



Marion County

Tourist Development Council

Meeting Agenda

Thursday, June 26, 2025

9:00 AM Tourist Development Conference
Room

Microsoft Teams:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODg0YWM4NjktOTYwYS00OTE5LWFINzEtZTVmNTE2NDUxYjZh%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: 228 410 956 707

Password: ne6fd9hy

Phone Number: +1 321-245-5074

Phone Conference ID: 504 516 30#

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 May 2025 Tourist Development Council Minutes](#)

4. Motion: Acknowledgement of Financials

[MOTION: Acknowledgment of Financials - May 2025](#)

5. Report from Chair

[PRESENTATION: Florida Sports Foundation - FAST - Sports Tourism Venue of the Year Mid-Sized Market](#)

6. Funding Requests

[Fiscal Year 2025 Event Funding Allocations](#)

7. Staff Updates

[Funding Programs Update](#)

[Legislative Update](#)

[City of Ocala Vision 2050/Tourism Placemaking and Feasibility Update](#)

[TDC Meeting Dates](#)

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

[TDC Events Calendar](#)

[PRESENTATION: Tallahassee Sales Blitz Recap](#)

[Marketing and Communications Update](#)

[Sales Update](#)

8. Notation for Record

[Economic and Tourism Development Report as Required by Section 288.1226 and 288.904, Florida Statutes](#)

[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, June 24, 2025 at 5:00 PM.

The next Tourist Development Council Meeting will be held on Wednesday, August 20, 2025 at 9:00 AM.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-19438

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

Meeting Materials

DESCRIPTION/BACKGROUND:

Conflict of Interest

The 2024 Florida Statutes

By-Laws

Sunshine Notice

TEAMS Sunshine Notice



Marion County Board of County Commissioners

Visitors and Convention Bureau

109 W Silver Springs Blvd.
Ocala, FL 34475
Phone: 352-438-2800
Fax: 352-438-2801



CONFLICT OF INTEREST STATEMENT

All members of the Tourist Development Council (TDC), including general members and the Board of Directors, shall comply with applicable Florida law in their dealings with the TDC. In addition, all members shall declare any and all conflicts of interest and refrain from voting on any issue involving such conflicts.

Under Section. 112.3143, Fla. Stat. (2012) Voting conflicts. –

(1) As used in this section:

(a) “Public officer” includes any person elected or appointed to hold office in any agency, including any person serving on an advisory board.

...

(3)(a) No county, . . . or other local public officer shall vote in an official capacity upon any measure which would inure to his or her special private gain or loss; which he or she knows would inure to the special private gain or loss of any principal by whom he or she is retained or to the parent organization or subsidiary of a corporate principal by which he or she is retained, . . . or which he or she knows would inure to the special private gain or loss or a relative or business associate of the public officer. Such public officer shall, prior to the vote being taken, publicly state to the assembly the nature of the officer’s interest in the matter from which he or she is abstaining from voting, and, within 15 days after the vote occurs, disclose the nature of his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes.

Under subsection (4), an appointed public officer shall not participate in any matter which would inure to the officer’s special private gain or loss (and those other persons and entities listed above), without first disclosing the nature of his or her interest in the matter. Under (4)(a), this disclosure is a written memorandum filed with the person keeping the minutes before the meeting in which the matter will be discussed or voted on. “Participate” does not mean “vote” – it means “any attempt to influence the decision by written or oral communication, whether made by the officer or at the officer’s direction.” See (4)(c). That is, you cannot “participate” in the discussion of the matter unless you comply with the requirements of the statute. But, even if you comply with these requirements to “participate,” you still cannot vote if you have a conflict.

.

The 2024 Florida Statutes

[Title XI](#)

[Chapter 125](#)

[View Entire Chapter](#)

COUNTY ORGANIZATION AND INTERGOVERNMENTAL RELATIONS COUNTY GOVERNMENT

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

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

(2) **APPLICATION; DEFINITIONS.**—

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

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

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

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

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

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

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

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

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

(b) Subject to the provisions of this section, any county in this state may levy and impose a tourist development tax on the exercise within its boundaries of the taxable privilege described in paragraph (a), except that there shall be no additional levy under this section in any cities or towns presently imposing a municipal resort tax as authorized under chapter 67-930, Laws of Florida, and this section shall not in any way affect the powers and existence of any tourist development authority created pursuant to chapter 67-930, Laws of Florida. No county authorized to levy a convention development tax pursuant to s. [212.0305](#), or to s. 8 of chapter 84-324, Laws of Florida, shall be allowed to levy more than the 2-percent tax authorized by this section. A county may elect to levy and impose the tourist development tax in a subcounty special district of the county. However, if a county so elects to levy and impose the tax on a subcounty special district basis, the district shall embrace all or a significant contiguous portion of the county, and the county shall assist the Department of Revenue in identifying the rental units subject to tax in the district.

(c) The tourist development tax shall be levied, imposed, and set by the governing board of the county at a rate of 1 percent or 2 percent of each dollar and major fraction of each dollar of the total consideration charged for such lease or

rental. When receipt of consideration is by way of property other than money, the tax shall be levied and imposed on the fair market value of such nonmonetary consideration.

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

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

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

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

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

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

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

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

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

1. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility, or the acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility, either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds.

2. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center, and to pay the planning and design costs incurred prior to the issuance of such bonds.

3. Pay the operation and maintenance costs of a convention center for a period of up to 10 years. Only counties that have elected to levy the tax for the purposes authorized in subparagraph 2. may use the tax for the purposes enumerated in this subparagraph. Any county that elects to levy the tax for the purposes authorized in subparagraph 2. after July 1, 2000, may use the proceeds of the tax to pay the operation and maintenance costs of a convention center for the life of the bonds.

4. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

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

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

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

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

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

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

a. The construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a new professional sports franchise as defined in s. 288.1162.

b. The acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

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

(4) ORDINANCE LEVY TAX; PROCEDURE.—

(a) The tourist development tax shall be levied and imposed pursuant to an ordinance containing the county tourist development plan prescribed under paragraph (c), enacted by the governing board of the county. The ordinance levying and

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

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

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

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

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

(5) AUTHORIZED USES OF REVENUE.—

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

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;
4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;
5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. 161.091, or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; or
6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:
 - a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;
 - b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
 - c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
 - d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
 - e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

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

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

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

- 1.a. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;
 - b. Have at least three municipalities; and
 - c. Have an estimated population of less than 275,000, according to the most recent population estimate prepared pursuant to s. 186.901, excluding the inmate population; or
2. Be a fiscally constrained county as described in s. 218.67(1).

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

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

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

(6) REFERENDUM.—

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

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

FOR the Tourist Development Tax

AGAINST the Tourist Development Tax

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

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

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

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

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

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

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

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

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

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

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

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

(b) Pay by advancement or reimbursement, or a combination thereof, the costs of per diem and incidental expenses of officers and employees of the agency and other authorized persons, for foreign travel at the current rates as specified in the federal publication “Standardized Regulations (Government Civilians, Foreign Areas).” The provisions of this paragraph shall apply for any officer or employee of the agency traveling in foreign countries for the purposes of promoting tourism and travel to the county, if such travel expenses are approved and certified by the agency head from whose funds the traveler is paid. As used in this paragraph, the term “authorized person” shall have the same meaning as provided in s. 112.061(2)(c). With the exception of provisions concerning rates of payment for per diem, the provisions of s. 112.061 are applicable to the travel described in this paragraph. As used in this paragraph, “foreign travel” means all travel outside the United States. Persons traveling in foreign countries pursuant to this subsection shall not be entitled to reimbursements or advancements pursuant to s. 112.061(6)(a)2.

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

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

1. Information given to a county tourism promotion agency which, if released, would reveal the identity of persons or entities who provide data or other information as a response to a sales promotion effort, an advertisement, or a research

project or whose names, addresses, meeting or convention plan information or accommodations or other visitation needs become booking or reservation list data, is exempt from s. 119.07(1) and s. 24(a), Art. I of the State Constitution.

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

- a. Booking business records, as defined in s. 255.047.
- b. Trade secrets and commercial or financial information gathered from a person and privileged or confidential, as defined and interpreted under 5 U.S.C. s. 552(b)(4), or any amendments thereto.
- (e) Represent themselves to the public as convention and visitors bureaus, visitors bureaus, tourist development councils, vacation bureaus, or county tourism promotion agencies operating under any other name or names specifically designated by ordinance.

(10) LOCAL ADMINISTRATION OF TAX.—

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

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

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

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

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

(c) A county adopting an ordinance providing for the collection and administration of the tax on a local basis shall also adopt an ordinance electing either to assume all responsibility for auditing the records and accounts of dealers, and assessing, collecting, and enforcing payments of delinquent taxes, or to delegate such authority to the Department of Revenue. If the county elects to assume such responsibility, it shall be bound by all rules promulgated by the Department of Revenue pursuant to paragraph (3)(k), as well as those rules pertaining to the sales and use tax on transient rentals imposed by s. 212.03. The county may use any power granted in this section to the department to determine the amount of tax, penalties, and interest to be paid by each dealer and to enforce payment of such tax, penalties, and interest. The county may use a certified public accountant licensed in this state in the administration of its statutory duties and responsibilities. Such certified public accountants are bound by the same confidentiality requirements and subject to the same penalties as the county under s. 213.053. If the county delegates such authority to the department, the department shall distribute any collections so received, less costs of administration, to the county. The amount deducted for costs of administration by the department shall be used only for those costs which are solely and directly attributable to auditing, assessing, collecting, processing, and enforcing payments of delinquent taxes authorized in this section. If a county elects to delegate such authority to the department, the department shall audit only those businesses in the county that it audits pursuant to chapter 212.

(11) INTEREST PAID ON DISTRIBUTIONS.—

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

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

(c) If an overdistribution of taxes is made by the department, interest shall be paid on the overpaid amount beginning on the date the warrant including the overpayment was issued until the third working day following the due date of the payment

period from which the overpayment is being deducted. The interest on an overpayment shall be calculated using the average daily rate from the applicable calendar quarter and shall be deducted from moneys distributed to the county under this section.

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



Ocala/Marion County Tourist Development Council By-Laws

LEGAL AUTHORITY:

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

OVERALL RESPONSIBILITIES:

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

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

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

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

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

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

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

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

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

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

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

[View this email in your browser](#)



Immediate release
December 27, 2024

Media contact:
Public Relations
Office: 352-438-2311 ▪ Cell: 352-789-2152
Email: PublicRelations@MarionFL.org

Sunshine Notice

In accordance with Florida’s Sunshine Laws, Marion County Public Relations will send “Sunshine Notices” to alert citizens of public meetings. Per state statute 286.0105, “...if a person decides to appeal any decision made by the board...with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.”

Two or more commissioners may attend the following:

2025 Board of County Commissioners and associated meetings
Board of County Commissioners

All meetings take place in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. Meetings are held at 9 a.m. on the first and third Tuesday* of each month. For more information, contact the commission office at 352-438-2323.

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

Board of County Commissioners Zoning, final hearing

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

Jan. 13*	Jan. 21	Feb. 17	Feb. 18	Mar. 17	Mar. 18
Apr. 14	Apr. 15	May 19	May 20	June 16	June 17
July 15	July 21	Aug. 18	Aug. 19	Sept. 15	Sept. 16
Oct. 20	Oct. 21	Nov. 17	Nov. 18	Dec. 15	Dec. 16

Code Enforcement Board

Marion County's Code Enforcement Board meets at 9 a.m. on the second Wednesday of each month* in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Code Enforcement at 352-671-8901.

Jan. 8	Feb. 12	Mar. 12	Apr. 9	May 14	June 11
July 9	Aug. 13	Sept. 10	Oct. 8	Nov. 12	Dec. 10

Planning & Zoning Commission, first hearing

The Planning & Zoning Commission conducts hearings are held at 5:30 p.m. on the last Monday of each month* in the McPherson Governmental Campus Auditorium, 601 SE 25th Ave., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 27	Feb. 24	Mar. 31	Apr. 28	May 28 *	June 30
July 28	Aug. 25	Sept. 29	Oct. 27	Nov. 24	Dec. 29

*Altered schedule (Date/Time)

Local Mitigation Strategy

All meetings take place at 10:00 a.m. on the third Wednesday quarterly in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala, FL 34470. For more information, contact Kelly Hill at 352-438-2622.

Jan. 15	Apr. 16	July 16	Oct. 15
---------	---------	---------	---------

Board of Adjustment Variances

The Board of Adjustment Variances meets at 2 p.m. on the first Monday* of each month in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Kelly Hill at 352-438-2622.

Jan. 6	Feb. 3	Mar. 3	Apr. 7	May 5	June 2
July 7	Aug. 4	Sept. 8*	Oct. 6	Nov. 3	Dec. 1

*Altered schedule (Date/Time)

Tourist Development Council

The Tourist Development Council meets at 9 a.m. on the following dates in the Visitors and Convention Bureau Conference Room, 109 W. Silver Springs Blvd., Ocala. For more information, contact Candace Shelton 352-438-2800.

Jan. 16	Feb. 27
---------	---------

Land Development Regulation Committee

The Land Development Regulation Committee will hold workshops at 5:30 p.m.

Services at 352-438-2600.

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

Historical Commission

Meetings are held at 6 p.m. on the second Monday of each month in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Jennifer Clark at 352-438-2300.

Jan. 13	Feb. 10	Mar. 10	Apr. 14	May 12	June 9
July 14	Aug. 11	Sept. 8	Oct. 13	Nov. 10	Dec. 8

Parks & Recreation Advisory Council

The Marion County Parks & Recreation Advisory Council meets at 3 p.m. on the third Wednesday of the month in the Parks & Recreation Conference Room, 111 SE 25th Ave., Ocala. For more information, contact Parks & Recreation at 352-671-8560.

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

Housing Finance Authority of Marion County

The Housing Finance Authority of Marion County will meet at 12 p.m. on the third Wednesday of each month, excluding December. Meetings will be held at the McPherson Governmental Campus, Conference Room A, 601 SE 25th Avenue, Ocala. For more information, please call 352-322-1987.

Jan. 15	Feb. 19	Mar. 19	Apr. 16	May 21	June 18
July 16	Aug. 20	Sept. 17	Oct. 15	Nov. 19	

Central Florida Community Land Trust

The Central Florida Community Land Trust will meet at 1:30 p.m. on the dates listed below, meetings will be held at the McPherson Governmental Campus, Conference Room A, 601 SE 25th Avenue, Ocala. For more information, please call 352-322-1987.

Jan. 15	Apr. 16	July 16	Oct. 15
---------	---------	---------	---------

Development Review Committee (DRC)

The Development Review Committee meets at 9 a.m. on Mondays in the Office of the County Engineer, Building 1, Conference Room, 412 SE 25th Ave., Ocala. For more information, contact the Office of the County Engineer at 352-671-8686.

Jan. 6	Jan. 13	Jan. 20*	Jan. 27	Feb. 3	Feb. 10
--------	---------	----------	---------	--------	---------

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

*Indicates no meeting

MSTU Advisory Boards

Hills of Ocala MSTU for Recreation Advisory Council

The Hills of Ocala MSTU for Recreation will meet at 6 p.m. quarterly on the first Monday, every 3 months in the Hills of Ocala Clubhouse, 10475 SW 136th Terrace, Dunnellon. For more information, call Peter Hodges at 352-438-2650.
 Feb. 3 May 5 Aug. 4 Nov. 3

Marion Oaks MSTU for General Services Advisory Board

The Marion Oaks MSTU for General Services Advisory Board meets at 10:30 a.m. on the second Tuesday of the following months in the Annex Building, 294 Marion Oaks Lane, Ocala. For more information, please call 352-307-1037.
 Jan. 14 Feb. 11 May 13 Sept. 9 Oct. 14

Marion Oaks MSTU for Recreation Services and Facilities Advisory Board

The Marion Oaks MSTU for Recreation Services and Facilities Advisory Board helps determine the budget and projects for the Marion Oaks Community Center. The board meets at 9:30 a.m. on the second Tuesday of the following months in the Annex Building, 294 Marion Oaks Lane, Ocala. For more information, please call 352-438-2828.
 Jan. 14 Feb. 11* Apr. 8 July 15 Oct. 14

*Advisory Board Pre Budget Workshop at 9:30 a.m.

Pine Run Estate Public Advisory Board

Advisory Board Meetings are held at 10 a.m. on the third Thursday of every month, excluding December. The meetings are held at Clubhouse 1, located at 10379 SW 88th Terrace, Ocala. For more information, please call 352-438-2828.
 Jan. 16 Feb. 20 Mar. 20 Apr. 17 May 15 June 19
 July 17 Aug. 21 Sept. 18 Oct. 16 Nov. 20

Rainbow Lakes Estates Public Advisory Board

The Rainbow Lakes Estates Public Advisory Board meets at 6:30 p.m. on the

Pamela Spicuzza at 352-489-4280.

Jan. 16 Feb. 20 Mar. 11* Mar. 20 Apr. 17 May 15
June 19** July 17 Aug. 21 Sept. 18 Oct. 16 Nov. 20

* 10:00 a.m. budget workshop

** 10:00 a.m. BCC budget hearing. Date subject to change

Silver Springs Shores Tax Advisory Council

The Silver Springs Shores Tax Advisory Council meets at 6 p.m. on the second Tuesday of the following months in the Silver Springs Shores Community Center, 590 Silver Road, Ocala. For more information, call 352-438-2810.

Jan. 14 Mar. 11 May 13 July 8 Sept. 9 Nov. 11

Member and Appointee Participation

Soil & Water Conservation District Board

The Marion County Soil and Water Conservation District Board will meet 9 a.m. on the second Monday of every month in Growth Services, 2710 E. Silver Springs Blvd., Ocala. For more information, contact the district office at 352-438-2475.

Jan. 13 Feb. 10 Mar. 10 Apr. 14 May 12 June 9
July 14 Aug. 11 Sept. 8 Oct. 13 Nov. 10 Dec. 8

East Central Florida Regional Planning Council

The East Central Florida Regional Planning Council will meet at 9:30 a.m. on the third Wednesday of the months listed at 455 N. Garland Ave., Orlando (unless otherwise noted). For more information, call 407-245-0300.

Feb. 19* Apr. 16 May 21** Aug. 20** Sept. 17** Nov. 19**

*Location: Lake Mary Events Center, 260 N. Country Club Rd, Lake Mary, FL

**Location: To be determined

Ocala Metro Chamber & Economic Partnership

The Ocala Metro Chamber & Economic Partnership will hold its exCEptional Breakfast at 7:30 a.m. on the third Wednesday of every month at the Reilly Arts Center, 500 NE 9th St, Ocala. For more information, contact the CEP at 352-629-8051.

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

Central Florida MPO Alliance

All scheduled meetings begin at 10 a.m. on the below dates at MetroPlan

Feb. 14 Apr. 11 Oct. 10

SW Florida Water Management District Springs Coast Steering Committee

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

Jan. 22 Mar. 5 Jul 23

Withlacoochee Regional Water Supply Authority

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

Jan. 15 Mar. 19 May 21 July 9 Sept. 17

###



Copyright © 2024 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 29, 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:

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

Subscribe	Past Issues		Translate ▼	RSS
		109 W. Silver Springs Blvd. Ocala, FL 34475		
April 24 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
May 21 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
June 26 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
August 20 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475	Candace Shelton 352-438-2800	

Subscribe	Past Issues		Translate ▼	RSS
		Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475		
September 25 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
October 23 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
November 20 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	

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
March 13, 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:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
June 26 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: ne6fd9hy Meeting ID: 228 410 956 707 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 504 516 30# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ODg0YWM4NjkT0TYwYS00OTE5LWFINzEtZTVmNTE2NDUxYjZh%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

Subscribe	Past Issues			Translate ▼	RSS
			OR		
			109 W. Silver Springs Blvd.		
			Ocala, FL 34475		

###



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](#).





