



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?](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 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.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20127

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

Meeting Materials

DESCRIPTION/BACKGROUND:

Conflict of Interest

The 2024 Florida Statutes

By-Laws

Sunshine Notice

TEAMS Sunshine Notice



Marion County Board of County Commissioners

Visitors and Convention Bureau

109 W Silver Springs Blvd.
Ocala, FL 34475
Phone: 352-438-2800
Fax: 352-438-2801



CONFLICT OF INTEREST STATEMENT

All members of the Tourist Development Council (TDC), including general members and the Board of Directors, shall comply with applicable Florida law in their dealings with the TDC. In addition, all members shall declare any and all conflicts of interest and refrain from voting on any issue involving such conflicts.

Under Section. 112.3143, Fla. Stat. (2012) Voting conflicts. –

(1) As used in this section:

(a) “Public officer” includes any person elected or appointed to hold office in any agency, including any person serving on an advisory board.

...

(3)(a) No county, . . . or other local public officer shall vote in an official capacity upon any measure which would inure to his or her special private gain or loss; which he or she knows would inure to the special private gain or loss of any principal by whom he or she is retained or to the parent organization or subsidiary of a corporate principal by which he or she is retained, . . . or which he or she knows would inure to the special private gain or loss or a relative or business associate of the public officer. Such public officer shall, prior to the vote being taken, publicly state to the assembly the nature of the officer’s interest in the matter from which he or she is abstaining from voting, and, within 15 days after the vote occurs, disclose the nature of his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes.

Under subsection (4), an appointed public officer shall not participate in any matter which would inure to the officer’s special private gain or loss (and those other persons and entities listed above), without first disclosing the nature of his or her interest in the matter. Under (4)(a), this disclosure is a written memorandum filed with the person keeping the minutes before the meeting in which the matter will be discussed or voted on. “Participate” does not mean “vote” – it means “any attempt to influence the decision by written or oral communication, whether made by the officer or at the officer’s direction.” See (4)(c). That is, you cannot “participate” in the discussion of the matter unless you comply with the requirements of the statute. But, even if you comply with these requirements to “participate,” you still cannot vote if you have a conflict.

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The 2024 Florida Statutes

[Title XI](#)

[Chapter 125](#)

[View Entire Chapter](#)

COUNTY ORGANIZATION AND INTERGOVERNMENTAL RELATIONS COUNTY GOVERNMENT

125.0104 Tourist development tax; procedure for levying; authorized uses; referendum; enforcement.—

(1) **SHORT TITLE.**—This section shall be known and may be cited as the “Local Option Tourist Development Act.”

(2) **APPLICATION; DEFINITIONS.**—

(a) *Application.*—The provisions contained in chapter 212 apply to the administration of any tax levied pursuant to this section.

(b) *Definitions.*—For purposes of this section:

1. “Promotion” means marketing or advertising designed to increase tourist-related business activities.

2. “Tourist” means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations as described in paragraph (3)(a).

3. “Retained spring training franchise” means a spring training franchise that had a location in this state on or before December 31, 1998, and that has continuously remained at that location for at least the 10 years preceding that date.

(3) **TAXABLE PRIVILEGES; EXEMPTIONS; LEVY; RATE.**—

(a)1. It is declared to be the intent of the Legislature that every person who rents, leases, or lets for consideration any living quarters or accommodations in any hotel, apartment hotel, motel, resort motel, apartment, apartment motel, roominghouse, mobile home park, recreational vehicle park, condominium, or timeshare resort for a term of 6 months or less is exercising a privilege which is subject to taxation under this section, unless such person rents, leases, or lets for consideration any living quarters or accommodations which are exempt according to the provisions of chapter 212.

2.a. Tax shall be due on the consideration paid for occupancy in the county pursuant to a regulated short-term product, as defined in s. [721.05](#), or occupancy in the county pursuant to a product that would be deemed a regulated short-term product if the agreement to purchase the short-term right were executed in this state. Such tax shall be collected on the last day of occupancy within the county unless such consideration is applied to the purchase of a timeshare estate. The occupancy of an accommodation of a timeshare resort pursuant to a timeshare plan, a multisite timeshare plan, or an exchange transaction in an exchange program, as defined in s. [721.05](#), by the owner of a timeshare interest or such owner’s guest, which guest is not paying monetary consideration to the owner or to a third party for the benefit of the owner, is not a privilege subject to taxation under this section. A membership or transaction fee paid by a timeshare owner that does not provide the timeshare owner with the right to occupy any specific timeshare unit but merely provides the timeshare owner with the opportunity to exchange a timeshare interest through an exchange program is a service charge and not subject to taxation under this section.

b. Consideration paid for the purchase of a timeshare license in a timeshare plan, as defined in s. [721.05](#), is rent subject to taxation under this section.

(b) Subject to the provisions of this section, any county in this state may levy and impose a tourist development tax on the exercise within its boundaries of the taxable privilege described in paragraph (a), except that there shall be no additional levy under this section in any cities or towns presently imposing a municipal resort tax as authorized under chapter 67-930, Laws of Florida, and this section shall not in any way affect the powers and existence of any tourist development authority created pursuant to chapter 67-930, Laws of Florida. No county authorized to levy a convention development tax pursuant to s. [212.0305](#), or to s. 8 of chapter 84-324, Laws of Florida, shall be allowed to levy more than the 2-percent tax authorized by this section. A county may elect to levy and impose the tourist development tax in a subcounty special district of the county. However, if a county so elects to levy and impose the tax on a subcounty special district basis, the district shall embrace all or a significant contiguous portion of the county, and the county shall assist the Department of Revenue in identifying the rental units subject to tax in the district.

(c) The tourist development tax shall be levied, imposed, and set by the governing board of the county at a rate of 1 percent or 2 percent of each dollar and major fraction of each dollar of the total consideration charged for such lease or

rental. When receipt of consideration is by way of property other than money, the tax shall be levied and imposed on the fair market value of such nonmonetary consideration.

(d) In addition to any 1-percent or 2-percent tax imposed under paragraph (c), the governing board of the county may levy, impose, and set an additional 1 percent of each dollar above the tax rate set under paragraph (c) for the purposes set forth in subsection (5) by referendum of the registered electors within the county or subcounty special district pursuant to subsection (6). A county may not levy, impose, and set the tax authorized under this paragraph unless the county has imposed the 1-percent or 2-percent tax authorized under paragraph (c) for a minimum of 3 years before the effective date of the levy and imposition of the tax authorized by this paragraph. Revenues raised by the additional tax authorized under this paragraph may not be used for debt service on or refinancing of existing facilities as specified in subparagraph (5)(a)1. unless approved by referendum pursuant to subsection (6). If the 1-percent or 2-percent tax authorized in paragraph (c) is levied within a subcounty special taxing district, the additional tax authorized in this paragraph shall only be levied therein. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(e) The tourist development tax shall be in addition to any other tax imposed pursuant to chapter 212 and in addition to all other taxes and fees and the consideration for the rental or lease.

(f) The tourist development tax shall be charged by the person receiving the consideration for the lease or rental, and it shall be collected from the lessee, tenant, or customer at the time of payment of the consideration for such lease or rental.

(g) The person receiving the consideration for such rental or lease shall receive, account for, and remit the tax to the Department of Revenue at the time and in the manner provided for persons who collect and remit taxes under s. 212.03. The same duties and privileges imposed by chapter 212 upon dealers in tangible property, respecting the collection and remission of tax; the making of returns; the keeping of books, records, and accounts; and compliance with the rules of the Department of Revenue in the administration of that chapter shall apply to and be binding upon all persons who are subject to the provisions of this section. However, the Department of Revenue may authorize a quarterly return and payment when the tax remitted by the dealer for the preceding quarter did not exceed \$25.

(h) The Department of Revenue shall keep records showing the amount of taxes collected, which records shall also include records disclosing the amount of taxes collected for and from each county in which the tax authorized by this section is applicable. These records shall be open for inspection during the regular office hours of the Department of Revenue, subject to the provisions of s. 213.053.

(i) Collections received by the Department of Revenue from the tax, less costs of administration of this section, shall be paid and returned monthly to the county which imposed the tax, for use by the county in accordance with the provisions of this section. They shall be placed in the county tourist development trust fund of the respective county, which shall be established by each county as a condition precedent to receipt of such funds.

(j) The Department of Revenue is authorized to employ persons and incur other expenses for which funds are appropriated by the Legislature.

(k) The Department of Revenue shall promulgate such rules and shall prescribe and publish such forms as may be necessary to effectuate the purposes of this section.

(l) In addition to any other tax which is imposed pursuant to this section, a county may impose up to an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6) to:

1. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a professional sports franchise facility, or the acquisition, construction, reconstruction, or renovation of a retained spring training franchise facility, either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds.

2. Pay the debt service on bonds issued to finance the construction, reconstruction, or renovation of a convention center, and to pay the planning and design costs incurred prior to the issuance of such bonds.

3. Pay the operation and maintenance costs of a convention center for a period of up to 10 years. Only counties that have elected to levy the tax for the purposes authorized in subparagraph 2. may use the tax for the purposes enumerated in this subparagraph. Any county that elects to levy the tax for the purposes authorized in subparagraph 2. after July 1, 2000, may use the proceeds of the tax to pay the operation and maintenance costs of a convention center for the life of the bonds.

4. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. 212.0305 from levying more than the 2-percent tax authorized by this section, and the provisions of paragraphs (4)(a)-(d), shall not apply to the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(m)1. In addition to any other tax which is imposed pursuant to this section, a high tourism impact county may impose an additional 1-percent tax on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6). The tax revenues received pursuant to this paragraph shall be used for one or more of the authorized uses pursuant to subsection (5).

2. A county is considered to be a high tourism impact county after the Department of Revenue has certified to such county that the sales subject to the tax levied pursuant to this section exceeded \$600 million during the previous calendar year, or were at least 18 percent of the county's total taxable sales under chapter 212 where the sales subject to the tax levied pursuant to this section were a minimum of \$200 million, except that no county authorized to levy a convention development tax pursuant to s. 212.0305 shall be considered a high tourism impact county. Once a county qualifies as a high tourism impact county, it shall retain this designation for the period the tax is levied pursuant to this paragraph.

3. The provisions of paragraphs (4)(a)-(d) shall not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance.

(n) In addition to any other tax that is imposed under this section, a county that has imposed the tax under paragraph (l) may impose an additional tax that is no greater than 1 percent on the exercise of the privilege described in paragraph (a) by ordinance approved by referendum pursuant to subsection (6) to:

1. Pay the debt service on bonds issued to finance:

a. The construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a new professional sports franchise as defined in s. 288.1162.

b. The acquisition, construction, reconstruction, or renovation of a facility either publicly owned and operated, or publicly owned and operated by the owner of a professional sports franchise or other lessee with sufficient expertise or financial capability to operate such facility, and to pay the planning and design costs incurred prior to the issuance of such bonds for a retained spring training franchise.

2. Promote and advertise tourism in the State of Florida and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event shall have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists.

A county that imposes the tax authorized in this paragraph may not expend any ad valorem tax revenues for the acquisition, construction, reconstruction, or renovation of a facility for which tax revenues are used pursuant to subparagraph 1. The provision of paragraph (b) which prohibits any county authorized to levy a convention development tax pursuant to s. 212.0305 from levying more than the 2-percent tax authorized by this section shall not apply to the additional tax authorized by this paragraph in counties which levy convention development taxes pursuant to s. 212.0305(4)(a). Subsection (4) does not apply to the adoption of the additional tax authorized in this paragraph. The effective date of the levy and imposition of the tax authorized under this paragraph is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of such ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of the ordinance.

(4) ORDINANCE LEVY TAX; PROCEDURE.—

(a) The tourist development tax shall be levied and imposed pursuant to an ordinance containing the county tourist development plan prescribed under paragraph (c), enacted by the governing board of the county. The ordinance levying and

imposing the tourist development tax shall not be effective unless the electors of the county or the electors in the subcounty special district in which the tax is to be levied approve the ordinance authorizing the levy and imposition of the tax, in accordance with subsection (6). The effective date of the levy and imposition of the tax is the first day of the second month following approval of the ordinance by referendum or the first day of any subsequent month specified in the ordinance. A certified copy of the ordinance shall be furnished by the county to the Department of Revenue within 10 days after approval of such ordinance. The governing authority of any county levying such tax shall notify the department, within 10 days after approval of the ordinance by referendum, of the time period during which the tax will be levied.

(b) At least 60 days before the enactment or renewal of the ordinance levying the tax, the governing board of the county shall adopt a resolution establishing and appointing the members of the county tourist development council, as prescribed in paragraph (e), and indicating the intention of the county to consider the enactment or renewal of an ordinance levying and imposing the tourist development tax.

(c) Before a referendum to enact or renew the ordinance levying and imposing the tax, the county tourist development council shall prepare and submit to the governing board of the county for its approval a plan for tourist development. The plan shall set forth the anticipated net tourist development tax revenue to be derived by the county for the 24 months following the levy of the tax; the tax district in which the enactment or renewal of the ordinance levying and imposing the tourist development tax is proposed; and a list, in the order of priority, of the proposed uses of the tax revenue by specific project or special use as the same are authorized under subsection (5). The plan shall include the approximate cost or expense allocation for each specific project or special use.

(d) The governing board of the county shall adopt the county plan for tourist development as part of the ordinance levying the tax. After enactment or renewal of the ordinance levying and imposing the tax, the plan for tourist development may not be substantially amended except by ordinance enacted by an affirmative vote of a majority plus one additional member of the governing board.

(e) The governing board of each county which levies and imposes a tourist development tax under this section shall appoint an advisory council to be known as the “_(name of county)_ Tourist Development Council.” The council shall be established by ordinance and composed of nine members who shall be appointed by the governing board. The chair of the governing board of the county or any other member of the governing board as designated by the chair shall serve on the council. Two members of the council shall be elected municipal officials, at least one of whom shall be from the most populous municipality in the county or subcounty special taxing district in which the tax is levied. Six members of the council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which members, not less than three nor more than four shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. All members of the council shall be electors of the county. The governing board of the county shall have the option of designating the chair of the council or allowing the council to elect a chair. The chair shall be appointed or elected annually and may be reelected or reappointed. The members of the council shall serve for staggered terms of 4 years. The terms of office of the original members shall be prescribed in the resolution required under paragraph (b). The council shall meet at least once each quarter and, from time to time, shall make recommendations to the county governing board for the effective operation of the special projects or for uses of the tourist development tax revenue and perform such other duties as may be prescribed by county ordinance or resolution. The council shall continuously review expenditures of revenues from the tourist development trust fund and shall receive, at least quarterly, expenditure reports from the county governing board or its designee. Expenditures which the council believes to be unauthorized shall be reported to the county governing board and the Department of Revenue. The governing board and the department shall review the findings of the council and take appropriate administrative or judicial action to ensure compliance with this section.

(5) AUTHORIZED USES OF REVENUE.—

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;

3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;

4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;

5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. 161.091, or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; or

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;

b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;

c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;

d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and

e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

(b) Tax revenues received pursuant to this section by a county of less than 950,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. 186.901. These population estimates shall be those in effect on July 1 of each year.

(c) A county located adjacent to the Gulf of Mexico or the Atlantic Ocean, except a county that receives revenue from taxes levied pursuant to s. 125.0108, which meets the following criteria may use up to 10 percent of the tax revenue received pursuant to this section to reimburse expenses incurred in providing public safety services, including emergency medical services as defined in s. 401.107(3), and law enforcement services, which are needed to address impacts related to increased tourism and visitors to an area. However, if taxes collected pursuant to this section are used to reimburse emergency medical services or public safety services for tourism or special events, the governing board of a county or municipality may not use such taxes to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department. To receive reimbursement, the county must:

- 1.a. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;
 - b. Have at least three municipalities; and
 - c. Have an estimated population of less than 275,000, according to the most recent population estimate prepared pursuant to s. 186.901, excluding the inmate population; or
2. Be a fiscally constrained county as described in s. 218.67(1).

The board of county commissioners must by majority vote approve reimbursement made pursuant to this paragraph upon receipt of a recommendation from the tourist development council.

(d) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., and 5. or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(e) Any use of the local option tourist development tax revenues collected pursuant to this section for a purpose not expressly authorized by paragraph (3)(l) or paragraph (3)(n) or paragraphs (a)-(d) of this subsection is expressly prohibited.

(6) REFERENDUM.—

(a) An ordinance enacted or renewed by a county levying the tax authorized by this section may not take effect until the ordinance levying and imposing the tax has been approved in a referendum held at a general election, as defined in s. 97.021, by a majority of the electors voting in such election in the county or by a majority of the electors voting in the subcounty special tax district affected by the tax.

(b) The governing board of the county levying the tax shall arrange to place a question on the ballot at a general election, as defined in s. 97.021, to be held within the county, which question shall be in substantially the following form:

FOR the Tourist Development Tax

AGAINST the Tourist Development Tax

(c) If a majority of the electors voting on the question approve the levy, the ordinance shall be deemed to be in effect.

(d) In any case where an ordinance levying and imposing the tax has been approved by referendum pursuant to this section and 15 percent of the electors in the county or 15 percent of the electors in the subcounty special district in which the tax is levied file a petition with the board of county commissioners for a referendum to repeal the tax, the board of county commissioners shall cause an election to be held for the repeal of the tax which election shall be subject only to the outstanding bonds for which the tax has been pledged. However, the repeal of the tax shall not be effective with respect to any portion of taxes initially levied in November 1989, which has been pledged or is being used to support bonds under paragraph (3)(d) or paragraph (3)(l) until the retirement of those bonds.

(e) A referendum to reenact an expiring tourist development tax must be held at a general election occurring within the 48-month period immediately preceding the effective date of the reenacted tax, and the referendum may appear on the ballot only once within the 48-month period.

(7) AUTOMATIC EXPIRATION ON RETIREMENT OF BONDS.—Notwithstanding any other provision of this section, if the plan for tourist development approved by the governing board of the county, as amended pursuant to paragraph (4)(d), includes the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization, the county ordinance levying and imposing the tax automatically expires upon the later of:

(a) The retirement of all bonds issued by the county for financing the acquisition, construction, extension, enlargement, remodeling, repair, or improvement of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, or auditorium, or museum or aquarium that is publicly owned and operated or owned and operated by a not-for-profit organization; or

(b) The expiration of any agreement by the county for the operation or maintenance, or both, of a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum. However, this does not preclude that county from amending the ordinance extending the tax to the extent that the board of the county determines to be necessary to provide funds to operate, maintain, repair, or renew and replace a publicly owned and operated convention center, sports stadium, sports arena, coliseum, auditorium, aquarium, or museum or from enacting an ordinance that takes effect without referendum approval, unless the original referendum required ordinance expiration, pursuant to the provisions of this section reimposing a tourist development tax, upon or following the expiration of the previous ordinance.

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

(a) Any person who is taxable hereunder who fails or refuses to charge and collect from the person paying any rental or lease the taxes herein provided, either by himself or herself or through agents or employees, is, in addition to being personally liable for the payment of the tax, guilty of a misdemeanor of the first degree, punishable as provided in s. 775.082 or s. 775.083.

(b) No person shall advertise or hold out to the public in any manner, directly or indirectly, that he or she will absorb all or any part of the tax, that he or she will relieve the person paying the rental of the payment of all or any part of the tax, or that the tax will not be added to the rental or lease consideration or, when added, that it or any part thereof will be refunded or refused, either directly or indirectly, by any method whatsoever. Any person who willfully violates any provision of this subsection is guilty of a misdemeanor of the first degree, punishable as provided in s. 775.082 or s. 775.083.

(c) The tax authorized to be levied by this section shall constitute a lien on the property of the lessee, customer, or tenant in the same manner as, and shall be collectible as are, liens authorized and imposed in ss. 713.67, 713.68, and 713.69.

(9) COUNTY TOURISM PROMOTION AGENCIES.—In addition to any other powers and duties provided for agencies created for the purpose of tourism promotion by a county levying the tourist development tax, such agencies are authorized and empowered to:

(a) Provide, arrange, and make expenditures for transportation, lodging, meals, and other reasonable and necessary items and services for such persons, as determined by the head of the agency, in connection with the performance of promotional and other duties of the agency. However, entertainment expenses shall be authorized only when meeting with travel writers, tour brokers, or other persons connected with the tourist industry. All travel and entertainment-related expenditures in excess of \$10 made pursuant to this subsection shall be substantiated by paid bills therefor. Complete and detailed justification for all travel and entertainment-related expenditures made pursuant to this subsection shall be shown on the travel expense voucher or attached thereto. Transportation and other incidental expenses, other than those provided in s. 112.061, shall only be authorized for officers and employees of the agency, other authorized persons, travel writers, tour brokers, or other persons connected with the tourist industry when traveling pursuant to paragraph (c). All other transportation and incidental expenses pursuant to this subsection shall be as provided in s. 112.061. Operational or promotional advancements, as defined in s. 288.35(4), obtained pursuant to this subsection, shall not be commingled with any other funds.

(b) Pay by advancement or reimbursement, or a combination thereof, the costs of per diem and incidental expenses of officers and employees of the agency and other authorized persons, for foreign travel at the current rates as specified in the federal publication “Standardized Regulations (Government Civilians, Foreign Areas).” The provisions of this paragraph shall apply for any officer or employee of the agency traveling in foreign countries for the purposes of promoting tourism and travel to the county, if such travel expenses are approved and certified by the agency head from whose funds the traveler is paid. As used in this paragraph, the term “authorized person” shall have the same meaning as provided in s. 112.061(2)(c). With the exception of provisions concerning rates of payment for per diem, the provisions of s. 112.061 are applicable to the travel described in this paragraph. As used in this paragraph, “foreign travel” means all travel outside the United States. Persons traveling in foreign countries pursuant to this subsection shall not be entitled to reimbursements or advancements pursuant to s. 112.061(6)(a)2.

(c) Pay by advancement or reimbursement, or by a combination thereof, the actual reasonable and necessary costs of travel, meals, lodging, and incidental expenses of officers and employees of the agency and other authorized persons when meeting with travel writers, tour brokers, or other persons connected with the tourist industry, and while attending or traveling in connection with travel or trade shows. With the exception of provisions concerning rates of payment, the provisions of s. 112.061 are applicable to the travel described in this paragraph.

(d) Undertake marketing research and advertising research studies and provide reservations services and convention and meetings booking services consistent with the authorized uses of revenue as set forth in subsection (5).

1. Information given to a county tourism promotion agency which, if released, would reveal the identity of persons or entities who provide data or other information as a response to a sales promotion effort, an advertisement, or a research

project or whose names, addresses, meeting or convention plan information or accommodations or other visitation needs become booking or reservation list data, is exempt from s. 119.07(1) and s. 24(a), Art. I of the State Constitution.

2. The following information, when held by a county tourism promotion agency, is exempt from s. 119.07(1) and s. 24(a), Art. I of the State Constitution:

- a. Booking business records, as defined in s. 255.047.
- b. Trade secrets and commercial or financial information gathered from a person and privileged or confidential, as defined and interpreted under 5 U.S.C. s. 552(b)(4), or any amendments thereto.
- (e) Represent themselves to the public as convention and visitors bureaus, visitors bureaus, tourist development councils, vacation bureaus, or county tourism promotion agencies operating under any other name or names specifically designated by ordinance.

(10) LOCAL ADMINISTRATION OF TAX.—

(a) A county levying a tax under this section or s. 125.0108 may be exempted from the requirements of the respective section that:

1. The tax collected be remitted to the Department of Revenue before being returned to the county; and
2. The tax be administered according to chapter 212,

if the county adopts an ordinance providing for the local collection and administration of the tax.

(b) The ordinance shall include provision for, but need not be limited to:

1. Initial collection of the tax to be made in the same manner as the tax imposed under chapter 212.
2. Designation of the local official to whom the tax shall be remitted, and that official's powers and duties with respect thereto. Tax revenues may be used only in accordance with the provisions of this section.
3. Requirements respecting the keeping of appropriate books, records, and accounts by those responsible for collecting and administering the tax.
4. Provision for payment of a dealer's credit as required under chapter 212.
5. A portion of the tax collected may be retained by the county for costs of administration, but such portion shall not exceed 3 percent of collections.

(c) A county adopting an ordinance providing for the collection and administration of the tax on a local basis shall also adopt an ordinance electing either to assume all responsibility for auditing the records and accounts of dealers, and assessing, collecting, and enforcing payments of delinquent taxes, or to delegate such authority to the Department of Revenue. If the county elects to assume such responsibility, it shall be bound by all rules promulgated by the Department of Revenue pursuant to paragraph (3)(k), as well as those rules pertaining to the sales and use tax on transient rentals imposed by s. 212.03. The county may use any power granted in this section to the department to determine the amount of tax, penalties, and interest to be paid by each dealer and to enforce payment of such tax, penalties, and interest. The county may use a certified public accountant licensed in this state in the administration of its statutory duties and responsibilities. Such certified public accountants are bound by the same confidentiality requirements and subject to the same penalties as the county under s. 213.053. If the county delegates such authority to the department, the department shall distribute any collections so received, less costs of administration, to the county. The amount deducted for costs of administration by the department shall be used only for those costs which are solely and directly attributable to auditing, assessing, collecting, processing, and enforcing payments of delinquent taxes authorized in this section. If a county elects to delegate such authority to the department, the department shall audit only those businesses in the county that it audits pursuant to chapter 212.

(11) INTEREST PAID ON DISTRIBUTIONS.—

(a) Interest shall be paid on undistributed taxes collected and remitted to the Department of Revenue under this section. Such interest shall be included along with the tax proceeds distributed to the counties and shall be paid from moneys transferred from the General Revenue Fund. The department shall calculate the interest for net tax distributions using the average daily rate that was earned by the State Treasury for the preceding calendar quarter and paid to the General Revenue Fund. This rate shall be certified by the Chief Financial Officer to the department by the 20th day following the close of each quarter.

(b) The interest applicable to taxes collected under this section shall be calculated by multiplying the tax amounts to be distributed times the daily rate times the number of days after the third working day following the date the tax is due and payable pursuant to s. 212.11 until the date the department issues a voucher to request the Chief Financial Officer to issue the payment warrant. The warrant shall be issued within 7 days after the request.

(c) If an overdistribution of taxes is made by the department, interest shall be paid on the overpaid amount beginning on the date the warrant including the overpayment was issued until the third working day following the due date of the payment

period from which the overpayment is being deducted. The interest on an overpayment shall be calculated using the average daily rate from the applicable calendar quarter and shall be deducted from moneys distributed to the county under this section.

History.—ss. 1, 2, 3, 4, 5, 6, 7, 8, ch. 77-209; s. 3, ch. 79-359; s. 72, ch. 79-400; s. 4, ch. 80-209; s. 2, ch. 80-222; s. 5, ch. 83-297; s. 1, ch. 83-321; s. 40, ch. 85-55; s. 1, ch. 86-4; s. 76, ch. 86-163; s. 61, ch. 87-6; s. 1, ch. 87-99; s. 35, ch. 87-101; s. 1, ch. 87-175; s. 5, ch. 87-280; s. 4, ch. 88-226; s. 6, ch. 88-243; s. 2, ch. 89-217; ss. 31, 66, ch. 89-356; s. 2, ch. 89-362; s. 1, ch. 90-107; s. 1, ch. 90-349; s. 81, ch. 91-45; s. 230, ch. 91-224; s. 3, ch. 92-175; s. 1, ch. 92-204; s. 32, ch. 92-320; s. 4, ch. 93-233; s. 1, ch. 94-275; s. 3, ch. 94-314; s. 37, ch. 94-338; s. 3, ch. 94-353; s. 1, ch. 95-133; s. 1434, ch. 95-147; s. 3, ch. 95-304; s. 1, ch. 95-360; s. 1, ch. 95-416; ss. 44, 46, ch. 96-397; s. 43, ch. 96-406; s. 15, ch. 97-99; s. 1, ch. 98-106; s. 58, ch. 99-2; s. 1, ch. 99-287; ss. 6, 11, 14, ch. 2000-312; s. 11, ch. 2000-351; s. 14, ch. 2001-252; s. 10, ch. 2002-265; s. 1, ch. 2003-34; s. 1, ch. 2003-37; s. 2, ch. 2003-78; s. 145, ch. 2003-261; s. 1, ch. 2005-96; s. 1, ch. 2009-133; s. 1, ch. 2012-180; s. 1, ch. 2013-168; s. 2, ch. 2016-6; s. 1, ch. 2016-220; s. 1, ch. 2017-36; s. 5, ch. 2018-118; s. 1, ch. 2020-10; s. 3, ch. 2022-5; s. 1, ch. 2022-214; s. 45, ch. 2023-8; s. 2, ch. 2023-157; s. 9, ch. 2024-2.



Ocala/Marion County Tourist Development Council By-Laws

LEGAL AUTHORITY:

Legal authority for the Marion County Tourist Development Council (the "Council") is found under Section 125.0104, Florida Statutes, known as "The Local Option Tourist Development Act", as subsequently amended, and Resolution No. 04-R-44 establishing the Council and stating the intent to levy a Tourist Development Tax (the "Act"). As an appointed Advisory Board, the Council is bound by State and County Laws, ordinances, and procedures governing the Council members and their activities, as well as procedures for reviewing expenditures of tourist development tax revenues.

OVERALL RESPONSIBILITIES:

The Ocala/Marion County Tourist Development Council's (TDC) primary responsibility is to advise and make recommendations to the Board of County Commissioners on matters related to tourism sales, marketing, and advertising in order to help increase overall visitation and lodging facility occupancy. The Council shall advise and make recommendations to the Board for the effective operation of the special projects and for uses of the Tourist Development Tax revenues to ensure conformity with the provisions of Section 125.0104, Florida Statutes.

The TDC members may not conduct the following: (i) attempt to authorize any form of distributions or purchases; (ii) attempt to approve the dissolution, merger, sale, pledge or transfer of any TDC assets; or (iii) attempt to elect, appoint or remove members or fill vacancies on the TDC.

- 1. The Council shall be composed of nine (9) members. One (1) member of the council shall be the Chairman of the Board of County Commissioners of Marion County, Florida, or any other member of the Board of County Commissioners as designated by the Chairman. The Council shall elect its Chairman. The remaining eight (8) members of the council shall be appointed by the Board of County Commissioners and shall have the following representative classifications:**

(1) Two (2) members who are elected municipal officials, one of whom shall be from the most populous municipality in the County.

(2) Three (3) members who are owners or operators of motels, hotels, or other tourist accommodations in Marion County and subject to the tourist development tax.

(3) Three (3) members who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in Marion County and subject to the tax.

All members of the council shall be electors of Marion County. The members of the council shall serve staggered terms of four (4) years. Members of the council may be reappointed, provided they continue to meet the qualifications of membership. A vacancy on the council not occurring by expiration of term shall be filled by the Board of County Commissioners by appointment to fill the unexpired term.

2. **Terms.** All Council members shall serve for staggered terms of four (4) years, with the exception of the members of the municipalities and the Board who serve as appointed by their respective governing bodies. Their terms are subject to re-appointment or term expiration, whichever comes first. Board may designate the Council Chairman or allow the Council to elect a Chairman. Terms for the Chairman and Vice-Chairman of the Council shall be for one (1) year and they may be reappointed.
3. **Orientation.** For each term appointed, Council members shall participate in an orientation process, which shall include, but is not limited to, an overview of Sunshine Law, Public Records, Ethics (financial disclosure, gifts law, conflicts of interest) and relevant statutes, ordinances and operating policies. From time-to-time, the Council shall participate in a refresher briefing on the topics included in the orientation.
4. **Vacancies.** Should any seat on the Council become vacant, a replacement to serve the remainder of that term shall be appointed in the same manner as the appointment of the person whose absence created the vacancy.
5. **Removal/Resignation.** If any member fails to attend three (3) successive meetings without prior approval of the Chairman of Council or if any member fails to attend forty percent (40%) or more of all meetings within any calendar year, such fact shall reported to the Board of County Commissioners. Special consideration/leniency will be given for any absences due to Acts of God, personal illness/medical, and/or family emergencies. If one of the elected municipal or county officials on the Council is removed for this reason, the applicable governing entity shall be required to appoint another elected representative as their replacement. In the event a Council member no longer wishes to serve or no longer conforms to the criteria listed in in Florida Statute 125.0104 to hold the seat to which they were appointed, said Council member shall forward a letter to the Council and the Board stating these facts and shall additionally tender a letter of resignation along with this submittal.
6. **Agenda.** There shall be an official agenda for every Council meeting, which shall determine the order of business conducted at the meeting. The agenda will be prepared for each Council meeting by the Director. Individuals or entities wishing to place an item on an upcoming agenda for Council action must submit a written request to the Director at least two (2) weeks prior to a regularly scheduled meeting along with any supporting documentation. Department staff, and the County Attorney's Office if necessary, shall provide background information on each agenda item and such information shall be available to Council members at least two (2)

business days prior to a scheduled meeting. Except as otherwise provided for herein, non-agenda matters shall be confined to items that are informational only.

7. **Minutes.** Written minutes shall be kept of each Council meeting. A written summary of each meeting shall be presented at the next Council meeting for approval by Council members and signed by the Council Chairman. Minutes will then be sent to the Clerk's Office to be placed on the next BCC Agenda under Notation for Record. Such written summary shall include the Council members in attendance, major items of discussion, formal action taken at such meetings, and items presented during public comments. The Council shall abide by Florida Statutes in regard to minutes and public participation.
8. **Voting.** TDC members must recuse themselves and abstain from voting or recommending any marketing activities, expenditures or funding from which they, their business or their employer will directly benefit. Any member that abstains from voting must complete Form 8B – Memorandum of Voting Conflict for County, Municipal, and Other Local Public Officers within 15 calendar days of when the vote occurred for the voting record maintained by VCB staff. Roll call will be taken on each vote relating to financial recommendations. Items will be voted on individually, rather than collectively.
9. **Council Meetings.** The TDC will meet at least once a quarter, with additional meetings or workshops set up by a vote of its members.
10. **Notice.** All meetings are open to the public, must adhere to State of Florida Sunshine Laws and must be publicly advertised in advance, in keeping with County policy.

These By-Laws may be amended from time to time by the Board of County Commissioners. The Council may provide recommendations to the Board as to proposed modifications.

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Immediate release
December 27, 2024

Media contact:
Public Relations
Office: 352-438-2311 ▪ Cell: 352-789-2152
Email: PublicRelations@MarionFL.org

Sunshine Notice

In accordance with Florida’s Sunshine Laws, Marion County Public Relations will send “Sunshine Notices” to alert citizens of public meetings. Per state statute 286.0105, “...if a person decides to appeal any decision made by the board...with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.”

Two or more commissioners may attend the following:

2025 Board of County Commissioners and associated meetings
Board of County Commissioners

All meetings take place in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. Meetings are held at 9 a.m. on the first and third Tuesday* of each month. For more information, contact the commission office at 352-438-2323.

Jan. 21	Feb. 4	Feb. 18	Mar. 5	Mar. 18	
Apr. 1	Apr. 15	May 6	May 20	June 3	June 17
July 1	July 15	Aug. 5	Aug. 19	Sept. 3	Sept. 16
Oct. 7	Oct. 21	Nov. 4	Nov. 18	Dec. 2	Dec. 16

Board of County Commissioners Zoning, final hearing

All meetings take place at 1:30 p.m. on the third Monday, and 2 p.m. on the third Tuesday of each month in the McPherson Governmental Campus Auditorium, 601 SE 25th Ave., Ocala. First Tuesdays are as needed. For more information, contact Growth Services at 352-438-2600.

Jan. 13*	Jan. 21	Feb. 17	Feb. 18	Mar. 17	Mar. 18
Apr. 14	Apr. 15	May 19	May 20	June 16	June 17
July 15	July 21	Aug. 18	Aug. 19	Sept. 15	Sept. 16
Oct. 20	Oct. 21	Nov. 17	Nov. 18	Dec. 15	Dec. 16

Code Enforcement Board

Marion County's Code Enforcement Board meets at 9 a.m. on the second Wednesday of each month* in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Code Enforcement at 352-671-8901.

Jan. 8	Feb. 12	Mar. 12	Apr. 9	May 14	June 11
July 9	Aug. 13	Sept. 10	Oct. 8	Nov. 12	Dec. 10

Planning & Zoning Commission, first hearing

The Planning & Zoning Commission conducts hearings are held at 5:30 p.m. on the last Monday of each month* in the McPherson Governmental Campus Auditorium, 601 SE 25th Ave., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 27	Feb. 24	Mar. 31	Apr. 28	May 28 *	June 30
July 28	Aug. 25	Sept. 29	Oct. 27	Nov. 24	Dec. 29

*Altered schedule (Date/Time)

Local Mitigation Strategy

All meetings take place at 10:00 a.m. on the third Wednesday quarterly in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala, FL 34470. For more information, contact Kelly Hill at 352-438-2622.

Jan. 15	Apr. 16	July 16	Oct. 15
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Board of Adjustment Variances

The Board of Adjustment Variances meets at 2 p.m. on the first Monday* of each month in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Kelly Hill at 352-438-2622.

Jan. 6	Feb. 3	Mar. 3	Apr. 7	May 5	June 2
July 7	Aug. 4	Sept. 8*	Oct. 6	Nov. 3	Dec. 1

*Altered schedule (Date/Time)

Tourist Development Council

The Tourist Development Council meets at 9 a.m. on the following dates in the Visitors and Convention Bureau Conference Room, 109 W. Silver Springs Blvd., Ocala. For more information, contact Candace Shelton 352-438-2800.

Jan. 16	Feb. 27
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Land Development Regulation Committee

The Land Development Regulation Committee will hold workshops at 5:30 p.m.

Services at 352-438-2600.

Jan. 15	Feb. 5	Feb. 19	Mar. 5	Mar. 19	
Apr. 2	Apr. 16	May 7	May 21	June 4	June 18
July 2	July 16	Aug. 6	Aug. 20	Sept. 3	Sept. 17
Oct. 1	Oct. 15	Nov. 5	Nov. 19	Dec. 3	Dec. 17

Historical Commission

Meetings are held at 6 p.m. on the second Monday of each month in the Growth Services Training Room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Jennifer Clark at 352-438-2300.

Jan. 13	Feb. 10	Mar. 10	Apr. 14	May 12	June 9
July 14	Aug. 11	Sept. 8	Oct. 13	Nov. 10	Dec. 8

Parks & Recreation Advisory Council

The Marion County Parks & Recreation Advisory Council meets at 3 p.m. on the third Wednesday of the month in the Parks & Recreation Conference Room, 111 SE 25th Ave., Ocala. For more information, contact Parks & Recreation at 352-671-8560.

Jan. 15	Feb. 19	Mar. 19	Apr. 16	May 21	June 18
July 16	Aug. 20	Sept. 17	Oct. 15	Nov. 19	Dec. 17

Housing Finance Authority of Marion County

The Housing Finance Authority of Marion County will meet at 12 p.m. on the third Wednesday of each month, excluding December. Meetings will be held at the McPherson Governmental Campus, Conference Room A, 601 SE 25th Avenue, Ocala. For more information, please call 352-322-1987.

Jan. 15	Feb. 19	Mar. 19	Apr. 16	May 21	June 18
July 16	Aug. 20	Sept. 17	Oct. 15	Nov. 19	

Central Florida Community Land Trust

The Central Florida Community Land Trust will meet at 1:30 p.m. on the dates listed below, meetings will be held at the McPherson Governmental Campus, Conference Room A, 601 SE 25th Avenue, Ocala. For more information, please call 352-322-1987.

Jan. 15	Apr. 16	July 16	Oct. 15
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Development Review Committee (DRC)

The Development Review Committee meets at 9 a.m. on Mondays in the Office of the County Engineer, Building 1, Conference Room, 412 SE 25th Ave., Ocala. For more information, contact the Office of the County Engineer at 352-671-8686.

Jan. 6	Jan. 13	Jan. 20*	Jan. 27	Feb. 3	Feb. 10
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May 12	May 19	May 26*	June 2	June 9	June 16
June 23	June 30	July 7	July 14	July 21	July 28
Aug. 4	Aug. 11	Aug. 18	Aug. 25	Sept. 1*	Sept. 8
Sept. 15	Sept. 22	Sept. 29	Oct. 6	Oct. 13	Oct. 20
Oct. 27	Nov. 3	Nov. 10	Nov. 17	Nov. 24	Dec. 1*
Dec. 8	Dec. 15	Dec. 22	Dec. 29		

*Indicates no meeting

MSTU Advisory Boards

Hills of Ocala MSTU for Recreation Advisory Council

The Hills of Ocala MSTU for Recreation will meet at 6 p.m. quarterly on the first Monday, every 3 months in the Hills of Ocala Clubhouse, 10475 SW 136th Terrace, Dunnellon. For more information, call Peter Hodges at 352-438-2650.
 Feb. 3 May 5 Aug. 4 Nov. 3

Marion Oaks MSTU for General Services Advisory Board

The Marion Oaks MSTU for General Services Advisory Board meets at 10:30 a.m. on the second Tuesday of the following months in the Annex Building, 294 Marion Oaks Lane, Ocala. For more information, please call 352-307-1037.
 Jan. 14 Feb. 11 May 13 Sept. 9 Oct. 14

Marion Oaks MSTU for Recreation Services and Facilities Advisory Board

The Marion Oaks MSTU for Recreation Services and Facilities Advisory Board helps determine the budget and projects for the Marion Oaks Community Center. The board meets at 9:30 a.m. on the second Tuesday of the following months in the Annex Building, 294 Marion Oaks Lane, Ocala. For more information, please call 352-438-2828.
 Jan. 14 Feb. 11* Apr. 8 July 15 Oct. 14

*Advisory Board Pre Budget Workshop at 9:30 a.m.

Pine Run Estate Public Advisory Board

Advisory Board Meetings are held at 10 a.m. on the third Thursday of every month, excluding December. The meetings are held at Clubhouse 1, located at 10379 SW 88th Terrace, Ocala. For more information, please call 352-438-2828.
 Jan. 16 Feb. 20 Mar. 20 Apr. 17 May 15 June 19
 July 17 Aug. 21 Sept. 18 Oct. 16 Nov. 20

Rainbow Lakes Estates Public Advisory Board

The Rainbow Lakes Estates Public Advisory Board meets at 6:30 p.m. on the

Pamela Spicuzza at 352-489-4280.

Jan. 16 Feb. 20 Mar. 11* Mar. 20 Apr. 17 May 15
June 19** July 17 Aug. 21 Sept. 18 Oct. 16 Nov. 20

* 10:00 a.m. budget workshop

** 10:00 a.m. BCC budget hearing. Date subject to change

Silver Springs Shores Tax Advisory Council

The Silver Springs Shores Tax Advisory Council meets at 6 p.m. on the second Tuesday of the following months in the Silver Springs Shores Community Center, 590 Silver Road, Ocala. For more information, call 352-438-2810.

Jan. 14 Mar. 11 May 13 July 8 Sept. 9 Nov. 11

Member and Appointee Participation

Soil & Water Conservation District Board

The Marion County Soil and Water Conservation District Board will meet 9 a.m. on the second Monday of every month in Growth Services, 2710 E. Silver Springs Blvd., Ocala. For more information, contact the district office at 352-438-2475.

Jan. 13 Feb. 10 Mar. 10 Apr. 14 May 12 June 9
July 14 Aug. 11 Sept. 8 Oct. 13 Nov. 10 Dec. 8

East Central Florida Regional Planning Council

The East Central Florida Regional Planning Council will meet at 9:30 a.m. on the third Wednesday of the months listed at 455 N. Garland Ave., Orlando (unless otherwise noted). For more information, call 407-245-0300.

Feb. 19* Apr. 16 May 21** Aug. 20** Sept. 17** Nov. 19**

*Location: Lake Mary Events Center, 260 N. Country Club Rd, Lake Mary, FL

**Location: To be determined

Ocala Metro Chamber & Economic Partnership

The Ocala Metro Chamber & Economic Partnership will hold its exCEptional Breakfast at 7:30 a.m. on the third Wednesday of every month at the Reilly Arts Center, 500 NE 9th St, Ocala. For more information, contact the CEP at 352-629-8051.

Jan. 15 Feb. 19 Mar. 19 Apr. 16 May 21 June 18
July 16 Aug. 20 Sept. 17 Oct. 15 Nov. 19 Dec. 17

Central Florida MPO Alliance

All scheduled meetings begin at 10 a.m. on the below dates at MetroPlan

Feb. 14 Apr. 11 Oct. 10

SW Florida Water Management District Springs Coast Steering Committee

The schedule meetings begin at 2 p.m. on the below dates at the Brooksville office, 2379 Broad St., Brooksville. For more information, contact 352-796-7211 ext. 4400.

Jan. 22 Mar. 5 Jul 23

Withlacoochee Regional Water Supply Authority

All scheduled meeting begin at 3:30 p.m. on the following Wednesdays in the Lecanto Government building, room 166, 3600 W. Sovereign Path, Lecanto. For more information, contact the office at 32-527-5795 or visit wrwsa.org

Jan. 15 Mar. 19 May 21 July 9 Sept. 17

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Marion County

Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release
January 29, 2025

Media contact:
Public Relations
Office: 352-438-2311 • Cell: 352-789-2152
Email: PublicRelations@MarionFL.org

Sunshine Notice

In accordance with Florida's Sunshine Laws, Marion County Public Relations will send "Sunshine Notices" to alert citizens of public meetings. Per state statute 286.0105, "...if a person decides to appeal any decision made by the board...with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based."

Two or more commissioners may attend the following:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
February 27 9:00 a.m.	Tourist Development Council	<p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	Candace Shelton 352-438-2800
March 28 9:00 a.m.	Tourist Development Council	<p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>send evidence/comments to:</p>	Candace Shelton 352-438-2800

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		109 W. Silver Springs Blvd. Ocala, FL 34475		
April 24 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
May 21 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
June 26 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
August 20 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475	Candace Shelton 352-438-2800	

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		Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475		
September 25 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
October 23 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	
November 20 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475	Candace Shelton 352-438-2800	

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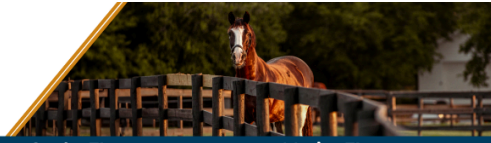
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Marion County
Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release
March 13, 2025

Media contact:
Public Relations
Office: 352-438-2311 • Cell: 352-789-2152
Email: PublicRelations@MarionFL.org

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Two or more commissioners may attend the following:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
August 20 9:00 a.m.	Tourist Development Council	<p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: u4S7hQ7d Meeting ID: 217 093 961 825 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 740 168 69# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ZWQ5M2ZmZDgtYjc3NS00Y2I3LTk5YzUtYzA2MTk1MDQ0M2Nm%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p>	Candace Shelton 352-438-2800

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Marion County Tourist Development Council

Agenda Item

File No.: 2025-20128

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

MOTION: Approval of June 2025 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approve the Tourist Development Council Minutes from June 26, 2025

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, June 26 2025

9:00 a.m.

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

Mr. Rus Adams 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:

Jeff Bailey, Jason Reynolds, Commissioner Ron Livsey, Councilmember Barry Mansfield, Victoria Billig, Rus Adams, Christopher Fernandez, Danny Gaekwad

Staff:

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

Guests:

Trevor Smith, Austin Cotter; Canyons Inc., Tammy McCann; Marion County Tax Collectors Office, Evelyn Morales; Hampton Inn & Suites, Manish Chaudhari; Holiday Inn Hotel & Suites Ocala, Alexis

Notice of Publication

Notice was published on the County Website on December 27, 2024 and subsequently updated to include Teams information on March 13, 2025.

Approval of Minutes

Christopher Fernandez in at 9:03 am

A motion was made by Councilmember Barry Mansfield, seconded by Mr. Danny Gaekwad, to adopt the minutes from the May 21, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (7-0).

Acknowledgment of Financials – May 2025

Mr. Danny Gaekwad inquired to the Tourist Development Council (TDC) as to if the council members had read through the Expenditure Status Report and Revenue Status Report for May 2025. Mr. Gaekwad noted that he had not had the opportunity to read through the financial reports and inquired to Ms. Loretta Shaffer, Tourism Director, as to if there were any items in the financial statement which were unusual.

Ms. Shaffer advised there was nothing unusual.

Mr. Rus Adams interjected and inquired as to whether there was any discussion to be had regarding the May 2025 Financials.

A motion was made by Mr. Danny Gaekwad, seconded by Councilmember Barry Mansfield, to review and approve May 2025 Financials. The motion was unanimously approved by the council (7-0).

Report from Chair

Presentation – Florida Sports Foundation (FSF) Award – FAST – Sports Tourism Venue of the Year Mid-Sized Market

Mr. Rus Adams deferred to Mr. Corry Locke to present on the FSF award.

Mr. Locke shared that at the recent Florida Sports Foundation meeting, he nominated the Florida Aquatics Swimming & Training (FAST) facility for the 'venue of the year for midsize markets' award. FAST was selected as the recipient of the award, competing against numerous venues across the state. Mr. Locke accepted the award on behalf of FAST and noted that staff is working to issue a proclamation recognizing this significant achievement at a future Board of County Commissioners meeting.

Mr. Adams acknowledged the award and displayed the plaque to the Council.

Mr. Danny Gaekwad commended the achievement, stating that the Council should recognize FAST's success, noting the award is highly competitive and difficult to attain.

Mr. Adams added that the facility continues to grow in response to its success, sharing that FAST is currently expanding its parking lot for the second time since opening.

Funding Requests

Mr. Adams transitioned to funding requests for Fiscal Year 2025 and deferred to Mr. Corry Locke.

Mr. Locke reported that there were no funding requests submitted for this meeting.

Mr. Gaekwad remarked that the absence of requests may be due to stricter oversight at the directive of Ms. Shaffer.

Ms. Shaffer responded that her upcoming update would provide context regarding the current status of funding programs.

Mr. Adams requested that Ms. Shaffer move on to the staff updates.

Staff Updates

Funding Program Updates

Ms. Shaffer shared that the updated funding programs, discussed extensively during the previous TDC meeting, have undergone all necessary refinements. The resolution along with the updated funding programs are scheduled to go before the Board of County Commissioners on July 1, 2025. Ms. Shaffer advised one-on-one meetings with each Commissioner have been completed to ensure their familiarity and alignment with the proposed changes. Ms. Shaffer noted that the sales team is fully prepared to move forward with implementation of the revised funding programs once the resolution is approved.

Mr. Adams commended the staff's responsiveness, noting that within five days of the last meeting, they were prepared to discuss the revisions to the funding programs with him. He extended his appreciation to staff members Ms. Sky Wheeler, Mr. Corry Locke, and Ms. Dana Olesky, Chief Assistant County Attorney, for their prompt action and thorough coordination.

Legislative Update

Ms. Shaffer then provided a legislative update. She reported that the Florida legislative session had concluded and the state budget had passed, which included a tax package. A proposal to

divert tourism tax revenue toward public-private projects did not pass this session. Ms. Shaffer noted however, that two relevant provisions were made to state statutes: one allowing for an expansion in lifeguard funding which does not apply to Marion County, as it pertains to regions bordering the Gulf of America or the Atlantic, and another authorizing infrastructure spending in fiscally constrained counties—of which Marion is not one. Ms. Shaffer cautioned that these discussions may resurface in future sessions but expressed optimism that staff can now shift focus back to core initiatives.

City of Ocala Vision 2050/Tourism Placemaking and Feasibility Update

Ms. Shaffer turned the discussion to the City of Ocala Vision 2050/Tourism Placemaking and Feasibility Update. Ms. Shaffer advised that the City of Ocala has met with Hunden Partners and the Ocala/Marion County Visitors and Convention Bureau staff regarding the 2050 plan and the Hunden report. Ms. Shaffer commended the City of Ocala for their efforts. She noted the City's Growth Services team has played an instrumental role and is expected to conclude its portion of the 2050 plan by late summer or early fall. Ms. Shaffer emphasized that the working relationship between the City of Ocala, Hunden, and Marion County remains strong and aligned as efforts continue to refine and finalize the plan to be presented to the TDC at a later date.

Mr. Jeff Bailey asked whether any of the areas identified by Hunden in their analysis conflicted with the City of Ocala's 2050 plan.

Ms. Shaffer explained that only a few specific parcels required closer review. These areas were not excluded but are being further evaluated to ensure alignment with the City of Ocala's broader planning objectives. She shared that a joint call with Hunden and City of Ocala staff is scheduled for the following week to examine the parcels in more detail. Overall, the City has responded positively to the proposed concepts. Ms. Shaffer acknowledged the City's extensive planning efforts, particularly downtown.

TDC Meeting Dates

Ms. Shaffer directed the Council's attention to the meeting calendar provided at their seats. She noted that there would be no meeting in July, which is typical due to budget cycles and travel. She highlighted the August meeting which is scheduled for Wednesday, August 20, 2025. Ms. Shaffer emphasized the importance of the August meeting, which will include presentations on the five-year tourism projection, the long-range tourism plan with associated goals, and the proposed media plan for Fiscal Year 2025–2026. She requested that Council members make every effort to attend and notify the staff of any conflicts.

Ms. Sky Wheeler added that the traditional Thursday meeting date was unavailable due to a scheduling conflict with the Florida Governor's Conference on Tourism and reiterated the significance of the August 20 meeting.

Mr. Jeff Bailey asked for the location of this year's Governor's Conference.

Ms. Wheeler and Ms. Shaffer confirmed that it will be held at ChampionsGate.

Ms. Shaffer continued with an overview of the remainder of the calendar. She stated that meetings in September, October, and November will return to the regular schedule. December has been designated as the Ocala/Marion County Visitor and Convention Bureau's Annual Meeting, which will be held at World Equestrian Center at 9:00 a.m. She encouraged members to mark their calendars and shared that the event will feature special guests, including the presidents of Destinations International and Visit Florida. The annual meeting will serve as a celebration of the Council's achievements and showcase the contributions of its members. Ms. Shaffer transitioned to the collections data update, commenting that the team was "moving like freight trains" with their progress in the meeting. She then deferred to Ms. Wheeler for her presentation on collections, Smith Travel Research (STR) data, and Key Data metrics. Ms. Shaffer also expressed her appreciation to Ms. Tammy McCann for attending and for the ongoing efforts of the Marion County Tax Collector's Office. She commended their work in promoting fairness and equity across Marion County.

TDT Collections/STR and Key Data Update

Ms. Wheeler reiterated that Ms. Tammy McCann, Deputy Tax Collector, will be attending all future TDC meetings, as while Ms. Wheeler is able to provide reports to the Council, Ms. McCann is able to provide additional nuance when necessary.

Ms. Sky Wheeler provided an overview of the most recent collections data, which totaled \$955,276.16. She noted that due to a transition in reporting platforms facilitated by the Tax Collector's Office and Deckard Technologies, two months of data have been grouped together for more accurate reflection. She reminded the council that the change in reporting platforms had been discussed in previous TDC meetings by Ms. McCann and Mr. George Albright, Marion County Tax Collector. Ms. Wheeler noted that the collections being reported may not have been actually collected during the time period being referenced but are the most recent data available since the platforms have been updated. The combined total amount reported across April and May was \$1,249,947.45, representing a \$53,551.51 increase over the same period in fiscal year 2024, which represented an increase of 4.48%. Year-to-date, collections are up 16.04% compared to the previous fiscal year.

Mr. Gaekwad inquired as to whether the increase was due to a large concert held in Marion County during the reporting period.

Ms. Wheeler explained that the dramatic increase is primarily due to the reconciliation of reporting data from the previous platform. She acknowledged that the concert had impacted the data that would be presented in the STR report. Ms. Wheeler advised that occupancy data was available, which was indicative of higher occupancy during the Rock the Country concert however, the data may have also been impacted by Speedo Sectionals which had been hosted by FAST in May during the prior year but had been moved to June for the 2025 event. Ms. Wheeler continued with the presentation calling attention to notes that had been added to the report. Ms. Wheeler advised the notes exist in the report to provide context when the report is being reviewed aside from the presentation and a stand-alone document so readers are able to better understand the report. She likened this to notes being added to a report indicating a hurricane event had occurred in Marion County which resulted in an unusual uptick in travel to provide additional context to the report. Ms. Wheeler inquired if the councilmembers had any questions which could either be directed to her or Ms. Tammy McCann.

Mr. Bailey observed that the County appears to be on pace for a strong fiscal year in terms of collections.

Mr. Gaekwad inquired as to how much collections had increased since the previous year.

Ms. Wheeler reiterated that there had been a 16.04% increase, attributing the rise to higher average daily rates.

Ms. Wheeler continued with Smith Travel Research (STR) data for May in Marion County. Occupancy was reported at 52.4%, a 4.7% year-over-year decrease, attributed to a dip following Mother's Day and the rescheduling of the Speedo Sectionals swim meet. Average daily rate (ADR) increased to \$122.79, a 9.9% year-over-year increase, and Revenue per Available Room (RevPAR) was \$64.40, up 4.7% from the previous year. For the running 12 months, occupancy was up 4.2% ADR was up 6.8% and RevPAR was up 11.3%.

Statewide data from Visit Florida showed occupancy at 67.8%, down 1% for the state, ADR at \$190.37, up 2.9%, and RevPAR at \$129.02, up 1.9%.

Ms. Wheeler then presented on key data for short term rentals in Marion County. She noted that the technology platform used to gather this data should not be confused with the platform used by Ms. McCann and her team at the Tax Collectors Office. The platform used for the key data report is a monitoring platform, while the one used by the Tax Collector's Office is a compliance platform. Ms. Wheeler reported that key data metrics for short-term rentals in

Marion County reflected a 41% occupancy rate, which is a 5% increase over the previous year. ADR was \$146, a slight increase of \$1 since the previous year.

Mr. Gaekwad asked for confirmation of if the data being presented was for Ocala.

Ms. Wheeler advised the data presented represented short-term rentals in Marion County. Ms. Wheeler further noted the 41% occupancy rate was atypical, as the number of short-term rentals available typically increases; however, during this period the number of short-term rentals available had decreased. RevPAR had not changed when compared to last year at \$42. The number of nights available was 3103, a 0.23% decrease. Ms. Wheeler noted this was the first month where there had been a decrease in the number of nights available since the data had been being tracked.

For the running 12-months, short-term rental occupancy was down 4%, ADR was up 2% which Ms. Wheeler noted was also an anomaly as previously when more short-term rentals appeared online the rates typically become more competitive and decrease. RevPAR was down 2%, and available nights increased 9%. Ms. Wheeler advised nights available had previously been increasing in the extreme double digits. She attributed the slight increase to the efforts of the Tax Collector's Office. Ms. Wheeler welcomed any questions and extended the opportunity for councilmembers to meet with her to review the data.

