



Marion County

Tourist Development Council

Meeting Agenda

Thursday, April 23, 2026

9:00 AM Tourist Development Conference Room

Microsoft Teams:

https://teams.microsoft.com/l/meetupjoin/19%3ameeting_NmQ4NjQxYzltM2lyMS00MTMwLWFiNzgtNWYxNTAyZTQwM2I1%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: 285 483 829 714 5

Passcode: LM2Ku9is

Phone Number: +1 321-245-5074,,435573342#

Conference ID: 435 573 342#

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 March 2026 Tourist Development Council Minutes](#)

4. Motion: Acknowledgement of Financials

[MOTION: Acknowledgement of Financials - March 2026](#)

5. Report from Chair

[PRESENTATION: Tourist Development Tax Collection Update, Marion County Deputy Tax Collector, Tammy McCann](#)

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

6. Funding Requests

[Fiscal Year 2026 Event Funding Allocations](#)

[MOTION: Cal Ripken T-Ball/Rookie B State Tournament \(June 2026 - Date Change\)](#)

7. Staff Updates

[MOTION: Proposed Budget for Fiscal Year 2026-2027](#)

[Marketing and Communications Update](#)

[Sales Update](#)

[TDC Events Calendar](#)

8. Notation for Record

[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 visit@marionfl.org by Tuesday, April 21, 2026 at 5:00 PM

The next Tourist Development Council Meeting will be held on May 21, 2026 at 9:00 AM.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22737

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:

Meeting Materials

DESCRIPTION/BACKGROUND:

Conflict of Interest
The 2025 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.

Select Year:

The 2025 Florida Statutes

[Title XI](#)
 COUNTY ORGANIZATION AND INTERGOVERNMENTAL
 RELATIONS

[Chapter 125](#)
 COUNTY
 GOVERNMENT

[View Entire
 Chapter](#)

125.0104 Tourist development tax; procedure for levying; authorized uses; referendum; enforcement.—

(1) **SHORT TITLE.**—This section shall be known and may be cited as the “Local Option Tourist Development Act.”

(2) **APPLICATION; DEFINITIONS.**—

(a) *Application.*—The provisions contained in chapter 212 apply to the administration of any tax levied pursuant to this section.

(b) *Definitions.*—For purposes of this section:

1. “Promotion” means marketing or advertising designed to increase tourist-related business activities.

2. “Tourist” means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in paragraph (3)(a).

3. “Retained spring training franchise” means a spring training franchise that had a location in this state on or before December 31, 1998, and that has continuously remained at that location for at least the 10 years preceding that date.

(3) **TAXABLE PRIVILEGES; EXEMPTIONS; LEVY; RATE.**—

(a)1. It is declared to be the intent of the Legislature that every person who rents, leases, or lets for consideration any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, roominghouse, mobile home park, recreational vehicle park, condominium, or timeshare resort for a term of 6 months or less is exercising a privilege which is subject to taxation under this section, unless such person rents, leases, or lets for consideration any living quarters or accommodations which are exempt according to the provisions of chapter 212.

2.a. Tax shall be due on the consideration paid for occupancy in the county pursuant to a regulated short-term product, as defined in s. [721.05](#), or occupancy in the county pursuant to a product that would be deemed a regulated short-term product if the agreement to purchase the short-term right were executed in this state. Such tax shall be collected on the last day of occupancy within the county unless such consideration is applied to the purchase of a timeshare estate. The occupancy of an accommodation of a timeshare resort pursuant to a timeshare plan, a multisite timeshare plan, or an exchange transaction in an exchange program, as defined in s. [721.05](#), by the owner of a timeshare interest or such owner’s guest, which guest is not paying monetary consideration to the owner or to a third party for the benefit of the owner, is not a privilege subject to taxation under this section. A membership or transaction fee paid by a timeshare owner that does not provide the timeshare owner with the right to occupy any specific timeshare unit but merely provides the timeshare owner with the opportunity to exchange a timeshare interest through an exchange program is a service charge and not subject to taxation under this section.

b. Consideration paid for the purchase of a timeshare license in a timeshare plan, as defined in s. [721.05](#), is rent subject to taxation under this section.

(b) Subject to the provisions of this section, any county in this state may levy and impose a tourist development tax on the exercise within its boundaries of the taxable privilege described in paragraph (a), except that there shall be no additional levy under this section in any cities or towns presently imposing a municipal resort tax as authorized under chapter 67-930, Laws of Florida, and this section shall not in any way affect the powers and existence of any tourist development authority created pursuant to chapter 67-930, Laws of Florida. No county

authorized to levy a convention development tax pursuant to s. 212.0305, or to s. 8 of chapter 84-324, Laws of Florida, shall be allowed to levy more than the 2-percent tax authorized by this section. A county may elect to levy and impose the tourist development tax in a subcounty special district of the county. However, if a county so elects to levy and impose the tax on a subcounty special district basis, the district shall embrace all or a significant contiguous portion of the county, and the county shall assist the Department of Revenue in identifying the rental units subject to tax in the district.

(c) The tourist development tax shall be levied, imposed, and set by the governing board of the county at a rate of 1 percent or 2 percent of each dollar and major fraction of each dollar of the total consideration charged for such lease or rental. When receipt of consideration is by way of property other than money, the tax shall be levied and imposed on the fair market value of such nonmonetary consideration.

(d) In addition to any 1-percent or 2-percent tax imposed under paragraph (c), the governing board of the county may levy, impose, and set an additional 1 percent of each dollar above the tax rate set under paragraph (c) for the purposes set forth in subsection (5) by referendum of the registered electors within the county or subcounty special district pursuant to subsection (6). A county may not levy, impose, and set the tax authorized under this paragraph unless the county has imposed the 1-percent or 2-percent tax authorized under paragraph (c) for a minimum of 3 years before the effective date of the levy and imposition of the tax authorized by this paragraph. Revenues raised by the additional tax authorized under this paragraph may not be used for debt service on or refinancing of existing facilities as specified in subparagraph (5)(a)1. unless approved by referendum pursuant to subsection (6). If the 1-percent or 2-percent tax authorized in paragraph (c) is levied within a subcounty special taxing district, the additional tax authorized in this paragraph shall only be levied therein. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(e) The tourist development tax shall be in addition to any other tax imposed pursuant to chapter 212 and in addition to all other taxes and fees and the consideration for the rental or lease.

(f) The tourist development tax shall be charged by the person receiving the consideration for the lease or rental, and it shall be collected from the lessee, tenant, or customer at the time of payment of the consideration for such lease or rental.

(g) The person receiving the consideration for such rental or lease shall receive, account for, and remit the tax to the Department of Revenue at the time and in the manner provided for persons who collect and remit taxes under s. 212.03. The same duties and privileges imposed by chapter 212 upon dealers in tangible property, respecting the collection and remission of tax; the making of returns; the keeping of books, records, and accounts; and compliance with the rules of the Department of Revenue in the administration of that chapter shall apply to and be binding upon all persons who are subject to the provisions of this section. However, the Department of Revenue may authorize a quarterly return and payment when the tax remitted by the dealer for the preceding quarter did not exceed \$25.

(h) The Department of Revenue shall keep records showing the amount of taxes collected, which records shall also include records disclosing the amount of taxes collected for and from each county in which the tax authorized by this section is applicable. These records shall be open for inspection during the regular office hours of the Department of Revenue, subject to the provisions of s. 213.053.

(i) Collections received by the Department of Revenue from the tax, less costs of administration of this section, shall be paid and returned monthly to the county which imposed the tax, for use by the county in accordance with the provisions of this section. They shall be placed in the county tourist development trust fund of the respective county, which shall be established by each county as a condition precedent to receipt of such funds.

(j) The Department of Revenue is authorized to employ persons and incur other expenses for which funds are appropriated by the Legislature.

(k) The Department of Revenue shall promulgate such rules and shall prescribe and publish such forms as may be necessary to effectuate the purposes of this section.

(l) In addition to any other tax which is imposed pursuant to this section, a county may impose up to an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6) to:

1. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility, or the acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility, either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds.
2. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center, and to pay the planning and design costs incurred prior to the issuance of such bonds.
3. Pay the operation and maintenance costs of a convention center for a period of up to 10 years. Only counties that have elected to levy the tax for the purposes authorized in subparagraph 2. may use the tax for the purposes enumerated in this subparagraph. Any county that elects to levy the tax for the purposes authorized in subparagraph 2. after July 1, 2000, may use the proceeds of the tax to pay the operation and maintenance costs of a convention center for the life of the bonds.
4. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. [212.0305](#) from levying more than the 2-percent tax authorized by this section, and the provisions of paragraphs (4)(a)-(d), shall not apply to the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(m)1. In addition to any other tax which is imposed pursuant to this section, a high tourism impact county may impose an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6). The tax revenues received pursuant to this paragraph shall be used for one or more of the authorized uses pursuant to subsection (5).

2. A county is considered to be a high tourism impact county after the Department of Revenue has certified to such county that the sales subject to the tax levied pursuant to this section exceeded \$600 million during the previous calendar year, or were at least 18 percent of the county's total taxable sales under chapter 212 where the sales subject to the tax levied pursuant to this section were a minimum of \$200 million, except that no county authorized to levy a convention development tax pursuant to s. [212.0305](#) shall be considered a high tourism impact county. Once a county qualifies as a high tourism impact county, it shall retain this designation for the period the tax is levied pursuant to this paragraph.

3. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(n) In addition to any other tax that is imposed under this section, a county that has imposed the tax under paragraph (l) may impose an additional tax that is no greater than 1 percent on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6) to:

1. Pay the debt service on bonds issued to finance:

- a. The construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a new professional sports franchise as defined in s. 288.1162.
 - b. The acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.
2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

A county that imposes the tax authorized in this paragraph may not expend any ad valorem tax revenues for the acquisition, construction, reconstruction, or renovation of a facility for which tax revenues are used pursuant to subparagraph 1. The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. 212.0305 from levying more than the 2-percent tax authorized by this section shall not apply to the additional tax authorized by this paragraph in counties which levy convention development taxes pursuant to s. 212.0305(4)(a). Subsection (4) does not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of the ordinance.

(4) ORDINANCE LEVY TAX; PROCEDURE.—

(a) The tourist development tax shall be levied and imposed pursuant to an ordinance containing the county tourist development plan prescribed under paragraph (c), enacted by the governing board of the county. The ordinance levying and imposing the tourist development tax shall not be effective unless the electors of the county or the electors in the subcounty special district in which the tax is to be levied approve the ordinance authorizing the levy and imposition of the tax, in accordance with subsection (6). The effective date of the levy and imposition of the tax is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of the ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance. The governing authority of any county levying such tax shall notify the department, within 10 days after approval of the ordinance by referendum, of the time period during which the tax will be levied.

(b) At least 60 days before the enactment or renewal of the ordinance levying the tax, the governing board of the county shall adopt a resolution establishing and appointing the members of the county tourist development council, as prescribed in paragraph (e), and indicating the intention of the county to consider the enactment or renewal of an ordinance levying and imposing the tourist development tax.

(c) Before a referendum to enact or renew the ordinance levying and imposing the tax, the county tourist development council shall prepare and submit to the governing board of the county for its approval a plan for tourist development. The plan shall set forth the anticipated net tourist development tax revenue to be derived by the county for the 24 months following the levy of the tax; the tax district in which the enactment or renewal of the ordinance levying and imposing the tourist development tax is proposed; and a list, in the order of priority, of the proposed uses of the tax revenue by specific project or special use as the same are authorized under subsection (5). The plan shall include the approximate cost or expense allocation for each specific project or special use.

(d) The governing board of the county shall adopt the county plan for tourist development as part of the ordinance levying the tax. After enactment or renewal of the ordinance levying and imposing the tax, the plan for tourist development may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the governing board.

(e) The governing board of each county which levies and imposes a tourist development tax under this section shall appoint an advisory council to be known as the “_(name of county)_ Tourist Development Council.” The council shall be established by ordinance and composed of nine members who shall be appointed by the governing board. The chair of the governing board of the county or any other member of the governing board as designated by the chair shall serve on the council. Two members of the council shall be elected municipal officials, at least one of whom shall be from the most populous municipality in the county or subcounty special taxing district in which the tax is levied. Six members of the council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which members, not less than three nor more than four shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. All members of the council shall be electors of the county. The governing board of the county shall have the option of designating the chair of the council or allowing the council to elect a chair. The chair shall be appointed or elected annually and may be reelected or reappointed. The members of the council shall serve for staggered terms of 4 years. The terms of office of the original members shall be prescribed in the resolution required under paragraph (b). The council shall meet at least once each quarter and, from time to time, shall make recommendations to the county governing board for the effective operation of the special projects or for uses of the tourist development tax revenue and perform such other duties as may be prescribed by county ordinance or resolution. The council shall continuously review expenditures of revenues from the tourist development trust fund and shall receive, at least quarterly, expenditure reports from the county governing board or its designee. Expenditures which the council believes to be unauthorized shall be reported to the county governing board and the Department of Revenue. The governing board and the department shall review the findings of the council and take appropriate administrative or judicial action to ensure compliance with this section.

(5) AUTHORIZED USES OF REVENUE.—

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;
4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;
5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state’s Beach Management Plan, pursuant to s. [161.091](#), or

funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities;

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term “public facilities” means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received or the county is a fiscally constrained county, as described in s. 218.67(1), located adjacent to the Gulf of America or the Atlantic Ocean;

b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;

c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;

d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and

e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county; or

7. To employ, train, equip, insure, or otherwise fund the provision of lifeguards certified by the American Red Cross, the Y.M.C.A., or an equivalent nationally recognized aquatic training program, for beaches on the Gulf of America or the Atlantic Ocean.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

(b) Tax revenues received pursuant to this section by a county of less than 950,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. 186.901. These population estimates shall be those in effect on July 1 of each year.

(c) A county located adjacent to the Gulf of America or the Atlantic Ocean, except a county that receives revenue from taxes levied pursuant to s. 125.0108, which meets the following criteria may use up to 10 percent of the tax revenue received pursuant to this section to reimburse expenses incurred in providing public safety services, including emergency medical services as defined in s. 401.107(3), and law enforcement services, which are needed to address impacts related to increased tourism and visitors to an area. However, if taxes collected pursuant to this section are used to reimburse emergency medical services or public safety services for tourism or special events, the governing board of a county or municipality may not use such taxes to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff’s office, or a police department. To receive reimbursement, the county must:

1.a. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;

b. Have at least three municipalities; and

- c. Have an estimated population of less than 275,000, according to the most recent population estimate prepared pursuant to s. 186.901, excluding the inmate population; or
- 2. Be a fiscally constrained county as described in s. 218.67(1).

The board of county commissioners must by majority vote approve reimbursement made pursuant to this paragraph upon receipt of a recommendation from the tourist development council.

(d) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., and 5. or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(e) Any use of the local option tourist development tax revenues collected pursuant to this section for a purpose not expressly authorized by paragraph (3)(l) or paragraph (3)(n) or paragraphs (a)-(d) of this subsection is expressly prohibited.

(6) REFERENDUM.—

(a) An ordinance enacted or renewed by a county levying the tax authorized by this section may not take effect until the ordinance levying and imposing the tax has been approved in a referendum held at a general election, as defined in s. 97.021, by a majority of the electors voting in such election in the county or by a majority of the electors voting in the subcounty special tax district affected by the tax.

(b) The governing board of the county levying the tax shall arrange to place a question on the ballot at a general election, as defined in s. 97.021, to be held within the county, which question shall be in substantially the following form:

FOR the Tourist Development Tax
AGAINST the Tourist Development Tax

(c) If a majority of the electors voting on the question approve the levy, the ordinance shall be deemed to be in effect.

(d) In any case where an ordinance levying and imposing the tax has been approved by referendum pursuant to this section and 15 percent of the electors in the county or 15 percent of the electors in the subcounty special district in which the tax is levied file a petition with the board of county commissioners for a referendum to repeal the tax, the board of county commissioners shall cause an election to be held for the repeal of the tax which election shall be subject only to the outstanding bonds for which the tax has been pledged. However, the repeal of the tax shall not be effective with respect to any portion of taxes initially levied in November 1989, which has been pledged or is being used to support bonds under paragraph (3)(d) or paragraph (3)(l) until the retirement of those bonds.

(e) A referendum to reenact an expiring tourist development tax must be held at a general election occurring within the 48-month period immediately preceding the effective date of the reenacted tax, and the referendum may appear on the ballot only once within the 48-month period.

(7) AUTOMATIC EXPIRATION ON RETIREMENT OF BONDS.—Notwithstanding any other provision of this section, if the plan for tourist development approved by the governing board of the county, as amended pursuant to paragraph (4)(d), includes the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization, the county ordinance levying and imposing the tax automatically expires upon the later of:

(a) The retirement of all bonds issued by the county for financing the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization; or

(b) The expiration of any agreement by the county for the operation or maintenance, or both, of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum. However, this does not preclude that county from amending the ordinance extending the tax to the extent that the board of the county determines to be necessary to provide funds to operate, maintain, repair, or renew and replace a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum or from enacting an ordinance that takes effect without referendum approval, unless the original referendum required ordinance expiration, pursuant to the provisions of this section reimposing a tourist development tax, upon or following the expiration of the previous ordinance.

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

(a) Any person who is taxable hereunder who fails or refuses to charge and collect from the person paying any rental or lease the taxes herein provided, either by himself or herself or through agents or employees, is, in addition to being personally liable for the payment of the tax, guilty of a misdemeanor of the first degree, punishable as provided in s. [775.082](#) or s. [775.083](#).

(b) No person shall advertise or hold out to the public in any manner, directly or indirectly, that he or she will absorb all or any part of the tax, that he or she will relieve the person paying the rental of the payment of all or any part of the tax, or that the tax will not be added to the rental or lease consideration or, when added, that it or any part thereof will be refunded or refused, either directly or indirectly, by any method whatsoever. Any person who willfully violates any provision of this subsection is guilty of a misdemeanor of the first degree, punishable as provided in s. [775.082](#) or s. [775.083](#).

(c) The tax authorized to be levied by this section shall constitute a lien on the property of the lessee, customer, or tenant in the same manner as, and shall be collectible as are, liens authorized and imposed in ss. [713.67](#), [713.68](#), and [713.69](#).

(9) COUNTY TOURISM PROMOTION AGENCIES.—In addition to any other powers and duties provided for agencies created for the purpose of tourism promotion by a county levying the tourist development tax, such agencies are authorized and empowered to:

(a) Provide, arrange, and make expenditures for transportation, lodging, meals, and other reasonable and necessary items and services for such persons, as determined by the head of the agency, in connection with the performance of promotional and other duties of the agency. However, entertainment expenses shall be authorized only when meeting with travel writers, tour brokers, or other persons connected with the tourist industry. All travel and entertainment-related expenditures in excess of \$10 made pursuant to this subsection shall be substantiated by paid bills therefor. Complete and detailed justification for all travel and entertainment-related expenditures made pursuant to this subsection shall be shown on the travel expense voucher or attached thereto. Transportation and other incidental expenses, other than those provided in s. [112.061](#), shall only be authorized for officers and employees of the agency, other authorized persons, travel writers, tour brokers, or other persons connected with the tourist industry when traveling pursuant to paragraph (c). All other transportation and incidental expenses pursuant to this subsection shall be as provided in s. [112.061](#). Operational or promotional advancements, as defined in s. [288.35\(4\)](#), obtained pursuant to this subsection, shall not be commingled with any other funds.

(b) Pay by advancement or reimbursement, or a combination thereof, the costs of per diem and incidental expenses of officers and employees of the agency and other authorized persons, for foreign travel at the current rates as specified in the federal publication “Standardized Regulations (Government Civilians, Foreign Areas).” The provisions of this paragraph shall apply for any officer or employee of the agency traveling in foreign countries for the purposes of promoting tourism and travel to the county, if such travel expenses are approved and certified by the agency head from whose funds the traveler is paid. As used in this paragraph, the term “authorized person” shall have the same meaning as provided in s. [112.061\(2\)\(c\)](#). With the exception of provisions concerning rates of payment for per diem, the provisions of s. [112.061](#) are applicable to the travel described in this paragraph. As used

in this paragraph, “foreign travel” means all travel outside the United States. Persons traveling in foreign countries pursuant to this subsection shall not be entitled to reimbursements or advancements pursuant to s. [112.061\(6\)\(a\)2](#).

