

**Tourist Development Council Regular Meeting**

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, January 25, 2024

9:00 a.m.

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

Mr. Jeff Bailey read into the record, members of the public are advised that this meeting/hearing is a public proceeding, and the clerk to the board is making an audio recording of the proceedings, and all statements made during the proceedings, which recording will be a public record, subject to disclosure under the public records law of Florida. Be aware, however, that the audio recording may not satisfy the requirement for a verbatim transcript of the proceedings, described in the notice of this meeting, in the event you desire to appeal any decision adopted in this proceeding.

**Roll Call**

Present:

Rus Adams, Victoria Billig, Craig Curry, Christopher Fernandez, Ron Livsey, Barry Mansfield, Jason Reynolds, Carl Zalak and Jeff Bailey.

Staff:

Loretta Shaffer, Sky Wheeler, Danielle Neron, Candace Shelton, DeeDee Busbee, Bryan Day, Jessica Heller, Samantha Solomon

Guests:

Dana Olesky, Chief Assistant County Attorney; Mary Hutchcraft, Hilton Ocala; Rodney Gutierrez, World Equestrian Center; Joseph St. Germain, Downs & St. Germain Research; Jaye Baillie, Marion Cultural Alliance; Evelyn Morales, Hampton Inn Ocala; Kristy Burns, Hampton Inn Ocala; Kevin Milak, FAST; Elodie Badoual, Miles Partnership; Lindsey Sullivan, Miles Partnership; Ileana Frascone, Miles Partnership; Manish Chaudhari, LBA Properties; Paresh Chaudhari, LBA Properties; Tracy Glover, Conquest Design & Development Group LLC

### **Notice of Publication**

Notice was published on the County Website on January 2, 2024 and subsequently updated to include WebEx information on December 4, 2023.

Ms. Sky Wheeler advised Ms. Victoria Billig was unavailable to attend the TDC meeting in person due to medical reasons but would appear virtually. She further advised the council had the opportunity to extend a motion to allow Ms. Billig to participate virtually since quorum was met.

**A motion was made by Rus Adams, seconded by Barry Mansfield, to allow Ms. Victoria Billig to appear virtually for the January 25, 2024 Tourist Development Council Meeting due to illness. The motion was unanimously approved by the council (6-0).**

Mr. Bailey stated during the November 2023 TDC meeting the TDC Council voted to discontinue printing the Meeting Materials for each TDC meeting. He further advised the council could request a printed copy of the documents for review, if desired, otherwise the documents were available on the county website.

### **Approval of Minutes**

**A motion was made by Barry Mansfield, seconded by Jason Reynolds, to adopt the minutes from the January 25, 2024 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (7-0).**

### ***Acknowledgement of Financials – November 2023 and December 2023***

**A motion was made by Rus Adams, seconded by Barry Mansfield, to review and approve November 2023 and December 2023 Financials. The motion was unanimously approved by the council (7-0).**

Mr. Joseph St. Germain, president of Downs and St. Germain Research, stated Florida Tourism in 2021 and 2022 were great years, not just for Marion County, but for Florida in general. Most people weren't traveling abroad and cruises had not reopened. In 2023, many people started to travel abroad but travel was not reciprocated. Mr. St. Germain further noted that 2023 had the highest average daily rate across the nation. He also noted, during the upcoming year, people would continue to travel but financial concerns were rising which would possibly cause travelers to shorten their trips. He then stated culinary travel went from something people did on vacation to become a larger driver for reasons to visit. Culinary travel was determined to be an opportunity for growth for Ocala/Marion County. Travelers have started prioritizing culinary experiences. For many people, wine and food have become a way to experience the culture of an area. This has become especially true for Millennials and Gen-Z travelers. These travelers constantly search for outdoor playgrounds and food has become an important part of that experience. The rise in culinary travel may be attributed to the development of The Food Network. Mr. St. Germain then stated Wellness Travel was thriving as well. The Wellness sector of travel brought in \$800 million worldwide and was expected to double by 2030. Sleep and relaxation have become a priority for travelers.

