



Marion County

Tourist Development Council

Meeting Agenda

Thursday, November 20, 2025 9:00 AM Tourist Development Conference Room

Microsoft Teams:

[https://teams.microsoft.com/l/meetup-join/19%3ameeting_YTY1OTE4NGltMTRmOC00ZjUxLWFkMjUtZGQwMmVjYTYwN2Nj%40thread.v2/0?](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YTY1OTE4NGltMTRmOC00ZjUxLWFkMjUtZGQwMmVjYTYwN2Nj%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_YTY1OTE4NGltMTRmOC00ZjUxLWFkMjUtZGQwMmVjYTYwN2Nj%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: 265 303 406 643

Password: hV3A32WG

Phone Number: +1 321-245-5074,,803615511#

Phone Conference ID: 803 615 511#

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
 - 2.1 [Meeting Materials](#)
3. Motion: Approval of Minutes
 - 3.1 [Motion: Approval of Minutes](#)
4. Motion: Acknowledgement of Financials
 - 4.1 [Motion: Acknowledgement of Financials](#)
5. Report from Chair
 - 5.1 [MOTION: Proposed Tourist Development Council Meeting Dates 2026](#)
6. Funding Requests
 - 6.1 [Fiscal Year 2026 Event Funding Allocations](#)

- 6.2 [MOTION: Grandview World Nights \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)
- 6.3 [MOTION: Grandview Invitational \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)
- 6.4 [MOTION: Ocala Equine Conference \(Room Night Generating\) \(Requested Funding - \\$3,000\)](#)
- 6.5 [MOTION: Big East Swimming and Diving Conference Championships 2027 \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)
- 6.6 [MOTION: Santos Fat Tire Festival \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)
- 6.7 [MOTION: Live Oak International \(Room Night Generating\) \(Requested Funding - \\$4,000\)](#)
- 6.8 [MOTION: Blue Knights Florida III Spring Meeting \(Room Night Generating\) \(Requested Funding - \\$2,500\)](#)

7. Staff Updates

- 7.1 [Introduction of Carlos Medina](#)
- 7.2 [PRESENTATION: Quarterly Economic Impact/Visitor Tracking Report - July - September Data](#)
- 7.3 [PRESENTATION: Quarterly Public Relations and Analytics Reports - July - September Data](#)
- 7.4 [Third Tourism Annual Meeting - December 11, 2025](#)
- 7.5 [TDT Collections/STR and Key Data Update](#)
- 7.6 [Sales Update](#)
- 7.7 [TDC Events Calendar](#)
- 7.8 [Florida Sports Day at the Capitol](#)
- 7.9 [Florida Tourism Day](#)
- 7.10 [Marion County Day at the Capitol](#)

8. Notation for Record

- 8.1 [Sales Report](#)
- 8.2 [TDC Attendance Report](#)

9. Old Business

10. New Business

11. Public Comment

If you would like to address the council during public comment you may submit your comments in advance to visit@marionfl.org by Tuesday, November 18, 2025 at 5:00 PM.

Due to the Christmas holiday, the next Tourist Development Council Meeting will be held January 15, 2026 at 9:00 AM pending November's meeting voting results for Proposed Tourist Development Council Meeting Dates 2026.