Marion County Tourist Development Council

Agenda Item

File No.: 2025-19439

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

Motion: Approval of May 2025 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approve the Tourist Development Council Minutes from May 21, 2025

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Wednesday, May 21, 2025

9:09 A.M.

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

Notice of Publication

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

Due to lack of a quorum, the meeting proceeded with items for which no vote was required with plans to return to the start of the meeting once a quorum was present.

Sales Update

Mr. Corry Locke presented a monthly sales update and offered the opportunity for questions from the council members. The first item was the Florida Senior Games, a statewide game which includes 25 different sports run by the Florida Sports Foundation. Mr. Locke presented the opportunity to host the softball tournament on September 27th or possibly the weekend before. The sales team would work with staff to ensure the event occurred at Ocala Regional Sportsplex. The event organizer estimated that 50 room nights would be secured.

Mr. Locke also discussed the American Youth Football Southeast Regional Championship. The event was previously hosted in Ocala/Marion County, in 2013 and 2022. Mr. Locke advised the event would be held November 14-16, 2025 and the event organizer estimated 650 room nights. The sales team was working with Ocala Regional Sportsplex and Belleview Sportsplex in an effort to secure the event.

Next, Mr. Locke discussed the United States Trampoline and Tumbling Association, a lead sourced from PlayEasy. Mr. Locke noted that, after researching fees, the event appeared to be a great opportunity and would be held in the middle of June. The organizers were looking at bid fees for June 15-20th, 2026 or June 14-19th, 2027. The event organizer estimated 1,600 room nights and our staff is reviewing the RFP.

Mr. Locke then presented the American Angus Association's Leaders in Angus Development (LEAD) conference. The event organizer would like the event to be held July 25-30th, 2026 and

were considering Florida, Kentucky or Texas as options. Mr. Locke further advised that Ocala was the only Florida location being considered. The event organizer estimated 222 room nights would be secured for this event.

Mr. Locke advised the Florida Chamber Foundation Learners to Earners Workforce Solutions Summit's representatives were at Tallahassee's XSITE two weeks ago. They provided an RFP for July 23, 2027. Mr. Locke stated the event would be a one-day event with a board meeting the day before. The event organizer estimated 187 room nights with about 250 attendees.

Mr. Locke went on to discuss the Recycle Florida Today Conference and Expo which would be held June 25-27th, 2027. He further advised that Recycle Florida was based in Ocala. Mr. Locke noted that the team met with their CEO to discuss the idea of hosting the event in Marion County, but the event was already contracted elsewhere for 2025 and 2026. The estimated room nights would be 250.

Mr. Locke presented an opportunity to the council with the Florida Fire Chiefs Association Executive Development Conference. The conference would be a weeklong summit for people in the fire industry looking for career growth and would be held July 13-17, 2029 or July 12-17th, 2030 with an estimated room night total of 1,300. They have two bid years currently available. The sales team received RFPs for the organization at the XSITE conference and met with them.

Mr. Locke continued his update by sharing that we received an internal RFP from the Florida Society of Association Executives (FSAE) on behalf of the Association Societies Alliance (ASA) for their annual Winter Conference. ASA would like to bring the event to Florida and contacted FSAE to be connected with DMOs across the state. Mr. Bryan Day submitted proposals for the January/February 2026 or 2027 timeframe. The event organizer estimated a total of 75 room nights.

Christopher Fernandez enters the room at 9:15 AM.

Mr. Locke then moved on to page 199 of the agenda regarding the Tourism and Hospitality Roundtable. He advised that it would be held in the VCB Conference Room on June 5th, 2025, and noted that there would be insights on 2025 travel trends as well as funding programs and Tourism Exchange USA updates.

Mr. Locke then advised the Sales Blitz would be held in Tallahassee on June 17th & 18th, 2025 at the AC Hotel in Cascades Park. He advised two events are being held, a reception to socialize and meet people and a business breakfast the next morning which would include a presentation outlining the resources we offer to encourage them to bring their business to Marion County. Mr. Locke further explained that 80-90% of the associations were based in Tallahassee and the objective was to introduce them to Ocala/Marion County as a meeting destination, which they

might not have considered before. Mr. Day and Mr. Locke would attend as well as industry partners and hoteliers (with \$250 buy in).

Mr. Rus Adams advised that the quorum still had not been met and that two more people were needed.

Marketing and Communications Update

Ms. Jessica Heller presented the marketing and communications update. She explained that the last update had the numbers and time range from January to February, but today's update was going to review the impressions and data from March through May. As she explained the placements, she remarked that along with the current running media and ongoing billboards, there were unique out of home-based advertising placements with Carvertise (car wraps). The wraps were designed by VCB staff and promote Ocala/Marion County. They would run March through May, 12 weeks, on six rideshare vehicles. Events were selected that aligned with our target audience to do swarms in Orlando. All six vehicles were parked at events to generate interest when audience members walked out of the stadiums or events. For the March through April figures which were based on the events the vehicles were placed at and the attendees (guests and residents of Orlando), the vehicles were driven over 65,000 miles resulting in over 4.1 million impressions.

Mr. Adams inquired about wrapping the county vehicles used by the Visitors and Convention Bureau. Ms. Loretta Shaffer advised the vehicle was wrapped previously and now that the rebranding was completed, the wrap could be reconsidered.

Ms. Heller advised that the digital section of the report showed the impressions and clicks based on various placements noting that Carvertise was included in the report as they performed a geo – retargeting to capture people within the area that potentially may have seen those car ads and retarget them in digital ads.

Mr. Adams clarified with Ms. Heller that rideshare meant Uber and Lyft vehicles. Ms. Heller confirmed and further clarified that they pulled into a swarm and people leaving that event would get a vehicle from the swarm that was waiting. The swarm drivers had a print piece with our QR code to the ocalamarion.com website that they gave to passengers for an interactive, multifaceted placement. Ms. Heller indicated that she hoped to have swarm photos available for the next meeting.

Ms. Heller provided updates regarding the industry and advocacy communications; the department was represented at Marion at the Capital in Tallahassee in April with a section and tent area with over 1,000 attendees.

*Commissioner Carl Zalak enters the room at 9:23 AM.

Ms. Heller continued with an update about National Tourism and Travel Week which was in the beginning of May and explained the Proclamation at the Board of County Commissioners and postcard photo contest that ensued. She also outlined the ticket give-away for Rock the Country that was driven by e-newsletter sign-ups, resulting in over 300 signups. She also explained that another episode of the Insider's Guide – Mojos was published and is available on YouTube, the Facebook page and ocalamarion.com Ms. Heller gave an update on the performance of the campaign. She also advised that the OMCVCB has recently won two marketing destination awards for last year's campaign with Nativo and Miles with vibrant imagery, culture-based foods, and equestrian content winning the internet advertising competition award for best online campaign. The bureau also won an eTSY award for best family friendly marketing campaign delivering over 14.3 million impressions, 52 seconds average time on content reading the article and over 79,000 page views to ocalamarion.com with over 205 content shares.

Discussion ensued about the next agenda which could be addressed without quorum present.

Report from Chair

PRESENTATION: Gateway Signage Update – North and South

Mr. Richard Busche with Kimley-Horn Associates presented progress updates on the gateway project. The status for the south gateway, which is northbound I-75 over 42nd street flyover, is that the panel covers have been modified to be all one shade. He explained that the lights were on, they came on Wednesday night as a test and Thursday night they came on by themselves. The lights are on photocells and come on automatically once dusk, approximately 8:18 to 8:30 currently. The gateway has a fantastic presence at night. We are going through some permit close outs with FDOT, some punch list items that the contractor is working on and working on final contract close out with CIC who is general contractor. A rendering was shown from the March TDC meeting showing the panels as one color and the next slide showed a drone photo from last week with the panels one color. Mr. Busche clarified that the updated panels did result in one matching shade. The photo also showed the landscaping at the tower, the right of way grassed in and the Ocala letters. He remarked that, at this time, there was not a night photograph to show as it requires a tripod, camera and nighttime exposure to professionally shoot it and is not available yet. He encouraged everyone to look at it at night when they had an opportunity.

Mr. Adams inquired if the project was turned over to Maven. Sky Wheeler advised that the team was aware and working on scheduling.

Mr. Busche continued discussing the north gateway at I-75 and 49th Avenue where the Buc-ee's would be going. Plans were completed and out to bid. DOT expected to have a construction

contract in summer 2025. The county prepared a set of landscaping plans but that would be a separate project after the interchange was functioning. Mr. Busche expected completion of the interchange to be in 2027-28 as FDOT had not published a date yet as that would take place after a contractor was selected. Diverging diamond interchanges typically take 2 to 3 years to build. There have been a lot of improvements on the sides of the interchange as well, such as roadway and signalization improvements. There was discussion at the last meeting regarding the cantilevered sign, a directional sign with a pole that hangs out over the roadway directing which lane to be in, as it will be in the middle of the bridge. DOT has agreed to remove the sign from the bridge behind the towers and place it in the area where there will be a retaining wall. After the last meeting, Marion County Administration reached out to DOT which resulted in discussions as well as a summit call on April 22nd. Due to the great relationship Marion County has with District 5, they agreed to take another look at the issue and upon a 2nd review they agreed the sign could be moved. It will be dealt with during bidding process and we should check progress to make sure it happens. This is a huge project that is really going to change transportation in the north part of the county.

Mr. Adams asked if there would be a second one on the right side. Mr. Busche advised that yes and due to it being an interchange there would be lights, other signs, and a bit further out there will be traffic lights. They are trying to keep the view from the bridge clear.

Commissioner Zalak asked if the design over the top of the OCALA letters could be changed to add a horse. Mr. Busche advised it will be clear to match the south gateway and structurally where the letters are it's difficult to get any other vertical elements between it and the barrier wall of the bridge. The centerpiece letters are the same height as south gateway which is larger than DOT normally allows. The bridge is longer so there are more elements outside of the lettering. Future updates will be on the bidding process and their timeline.

Mr. Adams verified with Mr. Busche that the front, back and internal components, eye beams, of the gateway will be painted the same color. Mr. Busche advised that yes and it will have the same black fencing as well. Additionally, Mr. Busche advised that from the southbound direction, the tips of the towers would light up and glow at night. Discussion ensued regarding quorum and scheduling, it was determined that Sky Wheeler would present the TDT Collections/STR and Key Data Update.

TDT Collections/STR and Key Data Update

Ms. Sky Wheeler advised that she provided the trends chart for the hotel and short-term rental data in the original packet. At the time of publication, she did not have the Smith Travel research traditional hotel data for Marion County or the State of Florida. A new copy was provided at the meeting which included all the updated data as well as providing the information on screen for those attending online.

The Smith Travel research for Marion County in the month of April shows total occupancy at 59% this year, which is up .8 % year over year. The average daily rate was \$129.34, which was an increase of 5.6% year over year and the revenue per room was \$26.37 that was an increase of 6.5% from last year. Looking at the running 12 months for Marion County, the Smith Travel research data showed the occupancy was up 4.4%, the average daily rate was up 6% and revenue per available room was up 10.7%. Additionally, we received Visit Florida's April state research data which showed all their numbers up as well, however they were in some cases not as good as Marion County's numbers. Occupancy statewide was 72.2%, which for the state was an increase of 1.1% over last year, average daily rate was \$217.77, which was 6.3% up from last year and the revenue per available room was \$157.22 which was an increase of 7.5%. It was noted that the destination is leading the state percentage wise in both occupancy and revenue per available room.

Revenue per available room and occupancy are two metrics that are heavily weighted in the tourism industry, and the destination is outpacing the state. Transitioning into Key Data, she advised this is the short-term rental information as it relates to occupancy, average daily rate, nights available, and revenue per available room and should not be confused with the data that the tax collector's office uses for compliance and tracking of taxes collections. In April occupancy was 43.2% which was a decrease of 14% from last year, however average daily rate was \$147 and that was a \$7 increase over last year. We have not seen an increase in the average daily rate in our short-term rentals since the onset of using the program. Coming out of COVID we saw some increases as a lot of people were staying in non-traditional lodging opportunities. This could be in response to more enforcement happening, so they are increasing their rate to make up for that. We believe we will see that level off a bit and in nights available. Things had been really growing, and we may see a bit of constricting in that due to the compliance element. Revenue per available room was \$41 and that was a decrease of \$10 from last year and nights available were 3,113, which is an increase of 7% over last year. The first quarter showed nights available well over 4,000 so we see less people having their accommodation online during this time frame. For the running 12 months occupancy was down 4% but the average daily rate was up 2%, RevPar was down 5% and nights available still increased by 13% whereas there were increases in the 20% area previously.

Ms. Wheeler explained that tax collections were not within the packet as we have George Albright, Marion County Tax Collector and Tammy McCann, who oversees the tourist development tax collection to give an update and explain everything they are doing as it relates to short-term rentals and that she would defer to their expertise.

Ms. Wheeler explained that for the reporting period of April, collections are going to be perceived as lower, but Ms. McCann and Mr. Albright are going to explain what that means and how that is not exactly the scenario we are in. Collections totaled \$294,671.29, which may be concerning if you are looking at the chart in front of you as last March, we had the best March we have ever had which meant our April revenues were close to \$700,000. We are seeing less in collections but not less in revenue or less for what was done for marketing the destination, securing events

or getting visitors. The change is due to accounts getting balanced and a lag in remittance with new software changes.

Mr. Adams asked if today is the official presentation from the Tax Collector. Ms. Wheeler advised this presentation is in response to data that she provided.

Mr. Albright advised that post-Covid they were asked if it was time to engage another vendor to help scrape down and find people that were eligible to pay the Tourist Development Tax. They looked at 3 companies and settled on Deckard Technologies. The tax department advised the Tourist Development Tax vendors of their working with Deckard. They started at the end of February, and they had some concerns as once they instituted change there were concerns from the vendors that were paying the tax. Deckard, which was being paid \$14,000, advised they had not done collections previously. They did not have experience on the collection side but had quite a bit of experience on the scraping side. Deckard utilized Stripe, a third-party administrator. Stripe asked for the banking account and routing codes for all the vendors to be able to collect the TDT. The Tax Collector's office did not agree with releasing that information. The Tax Collector's Office got the business and \$14,000 back from Deckard and are just utilizing them for scraping. They have a contract between \$60,000 and \$70,000. The TDT vendors were immediately notified, and they were happy to learn that the responsibility was to go back to Ms. McCann. The March figures are skewed as there are still some funds with Stripe which will be returned and there may have been a slight decline. The positive news is that TDT collection vendors went from 535 to 767 from the scraping. Deckard Technologies believes there are several hundred more that have been identified but not pulled into the program yet. These are smaller vendors as all the large hotels are in the system. If the numbers come to fruition the Deckard scraping was a worthwhile mission.

Tammy McCann introduced herself as being with the Tax Collector's Office and responsible for the collection of the TDT. She advised they are still in the process of collecting for March and switching from Deckard back to West Florida. She predicts that over the next few months that the monies will be collected, and the revenues will increase to where we are used to seeing them. She advised that she is getting 4 to 5 emails daily regarding identifying short term rentals from the letters sent out by Deckard. Mr. Albright advised that Deckard has a series of 3 letters to potential short-term rentals showing Ms. McCann as the contact and advised the first round and some second-round letters have been sent.

*Councilmember Barry Mansfield entered the room at 9:51 AM.

The short-term rental vendors were being advised by their platforms that they are collecting the tax, and the vendor doesn't need to send it in but that is not the case. The platforms are collecting the state tax not the local tax. They launched February 26th, and the accounts have increased, which is positive. In two-months they have increased by 232 accounts. Mr. Albright suggested they come back in the fall to provide updated figures. Ms. McCann advised that the majority of

the accounts have been found on Airbnb, with over 2,000 accounts, VRBO, shows over 800 accounts, and Mr. B and B. which showed 211 accounts, and Bookings.com with 110-115 accounts. The rentals may have multiple accounts on multiple platforms. Advising there may be potential for multiple new accounts.

Commissioner Zalak questioned that he believed there were an additional 4,000 room nights available in the county over regular hotel rooms. Ms. McCann advised that Deckard showed about 3,500, however that was overall which listing which may be repeated on different platforms. Commissioner Zalak asked if we are trying to collect based on address or from the platform. Ms. McCann advises that Deckard looks at the address for the rental location on all the platforms. Deckard's letter sent to short-term vendors has the listing from the platform on the back.

Mr. Adams added that Airbnb can be a room rental whereas VRBO must also have cooking facilities. A listing can be on both platforms if it has cooking facilities and that a hotel room would not qualify for VRBO. Ms. McCann advised that it may also be shown on Booking.com, meaning an address can show up three times on the different platforms.

Commissioner Zalak inquired that if you acquire a rental or room through an online platform who submits the TDT payment. Ms. McCann advised hotels are advertising on Bookings.com and the platform accepts the funds and remits back to the hotelier. VRBO and Airbnb funds get remitted back to the individuals or homeowners. Commissioner Zalak inquired if there is a way that the platforms can charge the tax and remit directly back to the county. Ms. McCann advises that it is a possibility that has been investigated but requires a contract with the platform and there is no way to audit them. We would just receive a lump sum from the platform without knowing where it goes. Mr. Albright advises that this is a big piece of the legislation going back and forth in Tallahassee. Commissioner Zalak wondered if it would be more beneficial to go that route with the 2,000 addresses in the platform system and receive automatic payment vs county tracking them for payment. Mr. Chris Fernandez inquired and Ms. McCann advised that hotels are auditable and that hotels must report to the Department of Revenue whereas other platforms report to the entire county to the Department of Revenue. The Department of Revenue's contract with platforms does not allow an audit. Mr. Albright advises there may be an audit ordinance, but they don't have the manpower for an actual audit. Mr. Fernandez asks how the hotels are audited and is advised that the Department of Revenue handles the process. Mr. Albright advises that the hotels have never been an issue as they have national software that collects the funds. Commissioner Zalak believes the contracts may be the way to go as opposed to chasing down 2,000 addresses. Mr. Albright advises it is the smaller rentals as larger hotels have been complying since the beginning and agrees that the smaller rentals will add up. Rus Adams advises that there are no hoteliers or collectors in the room and that the TDT collection process is to protect them as this is a direct assault on their business by people taking spare rooms and guest houses and getting into their business and avoiding paying the taxes. Everyone needs to pay their fair share if they are going to get into the hotel business. Mr. Albright advises that the whole room is being driven off the tax and he takes that very seriously. He and Ms.

