measures)			
Date	Election	Title	Pass
November-24	General	School Capital Outlay Sales Surtax	59% Yes
November-24	General	Half-Cent Infrastructure Sales Surtax Extension	62% Yes
November-22	General	School District Mill Levy	65% Yes
November-14	General	Florida Constitutional Amendment - Florida Water and Land	72% Yes
November-88	General	Pennies for Parks - \$20 Million Bond	Passed

FIFTH STEP – CAMPAIGN, MUST BE PRIVATELY FUNDED



As with candidate campaigns, elected officials and staff should NOT expend any county resources to advocate for or against passage. Unlike candidate campaigns, non-profits may legally do so. Funds for advocacy are publicly disclosed through a PC.



EVERYONE HAS A ROLE TO PLAY, COUNTY STAFF IS MOST CONSTRAINED

Activity	Citizens/Volunteers/Businesses/Civic Groups	Elected Officials	Staff	Consultants and Non-Profits
Participate in Establishing Process to Prioritize Projects, Expenditures	Yes	Yes	Yes	As Requested Only
Ensure Public Integrity, Transparency, no Quid pro Quos, etc.	Yes	Yes	Yes	Yes
Research Funding Options, History, Fiscal Impact	Probably Not - Most Don't	Probably Not - Most Don't	Yes	Yes
Conduct Public Opinion Polling	Probably Not - Most Don't	Probably Not - Most Don't	Probably Not - Most Don't	Yes
Write Ballot Language	Probably Not - Most Don't	Probably Not - Most Don't	Yes	Yes
Discourage Opposition	Yes	Yes	Probably Not - Most Don't	Yes
Raise Funds for Campaign	Yes	Yes	No	Yes
Advocate for YES votes	Yes	Yes	Probably Not - Most Don't	Yes
Stay on Key Messages	Yes	Yes - Remain Neutral, Share Costs too	Yes - Remain Neutral, Share Costs too	Yes
Respond to Citizen, Press Questions, Speaking Events	Designated Individuals Only	Yes	Yes - Remain Neutral, Share Costs too	As Requested Only
Volunteer Time for Campaign	Yes	Yes	Probably Not - Most Don't	Yes
Donate to Campaign	Yes	Yes	Probably Not - Most Don't	Yes
Access Voter File, Send Mail, Buy Ads, etc.	Yes	Probably Not - Most Don't	No	Yes
Put up signs, hand out shirts, staff booths, etc.	Yes	Yes	Probably Not - Most Don't	Yes
Offer Anything of Value in Exchange for Support	No	No	No	No



SCHEDULE

County Referendum Draft Schedule - Trust for Public Land Draft			May 19, 2026
Start Date	End Date	Milestones	Status/Legal citation/Comments
1-Jan-26	15-Jun-26	County to communicate with municipalities and together choose potential projects	
1-Jan-26	15-Jun-26	County to consider initial direction for funding measure - election date, amount, purposes, funding mechanism	No set statutory deadlines
21-Jan-26	1-Jul-26	TPL to complete feasibility report, assist with ballot language development, make recommendations for BOCC consideration.	
1-Jun-26	1-Aug-26	County to finalize ballot language with County Attorney approval; draft ordinance for BOCC to adopt ballot language in two readings	No set statutory deadlines
	10-Aug-26	Submit approved ballot language in all required languages to Elections Supervisor (SOE)	No set statutory deadlines; check with SOE to confirm
1-Jun-26	15-Aug-26	Private citizens to form political action committee for campaign with broad-based steering committee	
1-Jun-26	15-Aug-26	Private citizens to develop campaign plan and budget (mail, perhaps radio, speaking engagements, letter writing, digital) for 50%+1 majority vote in November	Advocacy Campaign MUST be privately funded. County is allowed to educate but not advocate. This can be done by local individuals or organizations. TPL can assist, or not, as desired.
1-Jun-26	1-Nov-26	Citizens to raise private funds for campaign	
May	3-Nov-26	Private citizens to deploy campaign for November approval	
18-Aug-26	18-Aug-26	Primary Election Day	November ballots will not be printed until after this date
	19-Sep-26	Last day for Supervisors of Elections (SOE) to send absentee ballots to absent stateside uniformed and overseas voters (UOCAVA) for the General Election	Section 101.62, F.S. - Not less than 45 days before the general election
24-Sep-26	1-Oct-26	Mandatory mailing of Vote By Mail Ballots	Between 40 and 33 days before the election (per Division of Elections Website)
24-Oct-26	31-Oct-26	County early voting period for the General Election	Section 101.657, F.S. - Early voting shall begin on the 10th day before an election
	27-Oct-26	Last day to mail or email sample ballots to voters for the General Election	Section 101.20, F.S. - At least 7 days prior to any election
	2-Nov-26	Last day for Supervisor of Elections to publish sample ballot in newspaper of general circulation in the county for the General Election	Section 101.20, F.S. - Prior to the day of the election
	3-Nov-26	Election Day	

County To Do
SOE To Do
TPL To Do
PAC To Do

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Next Steps



Staff Items

1. Finalize discussions with municipalities.
2. Finalize countywide project list.
3. Determine any other inclusions and their values.
4. Work with TPL to prepare measure for Supervisor of Elections (early Aug.)

Trust for Public Land

1. Conduct sample polling.
2. Establish advocacy groups; TPL will guide yet it must be locally led.

Conclusion



Questions?