

Meeting Rewards Program

Program Budget: \$30,000

- Must submit an RFP for accommodations via the OMCVCB
- Meeting must be held in Marion County
- Meetings must have already contracted with a venue
- Meeting required to generate a minimum of 50 room nights
- New events are those that have not been held in Marion County over the previous three consecutive years
- Meetings held in January – March are not eligible

Total Room Nights	(New) April - December	(Repeat) April - December
50-99	\$1,000	\$750
100-149	\$1,500	\$1,250
150-199	\$2,000	\$1,750
200+	\$2,500	\$2,250

Room Night Generating Funding Program

Program Budget: \$300,000

- Funding is provided as a reimbursement for eligible expenses
- Events must pick up a minimum of 250 room nights
- Events must apply at least 120 days prior to event start date
- Marketing plan must be included in the application
- Requests for higher amounts will be considered on a case-by-case basis for applicants with a contracted housing bureau that can track all room nights (only applicable for events in Q2, Q3, and Q4)

Quarter 1 (Q1): January - March | \$5 rebate per verified room night | \$10,000 maximum

Quarter 2 (Q2): April - June | \$10 rebate per verified room night | \$25,000 maximum

Quarter 3 (Q3): July - September | \$15 rebate per verified room night | \$25,000 maximum

Quarter 4 (Q4): October - December | \$10 rebate per verified room night | \$25,000 maximum

Bid Fee Funding Program

Program Budget: \$500,000

- Events must have a projected economic impact and ROI that are favorable for the county
- Events must align with destination's tourism goals and provide substantial media exposure and marketing opportunities
- Securing the event must be contingent on a bid fee requirement
- Events will be used to fill need periods
- Events must submit a letter of intent or event RFP packet
- A bid fee will not be rewarded to events with limited economic return i.e. failure to produce sufficient room nights, restaurant traffic and high visitor spending.
- Bid fees will not be rewarded during times of high saturation in the destination.
- Bid fees will not be provided to events previously hosted without a bid fee.
- Legacy impact to inspire repeat visitation.

Marketing Assistance Funding Program

Program Budget: \$75,000

The Marketing Assistance Program is designed to enable tourism-related businesses in Marion County to enhance their marketing opportunities leveraged with the Ocala/Marion County destination brand. The goals of the program are to enrich the visitor experience, encourage repeat visitations through local business promotions, inspire brand adoption and support tangible marketing materials highlighting tourism activities in Marion County.

- Maximum Reimbursement: \$5,000 for primary business/\$2,500 for secondary business with shared FEIN (restrictions apply)
 - Must attend one workshop, complete an application and execute a contract with MCBCC
 - Marketing must occur outside of Ocala/Marion County to qualify for reimbursement
 - Must provide services which attract out-of-county visitation or offer reasons for visitors to extend their visit
 - Must be a tourism-based business that can serve visitors year-round, events are not applicable.
 - Funding is offered once per year with an annual application period
- An approved funding partner may apply for reimbursement of their eligible expenses as follows:
 - Year 1-2: 100% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
 - Year 3-5: 80% of the verified eligible expenses up to \$5,000 for the primary business and \$2,500 for an eligible secondary business
 - Organization must be able to show results of program dollars spent (e.g. Increased out-of-town visitation, increased website traffic, etc.) with specific data.

Arts and Cultural Destination Enhancement Funding Program

Program Budget: \$100,000

The Arts and Cultural Destination Enhancement Funding Program is a multi-faceted approach to enhancing the tourism product within Ocala/Marion County. Its primary purpose is designed to support and enhance Marion County as a culturally engaging and vibrant destination.

- Event/Project site must be located in Marion County
- Maximum Reimbursement: up to 10% of the allocated budget
- In-kind or Monetary Match Required: 50% of the award amount from other sources
- Applications will be evaluated by a Rank & Review Committee based on quantifiable data, economic impact, marketing exposure production values
- Required to submit a detailed proposal (scored based on a maximum of 100 points)
- Required in-person attendance to one TDC meeting in which the funding is on the agenda
- Funding is offered once per year with an annual application period