McCann are committed to the process as the TDC, along with the CEP, is the economic engine that makes things happen. The system is old and flawed. Ms. Shaffer added that the platforms have not been transparent on short-term rental listings, making tax collecting difficult. Mr. Albright advised that legislation is not forcing the platforms to be auditable. Ms. Shaffer wonders that with Deckard's scrubbing if it is possible to go back to platform and push for data. She advised it's a challenge to sign a contract with Airbnb, but other counties are making millions of dollars off the short-term rental platforms. Mr. Albright advised that the process is new, and they should re-evaluate once it is in place for a while. Commissioner Zalak agrees that a review post-summer is a good idea and asked that the department review some of the contracts executed by other counties in Florida, so we have some data to compare in September. Mr. Adams also requested the tax collector's office investigate manpower costs to expand staff, potentially with TDT funds. He pointed out that the tax department doesn't have the current resources to collect. Mr. Albright advised that the TDT funds collected are under the maximum allowance of 3% and Ms. Shaffer advised the implementation of the software has allowed them to take between 3 and 4%. Mr. Albright requested that Deckard provide a list of short-term rentals and send the platforms a letter with the list included requesting feedback. Mr. Albright has been trying for years to hire an assistant CPA so finding an auditor may be a challenge as the cost would be over \$100,000 or more. Mr. Adams and Mr. Albright agree there are actionable items that will need to be re-reviewed in 90 days.

*Commissioner Carl Zalak leaves the room at 10:08 AM.

Mr. Rus Adams officially brought the meeting to order, as quorum was met and a roll call could be initiated.

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

Roll Call

Present:

Rus Adams, Christopher Fernandez, Commissioner Ron Livsey, Councilmember Barry Mansfield, Commissioner Carl Zalak

Staff:

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

Guests:

Dana Olesky, Chief Assistant County Attorney; Paresh Chhotu, Hilton Garden Inn; Evelyn Morales, Hampton Inn & Suites; Corian Yandel, Naventure; Amy Caraletto, City of Ocala; Tammy McCann, Marion County Tax Collector; Jaye Baillie, Marion Cultural Alliance; George Albright, Marion County Tax Collector; Richard Busche, Principal Engineer/Senior Vice President, Kimley Horn.

*Commissioner Carl Zalak returns into the room at 10:11 AM.

Approval of Minutes

A motion was made by Councilmember Barry Mansfield, seconded by Christopher Fernandez, to adopt the minutes from the April 24, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (5-0).

Acknowledgment of Financials – April 2025

A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Carl Zalak, to review and approve April 2025 Financials. The motion was unanimously approved by the council (5-0).

Funding Requests

Ms. Shaffer advised that a large workshop was held in the fall which was presented by Mr. Locke and Ms. Wheeler. They worked with Ms. Dana Olesky, Chief Assistant County Attorney, to present three funding programs for the sales team and two funding programs for the marketing team, highlighting one program as being entirely new, Arts and Culture Destination Enhancement.

Mr. Locke advised that he would first present a funding request and then review the funding programs.

Mr. Locke advised that the only funding request on the agenda was Patriotic Skies, which would be held at Tusawilla Park on July 4, 2025. This is the second year of the event and would showcase fireworks versus drones. The requested funding amount is \$25,000.00 with a staff recommendation and eligible amount of \$6,100. The estimated economic impact is just over \$137,000, which is a negative ROI of 47%. The anticipated attendance is 10,000 people and the

event organizer anticipated to generate 30 room nights. The intended use of funds would be for billboards, advertising of the event, production of the event and entertainment expenses. This event fell outside of our normal process for a room night generating event with only 30 room nights anticipated. The VCB staff analyzed the event and noted that expenses for sound and lighting were estimated at \$15,000, entertainment expenses for the singer were estimated at \$6,000 and expenses for the billboard were going to be a total of \$4,000. The County attorney's office suggested awarding funding based on an estimated attendance of 10% tourists at the event. Therefore, the recommendation was 10% of both sound/lighting (\$1,500) and entertainment (\$600) plus the entire \$4,000 for billboards, if they are outside county lines. The billboards would be considered a marketing expense to bring people to the destination which could be eligible for reimbursement per state Statute 124 as well as giving us the ability to collect tourist development tax. The city would have to prove that 10% of the attendees were from outside Marion County as stated on the second page of the memo. Mr. Locke advised that Amy Casaletto from the City was in attendance to answer any questions regarding the event and the tracking mechanisms associated with it. Mr. Fernandez asked why it was switched from drones to fireworks and Councilmember Barry Mansfield explained there was a drone incident in Orlando involving the company we were contracted with which resulted in injuries. Mr. Adams explained the company pulled the contract and Amy Casaletto with Special Services for the City of Ocala agreed it was the best course of action. Commissioner Carl Zalak inquired how long the fireworks show would be and Amy Casaletto responded with 18 minutes adding that the fireworks show would be sponsored by Ocala Main Street. Amy Casaletto added that the launch location will be different from last year as they have a bigger footprint this year happening at Tuscaawilla Park.

A motion was made by Commissioner Carl Zalak, seconded by Christopher Fernandez, to approve the funding request of \$6,100.00 for Patriotic Skies (Room Night Generating Event) as presented. The motion was unanimously approved by the council (5-0).

Amy Casaletto verified with Commissioner Carl Zalak that the amount approved was \$6,100.00.

Staff Updates

Mr. Locke advised the funding programs presented at the October workshop would be reviewed. The guidelines reviewed are to be presented to the Board of County Commissioners for approval. Ms. Wheeler added that as the programs were being developed many great opportunities were brought forward especially in one of the new sales programs. To administer these programs, authorization is required from the Board of County Commissioners. Mr. Locke has been working with the county attorney's office to streamline the funding programs which includes drafting a resolution. The resolution will authorize the board interpretation that governs the TDC and will also allow staff to carry out the programs effectively. Currently, a resolution does not exist so it would provide a safeguard and the ability to discontinue certain programs if there was a change

in funding or catastrophic event. The resolution is a function for the county attorney's office to present to the Board of County Commissioners.

Mr. Locke presented the first program as the Meeting Rewards Program. The program was in place prior to Covid and now with extra staff on the sales team it's a great opportunity to bring the program back for smaller to mid-size meetings. There are 3 main requirements: RFP for hotel rooms through our office, the meeting must be in Marion County, and the meeting must generate a minimum of 50 room nights. The fund scale starts at 50 room nights and goes to 200 plus. The new event must be held from April to December to incentivize meetings in off-peak seasons and if it's a repeat event they receive a bit less. The maximum amount of funding is \$2,500.00 with a new event from April to December with over 200 room nights. Ms. Wheeler clarified that the program was budgeted at \$30,000.00 so the sales team, specifically Bryan Day, who handles meetings and associations, has the ability to offer it to those meeting planners who are typically able to decide, in the moment, while he is in a meeting with them. The quarterly reports would be brought to the TDC and BCC after the fact. There are no loopholes or caveats to this program, if the requirements are met, a check will be presented.

When presenting for the motion Commissioner Zalak asked if the council was required to continue with calling each member when voting as it was not done in other meetings. Ms. Olesky advised that years ago there was an audit that was done that recommended the council vote individually when dealing with financials. Ms. Olesky does not believe it's a state statute but based on some recommendations by the auditors for financial votes. She further advised the guidelines could be voted on as one motion for today's purposes. She is going to research whether this method would be applicable to other area votes and bring that information to the next meeting.

Mr. Locke presented the next program, Room Night Generating Event Funding Program, budgeted at \$300,000.00. The program has been in place for several years and this is the updated version. The minimum room nights requirement was increased to 250 as it was previously 50. There has also been a 120-day deadline to submit the request implemented to allow staff the ability to get the contract and paperwork completed prior to the event. Previously it was a \$14 a night blanket reimbursement throughout the year and now it's broken down into quarters, 1st quarter is \$5.00 room night reimbursement with a maximum of \$10,000.00, 2nd quarter would be a \$10.00 room night reimbursement with a maximum of \$25,000.00 and 3rd quarter would be a \$15.00 room night reimbursement with a maximum of \$25,000.00 and finally the 4th quarter would be a \$10.00 room night reimbursement with a \$25,000.00 maximum. Mr. Locke also stated that if a specific request was presented above the \$25,000.00, a request could be brought to the board. They would need to contact the housing bureau if the event was in quarters 2,3 and 4. The housing bureau would ensure the rooms are trackable and verified. The contract was also reduced from 14 to 6 pages to streamline it for applicants to apply and review guidelines. Ms. Shaffer reiterated that the content was still there, but the cumbersome language was eliminated. Mr. Adams verified that 120 days before the start date is important. Commissioner Zalak advised that he feels 120 days is long and asked why it wasn't 90 days. Mr. Locke advised that it was

decided at the workshop and Ms. Shaffer advised it's needed for accountability. Ms. Wheeler advised they would just need to submit the online application at the 120-day point so there would be enough time to get it onto the agenda and that the contract wouldn't need to be finalized within that time frame. Ms. Wheeler also reminded the council that there would not be a meeting in July or December and that the 120 days provides a buffer. Mr. Adams asked that if the funding program was approved today and put in front of the BOCC when it would take effect. Ms. Wheeler advised the BOCC has a second meeting in June which the resolution could be reviewed.

Mr. Locke reviewed the next program, Bid-Fee Funding, advising there was no formalized policy for this program previously although we have had bid fee events and have scheduled events in future. The budget is \$500,000.00 which it has been since the beginning of the program. This is for larger events with a bid process. This program allows sales the tools needed to bid on events, some being 2 to 3 years out. The event provides a packet outlining what they can provide for the community. The Sales Team reviews the bid fee proposals in search of a projected ROI that is favorable for the county as well as off-peak timing, whether the event is a good fit for the county's market and community and if there is a large marketing and media reach to leverage the county's brand exposure to inspire a legacy of visitation. The event organizer is required to submit a Letter of Intent or RFP packet as there is no application.

Commissioner Zalak asked why repeat events were ineligible. Mr. Locke advised the staff does not want events that were previously held in the county to switch to a bid fee. The bid fee program is to bring in new business. Mr. Locke further explained if the event was previously here as a bid fee event we could continue that agreement. Commissioner Zalak stated that if an event grew to over the \$25,000.00 cap instead of having to come ask for larger amount maybe they should go to a bid fee. Mr. Locke advised if they have a current event under the room night generating funding program that has contracted with the housing bureau, they can request more funds, explaining that the housing bureau contracts with hotels and gets rooms blocked for events so attendees could use the portal or website to book. Ms. Wheeler advised that a bid fee opens competition with other markets. Ms. Shaffer advised the \$500,000.00 would be in place to generate new business. Ms. Shaffer added that we are over a million dollars in funding, which is a sixth of our budget. Mr. Angel Roussel asked to clarify that if an event was a previous event in the county and decided to go with a bid fee that we would be unable to bid. Mr. Adams believed that to be correct and stated that we would not be able to bid but could move quickly to change policy. This is to protect previously held events from switching to a bid fee for more funding dollars. If it shows that we protected ourselves from growth, we could reverse the program. Mr. Roussel stated that reversing the program may take 60 days and we would potentially lose a year so we may want to reconsider by having some flexibility built in. Ms. Olesky pointed out that the event holder who submits the application which the TDC can review and the TDC may decide it's not worth the money versus the economic ROI that was expected. Ms. Olesky further explained that the way it stands we wouldn't even be able to apply to be considered for the bid fee. Mr. Adams inquired what the bid-fee lead times typically were. Mr. Locke advised it would normally be 2 to 3 years in the future, adding if an event holder came in with a bid fee

event to be held in six months, it would be out of desperation. Mr. Adams requested to know if when presented to the BOCC can the program be altered and sent back to the TDC. Commissioner Zalak advised that the BOCC would just not approve it and he knows that Rock the County wants more than the \$50,000.00 and other counties are going to give them \$150,000 plus as they are trying to offset their public safety fees that run \$300,000 to \$400,000. Commissioner Zalak added they are a perfect example of why the program should have a waiver process. Ms. Wheeler advised the board is reviewing a summary sheet and read further program details regarding Events Previously Hosted/Already Secured which states that events previously hosted without a bid fee or OMCVCB is aware of other destinations securing the event without paying a bid, this set a precedent that the bid fee may not be required, nor should a bid fee be paid. Ms. Wheeler furthered explained that the summary sheet was just highlights of the full program for the benefit of council's time. She further advised that if the event was previously hosted without a bid fee or we know that no other destination is paying a bid fee that we are not paying one either. Ms. Wheeler states to Commissioner Zalak's point that if someone else is paying a bid fee we could also. Commissioner Zalak expressed that he is unsure if some of the smaller communities or rural areas are paying through a bid fee or just providing public safety or something comparable. Commissioner Zalak asked if room night generator is the only option and asked how we could figure that piece out. Mr. Adams asked if there was an option outside of the bid fee where an event could be presented to the BOCC. Ms. Wheeler advised there is not, and we would need to adjust one of the programs to cover that scenario. Commissioner Zalak advised there is currently no waiver just the 5 set programs. Mr. Adams believes that the programs may be too structured, and some ambiguity is needed to entertain other opportunities that may be out there. Mr. Locke interjected that the program is there so they can be proactive in seeking events that fit the criteria set forth in their strategy to be able to bring events to the county like Major League Fishing two months ago. Rock The Country came two years ago without working with the programs available and since working with them they have been approved for the \$50,000.00 so far. Ms. Olesky advised that paragraph number 3 would also preclude Rock the County from applying for a bid fee. Ms. Olesky advised further that the way paragraph number 3 is written states that previously held events, not requiring a bid fee, would not be eligible to apply for the bid fee program. Mr. Adams asked if striking that paragraph would provide the latitude to make an exception. Ms. Wheeler asked for some time to make some adjustments to the program and have meetings with the other commissioners as well as the county attorney's office before presenting to the BOCC. Commissioner Zalak stated he believes they should allow the flexibility to switch programs as the room night generating program is capped. Ms. Wheeler explained that the cap is removed if you have a housing bureau as they sell tickets with the hotel included so it's known revenue. Mr. Adams asks if \$25,000 is the cap and Ms. Wheeler advised that there is a caveat that if a housing bureau is involved and the event is held in quarter 2, 3, or 4 there is no cap, and they can request up to any amount as long as they can substantiate the request with room nights. That was put in place for events that could justify the room nights as opposed to a blanket amount of funding as a lot of bid fees are paid upfront. Mr. Adams asked to clarify bid-fee meaning and Ms. Wheeler advised that the event would have to complete the items outlined as deliverables in the contract and we would look at the ROI for the event. Commissioner Zalak asked about Rock the County and Ms. Wheeler advised that they were contractually bound to provide 3,572 room nights and we are awaiting confirmation. Mr. Locke advised that was at the \$14 per room night.

Commissioner Zalak asked what it would be next year, and Mr. Locke advised if the event was still held in the second quarter it would be \$10 per room night. Commissioner Zalak stated that they would get less money, and he believed they would not come back. Commissioner Zalak advises they may go to another destination, and we would let a potential \$4-5 million event go. Mr. Adams advised we could still entertain \$50,000 for the room-night generating funding request for next year but if they only have 3,500 we would only pay \$35,000. Mr. Roussel asked the sales team if all the other bid fees they have handled have the same level of performance that was expected or does staff have some flexibility as sometimes we are bound by the other party that is putting on the show based on what their conditions are. Commissioner Zalak states that we just did the Major League Fishing that Mr. Locke verified was \$75,000 and was not based on room nights but the advertising package which included television exposure but with these funding programs we cannot even offer Rock the County, whose revenues were \$4-5 million, a \$100,000 or \$150,000 contract even though it has the ROI we are looking for. Mr. Roussel clarified that Rock the County was a room night generating event and we are trying to be able to bid on the event if they were to come in the future. Mr. Adams verified that if they try to come back to us as a bid fee as opposed to staying with room night generating event. Mr. Adams verified through Mr. Locke that we currently do not have bid fee guidelines that are published, and this would give us the opportunity to look at them as they would be excluded as they have been here before. Mr. Adams suggests just striking a line and Ms. Olesky advised the bid fee guidelines would need multiple adjustments. Commissioner Zalak believed he may have found an exception and asked if there was a process in which the board would agree to allow an event that doesn't fit these programs to make a special request. Commissioner Zalak asked if the board wanted to be tied by the program's guidelines. Mr. Adams stated that staff prefer to set policy versus some board members' lenience. Mr. Christopher Fernandez agreed with Commissioner Zalak that special circumstances may occur. Ms. Wheeler advised that we could look at the other programs and bid fees can come back in front of the board after revisions. Commissioner Zalak suggested using a waiver if the ROI was agreeable with a larger set amount of revenue. Mr. Adams agreed to pull the bid-fee out of the approvals and re-evaluate next month. Ms. Olesky advises that can be done if that is the board's preference, but the BOCC will make the ultimate decision, and the program can go to the BOCC with the council's recommendations. Ms. Wheeler asked Ms. Olesky if the council could make a motion to approve the programs as written, aside from the bid fee program, with the intention of adjusting it, with the help of legal and advising the commissioners during the one on ones. Commissioner Zalak advised maybe we could put the waiver process in place. Ms. Wheeler wanted clarification of the numbers for the waiver process, so we have the leeway to put it together for review. Mr. Roussel believed that the BOCC has the ability to make specific legislative findings on exceptions. Ms. Olesky advised that they do and whether they are going to fund an event is always up to the BOCC as it's a legislative decision for them to make. Ms. Olesky went on to explain by ordinance the tourist development council is tasked with reviewing those funding requests and making a recommendation as to whether it will be the way staff had presented and if the request is an allowable use of TDT for those events. Ms. Olesky advised that the guidelines would tie staff's hands from even allowing an event that was previously here to come in as a bid fee as they would not be allowed to take that application. Ms. Olesky further advised it would complicate the process by then allowing that event and asking for a special application to come through. Ms. Olesky believed some caveats within the bid fee

guidelines exist that read that an event is not excluded if you have been here before but it's going to be a consideration as to whether staff would recommend approving it in the bid fee category and if the TDC would recommend approving it as a funding request. The event holder would need to understand that they can apply but they may not get funding if they are only applying under the bid fee because the ROI and all the other numbers we were looking at may not support funding. Ms. Olesky is concerned it would limit staff as they would not be allowed to consider it and cause a delay in getting these through. The purpose of adopting these guidelines by resolution is to facilitate and expedite staff's ability to move these funding requests through. Ms. Olesky further advised that in the past these exceptions would come through asking for more than the cap and its months and months before we can get it in front of the BOCC. The guidelines would set rules for the staff so the council could put the motion through with the caveat as part of the motion to amend the guidelines to not exclude an event that has previously been here without a bid-fee, and we can work on getting alternate language to the BOCC. Ms. Olesky does believe that all the funding programs need to go through at one time for the resolution otherwise it is going to be uneven. Mr. Adams asked if the TDC has the ability to move forward and legal make the needed changes to present to BOCC at their next meeting. Ms. Olesky affirmed the second BOCC meeting in June and based on the discussion today they can prepare alternatives. Mr. Adams verified that it would still be a 30-day turnaround. Ms. Wheeler advised that the meeting agenda deadline for the first meeting in June is tomorrow. Mr. Adams asked if there will be an impact from a sales perspective if we review the programs again in 30 days. Mr. Locke advised there are several events awaiting the room night generating funding program to be approved in which he has advised there will be an answer in mid to late June. Mr. Adams suggested after the first round we could take 90-day applications. Mr. Locke agreed that it would help solve the problem. Mr. Adams suggested to table the bid fee funding program for today and return with exception language in 30 days and we would initially except a 90-day application for room night generating if approved in July. Commissioner Zalak advised that often the BOCC will move some items and suggested working with legal before it goes to the BOCC as it can always be pulled off the agenda until parties agree. Commissioner Zalak then directed the chair to move on the other items, get items into process, the sales team can move forward as its conceptually agreed with a couple exceptions that need to be addressed.