(c) Pay by advancement or reimbursement, or by a combination thereof, the actual reasonable and necessary costs of travel, meals, lodging, and incidental expenses of officers and employees of the agency and other authorized persons when meeting with travel writers, tour brokers, or other persons connected with the tourist industry, and while attending or traveling in connection with travel or trade shows. With the exception of provisions concerning rates of payment, the provisions of s. [112.061](#) are applicable to the travel described in this paragraph.

(d) Undertake marketing research and advertising research studies and provide reservations services and convention and meetings booking services consistent with the authorized uses of revenue as set forth in subsection (5).

1. Information given to a county tourism promotion agency which, if released, would reveal the identity of persons or entities who provide data or other information as a response to a sales promotion effort, an advertisement, or a research project or whose names, addresses, meeting or convention plan information or accommodations or other visitation needs become booking or reservation list data, is exempt from s. [119.07\(1\)](#) and s. 24(a), Art. I of the State Constitution.

2. The following information, when held by a county tourism promotion agency, is exempt from s. [119.07\(1\)](#) and s. 24(a), Art. I of the State Constitution:

- a. Booking business records, as defined in s. [255.047](#).
- b. Trade secrets and commercial or financial information gathered from a person and privileged or confidential, as defined and interpreted under 5 U.S.C. s. 552(b)(4), or any amendments thereto.

(e) Represent themselves to the public as convention and visitors bureaus, visitors bureaus, tourist development councils, vacation bureaus, or county tourism promotion agencies operating under any other name or names specifically designated by ordinance.

(10) LOCAL ADMINISTRATION OF TAX.—

(a) A county levying a tax under this section or s. [125.0108](#) may be exempted from the requirements of the respective section that:

1. The tax collected be remitted to the Department of Revenue before being returned to the county; and
2. The tax be administered according to chapter 212,

if the county adopts an ordinance providing for the local collection and administration of the tax.

(b) The ordinance shall include provision for, but need not be limited to:

1. Initial collection of the tax to be made in the same manner as the tax imposed under chapter 212.
2. Designation of the local official to whom the tax shall be remitted, and that official’s powers and duties with respect thereto. Tax revenues may be used only in accordance with the provisions of this section.
3. Requirements respecting the keeping of appropriate books, records, and accounts by those responsible for collecting and administering the tax.
4. Provision for payment of a dealer’s credit as required under chapter 212.
5. A portion of the tax collected may be retained by the county for costs of administration, but such portion shall not exceed 3 percent of collections.

(c) A county adopting an ordinance providing for the collection and administration of the tax on a local basis shall also adopt an ordinance electing either to assume all responsibility for auditing the records and accounts of dealers, and assessing, collecting, and enforcing payments of delinquent taxes, or to delegate such authority to the Department of Revenue. If the county elects to assume such responsibility, it shall be bound by all rules promulgated by the Department of Revenue pursuant to paragraph (3)(k), as well as those rules pertaining to the sales and use tax on transient rentals imposed by s. [212.03](#). The county may use any power granted in this section to the department to determine the amount of tax, penalties, and interest to be paid by each dealer and to enforce payment of such tax, penalties, and interest. The county may use a certified public accountant licensed in this state in the administration of its statutory duties and responsibilities. Such certified public accountants are bound by the same confidentiality requirements and subject to the same penalties as the county under s. [213.053](#).

If the county delegates such authority to the department, the department shall distribute any collections so received, less costs of administration, to the county. The amount deducted for costs of administration by the department shall be used only for those costs which are solely and directly attributable to auditing, assessing, collecting, processing, and enforcing payments of delinquent taxes authorized in this section. If a county elects to delegate such authority to the department, the department shall audit only those businesses in the county that it audits pursuant to chapter 212.

(11) INTEREST PAID ON DISTRIBUTIONS.—

(a) Interest shall be paid on undistributed taxes collected and remitted to the Department of Revenue under this section. Such interest shall be included along with the tax proceeds distributed to the counties and shall be paid from moneys transferred from the General Revenue Fund. The department shall calculate the interest for net tax distributions using the average daily rate that was earned by the State Treasury for the preceding calendar quarter and paid to the General Revenue Fund. This rate shall be certified by the Chief Financial Officer to the department by the 20th day following the close of each quarter.

(b) The interest applicable to taxes collected under this section shall be calculated by multiplying the tax amounts to be distributed times the daily rate times the number of days after the third working day following the date the tax is due and payable pursuant to s. 212.11 until the date the department issues a voucher to request the Chief Financial Officer to issue the payment warrant. The warrant shall be issued within 7 days after the request.

(c) If an overdistribution of taxes is made by the department, interest shall be paid on the overpaid amount beginning on the date the warrant including the overpayment was issued until the third working day following the due date of the payment period from which the overpayment is being deducted. The interest on an overpayment shall be calculated using the average daily rate from the applicable calendar quarter and shall be deducted from moneys distributed to the county under this section.

History.—ss. 1, 2, 3, 4, 5, 6, 7, 8, ch. 77-209; s. 3, ch. 79-359; s. 72, ch. 79-400; s. 4, ch. 80-209; s. 2, ch. 80-222; s. 5, ch. 83-297; s. 1, ch. 83-321; s. 40, ch. 85-55; s. 1, ch. 86-4; s. 76, ch. 86-163; s. 61, ch. 87-6; s. 1, ch. 87-99; s. 35, ch. 87-101; s. 1, ch. 87-175; s. 5, ch. 87-280; s. 4, ch. 88-226; s. 6, ch. 88-243; s. 2, ch. 89-217; ss. 31, 66, ch. 89-356; s. 2, ch. 89-362; s. 1, ch. 90-107; s. 1, ch. 90-349; s. 81, ch. 91-45; s. 230, ch. 91-224; s. 3, ch. 92-175; s. 1, ch. 92-204; s. 32, ch. 92-320; s. 4, ch. 93-233; s. 1, ch. 94-275; s. 3, ch. 94-314; s. 37, ch. 94-338; s. 3, ch. 94-353; s. 1, ch. 95-133; s. 1434, ch. 95-147; s. 3, ch. 95-304; s. 1, ch. 95-360; s. 1, ch. 95-416; ss. 44, 46, ch. 96-397; s. 43, ch. 96-406; s. 15, ch. 97-99; s. 1, ch. 98-106; s. 58, ch. 99-2; s. 1, ch. 99-287; ss. 6, 11, 14, ch. 2000-312; s. 11, ch. 2000-351; s. 14, ch. 2001-252; s. 10, ch. 2002-265; s. 1, ch. 2003-34; s. 1, ch. 2003-37; s. 2, ch. 2003-78; s. 145, ch. 2003-261; s. 1, ch. 2005-96; s. 1, ch. 2009-133; s. 1, ch. 2012-180; s. 1, ch. 2013-168; s. 2, ch. 2016-6; s. 1, ch. 2016-220; s. 1, ch. 2017-36; s. 5, ch. 2018-118; s. 1, ch. 2020-10; s. 3, ch. 2022-5; s. 1, ch. 2022-214; s. 45, ch. 2023-8; s. 2, ch. 2023-157; s. 9, ch. 2024-2; s. 23, ch. 2025-8; s. 1, ch. 2025-208.



Ocala/Marion County Tourist Development Council By-Laws

LEGAL AUTHORITY:

Legal authority for the Marion County Tourist Development Council (the "Council") is found under Section 125.0104, Florida Statutes, known as "The Local Option Tourist Development Act", as subsequently amended, and Resolution No. 04-R-44 establishing the Council and stating the intent to levy a Tourist Development Tax (the "Act"). As an appointed Advisory Board, the Council is bound by State and County Laws, ordinances, and procedures governing the Council members and their activities, as well as procedures for reviewing expenditures of tourist development tax revenues.

OVERALL RESPONSIBILITIES:

The Ocala/Marion County Tourist Development Council's (TDC) primary responsibility is to advise and make recommendations to the Board of County Commissioners on matters related to tourism sales, marketing, and advertising in order to help increase overall visitation and lodging facility occupancy. The Council shall advise and make recommendations to the Board for the effective operation of the special projects and for uses of the Tourist Development Tax revenues to ensure conformity with the provisions of Section 125.0104, Florida Statutes.

The TDC members may not conduct the following: (i) attempt to authorize any form of distributions or purchases; (ii) attempt to approve the dissolution, merger, sale, pledge or transfer of any TDC assets; or (iii) attempt to elect, appoint or remove members or fill vacancies on the TDC.

1. The Council shall be composed of nine (9) members. One (1) member of the council shall be the Chairman of the Board of County Commissioners of Marion County, Florida, or any other member of the Board of County Commissioners as designated by the Chairman. The Council shall elect its Chairman. The remaining eight (8) members of the council shall be appointed by the Board of County Commissioners and shall have the following representative classifications:

(1) Two (2) members who are elected municipal officials, one of whom shall be from the most populous municipality in the County.

(2) Three (3) members who are owners or operators of motels, hotels, or other tourist accommodations in Marion County and subject to the tourist development tax.

(3) Three (3) members who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in Marion County and subject to the tax.

All members of the council shall be electors of Marion County. The members of the council shall serve staggered terms of four (4) years. Members of the council may be reappointed, provided they continue to meet the qualifications of membership. A vacancy on the council not occurring by expiration of term shall be filled by the Board of County Commissioners by appointment to fill the unexpired term.

2. **Terms.** All Council members shall serve for staggered terms of four (4) years, with the exception of the members of the municipalities and the Board who serve as appointed by their respective governing bodies. Their terms are subject to re-appointment or term expiration, whichever comes first. Board may designate the Council Chairman or allow the Council to elect a Chairman. Terms for the Chairman and Vice-Chairman of the Council shall be for one (1) year and they may be reappointed.
3. **Orientation.** For each term appointed, Council members shall participate in an orientation process, which shall include, but is not limited to, an overview of Sunshine Law, Public Records, Ethics (financial disclosure, gifts law, conflicts of interest) and relevant statutes, ordinances and operating policies. From time-to-time, the Council shall participate in a refresher briefing on the topics included in the orientation.
4. **Vacancies.** Should any seat on the Council become vacant, a replacement to serve the remainder of that term shall be appointed in the same manner as the appointment of the person whose absence created the vacancy.
5. **Removal/Resignation.** If any member fails to attend three (3) successive meetings without prior approval of the Chairman of Council or if any member fails to attend forty percent (40%) or more of all meetings within any calendar year, such fact shall reported to the Board of County Commissioners. Special consideration/leniency will be given for any absences due to Acts of God, personal illness/medical, and/or family emergencies. If one of the elected municipal or county officials on the Council is removed for this reason, the applicable governing entity shall be required to appoint another elected representative as their replacement. In the event a Council member no longer wishes to serve or no longer conforms to the criteria listed in in Florida Statute 125.0104 to hold the seat to which they were appointed, said Council member shall forward a letter to the Council and the Board stating these facts and shall additionally tender a letter of resignation along with this submittal.
6. **Agenda.** There shall be an official agenda for every Council meeting, which shall determine the order of business conducted at the meeting. The agenda will be prepared for each Council meeting by the Director. Individuals or entities wishing to place an item on an upcoming agenda for Council action must submit a written request to the Director at least two (2) weeks prior to a regularly scheduled meeting along with any supporting documentation. Department staff, and the County Attorney's Office if necessary, shall provide background information on each agenda item and such information shall be available to Council members at least two (2)

business days prior to a scheduled meeting. Except as otherwise provided for herein, non-agenda matters shall be confined to items that are informational only.

7. **Minutes.** Written minutes shall be kept of each Council meeting. A written summary of each meeting shall be presented at the next Council meeting for approval by Council members and signed by the Council Chairman. Minutes will then be sent to the Clerk's Office to be placed on the next BCC Agenda under Notation for Record. Such written summary shall include the Council members in attendance, major items of discussion, formal action taken at such meetings, and items presented during public comments. The Council shall abide by Florida Statutes in regard to minutes and public participation.
8. **Voting.** TDC members *must* recuse themselves and abstain from *voting or recommending* any marketing activities, expenditures or funding from which they, their business or their employer will directly benefit. Any member that abstains from voting must complete Form 8B – Memorandum of Voting Conflict for County, Municipal, and Other Local Public Officers within 15 calendar days of when the vote occurred for the voting record maintained by VCB staff. Roll call will be taken on each vote relating to financial recommendations. Items will be voted on individually, rather than collectively.
9. **Council Meetings.** The TDC will meet at least once a quarter, with additional meetings or workshops set up by a vote of its members.
10. **Notice.** All meetings are open to the public, must adhere to State of Florida Sunshine Laws and must be publicly advertised in advance, in keeping with County policy.

These By-Laws may be amended from time to time by the Board of County Commissioners. The Council may provide recommendations to the Board as to proposed modifications.

[View this email in your browser](#)



Marion County

Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release
December 30, 2025

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

Board of County Commissioners Zoning, final hearing

All meetings take place at 2:00 p.m. on the third Tuesday, and 1:30 p.m. on the third Wednesday of each month in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. First Tuesdays are as needed. For more information, contact Growth Services at 352-438-2600.

Jan. 6*	Jan. 20	Feb. 17	Feb. 18	March 17	March 18
April 21	April 22	May 19	May 20	June 16	June 17
July 21	July 22	Aug. 18	Aug. 19	Sept. 1 *	Sept. 15
Oct. 20	Oct. 21	Nov. 17	Nov. 18	Dec. 15	Dec. 16

*Altered schedule (date/time) - These meetings will be held at 1:30 p.m.

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.

Jan. 14	Feb. 11	March 11	April 8	May 13	June 10
July 8	Aug. 12	Sept. 9	Oct. 14	Nov. 12*	Dec. 9

*November meeting will be held on Thursday to adjust for the Veterans Day holiday closure.

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. 26	Feb. 23	March 30	April 27	May 27*	June 29
July 27	Aug. 31	Sept. 28	Oct. 26	Nov. 30	Dec. 28

*Altered schedule (date/time) - due to holiday closure

Local Mitigation Strategy

All meetings take place at 10 a.m. on the third Wednesday quarterly in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 21	April 15	July 15	Oct. 21
---------	----------	---------	---------

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 Kim Lamb at 352-438-2600.

Jan. 5	Feb. 2	March 2	April 6	May 4	June 1
July 6	Aug. 3	Sept. 14*	Oct. 5	Nov. 2	Dec. 7

*Altered schedule (date/time) - due to holiday closure

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. 15	Feb. 26	March 26	April 23	May 21	June 25
Aug. 27	Sept. 24	Oct. 22	Nov. 19		

Land Development Regulation Committee

The Land Development Regulation Committee will hold workshops at 5:30 p.m. the first and third Wednesday of each month, in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 7	Jan. 21	Feb. 4	Feb. 18	March 4	March 18
April 1	April 15	May 6	May 20	June 3	June 17
July 1	July 15	Aug. 5	Aug. 19	Sept. 2	Sept. 16

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. 12	Feb. 9	March 9	April 13	May 11	June 8
July 13	Aug. 10	Sept. 14	Oct. 12*	Nov. 9	Dec. 14

*Location Change: Marion County Museum of History and Archaeology - 307 SE 25th Terr., Ocala.

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

Housing Finance Authority of Marion County

The Housing Finance Authority of Marion County will meet at noon on the third Wednesday of each month. Meetings will be held at the McPherson Governmental Campus, conference room A, 601 SE 25th Ave., Ocala. For more information, please call 352-322-1987.

Jan. 21	Feb. 18	March 18	April 15	May 20	June 17
July 15	Aug. 19	Sept. 16	Oct. 21	Nov. 18	Dec. 16

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

Jan. 15	April 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. 5	Jan. 12	Jan. 19*	Jan. 26	Feb. 2	Feb. 9
Feb. 16	Feb. 23	March 2	March 9	March 16	March 23
March 30	April 6	April 13	April 20	April 27	May 4
May 11	May 18	May 25*	June 1	June 8	June 15
June 22	June 29	July 6	July 13	July 20	July 27
Aug. 3	Aug. 10	Aug. 17	Aug. 24	Aug. 31	Sept. 7*
Sept. 14	Sept. 21	Sept. 28	Oct. 5	Oct. 12	Oct. 19
Oct. 26	Nov. 2	Nov. 9	Nov. 16	Nov. 23	Nov. 30*

*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 following Monday's, in the Hills of Ocala clubhouse, 10475 SW 136th Terr., Dunnellon. For more information, call Peter Hodges at 352-438-2650.

Feb. 2 May 4 Aug. 3 Nov. 2

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. 13 Feb. 10 May 12 Sept. 8 Oct. 13

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. 13 Feb. 10 April 14 July 14 Oct. 13

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. 15 Feb. 19 March 19 April 16 May 21 June 18
July 16 Aug. 20 Sept. 17 Oct. 15

Rainbow Lakes Estates Public Advisory Board

The Rainbow Lakes Estates Public Advisory Board meets at 6:30 p.m. (unless otherwise stated) on the third Thursday of each month in the Rainbow Lakes Estates Community Center, 4030 SW Deepwater Court, Dunnellon. For more information, contact Jennifer Normoyle at 352-489-4280.

Jan. 15 Feb. 19 March 10* April 16 May 21 June 18**
July 16 Aug. 20 Sept. 17 Oct. 15 Nov. 19

* 10 a.m. budget workshop for FY 2026/27

** 10 a.m. BCC budget hearing for FY 2026/27. 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.

TPO Advisory Boards**Transportation Planning Organization (TPO) Board**

TPO Board meetings are held at 3 p.m. on the below dates at the McPherson Governmental Campus, 601 SE 25th Ave., Ocala.

Jan. 27 March 24 April 28 May 26 June 23 Aug. 25
 Sept. 22 Oct. 27

Transportation Disadvantaged Local Coordinating Board (TDLCB)

TDLCB meetings are held quarterly at 10 a.m. on the below dates in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala.

March 12 June 11 Sept. 10 Dec. 10

Citizens Advisory Committee (CAC)

CAC meetings are held at 1 p.m. on the following dates in the Marion County Growth Services training room, 2710 E. Silver Springs Blvd., Ocala.

Jan. 13 March 10 April 14 May 12 June 9* Aug. 11
 Sept. 8 Oct. 13

* Joint CAC-TAC at 1 p.m.

Technical Advisory Committee (TAC)

TAC meetings are held at 2:30 p.m. on the 2nd Tuesday of the month (when scheduled) at the Marion County Growth Services training room, 2710 E. Silver Springs Blvd., Ocala, FL 34470

Jan. 13 March 10 April 14 May 12 June 9* Aug. 11
 Sept. 8 Oct. 13

* Joint CAC-TAC at 1:00 p.m.

Member and Appointee Participation**Soil & Water Conservation District Board**

The Marion County Soil and Water Conservation District Board will meet 9:30 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. 12 Feb. 9 March 9 April 13 May 11 June 8
 July 13 Aug. 10 Sept. 14 Oct. 12 Nov. 9 Dec. 14

East Central Florida Regional Planning Council

The East Central Florida Regional Planning Council will meet at 10:30 a.m. on the third Wednesday of the months listed at 455 N. Garland Ave., 2nd Floor, Orlando, FL 32801 (unless otherwise noted). For more information, call 407-245-0300.

Feb. 25* April 15 May 20 Aug. 19 Sept. 16

Smyrna Beach, FL 32168

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

Central Florida MetroPlan Orlando Alliance

All scheduled meetings begin at 10 a.m. on the below dates at MetroPlan Orlando, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. For more information, contact the office at 407-481-5672.

