



Marion County

Tourist Development Council

Meeting Agenda

Friday, March 28, 2025

9:00 AM Tourist Development Conference Room

Microsoft Teams:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NWU0N2MxZjUtYjUyOC00M2E1LTk3MjltMmU0MWFkMjMxMmU0%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: 272 367 453 042

Password: Tk6YT3aP

Phone Number: +1 321-245-5074

Phone Conference ID: 420 177 200#

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 January 2025 Tourist Development Council Minutes](#)

[MOTION: Approval of February 2025 Tourist Development Council Minutes](#)

4. Motion: Acknowledgement of Financials

[MOTION: Acknowledgement of Financials - February 2025](#)

5. Report from Chair

[MOTION: TDC Chairman/Vice-Chairman Vote](#)

[MOTION: Gateway Signage Update, Kimley-Horn](#)

[Reminder: Marion County Day - March 29th at McPherson Complex and Marion at the Capitol - April 10th in Tallahassee](#)

6. Funding Requests

[Fiscal Year 2025 Event Funding Allocations](#)

[MOTION: Cal Ripken T-Ball/Rookie B State Tournament - \\$10,500 \(Room Night Generating Events Funding\)](#)

[MOTION: Dixie Softball State Tournament - \\$12,012 \(Room Night Generating Events Funding\) ..Body](#)

[DESCRIPTION/BACKGROUND:](#)

[Recommended Action: Motion to approve funding for the Dixie Softball State Tournament for recommendation to the Marion County Board of County Commissioners.](#)

7. Staff Updates

[Update on Funding Programs](#)

[PRESENTATION: Quarterly Economic Impact/Visitor Tracking Report - October - December Data](#)

[PRESENTATION: Quarterly Public Relations and Analytics Reports - October - December Data](#)

[PRESENTATION: Florida Huddle and Encounter Recap](#)

[Marketing and Communications Update](#)

[Sales Update](#)

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

[TDC Events Calendar](#)

8. Notation for Record

[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 sales@marionfl.org by Tuesday, March 25, 2025, at 5:00PM.

The next Tourist Development Council Meeting will be held on April 24, 2025 at 9:00 AM.