Ms. Shaffer invited Ms. Tammy McCann to add commentary as appropriate.

Ms. McCann advised that data related to the "Rock the Country" event would be reflected in the next reporting cycle, as remittances were due by June 30. She noted that the data reported by Ms. Wheeler was indicative of delays caused by the changes in platforms being used by the Tax Collector's Office. Ms. McCann further noted that there has been an increase in the number of short term rentals on the platform and that many owners had been unaware of the platform despite it being in use since 2004. She reported that since the May 21st TDC meeting, 167 new accounts have been added, bringing the total to 934 active accounts, which includes hotels and short-term rentals. Ms. McCann noted that many seasonal owners have placed accounts on hold until, October, November or December as they do not offer rentals during the summertime.

Mr. Bailey inquired as to the number of accounts added since the beginning of the year

Ms. McCann advised there had been 403 accounts added since engaging with Deckard, also referred to as "RentalScape". She explained that RentalScape operates by scraping data to identify and bring properties into compliance. She further advised that Deckard Technologies, the parent company to RentalScape, had projected 675 accounts would be added for the yearly contract and has been effective in reaching the projected figures. Ms. McCann advised Marion

County will be spotlighted at the upcoming Florida Tourist Development Tax Association (FTDTA) conference for its progress in short-term rental compliance at the request of Deckard Technologies. She noted she had previously provided Deckard with data but would provide additional data as the conference nears to reflect increased numbers.

Mr. Bailey inquired as to whether a ROI had been determined so the department is aware of what is being collected as a result of implementing the platform.

Ms. McCann confirmed that an ROI had been determined. She added that Deckard Technologies is now on its third distribution of compliance letters to property owners. She invited additional questions from the council and advised she would return with updates monthly.

Mr. Gaekwad expressed appreciation for the detailed reporting and thanked Ms. McCann for attending.

Ms. Wheeler commended Ms. McCann for connecting individuals with the Ocala/Marion County Visitors and Convention Bureau team when they have questions in regards to the benefits of the Tourist Development Tax. Ms. Wheeler shared a recent success story involving a short-term rental owner who initially had concerns but, after ongoing communication, became highly engaged and supportive. The individual now receives TDC agendas, has reviewed the long-range tourism plan, and is enthusiastic about the available funding programs. Ms. Wheeler emphasized that once property owners understand both their responsibilities and the benefits, it often leads to a more positive and collaborative relationship. She also noted the importance of Ms. Candace Shelton's role in community and industry relations. Ms. Shelton assists property owners by showing them how to use tourism resources to their advantage, such as navigating the website, displaying vacation guides in rentals, and promoting local offerings through the supported app.

Mr. Bailey added that as owners become more engaged, they can adopt more advanced strategies like dynamic pricing, ultimately improving profitability.

Ms. Shaffer praised the collaborative work, noting the impact of these efforts, and then introduced Mr. Locke to provide an update from the sales team, including an overview of the TDC event calendar and upcoming summer activities.

TDC Events Calendar

Mr. Locke presented the Patriotic Skies 4th of July event, which he noted would be occurring the following Friday beginning at 6:00 pm and welcomed the TDC members to attend. He advised

there would be a VIP section available in the heart of the park near the Ocala Main Street building. Mr. Locke encouraged interested members to contact him to be added to the VIP list.

Mr. Locke then shared details about the Babe Ruth and Cal Ripken Baseball World Series. He noted it would be the first time Marion County had hosted the 16-18-year-old divisions and the 5th year they had hosted the 8u division. Mr. Locke advised the event is anticipated to host 22-25 teams with 18 teams, being in the 16-18-year-old division. Mr. Locke emphasized that there would be a strong international presence at the event, pending visa approvals with teams coming from Canada, the Philippines, Taiwan, Australia, Nigeria, the United Kingdom, Mexico, and Guam. Mr. Locke also invited TDC members to attend the opening ceremony for the event which will be held on August 3rd in downtown Ocala. He reminded the council that the opening parade has been held each year the event has taken place in downtown Ocala; however, in the year prior, it had been cancelled due to a tropical storm. Mr. Locke noted there would be the opportunity for TDC members to speak and welcome participants during the event. He advised staff had been working to have a County Commissioner speak at the event to welcome participants as well. Mr. Locke added that the parade will start between the Hilton Garden Inn and Cantina, proceed counterclockwise around the square, and end in the central plaza where a podium and signage will be set up. He added that the City of Ocala has been a supportive partner in putting together the event, providing access to the square, PA equipment, chairs, coolers and ice. Mr. Locke mentioned the World Series event would take place over a long period of time from August 1st to August 8th. He highlighted that the event would include the Babe Ruth Experience, scheduled for August 1st at the Southeastern Livestock Pavilion. Mr. Locke described the all-day event as a pop-up museum detailing Babe Ruth's career as the league is named after him, as well as facts about Cal Ripken. The museum will also feature over 75 years of Babe Ruth League history. Mr. Locke highlighted that a number of former players from the league are now playing the MLB and seeing those accomplishments would be encouraging to participants. Mr. Locke noted that participating teams will rotate through the exhibit in 20-minute intervals, each concluding with a mock press conference and individual player introductions. Mr. Locke invited Council members to stop by the exhibit between 9:00 a.m. and 4:00 p.m., noting that he and Mr. Bryan Day will be on-site and available to provide guided tours.

Mr. Bailey asked for confirmation of the Opening Ceremony time

Mr. Locke clarified that the event is scheduled to begin at 4:30 p.m. He then transitioned to provide a sales update.

Sales Update

Mr. Locke provided a sales update highlighting prospective leads. He began by introducing the Florida Senior Games State Softball Tournament. Mr. Locke reported that staff had been working with Florida Sports Foundation, the manager of the event to host the event at Ocala Regional Sportsplex on September 27, 2025. Mr. Locke advised the event is estimated to result in approximately 50 room nights. He also noted the event is expected to bring approximately 15–20 teams of 55+ softball players.

He then presented the Gymnastics Men's State Championship. Mr. Locke advised the staff had been working with Sun Country Sports, which is based in Alachua, who had been awarded the bid for the event and wanted to bring the event to Ocala/Marion County to World Equestrian Center. Mr. Locke noted that the dates have shifted since the publishing of the meeting agenda from February 27–March 1, 2026 to March 6–8, 2026. The event is expected to generate approximately 330 room nights.

Mr. Locke then moved on to the American Youth Football Southeast Regional Championships which had been previously hosted in Ocala/Marion County in 2022 and 2013. Mr. Locke advised staff is currently working with the City of Ocala to host the event at Ocala Regional Sportsplex with a meeting scheduled with the City of Ocala for the following day to discuss additional details regarding the event. He noted the event dates would be November 14-16th, with an anticipated 650 room nights bringing in teams from across the Southeast Region United States which includes Florida, North Carolina, South Carolina, Georgia, Alabama, Tennessee, and Mississippi, covering age divisions from 8 to 15 years. Mr. Locke noted cheer competition also occurs in conjunction with the event which the staff is working with Marion County Public Schools, specifically West Port High School to host the competition and have been having positive feedback in regards to that. Mr. Locke expressed optimism about securing the event and noted a potential funding request may be submitted at a future meeting.

Mr. Bailey remarked that the event may have involved the largest number of youth participants he had seen at once.

Mr. Locke agreed, emphasizing the significance of the event and his continued efforts to work closely with the regional director, who he has known for several years. Mr. Locke continued presenting leads with the American Early Coalition's Annual Board Meeting being held April 19–24, 2026. Mr. Locke advised a lead had been distributed after representatives from the American Early Coalition attended a recent sales blitz.

Mr. Locke then presented details about the State Emergency Response Commission (SERC) Meeting, which the staff worked with the organization's meeting planner and distributed an RFP earlier in the month, which hoteliers would have received. The group has expressed

interest in hosting its meeting in Ocala on November 5–6, 2025, with an estimated 120 room nights.

Mr. Locke then discussed two events for the National Field Hockey Coaches Association, which he described as a unique event as they conduct a conference for three days followed by an athletic competition for three days. The athletic showcase allows for aspiring high school field hockey athletes to compete in front of coaches to act as a natural recruiting opportunity. The organization is considering January 2028 or 2029, and has proposed a two-year agreement with the desire to host the event at World Equestrian Center. Mr. Locke advised a bid was submitted for the event and Marion County was selected as a top three finalist.

Mr. Bailey commented on the quality of the event and favorable timing in early January.

Mr. Locke added that December is also being considered as a potential date range, depending on the organization's final decision. He then offered to answer any questions before transitioning to a presentation of the recent Sales Blitz.

Mr. Bailey inquired about the World Fishing Tour, asking if that event had been secured.

Mr. Locke replied that there are currently multiple fishing event opportunities under consideration

PRESENTATION: Tallahassee Sales Blitz Recap

Mr. Locke provided a recap of the Sales Blitz. He reminded the council that the initiative was initially presented at the previous TDC meeting when he and Mr. Day were organizing the event in Tallahassee to meet with Tallahassee based meeting planners. He noted that two local partners, World Equestrian Center and the Hilton Ocala, participated in the trip and expressed his appreciation for their participation. Mr. Locke described the Sales Blitz as a two-day event beginning in the evening of June 17th with a reception at the AC Marriott in Tallahassee, sponsored by World Equestrian Center. The event welcomed 14 meeting planners for networking, food, and conversation. Mr. Locke expressed appreciation to the World Equestrian Center for sponsoring the reception. The following day the team hosted a breakfast with a different group of attendees. A total of 15 meeting planners participated, and all received a variety of promotional items, including branded coffee mugs. Mr. Locke noted that during the event he conducted a presentation for the attendees highlighting the benefits of Ocala as a host location for events and available funding programs. Mr. Locke advised there was great interest from attendees with a few individuals approaching him after the presentation with additional questions. He noted that the Association of Early Learning Coalitions was among the attendees, and their representatives expressed interest in available funding programs for bringing their meeting to Ocala in April 2026. Mr. Locke advised the team was planning to

conduct the event in the following year but needed to reevaluate the date as he recognized the summertime is a busy season for many associations, causing some invitees who were interested in attending to be unavailable as they were hosting their own conferences. Mr. Locke credited the Florida Society of Association Executives (FSAE) for assisting in outreach and helping ensure the right individuals were in the room. Mr. Locke suggested that fall may be a more appropriate timeframe for the event in the future. He closed by noting that the effort had already yielded valuable leads and follow-up conversations. Mr. Locke then opened the floor for any questions related to the sales blitz.

Ms. Shaffer congratulated Mr. Locke and the sales team on the success of the recent sales blitz and expressed appreciation for their efforts.

Marketing and Communications Update

Ms. Loretta Shaffer advised the marketing team had been working very hard and Ms. Jessica Heller, Marketing and Communications Supervisor, and Mr. Keleab Spencer, Multimedia and Digital Coordinator, were attending a conference focused on the team's customer relationship management (CRM) system and opportunities to advance the system. Ms. Shaffer advised that though Ms. Heller was not in to present the Marketing and Communications update, the report had still been created and included within the meeting packet. She encouraged Council members to reach out with any questions, either during the meeting or afterward, and concluded the staff report.

Ms. Wheeler added that the latest episode of the "Marion Insider's Guide" had recently been released and features The Canyons Zip Line and Adventure Park. She highlighted the energy and excitement of the episode, which showcases activities such as kayaking, gem mining, horseback riding, and ziplining. The episode also includes on-screen commentary from Bobby Walker, who provided an overview of the offerings at The Canyons.

Mr. Adams invited Mr. Austin Cotter, a representative from The Canyons, to share a few words.

Mr. Cotter remarked that it was a great experience having the production team onsite and that he enjoyed participating in the episode.

Mr. Adams thanked him.

Old Business

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

New Business

Mr. Adams called for any new business

Mr. Bailey shared that the Everhome Suites, located near Highway 27 and I-75, officially opened earlier in the month. He encouraged Council members to stop by and consider it for guest overflow.

Mr. Gaekwad inquired about the property type.

Mr. Bailey confirmed it is an extended stay hotel.

Mr. Adams asked about the adjacent apartment complex

Ms. Wheeler noted its proximity to Publix in that area.

Mr. Gaekwad asked which hotel brand it belonged to.

Mr. Bailey responded it is part of the Choice Hotels portfolio.

Ms. Wheeler added that the staff had toured the property

Mr. Locke remarked that the rooms include in-unit washers and dryers, a unique feature he had not seen in a hotel room before.

Mr. Adams again called for additional new business.

Mr. Bailey offered additional remarks, commending the Rock the Country event. He praised the organization of the entrance process and the overall event experience, stating it was “very simple to get in and very organized inside.” He extended congratulations to Mr. Jason Reynolds and the event staff for a job well done.

Public Comment

Upcoming Meeting

Mr. Adams called for any public comment and none was brought forth.

Mr. Adams stated that the next TDC meeting will be on Wednesday, August 20, 2025 at 9am.

The meeting adjourned at 9:44 am.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20129

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

MOTION: Acknowledgement of Financials - June and July 2025

DESCRIPTION/BACKGROUND:

Recommended Action: To accept the Expenditure Status Report and Revenue Status Report for June and July 2025.

REVENUE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-31-312-450-45090-155-0000000-0000000-312131- TOURIST DEVELOPMNT TAX 2%						
2,192,064.00	0.00	2,192,064.00	2,231,915.64	-39,851.64	101.8%	
2025/09/002137 06/20/2025 GCR -477,633.58 REF P02744 05/25 TOURIST DEV TAX						
1074-31-312-450-45090-155-0000000-0000000-312132- TOURIST DEVELOP TAX 3RD %						
1,096,032.00	0.00	1,096,032.00	1,115,957.78	-19,925.78	101.8%	
2025/09/002137 06/20/2025 GCR -238,816.79 REF P02744 05/25 TOURIST DEV TAX						
1074-31-312-450-45090-155-0000000-0000000-312133- TOURIST DEVELOP TAX 4TH %						
1,096,032.00	0.00	1,096,032.00	1,115,957.78	-19,925.78	101.8%	
2025/09/002137 06/20/2025 GCR -238,816.79 REF P02744 05/25 TOURIST DEV TAX						
1074-36-361-450-45090-155-0000000-0000000-361110- INTEREST-BOARD						
555,000.00	0.00	555,000.00	304,239.62	250,760.38	54.8%	
2025/09/003358 06/30/2025 GEN -27,924.62 REF SBAINST SBA 221131 INTEREST JUN						
1074-36-366-450-45090-155-0000000-0000000-366045- FL SPORTS FOUNDATION						
0.00	0.00	0.00	14,834.00	-14,834.00	100.0%	
1074-36-369-450-45090-155-0000000-0000000-369030- REFUND OF PRIOR YEAR EXP						
0.00	0.00	0.00	1,830.50	-1,830.50	100.0%	
1074-37-379-990-99090-000-0000000-0000000-379999- LESS: 5% OF BUDG REVENUE						
-246,957.00	0.00	-246,957.00	0.00	-246,957.00	.0%	
1074-39-399-990-99090-000-0000000-0000000-399991- BALANCES FWD-CASH-REGULAR						
10,190,353.00	0.00	10,190,353.00	9,442,873.70	747,479.30	92.7%	
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	0.00	14,882,524.00	14,227,609.02	654,914.98	95.6%	
TOTAL REVENUES						
14,882,524.00	0.00	14,882,524.00	14,227,609.02	654,914.98		

REVENUE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
GRAND TOTAL						
14,882,524.00	0.00	14,882,524.00	14,227,609.02	654,914.98	95.6%	

** END OF REPORT - Generated by wheeler, Sky **

EXPENDITURE STATUS REPORT

FOR 2025 09										JOURNAL DETAIL 2025 9 TO 2025 9									
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND																			
ORIGINAL ESTIM REV		ESTIM REV ADJ		REVISED ESTIM REV		ACTUAL YTD REVENUE		REMAINING REVENUE		% COLL									
1074-55-552-450-45090-155-0000000-0000000-512101-				REGULAR SALARIES & WAGES															
720,309.00		0.00		720,309.00		468,928.92		251,380.08		65.1%									
2025/09/000320	06/06/2025	PRJ	26,876.05	REF	250606	WARRANT=250606	RUN=0	REGULAR											
2025/09/001774	06/20/2025	PRJ	26,922.09	REF	250620	WARRANT=250620	RUN=0	REGULAR											
1074-55-552-450-45090-155-0000000-0000000-521101-				FICA TAXES															
55,114.00		0.00		55,114.00		33,585.93		21,528.07		60.9%									
2025/09/000320	06/06/2025	PRJ	1,898.28	REF	250606	WARRANT=250606	RUN=0	REGULAR											
2025/09/001774	06/20/2025	PRJ	1,905.39	REF	250620	WARRANT=250620	RUN=0	REGULAR											
1074-55-552-450-45090-155-0000000-0000000-522101-				RETIREMENT CONTRIBUTIONS															
98,183.00		0.00		98,183.00		65,737.54		32,445.46		67.0%									
2025/09/000320	06/06/2025	PRJ	3,663.21	REF	250606	WARRANT=250606	RUN=0	REGULAR											
2025/09/001774	06/20/2025	PRJ	3,669.48	REF	250620	WARRANT=250620	RUN=0	REGULAR											
1074-55-552-450-45090-155-0000000-0000000-523101-				HEALTH INSURANCE															
138,864.00		0.00		138,864.00		91,529.91		47,334.09		65.9%									
2025/09/000320	06/06/2025	PRJ	7,975.56	REF	250606	WARRANT=250606	RUN=0	REGULAR											
2025/09/000320	06/06/2025	PRJ	-2,189.56	REF	250606	WARRANT=250606	RUN=0	REGULAR											
2025/09/001774	06/20/2025	PRJ	7,975.56	REF	250620	WARRANT=250620	RUN=0	REGULAR											
2025/09/001774	06/20/2025	PRJ	-2,189.56	REF	250620	WARRANT=250620	RUN=0	REGULAR											
1074-55-552-450-45090-155-0000000-0000000-523401-				LIFE, AD&D, LTD															
4,837.00		0.00		4,837.00		3,265.46		1,571.54		67.5%									
2025/09/000320	06/06/2025	PRJ	186.93	REF	250606	WARRANT=250606	RUN=0	REGULAR											
2025/09/001774	06/20/2025	PRJ	187.10	REF	250620	WARRANT=250620	RUN=0	REGULAR											
1074-55-552-450-45090-155-0000000-0000000-524101-				WORKER'S COMPENSATION															
653.00		0.00		653.00		489.75		163.25		75.0%									
1074-55-552-450-45090-155-0000000-0000000-531109-				PROFESSIONAL SERVICES															
1,612,500.00		0.00		1,612,500.00		755,482.08		30,000.00		98.1%									
2025/09/002691	06/23/2025	API	13,750.00	VND	106656	PO	2500502	MILES PARTNERSH APR-25	RETAINER	88776									
2025/09/002691	06/23/2025	POL	-13,750.00	VND	106656	PO	2500502	MILES PARTNERSH APR-25	RETAINER	2025									
2025/09/002691	06/23/2025	API	2,963.68	VND	106656	PO	2500502	MILES PARTNERSH APR-25	GOOGLE	88776									
2025/09/002691	06/23/2025	POL	-2,963.68	VND	106656	PO	2500502	MILES PARTNERSH APR-25	GOOGLE	2025									
2025/09/002691	06/23/2025	API	51,742.70	VND	106656	PO	2500502	MILES PARTNERSH APR-25	RETAINER & AD GENUITY	88776									
2025/09/002691	06/23/2025	POL	-13,750.00	VND	106656	PO	2500502	MILES PARTNERSH APR-25	RETAINER & AD GENUITY	2025									
2025/09/002691	06/23/2025	POL	-37,992.70	VND	106656	PO	2500502	MILES PARTNERSH APR-25	RETAINER & AD GENUITY	2025									
2025/09/002691	06/23/2025	API	14,042.52	VND	106656	PO	2500502	MILES PARTNERSH APR-25	UNDERTONE	88776									
2025/09/002691	06/23/2025	POL	-14,042.52	VND	106656	PO	2500502	MILES PARTNERSH APR-25	UNDERTONE	2025									

EXPENDITURE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9							
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV		ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD	REVENUE	REMAINING REVENUE		% COLL			
CP155552 531109 PROFESSIONAL SERVICES											
2025/09/002691	06/23/2025	API	19,400.75	VND 106656	PO 2500502	MILES PARTNERSH APR-25 NATIVO			88776		
2025/09/002691	06/23/2025	POL	-19,400.75	VND 106656	PO 2500502	MILES PARTNERSH APR-25 NATIVO		2025			
2025/09/002691	06/23/2025	API	3,036.75	VND 106656	PO 2500502	MILES PARTNERSH APR-25 LINKEDIN			88776		
2025/09/002691	06/23/2025	POL	-3,036.75	VND 106656	PO 2500502	MILES PARTNERSH APR-25 LINKEDIN		2025			
2025/09/002691	06/23/2025	API	6,500.00	VND 106656	PO 2500502	MILES PARTNERSH APR-25 PREVUE			88776		
2025/09/002691	06/23/2025	POL	-6,500.00	VND 106656	PO 2500502	MILES PARTNERSH APR-25 PREVUE		2025			
2025/09/002691	06/23/2025	API	2,595.00	VND 106656	PO 2500502	MILES PARTNERSH OUTFRONT 04/14/25-05/11/25			88776		
2025/09/002691	06/23/2025	POL	-2,595.00	VND 106656	PO 2500502	MILES PARTNERSH OUTFRONT 04/14/25-05/11/25		2025			
2025/09/002691	06/23/2025	API	1,229.00	VND 106656	PO 2500502	MILES PARTNERSH CLEAR CHANNEL 03/17/25-04/13/2			88776		
2025/09/002691	06/23/2025	POL	-1,229.00	VND 106656	PO 2500502	MILES PARTNERSH CLEAR CHANNEL 03/17/25-04/13/2					
2025/09/002691	06/23/2025	API	8,740.47	VND 106656	PO 2500502	MILES PARTNERSH APR-25 META, INSIDER GUIDE, SO			88776		
2025/09/002691	06/23/2025	POL	-8,740.47	VND 106656	PO 2500502	MILES PARTNERSH APR-25 META, INSIDER GUIDE		2025			
1074-55-552-450-45090-155-0000000-0000000-534101-				CONTRACT SERV - OTHER - MISC							
96,032.00			0.00	96,032.00		40,693.08		52,401.20	45.4%		
2025/09/002102	06/19/2025	API	437.13	VND 001703	PO 2500388	BLUE RIBBON CLE MAY25 FACILITIES			88730		
2025/09/002102	06/19/2025	POL	-437.13	VND 001703	PO 2500388	BLUE RIBBON CLE MAY25 FACILITIES		2025			
1074-55-552-450-45090-155-0000000-0000000-540101-				TRAVEL & PER DIEM							
42,500.00			0.00	42,500.00		18,638.45		23,861.55	43.9%		
2025/09/001742	06/13/2025	API	19.00	VND 002609	PO	VILLAGOMEZ HEID TDC/MEAL WHILE AT PSRA CONFERE			88478		
2025/09/001742	06/13/2025	API	19.00	VND 109339	PO	HELLER JESSICA TDC/MEAL WHILE AT PSRA CONFERE			88465		
2025/09/002690	06/19/2025	API	36.00	VND 101511	PO	SHAFFER LORETTA TDC/MEALS AT VISIT FL BOARD OF			88762		
2025/09/002755	06/04/2025	API	189.00	VND 999999	PO	PCARD ONE TIME HOTEL DEPOSIT FOR C LOCKE WHIL					
2025/09/002758	06/08/2025	API	629.00	VND 999999	PO	PCARD ONE TIME HOTEL & PARKING FOR J HELLER W					
2025/09/002758	06/08/2025	API	500.00	VND 999999	PO	PCARD ONE TIME HOTEL FOR H VILLAGOMEZ WHILE A					
2025/09/002758	06/08/2025	API	7.00	VND 999999	PO	PCARD ONE TIME PARKING FOR L SHAFFER WHILE AT					
2025/09/002758	06/08/2025	API	233.30	VND 999999	PO	PCARD ONE TIME HOTEL & PARKING FOR L SHAFFER					
2025/09/002764	06/12/2025	API	-1.30	VND 999999	PO	PCARD ONE TIME TAX CREDIT FOR L SHAFFER HOTEL					
2025/09/002766	06/15/2025	API	-346.47	VND 999999	PO	PCARD ONE TIME REFUND FLIGHT FROM CHICAGO FOR					
2025/09/002766	06/15/2025	API	-189.00	VND 999999	PO	PCARD ONE TIME REFUND FOR HOTEL DEPOSIT FOR C					
2025/09/002766	06/15/2025	API	657.00	VND 999999	PO	PCARD ONE TIME HOTEL & PARKING WHILE AT FL SP					
2025/09/002771	06/19/2025	API	270.07	VND 999999	PO	PCARD ONE TIME HOTEL DEPOSIT FOR B DAY TO ATT					
2025/09/003185	06/26/2025	API	41.00	VND 001721	PO	DAY BRYAN R TDC/VCB SALES BLITZ REIMBURSEM			88963		
2025/09/003185	06/26/2025	API	41.00	VND 102076	PO	LOCKE RYAN TDC/VCB SALES BLITZ REIMBURSEM			88973		
2025/09/003302	06/27/2025	API	34.92	VND 999999	PO	PCARD ONE TIME UBER FOR J HELLER & K SPENCER					
2025/09/003302	06/27/2025	API	35.00	VND 999999	PO	PCARD ONE TIME CHECKED BAGGAGE FOR K SPENCER					
2025/09/003302	06/27/2025	API	35.00	VND 999999	PO	PCARD ONE TIME CHECKED BAGGAGE FOR J HELLER W					
2025/09/003302	06/27/2025	API	596.96	VND 999999	PO	PCARD ONE TIME FLIGHT FOR L SHAFFER TO ATTEND					
2025/09/003305	06/24/2025	API	50.00	VND 000593	PO	METROPOLITAN PL ACC 18158430/TRANSPONDER REPLE					
2025/09/003308	06/20/2025	API	179.00	VND 999999	PO	PCARD ONE TIME HOTEL FOR C LOCKE TO ATTEND TH					
2025/09/003308	06/20/2025	API	179.00	VND 999999	PO	PCARD ONE TIME HOTEL FOR B DAY TO ATTEND THE					
2025/09/003449	06/24/2025	API	17.94	VND 999999	PO	PCARD ONE TIME UBER FOR JESSICA HELLER WHILE					
2025/09/003449	06/24/2025	API	17.99	VND 999999	PO	PCARD ONE TIME UBER FOR KELEAB SPENCER WHILE					

EXPENDITURE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9				
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND								
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL			
CP155552 540101 TRAVEL & PER DIEM								
2025/09/003449	06/24/2025	API	27.97 VND 999999 PO	PCARD ONE TIME	UBER/J. HELLER/TOURISM ACADEMY			
2025/09/003449	06/24/2025	API	35.00 VND 999999 PO	PCARD ONE TIME	CHECKED BAGGAGE FOR K SPENCER			
2025/09/003449	06/24/2025	API	35.00 VND 999999 PO	PCARD ONE TIME	CHECKED BAGGAGE FOR J HELLER W			
2025/09/003453	06/29/2025	API	-12.00 VND 999999 PO	PCARD ONE TIME	REFUND FOR WATER CHARGED TO K			
2025/09/003453	06/29/2025	API	824.73 VND 999999 PO	PCARD ONE TIME	HOTEL FOR J HELLER WHILE AT TO			
2025/09/003453	06/29/2025	API	836.73 VND 999999 PO	PCARD ONE TIME	HOTEL FOR K SPENCER WHILE AT T			
2025/09/000320	06/06/2025	PRJ	53.00 REF 250606	WARRANT=250606 RUN=0 REGULAR				
1074-55-552-450-45090-155-0000000-0000000-541101-				COMMUNICATIONS SERVICES				
10,421.00		0.00	10,421.00	4,978.89	5,442.11	47.8%		
2025/09/002691	06/23/2025	API	27.50 VND 203123 PO	CENTURY LINK/EM	320144423		88752	
2025/09/003271	06/30/2025	API	323.36 VND 201928 PO	VERIZON WIRELES	421552992-00016		89307	
2025/09/003306	06/23/2025	API	5.96 VND 001556 PO	AMAZON MARKETPL	IPHONE SCREEN PROTECTOR			
1074-55-552-450-45090-155-0000000-0000000-542201-				POSTAGE & FREIGHT				
13,000.00		0.00	13,000.00	3,840.23	5,659.77	56.5%		
2025/09/001739	06/16/2025	API	1,000.00 VND 103358 PO	2500063	QUADIENT	08129564 METER ZA2428747571	88502	
2025/09/001739	06/16/2025	POL	-1,000.00 VND 103358 PO	2500063	QUADIENT	08129564 METER ZA2428747572025		
1074-55-552-450-45090-155-0000000-0000000-543101-				UTILITY SERVICES - ELC WTR SWR				
25,188.00		0.00	25,188.00	9,119.65	16,068.35	36.2%		
2025/09/000238	06/02/2025	API	52.30 VND 000808 PO	SUMTER ELECTRIC	9608557201		87891	
2025/09/001739	06/16/2025	API	45.93 VND 014881 PO	CITY OF OCALA/E	572726-118216		88486	
2025/09/002100	06/19/2025	API	1,091.41 VND 014881 PO	CITY OF OCALA/E	550848-164495		88732	
2025/09/003185	06/26/2025	API	24.82 VND 107238 PO	DUKE ENERGY FLO	9101 5957 9418		88967	
2025/09/003271	06/30/2025	API	47.08 VND 000808 PO	SUMTER ELECTRIC	9608557201		89305	
1074-55-552-450-45090-155-0000000-0000000-543102-				UTILITY SERVICES - WST DISP				
756.00		0.00	756.00	410.25	345.75	54.3%		
2025/09/002100	06/19/2025	API	45.58 VND 014881 PO	CITY OF OCALA/E	550848-164495		88732	
1074-55-552-450-45090-155-0000000-0000000-544101-				RENTALS & LEASES - EQUIPMENT				
6,424.00		0.00	6,424.00	3,165.39	524.00	91.8%		
2025/09/001733	06/10/2025	API	229.65 VND 103444 PO	2500021	QUADIENT LEASIN	01048412 POSTAGE METER LEASE	88474	
2025/09/001733	06/10/2025	POL	-229.65 VND 103444 PO	2500021	QUADIENT LEASIN	01048412 POSTAGE METER LEA2025		
2025/09/000954	06/06/2025	API	253.48 VND 501306 PO	2500311	DOCUMENT TECHNO	MC-01 COPIER LEASE JUN-25	88262	
2025/09/000954	06/06/2025	POL	-253.48 VND 501306 PO	2500311	DOCUMENT TECHNO	MC-01 COPIER LEASE JUN-25 2025		

EXPENDITURE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-544401-			RENTALS & LEASES - BUILDINGS				
2,400.00	0.00	2,400.00	2,205.00	195.00	91.9%		
2025/09/000386	06/03/2025 API	315.00 VND	999999 PO	PCARD ONE TIME	STORAGE UNIT RENTAL FOR PROMOT		
1074-55-552-450-45090-155-0000000-0000000-545101-			INSURANCE - PREMIUMS				
16,864.00	0.00	16,864.00	12,647.46	4,216.54	75.0%		
1074-55-552-450-45090-155-0000000-0000000-546101-			REPAIRS/MAINT - BLDGS & GRNDS				
44,000.00	0.00	44,000.00	5,680.00	38,320.00	12.9%		
1074-55-552-450-45090-155-0000000-0000000-546257-			REPAIRS/MAINT - FLEET MANAGMNT				
4,580.00	0.00	4,580.00	414.65	4,165.35	9.1%		
1074-55-552-450-45090-155-0000000-0000000-547101-			PRINT & BIND				
55,500.00	0.00	55,500.00	53,951.18	1,548.82	97.2%		
2025/09/002758	06/08/2025 API	192.00 VND	999999 PO	PCARD ONE TIME	WATER BOTTLE LABELS TO PROMOT		
1074-55-552-450-45090-155-0000000-0000000-548101-			PROMO ACT				
3,163,799.00	-64,559.00	3,099,240.00	812,957.27	1,472,323.65	52.5%		
2025/09/000039	06/04/2025 BUA	-5,399.00 REF	Admin purchase of camera for mrkting				
2025/09/002755	06/04/2025 API	7,250.00 VND	999999 PO	PCARD ONE TIME	OCARNEY ISLAND VIDEO/PHOTO SHO		
2025/09/002757	06/06/2025 API	11.97 VND	999999 PO	PCARD ONE TIME	TEA, LEMONADE FOR PUBLICLY HEL		
2025/09/002758	06/08/2025 API	271.44 VND	999999 PO	PCARD ONE TIME	SANDWICHES, WRAPS, SIDES FOR P		
2025/09/002761	06/10/2025 API	28.83 VND	999999 PO	PCARD ONE TIME	LUNCH FOR VF PRESS TRIP-VINCEN		
2025/09/002761	06/10/2025 API	20.40 VND	999999 PO	PCARD ONE TIME	BREAKFAST FOR VF PRESS TRIP VE		
2025/09/002761	06/10/2025 API	188.40 VND	999999 PO	PCARD ONE TIME	DINNER FOR VF PRESS TRIP - VIN		
2025/09/002762	06/11/2025 API	49.19 VND	999999 PO	PCARD ONE TIME	DINNER FOR VF PRESS TRIP - VIN		
2025/09/002764	06/12/2025 API	203.40 VND	999999 PO	PCARD ONE TIME	DINNER FOR VF PRESS TRIP-VINCE		
2025/09/002764	06/12/2025 API	21.60 VND	999999 PO	PCARD ONE TIME	LUNCH FOR VF PRESS TRIP-VINCEN		
2025/09/002764	06/12/2025 API	24.50 VND	999999 PO	PCARD ONE TIME	LUNCH FOR VINCENT CHARRETIER F		
2025/09/002765	06/13/2025 API	64.20 VND	999999 PO	PCARD ONE TIME	WATER BOTTLES TO BE BRANDED WI		
2025/09/002765	06/13/2025 API	462.00 VND	999999 PO	PCARD ONE TIME	HOTEL FOR VF PRESS TRIP VINCEN		
2025/09/002766	06/15/2025 API	17.98 VND	999999 PO	PCARD ONE TIME	POSTER FRAMES FOR PROMOTIONAL		
2025/09/003304	06/25/2025 API	131.25 VND	999999 PO	PCARD ONE TIME	PARKING VOUCHERS FOR HOSTING O		
2025/09/003308	06/20/2025 API	2,398.75 VND	999999 PO	PCARD ONE TIME	RENTAL & FOOD/BEVERAGE FOR HOS		
2025/09/003271	06/30/2025 API	1,485.00 VND	102569 PO	2500848	ON TIME MARKETI BRANDED COOLING TOWELS		
2025/09/003271	06/30/2025 API	-1,485.00 VND	102569 PO	2500848	ON TIME MARKETI BRANDED COOLING TOWELS 2025		
2025/09/001738	06/11/2025 API	4,500.00 VND	106354 PO	2500953	DIGITAL FURY LL VIDEO & AUDIO PROCUCTION		
2025/09/001738	06/11/2025 API	-4,500.00 VND	106354 PO	2500953	DIGITAL FURY LL VIDEO & AUDIO PROCUCTION 2025		
2025/09/001725	06/09/2025 API	20,000.00 VND	002059 PO	2500963	CSF AQUATICS FL SWIMMING SENIOR CHAMPIONSHI		
2025/09/001725	06/09/2025 API	-20,000.00 VND	002059 PO	2500963	CSF AQUATICS FL SWIMMING SENIOR CHAMPIONSHI		
2025/09/001725	06/09/2025 API	30,000.00 VND	002059 PO	2500968	CSF AQUATICS FL SWIMMING FLAGS CHAMPIONSHIP		
2025/09/001725	06/09/2025 API	-30,000.00 VND	002059 PO	2500968	CSF AQUATICS FL SWIMMING FLAGS CHAMPIONSHIP		

EXPENDITURE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9					
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD	REVENUE	REMAINING REVENUE		% COLL	
CP155552 548101 PROM0 ACT									
2025/09/001725	06/09/2025	API	25,000.00	VND 002059	PO	2500969	CSF AQUATICS	USA SWIMMING SPEEDO SECTIONALS	88459
2025/09/001725	06/09/2025	POL	-25,000.00	VND 002059	PO	2500969	CSF AQUATICS	USA SWIMMING SPEEDO SECTIO2025	
2025/09/000370	06/03/2025	API	300.00	VND 100302	PO	2501284	KENNEY COMMUNIC	JUN-25 ORLANDO BROCIURE DISTRIB	87903
2025/09/000370	06/03/2025	POL	-300.00	VND 100302	PO	2501284	KENNEY COMMUNIC	JUN-25 ORLANDO BROCIURE DIS2025	
2025/09/000264	06/03/2025	POE	37,380.00	VND 204759	PO	2501363	HITS LLC	HITS OCALA WINTER CIRCUIT REIM	
2025/09/000370	06/03/2025	API	37,380.00	VND 204759	PO	2501363	HITS LLC	HITS OCALA WINTER CIRCUIT REIM	87879
2025/09/000370	06/03/2025	POL	-37,380.00	VND 204759	PO	2501363	HITS LLC	HITS OCALA WINTER CIRCUIT 2025	
2025/09/000325	06/04/2025	POE	5,000.00	VND 002165	PO	2501366	ACADIA ACRES LL	MARKETING ASSISTANCE REIMBURSE	
2025/09/001733	06/10/2025	API	5,000.00	VND 002165	PO	2501366	ACADIA ACRES LL	MARKETING ASSISTANCE REIMBURSE	88445
2025/09/001733	06/10/2025	POL	-5,000.00	VND 002165	PO	2501366	ACADIA ACRES LL	MARKETING ASSISTANCE REIMB2025	
2025/09/000921	06/11/2025	POE	25,000.00	VND 002059	PO	2501392	CSF AQUATICS	USA SWIMMING FUTURES CHAMPIONS	
2025/09/002691	06/23/2025	API	25,000.00	VND 002059	PO	2501392	CSF AQUATICS	USA SWIMMING FUTURES CHAMPIONS	88755
2025/09/002691	06/23/2025	POL	-25,000.00	VND 002059	PO	2501392	CSF AQUATICS	USA SWIMMING FUTURES CHAMP2025	
2025/09/001024	06/12/2025	POE	109,750.00	VND 106354	PO	2501397	DIGITAL FURY LL	TOURISM VIDEO & PHOTOGRAPHY	
2025/09/001025	06/12/2025	POE	78,000.00	VND 001799	PO	2501398	MAVEN PHOTO	TOURISM VIDEO & PHOTOGRAPHY	
2025/09/003186	06/26/2025	API	4,010.00	VND 001799	PO	2501398	MAVEN PHOTO	TOURISM VIDEO & PHOTOGRAPHY	89002
2025/09/003186	06/26/2025	POL	-4,010.00	VND 001799	PO	2501398	MAVEN PHOTO	TOURISM VIDEO & PHOTOGRAPH2025	
1074-55-552-450-45090-155-0000000-0000000-549185-			CHARGES - COST ALLOCATION						
174,198.00			0.00	174,198.00		130,648.50	43,549.50		75.0%
2025/09/000422	06/04/2025	GEN	14,516.50	REF	REC COST ALLOCATION/JUN25				
1074-55-552-450-45090-155-0000000-0000000-551101-			OFFICE SUPPLIES						
2,000.00			0.00	2,000.00		576.82	1,423.18		28.8%
1074-55-552-450-45090-155-0000000-0000000-552101-			GASOLINE, OIL & LUBRICANTS						
4,000.00			0.00	4,000.00		1,081.48	2,918.52		27.0%
2025/09/000800	06/10/2025	WOJ	9.99	REF	fue1	FUEL-8448			
2025/09/000800	06/10/2025	WOJ	38.89	REF	fue1	FUEL-8800			
2025/09/000939	06/11/2025	WOJ	25.50	REF	fue1	FUEL-8854			
2025/09/001788	06/18/2025	WOJ	15.63	REF	fue1	FUEL-9131			
2025/09/002263	06/23/2025	WOJ	12.98	REF	fue1	FUEL-9248			
2025/09/002333	06/23/2025	WOJ	50.36	REF	fue1	FUEL-9248			
1074-55-552-450-45090-155-0000000-0000000-552106-			COMPUTER SOFTWARE						
25,055.00			0.00	25,055.00		20,468.66	4,586.34		81.7%

EXPENDITURE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL	ESTIM REV	ESTIM REV ADJ	REVISED	ESTIM REV	ACTUAL YTD	REVENUE	REMAINING REVENUE % COLL
1074-55-552-450-45090-155-0000000-0000000-552108-				OPERATING SUPPLIES			
	7,500.00	5,399.00		12,899.00	9,788.50		3,110.50 75.9%
2025/09/000039	06/04/2025	BUA	5,399.00	REF	Admin purchase of camera for mrktng		
2025/09/002755	06/04/2025	API	335.00	VND 001556	PO AMAZON MARKETPL WIRELESS MICROPHONE SYSTEM		
2025/09/002755	06/04/2025	API	1,059.21	VND 001556	PO AMAZON MARKETPL BATTERIES, HEADPHONES, HANDLE		
2025/09/002757	06/06/2025	API	5,399.00	VND 001556	PO AMAZON MARKETPL CANON EOS CAMERA KIT FOR TOURI		
2025/09/002762	06/11/2025	API	158.00	VND 001556	PO AMAZON MARKETPL (2) CANON BATTERY PACKS FOR VI		
2025/09/002771	06/19/2025	API	-22.99	VND 999999	PO PCARD ONE TIME REFUND FOR ADHESIVE		
2025/09/003303	06/26/2025	API	918.00	VND 999999	PO PCARD ONE TIME TABLES FOR TDC PUBLIC MEETINGS		
2025/09/003313	06/15/2025	API	70.98	VND 999999	PO PCARD ONE TIME ADHESIVE TO BUILD POSTERS		
1074-55-552-450-45090-155-0000000-0000000-552116-				OPER SUPPLIES - COMP HARDWARE			
	11,500.00	0.00		11,500.00	9,797.12		1,702.88 85.2%
1074-55-552-450-45090-155-0000000-0000000-552257-				PARTS - VEHICLE / EQUIPMENT			
	3,000.00	0.00		3,000.00	176.59		2,823.41 5.9%
2025/09/001167	06/12/2025	WOJ	6.90	REF	rm 299625		
2025/09/002573	06/24/2025	WOJ	6.90	REF	rmjun 302279		
1074-55-552-450-45090-155-0000000-0000000-554101-				BOOKS, PUBS & SUBSCRIPTIONS			
	49,104.00	0.00		49,104.00	30,610.01		18,493.99 62.3%
1074-55-552-450-45090-155-0000000-0000000-554201-				DUES & MEMBERSHIPS			
	29,704.00	6,025.00		35,729.00	24,300.00		11,429.00 68.0%
2025/09/002760	06/09/2025	API	7,439.00	VND 999999	PO PCARD ONE TIME MEMBERSHIP DUES, 07/01/25-06/3		
1074-55-552-450-45090-155-0000000-0000000-555501-				TRAINING & EDUCATION			
	76,530.00	0.00		76,530.00	27,988.17		42,541.83 44.4%
2025/09/002765	06/13/2025	API	50.00	VND 999999	PO PCARD ONE TIME REGISTRATION FOR J HELLER & H		
2025/09/003301	06/29/2025	API	1,350.00	VND 999999	PO PCARD ONE TIME REGISTRATION FOR L SHAFFER TO		
2025/09/002238	06/23/2025	POE	6,000.00	VND 001519	PO 2501410 NORTHSTAR TRAVE REGISTRATION AT DESTINATION SO		
1074-55-552-450-45090-155-0000000-0000000-563102-				IMPROVE - CIP			
	6,786,423.00	0.00		6,786,423.00	3,436,017.52		2,994,012.99 55.9%
2025/09/002132	06/19/2025	API	3,679.16	VND 500704	PO 2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT		88774
2025/09/002132	06/19/2025	POL	-3,679.16	VND 500704	PO 2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024		
2025/09/003186	06/26/2025	API	3,679.16	VND 500704	PO 2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT		89001
2025/09/003186	06/26/2025	POL	-3,679.16	VND 500704	PO 2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024		

EXPENDITURE STATUS REPORT

FOR 2025 09					JOURNAL DETAIL 2025 9 TO 2025 9	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-564102-				MACHINERY & EQUIPMENT - CIP		
1,259.00	0.00	1,259.00	0.00		1,259.00	.0%
1074-55-552-450-45090-155-0000000-0000000-568102-				INTANGIBLE SOFTWARE - CIP		
3,462.00	0.00	3,462.00	0.00		-0.06	100.0%
1074-55-552-450-45090-155-0000000-0000000-599101-				RESERVE FOR CONTINGENCIES		
446,865.00	-446,865.00	0.00	0.00		0.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599199-				RESERVE FOR CASH CARRY FORWARD		
1,150,000.00	0.00	1,150,000.00	0.00		1,150,000.00	.0%
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	-500,000.00	14,382,524.00	6,079,174.46		6,287,345.66	42.3%
TOTAL EXPENSES						
14,882,524.00	-500,000.00	14,382,524.00	6,079,174.46		6,287,345.66	

EXPENDITURE STATUS REPORT

FOR 2025 09				JOURNAL DETAIL 2025 9 TO 2025 9		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
14,882,524.00	GRAND TOTAL -500,000.00	14,382,524.00	6,079,174.46	6,287,345.66	42.3%	

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REVENUE STATUS REPORT

FOR 2025 10					JOURNAL DETAIL 2025 10 TO 2025 10	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE		REMAINING REVENUE	% COLL
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%			
2,192,064.00	0.00	2,192,064.00	2,467,719.33		-275,655.33	112.6%
2025/10/001320	07/14/2025 GCR	-235,803.69	REF P02744 06/25 TOURIST DEV TAX			
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %			
1,096,032.00	0.00	1,096,032.00	1,233,859.63		-137,827.63	112.6%
2025/10/001320	07/14/2025 GCR	-117,901.85	REF P02744 06/25 TOURIST DEV TAX			
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %			
1,096,032.00	0.00	1,096,032.00	1,233,859.63		-137,827.63	112.6%
2025/10/001320	07/14/2025 GCR	-117,901.85	REF P02744 06/25 TOURIST DEV TAX			
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD			
555,000.00	0.00	555,000.00	304,239.62		250,760.38	54.8%
1074-36-366-450-45090-155-0000000-0000000-366045-			FL SPORTS FOUNDATION			
0.00	0.00	0.00	14,834.00		-14,834.00	100.0%
1074-36-369-450-45090-155-0000000-0000000-369030-			REFUND OF PRIOR YEAR EXP			
0.00	0.00	0.00	1,830.50		-1,830.50	100.0%
1074-37-379-990-99090-000-0000000-0000000-379999-			LESS: 5% OF BUDG REVENUE			
-246,957.00	0.00	-246,957.00	0.00		-246,957.00	.0%
1074-39-399-990-99090-000-0000000-0000000-399991-			BALANCES FWD-CASH-REGULAR			
10,190,353.00	0.00	10,190,353.00	9,442,873.70		747,479.30	92.7%
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	0.00	14,882,524.00	14,699,216.41		183,307.59	98.8%
TOTAL REVENUES						
14,882,524.00	0.00	14,882,524.00	14,699,216.41		183,307.59	

REVENUE STATUS REPORT

FOR 2025 10					JOURNAL DETAIL 2025 10 TO 2025 10		
ORIGINAL	ESTIM REV	ESTIM REV ADJ	REVISED	ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL							
14,882,524.00		0.00	14,882,524.00		14,699,216.41	183,307.59	98.8%

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EXPENDITURE STATUS REPORT

FOR 2025 10				JOURNAL DETAIL 2025 10 TO 2025 10							
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV		ESTIM REV ADJ		REVISED ESTIM REV		ACTUAL YTD REVENUE		REMAINING REVENUE		% COLL	
1074-55-552-450-45090-155-0000000-0000000-512101-				REGULAR SALARIES & WAGES							
720,309.00		0.00		720,309.00		523,310.63		196,998.37		72.7%	
2025/10/000134 07/03/2025 PRJ		27,099.29		REF	250703	WARRANT=250703 RUN=0 REGULAR					
2025/10/001682 07/18/2025 PRJ		27,282.42		REF	250718	WARRANT=250718 RUN=0 REGULAR					
1074-55-552-450-45090-155-0000000-0000000-521101-				FICA TAXES							
55,114.00		0.00		55,114.00		37,450.68		17,663.32		68.0%	
2025/10/000134 07/03/2025 PRJ		1,921.55		REF	250703	WARRANT=250703 RUN=0 REGULAR					
2025/10/001682 07/18/2025 PRJ		1,943.20		REF	250718	WARRANT=250718 RUN=0 REGULAR					
1074-55-552-450-45090-155-0000000-0000000-522101-				RETIREMENT CONTRIBUTIONS							
98,183.00		0.00		98,183.00		73,367.30		24,815.70		74.7%	
2025/10/000134 07/03/2025 PRJ		3,693.64		REF	250703	WARRANT=250703 RUN=0 REGULAR					
2025/10/001682 07/18/2025 PRJ		3,936.12		REF	250718	WARRANT=250718 RUN=0 REGULAR					
1074-55-552-450-45090-155-0000000-0000000-523101-				HEALTH INSURANCE							
138,864.00		0.00		138,864.00		103,101.91		35,762.09		74.2%	
2025/10/000134 07/03/2025 PRJ		7,503.67		REF	250703	WARRANT=250703 RUN=0 REGULAR					
2025/10/000134 07/03/2025 PRJ		-1,717.67		REF	250703	WARRANT=250703 RUN=0 REGULAR					
2025/10/001682 07/18/2025 PRJ		7,503.67		REF	250718	WARRANT=250718 RUN=0 REGULAR					
2025/10/001682 07/18/2025 PRJ		-1,717.67		REF	250718	WARRANT=250718 RUN=0 REGULAR					
1074-55-552-450-45090-155-0000000-0000000-523401-				LIFE, AD&D, LTD							
4,837.00		0.00		4,837.00		3,641.75		1,195.25		75.3%	
2025/10/000134 07/03/2025 PRJ		187.79		REF	250703	WARRANT=250703 RUN=0 REGULAR					
2025/10/001682 07/18/2025 PRJ		188.50		REF	250718	WARRANT=250718 RUN=0 REGULAR					
1074-55-552-450-45090-155-0000000-0000000-524101-				WORKER'S COMPENSATION							
653.00		0.00		653.00		653.00		0.00		100.0%	
2025/10/002001 07/17/2025 GNI		163.25		REF	QTR	4th Qtr Insur					
1074-55-552-450-45090-155-0000000-0000000-531109-				PROFESSIONAL SERVICES							
1,612,500.00		0.00		1,612,500.00		950,818.43		30,000.00		98.1%	
2025/10/001978 07/16/2025 API		17,868.42		VND	106656	PO	2500502	MILES PARTNERSH NATIVO MEDIA MAY-25		90316	
2025/10/001978 07/16/2025 POL		-17,868.42		VND	106656	PO	2500502	MILES PARTNERSH NATIVO MEDIA MAY-25	2025		
2025/10/001978 07/16/2025 API		13,000.00		VND	106656	PO	2500502	MILES PARTNERSH PREVUE MEDIA MAR-25		90316	
2025/10/001978 07/16/2025 POL		-13,000.00		VND	106656	PO	2500502	MILES PARTNERSH PREVUE MEDIA MAR-25	2025		
2025/10/001978 07/16/2025 API		13,750.00		VND	106656	PO	2500502	MILES PARTNERSH MONTHLY RETAINER MAY-25		90316	
2025/10/001978 07/16/2025 POL		-13,750.00		VND	106656	PO	2500502	MILES PARTNERSH MONTHLY RETAINER MAY-25	2025		
2025/10/001978 07/16/2025 API		16,000.00		VND	106656	PO	2500502	MILES PARTNERSH APPLE MAPS GUIDES MAY-25		90316	
2025/10/001978 07/16/2025 POL		-16,000.00		VND	106656	PO	2500502	MILES PARTNERSH APPLE MAPS GUIDES MAY-25	2025		

EXPENDITURE STATUS REPORT

FOR 2025 10				JOURNAL DETAIL 2025 10 TO 2025 10			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL	
CP155552 531109 PROFESSIONAL SERVICES							
2025/10/001978	07/16/2025	API	12,500.00 VND 106656 PO	2500502	MILES PARTNERSH CARVERTISE MAY-25	90316	
2025/10/001978	07/16/2025	POL	-12,500.00 VND 106656 PO	2500502	MILES PARTNERSH CARVERTISE MAY-25	2025	
2025/10/001978	07/16/2025	API	7,740.17 VND 106656 PO	2500502	MILES PARTNERSH META, INSIDER GUIDE,06/23/25	90316	
2025/10/001978	07/16/2025	POL	-7,740.17 VND 106656 PO	2500502	MILES PARTNERSH META, INSIDER GUIDE,06/23/2025		
2025/10/001978	07/16/2025	API	2,472.25 VND 106656 PO	2500502	MILES PARTNERSH GOOGLE MAY-25	90316	
2025/10/001978	07/16/2025	POL	-2,472.25 VND 106656 PO	2500502	MILES PARTNERSH GOOGLE MAY-25	2025	
2025/10/001978	07/16/2025	API	58,441.38 VND 106656 PO	2500502	MILES PARTNERSH AD GENUITY MAY-25	90316	
2025/10/001978	07/16/2025	POL	-58,441.38 VND 106656 PO	2500502	MILES PARTNERSH AD GENUITY MAY-25	2025	
2025/10/001978	07/16/2025	API	22,469.46 VND 106656 PO	2500502	MILES PARTNERSH TRIP ADVISOR MAY-25	90316	
2025/10/001978	07/16/2025	POL	-22,469.46 VND 106656 PO	2500502	MILES PARTNERSH TRIP ADVISOR MAY-25	2025	
2025/10/001978	07/16/2025	API	2,107.74 VND 106656 PO	2500502	MILES PARTNERSH LINKEDIN MAY-25	90316	
2025/10/001978	07/16/2025	POL	-2,107.74 VND 106656 PO	2500502	MILES PARTNERSH LINKEDIN MAY-25	2025	
2025/10/001978	07/16/2025	API	2,500.00 VND 106656 PO	2500502	MILES PARTNERSH ETARGET MAY-25	90316	
2025/10/001978	07/16/2025	POL	-2,500.00 VND 106656 PO	2500502	MILES PARTNERSH ETARGET MAY-25	2025	
2025/10/001978	07/16/2025	API	1,000.00 VND 106656 PO	2500502	MILES PARTNERSH PREVUE MAY-25	90316	
2025/10/001978	07/16/2025	POL	-1,000.00 VND 106656 PO	2500502	MILES PARTNERSH PREVUE MAY-25	2025	
2025/10/001978	07/16/2025	API	7,500.00 VND 106656 PO	2500502	MILES PARTNERSH VISIT FL CO-OP (ARTS & CULTURE	90316	
2025/10/001978	07/16/2025	POL	-7,500.00 VND 106656 PO	2500502	MILES PARTNERSH VISIT FL CO-OP (ARTS & CUL2025		
2025/10/001978	07/16/2025	API	1,229.00 VND 106656 PO	2500502	MILES PARTNERSH CLEAR CHANNEL 04/14/25-05/11/2	90316	
2025/10/001978	07/16/2025	POL	-1,229.00 VND 106656 PO	2500502	MILES PARTNERSH CLEAR CHANNEL 04/14/25-05/2025		
2025/10/001978	07/16/2025	API	2,595.00 VND 106656 PO	2500502	MILES PARTNERSH OUTFRONT MEDIA 05/12/25-06/08/	90316	
2025/10/001978	07/16/2025	POL	-2,595.00 VND 106656 PO	2500502	MILES PARTNERSH OUTFRONT MEDIA 05/12/25-062025		
2025/10/001978	07/16/2025	API	14,162.93 VND 106656 PO	2500502	MILES PARTNERSH UNDERTONE MEDIA MAY-25	90316	
2025/10/001978	07/16/2025	POL	-14,162.93 VND 106656 PO	2500502	MILES PARTNERSH UNDERTONE MEDIA MAY-25	2025	
1074-55-552-450-45090-155-0000000-0000000-534101-			CONTRACT SERV - OTHER - MISC				
96,032.00			0.00	96,032.00	41,081.64	52,401.20 45.4%	
2025/10/001226	07/10/2025	API	388.56 VND 001703 PO	2500388	BLUE RIBBON CLE JUNE 2025	89580	
2025/10/001226	07/10/2025	POL	-388.56 VND 001703 PO	2500388	BLUE RIBBON CLE JUNE 2025	2025	
1074-55-552-450-45090-155-0000000-0000000-540101-			TRAVEL & PER DIEM				
42,500.00			0.00	42,500.00	20,644.45	21,855.55 48.6%	
2025/10/001575	07/10/2025	API	79.00 VND 002640 PO		SPENCER KELEAB TDC/REIMB TOURSM ACADEMY	89637	
2025/10/001575	07/10/2025	API	79.00 VND 109339 PO		HELLER JESSICA TDC/REIMB TOURISM ACADEMY	89625	
2025/10/002393	07/10/2025	API	31.93 VND 999999 PO		PCARD ONE TIME UBER FOR L SHAFFER, S WHEELER		
2025/10/002393	07/10/2025	API	28.94 VND 999999 PO		PCARD ONE TIME UBER FOR L SHAFFER, S WHEELER		
2025/10/002502	07/16/2025	API	97.40 VND 102076 PO		LOCKE RYAN TDC/FL SPORTS FOUNDATION	90293	
2025/10/002904	07/02/2025	API	-20.00 VND 999999 PO		PCARD ONE TIME REFUND FOR FLIGHT C CURRY CHIC		
2025/10/002985	07/17/2025	API	396.61 VND 999999 PO		PCARD ONE TIME FLIGHT FOR B DAY TO ATTEND THE		
2025/10/002991	07/13/2025	API	50.00 VND 000593 PO		METROPOLITAN PL TOLL REPLENISHMENT ON SUNPASS		
2025/10/002991	07/13/2025	API	631.56 VND 999999 PO		PCARD ONE TIME HOTEL FOR COMM CURRY WHILE AT		
2025/10/002991	07/13/2025	API	631.56 VND 999999 PO		PCARD ONE TIME HOTEL FOR C ZALAK WHILE AT DES		