Sky Wheeler presented the Marketing Assistance Funding Program which is largely the same funding program that has been used in the last few years with the same budget amount of \$75,000.00. Ms. Wheeler advised based on information gained through the funding workshops, there is a desire to ensure fair and equitable opportunities to all Marion County tourism businesses therefore any partner that has had five years of funding, whether consecutive or non-consecutive, will defer participation in the program for two cycles. She further advised the timeline on page 99 of the packet shows the importance of moving forward as it is contingent on the approval from the second June BOCC meeting.

Ms. Wheeler then presented the only new program titled the Arts and Cultural Enhancement Program. This program is a reaction to the outreach received from the arts, cultural, heritage and nature community to have tourism funding. These tourism partners attract visitors but don't

generate room nights or have a bid process. This funding program was developed in cooperation with Ms. Jaye Baillie from the Marion Cultural Alliance as well as Ms. Victoria Billig, the Vice- Chair of the TDC and The Deputy Director of the Appleton Museum along with Natalie McComb whom oversees the Reilly Arts Center. Previously there was a High Impact Signature Events program with an intensive allocation process, but it was beneficial as it helped those applicants develop something that was marketable that they could also use in other places to garner sponsorship and organizational support. The Arts and Cultural Enhancement Program is modeled after that program with the highlights being a \$100,000 anticipated program budget which means anyone applying for this program would be eligible for the maximum amount of \$10,000 or 10% of the budget. Ms. Wheeler further advised there must be a 50% equivalent match, whether in kind or monetary, to the TDC approved award amount. Ms. Wheeler then advised that volunteers are a large part of what makes these programs and events work so the Office of the Inspector General of the US assigns a dollar value for volunteer hours. Another difference from the previous program is we would receive all the proposals, distribute them to the TDC and the TDC would review, score and bring them back to a council meeting to formally vote on them. The process is to be streamlined through a new procedure with the County Administrator and a Rank and Review Committee consisting of four members. The members would come from each of the following departments Tourist Development, the Library as well as Parks and Recreation, as those are all outward facing organizations that understand how grant and fund administration work. The fourth member would be the Executive Director of the Marion Culture Alliance, as they are the designated Local Arts Agency by resolution from Marion County, and if they are not available the county administrator may approve a designee, so the process is not delayed. The Rank and Review Committee would then convene, score proposals, and make a recommendation to the TDC along with a percentage of funds to grant. Applicants, once brought forward to the TDC with the score, are required to present a presentation at the meeting to discuss any questions. This is a once-a-year program with a requirement for a Letter of Intent that outlines what they are going to do and how it is directly related to the program. If an applicant does not meet the requirements for this program, we can help guide them to the program that is best for their needs. The department would tentatively start accepting Letters of Intent October 1st (the start of the fiscal year). Ms. Wheeler advised the submission of the Letter of Intent would start the timeline which the applicant would need to have their proposal in, when the review committee would convene with the intent of bringing the application back for TDC review at the beginning of the year and vote to make a recommendation to the BOCC. This process would occur far enough in advance so the organization would be able to complete any other requirements, especially with state appropriations. Mr. Adams proposed a scenario of \$20,000 default and it comes back the same year if it has the ability to reopen the same business year. Ms. Wheeler answered that the intent is to process once a year.

A motion was made by Commissioner Carl Zalak, seconded by Christopher Fernandez, to approve the Meeting Rewards Funding Program Guidelines, the Room Night Generating Event Funding Program, the Marketing Assistance Funding Program, the Arts and Cultural Destination Enhancement Funding Program and Bid Fee Funding Program with the caveat that the

Chairman works with legal before sending to BOCC. The motion was unanimously approved by the council (5-0).

TDC Events Calendar

Mr. Adams advised the TDC Events Calendar was in the packet.

Notation for Record

Mr. Adams advised the Quarterly Economic Impact Visitor Tracking Report January through March was in the packet. Mr. Adams advised the TDC Attendance Report was in the packet.

Mr. Adams advised the Sales Report was in the packet and reviewed at the beginning of the meeting.

Old Business

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

New Business

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

Public Comment

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

Upcoming Meeting

Mr. Adams stated the next TDC meeting would be Thursday June 26, 2025.

The meeting adjourned at 11:17 A.M.

Rus Adams, Chairman

DRAFT



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-19440

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

MOTION: Acknowledgment of Financials - May 2025

DESCRIPTION/BACKGROUND:

Recommended Action: To accept the Expenditure Status Report and Revenue Status Report for May 2025.

REVENUE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%			
2,192,064.00	0.00	2,192,064.00	1,754,282.06	437,781.94	80.0%	
2025/08/003197	05/30/2025 GCR	-147,335.65	REF P02744 04/25 TOURIST DEV TAX			
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %			
1,096,032.00	0.00	1,096,032.00	877,140.99	218,891.01	80.0%	
2025/08/003197	05/30/2025 GCR	-73,667.82	REF P02744 04/25 TOURIST DEV TAX			
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %			
1,096,032.00	0.00	1,096,032.00	877,140.99	218,891.01	80.0%	
2025/08/003197	05/30/2025 GCR	-73,667.82	REF P02744 04/25 TOURIST DEV TAX			
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD			
555,000.00	0.00	555,000.00	276,315.00	278,685.00	49.8%	
2025/08/003447	05/31/2025 GEN	-29,969.04	REF SBAINST SBA INTEREST 221131 MAY			
1074-36-366-450-45090-155-0000000-0000000-366045-			FL SPORTS FOUNDATION			
0.00	0.00	0.00	14,834.00	-14,834.00	100.0%	
1074-36-369-450-45090-155-0000000-0000000-369030-			REFUND OF PRIOR YEAR EXP			
0.00	0.00	0.00	1,830.50	-1,830.50	100.0%	
1074-37-379-990-99090-000-0000000-0000000-379999-			LESS: 5% OF BUDG REVENUE			
-246,957.00	0.00	-246,957.00	0.00	-246,957.00	.0%	
1074-39-399-990-99090-000-0000000-0000000-399991-			BALANCES FWD-CASH-REGULAR			
10,190,353.00	0.00	10,190,353.00	9,442,873.70	747,479.30	92.7%	
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	0.00	14,882,524.00	13,244,417.24	1,638,106.76	89.0%	
TOTAL REVENUES						
14,882,524.00	0.00	14,882,524.00	13,244,417.24	1,638,106.76		

REVENUE STATUS REPORT

FOR 2025 08					JOURNAL DETAIL 2025 8 TO 2025 8	
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
GRAND TOTAL						
14,882,524.00	0.00	14,882,524.00	13,244,417.24	1,638,106.76	89.0%	

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

EXPENDITURE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8							
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL		ESTIM	REV	ESTIM REV ADJ	REVISED	ESTIM	REV	ACTUAL YTD	REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-512101-					REGULAR SALARIES & WAGES						
		720,309.00		0.00		720,309.00		415,130.78		305,178.22	57.6%
2025/08/000619	05/09/2025	PRJ		27,090.41	REF 250509	WARRANT=250509	RUN=0	REGULAR			
2025/08/002183	05/23/2025	PRJ		26,876.39	REF 250523	WARRANT=250523	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-521101-					FICA TAXES						
		55,114.00		0.00		55,114.00		29,782.26		25,331.74	54.0%
2025/08/000619	05/09/2025	PRJ		1,931.15	REF 250509	WARRANT=250509	RUN=0	REGULAR			
2025/08/002183	05/23/2025	PRJ		1,922.40	REF 250523	WARRANT=250523	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-522101-					RETIREMENT CONTRIBUTIONS						
		98,183.00		0.00		98,183.00		58,404.85		39,778.15	59.5%
2025/08/000619	05/09/2025	PRJ		3,692.43	REF 250509	WARRANT=250509	RUN=0	REGULAR			
2025/08/002183	05/23/2025	PRJ		3,663.26	REF 250523	WARRANT=250523	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-523101-					HEALTH INSURANCE						
		138,864.00		0.00		138,864.00		79,957.91		58,906.09	57.6%
2025/08/000619	05/09/2025	PRJ		7,295.86	REF 250509	WARRANT=250509	RUN=0	REGULAR			
2025/08/000619	05/09/2025	PRJ		-1,509.86	REF 250509	WARRANT=250509	RUN=0	REGULAR			
2025/08/002183	05/23/2025	PRJ		7,295.86	REF 250523	WARRANT=250523	RUN=0	REGULAR			
2025/08/002183	05/23/2025	PRJ		-1,509.86	REF 250523	WARRANT=250523	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-523401-					LIFE, AD&D, LTD						
		4,837.00		0.00		4,837.00		2,891.43		1,945.57	59.8%
2025/08/000619	05/09/2025	PRJ		187.76	REF 250509	WARRANT=250509	RUN=0	REGULAR			
2025/08/002183	05/23/2025	PRJ		186.93	REF 250523	WARRANT=250523	RUN=0	REGULAR			
1074-55-552-450-45090-155-0000000-0000000-524101-					WORKER'S COMPENSATION						
		653.00		0.00		653.00		489.75		163.25	75.0%
1074-55-552-450-45090-155-0000000-0000000-531109-					PROFESSIONAL SERVICES						
		1,612,500.00		0.00		1,612,500.00		631,481.21		30,000.00	98.1%
2025/08/002213	05/20/2025	API		13,750.00	VND 106656	PO 2500502	MILES PARTNERSH	MEDIA MANAGEMENT RETAINER			873
2025/08/002213	05/20/2025	POL		-13,750.00	VND 106656	PO 2500502	MILES PARTNERSH	MEDIA MANAGEMENT RETAINER 2025			
2025/08/003052	05/27/2025	API		9,865.95	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION CNTY META, INSIDE			87904
2025/08/003052	05/27/2025	POL		-9,865.95	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION CNTY META, IN2025			
2025/08/003052	05/27/2025	API		2,965.87	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION CNTY GOOGLE			87904
2025/08/003052	05/27/2025	POL		-2,965.87	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION CNTY GOOGLE 2025			
2025/08/003052	05/27/2025	API		32,765.45	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION CNTY AD GENUITY			87904
2025/08/003052	05/27/2025	POL		-32,765.45	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION CNTY AD GENUITY2025			
2025/08/003052	05/27/2025	API		14,639.64	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION CNTY UNDERTONE			87904

EXPENDITURE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8							
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV		ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD	REVENUE			REMAINING REVENUE		% COLL	
CP155552 531109 PROFESSIONAL SERVICES											
2025/08/003052	05/27/2025	POL	-14,639.64	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	UNDERTON2025		
2025/08/003052	05/27/2025	API	22,435.22	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	NATIVO		87904
2025/08/003052	05/27/2025	POL	-22,435.22	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	NATIVO 2025		
2025/08/003052	05/27/2025	API	3,750.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	OUTFRONT		87904
2025/08/003052	05/27/2025	POL	-3,750.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	OUTFRONT2025		
2025/08/003052	05/27/2025	API	6,495.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	SPORTS GUIDE		87904
2025/08/003052	05/27/2025	POL	-6,495.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	SPORTS G2025		
2025/08/003052	05/27/2025	API	8,000.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	FLAMINGO		87904
2025/08/003052	05/27/2025	POL	-8,000.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	FLAMINGO2025		
2025/08/003052	05/27/2025	API	1,229.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	CLEAR CHANNE		87904
2025/08/003052	05/27/2025	POL	-1,229.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	CLEAR CH2025		
2025/08/003052	05/27/2025	API	12,500.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	CARVERTISE		87904
2025/08/003052	05/27/2025	POL	-12,500.00	VND 106656	PO	2500502	MILES PARTNERSH	OCALA/MARION CNTY	CARVERTI2025		
2025/08/003052	05/27/2025	API	15,000.00	VND 105047	PO	2501059	DOWN & ST GERM	VISITOR TRACKING STUDY	JAN-MAR		87901
2025/08/003052	05/27/2025	POL	-15,000.00	VND 105047	PO	2501059	DOWN & ST GERM	VISITOR TRACKING STUDY	JAN2025		
1074-55-552-450-45090-155-0000000-0000000-534101-				CONTRACT SERV - OTHER - MISC							
96,032.00		0.00	96,032.00		40,255.95		52,401.20		45.4%		
2025/08/001884	05/15/2025	API	382.80	VND 001703	PO	2500388	BLUE RIBBON CLE	FACILITIES - JANITORIAL CLEANI		910	
2025/08/001884	05/15/2025	POL	-382.80	VND 001703	PO	2500388	BLUE RIBBON CLE	FACILITIES - JANITORIAL CL2025			
1074-55-552-450-45090-155-0000000-0000000-540101-				TRAVEL & PER DIEM							
42,500.00		0.00	42,500.00		12,990.65		29,509.35		30.6%		
2025/08/001225	05/06/2025	API	113.16	VND 999999	PO		PCARD ONE TIME	UBER FROM LGA AIRPORT TO HOTEL			
2025/08/001230	05/08/2025	API	69.51	VND 999999	PO		PCARD ONE TIME	UBER FOR J HELLER WHILE ATTEND			
2025/08/001230	05/08/2025	API	13.90	VND 999999	PO		PCARD ONE TIME	UBER TIP FOR J HELLER WHILE AT			
2025/08/002167	05/19/2025	API	80.00	VND 109339	PO		HELLER JESSICA	TDC/MEALS AT MELTWATER SUMMIT		87549	
2025/08/002261	05/09/2025	API	42.00	VND 999999	PO		PCARD ONE TIME	PARKING AT AIRPORT FOR J HELLE			
2025/08/002261	05/09/2025	API	876.82	VND 999999	PO		PCARD ONE TIME	HOTEL FOR J HELLER WHILE AT ME			
2025/08/002710	05/22/2025	API	68.00	VND 101511	PO		SHAFFER LORETTA	TDC/MEALS AT DESTINATION FL MA		87697	
2025/08/002873	05/18/2025	API	576.16	VND 999999	PO		PCARD ONE TIME	HOTEL (5/14-5/16/25) & PARKING			
2025/08/002874	05/16/2025	API	5.01	VND 999999	PO		PCARD ONE TIME	TIP FOR MEAL AT HOTEL WHILE AT			
2025/08/002874	05/16/2025	API	355.45	VND 999999	PO		PCARD ONE TIME	HOTEL (5/13-5/14/25) & PARKING			
2025/08/003230	05/19/2025	API	36.00	VND 101511	PO		SHAFFER LORETTA	TDC/MEALS AT MARION COUNTY DAY		87888	
1074-55-552-450-45090-155-0000000-0000000-541101-				COMMUNICATIONS SERVICES							
10,421.00		0.00	10,421.00		4,622.07		5,798.93		44.4%		
2025/08/000344	05/01/2025	API	323.36	VND 201928	PO		VERIZON WIRELES	421552992-00016		87123	
2025/08/002213	05/20/2025	API	27.42	VND 203123	PO		CENTURY LINK/EM	320144423		87542	
2025/08/002260	05/08/2025	API	18.35	VND 001556	PO		AMAZON MARKETPL	CELL PHONE CASE FOR L SHAFFER			
2025/08/003052	05/27/2025	API	323.36	VND 201928	PO		VERIZON WIRELES	421552992-00016		87894	

EXPENDITURE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL	
1074-55-552-450-45090-155-0000000-0000000-542201-			POSTAGE & FREIGHT				
13,000.00	0.00	13,000.00	2,840.23	5,659.77		56.5%	
2025/08/002269	05/15/2025 API	16.37 VND 999999 PO	PCARD ONE TIME SHIPPING OF PROMOTIONAL LUGGAG				
1074-55-552-450-45090-155-0000000-0000000-543101-			UTILITY SERVICES - ELC WTR SWR				
25,188.00	0.00	25,188.00	7,858.11	17,329.89		31.2%	
2025/08/000498	05/05/2025 API	41.41 VND 000808 PO	SUMTER ELECTRIC 9608557201			87114	
2025/08/001334	05/13/2025 API	23.72 VND 014881 PO	CITY OF OCALA/E 572726-118216			709	
2025/08/002028	05/16/2025 API	965.21 VND 014881 PO	CITY OF OCALA/E 550848-164495			913	
2025/08/003052	05/27/2025 API	25.45 VND 107238 PO	DUKE ENERGY FLO 9101 5957 9418			87877	
1074-55-552-450-45090-155-0000000-0000000-543102-			UTILITY SERVICES - WST DISP				
756.00	0.00	756.00	364.67	391.33		48.2%	
2025/08/002028	05/16/2025 API	45.58 VND 014881 PO	CITY OF OCALA/E 550848-164495			913	
1074-55-552-450-45090-155-0000000-0000000-544101-			RENTALS & LEASES - EQUIPMENT				
6,424.00	0.00	6,424.00	2,682.26	524.00		91.8%	
2025/08/000909	05/07/2025 API	252.84 VND 501306 PO	2500311 DOCUMENT TECHNO MC-01 COPIER LEASE MAY-25			712	
2025/08/000909	05/07/2025 POL	-252.84 VND 501306 PO	2500311 DOCUMENT TECHNO MC-01 COPIER LEASE MAY-25 2025				
1074-55-552-450-45090-155-0000000-0000000-544401-			RENTALS & LEASES - BUILDINGS				
2,400.00	0.00	2,400.00	1,890.00	510.00		78.8%	
2025/08/001209	05/02/2025 API	315.00 VND 999999 PO	PCARD ONE TIME STORAGE UNIT RENTAL FOR PROMOT				
1074-55-552-450-45090-155-0000000-0000000-545101-			INSURANCE - PREMIUMS				
16,864.00	0.00	16,864.00	12,647.46	4,216.54		75.0%	
1074-55-552-450-45090-155-0000000-0000000-546101-			REPAIRS/MAINT - BLDGS & GRNDS				
44,000.00	0.00	44,000.00	5,680.00	38,320.00		12.9%	
1074-55-552-450-45090-155-0000000-0000000-546257-			REPAIRS/MAINT - FLEET MANAGMNT				
4,580.00	0.00	4,580.00	414.65	4,165.35		9.1%	
1074-55-552-450-45090-155-0000000-0000000-547101-			PRINT & BIND				
55,500.00	0.00	55,500.00	53,759.18	1,740.82		96.9%	
2025/08/001217	05/04/2025 API	337.84 VND 999999 PO	PCARD ONE TIME FLYER PRINTING FOR PROMOTING C				

EXPENDITURE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV		ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL
1074-55-552-450-45090-155-0000000-0000000-548101-			PROMO ACT				
3,163,799.00		-59,160.00	3,104,639.00	649,138.36	1,743,996.56		43.8%
2025/08/001217	05/04/2025	API	-116.00 VND 999999 PO	PCARD ONE TIME	RETURN OF YOUTH HELMETS AND SA		
2025/08/002261	05/09/2025	API	240.00 VND 999999 PO	PCARD ONE TIME	GATEWAY AWARD SUBMISSION FOR U		
2025/08/002268	05/14/2025	API	500.00 VND 001374 PO	FLORIDA SOCIETY	FSAE EVENT INVITE TO PROMOTE S		
2025/08/002459	05/18/2025	API	59.04 VND 999999 PO	PCARD ONE TIME	LUNCH MEETING WITH KERRY DODSO		
2025/08/002835	05/25/2025	API	300.00 VND 202625 PO	VISIT FLORIDA/F	(4) AWARD SUBMISSIONS FOR VISI		
2025/08/002839	05/22/2025	API	180.00 VND 999999 PO	PCARD ONE TIME	DINNER FOR CAPE FEAR PRESS TRI		
2025/08/002863	05/21/2025	API	52.80 VND 999999 PO	PCARD ONE TIME	DINNER FOR CAPE FEAR LIVING PR		
2025/08/002863	05/21/2025	API	42.00 VND 999999 PO	PCARD ONE TIME	LUNCH FOR CAPE FEAR LIVING PRE		
2025/08/002869	05/20/2025	API	630.00 VND 999999 PO	PCARD ONE TIME	CAPE FEAR LIVING PRESS TRIP, 0		
2025/08/003429	05/25/2025	API	1,100.00 VND 999999 PO	PCARD ONE TIME	RESERVATION DEPOSIT TO USE THE		
2025/08/003429	05/25/2025	API	1,450.00 VND 999999 PO	PCARD ONE TIME	RESERVATION DEPOSIT TO USE THE		
2025/08/003568	05/30/2025	GCR	-6.53 REF P02956	REIMB TDC			
2025/08/001334	05/13/2025	API	7,300.00 VND 106849 PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, SERVER HOSTING,	87297
2025/08/001334	05/13/2025	POL	-300.00 VND 106849 PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, SERVER HOSTI2025	
2025/08/001334	05/13/2025	POL	-5,000.00 VND 106849 PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, SERVER HOSTI2025	
2025/08/001334	05/13/2025	POL	-1,000.00 VND 106849 PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, SERVER HOSTI2025	
2025/08/001334	05/13/2025	POL	-1,000.00 VND 106849 PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, SERVER HOSTI2025	
2025/08/000344	05/01/2025	API	4,200.00 VND 001485 PO	2500552	DARUMA TECH LLC	ANNUAL APP MAINTENANCE	637
2025/08/000344	05/01/2025	POL	-4,200.00 VND 001485 PO	2500552	DARUMA TECH LLC	ANNUAL APP MAINTENANCE 2025	
2025/08/001984	05/14/2025	API	50,000.00 VND 001392 PO	2500970	NATIONAL COLLEG	NCEA NATIONAL CHAMPIONSHIPS	87551
2025/08/001984	05/14/2025	POL	-50,000.00 VND 001392 PO	2500970	NATIONAL COLLEG	NCEA NATIONAL CHAMPIONSHIP2025	
2025/08/000676	05/07/2025	POE	2,016.00 VND 002560 PO	2501279	LIGHTNING CITY	REIMBURSEMENT FOR ELIGIBLE EXP	
2025/08/001249	05/09/2025	API	2,016.00 VND 002560 PO	2501279	LIGHTNING CITY	CHARITY CHALLENGE CUP MAR 7--9	87285
2025/08/001249	05/09/2025	POL	-2,016.00 VND 002560 PO	2501279	LIGHTNING CITY	CHARITY CHALLENGE CUP MAR 2025	
2025/08/000844	05/09/2025	POE	6,861.60 VND 100302 PO	2501284	KENNEY COMMUNIC	BROCHURE DISTRIBUTIONS	
2025/08/001334	05/13/2025	API	300.00 VND 100302 PO	2501284	KENNEY COMMUNIC	BROCHURE DISTRIBUTION ORLANDO	720
2025/08/001334	05/13/2025	POL	-300.00 VND 100302 PO	2501284	KENNEY COMMUNIC	BROCHURE DISTRIBUTION ORLA2025	
2025/08/002275	05/21/2025	POE	10,010.00 VND 002028 PO	2501319	JOSEPH VOLLEYBA	REIMBURSEMENT FOR ELIGIBLE EXP	
2025/08/002710	05/22/2025	API	10,010.00 VND 002028 PO	2501319	JOSEPH VOLLEYBA	2025 NIKE WINNERS CIRCLE EVENT	959
2025/08/002710	05/22/2025	POL	-10,010.00 VND 002028 PO	2501319	JOSEPH VOLLEYBA	2025 NIKE WINNERS CIRCLE E2025	
1074-55-552-450-45090-155-0000000-0000000-549185-			CHARGES -	COST ALLOCATION			
174,198.00		0.00	174,198.00	116,132.00	58,066.00		66.7%
2025/08/000048	05/01/2025	GEN	14,516.50 REF	REC COST ALLOCATION/MAY25			
1074-55-552-450-45090-155-0000000-0000000-551101-			OFFICE SUPPLIES				
2,000.00		0.00	2,000.00	576.82	1,423.18		28.8%
1074-55-552-450-45090-155-0000000-0000000-552101-			GASOLINE, OIL & LUBRICANTS				
4,000.00		0.00	4,000.00	928.13	3,071.87		23.2%
2025/08/000522	05/06/2025	WOJ	38.18 REF fue1	FUEL-7462			
2025/08/000514	05/06/2025	WOJ	29.65 REF fue1	FUEL-7501			
2025/08/000964	05/09/2025	WOJ	41.49 REF fue1	FUEL-7601			

EXPENDITURE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8					
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL		
CP155552 552101 GASOLINE, OIL & LUBRICANTS									
2025/08/001137 05/13/2025 WOJ			54.34 REF fuel	FUEL-7750					
2025/08/002005 05/20/2025 WOJ			28.28 REF fuel	FUEL-7975					
1074-55-552-450-45090-155-0000000-0000000-552106-			COMPUTER SOFTWARE						
25,055.00		0.00	25,055.00	20,468.66	4,586.34		81.7%		
1074-55-552-450-45090-155-0000000-0000000-552108-			OPERATING SUPPLIES						
7,500.00		0.00	7,500.00	1,871.30	5,628.70		25.0%		
2025/08/003436 05/30/2025 API			93.50 VND 999999 PO	PCARD ONE TIME WORKING LUNCH FOR MARION INSID					
1074-55-552-450-45090-155-0000000-0000000-552116-			OPER SUPPLIES - COMP HARDWARE						
11,500.00		0.00	11,500.00	9,797.12	1,702.88		85.2%		
2025/08/002869 05/20/2025 API			689.98 VND 011897 PO	DELL MARKETING (2) DOCKING STATIONS, WO293002					
2025/08/003432 05/28/2025 API			3,810.00 VND 999999 PO	PCARD ONE TIME (2) ADVANCED LAPTOPS, WO293002					
1074-55-552-450-45090-155-0000000-0000000-552257-			PARTS - VEHICLE / EQUIPMENT						
3,000.00		0.00	3,000.00	162.79	2,837.21		5.4%		
2025/08/002086 05/20/2025 WOJ			6.90 REF rm 294756						
1074-55-552-450-45090-155-0000000-0000000-554101-			BOOKS, PUBS & SUBSCRIPTIONS						
49,104.00		0.00	49,104.00	30,610.01	18,493.99		62.3%		
2025/08/002266 05/12/2025 API			25.17 VND 999999 PO	PCARD ONE TIME LEADERSHIP TEAM BOOKS					
1074-55-552-450-45090-155-0000000-0000000-554201-			DUES & MEMBERSHIPS						
29,704.00		6,025.00	35,729.00	16,861.00	18,868.00		47.2%		
1074-55-552-450-45090-155-0000000-0000000-555501-			TRAINING & EDUCATION						
76,530.00		0.00	76,530.00	26,588.17	49,941.83		34.7%		
2025/08/001229 05/07/2025 API			710.00 VND 001374 PO	FLORIDA SOCIETY REGISTRATION FOR B DAY AT FSAE					
2025/08/002459 05/18/2025 API			25.00 VND 999999 PO	PCARD ONE TIME REGISTRATION FEE FOR H VILLAGO					
2025/08/003429 05/25/2025 API			-945.00 VND 203500 PO	DESTINATION MAR REFUND FOR M STONE'S DESTINATI					
2025/08/003429 05/25/2025 API			-945.00 VND 203500 PO	DESTINATION MAR REFUND FOR M BOUYOUNES' REGIST					
2025/08/003436 05/30/2025 API			800.00 VND 001374 PO	FLORIDA SOCIETY 2025 ANNUAL CONFERENCE EXHIBIT					
2025/08/000089 05/01/2025 POE			1,025.00 VND 002270 PO	2501257 FLORIDA PUBLIC REGISTRATION FEES					
2025/08/000909 05/07/2025 API			1,025.00 VND 002270 PO	2501257 FLORIDA PUBLIC J HELLER REGISTRATION PR SUMMI			714		
2025/08/000909 05/07/2025 POL			-1,025.00 VND 002270 PO	2501257 FLORIDA PUBLIC J HELLER REGISTRATION PR S2025					

EXPENDITURE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-55-552-450-45090-155-0000000-0000000-563102- 6,786,423.00	0.00	6,786,423.00	IMPROVE - CIP 3,428,659.20	2,994,012.99	55.9%	
1074-55-552-450-45090-155-0000000-0000000-564102- 1,259.00	0.00	1,259.00	MACHINERY & EQUIPMENT - CIP 0.00	1,259.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-568102- 3,462.00	0.00	3,462.00	INTANGIBLE SOFTWARE - CIP 0.00	-0.06	100.0%	
1074-55-552-450-45090-155-0000000-0000000-599101- 446,865.00	-446,865.00	0.00	RESERVE FOR CONTINGENCIES 0.00	0.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-599199- 1,150,000.00	0.00	1,150,000.00	RESERVE FOR CASH CARRY FORWARD 0.00	1,150,000.00	.0%	
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	-500,000.00	14,382,524.00	5,665,936.98	6,675,758.69	39.4%	
TOTAL EXPENSES						
14,882,524.00	-500,000.00	14,382,524.00	5,665,936.98	6,675,758.69		

EXPENDITURE STATUS REPORT

FOR 2025 08				JOURNAL DETAIL 2025 8 TO 2025 8		
ORIGINAL	ESTIM REV	ESTIM REV ADJ	REVISED	ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE % COLL
GRAND TOTAL						
14,882,524.00		-500,000.00	14,382,524.00		5,665,936.98	6,675,758.69 39.4%

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



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19508

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

PRESENTATION: Florida Sports Foundation - FAST - Sports Tourism Venue of the Year Mid-Sized Market

DESCRIPTION/BACKGROUND:

Sports Tourism Venue of the Year Mid-Sized Market as presented at the 2025 Florida Sports Summit Larry Pendleton Awards Dinner.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19441

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

Fiscal Year 2025 Event Funding Allocations

DESCRIPTION/BACKGROUND:

Information Only.

FY 24-25 Bid Fee Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
AJGA Billy Horschel Junior Championships*	\$10,000.00	\$10,000.00	\$0.00
FHSAA Swimming & Diving State Championships	\$50,000.00	\$50,000.00	\$50,000.00
Kayak Adventure Series	\$17,000.00	\$17,000.00	\$17,000.00
Florida Swimming FLAGS Spring Championship	\$15,000.00	\$15,000.00	\$15,000.00
CSCAA National Invitational Championship	\$30,000.00	\$30,000.00	\$30,000.00
NCEA National Championships	\$50,000.00	\$50,000.00	\$50,000.00
USA Swimming Speedo Sectionals	\$25,000.00	\$25,000.00	\$25,000.00
Florida Swimming FLAGS Championship	\$30,000.00	\$30,000.00	\$30,000.00
Florida Swimming Senior Championships	\$20,000.00	\$20,000.00	\$20,000.00
YMCA National Long Course Championship	\$33,000.00	\$33,000.00	
Cal Ripken Rookie World Series	\$5,000.00	\$5,000.00	
Babe Ruth 16-18 World Series	\$50,000.00	\$50,000.00	
USA Swimming Futures Meet	\$25,000.00	\$25,000.00	\$25,000.00
MLF Heavy Hitters	\$75,000.00	\$75,000.00	
Budgeted amount		\$500,000.00	
Available to Fund Bid Fee Events		\$75,000.00	

TDC approved higher funding

Event canceled due to Hurricane Milton

Planner fell short on deliverables

FY 24-25 Room Night Generating Event Funding Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
NMRA Sunshine Region Convention*	\$ 1,400.00	\$ 1,400.00	\$ -
Grandview Fall Fun Draft Horse Show*	\$ 10,010.00	\$ 10,010.00	\$ -
Ocala International Horse Show	\$ 25,000.00	\$ 25,000.00	\$ 16,275.00
Fiddler's Turkey Run	\$ 5,040.00	\$ 5,040.00	\$ 3,900.00
HITS Ocala Holiday Series	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
HITS Post Time Farm Premier	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
JVC Nike First in Show	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
HITS Ocala Winter Circuit Weeks 1-5	\$ 25,000.00	\$ 37,500.00	\$ 33,446.00
The Sun Conference Swimming and Diving Championships	\$ 8,400.00	\$ 8,400.00	\$ 8,000.00
HITS Ocala Winter Circuit Weeks 6-10	\$ 25,000.00	\$ 37,500.00	\$ 37,380.00
JVC Nike Winner's Circle Volleyball Tournament	\$ 10,010.00	\$ 10,010.00	\$ 10,010.00
FACAP 47th Annual Seminar	\$ 3,500.00	\$ 3,500.00	\$ 1,821.25
Rock the Country	\$ 50,000.00	\$ 50,000.00	
Live Oak International	\$ 18,200.00	\$ 18,200.00	
Grandview Invitational	\$ 19,600.00	\$ 19,600.00	\$ 17,584.00
Grandview World Nights	\$ 22,400.00	\$ 22,400.00	\$ 19,684.00
Cal Ripken T-Ball/Rookie B State Tournament	\$ 10,500.00	\$ 10,500.00	
Dixie Softball State Tournament	\$ 12,012.00	\$ 12,012.00	
Patriotic Skies	\$ 6,100.00	\$ 6,100.00	
Budgeted Amount		\$330,000.00	
Available to Fund Room Night Generating Events		\$10,087.75	

TDC approved higher funding

Event canceled due to Hurricane Milton

Event planner fell short on deliverables



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19442

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:
Funding Programs Update

DESCRIPTION/BACKGROUND:
Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19443

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:
Legislative Update

DESCRIPTION/BACKGROUND:
Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19444

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

City of Ocala Vision 2050/Tourism Placemaking and Feasibility Update

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19445

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:
TDC Meeting Dates

DESCRIPTION/BACKGROUND:
Information Only.



2025 Remaining Tourist Development Meeting Dates

MEETINGS TO BEGIN AT 9:00 AM

- **July - no meeting***
- August 20 - Wednesday
- September 25 - Thursday
- October 23 - Thursday
- November 20 - Thursday
- **December – 4 – Annual Meeting****

***Due to scheduled staff travel to industry tradeshow and conference, as well as budget workshop schedules, there will be no July meeting.**

**** Consistent with typical scheduling, there will be no December TDC meeting.**



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19448

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:

Information Only.

TDT COLLECTIONS

	ACTUAL 4% FY 17-18	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	Change from Last Year	PROJECTED AVERAGE (Last 5 Years) 4%
						PTD	PTD	Monthly PTD		
OCT	259,157.91	204,924.52	208,480.07	208,964.21	271,833.28	349,930.49	349,930.49	379,319.18	13,464.49	281,012.55
NOV	259,465.87	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	792,254.61	558,579.61	208,835.63	307,901.70
DEC	259,851.68	225,689.89	236,936.54	185,291.99	418,818.13	369,635.90	1,161,890.51	462,549.20	63,654.28	321,915.50
JAN	227,275.36	208,911.55	220,533.21	226,855.23	346,052.50	428,869.17	1,590,759.68	537,175.62	137,833.94	324,330.36
FEB	286,456.85	273,064.02	299,288.30	294,191.48	413,140.70	512,970.04	2,103,729.72	626,799.77	101,287.34	409,020.59
MAR	350,071.35	323,299.80	302,080.26	359,419.51	524,933.16	601,255.70	2,704,985.42	649,169.37	20,455.10	483,280.58
APR	359,327.08	385,618.64	214,603.12	402,060.20	630,194.20	677,443.18	3,382,428.60	294,671.29	(402,928.11)	524,380.02
MAY	262,256.88	280,438.82	102,814.80	333,193.04	463,117.34	425,025.51	3,807,454.11	955,276.16	456,479.72	364,589.43
JUN	199,261.84	232,018.65	149,677.12	322,508.82	348,876.21	374,531.93	4,181,986.04	0.00	(402,595.36)	319,637.89
JUL	212,855.41	232,238.24	242,501.19	379,652.81	359,850.15	413,140.96	4,595,127.00	0.00	(450,585.02)	369,146.03
AUG	197,702.74	196,329.01	264,335.05	320,233.46	445,047.73	439,053.97	5,034,180.97	0.00	(409,648.68)	375,663.78
SEPT	188,010.37	203,554.83	174,264.90	420,995.81	327,614.07	334,784.79	5,368,965.76	0.00	(353,899.19)	322,311.75
TOTAL:	\$ 3,061,693.34	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76	\$ 5,481,186.06	\$ 4,463,540.20	\$ 112,220.30	\$ 4,403,190.16
***Payment reporting period contains revenue period from prior month (i.e., March reporting is February revenues).										

These two months denote the time frame in which the Tax Collector's office was switching between payment platforms which resulted in a lag (April) in reporting, which has been rectified (May).

TOURIST DEV TAX
MONTHLY REPORTS

REVENUE PERIOD		APR.24	MAY.24	JUN.24	JUL.24	AUG.24	SEPT.24
REPORTING PERIOD		MAY.24	JUN.24	JUL.24	AUG.24	SEPT.24	OCT.24
REMITTANCE DATE		JUN.24	JUL.24	AUG.24	SEPT.24	OCT.24	NOV.24
RPT							
LINE					145,522,644.22		
1	Gross Rental Receipts	13,283,224.92	10,834,044.12	12,004,928.89	11,060,370.30	9,707,758.00	10,407,695.73
2	Exempt Rental Receipts	711,844.28	540,228.45	547,925.35	544,576.09	636,556.75	623,818.09
3	Taxable Rental Receipts	12,571,380.64	10,293,815.67	11,457,003.54	10,515,794.21	9,071,201.25	9,783,877.64
4	Total Tax Collected	502,855.23	411,752.64	458,280.18	420,631.74	362,848.08	391,355.15
5	Adjustments	0.06	0.03	0.03	0.05	0.03	0.06
6	Bal Fwd / Overpaid	-	-	-	-	-	-
7	Total Tax Due	502,855.29	411,752.67	458,280.21	420,631.79	362,848.11	391,355.21
8	Less Collection Allow	(2,335.51)	(2,367.89)	(2,713.75)	(2,346.50)	(2,159.41)	(2,240.82)
9	Plus Penalty	1,969.58	3,218.67	8,904.28	4,135.66	3,841.54	2,102.99
10	Plus Interest	76.37	1,101.29	49.88	227.11	314.34	56.23
11	Current Amount Due	502,565.73	413,704.74	464,520.62	422,648.06	364,844.58	391,273.61
12	Credit Balance Used						
13	Underpayments						
14	NSF Cancels						
15	Total Amount Collected	502,565.73	413,704.74	464,520.62	422,648.06	364,844.58	391,273.61
16	Current Total Rate						
17	Dist to TD Council				5,063,496.74		
18	BCC	498,796.44	402,595.36	450,585.02	409,968.68	353,899.19	379,319.18
19	Tax Collector Comm	3,769.29	11,109.38	13,935.60	12,679.38	10,945.39	11,954.43
20	Total Collections Dist.	502,565.73	413,704.74	464,520.62	422,648.06	364,844.58	391,273.61

TOURIST DEV TAX
MONTHLY REPORTS

REVENUE PERIOD		OCT.24	NOV.24	DEC.24	JAN.25	FEB.25	MAR.25
REPORTING PERIOD		NOV.24	DEC.24	JAN.25	FEB. 25	MAR.25	APR.25
REMITTANCE DATE		DEC.24	JAN.25	FEB.25	MAR.25	APR.25	MAY.25
RPT							
LINE							
1	Gross Rental Receipts	15,048,140.88	12,808,134.10	14,652,715.23	16,736,590.10	16,746,386.68	7,811,850.49
2	Exempt Rental Receipts	648,958.86	847,195.76	769,691.01	625,432.40		257,211.80
3	Taxable Rental Receipts	14,399,182.02	11,960,938.34	13,883,024.22	16,111,157.70		7,554,638.69
4	Total Tax Collected	575,967.29	478,437.58	555,320.96	644,446.40	669,855.55	302,185.57
5	Adjustments	0.45	-	0.51	1.50	-	13.95-
6	Bal Fwd / Overpaid	-	-	-	-	-	-
7	Total Tax Due	575,967.74	478,437.58	555,321.47	644,447.90	669,855.55	302,171.62
8	Less Collection Allow	(2,150.90)	(2,226.25)	(2,807.17)	(2,638.28)	(2,884.84)	(861.23)
9	Plus Penalty	2,147.83	610.00	1,154.96	4,255.06	2,167.71	2,372.05
10	Plus Interest	199.83	33.53	120.02	120.65	10.23	102.35
11	Current Amount Due	576,164.50	476,854.86	553,789.28	646,185.33	669,246.77	303,784.79
12	Credit Balance Used						
13	Underpayments						
14	NSF Cancels						
15	Total Amount Collected	576,164.50	476,854.86	553,789.28	646,185.33	669,246.77	303,784.79
16	Current Total Rate						
17	Dist to TD Council						
18	BCC	558,879.61	462,549.20	537,175.62	626,799.77	649,169.37	294,671.29
19	Tax Collector Comm	17,284.89	14,305.66	16,613.66	19,385.56	20,077.40	9,113.50
20	Total Collections Dist.	576,164.50	476,854.86	553,789.28	646,185.33	669,246.77	303,784.79

TOURIST DEV TAX
MONTHLY REPORTS

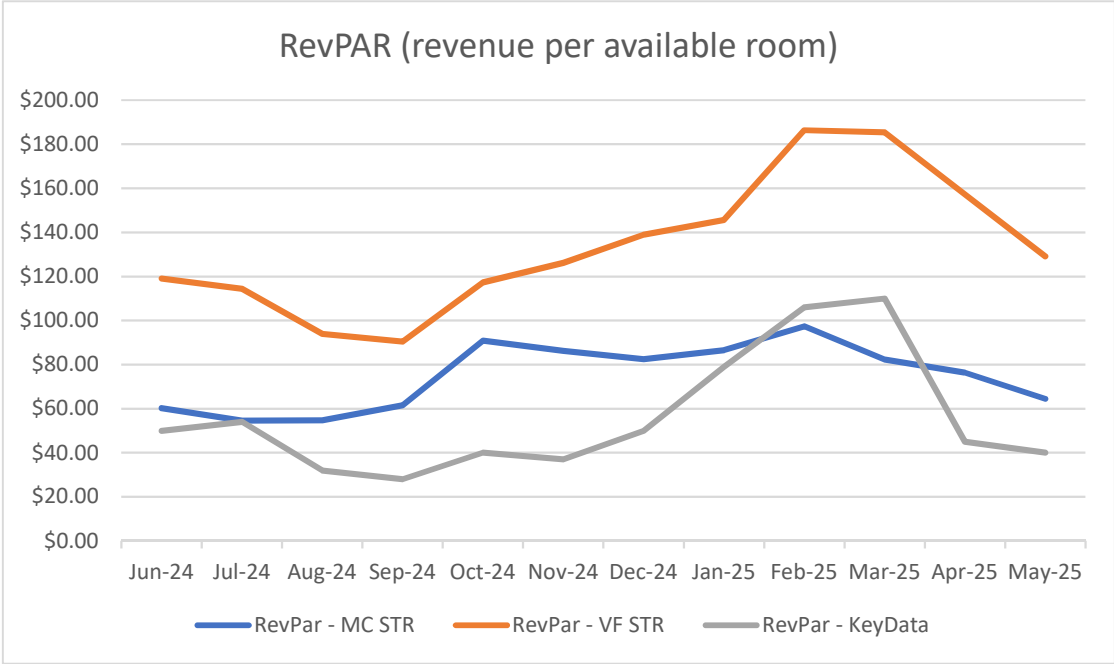
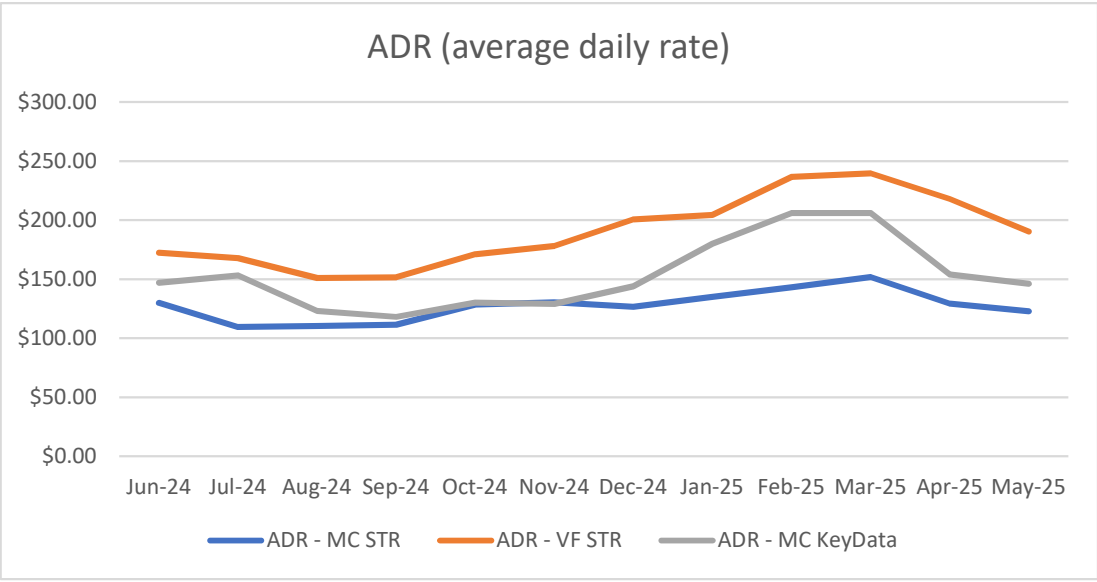
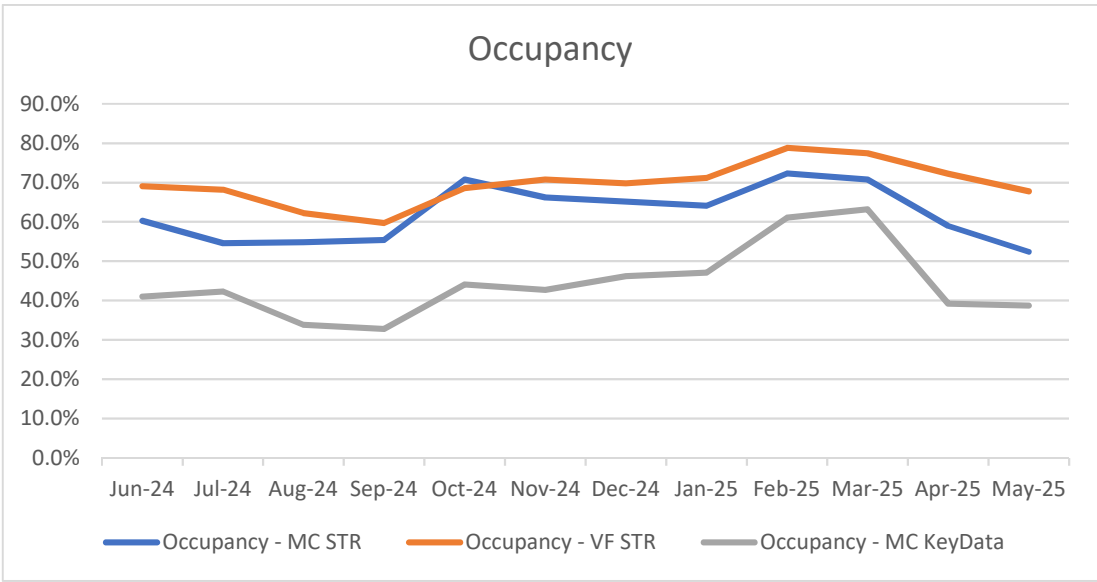
REVENUE PERIOD APR.25
REPORTING PERIOD MAY.25
 REMITTANCE DATE JUN.25

RPT

LINE

1	Gross Rental Receipts	25,160,599.87
2	Exempt Rental Receipts	1,219,732.02
3	Taxable Rental Receipts	23,940,867.85
4	Total Tax Collected	957,634.66
5	Adjustments	6.32
6	Bal Fwd / Overpaid	-
7	Total Tax Due	957,640.98
8	Less Collection Allow	(4,484.98)
9	Plus Penalty	30,194.92
10	Plus Interest	1,460.44
11	Current Amount Due	984,811.36
12	Credit Balance Used	
13	Underpayments	
14	NSF Cancels	
15	Total Amount Collected	984,811.36
16	Current Total Rate	
17	Dist to TD Council	
18	BCC	955,267.16
19	Tax Collector Comm	29,544.20
20	Total Collections Dist.	984,811.36

Trend Data for Occupancy, ADR, RevPAR (5/2024-6/2025)





Marion County Tourist Development Council

Agenda Item

File No.: 2025-19449

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
USA Swimming Speedo Sectionals	June 26, 2025	June 29, 2025	FAST
Dixie Softball State Tournament	June 25, 2025	June 30, 2025	Bellevue Sportsplex
Patriotic Skies	July 4, 2025	July 4, 2025	Tusawilla Park
Florida Swimming FLAGS Championship	July 10, 2025	July 13, 2025	FAST
Florida Swimming Senior Championship	July 17, 2025	July 20, 2025	FAST
USA Swimming Futures Championship	July 23, 2025	July 26, 2025	FAST
YMCA National Long Course Championship	July 29, 2025	August 3, 2025	FAST
Cal Ripken 8U World Series	August 1, 2025	August 9, 2025	Rotary Sportsplex
Babe Ruth 16-18 World Series	August 1, 2025	August 9, 2025	Rotary Sportsplex
FHSAA Swimming & Diving State Championships	November 7, 2025	November 15, 2025	FAST



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19522

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

PRESENTATION: Tallahassee Sales Blitz Recap

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19533

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

Marketing and Communications Update

DESCRIPTION/BACKGROUND:

Information Only.



Marketing & Communications Update June 2025

- **Current Running Media**

- Print:
 - Visit Florida Vacation Guide – (2025)
 - Full page Ad
 - Prevue Magazine (March/April 2025 Issue)
 - Full Page Ad
 - Full Page Advertorial
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2025)
 - 2-Page Advertorial Content in Florida Sports Guide section (2025)
- Billboards (OOH)
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Ad+Genuity – Vistar Programmatic (always on – excluding Jan, May, Sept 2025)
 - Florida statewide digital billboards
 - Tampa International Airport & Orlando International digital panels
 - Urban panels – New York & Atlanta digital panels
- Digital
 - Carvertise – Digital Retargeting (March - May 2025)
 - Total Impressions for May 2025 : 191,300
 - Total Clicks for May 2025: 223 clicks
 - Ad + Genuity DSP (always on)
 - Total Impressions for May 2025 : 3.8 M
 - Total Clicks for May 2025: 4,527 clicks
 - Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2024-September 2025)
 - Undertone (Feb 2025 – Aug 2025)
 - Total impressions for May 2025: 658,186
 - Total clicks for May 2025: 5,724
 - Nativo (Dec 2024 – Aug 2025)
 - Total impressions for May 2025: 1.7 M
 - Total clicks for May 2025: 6,087
 - TripAdvisor
 - Total impressions for May 2025: 901,244
 - Total clicks for May 2025: 5,886
 - Prevue
 - e-blasts and feature stories
 - Target Audience - Meeting planners



- Total impressions for May 2025: 11,082
- Social (always on)
 - Facebook/Instagram
 - YouTube
- Search (always on)
 - Keyword and Performance MAX through Google
- Visit Florida Co-Ops
 - Arts + Culture (May 2025)
 - Display + Video
 - Total impressions for May 2025: 935,328
 - Total clicks for May 2025: 1,519
 - Gold Package – Families (April-May 2025)
 - Video: Hulu, Amazon, NBCU Peacock, and display (Ad + Genuity)
 - Total served impressions: over 7 M
 - Total video completions: 6.9 M
- **Industry/Advocacy Communications**
 - Tourism and Hospitality Roundtable
 - June 5, 2025
 - Location: Ocala/Marion County VCB
 - Tallahassee Sales Blitz
 - June 17-18, 2025
 - Location: Tallahassee, FL
- **Public Relations**
 - Press Trips
 - Cape Fear Living, Domestic
 - Media – Colleen Thompson
 - May 18-21, 2025
 - Masculin.com, France (Visit Florida Trip)
 - Media – Vincent Charretier
 - June 8-11, 2025
 - Press Releases:
 - VISIT FLORIDA Releases:
 - 3 total (June 2025)
 - Topics: Fall Vacation in Florida, Florida for Foodies, International Beer Day
 - Public Relations Society of America (PRSA) Travel & Tourism 2025 Section Conference
 - VCB staff attended this professional development and media opportunity conference.
 - June 3-5, 2025
 - Location: Tampa, FL



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19534

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information Only.



Monthly Sales Update June 26, 2025

- **New Business**

- Florida Senior Games State Softball Tournament
 - September 27, 2025
 - Estimated Room Nights: 50
- USA Gymnastics Men's State Championships
 - February 27-March 1, 2026
 - Estimated Room Nights: 330

- **Leads**

- American Youth Football Southeast Regional Championships
 - November 14-16, 2025
 - Estimated Room Nights: 650
- American Early Learning Coalition Annual Board Meeting
 - April 19-24, 2026
 - Estimated Room Nights: 82
- State Emergency Response Commission (SERC) Meeting
 - November 5-6, 2025
 - Estimated Room Nights: 120
- National Field Hockey Coaches Association Winter Escape Showcase and Annual Convention
 - January 11-16, 2028
 - Estimated Room Nights: 775
- National Field Hockey Coaches Association Winter Escape Showcase and Annual Convention
 - January 9-14, 2029
 - Estimated Room Nights: 775

- **Ongoing Leads**

- Lady Bass Anglers Pro Bass Tour
 - October 11-16, 2026
 - Estimated Room Nights: 500
- World Fishing Tour
 - October 17-24, 2026
 - Estimated Room Nights: 600
- International Miniature Bull Riding Association World Finals
 - October 2025
 - Estimated Room Nights: 950



- Double K Rodeo Productions
 - February 2026
 - Estimated Room Nights: 500
- American Angus Association Leaders Engaged in Angus Development (LEAD) Conference
 - July 25-30, 2026
 - Estimated Room Nights: 222
- Florida Fire Chiefs Association Executive Development Conference
 - July 13-17, 2029 OR July 12-16, 2030
 - Estimated Room Nights: 1,328
- **Lost Business**
 - American Advertising Federation District 4 Fall Conference
 - November 6-7, 2026
 - Estimated Room Nights: 50



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19451

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:

Economic and Tourism Development Report as Required by Section 288.1226 and 288.904, Florida Statutes

DESCRIPTION/BACKGROUND:

Information Only.



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



June 17, 2025

Governor Ron DeSantis
Office of the Governor
State of Florida
400 S Monroe Street
Tallahassee, FL 32399

Senator Ben Albritton
Senate President
Florida Senate
409 The Capitol
404 South Monroe Street
Tallahassee, FL 32399

The Honorable Daniel Perez
Speaker of the House
House of Representatives
420 The Capitol
402 South Monroe Street
Tallahassee, FL 32399

Dear Governor DeSantis, Senator Albritton and Speaker Perez:

As a VISIT FLORIDA partner that receives more than 50% of its funding from Tourist Development Taxes, we are submitting our financial reporting, pursuant to Marion County's fiscal year 2023-24.

The financial reporting is inclusive of the following:

- a. The total amount of revenue from public and private sources.
- b. The organization's operating budget.
- c. Employee salary and benefit details from public and private funds. Board members do not receive compensation for their time served.
- d. An itemized account of all expenditures by our DMO on the behalf of, or coordinated for the benefit of VISIT FLORIDA, its board members, or employees.
- e. Itemized travel and entertainment expenditures.

Please note that these reports can also be found on our website at www.ocalamarion.com/about-us/transparency/.

Respectfully,

Loretta Shaffer, Tourism Development Director, CPM, CDME
Marion County Board of County Commissioners

FY 23-24 REVENUE - PERIOD 13

A. Marion County Visitors and Convention Bureau FY 2023-2024 Revenues

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%			
2,942,025.00	0.00	2,942,025.00	2,740,753.02	201,271.98	93.2%	
2024/13/000399	09/30/2024	GCR	-176,949.59	REF P02744 09/24	TOURIST DEV TAX	
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %			
1,471,012.00	0.00	1,471,012.00	1,370,376.52	100,635.48	93.2%	
2024/13/000399	09/30/2024	GCR	-88,474.80	REF P02744 09/24	TOURIST DEV TAX	
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %			
1,471,012.00	0.00	1,471,012.00	1,370,376.52	100,635.48	93.2%	
2024/13/000399	09/30/2024	GCR	-88,474.80	REF P02744 09/24	TOURIST DEV TAX	
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD			
231,400.00	0.00	231,400.00	719,142.19	-487,742.19	310.8%	
1074-36-366-450-45090-155-0000000-0000000-366045-			FL SPORTS FOUNDATION			
0.00	0.00	0.00	25,000.00	-25,000.00	100.0%	
1074-37-379-990-99090-000-0000000-0000000-379999-			LESS: 5% OF BUDG REVENUE			
-305,773.00	0.00	-305,773.00	0.00	-305,773.00	.0%	
1074-39-399-990-99090-000-0000000-0000000-399991-			BALANCES FWD-CASH-REGULAR			
12,459,809.00	279,823.00	12,739,632.00	12,922,023.86	-182,391.86	101.4%	
TOTAL TOURIST DEVELOPMENT FUND						
18,269,485.00	279,823.00	18,549,308.00	19,147,672.11	-598,364.11	103.2%	
TOTAL REVENUES						
18,269,485.00	279,823.00	18,549,308.00	19,147,672.11	-598,364.11		

FY 23-24 REVENUE - PERIOD 13

A. Marion County Visitors and Convention Bureau FY 2023-2024 Revenues

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13		
ORIGINAL	ESTIM REV	ESTIM REV ADJ	REVISED	ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE % COLL
GRAND TOTAL						
18,269,485.00		279,823.00	18,549,308.00		19,147,672.11	-598,364.11 103.2%

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



**Marion County Board of County Commissioners
Fiscal Year 2024 Adopted 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 2022 Actual	FY 2023 Adopted	FY 2023 Amended	FY 2024 Adopted
Cost Center Expenditures					
Personnel					
512101	Regular Salaries and Wages	420,726	524,518	524,518	601,852
521101	FICA Taxes	29,798	40,133	40,133	46,052
522101	Retirement Contributions	47,903	62,474	62,474	81,676
523101	Health Insurance	71,406	98,880	98,880	113,616
523401	Life ADD LTD	2,840	3,523	3,523	4,041
524101	Workers Compensation	427	528	528	487
Personnel Total		573,100	730,056	730,056	847,724
Operating					
534101	Contract Serv Other Misc	658,444	1,202,377	1,210,815	1,605,640
540101	Travel and Per Diem	10,108	33,913	33,913	42,500
541101	Communication Services	3,905	5,393	6,593	7,258
542201	Postage and Freight	1,918	6,500	6,500	8,800
543101	Utility Services Electric Water Sewer	10,261	13,388	13,388	13,770
543102	Utility Services Waste Disposal	547	756	756	756
544101	Rentals and Leases Equipment	1,599	5,425	5,425	6,465
545101	Insurance Premiums	9,176	9,736	9,736	15,337
546101	Repairs and Maint Bldgs and Grounds	9,514	43,300	31,946	55,500
546257	Repairs and Maint Fleet Management	405	2,500	2,500	2,500
546312	Repairs and Maint Computer Equipment	0	74	74	74
547101	Printing and Binding	2,142	33,000	34,236	35,500
548101	Promotional Activities	403,298	2,520,062	2,517,626	2,716,889
549185	Charges Central Services Cost Allocation	102,301	113,900	113,900	143,060
551101	Office Supplies	980	2,500	2,500	2,500
552101	Gasoline Oil and Lubricants	1,421	3,700	3,700	4,300
552106	Computer Software	7,152	14,415	14,415	15,161
552108	Operating Supplies	3,707	5,000	7,916	7,000
552116	Operating Supplies Computer Hardware	2,130	8,118	8,118	4,000
554101	Books Publications and Subscriptions	41,473	44,190	44,190	48,559
554201	Dues and Memberships	14,485	20,110	20,110	29,129
555501	Training and Education	39,178	54,127	54,127	76,530
Operating Total		1,324,144	4,142,484	4,142,484	4,841,228
Capital					
563102	Improvements CIP	128,023	2,965,976	3,106,323	4,124,805
564102	Machinery and Equipment CIP	0	1,259	1,271	1,259
568102	Intangible Software CIP	87	3,510	3,510	3,462
569903	Lease Agreement Equipment	8,485	0	0	0
Capital Total		136,595	2,970,745	3,111,104	4,129,526
Debt Service					
571205	Principal Lease Agreements	2,229	0	0	0
572205	Interest Lease Agreements	98	0	0	0
Debt Service Total		2,327	0	0	0



Marion County Board of County Commissioners
Fiscal Year 2024 Adopted 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 2022 Actual	FY 2023 Adopted	FY 2023 Amended	FY 2024 Adopted
Cost Center Expenditures					
Non-Operating					
599417	Reserve for Tourism Initiatives	0	5,888,784	5,776,014	6,451,007
Non-Operating Total		0	5,888,784	5,776,014	6,451,007
Interfund Transfers					
591001	Budget Transfer to General Fund	1,276	0	0	0
Interfund Transfers Total		1,276	0	0	0
Reserves					
599101	Reserve for Contingencies	0	500,000	500,000	500,000
599199	Reserve for Cash Carry Forward	0	1,000,000	1,000,000	1,500,000
Reserves Total		0	1,500,000	1,500,000	2,000,000
Cost Center Expenditures Total		2,037,442	15,232,069	15,259,658	18,269,485



**Marion County Board of County Commissioners
Fiscal Year 2024 Adopted 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

			Full Time Equivalent Positions			Budget
			FY 2022	FY 2023	FY 2024	FY 2024
Position	Class #	Position Description	Adopted	Adopted	Adopted	Adopted
Positions						
Current Positions						
10941	1199	Tourism Development Director	1.00	1.00	1.00	115,690
10942	1296	Tourism Development Manager	1.00	1.00	1.00	89,045
10946	2251	Brand and Content Coordinator	1.00	1.00	1.00	50,108
10947	2252	Marketing and Communications Supervisor	1.00	1.00	1.00	67,933
10943	5078	Visitor Relations Representative	1.00	1.00	1.00	49,068
10944	5080	Tourism Development Specialist	1.00	1.00	1.00	45,386
10945	5602	Group Sales Supervisor	1.00	1.00	1.00	71,989
11852	5603	Group Sales Coordinator	0.00	1.00	1.00	47,861
Current Positions Total			7.00	8.00	8.00	
New Positions						
11936	5081	Sales and Service Specialist	0.00	0.00	1.00	37,940
New Positions Total			0.00	0.00	1.00	
Positions Total			7.00	8.00	9.00	



**Marion County Board of County Commissioners
Fiscal Year 2024 Adopted 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 2024 Adopted
	Capital	
563102 - Improvements CIP		
VCC000002	Gateway Signage NW 49th Street	1,500,000
VCC000001	Gateway Signage 42nd St Flyover - CF	2,455,410
VCC000002	Gateway Signage NW 49th St - CF	33,820
VCC000005	Visitor Center Signage - CF	135,575
	563102 - Improvements CIP Total	<u>4,124,805</u>
564102 - Machinery and Equipment CIP		
ESC000001	Enterprise Resource Planning Capital - CF	1,259
	564102 - Machinery and Equipment CIP Total	<u>1,259</u>
568102 - Intangible Software CIP		
ESC000001	Enterprise Resource Planning Capital - CF	3,462
	568102 - Intangible Software CIP Total	<u>3,462</u>

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	02/05/2024	\$ 238.00	DEPOSIT ON HOTEL FOR L SHAFFER
TRAVEL & PER DIEM	02/05/2024	\$ 238.00	DEPOSIT ON HOTEL FOR S WHEELER
TRAVEL & PER DIEM	02/05/2024	\$ 238.00	DEPOSIT ON HOTEL FOR J HELLER
TRAVEL & PER DIEM	02/05/2024	\$ 238.00	DEPOSIT ON HOTEL FOR C LOCKE A
TRAVEL & PER DIEM	02/05/2024	\$ 238.00	DEPOSIT ON HOTEL FOR B DAY AT
TRAVEL & PER DIEM	02/05/2024	\$ 17.74	UBER WHILE ATTENDING FL ENCOUN
TRAVEL & PER DIEM	02/05/2024	\$ 19.41	UBER WHILE ATTENDING FL HUDDLE
TRAVEL & PER DIEM	02/06/2024	\$ 19.23	UBER WHILE AT FL HUDDLE/ENCOUN
TRAVEL & PER DIEM	02/07/2024	\$ 19.89	UBER WHILE AT FL HUDDLE/ENCOUN
TRAVEL & PER DIEM	02/07/2024	\$ 12.00	PARKING WHILE AT FL HUDDLE/ENC
TRAVEL & PER DIEM	02/08/2024	\$ 20.92	UBER WHILE AT FL HUDDLE/ENCOUN
TRAVEL & PER DIEM	02/19/2024	\$ 47.00	TDC/FL HUDDLE MEALS
TRAVEL & PER DIEM	02/19/2024	\$ 96.21	TDC/FL HUDDLE MEALS, UBERS, TI
TRAVEL & PER DIEM	02/19/2024	\$ 47.00	TDC/FL HUDDLE MEAL REIMBURSEME
TRAVEL & PER DIEM	02/19/2024	\$ 67.00	TDC/FL HUDDLE MEALS & PARKING
TRAVEL & PER DIEM	02/19/2024	\$ 47.00	TDC/FL HUDDLE MEALS
TRAVEL & PER DIEM	02/09/2024	\$ 456.00	BALANCE ON HOTEL FOR B DAY AT
TRAVEL & PER DIEM	02/09/2024	\$ 558.00	BALANCE ON HOTEL FOR J HELLER
TRAVEL & PER DIEM	02/09/2024	\$ 456.00	BALANCE ON HOTEL FOR C LOCKE A
TRAVEL & PER DIEM	02/09/2024	\$ 558.00	BALANCE ON HOTE FOR S WHEELER
TRAVEL & PER DIEM	02/09/2024	\$ 456.00	BALANCE ON HOTEL FOR L SHAFFER
TRAVEL & PER DIEM	08/31/2024	\$ 222.75	HOTEL FOR J HELLER AT GOVERNOR
TRAVEL & PER DIEM	08/31/2024	\$ 45.00	PARKING FOR S WHEELER & L SHAF
TRAVEL & PER DIEM	08/31/2024	\$ 45.00	PARKING FOR A ROUSSEL WHILE AT
TRAVEL & PER DIEM	09/02/2024	\$ 378.00	HOTEL FOR L SHAFFER WHILE AT G
TRAVEL & PER DIEM	09/09/2024	\$ 6.00	TDC/MEAL WHILE AT FL GOVERNOR'
TRAVEL & PER DIEM	09/10/2024	\$ 81.00	TDC/MEALS & TIPS AT GOVERNOR'S
TRAVEL & PER DIEM	09/10/2024	\$ 41.00	TDC/MEALS AT GOVERNOR'S CONFER
TRAVEL & PER DIEM	09/02/2024	\$ 445.50	HOTEL FOR C ZALAK WHILE AT GOV
TRAVEL & PER DIEM	09/02/2024	\$ 378.00	HOTEL FOR A ROUSSEL WHILE AT G
TRAVEL & PER DIEM	09/02/2024	\$ 378.00	HOTEL FOR S WHEELER AT GOVERNO
TRAVEL & PER DIEM	09/02/2024	\$ 67.50	PARKING FOR M BOUYOUNE AT THE
TRAVEL & PER DIEM	09/02/2024	\$ 378.00	HOTEL FOR M BOUYOUNES AT THE G
TRAVEL & PER DIEM	09/24/2024	\$ 141.48	BCC-COCOMM/MILEAGE/DESTINATION
TRAVEL & PER DIEM	09/24/2024	\$ 141.48	BCC-COCOMM/MILEAGE/FL GOV CONF
Subtotal		\$ 6,836.11	
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 8.00	PICK UP CHARGE FOR VISIT FL VA

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	\$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	01/07/2024	\$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	\$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	\$ 8.50	VACATION GUIDE PICK UP CHARGES
POSTAGE & FREIGHT	01/07/2024	\$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	\$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	\$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	06/02/2024	\$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 8.50	PICK UP FEE FOR SHIPPING VACAT
POSTAGE & FREIGHT	06/02/2024	\$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 8.50	PICK UP FEE FOR VACATION GUIDE
POSTAGE & FREIGHT	06/02/2024	\$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 8.50	PICK UP FEE FOR VACATION GUIDE
POSTAGE & FREIGHT	06/02/2024	\$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 8.50	PICK UP FEE FOR VACATION GUIDE
POSTAGE & FREIGHT	06/02/2024	\$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	\$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	09/02/2024	\$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	\$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	\$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	\$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	\$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	\$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	\$ 8.50	PICK UP FEE FOR SHIPPING VACAT
Subtotal		\$ 1,364.17	
PRINT & BIND	01/28/2024	\$ 77.88	TOURISM INFOGRAPHIC FLYERS
Subtotal		\$ 77.88	
PROMO ACT	10/24/2023	\$ 1,568.71	POST PREPAID TO ORG/OBJ
PROMO ACT	10/02/2023	\$ 7,110.00	LODGING & MEALS FOR VISIT FL P
PROMO ACT	10/09/2023	\$ 213.00	HOTEL FOR BRAZIL FAMILY PRESS
PROMO ACT	10/10/2023	\$ 98.34	PRESS TRIP DINNER - BRAZIL FAM
PROMO ACT	10/11/2023	\$ (103.33)	TAX REFUND FOR INV #091423/VCB
PROMO ACT	10/11/2023	\$ 73.32	FAMILY BRAZIL PRESS TRIP VISIT

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
PROMO ACT	10/11/2023	\$ 12.00	BRAZIL FAMILY VISIT FL PRESS T
PROMO ACT	10/11/2023	\$ 59.40	BRAZIL FAMILY VISIT FL PRESS T
PROMO ACT	10/11/2023	\$ 64.20	BRAZIL FAMILY VISIT FL PRESS T
PROMO ACT	10/12/2023	\$ 64.38	VISIT FL BRAZIL FAMILY PRESS T
PROMO ACT	11/10/2023	\$ 708.96	I-95 TRANSPARENCY SLOT RENTAL
PROMO ACT	11/17/2023	\$ 24.00	VF PRESS TRIP FOR JULIA THOMPS
PROMO ACT	11/17/2023	\$ 44.61	VF PRESS TRIP DINNER
PROMO ACT	11/17/2023	\$ 82.80	VF FL PRESS TRIP DINNER
PROMO ACT	01/07/2024	\$ 174.41	TRADESHOW BOOTH POWER AT FL HU
PROMO ACT	01/08/2024	\$ (11.41)	TAX REFUND ON FL HUDDLE BOOTH
PROMO ACT	01/11/2024	\$ 9,049.99	ITEMS RENTED FOR THE BOOTH AT
PROMO ACT	01/31/2024	\$ 2,450.00	VIDEO PRODUCTION FOR VISIT FL
PROMO ACT	02/04/2024	\$ 750.00	BRANDED POPCORN FOR FL HUDDLE
PROMO ACT	02/15/2024	\$ 294.00	TRADESHOW BOOTH ELECTRICAL POW
PROMO ACT	03/11/2024	\$ 46,562.62	TRADESHOW LUCHEON IN MIAMI 2/6
PROMO ACT	03/26/2024	\$ 2.24	FOREIGN CURRENCY CHARGE FOR IN
PROMO ACT	03/26/2024	\$ 977.60	VOICE OVER TALENT HIRED FOR CO
PROMO ACT	03/26/2024	\$ 224.25	MUSIC PURCHASED FOR VISIT FL C
PROMO ACT	06/25/2024	\$ 40.85	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	06/25/2024	\$ 51.25	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	06/24/2024	\$ 40.82	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	06/23/2024	\$ 186.60	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	09/10/2024	\$ 192.70	FAM VF PRESS TRIP BRAZIL RVERS
PROMO ACT	09/22/2024	\$ 149.07	FAM PRESS TRIP VISIT FL BRAZIL
PROMO ACT	09/19/2024	\$ 65.00	FAM PRESS TRIP BRAZIL RVERS EN
PROMO ACT	09/19/2024	\$ 221.40	FAM PRESS TRIP VISIT FL BRAZIL
PROMO ACT	09/19/2024	\$ 59.65	FAM VISIT FL PRESS TRIP FOR BR
PROMO ACT	09/19/2024	\$ 32.50	FAM PRESS TRIP VISIT FL BRAZIL
PROMO ACT	09/30/2024	\$ 180,000.00	OCALA/MARION CNTY VF CO-OP GOL
PROMO ACT	01/02/2024	\$ 16,933.75	MANAGE PRODUCTION OF VISIT FL
PROMO ACT	01/03/2024	\$ 16,933.75	PRODUCTION OF VISIT FL VACATIO
PROMO ACT	01/03/2024	\$ (16,933.75)	PRODUCTION OF VISIT FL VAC2024
PROMO ACT	01/29/2024	\$ 8,500.00	MUSIC ENTERTAINMENT FOR FL HUD
PROMO ACT	01/30/2024	\$ 8,500.00	MUSIC FOR FL HUDDLE 02/06/24
PROMO ACT	01/30/2024	\$ (8,500.00)	MUSIC FOR FL HUDDLE 02/06/2024
PROMO ACT	05/30/2024	\$ 10,000.00	DISABILITY ASSESSMENTS FOR HOT
PROMO ACT	06/03/2024	\$ 10,000.00	DISABILITY ASSESSMENTS FOR HOT
PROMO ACT	06/03/2024	\$ (10,000.00)	DISABILITY ASSESSMENTS FOR2024
PROMO ACT	06/19/2024	\$ 135,000.00	DIGITAL ADVERTISING
PROMO ACT	08/21/2024	\$ 67,500.00	DMO VIDEO CO-OP GOLD PACKAGE
PROMO ACT	08/21/2024	\$ (67,500.00)	DMO VIDEO CO-OP GOLD PACKA2024
PROMO ACT	09/30/2024	\$ (67,500.00)	END OF YEAR 2024
PROMO ACT	06/19/2024	\$ 180,000.00	DIGITAL ADVERTISING
PROMO ACT	09/30/2024	\$ (180,000.00)	CANCEL PER DEPT 2024
PROMO ACT	07/11/2024	\$ 10,000.00	SATELLITE MEDIA TOUR
PROMO ACT	07/12/2024	\$ 10,000.00	SATELLITE MEDIA TOUR

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
PROMO ACT	07/12/2024	\$ (10,000.00)	SATELLITE MEDIA TOUR 2024
Subtotal		\$ 364,467.68	
DUES & MEMBERSHIPS	06/13/2024	\$ 3,000.00	VISIT FL MEMBERSHIP 08/01/24-0
Subtotal		\$ 3,000.00	
TRAINING & EDUCATION	11/14/2023	\$ 75.00	REGISTRATION FOR DANIELLE NERO
TRAINING & EDUCATION	06/07/2024	\$ 545.00	REGISTRATIONS FOR ZALAK, ROUSS
TRAINING & EDUCATION	06/07/2024	\$ 2,280.00	REGISTRATIONS FOR ZALAK, ROUSS
TRAINING & EDUCATION	08/09/2024	\$ 250.00	REGISTRATION FOR J HELLER TO A
Subtotal		\$ 3,150.00	
TOTAL		\$ 378,895.84	

E. Marion County Visitors and Convention Bureau FY 2023-2024 Travel and Entertainment Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	10/03/2023	\$ 50.00	TOLL REPLENISHMENT
TRAVEL & PER DIEM	10/17/2023	\$ 94.90	TDC/TEAM CONF REIMBURSEMENT OC
TRAVEL & PER DIEM	10/18/2023	\$ 103.00	MEALS REIMBURSE/TEAMS CONF/WES
TRAVEL & PER DIEM	10/05/2023	\$ 7.00	PARKING FOR TEAMS CONFERENCE,
TRAVEL & PER DIEM	10/05/2023	\$ 9.00	PARKING FOR TEAMS CONFERENCE,
TRAVEL & PER DIEM	10/05/2023	\$ 609.70	VENDOR CHARGED HOTEL TWICE FOR
TRAVEL & PER DIEM	10/06/2023	\$ 10.00	PARKING FOR TEAMS CONFERENCE,
TRAVEL & PER DIEM	10/06/2023	\$ 16.97	UBER FOR R LOCKE WHILE AT TEAM
TRAVEL & PER DIEM	10/08/2023	\$ 676.00	HOTEL FOR B DAY WHILE AT TEAMS
TRAVEL & PER DIEM	10/08/2023	\$ 11.00	PARKING AT TEAMS CONFERENCE, T
TRAVEL & PER DIEM	10/08/2023	\$ 15.94	UBER FOR R LOCKE WHILE AT TEAM
TRAVEL & PER DIEM	10/08/2023	\$ 539.56	HOTEL FOR R LOCKE WHILE AT TEA
TRAVEL & PER DIEM	10/11/2023	\$ (609.70)	REFUND FOR OVERCHARGE MADE BY
TRAVEL & PER DIEM	10/12/2023	\$ 147.00	HOTEL & PARKING FOR B DAY AT F
TRAVEL & PER DIEM	12/07/2023	\$ (102.00)	REFUND FOR GUESTROOM CANCELLAT
TRAVEL & PER DIEM	12/06/2023	\$ (223.88)	CREDIT FOR WRONG DATES ON RESE
TRAVEL & PER DIEM	12/06/2023	\$ (223.88)	REFUND FOR HOTEL FOR B DAY AT
TRAVEL & PER DIEM	12/01/2023	\$ 223.88	HOTEL FOR R LOCKE AT MARION CO
TRAVEL & PER DIEM	12/01/2023	\$ 223.88	HOTEL FOR B DAY AT MARION COUN
TRAVEL & PER DIEM	12/01/2023	\$ 102.00	HOTEL DEPOSIT FOR R LOCKE AT M
TRAVEL & PER DIEM	01/31/2024	\$ 7.99	UBER FOR CORRY LOCKE & LORETTA
TRAVEL & PER DIEM	01/31/2024	\$ 3.00	PARKING WHILE AT DESTINATIONS
TRAVEL & PER DIEM	02/02/2024	\$ 229.00	HOTEL FOR R LOCKE AT DESTINATI
TRAVEL & PER DIEM	02/01/2024	\$ 9.00	PARKING WHILE AT TOURISM DAY
TRAVEL & PER DIEM	02/07/2024	\$ 50.00	PREPAID SUN PASS
TRAVEL & PER DIEM	02/09/2024	\$ 8.00	PARKING WHILE AT MARION COUNTY
TRAVEL & PER DIEM	02/02/2024	\$ 229.00	HOTEL FOR L SHAFFER WHILE AT D
TRAVEL & PER DIEM	03/04/2024	\$ 49.00	TDC/MEAL REIMBURSEMENT TOURISM
TRAVEL & PER DIEM	03/04/2024	\$ 49.00	TDC/MEAL REIMBURSEMENT TOURISM
TRAVEL & PER DIEM	03/03/2024	\$ 418.20	FLIGHT FOR L SHAFFER TO ATTEND
TRAVEL & PER DIEM	03/31/2024	\$ 260.85	DEPOSIT ON HOTEL FOR L SHAFFER
TRAVEL & PER DIEM	04/04/2024	\$ 50.00	TOLL REPLENISHMENT
TRAVEL & PER DIEM	04/07/2024	\$ 598.00	HOTEL FOR S WHEELER WHILE ATTE
TRAVEL & PER DIEM	04/07/2024	\$ 598.00	HOTEL FOR J HELLER WHILE ATTEN
TRAVEL & PER DIEM	04/07/2024	\$ 30.00	BAGGAGE FEE FOR L SHAFFER WHIL
TRAVEL & PER DIEM	04/16/2024	\$ 49.00	DESTINATION SUMMIT MEALS
TRAVEL & PER DIEM	04/16/2024	\$ 49.00	DESTINATION SUMMIT MEALS
TRAVEL & PER DIEM	04/09/2024	\$ 120.00	PARKING FOR L SHAFFER WHILE AT
TRAVEL & PER DIEM	04/02/2024	\$ 30.00	BAGGAGE FEE FOR L SHAFFER WHIL
TRAVEL & PER DIEM	04/02/2024	\$ 1,062.04	HOTEL FOR L SHAFFER WHILE AT D
TRAVEL & PER DIEM	04/16/2024	\$ 205.33	TDC/CEO SUMMIT MEALS, UBERS, T
TRAVEL & PER DIEM	05/16/2024	\$ 39.00	MEAL & TIPS AT QUEST 2024 CONF
TRAVEL & PER DIEM	05/26/2024	\$ 1,001.30	HOTEL FOR R LOCKE WHILE ATTEND
TRAVEL & PER DIEM	05/29/2024	\$ 534.97	AIRLINE FOR L SHAFFER TO ATTEN
TRAVEL & PER DIEM	06/05/2024	\$ 116.00	TDC/FSF SPORTS SUMMIT MEALS, T
TRAVEL & PER DIEM	07/31/2024	\$ 44.00	TDC/MEALS AT FSAE CONFERENCE

E. Marion County Visitors and Convention Bureau FY 2023-2024 Travel and Entertainment Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	07/31/2024	\$ 83.00	TDC/MEALS, TIPS AT DESTINATION
TRAVEL & PER DIEM	07/18/2024	\$ 30.00	PARKING WHILE AT DESTINATIONS
TRAVEL & PER DIEM	07/21/2024	\$ 420.00	HOTEL FOR B DAY WHILE AT FSAE
TRAVEL & PER DIEM	07/21/2024	\$ 442.68	HOTEL FOR R LOCKE WHILE AT FSA
TRAVEL & PER DIEM	07/21/2024	\$ 597.00	HOTEL FOR L SHAFFER WHILE AT D
TRAVEL & PER DIEM	07/21/2024	\$ 53.00	PARKING FOR A ROUSSEL WHILE AT
TRAVEL & PER DIEM	07/21/2024	\$ 597.00	HOTEL FOR S WHEELER WHILE AT D
TRAVEL & PER DIEM	07/21/2024	\$ 597.00	HOTEL FOR A ROUSSEL WHILE AT D
TRAVEL & PER DIEM	07/21/2024	\$ 732.00	HOTEL FOR C ZALAK WHILE AT DES
TRAVEL & PER DIEM	07/21/2024	\$ 38.00	PARKING FOR S WHEELER & L SHAF
TRAVEL & PER DIEM	07/26/2024	\$ 820.39	FLIGHT FOR BRYAN DAY TO ATTEND
TRAVEL & PER DIEM	07/28/2024	\$ (22.68)	CREDIT FOR VENDOR ERROR ON R L
TRAVEL & PER DIEM	08/13/2024	\$ 114.50	TDC/MEALS, TIPS, UBER AT DESTI
TRAVEL & PER DIEM	08/13/2024	\$ 84.73	TDC/MEALS, TOLLS, TIPS AT FSAE
TRAVEL & PER DIEM	08/19/2024	\$ 11.00	TDC/MEAL WHILE AT FPRA CONFERE
TRAVEL & PER DIEM	08/02/2024	\$ 529.97	FLIGHT FOR J HELLER AT ESTO AW
TRAVEL & PER DIEM	08/08/2024	\$ 198.63	HOTEL FOR J HELLER WHILE AT FP
TRAVEL & PER DIEM	08/08/2024	\$ 30.78	LYFT FOR L SHAFFER WHILE AT HO
TRAVEL & PER DIEM	08/09/2024	\$ 151.37	HOTEL FOR J HELLER AT FPRA CON
TRAVEL & PER DIEM	08/11/2024	\$ 72.00	PARKING & TOLLS FOR L SHAFFER
TRAVEL & PER DIEM	08/11/2024	\$ 35.98	LYFT FOR L SHAFFER WHILE AT HO
TRAVEL & PER DIEM	08/11/2024	\$ 607.18	HOTEL FOR L SHAFFER AT HOTEL D
TRAVEL & PER DIEM	08/14/2024	\$ 62.17	UBER FOR J HELLER WHILE AT EST
TRAVEL & PER DIEM	08/15/2024	\$ 27.45	UBER FOR J HELLER WHILE AT EST
TRAVEL & PER DIEM	08/16/2024	\$ 28.00	PARKING AT AIRPORT FOR J HELLE
TRAVEL & PER DIEM	08/16/2024	\$ 269.08	HOTEL FOR J HELLER WHILE AT ES
TRAVEL & PER DIEM	08/28/2024	\$ 81.00	TDC/MEALS, FUEL AT DESTINATION
TRAVEL & PER DIEM	08/22/2024	\$ 128.00	TDC/MEALS, TIPS AT HOTEL DATA
TRAVEL & PER DIEM	08/22/2024	\$ 34.00	TDC/MEALS AT ESTO CONFERENCE
TRAVEL & PER DIEM	08/19/2024	\$ 37.59	FUEL DUE TO EXPIRED FLEET FUEL
TRAVEL & PER DIEM	08/22/2024	\$ 15.00	FUEL DUE TO EXPIRED FLEET FUEL
TRAVEL & PER DIEM	08/22/2024	\$ 32.62	FUEL DUE TO EXPIRED FLEET FUEL
TRAVEL & PER DIEM	08/23/2024	\$ 501.60	HOTEL FOR B DAY WHILE AT DESTI
TRAVEL & PER DIEM	08/25/2024	\$ 548.55	FLIGHT FOR B DAY TO ATTEND THE
TRAVEL & PER DIEM	08/31/2024	\$ 50.00	SUNPASS REPLENISHMENT
TRAVEL & PER DIEM	08/31/2024	\$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	08/31/2024	\$ 59.96	UBER FOR B DAY WHILE AT CONNEC
TRAVEL & PER DIEM	08/28/2024	\$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	08/27/2024	\$ 1.00	UBER TIP FOR B DAY WHILE AT CO
TRAVEL & PER DIEM	08/27/2024	\$ 31.98	UBER FOR B DAY WHILE AT CONNEC
TRAVEL & PER DIEM	09/10/2024	\$ 144.00	TDC/MEALS AT CONNECT MARKETPLA
TRAVEL & PER DIEM	09/03/2024	\$ 70.00	PARKING AT ORLANDO AIRPORT FOR
TRAVEL & PER DIEM	09/24/2024	\$ 141.48	BCC-COCOMM/MILEAGE/DESTINATION
TRAVEL & PER DIEM	09/25/2024	\$ 9.98	UBER FOR B DAY WHILE AT TAMS 2
TRAVEL & PER DIEM	09/25/2024	\$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	09/29/2024	\$ 3.00	UBER TIP FOR B DAY WHILE AT TE

E. Marion County Visitors and Convention Bureau FY 2023-2024 Travel and Entertainment Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	09/29/2024	\$ 91.69	UBER FOR B DAY WHILE AT TEAMS
TRAVEL & PER DIEM	09/29/2024	\$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	09/29/2024	\$ 1,218.26	HOTEL FOR B DAY WHILE AT TEAMS
TRAVEL & PER DIEM	09/30/2024	\$ 152.00	TDC/MEALS AT TEAMS 2024 CONFER
Subtotal		\$ 17,641.99	
PROMO ACT	12/12/2023	\$ 650.00	BALLOONS FOR ANNUAL MEETING 12
PROMO ACT	12/11/2023	\$ 73.55	BATTERIES FOR CENTERPIECES FOR
PROMO ACT	12/06/2023	\$ 44.07	ORNAMENT HOOKS, CHARMS FOR THE
PROMO ACT	12/06/2023	\$ 20.97	ORNAMENT BAGS FOR THE 2023 ANN
PROMO ACT	12/06/2023	\$ 423.81	CENTERPIECE WREATHS, PLATES, F
PROMO ACT	01/04/2024	\$ 97.50	LUNCH WITH DREW GREGORY WITH K
PROMO ACT	02/23/2024	\$ 210.44	LUNCH WITH TRAVEL WRITERS UNIV
PROMO ACT	02/29/2024	\$ 30.21	SNACKS FOR PUBLICLY HELD MEETI
PROMO ACT	02/29/2024	\$ 37.22	SNACKS FOR PUBLICLY HELD MEETI
PROMO ACT	03/06/2024	\$ 89.05	TEA, LEMONADE, PEPSI, DR PEPPE
PROMO ACT	03/10/2024	\$ 109.98	SANDWICH PLATTERS FOR PUBLICLY
PROMO ACT	05/20/2024	\$ 36.99	COFFEE MAKER, FILTERS, COFFEE,
PROMO ACT	05/29/2024	\$ 330.00	BALLOONS FOR FL ATTRACTIONS 20
PROMO ACT	05/30/2024	\$ 70.00	BALLOONS FOR FL ATTRACTIONS 20
PROMO ACT	06/06/2024	\$ 340.78	LUNCH FOR TOURISM & HOSPITALIT
PROMO ACT	06/06/2024	\$ 53.34	WATER, TEA, CUPS, COOKS AND PL
PROMO ACT	06/09/2024	\$ 1,200.00	BRANDED POPCORN FOR FL ATTRACT
PROMO ACT	08/02/2024	\$ 42.80	WATER FOR WORLD SERIES PARADE
PROMO ACT	08/31/2024	\$ 25.29	PLATES, LEMONADE, TEA FOR PUBL
PROMO ACT	09/04/2024	\$ 33.66	CHEX MIX, CHIPS & COOKIES FOR
PROMO ACT	09/06/2024	\$ 446.27	SANDWICH & WRAPS FOR PUBLICLY
PROMO ACT	11/17/2023	\$ 2,281.00	ANNUAL MEETING F&B; A/V WITH T
PROMO ACT	12/19/2023	\$ 2,281.00	ANNUAL MEETING F&B; A/V WITH T
PROMO ACT	12/19/2023	\$ (2,281.00)	ANNUAL MEETING F&B; A/V W/2024
Subtotal		\$ 6,646.93	
OPERATING SUPPLIES	01/29/2024	\$ 5.70	CREAMER FOR VCB MEETINGS, DIVI
OPERATING SUPPLIES	05/20/2024	\$ 554.95	COFFEE MAKER, FILTERS, COFFEE,
OPERATING SUPPLIES	05/09/2024	\$ 89.00	HAND TRUCK TO MOVE MARKETING I
OPERATING SUPPLIES	05/29/2024	\$ 47.34	INSULATED COFFEE SERVER FOR TH
Subtotal		\$ 696.99	
TOTAL		\$ 24,985.91	



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19452

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information Only.

Ocala/Marion County Visitors & Convention Bureau Sales Report

5/21/2025 - 6/26/2025

Event Type: All

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025 6/30/2025	Local repeat	\$1,697,760.00 \$0.00	2,160 0	171	855	0
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email 149	7/25/2025 7/26/2025	Local new	\$0.00 \$0.00	120 140	70	120	0
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 148	8/1/2025 8/9/2025	International new	\$1,814,844.00 \$0.00	900 1,000	300	2,116	0
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email 0	7/24/2026 7/31/2026	State new	\$0.00 \$0.00	375 450	250	900	0
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025 8/9/2025	International repeat	\$898,265.00 \$0.00	285 335	240	800	0
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email 148	7/4/2025 7/6/2025	Regional repeat	\$0.00 \$0.00	2,000 2,500	129	358	0
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email 0	7/23/2025 7/26/2025	National new	\$2,140,397.00 \$0.00	2,000 2,300	1,000	2,900	0
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email 0	7/17/2025 7/20/2025	State repeat	\$2,071,066.00 \$0.00	2,000 2,500	730	1,500	0

Status:

ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$2,314,698.00	2,300	600	2,000	0
				0	7/13/2025	repeat	\$0.00	2,900			
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email	6/26/2025	National	\$2,232,888.00	2,000	1,000	2,900	0
				0	6/29/2025	new	\$0.00	2,300			
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0
				144	11/15/2025	new	\$0.00	1,500			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/14/2027	National	\$0.00	1,500	350	1,200	0
				0	4/17/2027	repeat	\$0.00	1,600			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2026	National	\$0.00	1,500	350	1,200	0
				0	4/18/2026	repeat	\$0.00	1,600			
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/27/2026	National	\$2,386,697.90	800	275	1,750	0
				0	7/31/2026		\$0.00	1,000			
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/28/2025	National	\$2,350,187.58	800	275	1,750	0
				0	8/1/2025		\$0.00	1,000			
Event Count:						15	\$21,030,511.48	20,140	6,107	22,569	0
							\$0.00	21,125			

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	
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025	Local	\$1,697,760.00	2,160	171	855	0	
					6/30/2025	repeat	\$0.00	0				
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/5/2025	State	\$1,078,606.00	500	225	750	0	
					6/8/2025	repeat	\$0.00	800				
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025	National	\$2,232,888.00	2,000	1,000	2,900	0	
					6/29/2025	new	\$0.00	2,300				
					Event Count:		3	\$5,009,254.00	4,660	1,396	4,505	0
							\$0.00	3,100				

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
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 Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT 148	5/10/2026	State	\$0.00	30	28	82	0
					5/10/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT 148	5/3/2026	State	\$0.00	30	28	82	0
					5/8/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT 148	4/26/2026	State	\$0.00	30	28	82	0
					5/1/2026	new	\$0.00	30			
State Emergency Response Team	State Emergency Response Commission – SERC Meeting	Bryan Day 100.0%	Education	Email 147	11/5/2025	Local	\$0.00	0	60	120	0
					11/6/2025	new	\$0.00	60			
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 148	8/1/2025	International	\$1,814,844.00	900	300	2,116	0
					8/9/2025	new	\$0.00	1,000			
Event Count:						6	\$1,814,844.00	1,020	472	2,564	0
							\$0.00	1,180			

Status:

TURNED LEAD

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida 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 Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/26/2026	State	\$0.00	30	28	82	0
				148	5/1/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	5/3/2026	State	\$0.00	30	28	82	0
				148	5/8/2026	new	\$0.00	30			
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	5/10/2026	State	\$0.00	30	28	82	0
				148	5/10/2026	new	\$0.00	30			
National Field Hockey Coaches Association (NFHCA)	Winter Escape Showcase and Annual Convention 2029	Bryan Day 100.0%	Sports	Referral	1/9/2029	National	\$0.00	0	155	775	0
				0	1/14/2029	new	\$0.00	2,500			
National Field Hockey Coaches Association (NFHCA)	Winter Escape Showcase and Annual Convention 2028	Bryan Day 100.0%	Sports	Referral	1/11/2028	National	\$0.00	0	155	775	0
				0	1/16/2028	new	\$0.00	2,500			
State Emergency Response Team	State Emergency Response Commission – SERC Meeting	Bryan Day 100.0%	Education	Email	11/5/2025	Local	\$0.00	0	60	120	0
				147	11/6/2025	new	\$0.00	60			
					Event Count: 7		\$0.00	120	482	1,998	0
							\$0.00	5,180			

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					
Meeting Management Group, Inc.	American Advertising Federation District 4 Fall Conference	Bryan Day 100.0%	Association	Rendezvous South 148	11/6/2026		\$0.00	0	25	50	0					
					11/7/2026	new	\$0.00	0								
										Event Count: 1		\$0.00	0	25	50	0
												\$0.00	0			

Status:

TURNED TENTATIVE

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
United Futsal	Southeast Regional Championships	Corry Locke 100.0%	Sports	Referral 0	12/19/2025	Regional	\$0.00	480	100	300	0
					12/21/2025	new	\$0.00	480			
					Event Count: 1		\$0.00	480	100	300	0
							\$0.00	480			



Marion County Tourist Development Council

Agenda Item

File No.: 2025-19453

Agenda Date: 6/26/2025

Agenda No.:

SUBJECT:
TDC Attendance Report

DESCRIPTION/BACKGROUND:
Information Only.

TDC Attendance Report

2025

	January	February	March	April	May	June	July	August	September	October	November
Rus Adams	X										
Jeff Bailey					X						
Victoria Billig			X		X						
Danny Gaekwad			X		X						
Jason Reynolds	X			X	X						
Barry Mansfield	X		X								
Christopher Fernandez		X									
Ron Livsey				X							
Carl Zalak	X										

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned