



Marion County

Tourist Development Council

Meeting Agenda

Wednesday, August 20, 2025

9:00 AM Tourist Development Conference Room

Microsoft Teams:

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 AllocationsMOTION: 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 GuidelinesPRESENTATION: Quarterly Economic Impact/Visitor Tracking Report - April - June DataPRESENTATION: Media Plan FY 2025-2026Sales UpdateTDT Collections/STR and Key Data UpdateFive Year Trend (Expenditures and Revenues) FY 2020-2024TDC Events Calendar**8. Notation for Record**Quarterly Public Relations and Analytics Report - April - June DataSales ReportTDC Attendance ReportGateway 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 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 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.