

**Tourist Development Council Regular Meeting**

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, November 21, 2024

9:00 a.m.

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

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

**Roll Call**

Present:

Rus Adams, Victoria Billig, Christopher Fernandez, Commissioner Ron Livsey, Councilmember Barry Mansfield, Commissioner Carl Zalak and Jeff Bailey

Staff:

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

Guests:

Angel Russel, Assistant County Administrator, Dana Olesky, Chief Assistant County Attorney; William Collum, Butler Legal; Cynthia Graham, Friends of Silver Springs; Chester Weber, Live Oak International; Paresh Chhatu, Hilton Garden Inn; Evelyn Morales, Hampton Inn & Suites; Richard Busche, Principle Engineer, Senior Vice President – Kimley Horn; George Albright, Marion County Tax Collector; Tammy McCann, Deputy Tax Collector

### **Notice of Publication**

Notice was published on the County Website on January 2, 2024 and subsequently updated to include Teams information on October 30, 2024.

### ***Approval of Minutes***

**A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Ron Livsey, to adopt the minutes from the September 26, 2024 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (5-0).**

Rus Adams in at 9:03am

### ***Acknowledgement of Financials – September, October (Fiscal Year End 2023-24 and Fiscal Year Start 2024-25)***

Christopher Fernandez out at 9:04am

**A motion was made by Rus Adams, seconded by Victoria Billig, to review and approve September, October (Fiscal Year End 2023-2024 and Fiscal Year Start 2024-25) Financials. The motion was unanimously approved by the council (5-0).**

Christopher Fernandez in at 9:06am

### ***Report from Chair***

#### ***Gateway Signage Update***

Commissioner Carl Zalak in at 9:07am

Mr. Richard Busche, Principle Engineer, Senior Vice President - Kimley Horn, presented an update on the Gateway Project (County Line Markers). Mr. Busche advised the county line markers were developed to introduce visitors to Marion County. He advised the pillars signal that one has entered into Marion County and as the person enters into the central urban core of the county, the Gateway Flyovers would be visible. The County Line Pillars were completed and have been up for approximately one year. Mr. Busche advised the North Gateway (future development at the Buc-ees interchange) would have a similar concept to the South Gateway (42<sup>nd</sup> Street Flyover) and tie into the County Line Markers (pillars). The North Gateway bridge would be longer in length than the South Gateway because it would be part of the divergent diamond interchange and would be the largest interchange in Marion County. The design of the project was completed and FDOT (Florida Department of Transportation) advertised as well as solicited for a contractor. The department took the design to approximately 90% complete and issued an advertisement for contractors to fine tune the final 10% of the design and build the project. The current schedule indicated the contract would be issued for construction in May of 2025. Mr. Busche advised this was an accelerated timeline due to the anticipation of Buc-ees and requests from the Governor's office and state. The expected completion date for Buc-ees and the interchange was scheduled for 2027 but the actual

completion date would be announced once a contractor was selected. Mr. Busche advised the difference between the North Gateway and the South Gateway was that Kimley Horn and Marion County partnered to design of the North Gateway since the contractor that builds the interchange would also build the Gateway. Mr. Busche stated the South Gateway was currently under construction. He then showed the original concept design which was approved by the TDC and Board of County Commissioners. Mr. Busche then showed the council a copy of the rendered concept based on the final construction plans which was exactly the same as what was originally approved. He advised construction was currently underway and attachments were being connected to the bridge to secure the lettering and artwork. The column on the east side of the highway was set and the column on the west side was forthcoming. Mr. Busche advised Kimley Horn partnered with Florida Department of Transportation throughout the process. He further advised the attachment of the artwork was pending, as well as, placement of the lights, running the electrical on the back of the artwork panels and putting the electric panel up behind the Kohls department store. Mr. Busche stated the substantial completion date was noted as January 14, 2025 but there had been a seven (7) day time extension requested due to two hurricanes.

Mr. Bailey requested to know what substantial completion meant.

Mr. Busche advised the term "substantial completion" would indicate to the public eye that the project was completely finished. There may be some minor details noted after the inspection that the contractor would need to take care of but the project would visually appear completed. There may also be some permits which need to be closed and some coordination with the Office of the County Engineer to make sure they were prepared to start maintaining the flyover.

Mr. Bailey requested to know when the first art panel would be attached.

Mr. Busche advised that a monthly progress meeting was pending but the expectation was that the first art panel would be attached after Thanksgiving. The contractor was scheduled to be out nightly from 8:00pm-4:00am to perform work on the flyover.

Mr. Bailey requested to know what plans were made to communicate the pending work on the project and possible lane closures to the community.

Ms. Shaffer advised a Q&A organized with FDOT was sent out prior to lane closures which to alert the community.

Commissioner Zalak requested confirmation as to whether the O.C.A.L.A lettering would be lit or backlit.

Mr. Busche advised the letters would be internally lit for this project. The lettering would be white. He further advised the department considered having dark letters with a white background and backlighting behind it but during the design phase the white letters were preferred. Mr. Busche also advised the letters were built taller than Florida Department of Transportation normally allowed. He then stated the county emblems

would also be lit but adjustments were made to create a blue ring around them instead of a cornered edge like the pillars.

***Tourist Development Tax Update – George Albright – Marion County Tax Collector***

Mr. George Albright, Marion County Tax Collector, advised the council previously discussed hiring a vendor to pursue short-term rental owners and collection of Tourist Development Tax. Mr. Albright advised a vendor was hired during COVID and unfortunately, the vendor was unable to meet the expectations of the council. He advised the technology used to obtain the data had improved over the years and a new vendor was chosen. Mr. Albright then introduced Tammy McCann, Deputy Tax Collector, to discuss the initiative further.

Ms. McCann advised she was responsible for handling all of the Tourist Development Tax received from hotels, VRBOs, Air BNBs, etc. She presented a packet which provided an explanation of the software and what it would produce. She stated the software would go out nightly to gather data for Marion County, Florida from the internet. The software would determine if vacation rentals were being advertised on different sites, some of which may not be widely known. Once the system located a vendor who wasn't registered with Marion County, a packet would be sent to them with a letter. The initial letter sent would inform registered vendors of the new process and request they re-register for the new program. Ms. McCann advised no registration fee existed for the accommodator and a payment portal would be created for ease of use.

Ms. Billig requested to know if the user must put in the income they received from the property to determine their tax obligation or if the system calculated the information for them.

Ms. McCann advised the user must update the income information and the system would then calculate their tax obligation. She further advised the tax collector would have the ability to access data to verify the amount of income the accommodator generated and the amount of tax they should be responsible for. She then requested that all accommodators provide an updated email address to the tax collector's office because that would generate a system login for their account and send reminder emails for upcoming payments. Ms. McCann advised the system had a total of four (4) letters that could be generated. She then advised over four thousand and fifty-three listings existed on the Marion County map of which 1,871 were short-term rentals.

Mr. Albright advised the Tax Collector's Office would move all taxation and collection information from their platform to the new system.

Mr. Bailey requested to discuss the third letter in the packet which stated that if an accommodator had not provided their income information the system would estimate the taxable income and provide it to them. He wanted to know what would happen if the accommodator disputed the charges.

Ms. McCann advised the system had a history tab which would show the rental history

of the unit and how much was charged.

Commissioner Zalak requested to know what would happen if an owner failed to make payment.

Mr. Albright advised the county ordinance allowed for a lien against the owner's property.

Commissioner Zalak requested to know if the system would delineate between the owner blocking out their calendar for a period of time vs the property being rented.

Ms. McCann advised if the owner blocks out the calendar, a circle with a line would show and no one could rent the unit. If a renter decided to rent the property, the calendar would show a different color with a nightly rate signifying the unit was rented.

Commissioner Zalak advised he spoke to other Commissioners who worked with Air BNBs and they included language in their ordinances which required each unit to be registered and receive a registration number. That registration number was placed into the system for better tracking of the units.

Ms. McCann advised there were other agencies who required an application fee. This requirement must be implemented by the Board of County Commissioners if they would like to proceed with it.

Commissioner Zalak advised the question was asked so he could take the request to the Board of County Commissioners and request an enhancement to the Marion County ordinance to include back taxes as well as fines.

Mr. Albright suggested the county give the program six (6) months to determine if accommodators acclimated to the system and whether the program needed amending. If an amendment was necessary, the ordinance could be modified.

Commissioner Zalak advised he wanted to think about future options as he felt the ordinance could be streamlined.

Mr. Reynolds advised half of the short-term rental units were in the City of Ocala and requested to know if the county ordinance would also extend to the City of Ocala.

Commissioner Zalak and Ms. McCann both advised the ordinance was countywide therefore, the city's rentals would fall under the county ordinance as long as the city did not create their own ordinance.

Ms. McCann advised she was unaware of the number of short-term rentals in the City of Ocala but she could obtain that number and provide it to the council.

Mr. Albright advised the ordinance would be a specific taxation ordinance adopted by the City of Ocala if they had one.

Mr. Reynolds advised he did not believe the City of Ocala had an ordinance.

Ms. McCann advised she had some accommodators within the city limits who call her to request information on how to pay their short-term rental tax. She advised that she would refer them to the City of Ocala to determine if a business license was needed because the Tax Collector does not require a business license for the county.

Commissioner Zalak requested to know if there was a county map which denoted where the short-term rentals were located.

Ms. McCann advised she would research to see if a map existed and could be provided to the council for review.

Commissioner Zalak advised starting this project in January would provide the council and Tax Collector the opportunity to capture the majority of the short-term rentals since most people utilized this form of lodging as a rental option during that time of year.

Ms. McCann advised that she located some properties which only rent during the Winter months because that was the most profitable for them.

Commissioner Zalak stated some counties had an ordinance requiring renters to rent for at least one-month to alleviate the influx of short-term renters. He then requested to know if owners of campground space that was utilized for RV rentals had signed up with the Tax Collector for short-term rental tax, as well. Commissioner Zalak then stated, if not, he wanted to know if the county would be able to require these property owners to register with the Tax Collector. He also requested to know if event venues such as HITS and The Florida Horse Park were registering their short-term RV rental properties.

Mr. Locke advised The Florida Horse Park should be registered and the Tax Collector should be collecting taxes under the Horse Parks umbrella.

Commissioner Zalak requested to know the amount of taxes collected for the current year.

Ms. Shaffer advised the VCB would work with the Tax Collectors' offices to develop and disseminate future communication. Next, she thanked the tax collector's office for working with the VCB regarding tax collection and navigating options to assist with future plans. She advised the Tax Collector's Office was collecting 1.5% tax for many years and now collected 3% tax which helped the county greatly.

Mr. Albright advised the 3% tax was only used to pay for the tax collection software used to collect for short-term rentals.

Ms. Shaffer affirmed.

Mr. Albright requested to know the amount of tax's collected last year.

Ms. Wheeler advised the total amount remitted to the Tourist Development Department last year was \$5,481,186.06.

Mr. Bailey requested to know how much of the total collected was from short-term

rentals.

Ms. Wheeler advised the total collected was not broken down into categories so she could not provide the requested information.

Commissioner Zalak requested the Tax Collector's Office provide information on the total amount of tax collected from short-term rentals in next year's update.

Ms. Wheeler advised Ms. McCann would add a line to the spreadsheet provided to the Tourist Development Department which indicated the amount collected for short-term rentals.

Mr. Albright advised greater awareness of the new short-term rental tax collection policy as well as collection of business owner names would be pivotal to its success. He also advised that collaboration with the Chamber & Economic Partnership would assist in disseminating information about the program.

Ms. Shaffer advised the county should explain the reason why the taxes were required and what the taxes were used for to short-term rental owners.

Mr. Albright affirmed.

Commissioner Zalak requested to know when the county could expect the new tax collection system for short-term rentals to be in working order.

Mr. Albright advised the system had not been delivered to their department yet and advised it would be sometime after January 1, 2025. He stated this system would be built from scratch as it must interface with the other systems used in their office. Mr. Albright further advised that for ease of collection, they requested that Deckard Technologies (the company building the tax collection software) handle all collections.

#### *Proposed Tourist Development Meeting Dates 2025*

Mr. Bailey advised the Tourist Development Department proposed meeting dates for 2025 and a sheet was provided which outlined the tentative schedule.

Ms. Wheeler advised the outline provided allowed TDC members to review their calendars. The dates for January 16<sup>th</sup> and February 27<sup>th</sup> were secured for TDC meetings and the remaining dates would be voted on at the next TDC meeting.

**It was noted for the record that a technical issue occurred at 9:49am and the remainder of the meeting was not recorded.**

Ms. Wheeler explained that some council members and VCB staff had pre-scheduled meetings which could not be rescheduled and therefore optional meeting dates were provided. She further explained that optional dates outlined in green were proposed dates and with no conflict, the dates outlined in yellow indicated a potential TDC

member conflict and the dates outlined in red note confirmed conflicts and an optional date must be selected.

**A motion was made by Rus Adams, seconded by Commissioner Carl Zalak, to approve the recommendation to proceed with meeting dates of January 16, 2025 and February 27, 2025 then vote on all future meeting dates for 2025 at the next Tourist Development Council meeting to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

#### *Annual Membership Attestations*

The Annual Membership Attestations were provided to each TDC member in attendance and collected after the meeting.

#### ***Funding Requests***

##### **Fiscal Year 2025 Event Funding Allocations**

Mr. Corry Locke, Group Sales Supervisor, discussed Fiscal Year 2025 Event Funding Allocations. He explained that \$500,000.00 was budgeted for Bid Fee funding of which \$200,000.00 was requested from USA Roller Sports National Championship leaving a total of \$300,000 available for future Bid Fee events. He then went on to discuss the allocation of Room Night Generating Event funding for fiscal year 2025. He advised that \$330,000 was budgeted for this funding option. Mr. Locke advised \$208,460.00 was previously approved to fund ten separate events and he currently had five funding requests pending totaling \$120,200.00. If these funding requests were approved, it would leave \$26,340.00 in available funds for future events in Fiscal Year 2025.

##### ***USA Roller Sports (USARS) Championship - \$200,000 Bid Fee***

Mr. Locke then discussed a Bid Fee funding request for a 1-year commitment to host the USA Roller Sports National Championship at the World Equestrian Center from July 18-August 10, 2025. The event coordinator requested a \$200,000 Bid Fee and anticipated 2,000-2,500 people to attend with an estimated room night total of 12,500. The USA Roller Sports Championship would bring approximately \$18,681,616 in business sales to Marion County which would be a total ROI of 117%. Mr. Locke then advised that Marion County lost the event bid to Reno, Nevada for 2025 but the Sales Team would continue to pursue this event and bid on future years.

##### ***Florida Advisory Committee on Arson Prevention, Inc - \$3,500 (Room Night Generating)***

Mr. Locke then addressed a funding request in the amount of \$3,500 for the Florida Advisory Committee on Arson Prevention, Inc. to be held at the World Equestrian Center from March 5-7, 2025. The eligible funding amount/staff recommendation mirrored the amount requested from the event organizer. The total estimated economic impact was noted as \$151,479 with a ROI of 10%. The organizer of the event anticipated two-hundred and fifty room nights and the requested funds would be used for operational expenses as allowed by F.S.S 125.0104, as well as, conference materials including signage



and advertising.

**A motion was made by Councilmember Barry Mansfield, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$3,500 for the Florida Advisory Committee on Arson Prevention's 47<sup>th</sup> Annual Seminar to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Grandview Invitational - \$19,600 (Room Night Generating)***

Mr. Locke then discussed a funding request for Grandview Invitational in the amount of \$19,600 to be held at the Florida Horse Park from January 30-February 1, 2025. The eligible funding amount/staff recommendation mirrored the requested amount of \$19,600. The total estimated economic impact was noted as \$969,295.00 with a ROI of 17%. The event organizer estimated 3,200 attendees with approximately 1,400 room nights to be secured. The funds would be used for marketing, advertising, venue rental, equipment rental and bleacher rental.

**A motion was made by Christopher Fernandez, seconded by Victoria Billig, to approve the recommendation for the requested funding amount of \$19,600.00 for Grandview Invitational to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Grandview World Nights - \$22,400 (Room Night Generating)***

Mr. Locke then advised of a funding request presented by Grandview Invitational for an event named Grandview World Nights to be held at the World Equestrian Center from February 5-8, 2025. The event organizer requested funding in the amount of \$22,400 which mirrored the eligible funding amount/staff recommendation. The total estimated economic impact was noted as \$1,222,828.00 with a ROI of 31%. This event would bring approximately 2,450 people to Marion County and secure approximately 1,600 room nights. The funds would be used for marketing, advertising, equipment rental and event production expenses, if awarded.

**A motion was made by Rus Adams, seconded by Christopher Fernandez, to approve the recommendation for the requested funding amount of \$22,400 for Grandview World Nights to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Live Oak International - \$18,200 (Room Night Generating)***

Mr. Locke then discussed a request from Live Oak Plantation Combined Driving, Inc. for an event entitled Live Oak International to be held at Live Oak Plantation from March 13-15, 2025. The event organizer requested \$18,200 which mirrored the eligible funding amount/staff recommendation. The total estimated economic impact was noted as \$1,586,988 with a ROI of 88%. This organization anticipated 1,300 room nights and approximately five-thousand attendees. If the funds were awarded, they would be used for marketing, livestreaming expenses, advertising, printing, video/photography,

website, public relations expenses, event program and judges/officials' fees.

**A motion was made by Commissioner Carl Zalak, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$18,200 for Live Oak International to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Rock the Country - \$50,000 (Room Night Generating)***

Lastly, Mr. Locke presented a funding request from RTC Gallatin LLC for the Rock the Country event to be held at the Florida Horse Park from May 8-10, 2025. The event organizer requested funding in the amount of \$50,000 which mirrored the eligible funding amount/staff recommendation. The organization estimated 30,000 attendees with an anticipated room night total of 10,800. The estimated economic impact was noted as \$9,161,342.00 with a ROI of 458%. Mr. Locke advised that 2025 would be the second year the event was hosted in Marion County but the first-time organizers had requested funding. He further advised if funding was awarded, the organizers would use the funds for marketing, advertising and event production.

**A motion was made by Councilmember Barry Mansfield, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$50,000 to Rock the Country Ocala along with a request for 50 VIP tickets and a Business Area Row to be provided to Marion County BOCC by RTC Gallatin LLC as well as the requirement that Florida Horse Park register their short-term RV rentals with the Tax Collector's Office to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Staff Updates***

***Ocala/Marion County Tourism Placemaking Plan and Feasibility Analysis***

**A motion was made by Rus Adams, seconded by Victoria Billig, to approve the recommendation to negotiate \$15,000 with Hunden Partners to facilitate the next workshop for the Hunden Tourism Placemaking and Feasibility Analysis with the City of Ocala included and 1x1 meetings scheduled before the December 3, 2024 Board of County Commissioners meeting to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Second Tourism Annual Meeting – December 12, 2024***

The Second Tourism Annual Meeting invitation was presented to the Tourist Development Council members and Ms. Shaffer extended an invitation to each TDC member to attend.

***Marketing and Communications Update***

Jessica Heller, Marketing and Communications Supervisor, advised the media placements were limited from September 1-October 31, 2024 due to the close of Fiscal Year 23-24, as well as, two hurricanes that impacted Florida. She advised that Current

Running Media included print ads in the Ocala Relocation Guide (5,000+ distribution), Visit Florida International Guide and the Sports Planning Guide. She further advised that billboards were placed throughout Florida via Outfront (2 Billboards) and Clear Channel (1 Billboard). Ocala/Marion County also had digital billboards running in the Tampa International Airport and Orlando International Airport as well as Urban Panel placements of digital panels in New York and Atlanta. Ms. Heller indicated that Marion County's digital placements included Expedia (August 22-September 21, 2024) with approximately 1 million impressions, Ad+Genuity DSP (Nov 2024-Sept 2025), Sports Planning Guide (Oct 2024-Sept 2025), Flamingo Magazine and Undiscovered Florida. She also stated that Industry and Advocacy Communications included messaging about hurricane Helene and hurricane Milton, a presentation to Ocala Sunset Rotary, Tourism Exchange partner outreach and distribution of the Annual Meeting invitations. Lastly, Ms. Heller discussed some special projects the staff participated in which included updating the Marion County Vacation Guide, working on The Marion Insider's Guide and continued work with Threshold 360 to capture video of tourism locations throughout the county.

Commissioner Zalak out at 10:23am

#### ***Sales Update***

Mr. Locke presented the Sales Update and advised that New Business included the Updog Florida Championship to be held November 9-10, 2024 with an estimated 100 room nights as well as the Florida Council for History Education (FLCHE) Annual Conference to be held from July 25-26, 2025 with an estimated 120 room nights. He further advised of tentative new business which included the USA Roller Sports National Championship which was discussed earlier. Mr. Locke advised that the Sales Team was working to obtain more information on two new leads and was still working with two previous leads, Lady Bass Anglers Pro Bass Tour and World Fishing Tour. He then advised of one piece of lost business, Florida Environmental Health Association Annual Education Meeting. He stated the event organizers decided to host the event in Gainesville, Florida.

Commissioner Zalak in at 10:26am

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

Ms. Wheeler then presented the August data for STR research for Marion County as well as the state of Florida. She advised August occupancy was at 54.8% which was down 0.1% year over year and ADR was at \$110.32 which was up 6.1% from last year. RevPar was at \$60.50, which was up 6% from last year and for the running twelve (12) months of Marion County occupancy showed a decrease 7.4% with ADR up 1.8% and RevPar down 5.7%. Visit Florida's occupancy statewide was at 62.2% which was up 0.1%, ADR was \$150.96 which showed no change from last year and RevPar was \$93.97 which was up 0.2%. Ms. Wheeler then discussed August's Key Data Research results for Marion County's short-term rental market which showed occupancy was at 33.9% which was a decrease of 6% from last year. ADR was \$123.00 which was a decrease of \$8.00 from

last year and RevPar was \$32.00, a decrease of \$1.00 from last year. Nights available totaled 5,997 which was an increase of 15% from last year's total of 5,220. For the running twelve (12) months, occupancy was down 7%, ADR was down 7%, RevPar was down 16% and nights available increased by 20%. The Smith Travel Research Data for September indicated occupancy was at 56.1% which was down 3.8% year over year, ADR was \$110.98 which was down 2.1% from last year and RevPar was at \$62.29 which was down 5.8% from last year. For the running twelve (12) months, occupancy was down 7.4%, ADR was up 1.3% and RevPar was down 6.2%. The Visit Florida September STR Data indicated that occupancy was at 59.7% which was a decrease of 3.1%, ADR was \$151.47 which was down 0.8% from last year and RevPar was \$90.42, a decrease of 3.9%. The September Key Data results showed occupancy at 32.7% which was a decrease of 12% from last year, ADR was at \$118.00 which was a decrease of \$4.00 from last year and RevPar was \$28.00, a decrease of \$4.00 from last year. The nights available in Marion County for September were 6,082 which was an increase of 20% from last year's total of 5,074. For the running twelve (12) months, occupancy was down 8%, ADR was down 7%, RevPar was down 15% and nights available increased by 20%. Ms. Wheeler then discussed the October STR Data for Marion County and advised that occupancy was at 70.8% which was an increase of 27% year over year. ADR was at \$128.37 which was up 18.2% from last year and RevPar was at \$90.85 which was an increase of 50.2% from last year. For the running twelve (12) months, occupancy was down 5.8%, ADR was up 1.9% and RevPar was down 4%. The Visit Florida STR Data for October indicated that occupancy was at 62.2% which was an increase of 0.1%, ADR was \$150.96 which did not change from last year and RevPar was \$93.97 an increase of 0.2%. The October Key Data stated that occupancy was at 39.9% which was an increase of 21% from last year, ADR was at \$130.00 which was an increase of \$11.00 from last year and RevPar was at \$238.00, an increase of \$10.00 from last year. The nights available were noted to be 6,009 which was an increase of 13% from last year's number of 5,322. For the running twelve (12) months, occupancy was down 4%, ADR was down 7%, RevPar was down 11% and night available increased 19%.

#### ***TDC Events Calendar***

Ms. Wheeler advised the TDC Events Calendar was in the packet.

#### ***Notation for Record***

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

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

#### ***Old Business***

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

#### ***New Business***

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

***Public Comment***

*Upcoming Meeting*

Mr. Bailey stated, that the next TDC meeting will be on Thursday, January 16, 2025.

The meeting adjourned at 11:02 a.m.

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Jeff Bailey, Chairman

DRAFT