Feb. 13 April 10 June 5* Oct. 9

*Next joint meeting with Sun Coast Transportation Planning Alliance

SW Florida Water Management District Springs Coast Steering Committee

The schedule meetings begin at 2 p.m. on the below dates (subject to change) at the Brooksville office, 2379 Broad St., Brooksville, FL 34604. For more information, contact 352-796-7211 ext. 4400.

March 4 July 22

Withlacoochee Regional Water Supply Authority

All scheduled meeting begin at 3:30 p.m. on the following Wednesdays at the Lecanto Government Building, Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461. For more information, contact the office at 32-527-5795 or visit wrwsa.org

Jan. 14 March 18 May 20 July 15 Sept. 9

###



Copyright © 2025 Marion County Board of County Commissioners, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



[View this email in your browser](#)



Marion County
Board of County Commissioners



Marion County Public Relations 601 SE 25th Ave., Ocala, FL www.MarionFL.org

Immediate release
January 5, 2026

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:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
January 15 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: Ak3cU2Se Meeting ID: 220 092 263 328 94 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 650 969 160#</p> <p>Meeting Link: <u>https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzJkZDhhNzctZTM1OC00YjcyLTgxMjktMGI5MDVjZWZM3Yjkz%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</u></p>	Candace Shelton 352-438-2800

		<p>Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	
<p>February 26 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: 4xt6gZ6H Meeting ID: 211 063 503 131 58 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 982 198 967# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_M2JiN2UzZWltNTBiZC00OGYyLTk5ZmltZjgwNDAyYjYwOWE0%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>
<p>March 26 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: WK9Md3AR Meeting ID: 289 440 311 141 23 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 501 266</p>	<p>Candace Shelton 352-438-2800</p>

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzBmNTI2ZDktMjU5My00ZjY1LWlxZGYtNTI0YTJjMjk2YWVm%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d

send evidence/comments to:
Candace.Shelton@marionfl.org
 OR
 109 W. Silver Springs Blvd.
 Ocala, FL 34475

in person

Visitors & Convention Bureau
 Conference Room
 109 W. Silver Springs Blvd
 Ocala, FL 34475

online

Password: LM2Ku9is
 Meeting ID: 285 483 829 714 5
 Phone Number: [+1 321-245-5074](tel:+13212455074)
 United States, Orlando
 Phone Conference ID: 435 573
 342#

Meeting Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmQ4NjQxYzltM2lyMS00MTMwLWFiNzgtNWYxNTAyZTQwM2I1%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d

send evidence/comments to:
Candace.Shelton@marionfl.org
 OR
 109 W. Silver Springs Blvd.
 Ocala, FL 34475

April 23
9:00 a.m.

Tourist Development Council

Candace
Shelton
352-438-2800

<p>May 21 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: ax9mK2my Meeting ID: 211 400 830 668 54 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 394 106 347#</p> <p>Meeting Link: https://teams.microsoft.com/join/19%3ameeting_OTQ3ODk4YjktYmJIOC00ZTc5LWlzZTkMGM1ZTc4N2JhNDk2%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>
<p>June 25 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: Am7ov7Yf Meeting ID: 220 969 420 989 88 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 342 642 737#</p> <p>Meeting Link: https://teams.microsoft.com/join/19%3ameeting_MTYwOGM1NzQtYTlyYi00NmMxLWE1ZTkZlZWQy</p>	<p>Candace Shelton 352-438-2800</p>

Subscribe	Past Issues		Translate ▼	RSS	
			<p>5a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>		
August 27 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: wG3rg2MU Meeting ID: 239 292 421 085 39 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 303 463 91# Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_NWYxOWUyY2MtNmMzMS00ZGVlTg5NDEtNDc0M2JiZWUzMDdl%40thread.v2/0?context=%7b%22id%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</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	
September 24 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p>	Candace Shelton 352-438-2800	

Subscribe	Past Issues		Translate ▾	RSS	
			<p>Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 156 021 040# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ZjBkYWE0NDctOWM4My00YjdILThINmEtNmU2MGQwMzgxNWlw%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</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>		
October 22 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: HC7iA7vb Meeting ID: 252 645 304 743 88 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 367 276 678# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ZjBjNTRiYjctYzg1ZC00MDBkLTg4NWQtY2UxMzQ3M2E1MmVm%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</p>	Candace Shelton 352-438-2800	

		<p>OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	
<p>November 19 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: H6oE6pF2 Meeting ID: 256 994 309 472 13 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 731 469 595# Meeting Link: <u>https://teams.microsoft.com/join/19%3ameeting_ZjY1YTViNDEtNzZkYS00M2VILWlxNDctNzk5MjUyNTRlZjA0%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</u></p> <p>send evidence/comments to: <u>Candace.Shelton@marionfl.org</u></p> <p>OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>

###







Marion County Tourist Development Council

Agenda Item

File No.: 2026-22738

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:

MOTION: Approval of March 2026 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approve the Tourist Development Council Minutes from March 2026

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, March 26, 2026

9:00 a.m.

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

Mr. Christopher Fernandez 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:

Christopher Fernandez, Danny Gaekwad, Rich Larkin, Commissioner Ron Livsey, Councilmember Barry Mansfield, Commissioner Michelle Stone and Bobby Walker.

Staff:

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

Guests:

Ileana Frascone, Miles Partnership; Tammy McCann, Marion County Tax Collector's Office; Jason Varnum, ProAm Softball; Paresh Chhatu, Hilton Garden Inn; Ben Baugh, 352 Today; Dana Olesky, Chief Assistant County Attorney, Marion County

Notice of Publication

Notice was published on the County Website on January 5, 2026 including Teams information.

Approval of Minutes

A motion was made by Rich Larkin, seconded by Councilmember Barry Mansfield, to adopt the minutes from the February 26, 2026 Tourist Development Council Meeting with scrivener's corrections. The motion was unanimously approved by the council (7-0).

Acknowledgment of Financials – February 2026

Mr. Danny Gaekwad inquired if there were any extraordinary items in the financials.

Ms. Sky Wheeler replied there was nothing unusual and added that there will continue to be some budget amendments as finance has made some adjustments in alignment with finance's accounting standards.

A motion was made by Commissioner Michelle Stone, seconded by Bobby Walker, to review and approve February 2026 Financials. The motion was unanimously approved by the council (7-0).

Report from Chair

Presentation: Tourist Development Tax Collection Update, Marion County Deputy Tax Collector, Tammy McCann

Ms. McCann advised that 23 new accounts were created with Deckard from February 26 to March 26, 2026 with a total of 1,359 accounts. Ms. McCann expressed collaborating with the VCB team to present a Meet and Teach regarding short-term rentals on April 22nd, with more to come in future, as she believes short-term rental owners need help with understanding ordinances and how to pay via the tax collector's website.

Mr. Gaekwad inquired as to the number of accounts.

Ms. McCann replied that there are 1,359 accounts which encompass all short-term rentals including hotels.

Motion: TDC Chairman/Vice-Chairman Vote

Mr. Fernandez instructed members to cast votes on ballots found at their seats and to hold them up for collection.

Mr. Gaekwad verified with Mr. Fernandez that Mr. Rus Adams was current Chairman and Mr. Fernandez was Vice-Chairman.

Ms. Wheeler tallied the collected votes and announced that Mr. Fernandez received the appropriate votes to be Chairman. Mr. Wheeler then distributed new ballots to take a new vote for Vice-Chairman as Mr. Fernandez also received majority vote for Vice-Chairman.

Mr. Bobby Walker advised he would prefer not to be considered for Vice-Chairman explaining he is still new to the council and inexperienced.

Ms. Shaffer added that Mr. Rus Adams, although not in attendance, communicated to her he would consider coming back on as Vice-Chairman.

Mr. Corry Locke collected the ballots.

Mr. Gaekwad left the meeting at 9:10 A.M.

Ms. Wheeler announced that Mr. Rus Adams received the appropriate votes for Vice-Chairman.

A motion was made by Commissioner Michelle Stone, seconded by Mr. Rich Larkin, to approve Mr. Christopher Fernandez as the TDC Chairman and Mr. Rus Adams as the TDC Vice Chairman. The motion was unanimously approved by the council (6-0).

Funding Requests

Mr. Fernandez announced that the following funding requests meet all of the criteria for consent consideration under Resolution 25-R-219 which governs the 4 funding programs and can be moved as one item if the board chooses to do so, however due to the nature of item 6.4, staff is recommending that it be moved separately since the event planners have contracts with several Tourist Development Council hotel partners that may create a conflict of interest.

A motion was made by Commissioner Michelle Stone, seconded by Mr. Bobby Walker, to approve items 6.2-6.3 as presented. The motion was unanimously approved by the council (6-0).

Mr. Gaekwad returns to the meeting at 9:12 A.M.

Ms. Dana Olesky recommended that 2 present board members. Mr. Larkin and Mr. Gaekwad, abstain from voting advising the vote will still have a quorum.

A motion was made by Commissioner Michelle Stone, seconded by Commissioner Ron Livsey, to approve items 6.4 as presented. The motion was unanimously approved by the council (5-0) with Mr. Gaekwad and Mr. Larkin abstaining.

Mr. Larkin asked for a brief explanation of the funding.

Mr. Locke answered that the intended use of funding on the application reflected marketing expenses, advertising, and event production expenses.

Staff Updates

Presentation: Revised America 250 Media Plan

Ms. Shaffer then spoke regarding the America 250 Media Plan, which originally had a \$500,000.00 approved budget, explaining that the department had found ways to use the current media plan to be proactive and deliver initiatives through an efficient and effective marketing plan. Ms. Shaffer explained that this plan will even be carried out beyond July 4th into the shoulder seasons for summer and fall in which the most activity is needed. Ms. Shaffer then introduced Ms. Ileana Frascione of Miles Media and advised several of the Miles Media team members had joined remotely to help guide through the media plan.

Ms. Frascione advised it was a pleasure to join the meeting again to review the progress and planning for the America 250 plan, what the team has been working on, and outline the strategy. She advised the purpose of the campaign was to celebrate America's 250th birthday by positioning Ocala/Marion County as a premier Florida travel destination for a patriotic

celebration during the shoulder season of late spring, summer and leading into fall to generate community pride and economic impact. Ms. Frascone elaborated that the timing included onboarding, Mr. EJ Neives, the content creator for programming starting in March to July with the full plan activating in May through August. She explained that the target audience is leisure travelers, which is aligned with the marketing plan at large with some notable differences, aged 25-64, especially families, couples, and multigenerational road-trippers seeking affordable, outdoorsy escapes.

The secondary audience is history buffs, equestrian enthusiasts, empty-nesters, nature enthusiasts and regional travelers exploring America 250 heritage routes and national park/monument stops. Ms. Frascone moved onto the campaign's theme which is to Celebrate, Explore, Remember – America 250 in Ocala/Marion County with the strategies of destination awareness and amplification. She continued explaining that the plan included telling the good story of Ocala/Marion County as an all-American destination, unified messaging across all touchpoints, integration of local events including dining, things to do and places to stay which is all the reliable content to drive economic impact and encourage return visitation. She advised they are instilling a concept for future return travelers. Ms. Frascone advised the success measure would be similar to all of their media programming by very targeted Key Performance Indicators (KPI). She continued to explain the breakdown as Awareness KPIs which included impressions, reach, and video completion rate, Engagement KPIs like click-through rate, content interaction and landing page visits, Conversion KPIs which include bookings, Arrivalist lift, spendlift, and online travel agency referrals, and lastly advocacy KPIs which encompasses PR programming, social sharing, and work with content creators. She advised they will be providing post-campaign reports monthly to assure benchmarks are being meant.

Ms. Frascone then explained the primary geographic focus was the Florida drive markets being Orlando, Tampa, Jacksonville, Tallahassee and Gainesville and secondary markets being the southeast drive markets within 6-9 hours away including Atlanta, Savannah, Charleston, Birmingham and Nashville. She added a couple national channels, VF co-ops and AAA On the Go, layered in contextual targeting for road trips, family travel, and Florida vacations. Ms. Frascone transitioned into the integrated media funnel approach to the paid media strategy which consisted of three tiers. She further explained at the top is Awareness which consisted of Out of Home, Connective TV and PR initiatives with the objective to build reach and visibility. The next tier explained was Engagement where there are display tactics, eblast and social to encourage interaction and site traffic. The final tier was Conversion being OTA, like Expedia, and Search where they drive to actually book and find measurable ROI within purchasing. Ms. Frascone recommended the first buy to be with Carvertise, a partner they have worked with previously, which would involve deploying a fleet of 13 boldly wrapped patriotic "Road to Ocala" creative rideshare vehicles over a 12-week period with activation at 6 high-impact swarms assigned to Tampa.

Mr. Gaekwad inquired if all vehicles would have the same wrap and graphics.

Ms. Frascone answered that the graphics will be the same for consistency and in the past they have worked with some minor color differences.

Ms. Frascone continued to explain the vehicles would be at major events in Tampa for example the Tampa Bay versus Red Sox baseball game, Chris Stapleton and Jellyroll concerts, and the Florida Seafood Festival.

Mr. Gaekwad queried if cars were in use when not at an event and for verification if using Uber vehicles.

Ms. Frascone advised the vehicles were rideshare, both Uber and Lyft, and they would be an branded experience geared to surprise and delight at events adding that within the vehicles there will be a QR code linking to the America 250 landing page to drive the measurable engagement and awareness. She supplemented that reach will be extended through digital re-targeting as they anticipate about 14 million impressions to reinforce the messaging with a May through July timing.

Mr. Gaekwad inquired as to the meaning of the slogan on vehicles of “Find Your Freedom Here!” as opposed to relating more to celebrating America’s 250th slogan.

Ms. Wheeler answered advising it meant the freedom to do what you want to do.

Mr. Larkin agreed with Mr. Gaekwad and inquired as to the thought process on how the slogan was achieved.

Ms. Frascone advised her team works on the media buying and they don’t handle the creative and that when working with the creative team they did not want to be too specific allowing for broader time period travelers.

Ms. Wheeler advised the creative is managed internally and can be revisited further explaining the wrap picture shows people jumping into the springs which is an intended target market receiving the most engagement on other platforms. Ms. Wheeler added that adjustments can be made and the messaging refined.

Mr. Larkin reflected that he doesn’t feel people relate Ocala with the springs from Tampa and Orlando.

Ms. Wheeler explained that there is considerable data that supports the relationship. She pointed out there are two sides to the wrap and the other pulls the equine perspective adding that the back window is the call to the website. Ms. Wheeler explained that targeting starts from the rider’s digital device through location sharing serving them directed follow up digital content.

Mr. Gaekwad inquired as to how many events will be targeted, how long will the vehicles stay and who pays for the wrap.

Ms. Frascone indicated four vehicles would stay two hours at six events and the wrap price is included with the buy. She further explained that Carvertise guarantees impressions, a certain amount of traffic and often there is flexibility with good media partner buys, and they bundle in an extra event.

Mr. Gaekwad queried as to whom Carvertise was and had there been past business.

Ms. Wheeler advised that the VCB have done business previously and won awards doing campaigns with Carvertise.

Ms. Frascone transitioned into marketing with the AAA Travel Media to reach highly engaged regional travelers across trusted AAA platforms. She further explained in order to do that they will leverage a Florida-targeted eNewsletter, with distribution at 1 million, to drive awareness during peak summer planning period and extended the impact with a full page with On the Go digital publication that goes to 3.2 million members which includes a 400-word story and a sponsored event feature to deepen engagement, adding they like opportunities with the editorial mix. Ms. Frascone continued that they would highlight “Road Trip to History” and America 250 messaging positioning Ocala/Marion County as an easy, family-friendly getaway.

Mr. Gaekwad added that they need to give specifics of why visitors would come to Ocala for the “Road Trip to History” potentially putting that on the Carvertise wrap.

Ms. Frascone continued that the campaign with AAA Travel Media would encourage trip planning through itinerary driven storytelling and drive market accessibility with the flight being in May or June.

Ms. Frascone moved onto the next approach with the Expedia Group to reach high-intent travelers actively planning trips and redirect consideration to Ocala/Marion County. She continued that they would implement competitive conquering within searches for nearby destinations which is a very targeted approach at Orlando, Tampa and Gainesville. She continued explaining they plan to leverage placements including Homepage Marquee, Partner Gallery, and listings across Expedia and Vrbo to maintain visibility through the booking journey. She advised they are going to target travelers using a combination of IP-based geo targeting and search intent signals, including Florida drive markets and key Southeast feeder cities such as Atlanta, Nashville and Charleston and align targeting to family travelers and history/culture travel themes to support America 250 messaging.

Ms. Frascone moved into explaining the social approach with a targeted social campaign promoting Fourth of July events, including creative tailored by location, interests, and behaviors to reinforce the “Celebrate, Explore, Remember” theme including Independence Day fireworks celebrations at Wrigley Fields, Ocala/Marion County Veterans Memorial Park, Dunnellon High School and Belleview Sportsplex and a patriotic parade. She further detailed their plan to use carousel and single-image ads to drive site traffic and trip planning, paired with video formats, vertical and horizontal, that immerse audiences in America 250 visuals while implementing retargeting to re-engage warm audiences already interacting with the site and social content, converting awareness into visitation intent. She advised the platforms would be Facebook and Instagram.

Mr. Larkin inquired if the images would all be stills.

Ms. Frascone advised that there will be video also.

Mr. Larkin expressed that people are more drawn to videos.

Commissioner Michelle Stone verified that target area is out of Marion County and asked if the

contract approved last month with Mr. EJ Neives will link together with this initiative.

Ms. Frascone advised the presentation will cover that shortly and this initiative is the paid piece that goes out of market whereas Mr. Neives is the organic piece involving him traversing around regionally with editorial freedom to capture events through his local eye perspective.

Ms. Frascone then moved onto the topic of search advising they maintain a strong always-on SEM presence through the traditional media plan which is dedicated to the America 250 branding. She continued that they also plan to work with performance max and demand generation campaigns to optimize around the event targeting high-intent users searching for travel in Florida's drive markets directing them to campaign landing pages that feature itineraries, events, and partner offers. They also plan to integrate campaign creative and copy tied to the "Road Trip to History" theme to connect search intent with the larger America 250 story. Ms. Frascone added they plan to align creative to America 250 and "Road Trip to History" reinforcing Ocala/Marion County as an accessible, experience-rich destination which would be exciting to maximize impact through a 25% Visit Florida co-op match, increasing media efficiency and overall reach.

Ms. Frascone transitioned to the Visit Florida co-op Digital Out-of-Home buy explaining that it's a high-impact unit in key feeder markets to drive consideration for Ocala/Marion County which includes billboards, transit and pedestrian environments reaching travelers in high traffic moments. She explained the plan would be to utilize programmatic targeting to align placements with travel, lifestyle, and cultural environments that index with target audience positioning Ocala/Marion County as an easy, drive-market getaway for Atlanta, driving consideration and trip planning.

Ms. Frascone then presented the next Visit Florida co-op as Amazon Streaming TV reaching travel audiences through premium, full-screen video environments across Prime Video, Freevee, and live sports/news inventory to deliver broad, high-impact awareness. She added that it would be nationwide, excluding Florida, targeting using Amazon's first party data to reach users based on behaviors, interests, and purchase signals around Arts & Culture, Culinary, Outdoors & Nature and Sports. She continued to explain that Amazon tracks purchases so the content being served later is based on purchase history. She added that the creative aligned with America 250 and "Road Trip to History" using sight, sound and motion to inspire visitation again with a 25% Visit Florida co-op match.

Ms. Frascone explained the next Visit Florida Co-op would be with TripAdvisor displaying native programing leveraging display and native placements to stay present through the consideration phase and influence destination selection. She continued explaining that it would target nationwide, excluding Florida, and in-market users researching Florida and competitive destinations to redirect demand to Ocala/Marion County. She added the creative would align with the themes and highlight cultural attractions, events, and nearby experiences. Ms. Frascone advised they would utilize Visit Florida's first-party data and co-op efficiencies to maximize reach and cost efficiency.