EXPENDITURE STATUS REPORT

FOR 2025 10										JOURNAL DETAIL 2025 10 TO 2025 10																			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND																													
ORIGINAL ESTIM REV					ESTIM REV ADJ					REVISED ESTIM REV					ACTUAL YTD REVENUE					REMAINING REVENUE					% COLL				
1074-55-552-450-45090-155-0000000-0000000-541101-										COMMUNICATIONS SERVICES																			
10,421.00					0.00					10,421.00					5,331.25					5,089.75					51.2%				
2025/10/003582 07/29/2025 API					323.36 VND					201928 PO					VERIZON WIRELES 421552992-00016														
2025/10/003582 07/29/2025 API					29.00 VND					203123 PO					CENTURY LINK/EM 320144423														
1074-55-552-450-45090-155-0000000-0000000-542201-										POSTAGE & FREIGHT																			
13,000.00					0.00					13,000.00					4,042.38					5,457.62					58.0%				
2025/10/002990 07/14/2025 API					38.62 VND					999999 PO					PCARD ONE TIME SHIPPING OF VACATION GUIDES														
2025/10/002990 07/14/2025 API					38.62 VND					999999 PO					PCARD ONE TIME SHIPPING OF VACATION GUIDES														
2025/10/002990 07/14/2025 API					38.62 VND					999999 PO					PCARD ONE TIME SHIPPING OF VACATION GUIDES														
2025/10/002990 07/14/2025 API					9.05 VND					999999 PO					PCARD ONE TIME PICK UP CHARGE FOR VACATION G														
2025/10/002990 07/14/2025 API					38.62 VND					999999 PO					PCARD ONE TIME SHIPPING OF VACATION GUIDES														
2025/10/002990 07/14/2025 API					38.62 VND					999999 PO					PCARD ONE TIME SHIPPING OF VACATION GUIDES														
1074-55-552-450-45090-155-0000000-0000000-543101-										UTILITY SERVICES - ELC WTR SWR																			
25,188.00					0.00					25,188.00					10,290.69					14,897.31					40.9%				
2025/10/001577 07/14/2025 API					24.53 VND					014881 PO					CITY OF OCALA/E 572726-118216										89655				
2025/10/002536 07/22/2025 API					1,121.75 VND					014881 PO					CITY OF OCALA/E 550848-164495										90259				
2025/10/003363 07/28/2025 API					24.76 VND					107238 PO					DUKE ENERGY FLO 9101 5957 9418										90512				
1074-55-552-450-45090-155-0000000-0000000-543102-										UTILITY SERVICES - WST DISP																			
756.00					0.00					756.00					455.83					300.17					60.3%				
2025/10/002536 07/22/2025 API					45.58 VND					014881 PO					CITY OF OCALA/E 550848-164495										90259				
1074-55-552-450-45090-155-0000000-0000000-544101-										RENTALS & LEASES - EQUIPMENT																			
6,424.00					0.00					6,424.00					3,432.91					524.00					91.8%				
2025/10/001577 07/14/2025 API					267.52 VND					501306 PO					2500311 DOCUMENT TECHNO MC-01 COPIER LEASE JUL-25										89657				
2025/10/001577 07/14/2025 POL					-267.52 VND					501306 PO					2500311 DOCUMENT TECHNO MC-01 COPIER LEASE JUL-25 2025														
1074-55-552-450-45090-155-0000000-0000000-544401-										RENTALS & LEASES - BUILDINGS																			
2,400.00					945.00					3,345.00					2,520.00					825.00					75.3%				
2025/10/000495 07/10/2025 BUA					945.00 REF					ADMIN for storage																			
2025/10/002904 07/02/2025 API					315.00 VND					999999 PO					PCARD ONE TIME STORAGE UNIT FEE (STORING PROM														
1074-55-552-450-45090-155-0000000-0000000-545101-										INSURANCE - PREMIUMS																			
16,864.00					0.00					16,864.00					16,863.28					0.72					100.0%				
2025/10/002001 07/17/2025 GNI					4,215.82 REF					QTR 4th Qtr Insur																			

EXPENDITURE STATUS REPORT

FOR 2025 10				JOURNAL DETAIL 2025 10 TO 2025 10			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-546101-				REPAIRS/MAINT - BLDGS & GRNDS			
44,000.00	0.00	44,000.00	5,680.00	38,320.00	12.9%		
1074-55-552-450-45090-155-0000000-0000000-546257-				REPAIRS/MAINT - FLEET MANAGMNT			
4,580.00	0.00	4,580.00	616.46	3,963.54	13.5%		
2025/10/002735	07/24/2025	WOJ	1.35	REF rm	308337		
2025/10/002735	07/24/2025	WOJ	187.00	REF rm	308337		
2025/10/002735	07/24/2025	WOJ	13.46	REF rm	308337		
1074-55-552-450-45090-155-0000000-0000000-547101-				PRINT & BIND			
55,500.00	0.00	55,500.00	53,951.18	1,548.82	97.2%		
1074-55-552-450-45090-155-0000000-0000000-548101-				PROMO ACT			
3,163,799.00	-65,504.00	3,098,295.00	929,750.95	1,408,096.57	54.6%		
2025/10/000495	07/10/2025	BUA	-945.00	REF ADMIN for storage			
2025/10/002973	07/10/2025	API	1,994.30	VND 999999 PO	PCARD ONE TIME	DRAWSTRING BAGS WITH LOGOS	
2025/10/002985	07/17/2025	API	146.10	VND 999999 PO	PCARD ONE TIME	DINNER FOR FAM TOUR WITH BRAZI	
2025/10/002985	07/17/2025	API	48.30	VND 999999 PO	PCARD ONE TIME	LUNCH FOR FAM TOUR WITH BRAZIL	
2025/10/002987	07/16/2025	API	47.40	VND 999999 PO	PCARD ONE TIME	DINNER FOR FAM TOUR WITH BRAZI	
2025/10/002987	07/16/2025	API	258.00	VND 999999 PO	PCARD ONE TIME	HOTEL FOR BRAZILIAN JOURNALIST	
2025/10/002988	07/15/2025	API	61.98	VND 999999 PO	PCARD ONE TIME	LUNCH FOR FAM TOUR WITH BRAZIL	
2025/10/001168	07/08/2025	API	7,300.00	VND 106849 PO	2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTING,	
2025/10/001168	07/08/2025	POL	-300.00	VND 106849 PO	2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/10/001168	07/08/2025	POL	-5,000.00	VND 106849 PO	2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/10/001168	07/08/2025	POL	-1,000.00	VND 106849 PO	2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/10/001168	07/08/2025	POL	-1,000.00	VND 106849 PO	2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/10/002557	07/22/2025	API	4,200.00	VND 001485 PO	2500552	DARUMA TECH LLC QTRLY APP MAINTENANCE	
2025/10/002557	07/22/2025	POL	-4,200.00	VND 001485 PO	2500552	DARUMA TECH LLC QTRLY APP MAINTENANCE 2025	
2025/10/003582	07/29/2025	API	10,900.00	VND 106354 PO	2500953	DIGITAL FURY LL VIDEO & AUDIO PROCUCTION	
2025/10/003582	07/29/2025	POL	-10,900.00	VND 106354 PO	2500953	DIGITAL FURY LL VIDEO & AUDIO PROCUCTION 2025	
2025/10/001168	07/08/2025	API	5,361.60	VND 100302 PO	2501284	KENNEY COMMUNIC BROCHURE DISTRIBUTIONS JUL-SEP	
2025/10/001168	07/08/2025	POL	-5,361.60	VND 100302 PO	2501284	KENNEY COMMUNIC BROCHURE DISTRIBUTIONS JUL2025	
2025/10/001168	07/08/2025	API	300.00	VND 100302 PO	2501284	KENNEY COMMUNIC BROCHURE DISTRIBUTIONS GREATER	
2025/10/001168	07/08/2025	POL	-300.00	VND 100302 PO	2501284	KENNEY COMMUNIC BROCHURE DISTRIBUTIONS GRE2025	
2025/10/002499	07/17/2025	API	7,550.00	VND 106354 PO	2501397	DIGITAL FURY LL TOURISM VIDEO & PHOTOGRAPHY	
2025/10/002499	07/17/2025	POL	-7,550.00	VND 106354 PO	2501397	DIGITAL FURY LL TOURISM VIDEO & PHOTOGRAPH2025	
2025/10/002557	07/22/2025	API	7,150.00	VND 106354 PO	2501397	DIGITAL FURY LL TOURISM VIDEO & PHOTOGRAPHY	
2025/10/002557	07/22/2025	POL	-7,150.00	VND 106354 PO	2501397	DIGITAL FURY LL TOURISM VIDEO & PHOTOGRAPH2025	
2025/10/001168	07/08/2025	API	1,350.00	VND 001799 PO	2501398	MAVEN PHOTO TOURISM VIDEO & PHOTOGRAPHY	
2025/10/001168	07/08/2025	POL	-1,350.00	VND 001799 PO	2501398	MAVEN PHOTO TOURISM VIDEO & PHOTOGRAPH2025	
2025/10/001575	07/10/2025	API	1,800.00	VND 001799 PO	2501398	MAVEN PHOTO FARMERS MARKET VIDEOGRAPHY/DRO	
2025/10/001575	07/10/2025	POL	-1,800.00	VND 001799 PO	2501398	MAVEN PHOTO FARMERS MARKET VIDEOGRAPHY2025	
2025/10/001575	07/10/2025	API	1,000.00	VND 001799 PO	2501398	MAVEN PHOTO VCB BUILDING VIDEOGRAPHY	
2025/10/001575	07/10/2025	POL	-1,000.00	VND 001799 PO	2501398	MAVEN PHOTO VCB BUILDING VIDEOGRAPHY 2025	
2025/10/001575	07/10/2025	API	2,200.00	VND 001799 PO	2501398	MAVEN PHOTO PAINTED HORSES VIDEOGRAPHY	

EXPENDITURE STATUS REPORT

FOR 2025 10				JOURNAL DETAIL 2025 10 TO 2025 10					
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL		
CP155552 548101 PROMO ACT									
2025/10/001575	07/10/2025	POL	-2,200.00	VND 001799 PO 2501398	MAVEN PHOTO	PAINTED HORSES VIDEOGRAPHY2025			
2025/10/002557	07/22/2025	API	4,400.00	VND 001799 PO 2501398	MAVEN PHOTO	TOURISM VIDEO & PHOTOGRAPHY	90315		
2025/10/002557	07/22/2025	POL	-4,400.00	VND 001799 PO 2501398	MAVEN PHOTO	TOURISM VIDEO & PHOTOGRAPH2025			
2025/10/000528	07/07/2025	POE	5,000.00	VND 001727 PO 2501449	BABE RUTH LEAGU	BID FEE FOR CAL RIPKEN 8U WORL			
2025/10/001168	07/08/2025	API	5,000.00	VND 001727 PO 2501449	BABE RUTH LEAGU	BID FEE FOR CAL RIPKEN 8U WORL	89653		
2025/10/001168	07/08/2025	POL	-5,000.00	VND 001727 PO 2501449	BABE RUTH LEAGU	BID FEE FOR CAL RIPKEN 8U 2025			
2025/10/000807	07/09/2025	POE	50,000.00	VND 001727 PO 2501456	BABE RUTH LEAGU	BID FEE FOR BABE RUTH WORLD SE			
2025/10/001591	07/09/2025	API	50,000.00	VND 001727 PO 2501456	BABE RUTH LEAGU	BID FEE FOR BABE RUTH WORLD SE	89653		
2025/10/001591	07/09/2025	POL	-50,000.00	VND 001727 PO 2501456	BABE RUTH LEAGU	BID FEE FOR BABE RUTH WORLD2025			
2025/10/000810	07/09/2025	POE	5,726.00	VND 204797 PO 2501459	LIVE OAK INTERN	REIMBURSEMENT FOR ELIGIBLE EXP			
2025/10/001591	07/09/2025	API	5,726.00	VND 204797 PO 2501459	LIVE OAK INTERN	REIMBURSEMENT FOR ELIGIBLE EXP	89629		
2025/10/001591	07/09/2025	POL	-5,726.00	VND 204797 PO 2501459	LIVE OAK INTERN	REIMBURSEMENT FOR ELIGIBLE2025			
1074-55-552-450-45090-155-0000000-0000000-549185-				CHARGES - COST ALLOCATION					
174,198.00		0.00	174,198.00	145,165.00		29,033.00	83.3%		
2025/10/000127	07/01/2025	GEN	14,516.50	REF	REC COST ALLOCATION/JUL25				
1074-55-552-450-45090-155-0000000-0000000-551101-				OFFICE SUPPLIES					
2,000.00		0.00	2,000.00	576.82		1,423.18	28.8%		
1074-55-552-450-45090-155-0000000-0000000-552101-				GASOLINE, OIL & LUBRICANTS					
4,000.00		0.00	4,000.00	1,334.06		2,665.94	33.4%		
2025/10/000273	07/02/2025	WOJ	86.60	REF fuel FUEL-9650					
2025/10/000498	07/07/2025	WOJ	19.60	REF fuel FUEL-9737					
2025/10/000623	07/08/2025	WOJ	21.01	REF fuel FUEL-9819					
2025/10/001732	07/16/2025	WOJ	50.20	REF fuel FUEL-10135					
2025/10/002566	07/23/2025	WOJ	45.58	REF fuel FUEL-10355					
2025/10/003541	07/31/2025	WOJ	29.59	REF fuel FUEL-10694					
1074-55-552-450-45090-155-0000000-0000000-552106-				COMPUTER SOFTWARE					
25,055.00		0.00	25,055.00	20,468.66		4,586.34	81.7%		
1074-55-552-450-45090-155-0000000-0000000-552108-				OPERATING SUPPLIES					
7,500.00		5,399.00	12,899.00	9,788.50		3,110.50	75.9%		
1074-55-552-450-45090-155-0000000-0000000-552116-				OPER SUPPLIES - COMP HARDWARE					
11,500.00		0.00	11,500.00	9,797.12		1,702.88	85.2%		

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FOR 2025 10				JOURNAL DETAIL 2025 10 TO 2025 10			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE		% COLL	
1074-55-552-450-45090-155-0000000-0000000-552257-				PARTS - VEHICLE / EQUIPMENT			
3,000.00	0.00	3,000.00	281.59	2,718.41		9.4%	
2025/10/000721	07/08/2025	WOJ	6.90 REF rmju1	305282			
2025/10/001476	07/15/2025	WOJ	6.90 REF rm	305644			
2025/10/002082	07/18/2025	WOJ	6.90 REF rm	307517			
2025/10/002735	07/24/2025	WOJ	77.40 REF rm	308337			
2025/10/002735	07/24/2025	WOJ	6.90 REF rm	308672			
1074-55-552-450-45090-155-0000000-0000000-554101-				BOOKS, PUBS & SUBSCRIPTIONS			
49,104.00	0.00	49,104.00	39,500.01	9,603.99		80.4%	
2025/10/002991	07/13/2025	API	8,890.00 VND 999999 PO	PCARD ONE TIME	EVENT IMPACT CALCULATOR SUBSCR		
1074-55-552-450-45090-155-0000000-0000000-554201-				DUES & MEMBERSHIPS			
29,704.00	6,025.00	35,729.00	27,300.00	8,429.00		76.4%	
2025/10/002973	07/10/2025	API	3,000.00 VND 202625 PO	VISIT FLORIDA/F	DESTINATION MARKETING MEMBERSH		
1074-55-552-450-45090-155-0000000-0000000-555501-				TRAINING & EDUCATION			
76,530.00	0.00	76,530.00	43,863.17	32,666.83		57.3%	
2025/10/002974	07/11/2025	API	25.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR H VILLAGOMA T		
2025/10/002974	07/11/2025	API	25.00 VND 999999 PO	PCARD ONE TIME	REGISTRATION FOR J HELLER TO A		
2025/10/001591	07/09/2025	API	6,000.00 VND 001519 PO	2501410	NORTHSTAR TRAVE ACCT# 862423/VCB REG FOR DECTI	89663	
2025/10/001591	07/09/2025	POL	-6,000.00 VND 001519 PO	2501410	NORTHSTAR TRAVE ACCT# 862423/VCB REG FOR D2025		
2025/10/000809	07/09/2025	POE	9,500.00 VND 000125 PO	2501458	TARSUS CONNECT REGISTRATION FOR CONNECT MARKE		
2025/10/001591	07/09/2025	API	9,500.00 VND 000125 PO	2501458	TARSUS CONNECT REGISTRATION FOR CONNECT MARKE	89639	
2025/10/001591	07/09/2025	POL	-9,500.00 VND 000125 PO	2501458	TARSUS CONNECT REGISTRATION FOR CONNECT M2025		
2025/10/001878	07/17/2025	POE	325.00 VND 108420 PO	2501474	FLORIDA TOURIST REGISTRATION FOR FTDTA CONFERE		
2025/10/002557	07/22/2025	API	325.00 VND 108420 PO	2501474	FLORIDA TOURIST REGISTRATION FOR FTDTA CONFERE	90291	
2025/10/002557	07/22/2025	POL	-325.00 VND 108420 PO	2501474	FLORIDA TOURIST REGISTRATION FOR FTDTA CON2025		
1074-55-552-450-45090-155-0000000-0000000-563102-				IMPROVE - CIP			
6,786,423.00	0.00	6,786,423.00	3,436,017.52	2,994,012.99		55.9%	
1074-55-552-450-45090-155-0000000-0000000-564102-				MACHINERY & EQUIPMENT - CIP			
1,259.00	0.00	1,259.00	0.00	1,259.00		.0%	
1074-55-552-450-45090-155-0000000-0000000-568102-				INTANGIBLE SOFTWARE - CIP			
3,462.00	0.00	3,462.00	0.00	0.00		100.0%	
2025/10/003212	07/25/2025	POM	-0.06 VND 106654 PO	2000812	TYLER TECHNOLOG C/O DEDUCTION	2020	

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FOR 2025 10				JOURNAL DETAIL 2025 10 TO 2025 10		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-599101-						
446,865.00	-446,865.00		RESERVE FOR CONTINGENCIES	0.00	0.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599199-						
1,150,000.00	0.00	1,150,000.00	RESERVE FOR CASH CARRY FORWARD	0.00	1,150,000.00	.0%
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	-500,000.00	14,382,524.00		6,521,097.17	6,100,927.04	45.3%
TOTAL EXPENSES						
14,882,524.00	-500,000.00	14,382,524.00		6,521,097.17	6,100,927.04	

EXPENDITURE STATUS REPORT

FOR 2025 10				JOURNAL DETAIL 2025 10 TO 2025 10		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
14,882,524.00	GRAND TOTAL -500,000.00	14,382,524.00	6,521,097.17	6,100,927.04	45.3%	

** END OF REPORT - Generated by wheeler, Sky **



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20130

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

Recognition of outgoing TDC Member, Victoria Billing

DESCRIPTION/BACKGROUND:

Recognition of outgoing TDC Member, Victoria Billing



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20276

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

MOTION: TDC Vice-Chairman Vote

DESCRIPTION/BACKGROUND:

Special vote by ballot to replace outgoing TDC Member Victoria Billig in role as Vice Chair for the remainder of the term.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20132

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

Fiscal Year 2025 Event Funding Allocations

DESCRIPTION/BACKGROUND:

Information only.

NOTE: As a result of the proposed funding requests, Room Night Generating Event Funding shows has a deficit of \$24,568.25, however Bid Fee Event Funding has a surplus of \$75,000. Those will offset for a net surplus remaining of \$50,431.75 through the end of FY 2025.

FY 24-25 Bid Fee Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
AJGA Billy Horschel Junior Championships*	\$10,000.00	\$10,000.00	\$0.00
FHSAA Swimming & Diving State Championships	\$50,000.00	\$50,000.00	\$50,000.00
Kayak Adventure Series	\$17,000.00	\$17,000.00	\$17,000.00
Florida Swimming FLAGS Spring Championship	\$15,000.00	\$15,000.00	\$15,000.00
CSCAA National Invitational Championship	\$30,000.00	\$30,000.00	\$30,000.00
NCEA National Championships	\$50,000.00	\$50,000.00	\$50,000.00
USA Swimming Speedo Sectionals	\$25,000.00	\$25,000.00	\$25,000.00
Florida Swimming FLAGS Championship	\$30,000.00	\$30,000.00	\$30,000.00
Florida Swimming Senior Championships	\$20,000.00	\$20,000.00	\$20,000.00
YMCA National Long Course Championship	\$33,000.00	\$33,000.00	
Cal Ripken Rookie World Series	\$5,000.00	\$5,000.00	\$5,000.00
Babe Ruth 16-18 World Series	\$50,000.00	\$50,000.00	\$50,000.00
USA Swimming Futures Meet	\$25,000.00	\$25,000.00	\$25,000.00
MLF Heavy Hitters	\$75,000.00	\$75,000.00	
Budgeted amount		\$500,000.00	
Available to Fund Bid Fee Events		\$75,000.00	

TDC approved higher funding
Event canceled due to Hurricane Milton
Planner fell short on deliverables

FY 24-25 Room Night Generating Event Funding Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
NMRA Sunshine Region Convention*	\$ 1,400.00	\$ 1,400.00	\$ -
Grandview Fall Fun Draft Horse Show*	\$ 10,010.00	\$ 10,010.00	\$ -
Ocala International Horse Show	\$ 25,000.00	\$ 25,000.00	\$ 16,275.00
Fiddler's Turkey Run	\$ 5,040.00	\$ 5,040.00	\$ 3,900.00
HITS Ocala Holiday Series	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
HITS Post Time Farm Premier	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
JVC Nike First in Show	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
HITS Ocala Winter Circuit Weeks 1-5	\$ 25,000.00	\$ 37,500.00	\$ 33,446.00
The Sun Conference Swimming and Diving Championships	\$ 8,400.00	\$ 8,400.00	\$ 8,000.00
HITS Ocala Winter Circuit Weeks 6-10	\$ 25,000.00	\$ 37,500.00	\$ 37,380.00
JVC Nike Winner's Circle Volleyball Tournament	\$ 10,010.00	\$ 10,010.00	\$ 10,010.00
FACAP 47th Annual Seminar	\$ 3,500.00	\$ 3,500.00	\$ 1,821.25
Rock the Country	\$ 50,000.00	\$ 50,000.00	
Live Oak International	\$ 18,200.00	\$ 18,200.00	\$ 5,726.00
Grandview Invitational	\$ 19,600.00	\$ 19,600.00	\$ 17,584.00
Grandview World Nights	\$ 22,400.00	\$ 22,400.00	\$ 19,684.00
Cal Ripken T-Ball/Rookie B State Tournament	\$ 10,500.00	\$ 10,500.00	
Dixie Softball State Tournament	\$ 12,012.00	\$ 12,012.00	
Patriotic Skies	\$ 6,100.00	\$ 6,100.00	
Witches Brew Spell-A-Thon Softball Tournament	\$ 15,000.00		
AHAF Holiday Festival Arabian Horse Show	\$ 3,500.00		
Ocala International Horse Show	\$ 14,000.00		
AYF Southeast Regional Championship	\$ 6,000.00		
Florida Swims High School Swim Meet	\$ 2,500.00		
Fiddler's Turkey Run	\$ 6,130.00		
Budgeted Amount		\$330,000.00	
Available to Fund Room Night Generating Events		-\$24,568.25	

TDC approved higher funding

Event canceled due to Hurricane Milton

Event planner fell short on deliverables



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20133

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Florida Swims High School Swim Meet for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: October 3-4, 2025
EVENT LOCATION: Florida Aquatics Swimming and Training

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: Florida Swims High School Swim Meet Organization: Florida Swims Foundation	Requested Amount: \$2,500 Staff Recommendation/Eligible Funding Amount: \$2,500* Business Sales (Total): \$341,945 Total ROI: 224% Anticipated Attendance: 1,665 Minimum Room Night Guarantee: 250* Average Occupancy Rate for Period: 78.8% (2024) 71.2% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

- **Funding History:**
 - 2024 - \$1,246
- **Use of Funds:** Sanctioning Fee, Referees, Printing and Postage, Meet Credentials, Banners, Marketing Materials

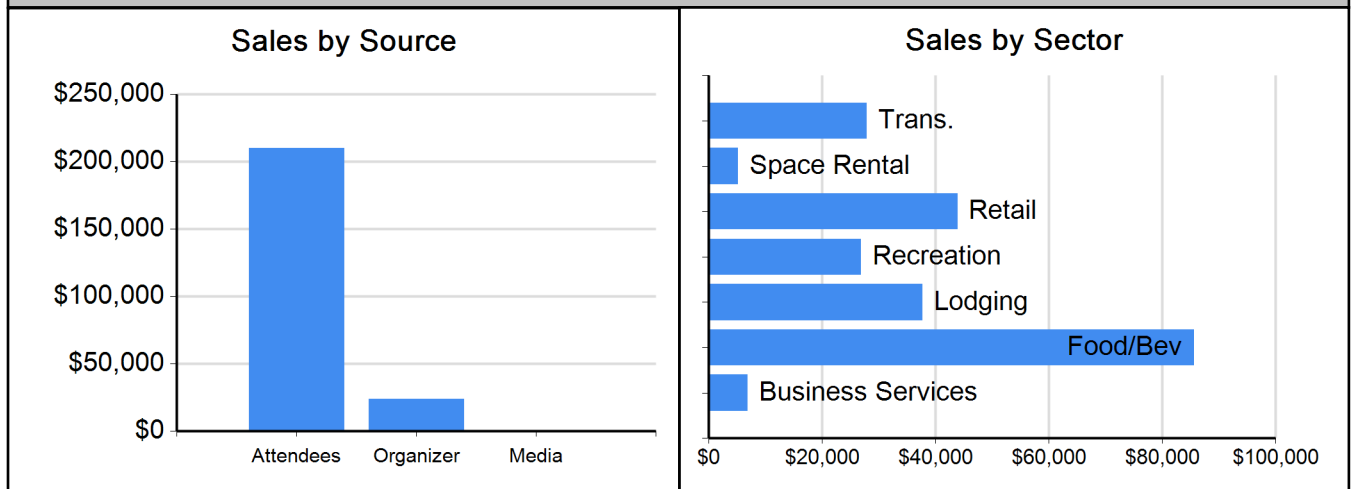
Event Description: The Florida Swims High School Meet is one of the most exciting and fulfilling events the Florida Swimming Pool Association supports. This swim meet is the largest meet of its kind in the southeastern United States. The competition is anticipated to draw 1,000 to 2,000 athletes over two days. The meet is sanctioned by the Florida High School Athletics Association (FHSA) and observed by USA Swimming. All proceeds from the meet support the non-profit Florida Swims Foundation which provides swim lessons to children in the state of Florida.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Florida Swims High School Swim Meet	Business Sales (Direct):	\$233,881
Organization:	Florida Swimming Pool Association	Business Sales (Total):	\$341,945
Event Type:	Youth Amateur	Jobs Supported (Direct):	163
Start Date:	10/3/2025	Jobs Supported (Total):	184
End Date:	10/4/2025	Local Taxes (Total):	\$8,108
Overnight Attendees:	416	Net Direct Tax ROI:	\$4,206
Day Attendees:	1249	Estimated Room Demand:	251

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$37,662	\$0	\$0	\$37,662
Transportation	\$27,398	\$460	\$38	\$27,896
Food & Beverage	\$74,391	\$11,251	\$0	\$85,642
Retail	\$43,877	\$0	\$0	\$43,877
Recreation	\$26,829	\$0	\$0	\$26,829
Space Rental	\$0	\$5,107	\$0	\$5,107
Business Services	\$0	\$6,846	\$22	\$6,868
TOTAL	\$210,158	\$23,664	\$60	\$233,881

Event Impact Details

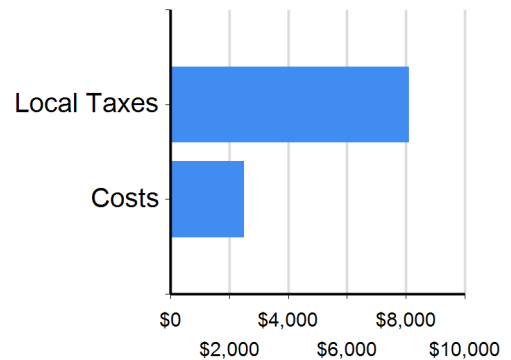
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Florida Swims High School Swim Meet 2025

Organization: Florida Swimming Pool Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$233,881	\$108,063	\$341,945
Personal Income	\$75,263	\$27,514	\$102,777
Jobs Supported			
Persons	163	21	184
Annual FTEs	3	0	3
Taxes and Assessments			
<u>Federal Total</u>	<u>\$20,812</u>	<u>\$8,788</u>	<u>\$29,600</u>
<u>State Total</u>	<u>\$16,103</u>	<u>\$3,436</u>	<u>\$19,539</u>
sales	\$12,173	\$1,621	\$13,794
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$3,929	\$1,815	\$5,745
<u>Local Total (excl. property)</u>	<u>\$6,706</u>	<u>\$1,402</u>	<u>\$8,108</u>
sales	\$3,043	\$405	\$3,449
income	\$0	\$0	\$0
bed	\$1,506	-	\$1,506
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,156	\$996	\$3,153
property tax	\$4,243	\$1,271	\$5,514

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$6,706		
DMO Hosting Costs	\$2,500		
Direct ROI	\$4,206		
Net Present Value	\$4,206		
Direct ROI (%)	168%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$8,108		
Total ROI	\$5,608		
Net Present Value	\$5,608		
Total ROI (%)	224%		



Estimated Room Demand Metrics	
Room Nights (total)	251
Room Pickup (block only)	250
Peak Rooms	128
Total Visitor Days	1,565



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20135

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for Ocala International Horse Show for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: October 21-25, 2025
EVENT LOCATION: World Equestrian Center

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: Ocala International Horse Show Organization: Ocala International Horse Show, Inc.	Requested Amount: \$14,000 Staff Recommendation/Eligible Funding Amount: *\$14,000 Business Sales (Total): \$1,312,495 Total ROI: 148% Anticipated Attendance: 950 Minimum Room Night Guarantee: *1,400 Average Occupancy Rate for Period: 73.8% (2024) 62.6% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

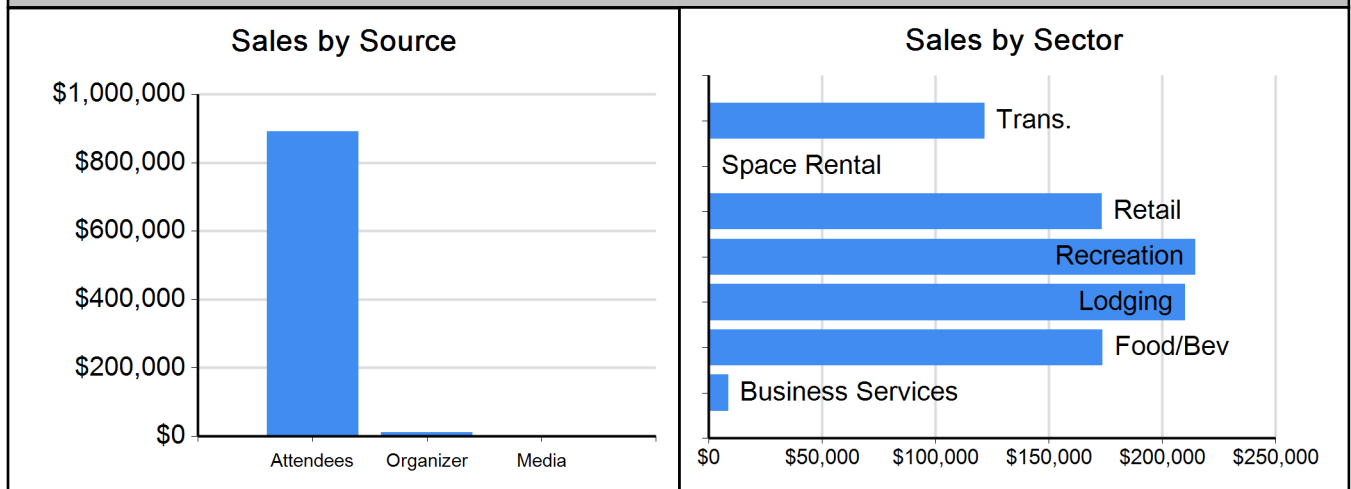
- **Funding History:**
 - 2024- \$16,275
- **Use of Funds:** promotional items, marketing/advertising, live-streaming, announcer, judges, event-specific rental items
- **Event Description:** The Ocala International Horse Show (OIHS) offers a spectacular 5 day showcase of equestrian excellence and community showcasing American Saddlebreds, Morgan Horses, Hackney Ponies, and Dutch Harness.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Ocala International Horse Show	Business Sales (Direct):	\$902,197
Organization:	Ocala International Horse Show, Inc	Business Sales (Total):	\$1,312,495
Event Type:	Professional	Jobs Supported (Direct):	256
Start Date:	10/21/2025	Jobs Supported (Total):	295
End Date:	10/25/2025	Local Taxes (Total):	\$34,768
Overnight Attendees:	381	Net Direct Tax ROI:	\$15,447
Day Attendees:	571	Estimated Room Demand:	1,400

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$210,000	\$0	\$0	\$210,000
Transportation	\$121,533	\$70	\$48	\$121,651
Food & Beverage	\$172,076	\$1,435	\$0	\$173,511
Retail	\$173,469	\$0	\$0	\$173,469
Recreation	\$214,618	\$0	\$0	\$214,618
Space Rental	\$0	\$323	\$0	\$323
Business Services	\$0	\$8,517	\$108	\$8,625
TOTAL	\$891,696	\$10,345	\$156	\$902,197

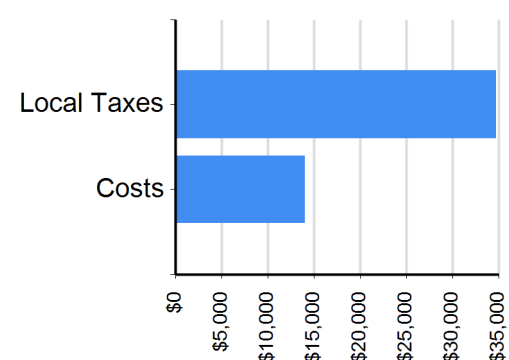
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala International Horse Show 2025

Organization: Ocala International Horse Show, Inc

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$902,197	\$410,298	\$1,312,495
Personal Income	\$275,614	\$103,999	\$379,613
Jobs Supported			
Persons	256	39	295
Annual FTEs	10	1	11
Taxes and Assessments			
<u>Federal Total</u>	<u>\$78,605</u>	<u>\$33,315</u>	<u>\$111,919</u>
<u>State Total</u>	<u>\$66,070</u>	<u>\$13,048</u>	<u>\$79,117</u>
sales	\$50,913	\$6,154	\$57,067
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$15,157	\$6,893	\$22,050
<u>Local Total (excl. property)</u>	<u>\$29,447</u>	<u>\$5,322</u>	<u>\$34,768</u>
sales	\$12,728	\$1,539	\$14,267
income	\$0	\$0	\$0
bed	\$8,400	-	\$8,400
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$8,319	\$3,783	\$12,102
property tax	\$16,367	\$4,798	\$21,164

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$29,447	
DMO Hosting Costs	\$14,000	
Direct ROI	\$15,447	
Net Present Value	\$15,447	
Direct ROI (%)	110%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$34,768	
Total ROI	\$20,768	
Net Present Value	\$20,768	
Total ROI (%)	148%	

Estimated Room Demand Metrics	
Room Nights (total)	1,400
Room Pickup (block only)	1,400
Peak Rooms	173
Total Visitor Days	3,337



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20136

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for Witch's Brew Spell-A-Thon Softball Tournament for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: October 24-26, 2025
EVENT LOCATION: Ocala Regional Sportsplex & Shocker Park

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: Witches Brew Spell-A-Thon Softball Tournament Organization: Southeastern Fastpitch	Requested Amount: \$15,000 Staff Recommendation/Eligible Funding Amount: \$15,000* Business Sales (Total): \$1,228,892 Total ROI: 110% Anticipated Attendance: 3,150 Minimum Room Night Guarantee: 1,500* Average Occupancy Rate for Period: 81.4% (2024) 66.3% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

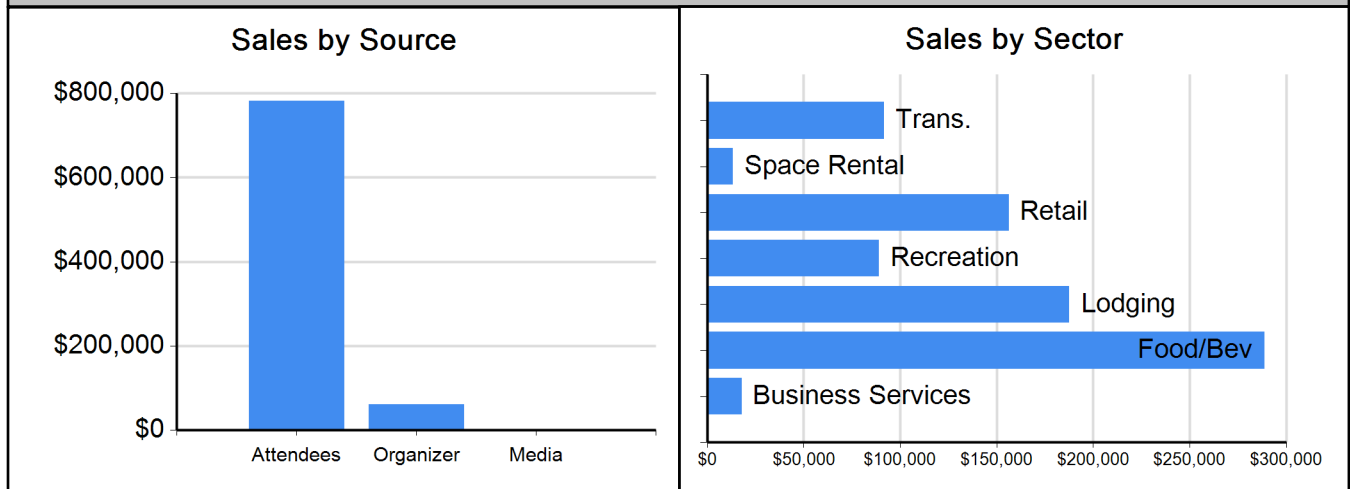
- **Funding History:**
 - 2022 - \$7,490
 - 2023 - \$14,784
 - 2024 – The event took place but was not funded.
- **Use of Funds:** Facility rental fees, Event Sanctioning Fees, Umpires, Marketing materials, Softballs, Signage, Event T-shirts, Security, Tent rentals
- **Event Description:** This is an all-night Halloween themed girls fastpitch softball tournament. Games start Friday night and continue through the night all the way to Sunday. The event takes place at Ocala Regional Sportsplex and Shocker Park with approximately 110 teams. The locations are decorated for Halloween, there are team contest such as costume, pumpkin craving and tent decorating.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Witch's Brew Spell-A-Thon Softball Tournament	Business Sales (Direct):	\$844,153
Organization:	Southeastern Fastpitch	Business Sales (Total):	\$1,228,892
Event Type:	Youth Amateur	Jobs Supported (Direct):	460
Start Date:	10/24/2025	Jobs Supported (Total):	520
End Date:	10/26/2025	Local Taxes (Total):	\$31,551
Overnight Attendees:	1200	Net Direct Tax ROI:	\$11,560
Day Attendees:	1800	Estimated Room Demand:	1,500

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$187,500	\$0	\$0	\$187,500
Transportation	\$90,182	\$1,242	\$105	\$91,529
Food & Beverage	\$259,601	\$29,196	\$0	\$288,797
Retail	\$156,220	\$0	\$0	\$156,220
Recreation	\$89,013	\$0	\$0	\$89,013
Space Rental	\$0	\$13,253	\$0	\$13,253
Business Services	\$0	\$17,782	\$59	\$17,841
TOTAL	\$782,516	\$61,473	\$164	\$844,153

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

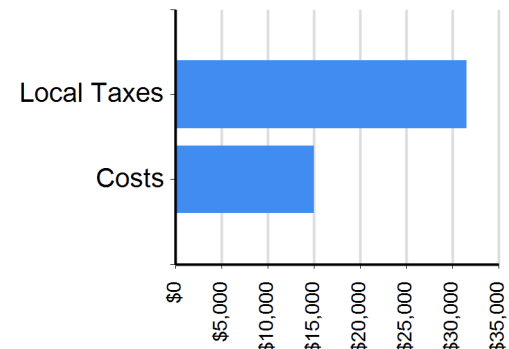
Event Name: Witch's Brew Spell-A-Thon Softball Tournament 2025

Organization: Southeastern Fastpitch

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$844,153	\$384,739	\$1,228,892
Personal Income	\$267,393	\$98,982	\$366,375
Jobs Supported			
Persons	460	60	520
Annual FTEs	10	1	11
Taxes and Assessments			
<u>Federal Total</u>	<u>\$74,632</u>	<u>\$31,406</u>	<u>\$106,038</u>
<u>State Total</u>	<u>\$59,290</u>	<u>\$12,235</u>	<u>\$71,525</u>
sales	\$45,108	\$5,771	\$50,879
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$14,182	\$6,464	\$20,646
<u>Local Total (excl. property)</u>	<u>\$26,560</u>	<u>\$4,990</u>	<u>\$31,551</u>
sales	\$11,277	\$1,443	\$12,720
income	\$0	\$0	\$0
bed	\$7,500	-	\$7,500
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,783	\$3,547	\$11,331
property tax	\$15,314	\$4,503	\$19,816

Event Return on Investment (ROI)

Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$26,560	
DMO Hosting Costs	\$15,000	
Direct ROI	\$11,560	
Net Present Value	\$11,560	
Direct ROI (%)	77%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$31,551	
Total ROI	\$16,551	
Net Present Value	\$16,551	
Total ROI (%)	110%	

Estimated Room Demand Metrics

Room Nights (total)	1,500
Room Pickup (block only)	1,500
Peak Rooms	444
Total Visitor Days	5,130



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20137

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for AYF Football & Cheer AYF Southeast Regional Championship for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: November 14-16, 2025
EVENT LOCATION: Ocala Regional Sportsplex

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: AYF Football & Cheer Southeast Regional Championship Organization: Central Florida Youth Tackle Football, INC	Requested Amount: \$6,000 Staff Recommendation/Eligible Funding Amount: \$6,000* Business Sales (Total): \$682,244 Total ROI: 199% Anticipated Attendance: 1,800 Minimum Room Night Guarantee: 600* Average Occupancy Rate for Period: 66.2% (2024) 58.2% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

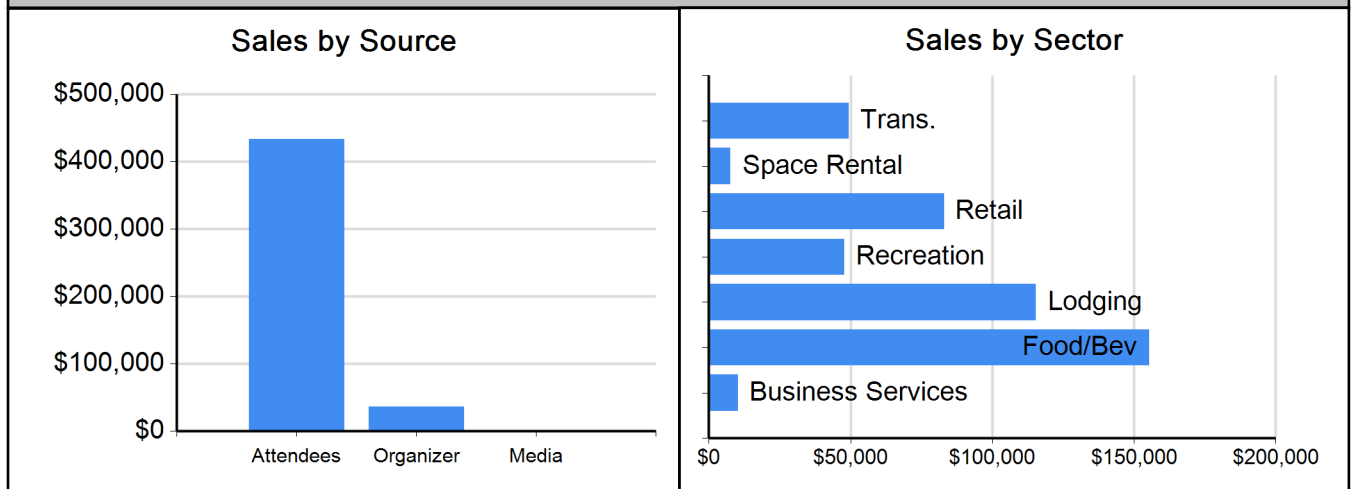
- **Funding History:**
 - 2013- \$12,500
 - 2022- \$5,000
- **Use of Funds:** Facility Rental fee, Referees, Banners, Security, Event-Specific Rental Items, Marketing Items
- **Event Description:** The American Youth Football & Cheer Southeast Regional will be taking place in Ocala for the first time since 2022. The tournament will include over 40 youth football teams & 20+ Cheer squads from the southeast region of the United States.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	AYF Football & Cheer Southeast Regional Championship	Business Sales (Direct):	\$469,239
Organization:	Central Florida Youth Tackle Football, INC	Business Sales (Total):	\$682,244
Event Type:	Youth Amateur	Jobs Supported (Direct):	253
Start Date:	11/14/2025	Jobs Supported (Total):	288
End Date:	11/16/2025	Local Taxes (Total):	\$17,956
Overnight Attendees:	756	Net Direct Tax ROI:	\$9,193
Day Attendees:	1134	Estimated Room Demand:	770

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$115,463	\$0	\$0	\$115,463
Transportation	\$48,468	\$783	\$61	\$49,312
Food & Beverage	\$138,459	\$16,990	\$0	\$155,449
Retail	\$83,110	\$0	\$0	\$83,110
Recreation	\$47,789	\$0	\$0	\$47,789
Space Rental	\$0	\$7,712	\$0	\$7,712
Business Services	\$0	\$10,371	\$34	\$10,405
TOTAL	\$433,289	\$35,855	\$95	\$469,239

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: AYF Football & Cheer Southeast Regional Championship 2025

Organization: Central Florida Youth Tackle Football, INC

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$469,239	\$213,004	\$682,244
Personal Income	\$147,811	\$55,265	\$203,075
Jobs Supported			
Persons	253	35	288
Annual FTEs	5	1	6
Taxes and Assessments			
<u>Federal Total</u>	<u>\$41,392</u>	<u>\$17,440</u>	<u>\$58,832</u>
<u>State Total</u>	<u>\$32,875</u>	<u>\$6,774</u>	<u>\$39,649</u>
sales	\$24,992	\$3,195	\$28,187
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$7,883	\$3,578	\$11,462
<u>Local Total (excl. property)</u>	<u>\$15,193</u>	<u>\$2,763</u>	<u>\$17,956</u>
sales	\$6,248	\$799	\$7,047
income	\$0	\$0	\$0
bed	\$4,619	-	\$4,619
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,327	\$1,964	\$6,291
property tax	\$8,512	\$2,489	\$11,001

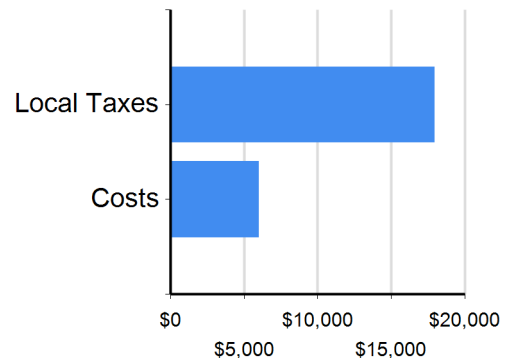
Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

Direct Tax Receipts	\$15,193
DMO Hosting Costs	\$6,000
Direct ROI	\$9,193
Net Present Value	\$9,193
Direct ROI (%)	153%

Total local tax RO(net property taxes)

Total Local Tax Receipts	\$17,956
Total ROI	\$11,956
Net Present Value	\$11,956
Total ROI (%)	199%



Estimated Room Demand Metrics

Room Nights (total)	770
Room Pickup (block only)	600
Peak Rooms	280
Total Visitor Days	2,759



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20138

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for Fiddlers Turkey Run for recommendation to the Marion County Commissioners.

REPEAT EVENT
EVENT DATES: November 25-29, 2025
EVENT LOCATION: World Equestrian Center

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: Fiddler's Turkey Run Organization: Fiddler's Turkey Run LLC	Requested Amount: \$6,130 Staff Recommendation/Eligible Funding Amount: \$6,130* Business Sales (Total): \$531,742 Total ROI: 127% Anticipated Attendance: 800 Minimum Room Night Guarantee: 613* Average Occupancy Rate for Period: 61.4% (2024) 57.1% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

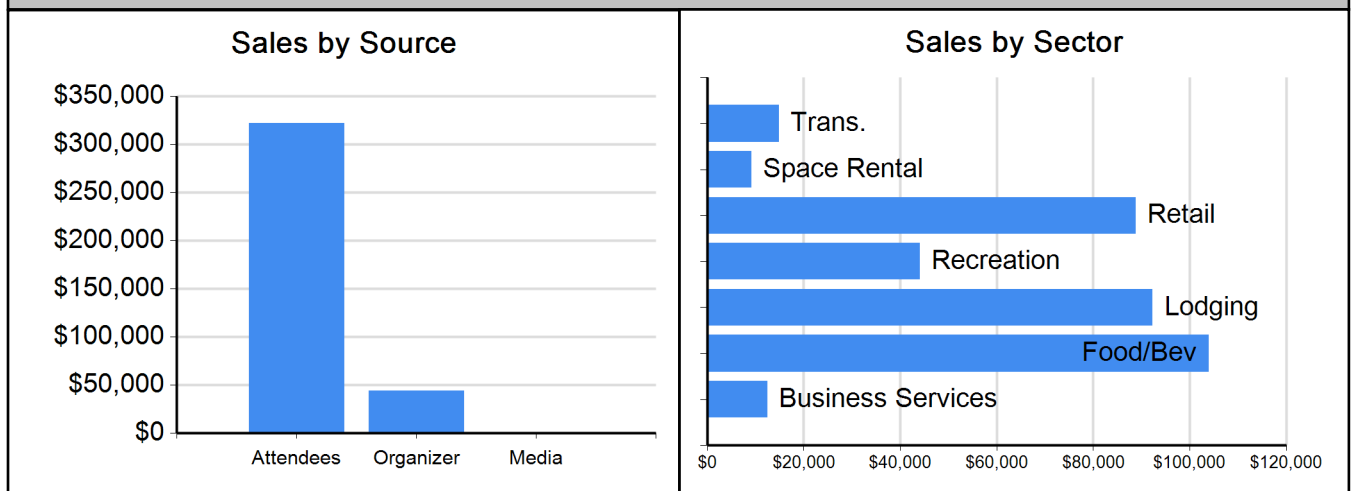
- **Funding History:**
 - 2023- \$4,970
 - 2024- \$5,040
- **Use of Funds:** Advertising/marketing, Social media, Show announcer, Signage, Live-streaming expenses, Judges
- **Event Description:** The Fiddler's Turkey Run is a barrel racing event in its 23rd year. It has become an annual Thanksgiving tradition for many barrel racers across the United States. It started in Ocala in 2002 but left for several years to Jacksonville before returning back to Ocala in 2021.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Fiddler's Turkey Run	Business Sales (Direct):	\$365,977
Organization:	Fiddler's Turkey Run LLC	Business Sales (Total):	\$531,742
Event Type:	Adult Amateur	Jobs Supported (Direct):	104
Start Date:	11/25/2025	Jobs Supported (Total):	121
End Date:	11/29/2025	Local Taxes (Total):	\$13,896
Overnight Attendees:	427	Net Direct Tax ROI:	\$5,616
Day Attendees:	997	Estimated Room Demand:	616

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$92,345	\$0	\$0	\$92,345
Transportation	\$12,837	\$2,027	\$57	\$14,921
Food & Beverage	\$83,746	\$20,231	\$0	\$103,977
Retail	\$88,875	\$0	\$0	\$88,875
Recreation	\$44,159	\$0	\$0	\$44,159
Space Rental	\$0	\$9,183	\$0	\$9,183
Business Services	\$0	\$12,483	\$32	\$12,516
TOTAL	\$321,962	\$43,924	\$90	\$365,977

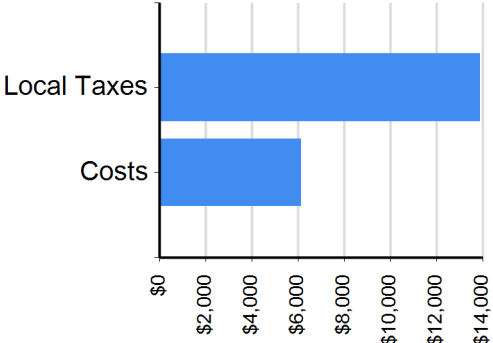
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Fiddler's Turkey Run 2025

Organization: Fiddler's Turkey Run LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$365,977	\$165,765	\$531,742
Personal Income	\$106,934	\$41,962	\$148,896
Jobs Supported			
Persons	104	16	121
Annual FTEs	4	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$31,331</u>	<u>\$13,453</u>	<u>\$44,784</u>
<u>State Total</u>	<u>\$24,861</u>	<u>\$5,271</u>	<u>\$30,132</u>
sales	\$18,712	\$2,486	\$21,199
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,148	\$2,785	\$8,933
<u>Local Total (excl. property)</u>	<u>\$11,746</u>	<u>\$2,150</u>	<u>\$13,896</u>
sales	\$4,678	\$622	\$5,300
income	\$0	\$0	\$0
bed	\$3,694	-	\$3,694
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,374	\$1,528	\$4,903
property tax	\$6,639	\$1,935	\$8,575

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$11,746	
DMO Hosting Costs	\$6,130	
Direct ROI	\$5,616	
Net Present Value	\$5,616	
Direct ROI (%)	92%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$13,896	
Total ROI	\$7,766	
Net Present Value	\$7,766	
Total ROI (%)	127%	

Estimated Room Demand Metrics	
Room Nights (total)	616
Room Pickup (block only)	613
Peak Rooms	194
Total Visitor Days	1,953



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20139

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the AHAF Holiday Festival Arabian Horse Show for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: November 26-29, 2025
EVENT LOCATION: World Equestrian Center

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: AHAF Holiday Festival Arabian Horse Show Organization: Arabian Horse Association of Florida, INC.	Requested Amount: \$3,500 Staff Recommendation/Eligible Funding Amount: \$3,500* Business Sales (Total): \$355,856 Total ROI: 146% Anticipated Attendance: 2,300 Minimum Room Night Guarantee: 350* Average Occupancy Rate for Period: 66.2% (2024) 58.2% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

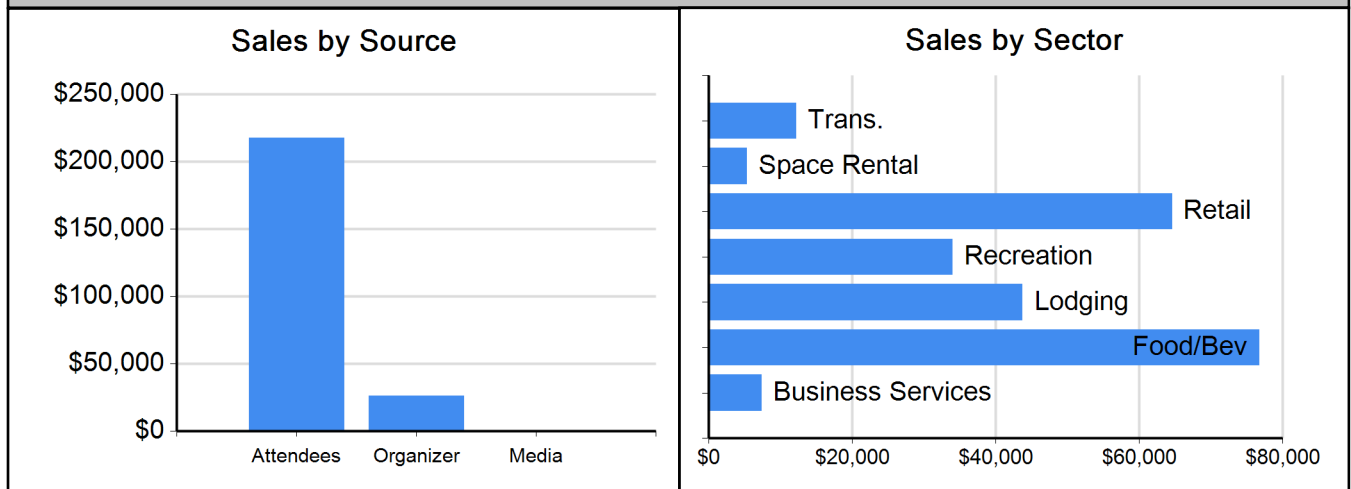
- **Funding History:**
 - Event occurred previously but was not funded.
- **Use of Funds:** AV equipment rental (Jumbotron, Speakers, Microphones), Advertising, Social Media, Printed Materials
- **Event Description:** This is a multi-discipline rated qualifying Arabian Horse Show featuring outreach activities, special classes, and top-tier competition.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	AHAF Holiday Festival Arabian Horse Show	Business Sales (Direct):	\$243,984
Organization:	Arabian Horse Association of Florida, INC	Business Sales (Total):	\$355,856
Event Type:	Adult Amateur	Jobs Supported (Direct):	80
Start Date:	11/26/2025	Jobs Supported (Total):	92
End Date:	11/29/2025	Local Taxes (Total):	\$8,607
Overnight Attendees:	225	Net Direct Tax ROI:	\$3,656
Day Attendees:	1275	Estimated Room Demand:	350

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$43,750	\$0	\$0	\$43,750
Transportation	\$10,453	\$1,708	\$42	\$12,204
Food & Beverage	\$64,976	\$11,760	\$0	\$76,736
Retail	\$64,618	\$0	\$0	\$64,618
Recreation	\$33,962	\$0	\$0	\$33,962
Space Rental	\$0	\$5,338	\$0	\$5,338
Business Services	\$0	\$7,353	\$24	\$7,376
TOTAL	\$217,759	\$26,159	\$66	\$243,984

Event Impact Details

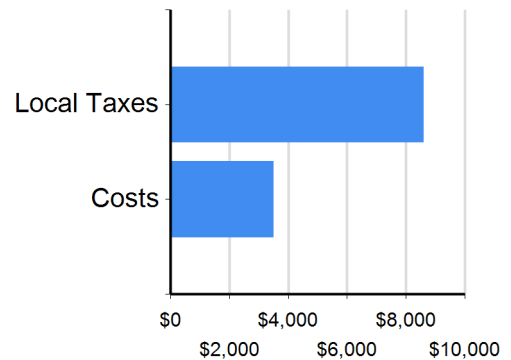
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: AHAF Holiday Festival Arabian Horse Show 2025

Organization: Arabian Horse Association of Florida, INC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$243,984	\$111,872	\$355,856
Personal Income	\$72,798	\$27,623	\$100,421
Jobs Supported			
Persons	80	11	92
Annual FTEs	3	0	3
Taxes and Assessments			
<u>Federal Total</u>	<u>\$21,059</u>	<u>\$9,000</u>	<u>\$30,059</u>
<u>State Total</u>	<u>\$16,726</u>	<u>\$3,558</u>	<u>\$20,284</u>
sales	\$12,627	\$1,678	\$14,305
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$4,099	\$1,879	\$5,978
<u>Local Total (excl. property)</u>	<u>\$7,156</u>	<u>\$1,451</u>	<u>\$8,607</u>
sales	\$3,157	\$420	\$3,576
income	\$0	\$0	\$0
bed	\$1,750	-	\$1,750
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,250	\$1,031	\$3,281
property tax	\$4,426	\$1,312	\$5,738

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$7,156		
DMO Hosting Costs	\$3,500		
Direct ROI	\$3,656		
Net Present Value	\$3,656		
Direct ROI (%)	104%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$8,607		
Total ROI	\$5,107		
Net Present Value	\$5,107		
Total ROI (%)	146%		



Estimated Room Demand Metrics	
Room Nights (total)	350
Room Pickup (block only)	350
Peak Rooms	98
Total Visitor Days	1,570



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20140

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve either Option A or Option B for Proposed Marketing Assistance Funding Program Recipients for FY 2025-2026 for recommendation to the Marion County Board of County Commissioners.