Downs and St. Germain advised Business Travel would most likely not return to pre-pandemic levels until 2025 but business meetings were noted to be ahead of pace for 2024. The statistics indicated that a significant number of people have started to take bleisure trips. These trips are defined as business travel which was extended to participate in leisure activities. Mr. St. Germain stated 30% of business trips have a bleisure component. The creation of the hotel as an office has become a big opportunity for the hotel industry. Statistics showed that 90% of travelers were very interested in the “mood or vibe” of a hotel but staffing for the Hospitality Industry has continued to be an issue. Some of the top “vibes” of 2023 were noted as artsy, hip, retro, modern, beach, historic, old, chill, vintage, industrial and party. The research conducted by Mr. St. Germain indicated that 1 in 4 vacation rentals in the state of Florida were undocumented or unlicensed which means the county was not collecting sales tax or TDT. Regarding International travel, the county normally had more visitors coming in than going abroad. Across the nation, there was a deficit of thirty-four million room nights which would normally be occupied by international travelers. Personalization has become extremely important to travelers and 7 in 10 visitors expect to have it. Statistics have shown that 4 in 5 travelers expected to book every aspect of their vacation online. Artificial Intelligence (AI) was noted as a growing technological resource. Mr. St. Germain stated, approximately 50% of travelers are curious about using AI to plan trips. He then advised one-third of travelers were noted as using AI to plan but they had major concerns such as trustworthiness, complexity and data privacy.

### ***Funding Requests***

#### ***Grandview Invitational***

Mr. Corry Locke, Group Sales Supervisor, stated Grandview Invitational would run February 1-3, 2024 at the Florida Horse Park. The requested funding amount was \$16,800 which mirrored the eligible funding amount, as well as, the staff recommendation based on the minimum room night guarantee of 1,200 rooms. The funding would be used for marketing, advertising, venue rental, equipment rental and bleacher rental. The estimated economic impact for the event was noted as \$1,217,427 and this would be its sixth year in the county.

Mr. Bailey stated when the World Equestrian Center began hosting Grandview World Nights there was mentioned that Grandview Invitational may no longer exist. This would allow focus to remain on Grandview World Nights.

Mr. Locke advised he has not heard anything regarding this. He then directed the conversation to Mr. Rodney Gutierrez from the World Equestrian Center and Mr. Jason Reynolds, Florida Horse Park.

Mr. Bailey then asked if the organization has reserved the venues for future dates.

Mr. Gutierrez affirmed and advised Grandview World Nights and Grandview Invitational were two different events with two different types of clientele.

Mr. Locke noted the schedule of events has worked for the organization as it allows the competitors come in for Grandview Invitational and stay an extra week for Grandview World Nights.

**A motion was made by Rus Adams, seconded by Christopher Fernandez, to approve the recommendation for the requested funding amount of \$16,800.00 for Grandview Invitational to the Board of County Commissioners. The motion was unanimously approved by the council (6-0).**

**\* Jason Reynolds, Executive Director for Florida Horse Park and host venue to Grandview Invitational, abstained from the vote and form 8B was filed.**

Mr. Carl Zalak in at 9:22am

***Report from Chair***

Mr. Bailey extended a warm welcome to Mr. Carl Zalak III, Marion County Commissioner, District 4. Mr. Zalak has been appointed to the Tourist Development Council Board for a term of one year.

***Funding Requests (continued)***

***Grandview World Nights***

Mr. Locke continued to discuss Grandview World Nights which would be held at the World Equestrian Center February 8-10, 2024. The World Equestrian Center has hosted the event for three years. The organization requested funding of \$16,800 if 1,200 room nights were secured. The total economic impact would be \$1,174,465 with a total ROI of 44%. The funds would be used for marketing, advertising, equipment rental and event production expenses.

Mr. Bailey advised the growth in the requested funding amount for this organization was exciting to see. He noted that he was unsure whether attendance for the event has changed but acknowledges their ability to document their visitor count has improved.

**A motion was made by Jason Reynolds, seconded by Barry Mansfield, to approve the recommendation for the requested funding amount of \$16,800.00 for Grandview World Nights to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***2024 Sunshine State Conference Men's and Women's Swimming Championship***

Mr. Locke stated the 2024 Sunshine State Conference Men's and Women's Swimming Championship, a brand-new event to Marion County, would be held February 14-18, 2024 at Florida Aquatic Swimming and Training (FAST). The requested funding amount was \$19,600 with 1,400 room nights anticipated. The estimated economic impact was approximately \$1,240,945 with a total ROI of 91%. One hundred percent of the attendees for this event would be from out-of-county. This event would host eleven or twelve colleges from across the state of Florida for the conference championship. The

requested funds would be used for event production fees, timing system operations, official's fees, photo/video, event related equipment rental, signage/banners, printing, announcer fees, radio rentals and live streaming expenses.

**A motion was made by Carl Zalak, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$19,600.00 for the 2024 Sunshine State Conference Men's and Women's Swimming Championship to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***Elite Bullriders Association Rodeo Finals***

Mr. Locke advised the Elite Bullriders Association Rodeo Finals would be held March 1-2, 2024 at the World Equestrian Center and was a new event to Marion County. The requested funding amount was \$25,000 which mirrored the eligible funding amount. The estimated economic impact noted was approximately \$2,569,794 with 1,786 room nights anticipated. The total ROI would be 121%. The funding requested would be used for equipment rental, judges, production expenses, marketing, signage, EMS and security. This organization started in 2021.

Mr. Bailey requested to know other locations the organization competes at.

Mr. Locke responded by stating the organization has multiple competitions across the state and possibly the southeast. The event may have previously been hosted in South Florida. The organization reached out to the World Equestrian Center, toured Arena 5 and decided to host their event in The Horse Capitol of the World.

Mr. Zalak requested to know if the minimum guaranteed room nights were verifiable. He also wanted to know how an organization determines what their minimum room night guarantee should be.

Mr. Locke replied the staff would try to steer the organization based on historical data but this event was new to Ocala/Marion County so no historical data exists. Mr. Locke further advised funding was paid out at \$14.00 per night per verified room night regardless of the requested funding amount.

**A motion was made by Jason Reynolds, seconded by Carl Zalak, to approve the recommendation for the requested funding amount of \$25,000.00 for the Elite Bullriders Association Rodeo Finals to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***Florida Swimming FLAGS Spring Championships***

Mr. Locke advised the following funding requests do not apply to the \$14.00 per night funding option but were funded under Bid Fee. Mr. Locke explained the Bid Fee process as funds (\$500,000.00) budgeted annually for high impact events. It guarantees the organizations' business and allows the VCB to bid on multiple years to secure their commitment to Ocala/Marion County. The Bid Fee option has been available for two

years and allowed the county to successfully establish numerous multi-year agreements with event planners. He then mentioned that traditionally, Bid Fees are paid upfront due to the high impact of the event and the immediate need for funding.

Mr. Bailey advised the Bid Fee option was very common with larger communities that host world class events. Mr. Bailey then requested to know what would happen if the Bid Fee was paid but the event was cancelled.

Mr. Locke stated the contract would be void.

Mr. Bailey then requested to know if the company would be eligible for room night funding as well as Bid Fee.

Mr. Locke advise the company must choose one or the other. The staff will not approve both funding options simultaneously for any organization.

Ms. Loretta Shaffer, Tourist Development Director, stated a tremendous amount of work goes into supporting a Bid Fee request. The staff must review hundreds of supporting documents and present the bid to several Boards for consideration.

Mr. Zalak asked if the entire Bid Fee goes to the organization upfront or over a three-year period.

Mr. Locke advised the funds would be disbursed to the organization per event year. For example, the event would receive \$15,000 per year for a total of \$45,000 over a three-year period.

Ms. Shaffer stated the team strives to secure multi-year agreements.

**A motion was made by Rus Adams, seconded by Barry Mansfield, to approve the recommendation for Bid Fee funding in the amount of \$15,000.00 per year for a total of \$45,000.00 over a three-year period for Florida Swimming FLAGS Spring Championships to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

***Florida Swimming Senior Spring Championships***

Mr. Locke advised Florida Swimming Senior Spring Championships was a Florida swimming sanctioned event hosted by CSF Aquatics, LLC. The event would be held March 7-10, 2024 with a requested Bid Fee amount of \$25,000.00 per event year for three years. The total economic impact would be \$2,930,337 per year based on the estimated number of attendees. Mr. Locke stated the total ROI would be 185% with 2,295 room nights anticipated (the organization does not have to meet the room night guarantee for bid fee eligibility).

**A motion was made by Barry Mansfield, seconded by Carl Zalak, to approve the recommendation for Bid Fee funding in the amount of \$25,000.00 per year for a total of \$75,000.00 over a three-year period for Florida Swimming Senior Spring Championships to the Board of County Commissioners. The motion was unanimously**

approved by the council (8-0).

### ***USA Swimming Speedo Sectionals***

Mr. Locke presented the final funding request which was for USA Swimming Speedo Sectionals to be held May 23-26, 2024; May 22-25, 2025 and May 21-24, 2026. The organization requested a Bid Fee amount of \$25,000.00 per event year for three years. The economic impact was estimated to reach \$2,232,888 per year which would be a total ROI of 118%. The room night total was anticipated to reach 2,900 per year.

Mr. Bailey stated the event dates for this event were scheduled for May and all other events on the roster were scheduled for March which was normally a busy month. Mr. Bailey then expressed excitement in seeing events scheduled for May which was not normally a high demand month.

Mr. Locke advised the staff had additional events scheduled at Florida Aquatic Swimming and Training, during the summer months, which would be presented at a later date.

**A motion was made by Carl Zalak, seconded by Christopher Fernandez, to approve the recommendation for Bid Fee funding in the amount of \$25,000.00 per year for a total of \$75,000.00 over a three-year period for USA Swimming Speedo Sectionals to the Board of County Commissioners. The motion was unanimously approved by the council (8-0).**

### ***Staff Updates***

#### *Annual Meeting Recap*

Ms. Shaffer thanked the council for attending the Annual Meeting and personally thanked Commissioner Zalak for his part in making the meeting a success. She advised a link would be forwarded to those members who could not attend.

#### *Tourism Day 2024*

Ms. Shaffer advised the staff would travel on January 30, 2024 for board meetings and the official kickoff of the tourism meeting on January 31, 2024. She further advised no pressing legislative concerns exist for Marion County as it relates to tourism, but the bill regarding short-term rentals may pass this year. The passing of this bill would be interesting for the tourism industry as compliance continues to be an area of opportunity. Regardless, the county continues to work towards and equitable collections process.

#### *Sales Update*

Mr. Locke advised new business to Ocala/Marion County included the IDEX National Sales Meeting. The IDEX company makes fire equipment and works closely with E-One. The company has scheduled their national meeting for the end of February and estimate a total of 160 room nights.

Mr. Bailey requested to know where the meeting would be held.

Mr. Locke stated the staff was not sure at this time but a Request for Proposal (RFP) was distributed on behalf of the organization. The next piece of new business on record was the Southeastern Fastpitch March Madness event scheduled for March 2-3, 2024 at Shocker Park. The organization has estimated 200 room nights for this event. Next, was the Southeastern Fast Pitch Pay Your Dues Challenge scheduled for April 13-15, 2024 at Shocker Park with an estimated room night total of 200. The Southeastern Fastpitch organization indicated they have five more tournaments to discuss with the VCB staff in the near future. Lastly, under new business, Mr. Locke discussed the Florida Association of Community Health Centers Billing Certification Training based out of Jacksonville, Florida. The company is a state-run organization but chose to conduct their training in Ocala/Marion County for the convenience of their attendees. The event would be held April 23-24, 2024 with an estimated 50 room nights. Regarding new leads, a new company was mentioned named Kayak Adventure Series. This event would create an opportunity for new kayakers to visit Florida and fish bodies of water within Ocala. The organization created a new, edgy adventure-based fishing tournament where the competitors have a fifty-mile radius, starting from Downtown Ocala, to fish any body of water they choose. The Bass fish would be scored based on length, not weight, and the competitor with the five longest fish would win the competition. Many of the evening social events would be held in Downtown Ocala. This organization requested to conduct their awards ceremony in a downtown theatre therefore, the sales staff along with Kayak Adventure Series, toured Marion Theatre and Reilly Arts Center. The first event held for this organization was in Georgia and Ocala/Marion County would be the first stop on the 2025 Tour Series. The details for the February 20-25, 2025 Kayak Adventure Series Tournament have not been finalized but the funding request with an estimated 1,250 room nights should be submitted in the near future.

Mr. Mansfield requested to know if the organization would supply vendors for this event.

Mr. Locke affirmed and advised two official sponsors have been secured, Toyota and Go-Pro. There would also be a number of lure and tackle companies providing demonstrations at Tuscawilla Park.

Mr. Locke then discussed upcoming conferences and tradeshow. First, he discussed Florida Huddle/Encounter scheduled for February 4-6, 2024 at the Miami Beach Convention Center. Florida Encounter was described as a Visit Florida Tradeshow for meetings and associations and Florida Huddle serve the tour operators and media sector of travel. This conference will be held in Ocala/Marion County in 2025 at the World Equestrian Center. Signage was purchased to create an impressive presence at the 2024 conference to announce Ocala as the next host city.

Mr. Locke then advised Ocala/Marion County will host the Florida Attractions Association Annual Conference from June 9-12, 2024 at the World Equestrian Center to celebrate the 75<sup>th</sup> Anniversary of the Association. On June 10, 2024 the evening reception would be held at the Southeastern Livestock Pavilion and the closing dinner

would take place at Silver Springs State Park on June 11, 2024. The State Park, one of the founding members of the association, would like to showcase its transformation over the years.

Mr. Zalak requested to know how swimming events held in March would affect the room capacity in Ocala/Marion County and would the county have enough rooms available to support potential visitors. He also inquired as to how organizations/event planners feel about the lack of available rooms near Florida Aquatics Swimming and Training (FAST).

Mr. Locke advised the staff has been working with organizations scheduled to host events during the peak season of February – March with regard to hotel availability. The staff continues to emphasize the fact that February-March was peak season and increased room rates would exist. To overcome this, many event planners reserve their rooms in advance to avoid the price increase or work with third-party housing companies. The staff has worked diligently to occupy available hotel rooms within the county. The Ocala/Marion County VCB hopes the demand for rooms has created a window of opportunity for additional hoteliers and Airbnb's to consider development in Marion County.

Mr. Bailey advised there are a number of hotels located near FAST and the On Top of the World Community. Mr. Bailey then stated he previously mentioned the need to consider adjusting the room night reimbursement amount based on season of occupancy. He now believes the percentage of tax dollars paid by the county during March would be minimal due to the increased room rate per night. On the other hand, the percentage of tax dollars paid during off-peak seasons would be higher based on the lower room rate per night. Therefore, the current funding program includes a built-in incentive element for those organizations who visit Marion County during the off-season.

Mr. Locked stated the goal of the Sales Team has always been to secure room nights for the shoulder season (the period of time between a region's peak season and offseason) but the team would never deny an event the opportunity to visit the county during peak season.

Mr. Bailey advised the World Equestrian Center extended the county's equine season from four months to ten months. He further advised the Florida Aquatic Swimming and Training facility has created the same dynamic for water events which are now held year-around.

#### *Marketing and Communications Update*

Ms. Jessica Heller, Marketing and Communications Supervisor, stated current running media has been placed with Miles Partnership, the media agency. The digital packet secured with Ad+Genuity allowed for static billboards and airport presence. Ocala/Marion County currently has digital panels located in Tampa and Orlando International Airports. There are also urban panels located in New York and Atlanta.

Mr. Bailey requested to view the ads showcased in the airports and be advised of the

location of the ads.

Ms. Heller stated she would supply the council with visual examples of the billboards. She further stated some of the billboards are static and others are animated with QR codes. Ms. Heller then highlighted current Special Projects in the county. She stated the Walk of Champions was in the final phase. The bronze plaques arrived and the City of Ocala was preparing install them. She also advised the Northbound and Southbound County Line Markers have been erected.

Mr. Rus Adams suggested the VCB staff and council consider adding detail to the backside of the pillars.

Ms. Sky Wheeler, Tourist Development Manager, advised the county was unable to put any additional wording on the back of the pillars.

Mr. Adams then suggested the staff consider adding the Marion County logo to the back of the pillars.

Ms. Heller then began to discuss The Visit Florida Co-op with Wheel the World. The county has been working towards obtaining a Destination Verified seal from Wheel the World. The organization would provide Mappers who visit specific locations within the community to obtain information and determine accessibility. That information would then be placed on the Wheel the World booking site. Wheel the World would also provide online training and certifications for the attractions and hoteliers participating in the program. Ms. Heller also advised the Threshold 360 project was underway and would capture 360-degree videos of locations within the county. This project would allow the VCB Sales Team the ability to access video of Marion County destinations and showcase them to potential funding partners. The videos would also be integrated into OcalaMarion.com and Google Listings.

Mr. Adams requested to know if Florida Aquatic Swimming and Training, the World Equestrian Center and other large-scale facilities were included in the Threshold 360 project.

Ms. Heller affirmed.

Ms. Wheeler advised the staff has included a multitude of locations for Threshold 360 to video.

Mr. Locke then advised the staff provided 130 locations for filming of the Threshold 360 project.

#### *TDT Collections/STR and Key Data Update*

Barry Mansfield out at 10:15 am

Ms. Wheeler presented TDT collection data and stated this was a new fiscal year. She then advised for the reporting period of November, which covered the October revenue, collections totaled \$349,743.98 which was down by \$92,580.14 from last year. Ms.