Mr. Larkin asked how would we know who the audiences is for TripAdvisor as he looks at it like

a fading platform similar to Priceline.

Ms. Frascone advised periodically they do an audit of TripAdvisor and Expedia to verify their relevancy and it continues to be one of the best ways to measure conversion.

Ms. Frascone continued the presentation explaining the PR portion to bring the story to the media by coordinating an America 250 Satellite Media Tour in the early summer creating buzz, boost media coverage and drive traveler intent across Florida and key Southeast drive markets. She outlined that a VCB spokesperson would conduct interviews with multiple media outlets to promote Ocala/Marion County as an All-American destination leveraging both earned and owned channels to maximize reach and awareness. She further explained hosting a media FAM trip, with 4-6 regional journalists, in mid to late summer to keep the momentum and bolster the off-season by experiencing the region's patriotism, heritage, equine culture and outdoor adventures to develop stories showcasing these experiences advising the goal is to generate rich, lasting content that inspires travel.

Ms. Frascone moved her presentation onto the Content Creator program collaborating with local content creator, Mr. EJ Nieves, who will tell the story of Ocala/Marion County as an All-American destination leading up to the America 250 celebration through the lens of local businesses and events with 6-10 posts a week on Facebook and Instagram in March through July. She advised the program was approved by the TDC in February and they are excited to see how the program materializes.

Ms. Frascone closed with a media plan flowchart showing the partner, placement, markets to be targeted, run periods and spend.

Mr. Larkin verified that total spend for America 250 was roughly \$378,000.00 and commented every community is going to be pushing America 250 thinking realistically that people will not come from Atlanta to Ocala as Atlanta will have their own celebration. He inquired if we are looking to pull travelers to Ocala from Atlanta or traveler's passing through.

Ms. Frascone answered with a hypothetical situation explaining that if you lived in Atlanta full time and were tired of the hustle and bustle of the city, you may be looking to get out and have a road trip with your family during the summer off-season to come down and enjoy hence why they are targeting families and day-trippers who are trip planning to explore some unique offerings out of their hometown. She added that Atlanta is a strong market for Ocala/Marion County and their placements are trying to catch others driving down I75.

Mr. Larkin requested to return the presentation to the visual stills of a horse jumping and the Marion County America 250 logo advising that those images grabbed him as he views them and then reads the content. He continued that the car wrap does not do the same and the colors are too soft and blending.

Mr. Fernandez advised his wife has been using ChatGPT to plan family road trips and it leads to individual events. He added he likes the diversity in the whole marketing package. He asked how long traditional advertising methods will be valid with the evolution of artificial intelligence chatbots or will they remain valid as through the advertising chatbots get information and how

should we tailor our spend to enhance chatbot driven information.

Ms. Frascone advised that is why their plan is diversely tailored to catch different people at various planning stages. She communicated that search is an important buy as certain settings through Google can be set for AI Generative search as there are still paid pieces within that. She added that search engines will produce the most qualified sites which by nature are DMO sites so making sure the website is up to date as possible as that is where the information is pulled from. She supplemented that ChatGPT is going to help with the inspiration process and from there people would move onto TripAdvisor or Ocala/Marion County's website to get more information on specifics. Ms. Frascone counseled that she doesn't feel that one will replace the other but it is something that needs to be planned for in content approach.

Mr. Gaekwad stated that he was looking through the website at the celebration events and asked who is paying for all of it and how much.

Ms. Shaffer answered that it was approved for \$500,000 but after reviewing the media plan it was decided to optimize efficiency and present a spend of \$377,000 to the council in which the TDC is paying for with Visit Florida components picking up 25% costs.

Mr. Gaekwad asked if the department missed some of the Visit Florida monies.

Ms. Shaffer advised some, but the options presented by Ms. Frascone were the most prudent in the remaining inventory and could extend market penetration.

Mr. Gaekwad requested an explanation of the mathematics.

Ms. Wheeler explained that Visit Florida's co-op programs are structured where we have an investment and they plus up the investment by 25% so we do not see those funds just the results of the funds as they go in and buy a bigger piece of the media.

Mr. Larkin asked what the spend was for in August.

Ms. Wheeler answered it was to continue to drive the summer season and added that a clarifying point that not everyone is going to come on the 4th of July, but we would like to be in their thought process before children go back to school for road trips. She supplemented that working with the Miles team it was decided to push through Labor Day.

Mr. Larkin asked if it would utilize the America 250 campaign language or generic marketing.

Ms. Wheeler advised it would have some of the America 250 components but not the come for fireworks aspect more aligned with visit for fun.

Mr. Gaekwad conjectured that 4th of July was the main event although he could not find much on the website.

Mr. Fernandez asked if the website was still being developed.

Ms. Wheeler advised that VCB does not manage the Marion Celebrates 250 website.

Mr. Gaekwad asked what the TDC website was.

Ms. Wheeler explained OcalaMarion.com has an America 250 page which navigates all our traffic with our messaging and itinerary building that is more tourism based.

Mr. Gaekwad advised he felt for the \$370,000 there would be a monumental event, like a concert, in which thousands of people would attend.

Ms. Shaffer counseled that the plan is to extend the opportunity to come to an All-Americana place by marketing the entire destination with messaging that drives the shoulder season of summer and launch into fall destination wide. She added that there are so many people that have children going back to school but the empty-nesters and people with expendable funding will come for culinary, arts and culture. She supplemented the plan will be capitalizing on creating messaging around those audiences to help build the shoulder season opportunities.

Mr. Gaekwad advised he believes it is a “feel good” campaign which he feels good about.

Mr. Larkin added that you cannot measure the ROI but it is something we need to do.

Ms. Frascone presentation ended and Ms. Shaffer introduced Ms. Heller to present the Marketing and Communications Update.

Marketing and Communications Update

Ms. Heller advised this would be a brief update adding the marketing and communications update would be for this month and the breakdown for digital placements that are January through February. She explained the report is for the currently running media, some industry and advocacy communication efforts and a recap of recent PR efforts. She stated that this type of report will be presented when she is not doing the quarterly report. She advised the current running media consists of Visit Florida Vacation Guides, Sports Planning Guide, CEP Relocation Guide and Atlanta Parent explaining that with the print media there is also complimentary digital media that comes with it like Geoblast. She listed the billboard ads and digital media like banner ads in which some are videos. Ms. Heller explained there are what appears to be organic articles that are paid media placements along with podcasts. She explained a unique placement in Simpli.fi which places a geofence around select conferences and industry events, whether we attend or not, reaching planners through media planner messaging and after the event we can use re-targeting to continue to show our destination to those planners. She continued onto the next slide which outlined the Industry/Advocacy Communications showing some of the communications sent out, events attended and presentations completed. Ms. Heller reviewed the Public Relations portion which comprised recent press trips and press releases.

Ms. Shaffer then introduced Mr. Corry Locke to present the sales update.

Sales Update

Mr. Locke started with today’s approvals of Patriot Games Invitational and the JFCA and one other being the ProAm Road to the World Series Qualifier which is to take place May 22-23rd, 2026 at the Ocala Regional Sports Complex. He further advised ProAm was late to secure May funding, but they were able to move forward on funding for the July tournament. He added

that they are working on a 3rd tournament to take place in later summer to is to be presented to the board in the next couple months. Mr. Locke then moved into the Leads section.

Mr. Larkin asked what JFCA Hottest Show on Earth stood for.

Mr. Locke responded it was the Junior Florida Cattlemen's Association which was approved this morning for the July show at the Southeastern Livestock Pavilion.

Mr. Locke continued onto Uncle Charlie's softball tournament, which is a mid-west brand based out of Ohio doing a lot of tournaments in the mid-west who have never been to Florida. He continued that they have made contact to come into the Florida market and are currently working with Parks and Recreation at Shocker Park. He added that an RFP went out to the hoteliers last month. Mr. Locke then moved onto another opportunity which was the Going on Faith Conference and Group Travel Con which are under the same conference organization called Group Family Travel. He explained he is working with them to host one or both conferences and going through the details of their RFPs while planning to keep the council updated on progress. He then moved onto the Millennial Health Care Annual Summit which was sent to the sales team through Cvent and they are potentially trying to bring the event in November. He next reviewed the Florida BASS Nation Youth Tournament, which is a statewide organization for fishing, the youth division, to be potentially hosted at the Heagy-Burry boat ramp on Orange Lake on February 19-21, 2027. Mr. Locke's lead list ended with Connect South, also known as Informa, which also hosts Connect Marketplace, a large tradeshow staff attends every year. He continued that they have multiple conferences that they do and is to be potentially held in October of 2027. He added that Connect had a site visit last month that went very well and they are working on the RFP. Mr. Locke moved onto the Ongoing Leads list in which the only change was the Florida and Alabama RV Park and Campground Association which has a planned site visit in June, adding it is a big conference and opportunity which is being hosted in Daytona this year. Mr. Locke moved onto Lost Business being the Florida Rolls Royce Owners' Club which was lost to The Villages as the venues we offered did not work out for 2026.

Mr. Gaekwad asked what the venues were.

Mr. Locke advised that an RFP was sent out and several hotels responded and they were not able to come to an agreement. He advised he was not privy to the direct conversations.

Mr. Locke lastly presented the Conferences/Tradeshows portion of his update explaining the department is a member of MPI which does a Spring Showcase which is to be held in Jacksonville on April 2nd with Mr. Bryan Day in attendance to represent Ocala/Marion County.

Mr. Larkin posed a question to Commissioner Stone inquiring whether the county has ever studied the opportunity of a meeting facility considering the growth of hotels being built.

Commissioner Stone advised that the VCB had done a study within the last 18 months and suggested he should be provided with a copy.

Ms. Shaffer noted that she was recently provided with a large 423 page binder that she could review with him advising there could be a phase 2 added which will look at all the parks in the

county that could potentially be converted into regional parks. She continued explaining that the long-range tourism plan for the county is being prepared looking at the next 3 to 5 years which will contain the steps needed to answer that question.

Mr. Larkin advised that being close to Tallahassee that there may be state associated business that may not fit into one hotel but may be able to be accomplished here and asked if the study was complete.

Commissioner Stone advised the study was complete and they identified gaps such as that and there were at least nine identified locations adding, as Mr. Gaekwad previously identified, the World Equestrian Center recently built a conference center which allows a big gap to be filled. She continued to explain that it was not within the Ocala city limits but again that would be in private market to determine.

Mr. Gaekwad advised that it is good to have a convention center as the demand is there, adding it cannot be just one building as people want food and entertainment unless potentially downtown, as WEC is completely different.

Mr. Larkin replied that state associations may not be able to afford WEC.

Commissioner Stone reasoned that with the new hotels coming downtown plus the one already here, and The Forge being close to being completed plus there being a lot of entertainment downtown to compliment a convention center.

Mr. Gaekwad expressed Tuscowilla Park, with the lake, should be identified as a potential site adding when people go to a convention they also visit downtown.

Councilmember Barry Mansfield advised that the City of Ocala works hard to bring business downtown and what needs to happen is getting across 40. He added they need investment, like The Forge and Midtown have done, and people interested in areas across 40, the section from main downtown to the north side of town near Florida Feed & Seed. Councilmember Mansfield said that there are some sections that need to go and be reinvested. He added that Mr. Doug Cone building a new hotel is great.

Mr. Gaekwad advised he strategically bought the SunTrust building, which is 6 acres, the same size as the downtown per his hired architects, and he is awaiting the hotels to be built to verify supply and demand but stated a hotel cannot do everything.

Councilmember Mansfield advised Mr. Gaekwad was correct and what they need to encourage is retail downtown like "Mom and Pop" shops. He pointed out that now that they have raised the price downtown and with the rent increased "Mom and Pops" cannot afford it.

Councilmember Mansfield expressed they want to break that cycle and potentially get more restaurants.

Mr. Gaekwad advised the city is not in the business to do business and that the city is in the business to facilitate what the businessman wants to do.

Councilmember Mansfield agreed that the city wants to encourage developers to come and spend money. Councilmember Mansfield expressed that Ocala needs to advertise their rich vast

history, as there is always talk about the springs and horses, for example the battles fought here and Ft. King along with America 250. He felt that there is a demographic of people that will come to see the history and spend money as opposed for just coming for one day, July 4th.

Mr. Gaekwad agreed with Councilmember Mansfield.

Commissioner Stone added that the America 250 website should include some historical content as well as the trolley car.

Councilmember Mansfield expressed hope that the new electric trolley car will arrive soon as it has been ordered and currently there is a bus service running the routes.

Mr. Fernandez expressed the importance of the connectivity of crossing 40 and how the trolley will help.

Councilmember Mansfield brought up that people living downtown are wanting to cross 40 in golf carts which they are working on trying to make Ocala a user-friendly city.

Commissioner Stone stated she believes they are narrowing the lanes on 40 to slow down traffic to make it more pedestrian and golf cart friendly.

Mr. Larkin asked if the routes for the trolley car are online somewhere.

Councilmember Mansfield advised yes.

Ms. Wheeler advised there is a robust interactive map that shows the bus location in real time.

Mr. Gaekwad reasoned the Silver Springs attraction appeal has gone with visitors opting to go to Disney. He continued that the attraction is too old, and he does not know how many people go there. He stated they need to establish new attractions to appeal to people for example the swimming competitions. He believed that not many people attended Light Up Ocala and the traffic just comes and goes and people are disinterested. He relayed that the downtown rents per square foot are too high for retail to survive with online retailers such as Amazon replacing traditional brick and mortar retailers. He encouraged Councilmember Mansfield to think innovatively about what else can be brought downtown other than retailers.

Councilmember Mansfield disagreed and clarified that when referring to retail he means more Mom-and Pop, crafts, unique products, boutique-like stores.

Mr. Gaekwad advised that Mom and Pop businesses cannot afford the rent downtown at \$40 a square foot.

Councilmember Mansfield advised he believes there are still businesses on this side of 40 that are vacant properties that would require investment but will recoup the monies and agreed that not everyone can afford \$40 a square foot.

Mr. Gaekwad advised he just rented to a "Mom and Pop" cookie shop at \$70 a square foot and is uncertain as to whether they will be able to afford the space long term.

Commissioner Stone realigned to the agenda and expressed that maybe a brainstorming

session could be in order.

Mr. Fernandez suggested that convening a separate brainstorming session or workshop for downtown discussion is in order.

Ms. Wheeler advised that there is an upcoming long-range tourism plan with ample opportunity for input all throughout that process and encouraged members to stay excited over the next few months to express insights. She added that the consultant that is selected to do the long-range tourism planning work will have today's information provided for reference.

Ms. Shaffer introduced Ms. Wheeler to provide the TDT Collections/STR and Key Data update.

Commissioner Stone left the meeting at 10:13 A.M.

TDT Collections/STR and Key Data Update

Ms. Wheeler advised that the TDT Collections were formatted slightly differently, post the tax collector's office presentation last month. She explained the corrections have been made to the month's actuals which were previously reported incorrectly for the prior fiscal year. The updated numbers are shown in yellow and reflect the new numbers from the tax collector's office with a new total for fiscal year 2025 of just over \$6.1 million dollars which far exceeds the prior year.

Ms. Wheeler continued to explain that further into the current fiscal year we will benchmark against the actual numbers and not the numbers that were duplicated. She then covered the reporting period for February, which covered January's revenues. Collections totaled \$605,405.05 which was a decrease from last year of 3.14%. She added that after reviewing with the tax collector last month, that when looking back at the minutes or collections in November there was a catastrophic outbreak scenario in the equine industry that cancelled a lot of events which will reflect in both the collections and STR/Key data. She advised that she did not get a chance to discuss previously and reported that it is easy to remember a hurricane as it affects everyone whereas an equine outbreak may not be as forward facing. She moved onto the next part of the report which covered the Marion County STR then the Visit Florida STR followed by the Key Data for Marion County. Ms. Wheeler advised the trend data for Marion County occupancy rate was at 70.2% which was a decrease of 2.8% year over year, the average daily rate was \$145.05 which was a decrease of 4.1% from last year and the RevPAR was \$101.89 which was a decrease of 6.8% from last year. She advised from the running 12 months occupancy was down 8.5%, ADR down 4.2% and RevPAR was down 12.4%.

Commissioner Stone returns to the meeting at 10:16 A.M.

Ms. Wheeler then moved into the Visit Florida data explaining the orange marker line was the Visit Florida figures and occupancy statewide was at 78.6% which was a decrease of .3%, average daily rate was \$247.35 which was an increase of 4.7% from last year and RevPAR was \$194.43 that was up 4.4%. She then moved into Key Data, which was the grey line on the slide, which showed the short-term rentals but not Deckert Technologies that the tax collector's office works with, it is a different set of information that is just looking for the occupancy, the average daily rate and room nights available and it does not affect the compliance side. She

advised occupancy was at 58.7% which was down 1% from last year, the average daily rate was \$257 which was down \$19 from last year and RevPAR was \$126 which was a decrease of \$6 from last year, nights available was 5,195 which was up 2% from the previous year and the running 12 months occupancy was down 10%, average daily rate was down 3% and RevPAR was down 10% and nights available decreased 2%. She explained that nights available figure is normalizing as people appear to be deciding if this is a business they want to be in and due to the tax collector's efforts it will continue to standardize so we will have a better understanding of what the other data imparts as the room nights were fluctuating very heavily for a period of time. Ms. Wheeler ended with offering to sit down with anyone individually to review more in depth or look at back or forward trends.

Ms. Shaffer referred to the upcoming events in the packet and if there was any interest in attending to please let the department know and reminded that Saturday is Marion County Day at the McPherson Complex from 10 AM to 3 PM. She added the event is attended by thousands being part of the celebration of the grand year with America 250 advising that the public relations team has done a amazing job planning amazing events for the community. She added that the VCB will be represented at the entry with the Gateway blow up and a welcoming table.

Mr. Fernandez thanked the staff and asked if there was any old business, new business or public comment.

Mr. Paresh Chhotu from the Hilton Garden Inn offered a public comment regarding the America 250 celebration regarding the calculation of the ROI.

Mr. Fernandez thanked Mr. Chhotu for the comment and advised the next meeting of the Tourist Development Council would take place on April 23, 2026 at 9:00 AM and adjourned the meeting at 10:20 AM.

Christopher Fernandez, Chairman



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22739

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:

MOTION: Acknowledgement of Financials - March 2026

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to Accept the Revenue Status and Expenditure Status Reports for March 2026.

REVENUE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL				
1074-31-312-450-45090-155-0000000-0000000-312131-		TOURIST DEVELOPMNT TAX 2%							
3,659,076.00	3,659,076.00	1,119,347.73	302,702.53	2,539,728.27	30.6%				
2026/06/001097	03/12/2026 GCR	-302,702.53	REF P02744	02/26	TOURIST DEV TAX				
1074-31-312-450-45090-155-0000000-0000000-312132-		TOURIST DEVELOP TAX 3RD %							
1,829,538.00	1,829,538.00	559,673.85	151,351.26	1,269,864.15	30.6%				
2026/06/001097	03/12/2026 GCR	-151,351.26	REF P02744	02/26	TOURIST DEV TAX				
1074-31-312-450-45090-155-0000000-0000000-312133-		TOURIST DEVELOP TAX 4TH %							
1,829,538.00	1,829,538.00	559,673.85	151,351.26	1,269,864.15	30.6%				
2026/06/001097	03/12/2026 GCR	-151,351.26	REF P02744	02/26	TOURIST DEV TAX				
1074-36-361-450-45090-155-0000000-0000000-361110-		INTEREST-BOARD							
302,000.00	302,000.00	169,323.27	28,426.64	132,676.73	56.1%				
2026/06/003440	03/31/2026 GEN	-28,426.64	REF SBAINT	SBA INTEREST	221131 MAR				
1074-36-369-450-45090-155-0000000-0000000-369030-		REFUND OF PRIOR YEAR EXP							
0.00	0.00	114.36	0.00	-114.36	100.0%				
1074-36-369-450-45090-155-0000000-0000000-369117-		VCB CO-OP PROGRAM							
0.00	0.00	6,000.00	0.00	-6,000.00	100.0%				
1074-36-369-450-45090-155-0000000-0000000-369301-		LEGAL SETTLEMENTS							
0.00	0.00	155,084.10	0.00	-155,084.10	100.0%				
1074-37-379-990-99090-000-0000000-0000000-379999-		LESS: 5% OF BUDG REVENUE							
-381,008.00	-381,008.00	0.00	0.00	-381,008.00	.0%				
1074-39-399-990-99090-000-0000000-0000000-399991-		BALANCES FWD-CASH-REGULAR							
7,066,523.00	7,066,523.00	7,616,863.97	7,616,863.97	-550,340.97	107.8%				
2026/06/002539	03/25/2026 GNI	-7,616,863.97	REF 25 FB	TRANSFER FY25	FUND BAL FWRD				
TOTAL TOURIST DEVELOPMENT FUND									
14,305,667.00	14,305,667.00	10,186,081.13	8,250,695.66	4,119,585.87	71.2%				
TOTAL REVENUES									
14,305,667.00	14,305,667.00	10,186,081.13	8,250,695.66	4,119,585.87					

REVENUE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
14,305,667.00	14,305,667.00	10,186,081.13	8,250,695.66	4,119,585.87	71.2%

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

REVENUE STATUS REPORT

REPORT OPTIONS

Sequence 1	Field #	Total	Page Break	Year/Period: 2026/ 6
Sequence 2	1	Y	Y	Print revenue as credit: N
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
				Roll projects to object: N

Report title:
REVENUE STATUS REPORT

Print Full or Short description: F
Print MTD Version: Y
Print Revenues-Version headings: Y
Format type: 1
Print revenue budgets as zero: N
Include Fund Balance: N
Include requisition amount: Y
Multiyear view: D
Amounts/totals exceed 999 million dollars: N

Carry forward code: 1
Print journal detail: Y
From Yr/Per: 2026/ 6
To Yr/Per: 2026/ 6
Include budget entries: Y
Incl encumb/liq entries: Y
Sort by JE # or PO #: P
Detail format option: 1

Find Criteria

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

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-512101-				REGULAR SALARIES & WAGES					
749,719.00		749,719.00		350,458.63	59,297.43	399,260.37	46.7%		
2026/06/000951	03/13/2026	PRJ	30,659.30	REF 260313		WARRANT=260313	RUN=0	REGULAR	
2026/06/002500	03/27/2026	PRJ	28,638.13	REF 260327		WARRANT=260327	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-514101-				OVERTIME					
0.00		0.00		131.37	0.00	-131.37	100.0%		
1074-55-552-450-45090-155-0000000-0000000-521101-				FICA TAXES					
57,364.00		57,364.00		25,149.15	4,251.64	32,214.85	43.8%		
2026/06/000951	03/13/2026	PRJ	2,196.76	REF 260313		WARRANT=260313	RUN=0	REGULAR	
2026/06/002500	03/27/2026	PRJ	2,054.88	REF 260327		WARRANT=260327	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-522101-				RETIREMENT CONTRIBUTIONS					
105,191.00		105,191.00		51,864.89	8,319.41	53,326.11	49.3%		
2026/06/000951	03/13/2026	PRJ	4,301.49	REF 260313		WARRANT=260313	RUN=0	REGULAR	
2026/06/002500	03/27/2026	PRJ	4,017.92	REF 260327		WARRANT=260327	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-523101-				HEALTH INSURANCE					
140,712.00		140,712.00		68,375.95	11,726.00	72,336.05	48.6%		
2026/06/000951	03/13/2026	PRJ	7,584.93	REF 260313		WARRANT=260313	RUN=0	REGULAR	
2026/06/000951	03/13/2026	PRJ	-1,721.93	REF 260313		WARRANT=260313	RUN=0	REGULAR	
2026/06/002500	03/27/2026	PRJ	7,584.93	REF 260327		WARRANT=260327	RUN=0	REGULAR	
2026/06/002500	03/27/2026	PRJ	-1,721.93	REF 260327		WARRANT=260327	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-523401-				LIFE, AD&D, LTD					
5,033.00		5,033.00		2,449.65	406.18	2,583.35	48.7%		
2026/06/000951	03/13/2026	PRJ	207.02	REF 260313		WARRANT=260313	RUN=0	REGULAR	
2026/06/002500	03/27/2026	PRJ	199.16	REF 260327		WARRANT=260327	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-524101-				WORKER'S COMPENSATION					
905.00		905.00		452.50	0.00	452.50	50.0%		
1074-55-552-450-45090-155-0000000-0000000-531109-				PROFESSIONAL SERVICES					
1,937,283.00		1,937,283.00		420,914.11	243,240.46	207,283.00	89.3%		
2026/06/002547	03/24/2026	API	15,125.00	VND 106656 PO 2600192	MILES PARTNERSH STRATEGIC MEDIA PLANNING RETAI				101761
2026/06/002547	03/24/2026	POL	-15,125.00	VND 106656 PO 2600192	MILES PARTNERSH STRATEGIC MEDIA PLANNING R2026				
2026/06/002547	03/24/2026	API	5,000.00	VND 106656 PO 2600192	MILES PARTNERSH PINTEREST				101761
2026/06/002547	03/24/2026	POL	-5,000.00	VND 106656 PO 2600192	MILES PARTNERSH PINTEREST			2026	
2026/06/002547	03/24/2026	API	1,210.00	VND 106656 PO 2600192	MILES PARTNERSH OUTFRONT MEDIA PLAN				101761

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND
 ORIGINAL ESTIM REV REVISED ESTIM REV ACTUAL YTD REVENUE ACTUAL MTD REVENUE REMAINING REVENUE % COLL

1074-55-552-450-45090-155-0000000-0000000-531109-

PROFESSIONAL SERVICES

DATE	DESCRIPTION	AMOUNT	CURRENCY	ACCOUNT	STATUS	PROJECT	DESCRIPTION	DATE	AMOUNT	% COLL
2026/06/002547	03/24/2026 POL	-1,210.00	VND	106656 PO	2600192	MILES PARTNERSH	OUTFRONT MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	825.00	VND	106656 PO	2600192	MILES PARTNERSH	LAMAR ADVERTISING DEC-25 PANEL	2026	101761	
2026/06/002547	03/24/2026 POL	-825.00	VND	106656 PO	2600192	MILES PARTNERSH	LAMAR ADVERTISING DEC-25 P2026	2026		
2026/06/002547	03/24/2026 API	1,320.00	VND	106656 PO	2600192	MILES PARTNERSH	CLEAR CHANNEL OUTDOOR 8305 11/	2026	101761	
2026/06/002547	03/24/2026 POL	-1,320.00	VND	106656 PO	2600192	MILES PARTNERSH	CLEAR CHANNEL OUTDOOR 83052026	2026		
2026/06/002547	03/24/2026 API	3,750.00	VND	106656 PO	2600192	MILES PARTNERSH	TARSUS CONNECT MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-3,750.00	VND	106656 PO	2600192	MILES PARTNERSH	TARSUS CONNECT MEDIA PLAN 2026	2026		
2026/06/002547	03/24/2026 API	10,000.00	VND	106656 PO	2600192	MILES PARTNERSH	IHEART MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-10,000.00	VND	106656 PO	2600192	MILES PARTNERSH	IHEART MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	44,856.79	VND	106656 PO	2600192	MILES PARTNERSH	ADGENUITY MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-44,856.79	VND	106656 PO	2600192	MILES PARTNERSH	ADGENUITY MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	16,872.73	VND	106656 PO	2600192	MILES PARTNERSH	NATIVO MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-16,872.73	VND	106656 PO	2600192	MILES PARTNERSH	NATIVO MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	9,264.81	VND	106656 PO	2600192	MILES PARTNERSH	CADENT MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-9,264.81	VND	106656 PO	2600192	MILES PARTNERSH	CADENT MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	12.19	VND	106656 PO	2600192	MILES PARTNERSH	SIMPLIFI HOLDINGS MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-12.19	VND	106656 PO	2600192	MILES PARTNERSH	SIMPLIFI HOLDINGS MEDIA PL2026	2026		
2026/06/002547	03/24/2026 API	7,340.31	VND	106656 PO	2600192	MILES PARTNERSH	META PLATFORMS MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-7,340.31	VND	106656 PO	2600192	MILES PARTNERSH	META PLATFORMS MEDIA PLAN 2026	2026		
2026/06/002547	03/24/2026 API	3,000.32	VND	106656 PO	2600192	MILES PARTNERSH	GOOGLE MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-3,000.32	VND	106656 PO	2600192	MILES PARTNERSH	GOOGLE MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	4,230.00	VND	106656 PO	2600192	MILES PARTNERSH	OUTFRONT MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-4,230.00	VND	106656 PO	2600192	MILES PARTNERSH	OUTFRONT MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	825.00	VND	106656 PO	2600192	MILES PARTNERSH	LAMAR MEDIA PLAN 01/01/26-01/3	2026	101761	
2026/06/002547	03/24/2026 POL	-825.00	VND	106656 PO	2600192	MILES PARTNERSH	LAMAR MEDIA PLAN 01/01/26-2026	2026		
2026/06/002547	03/24/2026 API	1,320.00	VND	106656 PO	2600192	MILES PARTNERSH	CLEAR CHANNEL OUTDOOR MEDIA PL	2026	101761	
2026/06/002547	03/24/2026 POL	-1,320.00	VND	106656 PO	2600192	MILES PARTNERSH	CLEAR CHANNEL OUTDOOR MEDI2026	2026		
2026/06/002547	03/24/2026 API	3,750.00	VND	106656 PO	2600192	MILES PARTNERSH	JSR MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-3,750.00	VND	106656 PO	2600192	MILES PARTNERSH	JSR MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	45,163.66	VND	106656 PO	2600192	MILES PARTNERSH	ADGENUITY MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-45,163.66	VND	106656 PO	2600192	MILES PARTNERSH	ADGENUITY MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	18,965.53	VND	106656 PO	2600192	MILES PARTNERSH	NATIVO MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-18,965.53	VND	106656 PO	2600192	MILES PARTNERSH	NATIVO MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	8,575.01	VND	106656 PO	2600192	MILES PARTNERSH	CADENT MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-8,575.01	VND	106656 PO	2600192	MILES PARTNERSH	CADENT MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	1.40	VND	106656 PO	2600192	MILES PARTNERSH	SIMPLIFI HOLDINGS MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-1.40	VND	106656 PO	2600192	MILES PARTNERSH	SIMPLIFI HOLDINGS MEDIA PL2026	2026		
2026/06/002547	03/24/2026 API	8,059.64	VND	106656 PO	2600192	MILES PARTNERSH	META PLATFORMS MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-8,059.64	VND	106656 PO	2600192	MILES PARTNERSH	META PLATFORMS MEDIA PLAN 2026	2026		
2026/06/002547	03/24/2026 API	3,023.07	VND	106656 PO	2600192	MILES PARTNERSH	GOOGLE MEDIA PLAN	2026	101761	
2026/06/002547	03/24/2026 POL	-3,023.07	VND	106656 PO	2600192	MILES PARTNERSH	GOOGLE MEDIA PLAN	2026		
2026/06/002547	03/24/2026 API	15,125.00	VND	106656 PO	2600192	MILES PARTNERSH	STRATEGY & ACCOUNT MGT	2026	101761	
2026/06/002547	03/24/2026 POL	-15,125.00	VND	106656 PO	2600192	MILES PARTNERSH	STRATEGY & ACCOUNT MGT	2026		
2026/06/001236	03/11/2026 API	15,625.00	VND	105047 PO	2600672	DOWN & ST GERM	VISITOR TRACKING & IMPACT STUD	2026	101152	
2026/06/001236	03/11/2026 POL	-15,625.00	VND	105047 PO	2600672	DOWN & ST GERM	VISITOR TRACKING & IMPACT 2026	2026		

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND		ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-534101-		46,104.00	67,225.00	32,943.47	CONTRACT SERV - OTHER - MISC 2,626.32	11,306.72	83.2%
2026/06/002125	03/27/2026 BUA		-5,733.00	REF ADMIN	ADMIN BUDGET TRANSFER MINT		
2026/06/000944	03/10/2026 API		388.56	VND 001703 PO 2600232	BLUE RIBBON CLE FEBRUARY 2026		100834
2026/06/000944	03/10/2026 POL		-388.56	VND 001703 PO 2600232	BLUE RIBBON CLE FEBRUARY 2026		2026
2026/06/002389	03/20/2026 API		2,237.76	VND 204937 PO 2600958	GRANDVIEW LANDS LANDSCAPING & IRRIGATION SERVI		101758
2026/06/002389	03/20/2026 POL		-2,237.76	VND 204937 PO 2600958	GRANDVIEW LANDS LANDSCAPING & IRRIGATION S2026		
2026/06/002088	03/23/2026 POE		6,120.00	VND 500704 PO 2601096	KIMLEY HORN AND EVALUATION OF SOUTH GATEWAY CO		
1074-55-552-450-45090-155-0000000-0000000-540101-		42,500.00	42,500.00	10,201.29	TRAVEL & PER DIEM 1,573.81	32,298.71	24.0%
2026/06/002138	03/06/2026 API		10.00	VND 999999 PO	PCARD ONE TIME CONNECT SPRING MARKETPLACE EVE		
2026/06/002862	03/18/2026 API		19.99	VND 999999 PO	PCARD ONE TIME SEAT CHOICE FOR 2ND FLIGHT FOR		
2026/06/002862	03/18/2026 API		48.99	VND 999999 PO	PCARD ONE TIME SEAT CHOICE FIRST FLIGHT FOR J		
2026/06/002862	03/18/2026 API		511.10	VND 999999 PO	PCARD ONE TIME FLIGHT FOR J HELLER TO ATTEND		
2026/06/002863	03/19/2026 API		299.10	VND 999999 PO	PCARD ONE TIME FLIGHT FROM VANCOUVER TO TORON		
2026/06/002863	03/19/2026 API		358.25	VND 999999 PO	PCARD ONE TIME FLIGHT FROM TORONTO TO TAMPA F		
2026/06/003553	03/29/2026 API		309.38	VND 999999 PO	PCARD ONE TIME HOTEL FOR L SHAFFER WHILE AT T		
2026/06/002500	03/27/2026 PRJ		17.00	REF 260327	WARRANT=260327 RUN=0 REGULAR		
1074-55-552-450-45090-155-0000000-0000000-541101-		9,540.00	9,540.00	5,057.67	COMMUNICATIONS SERVICES 356.10	4,482.33	53.0%
2026/06/001784	03/05/2026 API		4.99	VND 999999 PO	PCARD ONE TIME IPHONE ADAPTER		
2026/06/002389	03/20/2026 API		27.51	VND 203123 PO	CENTURY LINK/EM 320144423		101735
2026/06/003083	03/25/2026 API		323.60	VND 201928 PO	VERIZON WIRELES 421552992-00016		101944
1074-55-552-450-45090-155-0000000-0000000-542201-		11,500.00	11,500.00	685.39	POSTAGE & FREIGHT 163.95	4,314.61	62.5%
2026/06/002138	03/06/2026 API		15.75	VND 999999 PO	PCARD ONE TIME PICK UP CHARGE FOR VACATION GU		
2026/06/002138	03/06/2026 API		49.40	VND 999999 PO	PCARD ONE TIME VACATION GUIDES SHIPPED TO FL		
2026/06/002138	03/06/2026 API		49.40	VND 999999 PO	PCARD ONE TIME VACATION GUIDES SHIPPED TO FL		
2026/06/002138	03/06/2026 API		49.40	VND 999999 PO	PCARD ONE TIME VACATION GUIDES SHIPPED TO FL		
1074-55-552-450-45090-155-0000000-0000000-543101-		25,900.00	25,900.00	8,397.79	UTILITY SERVICES - ELC WTR SWR 1,391.90	17,502.21	32.4%
2026/06/000788	03/03/2026 API		49.00	VND 000808 PO	SUMTER ELECTRIC 9608557201		100895
2026/06/001673	03/12/2026 API		144.44	VND 014881 PO	CITY OF OCALA/E 567930-118216		101150
2026/06/001673	03/12/2026 API		84.56	VND 014881 PO	CITY OF OCALA/E 572726-118216		101150
2026/06/002206	03/20/2026 API		1,088.67	VND 014881 PO	CITY OF OCALA/E 550848-164495		101708
2026/06/003463	03/25/2026 API		25.23	VND 107238 PO	DUKE ENERGY FLO 9101 5957 9418/FEB-MAR		102225

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL					
1074-55-552-450-45090-155-0000000-0000000-543102-	756.00	756.00	273.48	45.58	482.52	36.2%	UTILITY SERVICES - WST DISP			
2026/06/002206	03/20/2026	API	45.58	VND 014881	PO		CITY OF OCALA/E 550848-164495			
1074-55-552-450-45090-155-0000000-0000000-544101-	6,600.00	6,600.00	2,129.53	509.13	600.00	90.9%	RENTALS & LEASES - EQUIPMENT			
2026/06/001338	03/11/2026	API	229.65	VND 103444	PO	2600034	QUADIENT LEASIN 01048412/POSTAGE METER LEASE 0			
2026/06/001338	03/11/2026	POL	-229.65	VND 103444	PO	2600034	QUADIENT LEASIN 01048412/POSTAGE METER LEA2026			
2026/06/001236	03/11/2026	API	279.48	VND 501306	PO	2600251	DOCUMENT TECHNO MC-01 COPIER LEASE MAR-26			
2026/06/001236	03/11/2026	POL	-279.48	VND 501306	PO	2600251	DOCUMENT TECHNO MC-01 COPIER LEASE MAR-26 2026			
1074-55-552-450-45090-155-0000000-0000000-544401-	3,780.00	3,780.00	1,890.00	315.00	1,890.00	50.0%	RENTALS & LEASES - BUILDINGS			
2026/06/001784	03/05/2026	API	315.00	VND 999999	PO		PCARD ONE TIME STORAGE UNIT RENTAL FOR PROMOT			
1074-55-552-450-45090-155-0000000-0000000-545101-	16,402.00	16,402.00	8,201.00	0.00	8,201.00	50.0%	INSURANCE - PREMIUMS			
1074-55-552-450-45090-155-0000000-0000000-546101-	44,680.00	17,826.00	2,237.76	0.00	15,588.24	12.6%	REPAIRS/MAINT - BLDGS & GRNDS			
1074-55-552-450-45090-155-0000000-0000000-546257-	4,580.00	4,580.00	137.94	0.00	4,442.06	3.0%	REPAIRS/MAINT - FLEET MANAGMNT			
1074-55-552-450-45090-155-0000000-0000000-547101-	55,500.00	55,500.00	295.12	0.00	5,401.59	90.3%	PRINT & BIND			
1074-55-552-450-45090-155-0000000-0000000-548101-	2,766,004.00	2,807,909.00	496,479.94	166,952.68	1,649,167.86	41.3%	PROMO ACT			
2026/06/000019	03/17/2026	BUA	58,275.00	REF			America250			
2026/06/001784	03/05/2026	API	5,000.00	VND 999999	PO		PCARD ONE TIME FSAE ANNUAL CONFERENCE SPONSOR			
2026/06/001784	03/05/2026	API	5,000.00	VND 999999	PO		PCARD ONE TIME FSAE EDUCATION EXP GOLD SPONSO			
2026/06/001784	03/05/2026	API	800.00	VND 999999	PO		PCARD ONE TIME EXHIBATOR TABLE AT FSAE ANNUAL			
2026/06/002714	03/30/2026	BUA	-150.00	REF ADMIN			Object category change			
2026/06/002847	03/01/2026	API	19.67	VND 999999	PO		PCARD ONE TIME LUNCH FOR UK CONTENT CREATOR,			
2026/06/002858	03/13/2026	API	16.49	VND 999999	PO		PCARD ONE TIME LEMONADE, TEA, COOKIES FOR PUB			
2026/06/002859	03/15/2026	API	309.00	VND 999999	PO		PCARD ONE TIME ZITI, PRIMAVERA, SALAD & KNOTS			
2026/06/002865	03/20/2026	API	863.64	VND 999999	PO		PCARD ONE TIME DIE ROLLER FOR PENNY MACHINE T			
2026/06/003389	03/24/2026	API	16,933.75	VND 999999	PO		PCARD ONE TIME FULL PAGE IN 2026 VISIT FL OFF			
2026/06/003541	03/15/2026	API	682.47	VND 999999	PO		PCARD ONE TIME HOTEL, 2 DINNERS & 2 BREAKFAST			
2026/06/003553	03/29/2026	API	6,500.00	VND 999999	PO		PCARD ONE TIME CONNECT SPRING MARKETPLACE SPO			

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND
 ORIGINAL ESTIM REV REVISED ESTIM REV ACTUAL YTD REVENUE ACTUAL MTD REVENUE REMAINING REVENUE % COLL

1074-55-552-450-45090-155-0000000-0000000-548101-		PROMO ACT							
2026/06/003553	03/29/2026	API	104.38	VND	999999	PO	PCARD ONE TIME	DINNER FOR MEXICAN CONTENT CRE	
2026/06/003554	03/30/2026	API	39.00	VND	999999	PO	PCARD ONE TIME	DINNER FOR MEXICAN CONTENT CRE	
2026/06/003554	03/30/2026	API	77.28	VND	999999	PO	PCARD ONE TIME	LUNCH FOR MEXICAN CONTENT CREA	
2026/06/003110	03/27/2026	API	2,247.00	VND	102569	PO	2600048	ON TIME MARKETI	PROMOTIONAL ITEMS TO PROMOTE O 101938
2026/06/003110	03/27/2026	POL	-2,247.00	VND	102569	PO	2600048	ON TIME MARKETI	PROMOTIONAL ITEMS TO PROMOTE2026
2026/06/003110	03/27/2026	API	3,990.00	VND	102569	PO	2600048	ON TIME MARKETI	PROMOTIONAL ITEMS TO PROMOTE O 101938
2026/06/003110	03/27/2026	POL	-3,990.00	VND	102569	PO	2600048	ON TIME MARKETI	PROMOTIONAL ITEMS TO PROMOTE2026
2026/06/000790	03/04/2026	API	300.00	VND	100302	PO	2600190	KENNEY COMMUNIC	GREATER ORLANDO BROCHURE DISTR 100909
2026/06/000790	03/04/2026	POL	-300.00	VND	100302	PO	2600190	KENNEY COMMUNIC	GREATER ORLANDO BROCHURE D2026
2026/06/001907	03/19/2026	POM	58,275.00	VND	106656	PO	2600192	MILES PARTNERSH	C/O ADDITION 2026
2026/06/001191	03/10/2026	API	15,000.00	VND	002059	PO	2600194	CSF AQUATICS	FLAGS SPRING CHAMPIONSHIP 2026 101122
2026/06/001191	03/10/2026	POL	-15,000.00	VND	002059	PO	2600194	CSF AQUATICS	FLAGS SPRING CHAMPIONSHIP 2026
2026/06/002547	03/24/2026	API	50,000.00	VND	001392	PO	2600330	NATIONAL COLLEG	BID FEE FOR NCEA PER EVENT YEA 101744
2026/06/002547	03/24/2026	POL	-50,000.00	VND	001392	PO	2600330	NATIONAL COLLEG	BID FEE FOR NCEA PER EVENT2026
2026/06/003083	03/25/2026	API	7,300.00	VND	106849	PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES MAR-26 101943
2026/06/003083	03/25/2026	POL	-300.00	VND	106849	PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES MAR-26 2026
2026/06/003083	03/25/2026	POL	-5,000.00	VND	106849	PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES MAR-26 2026
2026/06/003083	03/25/2026	POL	-1,000.00	VND	106849	PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES MAR-26 2026
2026/06/003083	03/25/2026	POL	-1,000.00	VND	106849	PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES MAR-26 2026
2026/06/000790	03/04/2026	API	9,950.00	VND	106354	PO	2600719	DIGITAL FURY LL	PHOTOGRAPHY & VIDEO VETERANS P 100905
2026/06/000790	03/04/2026	POL	-9,950.00	VND	106354	PO	2600719	DIGITAL FURY LL	PHOTOGRAPHY & VIDEO VETERA2026
2026/06/003110	03/27/2026	API	9,950.00	VND	106354	PO	2600719	DIGITAL FURY LL	VETERANS PARK PHOTOGRAPHY & VI 101961
2026/06/003110	03/27/2026	POL	-9,950.00	VND	106354	PO	2600719	DIGITAL FURY LL	VETERANS PARK PHOTOGRAPHY 2026
2026/06/003110	03/27/2026	API	8,350.00	VND	106354	PO	2600719	DIGITAL FURY LL	DON GARLITS FTBOA PHOTOGRAPHY 101961
2026/06/003110	03/27/2026	POL	-8,350.00	VND	106354	PO	2600719	DIGITAL FURY LL	DON GARLITS FTBOA PHOTOGR2026
2026/06/000527	03/06/2026	POM	2,500.00	VND	001485	PO	2600788	DARUMA TECH LLC	C/O ADDITION 2026
2026/06/000801	03/06/2026	API	2,500.00	VND	001485	PO	2600788	DARUMA TECH LLC	ANNUAL APP MAINTENANCE 100904
2026/06/000801	03/06/2026	POL	-2,500.00	VND	001485	PO	2600788	DARUMA TECH LLC	ANNUAL APP MAINTENANCE 2026
2026/06/000470	03/05/2026	POE	1,020.00	VND	101056	PO	2601050	FLORIDA VETERIN	REIMBURSEMENT FOR ELIGIBLE EXP
2026/06/001189	03/05/2026	API	1,020.00	VND	101056	PO	2601050	FLORIDA VETERIN	REIMBURSEMENT FOR ELIGIBLE EXP 101125
2026/06/001189	03/05/2026	POL	-1,020.00	VND	101056	PO	2601050	FLORIDA VETERIN	REIMBURSEMENT FOR ELIGIBLE2026
2026/06/000844	03/10/2026	POE	10,000.00	VND	204759	PO	2601058	HITS LLC	REIMBURSEMENT FOR ELIGIBLE EXP
2026/06/003504	03/30/2026	API	10,000.00	VND	204759	PO	2601058	HITS LLC	REIMB-HITS POST TIME FARM PREM 102253
2026/06/003504	03/30/2026	POL	-10,000.00	VND	204759	PO	2601058	HITS LLC	REIMB-HITS POST TIME FARM 2026
2026/06/001198	03/13/2026	POE	10,000.00	VND	002028	PO	2601067	JOSEPH VOLLEYBA	REIMBURSEMENT FOR ELIGIBLE EXP
2026/06/001674	03/13/2026	API	10,000.00	VND	002028	PO	2601067	JOSEPH VOLLEYBA	NIKE FIRST IN SHOW ENVENT JAN 101159
2026/06/001674	03/13/2026	POL	-10,000.00	VND	002028	PO	2601067	JOSEPH VOLLEYBA	NIKE FIRST IN SHOW ENVENT 2026

1074-55-552-450-45090-155-0000000-0000000-549185- CHARGES - COST ALLOCATION
 202,617.00 202,617.00 101,308.50 16,884.75 101,308.50 50.0%

2026/06/001798 03/02/2026 GNI 16,884.75 REF MAR26 Rec Cost Allocation/FEB26

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND		ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-551101-	OFFICE SUPPLIES	2,000.00	2,000.00	600.19	0.00	1,399.81	30.0%
1074-55-552-450-45090-155-0000000-0000000-552101-	GASOLINE, OIL & LUBRICANTS	4,000.00	4,000.00	796.34	169.15	3,203.66	19.9%
2026/06/000213	03/03/2026 WOJ		27.38	REF fuel		FUEL-19246	
2026/06/000414	03/05/2026 WOJ		127.78	REF fuel		FUEL-19383	
2026/06/000523	03/06/2026 WOJ		13.99	REF fuel		FUEL-19444	
1074-55-552-450-45090-155-0000000-0000000-552106-	COMPUTER SOFTWARE	27,221.00	49,824.00	39,395.38	19,179.67	10,428.62	79.1%
2026/06/002125	03/27/2026 BUA		5,733.00	REF ADMIN		ADMIN BUDGET TRANSFER MINT	
2026/06/002139	03/08/2026 API		468.00	VND 999999 PO		ADVANTAGE ANNUAL PLAN TO GATHE	
2026/06/002714	03/30/2026 BUA		150.00	REF ADMIN		Object category change	
2026/06/002781	03/31/2026 BUA		500.00	REF ADMIN		Object category change	
2026/06/003541	03/15/2026 API		119.99	VND 999999 PO		PROGRAM USED TO CREATE GRAPHIC	
2026/06/000784	03/09/2026 API		2,371.68	VND 001665 PO	2600728	STONS INC	100868
2026/06/000784	03/09/2026 POL		-2,371.68	VND 001665 PO	2600728	STONS INC	
2026/06/001201	03/13/2026 POE		16,220.00	VND 002933 PO	2601070	SNACK MAGIC SWA	
2026/06/002019	03/18/2026 API		16,220.00	VND 002933 PO	2601070	SNACK MAGIC SWA	101766
2026/06/002019	03/18/2026 POL		-16,220.00	VND 002933 PO	2601070	SNACK MAGIC SWA	
1074-55-552-450-45090-155-0000000-0000000-552108-	OPERATING SUPPLIES	6,500.00	6,500.00	1,713.96	937.72	4,786.04	26.4%
2026/06/001606	03/17/2026 GCR		-12.98	REF P02956		REIMB PCARD PURCH	
2026/06/001641	03/17/2026 GCR		12.98	REF P01194		REIMB PCARD PURCH	
2026/06/001784	03/05/2026 API		17.99	VND 001556 PO		AMAZON MARKETPL	
2026/06/001784	03/05/2026 API		689.00	VND 001556 PO		AMAZON MARKETPL	
2026/06/002867	03/22/2026 API		132.99	VND 001556 PO		AMAZON MARKETPL	
2026/06/003550	03/25/2026 API		38.94	VND 001556 PO		AMAZON MARKETPL	
2026/06/003551	03/26/2026 API		58.80	VND 999999 PO		PCARD ONE TIME	
1074-55-552-450-45090-155-0000000-0000000-552116-	OPER SUPPLIES - COMP HARDWARE	8,755.00	8,755.00	5,217.58	5,091.00	3,537.42	59.6%
2026/06/002144	03/12/2026 API		435.00	VND 011897 PO		DELL MARKETING (3) STANDARD DOCKING STATIONS	
2026/06/002865	03/20/2026 API		4,656.00	VND 999999 PO		PCARD ONE TIME (3) STANDARD LAPTOPS W0373811	
1074-55-552-450-45090-155-0000000-0000000-552257-	PARTS - VEHICLE / EQUIPMENT	3,000.00	3,000.00	62.10	13.80	2,937.90	2.1%
2026/06/000435	03/05/2026 WOJ		6.90	REF rm		372856	
2026/06/000745	03/10/2026 WOJ		6.90	REF rm		373461	

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL				
1074-55-552-450-45090-155-0000000-0000000-554101-		BOOKS, PUBS & SUBSCRIPTIONS							
49,604.00	49,104.00	21,413.60	0.00	27,690.40	43.6%				
2026/06/002781	03/31/2026 BUA	-500.00 REF ADMIN				Object category change			
1074-55-552-450-45090-155-0000000-0000000-554201-		DUES & MEMBERSHIPS							
35,546.00	35,546.00	13,911.00	1,295.00	21,635.00	39.1%				
2026/06/002856	03/12/2026 API	250.00 VND 999999 PO		PCARD ONE TIME		ANNUAL MEMBERSHIP FOR SUNSHINE			
2026/06/002859	03/15/2026 API	645.00 VND 999999 PO		PCARD ONE TIME		MPI MEMBERSHIP FOR B DAY			
2026/06/003390	03/25/2026 API	400.00 VND 999999 PO		PCARD ONE TIME		DMO ANNUAL MEMBERSHIP FOR VCB			
1074-55-552-450-45090-155-0000000-0000000-555501-		TRAINING & EDUCATION							
76,530.00	76,530.00	36,354.00	20,060.00	40,176.00	47.5%				
2026/06/001784	03/05/2026 API	710.00 VND 999999 PO		PCARD ONE TIME		REGISTRATION FOR B DAY TO ATTE			
2026/06/001787	03/08/2026 API	1,100.00 VND 999999 PO		PCARD ONE TIME		REGISTRATION FOR C SHELTON TO			
2026/06/001787	03/08/2026 API	1,100.00 VND 999999 PO		PCARD ONE TIME		REGISTRATION FOR J HELLER TO A			
2026/06/002859	03/15/2026 API	2,000.00 VND 202625 PO		VISIT FLORIDA/F		REGISTRATION FOR J HELLER TO A			
2026/06/003552	03/27/2026 API	300.00 VND 999999 PO		PCARD ONE TIME		REGISTRATION FOR B DAY TO ATTE			
2026/06/000843	03/10/2026 POE	14,850.00 VND 000125 PO	2601057	TARSUS CONNECT		REGISTRATION FOR CONNECT MARKE			
2026/06/002497	03/24/2026 API	14,850.00 VND 000125 PO	2601057	TARSUS CONNECT		REGISTRATION FOR CONNECT MARKE			
2026/06/002497	03/24/2026 POL	-14,850.00 VND 000125 PO	2601057	TARSUS CONNECT		REGISTRATION FOR CONNECT M2026			
1074-55-552-450-45090-155-0000000-0000000-563102-		IMPROVE - CIP							
2,258,135.00	2,258,135.00	7,598.03	0.00	2,236,535.00	1.0%				
1074-55-552-450-45090-155-0000000-0000000-564102-		MACHINERY & EQUIPMENT - CIP							
1,259.00	1,259.00	0.00	0.00	1,259.00	.0%				
1074-55-552-450-45090-155-0000000-0000000-568102-		INTANGIBLE SOFTWARE - CIP							
3,462.00	3,462.00	0.00	0.00	0.00	100.0%				
1074-55-552-450-45090-155-0000000-0000000-599101-		RESERVE FOR CONTINGENCIES							
500,000.00	500,000.00	0.00	0.00	500,000.00	.0%				
1074-55-552-450-45090-155-0000000-0000000-599199-		RESERVE FOR CASH CARRY FORWARD							
1,500,000.00	1,500,000.00	0.00	0.00	1,500,000.00	.0%				

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-599417-		RESERVE FOR TOURISM INIATIVES					
3,596,985.00	3,538,710.00	0.00	0.00	3,538,710.00	.0%		
2026/06/000019	03/17/2026 BUA	-58,275.00 REF		America250			
TOTAL TOURIST DEVELOPMENT FUND							
14,305,667.00	14,305,667.00	1,717,097.31	564,806.68	10,516,610.06	12.0%		
TOTAL EXPENSES							
14,305,667.00	14,305,667.00	1,717,097.31	564,806.68	10,516,610.06			

EXPENDITURE STATUS REPORT

FOR 2026 06

JOURNAL DETAIL 2026 6 TO 2026 6

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
14,305,667.00	14,305,667.00	1,717,097.31	564,806.68	10,516,610.06	12.0%

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

EXPENDITURE STATUS REPORT

REPORT OPTIONS

Sequence 1	Field #	Total	Page Break	Year/Period: 2026/ 6
Sequence 2	1	Y	Y	Print revenue as credit: Y
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
				Roll projects to object: N

Report title:
EXPENDITURE STATUS REPORT

Print Full or Short description: F
Print MTD Version: Y
Print Revenues-Version headings: Y
Format type: 1
Print revenue budgets as zero: N
Include Fund Balance: N
Include requisition amount: Y
Multiyear view: D
Amounts/totals exceed 999 million dollars: N

Carry forward code: 1
Print journal detail: Y
From Yr/Per: 2026/ 6
To Yr/Per: 2026/ 6
Include budget entries: Y
Incl encumb/liq entries: Y
Sort by JE # or PO #: P
Detail format option: 1

Find Criteria

Field Name	Field Value
Org	cp155552
Object	
Project	
Rollup code	
Account type	Expense
Account status	Active



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22748

Agenda Date: 4/23/2026

Agenda No.:

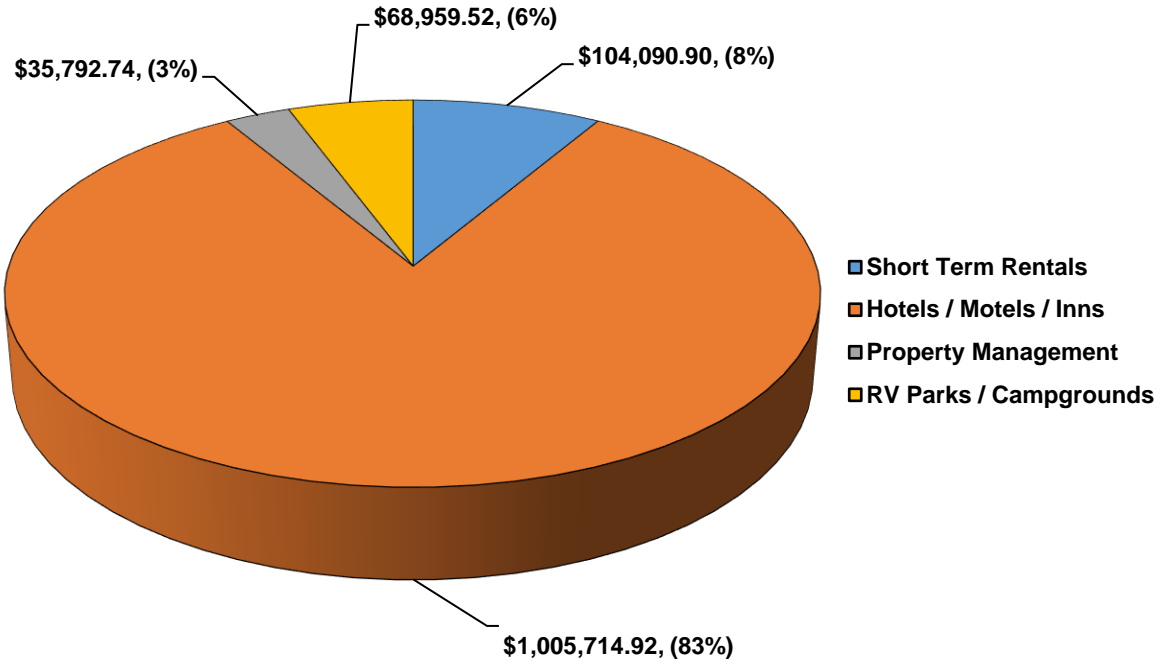
SUBJECT:

PRESENTATION: Tourist Development Tax Collection Update, Marion County Deputy Tax Collector, Tammy McCann

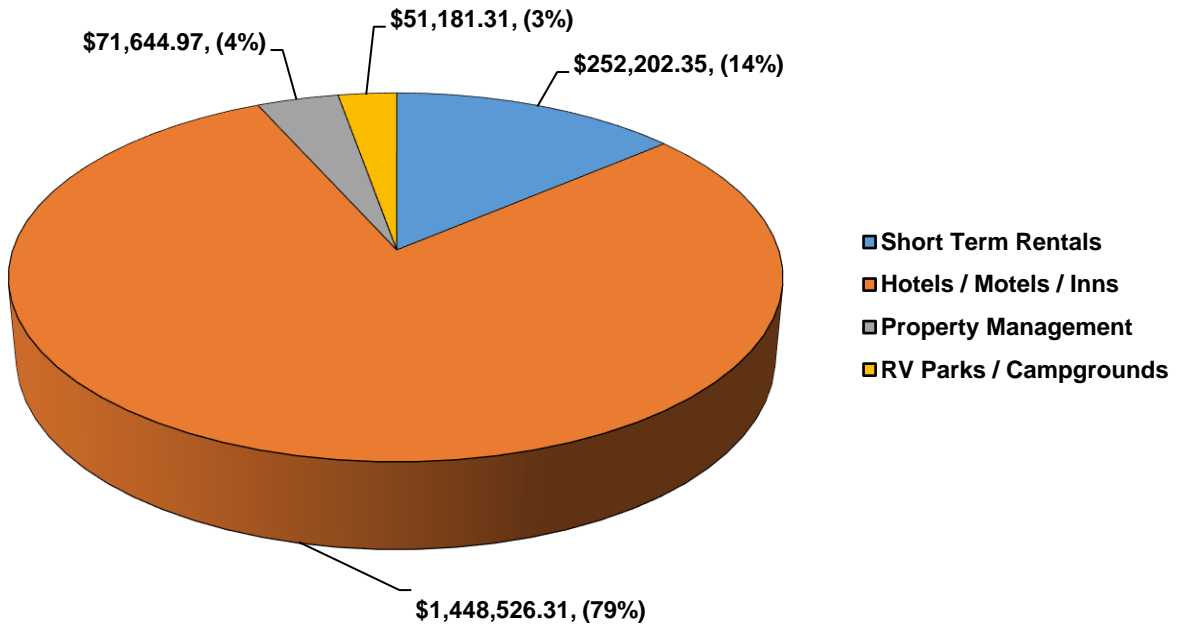
DESCRIPTION/BACKGROUND:

Information Only.

REVENUE BY TYPE JAN. 2025 THRU MAR. 2025



REVENUE BY TYPE JAN. 2026 THRU MAR. 2026





Marion County Tourist Development Council

Agenda Item

File No.: 2026-22749

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:
TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:
Information Only.

TDT COLLECTIONS

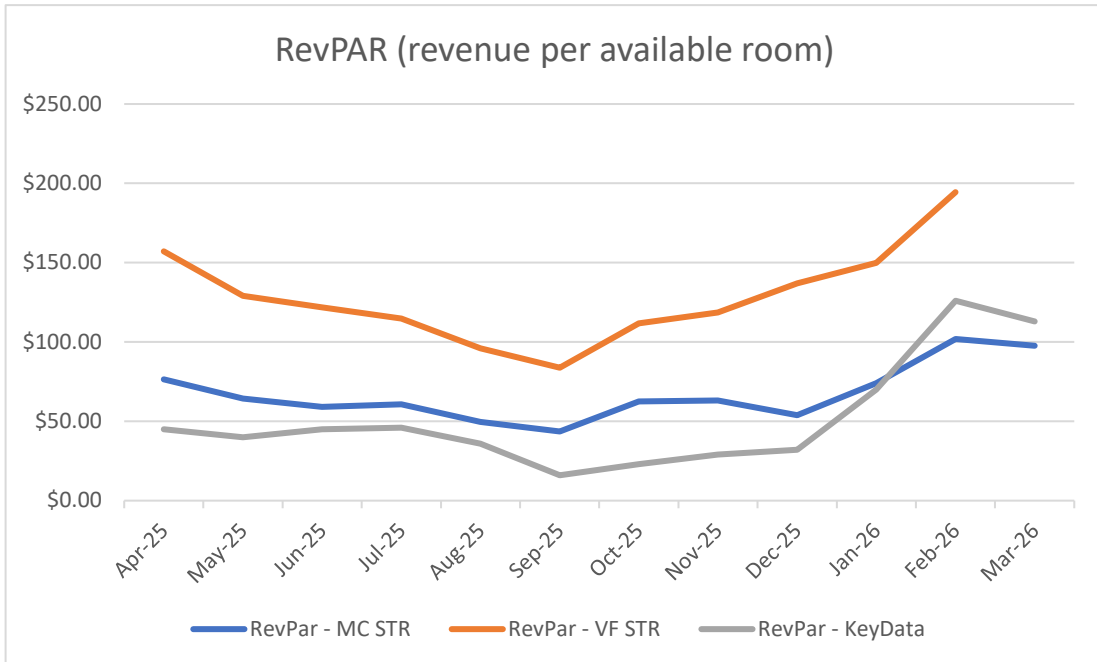
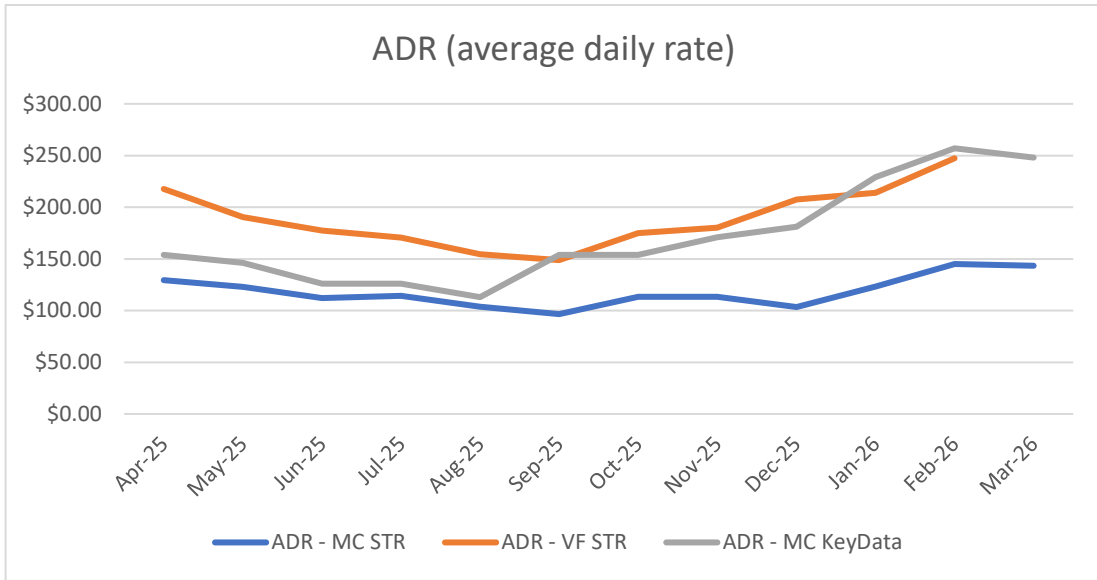
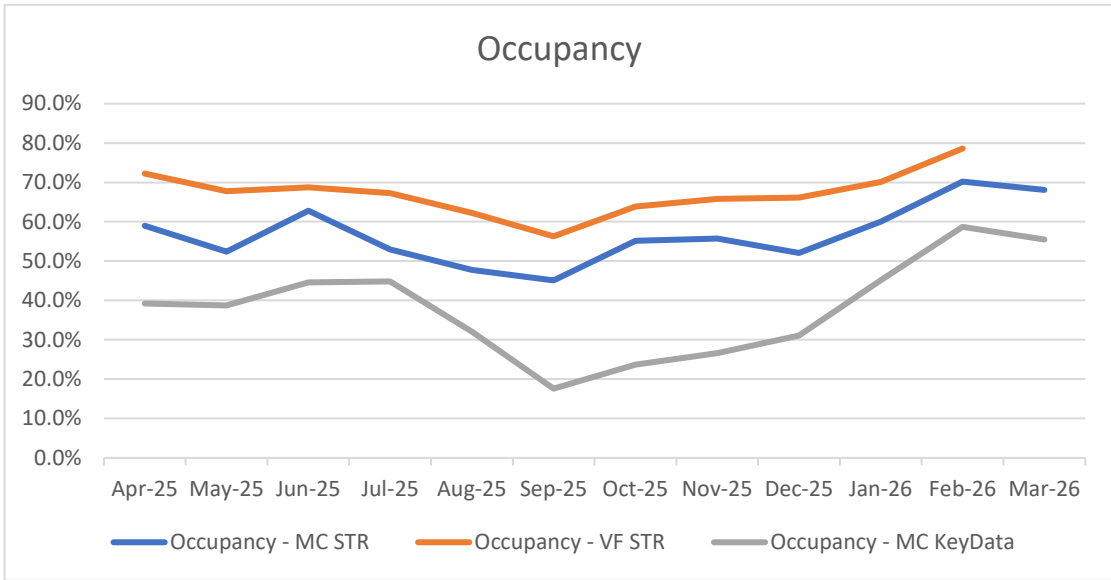
	ACTUAL 4% FY 18-19	ACTUAL 4% FY 19-20	ACTUAL 4% FY20-21	ACTUAL 4% FY21-22	ACTUAL 4% FY22-23		ACTUAL 4% FY23-24		ACTUAL 4% FY24-25			ACTUAL 4% FY25-26		Change from Last Year	PROJECTED AVERAGE (Last 5 Years) 4%
					YTD	YTD	Monthly	Correct Monthly	YTD	Monthly	YTD	Monthly	YTD		
OCT	204,924.52	208,480.07	208,964.21	271,833.28	349,930.49	349,930.49	365,854.69	365,854.69	379,319.18	379,319.18	379,319.18	299,752.66	299,752.66	\$ (79,566.52)	315,180.37
NOV	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	792,254.61	349,743.98	715,598.67	558,879.61	558,479.61	937,798.79	433,437.70	733,190.36	\$ (125,441.91)	373,435.85
DEC	225,689.89	236,936.54	185,291.99	418,818.13	369,635.90	1,161,890.51	398,894.92	1,114,493.59	462,549.20	462,549.20	1,400,347.99	441,447.17	1,174,637.53	\$ (21,102.03)	367,038.03
JAN	208,911.55	220,533.21	226,855.23	346,052.50	428,869.17	1,590,759.68	399,341.68	1,513,835.27	537,175.62	537,175.62	1,937,523.61	458,652.85	1,633,290.38	\$ (78,522.77)	387,658.84
FEB	273,064.02	299,288.30	294,191.48	413,140.70	512,970.04	2,103,729.72	525,512.43	2,039,347.70	626,799.77	626,799.77	2,564,323.38	605,405.05	2,238,695.43	\$ (21,394.72)	474,522.88
MAR	323,299.80	302,080.26	359,419.51	524,933.16	601,255.70	2,704,985.42	628,714.27	2,668,061.97	649,169.37	649,169.37	3,213,492.75	701,573.80	2,940,269.23	\$ 52,404.43	552,698.40
APR	385,618.64	214,603.12	402,060.20	630,194.20	677,443.18	3,382,428.60	697,599.40	3,365,661.37	294,671.29	294,424.00	3,507,916.75		0.00	\$ (294,424.00)	540,344.20
MAY	280,438.82	102,814.80	333,193.04	463,117.34	425,025.51	3,807,454.11	498,796.44	3,864,457.81	955,276.16	955,015.00	4,462,931.75		0.00	\$ (955,015.00)	535,029.47
JUN	232,018.65	149,677.12	322,508.82	348,876.21	374,531.93	4,181,986.04	402,595.36	4,267,053.17	471,607.39	468,255.00	4,931,186.75		0.00	\$ (468,255.00)	383,353.46
JUL	232,238.24	242,501.19	379,652.81	359,850.15	413,140.96	4,595,127.00	450,585.02	4,717,638.19	923,559.18	404,436.00	5,335,622.75		0.00	\$ (404,436.00)	401,532.99
AUG	196,329.01	264,335.05	320,233.46	445,047.73	439,053.97	5,034,180.97	409,648.68	5,127,286.87	580,771.55	475,111.00	5,810,733.75		0.00	\$ (475,111.00)	417,818.97
SEPT	203,554.83	174,264.90	420,995.81	327,614.07	334,784.79	5,368,965.76	353,899.19	5,481,186.06	349,777.09	349,777.09	6,160,510.84		0.00	\$ (349,777.09)	357,414.19
TOTAL:	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76		\$ 5,481,186.06		\$ -6,789,555.41	\$ 6,160,510.84		\$ 2,940,269.23		\$ (3,849,286.18)	\$ 5,106,027.64

***Payment reporting period contains revenue period from prior month (i.e., March reporting is February revenues).

REVENUE PERIOD	MAR.25	APR.25	MAY.25	JUN.25	JUL.25
REPORTING PERIOD	APR.25	MAY.25	JUN.25	JUL.25	AUG. 25
REMITTANCE DATE	MAY.25	JUN.25	JUL.25	AUG.25	SEP. 25
Gross Rental Receipts	7,811,850.49	25,160,599.87	12,710,792.62	24,326,822.73	15,334,899.92
Exempt Rental Receipts	257,211.80	1,219,732.02	661,322.89	604,413.54	829,551.71
Taxable Rental Receipts	7,554,638.69	23,940,867.85	12,049,469.73	23,722,409.19	14,505,348.21
Total Tax Collected	302,185.57	957,634.66	481,978.78	948,896.39	580,231.98
Adjustments	13.95-	6.32	-	0.96	0.03
Bal Fwd / Overpaid	-	-	-	-	-
Total Tax Due	302,171.62	957,640.98	481,978.78	948,897.35	580,214.01
Less Collection Allow	(861.23)	(4,484.98)	(3,046.15)	(4,414.03)	(3,991.26)
Plus Penalty	2,372.05	30,194.92	6,710.27	7,239.43	12,441.97
Plus Interest	102.35	1,460.44	550.25	399.99	679.84
Current Amount Due	303,784.79	984,811.36	486,193.16	952,122.74	589,344.56
Credit Balance Used					
Underpayments					
NSF Cancels					
Total Amount Collected	303,784.79	984,811.36	486,193.16	952,122.74	589,344.56
Current Total Rate					
Dist to TD Council					
BCC	294,671.29	955,267.16	471,607.39	923,559.18	580,771.55
Tax Collector Comm	9,113.50	29,544.20	14,585.77	28,563.56	8,573.01
Total Collections Dist.	303,784.79	984,811.36	486,193.16	952,122.74	589,344.56
Note: Funds Previously Distributed in 2025					

AUG.25	SEP.25	OCT.25	NOV.25	DEC.25	JAN.26	FEB.26
SEP. 25	OCT.25	NOV.25	DEC.25	JAN.26	FEB.26	MAR.26
OCT.25	NOV.25	DEC.25	JAN.26	FEB. 26	MAR.26	APR.26
181,040,866.54						
9,296,238.19	7,917,774.46	11,367,208.33	11,791,782.10	12,186,692.80	16,119,000.47	18,991,996.21
482,161.26	471,586.10	552,276.41	746,813.78	545,888.41	582,382.75	1,135,070.37
8,814,076.93	7,446,188.36	10,814,931.92	11,044,968.32	11,640,804.39	15,536,617.72	17,856,925.84
352,563.13	297,847.55	432,597.26	441,798.60	465,632.05	621,464.60	714,277.03
0.01-	-	-	-	-	-	-
-	-	-	-	-	-	-
352,563.12	297,847.55	432,597.26	441,798.60	465,632.05	621,464.60	714,277.03
(2,696.40)	(2,330.45)	(2,542.55)	(2,715.09)	(2,905.22)	(3,514.91)	(3,611.22)
467.60	4,810.79	4,057.70	3,306.82	9,263.72	6,113.01	10,920.15
(35.40)	161.47	403.44	162.87	882.58	412.79	1,685.84
352,298.92	300,489.36	434,515.85	442,553.20	472,873.13	624,475.49	723,271.80
350,298.92	300,489.36	434,515.85	442,553.20	472,873.13	624,475.49	723,271.80
6,789,546.41						
349,777.09	299,752.66	433,437.70	441,447.17	458,652.85	605,719.05	701,573.80
521.83	736.70	1,078.15	1,106.03	14,220.28	18,756.44	21,698.00
350,298.92	300,489.36	434,515.85	442,553.20	472,873.13	624,475.49	723,271.80
					323.72	
					605,395.33	

Trend Data for Occupancy, ADR, RevPAR (4/2025-3/2026)





Marion County Tourist Development Council

Agenda Item

File No.: 2026-22740

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:
Fiscal Year 2026 Event Funding Allocations

DESCRIPTION/BACKGROUND:
Information Only

FY 25-26 Bid Fee Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
Fishers of Men Championship Bass Tournament	\$1,000.00	\$1,000.00	
Official Strongman Games (2 year bid fee)	\$90,000.00	\$90,000.00	
Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional	\$10,000.00	\$10,000.00	
Budgeted amount		\$500,000.00	
Available to Fund Bid Fee Events		\$399,000.00	

- TDC approved higher funding
- Event canceled
- Planner fell short on deliverables

Room Night Generating Event Funding Allocations

Quarter	Event	Proposed Funding	Approved Funding	Expended Funding
Q1 (Jan-March)	NIKE First in Show Volleyball Tournament	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q2 (April-June)	NIKE Winner's Circle Volleyball Tournament	\$ 25,000.00	\$ 25,000.00	
Q1 (Jan-March)	HITS Post Time Farm Premier I and II	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Q1 (Jan-March)	Winter Series Week #1 - National Show	\$ 7,380.00	\$ 7,380.00	\$ 7,380.00
Q1 (Jan-March)	Winter Series Week #2 - National Show & FEI	\$ 5,760.00	\$ 5,760.00	\$ 5,760.00
Q1 (Jan-March)	Winter Series Week #3 - National & FEI	\$ 7,755.00	\$ 7,755.00	
Q1 (Jan-March)	Winter Series Week #4 - National & FEI	\$ 7,405.00	\$ 7,405.00	
Q1 (Jan-March)	Winter Series Week #5 - National & FEI	\$ 8,345.00	\$ 8,345.00	
Q1 (Jan-March)	Winter Series Week #6 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series #7 - National & FEI World Cup Qualifier	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #8 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #9 - National & FEI	\$ 8,370.00	\$ 8,370.00	
Q1 (Jan-March)	Winter Series Week #10 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #11 - National	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #12 - National Show & Longines League of Nations	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 1-3	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 4-7	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 8-10	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Grandview World Nights	\$ 9,000.00	\$ 9,000.00	\$0.00
Q1 (Jan-March)	Grandview Invitational	\$ 7,000.00	\$ 7,000.00	\$0.00
Q1 (Jan-March)	Ocala Equine Conference	\$ 1,300.00	\$ 1,300.00	\$ 1,020.00
Q1 (Jan-March)	Big East Swimming and Diving Conference Championships	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Santos Fat Tire Festival	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Live Oak International	\$ 4,000.00	\$ 4,000.00	
Q2 (April-June)	Blue Knights Florida III Spring Meeting	\$ 5,000.00	\$ 5,000.00	
Q3 (July - September)	JFCA Hottest Show on Earth	\$ 3,750.00	\$ 3,750.00	
Q3 (July - September)	Rock the Country	\$ 49,995.00	\$ 49,995.00	
Q3 (July - September)	ProAm Patriot Games Invitational	\$ 3,900.00	\$ 3,900.00	
Q2 (April-June)	Cal Ripken T-Ball/Rookie B State Tournament	\$ 25,000.00	\$ 25,000.00	
	Budgeted Amount		\$300,000.00	
	Available to Fund Room Night Generating Events		\$7,320.00	

TDC approved higher funding

Event canceled

Event planner fell short on deliverables



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22741

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:

MOTION: Cal Ripken T-Ball/Rookie B State Tournament (June 2026 - Date Change)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve date change for the Cal Ripken T-Ball/Rookie B State Tournament for recommendation to the Marion County Board of County Commissioners.



OCALA ROTARY SPORTSPLEX

5220 SE Maricamp Rd

Ocala, FL 34480

Date: April 14th, 2026

Date Change Notification – 6U and 8U State B Tournament

Dear,

Please be advised that the scheduled dates for the 6U and 8U State B Tournament have been updated.

The event, originally scheduled for June 11th–14th, 2026, will now take place on June 3rd–7th, 2026.

We apologize for any inconvenience this change may cause and appreciate your understanding. Please make note of the updated dates accordingly.

If you have any questions or need additional information, please do not hesitate to contact us.

Sincerely,

Jackie Troughton

Treasurer

Ocala Rotary Sportsplex



Marion County

Tourist Development Council

Agenda Item

File No.: 2026-22742

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:

MOTION: Proposed Budget for Fiscal Year 2026-2027

DESCRIPTION/BACKGROUND:

The draft budget was generated on March 27, 2026. Tourist Development Staff met with County Administration on April 13, 2026.

As a result of that meeting, amended budget requests were submitted and line-item totals were updated. These updated totals are outlined below:

Line Item 534101 - Contract Serv Other Misc: \$182,613

Line Item 552106 - Computer Software: \$217,654

Recommended Action: Approve the fiscal year 2026-2027 budget for recommendation to the Marion County Board of County Commissioners.



**Marion County Board of County Commissioners
Fiscal Year 2027 Requested Budget**

**Fund: 1074 - Tourist Development Tax
Cost Center: 155 - Visitors and Convention Bureau**

**Organization Unit: Public Services
Division: Tourist Development**

Prepared by: Clerk of Court and Comptroller - Budget Department

Account #	Account Description	FY 2025 Actual	FY 2026 Adopted	FY 2026 Amended	FY 2027 Requested
Cost Center Expenditures					
Personnel					
512101	Regular Salaries and Wages	678,689	749,719	749,719	767,587
521101	FICA Taxes	48,613	57,364	57,364	58,732
522101	Retirement Contributions	92,490	105,191	105,191	107,698
523101	Health Insurance	126,400	140,712	140,712	154,704
523401	Life ADD LTD	4,502	5,033	5,033	5,154
524101	Workers Compensation	653	905	905	1,079
	Personnel Total	951,347	1,058,924	1,058,924	1,094,954
Operating					
531109	Professional Services	1,566,118	1,937,283	1,937,283	502,500
534101	Contract Serv Other Misc	41,167	46,104	72,958	147,203
540101	Travel and Per Diem	36,538	42,500	42,500	42,500
541101	Communication Services	6,008	9,540	9,540	9,624
542201	Postage and Freight	8,123	11,500	11,500	11,500
543101	Utility Services Electric Water Sewer	13,422	25,900	25,900	20,020
543102	Utility Services Waste Disposal	547	756	756	756
544101	Rentals and Leases Equipment	2,699	6,600	6,600	6,600
544401	Rentals and Leases Buildings	3,150	3,780	3,780	3,780
545101	Insurance Premiums	16,863	16,402	16,402	16,402
546101	Repairs and Maint Bldgs and Grounds	5,680	44,680	17,826	20,000
546257	Repairs and Maint Fleet Management	744	4,580	4,580	4,580
547101	Printing and Binding	54,041	55,500	55,500	60,000
548101	Promotional Activities	1,260,567	2,766,004	2,808,059	3,522,451
549185	Charges Central Services Cost Allocation	174,198	202,617	202,617	224,905
551101	Office Supplies	680	2,000	2,000	2,500
552101	Gasoline Oil and Lubricants	1,692	4,000	4,000	4,000
552106	Computer Software	18,210	27,221	43,441	216,685
552107	Clothing and Wearing Apparel	0	0	0	10,000
552108	Operating Supplies	11,466	6,500	6,500	6,500
552116	Operating Supplies Computer Hardware	9,997	8,755	8,755	9,850
552257	Parts Vehicle and Equipment	344	3,000	3,000	3,000
554101	Books Publications and Subscriptions	39,600	49,604	49,604	51,168
554201	Dues and Memberships	27,444	35,546	35,546	39,176
555501	Training and Education	54,238	76,530	76,530	90,000
	Operating Total	3,353,536	5,386,902	5,445,177	5,025,700
Capital					
563102	Improvements CIP	3,594,781	2,258,135	2,258,135	0
564102	Machinery and Equipment CIP	0	1,259	1,259	0
568102	Intangible Software CIP	0	3,462	3,462	0
	Capital Total	3,594,781	2,262,856	2,262,856	0
Debt Service					
571205	Principal Lease Agreements	1,456	0	0	0
571207	Principal Subscriptions	2,040	0	0	0
572205	Interest Lease Agreements	11	0	0	0
572207	Interest Subscriptions	218	0	0	0



**Marion County Board of County Commissioners
Fiscal Year 2027 Requested Budget**

**Fund: 1074 - Tourist Development Tax
Cost Center: 155 - Visitors and Convention Bureau**

**Organization Unit: Public Services
Division: Tourist Development**

Prepared by: Clerk of Court and Comptroller - Budget Department

Account #	Account Description	FY 2025 Actual	FY 2026 Adopted	FY 2026 Amended	FY 2027 Requested
Cost Center Expenditures					
	Debt Service Total	3,725	0	0	0
Non-Operating					
599417	Reserve for Tourism Initiatives	0	3,596,985	3,538,710	3,596,985
	Non-Operating Total	0	3,596,985	3,538,710	3,596,985
Interfund Transfers					
591001	Budget Transfer to General Fund	500,000	0	0	0
	Interfund Transfers Total	500,000	0	0	0
Reserves					
599101	Reserve for Contingencies	0	500,000	500,000	500,000
599199	Reserve for Cash Carry Forward	0	1,500,000	1,500,000	1,500,000
	Reserves Total	0	2,000,000	2,000,000	2,000,000
	Cost Center Expenditures Total	8,403,389	14,305,667	14,305,667	11,717,639

DEPARTMENTAL REQUESTS



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22743

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:
Marketing and Communications Update

DESCRIPTION/BACKGROUND:
Information Only.



Marketing & Communications Update April 2026

- **Current Running Media**
 - Print:
 - Visit Florida Vacation Guide – (2026)
 - Full page Ad
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2026)
 - 2-Page Advertorial Content in Florida Sports Guide section (2026)
 - CEP Relocation Guide – (2026)
 - Full page Ad
 - Flamingo Magazine – (March -May 2026)
 - Full page Ad
 - Meetings Today – (April 2026)
 - Full page Ad
 - BizBash – (April 2026)
 - Full page Ad
 -
 - Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Lamar
 - 1 Billboard
 - Digital
 - Ad + Genuity DSP (always on)
 - Total Impressions for March 2026: 2.3 M
 - Total Clicks for March 2026: 2,254 clicks
 - Cadent
 - Total Impressions for March 2026: 1.2 M
 - Total Clicks for March 2026: 1,096 clicks
 - Native
 - Total Impressions for March 2026: 1.9 M
 - Total Clicks for March 2026: 3,942 clicks
 - Flamingo
 - Total impressions for March 2026: 286,556
 - Simpli.fi (Meetings)
 - Total impressions for March 2026: 210,955
 - BizBash (Meetings)
 - Total impressions for March 2026: 587
 - Social (always on)
 - Facebook, Instagram



- YouTube
- Pinterest
- Search (always on)
 - Keyword and Performance MAX through Google

- **Industry/Advocacy Communications**

- Ribbon Cutting - Staybridge Suites Ocala
 - March 20, 2026
 - Location: Staybridge Suites Ocala-Near Equestrian-Aquatics, an IHG Hotel
- AC Marriott Ocala Shovel Ceremony
 - March 23, 2026
 - Location: AC Marriott Ocala
- Marion County Day
 - March 28, 2026
 - Location: McPherson Complex
- Ribbon cutting for the Rotary Sportsplex Synthetic Turf Project
 - April 1, 2026
 - Location: Rotary Sportsplex
- Launched 2nd Annual Postcard Contest
 - April 2026
 - Winner to be announced during National Travel and Tourism Week

- **Public Relations**

- MexTop_ – Mexico (VISIT FLORIDA Press Trip)
 - Media – Emilio Flores and Aline Alcaraz
 - March 2026
- Explore Magazine - Canada (VISIT FLORIDA Press Trip)
 - Media – Kathryn Anderson and Lisa Zral
 - April 2026



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22744

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information Only.

Monthly Sales Update April 23, 2026

- **New Business**
 - Shocker Park Meltdown
 - August 29-30, 2026
 - Estimated Room Nights: 75
 - ProAm Senior Softball September Showdown
 - September 11-12, 2026
 - Estimated Room Nights: 260
 - Elite Club National League ECNL RL Girls Florida (Ocala)
 - December 3-6, 2026
 - Estimated Room Nights: 4,500

- **Leads**
 - American Association of Equine Practitioners Colic Symposium
 - March 8-12, 2027
 - Estimated Room Nights: 410
 - National Folk Festival
 - 2028-2030
 - Estimated Room Nights: TBD

- **Ongoing Leads**
 - FHSAA Swimming and Diving State Championships
 - November 7-8, 2026 & November 14-15, 2026
 - Estimated Room Nights: 1,854
 - Florida BASS Nation Youth Tournament
 - February 19-21, 2027
 - Estimated Room Nights: 250
 - Eagle Wings Motorcycle Association Florida District Gathering
 - March 12-15, 2027
 - Estimated Room Nights: 285
 - Florida and Alabama RV Park and Campground Association Convention and Expo
 - May 4-7, 2027
 - Estimated Room Nights: 2,000
 - Florida Lions Club Statewide Convention
 - May 6-9, 2027
 - Estimated Room Nights: 525
 - American Early Learning Coalition Annual Conference
 - August 2027 & 2028
 - Estimated Room Nights: 1,280
 - Connect South/Connect Faith
 - October 19-17, 2027
 - Estimated Room Nights: 895

- **Conferences/Tradeshows**
 - Visit Florida VIP Meeting Planner Client Event
 - May 3-5 – Washington DC



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22745

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
Major League Fishing Heavy Hitters	May 16, 2026	May 22, 2026	Heagy Burry Boat Ramp
USA Swimming Speedo Sectionals	June 4, 2026	June 7, 2026	FAST
Cal Ripken T-Ball/Rookie B State Tournament	June 4, 2026	June 7, 2026	Rotary Sportsplex
Florida Swimming FLAGS Championship	July 9, 2026	July 14, 2026	FAST
Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional	July 15, 2026	July 19, 2026	Rotary Sportsplex
Florida Swimming Senior Championship	July 16, 2026	July 19, 2026	FAST
ProAm Patriot Games Invitational	July 24, 2026	July 25, 2026	Ocala Regional Sportsplex
Junior Florida Cattlemen's Association Hottest Show on Earth	July 24, 2026	July 26, 2026	Southeastern Livestock Pavilion
YMCA National Long Course Championship	July 27, 2026	August 1, 2026	FAST
Rock the Country Ocala	August 27, 2026	August 30, 2026	Florida Horse Park
Fishers of Men District 12 Championship	October 20, 2026	October 24, 2026	Heagy Burry Boat Ramp
Official Strongman Games	November 18, 2026	November 22, 2026	WEC



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22746

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information Only.

Ocala/Marion County Visitors & Convention Bureau Sales Report

3/26/2026 - 4/23/2026

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
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT 148	4/19/2026	State	\$0.00	30	28	82	0
					4/24/2026	new	\$0.00	30			
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone 0	4/16/2026	Local	\$0.00	0	100	300	0
					4/19/2026	repeat	\$0.00	0			
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email 148	4/24/2026	Local	\$0.00	30	28	55	0
					4/26/2026	new	\$0.00	0			
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email 146	7/24/2026	State	\$243,146.00	500	125	250	0
					7/26/2026	new	\$0.00	735			
Official Strongman Games	Official Strongman Games	Bryan Day 100.0%	Sports	TEAMS Conference 0	11/18/2026	International	\$2,337,041.00	1,000	295	1,790	0
					11/22/2026	new	\$0.00	1,200			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email 0	7/31/2026	State	\$0.00	375	250	750	0
					8/5/2026	new	\$0.00	450			
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/11/2026	State	\$2,062,373.00	500	625	2,500	0
					6/14/2026	repeat	\$0.00	800			
Cal Ripken Baseball	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone 0	7/15/2026	Regional	\$1,132,550.00	250	240	760	0
					7/19/2026	new	\$0.00	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
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email 146	12/4/2026	National	\$0.00	1,500	1,500	4,500	0
					12/5/2026	new	\$0.00	1,800			
Fishers of Men National Tournament Trail	Fishers of Men District 12 Championship Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	10/13/2026	Regional	\$73,834.00	0	40	200	0
					10/17/2026	new	\$0.00	40			
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference 0	5/9/2026	National	\$564,610.00	250	70	560	0
					5/15/2026	new	\$0.00	300			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/15/2026	National	\$2,530,446.00	1,500	350	1,200	0
					4/18/2026	repeat	\$0.00	1,600			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/14/2027	National	\$2,530,446.00	1,500	350	1,200	0
					4/17/2027	repeat	\$0.00	1,600			
ProAm Senior Softball	ProAm September Showdown	Corry Locke 100.0%	Sports	Phone 0	9/26/2026	State	\$0.00	150	125	250	0
					9/27/2026	new	\$0.00	200			
ProAm Senior Softball	Patriot Games Invitational	Corry Locke 100.0%	Sports	Phone 0	7/25/2026	State	\$233,238.00	350	125	250	0
					7/26/2026	new	\$0.00	500			
ProAm Senior Softball	Road to the World Series Qualifier	Corry Locke 100.0%	Sports	Phone 0	5/23/2026	State	\$0.00	150	125	250	0
					5/24/2026	new	\$0.00	200			
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 0	8/27/2026	National	\$9,468,385.00	20,000	2,000	3,333	0
					8/30/2026	repeat	\$0.00	30,000			
Shocker Park Girls Softball	Shocker Park Meltdown	Corry Locke 100.0%	Sports	Phone 146	8/29/2026	State	\$0.00	250	50	75	0
					8/30/2026		\$0.00	450			

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	
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email 0	6/26/2026 6/27/2026	Regional new	\$0.00 \$0.00	0 0	100	200	0	
Win Big Fastpitch	June Tournament	Corry Locke 100.0%	Sports	Phone 0	6/20/2026 6/21/2026	Regional new	\$0.00 \$0.00	200 300	125	250	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	
VISIT FLORIDA	International Press Trip - Visit Florida - Pre-IPW - Brazil	Jessica Heller 100.0%		Email 146	5/8/2026 5/11/2026	International new	\$0.00 \$0.00	2 2	1	3	0	
Event Count:							22	\$23,562,766.90	29,337	6,927	20,508	0
								\$0.00	41,507			

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
Blue Knights Motorcycle Club	Blue Knights Florida III Spring Meeting	Bryan Day 100.0%	Social	Phone	4/12/2026	Local	\$238,118.00	150	225	500	0
				0	4/15/2026	new	\$0.00	200			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/19/2026	State	\$0.00	30	28	82	0
				148	4/24/2026	new	\$0.00	30			
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone	4/16/2026	Local	\$0.00	0	100	300	0
				0	4/19/2026	repeat	\$0.00	0			
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace	4/11/2026	Regional	\$3,124,259.00	5,400	1,250	2,500	0
				0	4/12/2026	repeat	\$0.00	7,700			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2026	National	\$2,530,446.00	1,500	350	1,200	0
				0	4/18/2026	repeat	\$0.00	1,600			
VISIT FLORIDA	International Press Trip - Visit Florida - Mexico	Jessica Heller 100.0%		Email	3/27/2026	International	\$0.00	2	2	6	0
				146	3/30/2026	new	\$0.00	2			
Event Count:						6	\$5,892,823.00	7,082	1,955	4,588	0
							\$0.00	9,532			

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	
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email 146	7/24/2026	State	\$243,146.00	500	125	250	0	
					7/26/2026	new	\$0.00	735				
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email 146	12/4/2026	National	\$0.00	1,500	1,500	4,500	0	
					12/5/2026	new	\$0.00	1,800				
Shocker Park Girls Softball	Shocker Park Meltdown	Corry Locke 100.0%	Sports	Phone 146	8/29/2026	State	\$0.00	250	50	75	0	
					8/30/2026		\$0.00	450				
VISIT FLORIDA	International Press Trip - Visit Florida - Pre-IPW - Brazil	Jessica Heller 100.0%		Email 146	5/8/2026	International	\$0.00	2	1	3	0	
					5/11/2026	new	\$0.00	2				
Event Count:							4	\$243,146.00	2,252	1,676	4,828	0
								\$0.00	2,987			

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	
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email 146	7/24/2026	State	\$243,146.00	500	125	250	0	
					7/26/2026	new	\$0.00	735				
Official Strongman Games	Official Strongman Games	Bryan Day 100.0%	Sports	TEAMS Conference 0	11/18/2026	International	\$2,337,041.00	1,000	295	1,790	0	
					11/22/2026	new	\$0.00	1,200				
Elite Club National League ECNL	ECNL RL Girls Florida (Ocala)	Corry Locke 100.0%	Sports	Email 146	12/4/2026	National	\$0.00	1,500	1,500	4,500	0	
					12/5/2026	new	\$0.00	1,800				
Shocker Park Girls Softball	Shocker Park Meltdown	Corry Locke 100.0%	Sports	Phone 146	8/29/2026	State	\$0.00	250	50	75	0	
					8/30/2026		\$0.00	450				
VISIT FLORIDA	International Press Trip - Visit Florida - Pre-IPW - Brazil	Jessica Heller 100.0%		Email 146	5/8/2026	International	\$0.00	2	1	3	0	
					5/11/2026	new	\$0.00	2				
Event Count:							5	\$2,580,187.00	3,252	1,971	6,618	0
								\$0.00	4,187			

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	
American Association of Equine Practitioners	2027 AAEP Colic Symposium	Bryan Day 100.0%	Equine	CVENT	3/1/2027	National	\$0.00	100	113	377	0	
				0	3/1/2027	new	\$0.00	125				
Florida Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone	5/6/2027	Local	\$0.00	0	175	525	0	
				148	5/9/2027	new	\$0.00	0				
Junior Florida Cattlemen's Association	JFCA Hottest Show on Earth	Bryan Day 100.0%	Agriculture	Email	7/24/2026	State	\$243,146.00	500	125	250	0	
				146	7/26/2026	new	\$0.00	735				
USA Wrestling	Kid's National Championship 2030	Bryan Day 100.0%	Sports	Email	6/20/2030	National	\$0.00	1,225	415	1,660	0	
				0	6/23/2030	new	\$0.00	1,515				
USA Wrestling	Kid's National Championship 2029	Bryan Day 100.0%	Sports	Email	6/21/2029		\$0.00	1,225	415	1,660	0	
				0	6/24/2029	new	\$0.00	1,515				
USA Wrestling	Kid's National Championship 2028	Bryan Day 100.0%	Sports	Email	6/21/2028	Regional	\$0.00	1,225	415	1,660	0	
				0	6/25/2028		\$0.00	1,515				
USA Wrestling	Kid's National Championship 2027	Bryan Day 100.0%	Sports	Email	6/23/2027	National	\$0.00	1,225	415	1,660	0	
				0	6/23/2027	new	\$0.00	1,515				
Event Count:							7	\$243,146.00	5,500	2,073	7,792	0
								\$0.00	6,920			

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	
Ragnar Events, LLC	Ragnar Trail Race	No Percentage Rep 100.0%	Sports	TEAMS Conference 0	4/2/2027 4/3/2027	Local new	\$0.00 \$0.00	0 0	1,000	0	0	
Celebrity Championships	Celebrity Championships RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/17/2026 4/18/2026	Local new	\$0.00 \$0.00	0 0	350	0	0	
Florida Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone 148	5/6/2027 5/9/2027	Local new	\$0.00 \$0.00	0 0	175	525	0	
Pro Watercross	Pro Watercross National Events	Bryan Day 100.0%	Sports	TEAMS Conference 0	6/5/2026 6/6/2026	Local new	\$0.00 \$0.00	0 0	20	0	0	
Event Count:							4	\$0.00	0	1,545	525	0
								\$0.00	0			



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22747

Agenda Date: 4/23/2026

Agenda No.:

SUBJECT:
TDC Attendance Report

DESCRIPTION/BACKGROUND:
Information Only.

TDC Attendance Report

2026

	January	February	March	April	May	June	July	August	September	October	November
Rus Adams			X								
Jeff Bailey	X*										
Doug Cone											
Christopher Fernandez											
Danny Gaekwad											
Rich Larkin		+									
Ron Livsey											
Barry Mansfield											
Michelle Stone	+										
Bobby Walker											

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned