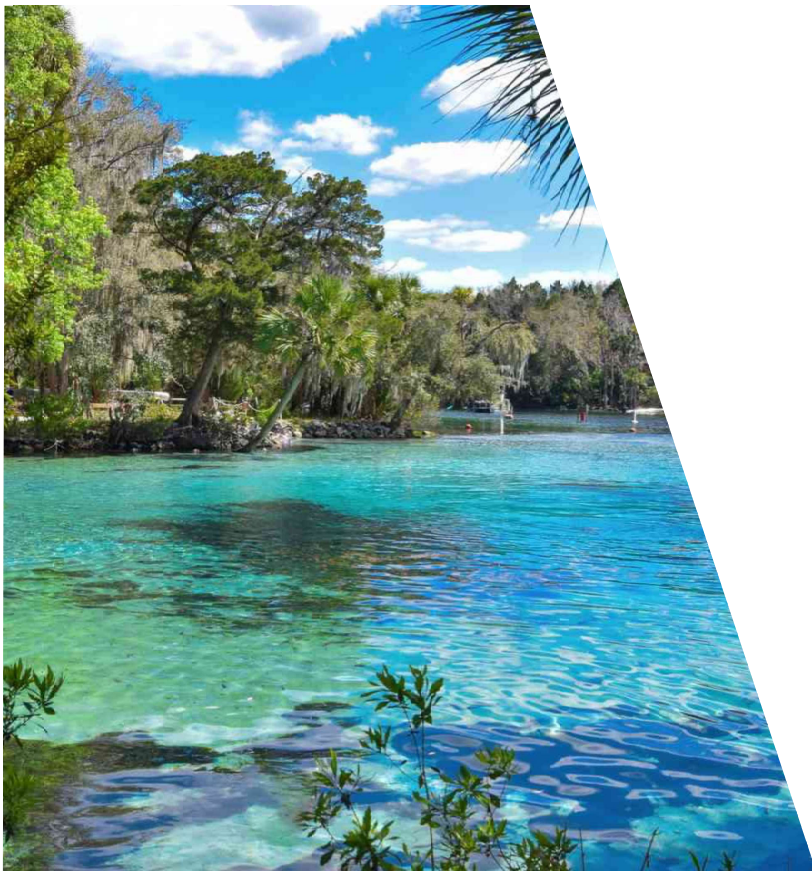




## Ocala/Marion County Priority Tourism Products

2025



## Presentation Agenda

1. Hunden Introduction
2. Goal of the Session - Catalytic Opportunities
3. Project Review
4. Next Steps

# North America's Leading Destination Advisor

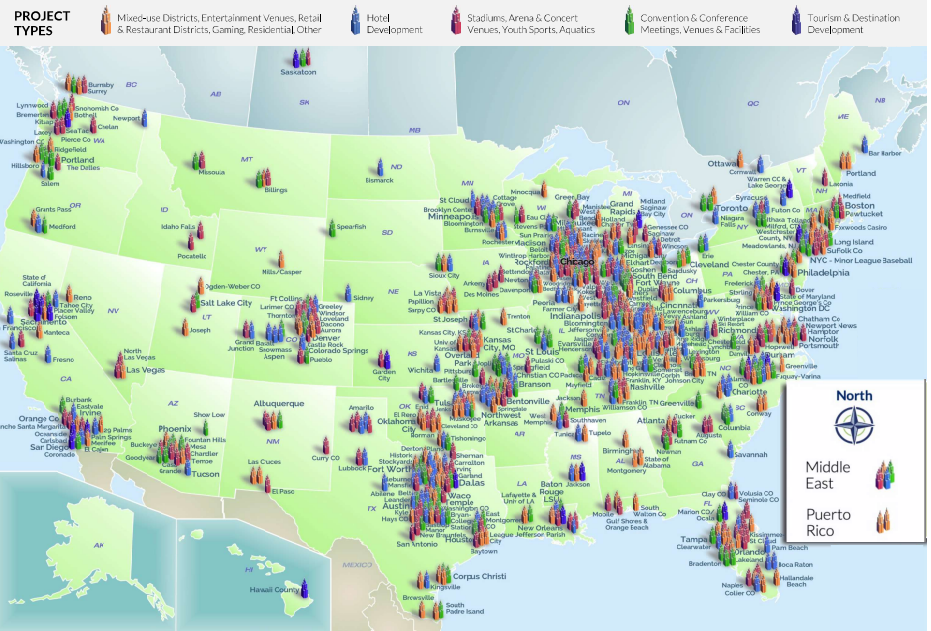
**>1,000** studies and processes | **\$20B** planned or built assets

**650+** conference, convention, event center & hotel studies

**175+** destination & entertainment district studies

**200+** youth sports, stadium & arena studies

**20+** placemaking & destination strategy plans in the last 3 years



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## Bethanie DeRose

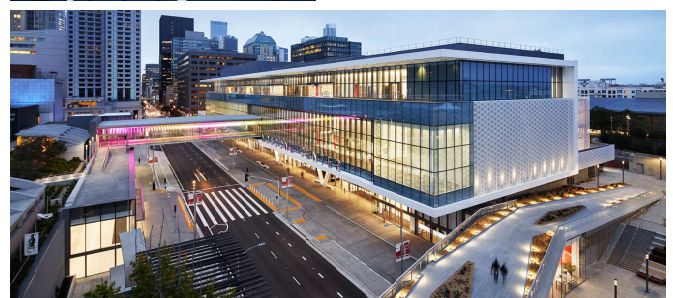
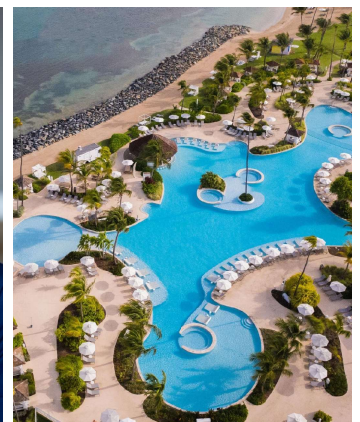
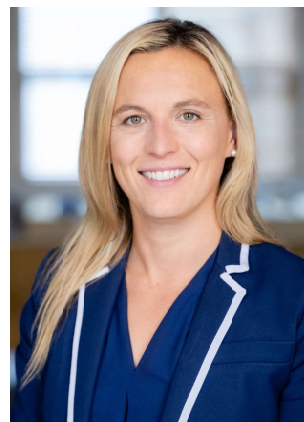
### EVP, Consulting

#### Destination Planning & Development Consultant

- Tourism destination advisory professional - 11 years
- Former hotel operator - 4 years
- Executive Vice President, JLL - 8 years
- Consultant, Strategic Advisory Group - 3 years

#### Over 12 Years of Hospitality and Tourism Experience in

- Tourism Master Planning
- Strategic Planning
- DMO Organizational Planning
- Visioning and Placemaking
- Asset Development Feasibility & Advisory
- Project Management
- Hotel & Convention Center Operations





# Placemaking & Real Estate Advisory

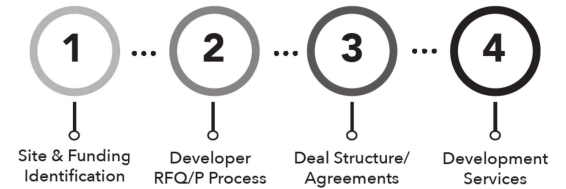
## Placemaking Action Plan



## Feasibility & Impact Study



## Project Advisory & Execution



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## Summary Matrix

### Opportunities

#### LEGEND

Feasibility Analysis

What are the opportunities?		Hospitality	Sports & Outdoor Recreation	Shopping, Dining & Entertainment	Conference & Meetings	Major Attractions & Events
	Opportunity	Strong	Strong	Strong	Good	Moderate
	Priority Level					
	1	Absorption of New Developments U/C	<b>Indoor Multi-Use Facility</b>	–	<b>Indoor Multi-Use Facility &amp; Conference Hotel Feasibility</b>	Guided Excursions / Tours & Winter – Early Summer Major Festival/Event
	2	<b>Conference Hotel</b>	Silver Springs Activation, Tours & River Cruise	–	<b>Multi-Use Facility District Build-Out</b>	Transportation / Connectivity Strategy Between Assets (Outdoor Trails)
	3	--	Authentic Commercial Developments near Natural Assets	<b>Multi-Use District Focus &amp; Continue Key Node Development Focus for Downtown Districts</b> <b>Multi-Use Facility District Build-Out</b>	Authentic Commercial Developments near Natural Assets	Water Park or Major Family Entertainment Attraction, Addition Equestrian Related Attractions

# Recommendations

Hunden’s research of the Ocala/Marion County market, along with the regional and relevant state markets, resulted in the following preliminary recommendations for Ocala/Marion County:

Market-Driven Recommendations		
Priority 1	Priority 2	Priority 3 (Future)
<b>Multipurpose Facility</b>  7,000 Capacity Flexible Arena / Entertainment Venue <ul style="list-style-type: none"><li>- 9 Courts</li><li>- Retractable Seating</li><li>- Community Asset</li><li>- Youth Sports Tournaments</li><li>- Concerts/Graduations</li></ul>	<b>Conference Hotel</b>  300 Key Hotel with 16,000 SF ballroom divisible into four (4) and 9,600 SF divisible into nine (9) meeting rooms	<b>Mixed-Use Walkable District:</b> <ul style="list-style-type: none"><li>- Retail/Restaurant</li><li>- Flexible Entertainment Venue</li></ul> 2,000 – 3,000 (2,500 ideal) Capacity Indoor Convertible Entertainment Venue

# Recommendations

## Major Takeaways Post 1x1’s With BCC & TDC

Based on Hunden’s analysis, the following opportunities are recommended to conduct a deeper-dive analysis to prove the viability for success for Ocala/Marion County tourism.

- 1. Multi-Use Facility & Conference Hotel**  
Regional Supply & Competition, Case Studies, Demand for Events
- 2. Large Entertainment Multi-Use District**  
Highest & Best-Use, Indoor Arena for Sports and Concerts, Seating/Gathering Space, Brewery/Winery, Restaurant/Retail
- 3. Water Park or Major Family Eatertainment Attraction**  
Commercial & Additional Support Amenities, Induce Long-Distance Visitation

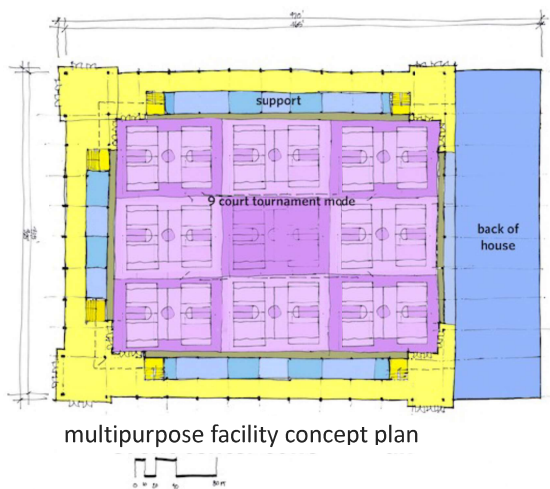


# Site Comparison Matrix

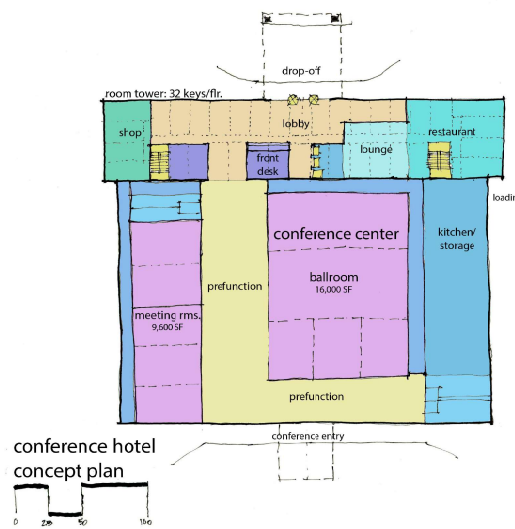
Criterion:	Site:	60th + 200	42nd St Flyover	484 at I-75	326 at I-75	66th St. at I-75	New Interchange	SE 92nd Loop	60th Ave NW at US27	HWY 318 + SR 441	Downtown Ocala South	Downtown Ocala North
Available Undeveloped Acreage		735	189	63-356	40-220	105	430	503-954	75-237	50	19	10
Visibility		3	5	4	4	5	5	1	2	1	4	5
Vehicular access		4	4	3	5	2	4	2	4	3	5	5
Access to transit/trails/walkable		2	3	4	1	1	1	3	1	1	5	5
Utility infrastructure		4	5	4	2	1	1	3	4	3	5	5
Topography		4	4	4	4	5	4	5	4	4	4	4
Usable site/wetlands issues		4	4	3	3	5	4	5	3	4	5	5
Site configuration/shape		4	5	3	2	4	2	4	4	4	1	1
Potential for expansion/additional development		5	5	5	3	3	5	5	3	1	1	1
Developable parcels nearby		5	3	3	4	5	4	4	4	5	2	2
Proximity to residential (inverse)		4	2	2	5	4	4	2	2	4	5	4
Proximity to hotels		4	5	2	3	3	1	1	3	1	5	4
Proximity to dining		3	4	2	2	3	1	2	2	1	5	5
Proximity to shopping		4	5	2	1	3	1	3	2	0	4	4
Proximity to attractions		3	3	2	3	3	2	3	4	2	4	4
Ownership/cost to acquire		3	2	2	2	3	2	5	3	4	2	2
<b>TOTAL</b>		<b>56</b>	<b>59</b>	<b>45</b>	<b>44</b>	<b>50</b>	<b>41</b>	<b>48</b>	<b>45</b>	<b>38</b>	<b>57</b>	<b>56</b>
<b>RANK</b>		<b>3</b>	<b>1</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>6</b>	<b>7</b>	<b>11</b>	<b>2</b>	<b>3</b>

Source: Convergence Design

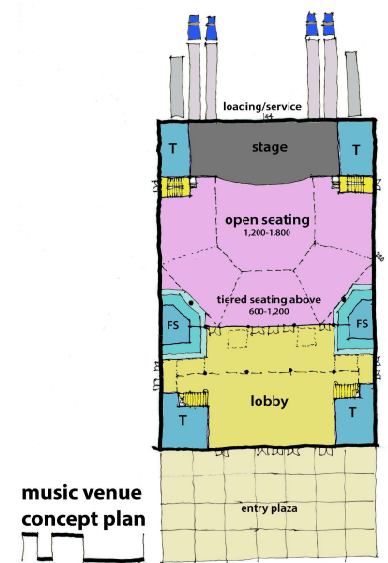
## Venue Inspiration



**Multipurpose Facility**  
(Priority 1)

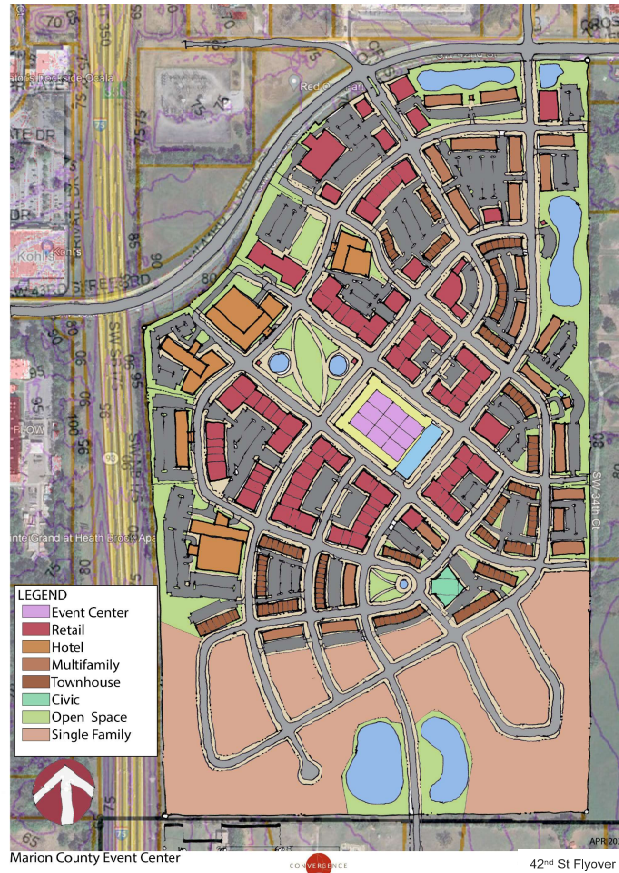


**Conference Hotel**  
(Priority 2)

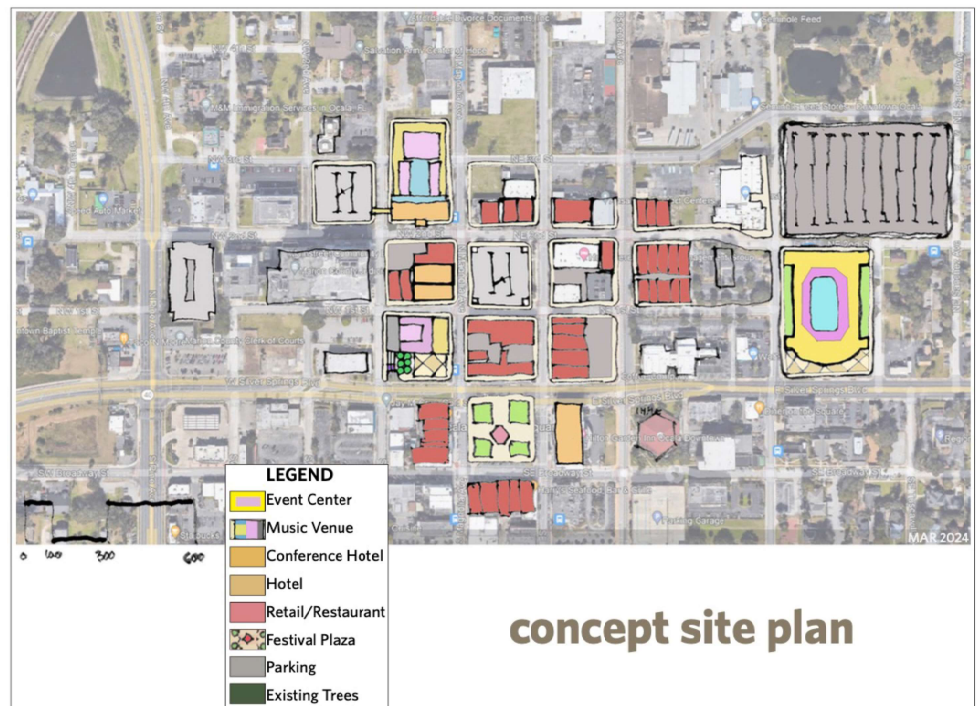


**Flexible Entertainment Venue**  
(Future Phase)

## Future Phase Mixed-Use District Inspiration

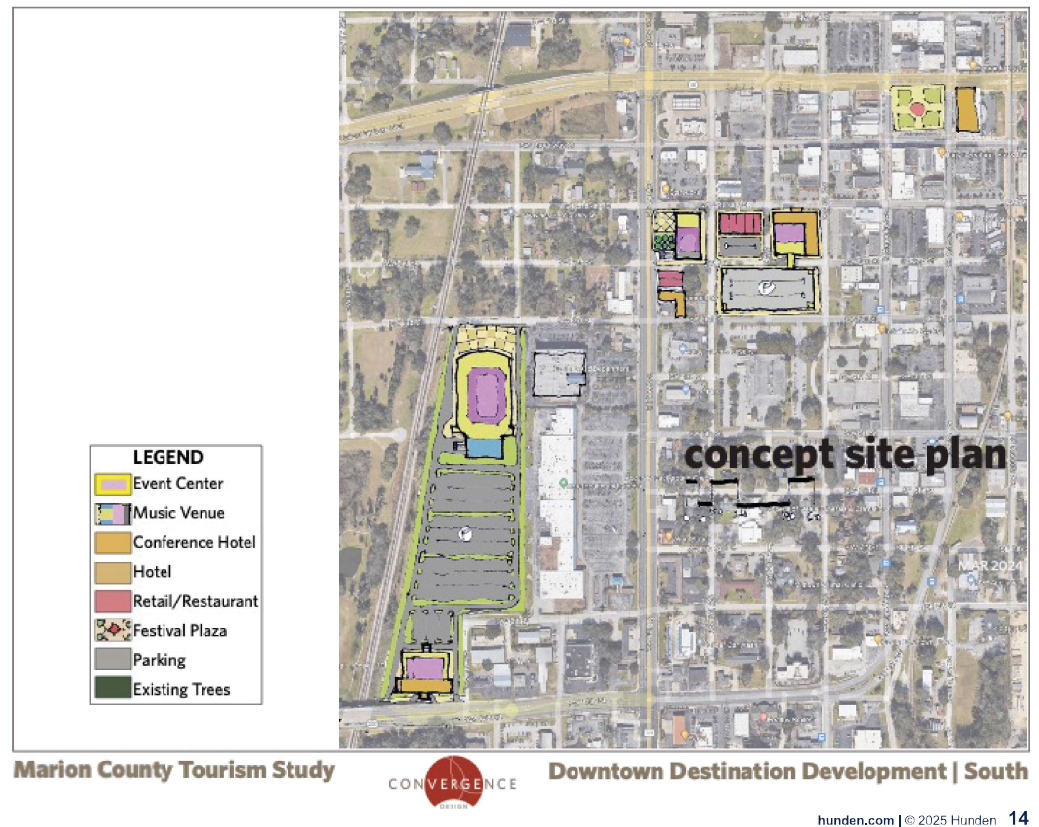


## Future Phase Mixed-Use District Inspiration





# Future Phase Mixed-Use District Inspiration



## Additional Opportunities

Opportunities Based on Current Gaps in the Market



### Major Attractions & Events

- Cycling and events centered around existing bike trails
- Quality of life amenities for residents
- Event programming to increase awareness of existing assets within Arts, Culture, History, and Heritage



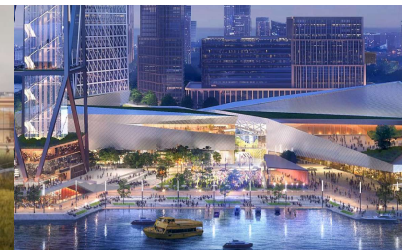
### Connectivity

- Transportation / connectivity strategy between assets
- Connection of existing trails to tourism assets such as Rainbow & Silver Springs
- Commercial airport with nonstop flights to regional destinations



### Sports & Outdoor Recreation

- Authentic commercial developments near natural assets
- Gun/shooting range
- Enhancements in County Parks to increase assets for future growth such as Shocker Park redevelopment
- Additional youth sports facilities for traditional outdoor sports such as soccer, baseball, softball, and football



### Shopping, Dining, & Entertainment

- Multi-use district focus & continue key node development focus for downtown districts
- Unique and authentic retail and restaurant offerings
- Family-oriented "eatertainment"



# How Do We Get There?

## Complete Process

### Step 1:

Tourism & Gap Analysis

Multi-Use, Entertainment  
Facility, & Conference  
Hotel Feasibility Analysis

Site Analysis

### Step 2:

Visioning Workshops

In-depth Stakeholder  
Engagement, including 1  
on 1 meetings and  
presentations

Joint City-Council  
Workshop

 We Are Here

### Next Steps:

Business Case  
Development



Mixed-Use District  
Analysis



Waterpark  
Analysis



Family  
“Eatertainment”  
Analysis

# Priority Tourism Products Market & Financial Business Plan

## Virtual Kickoff & Client Alignment

- Virtual Kickoff
  - Economic, Demographic, and Tourism Analysis Update

## Rationale Market Analyses

- Mixed-Use District Market Analyses
- Waterpark and Hotel/Resort Market Analysis
  - Family "Eatertainment" Analysis
- Case Studies

## Recommendations

- Site Analysis
- Site Layouts, Recommendations and Ranking

## Financial Business Plan

- Business Plan Development: Demand & Financial Projections
- Economic, Fiscal and Employment Impact Analysis
- Funding Mechanisms
- Synthesis of Findings

## Q&A