Wheeler advised the University of Florida Gator Football home games impacted the TDT totals significantly. There were three Florida Gator home games the year prior and only one home game was hosted during the month of October this year. Please note, the reporting for October of last year was the best ever with a total of \$150,000.00. During this time frame, only 2.2% of collections were from late taxes and penalties. Ms. Wheeler then discussed the reporting period of December, which covered the November revenue, and stated collections totaled \$398,894.92 and this was an increase of \$29,259.02 or a 7.9% increase year over year with only .84% from late taxes and penalties. For the month of October, Marion County occupancy was at 55.7% which was a 21.3% decrease year over year. ADR was at \$108.66 which was down 4.8% from last year and RevPar was \$60.48 which was down 25.1% from last year. For the running twelve months, reflective of the October data, occupancy was down 3.8%, ADR was still trending up at 4.7% and RevPar was steady at a 0.7% increase. For Visit Florida, occupancy state-wide was at 65.2% which was down 9.7%, ADR was \$169.67 which was down 2.2% and RevPar was at \$110.58 which was down 11.7%. The county sometimes receives an influx of visitation during October due to hurricane season which causes extenuating circumstances to affect Key Data results (short-term occupancy). Therefore, for the month of October, the Key Data results indicated occupancy was down 40%, ADR was down \$25.00 from last year to \$119.00 and RevPar was \$28.00 or half of last year's total which was \$56.00. For the month of November, occupancy was at 58.2% which was down 11.6% year over year, ADR was \$121.03 which was an increase of 8.5% and RevPar was at \$70.46, a decrease of 4% from last year. For the running twelve months, occupancy was down 5.4%, ADR did not change at 4.7% and RevPar was down 1%. Ms. Wheeler then advised state-wide occupancy for Visit Florida was noted as 65.7% which was a decrease of 4.3%, ADR was \$179.99 which was down 3.7% from last year and RevPar was at \$112.94 which was down 7.8%. The short-term rentals (Key Data) for November showed occupancy at 37.3% with an increase of 2.75% year over year, ADR was \$149.00 which was a decrease of \$9.00 from last year and RevPar was \$40.00 which was a decrease of \$3.00 from last year. Ms. Wheeler continued stating nights available for November totaled 5,092 which was an increase of 15.9% from last year's total of 4,393 nights available. For November running twelve-month totals, occupancy was down 10.2%, ADR was down 10.65% and RevPar was down 25.58% but nights available increased by 27.28%. For December, Marion County's STR data indicated occupancy was at 54.6% which was a decrease of 14.9% year over year, ADR was at \$109.44 which was down 0.3% from last year and RevPar was \$59.81 which was down 15.1% from last year. For the running twelve months relative to December, occupancy was down 6.9%, ADR was up 4.2% and RevPar was down 3.1%. The Visit Florida statewide STR Data occupancy results for December were 65.4% which was a down 2.7%, ADR was \$198.09 which was down 0.3% from last year and RevPar was \$129.59 which was down 2.9%. Ms. Wheeler noted Key Data results for December indicated occupancy was at 37.5% which was a decrease of 15.73% from last year, ADR was at \$161.00 which was a decrease of \$32.00 from last year and RevPar was \$41.00 which was a decrease of \$19.00 from last year. There were 5,399 nights available which was an increase of 27.85% from last year's number of 4,223. For the running twelve months relative to December, occupancy was

down 11.72%, ADR was down 9.91% and RevPar was down 27.06% while nights available increased 26.44%.

*TDC Event Calendar*

Ms. Wheeler proceeded to remind the council the Funded Events Calendar was included in their packets for review.

Ms. Shaffer addressed the council and advised she would distribute the final Tourism Day rack cards along with an invitation to Marion County Day scheduled for February 8, 2024 in the near future.

***Notation for Record***

*Sales Report*

Mr. Bailey advised the Sales Report was in the packet.

Barry Mansfield in at 10:21 am

Mr. Bailey advised the TDC Attendance record was in the packet.

***Old Business***

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

***New Business***

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

***Public Comment***

*Upcoming Meeting*

Mr. Bailey stated, that the next TDC meeting will be on Thursday, February 22, 2024.

The meeting adjourned at 10:30 a.m.

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke, positioned above a solid horizontal line.

Jeff Bailey, Chairman