Summary – Marketing Assistance Funding Requests – Option A

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. The Marketing Assistance Program is meant to assist site-based businesses that provide service to visitors beyond events, and by the nature of their existence, attract visitation to the region or offer reasons for visitors to extend their stay in the destination.

Total Requested Funding: \$109,500

Total Recommended Funding: \$75,000

Total Budgeted Funding: \$75,000 FOR FY 2026

Year One Applicants – Total Requested Funding \$82,500

Year One Applicants – Total Recommended Funding \$58,062.50

- County Line Smokehouse
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Eaton's Beach Aquatic Sports
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Elevation 89
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- FAST (Florida Aquatics Swimming & Training)
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Goldmark Farm
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Hilton Garden Inn
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Holiday Inn Conference Center
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50

Summary – Marketing Assistance Funding Requests – Option A

- Holiday Inn Express & Suites
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- La Cuisine
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Marion County (Parks and Recreation) - secondary
 - o Requested Funding: \$2,500
 - o Recommended Funding: \$1,062.50
- Marion County (Southeastern Livestock Pavilion) - primary
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Naventure
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Roma's Italian Restaurant
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Say Taco
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- The Anchor
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- The Gathering Café
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Workspace Collective (217 1st Ave) - primary
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50



Summary – Marketing Assistance Funding Requests – Option A

Year Two Applicants – Total Requested Funding \$15,000

Year Two Applicants – Total Recommended Funding \$9,250

- City of Ocala (Recreation and Parks)
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
 - Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 (Wetland Recharge Park) WITHDREW (requested \$3,300)
- Farm to You Revue
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000 /Expended \$ (reimbursement pending)
- Marion Theatre - secondary
 - o Requested Funding: \$2,500
 - o Recommended Funding: \$1,062.50
 - Prior Funded Amounts
 - 2024-25 Approved: \$2,500 /Expended \$ (reimbursement pending)
- Workspace Collective (603 E Fort King) - secondary
 - o Requested Funding: \$2,500
 - o Recommended Funding: \$1,062.50
 - Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 Approved\$5,000/Expended \$3,687.02



Summary – Marketing Assistance Funding Requests – Option A

Year Three Applicants – Total Requested Funding \$12,000

Year Two Applicants – Total Recommended Funding \$7,687.50

- Marion Cultural Alliance
 - o Requested Funding: \$4,000
 - o Recommended Funding: \$2,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$ (pending)
 - 2023-24 Approved \$5,000/Expended \$5,000
- Rainbow Springs Art of Dunnellon
 - o Requested Funding: \$4,000
 - o Recommended Funding: \$2,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(reimbursement requested \$1,425.00)
 - 2023-24 WITHDREW (requested \$5,000)
- Reilly Arts Center (primary)
 - o Requested Funding: \$4,000
 - o Recommended Funding: \$2,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(pending)
 - 2023-24 Approved \$5,000/Expended \$5,000



Summary – Marketing Assistance Funding Requests – OPTION B

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. The Marketing Assistance Program is meant to assist site-based businesses that provide service to visitors beyond events, and by the nature of their existence, attract visitation to the region or offer reasons for visitors to extend their stay in the destination.

Total Requested Funding: \$109,500

Total Budgeted Funding: \$75,000 FOR FY 2026

Year One Applicants – Total Requested Funding \$82,500

- County Line Smokehouse
 - o Requested/Eligible Funding: \$5,000
- Eaton's Beach Aquatic Sports
 - o Requested/Eligible Funding: \$5,000
- Elevation 89
 - o Requested/Eligible Funding: \$5,000
- FAST (Florida Aquatics Swimming & Training)
 - o Requested/Eligible Funding: \$5,000
- Goldmark Farm
 - o Requested/Eligible Funding: \$5,000
- Hilton Garden Inn
 - o Requested/Eligible Funding: \$5,000
- Holiday Inn Conference Center
 - o Requested/Eligible Funding: \$5,000
- Holiday Inn Express & Suites
 - o Requested/Eligible Funding: \$5,000
- La Cuisine
 - o Requested/Eligible Funding: \$5,000



Summary – Marketing Assistance Funding Requests – OPTION B

- Marion County (Parks and Recreation) - secondary
 - o Requested/Eligible Funding: \$2,500
- Marion County (Southeastern Livestock Pavilion) - primary
 - o Requested/Eligible Funding: \$5,000
- Naventure
 - o Requested/Eligible Funding: \$5,000
- Roma's Italian Restaurant
 - o Requested/Eligible Funding: \$5,000
- Say Taco
 - o Requested/Eligible Funding: \$5,000
- The Anchor
 - o Requested/Eligible Funding: \$5,000
- The Gathering Café
 - o Requested/Eligible Funding: \$5,000
- Workspace Collective (217 1st Ave) - primary
 - o Requested/Eligible Funding: \$5,000



Summary – Marketing Assistance Funding Requests – OPTION B

Year Two Applicants – Total Requested Funding \$15,000

- City of Ocala (Recreation and Parks)
 - o Requested /Eligible Funding: \$ 5,000
 - o Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 (Wetland Recharge Park) WITHDREW (requested \$3,300)
- Farm to You Revue
 - o Requested/Eligible Funding: \$5,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000 /Expended \$ (reimbursement pending)
- Marion Theatre - secondary
 - o Requested/Eligible Funding: \$2,500
 - o Prior Funded Amounts
 - 2024-25 Approved: \$2,500 /Expended \$ (reimbursement pending)
- Workspace Collective (603 E Fort King) - secondary
 - o Requested/Eligible Funding: \$2,500
 - o Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 Approved\$5,000/Expended \$3,687.02



Summary – Marketing Assistance Funding Requests – OPTION B

Year Three Applicants – \$12,000

- Marion Cultural Alliance
 - o Requested \$4,000/Eligible Funding: \$4,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$ (pending)
 - 2023-24 Approved \$5,000/Expended \$5,000
- Rainbow Springs Art of Dunnellon
 - o Requested/Eligible Funding: \$4,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(reimbursement requested \$1,425.00)
 - 2023-24 WITHDREW (requested \$5,000)
- Reilly Arts Center (primary)
 - o Requested/Eligible Funding: \$4,000
 - o Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(pending)
 - 2023-24 Approved \$5,000/Expended \$5,000



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20144

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

MOTION: Room Night Generating Event Funding Guidelines

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve the Room Night Generating Event Funding Guidelines for recommendation to the Marion County Board of County Commissioners.



LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Locke Corry (Dept) Visitors & Convention Bureau - 2870
 Last First
 (Title) Group Sales Supervisor (Phone) 352 438 2800
 Signature Corry Locke Date Wednesday, August 13, 2025

The Office of the County Attorney is requested to provide legal assistance as detailed in this legal request and supporting documents (attached).

Request for: ☐ Draft Document ☒ Approve as to Form ☒ RESUBMIT LRM No. 2025-735
☐ Legal Opinion ☐ Other

Description of Request

We are requesting legal review of the attached Room Night Generating Funding guidelines revisions discussing via phone call with Asst. County Attorney Thomas Schwartz on 08/11/2025.

For more information or discussion, contact: ☐ Same as above

(Name) Solomon Samantha (Title) Sales Service Specialist (Phone) 352 438 2800
 Last First

Agenda Item? ☐ Yes ☐ No Agenda Date: _____

Agenda Deadline Date for **Legal**: _____ Agenda Deadline Date for **Admin**: _____

Note: Please allow a MINIMUM of 5 working days BEFORE deadlines for LRM to be completed.

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2025-735 RESUBMIT 3

Assigned to: ☐ Matthew Guy Minter, County Attorney ☐ Dana E. Olesky, Chief Asst. County Attorney ☐ Linda Blackburn Asst. County Attorney ☒ Thomas Schwartz Asst. County Attorney ☐ Valdoston Shealey Asst. County Attorney

Outcome:

Date Received:

☒ Approved as to form and legal sufficiency

☐ Approved with revisions: ☐ Suggested ☐ Completed

☒ Other:

Revisions to the referenced guidelines will require IDC + BOCC approval

RECEIVED
 By Victoria Ryder at 10:56 am, Aug 13, 2025

Attorney Signature: Thomas Schwartz Date 8/13/25

Staff Signature: [Signature] Date: 8/13/25 Returned: ☒ Department ☐ Admin ☐
 Completed



Room Night Generating Events

Funding Program Guidelines

The Ocala/Marion County Visitors and Convention Bureau (OMCVCB) recognizes events are a major contributor to the overall tourism economy. In order to develop event related tourism, the OMCVCB has put in place these Funding Program Guidelines for events seeking funding. This funding program is conducted in accordance with applicable federal, state and local policies. The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for tourist development in an effort to stimulate the local economy. The Marion County Tourist Development Council (TDC) was created pursuant to Marion County Resolution 04-R-44, as a result of the 2004 passage of the 2% Tourist Development Tax (TDT) and subsequent passage of an additional 2% TDT in 2015, and operates in accordance with Florida State Statute 125.0104. The Tourist Development Tax Revenues are designated to promote Ocala/Marion County as a preferred visitor destination.

ROOM NIGHT GENERATING EVENT FUNDING CRITERIA - STATEMENT OF PAYMENT POLICIES

Funding will be provided as a reimbursement in direct correlation for room nights generated and approved eligible expenses. For each verified room night, a rebate will be eligible to the Event planner. The rebate schedule for the year will be as follows:

Quarter 1 (Q1): January – March - \$5 rebate per verified room night

Quarter 2 (Q2): April – June - \$10 rebate per verified room night

Quarter 3 (Q3): July – September - \$15 rebate per verified room night

Quarter 4 (Q4): October – December - \$10 rebate per verified room night

* The applicable rebate rate is determined based on the event dates, not the submission date of the funding application.

** If the event dates span two or more quarters, the rebate rate will be determined individually, using specific STR data to assess the timeframe and allocate the event to the appropriate quarter.

*** Requests for a higher amount will be evaluated on a case-by-case basis. For consideration, the applicant must have a contracted housing bureau ensuring a verifiable tracking method for ALL room nights associated with the event. This provision is not available for any events taking place in Q1 (Jan.-Mar.).

Any Event that estimates producing less than 250 verified room nights will not be eligible to apply. Additionally, reimbursement amounts will be capped at the figure requested on the application and approved by the Marion County Board of County Commissioners. No amounts will be increased retroactively. The maximum funding for any Event by this Program is not intended to exceed \$10,000 during Q1 and \$25,000 during Q2, Q3 and Q4.

APPLICATION DEADLINE AND GUIDELINES

Applicants seeking funding under this program will not be eligible to apply for funding through any other programs offered by the OMCVCB for the same room-generating event. Applications must be submitted to the OMCVCB no later than 120 days prior to the start date of the event. Completed applications will be date stamped and reviewed by the OMCVCB in the order received. If the event qualifies for room night generating funding, the funding request will be presented to the Tourist Development Council (TDC) for review. If recommended by the TDC, the funding request will be presented to the Marion County Board of County Commissioners (MCBCC) for final approval.

The application will be made available as an online fillable version or hard copy upon meeting with the OMCVCB staff. Applicants will be evaluated for funding eligibility based on a number of qualifying criteria such as anticipated number of room nights, estimated economic impact and marketing plan.

- A. Incomplete applications will not be considered. Not applicable or N/A must be marked if needed.
- B. Applicants must meet with a representative of the Ocala/Marion County Visitors and Convention Bureau (via phone or in person) prior to applying.
- C. A complete marketing plan must be included in the application which integrates the promotion of the event to out of county attendees to be considered.
- D. Only publicly accessible events are eligible for funding through this program. Events that require registration, membership or ticket purchases may still qualify. Only verified room nights for lodging and accommodations within Marion County are eligible for reimbursement. All lodging accommodations listed by an Applicant may be contacted to confirm the number of room nights generated for the Event.
- E. Only rooms subject to Tourist Development Tax shall be credited to reimbursable room nights i.e. rooms exempt from payment of tax or provided on a complementary basis shall be excluded from the final verified room night calculation.
- F. All overnight accommodations used in association with the funded event must be appropriately registered with the Marion County Tax Collector's Office to collect applicable Tourist Development Taxes (TDT). Room nights will not qualify toward funding if the property is not compliant with TDT registration requirements or if the accommodations are not subject to TDT collection. Please refer to the following webpage (<https://www.mariontax.com/td-home>) and Appendix A for additional information about TDT and how to ensure compliance.
- G. Expenditures will be eligible for reimbursement only if the expenses were incurred between the time the funding application was submitted and the end of the event. Proof of payment must be provided and may be submitted in the form of a vendor receipt, front and back copy of cleared check, cash receipt, or credit card statement. Written confirmation from a vendor that an expenditure has been paid in full will also be accepted.
- H. The OMCVCB may request a 'testimonial' for use on its website (ocalamarion.com) as a condition of reimbursement.
- I. If approved for funding, a camera-ready logo will be provided upon execution of the funding contract. Proofs of all marketing/promotional materials with the logo block must be submitted to marketing@marionfl.org prior to production.
- J. Applicant is to have a designated contact(s) (Designee) for the duration of the funding process. The Designee will be responsible for submitting all application documents as well as follow up documentation needed prior to and following the Event.

- K. Any funds granted will be subject to audit by the Marion County Clerk of the Court – Internal Auditor or other representative the County may designate. Any expenditure deemed ineligible as a result of an audit shall be repaid by Applicant to the OMCVCB within 30 days of written demand.
- L. Applicant must provide proof of insurance to County obtained with a company or companies authorized to do business in the State of Florida with an A.M. Best Company rating of at least A- (A minus). A \$1,000,000 Commercial General Liability Insurance Policy is required for the Event along with “Marion County, a political subdivision of the State of Florida, its officials, employees, and volunteers” being named as an Additional Insured on the policy. The term of coverage must include not only all days of the Event, but set up days and take down days as well.
- M. Should an Applicant be approved for funding, Applicant will be required to execute its Event in full compliance with all applicable Federal, State and local laws and regulations. A successful Applicant will be required to expressly certify to this compliance in a written funding contract and to be responsible for such compliance by any subcontractor.
- N. Marion County cannot provide Applicant legal advice and it is strongly recommended that any Applicant consult its attorney before requesting funding.
- O. If approved for funding by the MCBCC, applicants will be required to sign a written funding contract outlining specific deliverables and additional terms of funding.

Applicants will be notified of the TDC meeting at which their application is scheduled for review and are required to attend either in person or virtually. However, applicants are not required to attend the MCBCC meeting where their application is scheduled for final review.

REIMBURSEMENT/ACCOUNTABILITY

Within 90 days after the completion of the Event, Applicant must submit:

1. Eligible reimbursable expenses (with proof of payment and copy of event collateral displaying approved OMCVCB logo block).
2. Invoice for TDC/BCC approved funds (addressed to Ocala Marion/County Visitors and Convention Bureau) and all supporting reimbursement documentation.
3. All hotel room nights generated by the event. This includes all staff, competitors, volunteers, spectators, officials, etc. that stayed in paid accommodations. **Rooms nights must be verified directly by a lodging/accommodation site. If a complete and accurate reimbursement request is not submitted within 90 days following the completion of the event, the approved funds will be forfeited.**

ELIGIBLE USE OF FUNDS

The following is a list of how Tourist Development Funds are to be used to promote tourism for Marion County.

1. Promotional/Marketing Expense - These expenses must include the OMCVCB logo or utilize the OMCVCB name.
 - a. Promotional expenses in conjunction with the room night generating Event to increase participation and bring out-of-county visitors that will stay in overnight accommodations and generate Tourist Development Tax within Ocala/Marion County as a result of the room night generating Event.
 - b. Advertising and publicity outside of the Marion County area to increase participation, attendance and awareness of the room night generating Event and generate hotel room nights:
 - Print
 - Radio
 - Online/Social Media Advertising
 - Television Advertisements
 - Outdoor Signage/Banners
 - Poster/Flyers/Brochures
 - Media Events
 - Direct Mail
 - Event Banners
 - Printing Collateral
 - Live-Streaming production expense of the Event
 - c. Artwork- Graphic Design – The OMCVCB logo block and name inclusive on all digital and printed material associated with the room night generating Event and listed as a sponsor of the room night generating Event including t-shirts, room night generating Event merchandise, and or give away items.
2. Operational Expense

Operational expenses are attributed purely to the development/production of the room night generating event that specifically targets and promotes out-of-county visitors to come to Marion County.

 - A. Sanction fee/ Rights holder fees
 - B. Rental fees for publicly-owned event venues/facilities.
 - C. Event specific rental items.
 - D. Room night generating Event related judges, officials, or umpires.
 - E. Additional necessary operational expenses, as approved per Florida State Statute 125.0104, and indicated in the final motion to approve funding.

INELIGIBLE USES OF FUNDS

FUNDS MAY NOT BE USED FOR:

1. Prize money, scholarships, awards, plaques, trophies, certificates;
2. Privately-owned event venues/facilities.
3. Marketing/Promotional materials that do not include the Ocala/Marion County Visitors and Convention Bureau logo block;
4. Any and all travel expenses. (includes, but is not limited to, car rental fees, airline tickets, hotels, food, luggage fees, etc.);
5. Private entertainment, food, beverages, or any type of concession;
6. Annual operating expenditures;
7. Legal, engineering, accounting, auditing, planning, feasibility studies or other consulting services;
8. Employee salaries;
9. Real property or capital improvements to facilities;
10. Tangible personal property including but not limited to items reusable outside of the Event operations such as clipboards, radios, office furnishings, or equipment;
11. Interest or reduction of deficits and loans;
12. Expenses incurred or committed outside the event period – which begins on the date the funding application is submitted and ends on the final day of the event.
13. Advertising and promotional materials distributed after the Event.
14. Receptions or social functions other than those specifically designed for pre-event media promotional purposes;
15. Sales tax;
16. Website design not specific to the room night generating Event;
17. Ongoing or annual facility maintenance;
18. Items required or services offered by the rented facility that are not expended or consumed by the Event.
19. The provision of regular or additional law enforcement protection at the Event.

RFP DISTRIBUTION AND ROOM NIGHT TRACKING

Room nights can be verified using the room night certification form, a room night pick-up report, a housing bureau pick-up report, or email correspondence from lodging providers. If the applicant intends to use an alternate form of verification, the OMCVCB must be notified in advance for approval of the proposed tracking method. A minimum of 250 room nights will need to be verified in order to be eligible to receive any funding.

For all Events that are funded by the OMCVCB, the following procedure must take place to secure hotel accommodations:

1. Applicant must include the OMCVCB logo block and link www.ocalamarion.com on the Event website.
2. If no host or overflow hotel has been identified, a hotel Request for Proposal (RFP) must be sent out via the OMCVCB office in order to secure hotel rooms for the Event.
3. If a host or overflow hotel has been identified, it must be disclosed in this application.
4. When the applicant has selected the participating hotel(s) from the RFP responses, Applicant must notify the OMCVCB. It is the responsibility of Applicant to establish a system with the hotel to track and document all Event related room nights.
5. The applicant may list any number of 'participating hotels' on the event website and may include any amount of information about these hotels, such as pictures, amenities, and other details, as long as the listed hotels are located in Marion County.
6. When using the Room Night Certification Form this form needs to be filled out and signed by an authorized representative of the lodging partner. An alternative verification method will be considered but the Certification Form is preferred. The Room Night Certification form will be provided to the applicant upon request.

Copies of the following items should be attached to your application:

- List of Applicant's current Officers and/or Board members (if available).
- Applicant's W-9 tax form for post-event reimbursement.
- Overall marketing plan for the room night generating Event.

APPENDIX A



GEORGE ALBRIGHT, MARION COUNTY TAX COLLECTOR
TOURIST DEVELOPMENT
PO BOX 63
OCALA, FLORIDA 34478-0063

352-368-8209
352-368-8112

The Tourist Development Tax is a 4% charge on the revenue collected on the rental of any living quarters or accommodation in a hotel, apartment, motel, vessel, condominium, mobile home, time-share, cottage, or a single or multi-family dwelling that is rented for a period of six months or less.

Marion County does not have a contact with any of the rental platforms (Airbnb, VRBO, Home away, etc.), therefore it is the property owner's responsibility to pay the 4% Tourist Tax for Marion County.

Pursuant to Florida Statute 212.15(1) taxes are due the first day of the succeeding month and will be delinquent on the 21st of such month.

As the property owner it is your responsibility to pay your tourist tax each reporting period in a timely manner. If you have zero rentals you are responsible for filing a zero return each period you have no rentals.

A 10% penalty or a minimum late fee of \$50 and daily interest rate will be charged per reporting period for noncompliance.

Payments may be made online at <https://www.mariontax.com/TouristLogin.asp> or via mail.

Example of how to calculate the Tourist Development tax:		
1. Gross Rental Receipts	\$	Enter the total amount of rental for the reporting period.
2. Minus(-) Exempt Rental Receipts	\$	Enter any rental exempt from the Tourist Development Tax.
3. (=) Taxable Rental Receipts	\$	Enter amount of taxable rentals (Line 1 minus (-) Line 2).
4. Total Tax Collected 4%	\$	Enter the total of Tourist Tax collected with is 4% of Line 3.
5. Adjustments (if applicable)	\$	Enter any Over/Under Payments from previous reporting periods.
6. Total Tax Due	\$	Enter the total of Line 4, plus/minus (+/-) Line 5.
7. Minus(-) Collection Allowance	\$	Enter 2.5% of first \$1,200 of Line 6 if this return is filed within 20 days from the last of the reporting month, \$30 maximum.
8. Plus(+) Penalty	\$	If delinquent, enter 10% of the amount of Line 6 or \$50, whichever is greater.
9. Plus(+) Interest	\$	The interest rate is variable. You will need to contact our office at (352) 368-8209 for instructions.
10. (=) Total Amount Due	\$	Enter total due with return, add (+) Line 6, minus (-) Line 7, plus (+) Line 8, plus (+) Line 9.

Any question, please email tmccann@mariontax.com or call 352-368-8209.

Sincerely,
Tammy McCann
Deputy Tax Collector



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20149

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Information Only.

Ocala/MARION COUNTY VCB

Economic Impact Study &
Visitor Tracking Report
Apr-June 2025



STUDY OBJECTIVES: VISITOR JOURNEY



Visitor Tracking Study

- » Interviews were completed in person and online with 571 visitors at local hotels, attractions, and events between April 1, 2025 and June 30, 2025



Partner & Event Involvement

- » Appleton Museum of Art
- » KP Hole Park
- » Silver Springs State Park
- » HDG Hotels
- » Hampton Inn and Suites
- » Circle Square Cultural Center
- » Ft. King
- » Florida Horse Park
- » Rock The Country Ocala
- » Santos Bike Shop
- » WEC
- » FAST Aquatic Center

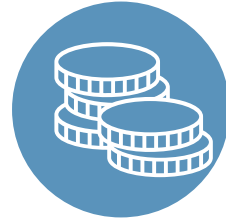
EXECUTIVE SUMMARY



VISITOR JOURNEY: ECONOMIC IMPACT



APR- JUN 2025 TOURISM SNAPSHOT



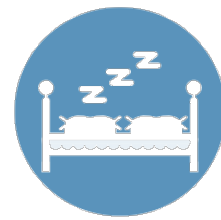
\$1,721,555

**TDT
COLLECTIONS**



272,700

**ROOM
NIGHTS**



54.5%

**OCCUPANCY
RATE**



\$122.71

**AVERAGE DAILY
RATE**



\$66.82

**REVENUE PER AVAILABLE
ROOM**

2025 vs. 2024

↑ 7.7%

↓ 3.8%

↓ 7.2%

↑ 2.3%

↓ 5.1%

- » Tourist Development Tax (TDT) collections reported for April through June reflect tourism spending that actually occurred in March through May, as TDT is collected one month after the expenditures take place.
- » While occupancy softened, continued growth in room rates helped offset the impact—resulting in a smaller decline in spending compared to the drop in visitation.
- » Advertising recall (33%) and influence from said advertisements (22%) in April - June 2025 both increased compared to April - June 2024's ad recall (27%) and influence of advertisements (15%)
- » Length of stay increased from 3.4 nights in 2024 to 3.7 nights in 2025.
- » April - June 2025 saw significant gains in those requesting or downloading the visitor guide with 16% of visitors using the guide compared to 8% of visitors in April - June 2024

VISITOR & LODGING METRICS

Visitor Statistics ¹	Apr-Jun 2024	Apr-Jun 2025	Percent Change
Visitors	396,100	345,700	- 12.7%
Direct Expenditures ²	\$161,313,600	\$160,977,100	- 0.2%
Total Economic Impact ³	\$243,077,200	\$242,570,200	- 0.2%

Lodging Statistics ⁴	Apr-Jun 2024	Apr-Jun 2025	Percent Change
Occupancy	58.7%	54.5%	-7.2%
Room Rates	\$119.90	\$122.71	+ 2.3%
RevPAR	\$70.38	\$66.82	- 5.1%
Room Nights	283,600	272,700	- 3.8%
TDT Collections	\$1,598,991	\$1,721,555	+ 7.7%
Hotel Units	5,056	5,223	+ 3.3%
Vacation Rental Units	254	280	+10.2%

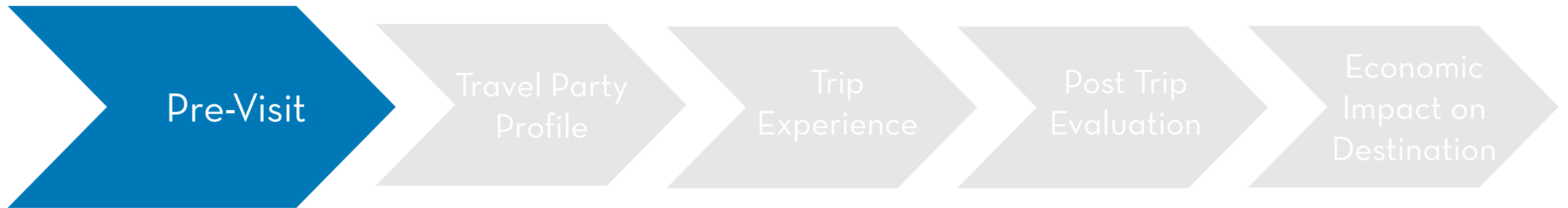
¹ While occupancy softened, continued growth in room rates helped offset the impact—resulting in a smaller decline in spending compared to the drop in visitation.

² Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses.

³ Multiplier stayed the same at 1.51 from April-June 2024 to 1.51 in April-June 2025.

⁴ Lodging figures utilize accommodation metrics from STR, Key Data, and the Florida Department of Business and Professional Regulation (DBPR).

VISITOR JOURNEY: PRE-VISIT



TRIP PLANNING CYCLE APR-JUN 2025

- » **Over 2 in 5** visitors planned their trips to the Ocala/Marion County area **a month or less in advance** (No change YoY)
- » Visitors planned their trip **on average 73 days in advance of their visit** (73 days in 2024)



TOP TRIP PLANNING SOURCES APR-JUN 2025*



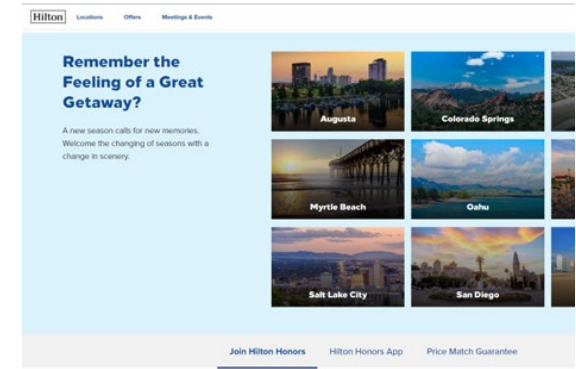
52% Talk to friends and family
(+7% points YoY)



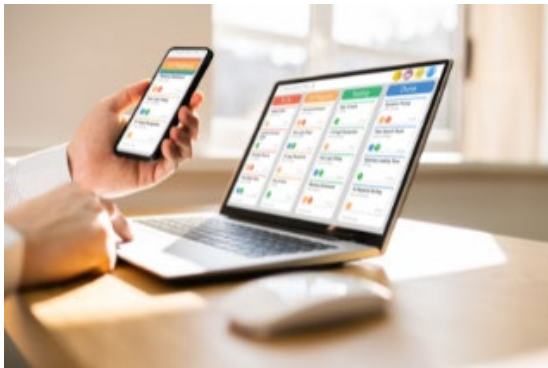
50% Search sites
(+10% points YoY)



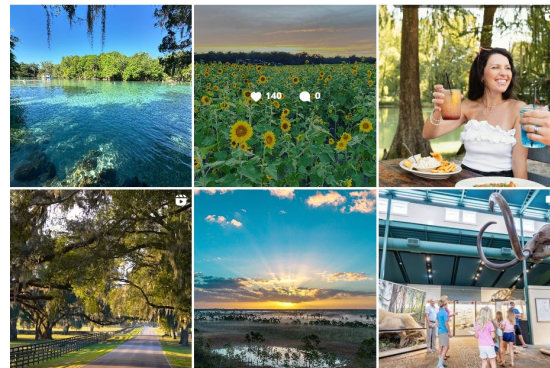
10% Personal social media
(-3% points YoY)



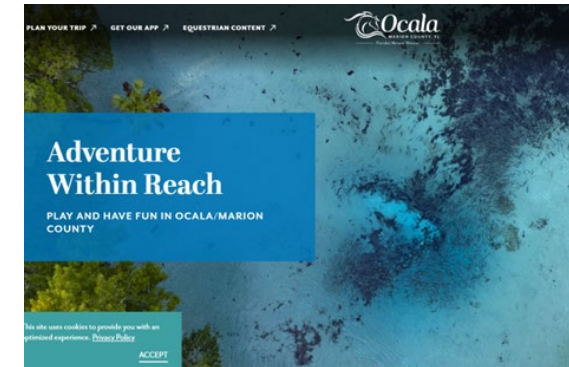
9% Hotel/resort website/app
(-2% points YoY)



9% Trip planning website/app
(-2% points YoY)



7% Destination social media
(-5% points YoY)



5% Online advertisement
(+1% points YoY)

TOP REASONS FOR VISITING APR-JUN 2025*



35% Visit friends/relatives
(+5% points YoY)



15% Attend horse shows, sales,
events (+1% point YoY)



14% Visit area springs
(-2% points YoY)



13% Relax/unwind
(+1% points YoY)



10% Dining out
(+2% point YoY)



10% Visit Downtown Ocala
(+1% points YoY)

PRE-TRIP RECALL OF ADVERTISING APR-JUN 2025*

- » **33%** of visitors recalled advertising about the Ocala/Marion County area **(+6% points YoY)**
- » **2 in 3** visitors who recalled advertising were influenced by this information to visit the area which represents **22% of all visitors (+8% point YoY)**



SOURCES OF ADVERTISING RECALL APR-JUN 2025*

Base: **33%** of visitors who recalled advertising



24% Social media
(-6% points YoY)



23% Online
Advertisement
(-1% points YoY)



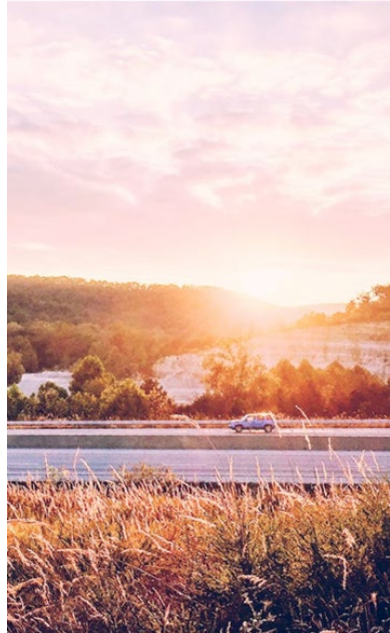
20% Television
(+6% points YoY)



18% Magazine/
newspaper article
(+9% points YoY)



15% Print
Advertisement
(+3% points YoY)

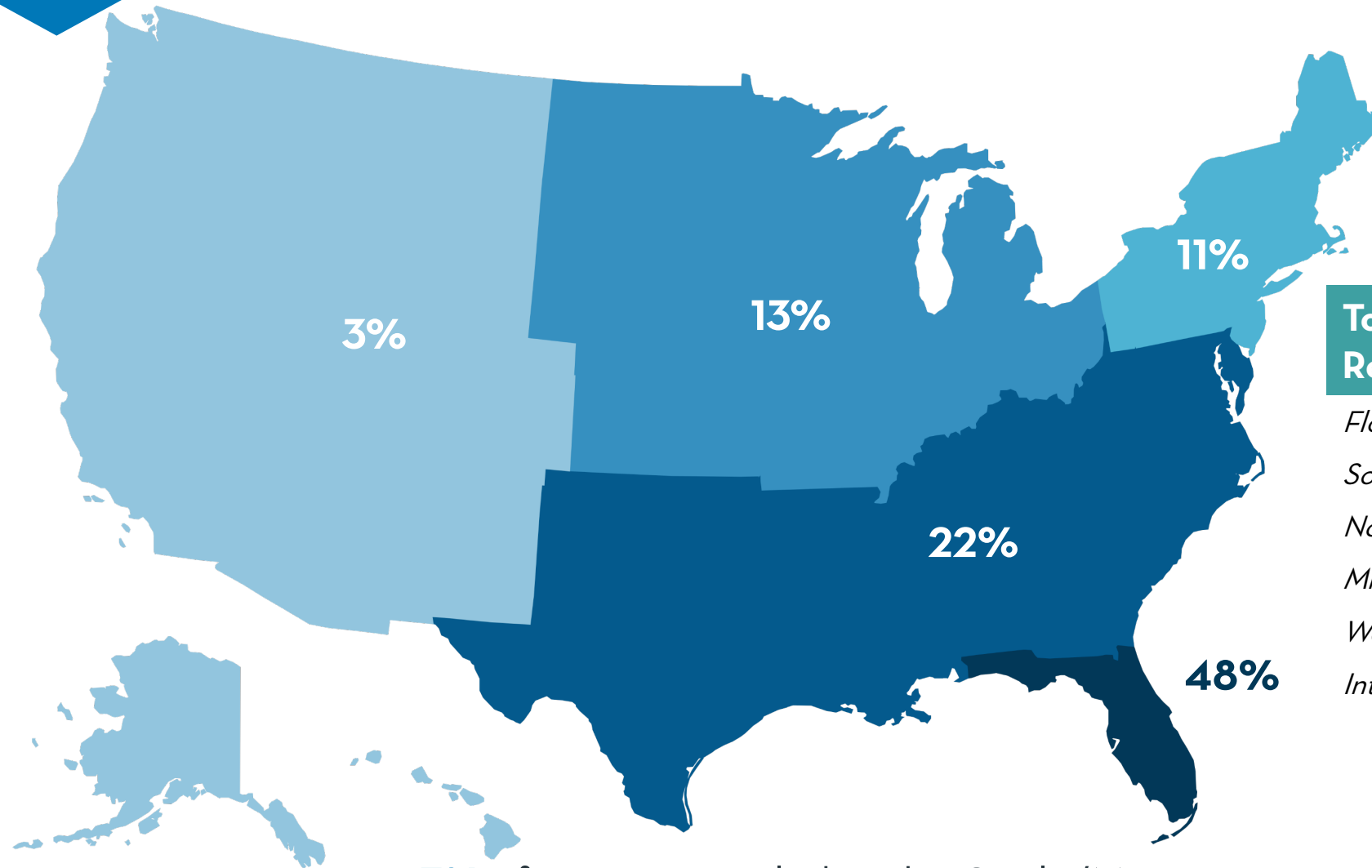


15% Billboard
(-2% points YoY)

VISITOR JOURNEY: TRAVEL PARTY PROFILE



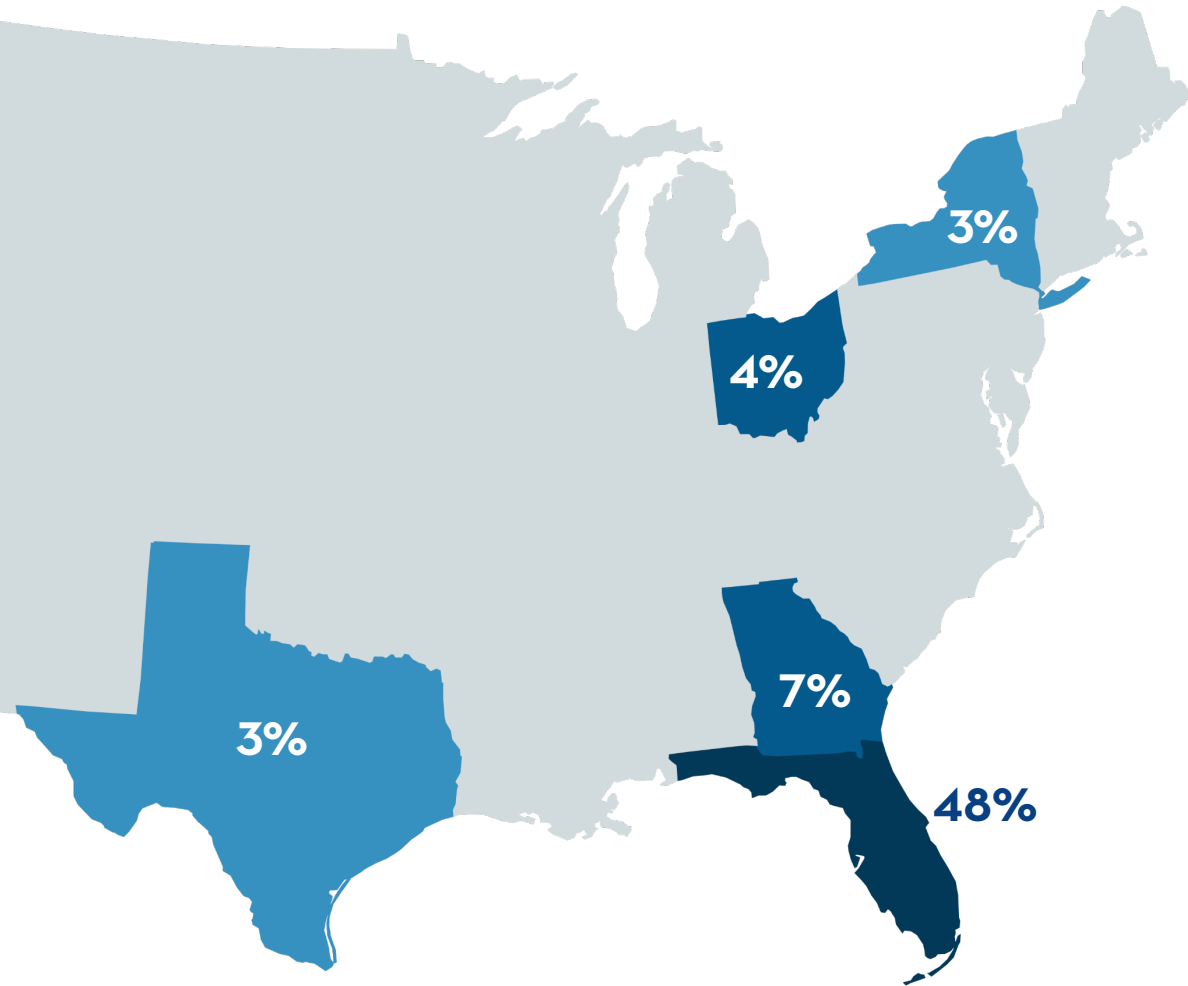
REGIONS OF ORIGIN APR-JUN 2025



Top Origin Regions	% Difference YoY
Florida	No change
Southeast	No change
Northeast	No change
Midwest	+1% points
West	-2% point
International	+1% point

3% of visitors traveled to the Ocala/Marion County area from outside of the U.S.

TOP STATES OF ORIGIN APR-JUN 2025



Over 3 in 5 visitors traveled to Ocala/Marion County from 5 states:

- **48%** Florida (No change YoY)
- **7%** Georgia (No change YoY)
- **4%** Ohio (+2% points YoY)
- **3%** New York (No change YoY)
- **3%** Texas (No change YoY)

TOP ORIGIN MARKETS APR-JUN 2025



15% Orlando – Daytona Beach
– Melbourne **(+3% point YoY)**



8% Tampa – St. Petersburg
(-3% YoY)



7% Jacksonville
(+2% point YoY)



6% Gainesville
(+2% point YoY)



5% Atlanta
(No change YoY)

TRAVEL PARTIES APR-JUN 2025

- » The typical visitor traveled in a party size of **2.9** people (**2.8 in 2024**)



- » **36%** traveled with at least one person under the age of 18 (**No change YoY**)



VISITOR PROFILE APR-JUN 2025

- » The typical Ocala/Marion County area visitor:
 - » Is **50** years old (**51 in 2024**)
 - » Has a household income of **\$91,700** per year (**\$79,300 in 2024**)



NEW & RETURNING VISITORS APR-JUN 2025

- » **Over 1 in 3** were first-time visitors to the Ocala/Marion County area **(+6% points YoY)**
- » **Nearly 1 in 5** visitors were loyalists, having visited over 10 times **(-1% points YoY)**



VISITOR JOURNEY: TRIP EXPERIENCE



- » **86%** of visitors **drove** to the Ocala/Marion County area **(+5% points YoY)**
- » **12%** of visitors flew via the **Orlando International Airport** **(-1% point YoY)**



VISITOR BEHAVIOR APR-JUN 2025

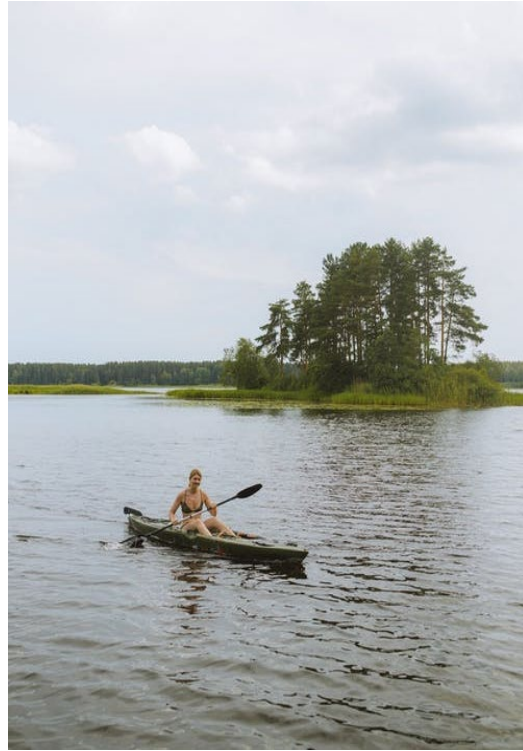
- » Typical visitors spent **3.7** nights in Ocala/Marion County area* (**3.4 in 2024**)
- » **Nearly 4 in 5** visitors were only visiting Ocala/Marion County during their trip (**+5% points YoY**)



TOP ACCOMMODATIONS APR-JUN 2025



48% Hotel/motel/resort
(+3% points YoY)



26% Day tripper
(-2% point YoY)



12% Friends' or
relatives' home
(+1% points YoY)



6% Vacation rental home*
(No change YoY)

TOP ACTIVITIES DURING VISIT APR-JUN 2025*



67% Dining out
(+18% points YoY)



49% Visit family/friends
(+8% points YoY)



33% Visit Downtown
Ocala (+2% points YoY)



31% Visit area springs
(-2% points YoY)



29% Relax & unwind
(+1% points YoY)



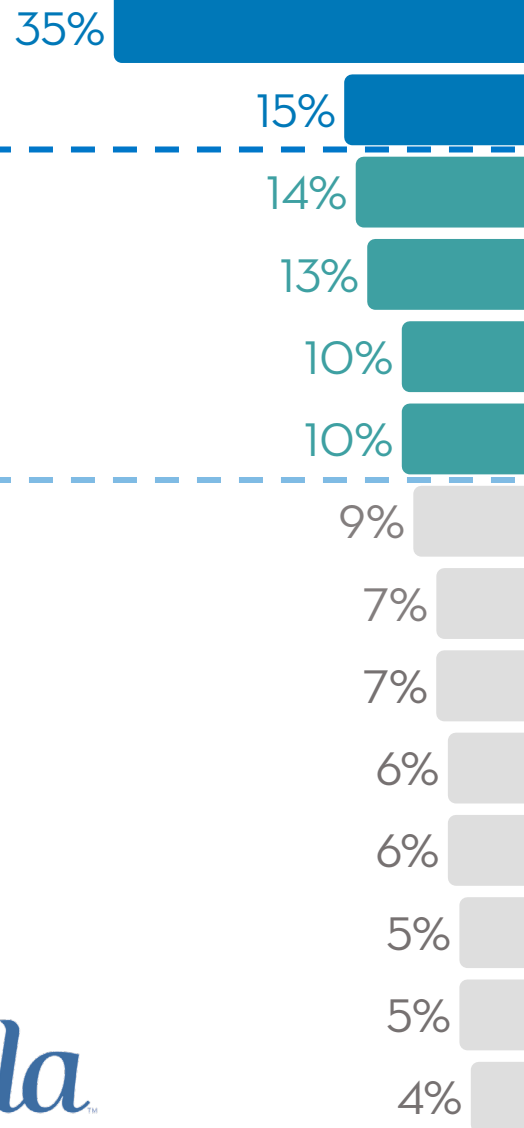
27% Shopping
(+7% points YoY)



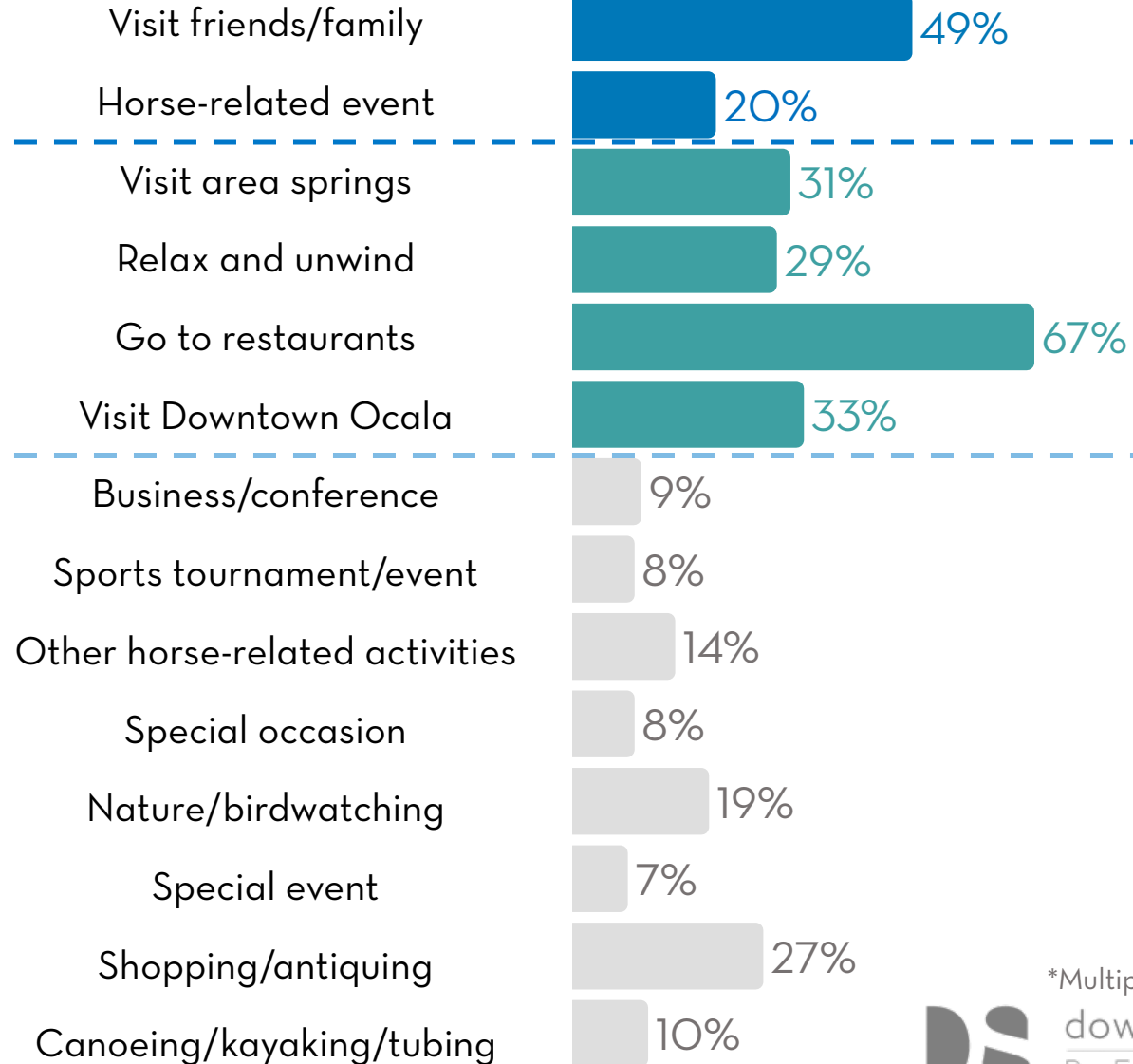
20% Attend horse shows,
sales, events
(No change YoY)

ACTIVITIES VS. REASON FOR VISIT APR-JUN 2025*

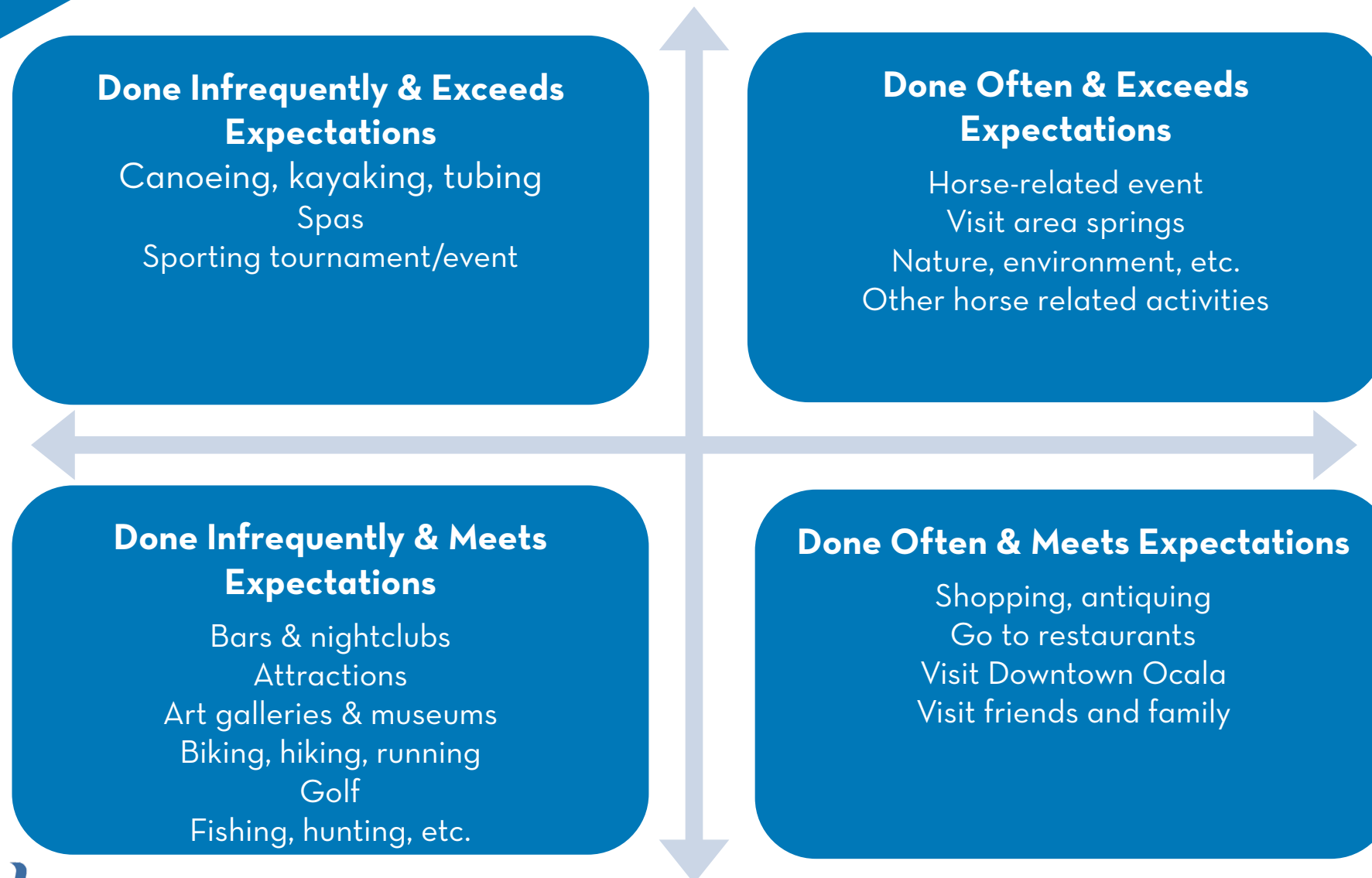
Reason for Visiting



Visitor Activities



QUADRANT ANALYSIS APR-JUN 2025



TRAVEL PARTY SPENDING APR-JUN 2025

- » Travel parties spent **\$314** (**\$315 in 2024**) per day and **\$1,160** (**\$1,071 in 2024**) during their trip



VISITOR JOURNEY: POST-TRIP



VISITOR SATISFACTION APR-JUN 2025

- » **99%** of visitors said their visit met or exceeded expectations with **45%** exceeded expectations (**+3% points YoY**)
- » **92%** will recommend Ocala/Marion County to a friend (**+1% points YoY**)
- » **95%** will return to Ocala/Marion County with **49%** saying they will definitely return (**-13% points YoY**)



AREA DESCRIPTIONS APR-JUN 2025



"We used to live here, and Ocala has grown a lot since then, but it is still very pretty and hasn't gotten too crowded. I would also say that the restaurants have gotten much better too."



"There is an old feel to the place that is unique! The parks and nature trails are something to see. Even if it just for a small vacation I would say spend a few days here."



"There are lots of rolling green pastures with white fences, beautiful horses and fancy huge barns. Also, there are many natural springs in Ocala that are beyond magical"



DETAILED FINDINGS

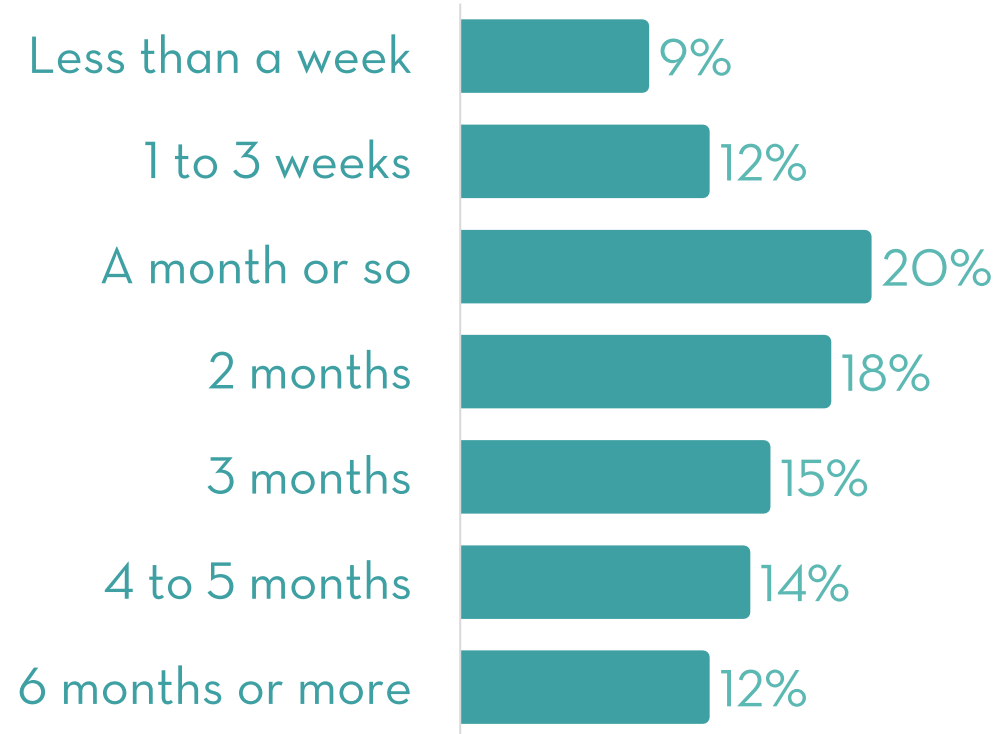


VISITOR JOURNEY: PRE-VISIT



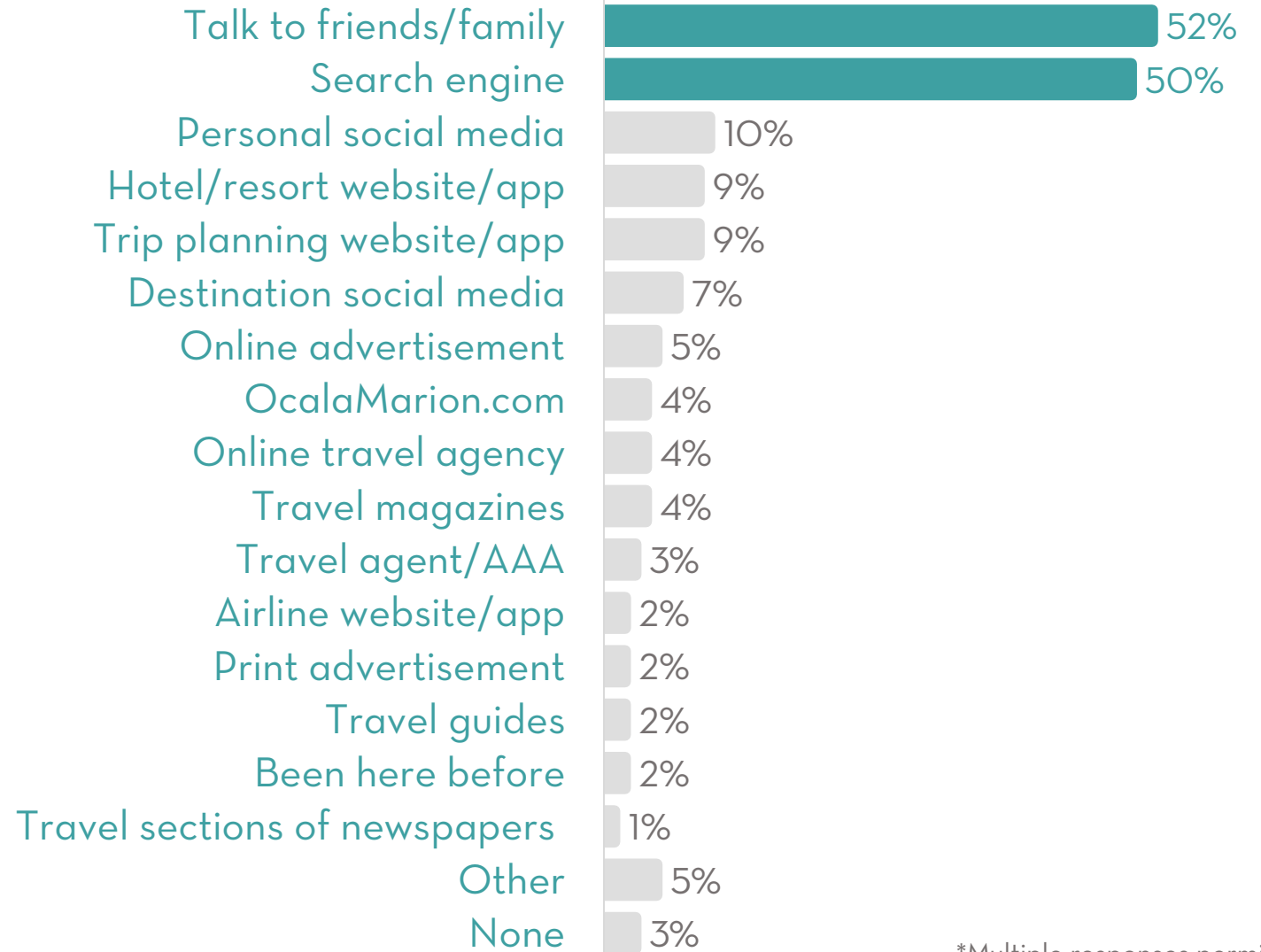
TRIP PLANNING CYCLE

- » **Over 2 in 5** of visitors planned their trips to the Ocala/Marion County area **a month or less in advance**
- » On the other hand, **over 2 in 5** visitors planned their trips **at least 3 months in advance**
- » Visitors planned their trip **on average 73 days in advance**



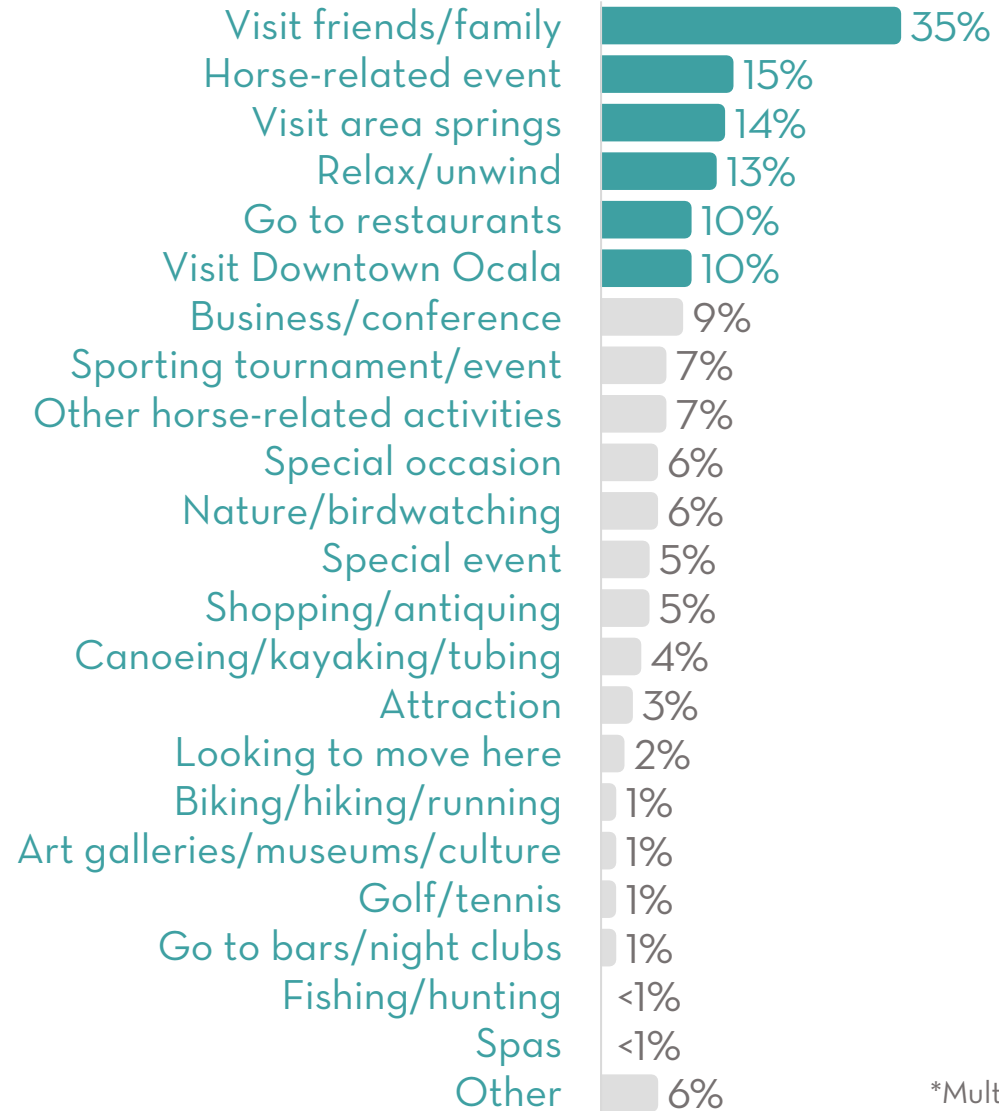
TRIP PLANNING SOURCES*

- » **Talking to friends** is the **top planning source** for trips to Ocala/Marion County
- » **Over half** of visitors used a **search engine (i.e., Google)** to plan their trip



REASONS FOR VISITING*

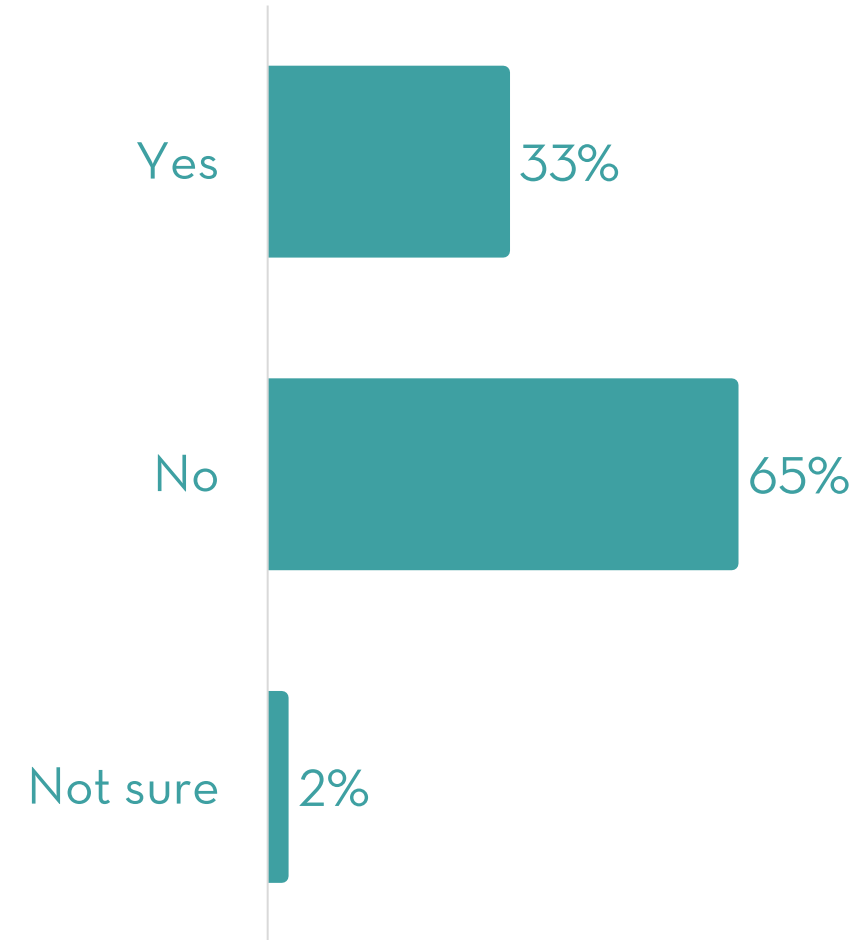
- » **Visiting friends and relatives and horse-related events** are the **top two** choices for coming, as **half** of visitors came to Ocala/Marion County for this reason
- » **Nearly 1 in 6** visitors came to Ocala/Marion County for **area springs**



RECALL OF ADVERTISING*

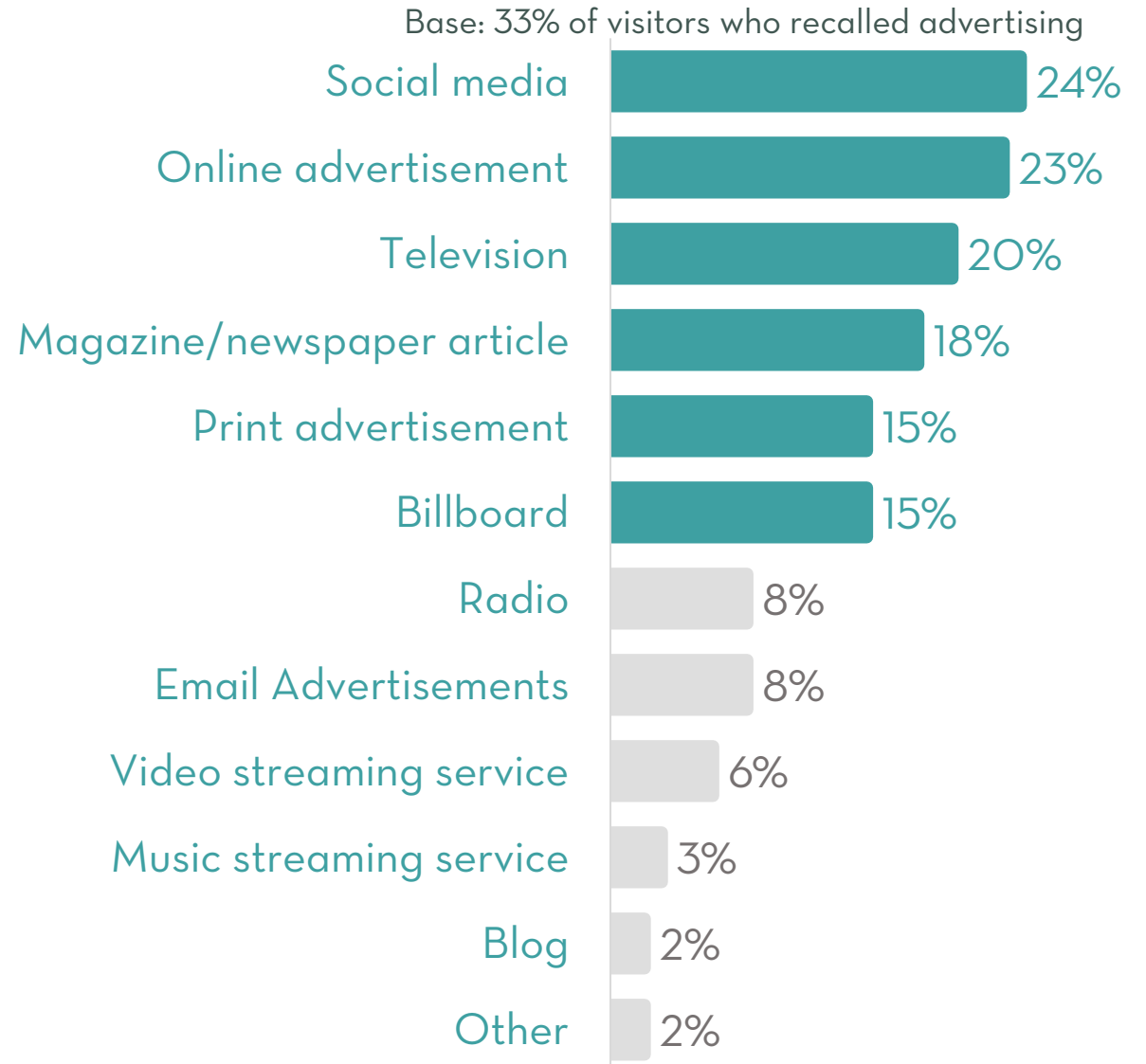
- » **1 in 3** visitors recalled advertising about the Ocala/Marion County area
- » Of the visitors who recalled advertising, **2 in 3 (representing 22% of all visitors)** were influenced by this information to come to the area

Recalled Advertising



ADVERTISING SOURCE*

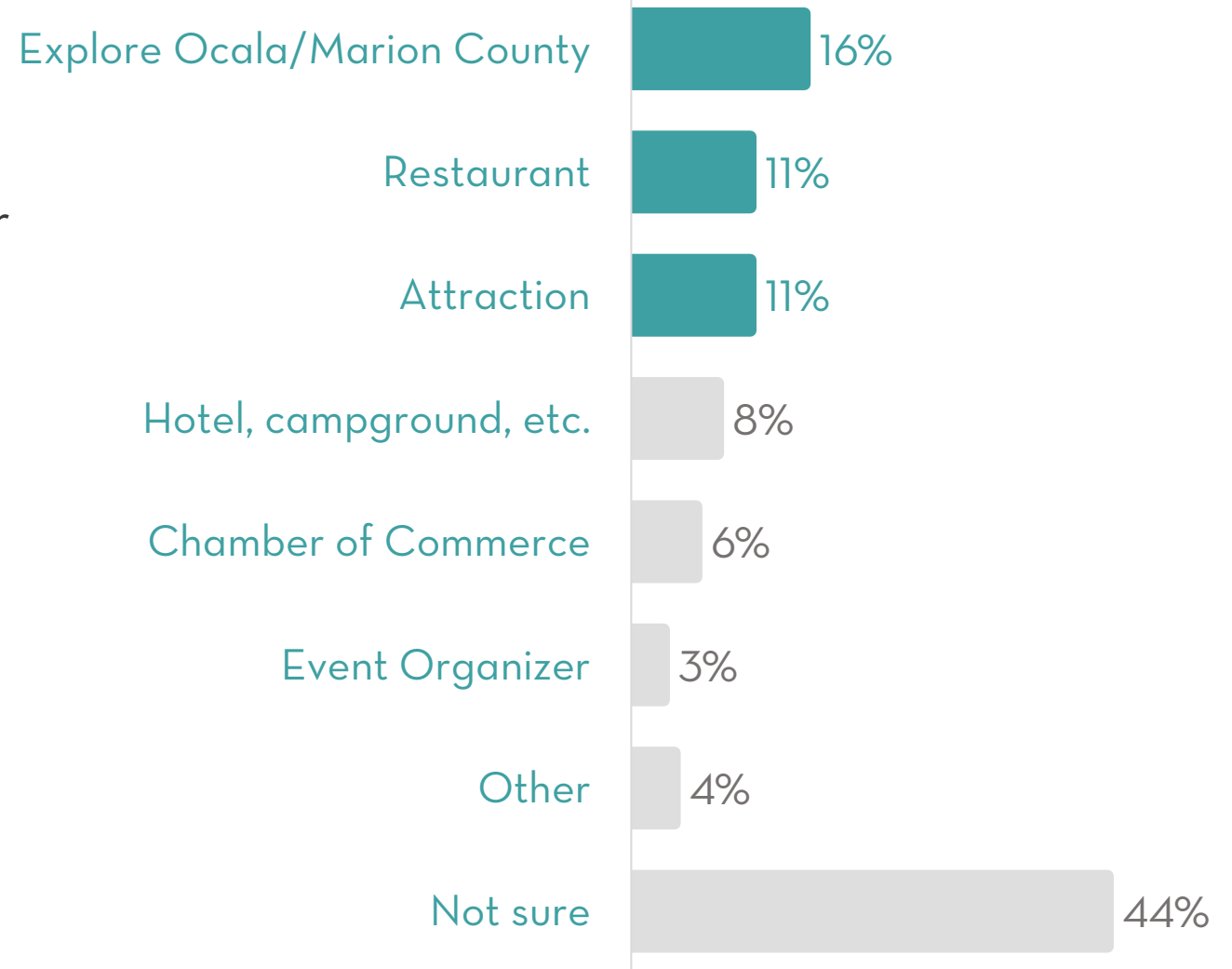
- » **Nearly 1 in 4** visitors who recalled advertising for the Ocala/Marion County area recalled advertisements on **social media and online advertisement**
- » **1 in 5** visitors recalled advertising from **television and magazine/newspaper articles**



SPONSORED ADVERTISEMENT*

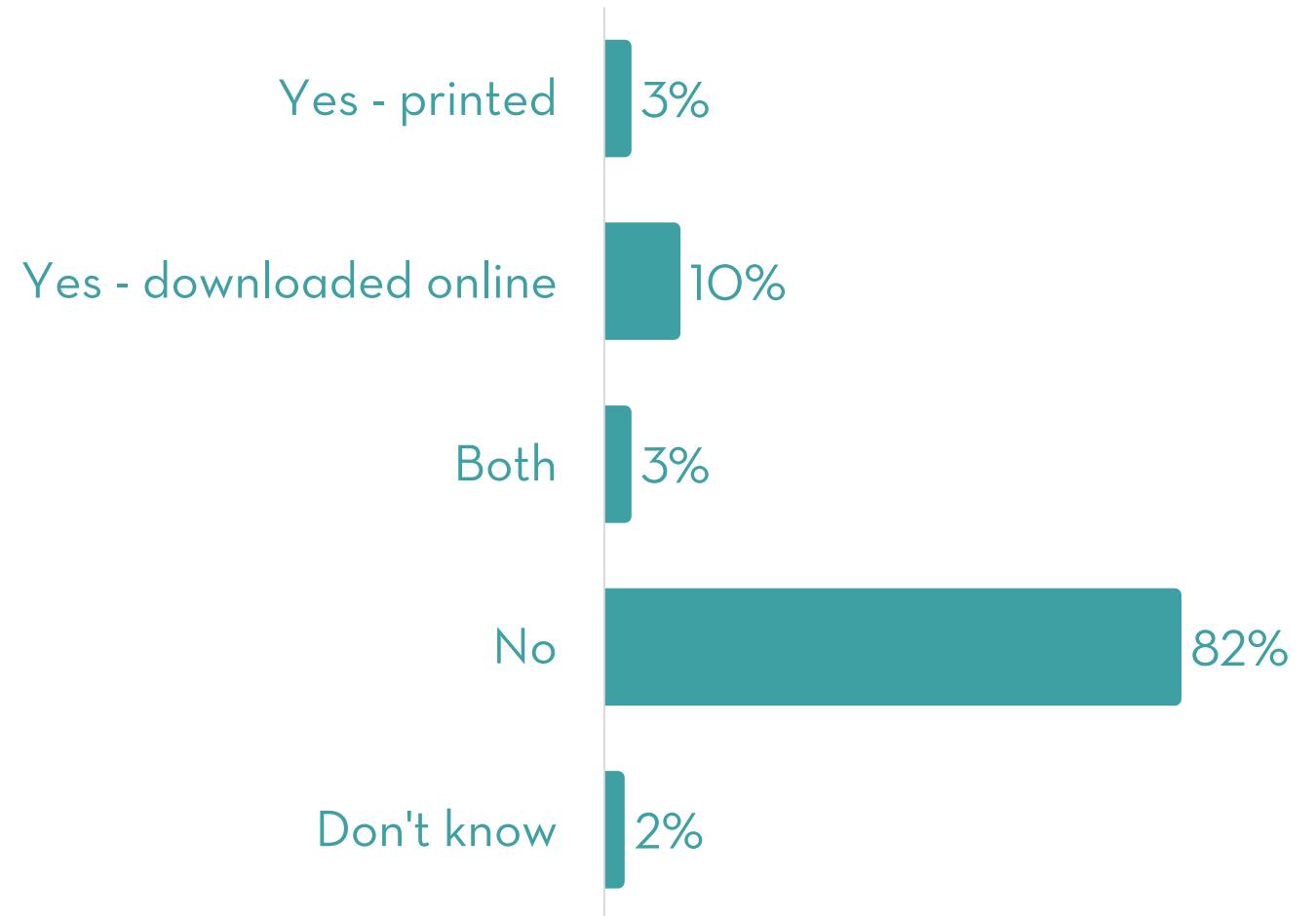
- » **1 in 6** visitors who recalled advertising for the Ocala/Marion County area recall **Explore Ocala/Marion County** as a sponsor of the advertisement
- » **Over 1 in 10** visitors stated that they recalled advertisements sponsored by a **restaurant and an attraction**

Base: 33% of visitors who recalled advertising

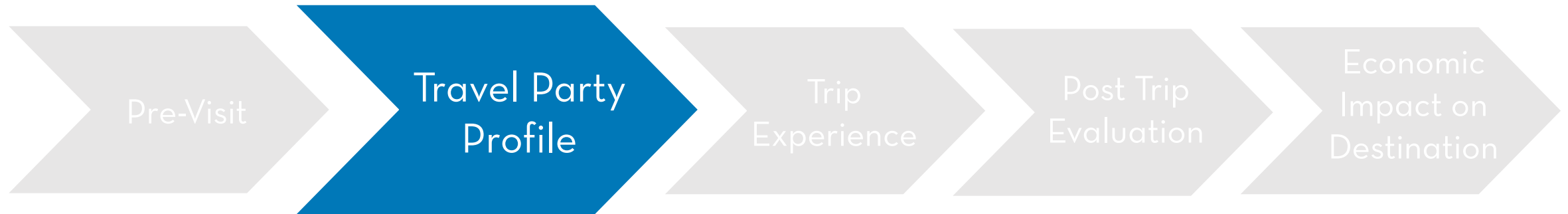


VISITOR GUIDE

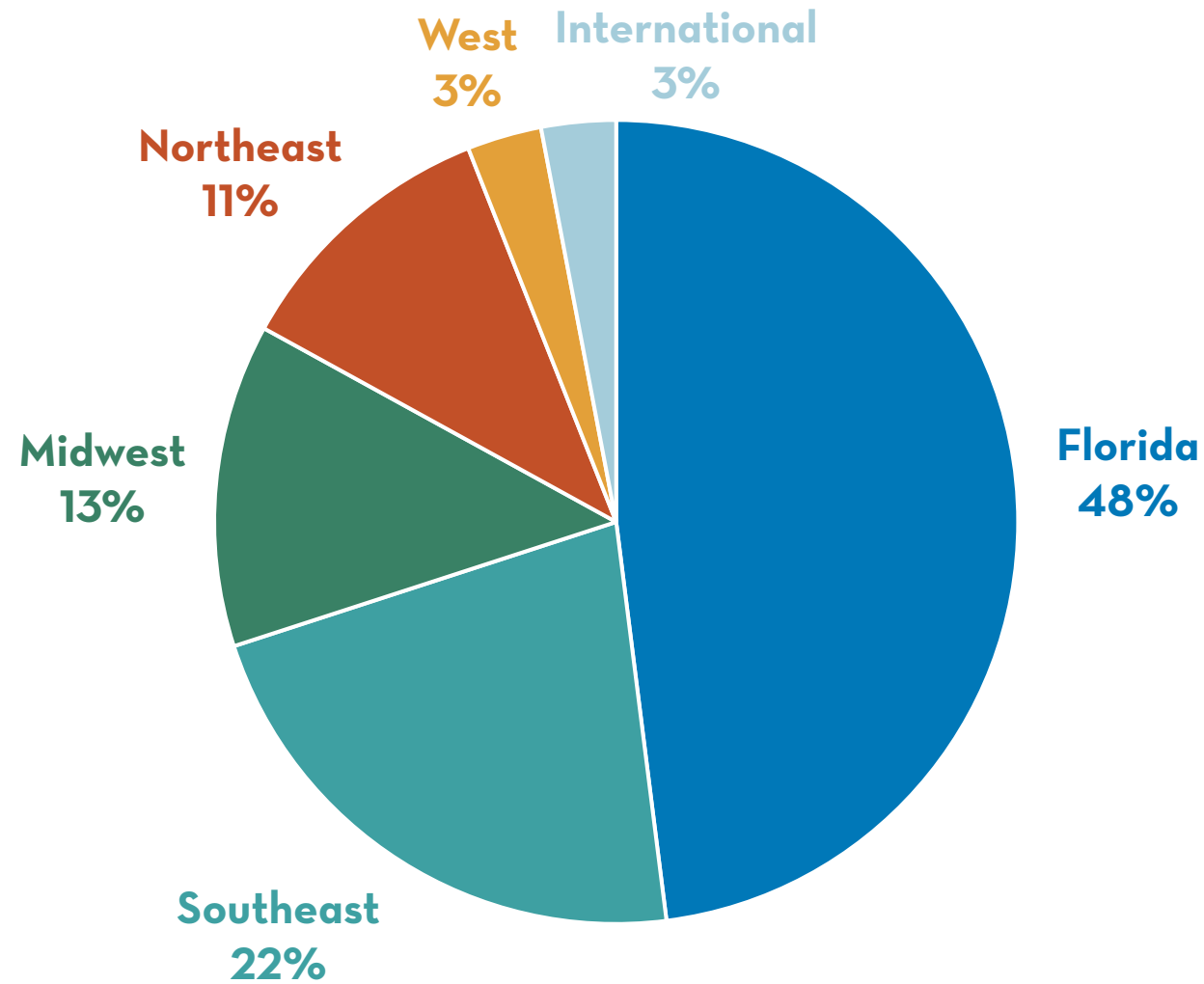
- » **16%** of visitors viewed the **print and/or online visitor guide**
- » Usefulness Rating: **8.4 out of 10***



VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGION OF ORIGIN



TOP ORIGIN STATES

- » **Over 4 in 5** visitors came to Ocala/Marion County from 15 states
- » **Florida** was the key origin state for the Ocala/Marion County area

State	Percent
Florida	48%
Georgia	7%
Ohio	4%
New York	3%
Texas	3%
Alabama	2%
Illinois	2%
Kentucky	2%
Maryland	2%
Michigan	2%
New Jersey	2%
North Carolina	2%
South Carolina	2%
Tennessee	2%
Virginia	2%

TOP ORIGIN MARKETS

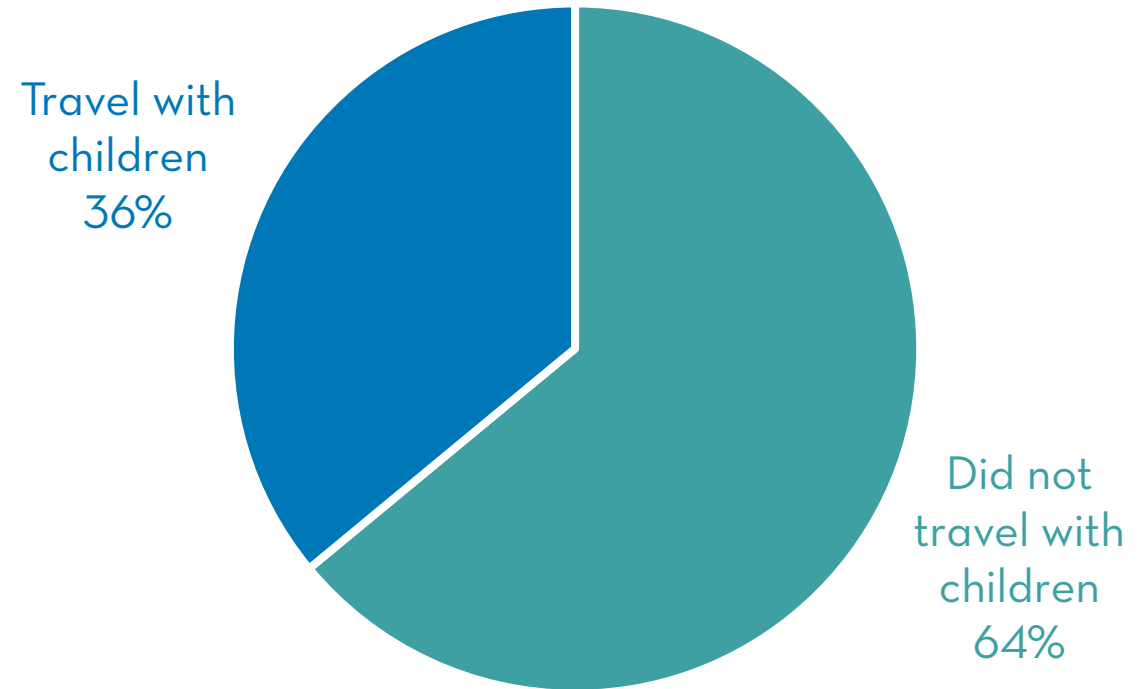
- » **Orlando-Daytona Beach-Melbourne, Tampa-St. Petersburg and Jacksonville** were key origin markets this quarter
- » **Florida markets** dominated the top markets for Ocala/Marion County

Market	Percent
Orlando-Daytona Beach-Melbourne	15%
Tampa-St. Petersburg	8%
Jacksonville	7%
Gainesville	6%
Atlanta	5%
Miami-Fort Lauderdale	3%
New York*	3%
Tallahassee-Thomasville	3%
West Palm Beach-Ft Piece	3%
Cleveland-Akron	2%
Dallas-Fort Worth	2%
Nashville	2%
Philadelphia	2%

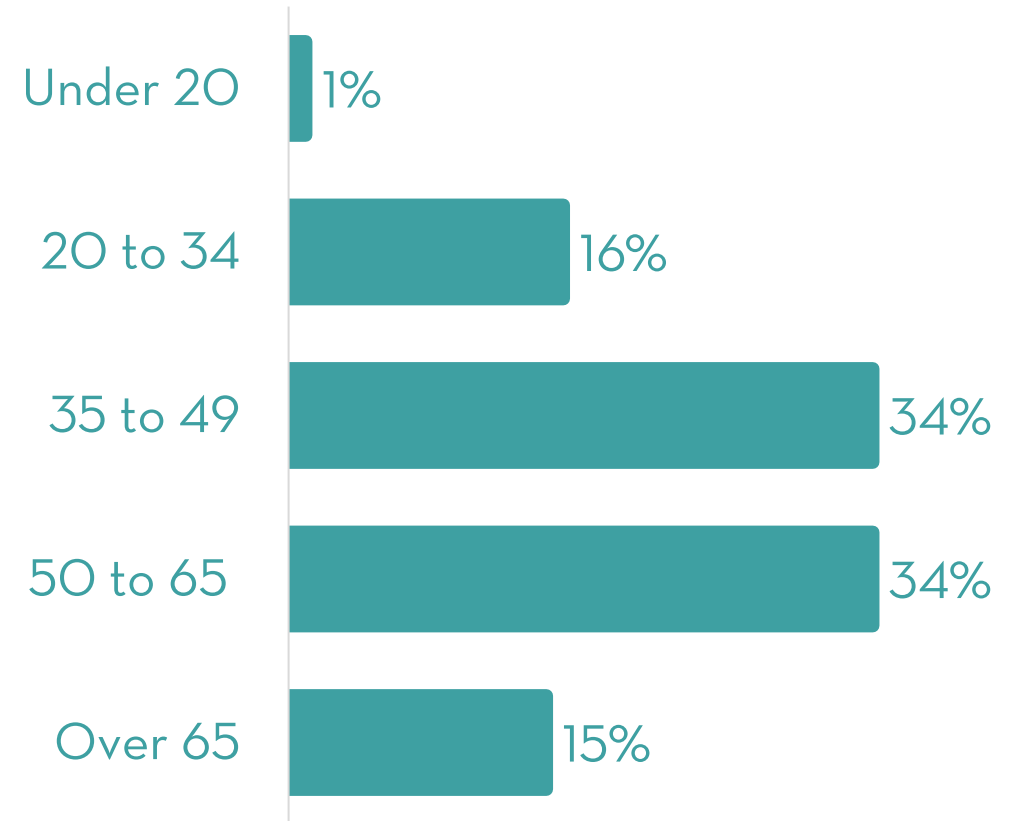
*New York City includes areas of New York, New Jersey and Connecticut

TRAVEL PARTIES

- » The typical travel party size was **2.8** people
- » **Over 1 in 3** travel parties included children under the age of 18

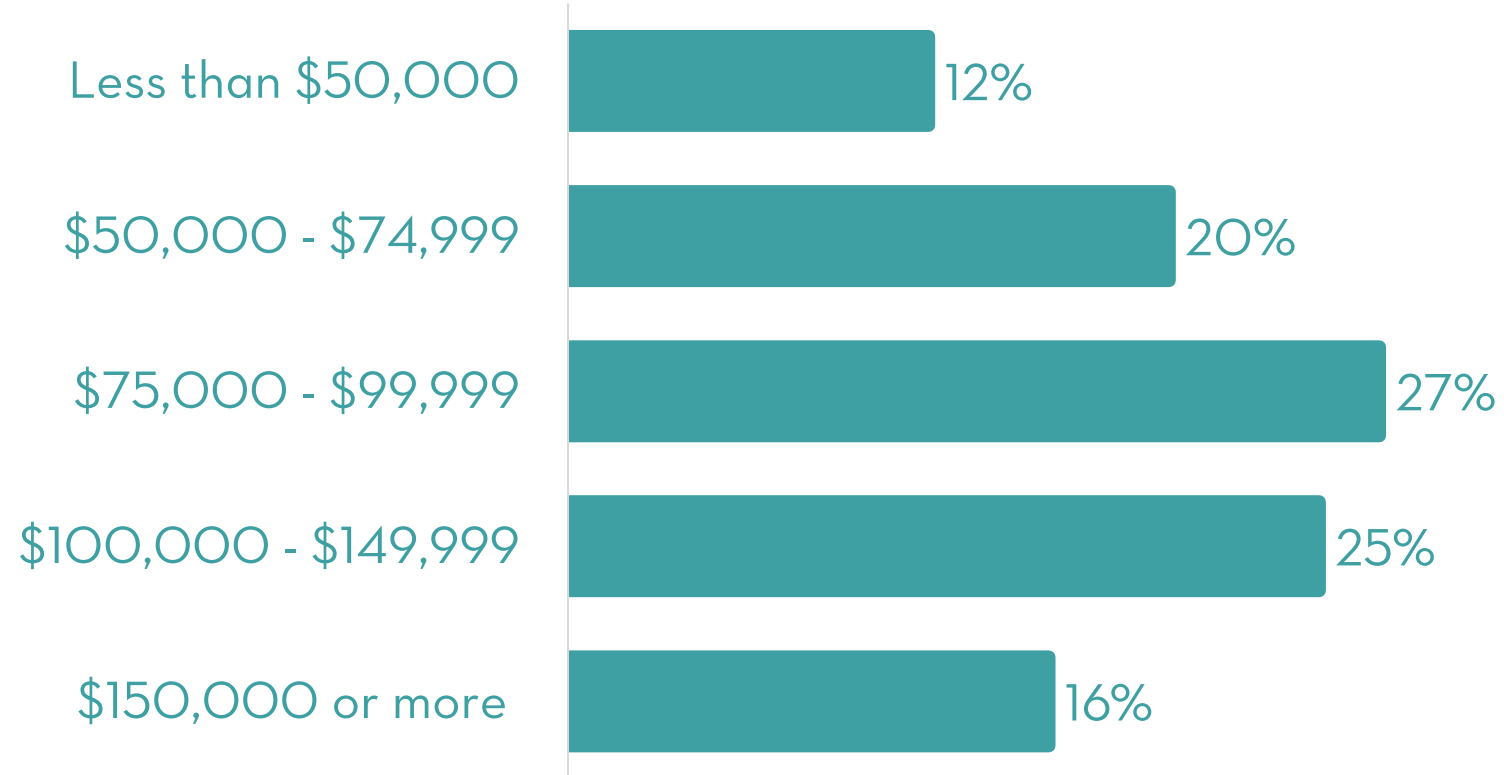


» The median age of visitors to the Ocala/Marion County area was **50**



HOUSEHOLD INCOME

- » Visitors to the Ocala/Marion County area had a median household income of **\$91,700** per year
- » **Over 2 in 5** visitors had household incomes over **\$100,000**

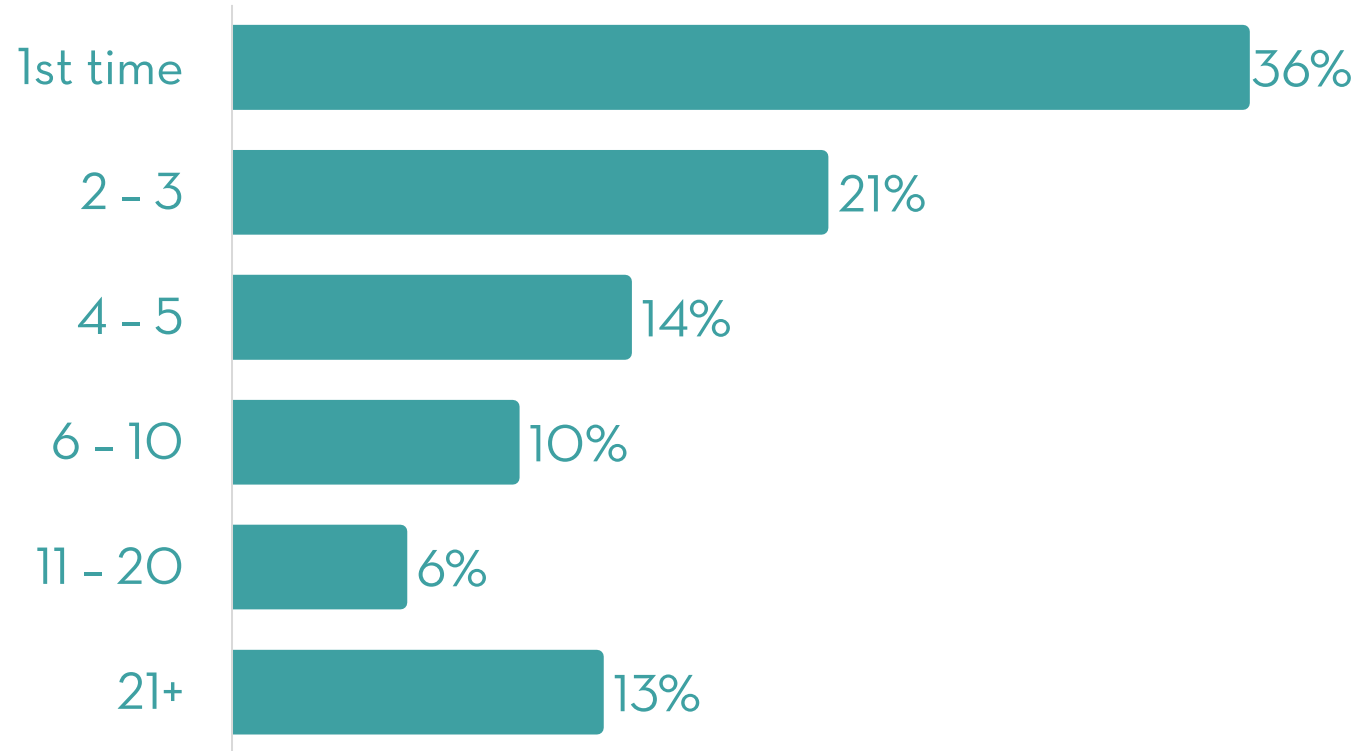


» **51%** of visitors interviewed were **male**



NEW & RETURNING VISITORS

- » **Over 1 in 3** visitors said **this was their first time visiting** the Ocala/Marion County area
- » **Nearly 1 in 5** visitors were loyalists, having visited over 10 times

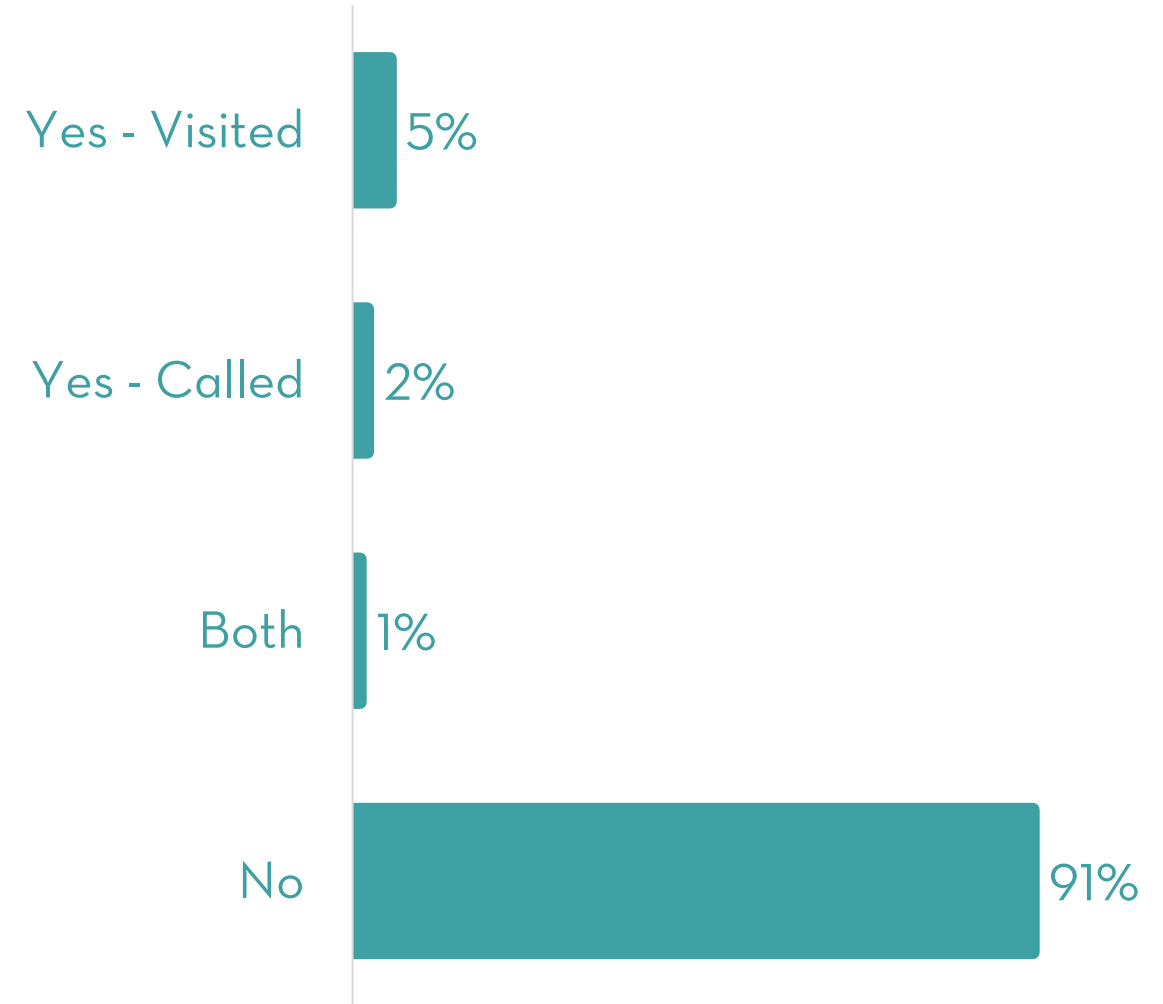


VISITOR JOURNEY: TRIP EXPERIENCE



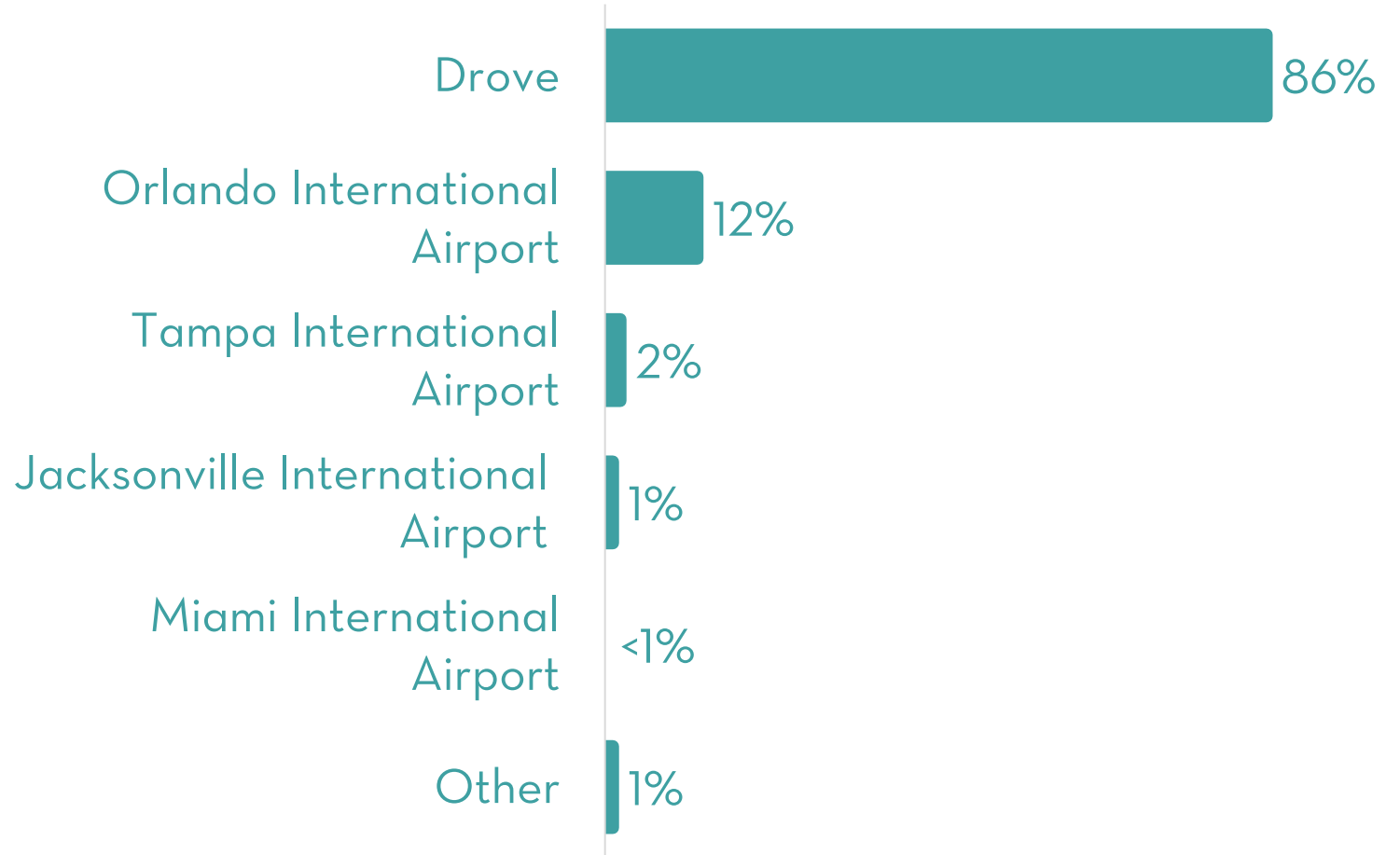
VISITOR CENTER

- » **8%** of visitors **visited or called the Visitor Center**
- » Usefulness Rating: **8.6 out of 10***



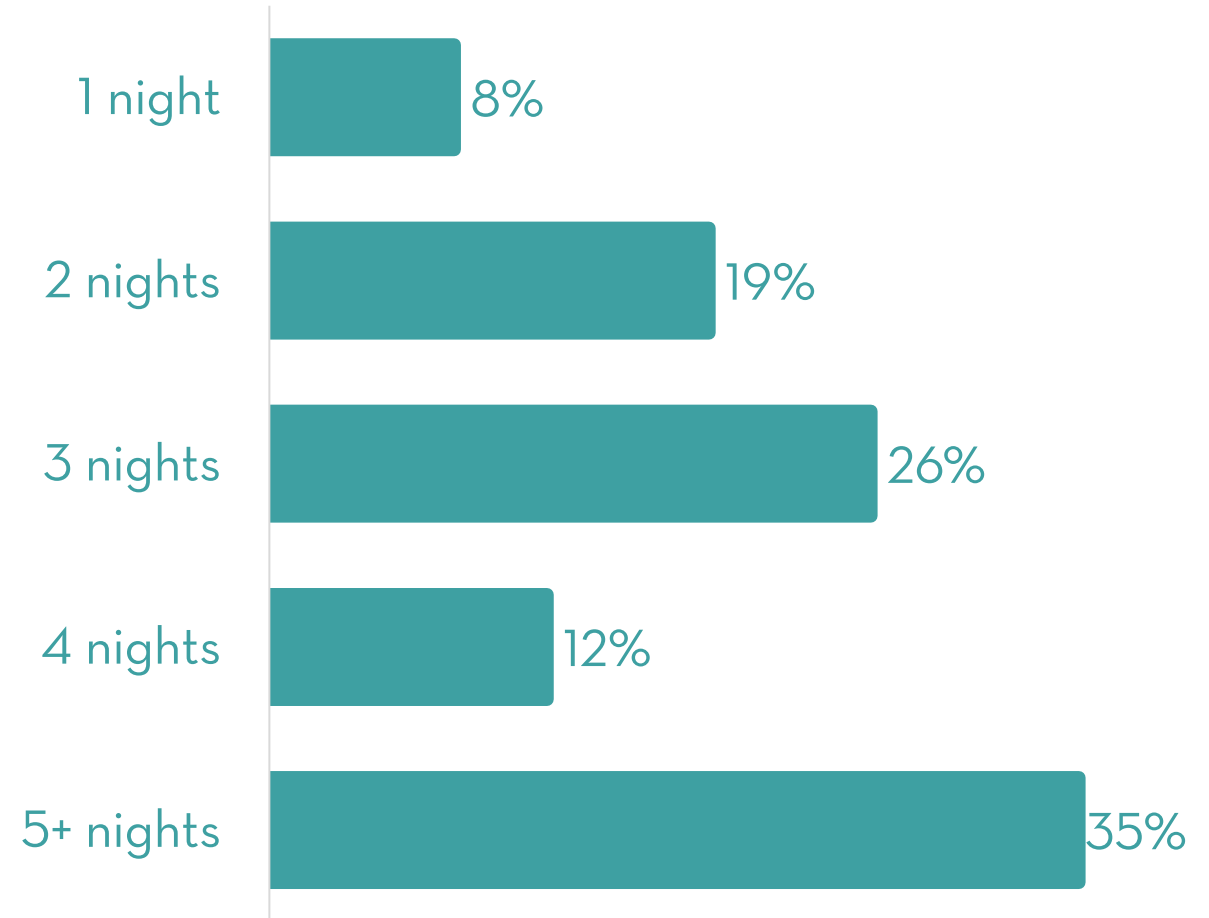
TRANSPORTATION

- » **86%** of visitors **drove** to the Ocala/Marion County area for their trip
- » **12%** of **all** visitors used the **Orlando International Airport**



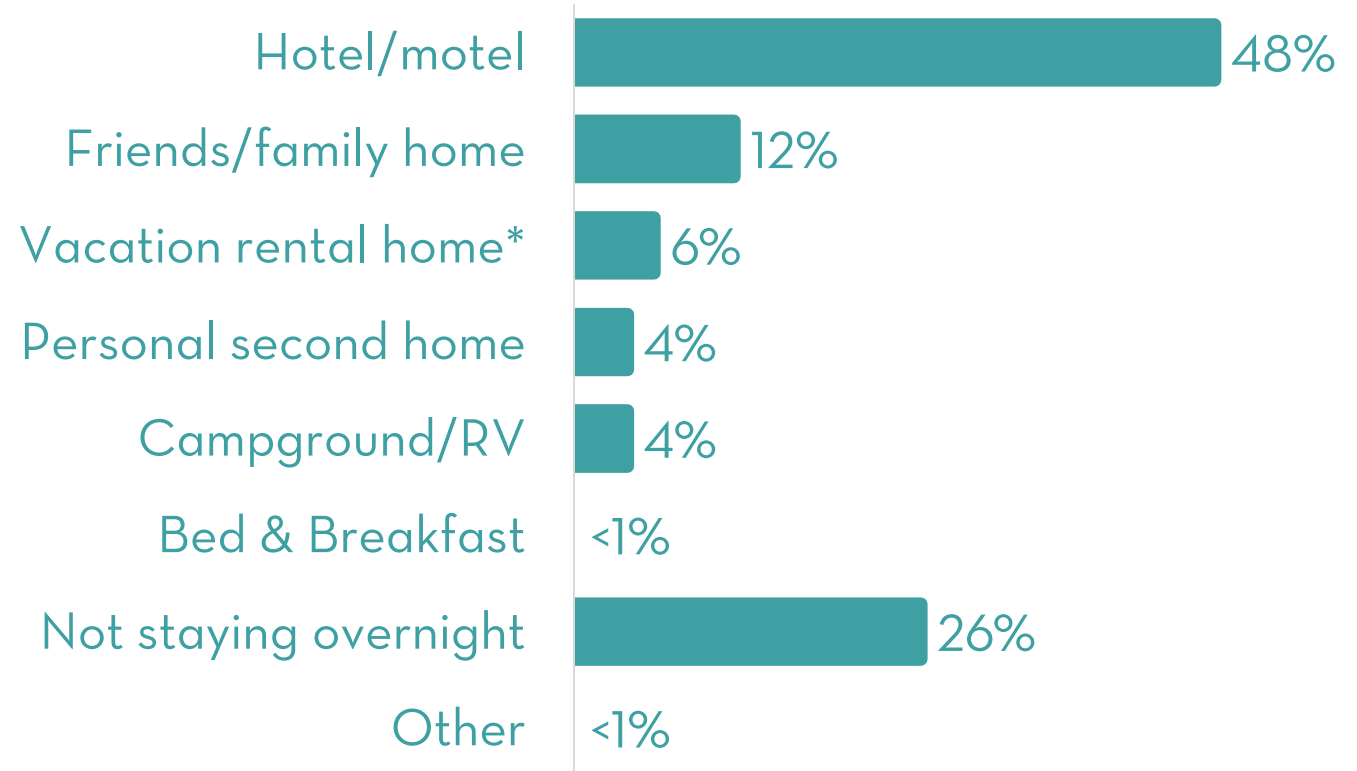
NIGHTS

- » Visitors stayed **3.7** nights in Ocala/Marion County*
- » Visitors staying in paid accommodations stayed **3.8** nights in the Ocala/Marion County area



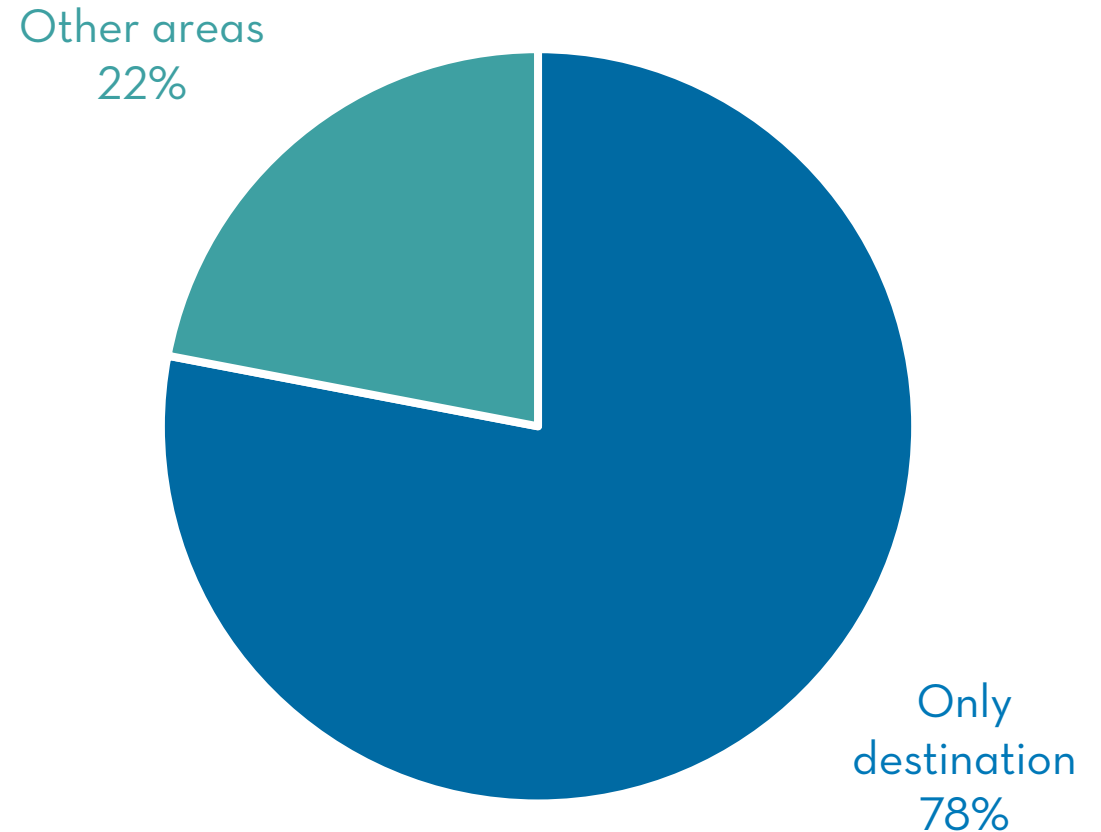
ACCOMMODATIONS

» **Nearly half** of visitors stayed overnight in a **hotel or motel**



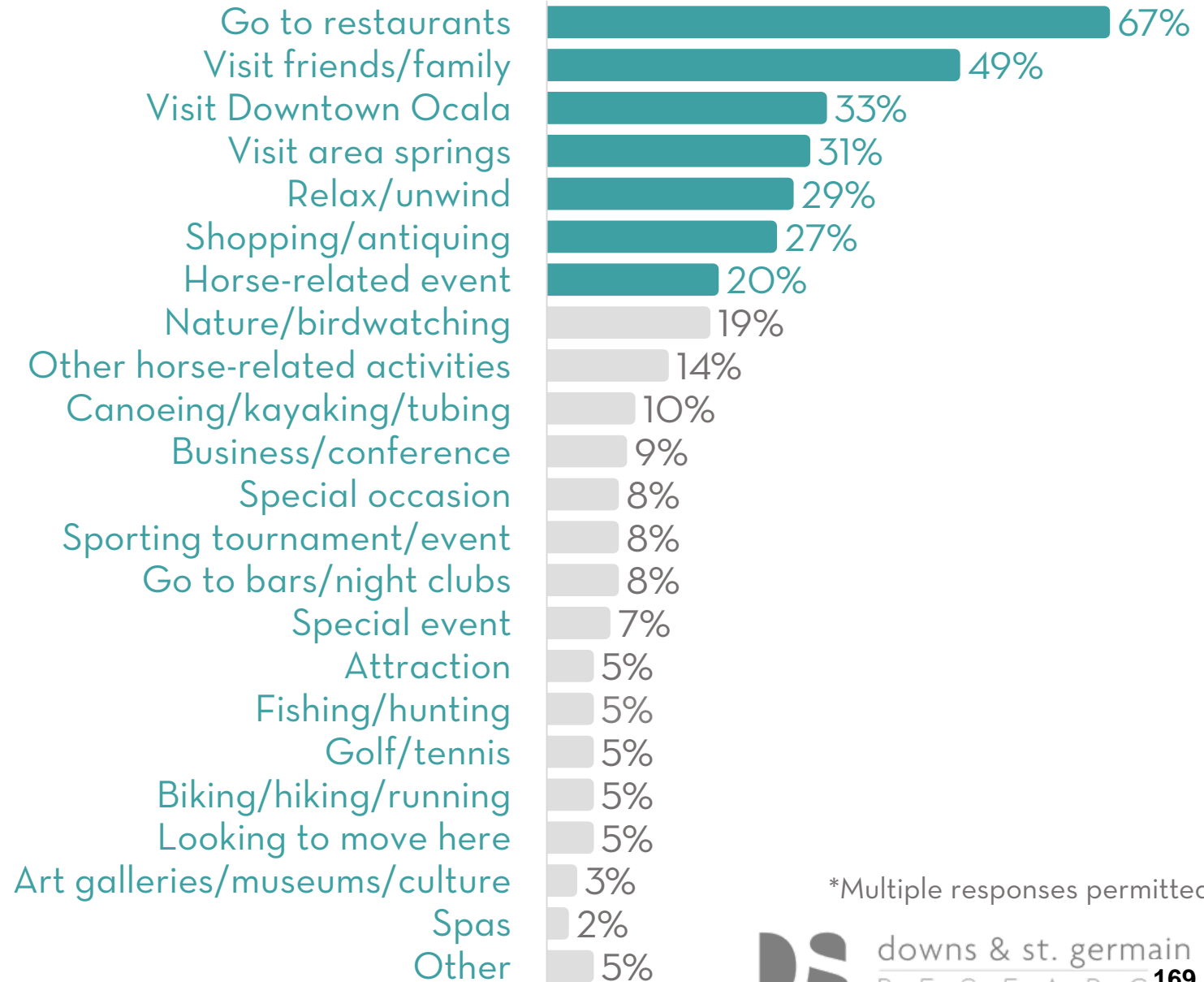
VISITING OTHER AREAS

- » **Over 1 in 5** visitors were also visiting other destinations on their trip



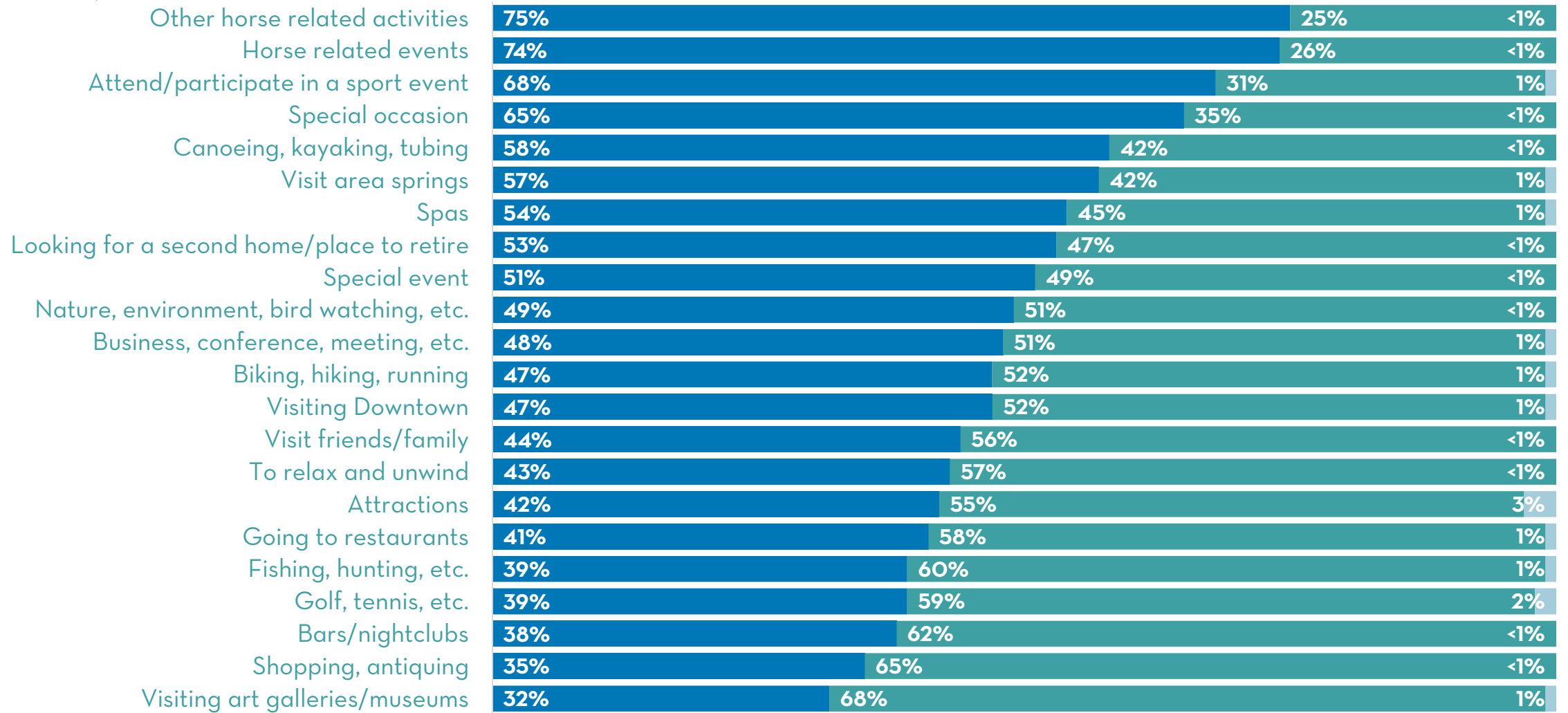
VISITOR ACTIVITIES*

- » **Going to restaurants** is the number one activity, as **2 in 3** visitors went out to eat
- » **Nearly half** of visitors visited **friends and family**
- » **1 in 3** visitors enjoyed **Downtown Ocala** during their visit
- » **About 3 in 10** visitors enjoyed the **area springs, relaxing/unwinding and shopping/antiquing** during their visit



*Multiple responses permitted.

VISITOR ACTIVITY RATINGS



ACTIVITIES VS. REASON FOR VISIT*

Reason for Visiting

35%

15%

14%

13%

10%

10%

9%

7%

7%

6%

6%

5%

5%

4%

Visit friends/family

Horse-related event

Visit area springs

Relax and unwind

Go to restaurants

Visit Downtown Ocala

Business/conference

Sporting tournament/event

Other horse-related activities

Special occasion

Nature/birdwatching

Special event

Shopping/antiquing

Canoeing/kayaking/tubing

Visitor Activities

49%

20%

31%

29%

67%

33%

9%

8%

14%

8%

19%

7%

27%

10%

TRAVEL PARTY SPENDING

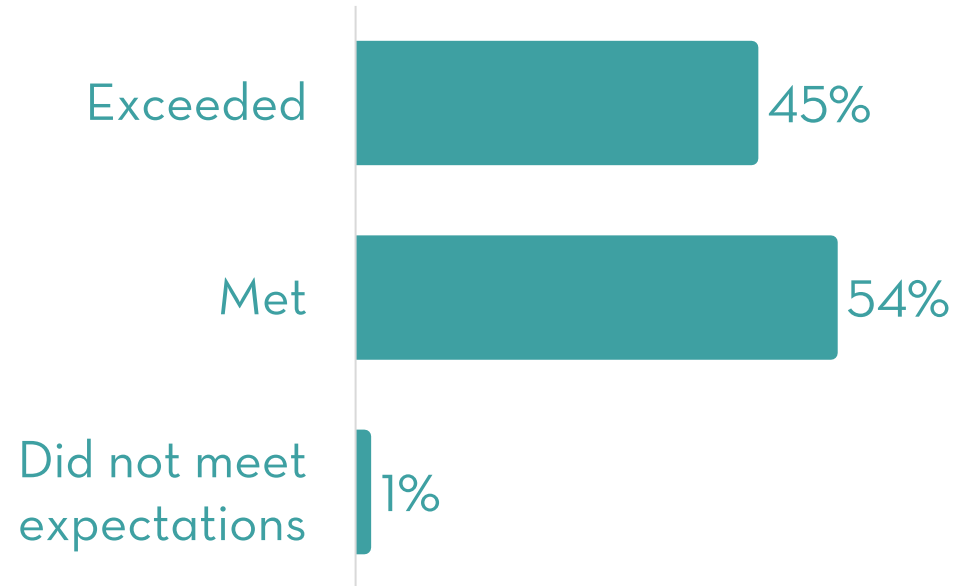
	<i>Daily Spending: All Visitors</i>	<i>Total Spending: All Visitors</i>
<i>Accommodations</i>	<i>\$72¹</i>	<i>\$266</i>
<i>Restaurants</i>	<i>\$82</i>	<i>\$303</i>
<i>Groceries</i>	<i>\$19</i>	<i>\$70</i>
<i>Shopping</i>	<i>\$49</i>	<i>\$181</i>
<i>Entertainment</i>	<i>\$48</i>	<i>\$178</i>
<i>Transportation</i>	<i>\$28</i>	<i>\$103</i>
<i>Other</i>	<i>\$16</i>	<i>\$59</i>
Total	\$314	\$1,160

VISITOR JOURNEY: POST-TRIP



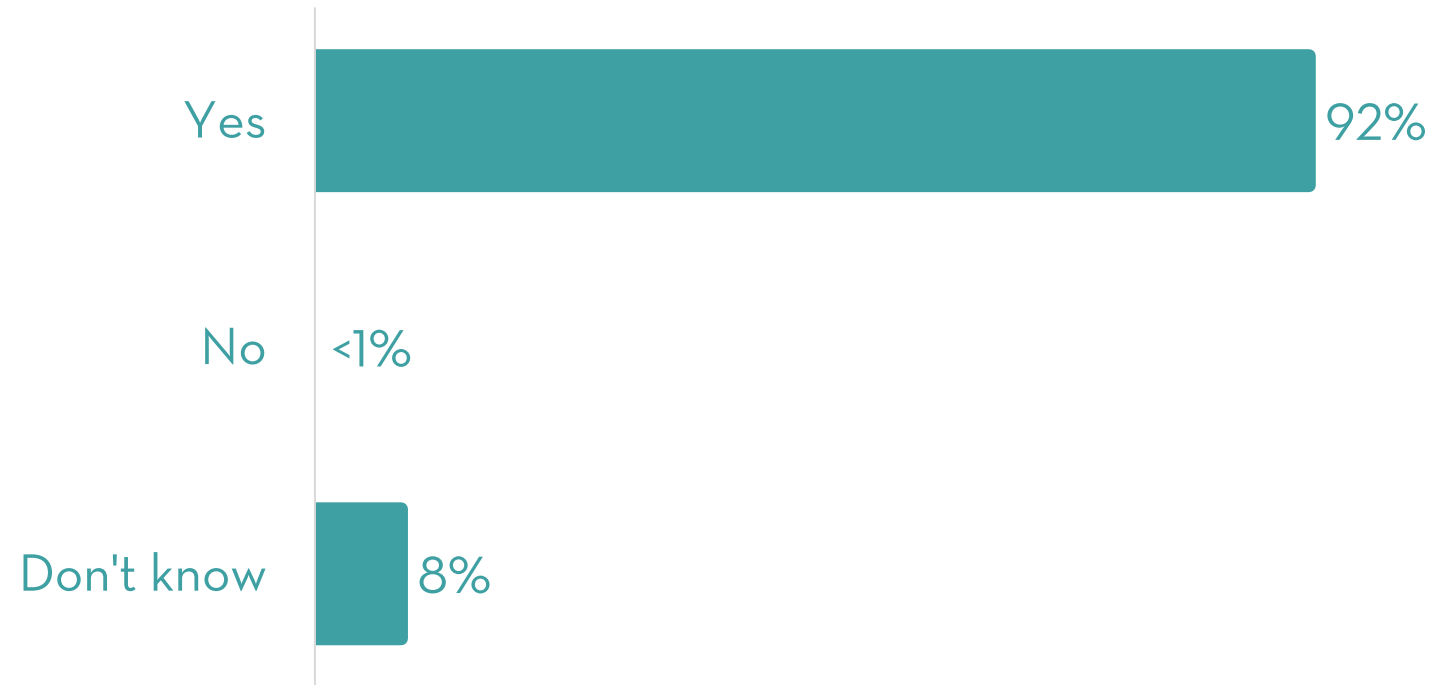
TRIP EXPERIENCE

- » **Over 2 in 5** visitors' expectations were **exceeded** on their visit to the Ocala/Marion County area



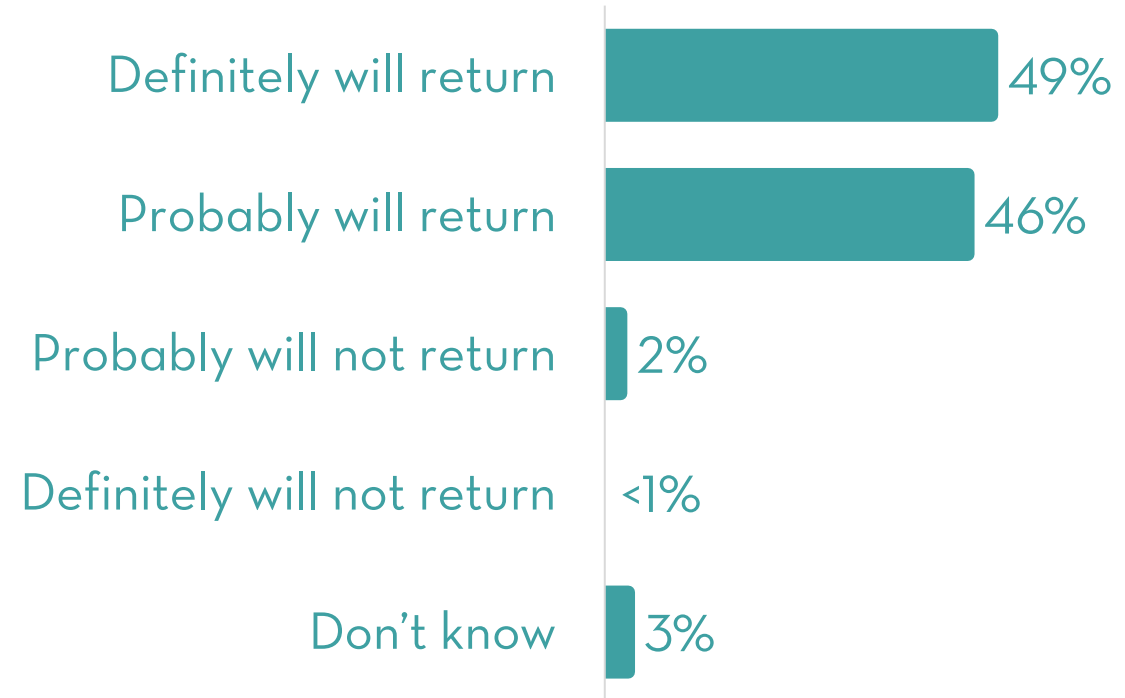
RECOMMENDATION

- » **Over 9 in 10** visitors **would recommend** the Ocala/Marion County area to others



LIKELIHOOD OF RETURNING

- » Nearly **all** visitors will **return** to the Ocala/Marion County area
- » Of visitors who will likely not return, a majority state **they prefer a variety in vacation spots**



2025 to 2024 COMPARISONS



PRE-VISIT

Visitor Metrics	Apr-Jun 2024	Apr-Jun 2025
<i>Ocala/Marion County was the only destination</i>	73%	78%
<i>Viewed Visitors Guide</i>	8%	16%
<i>Visited or called the Visitors Center</i>	9%	8%
<i>Planned trip a month or less in advance</i>	41%	41%
<i>Average number of days trip was planned in advance of it being taken</i>	73	73
<i>Used OcalaMarion.com to plan their trip</i>	6%	4%
<i>Recalled Ocala/Marion County promotions</i>	27%	33%

PRE-VISIT

Reason for Visiting	Apr-Jun 2024	Apr-Jun 2025
<i>Visit friends/family</i>	30%	35%
<i>Horse-related event</i>	14%	15%
<i>Visit area springs</i>	16%	14%
<i>Relax/unwind</i>	12%	13%
<i>Go to restaurants</i>	8%	10%
<i>Visit Downtown Ocala</i>	9%	10%
<i>Business/conference</i>	8%	9%
<i>Sporting tournament/event</i>	9%	7%
<i>Other horse-related activities</i>	5%	7%
<i>Special occasion</i>	5%	6%
<i>Nature/birdwatching</i>	6%	6%

Reason for Visiting	Apr-Jun 2024	Apr-Jun 2025
<i>Special event</i>	5%	5%
<i>Shopping/antiquing</i>	5%	5%
<i>Canoeing/kayaking/tubing</i>	6%	4%
<i>Attraction</i>	3%	3%
<i>Looking to move here</i>	4%	2%
<i>Biking/hiking/running</i>	1%	1%
<i>Art galleries/museums/culture</i>	1%	1%
<i>Golf/tennis</i>	1%	1%
<i>Go to bars/night clubs</i>	2%	1%
<i>Fishing/hunting</i>	1%	<1%
<i>Spas</i>	<1%	<1%
<i>Other</i>	8%	6%

TRAVEL PARTY PROFILE

Top Origin Markets	Apr-Jun 2024	Apr-Jun 2025
<i>Orlando - Daytona Beach - Melbourne</i>	12%	15%
<i>Tampa - St. Petersburg</i>	11%	8%
<i>Jacksonville</i>	5%	7%
<i>Gainesville</i>	4%	6%
<i>Atlanta</i>	5%	5%
<i>Miami - Ft. Lauderdale</i>	5%	3%
<i>New York City*</i>	4%	3%
<i>Tallahassee - Thomasville</i>	2%	3%

Top Origin States	Apr-Jun 2024	Apr-Jun 2025
<i>Florida</i>	48%	48%
<i>Georgia</i>	7%	7%
<i>Ohio</i>	2%	4%
<i>New York</i>	3%	3%
<i>Texas</i>	3%	3%

Top Origin Regions	Apr-Jun 2024	Apr-Jun 2025
<i>Southeast (includes Florida)</i>	70%	70%
<i>Midwest</i>	12%	13%
<i>Northeast</i>	11%	11%
<i>West</i>	5%	3%
<i>International</i>	2%	3%

*New York City includes areas of New York, New Jersey and Connecticut.

TRIP EXPERIENCE

Visitor Metrics	Apr-Jun 2024	Apr-Jun 2025
<i>Travel party</i>	2.9	2.8
<i>Children <18</i>	36%	36%
<i>Median age</i>	51	50
<i>Estimated median household income</i>	\$79,300	\$91,700
<i>1st time visitor</i>	30%	36%
<i>10+ visits to Ocala/Marion County</i>	20%	19%

Visitor Metrics	Apr-Jun 2024	Apr-Jun 2025
<i>Drove</i>	81%	86%
<i>Nights spent</i>	3.4	3.7
<i>Direct expenditures (entire trip)</i>	\$1,071	\$1,160

TRIP EXPERIENCE

Visitor Activities

Apr-Jun 2024

Apr-Jun 2025

<i>Go to restaurants</i>	49%	67%
<i>Visit friends or family</i>	41%	49%
<i>Visit Downtown Ocala</i>	31%	33%
<i>Visit area springs</i>	33%	31%
<i>Relax and unwind</i>	28%	29%
<i>Shopping/antiquing</i>	20%	27%
<i>Horse-related event</i>	20%	20%
<i>Nature/birdwatching</i>	19%	19%
<i>Other horse-related activities</i>	9%	14%
<i>Business meeting/conference</i>	9%	9%
<i>Canoeing/kayaking/tubing</i>	13%	10%
<i>Special occasion</i>	8%	8%

Visitor Activities

Apr-Jun 2024

Apr-Jun 2025

<i>Sporting tournament/event</i>	9%	8%
<i>Go to bars/night clubs</i>	10%	8%
<i>Special event</i>	7%	7%
<i>Attraction</i>	8%	5%
<i>Fishing/hunting</i>	7%	5%
<i>Golf/tennis</i>	8%	5%
<i>Biking/hiking/running</i>	8%	5%
<i>Looking for a second home/place to retire</i>	9%	5%
<i>Art galleries/museums/cultural events</i>	4%	3%
<i>Spas</i>	2%	2%
<i>Other</i>	8%	5%

POST TRIP EVALUATION

Satisfaction Metrics	Apr-Jun 2024	Apr-Jun 2025
<i>Visit Met + Exceeded expectations</i>	99%	99%
<i>Will return to Ocala/Marion County</i>	96%	95%
<i>Will recommend Ocala/Marion County</i>	91%	92%

Ocala/Marion County VCB

Economic Impact Study & Visitor Tracking Report April – June 2025

Downs & St. Germain Research
850-906-3111 | www.dsg-research.com
contact@dsg-research.com





Marion County Tourist Development Council

Agenda Item

File No.: 2025-20150

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

PRESENTATION: Media Plan FY 2025-2026

DESCRIPTION/BACKGROUND:

Information Only.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20154

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information Only.



Monthly Sales Update August 20, 2025

- **New Business**

- American Youth Football Southeast Regional Championships
 - November 14-16, 2025
 - Estimated Room Nights: 650
- American Early Learning Coalition Annual Board Meeting
 - April 19-24, 2026
 - Estimated Room Nights: 82

- **Leads**

- FL Interscholastic Cycling League Mountain Biking Event
 - February 202-22, 2026
 - Estimated Room Nights: 200
- Florida Propane Gas Association Spring Meeting
 - April 1-2, 2026
 - Estimated Room nights: 60
- Big East Swimming and Diving Conference Championships
 - February 18-21, 2026 AND February 22-25, 2027
 - Estimated Room Nights: 1,010 per year
- NAIA Swimming and Diving National Championships
 - March 2027-2029
 - Estimated Room Nights: 800 per year

- **Ongoing Leads**

- State Emergency Response Commission (SERC) Meeting
 - November 5-6, 2025
 - Estimated Room Nights: 120

- **Lost Business**

- FL Society Children of the American Revolution (CAR) State Conference
 - February 13-15, 2026
 - Estimated Room Nights: 80
 - Gainesville

- **Tradeshow/Conferences**

- Connect Marketplace
 - August 25-28, 2025 – Miami
 - Sports and Association tracks



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20155

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:

Information Only.

TDT COLLECTIONS

	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL		ACTUAL		ACTUAL		Change	PROJECTED AVERAGE (Last 5 Years)
	4%	4%	4%	4%	4%	4%		4%		4%		from	
	FY 17-18	FY 18-19	FY 19-20	FY20-21	FY21-22	FY22-23		FY23-24		FY24-25		Last Year	
						PTD		PTD		Monthly	PTD		4%
OCT	259,157.91	204,924.52	208,480.07	208,964.21	271,833.28	349,930.49	349,930.49	365,854.69	365,854.69	379,319.18	379,319.18	\$ 13,464.49	281,012.55
NOV	259,465.87	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	792,254.61	349,743.98	715,598.67	558,579.61	937,898.79	\$ 208,835.63	307,901.70
DEC	259,851.68	225,689.89	236,936.54	185,291.99	418,818.13	369,635.90	1,161,890.51	398,894.92	1,114,493.59	462,549.20	1,400,447.99	\$ 63,654.28	321,915.50
JAN	227,275.36	208,911.55	220,533.21	226,855.23	346,052.50	428,869.17	1,590,759.68	399,341.68	1,513,835.27	537,175.62	1,937,623.61	\$ 137,833.94	324,330.36
FEB	286,456.85	273,064.02	299,288.30	294,191.48	413,140.70	512,970.04	2,103,729.72	525,512.43	2,039,347.70	626,799.77	2,564,423.38	\$ 101,287.34	409,020.59
MAR	350,071.35	323,299.80	302,080.26	359,419.51	524,933.16	601,255.70	2,704,985.42	628,714.27	2,668,061.97	649,169.37	3,213,592.75	\$ 20,455.10	483,280.58
APR	359,327.08	385,618.64	214,603.12	402,060.20	630,194.20	677,443.18	3,382,428.60	697,599.40	3,365,661.37	294,671.29	3,508,264.04	\$ (402,928.11)	524,380.02
MAY	262,256.88	280,438.82	102,814.80	333,193.04	463,117.34	425,025.51	3,807,454.11	498,796.44	3,864,457.81	955,276.16	4,463,540.20	\$ 456,479.72	364,589.43
JUN	199,261.84	232,018.65	149,677.12	322,508.82	348,876.21	374,531.93	4,181,986.04	402,595.36	4,267,053.17	471,607.39	4,935,147.59	\$ 69,012.03	319,637.89
JUL	212,855.41	232,238.24	242,501.19	379,652.81	359,850.15	413,140.96	4,595,127.00	450,585.02	4,717,638.19	923,559.18	5,858,706.77	\$ 472,974.16	369,146.03
AUG	197,702.74	196,329.01	264,335.05	320,233.46	445,047.73	439,053.97	5,034,180.97	409,648.68	5,127,286.87		0.00	\$ (409,648.68)	375,663.78
SEPT	188,010.37	203,554.83	174,264.90	420,995.81	327,614.07	334,784.79	5,368,965.76	353,899.19	5,481,186.06		0.00	\$ (353,899.19)	322,311.75
TOTAL:	\$ 3,061,693.34	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76		\$ 5,481,186.06		\$ 5,858,706.77		\$ 112,220.30	\$ 4,403,190.16
***Payment reporting period contains revenue period from prior month (i.e., March reporting is February revenues).													

The four months shown in red denote the time frame in which the Tax Collector's office was switching between payment platforms which resulted in a lag (April) in reporting, which continues to be rectified (May-July).

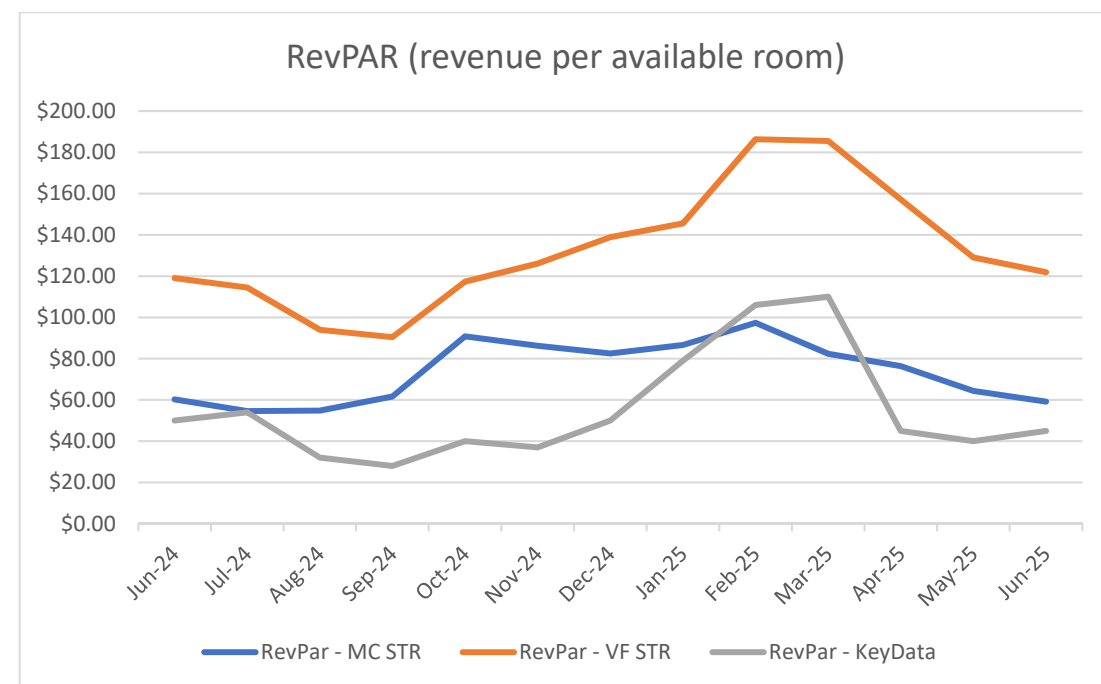
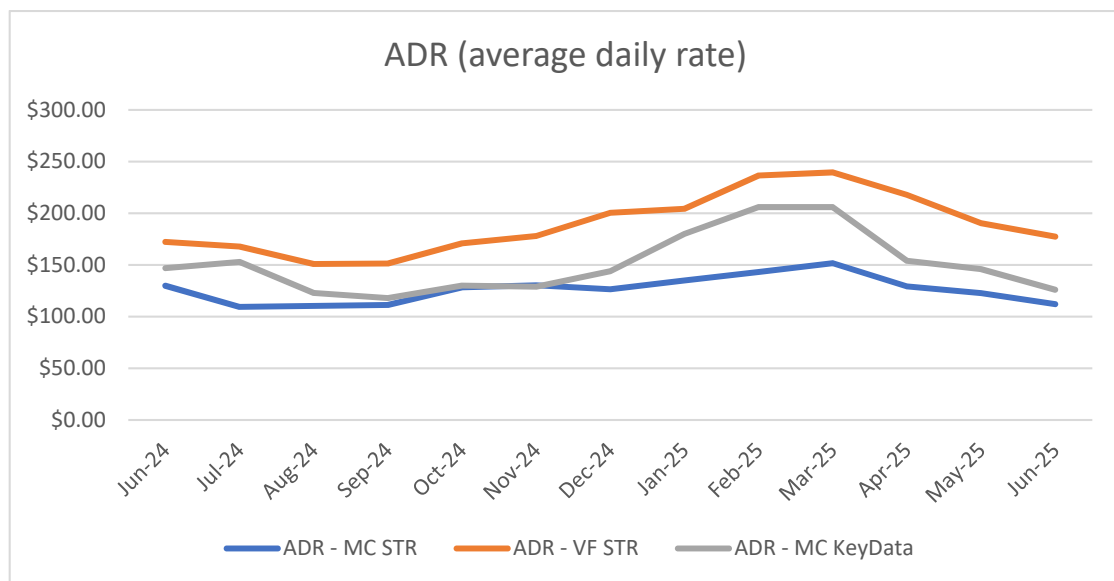
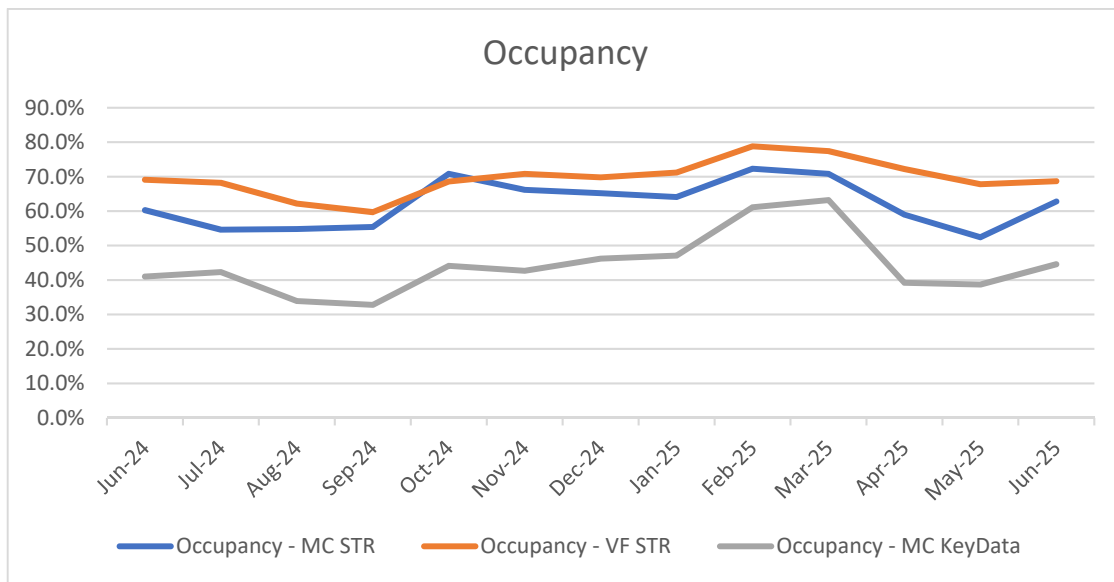
TOURIST DEV TAX
MONTHLY REPORTS

REVENUE PERIOD		JUL.24	AUG.24	SEPT.24	OCT.24	NOV.24	DEC.24
REPORTING PERIOD		AUG.24	SEPT.24	OCT.24	NOV.24	DEC.24	JAN.25
REMITTANCE DATE		SEPT.24	OCT.24	NOV.24	DEC.24	JAN.25	FEB.25
RPT							
LINE		145,522,644.22					
1	Gross Rental Receipts	11,060,370.30	9,707,758.00	10,407,695.73	15,048,140.88	12,808,134.10	14,652,715.23
2	Exempt Rental Receipts	544,576.09	636,556.75	623,818.09	648,958.86	847,195.76	769,691.01
3	Taxable Rental Receipts	10,515,794.21	9,071,201.25	9,783,877.64	14,399,182.02	11,960,938.34	13,883,024.22
4	Total Tax Collected	420,631.74	362,848.08	391,355.15	575,967.29	478,437.58	555,320.96
5	Adjustments	0.05	0.03	0.06	0.45	-	0.51
6	Bal Fwd / Overpaid	-	-	-	-	-	-
7	Total Tax Due	420,631.79	362,848.11	391,355.21	575,967.74	478,437.58	555,321.47
8	Less Collection Allow	(2,346.50)	(2,159.41)	(2,240.82)	(2,150.90)	(2,226.25)	(2,807.17)
9	Plus Penalty	4,135.66	3,841.54	2,102.99	2,147.83	610.00	1,154.96
10	Plus Interest	227.11	314.34	56.23	199.83	33.53	120.02
11	Current Amount Due	422,648.06	364,844.58	391,273.61	576,164.50	476,854.86	553,789.28
12	Credit Balance Used						
13	Underpayments						
14	NSF Cancels						
15	Total Amount Collected	422,648.06	364,844.58	391,273.61	576,164.50	476,854.86	553,789.28
16	Current Total Rate						
17	Dist to TD Council						
		5,063,496.74					
18	BCC	409,968.68	353,899.19	379,319.18	558,879.61	462,549.20	537,175.62
19	Tax Collector Comm	12,679.38	10,945.39	11,954.43	17,284.89	14,305.66	16,613.66
20	Total Collections Dist.	422,648.06	364,844.58	391,273.61	576,164.50	476,854.86	553,789.28

TOURIST DEV TAX
MONTHLY REPORTS

REVENUE PERIOD		JAN.25	FEB.25	MAR.25	APR.25	MAY.25	JUN.25
REPORTING PERIOD		FEB. 25	MAR.25	APR.25	MAY.25	JUN.25	JUL.25
REMITTANCE DATE		MAR.25	APR.25	MAY.25	JUN.25	JUL.25	AUG.25
RPT							
LINE							
1	Gross Rental Receipts	16,736,590.10	16,746,386.68	7,811,850.49	25,160,599.87	12,710,792.62	24,326,822.73
2	Exempt Rental Receipts	625,432.40		257,211.80	1,219,732.02	661,322.89	604,413.54
3	Taxable Rental Receipts	16,111,157.70		7,554,638.69	23,940,867.85	12,049,469.73	23,722,409.19
4	Total Tax Collected	644,446.40	669,855.55	302,185.57	957,634.66	481,978.78	948,896.39
5	Adjustments	1.50	-	13.95-	6.32	-	0.96
6	Bal Fwd / Overpaid	-	-	-	-	-	-
7	Total Tax Due	644,447.90	669,855.55	302,171.62	957,640.98	481,978.78	948,897.35
8	Less Collection Allow	(2,638.28)	(2,884.84)	(861.23)	(4,484.98)	(3,046.15)	(4,414.03)
9	Plus Penalty	4,255.06	2,167.71	2,372.05	30,194.92	6,710.27	7,239.43
10	Plus Interest	120.65	10.23	102.35	1,460.44	550.25	399.99
11	Current Amount Due	646,185.33	669,246.77	303,784.79	984,811.36	486,193.16	952,122.74
12	Credit Balance Used						
13	Underpayments						
14	NSF Cancels						
15	Total Amount Collected	646,185.33	669,246.77	303,784.79	984,811.36	486,193.16	952,122.74
16	Current Total Rate						
17	Dist to TD Council						
18	BCC	626,799.77	649,169.37	294,671.29	955,267.16	471,607.39	923,559.18
19	Tax Collector Comm	19,385.56	20,077.40	9,113.50	29,544.20	14,585.77	28,563.56
20	Total Collections Dist.	646,185.33	669,246.77	303,784.79	984,811.36	486,193.16	952,122.74

Trend Data for Occupancy, ADR, RevPAR (6/2024-6/2025)





Marion County

Tourist Development Council

Agenda Item

File No.: 2025-20151

Agenda Date: 8/20/2025

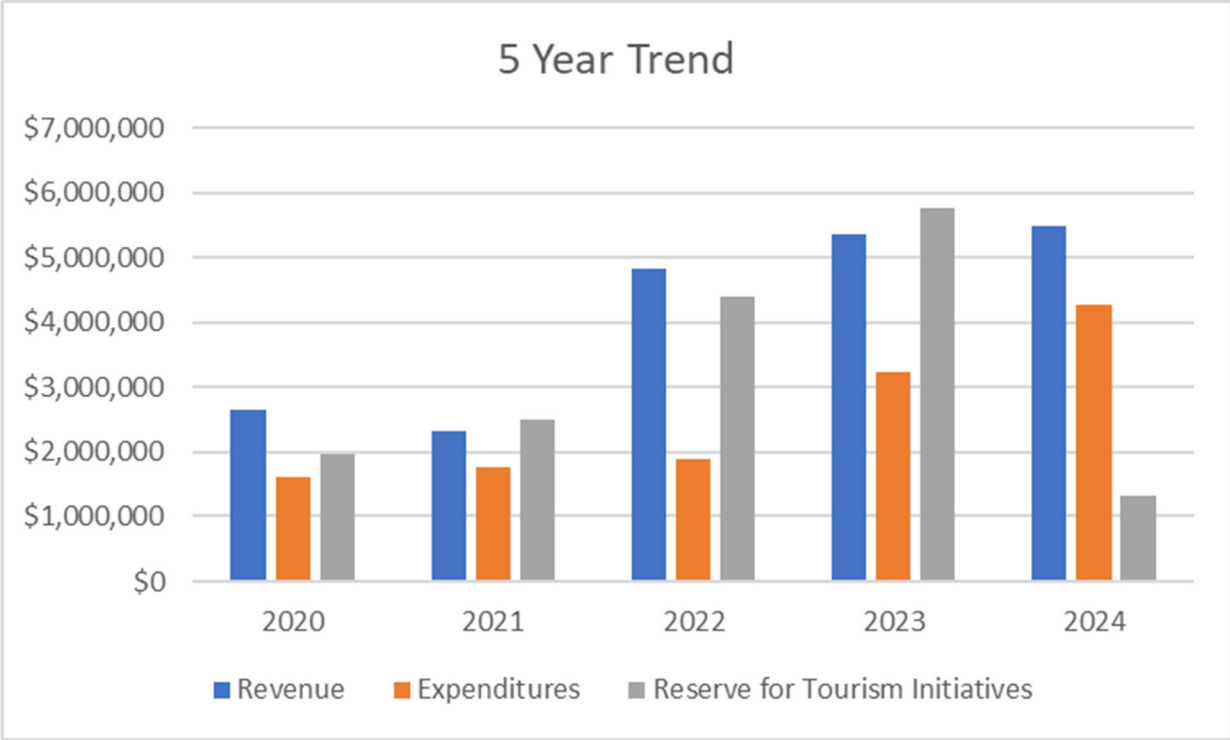
Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Information Only.



5 Year Trend

FY 2024		
Revenue		\$5,481,506
Expenditures		\$4,280,878
	<i>Personnel</i>	\$800,247
	<i>Operating</i>	\$3,480,631
Variance		\$1,200,629
Reserve for Tourism Initiatives		\$1,303,769
FY 2023		
Revenue		\$5,369,236
Expenditures		\$3,233,240
	<i>Personnel</i>	\$692,690
	<i>Operating</i>	\$2,540,551
Variance		\$2,135,995
Reserve for Tourism Initiatives		\$5,776,014
FY 2022		
Revenue		\$4,842,623
Expenditures		\$1,897,244
	<i>Personnel</i>	\$573,099
	<i>Operating</i>	\$1,324,146
Variance		\$2,945,379
Reserve for Tourism Initiatives		\$4,389,898
FY 2021		
Revenue		\$2,332,579
Expenditures		\$1,782,770
	<i>Personnel</i>	\$473,808
	<i>Operating</i>	\$1,308,961
Variance		\$549,809
Reserve for Tourism Initiatives		\$2,508,429
FY 2020		
Revenue		\$2,646,743
Expenditures		\$1,616,630
	<i>Personnel</i>	\$487,894
	<i>Operating</i>	\$1,128,736
Variance		\$1,030,114
Reserve for Tourism Initiatives		\$1,975,410



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20156

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
Florida Swims High School Swim Meet	October 3, 2025	October 4, 2025	FAST
Ocala International Horse Show	October 21, 2025	October 25, 2025	WEC
Witch's Brew Spell-A-Thon Softball Tournament	October 24, 2025	October 26, 2025	Shocker Park/Ocala Regional Sportsplex
AYF Football and Cheer Southeast Regional Championships	November 14, 2025	November 16, 2025	WPHS/Ocala Regional Sportsplex
Fiddler's Turkey Run	November 25, 2025	November 29, 2025	WEC
AHAF Holiday Festival Arabian Horse Show	November 26, 2025	November 29, 2025	WEC
FHSAA Swimming & Diving State Championships	November 7, 2025	November 15, 2025	FAST



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20157

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

Quarterly Public Relations and Analytics Report - April - June Data

DESCRIPTION/BACKGROUND:

Information only.



PUBLIC RELATIONS & ANALYTICS REPORT

April 1 - June 30, 2025



OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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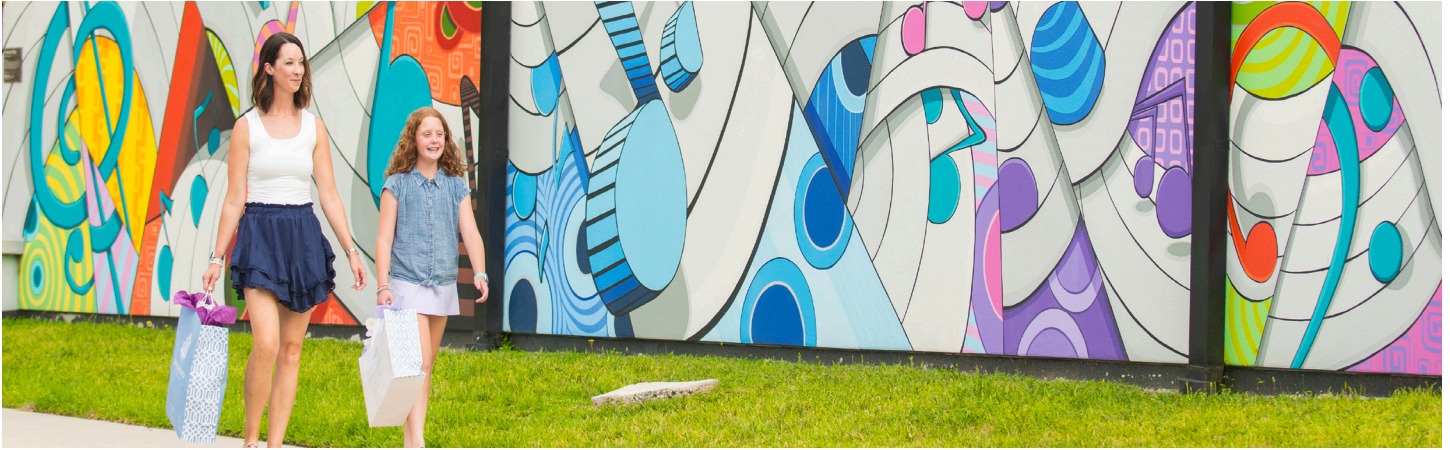
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PUBLIC RELATIONS



Press Releases

VISIT FLORIDA

As part of the ongoing state tourism initiatives through VISIT FLORIDA, the Ocala/Marion County Visitors and Convention Bureau (OMCVCB) fulfills press release requests highlighting tourism activities throughout the destination. VISIT FLORIDA uses these press releases as part of larger media pitches both nationally and internationally.

- Solo Female Travel
- Music Festival SZN
- Escape the Hustle
- Florida Superlatives
- Family Fun in the Sun
- Earth Day
- Celebrating Motherly Love
- Celebrate National Museum Day
- End of School
- Florida Foodie Festival
- Florida's Wildlife
- Global Accessibility Awareness Day
- Luxury Florida

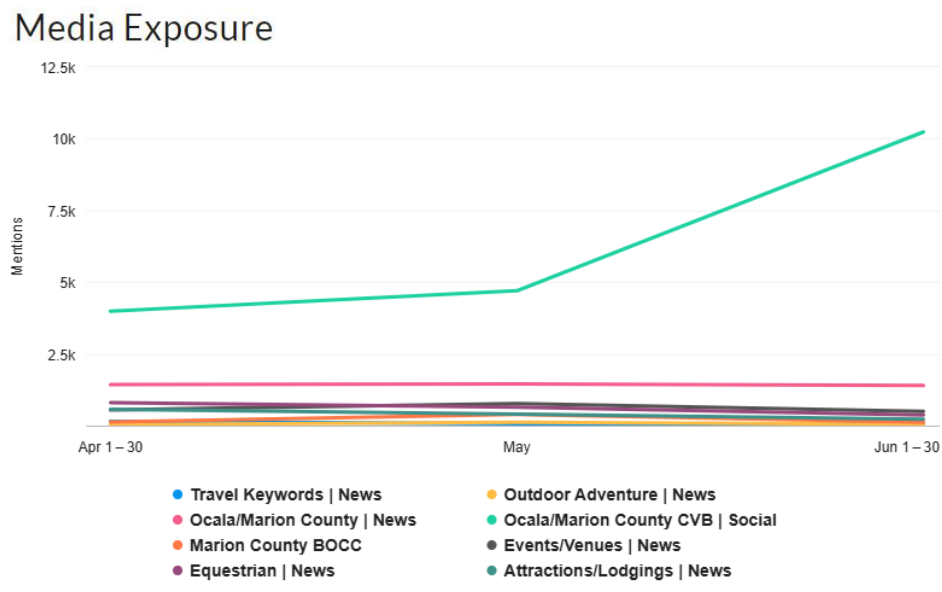
OMCVCB

- Ocala/Marion County Celebrates National Travel and Tourism Week
- Postcard Photography Contest in honor of NTTW

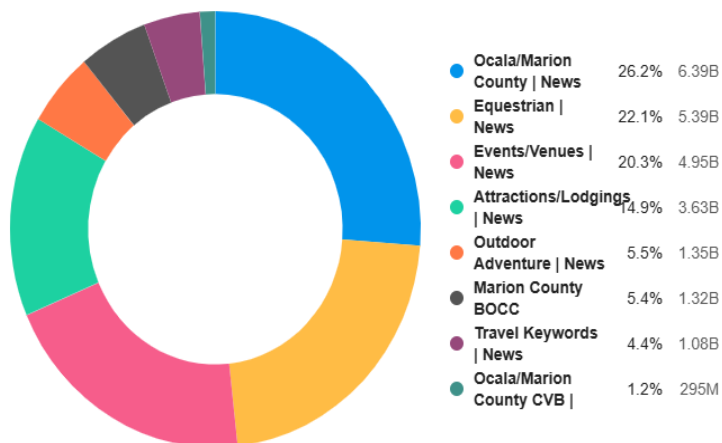
Meltwater: Media Exposure

The OMCVCB uses the media monitoring system, Meltwater, which allows for us to monitor online sentiment with our audiences, send out press releases and search for media outlets that are talking about the destination.

The following graph shows the media exposure from April 1- June 30, 2025, including media topics and key words that were trending during this time period.

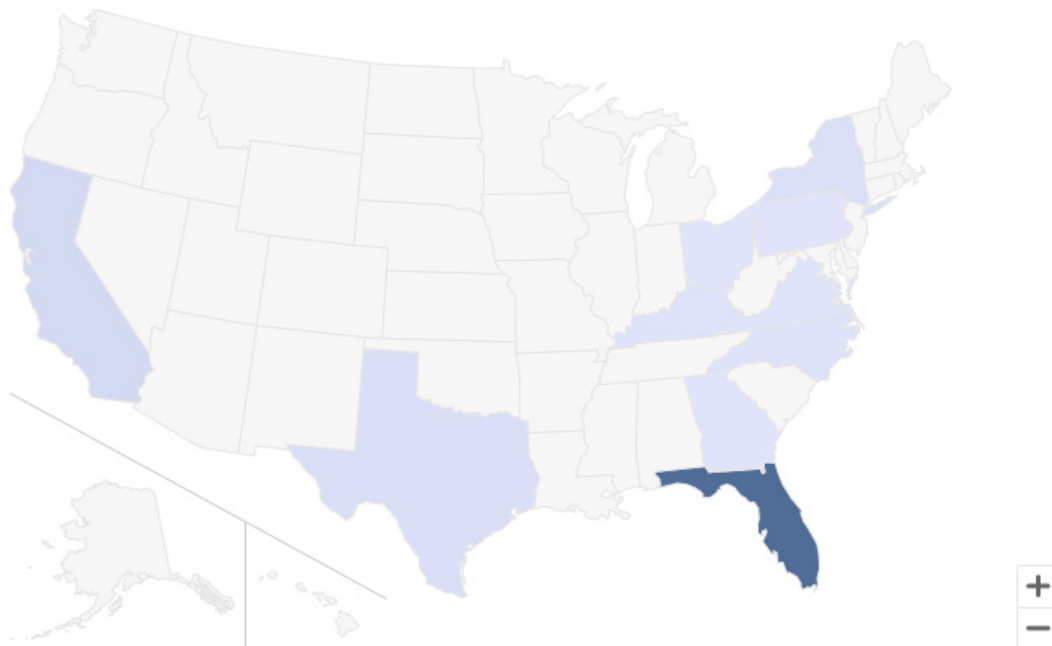


Meltwater: Public Relations Pick-Up

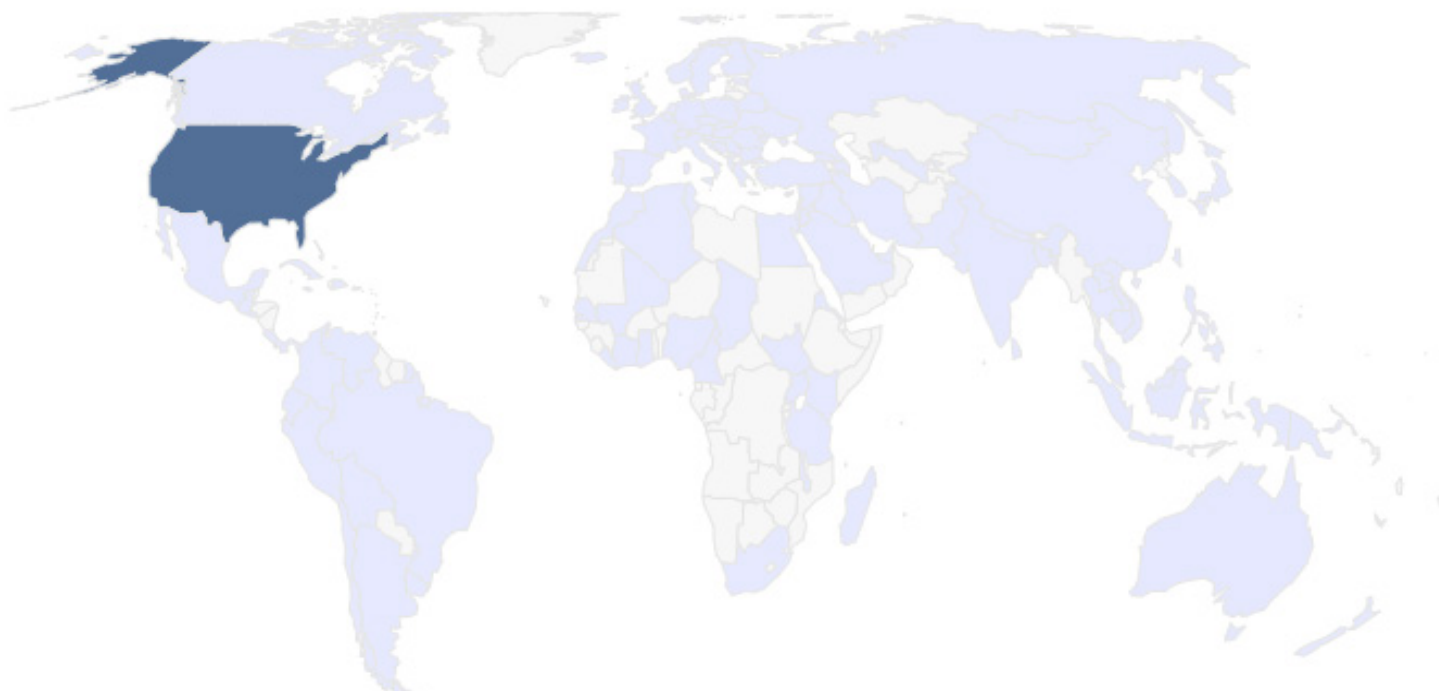


Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from April 1- June 30, 2025.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from April 1- June 30, 2025.



FAM Tours: Journalists Visiting In Market

Familiarization trips (FAM) or Individual Press trips (IPT) are tours offered to media on behalf of an organization to get the media familiar with their destination and services.

During this quarter, we hosted 2 press trips, one domestic journalist from the Carolinas, and another from France, in partnership with VISIT FLORIDA. Reporting from the French trip is not yet available.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
Cape Fear Living	Coleen Thompson	May 2025	Where Equestrian and Culinary Meet	\$904.60	Domestic	35,000 print , 100,000 online, 25,000 newsletter subscriptions, 12k social media.
Masculin.com	Vincent Charretier	June 2025	soft adventure, culinary, culture, small town charm, heritage and history.	\$995.72	France	6.5 million unique monthly visitors



Thank you to the industry partners:

- KP Hole Park
- Silver Springs State Park
- Get Up and Go Kayaking
- Canyons Zip Line & Adventure Park
- World Equestrian Center
- Gypsy Gold Farm
- Appleton
- Grandview Clydesales

Press Trip - Cape Fear Living


OMCVCB hosted a domestic press trip for Colleen Thompson, Editor-in-Chief of Cape Fear Living. The trip's focus was on Ocala's equestrian heritage and culinary arts, with the goal of securing a feature story in her publication. The story angle emphasized how Ocala offers a serene, soulful alternative to a typical Florida vacation, deeply rooted in community. The trip also underscored the destination's accessibility for her readers, with convenient direct flights between Wilmington, NC and Orlando.

REACH: 35,000 print, 100,000 online, 25,000 newsletter subscriptions, 12k social media.

The article was published in May 2025 and is below and on the next 5 pages

RIDING HIGH IN OCALA

Cape Fear Living




Jun 12 · 7 min read

RIDING HIGH IN OCALA

Updated: Jun 26

If you're part of the horse world, Ocala/Marion County in Florida, is already on your map—and for good reason. But if it hasn't crossed your radar yet, it's time to take a closer look. Home to more than 1,200 horse farms, the opulent Equestrian Hotel, and the awe-inspiring World Equestrian Center, Ocala is where equine excellence meets Southern charm. Add in crystal-clear spring waters, a fast-growing culinary scene and a uniquely Floridian mix of billionaires and cowboys sharing the same arena, and you've got a destination that's as surprising as it is unforgettable.

By Colleen Thompson



Tucked in the heart of Central Florida, Ocala is a place where history, horses, and hospitality come together in a uniquely captivating way.

RIDING HIGH IN OCALA

Cape Fear Living

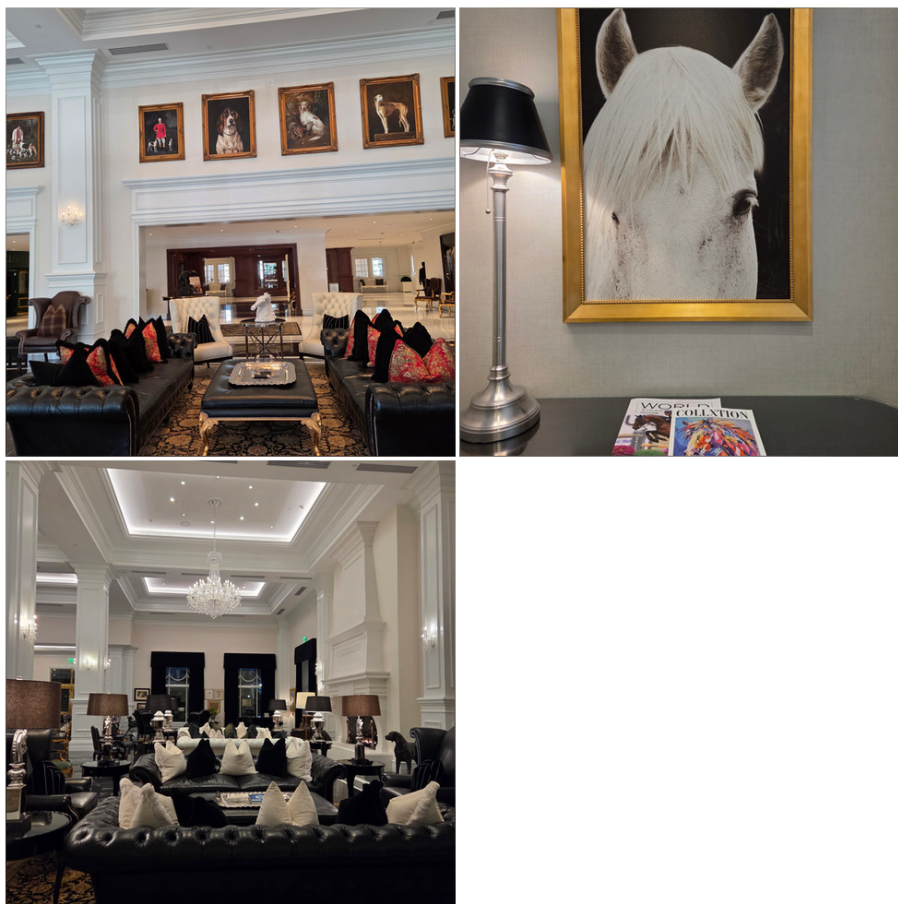
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RIDING HIGH IN OCALA

Aptly known as the "Horse Capital of the World," Ocala's roots run deep—from its Native American heritage (its name is derived from the Timucua word "Ocali," believed to mean "Big Hammock") to its rise as a thoroughbred breeding haven in the 1940s. The city's equestrian legacy took off when Carl G. Rose established Florida's first thoroughbred farm here, setting in motion a rich tradition that would eventually draw breeders, riders, and trainers from around the globe.

Stay in Style: Where Luxury Meets Horse Country

Grandeur and grace meet the raw beauty of horse country at **The Equestrian Hotel**, set within the prestigious World Equestrian Center in Ocala, Florida. Here, opulence is not an afterthought, it's the very fabric of the hotel's identity. From the moment you enter the marble-clad lobby, with its soaring 20-foot ceilings and neoclassical French charm, you're enveloped in a refined atmosphere that balances stately elegance with playful equestrian touches. Swarovski chandeliers sparkle above zebra-print chairs, while a massive stone fireplace anchors the space with warmth. Italian porcelain floors gleam, and mahogany trim lines every corner, while staff in custom chic Ralph Lauren uniforms deliver service with polish and poise.



Every element in the hotel bears the meticulous imprint of owner Mary Roberts, from the bridle-patterned carpeting to the 200+ gilded dog portraits—each one a personal commission and love letter to her canine companions. On each of the five floors, elevator lobbies double as curated art galleries, showcasing the works of local artists.

<https://www.capefearliving.com/post/riding-high-in-ocala>

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RIDING HIGH IN OCALA

Cape Fear Living

8/13/25, 10:44 AM

RIDING HIGH IN OCALA

Choose a suite overlooking the jaw-dropping 128,000-square-foot Grand Arena, where world-class riders compete. Imagine watching elite equestrian events from the comfort of your plush king-size bed decked out in white Italian linens. Each of the rooms are layered with rich textures and refined detail—leather saddle-stitched pillows, trophy-inspired bedside lamps, and hardware reminiscent of a horse's bridle. It's equestrian chic with a neoclassical polish—tasteful, immersive, and utterly unforgettable. It's luxury in horse country, and this is a hotel that lives and breathes it.



The Heart of Horse Country: Inside World Equestrian Center

Ralph "Larry" and Mary Roberts built **World Equestrian Center** (WEC) as a 380-acre showcase of equine excellence—and it more than delivers. The stunning, state-of-the-art complex is home to immaculate stables, championship arenas, and year-round competitions that attract riders and spectators from around the globe. WEC hosts everything from hunter/jumper and dressage to western events across 17 outdoor arenas and five climate-controlled indoor venues, all supported by over 2,500 permanent stalls, a world-class veterinary care center, and a full-service feed and tack store designed with elite athletes in mind. But WEC isn't just for competitors—the entire venue is designed for guests, too, with beautifully landscaped grounds that make it a luxurious and immersive spectator experience. One of its most serene and unexpected features is the Chapel on the property, a striking white sanctuary set among manicured gardens and a tranquil reflection pond. Whether you're attending a quiet service or simply soaking in the stillness, it adds a spiritual dimension to the venue's energy. To truly appreciate the full scale and beauty of the grounds, be sure to rent a golf cart—it's the best way to explore every corner of this expansive equestrian paradise.

Equestrian Eats: Where Southern Roots Meet Culinary Refinement

French Flair at Emma's Patisserie

Begin your morning the way it was meant to be—with a perfectly pulled espresso and a warm, buttery pineapple Danish from **Emma's Patisserie**, nestled on the first floor of The Equestrian Hotel. Each day, an irresistible deliciousness fills the glass cases, all artfully crafted by James Beard Semi-Finalist & Executive Pastry Chef Yohann Le Bescond of the World Equestrian Center. From delicate tarts to flaky croissants, every bite reflects his signature blend of precision, creativity, and French-inspired indulgence. Emma's is a daily ritual worth savoring.

Stirrups: Fine Dining at its Finest

For a very fine dining experience, head to The Equestrian Hotels' signature restaurant, **Stirrups**. There are no shortcuts here in the beautiful all-white & crystal space. Chef de Cuisine, Cristian Viracucha, is at the helm, and delivers elevated riffs on Southern dishes. The house baked bread served warm with cinnamon swirled butter, still has me swooning. Start with the crab cakes, served with piquillo pepper purée, citrus gel, and

<https://www.capefearliving.com/post/riding-high-in-ocala>

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RIDING HIGH IN OCALA

Cape Fear Living

8/13/25, 10:44 AM

RIDING HIGH IN OCALA

remoulade. And while the selection of steaks might tempt you, order the Mountain River Cervena venison with Florida mushrooms in garlic, thyme & bourbon. Desserts curated by Executive Pastry Chef Yohann Le Bescond are all sublime but opt for the Corn & Bramble, featuring blackberries, popcorn, and white chocolate.



Yellow Pony Pub: Polished with a Comfort Kick

The leatherbound cocktail menu, bespoke saddle bar stool and equine paraphernalia set the tone for this laidback gastro lounge inside the Equestrian Hotel. Ask skilled barman Hernando to mix you an Old Fashioned, he arguably makes the best I've tasted in a very long time. Order the soft hand-twisted pretzel served with beer cheese and stout mustard to stave off hunger pangs before or after dinner.

Historic Downtown: A Blend of Charm and Flavor

Strolling through historic downtown Ocala feels like stepping into a charming Southern postcard—where brick-paved streets wind past grand old oaks and lovingly preserved buildings house boutiques, galleries, and buzzing local cafés. This walkable district pairs small-town warmth with a lively creative scene and a deep sense of place rooted in horse country heritage. Start your evening with a handcrafted cocktail at **Ivy on the Square**, a stylish spot known for its Southern flair and vintage charm. For dinner, choose your vibe: enjoy a laid-back rooftop meal with city views at **District Bar & Kitchen**, or opt for a more refined, romantic evening at **La Cuisine**, a cozy French bistro serving classics like duck confit, escargot, and crème brûlée. Whether casual or elegant, downtown Ocala serves up flavor and charm in equal measure.

<https://www.capefearliving.com/post/riding-high-in-ocala>

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RIDING HIGH IN OCALA

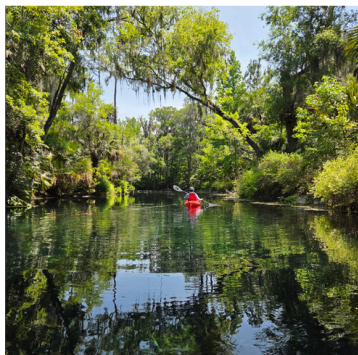
Cape Fear Living

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RIDING HIGH IN OCALA

Explore the Wild Beauty of Silver Springs

For a truly unforgettable encounter with Florida's natural beauty, kayaking the crystal-clear waters of Silver Springs is a must. Just minutes from downtown Ocala, **Silver Springs State Park** offers a serene, almost mystical experience as you paddle beneath a canopy of towering cypress and oak trees, gliding over spring-fed crystal-clear waters. The springs stay a refreshing 72 degrees year-round and teem with life—spot turtles sunning on logs, herons stalking the shoreline, curious otters playing in the shallows, and even the park's famously elusive wild rhesus macaques. Adding to the mystique, remnants of the original Tarzan movie sets from 30s still linger, half-hidden in the overgrown forest—an echo of Hollywood's early fascination with this wild paradise. Whether you're a seasoned kayaker or just looking for a peaceful paddle, Silver Springs offers an unforgettable way to spend a few hours.



Find Mojo's After Silver Springs

After a morning of paddling through the tranquil waters of Silver Springs, fuel up at **Mojo's**, a local favorite where Mexican, Cuban, and Cajun flavors collide. The atmosphere is as bold as the menu—think colorful walls, music memorabilia, and a playful mix of kitsch & quirky that somehow works. Kick things off with the Cajun fried pickles, crispy and addictive, before diving into the Vaca Frita—tender seared beef with grilled onions, served alongside red beans, rice, and sweet plantains. Wash it all down with a cold local Florida brew, and you've got the kind of lunch that turns a good day into a great one.

Up Close with Clydesdales

It's entirely possible to visit the Horse Capital of the World and never come nose-to-muzzle with one of its most iconic residents—but a short drive to **Grandview Clydesdale** Horse Ranch in nearby Dunnellon changes that instantly. This family-owned farm, led by Shannon and Karen Hobbs, has been perfecting the art of Clydesdale breeding for an incredible 24 generations, and they've opened their gates for a truly hands-on experience. On a guided tour, you'll wander through immaculate barns, see the training and breeding facilities in action, and meet the stars of the show—towering stallions, elegant mares, and fuzzy-legged foals. The passion behind the operation is palpable, and the chance to help name a newborn Clydesdale at the end of the tour adds a heartwarming personal touch (fingers crossed for Hudson). It's an unforgettable glimpse into the legacy, power, and grace of these gentle giants and the passionate humans behind them.

<https://www.capefearliving.com/post/riding-high-in-ocala>

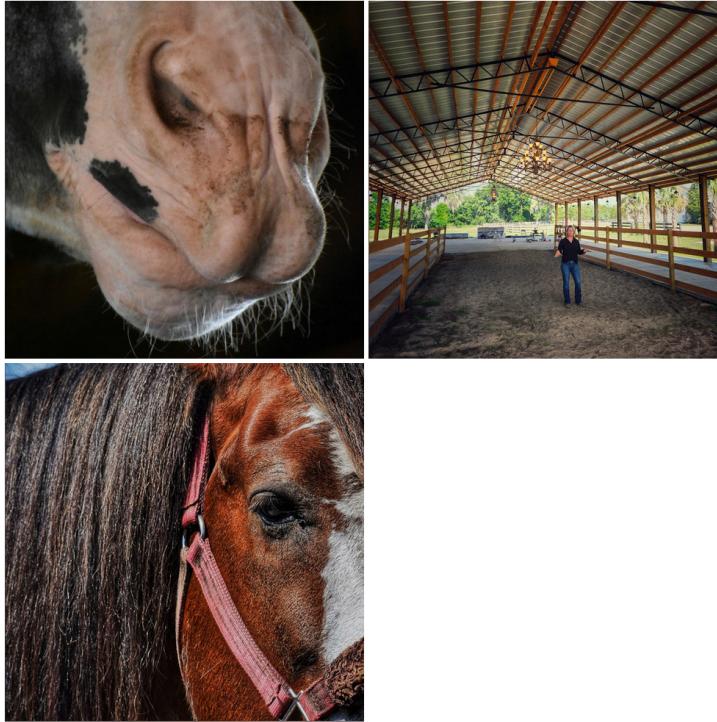
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RIDING HIGH IN OCALA

Cape Fear Living

8/13/25, 10:44 AM

RIDING HIGH IN OCALA



Laidback Bites & River Vibes

After your horse tour, mosey on over to **Swampy's** in nearby Dunnellon — it's the kind of laid-back, riverfront hideaway that feels like it was made for flip-flops and second helpings. Grab a table on the open-air deck perched right above the crystal-clear Rainbow River, where kayakers, paddlers, and the occasional swamp boat glide by like it's all part of a lazy afternoon parade. If the river's feeling generous, you might even spot a playful family of otters putting on a lunchtime show along the bank. As for the food? Don't miss the blackened Cajun catfish sandwich — it's spicy, smoky, and just the right kind of messy. And whatever you do, save room for the bananas foster bread pudding. It's the kind of dessert that makes you lean back, loosen your belt a notch, and wonder why you don't do this every day.

Press Trip - Brazil, Juju Na

In January 2022, in partnership with VISIT FLORIDA, the OMCVCB hosted an international press trip for a Brazilian travel blogger/influencer focusing on family travel, adventure, nature and lifestyle. The blog is called Juju Na trip and has a very strong reputation and is very well-known in Brazil. Besides the blog and social media channels, Juju Na Trip manages columns on other Brazilian websites and two Brazilian cable TV channels. The trip included a family of three and a film director/cameraman.

Below is recent coverage from this quarter on Instagram in a report from VISIT FLORIDA



BRAZIL – IPT JUJU NA TRIP – APRIL 2025 – OCALA

Media Name: Gabriela Temer

Social Handle: @jujunatripblog

Date: 04/30/2025

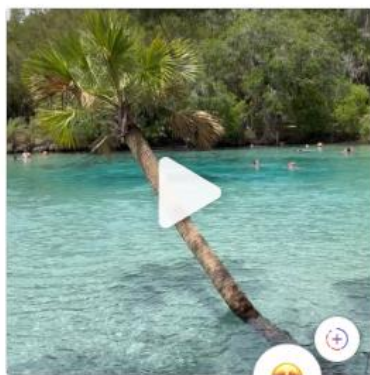
Total Exposure: 5,511 reach/social

Media Value: \$6,377.33

Engagements: 249

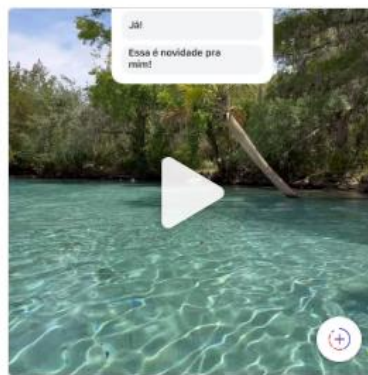
ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Glen Springs

<https://www.instagram.com/jujunatripblog/>



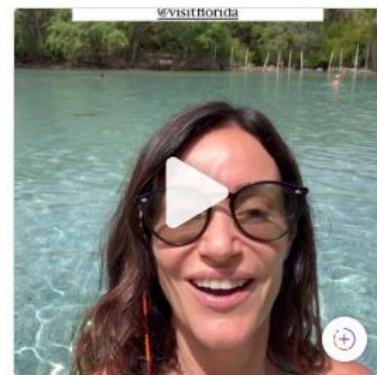
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05/03/25



1.8K 2 493

05/03/25



2K 3 445

05/03/25

Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Glen Springs

Additional Earned Media - Southern Living

Southern Living posted an article highlighting ways to unplug in the south over the summer. The story used imagery provided by the Ocala/Marion County VCB and highlighted the Ocala National Forest. The article also linked to a story specific to Ocala/Marion County.

This article was also published on two other platforms including MSN Travel.

TOTAL REACH: 159,756,808

TOTAL MEDIA VALUE: \$1,477,750.47

Below and on the next page is the portion of the story highlighting Ocala/Marion County.

10 Screen-Free Adventures For A Classic Souther Summer Southern Living



Southern Living

Subscribe

10 Screen-Free Adventures For A Classic Southern Summer

By [Symiah Dorsey](#) | Published on June 1, 2025



Credit: Courtesy of Ocala/Marion County Visitors and Convention Bureau

10 Screen-Free Adventures For A Classic Souther Summer Southern Living

Rent A Kayak Or Canoe



Credit: Courtesy of Ocala/Marion County Visitors and Convention Bureau

Gliding across still water with nothing but the sound of your paddles is the kind of slow travel we could all use more of—and thankfully, the South proudly claims some of the most scenic spots for doing just that. In [New Orleans](#), rent a canoe or kayak at Bayou St. John, where you'll drift beneath stone bridges and past Creole cottages, or head to Juniper Springs in Florida's [Ocala](#) National Forest, home to one of the oldest and prettiest paddle trails in the region, complete with moss-draped canopies and curious turtles.

Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
Southern Living (3 articles)	10 Screen-Free Adventures For A Classic Southern Summer	159,756,808
Southern Living (3 articles)	This Scenic Florida Town Has The Cheapest Real Estate In The State—And It's Known As The Horse Capital Of The World	69,308,178
reisereporter	Florida Hidden Gems 2025: Natur, Strände und Geheimtipps	1,983,232
reisereporter	Florida Reisetipps: Entdecke geheime Traumziele	1,983,232
reisereporter	Verborgene Schätze Floridas: Entdecke geheime Traumziele	1,983,232
reisereporter	Geheimtipps in Florida: Tolle Ziele abseits der bekannten Hotspots	1,983,232
Leipziger Volkszeitung (LVZ) (2 articles)	Unterwegs im Sunshine State: Die Hidden Gems von Florida	2,604,025
VOCAL	Top 5 Travel Destinations for 2025	4,124,701
Cape Fear Living	RIDING HIGH IN OCALA	166
reisereporter	Geheimtipps in Florida: Tolle Ziele abseits der Hotspots	1,983,232
352Today	Celebrate the Fourth in Ocala: Patriotic Skies returns with fireworks, food & family fun at Tusawilla Park	52,871
Sächsische.de (3 articles)	Floridas schönsten versteckte Spots: Diese Orte lohnen sich	3,887,305
Road Trips for Families	An Ocala, Florida Getaway: 6 Family-Friendly Vacation Activities	2,093
Islands Magazine	Florida Snorkeling Feels Like A Fairytale In This Crystal Basin Where Manatees Love To Mingle	5,402,145
Luxury Travel Magazine	The Ultimate Guide to Luxury Road Trips in Florida	18,583
Florida Sun Magazine	Florida der Superlative: Überraschende Highlights und Rekorde im Sunshine State	3,976
Florida Sun Magazine	Floridas Wasserparadiese: Die besten Strände, Seen und Flüsse für Abenteuer und Entspannung	3,976
Sports Planning Guide	10 of the Best Places for Kayaking in the Southern U.S.	8,837
@jujunatripblog	Brazil Content Creator Trip April 2025 (Instagram posts)	29,571
@jujunatripblog	Brazil Content Creator Trip April 2025 (Instagram posts)	5,511
@viajaresimples	Brazil Group FAM October 2024	310
Pronto pra Viajar	Brazil Solo Female Travel Press Release March 2025 - VISIT FLORIDA SUPERGUIA: 9 roteiros fantásticos na Flórida para viajantes solo	10,000
L'Echo Touristique	France Florida: The Tourist Board Returns to the French Market Brett Interview Pitch Press Release June 2025 Floride : l'office de tourisme revient sur le marché français	293,126
@amazonlive	USA Integrated Media Effort June 2025	920,756
Citrus County Chronicle	Patriotic Skies lights up Tusawilla Park on Fourth of July	95,176
Ocala Gazette	Community hub is shaping up	25,439
WINDFM	Marion County celebrates travel and tourism week with \$1 billion impact and local photo contest	7,500
FTBOA	Equine Themed I-75 Signage Project Underway Near Ocala - FTBOA	2,777
WINDFM	Rock the Country moves to Florida Horse Park, bringing big names and big crowds	4,798
WINDFM	Olympic hopefuls and rising stars dive into Ocala this summer	4,798
Turistampa	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow February 2025	6,915
Canadian Travel Press	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow February 2025	40,000
TravelMole	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2025	1,500,000
Radio Fórmula 103.3 FM	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2026	99,359
Radio Fórmula 970 AM	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2027	57,809
Radio Fórmula	VISIT FLORIDA Multiple Markets Media Marketplace / Conference / Tradeshow June 2028	272,570

Notation: The Media Value Equivalent totals **\$4,093,637.10** for April - June 2025.
The total reach is **258,475,993**

SOCIAL MEDIA

Overview

X @ocalamarion
Instagram ocalamarion







Facebook Ocala/Marion County, Florida
Pinterest Ocala/Marion County, Florida

The OMCVCB has a daily presence across various social media channels. This section provides the analytics and reporting for these social media platforms. The data compares this quarter, April 1- June 30, 2025, to the previous quarter (December 31, 2024 - March 31, 2025).

Performance Summary

View your key profile performance metrics accrued during the selected time period.

Impressions 4,661,092 ↘ 50.5%	Engagements 141,972 ↘ 2.7%	Post Link Clicks 73,900 ↗ 18.4%
Engagement Rate (per Impression) 3% ↗ 96.4%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Apr 1, 2025 – Jun 30, 2025	286,188 ↗ 0.2%	579 ↗ 237.2%	242 ↗ 0.4%	4,661,092 ↘ 50.5%	141,972 ↘ 2.7%	3% ↗ 96.4%
Compare To Dec 31, 2024 – Mar 31, 2025	285,608	-422	241	9,416,911	145,983	1.5%
 Ocala/Marion County	527	66	10	7,793	1,600	20.5%
 @ocalamarion	2,945	37	52	6,529	349	5.3%
 Ocala/Marion County, Florida	258,533	-144	75	3,833,909	132,755	3.5%
 Ocala/Marion County, Florida	1,273	0	0	N/A	N/A	N/A
 ocalamarion	22,706	595	98	812,861	7,119	0.9%
 ocalamarion	204	25	7	N/A	149	N/A

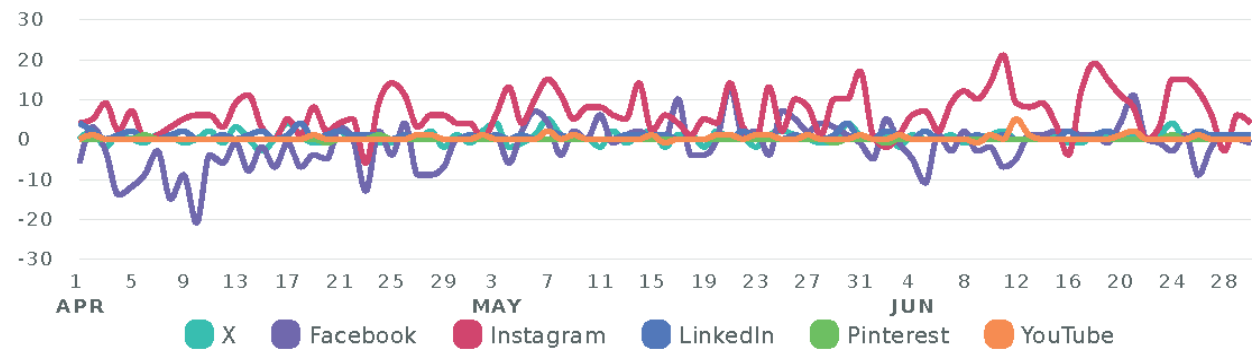
Overview: Growth



Audience Gained, by Day

Audience Growth

See how your audience grew during the selected time period.

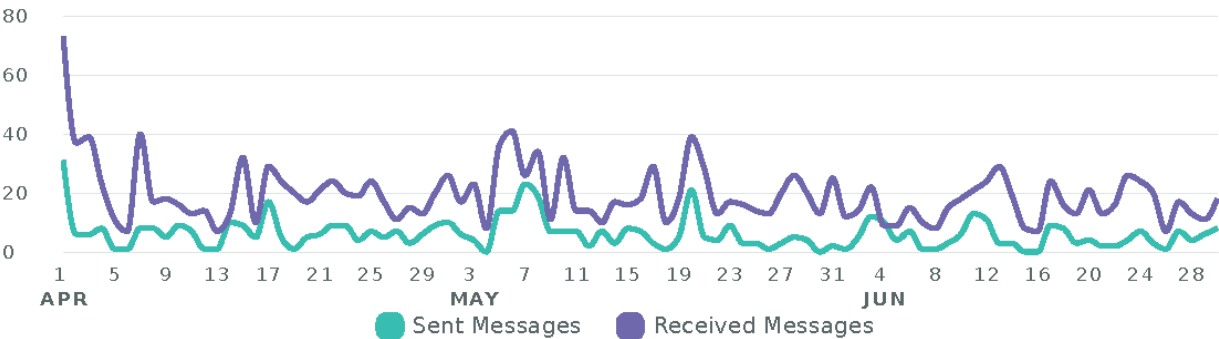


Audience Metrics	Totals	% Change
Audience	286,188	↗0.2%
Net Audience Growth	579	↗237.2%
X Net Follower Growth	37	↗12.1%
Facebook Net Follower Growth	-144	↗85.6%
Instagram Net Follower Growth	595	↗21.2%
LinkedIn Net Follower Growth	66	↗53.5%

Overview: Messages

Message Volume

Review the volume of sent and received messages across networks during the selected time period.
Messages per Day



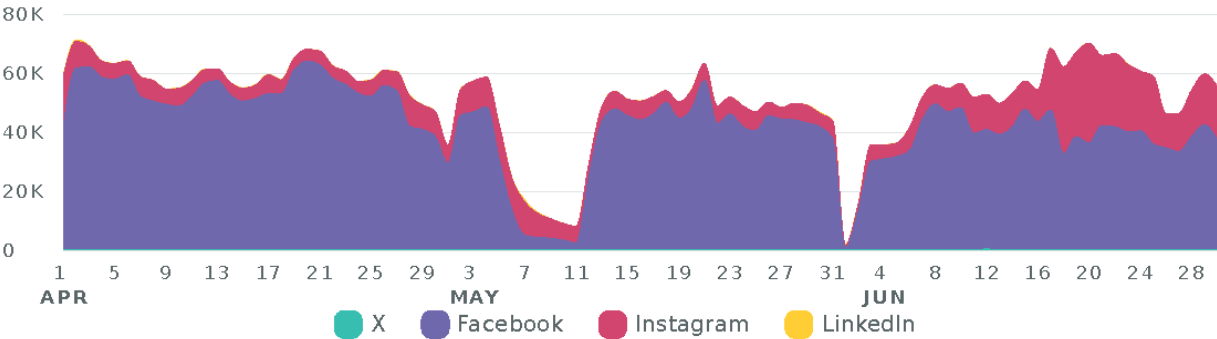
Sent Messages Metrics	Totals	% Change
Total Sent Messages	564	↗21.3%
X Sent Messages	52	↘3.7%
Facebook Sent Messages	128	↘5.9%
Instagram Sent Messages	364	↗40%
LinkedIn Sent Messages	13	↗85.7%
Pinterest Sent Messages	0	↘100%
YouTube Sent Messages	7	↗250%



Overview: Impressions

Impressions

Review how your content was seen across networks during the selected time period.



Impression Metrics	Totals	% Change
Impressions	4,661,092	↘ 50.5%
X Impressions	6,529	↗ 7.3%
Facebook Impressions	3,833,909	↘ 56%
Instagram Views	812,861	↗ 17.3%
LinkedIn Impressions	7,793	↗ 64.8%

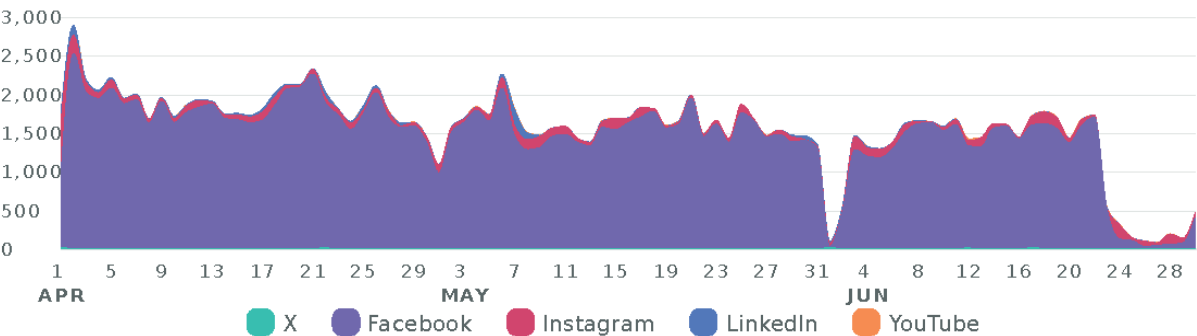


Overview: Engagements



Engagements

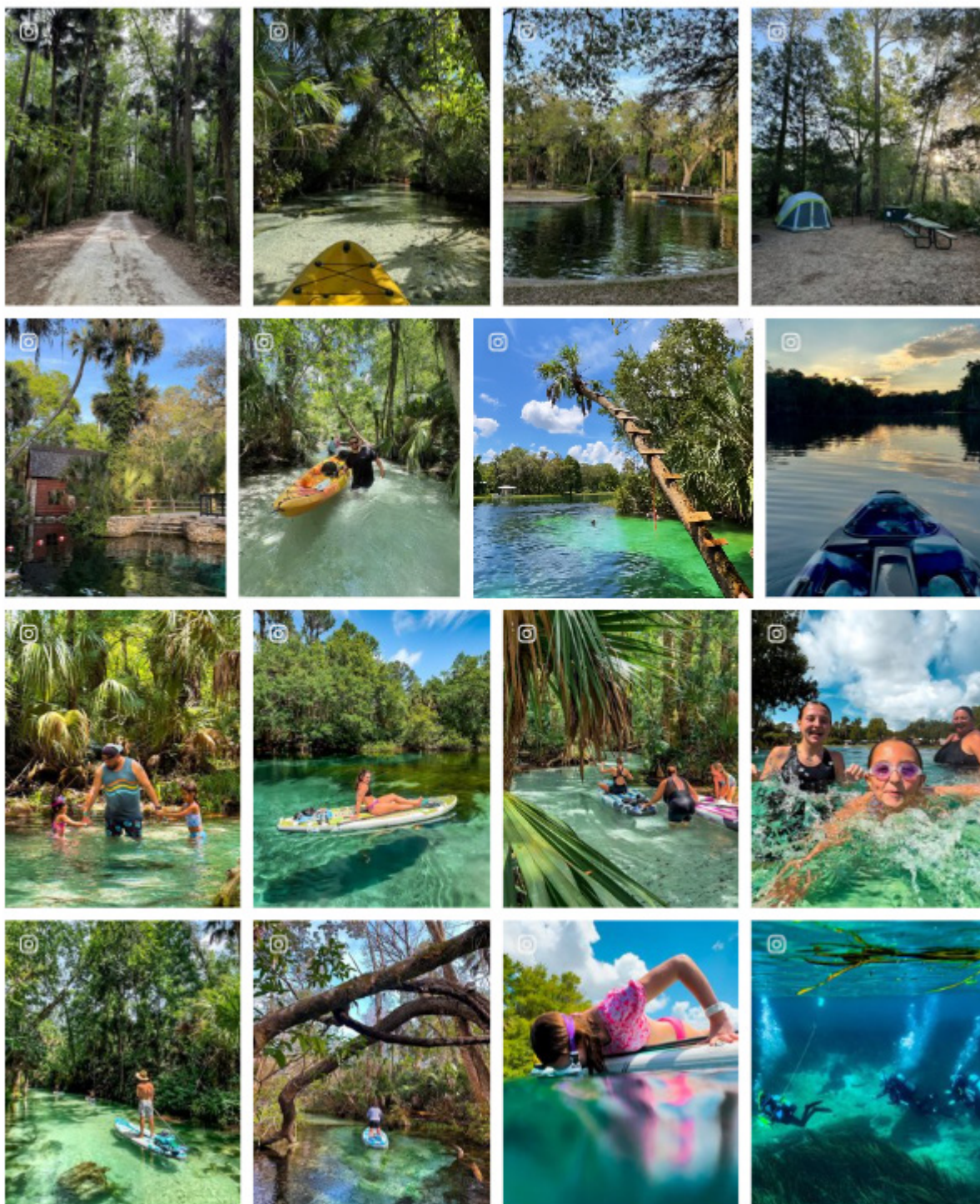
See how people are engaging with your posts during the selected time period.



Engagement Metrics	Totals	% Change
Engagements	141,972	↘2.7%
X Engagements	349	↗14.4%
Facebook Engagements	132,755	↘2.4%
Instagram Engagements	7,119	↘10.5%
LinkedIn Engagements	1,600	↗1.5%
YouTube Engagements	149	↗115.9%

User Generated Content (NEED TO UPDATE) Leveraging Social Media

The following are examples of User Generated Content assets acquired in this quarter using CrowdRiff:




Instagram




Instagram Performance Summary


Views 812,861 ↗17.3%	Organic Views 207,805 ↘21%	Paid Views 605,056 ↗40.7%
Engagement Rate (per View) 1.2% ↘11.3%	Organic Engagement Rate (per View) 3.4% ↗13.3%	Paid Engagement Rate (per View) 0.4% ↗42.1%
Engagements 9,533 ↗4.1%	Organic Engagements 7,119 ↘10.5%	Paid Engagements 2,414 ↗100%

Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Apr 1, 2025 – Jun 30, 2025	22,706 ↗2.7%	595 ↗21.2%	98 ↘1%	812,861 ↗17.3%	207,805 ↘21%	605,056 ↗40.7%
Compare To Dec 31, 2024 – Mar 31, 2025	22,111	491	99	692,823	262,879	429,944
 ocalamarion	22,706	595	98	812,861	207,805	605,056

Instagram


Top Posts




ocalamarion

Tue 4/1/2025 10:14 am...

Breaking News! Scientists have discovered a new species in Silver Springs...a...



Total Engagements
872

Likes

548

Comments


56


Shares

240

Saves


28




ocalamarion

Tue 6/3/2025 12:16 pm...

Juniper Springs after a #FloridaSummer rain is so stunning. 🌿



Total Engagements
293

Likes

257

Comments


5


Shares

24

Saves


7




ocalamarion

Thu 6/12/2025 4:06 p...

Summertime adventure in #OcalaMarion at @zipthecanyons! ☀️ 🌿 Che...



Total Engagements
260

Likes

158

Comments

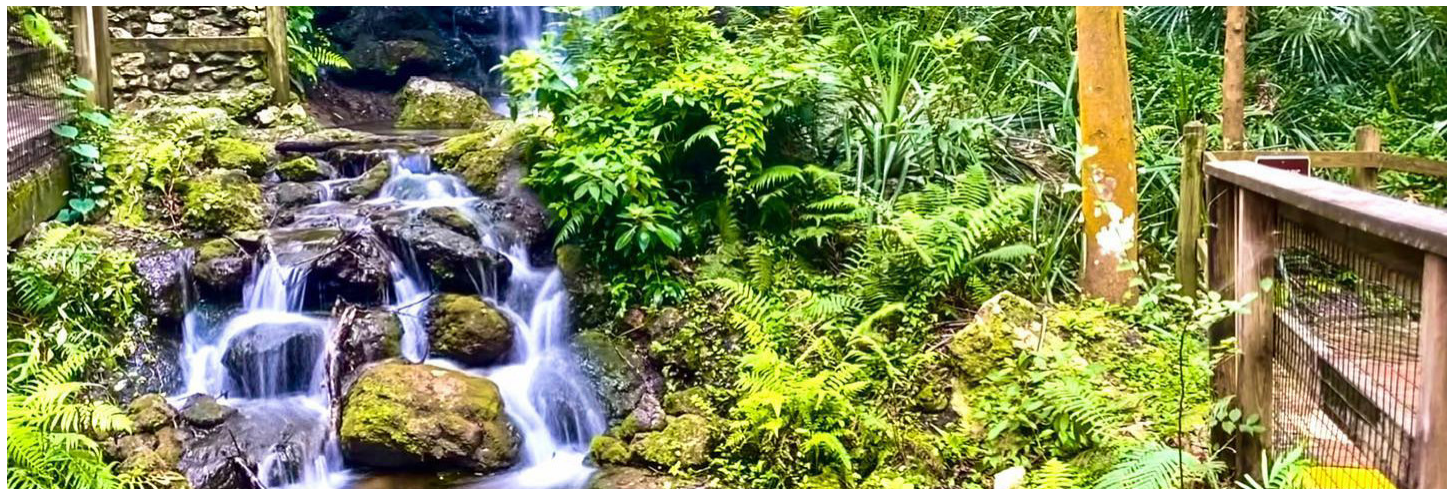
4

Shares

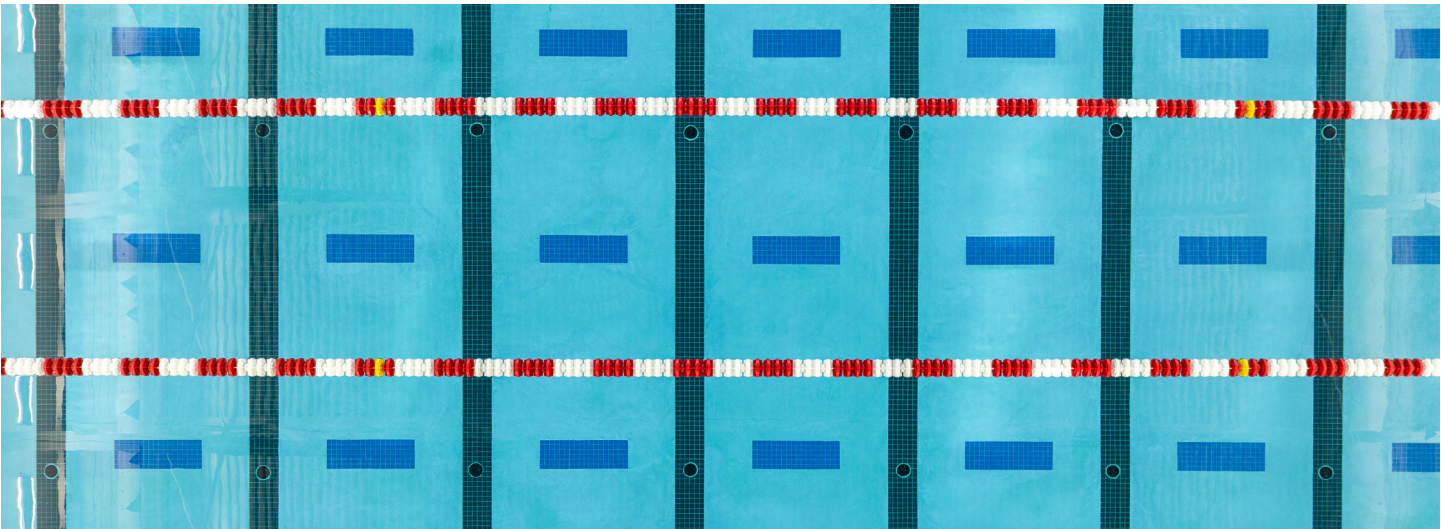
81

Saves

17

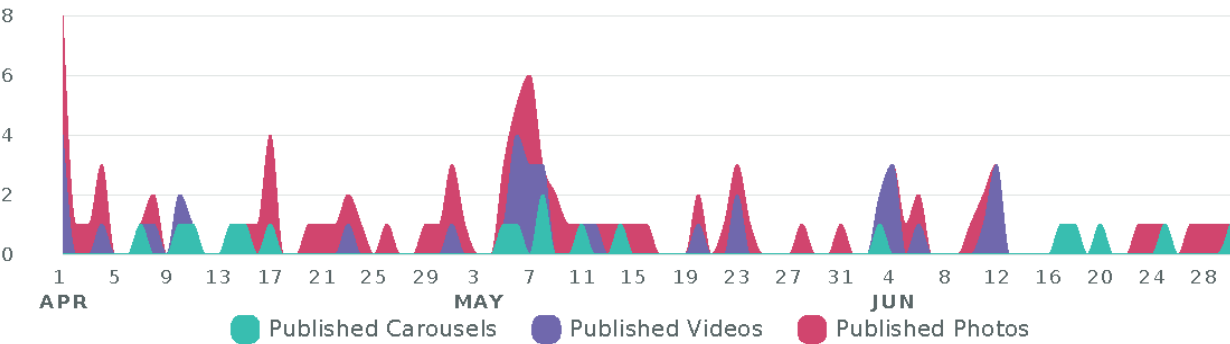


Instagram: Publishing



Publishing Behavior

View the different types of posts, stories, and reels you published during the selected time period.

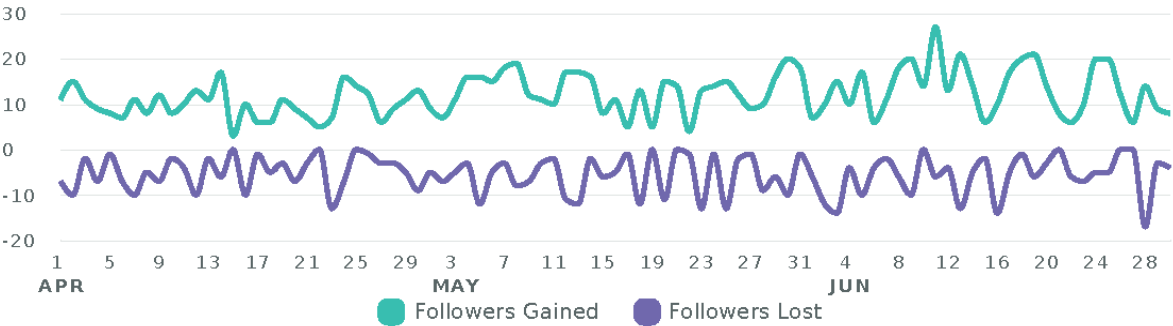


Publishing Behavior by Content Type	Totals	% Change
Published Posts	98	↘ 1%
Published Carousels	18	↘ 37.9%
Published Videos	29	↘ 9.4%
Published Photos	51	↗ 34.2%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.

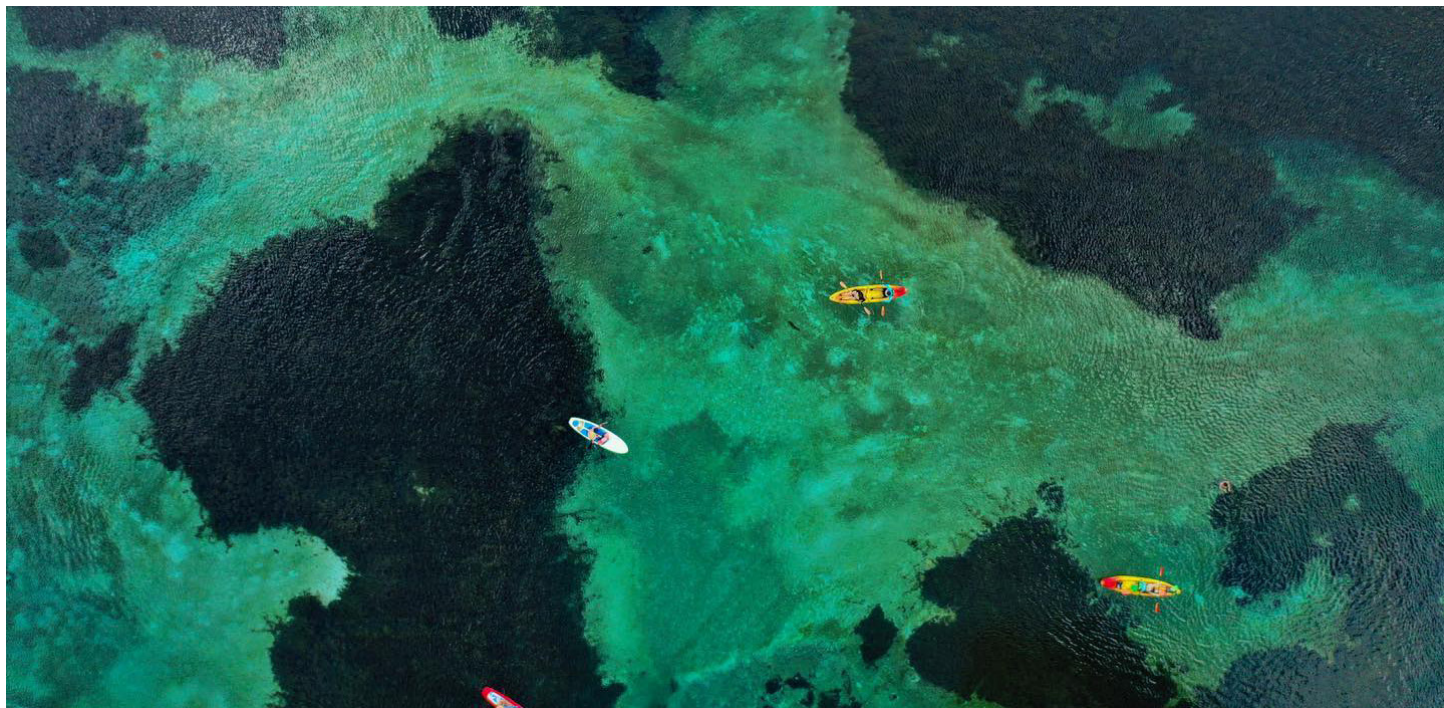
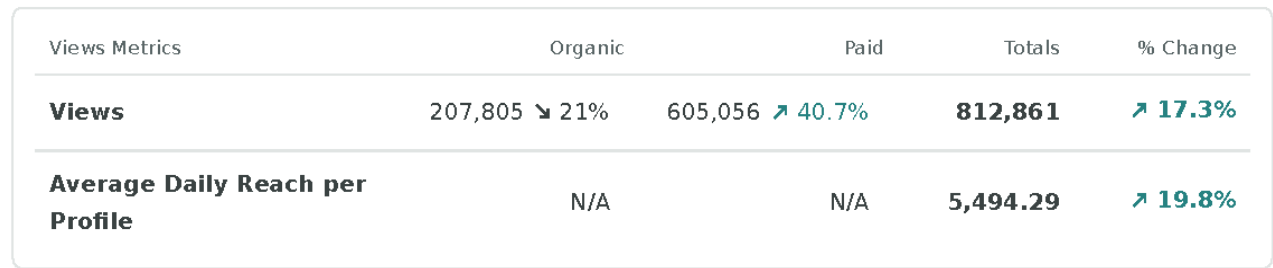


Audience Metrics	Totals	% Change
Followers	22,706	↗ 2.7%
Net Follower Growth	595	↗ 21.2%
Followers Gained	1,096	↗ 2.9%



SOCIAL MEDIA

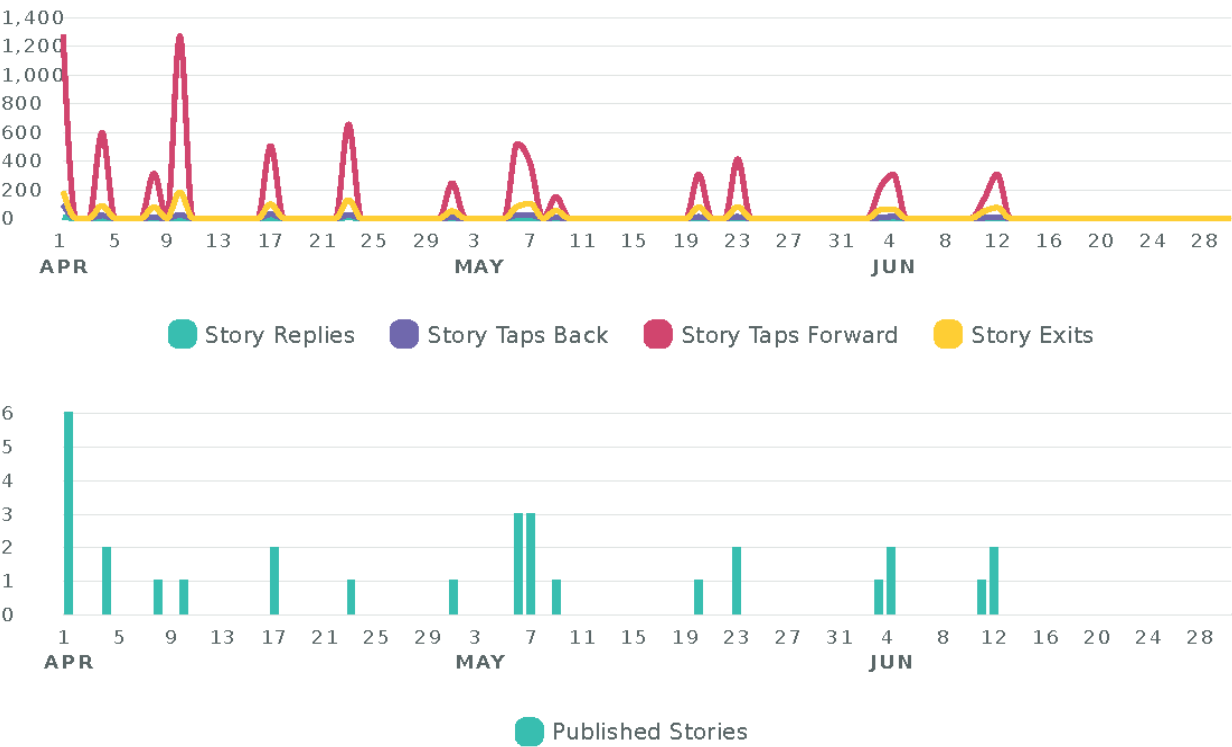
Review how your content was seen during the selected time period.



Instagram: Stories

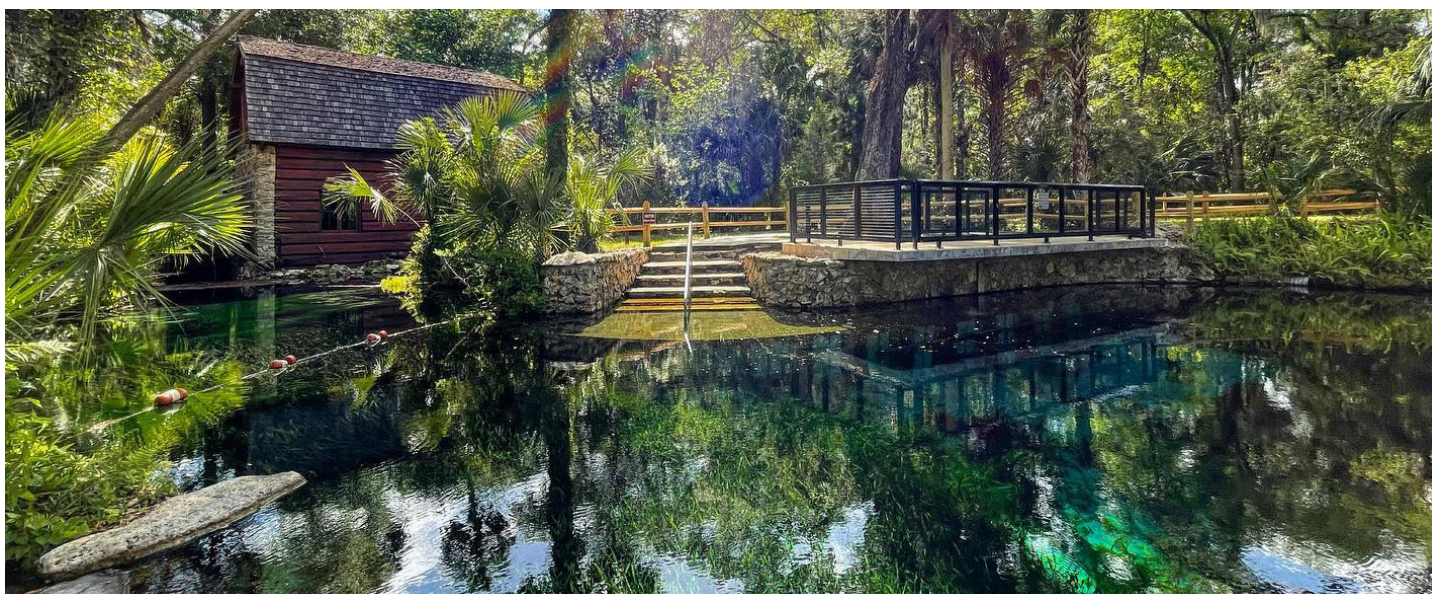
Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.



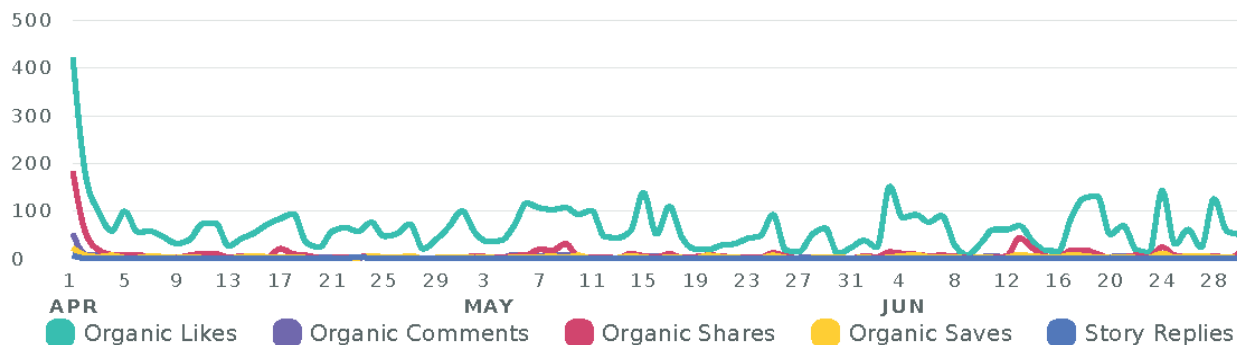
Story Metrics	Totals	% Change
Published Stories	30	↘ 25%
Story Replies	15	↘ 31.8%
Story Taps Back	279	↘ 48.8%
Story Taps Forward	7,547	↘ 24.9%
Story Exits	1,423	↘ 2.7%
Story Views	11,103	↘ 22%
Average Reach per Story	354.73	↗ 3.6%

Instagram: Engagement



Engagements

See how people are engaging with your posts, stories, and reels during the reporting period.

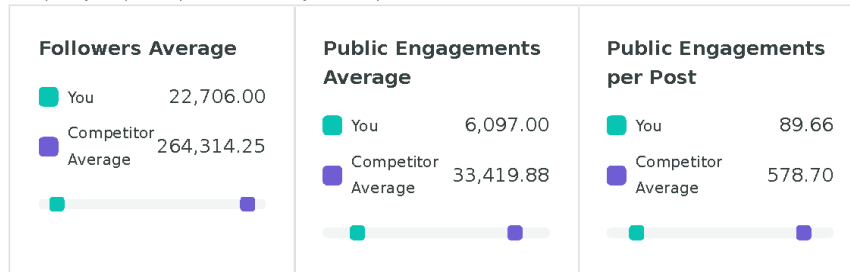


Engagement Metrics	Totals	% Change
Organic Engagements	7,119	↘ 10.5%
Organic Likes	5,870	↘ 13%
Organic Comments	239	↗ 38.2%

Instagram: Competitors

Summary

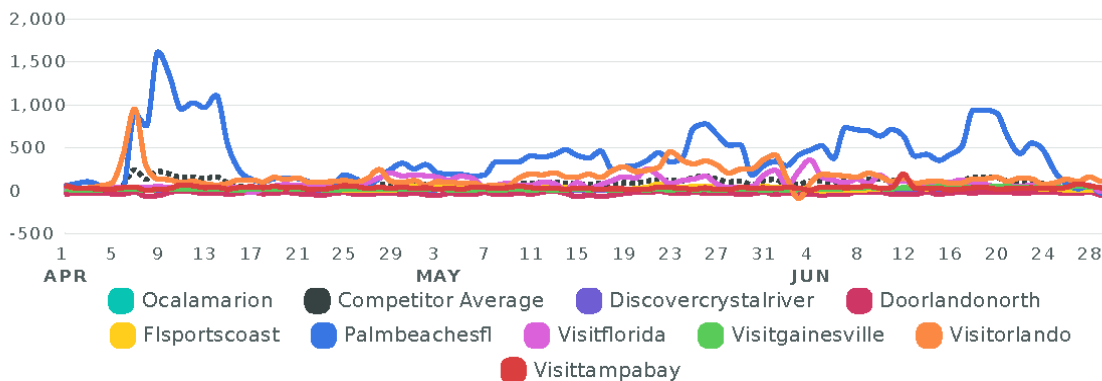
Compare your profile performance to your competitors.



To gauge our brand's success, we compare the Ocala/Marion County social profile performances to nearby competing markets. These include: Visit Gainesville, Discover Crystal River and Florida's Sports Coast. Below is their overall growth and performance compared to Ocala/Marion.

Audience Growth

View how your audience grew compared to your competitors.




Instagram Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average	<div><div></div></div>	22,706.00	595.00	2.69%
Competitor Average	<div><div></div></div>	264,314.25	7,671.38	2.99%
visitflorida	<div><div></div></div>	525,444	7,426	1.43%
visitorlando	<div><div></div></div>	503,931	14,267	2.91%

Followers




Performance Summary


Impressions 3,833,909 ↘ 56%	Organic Impressions 270,972 ↘ 17.7%	Paid Impressions 3,562,937 ↘ 57.5%
Engagement Rate (per Impression) 3.5% ↗ 121.7%	Organic Engagement Rate (per Impression) 3.5% ↗ 20.1%	Paid Engagement Rate (per Impression) 3.5% ↗ 129.3%
Post Link Clicks 72,453 ↗ 18.9%	Organic Post Link Clicks 741 ↗ 59%	Paid Post Link Clicks 71,712 ↗ 18.6%
Engagements 132,755 ↘ 2.4%	Organic Engagements 9,590 ↘ 1.1%	Paid Engagements 123,165 ↘ 2.6%

Page ▲	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions
Reporting Period Apr 1, 2025 – Jun 30, 2025	258,529 ↘ 0.1%	-148 ↗ 85.2%	250,146 ↘ 0.2%	92 ↗ 264.3%	75 ↘ 1.3%	3,833,909 ↘ 56%
Compare To Dec 31, 2024 – Mar 31, 2025	258,677	-999	250,564	-56	76	8,713,272
 Ocala/Marion County, Florida	258,529	-148	250,146	92	75	3,833,909

Facebook


Top Posts





Ocala/Marion ...
 Sun 4/27/2025 10:53 p...


Whether you're here to ride, tour, or simply admire — Ocala/Marion County is the...

Ocala/Marion County...




Total Engagements	27,505
Reactions	674
Comments	41
Shares	30
Post Link Clicks	22,634
Other Post Clicks	4,126





Ocala/Marion ...
 Sun 4/27/2025 10:53 p...

Whether it's the love of competition or enjoying a leisurely ride through our...



Total Engagements	18,185
Reactions	2,238
Comments	45
Shares	178
Post Link Clicks	553
Other Post Clicks	15,171




Ocala/Marion ...
 Mon 6/2/2025 6:10 pm...

Whether you're here to ride, tour, or simply admire — Ocala/Marion County is the...

Ocala/Marion County...



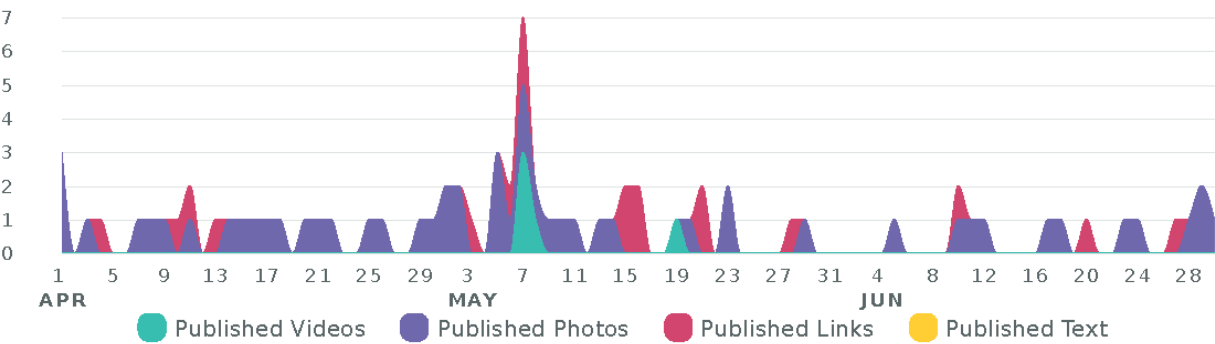
Total Engagements	10,410
Reactions	242
Comments	9
Shares	8
Post Link Clicks	8,806
Other Post Clicks	1,345



Facebook: Publishing

Publishing Behavior

View the different types of posts you published during the selected time period.



Publishing Behavior by Content Type	Totals	% Change
Published Posts	75	↘ 1.3%
Published Videos	5	↗ 66.7%
Published Photos	52	↘ 7.1%
Published Links	18	↗ 5.9%
Published Text	0	→ 0%

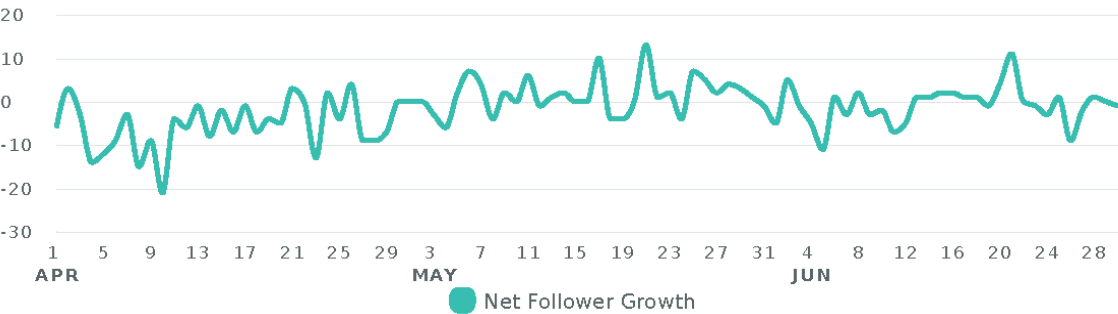


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.

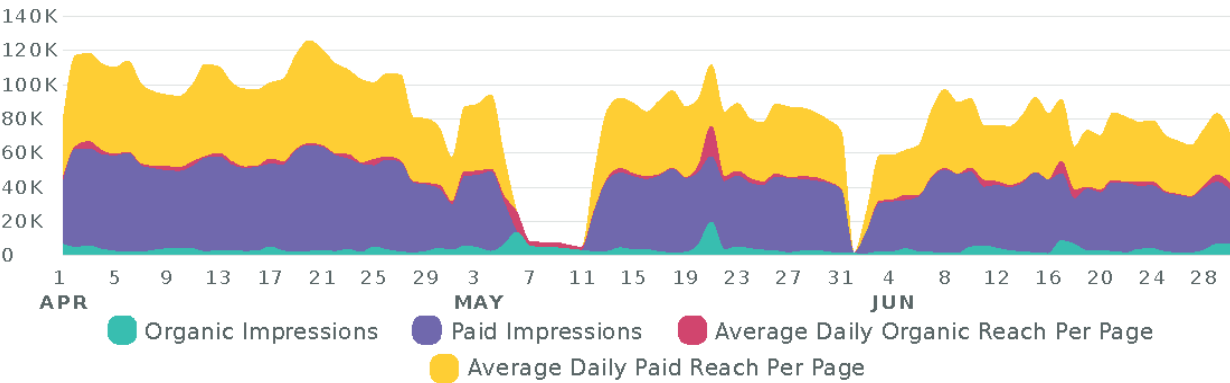


Audience Metrics	Totals	% Change
Followers	258,529	↘0.1%
Net Follower Growth	-148	↗85.2%
Fans	250,146	↘0.2%
Net Page Likes	92	↗264.3%
Organic Page Likes	160	↗21.2%
Paid Page Likes	159	↗72.8%
Page Unlikes	227	↘18.9%

Facebook: Impressions

Impressions

Review how your content was seen during the selected time period.



Impression Metrics	Organic		Paid	Totals	% Change
Impressions	270,972 ↘ 17.7%	3,562,937 ↘ 57.5%		3,833,909	↘ 56%
Average Daily Reach per Page	2,117.56 ↘ 20.8%	36,703.58 ↘ 54.5%		38.82K	↘ 53.4%

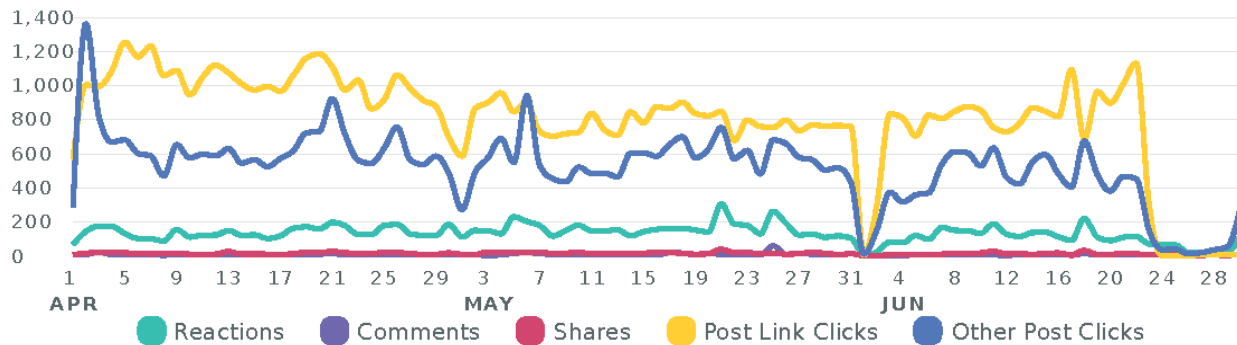


Facebook: Engagement



Engagements

See how people are engaging with your posts during the selected time period.



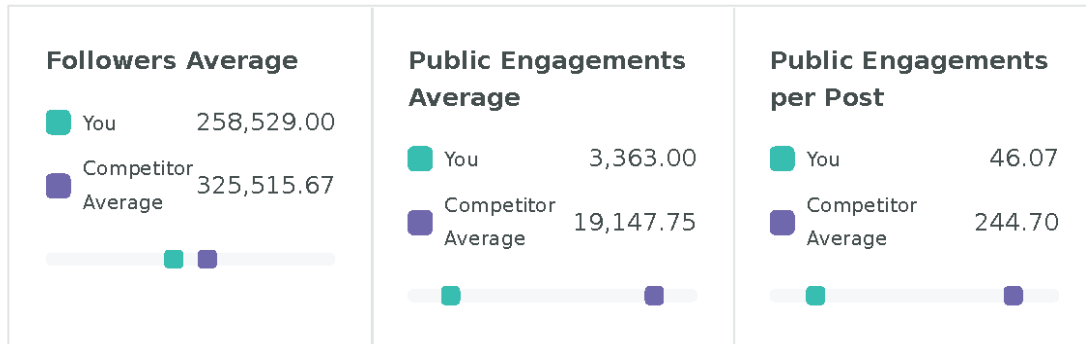
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	9,590 ↘1.1%	123,165 ↘2.6%	132,755	↘2.4%
Reactions	2,760 ↗7.4%	9,025 ↘30.2%	11,785	↘24%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	266 ↘2.9%	310 ↘12.7%	576	↘8.4%
Shares	320 ↘21%	732 ↘46.1%	1,052	↘40.3%
Post Link Clicks	741 ↗59%	71,712 ↗18.6%	72,453	↗18.9%
Other Post Clicks	5,503 ↘7.9%	41,386 ↘19.3%	46,889	↘18.1%

Facebook: Competitors

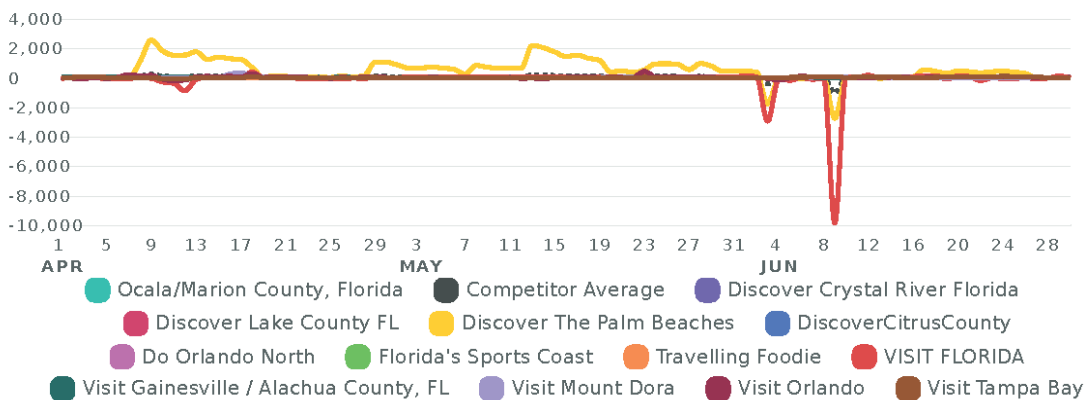
Summary

Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.



Facebook Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average		258,529.00	-148.00	-0.06%
Competitor Average		325,515.67	3,558.17	1.11%
Visit Orlando		1,614,679	2,568	0.16%
VISIT FLORIDA		1,290,722	-12,553	-0.96%


Followers

Performance Summary




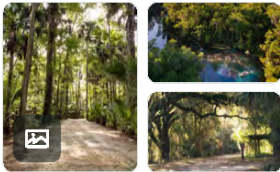


View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
6,529 ↗7.3%	349 ↗14.4%	13 ↘35%

Reporting Period	2,945	37	52	6,529	349	13
Apr 1, 2025 - Jun 30, 2025	↗1.3%	↗12.1%	↘3.7%	↗7.3%	↗14.4%	↘35%
Compare To	2,908	33	54	6,087	305	20
Dec 31, 2024 - Mar 31, 2025						

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks
 X @ocalamarion	2,945	37	52	6,529	349	13

Top Posts

<div>X @ocalamarion Sat 5/31/2025 9:46 pm...</div> <p>First stop on the summer break bucket list: Eaton's Beach 🌴🏖️</p> <div></div> <div><div>Total Engagements</div><div>24</div></div> <div><div>Likes</div><div>4</div></div> <div><div>@Replies</div><div>0</div></div> <div><div>Reposts</div><div>1</div></div> <div><div>Post Link Clicks</div><div>—</div></div> <div><div>Other Post Clicks</div><div>19</div></div> <div><div>Other Engagements</div><div>0</div></div>	<div>X @ocalamarion Tue 6/17/2025 3:15 pm...</div> <p>It's #NationalGreatOutdoorsM and so far we've been having</p> <div></div> <div><div>Total Engagements</div><div>23</div></div> <div><div>Likes</div><div>6</div></div> <div><div>@Replies</div><div>0</div></div> <div><div>Reposts</div><div>3</div></div> <div><div>Post Link Clicks</div><div>—</div></div> <div><div>Other Post Clicks</div><div>14</div></div> <div><div>Other Engagements</div><div>0</div></div>	<div>X @ocalamarion Tue 4/1/2025 10:14 am...</div> <p>Breaking News! Scientists have discovered a new species in Silver Springs....a...</p> <div></div> <div><div>Total Engagements</div><div>21</div></div> <div><div>Likes</div><div>7</div></div> <div><div>@Replies</div><div>1</div></div> <div><div>Reposts</div><div>3</div></div> <div><div>Post Link Clicks</div><div>—</div></div> <div><div>Other Post Clicks</div><div>10</div></div> <div><div>Other Engagements</div><div>0</div></div>
--	--	--

X: Publishing



Publishing Behavior

View the different types of posts you published during the selected time period.



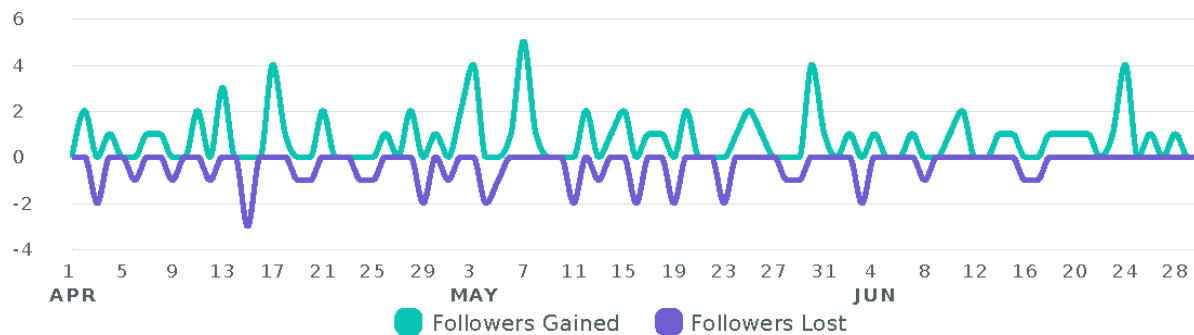
Publishing Behavior by Content Type	Totals	% Change
Published Posts	52	↘ 3.7%
Published Videos	0	→ 0%
Published Photos	38	↘ 9.5%
Published Links	14	↗ 27.3%
Published Text	0	↘ 100%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

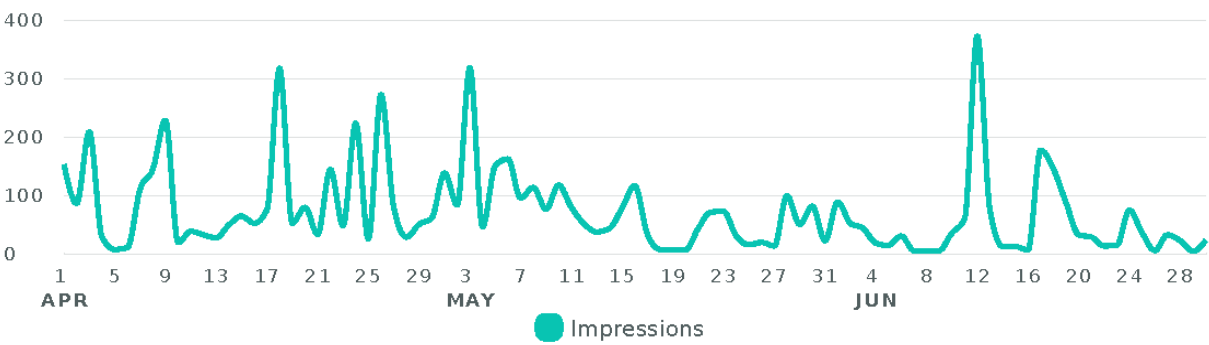


Audience Metrics	Totals	% Change
Followers	2,945	↗ 1.3%
Net Follower Growth	37	↗ 12.1%
Followers Gained	71	↗ 4.4%
Followers Lost	34	↘ 2.9%
Following	4,200	↘ 0.4%

X: Impressions

Impressions

Review how your content was seen during the selected time period.



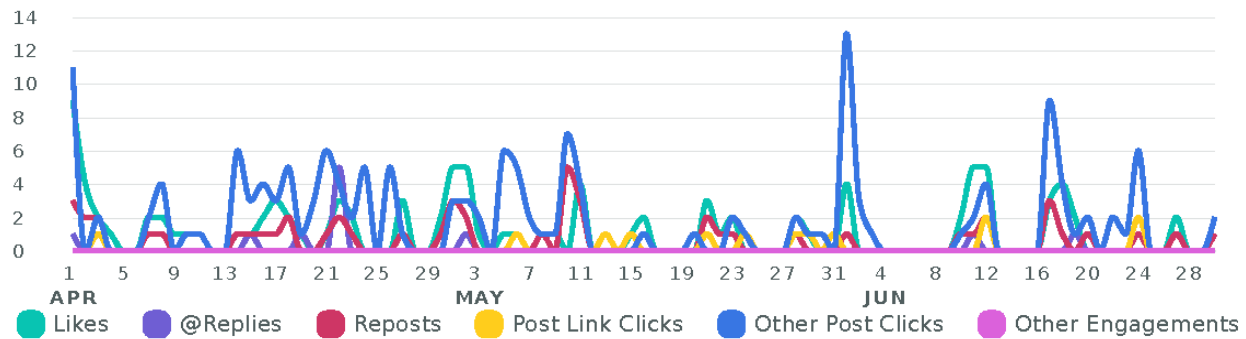
Impression Metrics	Totals	% Change
Impressions	6,529	↗ 7.3%



X: Engagement

Engagements

See how people are engaging with your posts during the selected time period.



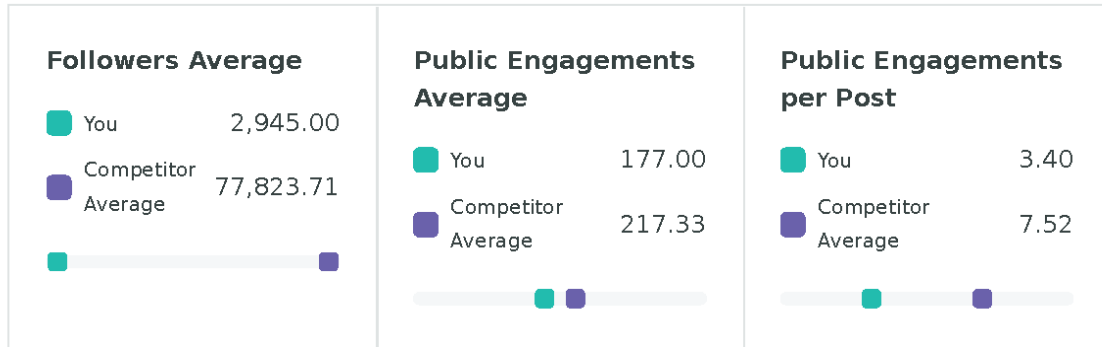
Engagement Metrics	Totals	% Change
Engagements	349	↗14.4%
Likes	105	↘11.8%
@Replies	11	↗120%
Reposts	57	↗18.8%
Post Link Clicks	13	↘35%



X: Competitors

Summary

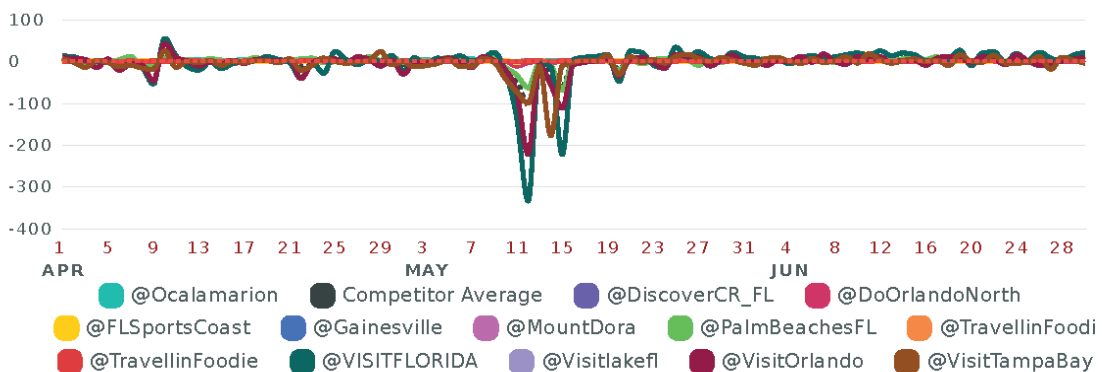
Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.

i We are unable to display data for some of this date range. .



X Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average	<div></div>	2,945.00	37.00	1.27%
Competitor Average	<div></div>	77,823.71	-234.43	-0.30%
@VISITFLORIDA	<div></div>	192,240	-412	-0.21%

Followers

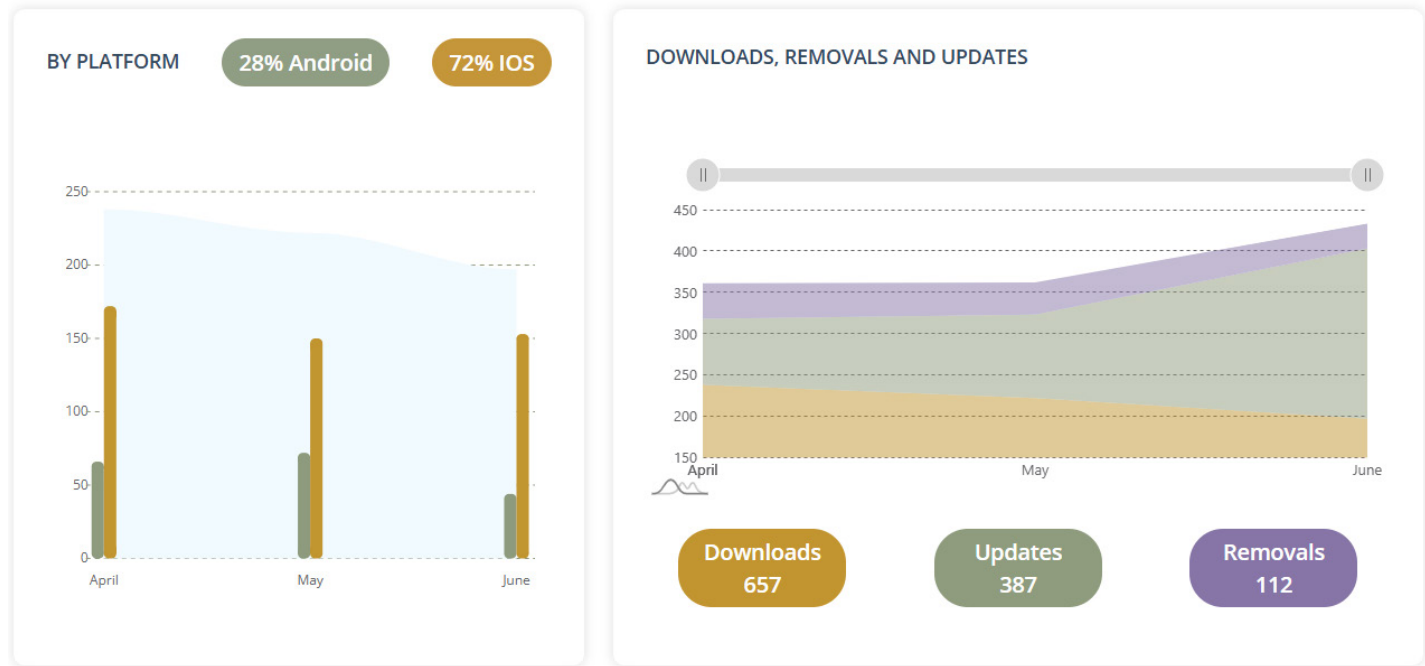
App: OcalaMarion Travel Guide

Below and on the following page is reporting for **April 1 - June 30, 2025** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

Directly below is a map indicating where app downloads originated during this time period.



App



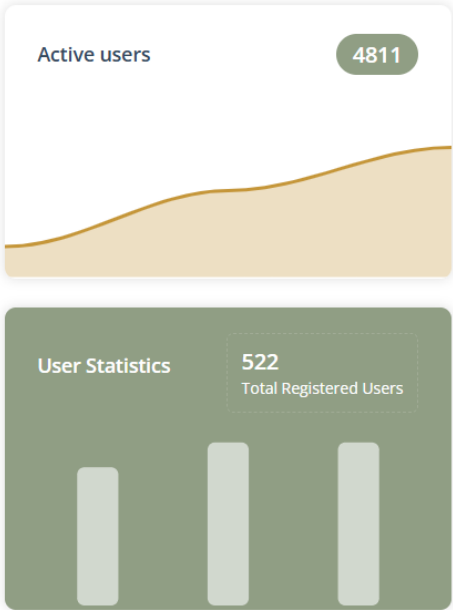
App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

TOTAL NUMBER
2,810

Page Name	# of views
Home Screen	511
Event Detail Screen	436
Events Screen	243
Location List Screen	243
Splash Screen	226
Coupon List	206
Location Screen	183



Marion Insider's Guide



The Marion Insider's Guide serves as a new platform (launched June 2024) to reach visitors, and potential visitors, to bring to life experiences in Ocala/Marion County that may not be easily experienced via written word or imagery. This project is a video-based program that exists in both short form (for Social Media) and long form (for YouTube). These videos complement blog content on OcalaMarion.com and promote the OcalaMarion Travel Guide App.

Below is data detailing the performance of the Marion Insider's Guide project from October 1, 2024- June 30, 2025.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **403,984**

Engagements: **22,016**

Post Link Clicks: **7,824**

YouTube

Published full episodes performance on YouTube.

Impressions: **34,216**

Views: **506,490**

Watch Time: **26,775 hrs**

OcalaMarion.com

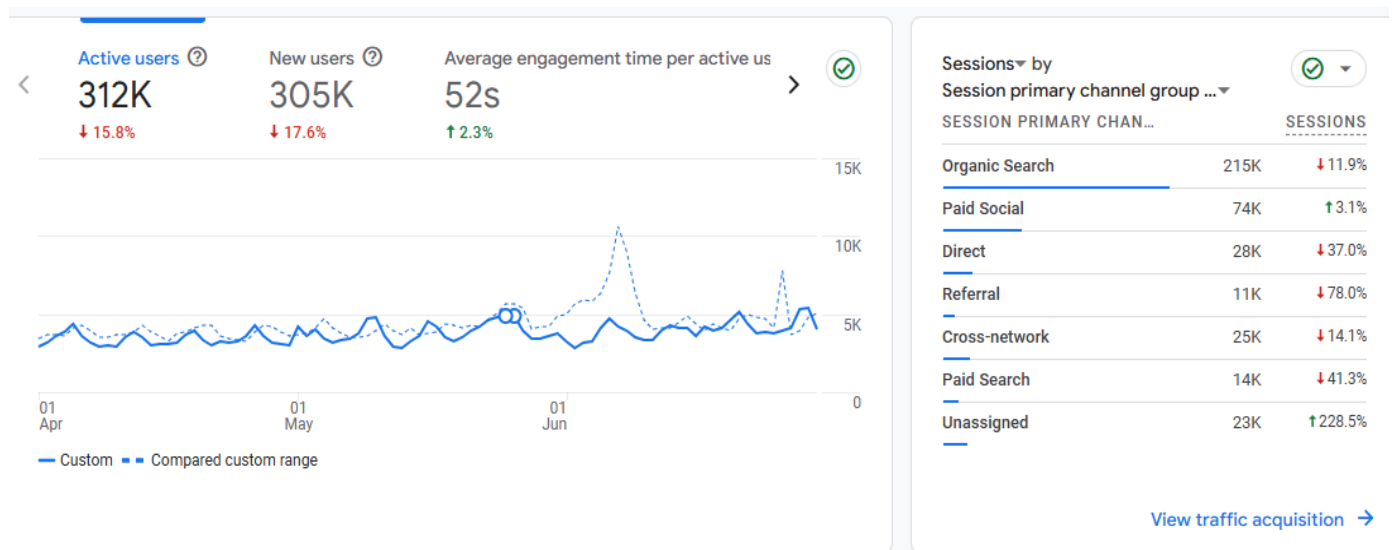
Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.

Pageviews: **19,267**

WEBSITE



The data in this portion of the report compares this quarter, April 1- June 30, 2025, to the same time last year, April 1- June 30, 2024.



Events

The graph below indicates events that occurred by users during the quarter. These include actions like pageviews, engagement, first visit, newsletter sign-up and partner referrals.



Blogs: Driving Visitors To Ocalamarion.com Through Content

To drive more traffic to OcalaMarion.com and boost Search Engine Optimization (SEO), the OMCVCB is posts blogs. In addition to boosting SEO, unique content in blogs personalizes Ocala/Marion County's messaging and increases organic visits. To make more of the blogs relevant and utilize already established SEO, we also heavily updated previous blogs to include information/activities currently available to visitors and residents.

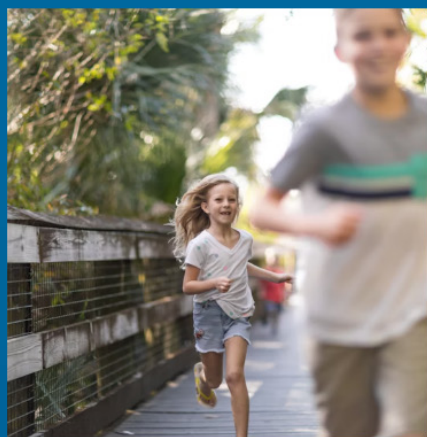


New Blogs

- Downtown Rooftop Bars
- Mother's Day

Updated Blogs

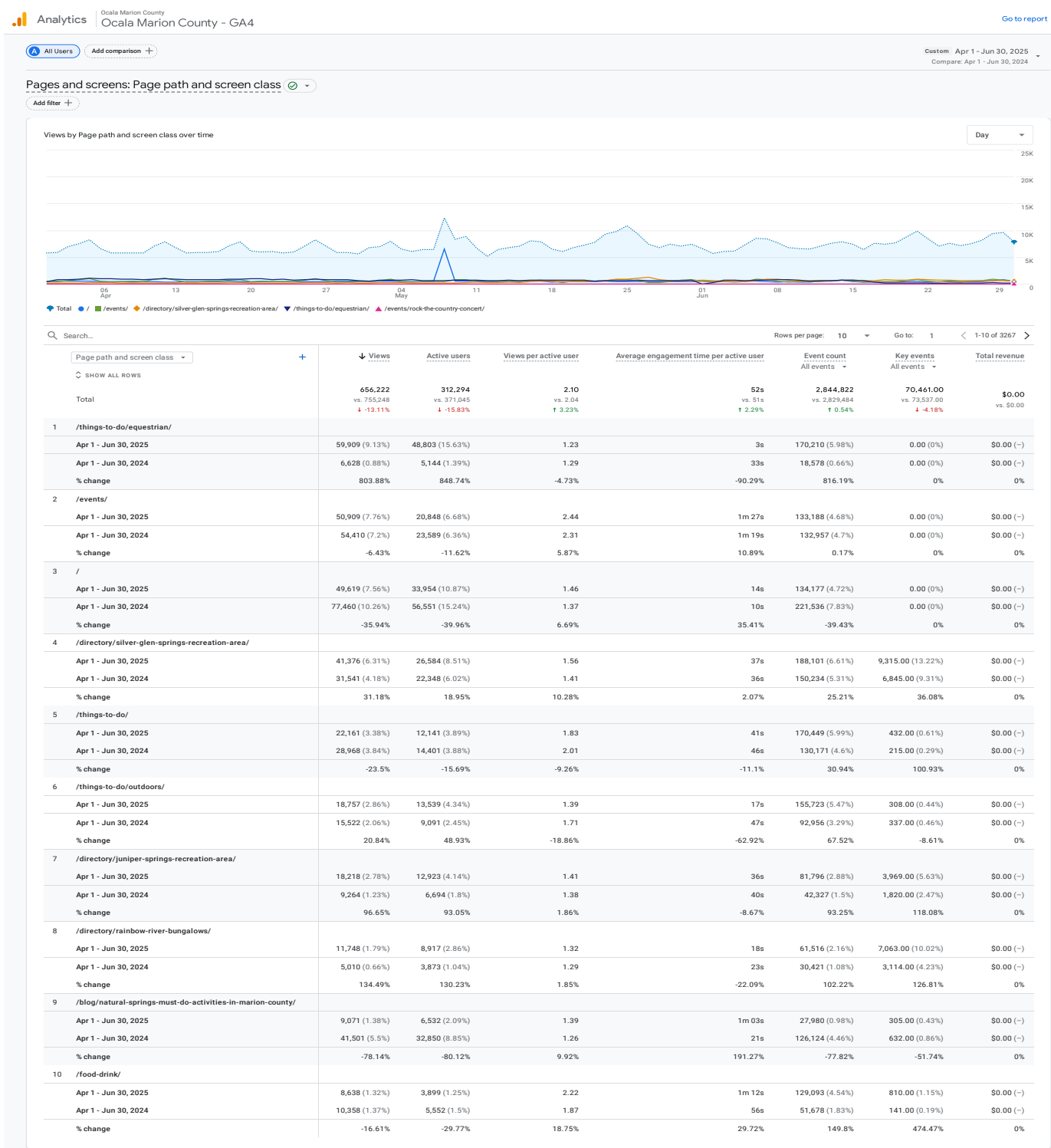
- Memorial Day
- Natural Springs Must Do Activities
- Tubing Guide
- Independence Day
- Top Things to Do as a Family
- Silver Glen Springs

Below are examples of the updated blogs on the website.

		
<p>Top 11 Things to Do as a Family in Ocala/Marion County</p> <p>Vacations are the perfect opportunity to make cherished family memories, and Ocala/Marion County is the perfect place to make them!</p> <p>LEARN MORE ↗</p>	<p>5 Ways to Spend Your Independence Day Weekend in Ocala/Marion County</p> <p>The 4th of July is all about celebrating our freedoms, and what better way is there to do that than to enjoy Ocala/Marion County and our homeland ...</p> <p>LEARN MORE ↗</p>	<p>Your Guide to Rainbow River Tubing in Ocala/Marion County</p> <p>There's no better or more relaxing way to experience Florida's wondrous waterways than by tubing! Floats, rafts and tubes are all very easy to use - ...</p> <p>LEARN MORE ↗</p>

Top Visited Pages

Below is a list of the top visited pages on the website during this time period.



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Analytics home

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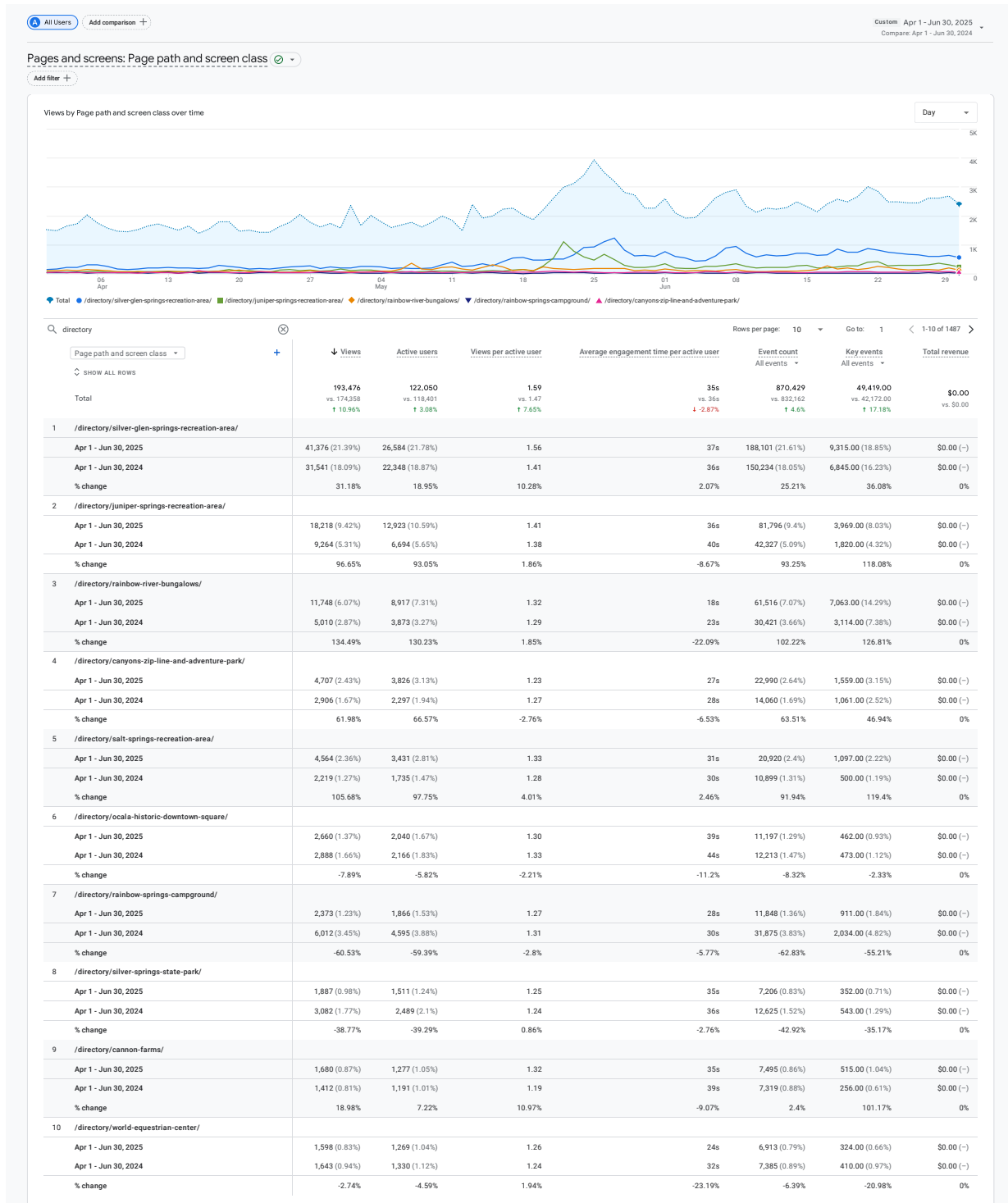
Privacy Policy

Send feedback

Partner Pages

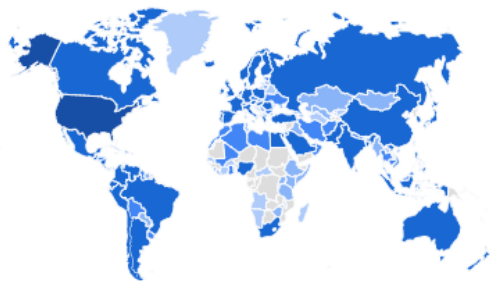
OcalaMarion.com has hundreds of directory listings on the website. The table below displays the top visited directory listing pages (partner pages) during the quarter.

There was a total of 193,476 visits to partner directory pages.



Where Audience Lives

Active users by Country



COUNTRY	ACTIVE USERS
United States	305K
Canada	1K
Netherlands	717
United Kingdom	558
India	466
Ireland	371
Puerto Rico	314

[View countries →](#)

Active users by City

CITY	ACTIVE USERS
Orlando	26K
Ocala	15K
Miami	11K
New York	8.3K
Jacksonville	7.4K
Atlanta	6.9K
Tampa	6.6K

[View cities →](#)

By Country

Most of the website use comes from people located in the United States. The data indicates that the majority of international users of the website that are located in Canada, the Netherlands, the UK, India, Ireland, and Puerto Rico.

By City

The data indicates that the majority of website users had their location set as Orlando, Ocala, Miami, New York, Jacksonville, Atlanta, and Tampa.



User Devices

WEBSITE

Device category		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
SHOW ALL ROWS		312,294 vs. 371,045 ↓ -15.83%	305,104 vs. 370,267 ↓ -17.6%	207,595 vs. 233,537 ↓ -11.11%	51.45% vs. 50.1% ↑ 2.69%	0.66 vs. 0.63 ↑ 5.61%	52s vs. 51s ↑ 2.29%	2,844,822 vs. 2,829,484 ↑ 0.54%	70,461.00 vs. 73,537.00 ↓ -4.18%	\$0.00 vs. \$0.00
1	mobile									
	Apr 1 - Jun 30, 2025	238,203 (76.28%)	233,838 (76.64%)	154,382 (74.37%)	49.04%	0.65	44s	2,042,157 (71.79%)	50,760.00 (72.04%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	287,455 (77.47%)	287,752 (77.71%)	176,427 (75.55%)	48.23%	0.61	43s	2,076,830 (73.4%)	54,256.00 (73.78%)	\$0.00 (-)
	% change	-17.13%	-18.74%	-12.5%	1.69%	5.6%	3.25%	-1.67%	-6.44%	0%
2	desktop									
	Apr 1 - Jun 30, 2025	61,531 (19.7%)	59,822 (19.61%)	49,721 (23.95%)	61.62%	0.81	1m 25s	717,463 (25.22%)	18,272.00 (25.93%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	73,660 (19.85%)	72,397 (19.55%)	55,968 (23.97%)	60.76%	0.76	1m 21s	679,681 (24.02%)	17,821.00 (24.23%)	\$0.00 (-)
	% change	-16.47%	-17.37%	-11.16%	1.41%	6.35%	5.01%	5.56%	2.53%	0%
3	tablet									
	Apr 1 - Jun 30, 2025	11,649 (3.73%)	11,425 (3.74%)	5,110 (2.46%)	37.46%	0.44	38s	85,136 (2.99%)	1,429.00 (2.03%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	10,239 (2.76%)	10,098 (2.73%)	5,549 (2.38%)	46.57%	0.54	54s	72,862 (2.58%)	1,459.00 (1.98%)	\$0.00 (-)
	% change	13.77%	13.14%	-7.91%	-19.56%	-19.06%	-29.26%	16.85%	-2.06%	0%
4	smart tv									
	Apr 1 - Jun 30, 2025	19 (<0.01%)	19 (<0.01%)	3 (<0.01%)	15.79%	0.16	1s	66 (<0.01%)	0.00 (0%)	\$0.00 (-)
	Apr 1 - Jun 30, 2024	21 (<0.01%)	20 (<0.01%)	14 (<0.01%)	66.67%	0.67	26s	111 (<0.01%)	1.00 (<0.01%)	\$0.00 (-)
	% change	-9.52%	-5%	-78.57%	-76.32%	-76.32%	-93.04%	-40.54%	-100%	0%

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Visitation And Performance By Month

April

120,581

VISITS TO WEBSITE
-8% YOY

98,147

WEBSITE USERS
-10% YOY

60,585

VISIT FROM ORGANIC
-4% YOY

194,354

PAGE VIEWS
-12% YOY

0:00:40

AVERAGE ENGAGEMENT TIME
PER SESSION
-7% YOY

59,976

ENGAGED SESSIONS
-10% YOY

49.74%

ENGAGEMENT RATE
-1% YOY

66.81%

ORGANIC ENGAGEMENT RATE
+0% YOY

May

144,189

VISITS TO WEBSITE
-3% YOY

113,055

WEBSITE USERS
-11% YOY

80,242

VISIT FROM ORGANIC
+4% YOY

234,801

PAGE VIEWS
-2% YOY

3,369,122

IMPRESSIONS
+15% YOY

June

141,679

VISITS TO WEBSITE
-24% YOY

113,516

WEBSITE USERS
-24% YOY

77,357

VISIT FROM ORGANIC
-18% YOY

227,067

PAGE VIEWS
-23% YOY

3,117,066

IMPRESSIONS
+4% YOY



Total of 58,139 clicks to partner websites
Total of 398 newsletter signups
Total of 1,160 visitor guide requests through the website

Monthly Email Newsletters

April

8,370
MESSAGES SENT

30%
OPEN RATE

33%
CLICK-TO-OPEN RATE

2,520
TOTAL OPENS

838
TOTAL CLICKS

565
VISITS TO WEBSITE

0:13:03
AVG. LENGTH OF VISIT

1.87
TOTAL PAGES VIEWED

May

8,606
MESSAGES SENT

35%
OPEN RATE

21%
CLICK-TO-OPEN RATE

2,941
TOTAL OPENS

614
TOTAL CLICKS

407
VISITS TO WEBSITE

0:03:00
AVG. LENGTH OF VISIT

2.08
TOTAL PAGES VIEWED

June

8,798
MESSAGES SENT

35%
OPEN RATE

21%
CLICK-TO-OPEN RATE

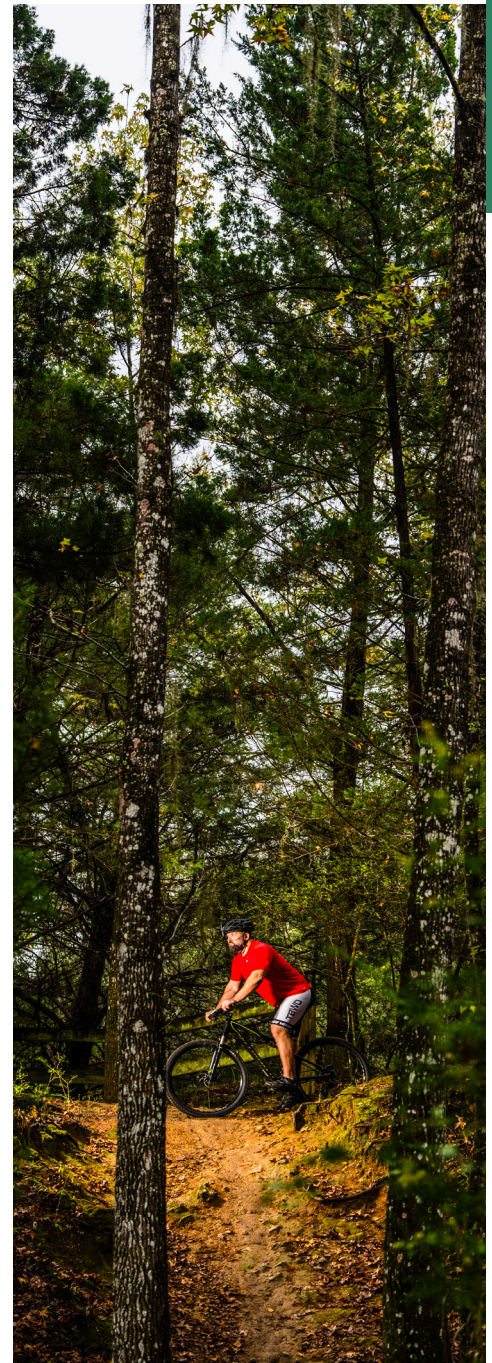
3,035
TOTAL OPENS

648
TOTAL CLICKS

507
VISITS TO WEBSITE

0:03:43
AVG. LENGTH OF VISIT

1.96
TOTAL PAGES VIEWED





Marion County Tourist Development Council

Agenda Item

File No.: 2025-20158

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information only.

Ocala/Marion County Visitors & Convention Bureau Sales Report
6/26/2025 - 8/20/2025

Event Type: All

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/19/2026	State	\$0.00	30	28	82	0
				148	4/24/2026	new	\$0.00	30			
Arabian Horse Association of Florida	AHAF Holiday Festival Arabian Horse Show	Corry Locke 100.0%	Equine	Email	11/26/2025	Regional	\$355,856.00	800	88	350	0
				0	11/29/2025	repeat	\$0.00	2,300			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email	7/24/2026	State	\$0.00	375	250	900	0
				0	7/31/2026	new	\$0.00	450			
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%	Equine	Website - Sports RFP	11/25/2025	National	\$531,742.00	600	126	613	0
				0	11/29/2025	new	\$0.00	800			
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0
				144	11/15/2025	new	\$0.00	1,500			
Florida Swimming Pool Association	Florida Swims High School Swim Meet	Corry Locke 100.0%	Sports	Email	10/3/2025	State	\$341,945.00	1,000	250	250	0
				0	10/4/2025	new	\$0.00	1,650			
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference	5/9/2026	National	\$564,610.00	250	70	560	0
				0	5/15/2026	new	\$0.00	300			
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/14/2027	National	\$0.00	1,500	350	1,200	0
				0	4/17/2027	repeat	\$0.00	1,600			

Status:

ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone	4/15/2026	National	\$0.00	1,500	350	1,200	0	
				0	4/18/2026	repeat	\$0.00	1,600				
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/21/2025	International	\$1,312,495.00	1,500	380	1,400	0	
				0	10/25/2025	repeat	\$0.00	1,700				
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Email	10/24/2025	Regional	\$1,228,892.00	1,350	893	1,500	0	
				0	10/26/2025	repeat	\$0.00	1,500				
Sun Country Sports	USA Gymnastics Men’s State Championship	Corry Locke 100.0%	Sports	Email	3/6/2026	State	\$0.00	2,000	165	330	0	
				0	3/8/2026	new	\$0.00	2,000				
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone	7/27/2026	National	\$2,386,697.90	800	275	1,750	0	
				0	7/31/2026		\$0.00	1,000				
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0	
				150	8/16/2025	new	\$0.00	5				
					Event Count:		14	\$9,845,945.90	13,110	3,597	12,360	0
								\$0.00	16,435			

Status:

CURRENT DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championship	Bryan Day 100.0%	Sports	Website - Sports RFP 148	6/26/2025	Local	\$1,697,760.00	2,160	171	855	0
					6/30/2025	repeat	\$0.00	0			
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email 149	7/25/2025	Local	\$0.00	120	70	120	0
					7/26/2025	new	\$0.00	140			
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 148	8/1/2025	International	\$1,814,844.00	900	300	2,116	0
					8/9/2025	new	\$0.00	1,000			
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025	International	\$898,265.00	285	240	800	0
					8/9/2025	repeat	\$0.00	335			
Citrus County Kennel Club	Citrus County Kennel Club All-Breed Dog Show	Corry Locke 100.0%	Social	Email 148	7/4/2025	Regional	\$0.00	2,000	129	358	0
					7/6/2025	repeat	\$0.00	2,500			
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email 0	7/23/2025	National	\$2,140,397.00	2,000	1,000	2,900	0
					7/26/2025	new	\$0.00	2,300			
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email 0	7/17/2025	State	\$2,071,066.00	2,000	730	1,500	0
					7/20/2025	repeat	\$0.00	2,500			
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025	State	\$2,314,698.00	2,300	600	2,000	0
					7/13/2025	repeat	\$0.00	2,900			
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025	National	\$2,232,888.00	2,000	1,000	2,900	0
					6/29/2025	new	\$0.00	2,300			
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/28/2025	National	\$2,350,187.58	800	275	1,750	0
					8/1/2025		\$0.00	1,000			

Status:

CURRENT DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0	
				150	8/16/2025	new	\$0.00	5				
VISIT FLORIDA	International Press Trip - Visit Florida - Brazil	Jessica Heller 100.0%		Email	7/14/2025	International	\$0.00	2	1	0	0	
				150	7/16/2025	new	\$0.00	2				
					Event Count:		12	\$15,520,105.58	14,572	4,521	15,304	0
								\$0.00	14,982			

Status: LEADS SENT												
Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Florida Propane Gas Association	Florida Propane Gas Association	Bryan Day 100.0%	Association	Phone	3/31/2026	Local	\$0.00	0	30	60	0	
				150	4/2/2026		\$0.00	45				
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0	
				150	8/16/2025	new	\$0.00	5				
VISIT FLORIDA	International Press Trip - Visit Florida - Brazil	Jessica Heller 100.0%		Email	7/14/2025	International	\$0.00	2	1	0	0	
				150	7/16/2025	new	\$0.00	2				
					Event Count:		3	\$0.00	7	36	65	0
								\$0.00	52			

Status:

TURNED CANCELLED

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms					
Varsity Spirit LLC	Varsity Spirit Camp FLGA	Bryan Day 100.0%	Sports	CVENT 150	7/8/2025	Regional	\$0.00	100	45	140	0					
					7/11/2025	new	\$0.00	135								
										Event Count: 1		\$0.00	100	45	140	0
												\$0.00	135			

Status:

TURNED DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT	4/19/2026	State	\$0.00	30	28	82	0
				148	4/24/2026	new	\$0.00	30			
Arabian Horse Association of Florida	AHAF Holiday Festival Arabian Horse Show	Corry Locke 100.0%	Equine	Email	11/26/2025	Regional	\$355,856.00	800	88	350	0
				0	11/29/2025	repeat	\$0.00	2,300			
Fiddler’s Turkey Run	Fiddler’s Turkey Run	Corry Locke 100.0%	Equine	Website - Sports RFP	11/25/2025	National	\$531,742.00	600	126	613	0
				0	11/29/2025	new	\$0.00	800			
Florida Swimming Pool Association	Florida Swims High School Swim Meet	Corry Locke 100.0%	Sports	Email	10/3/2025	State	\$341,945.00	1,000	250	250	0
				0	10/4/2025	new	\$0.00	1,650			
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference	5/9/2026	National	\$564,610.00	250	70	560	0
				0	5/15/2026	new	\$0.00	300			
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/21/2025	International	\$1,312,495.00	1,500	380	1,400	0
				0	10/25/2025	repeat	\$0.00	1,700			
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Email	10/24/2025	Regional	\$1,228,892.00	1,350	893	1,500	0
				0	10/26/2025	repeat	\$0.00	1,500			
Ocala/Marion County Visitors & Convention Bureau	Press Trip - 904 Happy Hour FAM	Jessica Heller 100.0%		Email	8/15/2025	Regional	\$0.00	5	5	5	0
				150	8/16/2025	new	\$0.00	5			
VISIT FLORIDA	International Press Trip - Visit Florida - Brazil	Jessica Heller 100.0%		Email	7/14/2025	International	\$0.00	2	1	0	0
				150	7/16/2025	new	\$0.00	2			
					<div>Event Count: 9\$4,335,540.005,5371,8414,7600</div>						
					<div>\$0.008,287</div>						

Status:

TURNED LEAD

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Propane Gas Association	Florida Propane Gas Association	Bryan Day 100.0%	Association	Phone	3/31/2026	Local	\$0.00	0	30	60	0
				150	4/2/2026		\$0.00	45			
National Association of Intercollegiate Athletics	Swimming and Diving National Championships	Corry Locke 100.0%	Sports	Email	2/28/2029	National new	\$0.00	300	200	800	0
				0	3/3/2029		\$0.00	350			
National Association of Intercollegiate Athletics	Swimming and Diving National Championships	Corry Locke 100.0%	Sports	Email	3/1/2028	National new	\$0.00	300	200	800	0
				0	3/4/2028		\$0.00	350			
National Association of Intercollegiate Athletics	Swimming and Diving National Championships	Corry Locke 100.0%	Sports	Email	3/3/2027	National new	\$0.00	300	200	800	0
				0	3/6/2027		\$0.00	350			
Event Count:						4	\$0.00	900	630	2,460	0
							\$0.00	1,095			

Status:

TURNED LOST

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Association of Community Health Centers	FACHC Annual Conference	Bryan Day 100.0%	Association	Florida Encounter/Hud dly	7/27/2025	State	\$0.00	400	400	1,200	0
					7/29/2025	new	\$0.00	500			
HelmsBriscoe	FSCAR State Conference 2026	Bryan Day 100.0%	Association	CVENT 148	2/13/2026	State	\$0.00	0	40	80	0
					2/14/2026	new	\$0.00	130			
Omega Psi Phi Fraternity	Florida State Convention of Omega Psi Phi Fraternity	Bryan Day 100.0%	Education	0	9/18/2025		\$0.00	0	0	0	0
					9/22/2025	new	\$0.00	0			
UF Global Food Systems Institute	XX International Silage Conference	Corry Locke 100.0%	Agriculture	Email 0	7/21/2025	International	\$878,328.63	300	350	1,750	0
					7/24/2025		\$0.00	350			
					Event Count:	4	\$878,328.63	700	790	3,030	0
							\$0.00	980			

Status:TURNED TENTATIVE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms					
The Florida Interscholastic Cycling League	FL NICA Mountan Biking Event	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	2/20/2026	State	\$0.00	350	100	200	0					
					2/22/2026	new	\$0.00	500								
										Event Count: 1		\$0.00	350	100	200	0
												\$0.00	500			



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20159

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:
TDC Attendance Report

DESCRIPTION/BACKGROUND:
Information only.

TDC Attendance Report

2025

	January	February	March	April	May	June	July	August	September	October	November
Rus Adams	X										
Jeff Bailey					X						
Victoria Billig			X		X						
Danny Gaekwad			X		X						
Jason Reynolds	X			X	X						
Barry Mansfield	X		X								
Christopher Fernandez		X									
Ron Livsey				X							
Carl Zalak	X					X					

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned



Marion County Tourist Development Council

Agenda Item

File No.: 2025-20160

Agenda Date: 8/20/2025

Agenda No.:

SUBJECT:

Gateway Recognition Letter

DESCRIPTION/BACKGROUND:

Information only.

Steve Gerwin
1210 San Juan Drive
The Villages FL 32159
gerwin6@verizon.net
410-948-1901

May 3, 2025

Jared Perdue
Secretary of Transportation
605 Suwannee St
Tallahassee FL 32399

Overpass I-75 in Ocala

On interstate 75 north bound you have a project to augment a bridge overpass with architectural enhancements celebrating Ocala's equine culture. Well done. If there is a way i can nominate this project for an award let me know. Please do pass on to staff and the design and construction team what a fabulous job they did.

Sincerely,



Stephen C. Gerwin

Ocala to
acknowledge &
tell him who's
responsible.

JT

Steve Gerwin
1210 San Juan Drive
The Villages, FL 32169

ORLANDO FL 328

5 MAY 2025 PM 2 L



JARED PERQUE
SECRETARY OF TRANSPOSITION
605 SUMMIT ST SEET
TALLAHASSEE FL 32319