



# Marion County

## Tourist Development Council

### Meeting Agenda

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**Wednesday, August 20, 2025      9:00 AM    Tourist Development Conference Room**

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**Microsoft Teams:**

**[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_ZWQ5M2ZmZDgtYjc3NS00Y2I3LTk5YzUtYzA2MTk1MDQ0M2Nm%40thread.v2/0?](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZWQ5M2ZmZDgtYjc3NS00Y2I3LTk5YzUtYzA2MTk1MDQ0M2Nm%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)**

**[context=%7b%22Tid%22%3a%2225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZWQ5M2ZmZDgtYjc3NS00Y2I3LTk5YzUtYzA2MTk1MDQ0M2Nm%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: 217 093 961 825**

**Password: u4S7hQ7d**

**Phone Number: 352-245-5074**

**Phone Conference ID: 740 168 69#**

**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 June 2025 Tourist Development Council Minutes](#)**

**4. Motion: Acknowledgement of Financials**

**[MOTION: Acknowledgement of Financials - June and July 2025](#)**

**5. Report from Chair**

**[Recognition of outgoing TDC Member, Victoria Billing](#)**

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

**6. Funding Requests**

Fiscal Year 2025 Event Funding Allocations

MOTION: Florida Swims High School Swim Meet - \$2,500 (Room Night Generating)

MOTION: Ocala International Horse Show - \$14,000 (Room Night Generating)

MOTION: Witch's Brew Spell-A-Thon Softball Tournament - \$15,000 (Room Night Generating)

MOTION: AYF Football & Cheer Southeast Regional Championship - \$6,000 (Room Night Generating)

MOTION: Fiddlers Turkey Run - \$6,130 (Room Night Generating)

MOTION: AHAF Holiday Festival Arabian Horse Show - \$3,500 (Room Night Generating)

MOTION: Proposed Marketing Assistance Funding Program Recipients for FY 2025-2026

**7. Staff Updates**

MOTION: Room Night Generating Event Funding Guidelines

PRESENTATION: Quarterly Economic Impact/Visitor Tracking Report - April - June Data

PRESENTATION: Media Plan FY 2025-2026

Sales Update

TDT Collections/STR and Key Data Update

Five Year Trend (Expenditures and Revenues) FY 2020-2024

TDC Events Calendar

**8. Notation for Record**

Quarterly Public Relations and Analytics Report - April - June Data

Sales Report

TDC Attendance Report

Gateway Recognition Letter

**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@marioncountyfl.org](mailto:sales@marioncountyfl.org) by Tuesday, October 6, 2020, at 5:00PM.

If you would like to address the council during public comment you may submit your comments in advance to [visit@marionfl.org](mailto:visit@marionfl.org) by Monday, August 18, 2025 at 5:00 PM.

The next Tourist Development Council Meeting will be held on September 25, 2025 at 9:00 AM.