



Marion County

Tourist Development Council

Meeting Agenda

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

Microsoft Teams:

https://teams.microsoft.com/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.



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21280

Agenda Date: 11/20/2025

Agenda No.: 2.1

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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Select Year: 2025 ▼ Go

The 2025 Florida Statutes

Title XI COUNTY ORGANIZATION AND INTERGOVERNMENTAL RELATIONS	Chapter 125 COUNTY GOVERNMENT	View Entire Chapter
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) <i>Application.</i>—The provisions contained in chapter 212 apply to the administration of any tax levied pursuant to this section. (b) <i>Definitions.</i>—For purposes of this section: “Promotion” means marketing or advertising designed to increase tourist-related business activities. “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). “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;

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 or the county is a fiscally constrained county, as described in s. 218.67(1), located adjacent to the Gulf of America or the Atlantic Ocean;

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; or

7. To employ, train, equip, insure, or otherwise fund the provision of lifeguards certified by the American Red Cross, the Y.M.C.A., or an equivalent nationally recognized aquatic training program, for beaches on the Gulf of America or the Atlantic Ocean.

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 America 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; s. 23, ch. 2025-8; s. 1, ch. 2025-208.



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
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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	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
March 28 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 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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Marion County
Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release
March 13, 2025

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Office: 352-438-2311 • Cell: 352-789-2152
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Two or more commissioners may attend the following:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
Nov 20 9:00 a.m.	Tourist Development Council	in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475 online Password: hV3A32WG Meeting ID: 265 303 406 643 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 803 615 511# Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_YTY1OTE4NGItMTRmOC00ZjUxLWFkMjUtZGQwMmVjYTYwN2Nj%40thread.v2/0?	Candace Shelton 352-438-2800

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Marion County Tourist Development Council

Agenda Item

File No.: 2025-21281

Agenda Date: 11/20/2025

Agenda No.: 3.1

SUBJECT:

Motion: Approval of Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approve the Tourist Development Council Minutes from October 23, 2025.

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, October 23, 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. Please note the published agenda had a scrivener's error noting the start time as 8am however all communications and Sunshine Notices have the correct time of 9am.

Roll Call

Present:

Jeff Bailey, Christopher Fernandez, Councilmember Barry Mansfield, Bobby Walker, Commissioner Carl Zalak, Rus Adams

Staff:

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

Guests:

Dana Olesky, Chief Assistant County Attorney; Isiah Lewis, Downs & St. Germain Research; Elodie Badoual, Miles Partnership; Hayley Radich, Miles Partnership; Ileana Frascone, Miles Partnership; Kyle Rose, Hilton Ocala; Danielle Trees, HITS LLC; Tammy McCann, Marion County Tax Collector's Office; Sarah Thacker, World Equestrian Center, Erin Santangelo, World Equestrian Center; Paresh Chhotu, Holiday Garden Inn, Jason Reynolds; Florida Agriculture Center and Horse Park

Notice of Publication

Notice was published on the County Website on January 29, 2025 and subsequently updated to

include Teams information on March 13, 2025.

Approval of Minutes

A motion was made by Jeff Bailey, seconded by Commissioner Carl Zalak, to adopt the minutes from the September 25, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (6-0).

Acknowledgment of Financials – September 2025

A motion was made by Councilmember Barry Mansfield, seconded by Christopher Fernandez, to review and approve September 2025 Financials. The motion was unanimously approved by the council (6-0).

Report From Chair

Introduction of Incoming TDC Member, Bobby Walker

Mr. Rus Adams introduced Bobby Walker, a new member of the Tourist Development Council, representing Canyons Zipline & Adventure Park.

Mr. Adams welcomed Mr. Walker and asked if he had any questions or comments for the Council or the Visitors and Convention Bureau (VCB) staff.

Mr. Walker shared that he was happy to be part of the Council, noting that he represents Canyons Zipline and would be glad to answer any related questions. He expressed enthusiasm about serving on the Council and mentioned that, as a new member, he would likely remain fairly quiet during his first meeting.

Mr. Adams jokingly remarked that he did not expect Mr. Walker to remain quiet in future meetings.

Mr. Walker replied that he was not shy and would contribute more as he became familiar with the Council's proceedings.

Recognition of outgoing TDC Member, Jason Reynolds

Mr. Rus Adams recognized Mr. Jason Reynolds for his contributions to the Tourist Development Council. Mr. Adams thanked Mr. Reynold's for his decision to communicate his scheduling constraints with the Council. Mr. Adams presented Mr. Reynolds with a plaque on behalf of Marion County and the Tourist Development Council, reading:

"Your excellence in leadership is appreciated. Thank you for your dedication and hard work."

Mr. Reynolds expressed his appreciation to the Council and staff, noting that he greatly enjoyed his time on the board. He commended Loretta Shaffer and her team for their outstanding work and explained that his decision to step down was based on scheduling conflicts that prevented him from attending meetings consistently.

Presentation: Short Term Rental Compliance Update, Marion County Tax Collector, George Albright and Deputy Tax Collector, Tammy McCann

Mr. Rus Adams introduced Deputy Tax Collector Tammy McCann, who presented the Short-Term Rental Compliance Update.

Ms. McCann explained that this presentation marked the first time the Tax Collector's Office had provided a fiscal year-end summary, which she hoped the Council would find informative. Ms. McCann advised that Marion County Tax Collector, Mr. George Albright would not be present for the presentation due to a scheduling conflict. She shared that the presentation would include additional details about the RISE Agreement, noting that one of the Council members who had inquired about it was not present. Ms. McCann clarified that, under Florida State Statute, the County Tax Collector serves as an agent for the Florida Department of Revenue (DOR). As such, all financial information related to short-term rentals or other taxable accommodations is confidential. She emphasized that she is legally prohibited from disclosing specific taxpayer information, such as the identity or earnings of individual property owners, as doing so would constitute a misdemeanor offense. Quoting a fellow tax collector, Ms. McCann humorously remarked, "I'm too pretty to go to jail". She stated that this prohibition also extends to disclosing the names of top Airbnb or other short-term rental operators in the county. Ms. McCann assured the Council that all data included in her presentation had been reviewed by their legal counsel to ensure that no identifiable or confidential information was included. She reiterated that the office could only provide generalized data, and that staff members would not share specific taxpayer information with the public.

Mr. Jeff Bailey noted that this confidentiality requirement was similar to STR data reporting practices, where averages may be shared but not individual occupancy or rate details.

Ms. McCann confirmed this, stating that while generalizations can be provided, specific taxpayer data cannot be disclosed. Ms. Tammy McCann continued her presentation with a visual overview of short-term rental activity across Marion County. She displayed a map generated from the Deckard Technologies software, which identifies short-term rental properties throughout the County. Ms. McCann explained that the map groups properties by general area rather than specific parcel information. Notably, there has been significant growth in short term rental properties near World Equestrian Center (WEC), where 322 short-term rentals have been identified, as well as an increasing concentration around Rainbow River. The Deckard software allows the Tax Collector's Office to further drill down into property-level detail and classifies short term rentals using a three-color system: grey being properties that have been identified as short term rentals but the owners of the properties have not been identified, red being properties that have been identified and notified of non-compliance but are not yet in compliance and green being properties that are fully compliant with the county ordinance and are reporting and remitting tax properly. Ms. McCann stated that the system has proven to be highly effective in improving compliance and tracking short-term rental activity countywide.

Mr. Bailey inquired about enforcement efforts concerning properties identified in red.

Ms. McCann responded that her office continues to pursue those properties actively. She shared that the Tax Collector's Office recently redesigned its notification letters to use firmer language, especially in the third and final notice, which strongly urges property owners to comply. She noted that some recipients initially mistake the letters for scams but typically follow up once they

verify the legitimacy of the notice.

Mr. Bailey asked whether the presentation included totals or percentages showing the number of identified short-term rentals, those in compliance, and those remaining out of compliance.

Ms. McCann stated that while the current presentation did not include those percentages, future updates could include that level of detail.

Mr. Bailey added that he was interested in understanding how much overall progress had been made in improving compliance rates.

Commissioner Carl Zalak inquired whether the data included campgrounds or other similar accommodations and requested clarification on how state statute applies to such properties.

Ms. McCann confirmed that campgrounds are included in the dataset. She explained that, under Florida Department of Revenue guidelines, a property is exempt from the Tourist Development Tax if more than 50% of its sites are rented on a long-term basis.

Commissioner Zalak commented that there had been past discussions at the state level about making such exemptions easier to obtain, citing concerns that this was being tied to affordable housing legislation. He emphasized that such changes could negatively impact tourism revenue and suggested that Marion County, along with its Restaurant and Lodging Association, should consider opposing any proposed legislation that broadens these exemptions.

Mr. Bailey noted he was documenting that recommendation during the meeting. He also asked what is considered a long-term rental.

Ms. McCann answered that long-term rentals are defined as any rental which takes place for six months and one day or longer.

Commissioner Zalak further stated that, given the large number of RV sites in Marion County, these exemptions likely remove several hundred units from the county's active tax roll.

Ms. McCann agreed and added that many local RV parks operate a mix of RV sites and mobile homes or cottages, which further complicates classification under state tax regulations.

Ms. Dana Olesky provided clarification on the applicable Florida Statute regarding exemptions for trailer camps, recreational vehicle parks, and mobile home parks. She explained that when more than 50% of the total rental units within such a property are occupied by tenants who have continuously resided there for more than three months, the property owner may file for an exemption from the Tourist Development Tax.

Commissioner Carl Zalak noted that this confirmed a recent legislative adjustment, which reduced the qualifying threshold from six months to three months.

Ms. McCann further explained that the exemption is not automatic; property owners must formally file with the Florida Department of Revenue to receive the exemption. Once the Department of Revenue processes the request, either the Department of Revenue or the property itself provides written verification to the Marion County Tax Collector's Office.

confirming that the exemption has been granted.

Commissioner Carl Zalak inquired about how the Marion County Tax Collectors Office and Department of Revenue would be updated if the status of a property were to change.

Ms. McCann advised that she was unsure but assumed the property owner would be required to notify the Department of Revenue of any changes in their exemption status.

Ms. Dana Olesky further clarified that the Florida State Statute does require that a mobile home park has at least ten or more mobile home lots be rented or leased for a period of at least one year along with other nuances related to the type of property that is being rented. The language also applies to trailer camps, recreational vehicle parks and mobile home parks exempt certain mobile home lots which are taxable.

Commissioner Carl Zalak stated that his main concern was ensuring that, from a tourism standpoint, any discussion surrounding exemptions for recreational vehicle parks or mobile home parks does not become tied to affordable housing legislation. He cautioned that if this issue becomes wrapped up in affordable housing, emphasizing that such a change would have a greater impact on hoteliers and the collection of tourist development tax than even the effects of Airbnb or other short-term rental platforms.

Ms. McCann presented a slide provided by Deckard Technologies showing the types and platforms of short-term rentals identified throughout Marion County. She noted that the majority of listings were found on Airbnb and VRBO, though several lesser-known platforms had also been identified, including one called Hipcamp. Ms. McCann explained that Hipcamp was unknown to her until a resident called about it, describing it as a barter-style system where, for example, an individual might rent out an RV site in exchange for purchasing products, such as soap, from the host. She reported that there were currently 117 Hipcamp listings identified in Marion County.

Commissioner Carl Zalak asked whether the entire transaction model for Hipcamp was based on trade.

Ms. McCann responded that this type of arrangement represented a gray area for the Tourist Development Tax, noting that her office was actively consulting with other jurisdictions to determine how similar listings were being handled.

Ms. Olesky added that Hipcamp listings can include campgrounds, RVs, or tent camping sites, often connected to agritourism properties. She noted examples such as a campground in Fort McCoy offering 103 tent sites and another farm venue that also hosted weddings and agritourism events, such as blueberry farms or small agricultural properties offering overnight stays.

Commissioner Zalak asked whether these types of operations are required to be permitted.

Ms. Olesky clarified that permitting depends on the nature of the structures. Existing buildings used as part of an ongoing farm operation may fall under agritourism exemptions; however, any new construction, RV hookups, or transitional lodging typically requires a permit and, in some cases, a special use permit.

Mr. Jeff Bailey commented that one Hipcamp property in Lakeland listed 84 sites starting at \$50 per night, noting that at that scale, the operation functions similarly to a hotel.

Ms. McCann also mentioned another emerging platform, Campspot, which appeared to operate in a similar manner as Hipcamp by offering RV and camping sites through private landowners.

Mr. Christopher Fernandez added that he had personally used Campspot, explaining that the platform generally promotes private, low-density camping experiences, often featuring one or two secluded sites on rural properties for travelers who prefer nontraditional accommodations.

Ms. McCann continued her presentation, referencing a discussion from a recent Tourist Development Tax Conference regarding RV delivery services. She described a common scenario in which an individual rents an RV and delivers it to a destination, such as Disney's Fort Wilderness Lodge, for a guest's stay. She clarified that in such cases, the tourist development tax is still applicable, and the guest is responsible for paying the tax as part of their stay, since Fort Wilderness Lodge remits the tax on behalf of the rental. The RV owner, however, is not the one paying the tourist tax directly in this arrangement.

Ms. Olesky added that there are several RV rental platforms, such as RV Share and Outdoor RV, that operate under similar models. She noted that some of these platforms do not automatically collect or remit taxes if the RV owner delivers the unit themselves.

Commissioner Zalak asked whether Hipcamp and similar platforms are also required to pay tourist development tax.

Ms. McCann confirmed that they are. She explained that although the classification was initially unclear, any property owner renting space should be paying both the 4% Tourist Development Tax and state sales tax. Ms. McCann concluded this portion of her report by noting that it was interesting to see how these new types of rental arrangements are emerging.

She then transitioned to a review of the enforcement letters sent to property owners. She displayed a chart illustrating the number of letters sent by Deckard Technologies each month since the start of the program. She explained that the blue line represented the first-round letters sent to newly identified property owners. She stated that the first letter had been an introductory notice informing property owners of the county's partnership with Deckard Technologies, but that she had recently revised the letters to reflect the county's changes in registration system, since Deckard's platform was no longer being used for that purpose. When the program first launched in January, 18 letters were issued. By March, the number had risen to 444 letters, followed by 297 in April, 64 in May, 12 in July, and 85 in August. She noted that the increase in August likely reflected seasonal property owners returning to Marion County or listing their homes for rent before leaving for the summer. The yellow line, she explained, represented the second letter which was a more formal notice referencing the Marion County ordinance and outlining violations for unregistered rentals. For the second letter, 393 notices were sent in April, 247 in May, 74 in June, 29 in July, and 26 in August.

Mr. Jeff Bailey asked whether owners who only rent seasonally would receive new letters each

time they relisted their property.

Ms. McCann responded that they should not receive a new first letter once identified.

Ms. Olesky clarified that Mr. Bailey's question referred to seasonal reactivation, where a property stops renting and then resumes during the high season.

Mr. Bailey followed up, asking what happens if a property owner receives all three letters and still fails to comply.

Ms. McCann replied that her office is still developing a process for those cases, but noted that under Florida State Statute, the county is authorized to assess penalties and interest.

Chris Fernandez out at 9:28am

She continued stating that the County can also retroactively collect unpaid Tourist Development Taxes for up to three years if the owner has never been compliant. She added that the red line on the chart represented the third and final letter, which formally warns of potential penalties and back taxes. She reported 341 third letters sent in May, 149 in June, 151 in July, and 31 in August.

Chris Fernandez in at 9:29am

Ms. McCann also reviewed the number of new short-term rental accounts created by month: 13 in February, 11 in March, 79 in April, 115 in May, followed by 58 each in June and July, 20 in August, and 8 in September. She noted that the current total number of registered short-term rental accounts is 1,269. Ms. McCann concluded that the declining number of new accounts likely reflects that most seasonal operators have now been identified, adding that she expects activity to increase again during the winter months when snowbirds return to the area. Ms. McCann continued her presentation by discussing the updates made to the enforcement letters sent to short-term rental property owners. She stated that the letters included in the council's packet reflected a complete overhaul of the previous versions, which were initially designed when the county first contracted with Deckard Technologies. She explained that the original first letter had simply introduced Deckard and explained that the county would be using their platform to identify short-term rental properties. However, it provided limited guidance about the registration process and did not establish a specific timeline for compliance. Ms. McCann said the new version now clarifies that Marion County is not contracted with any third-party platform and that it is the sole responsibility of each property owner to register directly with the Marion County Tax Collector's Office. The letter now specifies a 30-day registration requirement, which had previously not been introduced until the second letter. She explained that if a property owner fails to register within 30 days, a second letter is issued, granting an additional 10 days to comply. The language was also revised from "10 business days" to simply "10 days," since registration can be completed online at any time. Ms. McCann emphasized that the new letters make clear that failure to register is a misdemeanor, and that property owners are personally responsible for compliance, regardless of the online platform they use. She noted that Airbnb, VRBO, and similar companies do not collect or remit local Tourist Development Taxes on behalf of Marion County. She shared that some property owners have disputed this, believing that Airbnb collects all

applicable taxes. However, she has referred them directly to Airbnb's website, which lists the counties in Florida where the company has collection agreements, confirming that Marion County is not included.

Mr. Adams asked whether the county had researched the process for becoming contracted with Airbnb.

Ms. McCann responded that her office had not yet pursued that option. She noted that only 23 of Florida's 67 counties currently have such agreements.

Mr. Adams asked whether those counties were larger or smaller than Marion County.

Ms. McCann replied that it was a mix, citing Lee County and Orange County as examples of counties currently under contract with Airbnb. She added that the contract language was often the reason many tax collectors chose not to participate, explaining that Airbnb's standard terms prohibit counties from conducting audits of their records.

Ms. Olesky added that under Airbnb's current structure, even when the platform collects taxes, the payments are aggregated and reported as a single total, without any breakdown by individual property or location.

Ms. McCann stated that both the Florida Tourist Development Tax Association (FTDTA) and Tourist Development Councils statewide are hopeful that future legislation will require greater transparency from these platforms. She stated that if such a law passes, it could allow counties to receive a single remittance directly from the platforms, simplifying compliance tracking and enforcement. Ms. McCann continued by reviewing the details of the third and final enforcement letter issued to noncompliant short-term rental property owners. She explained that this letter is more strongly worded than the previous notices and serves as the final warning before penalties and interest are applied. In the earlier version of the process, the third letter allowed property owners an additional 30 days to comply. However, under the new structure, that timeframe has been reduced to 10 days following the second letter. Ms. McCann stated that, collectively, a property owner now has a total of 40 days from the time of the initial notification to complete their registration before penalties are assessed. She further explained that once the final 10-day window expires, the county is authorized to implement penalties and interest in accordance with the Marion County Ordinance and Florida State Statute. The applicable interest rate is 11–12% compounded daily over the course of a year, and while the Marion County Ordinance specifies a \$10 penalty, the state statute allows for a \$50 penalty.

Mr. Adams stated that after reviewing the revised letters, he agreed they were much improved, but had a question regarding the language in the third letter. He read aloud the section stating, "the county will calculate the estimated taxes due including penalties and interest for up to three years if you continue to operate the rental property in noncompliance with Marion County." He asked whether the three-year period referenced in the letter applied retroactively or began after the notice was issued.

Ms. McCann clarified that it applies retroactively.

Ms. Olesky noted that the county had not been pursuing back taxes.

Ms. McCann confirmed that that was correct, adding that Tax Collector George Albright's approach has been to focus on encouraging compliance moving forward rather than penalizing operators for past nonpayment. She noted that most property owners have been grateful for the opportunity to register without retroactive penalties.

Mr. Adams suggested adding the phrase "in arrears" to the third letter for clarity. He explained that doing so would make the language more clear. He also recommended softening the tone slightly to encourage cooperation, noting that the potential of being charged for 36 months of back taxes at once could deter voluntary compliance.

Ms. McCann acknowledged the suggestion, stating that the third letter typically generates the most phone calls from property owners.

Mr. Adams then asked whether any of the letters, particularly the third notice, were sent as registered mail or otherwise required proof of delivery.

Ms. McCann responded that the Deckard system sends all letters, so no certified mail is used for the initial correspondence. However, in cases where her office must issue an invoice directly or pursue long-term delinquencies, she sends registered letters to ensure the recipient receives them. She added that this step is taken when the letter includes a detailed breakdown of taxes owed based on prior reporting history. She concluded this portion of the presentation by asking if there were any additional questions regarding the letters, to which no questions were raised. Ms. McCann transitioned to the next portion of her presentation, reviewing the revenue comparison between fiscal years 2023–2024 and 2024–2025. She stated that overall revenue increased by approximately \$700,000 between the two fiscal years. She noted that the first slide represented FY 2023–2024, and the second represented FY 2024–2025, which reflects the first year of implementation with Deckard Technologies beginning on February 28, 2025. Ms. McCann explained that she consolidated all categories of short-term rental properties including mobile homes, individual apartments, and single-family residences into a single reporting group labeled "Short-Term Rentals". She shared that for fiscal year 2023–2024, revenue from short-term rentals totaled \$409,730.71. The hotel, motel, and inn category, which continues to serve as the largest contributor to Tourist Development Tax collections due to its higher occupancy volume, generated roughly \$4.07 million during that same period. Property management companies, which represent owners renting individual homes but are categorized separately in the county's system, brought in \$122,057.53. Meanwhile, RV sites and campgrounds produced \$311,333.64, which Ms. McCann noted was slightly lower than short-term rental revenue but higher than the amount collected from property management companies. When comparing those figures to fiscal year 2024–2025, Ms. McCann emphasized the positive impact of the Deckard technology system, explaining that short-term rental revenue rose by approximately \$173,000, increasing to \$582,731.83. Hotels, motels, and inn collections reached \$5.3 million, which she attributed in part to the tourism team's efforts and major events such as Rock the Country, which significantly boosted visitation and overnight stays. Property management company revenue remained consistent year over year, with only a slight decline compared to the prior fiscal period.

Mr. Bailey initiated a discussion by observing that both the property management and RV park categories had shown slight declines compared to the previous year. He noted that, as

Commissioner Zalak had mentioned earlier, there may be value in increasing communication and outreach to campground operators to clarify their obligations and close potential loopholes. Mr. Bailey commended the progress made in short-term rental compliance, remarking that the same approach could yield positive results with RV parks and campgrounds.

Mr. Adams added that some of the year-to-year variance might be the result of reclassification once the new Deckard system was fully implemented. He pointed out that while short-term rental revenue increased by approximately 25%, the decreases in the other categories were comparatively small.

Ms. McCann explained that RV site rentals are fluid by nature, as many individuals may rent a site one year and then sell the property or stop renting the following year. She noted that similar turnover occurs with short-term rentals, where owners frequently sell their homes or relocate, leading to fluctuations in the data. She further explained that some RV owners may transition their properties into property management arrangements if they no longer wish to handle operations themselves, which could account for minor shifts between the two categories. She added that several property owners had sold entirely, choosing to exit the short-term rental market. Ms. McCann reported that total revenue for fiscal year 2024–2025 increased by \$784,834.45 compared to the previous fiscal year which exceeded initial expectations. She attributed much of that success to improved compliance and enforcement efforts.

Mr. Adams noted that hotel revenue accounted for approximately 84% of total collections in 2023–2024, which he described as significant, adding that the distribution was “getting closer to that 80/20 rule that applies to so many things.”

Ms. McCann agreed, stating that hotels would likely continue to lead revenue collections, especially as new hotel construction particularly long-term stay properties continues.

Mr. Adams thanked Ms. McCann for her thorough and detailed presentation

Ms. McCann concluded by informing the Council that she would be out on leave and therefore unable to attend the November TDC meeting or the December annual meeting, but she planned to return in January. She encouraged members to reach out to her office with any questions in the meantime.

Proposed Tourist Development Council Meeting Dates 2026

Mr. Adams welcomed Ms. Sky Wheeler to discuss potential future Tourist Development Council meeting dates for 2026.

Ms. Wheeler noted that the proposed schedule was included in the meeting agenda packet and followed the typical meeting structure with the exception of the January meeting which was proposed for the third Thursday of the month rather than the fourth as staff would be in Tallahassee for Florida Tourism Day late into the evening on the Wednesday of the fourth week. She noted that since there is no December TDC meeting, but rather the Annual Tourism Industry Meeting, staff felt they could effectively turn around and prepare for a Council meeting by January 15. Ms. Wheeler also noted that the November meeting was proposed for the third Thursday to avoid conflict with the Thanksgiving holiday. She stated that all remaining meetings

would follow the standard cadence. Ms. Wheeler clarified that staff was not seeking a vote at this time, but instead presenting the schedule for review and feedback. The proposed dates would return to the Council in November for formal adoption, providing ample time for members to ensure their calendars align.

Mr. Adams asked if there were any questions or comments regarding the proposed schedule, none were raised. He thanked Ms. Wheeler for the update.

Annual Membership Eligibility Attestations

Mr. Adams asked Ms. Wheeler to present on the Annual Membership Eligibility Attestations.

Ms. Wheeler explained that each Council member had a copy of the Marion County Tourist Development Council Annual Membership Eligibility Attestation form at their seat. She noted that this process originated several years ago as part of the County's response to audit recommendations, which emphasized the importance of maintaining accurate and up-to-date records verifying each member's eligibility to serve in their designated capacity on the Council. Ms. Wheeler requested that members complete the attestations before leaving the meeting so staff could collect and file them for recordkeeping. She added that this step is performed annually around the same time of the year.

Marion County Tourist Development Council Annual Membership Eligibility Attestation forms were completed by Councilmember Barry Mansfield, Mr. Bobby Walker, Mr. Chris Fernandez, Mr. Jeff Bailey and Mr. Rus Adams and submitted for the record.

Mr. Adams thanked Ms. Wheeler for her presentation.

Funding Requests

Mr. Adams welcomed Mr. Corry Locke to present on funding requests.

Fiscal Year 2026 Event Funding Allocations

Mr. Locke advised that there were no bid fee funding requests on the agenda so he would not be reviewing the bid fee funding allocations during the meeting and would focus on the room night generating funding allocations. He advised that there were three proposed funding requests on the agenda, two for HITS, LLC at \$10,000 per request and one for American Youth Football (AYF) for \$4,000. Mr. Locke advised that the funding requests for HITS, LLC were aligned with the funding guidelines and that the organization would need to achieve the estimated number of room nights in order to receive the requested funding of \$10,000. He noted that funding for AYF was previously approved for funding in August, however at that time AYF anticipated hosting a cheerleading competition along with a football competition however, the organization was unable to obtain the required equipment needed to host the cheerleading competition in Marion County and moved the cheerleading portion of the event outside of Marion County thus what would be presented was adjusted to account only for the football competition being hosted in Marion County. Mr. Locke asked if there were any questions. None were raised.

Mr. Adams advised that the voting process had changed to streamline the meeting. He stated that the Council would vote to approve the funding requests presented collectively rather than

as individual items. He asked for members of the Council to voice their opinions on separating the items if they choose to do so. No members expressed a desire to separate the items.

Motion: HITS Ocala Winter Circuit Weeks 4-7 (Room Night Generating) (Requested Funding - \$10,000)

Motion: HITS Ocala Winter Circuit Weeks 8-10 (Room Night Generating) (Requested Funding - \$10,000)

Motion: Revised AYF Football Southeast Regional Championship (Room Night Generating) (Requested Funding - \$4,000)

A motion was made by Councilmember Barry Mansfield, seconded by Christopher Fernandez, to approve the funding requests for HITS Ocala Winter Circuit Weeks 4-7, HITS Ocala Winter Circuit Weeks 8-10 and Revised AYF Football Southeast Regional Championship for recommendation to the Marion County Board of County Commissioners as presented. The motion was unanimously approved by the council (6-0).

Staff Updates

Motion: America 250 – Media and Marketing Plan

Mr. Rus Adams welcomed Ms. Loretta Shaffer to provide staff updates.

Ms. Shaffer began by presenting on the America 250 – Media and Marketing Plan. Ms. Shaffer began by noting that, as discussed at the prior meeting, the America 250 celebration will be a major initiative at the local, state, and national levels. She stated that Marion County is fortunate to have strong support from local and state leadership, including Governor Ron DeSantis, Visit Florida, county administration, and the county Commissioners. Ms. Shaffer stated that the presentation would outline a proposal for a seven-month, multi-channel marketing and public relations campaign, which staff would continue to refine and finalize over the coming months. The purpose of the campaign is to ensure that Ocala/Marion County is among the first destinations in Florida to launch a dedicated America 250 initiative, allowing the community to capitalize early on executing a robust and targeted America 250 campaign. She advised that staff would be seeking approval to spend \$500,000 from the tourism reserve line item to fund the campaign. The proposed initiative would promote events and activities scheduled to begin in March and continue through July 4, 2026. Ms. Shaffer advised that the campaign would strategically align with Visit Florida's cooperative program, which offers a 50/50 cost-share match opportunity. This collaboration would also allow staff to maximize exposure during shoulder season months in late spring and early summer, driving both visitation and local participation. She went on to explain that the creative direction of the campaign would have an All-Americana theme, capturing the patriotic spirit of the celebration appealing to first-time visitors and encouraging residents and brand loyalists to get out and experience the destination during this unique time. Staff intended to partner with the local tourism industry stakeholders and the business community to promote destination wide packages, brand awareness, and generate long-term economic impact. Ms. Shaffer noted that Miles Partnership, the County's contracted

marketing agency, would serve as the lead consultant for this project. She shared that Ileana Frascone with Miles Partnership, who is expecting a child, would be joining the meeting remotely to present the campaign overview. Ms. Shaffer concluded by stating that both County staff and the Miles team were prepared to answer any questions from the Council before turning the floor over to Ms. Frascone to present the campaign details.

Mr. Bailey asked if the \$500,000 would come from the County's General Fund.

Ms. Shaffer clarified that the funding would come from Tourism Development funds, not from the General Fund.

Mr. Bailey then asked whether the funding would be matched by the state.

Ms. Shaffer explained that while the State of Florida has not yet finalized its America 250 media plan, both the County and Visit Florida share the same media agency, which allows for strategic alignment. She stated that Visit Florida is expected to announce its cooperative advertising opportunities in November, and once those details are available, staff will identify the most cost-effective partnerships that align with Marion County's marketing goals. She noted that Visit Florida's larger budget will likely provide additional co-op opportunities that the County can leverage to extend its campaign reach. Ms. Shaffer added that today's presentation includes new marketing components, some modeled after successful Visit Florida initiatives, and stated that the campaign plan is still being refined. She stated that staff would return to the Council early next year with a detailed breakdown of expenditures once the campaign launches.

Mr. Bailey confirmed that the funding request was for \$500,000, not \$1 million.

Ms. Shaffer affirmed and stated that the goal is to achieve approximately \$1 million in total marketing value through state cost-share opportunities and partnership leverage.

Commissioner Zalak asked whether a project number had been established.

Ms. Shaffer confirmed that it had.

Ms. Ileana Frascone, representing Miles Partnership, joined the meeting remotely and began by expressing appreciation for the opportunity to present, noting that the team was excited to share the campaign update even though they were unable to attend in person. She mentioned that Ms. Elodie had the presentation ready to display and offered to share the Google link with attendees if that would be easier.

Ms. Sky Wheeler responded that the Miles team was welcome to share the presentation if able, and that staff also had the file pulled up on their end.

Ms. Elodie Badoual, representing Miles Partnership, noted that she did not have screen-sharing permission to advance the slides.

Ms. Wheeler confirmed that those settings could not be changed during the meeting and advised that Ms. Candace Shelton would advance the slides for the presentation.

Ms. Ileana Frascone thanked the Council for allowing the Miles Partnership team to join remotely

and expressed enthusiasm about sharing a dedicated media strategy and approach for promoting the America 250th anniversary celebration. She noted that there has been significant national excitement about how destinations across the country plan to celebrate and that it was exciting to see Ocala/Marion County's proactive approach come to fruition. She explained that the purpose of her presentation was to highlight key promotional opportunities for the destination tied to this celebration. Ms. Frascone introduced her team. Joining her as co-presenter was Ms. Elodie Badoual, the Account Director managing the Marion County account. Also supporting behind the scenes was Ms. Haley Radich, the Account Supervisor, who was unable to present due to illness. Ms. Frascone introduced herself as the Vice President of Client Services at Miles Partnership and said she was pleased to represent the team for this important presentation.

Ms. Frascone began with an overview of the America 250 campaign, explaining that the goal is to position Ocala/Marion County as Florida's premier travel destination for patriotic celebration during the late spring and summer shoulder season, helping to generate both community pride and economic development. The campaign will be supported by a \$500,000 budget and implemented over a seven-month period, running from January 1 through July 4, 2026. She described the target audiences for the campaign, noting that the primary audience includes leisure travelers aged 25–64, particularly families, couples, multigenerational travelers, and road trippers seeking affordable outdoor getaways. The secondary audience, she said, includes history enthusiasts, equestrian travelers, nature lovers, and regional visitors exploring America 250 heritage routes, national parks, and historic landmarks. Ms. Frascone then described the core campaign strategies which focused on amplifying destination awareness, telling the story of Marion County as an All-American destination, and creating unified messaging across all touchpoints. The campaign will integrate local events, dining, and package offerings, with the ultimate goal of driving economic impact and encouraging repeat visitation. She outlined the three main objectives for the campaign which were to elevate awareness of Ocala/Marion County through emotional storytelling, drive measurable ROI through engagement and visitation that leads to economic growth and generate long-term return on opportunity (ROO) by inspiring community pride, advocacy, and participation that extend beyond the America 250 celebration. Ms. Frascone stated that campaign success would be evaluated through a comprehensive set of performance metrics, with monthly wrap-up reports provided by media partners. The metrics included Awareness KPIs which were impressions, reach, and video completion rates, Engagement KPIs which were click-through rates, content interactions, and landing page visits, Conversion KPIs which were online travel agency (OTA) referrals, bookings, arrival lift, and spending lift and Advocacy KPIs which were social shares, earned media coverage, and partner participation. She also discussed the geographic focus of the campaign, which would remain consistent with previous strategies but with some notable changes. The primary markets will include Florida drive markets such as Orlando, Tampa, Jacksonville, and Tallahassee, excluding Ocala/Marion County itself. The secondary markets will target southeastern drive markets within a 6–9.5-hour drive time, including Atlanta, Savannah, Charleston, Birmingham, and Nashville. Ms. Frascone then turned the presentation over to Ms. Badoual to review the paid media tactics included in the proposed campaign plan, noting that she would return later in the presentation.

Ms. Elodie Badoual began her portion of the presentation by explaining that this section would outline how the paid media strategy comes together for the America 250 campaign. She noted

that the plan being presented represented the big-picture framework, which would continue to be refined and solidified once Visit Florida's co-op program opportunities were finalized, allowing the County to maximize its investment. She explained that the campaign was designed to move travelers through the marketing funnel from awareness to engagement and ultimately to conversion. At the top of the funnel, the campaign would focus on building reach and visibility through digital, out-of-home, and video streaming media. In the middle stage, engagement would be driven through display ads, social media, and native content, encouraging interaction and traffic to the campaign website. Finally, at the conversion level, tactics would focus on online travel agencies (OTAs) and search advertising to move consumers from discovery to booking.

She then transitioned into a review of the media mix, starting with digital advertising, which would provide a consistent campaign presence from January through July. This approach would keep Ocala/Marion County top-of-mind with audiences as they scrolled, streamed, and planned trips particularly ramping up around Memorial Day and July 4th, when travel interest peaks. AdGenuity would be used for connected and display advertising, targeting users engaging with patriotic, event-related, and travel-related content. This always-on placement would run from January to July 1st to keep Ocala/Marion County visible across screens and devices aiding in building awareness. She noted that Smithsonian Media would provide a national storytelling platform, offering both credibility and historical connection through an interactive America 250 map that would feature Ocala/Marion County within a broader historical context. Ms. Badoual advised that Miles Partnership was still reviewing partnership details, but that the Smithsonian collaboration would be a strong fit for enhancing the campaign's credibility. Next, she highlighted partnership with AARP and stated that it would be perfect for reaching snowbirds and active travelers, especially those who love Florida road trips through short adverts in January, March and May all timed around the shoulder season and key planning windows when the audience is looking for travel inspiration. AAA, with its extensive membership base, would complement this effort by promoting Ocala/Marion County's America 250 storytelling across its travel media channels, connecting drive-market travelers during the early spring season. Ms. Badoual continued with an overview of social media and search advertising, which she described as working hand in hand to connect all aspects of the campaign. Social media would drive storytelling and engagement, while search would capture travel intent and drive conversions. These components would run continuously from January through July 1st, utilizing Facebook, Instagram, and YouTube with carousel ads, short videos, and retargeting strategies to maintain visibility once users engaged with the content. Google's Performance Max campaigns would be used to capture searches for Florida trips, patriotic events, and summer road trips, directing users to the dedicated campaign landing page featuring itineraries, things to do, and partner offers. The next focus was out-of-home (OOH) advertising, which Ms. Badoual described as the top-of-funnel driver meant to dominate key highways and travel routes with bold, patriotic creative. Digital billboards would be placed in Orlando, Tampa, Jacksonville, and Gainesville, ensuring multiple points of exposure for travelers headed toward Ocala/Marion County that would also run from January through July. Complementing this effort, a mobile extension would be introduced through Carvertise, deploying a fleet of wrapped vehicles featuring "Road to Ocala" creative and scannable QR codes linking directly to the campaign website. This 12-week campaign would run in high-traffic areas such as Orlando and Tampa, serving as a moving awareness tool.

In addition, LED trucks would be deployed during major weekends and events, such as Memorial Day and local community celebrations, acting as mobile billboards for 5–30 days at a time. Ms. Badoual also discussed the use of audio streaming which would allow for connectivity with people while they are traveling on the road. The messaging would be paired with OOH creative so that travelers hear it, see it and remember it, this would help inspire visitation to turn planning and intent into booked stays. Ms. Badoual advised Miles Partnership was exploring platforms like SiriusXM, iHeart and Spotify for its audio streaming initiatives to reach travelers during drivetime, road trips and streaming moments. Miles Partnership would pair history podcasts, road trip playlists and car ads with OOH presence for full coverage across the entire journey which would reinforce the America 250 messaging. This initiative would run for approximately twelve weeks. Transitioning into the lower-funnel tactics, Ms. Badoual described efforts focused on driving direct bookings from travelers already researching Florida getaways and America 250-related experiences. Through Tripadvisor, Ocala/Marion County would be featured with a sponsored destination page for three months, showcasing events, lodging, and attractions related to the America 250 celebration. Similarly, Expedia would be used to target travelers searching for Florida vacations, redirecting those considering Orlando or Tampa to Ocala/Marion County through creative ad placements and promotional offers. Both campaigns would also run for three months. She then handed the presentation back to Ms. Frascone to continue the discussion.

Ms. Ileana Frascone resumed the presentation to discuss the earned media and public relations (PR) amplification component of the campaign, explaining that this strategy would play a key role in reinforcing mid- and lower-funnel engagement by extending the campaign's reach beyond paid media. She stated that many of the ideas being presented would include content partnerships to drive visitation, build advocacy and deliver long term return on opportunity that would continue beyond the America 250 celebration. She explained that this approach was focused on generating buzz and media coverage, while also driving traveler intent through a mix of owned and earned channels, targeting both Florida and Southeast drive markets. Some of the opportunities under consideration include America 250 satellite media tours, press and media familiarization (FAM) trips, and grassroots advocacy efforts designed to engage both residents and visitors. One such initiative would invite the community to participate in a storytelling campaign centered on the theme "What America Means to Me in Ocala." Ms. Frascone noted that these efforts would be timed along a sample campaign timeline running from late spring through early summer, leading directly into the July 4th events. Ms. Frascone then summarized the four key phases of the integrated media approach. The first phase was to launch and inspire, this initial phase would establish baseline awareness and introduce the America 250 theme in connection with Ocala/Marion County's identity as an All-American destination. The second phase was to engage and educate which would deepen engagement and planning intent through storytelling and interactive content. The third phase was the peak season crescendo which would capitalize on summer travel energy and patriotic pride, encourage bookings, drive attendance and showcase community celebration. The final phase was to sustain and celebrate which would focus on reinforcing advocacy and community pride. She went on to outline the anticipated timeline for campaign execution. Planning and strategy development would occur in November and December, during which the creative concepts, campaign framework, and media planning would be finalized. Production would begin in December, quickly followed by campaign activation in

January, when the first wave of paid media would launch. The peak season, from May through July, would capture the summer visitation period and culminate with the July 4th “crescendo”. The campaign would conclude at the end of July, with a comprehensive performance report and return-on-investment summary. Ms. Frascone closed by expressing gratitude to the Council for their time and engagement, noting that both she and the Miles Partnership team were available to answer any questions.

Mr. Adams thanked the presenters for a well-thought-out and detailed presentation. He then opened the floor for questions from the Council.

Mr. Bailey inquired about the Carvertise mobile advertising component, asking how the program functioned in practice. He questioned whether the cars were driven by county staff or if the vehicles were specifically contracted for the campaign. He added that, from a public perspective, seeing a wrapped vehicle might not immediately appear as an official advertisement.

Ms. Badoual explained that the program utilized a fleet of wrapped vehicles, typically between five and ten cars, that were both driven and strategically parked around major events to maximize visibility. The campaign team would coordinate with event organizers to ensure that the audiences at those venues matched the target demographics. The vehicles would display the campaign’s creative design and include QR codes that linked directly to the America 250 campaign landing page, allowing audiences to access more information.

Ms. Wheeler added further detail, noting that the cars were typically rideshare vehicles. As passengers were picked up and dropped off in geofenced event areas, the campaign’s technology would allow for retargeted digital ads to be served to those passengers later on. She explained that the program was highly effective and that the County had recently won a Flagler Award for its use of this strategy. She added that the campaign provided a strong return on investment.

Ms. Frascone added that Carvertise also implemented what they call a “swarm” activation, in which multiple vehicles gather in one location during high-profile or strategically aligned events such as major sports or entertainment gatherings.

Ms. Wheeler noted that the County had used this “swarm” strategy at several recent events, including the Arnold Palmer Invitational and a sold-out Orlando Magic game at the Kia Center when LeBron James was playing, which created significant visibility for the campaign.

Ms. Loretta Shaffer shared a letter from Mr. Danny Gaekwad, noting that he was currently out of the country but had expressed his full support for the America 250 Media and Marketing Plan. In his letter, Mr. Gaekwad noted that he serves on both the Visit Florida Board and Tourist Development Council, commended the proposed initiative and recognized Visit Florida’s continued partnership with Destination Marketing Organizations (DMOs) across the state. He emphasized the importance of highlighting Florida’s hidden gems, particularly those in Central Florida, and conveyed his enthusiasm for the opportunities this campaign would bring to Ocala/Marion County. Ms. Shaffer added that Mr. Gaekwad had reviewed the proposal and was fully informed and aligned with the plan.

A copy of the Marion County - America 250 - Media Strategy presentation deck was submitted

for the record.

A motion was made by Jeff Bailey, seconded by Christopher Fernandez, to approve the funding for the America 250 – Media and Marketing Plan, not to exceed \$500,000 for recommendation to the Marion County Board of County Commissioners as presented. The motion was unanimously approved by the council (6-0).

Commissioner Carl Zalak provided an update to the Council on broader America 250 initiatives being coordinated by Marion County. He began by explaining that, as part of the county's efforts to celebrate , the Marion County Public Library System was conducting interviews with local veterans to build a database of service stories. The goal, he said, was to preserve these accounts for future generations, allowing families decades from now to access and honor the contributions of Marion County's veterans. He noted that this archival project would be one of several initiatives launching in conjunction with Marion County Day in March. Commissioner Zalak shared that the Daughters of the American Revolution had completed a plaque honoring Francis Marion, "The Swamp Fox," for whom Marion County is named. He went on to describe a series of events being planned to mark the occasion, including four simultaneous fireworks shows across the county on July 4th, complemented by a week of community activities. He explained that the County is currently pursuing sponsorship opportunities, with a goal of securing a title sponsor contributing approximately \$150,000 to help fund the fireworks and related festivities.

Mr. Bailey asked when the plaque for "The Swamp Fox" would be unveiled.

Commissioner Zalak confirmed that the unveiling was expected to take place around Marion County Day in March. He added that the County was also exploring the possibility of hosting a "250th Anniversary Ball" as a fundraiser to support America 250 activities. He invited members of the Council to share ideas or participate in the planning. Commissioner Zalak emphasized that the County wanted to fully embrace the "Liberty Lives Here" theme, with the goal of creating a strong visual display of patriotism throughout the area. Efforts are underway to encourage businesses, neighborhoods, and residents to display flags, banners, and yard signs, so that anyone entering Marion County would immediately feel the spirit of Americana. In collaboration with the Marion County School Board, organizers are developing a Battle of the Bands competition to take place during Marion County Day, with the winning band leading the 1776 Parade later that year.

Mr. Chris Fernandez asked if the Battle of the Bands would feature marching bands.

Commissioner Zalak responded that he was unsure but assumed the event would feature marching bands. He noted that the school district was also exploring additional creative student projects. For instance, West Port High School was planning a play, and art students would participate in art contests related to the celebration. Commissioner Zalak also shared that the County was working closely with the City of Ocala to coordinate festivities, which would likely include daytime events at Fort King followed by the evening fireworks displays in Belleview, Dunnellon, and two additional locations to be determined. He concluded by thanking the Council for their support.

North Central Florida Regionalism

Mr. Adams then welcomed Ms. Shaffer to continue with staff updates.

Ms. Shaffer advised that staff has been working with Visit Florida on the possibility of regional collaboration focused on the North Central Florida brand. She explained that Visit Florida has introduced a pilot program that has already seen strong success in Northwest Florida and is now being extended to North Central Florida destinations. Visit Florida has approached area destinations to explore the feasibility of creating a unified regional brand that could promote the area's shared strengths in outdoor recreation and natural attractions. Ms. Shaffer explained that the goal of this initiative is to highlight North Central Florida as Florida's outdoor playground as key differentiators from other parts of the state. She emphasized that she was not seeking a formal motion from the Council at this time, but rather consensus to explore the opportunity further with Visit Florida and regional partners. If the Council agreed, staff would return at a future meeting with a formal plan and partnership framework for review.

Mr. Adams asked what the relationship was like with neighboring CVBs (Convention and Visitor Bureaus)

Ms. Shaffer responded that the bureau had positive relationships with neighboring CVBs. She further advised that the initial discussions with Visit Florida included Marion, Citrus, Pasco, Hernando, and Lake Counties as the core partners. She added that Visit Florida was also in conversation with the three adjacent rural counties, Levy, Putnam, and Sumter, which could be added to the partnership as the project develops. She reiterated that the discussions were still in the preliminary stage, and no commitments had yet been made.

Mr. Adams stated that he was surprised that Alachua County had not been included in the initial list of potential partners, noting that given its economic size and population, it seemed like a natural fit for collaboration with Marion County.

Ms. Shaffer acknowledged that while Alachua County was not part of the early conversations, that could change as discussions evolve. She noted that Pasco County, for example, might opt out because of its southern proximity which could lead the regional effort to lean further north. However, she stressed that no destinations were excluded or locked out, and that Visit Florida's approach was flexible and inclusive as the program was still in its infancy stage.

Mr. Adams made a remark, saying that after more than 30 years in Marion County, he was still waiting to see Marion and Alachua Counties successfully collaborate on a project.

Ms. Shaffer continued the discussion, reiterating that if the Council was comfortable with staff moving forward, she would begin conducting further research with Visit Florida and regional partners. Her goal would be to return to the Council with a formal scope of work and a high-level outline of what participation in the North Central Florida regional branding initiative could look like, including potential benefits and deliverables for Marion County. She emphasized that she simply wanted to gauge the Council's interest before the next phase of exploration.

Mr. Jeff Bailey expressed support for exploring the opportunity but shared similar concerns to Mr. Adams, noting that he envisioned a collaboration of this nature being more closely aligned

with Alachua County.

Ms. Shaffer responded that the broader the participation, the greater the potential matching investment from Visit Florida. She explained that if six counties participated, and each contributed \$100,000, the regional fund would total \$600,000 and Visit Florida would match those funds dollar-for-dollar, creating a \$1.2 million regional marketing budget. She added that Visit Florida had also indicated they may be able to provide additional seed funding to further enhance the initiative's reach.

Ms. Wheeler added a point of clarification, noting that Visit Alachua County is already a member of the Natural North Florida brand which operates as an established regional brand under Visit Florida's partnership structure. That affiliation may have influenced why Alachua was not included in the initial list for this new pilot program. However, she confirmed that staff would look into this further.

Mr. Adams agreed, stating that the explanation "made a lot of sense."

Ms. Wheeler noted that Natural North Florida is an older regional entity, and it would be worthwhile to gather updated information.

Mr. Rus Adams added a lighthearted reflection, noting that from his years of experience in an industry that often intersected with politics particularly during his time with Clear Channel he had frequently worked with both Marion and Alachua Counties. He remarked that he had long believed the reason the two counties were 35 miles apart with a prairie between them was so that people had time to change their minds along the way. He stated that if the two counties worked together, they could accomplish a great deal.

Ms. Shaffer thanked the Council's for their feedback and support.

Marketing Assistance Funding Program FY25 Report

Ms. Shaffer provided an update on the Marketing Assistance Funding Program. She shared that the program had been very well received by the community and expressed her appreciation to Ms. Shelton for her hard work and management of the initiative. Ms. Shaffer explained that during the program cycle, there were a total of 13 funded applicants, and out of the \$75,000 allocated budget, \$36,000 was reimbursed. The funding supported a variety of marketing channels across participating partners and helped provide effective promotional opportunities for small businesses and cultural organizations within Marion County. She stated that the program achieved measurable results, including increased bookings, improved visibility, and stronger regional reach, all of which aligned with the goal of empowering community partners to serve as extensions of the County's tourism brand. Ms. Shaffer directed the Council to the report in their packets, which contained details of the campaigns which demonstrated the program's value. She concluded by underscoring the importance of continued investment in targeted marketing support and then asked Ms. Wheeler and Ms. Shelton if there was anything additional they would like to highlight from the report.

Ms. Wheeler added that the report presented represented the recap of the recently concluded Marketing Assistance Funding Program and reminded the Council that the newly approved

program cycle had officially taken effect on October 1st. She explained that staff would return at this same time next year to present outcomes report for the new program. Ms. Wheeler also took a moment to highlight that this program is one of several managed by Ms. Shelton in her new role and shared that Ms. Shelton was recognized by the Marion County Board of County Commissioners as Employee of the Quarter for the final quarter of the fiscal year. One of the key reasons for that recognition, she noted, was the growth and success of this very program, which continues to generate increased participation and stronger outcomes each year. She added that the Tourist Development Department represented 50% of all Employee of the Quarter award recipients in FY25.

Ms. Loretta Shaffer congratulated both Ms. Samantha Solomon and Ms. Shelton, noting that the recognition was well deserved. She expressed excitement to bring back a full year of data on the new marketing assistance program in the future.

Third Tourism Annual Meeting – December 11, 2025

Ms. Shaffer shared details for the Third Tourism Annual Meeting. She advised that professionally printed invitation tickets had been created for Councilmembers to distribute guests they wished to invite. Ms. Shaffer encouraged everyone to attend the meeting along with their teams, noting that this year's event would be hosted at the World Equestrian Center (WEC). She expressed excitement about holding the annual meeting at WEC, explaining that the venue was eager to showcase its continued growth and ongoing developments.

TDT Collections/STR and Key Data Update

Ms. Shaffer welcomed Ms. Wheeler to provide the TDT Collections/STR and Key Data update.

Ms. Wheeler advised that upon publication of TDC meeting agenda the STR information was unavailable however, Councilmembers were provided a printed copy of the data. She began by reviewing the TDT collections adding that the reporting periods for fiscal year 25 had been finalized. For the reporting period of September, which reflects August revenues collections totaled \$349,779.09, representing a 1.16% decrease year over year. She clarified that this slight dip was partly due to reconciliation ("truing up") adjustments that occurred across several months during the transition between Deckard Technologies and West Florida with the Tax Collector. While Deckard continues to handle data scraping and compliance letters, the remittance and collection process has now returned fully under the Tax Collector's Office through West Florida. Ms. Wheeler highlighted that the fiscal year closed very strong, with year-to-date collections totaling \$1,308,369.35, or 23.87% ahead of the previous year. The total reported collections for the fiscal year amounted to \$6,789,555.41, marking a successful year of growth and performance. Ms. Wheeler concluded by expressing enthusiasm for the future, remarking that with several new hotel properties expected to open in 2026, Marion County is well-positioned to continue building on this positive momentum.

Ms. Wheeler then transitioned to the Smith Travel Research (STR) and Key Data report, noting that the accompanying handout was not published in advance but was being displayed on the screen for review. She explained that this section summarized Smith Travel Research data for September and provided context regarding weather events that influenced statewide and local

visitation trends. Ms. Wheeler reminded the Council that Hurricane Helene affected Florida in September of the previous year, which led to a temporary increase in visitation. She cautioned, however, that while such storms may produce short-term economic boosts, they are not desirable overall due to their broader impacts. She added that Hurricane Helene was a relatively minor event for Florida but significantly impacted the Carolinas. In contrast, Hurricane Milton, which occurred the following month, caused substantial damage in coastal areas, indirectly benefiting Marion County as certain staging activities originally planned for Tropicana Field were relocated to the World Equestrian Center (WEC), generating increased local business. Ms. Wheeler then reported on data for September for traditional lodging. She reported that occupancy was 51.1%, a decline of 18.4% year over year. The average daily rate (ADR) was \$96.57, down 13.1%, and revenue per available room (RevPAR) was \$43.60, reflecting a 29.1% decrease compared to the same month last year. For the running 12-month period, the county's occupancy increased by 2.9%, ADR rose by 5.7%, and RevPAR improved by 8.8%. Ms. Wheeler then provided a statewide comparison using Florida's STR data for the same period. Across the state, occupancy averaged 56.3%, down 5.4% year over year. The average daily rate was \$148.82, a 1.5% decrease, and RevPAR stood at \$83.79, down 6.8% from the prior year. She next reviewed Key Data, which reflects the short-term rental market performance. For the month of September, short-term rental occupancy was 17.6%, a 17% decline year over year. The average daily rate was \$164, up slightly by \$2 from last year, while RevPAR was \$16, down \$2 from the previous year. The total nights available were 5,812, a 7% decrease from 6,263 nights last year. For the running 12-month period, short-term rental occupancy and ADR remained flat, RevPAR decreased by 3%, and nights available declined by 2%. Ms. Wheeler noted that these variations highlight the differing dynamics between traditional lodging and short-term rentals, explaining that hotels are often expected to provide shelter during weather emergencies under state guidelines, whereas short-term rental operators may independently choose to close or pause activity during storms. This operational distinction, she said, likely explains some of the fluctuations between the two accommodation sectors.

A copy of the STR Trend Data report was submitted for the record.

Marketing and Communications Update

Ms. Shaffer welcomed Ms. Jessica Heller to provide the Marketing and Communications update.

Ms. Heller began by greeting the Council and noting how nice it was to be back, adding that she would explain her absence from the last month's meeting later in her presentation. She began with a review of the paid media as the fiscal year came to a close. She explained that September is typically a slower month for paid media, as most campaigns wind down before year-end. She shared on the screen details regarding digital media performance, noting that some continued to 'trickle' even after most campaigns had concluded. She then highlighted a new addition to the County's media placements an always-on Lamar billboard located just north of the future Buc-ee's site. Ms. Heller explained that this placement was strategically chosen to capture the attention of travelers in that high-traffic corridor. She added that the marketing team wanted to sweep up visibility in the area before the Buc-ee's opened, with the goal of encouraging travelers to continue their journey into Marion County rather than stopping short. From an industry

advocacy and communications perspective, Ms. Heller reviewed the team's ongoing community engagement efforts. She explained that this area includes presentations to local organizations and educational groups showcasing the bureau's messaging, the work it does and how it acts as a resource to the community. She shared that Ms. Shaffer recently guest lectured at a local hospitality school, speaking to students enrolled in an "Introduction to Tourism" course about destination marketing, tourism management, and the role of the VCB. Turning to public relations efforts, Ms. Heller highlighted the County's partnership with Visit Florida on a co-op satellite media tour. She noted that a similar campaign was carried out the previous year with excellent results, prompting them to repeat it. Reporting from Visit Florida showed that the latest campaign reached over 14.2 million views. She explained that the effort was a joint partnership between Marion County and Martin County, featuring a well-known travel journalist who conducted 25 interviews across various media channels, including television, radio, and podcasts. During these segments, b-roll footage of Marion and Martin Counties played while the journalist discussed both destinations, aligning with National Thrive Outside Day. Ms. Heller concluded by explaining the reason for her absence at the last TDC meeting. She had been in London attending Visit Florida's first-ever "Huddle" event in the UK and Ireland markets, which mirrors the Florida Huddle hosted locally in February. Ms. Heller continued her update by providing visuals and highlights from her participation in Visit Florida's first-ever International Huddle in the United Kingdom and Ireland markets, held in London. She described the event as an incredible opportunity to showcase Marion County alongside other Florida destinations. To provide context, Ms. Heller explained that the event spanned two full days of meetings with a diverse mix of travel agents, tour operators, travel suppliers, and media representatives. The attendees included both business-to-business (B2B) media outlets, those that serve travel agents and suppliers and consumer-facing leisure media, including traditional journalists and digital content creators who produce travel features and destination coverage. Ms. Heller shared several slides and images from the event, describing Marion County's booth setup, which featured a lighted kiosk-style station where she conducted dozens of meetings throughout the week. She also played a short video clip that offered a panoramic view of the event space, noting that Florida destinations occupied an entire exhibition floor. In addition to formal meetings, the event included networking breakfasts, lunches, and dinners designed to foster relationships among destinations, travel professionals, and media. She discussed the agent event held after the first day of meetings. During this session, each participating destination was invited to deliver a five-minute elevator pitch presentation.

Commissioner Carl Zalak out at 10:43am

Ms. Heller noted that she was the first presenter to go over time, though not the last, explaining that she used her time efficiently. Her presentation was accompanied by a dynamic visual display, inspired by a television screensaver theme that showcased Marion County's scenic videos and inspirational imagery, designed to capture attention and spark travelers' curiosity. The second day focused more heavily on media appointments, where Ms. Heller met one-on-one with travel journalists, content creators, and international media representatives. The event concluded with a signature dinner hosted by Visit Florida, during which Visit Florida formally launched its "Floridays" campaign to the international market. The dinner also provided an opportunity to connect with additional agents, media, and industry professionals who had not attended the

daytime meetings. Ms. Heller explained that Visit Florida arranged seating strategically to encourage new conversations. She shared that much of her discussion centered around introducing Ocala/Marion County as a Florida destination with goal of building destination awareness. The event also strengthened Marion County's relationship with Visit Florida's team, which provides ongoing opportunities for follow-up appointments and media familiarization trips. She shared that she had received interest from a content creator who plans to visit Ocala for a ziplining experience, demonstrating early success from the event. Ms. Heller concluded by noting that Ms. Shaffer had also recently participated in Visit Florida's domestic media mission, which took place the previous week. Ms. Shaffer met with national travel journalists and digital media influencers in Nashville and New York City, attending both morning networking sessions and evening media events.

Ms. Shaffer added that Marion County was one of only seven destinations statewide that selected to participate in Visit Florida's domestic media mission. She explained that the delegation represented a holistic cross-section of the state, including destinations from North, Northwest, and Southwest Florida. She noted that it was an honor for Ocala/Marion County to be included among such a limited group, and the opportunity provided tremendous exposure for the destination. Ms. Shaffer shared that some of the County's regional partners expressed a bit of envy over Marion County's inclusion. She concluded by emphasizing that the event offered excellent reach and visibility for the County's tourism brand.

Ms. Heller opened the floor for questions. None were raised.

A copy of the 2025 Florida Huddle UK and Ireland presentation deck was submitted for the record.

Sales Update

Ms. Shaffer welcomed Mr. Locke to provide the Monthly Sales Update.

Mr. Locke began by stating that he would keep his report brief. He first presented on the Blue Knights, noting that the organization had officially submitted their funding application over the weekend, and therefore the event has now moved into "new business" since the agenda packet was printed. The group has also increased their estimated room nights from 300 to 500, with event dates set for April 12–15, 2026, at the Holiday Inn & Suites Ocala Conference Center. Next, he discussed 3STEP Volleyball Tournament. Mr. Locke explained that he met with the group at the Connect Miami tradeshow in August, where they expressed strong interest in hosting events in Central Florida. Volleyball is one of their core sports, and discussions are underway regarding potential tournaments at the World Equestrian Center in April and May of 2026, and possibly 2027. He added that 3STEP also manages other sports, including basketball, soccer, and outdoor athletic event. He then provided an update on the Babe Ruth Baseball Southeast Regional Tournament for 13U, 14U, and 15U divisions. Mr. Locke reminded the Council that Marion County has hosted several Babe Ruth and Cal Ripken-affiliated tournaments for five years. The organization has now expressed interest in bringing the Southeast Regional Tournament to Marion County in July 2026, with tentative dates of July 15–18. He noted that after hosting five consecutive World Series tournaments, Babe Ruth Baseball will be taking a one-year break, so

this event would fill that gap. Mr. Locke then discussed Fishers of Men, a Christian-based fishing organization, explaining that he initially met with them at Connect Miami, and later Mr. Bryan Day met with their representatives at Small Market Meetings in Buffalo. The organization is very interested in bringing one of its events to Marion County, capitalizing on the area's growing reputation as a fishing destination in Central Florida. He shared that staff are currently working to schedule a site visit with the organization. Under ongoing leads, Mr. Locke reported that the State Emergency Response Commission, which had been under consideration for Marion County, has officially selected Flagler County as its next event location, marking that as lost business for the record. Transitioning to trade show activity, Mr. Locke shared that he recently attended the Florida Society of Association Executives (FSAE) Education Expo in Tallahassee. He praised the event as a phenomenal opportunity for the County and highlighted the strong partner representation at the show, including Southeastern Livestock Pavilion, Hilton Ocala, Hilton Garden Inn, Everhome Inn, and the World Equestrian Center. The event was a one-day show. Mr. Locke also highlighted a student engagement initiative that took place during the event. In collaboration with Mohamed from the College of Central Florida, several CF students were invited to attend and participate in industry education sessions throughout the day. He noted that students from Florida State University also participated, creating a great opportunity for networking and collaboration. He added that this aligns with FSAE's goal of engaging students. Mr. Locke also mentioned that Mr. Bryan Day and Ms. Holly Castell from the Southeastern Livestock Pavilion will be attending the FSAE Central Florida Power Luncheon next month. He concluded by asking if there were any questions regarding the sales update. No questions were raised.

TDC Events Calendar

Ms. Shaffer noted that the TDC event calendar was located in the agenda packet for review as is customary. Ms. Shaffer also shared an update from Mr. Angel Roussel regarding the schedule for I-75 construction stating that the engineering department shared that the auxiliary lanes were under construction and anticipated to be completed in three to four years and that Mr. Rousell would be inviting members of the engineering department to provide an update on the North Gateway as they work on that project.

Motion: Reallocate Unexpended Funds from FY 24-25 Marketing Assistance Funding Program in the Amount of \$38,347.06 to the FY 25-26 Room Night Generating Funding Allocation

Mr. Adams stated that while Ms. Shaffer had been providing her earlier updates on the Marketing Assistance Funding Program, he received a text message that momentarily distracted him. Upon reviewing the figures, he noted that there remained \$38,347.06 unspent from the program budget. He asked that the Council consider reallocating the unused funds to the Room Night Generating Funding Program explaining that a significant portion of that category's budget had already been committed. He stated that he would present this opportunity to the Council if they choose to make a motion.

Mr. Bailey asked for clarification on where the funds were being moved from.

Mr. Adams explained that the Marketing Assistance Program was originally budgeted at \$75,000,

of which \$36,652 had been reimbursed, leaving \$38,347.06 unused. He further noted that prior to the meeting, the Room Night Generating budget had a balance of \$115,000, and with the \$24,000 in funding approved earlier in the meeting, that figure had dropped below \$100,000. He noted that this reallocation would fund the monies approved earlier in the meeting with excess remaining.

Ms. Wheeler offered a brief clarification, confirming that the current allocations already reflect the \$24,000 approved earlier in the meeting, meaning the most up-to-date totals in the report already accounted for that expenditure.

A motion was made by Jeff Bailey, seconded by Councilmember Barry Mansfield, to reallocate the unexpended funds from FY 24-25 Marketing Assistance Funding Program in the amount of \$38,347.06 to the FY 25-26 Room Night Generating Funding Allocation as presented. The motion was unanimously approved by the council (6-0).

Old Business

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

New Business

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

Public Comment

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

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

The meeting adjourned at 10:55 am.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21282

Agenda Date: 11/20/2025

Agenda No.: 4.1

SUBJECT:

Motion: Acknowledgement of Financials

DESCRIPTION/BACKGROUND:

Recommended Action: To Accept the Expenditure Status Report and Revenue Status Report for October 2025 and Fiscal Year 2025.

REVENUE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-31-312-450-45090-155-0000000-0000000-312131-					
3,659,076.00	3,659,076.00	0.00	0.00	3,659,076.00	.0%
TOURIST DEVELOPMNT TAX 2%					
1074-31-312-450-45090-155-0000000-0000000-312132-					
1,829,538.00	1,829,538.00	0.00	0.00	1,829,538.00	.0%
TOURIST DEVELOP TAX 3RD %					
1074-31-312-450-45090-155-0000000-0000000-312133-					
1,829,538.00	1,829,538.00	0.00	0.00	1,829,538.00	.0%
TOURIST DEVELOP TAX 4TH %					
1074-36-361-450-45090-155-0000000-0000000-361110-					
302,000.00	302,000.00	31,358.42	31,358.42	270,641.58	10.4%
INTEREST-BOARD					
2026/01/003630 10/31/2025 GEN -31,358.42 REF SBAINTE					
SBA INTEREST 221131 OCT					
1074-36-369-450-45090-155-0000000-0000000-369301-					
0.00	0.00	155,084.10	155,084.10	-155,084.10	100.0%
LEGAL SETTLEMENTS					
2026/01/003524 10/31/2025 GCR -155,084.10 REF P02956					
KIMLEY HORN LEGAL SETT					
TOTAL TOURIST DEVELOPMENT FUND					
7,620,152.00	7,620,152.00	186,442.52	186,442.52	7,433,709.48	2.4%
TOTAL REVENUES					
7,620,152.00	7,620,152.00	186,442.52	186,442.52	7,433,709.48	

REVENUE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
7,620,152.00	7,620,152.00	186,442.52	186,442.52	7,433,709.48	2.4%

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

REVENUE STATUS REPORT

REPORT OPTIONS

	Field #	Total	Page Break	
Sequence 1	1	Y	Y	Year/Period: 2026/ 1
Sequence 2	0	N	N	Print revenue as credit: N
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
Report title:				Roll projects to object: N
REVENUE STATUS REPORT				
				Carry forward code: 1
				Print journal detail: Y
Print Full or Short description: F				From Yr/Per: 2026/ 1
Print MTD Version: Y				To Yr/Per: 2026/ 1
Print Revenues-Version headings: Y				Include budget entries: Y
Format type: 1				Incl encumb/liq entries: Y
Print revenue budgets as zero: N				Sort by JE # or PO #: P
Include Fund Balance: N				Detail format option: 1
Include requisition amount: Y				
Multiyear view: D				
Amounts/totals exceed 999 million dollars: N				

Find Criteria	
Field Name	Field Value
Org	cp155*
Object	
Project	
Rollup code	
Account type	Revenue
Account status	Active

EXPENDITURE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV				REVISED ESTIM REV				ACTUAL YTD REVENUE				ACTUAL MTD REVENUE				REMAINING REVENUE		% COLL
1074-55-552-450-45090-155-0000000-0000000-512101-								REGULAR SALARIES & WAGES										
749,719.00				749,719.00				35,699.12				35,699.12				714,019.88		4.8%
2026/01/002187		10/20/2025	GRV	-19,081.21		REF	25 PR					10/10/25 PR ACCRUAL TO FY25						
2026/01/000961		10/10/2025	PRJ	27,258.87		REF	251010					WARRANT=251010 RUN=0 REGULAR						
2026/01/002584		10/24/2025	PRJ	27,521.46		REF	251024					WARRANT=251024 RUN=0 REGULAR						
1074-55-552-450-45090-155-0000000-0000000-521101-								FICA TAXES										
57,364.00				57,364.00				2,526.50				2,526.50				54,837.50		4.4%
2026/01/002187		10/20/2025	GRV	-1,345.05		REF	25 PR					10/10/25 PR ACCRUAL TO FY25						
2026/01/000961		10/10/2025	PRJ	1,921.50		REF	251010					WARRANT=251010 RUN=0 REGULAR						
2026/01/002584		10/24/2025	PRJ	1,950.05		REF	251024					WARRANT=251024 RUN=0 REGULAR						
1074-55-552-450-45090-155-0000000-0000000-522101-								RETIREMENT CONTRIBUTIONS										
105,191.00				105,191.00				7,685.68				7,685.68				97,505.32		7.3%
2026/01/000961		10/10/2025	PRJ	3,824.42		REF	251010					WARRANT=251010 RUN=0 REGULAR						
2026/01/002584		10/24/2025	PRJ	3,861.26		REF	251024					WARRANT=251024 RUN=0 REGULAR						
1074-55-552-450-45090-155-0000000-0000000-523101-								HEALTH INSURANCE										
140,712.00				140,712.00				11,726.00				11,726.00				128,986.00		8.3%
2026/01/000961		10/10/2025	PRJ	7,820.96		REF	251010					WARRANT=251010 RUN=0 REGULAR						
2026/01/000961		10/10/2025	PRJ	-1,957.96		REF	251010					WARRANT=251010 RUN=0 REGULAR						
2026/01/002584		10/24/2025	PRJ	7,820.96		REF	251024					WARRANT=251024 RUN=0 REGULAR						
2026/01/002584		10/24/2025	PRJ	-1,957.96		REF	251024					WARRANT=251024 RUN=0 REGULAR						
1074-55-552-450-45090-155-0000000-0000000-523401-								LIFE, AD&D, LTD										
5,033.00				5,033.00				379.24				379.24				4,653.76		7.5%
2026/01/000961		10/10/2025	PRJ	189.10		REF	251010					WARRANT=251010 RUN=0 REGULAR						
2026/01/002584		10/24/2025	PRJ	190.14		REF	251024					WARRANT=251024 RUN=0 REGULAR						
1074-55-552-450-45090-155-0000000-0000000-524101-								WORKER'S COMPENSATION										
905.00				905.00				0.00				0.00				905.00		.0%
1074-55-552-450-45090-155-0000000-0000000-531109-								PROFESSIONAL SERVICES										
1,937,283.00				1,937,283.00				0.00				0.00				287,283.00		85.2%
2026/01/000796		10/08/2025	POE	1,650,000.00		VND	106656 PO	2600192	MILES PARTNERSH		STRATEGIC MEDIA		PLANNING RETAI					

EXPENDITURE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-534101-				CONTRACT SERV - OTHER - MISC					
46,104.00		46,104.00		19,715.00		19,715.00		20,929.00	54.6%
2026/01/002920	10/03/2025	API	7,000.00	VND	999999	PO	PCARD ONE TIME	KEY DATA DASHBOARD ANNUAL SUBS	
2026/01/002928	10/09/2025	API	12,715.00	VND	999999	PO	PCARD ONE TIME	CA MEDIA INTELLIGENCE ADV L2 1	
2026/01/000898	10/08/2025	POE	5,460.00	VND	001703	PO 2600232	BLUE RIBBON CLE	FACILITIES - JANITORIAL CLEANI	
1074-55-552-450-45090-155-0000000-0000000-540101-				TRAVEL & PER DIEM					
42,500.00		42,500.00		3,985.41		3,985.41		38,514.59	9.4%
2026/01/003304	10/29/2025	GEN	407.96	REF				POST PREPAID TO ORG/OBJ	
2026/01/003304	10/29/2025	GEN	801.65	REF				POST PREPAID TO ORG/OBJ	
2026/01/003770	10/14/2025	API	29.02	VND	999999	PO	PCARD ONE TIME	LYFT FOR L SHAFFER WHILE AT VI	
2026/01/003770	10/14/2025	API	35.00	VND	999999	PO	PCARD ONE TIME	BAGGAGE FEE FOR L SHAFFER WHIL	
2026/01/003772	10/16/2025	API	174.82	VND	999999	PO	PCARD ONE TIME	LYFT FOR L SHAFFER WHILE AT VI	
2026/01/003772	10/16/2025	API	16.81	VND	999999	PO	PCARD ONE TIME	LYFT FOR L SHAFFER WHILE AT VI	
2026/01/003773	10/17/2025	API	50.00	VND	000593	PO	METROPOLITAN PL	PREPAID TOLL REPLENISHMENT	
2026/01/003773	10/17/2025	API	96.00	VND	000593	PO	METROPOLITAN PL	PARKING FOR L SHAFFER WHILE AT	
2026/01/003773	10/17/2025	API	726.52	VND	999999	PO	PCARD ONE TIME	HOTEL FOR L SHAFFER WHILE AT N	
2026/01/003774	10/19/2025	API	867.30	VND	999999	PO	PCARD ONE TIME	HOTEL FOR B DAY WHILE AT TEAMS	
2026/01/003774	10/19/2025	API	23.98	VND	999999	PO	PCARD ONE TIME	UBER FOR B DAY WHILE AT TEAMS	
2026/01/003774	10/19/2025	API	15.40	VND	999999	PO	PCARD ONE TIME	UBER FOR B DAY WHILE AT TEAMS	
2026/01/003774	10/19/2025	API	644.95	VND	999999	PO	PCARD ONE TIME	HOTEL FOR L SHAFFER WHILE AT V	
2026/01/003776	10/21/2025	API	96.00	VND	999999	PO	PCARD ONE TIME	PARKING FOR B DAY WHILE AT TEA	
1074-55-552-450-45090-155-0000000-0000000-541101-				COMMUNICATIONS SERVICES					
9,540.00		9,540.00		49.94		49.94		7,565.77	20.7%
2026/01/003304	10/29/2025	GEN	25.58	REF				POST PREPAID TO ORG/OBJ	
2026/01/002536	10/20/2025	API	24.36	VND	203123	PO	CENTURY LINK/EM	320144423	94340
2026/01/002741	10/23/2025	POE	1,924.29	VND	500685	PO 2600556	INSIGHT PUBLIC	MICROSOFT ENTERPRISE LICENSE R	
1074-55-552-450-45090-155-0000000-0000000-542201-				POSTAGE & FREIGHT					
11,500.00		11,500.00		521.44		521.44		4,478.56	61.1%
2026/01/002919	10/02/2025	API	46.08	VND	999999	PO	PCARD ONE TIME	COUNTY PARK GUIDES SHIPPED TO	
2026/01/002919	10/02/2025	API	14.75	VND	999999	PO	PCARD ONE TIME	PICK UP FEE FOR SHIPPING COUNT	
2026/01/002922	10/05/2025	API	14.75	VND	999999	PO	PCARD ONE TIME	PICK UP FEE FOR THE ORANGE SHO	
2026/01/002922	10/05/2025	API	30.59	VND	999999	PO	PCARD ONE TIME	THE ORANGE SHOP HONEY PROMO IT	
2026/01/003772	10/16/2025	API	415.27	VND	999999	PO	PCARD ONE TIME	SHIPPING OF ITEMS TO AND FROM	
2026/01/000022	10/01/2025	POE	6,500.00	VND	103358	PO 2600020	QUADIENT	POSTAGE FOR METER #08129564	
1074-55-552-450-45090-155-0000000-0000000-543101-				UTILITY SERVICES - ELC WTR SWR					
25,900.00		25,900.00		1,453.81		1,453.81		24,446.19	5.6%
2026/01/002125	10/14/2025	API	76.09	VND	014881	PO	CITY OF OCALA/E	572726-118216	94364
2026/01/002125	10/14/2025	API	130.74	VND	014881	PO	CITY OF OCALA/E	567930-118216	94364
2026/01/002750	10/21/2025	API	1,220.63	VND	014881	PO	CITY OF OCALA/E	550848-164495	94558
2026/01/003266	10/27/2025	API	26.35	VND	107238	PO	DUKE ENERGY FLO	9101 5957 9418	94593

EXPENDITURE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-543102-									
756.00		756.00		45.58		45.58		710.42	6.0%
2026/01/002750 10/21/2025 API 45.58 VND 014881 PO CITY OF OCALA/E 550848-164495 94558									
1074-55-552-450-45090-155-0000000-0000000-544101-									
6,600.00		6,600.00		285.10		285.10		600.00	90.9%
2026/01/000036 10/01/2025 POE 1,000.00 VND 103444 PO 2600034 QUADIENT LEASIN POSTAGE METER LEASE									
2026/01/000917 10/08/2025 POE 5,000.00 VND 501306 PO 2600251 DOCUMENT TECHNO MC-01 COPIER LEASE									
2026/01/002125 10/14/2025 API 285.10 VND 501306 PO 2600251 DOCUMENT TECHNO MC-01 COPIER LEASE OCT-25 94367									
2026/01/002125 10/14/2025 POL -285.10 VND 501306 PO 2600251 DOCUMENT TECHNO MC-01 COPIER LEASE OCT-25 2026									
1074-55-552-450-45090-155-0000000-0000000-544401-									
3,780.00		3,780.00		315.00		315.00		3,465.00	8.3%
2026/01/002920 10/03/2025 API 315.00 VND 999999 PO PCARD ONE TIME STORAGE UNIT FOR PROMOTIONAL I									
1074-55-552-450-45090-155-0000000-0000000-545101-									
16,402.00		16,402.00		0.00		0.00		16,402.00	.0%
1074-55-552-450-45090-155-0000000-0000000-546101-									
44,680.00		44,680.00		2,237.76		2,237.76		17,826.88	60.1%
2026/01/000053 10/01/2025 POE 26,853.12 VND 204937 PO 2600051 GRANDVIEW LANDS LANDSCAPING, SITE & IRRIGATION									
2026/01/003179 10/22/2025 API 2,237.76 VND 204937 PO 2600051 GRANDVIEW LANDS MONTHLY LAWN MAINTENANCE/OCT25 94616									
2026/01/003179 10/22/2025 POL -2,237.76 VND 204937 PO 2600051 GRANDVIEW LANDS MONTHLY LAWN MAINTENANCE/O2026									
1074-55-552-450-45090-155-0000000-0000000-546257-									
4,580.00		4,580.00		0.00		0.00		4,580.00	.0%
1074-55-552-450-45090-155-0000000-0000000-547101-									
55,500.00		55,500.00		0.00		0.00		5,696.71	89.7%
2026/01/000052 10/01/2025 POE 49,803.29 VND 001437 PO 2600050 SOLO PRINTING L PURCHASE OF VISITORS' GUIDE &									
1074-55-552-450-45090-155-0000000-0000000-548101-									
2,766,004.00		2,766,004.00		77,749.67		77,749.67		1,928,269.53	30.3%
2026/01/003304 10/29/2025 GEN 821.22 REF POST PREPAID TO ORG/OBJ									
2026/01/002920 10/03/2025 API 500.38 VND 999999 PO PCARD ONE TIME DINNER FOR MPI TAMPA BAY GREAT									
2026/01/002924 10/07/2025 API 4,995.00 VND 999999 PO PCARD ONE TIME PLAY EASY SUBSCRIPTION RENEWAL									
2026/01/002926 10/08/2025 API 1,814.80 VND 999999 PO PCARD ONE TIME TOURISM COMMERCIAL - OCALA/MAR									
2026/01/002930 10/12/2025 API 179.10 VND 999999 PO PCARD ONE TIME MUSIC PURCHASED FOR COMMERCIAL									
2026/01/003771 10/15/2025 API 8,500.00 VND 999999 PO PCARD ONE TIME DEPOSIT FOR VCB ANNUAL TOURISM									
2026/01/003774 10/19/2025 API 78.49 VND 999999 PO PCARD ONE TIME LUNCH FOR TRAVELING CENTERS CR									

EXPENDITURE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV		REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-548101- PROMOT ACT						
2026/01/003774	10/19/2025	API	34.99 VND	999999 PO	PCARD ONE TIME DINNER FOR TRAVELING CONTENT C	
2026/01/003774	10/19/2025	API	50.99 VND	999999 PO	PCARD ONE TIME LUNCH FOR CONTENT CREATORS FAM	
2026/01/003775	10/20/2025	API	113.10 VND	999999 PO	PCARD ONE TIME DINNER FOR TRAVELING CONTENT C	
2026/01/000050	10/01/2025	POE	27,500.00 VND	102569 PO	2600048 ON TIME MARKETI PROMOTIONAL ITEMS TO PROMOTE O	
2026/01/000051	10/01/2025	POE	27,500.00 VND	001661 PO	2600049 VETERANS4YOU PROMOTIONAL ITEMS	
2026/01/000794	10/08/2025	POE	25,046.40 VND	100302 PO	2600190 KENNEY COMMUNIC TURNPIKE PLAZAS & HOTEL VIDEOS	
2026/01/001691	10/10/2025	API	5,361.60 VND	100302 PO	2600190 KENNEY COMMUNIC TURNPIKE & HOTEL VIDEOS & BROC	94135
2026/01/001691	10/10/2025	POL	-5,361.60 VND	100302 PO	2600190 KENNEY COMMUNIC TURNPIKE & HOTEL VIDEOS & 2026	
2026/01/001691	10/10/2025	API	300.00 VND	100302 PO	2600190 KENNEY COMMUNIC TURNPIKE & HOTEL VIDEOS & BROC	94135
2026/01/001691	10/10/2025	POL	-300.00 VND	100302 PO	2600190 KENNEY COMMUNIC TURNPIKE & HOTEL VIDEOS & 2026	
2026/01/000795	10/08/2025	POE	239,000.00 VND	106354 PO	2600191 DIGITAL FURY LL VIDEO & AUDIO PRODUCTION FOR M	
2026/01/000798	10/08/2025	POE	15,000.00 VND	002059 PO	2600194 CSF AQUATICS BID FEE FOR CSF AQUATICS PER E	
2026/01/000799	10/08/2025	POE	20,000.00 VND	002059 PO	2600195 CSF AQUATICS BID FEE FOR CSF AQUATICS PER E	
2026/01/001073	10/09/2025	POE	33,000.00 VND	001786 PO	2600309 YMCA OF THE USA BID FEE FOR YMCA PER EVENT YEA	
2026/01/001074	10/09/2025	POE	50,000.00 VND	001746 PO	2600310 FLORIDA HIGH SC BID FEE FOR FHSAA PER EVENT YE	
2026/01/001075	10/09/2025	POE	25,000.00 VND	002059 PO	2600311 CSF AQUATICS BID FEE FOR CSF AQUATIC PER EV	
2026/01/001076	10/09/2025	POE	30,000.00 VND	002059 PO	2600312 CSF AQUATICS BID FEE FOR CSF AQUATICS PER E	
2026/01/001077	10/09/2025	POE	25,000.00 VND	002059 PO	2600313 CSF AQUATICS BID FEE FOR CSF AQUATICS PER Y	
2026/01/001078	10/09/2025	POE	60,000.00 VND	001553 PO	2600314 COLLEGE SWIMMIN BID FEE PER EVENT YEAR FOR THE	
2026/01/001095	10/09/2025	POE	100,000.00 VND	001392 PO	2600330 NATIONAL COLLEG BID FEE FOR NCEA PER EVENT YEA	
2026/01/001213	10/09/2025	POE	87,600.00 VND	106849 PO	2600365 TEMPEST INTERAC WEBSITE SERVICES	
2026/01/002498	10/22/2025	POE	55,000.00 VND	001884 PO	2600535 THRESHOLD 360 I VIRTUAL TOURS FOR MARKETING	
2026/01/003680	10/29/2025	API	55,000.00 VND	001884 PO	2600535 THRESHOLD 360 I DMO ENTERPRISE PLATFORM 10/1/2	94817
2026/01/003680	10/29/2025	POL	-55,000.00 VND	001884 PO	2600535 THRESHOLD 360 I DMO ENTERPRISE PLATFORM 10/20/26	
2026/01/003422	10/31/2025	POE	1,000.00 VND	002773 PO	2600592 NOAH HUNTON MUS MUSICIAN NOAH HUNTON AT WEC	
1074-55-552-450-45090-155-0000000-0000000-549185- CHARGES - COST ALLOCATION						
202,617.00		202,617.00	16,884.75	16,884.75	185,732.25	8.3%
2026/01/000532	10/06/2025	GEN	16,884.75 REF		REC COST ALLOCATION/OCT25	
1074-55-552-450-45090-155-0000000-0000000-551101- OFFICE SUPPLIES						
2,000.00		2,000.00	188.72	188.72	1,811.28	9.4%
2026/01/003775	10/20/2025	API	188.72 VND	999999 PO	PCARD ONE TIME LITERATURE HOLDERS, COPY PAPER	
1074-55-552-450-45090-155-0000000-0000000-552101- GASOLINE, OIL & LUBRICANTS						
4,000.00		4,000.00	175.50	175.50	3,824.50	4.4%
2026/01/001830	10/16/2025	WOJ	41.80 REF	fuel	FUEL-13735	
2026/01/001830	10/16/2025	WOJ	20.17 REF	fuel	FUEL-13784	
2026/01/002348	10/21/2025	WOJ	79.30 REF	fuel	FUEL-14016	
2026/01/003110	10/28/2025	WOJ	34.23 REF	fuel	FUEL-14323	

EXPENDITURE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-552106-		27,221.00		27,221.00		COMPUTER SOFTWARE 2,394.74		2,394.74	17,672.16 35.1%
2026/01/000422	10/03/2025 POE		624.00 VND	501084 PO	2600155	UKG KRONOS SYST SOFTWARE & MAINTENANCE FOR KRO			
2026/01/001299	10/09/2025 API		624.00 VND	501084 PO	2600155	UKG KRONOS SYST ORDER: 00166279: KRONOS			
2026/01/001299	10/09/2025 POL		-624.00 VND	501084 PO	2600155	UKG KRONOS SYST ORDER: 00166279: KRONOS 2026			
2026/01/000431	10/03/2025 POE		1,770.74 VND	106720 PO	2600166	VECTOR SOLUTION LEARNING MANAGEMENT SYSTEM			
2026/01/003674	10/21/2025 API		1,770.74 VND	106720 PO	2600166	VECTOR SOLUTION 0014100000I4ATTAAM/LEARNING MA			
2026/01/003674	10/21/2025 POL		-1,770.74 VND	106720 PO	2600166	VECTOR SOLUTION 0014100000I4ATTAAM/LEARNIN2026			
2026/01/002741	10/23/2025 POE		7,154.10 VND	500685 PO	2600556	INSIGHT PUBLIC MICROSOFT ENTERPRISE LICENSE R			
1074-55-552-450-45090-155-0000000-0000000-552108-		6,500.00		6,500.00		OPERATING SUPPLIES 275.30		275.30	6,224.70 4.2%
2026/01/003770	10/14/2025 API		78.00 VND	999999 PO		PCARD ONE TIME PLAQUE FOR J REYNOLDS			
2026/01/003772	10/16/2025 API		197.30 VND	001803 PO		B&H FOTO AND EL TRIPOD FOR MARKETING DEPT			
1074-55-552-450-45090-155-0000000-0000000-552116-		8,755.00		8,755.00		OPER SUPPLIES - COMP HARDWARE 0.00		0.00	8,755.00 .0%
1074-55-552-450-45090-155-0000000-0000000-552257-		3,000.00		3,000.00		PARTS - VEHICLE / EQUIPMENT 0.00		0.00	3,000.00 .0%
1074-55-552-450-45090-155-0000000-0000000-554101-		49,604.00		49,604.00		BOOKS, PUBS & SUBSCRIPTIONS 18,000.00		18,000.00	31,604.00 36.3%
2026/01/002919	10/02/2025 API		6,000.00 VND	999999 PO		PCARD ONE TIME IDSS SUBSCRIPTION 10/01/25-09/			
2026/01/001045	10/09/2025 POE		12,000.00 VND	108898 PO	2600281	CROWDRIFT INC CROWDRIFT FOR MARKETING APPLI			
2026/01/001691	10/10/2025 API		12,000.00 VND	108898 PO	2600281	CROWDRIFT INC CROWDRIFT FOR MARKETING APPLI			
2026/01/001691	10/10/2025 POL		-12,000.00 VND	108898 PO	2600281	CROWDRIFT INC CROWDRIFT FOR MARKETING A2026			
1074-55-552-450-45090-155-0000000-0000000-554201-		35,546.00		35,546.00		DUES & MEMBERSHIPS 4,656.00		4,656.00	30,890.00 13.1%
2026/01/003304	10/29/2025 GEN		4,111.00 REF			POST PREPAID TO ORG/OBJ			
2026/01/002920	10/03/2025 API		250.00 VND	999999 PO		PCARD ONE TIME MEMBERSHIP DUES 10/01/25-09/30			
2026/01/000079	10/01/2025 POE		295.00 VND	002270 PO	2600068	FLORIDA PUBLIC FPRA MEMBERSHIP			
2026/01/000868	10/06/2025 API		295.00 VND	002270 PO	2600068	FLORIDA PUBLIC J HELLER MEMBERSHIP 11/01/25-1			
2026/01/000868	10/06/2025 POL		-295.00 VND	002270 PO	2600068	FLORIDA PUBLIC J HELLER MEMBERSHIP 11/01/2026			
1074-55-552-450-45090-155-0000000-0000000-555501-		76,530.00		76,530.00		TRAINING & EDUCATION 8,250.00		8,250.00	68,280.00 10.8%
2026/01/003304	10/29/2025 GEN		5,675.00 REF			POST PREPAID TO ORG/OBJ			
2026/01/003304	10/29/2025 GEN		2,500.00 REF			POST PREPAID TO ORG/OBJ			
2026/01/003777	10/22/2025 API		75.00 VND	202625 PO		VISIT FLORIDA/F REGISTRATION FOR C SHELTON TO			

EXPENDITURE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL	
1074-55-552-450-45090-155-0000000-0000000-563102-				IMPROVE - CIP			
2,258,135.00	2,258,135.00	0.00	0.00		2,258,135.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-564102-				MACHINERY & EQUIPMENT - CIP			
1,259.00	1,259.00	0.00	0.00		1,259.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-568102-				INTANGIBLE SOFTWARE - CIP			
3,462.00	3,462.00	0.00	0.00		3,462.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-599101-				RESERVE FOR CONTINGENCIES			
500,000.00	500,000.00	0.00	0.00		500,000.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-599199-				RESERVE FOR CASH CARRY FORWARD			
1,500,000.00	1,500,000.00	0.00	0.00		1,500,000.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-599417-				RESERVE FOR TOURISM INITIATIVES			
3,596,985.00	3,596,985.00	0.00	0.00		3,596,985.00	.0%	
TOTAL TOURIST DEVELOPMENT FUND							
14,305,667.00	14,305,667.00	215,200.26	215,200.26		11,579,310.00	1.5%	
TOTAL EXPENSES							
14,305,667.00	14,305,667.00	215,200.26	215,200.26		11,579,310.00		

EXPENDITURE STATUS REPORT

FOR 2026 01

JOURNAL DETAIL 2026 1 TO 2026 1

ORIGINAL	ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL						
14,305,667.00		14,305,667.00	215,200.26	215,200.26	11,579,310.00	1.5%

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

EXPENDITURE STATUS REPORT

REPORT OPTIONS

	Field #	Total	Page Break	
Sequence 1	1	Y	Y	Year/Period: 2026/ 1
Sequence 2	0	N	N	Print revenue as credit: Y
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
Report title:				Roll projects to object: N
EXPENDITURE STATUS REPORT				
				Carry forward code: 1
Print Full or Short description: F				Print journal detail: Y
Print MTD Version: Y				From Yr/Per: 2026/ 1
Print Revenues-Version headings: Y				To Yr/Per: 2026/ 1
Format type: 1				Include budget entries: Y
Print revenue budgets as zero: N				Incl encumb/liq entries: Y
Include Fund Balance: N				Sort by JE # or PO #: P
Include requisition amount: Y				Detail format option: 1
Multiyear view: D				
Amounts/totals exceed 999 million dollars: N				

Find Criteria	
Field Name	Field Value
Org	cp155552
Object	
Project	
Rollup code	
Account type	Expense
Account status	Active

REVENUE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-31-312-450-45090-155-0000000-0000000-312131- TOURIST DEVELOPMNT TAX 2%					
2,192,064.00	2,192,064.00	3,394,773.23	174,888.55	-1,202,709.23	154.9%
2025/13/000375 09/30/2025 GCR -174,888.55 REF P02744 09/25 TOURIST DEV TAX					
1074-31-312-450-45090-155-0000000-0000000-312132- TOURIST DEVELOP TAX 3RD %					
1,096,032.00	1,096,032.00	1,697,386.59	87,444.27	-601,354.59	154.9%
2025/13/000375 09/30/2025 GCR -87,444.27 REF P02744 09/25 TOURIST DEV TAX					
1074-31-312-450-45090-155-0000000-0000000-312133- TOURIST DEVELOP TAX 4TH %					
1,096,032.00	1,096,032.00	1,697,386.59	87,444.27	-601,354.59	154.9%
2025/13/000375 09/30/2025 GCR -87,444.27 REF P02744 09/25 TOURIST DEV TAX					
1074-36-361-450-45090-155-0000000-0000000-361110- INTEREST-BOARD					
555,000.00	555,000.00	399,805.31	0.00	155,194.69	72.0%
1074-36-366-450-45090-155-0000000-0000000-366045- FL SPORTS FOUNDATION					
0.00	0.00	14,834.00	0.00	-14,834.00	100.0%
1074-36-369-450-45090-155-0000000-0000000-369030- REFUND OF PRIOR YEAR EXP					
0.00	0.00	1,830.50	0.00	-1,830.50	100.0%
TOTAL TOURIST DEVELOPMENT FUND					
4,939,128.00	4,939,128.00	7,206,016.22	349,777.09	-2,266,888.22	145.9%
TOTAL REVENUES					
4,939,128.00	4,939,128.00	7,206,016.22	349,777.09	-2,266,888.22	

REVENUE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
4,939,128.00	4,939,128.00	7,206,016.22	349,777.09	-2,266,888.22	145.9%

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

REVENUE STATUS REPORT

REPORT OPTIONS

	Field #	Total	Page Break	
Sequence 1	1	Y	Y	Year/Period: 2025/13
Sequence 2	0	N	N	Print revenue as credit: N
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
Report title:				Roll projects to object: N
REVENUE STATUS REPORT				
				Carry forward code: 1
Print Full or Short description: F				Print journal detail: Y
Print MTD Version: Y				From Yr/Per: 2025/13
Print Revenues-Version headings: Y				To Yr/Per: 2025/13
Format type: 1				Include budget entries: Y
Print revenue budgets as zero: N				Incl encumb/liq entries: Y
Include Fund Balance: N				Sort by JE # or PO #: P
Include requisition amount: Y				Detail format option: 1
Multiyear view: D				
Amounts/totals exceed 999 million dollars: N				

Find Criteria	
Field Name	Field Value
Org	cp155*
Object	
Project	
Rollup code	
Account type	Revenue
Account status	Active

EXPENDITURE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV		REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-512101- REGULAR SALARIES & WAGES						
720,309.00		720,309.00	678,689.19	19,081.21	41,619.81	94.2%
2025/13/000423	09/30/2025 GNI	19,081.21	REF 25 PR	10/10/25 PR ACCRUAL		
1074-55-552-450-45090-155-0000000-0000000-521101- FICA TAXES						
55,114.00		55,114.00	48,612.83	1,345.05	6,501.17	88.2%
2025/13/000423	09/30/2025 GNI	1,345.05	REF 25 PR	10/10/25 PR ACCRUAL		
1074-55-552-450-45090-155-0000000-0000000-522101- RETIREMENT CONTRIBUTIONS						
98,183.00		98,183.00	92,489.83	0.00	5,693.17	94.2%
1074-55-552-450-45090-155-0000000-0000000-523101- HEALTH INSURANCE						
138,864.00		138,864.00	126,399.91	0.00	12,464.09	91.0%
1074-55-552-450-45090-155-0000000-0000000-523401- LIFE, AD&D, LTD						
4,837.00		4,837.00	4,502.35	0.00	334.65	93.1%
1074-55-552-450-45090-155-0000000-0000000-524101- WORKER'S COMPENSATION						
653.00		653.00	653.00	0.00	0.00	100.0%
1074-55-552-450-45090-155-0000000-0000000-531109- PROFESSIONAL SERVICES						
1,612,500.00		1,612,500.00	1,566,118.24	265,895.65	37,600.00	97.7%
2025/13/000756	09/30/2025 POM	-7,600.00	VND 001798 PO	2500062 HUNDEN PARTNERS	END OF YEAR	2025
2025/13/000425	09/30/2025 API	13,750.00	VND 106656 PO	2500502 MILES PARTNERSH	RETAINER AUG-25	94374
2025/13/000425	09/30/2025 POL	-13,750.00	VND 106656 PO	2500502 MILES PARTNERSH	RETAINER AUG-25	2025
2025/13/000425	09/30/2025 API	7,716.73	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY META	94374
2025/13/000425	09/30/2025 POL	-7,716.73	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY META	2025
2025/13/000425	09/30/2025 API	2,474.27	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY GOOGLE	94374
2025/13/000425	09/30/2025 POL	-2,474.27	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY GOOGLE	2025
2025/13/000425	09/30/2025 API	84,094.95	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY AD GENUITY	94374
2025/13/000425	09/30/2025 POL	-84,094.95	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY AD GENUITY	2025
2025/13/000425	09/30/2025 API	13,605.72	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY UNDERTONE	94374
2025/13/000425	09/30/2025 POL	-13,605.72	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY UNDERTONE	2025
2025/13/000425	09/30/2025 API	29,306.42	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY ODYSSEY	94374
2025/13/000425	09/30/2025 POL	-29,306.42	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY ODYSSEY	2025
2025/13/000425	09/30/2025 API	28,995.28	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY TRIP ADVIS	94374
2025/13/000425	09/30/2025 POL	-28,995.28	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY TRIP ADVIS	2025
2025/13/000425	09/30/2025 API	8,000.00	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY FLAMINGO	94374
2025/13/000425	09/30/2025 POL	-8,000.00	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY FLAMINGO	2025
2025/13/000425	09/30/2025 API	1,000.00	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY PREVUE	94374
2025/13/000425	09/30/2025 POL	-1,000.00	VND 106656 PO	2500502 MILES PARTNERSH	OCALA/MARION COUNTY PREVUE	2025

EXPENDITURE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
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1074-55-552-450-45090-155-0000000-0000000-531109-

PROFESSIONAL SERVICES

2025/13/000425	09/30/2025	API	6,326.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY OUTFRONT	94374
2025/13/000425	09/30/2025	POL	-6,326.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY OUTFRO2025	
2025/13/000425	09/30/2025	API	13,750.00	VND	106656	PO	2500502	MILES PARTNERSH SEP-25 RETAINER	94374
2025/13/000425	09/30/2025	POL	-13,750.00	VND	106656	PO	2500502	MILES PARTNERSH SEP-25 RETAINER 2025	
2025/13/000425	09/30/2025	API	28,817.00	VND	106656	PO	2500502	MILES PARTNERSH AD SERVING FEES	94374
2025/13/000425	09/30/2025	POL	-28,817.00	VND	106656	PO	2500502	MILES PARTNERSH AD SERVING FEES 2025	
2025/13/000425	09/30/2025	API	7,691.64	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY UNDERTONE	94374
2025/13/000425	09/30/2025	POL	-7,691.64	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY UNDERTONE2025	
2025/13/000425	09/30/2025	API	500.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY FLAMINGO	94374
2025/13/000425	09/30/2025	POL	-500.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY FLAMIN2025	
2025/13/000425	09/30/2025	API	2,550.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY SPORTS PLA	94374
2025/13/000425	09/30/2025	POL	-2,550.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY SPORTS2025	
2025/13/000425	09/30/2025	API	5,483.10	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY CLEAR CHAN	94374
2025/13/000425	09/30/2025	POL	-5,483.10	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY CLEAR 2025	
2025/13/000425	09/30/2025	API	12,500.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION CNTY CARVERTISE R	94374
2025/13/000425	09/30/2025	POL	-12,500.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION CNTY CARVERTISE2025	
2025/13/000425	09/30/2025	API	21,234.54	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY AD GENUITY	94374
2025/13/000425	09/30/2025	POL	-21,234.54	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY AD GEN2025	
2025/13/000452	09/30/2025	API	600.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY MEDIA PLAN	94374
2025/13/000452	09/30/2025	POL	-600.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY MEDIA 2025	
2025/13/000616	09/30/2025	API	2,500.00	VND	105047	PO	2501059	DOWN & ST GERM UNDERBILLED VISITOR TRACKING S	94611
2025/13/000616	09/30/2025	POL	-2,500.00	VND	105047	PO	2501059	DOWN & ST GERM UNDERBILLED VISITOR TRACKI2025	

1074-55-552-450-45090-155-0000000-0000000-534101-

CONTRACT SERV - OTHER - MISC

96,032.00	96,032.00	41,167.03	-732.87	53,571.20	44.2%				
2025/13/000425	09/30/2025	API	-1,170.00	VND	106656	PO		MILES PARTNERSH REFUND FOR DUPLICATE INV #1041	94374
2025/13/000171	09/30/2025	API	437.13	VND	001703	PO	2500388	BLUE RIBBON CLE SEPT 2025	93847
2025/13/000171	09/30/2025	POL	-437.13	VND	001703	PO	2500388	BLUE RIBBON CLE SEPT 2025 2025	

1074-55-552-450-45090-155-0000000-0000000-540101-

TRAVEL & PER DIEM

42,500.00	42,500.00	36,537.53	92.00	5,962.47	86.0%				
2025/13/000649	09/30/2025	API	92.00	VND	109339	PO		HELLER JESSICA TDC/MEALS AT VISIT FL HUDDLE U	94787

1074-55-552-450-45090-155-0000000-0000000-541101-

COMMUNICATIONS SERVICES

10,421.00	10,421.00	6,008.20	0.00	4,412.80	57.7%
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1074-55-552-450-45090-155-0000000-0000000-542201-

POSTAGE & FREIGHT

13,000.00	13,000.00	8,122.67	0.00	3,877.33	70.2%
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EXPENDITURE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-543101- 25,188.0025,188.00				UTILITY SERVICES - ELC WTR SWR 13,421.5449.65				11,766.46	53.3%
2025/13/000198 09/30/2025 API		49.65 VND		000808 PO		SUMTER ELECTRIC 9608557201			93904
1074-55-552-450-45090-155-0000000-0000000-543102- 756.00756.00				UTILITY SERVICES - WST DISP 546.990.00				209.01	72.4%
1074-55-552-450-45090-155-0000000-0000000-544101- 6,424.006,424.00				RENTALS & LEASES - EQUIPMENT 4,165.800.00				505.40	92.1%
1074-55-552-450-45090-155-0000000-0000000-544401- 2,400.003,345.00				RENTALS & LEASES - BUILDINGS 3,150.000.00				195.00	94.2%
1074-55-552-450-45090-155-0000000-0000000-545101- 16,864.0016,864.00				INSURANCE - PREMIUMS 16,863.280.00				0.72	100.0%
1074-55-552-450-45090-155-0000000-0000000-546101- 44,000.0044,000.00				REPAIRS/MAINT - BLDGS & GRNDS 5,680.000.00				38,320.00	12.9%
1074-55-552-450-45090-155-0000000-0000000-546257- 4,580.004,580.00				REPAIRS/MAINT - FLEET MANAGMNT 744.250.00				3,835.75	16.3%
1074-55-552-450-45090-155-0000000-0000000-547101- 55,500.0055,500.00				PRINT & BIND 54,041.180.00				1,458.82	97.4%
1074-55-552-450-45090-155-0000000-0000000-548101- 3,163,799.003,098,295.00				PROMO ACT 1,260,366.90		63,197.94		1,546,542.93	50.1%
2025/13/000037 09/30/2025 API		10,900.00 VND		106354 PO		2500953 DIGITAL FURY LL VIDEO & AUDIO PROCUCTION JUNIP			94003
2025/13/000037 09/30/2025 POL		-10,900.00 VND		106354 PO		2500953 DIGITAL FURY LL VIDEO & AUDIO PROCUCTION J2025			
2025/13/000331 09/30/2025 API		10,080.00 VND		001799 PO		2501398 MAVEN PHOTO SILVER SPGS VIDEO & PHOTOGRAPH			94137
2025/13/000331 09/30/2025 POL		-10,080.00 VND		001799 PO		2501398 MAVEN PHOTO SILVER SPGS VIDEO & PHOTOG2025			
2025/13/000331 09/30/2025 API		10,100.00 VND		001799 PO		2501398 MAVEN PHOTO HILTON GARDEN INN VIDEO & PHOT			94137
2025/13/000331 09/30/2025 POL		-10,100.00 VND		001799 PO		2501398 MAVEN PHOTO HILTON GARDEN INN VIDEO & 2025			
2025/13/000331 09/30/2025 API		6,790.00 VND		001799 PO		2501398 MAVEN PHOTO TOURISM VIDEO & PHOTOGRAPHY			94137
2025/13/000331 09/30/2025 POL		-6,790.00 VND		001799 PO		2501398 MAVEN PHOTO TOURISM VIDEO & PHOTOGRAPH2025			
2025/13/000037 09/30/2025 API		5,000.00 VND		002253 PO		2501625 GRANDVIEW CLYDE MARKETING ASSISTNACE REIMBURSE			93992
2025/13/000037 09/30/2025 POL		-5,000.00 VND		002253 PO		2501625 GRANDVIEW CLYDE MARKETING ASSISTNACE REIMB2025			
2025/13/000439 09/30/2025 API		5,000.00 VND		103503 PO		2501626 FORT KING HERIT MARKETING ASSISTANCE REIMBURSE			94344
2025/13/000439 09/30/2025 POL		-5,000.00 VND		103503 PO		2501626 FORT KING HERIT MARKETING ASSISTANCE REIMB2025			
2025/13/000113 09/30/2025 API		2,328.17 VND		002574 PO		2501627 FARM TO YOU REV MARKETING ASSISTANCE REIMBURSE			93924

EXPENDITURE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
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1074-55-552-450-45090-155-0000000-0000000-548101-

PROMO ACT

2025/13/000113	09/30/2025	POL	-2,328.17	VND	002574	PO	2501627	FARM TO YOU REV	MARKETING ASSISTANCE	REIMB2025	
2025/13/000330	09/30/2025	API	1,690.68	VND	002580	PO	2501628	DIAMONDZ AND PE	MARKETING ASSISTANCE	REIMBURSE	94126
2025/13/000330	09/30/2025	POL	-1,690.68	VND	002580	PO	2501628	DIAMONDZ AND PE	MARKETING ASSISTANCE	REIMB2025	
2025/13/000337	09/30/2025	API	329.69	VND	002561	PO	2501629	CRAZY CUCUMBER	MARKETING ASSISTANCE	REIMBURSE	94124
2025/13/000337	09/30/2025	POL	-329.69	VND	002561	PO	2501629	CRAZY CUCUMBER	MARKETING ASSISTANCE	REIMB2025	
2025/13/000476	09/30/2025	API	2,820.00	VND	002751	PO	2501630	COLLEGE OF CENT	MARKETING ASSISTANCE	REIMBURSE	94365
2025/13/000476	09/30/2025	POL	-2,820.00	VND	002751	PO	2501630	COLLEGE OF CENT	MARKETING ASSISTANCE	REIMB2025	
2025/13/000337	09/30/2025	API	329.85	VND	002565	PO	2501631	SWAMPYS BAR AND	MARKETING ASSISTANCE	REIMBURSE	94144
2025/13/000337	09/30/2025	POL	-329.85	VND	002565	PO	2501631	SWAMPYS BAR AND	MARKETING ASSISTANCE	REIMB2025	
2025/13/000337	09/30/2025	API	5,000.00	VND	204160	PO	2501632	REILLY ARTS CEN	MARKETING ASSISTANCE	REIMBURSE	94142
2025/13/000337	09/30/2025	POL	-5,000.00	VND	204160	PO	2501632	REILLY ARTS CEN	MARKETING ASSISTANCE	REIMB2025	
2025/13/000337	09/30/2025	API	2,499.71	VND	204160	PO	2501633	REILLY ARTS CEN	MARKETING ASSISTANCE	REIMBURSE	94142
2025/13/000337	09/30/2025	POL	-2,500.00	VND	204160	PO	2501633	REILLY ARTS CEN	MARKETING ASSISTANCE	REIMB2025	
2025/13/000337	09/30/2025	API	329.84	VND	002566	PO	2501635	HORSE AND HOUND	MARKETING ASSISTANCE	REIMBURSE	94134
2025/13/000337	09/30/2025	POL	-329.84	VND	002566	PO	2501635	HORSE AND HOUND	MARKETING ASSISTANCE	REIMB2025	

1074-55-552-450-45090-155-0000000-0000000-549185-

CHARGES - COST ALLOCATION

174,198.00	174,198.00	174,198.00	0.00	0.00	100.0%
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1074-55-552-450-45090-155-0000000-0000000-551101-

OFFICE SUPPLIES

2,000.00	2,000.00	680.02	0.00	1,319.98	34.0%
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1074-55-552-450-45090-155-0000000-0000000-552101-

GASOLINE, OIL & LUBRICANTS

4,000.00	4,000.00	1,692.24	0.00	2,307.76	42.3%
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1074-55-552-450-45090-155-0000000-0000000-552106-

COMPUTER SOFTWARE

25,055.00	25,055.00	20,468.66	0.00	4,586.34	81.7%
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1074-55-552-450-45090-155-0000000-0000000-552108-

OPERATING SUPPLIES

7,500.00	12,899.00	11,466.05	0.00	1,432.95	88.9%
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1074-55-552-450-45090-155-0000000-0000000-552116-

OPER SUPPLIES - COMP HARDWARE

11,500.00	11,500.00	9,997.18	0.00	1,502.82	86.9%
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1074-55-552-450-45090-155-0000000-0000000-552257-

PARTS - VEHICLE / EQUIPMENT

3,000.00	3,000.00	344.47	0.00	2,655.53	11.5%
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EXPENDITURE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE			% COLL		
1074-55-552-450-45090-155-0000000-0000000-554101-			BOOKS, PUBS & SUBSCRIPTIONS						
49,104.00	49,104.00	39,600.00	0.00	9,504.00			80.6%		
1074-55-552-450-45090-155-0000000-0000000-554201-			DUES & MEMBERSHIPS						
29,704.00	35,729.00	27,444.00	0.00	8,285.00			76.8%		
2025/13/000433	09/30/2025	POM	-10.00	VND 202708 PO 2501587	FLORIDA DEPARTM CANCEL PER DEPT	2025			
1074-55-552-450-45090-155-0000000-0000000-555501-			TRAINING & EDUCATION						
76,530.00	76,530.00	54,238.39	0.00	22,291.61			70.9%		
1074-55-552-450-45090-155-0000000-0000000-563102-			IMPROVE - CIP						
6,786,423.00	6,786,423.00	3,594,780.78	158,763.26	3,191,497.22			53.0%		
2025/13/000343	09/30/2025	API	3,679.16	VND 500704 PO 2400721	KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT		94136		
2025/13/000343	09/30/2025	POL	-3,679.16	VND 500704 PO 2400721	KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024				
2025/13/000595	09/30/2025	API	155,084.10	VND 203811 PO 2400722	COMMERCIAL INDU CONSTRUCTION/INSTALL AESTHETIC		94607		
2025/13/000595	09/30/2025	POL	-155,084.10	VND 203811 PO 2400722	COMMERCIAL INDU CONSTRUCTION/INSTALL AESTH2024				
1074-55-552-450-45090-155-0000000-0000000-564102-			MACHINERY & EQUIPMENT - CIP						
1,259.00	1,259.00	0.00	0.00	1,259.00			.0%		
1074-55-552-450-45090-155-0000000-0000000-568102-			INTANGIBLE SOFTWARE - CIP						
3,462.00	3,462.00	0.00	0.00	0.00			100.0%		
1074-55-552-450-45090-155-0000000-0000000-599101-			RESERVE FOR CONTINGENCIES						
446,865.00	0.00	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	1,150,000.00	0.00	0.00	1,150,000.00			.0%		
TOTAL TOURIST DEVELOPMENT FUND									
14,882,524.00	14,382,524.00	7,903,190.51	507,691.89	6,171,512.99			54.9%		
TOTAL EXPENSES									
14,882,524.00	14,382,524.00	7,903,190.51	507,691.89	6,171,512.99					

EXPENDITURE STATUS REPORT

FOR 2025 13

JOURNAL DETAIL 2025 13 TO 2025 13

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
14,882,524.00	14,382,524.00	7,903,190.51	507,691.89	6,171,512.99	54.9%

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

EXPENDITURE STATUS REPORT

REPORT OPTIONS

	Field #	Total	Page Break	
Sequence 1	1	Y	Y	Year/Period: 2025/13
Sequence 2	0	N	N	Print revenue as credit: Y
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
Report title:				Roll projects to object: N
EXPENDITURE STATUS REPORT				
				Carry forward code: 1
Print Full or Short description: F				Print journal detail: Y
Print MTD Version: Y				From Yr/Per: 2025/13
Print Revenues-Version headings: Y				To Yr/Per: 2025/13
Format type: 1				Include budget entries: Y
Print revenue budgets as zero: N				Incl encumb/liq entries: Y
Include Fund Balance: N				Sort by JE # or PO #: P
Include requisition amount: Y				Detail format option: 1
Multiyear view: D				
Amounts/totals exceed 999 million dollars: N				

Find Criteria	
Field Name	Field Value
Org	cp155552
Object	
Project	
Rollup code	
Account type	Expense
Account status	Active



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21283

Agenda Date: 11/20/2025

Agenda No.: 5.1

SUBJECT:

MOTION: Proposed Tourist Development Council Meeting Dates 2026

DESCRIPTION/BACKGROUND:

MOTION: Approve proposed Tourist Development Council Meeting Dates 2026 as presented.



2026 Tourist Development Meeting Dates

MEETINGS TO BEGIN AT 9:00 AM

- January 15
- February 26
- March 26
- April 23
- May 21
- June 25
- **July - no meeting***
- August 27
- September 24
- October 22
- November 19
- **December – 10 – Annual Meeting****

***Due to scheduled staff travel to industry tradeshows and conference, as well as budget workshop schedules, there will be no July meeting.**

**** Consistent with typical scheduling, there will be no December TDC meeting.**



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21284

Agenda Date: 11/20/2025

Agenda No.: 6.1

SUBJECT:

Fiscal Year 2026 Event Funding Allocations

DESCRIPTION/BACKGROUND:

Information only.

Room Night Generating Event Funding Allocations

Quarter	Event	Proposed Funding	Approved Funding	Expended Funding
Q1 (Jan-March)	NIKE First in Show Volleyball Tournament	\$ 10,000.00	\$ 10,000.00	
Q2 (April-June)	NIKE Winner's Circle Volleyball Tournament	\$ 25,000.00	\$ 25,000.00	
Q1 (Jan-March)	HITS Post Time Farm Premier I and II	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #1 - National Show	\$ 7,380.00	\$ 7,380.00	
Q1 (Jan-March)	Winter Series Week #2 - National Show & FEI	\$ 5,760.00	\$ 5,760.00	
Q1 (Jan-March)	Winter Series Week #3 - National & FEI	\$ 7,755.00	\$ 7,755.00	
Q1 (Jan-March)	Winter Series Week #4 - National & FEI	\$ 7,405.00	\$ 7,405.00	
Q1 (Jan-March)	Winter Series Week #5 - National & FEI	\$ 8,345.00	\$ 8,345.00	
Q1 (Jan-March)	Winter Series Week #6 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series #7 - National & FEI World Cup	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #8 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #9 - National & FEI	\$ 8,370.00	\$ 8,370.00	
Q1 (Jan-March)	Winter Series Week #10 - National & FEI	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #11 - National	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Winter Series Week #12 - National Show & Longines League of Nations	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 1-3	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 4-7	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 8-10	\$ 10,000.00	\$ 10,000.00	
Q1 (Jan-March)	Grandview World Nights	\$ 10,000.00		
Q1 (Jan-March)	Grandview Invitational	\$ 10,000.00		
Q1 (Jan-March)	Ocala Equine Conference	\$ 3,000.00		
Q1 (Jan-March)	Big East Swimming and Diving Conference	\$ 10,000.00		
Q1 (Jan-March)	Santos Fat Tire Festival	\$ 10,000.00		
Q1 (Jan-March)	Live Oak International	\$ 4,000.00		
Q2 (April-June)	Blue Knights Florida III Spring Meeting	\$ 2,500.00		
	Budgeted Amount		\$300,000.00	
	Available to Fund Room Night Generating Events		\$70,485.00	

TDC approved higher funding

Event canceled

Event planner fell short on deliverables

FY 24-25 Bid Fee Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
Budgeted amount	\$500,000.00		
Available to Fund Bid Fee Events	\$500,000.00		

TDC approved higher funding

Event canceled

Planner fell short on deliverables



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21286

Agenda Date: 11/20/2025

Agenda No.: 6.2

SUBJECT:

MOTION: Grandview World Nights (Room Night Generating) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Grandview World Nights recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: January 22-24, 2026
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: Grandview World Nights Organization: Grandview World Nights Inc.	Requested Amount: \$9,000 Staff Recommendation/Eligible Funding Amount: \$9,000* Business Sales (Total): \$1,196,757 Total ROI: 284% Anticipated Participants: 180 Anticipated Attendance: 2,520 Minimum Room Night Guarantee: 1,800* Average Occupancy Rate for Period: 72.3% (2025) 71.3% (2024)

***Events occurring Jan-Mar are awarded \$5/room night**

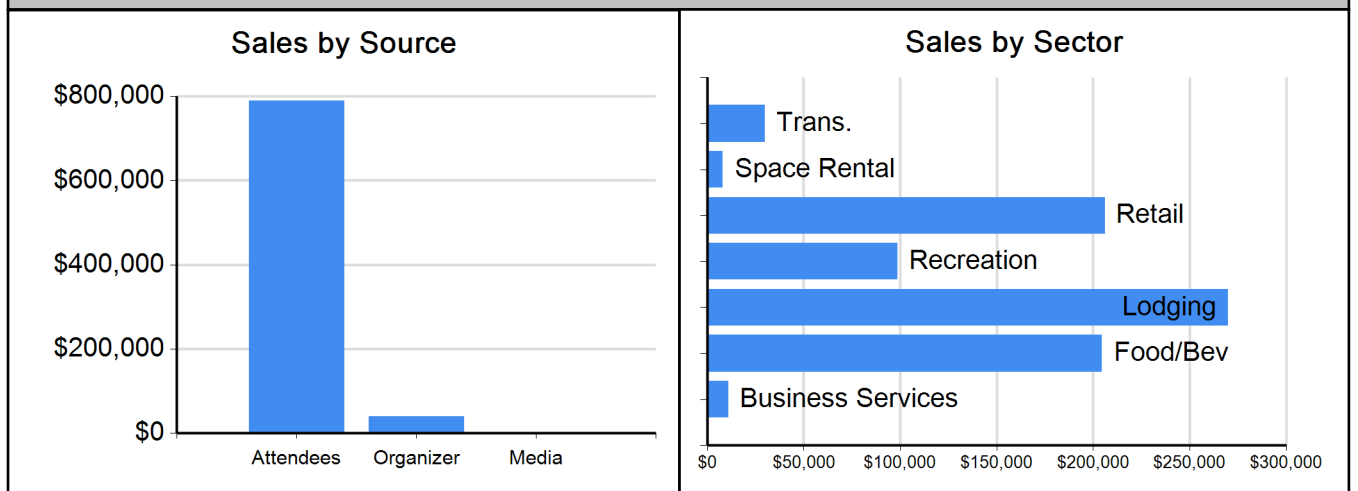
- **Funding History:**
 - 2025- \$19,684
 - 2024- \$16,800
 - 2023- \$14,000
- **Use of Funds:** Marketing, advertising, equipment rental, event production expenses
- **Event Description:** Grandview World Nights is a premier community event held in a climate-controlled arena with comfortable stadium seating. The shows on Thursday and Friday offer a relaxed, casual atmosphere, while Saturday features a more formal experience, highlighted by the World of Red Valentine's Party at the conclusion of the competition. Each show runs from 4:00 p.m. to 7:00 p.m., making it the perfect evening outing to enjoy the world's largest horses competing at their best.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Grandview World Nights	Business Sales (Direct):	\$828,559
Organization:	Grandview Invitational, Inc.	Business Sales (Total):	\$1,196,757
Event Type:	Adult Amateur	Jobs Supported (Direct):	402
Start Date:	1/22/2026	Jobs Supported (Total):	464
End Date:	1/24/2026	Local Taxes (Total):	\$34,539
Overnight Attendees:	270	Net Direct Tax ROI:	\$20,764
Day Attendees:	2430	Estimated Room Demand:	1,800

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$270,000	\$0	\$0	\$270,000
Transportation	\$27,575	\$2,353	\$64	\$29,992
Food & Beverage	\$186,602	\$17,877	\$0	\$204,479
Retail	\$206,041	\$0	\$0	\$206,041
Recreation	\$98,763	\$0	\$0	\$98,763
Space Rental	\$0	\$8,114	\$0	\$8,114
Business Services	\$0	\$11,133	\$36	\$11,169
TOTAL	\$788,981	\$39,478	\$100	\$828,559

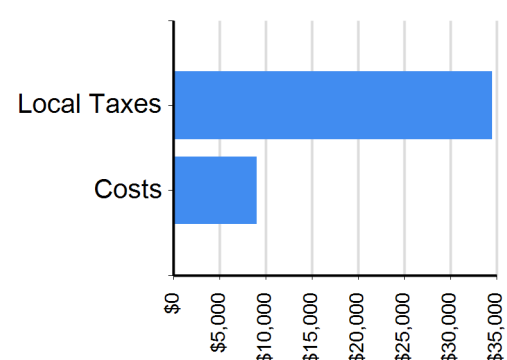
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Grandview World Nights 2026

Organization: Grandview Invitational, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$828,559	\$368,198	\$1,196,757
Personal Income	\$237,172	\$93,507	\$330,679
Jobs Supported			
Persons	402	62	464
Annual FTEs	8	1	10
Taxes and Assessments			
<u>Federal Total</u>	<u>\$70,371</u>	<u>\$29,917</u>	<u>\$100,288</u>
<u>State Total</u>	<u>\$59,216</u>	<u>\$11,709</u>	<u>\$70,925</u>
sales	\$45,296	\$5,523	\$50,819
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$13,920	\$6,186	\$20,106
<u>Local Total (excl. property)</u>	<u>\$29,764</u>	<u>\$4,776</u>	<u>\$34,539</u>
sales	\$11,324	\$1,381	\$12,705
income	\$0	\$0	\$0
bed	\$10,800	-	\$10,800
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,640	\$3,395	\$11,035
property tax	\$15,031	\$4,267	\$19,298

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$29,764	
DMO Hosting Costs	\$9,000	
Direct ROI	\$20,764	
Net Present Value	\$20,347	
Direct ROI (%)	231%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$34,539	
Total ROI	\$25,539	
Net Present Value	\$25,027	
Total ROI (%)	284%	

Estimated Room Demand Metrics	
Room Nights (total)	1,800
Room Pickup (block only)	1,800
Peak Rooms	142
Total Visitor Days	4,149



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21287

Agenda Date: 11/20/2025

Agenda No.: 6.3

SUBJECT:

MOTION: Grandview Invitational (Room Night Generating) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Grandview Invitational for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: January 29-31, 2026
EVENT LOCATION: Florida Horse 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: Grandview Invitational Organization: Grandview Invitational Inc.	Requested Amount: \$7,000 Staff Recommendation/Eligible Funding Amount: \$7,000* Business Sales (Total): \$391,710 Total ROI: 42% Anticipated Participants: 160 Anticipated Total Attendance: 3,385 Minimum Room Night Guarantee: 1,400* Average Occupancy Rate for Period: 64.1% (2025) 60.8% (2024)

***Events occurring Jan-Mar are awarded \$5/room night**

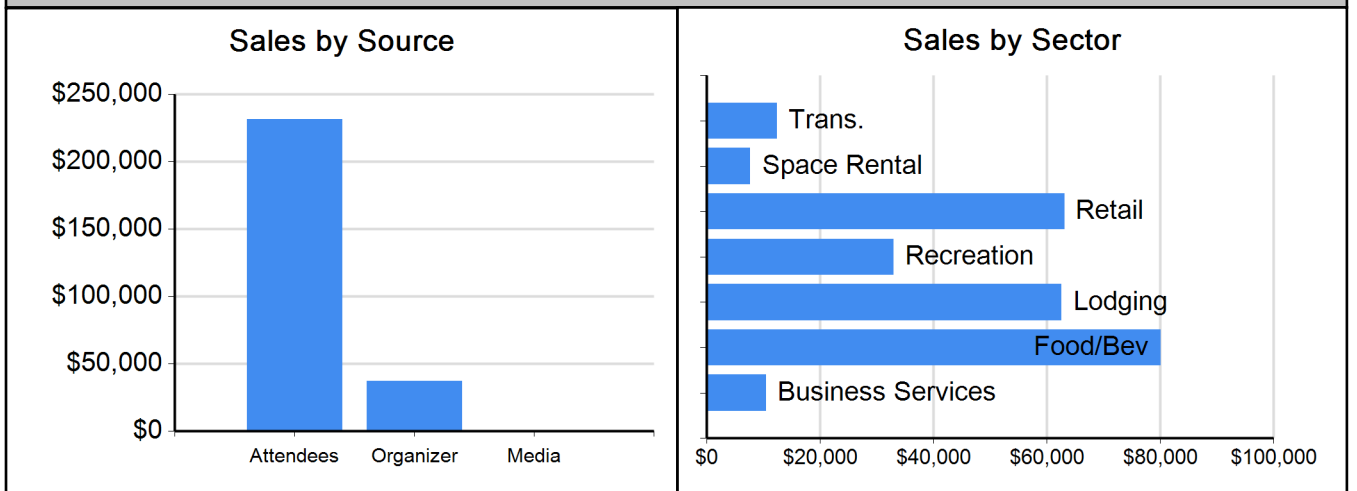
- **Funding History:**
 - 2025- \$18,144
 - 2024- \$16,800
 - 2023- \$16,800
- **Use of Funds:** Marketing, advertising, venue rental, equipment rental, bleacher rental
- **Event Description:** This event is being held at the Florida Horse Park for the 8th year. The show is an elite draft horse hitch competition featuring all the draft horse breeds. It is becoming a staple within the community, giving "non-horse" residence an opportunity to see these gentle giants. The Grandview Invitational and Grandview World Nights are the ONLY draft horse competitions of its kind in the state of Florida. There is a vendor village for shopping and food trucks onsite throughout the weekend. Experience the thunderous thrill of majestic Clydesdales, Belgians, and Percherons at the Grandview Invitational, where power, grace, and spectacle collide! Come see these gentle giants in action at the Florida Horse Park.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Grandview Invitational	Business Sales (Direct):	\$269,186
Organization:	Grandview Invitational, Inc.	Business Sales (Total):	\$391,710
Event Type:	Adult Amateur	Jobs Supported (Direct):	137
Start Date:	1/29/2026	Jobs Supported (Total):	159
End Date:	1/31/2026	Local Taxes (Total):	\$9,953
Overnight Attendees:	256	Net Direct Tax ROI:	\$1,364
Day Attendees:	2304	Estimated Room Demand:	417

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$62,578	\$0	\$0	\$62,578
Transportation	\$10,066	\$2,231	\$61	\$12,358
Food & Beverage	\$63,077	\$16,950	\$0	\$80,027
Retail	\$63,106	\$0	\$0	\$63,106
Recreation	\$32,932	\$0	\$0	\$32,932
Space Rental	\$0	\$7,694	\$0	\$7,694
Business Services	\$0	\$10,457	\$34	\$10,491
TOTAL	\$231,758	\$37,333	\$95	\$269,186

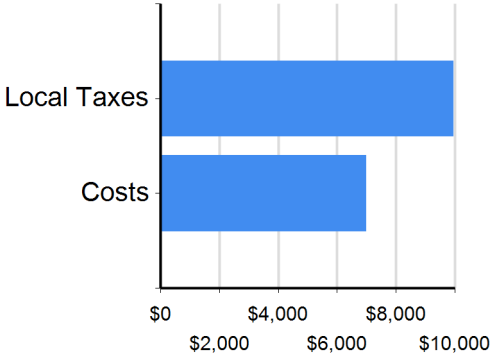
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Grandview Invitational 2026

Organization: Grandview Invitational, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$269,186	\$122,524	\$391,710
Personal Income	\$79,658	\$31,104	\$110,762
Jobs Supported			
Persons	137	22	159
Annual FTEs	3	0	3
Taxes and Assessments			
<u>Federal Total</u>	<u>\$23,159</u>	<u>\$9,954</u>	<u>\$33,113</u>
<u>State Total</u>	<u>\$18,039</u>	<u>\$3,896</u>	<u>\$21,935</u>
sales	\$13,517	\$1,838	\$15,355
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$4,522	\$2,058	\$6,581
<u>Local Total (excl. property)</u>	<u>\$8,364</u>	<u>\$1,589</u>	<u>\$9,953</u>
sales	\$3,379	\$459	\$3,839
income	\$0	\$0	\$0
bed	\$2,503	-	\$2,503
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,482	\$1,130	\$3,612
property tax	\$4,883	\$1,433	\$6,316

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$8,364	
DMO Hosting Costs	\$7,000	
Direct ROI	\$1,364	
Net Present Value	\$1,337	
Direct ROI (%)	19%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$9,953	
Total ROI	\$2,953	
Net Present Value	\$2,894	
Total ROI (%)	42%	

Estimated Room Demand Metrics	
Room Nights (total)	417
Room Pickup (block only)	0
Peak Rooms	135
Total Visitor Days	1,484



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21288

Agenda Date: 11/20/2025

Agenda No.: 6.4

SUBJECT:

MOTION: Ocala Equine Conference (Room Night Generating) (Requested Funding - \$3,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Ocala Equine Conference for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: February 13-15, 2026
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: Florida Association of Equine Practitioners (FAEP) Ocala Equine Conference Organization: Florida Veterinary Medical Association, Inc.	Requested Amount: \$1,300 Staff Recommendation/Eligible Funding Amount: \$1,300* Business Sales (Total): \$148,513 Total ROI: 230% Anticipated Participants: 180 Anticipated Total Attendance: 360 Minimum Room Night Guarantee: 260* Average Occupancy Rate for Period: 72.3% (2025) 71.3% (2024)

***Events occurring Jan-Mar are awarded \$5/room night**

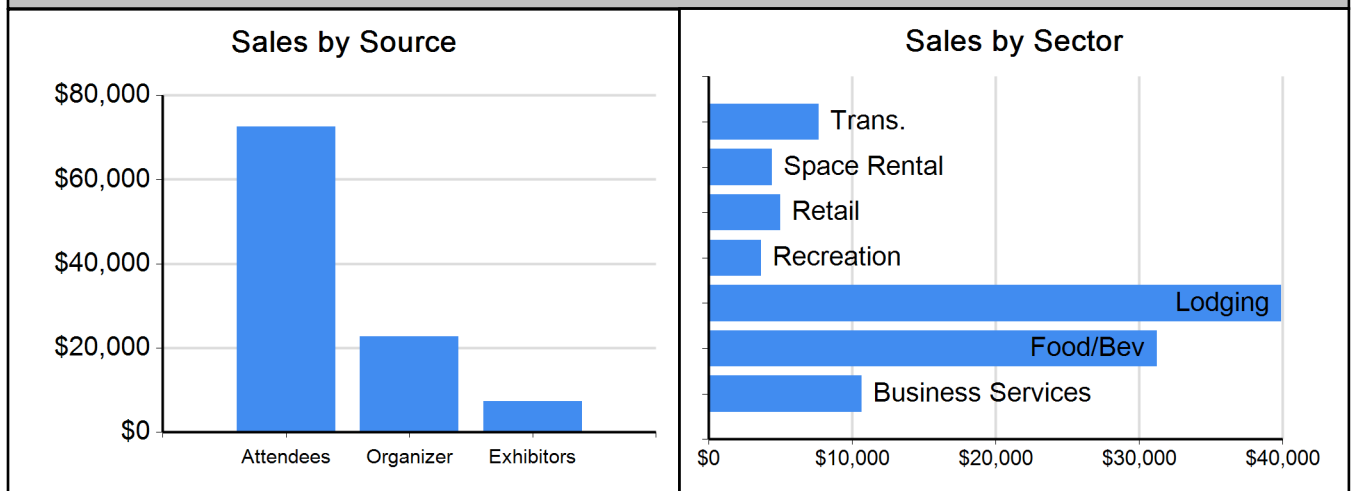
- Funding History:**
 - The event did not take place in 2025.
 - 2024 - \$3,360
 - 2023 - \$3,500 was approved but reimbursement was not requested
 - 2022 - \$2,800
 - 2020 - \$4,000
 - 2019 - \$3,960
 - 2018 - \$4,840
 - 2017 - \$3,000
 - 2016 - \$6,500
 - 2015 - \$4,500
 - 2013 - \$4,000
 - 2012 - \$5,200
- Use of Funds:** Marketing/Promotion Materials, Printing Costs, Signs/Banners, Instructor Fees, Conference Related Supplies, Session Presenters/Speakers, Audio/Visual Expenses
- Event Description:** This event brings experts from Florida and around the country to provide continuing education courses (via wet labs and lectures) to equine veterinarians, farriers, technicians and staff, along with goods and services provided by almost 100 exhibitors to improve and enhance equine veterinary practices locally and regionally.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	FAEP Ocala Equine Conference	Business Sales (Direct):	\$102,543
Organization:	Florida Veterinary Medical Association, Inc.	Business Sales (Total):	\$148,513
Event Type:	Convention	Jobs Supported (Direct):	52
Start Date:	2/13/2026	Jobs Supported (Total):	64
End Date:	2/15/2026	Local Taxes (Total):	\$4,198
Overnight Attendees:	80	Net Direct Tax ROI:	\$2,302
Day Attendees:	100	Estimated Room Demand:	260

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$39,000	\$904	\$0	\$39,904
Transportation	\$6,227	\$301	\$1,138	\$7,666
Food & Beverage	\$18,713	\$10,140	\$2,394	\$31,247
Retail	\$5,007	\$0	\$0	\$5,007
Recreation	\$3,665	\$0	\$0	\$3,665
Space Rental	\$0	\$3,741	\$660	\$4,401
Business Services	\$0	\$7,589	\$3,065	\$10,654
TOTAL	\$72,612	\$22,675	\$7,256	\$102,543

Event Impact Details

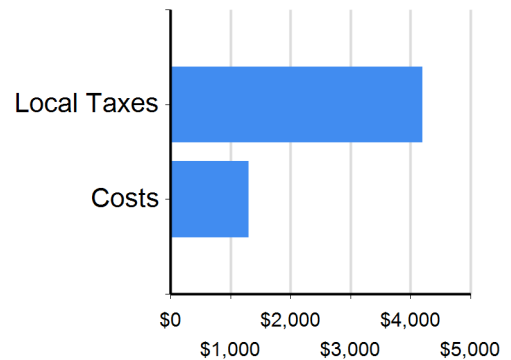
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: FAEP Ocala Equine Conference 2026

Organization: Florida Veterinary Medical Association, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$102,543	\$45,970	\$148,513
Personal Income	\$32,251	\$13,261	\$45,512
Jobs Supported			
Persons	52	11	64
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$9,040</u>	<u>\$3,916</u>	<u>\$12,956</u>
<u>State Total</u>	<u>\$6,107</u>	<u>\$1,462</u>	<u>\$7,569</u>
sales	\$4,384	\$690	\$5,074
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,723	\$772	\$2,495
<u>Local Total (excl. property)</u>	<u>\$3,602</u>	<u>\$596</u>	<u>\$4,198</u>
sales	\$1,096	\$172	\$1,268
income	\$0	\$0	\$0
bed	\$1,560	-	\$1,560
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$945	\$424	\$1,369
property tax	\$1,860	\$535	\$2,395

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$3,602		
DMO Hosting Costs	\$1,300		
Direct ROI	\$2,302		
Net Present Value	\$2,255		
Direct ROI (%)	177%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$4,198		
Total ROI	\$2,898		
Net Present Value	\$2,840		
Total ROI (%)	223%		



Estimated Room Demand Metrics	
Room Nights (total)	260
Room Pickup (block only)	260
Peak Rooms	73
Total Visitor Days	354



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21289

Agenda Date: 11/20/2025

Agenda No.: 6.5

SUBJECT:

MOTION: Big East Swimming and Diving Conference Championships 2027 (Room Night Generating) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Big East Swimming and Diving Conference Championships 2027 for recommendation to the Marion County Board of County Commissioners.

NEW EVENT
EVENT DATES: February 17-21, 2026
EVENT LOCATION: Florida Aquatics Swimming Training (FAST)

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: Big East Swimming and Diving Championships Organization: Big East Conference Inc.	Requested Amount: \$10,000 Staff Recommendation/Eligible Funding Amount: \$10,000* Business Sales (Total): \$1,117,655 Total ROI: 244% Anticipated Participants: 350 Anticipated Total Attendance: 1,000 Minimum Room Night Guarantee: 2,000* Average Occupancy Rate for Period: 72.3% (2025) 71.3% (2024)

***Events occurring Jan-Mar are awarded \$5/room night**

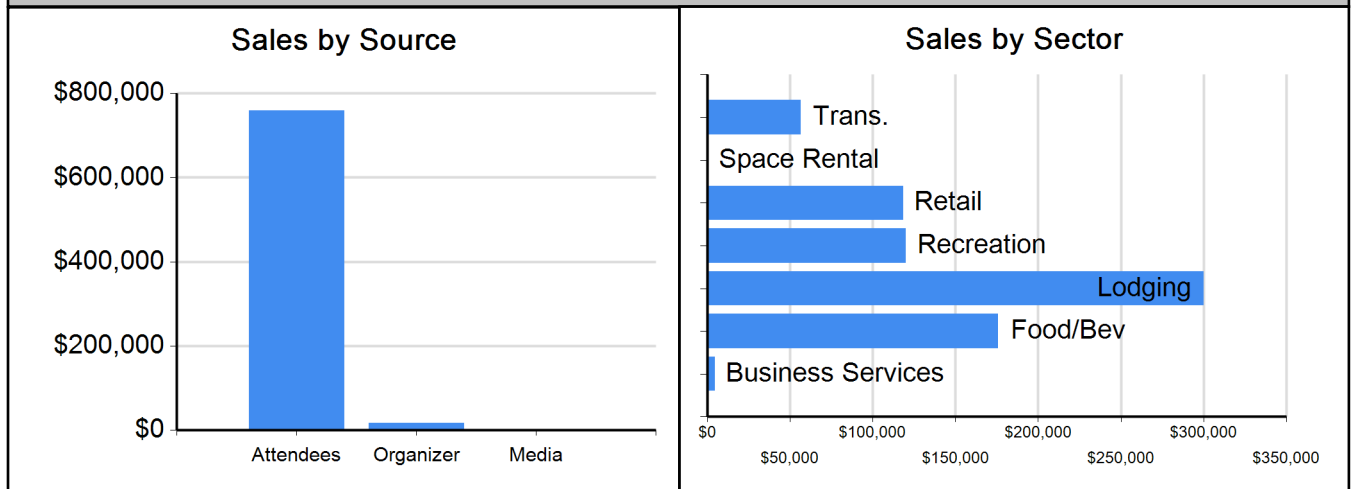
- **Use of Funds:** Promotional items, Advertising, Operational Expenses, Graphic/Artwork Design
- **Event Description:** The Big East Swimming and Diving Championships will be a four-day men's and women's swimming and diving championship featuring athletes from seven schools within the Big East Conference.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Big East Swimming and Diving Championships	Business Sales (Direct):	\$775,624
Organization:	Big East Conference Inc.	Business Sales (Total):	\$1,117,655
Event Type:	College	Jobs Supported (Direct):	216
Start Date:	2/17/2026	Jobs Supported (Total):	251
End Date:	2/21/2026	Local Taxes (Total):	\$34,434
Overnight Attendees:	809	Net Direct Tax ROI:	\$19,998
Day Attendees:	539	Estimated Room Demand:	2,000

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$300,000	\$0	\$0	\$300,000
Transportation	\$56,562	\$67	\$91	\$56,719
Food & Beverage	\$163,788	\$12,183	\$0	\$175,971
Retail	\$118,380	\$0	\$0	\$118,380
Recreation	\$120,014	\$0	\$0	\$120,014
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$4,437	\$102	\$4,540
TOTAL	\$758,744	\$16,687	\$193	\$775,624

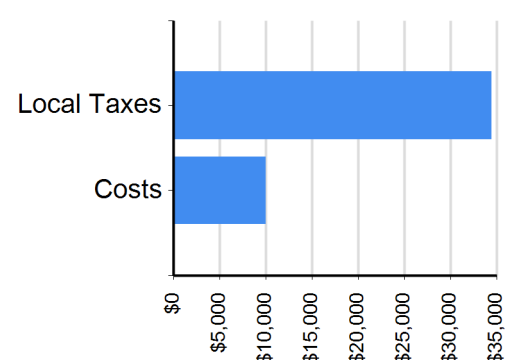
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Big East Swimming and Diving Championships 2026

Organization: Big East Conference Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$775,624	\$342,031	\$1,117,655
Personal Income	\$236,598	\$91,979	\$328,577
Jobs Supported			
Persons	216	34	251
Annual FTEs	8	1	9
Taxes and Assessments			
<u>Federal Total</u>	<u>\$67,537</u>	<u>\$28,374</u>	<u>\$95,911</u>
<u>State Total</u>	<u>\$56,417</u>	<u>\$10,877</u>	<u>\$67,294</u>
sales	\$43,387	\$5,130	\$48,517
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$13,031	\$5,746	\$18,777
<u>Local Total (excl. property)</u>	<u>\$29,998</u>	<u>\$4,436</u>	<u>\$34,434</u>
sales	\$10,847	\$1,283	\$12,129
income	\$0	\$0	\$0
bed	\$12,000	-	\$12,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,152	\$3,154	\$10,305
property tax	\$14,071	\$3,952	\$18,023

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$29,998	
DMO Hosting Costs	\$10,000	
Direct ROI	\$19,998	
Net Present Value	\$19,597	
Direct ROI (%)	200%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$34,434	
Total ROI	\$24,434	
Net Present Value	\$23,944	
Total ROI (%)	244%	

Estimated Room Demand Metrics	
Room Nights (total)	2,000
Room Pickup (block only)	2,000
Peak Rooms	506
Total Visitor Days	3,523



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21290

Agenda Date: 11/20/2025

Agenda No.: 6.6

SUBJECT:

MOTION: Santos Fat Tire Festival (Room Night Generating) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Santos Fat Tire Festival for recommendation to the Marion County Board of County Commissioners.

REPEAT EVENT
EVENT DATES: March 5-8, 2026
EVENT LOCATION: Santos Trailhead

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: Santos Fat Tire Festival Organization: OMBA-Ocala Mountain Bike Association	Requested Amount: \$10,000 Staff Recommendation/Eligible Funding Amount: \$10,000* Business Sales (Total): \$927,594 Total ROI: 152% Anticipated Participants: 1,400 Anticipated Total Attendance: 4,100 Minimum Room Night Guarantee: 2,000* Average Occupancy Rate for Period: 70.8% (2025) 70.0% (2024)

***Events occurring Jan-Mar are awarded \$5/room night**

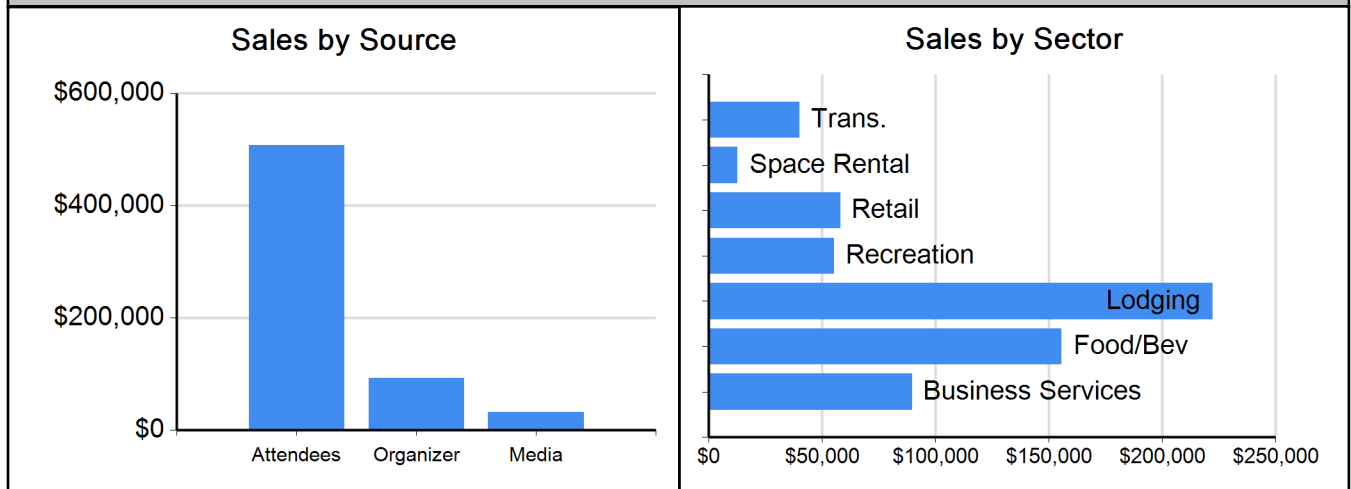
- **Funding History:**
 - 2025: The event took place but there was no available funding program.
 - 2024: \$16,632
 - 2015: \$2,500
 - 2014: \$2,500
 - 2013: \$2,200
 - 2009: \$1,000
 - 2006: \$1,914
- **Use of Funds:** marketing, advertising, venue rental/cleaning, equipment rental, stage rental, security, photography/videography, bathroom rental, permitting expenses
- **Event Description:** The Fat Tire Festival, now celebrating over 20 years, is a premier mountain biking event designed for riders of all ages and skill levels. The festival's highlight is the Epic 50 Ride—a fully supported, non-competitive endurance ride featuring four food and beverage stations, three of which participants visit twice along the route. In addition to the ride, attendees can enjoy a vibrant Vendor Village, showcasing demo bikes, outdoor gear, and a variety of biking-related products. The event attracts more than 400 campers and, according to state attendance counts, welcomes over 1,400 total attendees. Festival goers also enjoy live music and catered food throughout the weekend, with special festivities taking place Saturday afternoon in the Vendor Village and camping areas—creating a fun, community-focused celebration of mountain biking and the great outdoors.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Santos Fat Tire Festival	Business Sales (Direct):	\$633,321
Organization:	Ocala Mountain Bike Association	Business Sales (Total):	\$927,594
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	193
Start Date:	3/5/2026	Jobs Supported (Total):	233
End Date:	3/8/2026	Local Taxes (Total):	\$25,151
Overnight Attendees:	1134	Net Direct Tax ROI:	\$11,334
Day Attendees:	2646	Estimated Room Demand:	2,000

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$200,000	\$22,083	\$0	\$222,083
Transportation	\$39,405	\$450	\$142	\$39,997
Food & Beverage	\$155,173	\$0	\$401	\$155,574
Retail	\$58,053	\$0	\$0	\$58,053
Recreation	\$55,285	\$0	\$0	\$55,285
Space Rental	\$0	\$12,538	\$160	\$12,698
Business Services	\$0	\$58,062	\$31,570	\$89,632
TOTAL	\$507,915	\$93,134	\$32,273	\$633,321

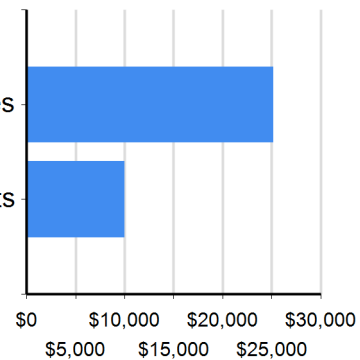
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Santos Fat Tire Festival 2026

Organization: Ocala Mountain Bike Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$633,321	\$294,273	\$927,594
Personal Income	\$190,574	\$82,606	\$273,180
Jobs Supported			
Persons	193	39	233
Annual FTEs	6	1	8
Taxes and Assessments			
<u>Federal Total</u>	<u>\$54,848</u>	<u>\$24,808</u>	<u>\$79,656</u>
<u>State Total</u>	<u>\$40,618</u>	<u>\$9,358</u>	<u>\$49,976</u>
sales	\$29,978	\$4,414	\$34,393
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$10,640	\$4,944	\$15,584
<u>Local Total (excl. property)</u>	<u>\$21,334</u>	<u>\$3,817</u>	<u>\$25,151</u>
sales	\$7,495	\$1,104	\$8,598
income	\$0	\$0	\$0
bed	\$8,000	-	\$8,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,839	\$2,713	\$8,553
property tax	\$11,489	\$3,469	\$14,958

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$21,334	
DMO Hosting Costs	\$10,000	
Direct ROI	\$11,334	
Net Present Value	\$11,107	
Direct ROI (%)	113%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$25,151	
Total ROI	\$15,151	
Net Present Value	\$14,847	
Total ROI (%)	152%	

Estimated Room Demand Metrics	
Room Nights (total)	2,000
Room Pickup (block only)	2,000
Peak Rooms	597
Total Visitor Days	5,785



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21291

Agenda Date: 11/20/2025

Agenda No.: 6.7

SUBJECT:

MOTION: Live Oak International (Room Night Generating) (Requested Funding - \$4,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Live Oak International for recommendation to the Marion County Board of County Commissioners.

NEW EVENT
EVENT DATES: March 11-15, 2026

EVENT LOCATION: Live Oak Plantation

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: Live Oak International Organization: Live Oak Plantation Combined Driving, Inc.	Requested Amount: \$4,000 Staff Recommendation/Eligible Funding Amount: \$4,000* Business Sales (Total): \$1,132,148 Total ROI: 581% Anticipated Attendance: 5,225 Minimum Room Night Guarantee: 800* Average Occupancy Rate for Period: 70.8% (2025) 70.0% (2024)

***Events occurring Jan-Mar are awarded \$5/room night**

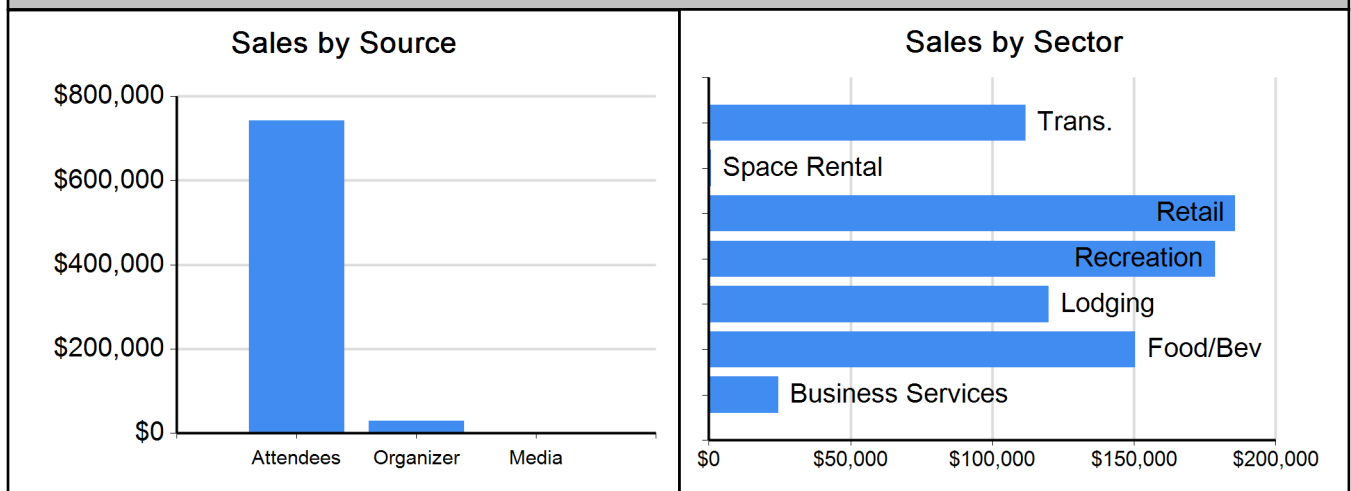
- Funding History:**
 - 2025 - \$5,726
 - 2024- \$7,490
 - 2023 - \$7,350
 - 2022 - \$5,000
 - 2021 - Cancelled due to COVID
 - 2020 - \$62,500 TOTAL
 - Combined Driving - \$31,250
 - Show Jumping - \$31,250
 - 2019 - \$30,273
 - 2018 - \$18,107
 - 2017 - \$10,000
 - 2016 - \$10,000
 - 2015 - \$8,000
 - 2014 - \$8,500
 - 2013 - \$7,500
 - 2012 - \$5,000
 - 2011 - \$5,000
 - 2010 - \$5,000
 - 2009 - \$45,000
 - 2008 - \$49,500
 - 2007 - \$42,448
 - 2006 - \$13,463
- Use of Funds:** marketing, livestreaming expenses, advertising, printing, video/photography, website, public relations expenses, event program, judges/officials' fees
- Event Description:** What began over 30 years ago as a driving event in Ocala, Live Oak International has grown into a world-class equestrian event. The tournament is the only event in the United States to offer both international combined driving and show jumping competition. Live Oak International will once again host a CSI4* and CSI1* Jumping divisions, in addition to the highest level of combined driving in North America, plus host the Youth Driving Division. As Marion County's largest spectator event with over 15,000 spectators in attendance over the four-day tournament, plus thousands via live stream, the exciting competition hosts athletes, sponsors, and spectators from all corners of the world.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Live Oak International	Business Sales (Direct):	\$771,985
Organization:	Live Oak International	Business Sales (Total):	\$1,132,148
Event Type:	Professional	Jobs Supported (Direct):	211
Start Date:	3/11/2026	Jobs Supported (Total):	243
End Date:	3/15/2026	Local Taxes (Total):	\$27,225
Overnight Attendees:	273	Net Direct Tax ROI:	\$18,554
Day Attendees:	5187	Estimated Room Demand:	800

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$120,000	\$0	\$0	\$120,000
Transportation	\$111,212	\$408	\$130	\$111,749
Food & Beverage	\$146,443	\$3,874	\$0	\$150,317
Retail	\$185,786	\$0	\$0	\$185,786
Recreation	\$178,624	\$0	\$0	\$178,624
Space Rental	\$0	\$871	\$0	\$871
Business Services	\$0	\$24,345	\$292	\$24,638
TOTAL	\$742,065	\$29,498	\$422	\$771,985

Event Impact Details

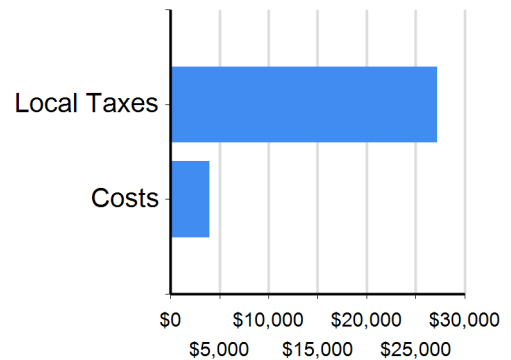
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Live Oak International 2026

Organization: Live Oak International

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$771,985	\$360,162	\$1,132,148
Personal Income	\$230,092	\$87,119	\$317,212
Jobs Supported			
Persons	211	32	243
Annual FTEs	8	1	9
Taxes and Assessments			
<u>Federal Total</u>	<u>\$66,605</u>	<u>\$28,768</u>	<u>\$95,373</u>
<u>State Total</u>	<u>\$55,512</u>	<u>\$11,453</u>	<u>\$66,965</u>
sales	\$42,543	\$5,402	\$47,945
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$12,969	\$6,051	\$19,020
<u>Local Total (excl. property)</u>	<u>\$22,554</u>	<u>\$4,671</u>	<u>\$27,225</u>
sales	\$10,636	\$1,351	\$11,986
income	\$0	\$0	\$0
bed	\$4,800	-	\$4,800
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,118	\$3,321	\$10,439
property tax	\$14,005	\$4,252	\$18,256

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$22,554		
DMO Hosting Costs	\$4,000		
Direct ROI	\$18,554		
Net Present Value	\$18,181		
Direct ROI (%)	464%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$27,225		
Total ROI	\$23,225		
Net Present Value	\$22,759		
Total ROI (%)	581%		



Estimated Room Demand Metrics	
Room Nights (total)	800
Room Pickup (block only)	800
Peak Rooms	124
Total Visitor Days	3,316



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21292

Agenda Date: 11/20/2025

Agenda No.: 6.8

SUBJECT:

MOTION: Blue Knights Florida III Spring Meeting (Room Night Generating) (Requested Funding - \$2,500)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Blue Knights Florida III Spring Meeting for recommendation to the Marion County Board of County Commissioners.

NEW EVENT
EVENT DATES: April 12-15, 2026
EVENT LOCATION: Holiday Inn & Suites Ocala Conference 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: Blue Knights Spring Southern Regional Conference Organization: Blue Knights Ocala Florida Chapter III	Requested Amount: \$5,000 Staff Recommendation/Eligible Funding Amount: \$5,000* Business Sales (Total): \$238,118 Total ROI: 50% Anticipated Participants: 475 Anticipated Attendance: 475 Minimum Room Night Guarantee: *500 Average Occupancy Rate for Period: 59% (2025) 60.5% (2024)

***Events occurring Apr-Jun are awarded \$10/room night**

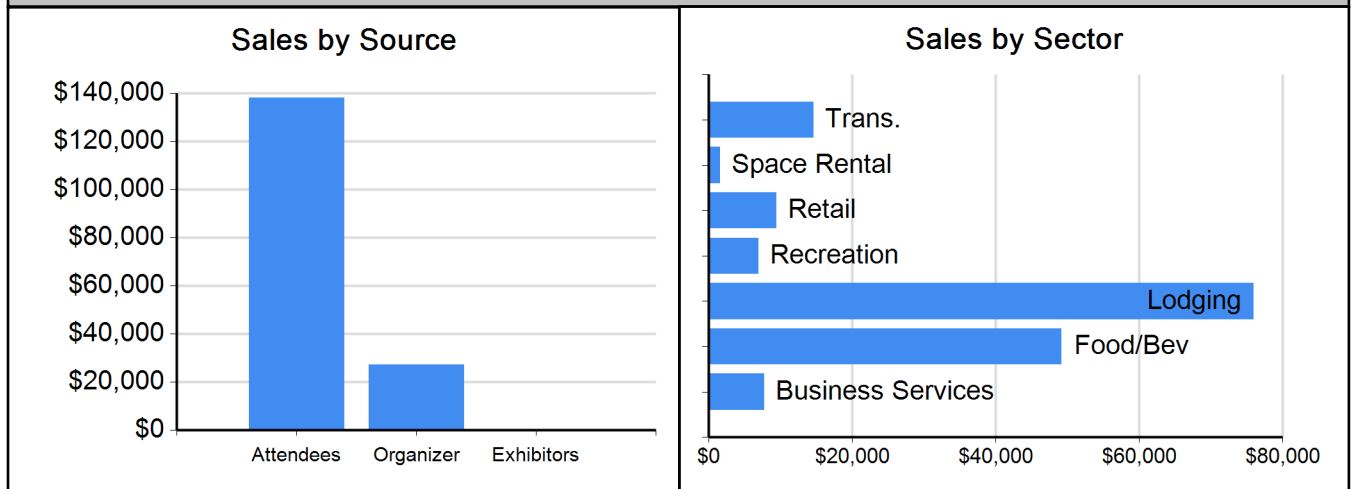
- **Use of Funds:** Marketing/Promotion Materials, Printing Costs, Signs/Banners, Conference Related Supplies, Audio/Visual Expenses
- **Event Description:** Blue Knights Motorcycle Club is a family orientated organization consisting of active and retired Law Enforcement personnel. They ride and participate in charitable events and enjoy great times and fellowship with fellow Blue Knights and family. They will be gathering for this conference and enjoying motorcycles rides throughout the Marion County.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Blue Knights Spring Southern Regional Conference	Business Sales (Direct):	\$165,480
Organization:	Blue Knights Motorcycle Club	Business Sales (Total):	\$238,118
Event Type:	Business Meeting	Jobs Supported (Direct):	54
Start Date:	4/12/2026	Jobs Supported (Total):	64
End Date:	4/15/2026	Local Taxes (Total):	\$7,493
Overnight Attendees:	225	Net Direct Tax ROI:	\$1,551
Day Attendees:	250	Estimated Room Demand:	500

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$75,000	\$954	\$0	\$75,954
Transportation	\$13,988	\$636	\$0	\$14,624
Food & Beverage	\$32,818	\$16,387	\$0	\$49,205
Retail	\$9,472	\$0	\$0	\$9,472
Recreation	\$6,895	\$0	\$0	\$6,895
Space Rental	\$0	\$1,558	\$0	\$1,558
Business Services	\$0	\$7,772	\$0	\$7,772
TOTAL	\$138,173	\$27,307	\$0	\$165,480

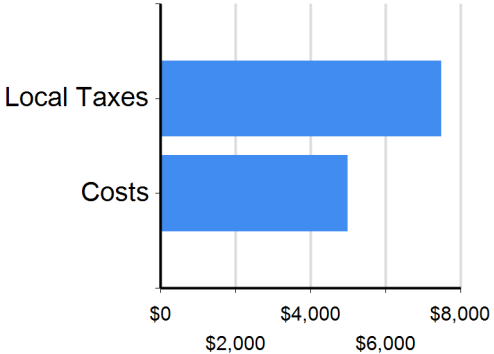
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Blue Knights Spring Southern Regional Conference 2026

Organization: Blue Knights Motorcycle Club

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$165,480	\$72,638	\$238,118
Personal Income	\$53,015	\$20,871	\$73,886
Jobs Supported			
Persons	54	10	64
Annual FTEs	2	0	2
Taxes and Assessments			
<u>Federal Total</u>	<u>\$14,698</u>	<u>\$6,178</u>	<u>\$20,877</u>
<u>State Total</u>	<u>\$10,880</u>	<u>\$2,310</u>	<u>\$13,190</u>
sales	\$8,100	\$1,090	\$9,189
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$2,780	\$1,220	\$4,000
<u>Local Total (excl. property)</u>	<u>\$6,551</u>	<u>\$942</u>	<u>\$7,493</u>
sales	\$2,025	\$272	\$2,297
income	\$0	\$0	\$0
bed	\$3,000	-	\$3,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,526	\$670	\$2,196
property tax	\$3,002	\$838	\$3,840

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$6,551	
DMO Hosting Costs	\$5,000	
Direct ROI	\$1,551	
Net Present Value	\$1,520	
Direct ROI (%)	31%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$7,493	
Total ROI	\$2,493	
Net Present Value	\$2,443	
Total ROI (%)	50%	

Estimated Room Demand Metrics	
Room Nights (total)	500
Room Pickup (block only)	500
Peak Rooms	118
Total Visitor Days	1,053



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21293

Agenda Date: 11/20/2025

Agenda No.: 7.1

SUBJECT:

Introduction of Carlos Medina

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21299

Agenda Date: 11/20/2025

Agenda No.: 7.2

SUBJECT:

PRESENTATION: Quarterly Economic Impact/Visitor Tracking Report - July - September Data

DESCRIPTION/BACKGROUND:

Information Only.

Ocala/MARION COUNTY VCB

Economic Impact Study &
Visitor Tracking Report
Jul-Sep 2025



STUDY OBJECTIVES: VISITOR JOURNEY



METHODOLOGY



Data Collection:

From July 1, 2025, to September 30, 2025, **705** visitors were interviewed in person at various locations, including downtown, hotels, the state park, special events, and via online survey campaigns.

Economic Impact:

Economic impact figures are based on all visitor types, including those staying in paid accommodations, unpaid accommodations, and day trippers.

Note: The sampling error for a sample size of 705 is $\pm 3.7\%$ points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Profile Study are within 3.7% points of the “true” value on a quarterly basis.

ECONOMIC IMPACT SUMMARY



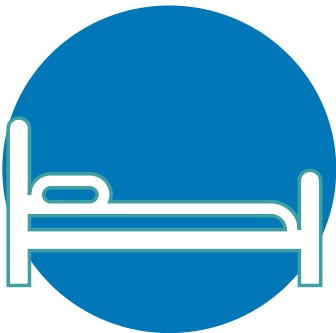
KEY PERFORMANCE INDICATORS*

Trends across many Florida destinations show a dip in visitation amongst all visitor types that began in August and grew in September. Spending decreases are less than visitor decreases due to an increased length of stay compared to July - Sept 2024.



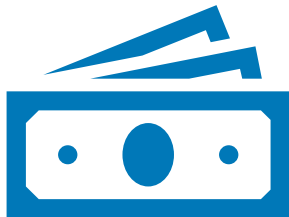
279,000

Total
Visitors



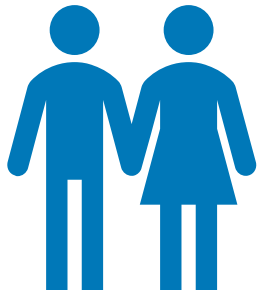
247,900

Room
Nights



\$134,949,300

Direct
Spending**



\$203,349,900

Economic Impact

YoY Change:

↓ 19.9%

↓ 6.0%

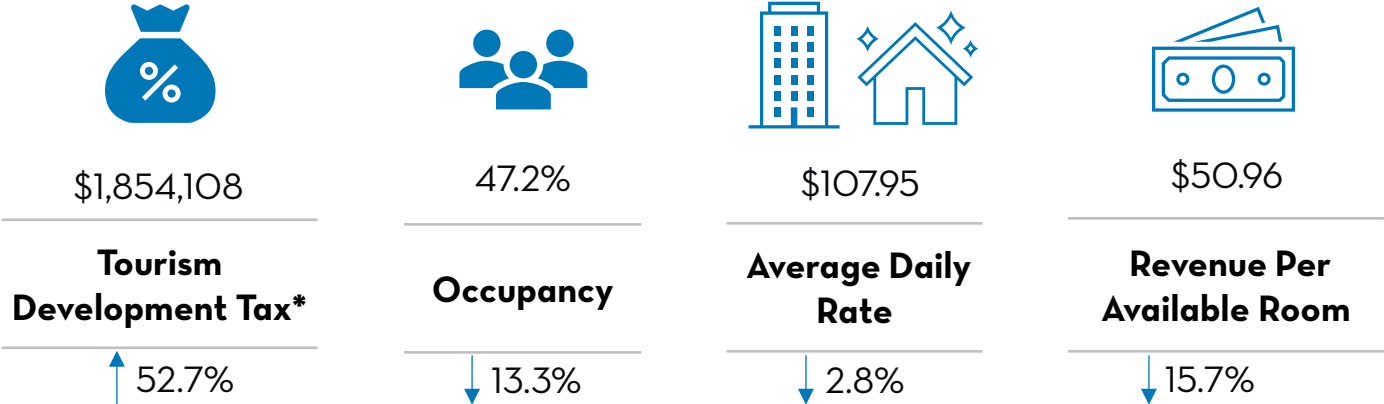
↓ 11.9%

↓ 11.9%

*Sources: Smith Travel Research, Key Data, and DSG Visitor Tracking Study
**Visitation and spending estimates are preliminary. Adjustments may be made at the end of the year to account for quarterly fluctuations.

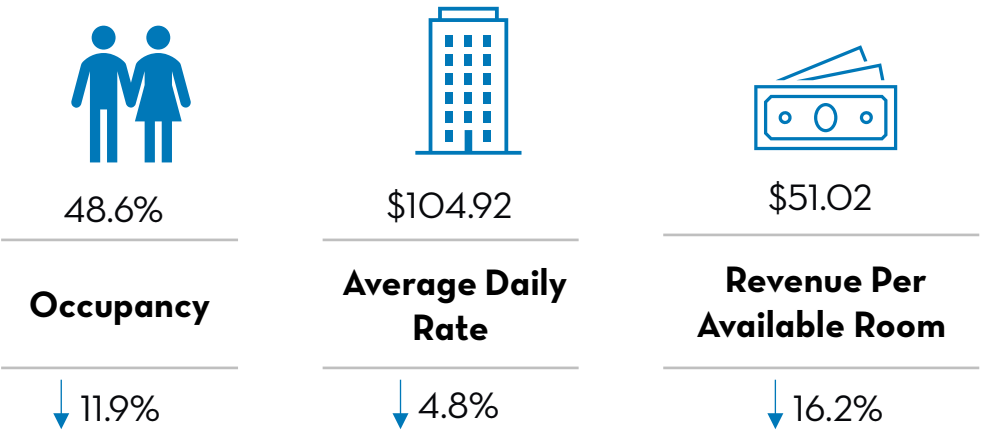
LODGING METRICS

COMBINED

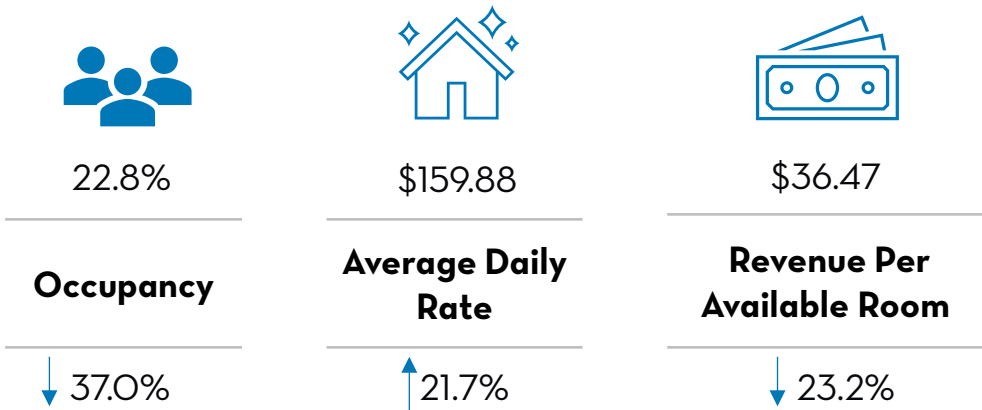


July - Sept 2025 Units	
Hotels	Vacation Rentals
5,395	312

HOTELS**



VACATION RENTALS***



* TDT in July-Sept was in the time frame in which the tax collector office was switching between platforms which resulted in a lag in reporting that threw off quarterly TDT collections compared to the same time frame last year

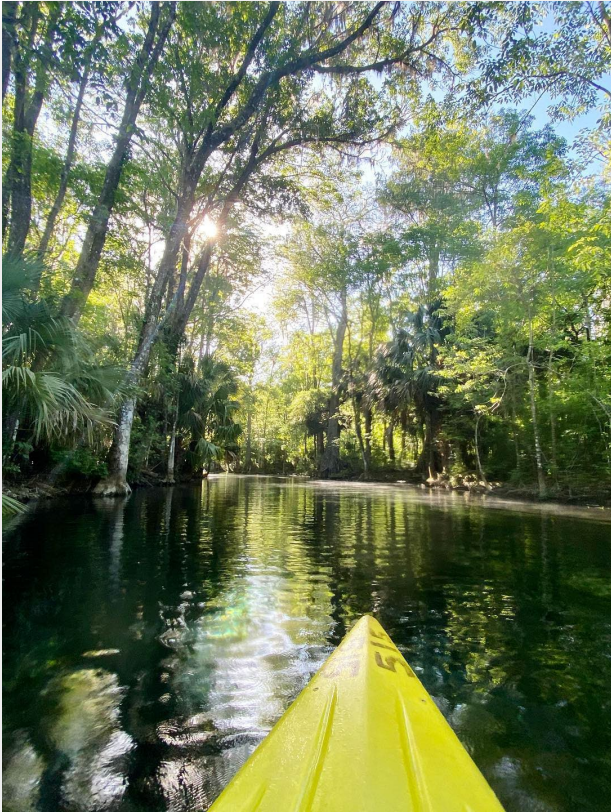
**Hotel source: Smith Travel Research

***Vacation rental source: Key Data

VISITOR PROFILE SUMMARY



VISITOR PROFILE



49

Median Age

35%

First-time Visitor

\$96,700

Median Household Income

45%

Traveled With Children

2.8

Travel Party Size

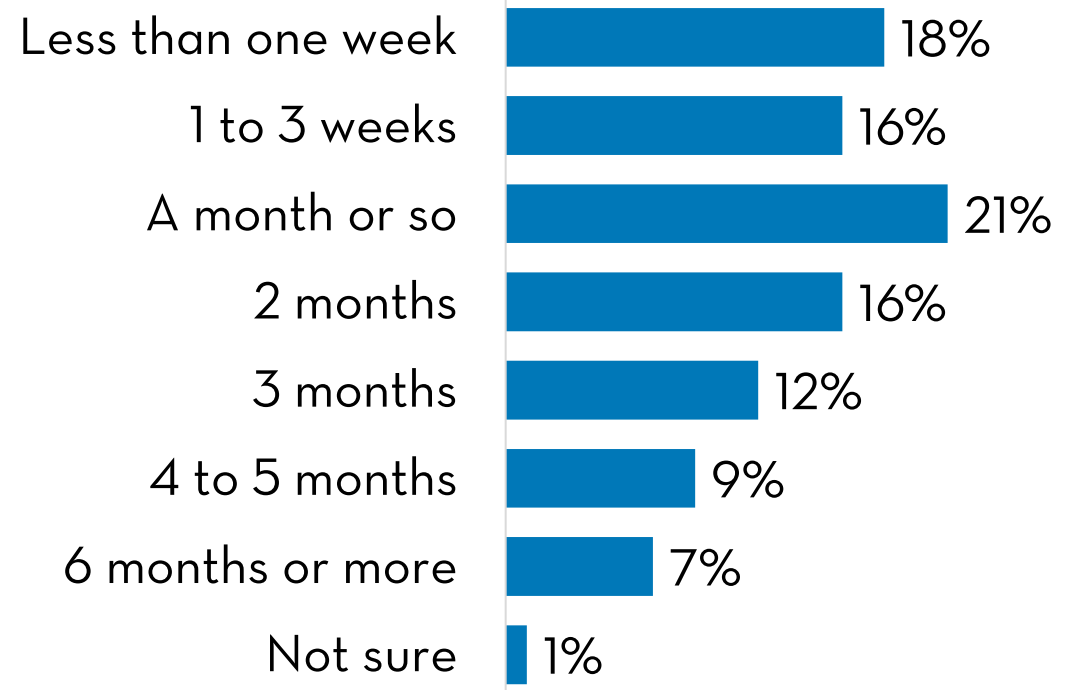
4.0

Length Of Stay

TRIP PLANNING CYCLE

How far in advance did you plan this trip to Ocala?

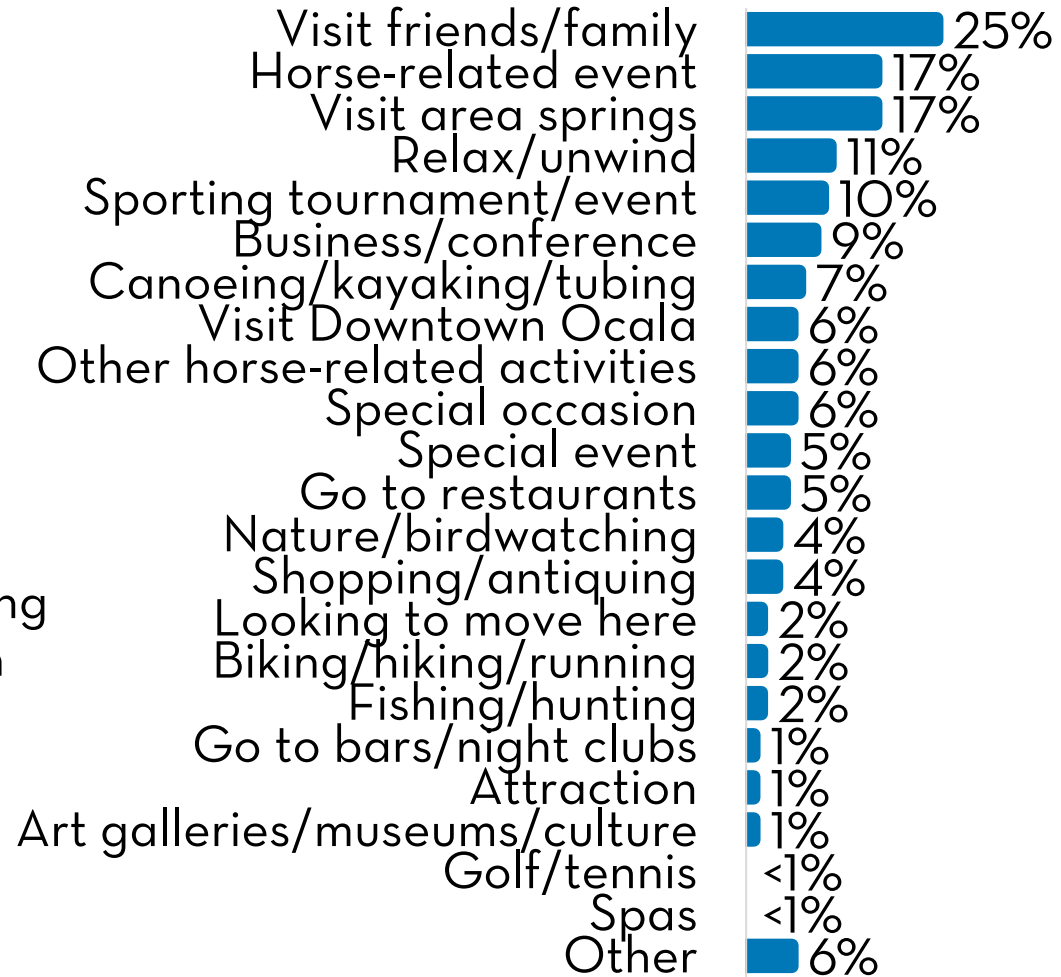
- **Insight:** The typical planning window of **54 days** in advance remains consistent with the previous year, despite the nationwide trend of shorter planning windows. July - Sept 2025 is also the shortest trip planning window in FY2025 for Ocala.
- **Action item:** Advertising windows can be closer to July-September time frame than other quarters with a shorter trip planning window and a strong draw of first-time visitors (35%)



TOP REASONS FOR COMING TO OCALA*

What was your main reason for taking this trip to Ocala?

- **Insight:** Horse-related events and local springs continue to consistently attract around **2 in 10** visitors to the area
- **Action item:** Continue promoting equestrian events and natural springs. Emphasize unique experiences of attending these events and spring-based recreation to sustain this steady draw

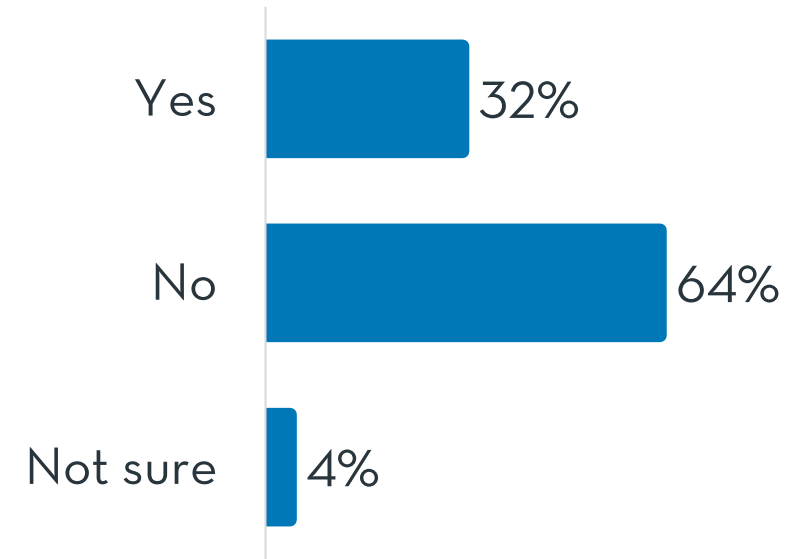


*Multiple responses permitted.

RECALL OF ADVERTISING*

- **Insight:** Advertising recall in July-Sept 2025 saw a sizable increase compared to July - Sept 2024 (+9%)
- **Action item:** Support multichannel strategies to maintain destination awareness especially amongst top used sources like television (32%), online advertisements (23%) and social media (23%)

Recalled Advertising



*Advertising efforts mentioned on this slide include VCB's efforts and the efforts of other organizations.

VISITOR ORIGINS & TRANSPORTATION

Top Origin States & International Countries*

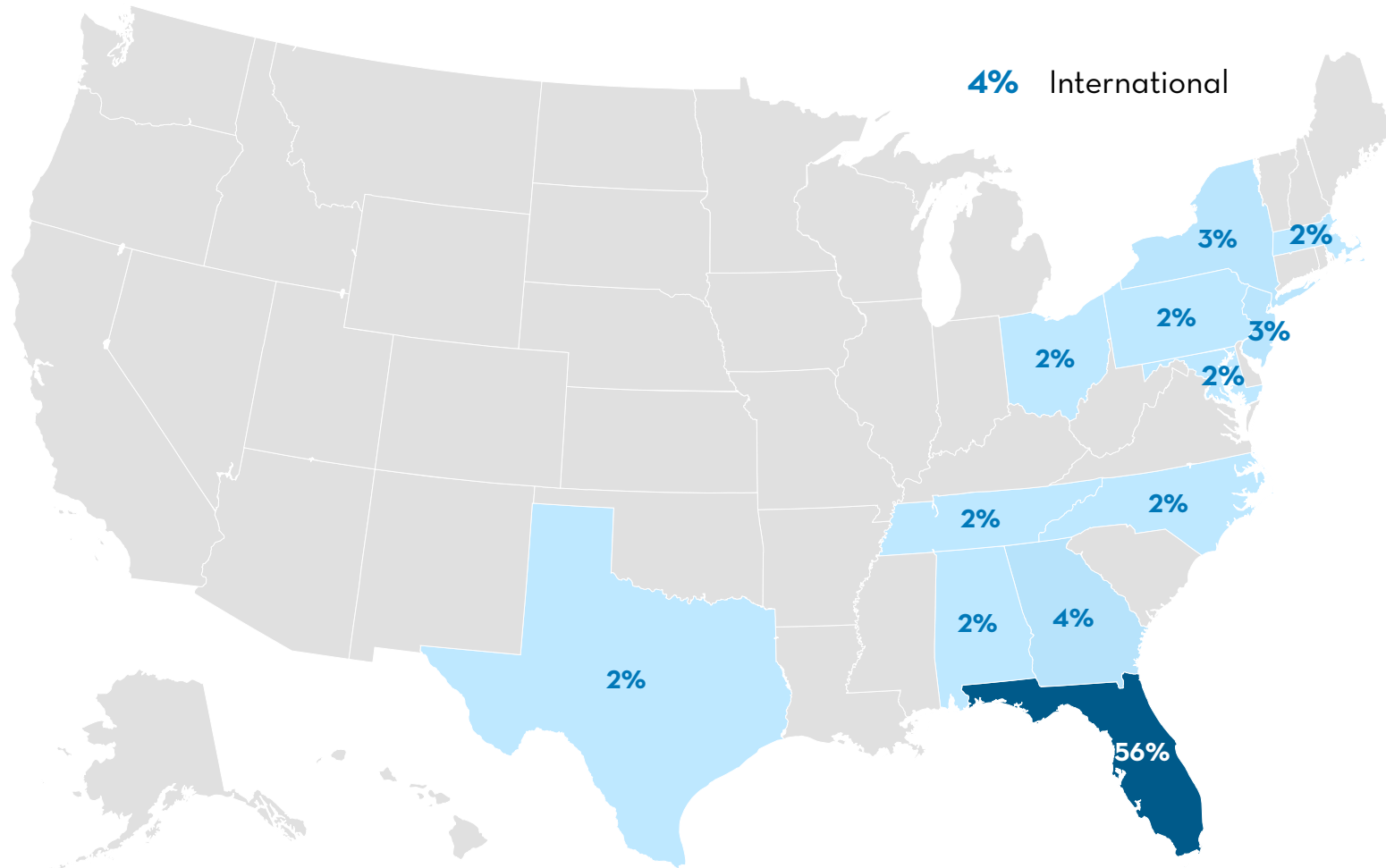
Top Origin Markets*	Percent
Orlando-Daytona Beach-Melbourne	17%
Tampa-St. Petersburg	10%
Jacksonville	7%
Miami-Ft. Lauderdale	6%
Gainesville	5%
West Palm Beach-Ft. Pierce	5%
New York	4%
Atlanta	3%
Ft. Myers-Naples	2%
Philadelphia	2%
Tallahassee-Thomasville	2%

*Sources: DSG Visitor Tracking Study

Ocala
MARION COUNTY, FL
Visitors & Convention Bureau

DS
downs & st. germain
RESEARCH 126

Top Origin States & International Countries*



Top Origin Markets*	Percent
Orlando-Daytona Beach-Melbourne	17%
Tampa-St. Petersburg	10%
Jacksonville	7%
Miami-Ft. Lauderdale	6%
Gainesville	5%
West Palm Beach-Ft. Pierce	5%
New York	4%
Atlanta	3%
Ft. Myers-Naples	2%
Philadelphia	2%
Tallahassee-Thomasville	2%

TRAVEL PARTIES

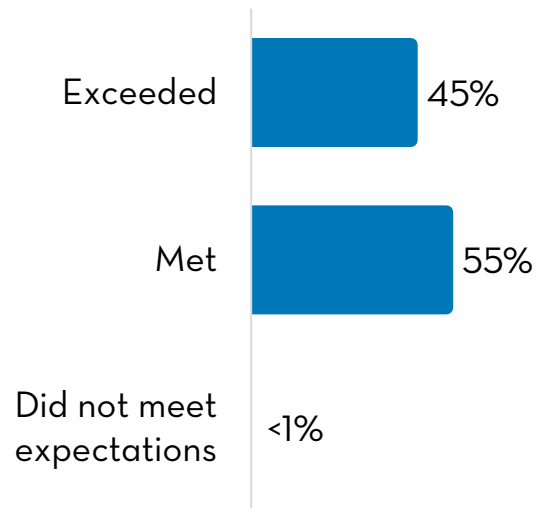
- **Insight:** July – Sept 2025 is the highest percentage of visitors traveling with children in FY2025
- **Action item:** Highlight marketing efforts towards family travel during the July-Sept timeframe



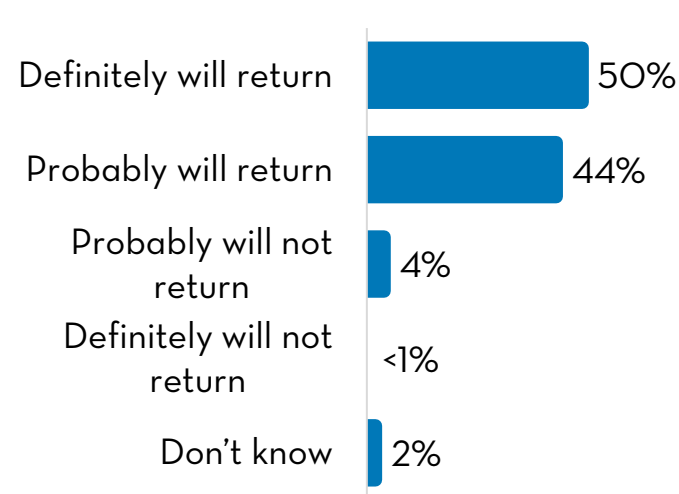
SATISFACTION STATISTICS*

- **Insight:** Visitors satisfaction metrics remain strong but there is slippage amongst the highest levels of satisfaction categories compared to July - September 2024. This could be due to a multitude of reasons including a national dip in travel and a perceived waning economy amongst the lower income brackets
- **Action item:** Continue to market towards your repeat visitors and those from higher earning income brackets for return visitation in the short term

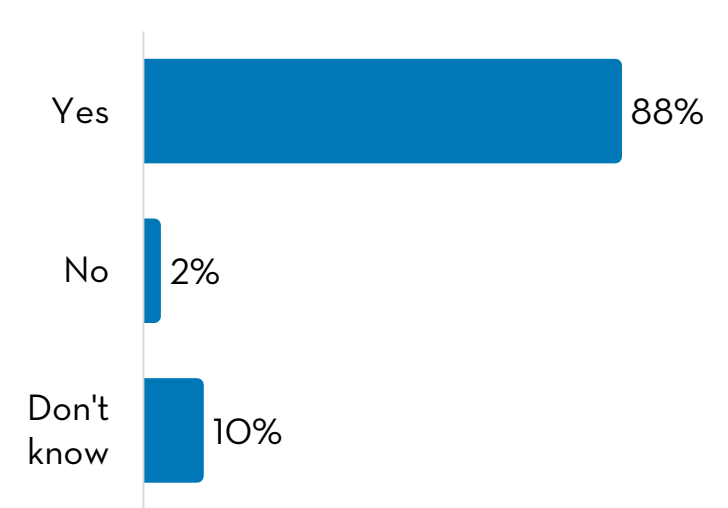
TRIP EXPERIENCE EXPECTATIONS



LIKELIHOOD TO RETURN



LIKELIHOOD TO RECOMMEND



*Main reasons for not returning included not enough to do during the day, or visitors preferring a variety of destinations.

VISITOR PROFILE INSIGHTS

Insights

Actionable Items

July-Sept is the lowest trip planning window in FY2025	Advertising windows can be closer to July-September time frame than other quarters
Horse-related events and local springs continue to attract a consistent share of visitors	Continue promoting equestrian events and natural springs
Ad recall is increasing year over year	Support multichannel strategies to maintain destination awareness
Traveling with children higher than other quarters	Market towards family travel during the summer season of July-Sept
Nearly half of visitors find that their trip experience exceeds their expectations	Identify opportunities to elevate the visitor experience, particularly in areas where expectations are being met
Half of the visitors would definitely return	Strengthen visitor loyalty by encouraging repeat visitation through targeted campaigns, return-visitor incentives, and new experience highlights

TOP REASONS FOR CHOOSING THE AREA*



- “Ocala is quiet and more in touch with nature than the coast. The springs are a must-see.”
- “Love the country vibes and cute gift shops downtown.”
- “Beautiful little town with rural vibes.”
- “Pretty, quiet, not much traffic, friendly people.”
- “Great equestrian community in rural Central Florida.”

DETAILED FINDINGS

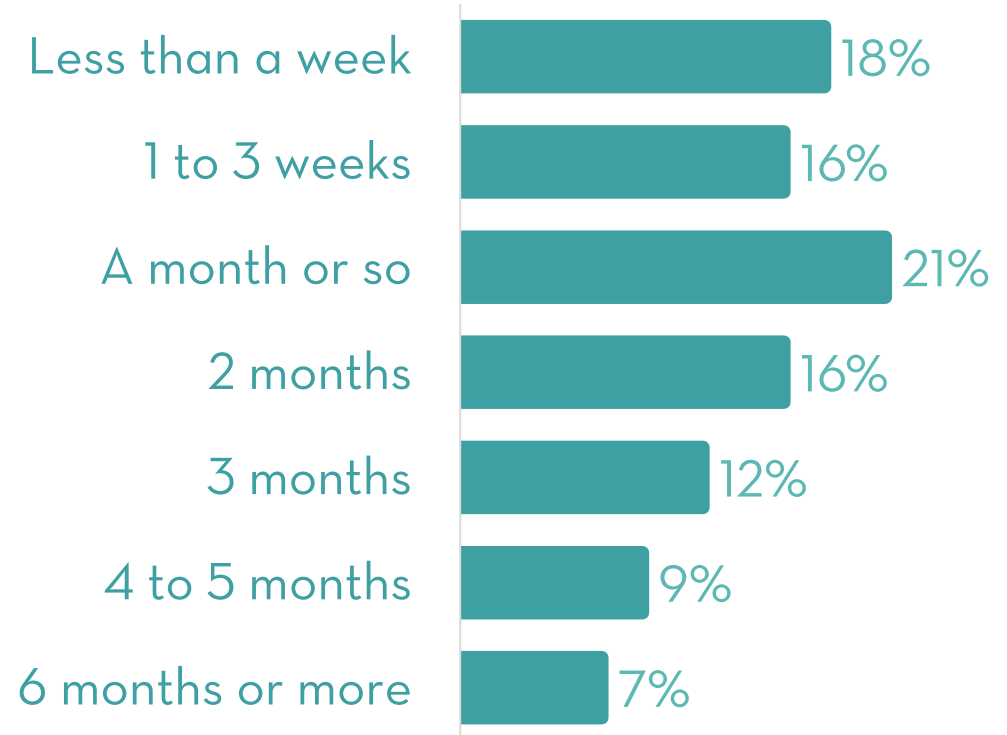


VISITOR JOURNEY: PRE-VISIT



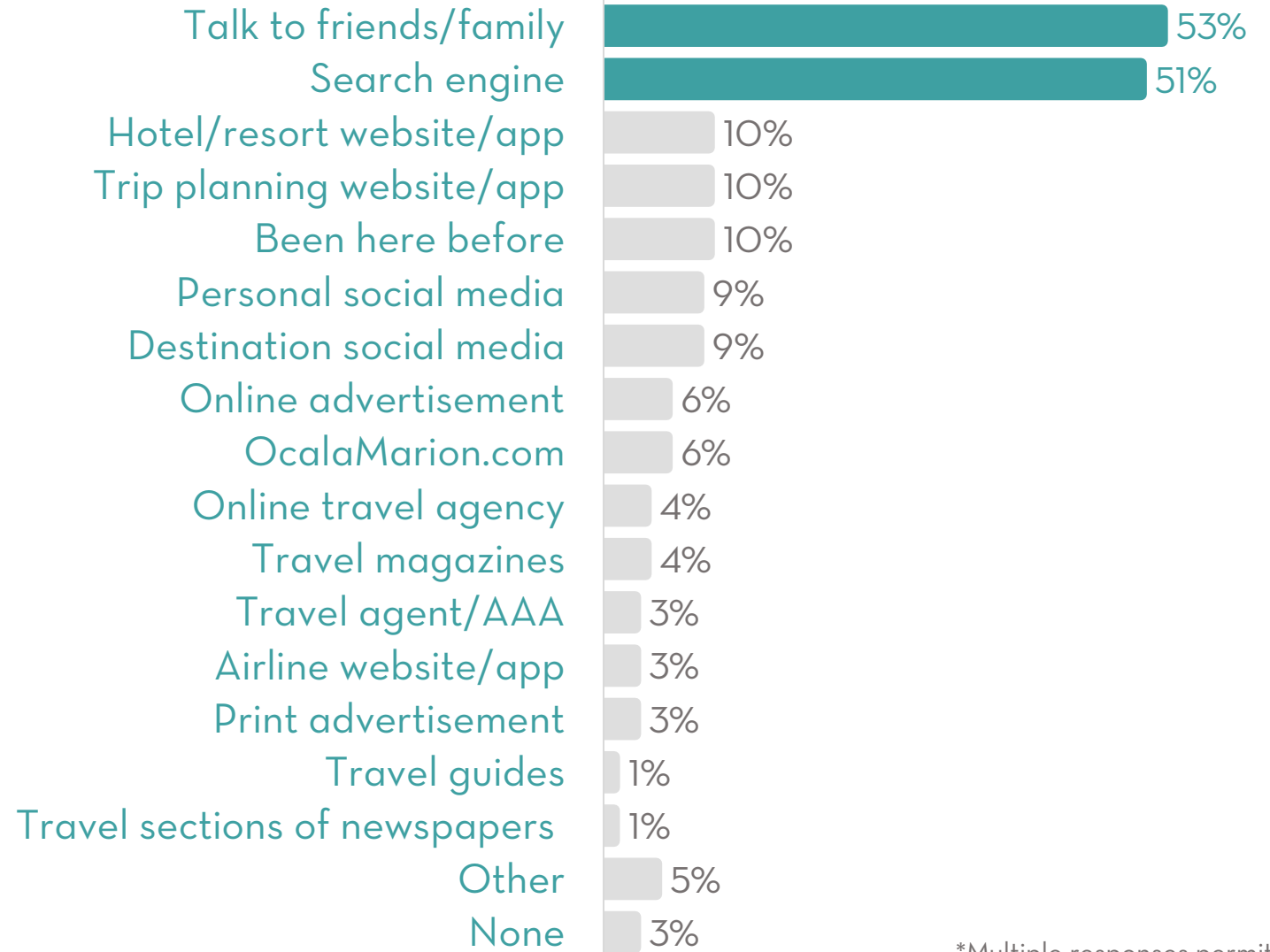
TRIP PLANNING CYCLE

- » **Around 6 in 10** of visitors planned their trips to the Ocala/Marion County area **a month or less in advance**
- » Nearly **3 in 10** visitors planned their trips **at least 3 months in advance**
- » The typical planning window was **54 days in advance**



TRIP PLANNING SOURCES*

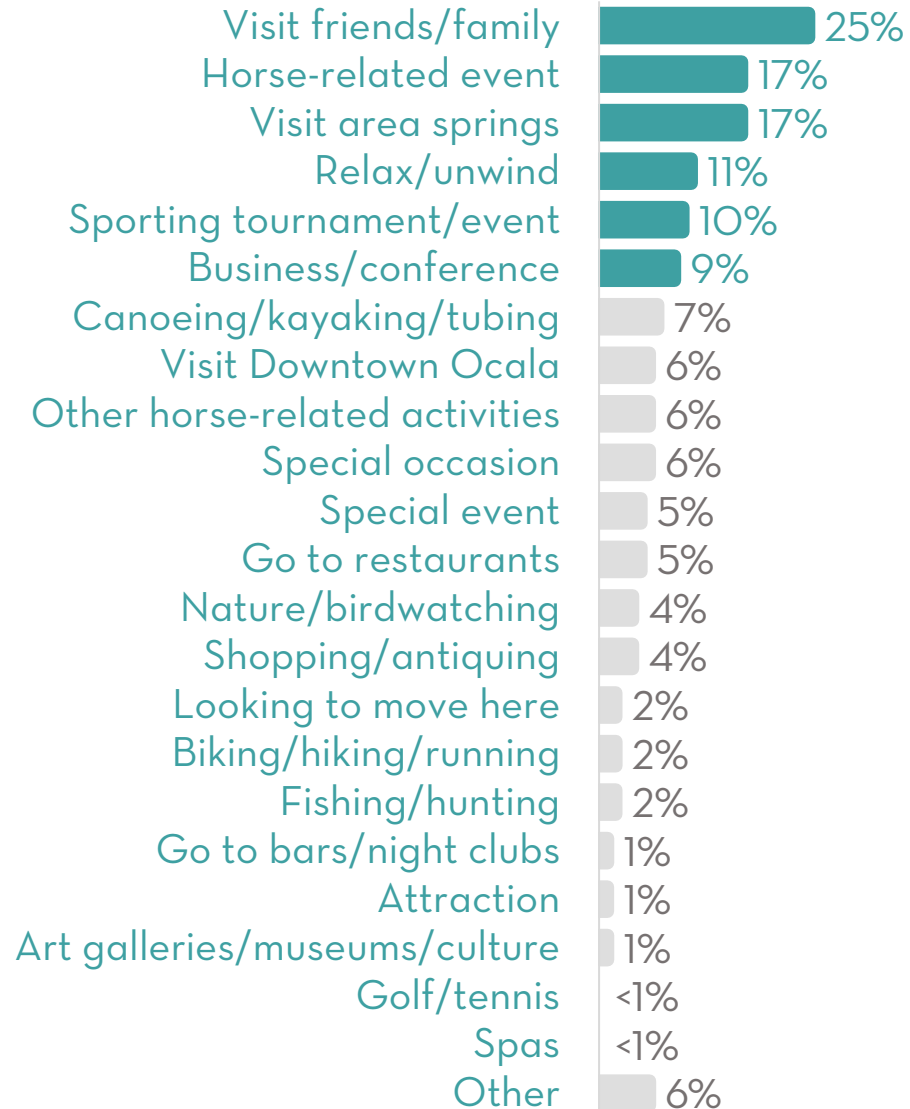
- » **Talking to friends** and **search engines** are the **top planning sources** for trips to Ocala/Marion County
- » Around **1 in 10** plan their trip using a **hotel/resort website** or **app**, a **trip planning website** or **app**, their **previous experience** visiting the destination, or **social media**



*Multiple responses permitted

REASONS FOR VISITING*

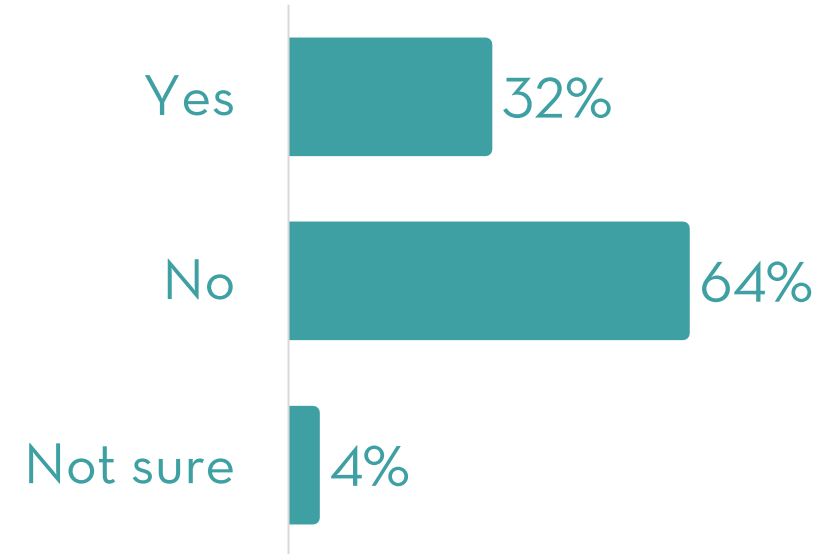
- » **Visit friends and family, Equestrian events** and **local springs** are the **top three** reasons for coming
- » Around **1 in 10** visitors came to Ocala/Marion County for **relaxing/unwinding, sporting tournament/event**, or **business/conference**



RECALL OF ADVERTISING*

- » Nearly **1 in 3** visitors recalled advertising about the Ocala/Marion County area
- » Of the visitors who recalled advertising, nearly **3 in 4** (representing **23%** of all visitors) were influenced by this information to come to the area

Recalled Advertising

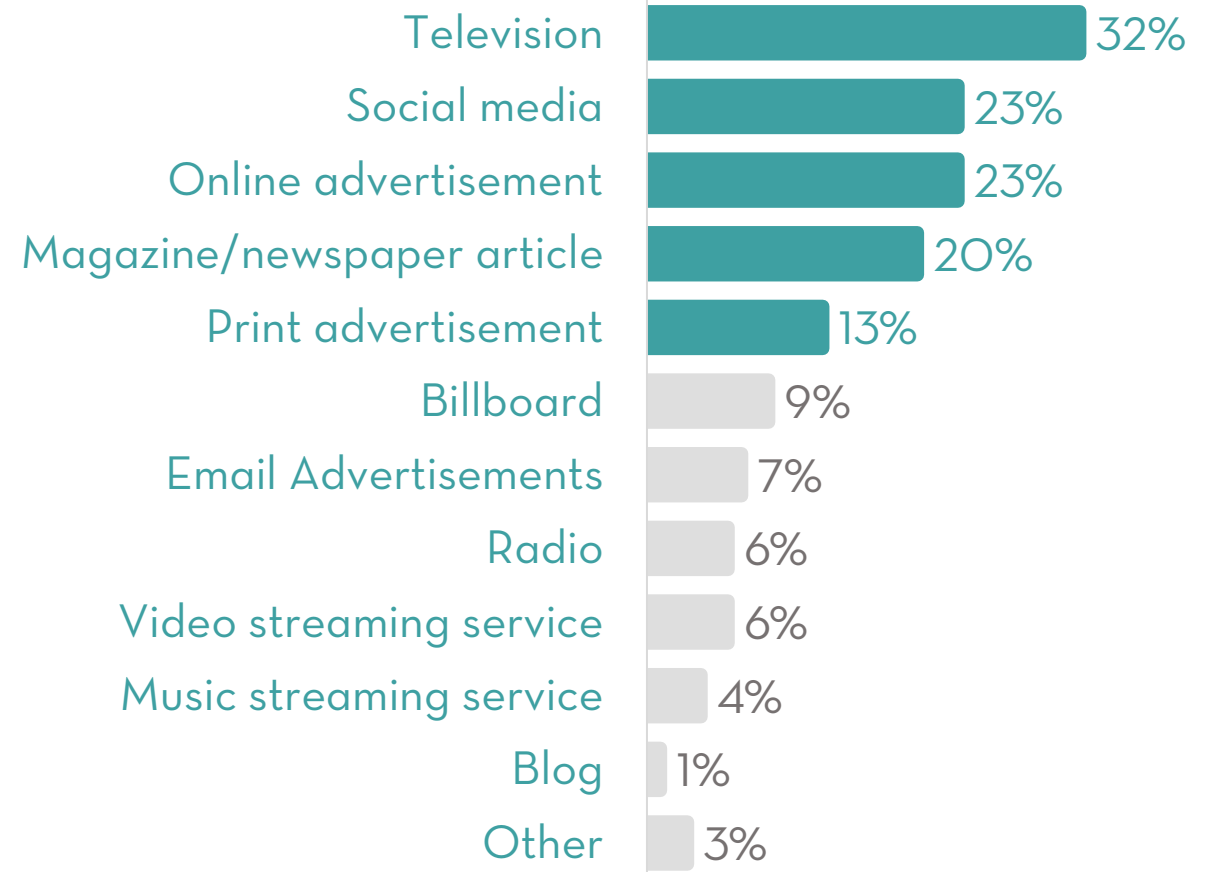


*Advertising efforts mentioned on this slide include VCB's efforts and the efforts of other organizations.

ADVERTISING SOURCE*

- » Nearly **1 in 3** visitors who recalled advertisements for the Ocala/Marion County area saw it on **Television**
- » Around **2 in 10** visitors who recalled advertising for the Ocala/Marion County area saw it on **social media**, via an **online ad**, or in a **magazine/newspaper article**

Base: 32% of visitors who recalled advertising



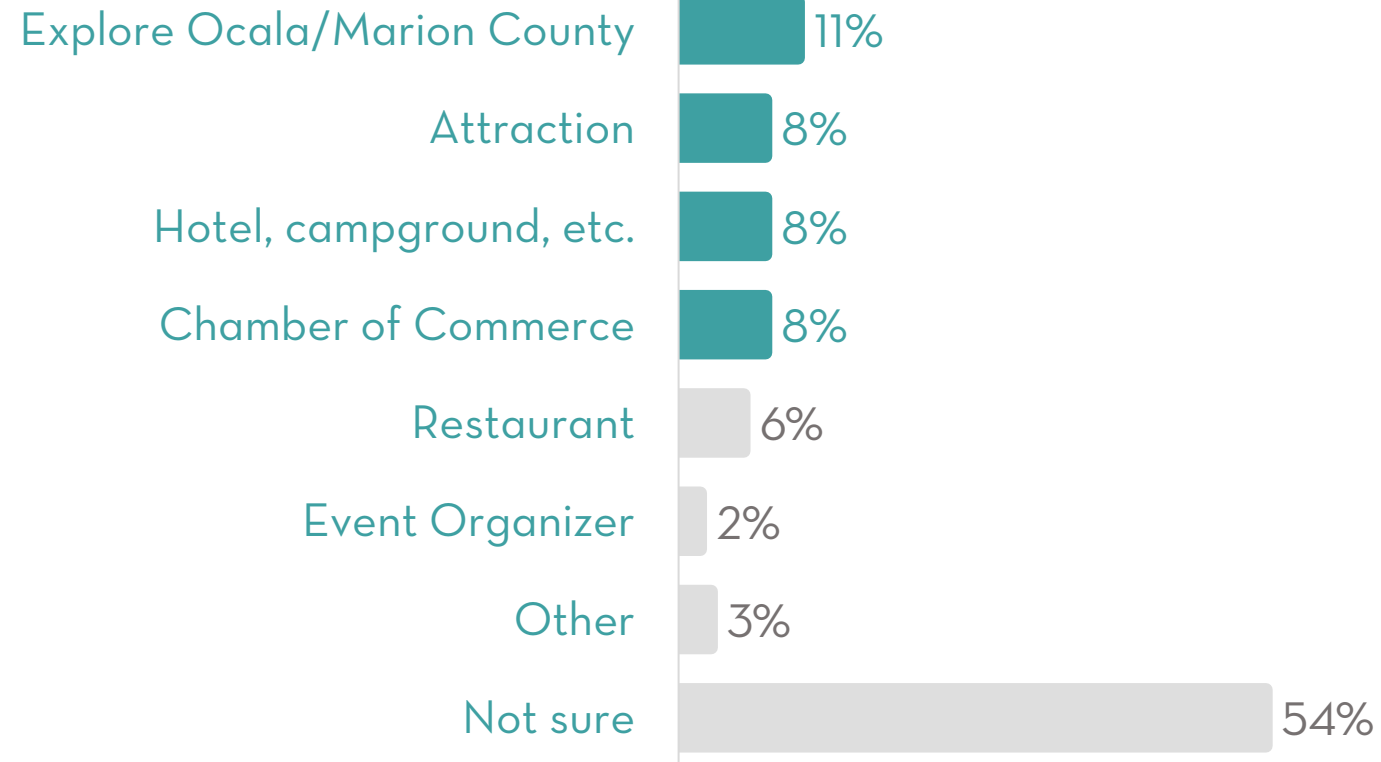
* Multiple responses permitted

** Advertising efforts mentioned on this slide include VCB's efforts and the efforts of other organizations.

SPONSORED ADVERTISEMENT*

- » **Around 1 in 10** visitors who recalled advertising for the Ocala/Marion County area noted **Explore Ocala/Marion County**, an **attraction, hotel, campground, etc.**, or **Chamber of Commerce** as a sponsor of the advertisement

Base: 32% of visitors who recalled advertising

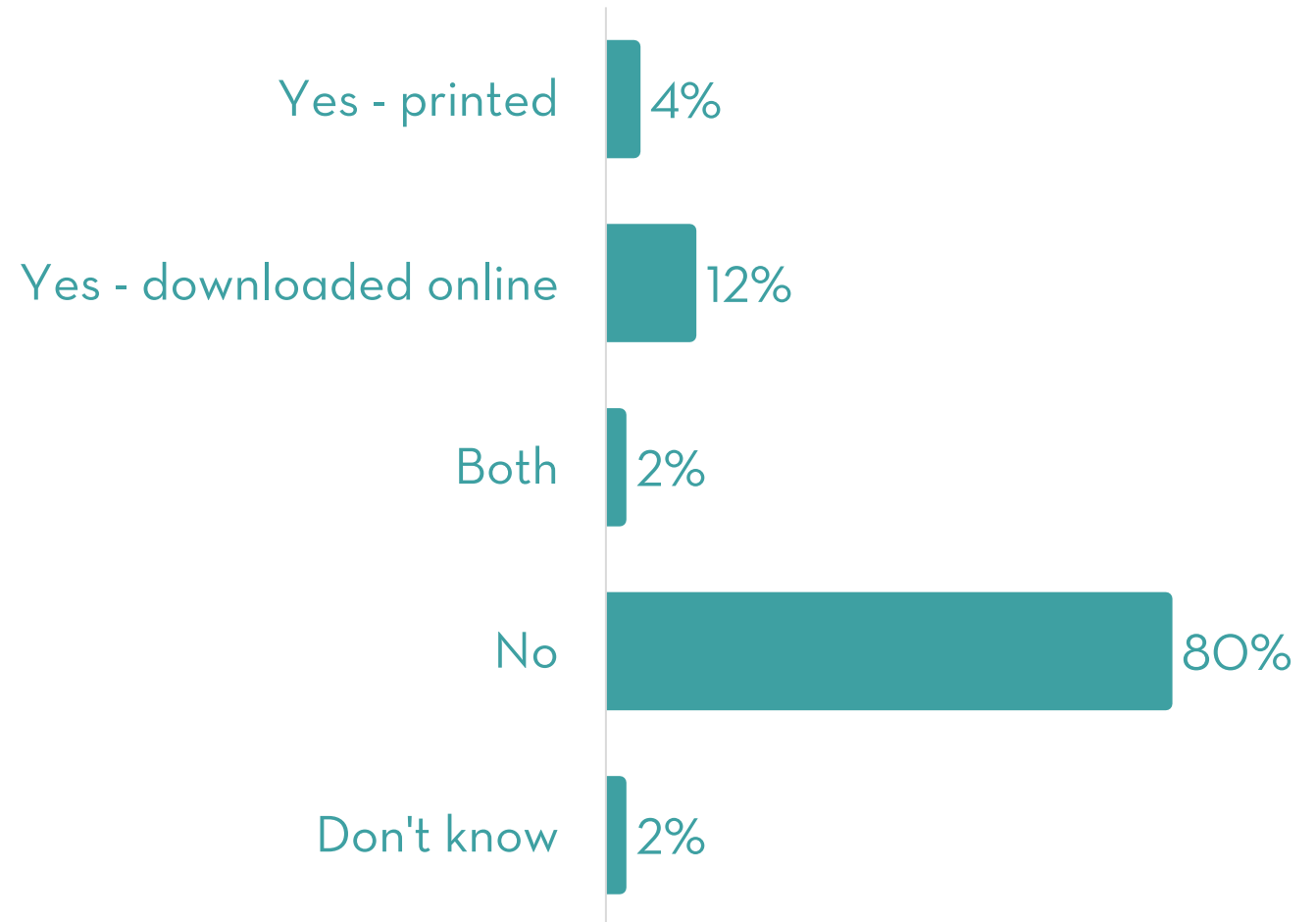


*Multiple responses permitted.

Advertising efforts mentioned on this slide include VCB's efforts and the efforts of other organizations.

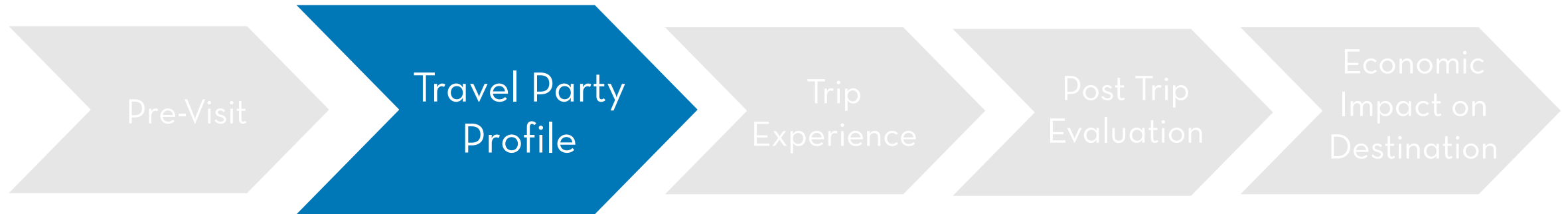
VISITOR GUIDE

- » Nearly **1 in 5** of visitors requested or downloaded the **print and/or online visitor guide**
- » The visitor guide received the rating of **8.1 out of 10***

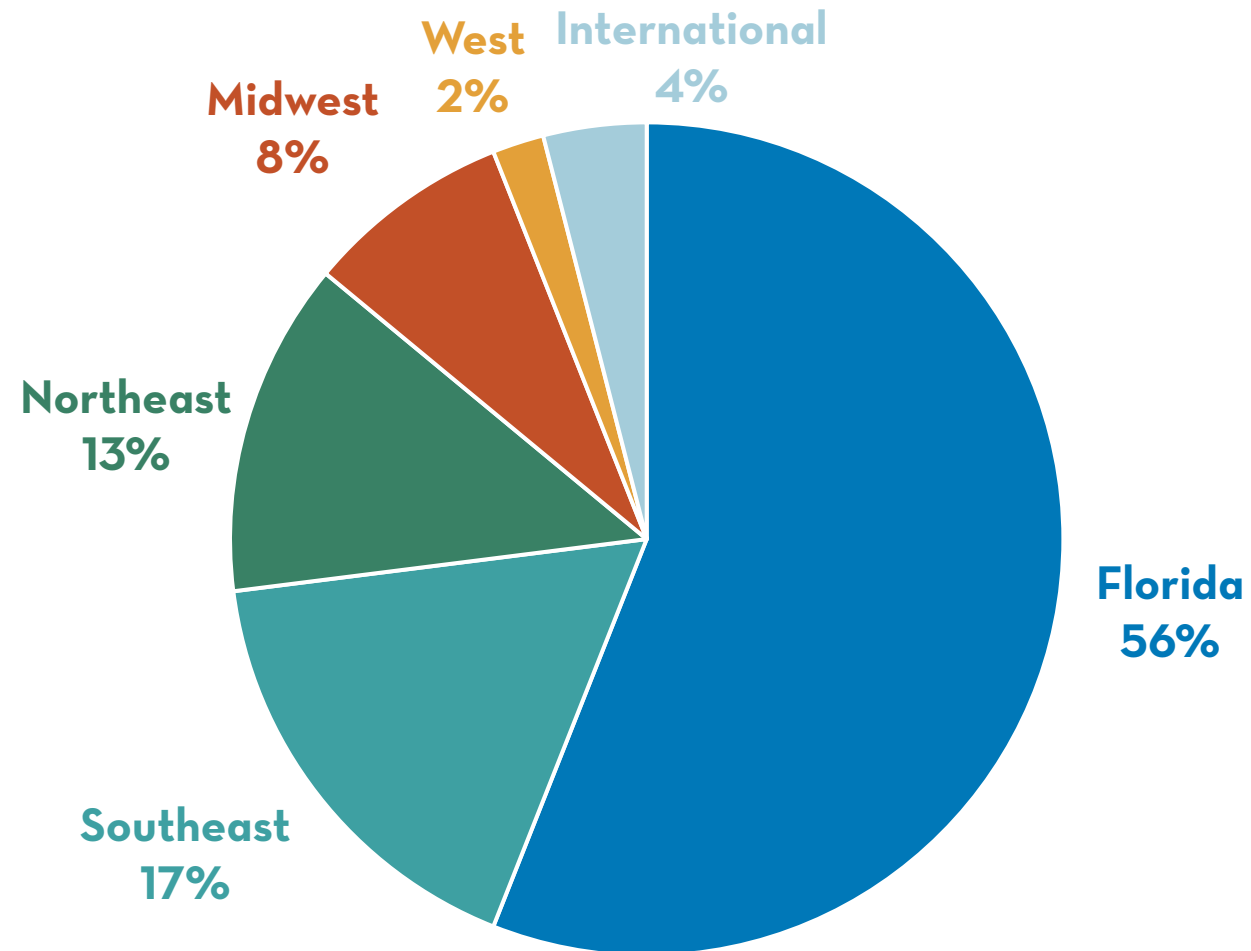


*On a scale from 1 to 10 where 10 is extremely useful and 1 is not useful at all

VISITOR JOURNEY: TRAVEL PARTY PROFILE



REGION OF ORIGIN



TOP ORIGIN STATES

- » Over **4 in 5** visitors came to Ocala/Marion County from 13 states
- » **Florida** was the key origin state for the Ocala/Marion County area

State	Percent
Florida	56%
Georgia	4%
New Jersey	3%
New York	3%
Alabama	2%
Maryland	2%
Massachusetts	2%
North Carolina	2%
Ohio	2%
Pennsylvania	2%
Tennessee	2%
Texas	2%
Virginia	2%

TOP ORIGIN MARKETS

- » **Orlando-Daytona Beach-Melbourne, Tampa-St. Petersburg and Jacksonville** were key origin markets this quarter
- » Non-Florida markets included **New York, Atlanta**, and **Philadelphia**

Market	Percent
Orlando-Daytona Beach-Melbourne	17%
Tampa-St. Petersburg	10%
Jacksonville	7%
Miami-Fort Lauderdale	6%
Gainesville	5%
West Palm Beach-Ft. Pierce	5%
New York*	4%
Atlanta	3%
Fort Myers-Naples	2%
Philadelphia	2%
Tallahassee-Thomasville	2%

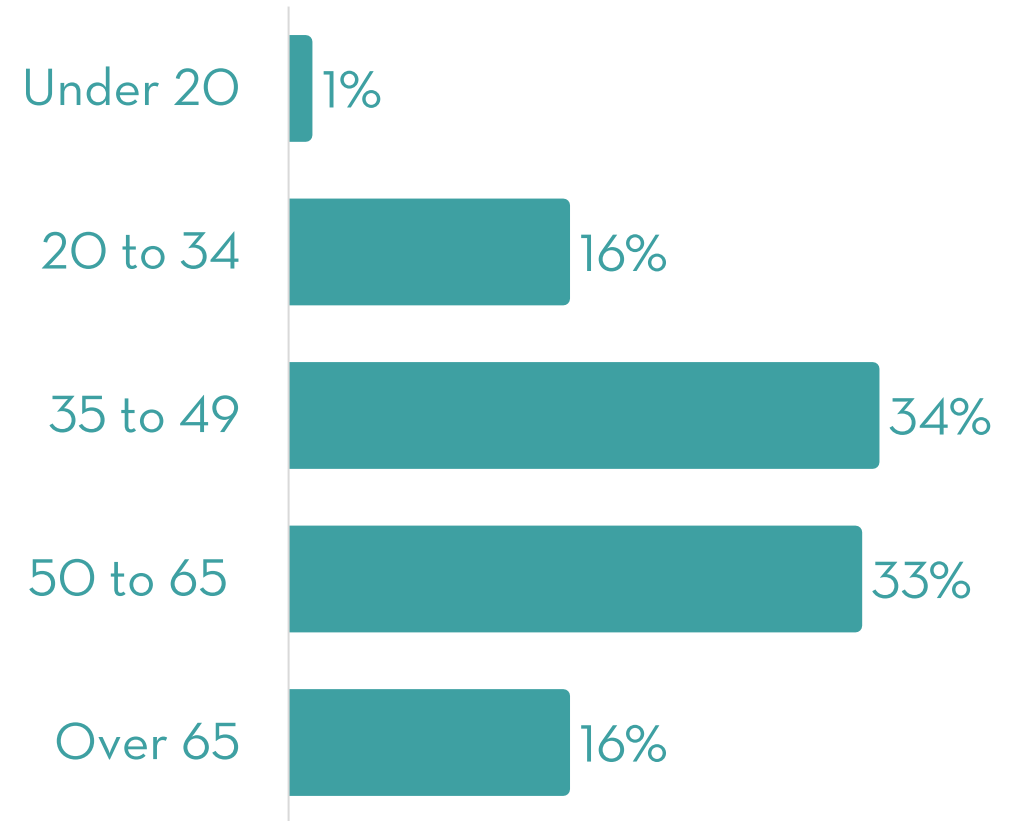
*New York City includes areas of New York, New Jersey and Connecticut

TRAVEL PARTIES

- » The typical travel party size was **2.8** people
- » **Nearly 1 in 2** travel parties included children under the age of 18

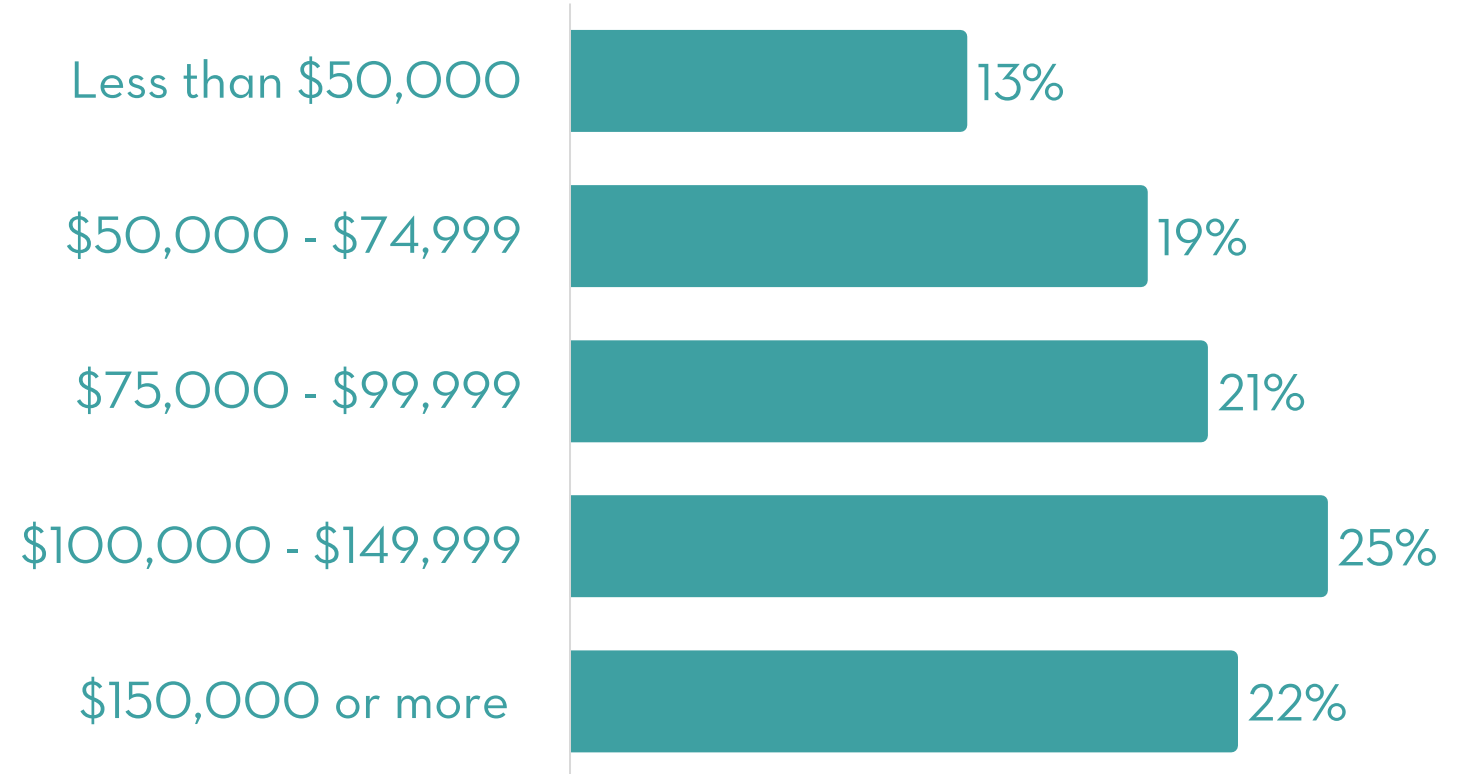


» The median age of visitors to the Ocala/Marion County area was **49**

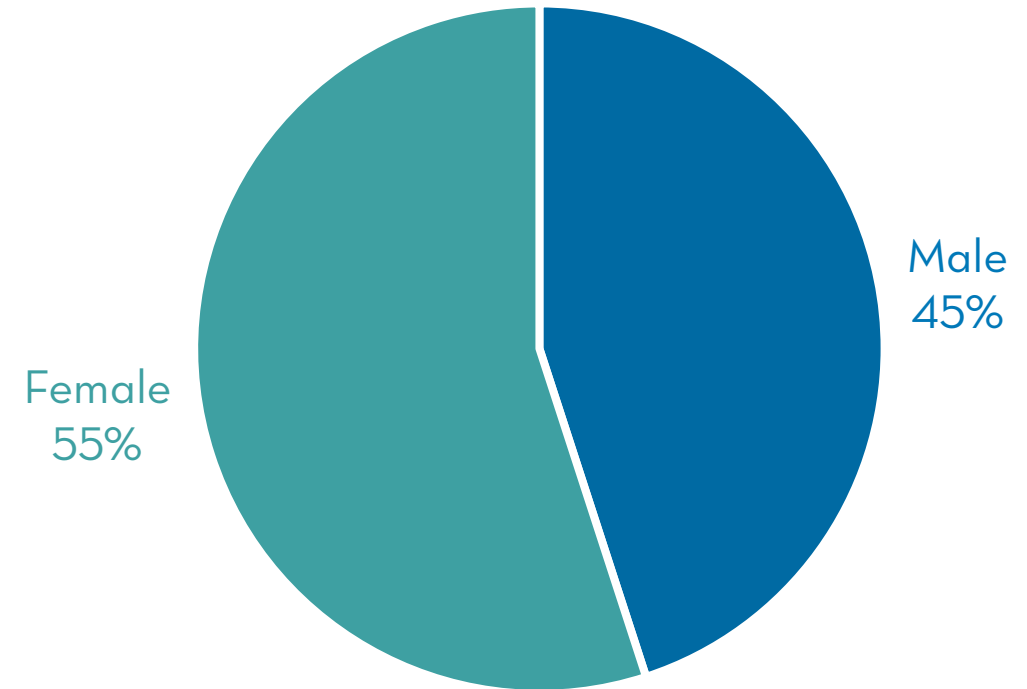


HOUSEHOLD INCOME

- » Visitors to the Ocala/Marion County area had a median household income of **\$96,700** per year
- » **Nearly 1 in 2** visitors had household incomes over **\$100,000**



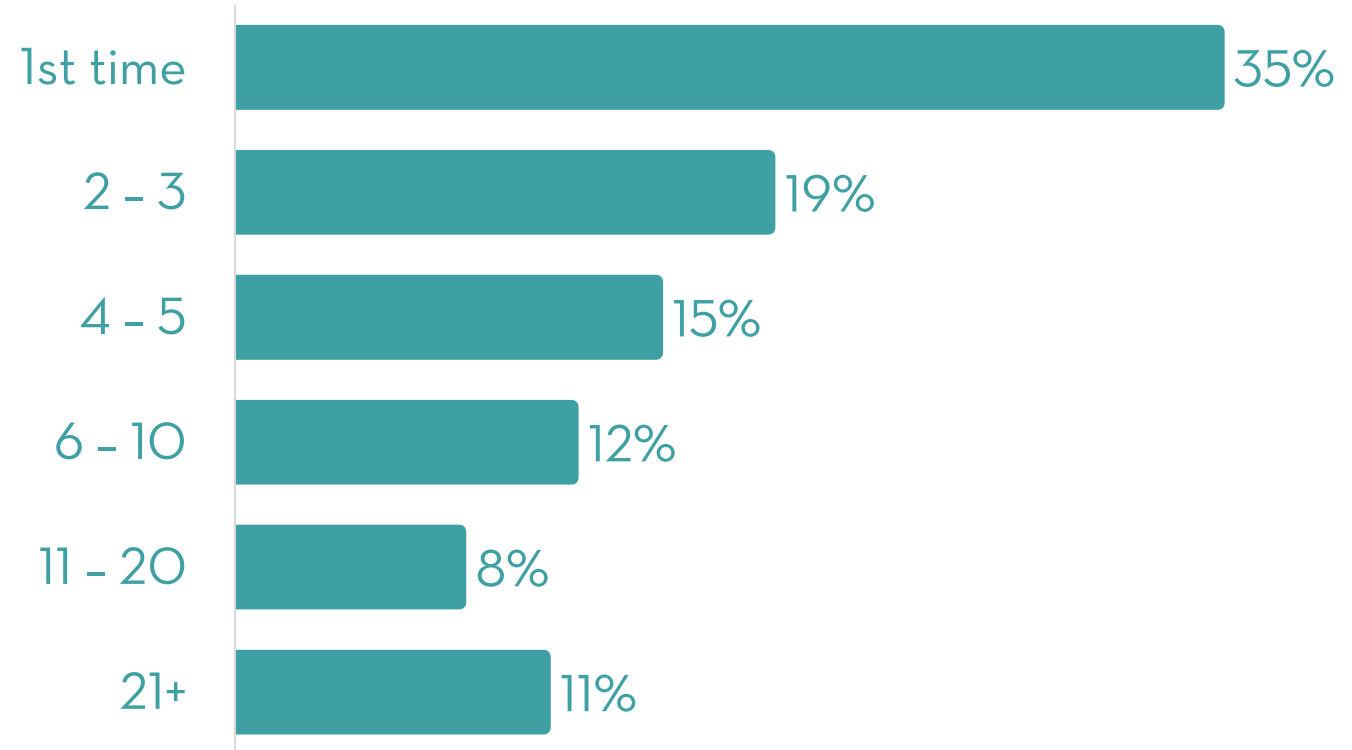
» **55%** of visitors interviewed were **female**



*Gender of member of travel party surveyed. May be influenced by visitors' willingness to take a survey.

NEW & RETURNING VISITORS

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

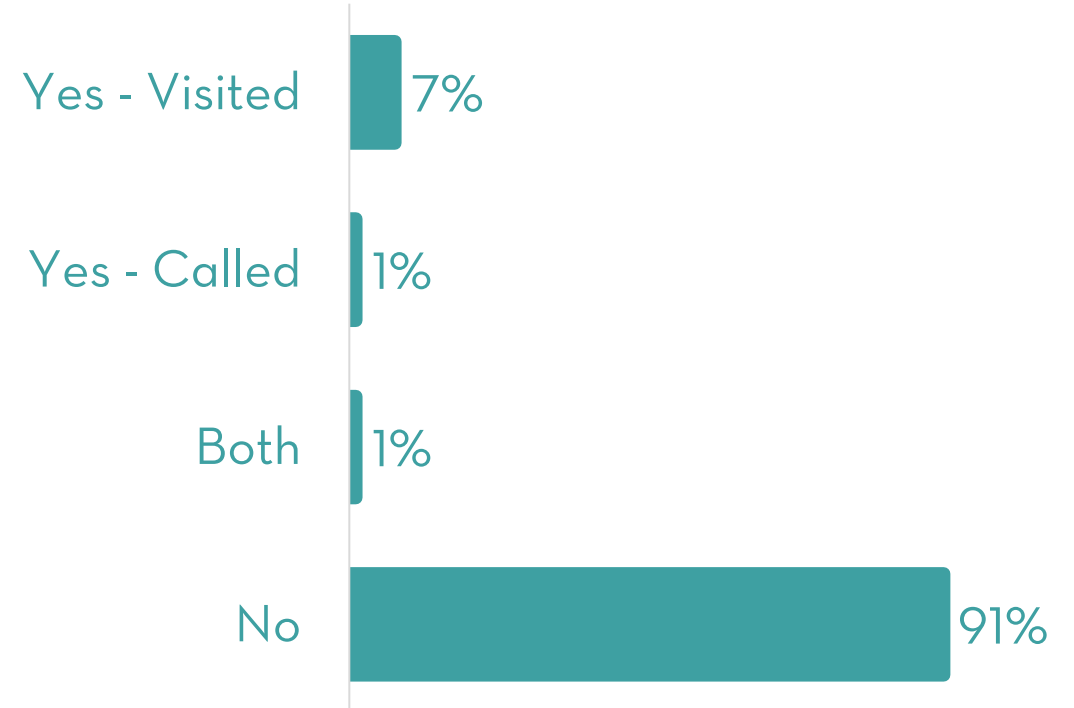


VISITOR JOURNEY: TRIP EXPERIENCE



VISITOR CENTER

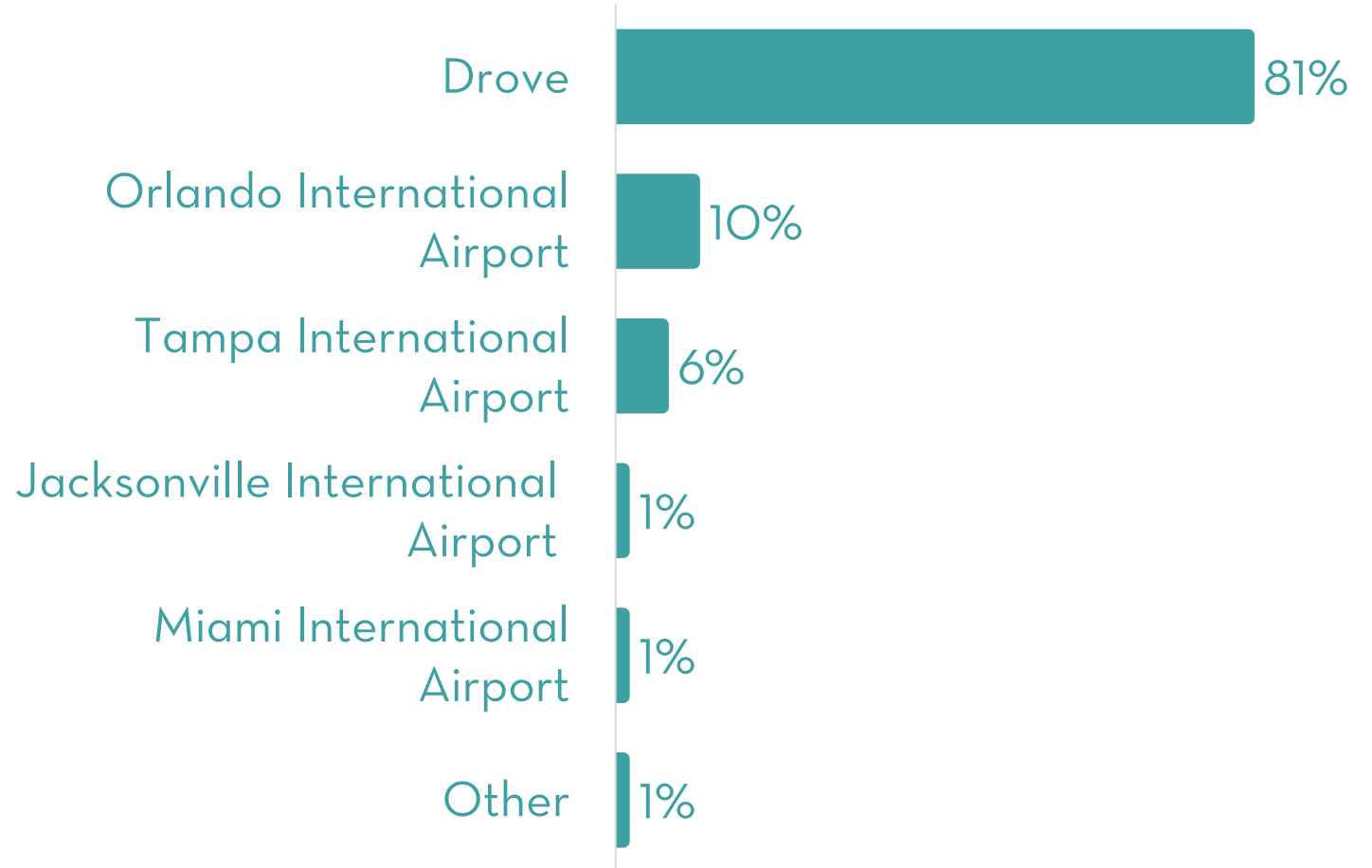
- » **9%** of visitors **visited** or **called the Visitor Center**
- » The Visitor Center customer service was rated at **8.3 out of 10***



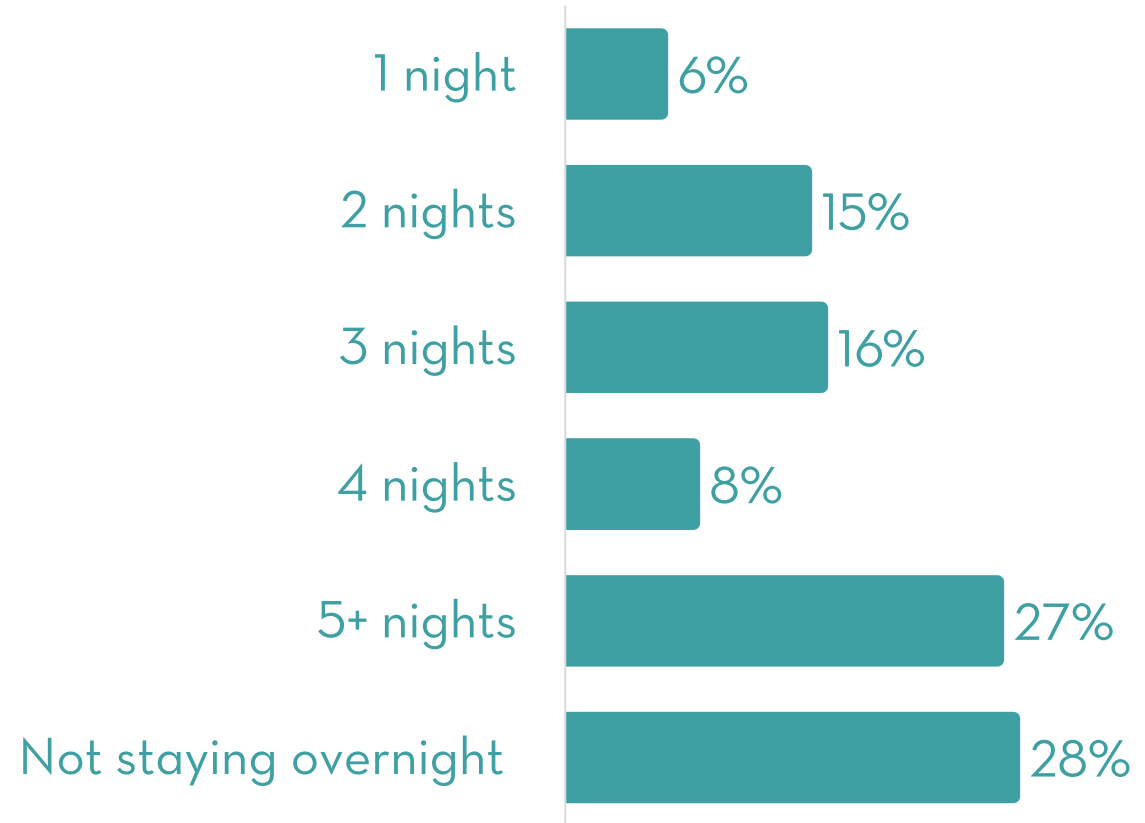
*On a scale from 1 to 10, where a service rated as a 10 is Excellent and a service rated as a 1 is poor

TRANSPORTATION

- » **81%** of visitors **drove** to the Ocala/Marion County area for their trip
- » **10%** of **all** visitors arrived at **Orlando International Airport**



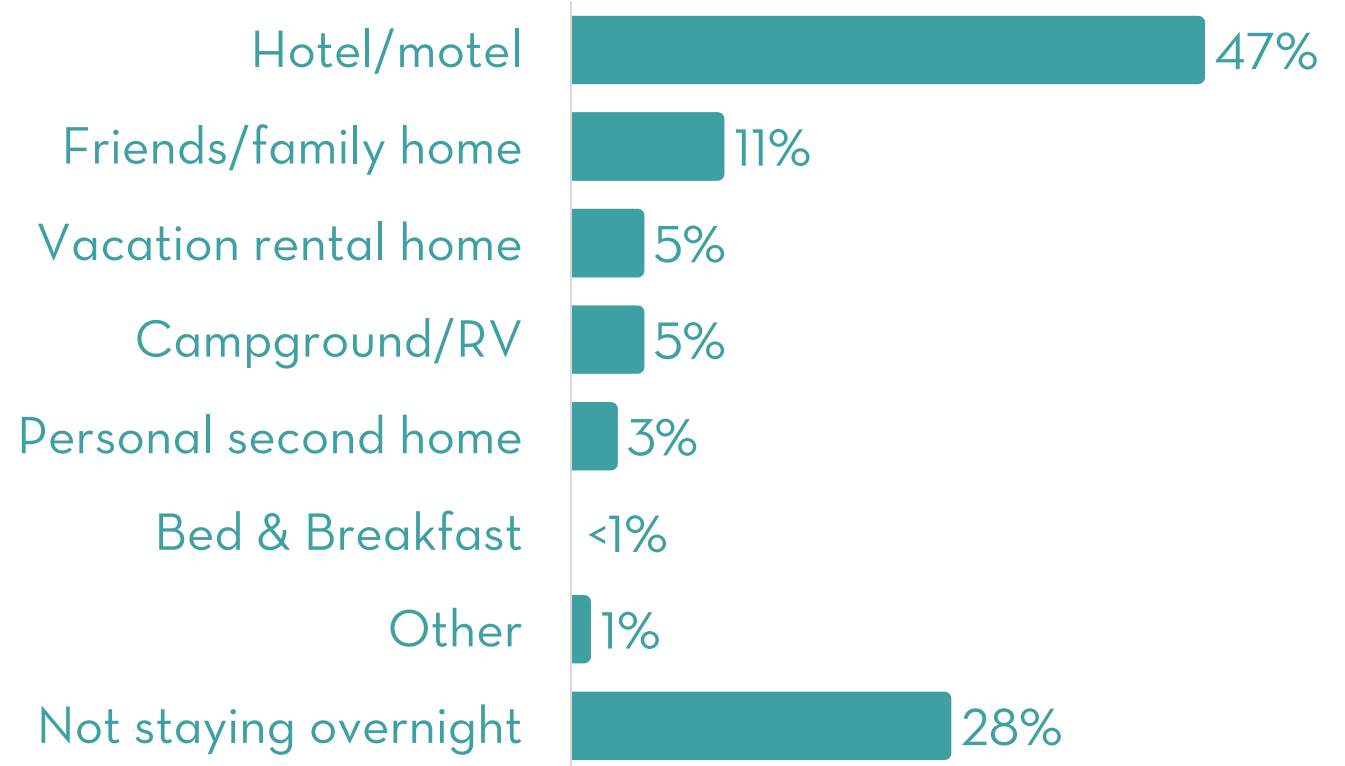
- » Visitors stayed **4.0** nights in Ocala/Marion County*
- » Visitors staying in paid accommodations stayed **4.6** nights in the Ocala/Marion County area



*Includes visitors who stayed in paid accommodations, unpaid accommodations, and day trippers.

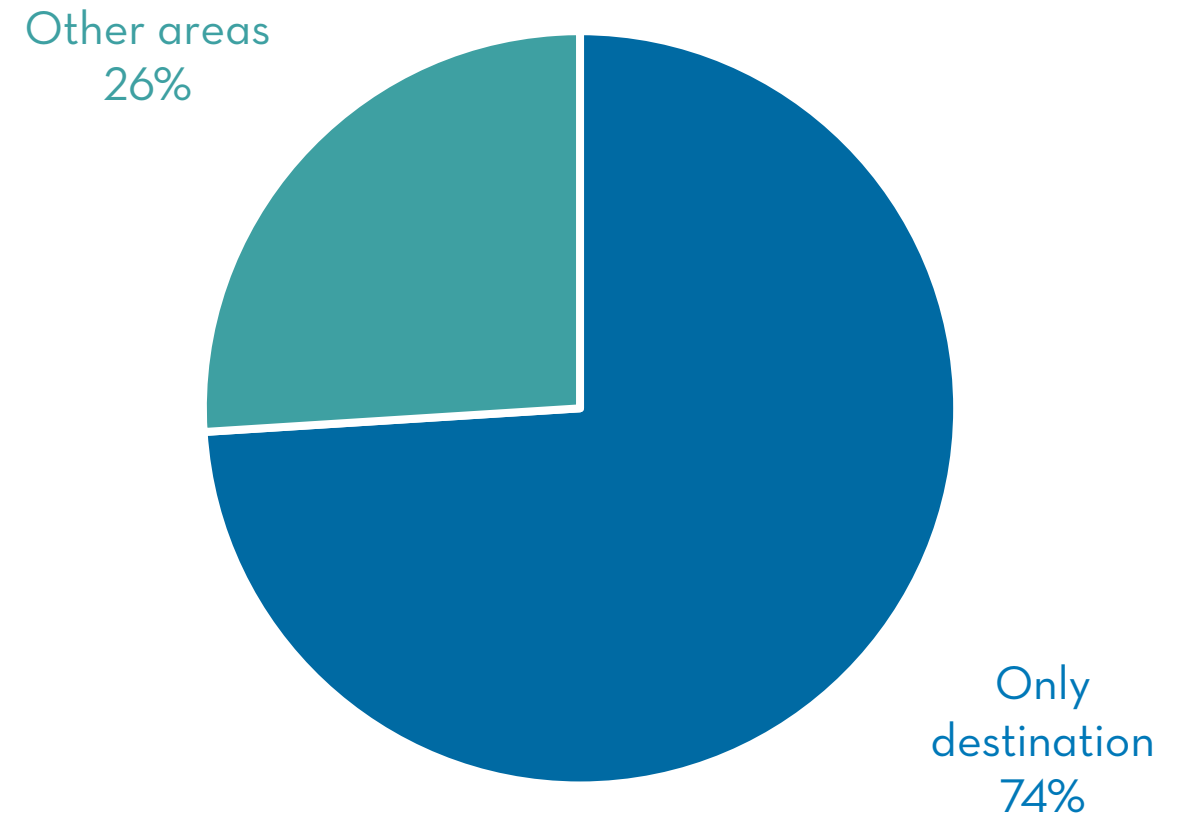
ACCOMMODATIONS

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



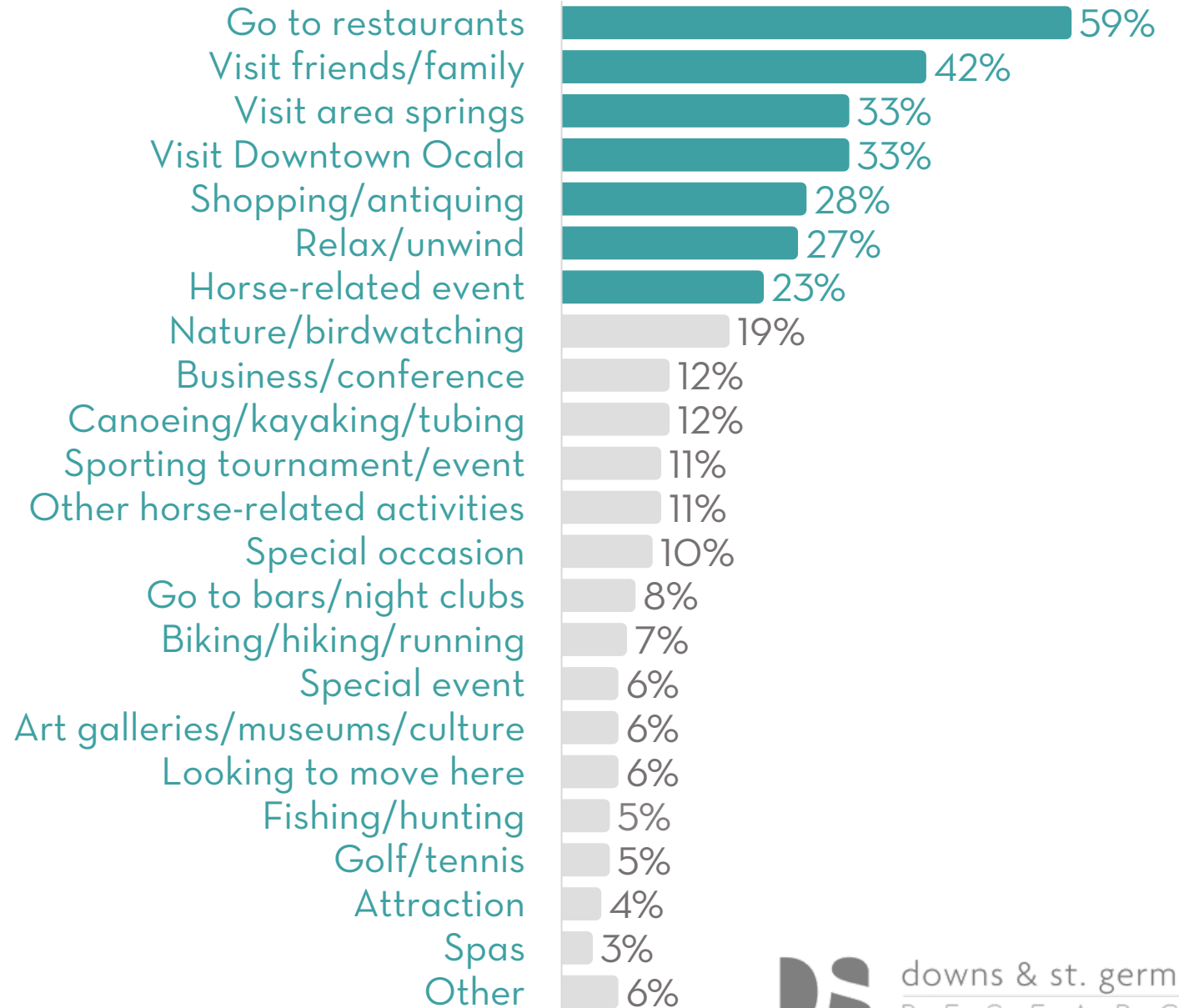
VISITING OTHER AREAS

- » For nearly **3 in 4** visitors, Ocala/Marion County was the **only destination** on their trip



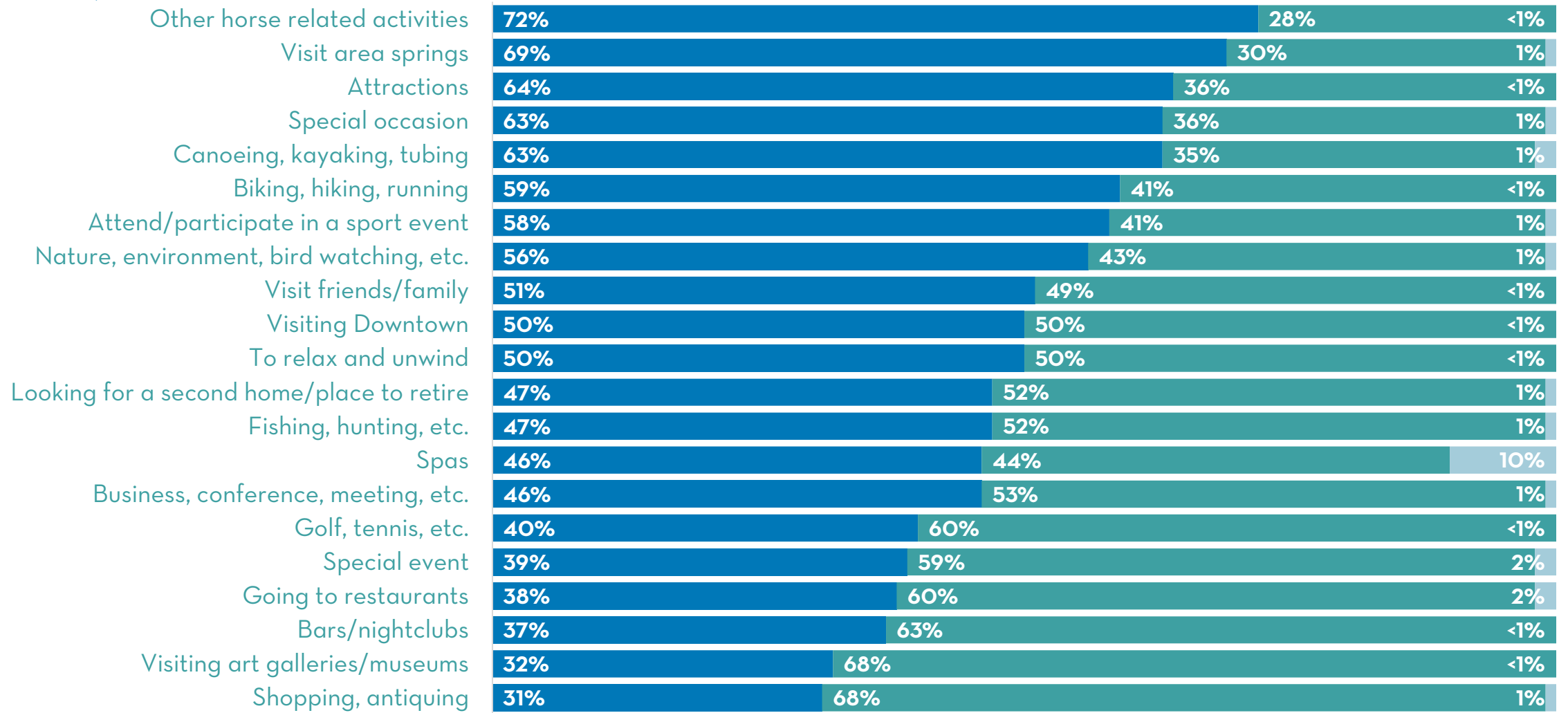
VISITOR ACTIVITIES*

- » **Going to restaurants** is the number one activity, as **nearly 3 in 5** visitors went out to eat
- » Around **1 in 3** visitors enjoyed **Downtown Ocala, Visiting friends and relatives, area springs, shopping/antiquing**, and **relaxing/unwinding** during their visit

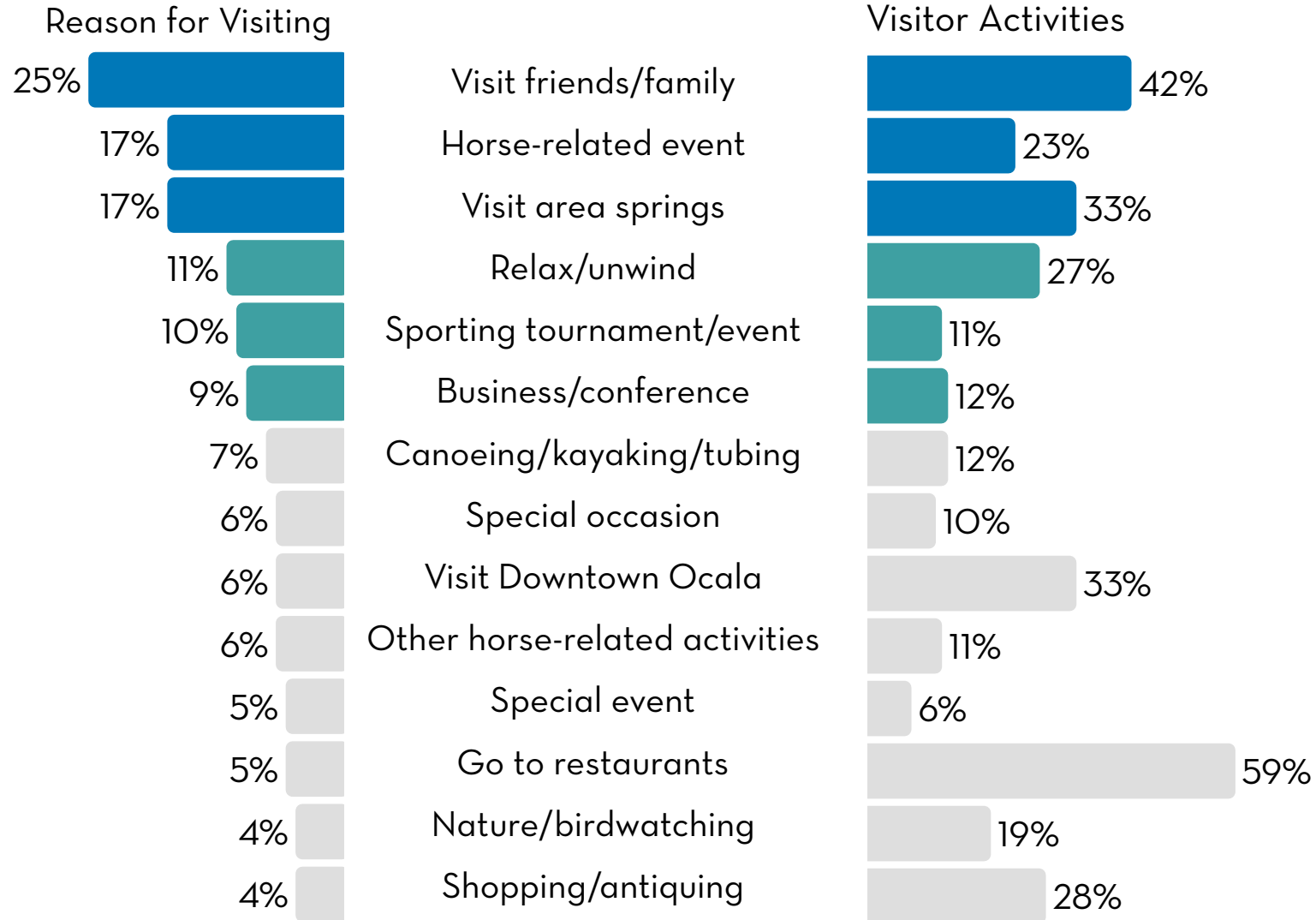


*Multiple responses permitted.

VISITOR ACTIVITY RATINGS



ACTIVITIES VS. REASON FOR VISIT*



*Multiple responses permitted.

TRAVEL PARTY SPENDING

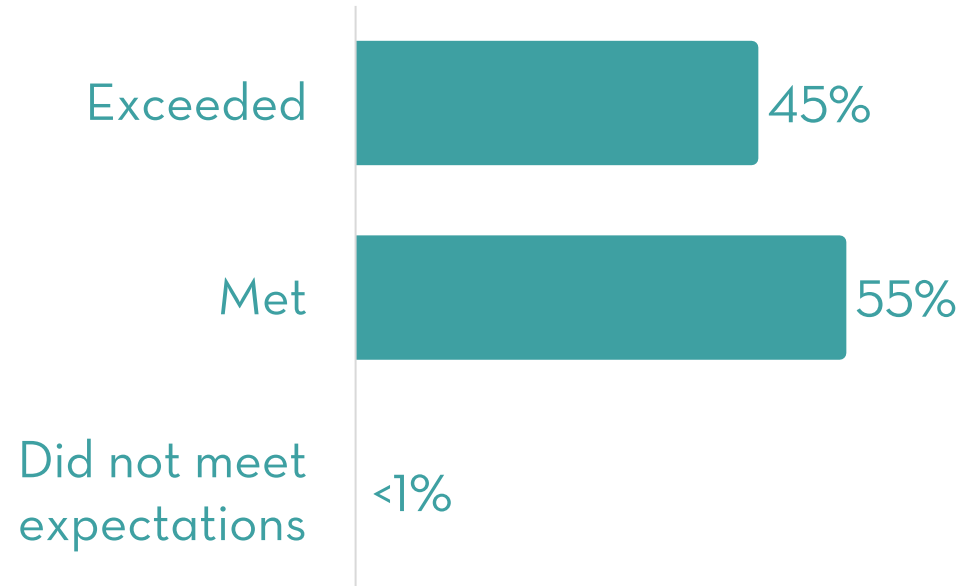
	<i>Daily Travel Party Spending: All Visitors</i>	<i>Total Travel Party Spending: All Visitors</i>
<i>Accommodations</i>	<i>\$62¹</i>	<i>\$248</i>
<i>Restaurants</i>	<i>\$77</i>	<i>\$308</i>
<i>Groceries</i>	<i>\$21</i>	<i>\$84</i>
<i>Shopping</i>	<i>\$53</i>	<i>\$212</i>
<i>Entertainment</i>	<i>\$43</i>	<i>\$172</i>
<i>Transportation</i>	<i>\$29</i>	<i>\$116</i>
<i>Other</i>	<i>\$31</i>	<i>\$124</i>
Total	\$316	\$1,264

VISITOR JOURNEY: POST-TRIP



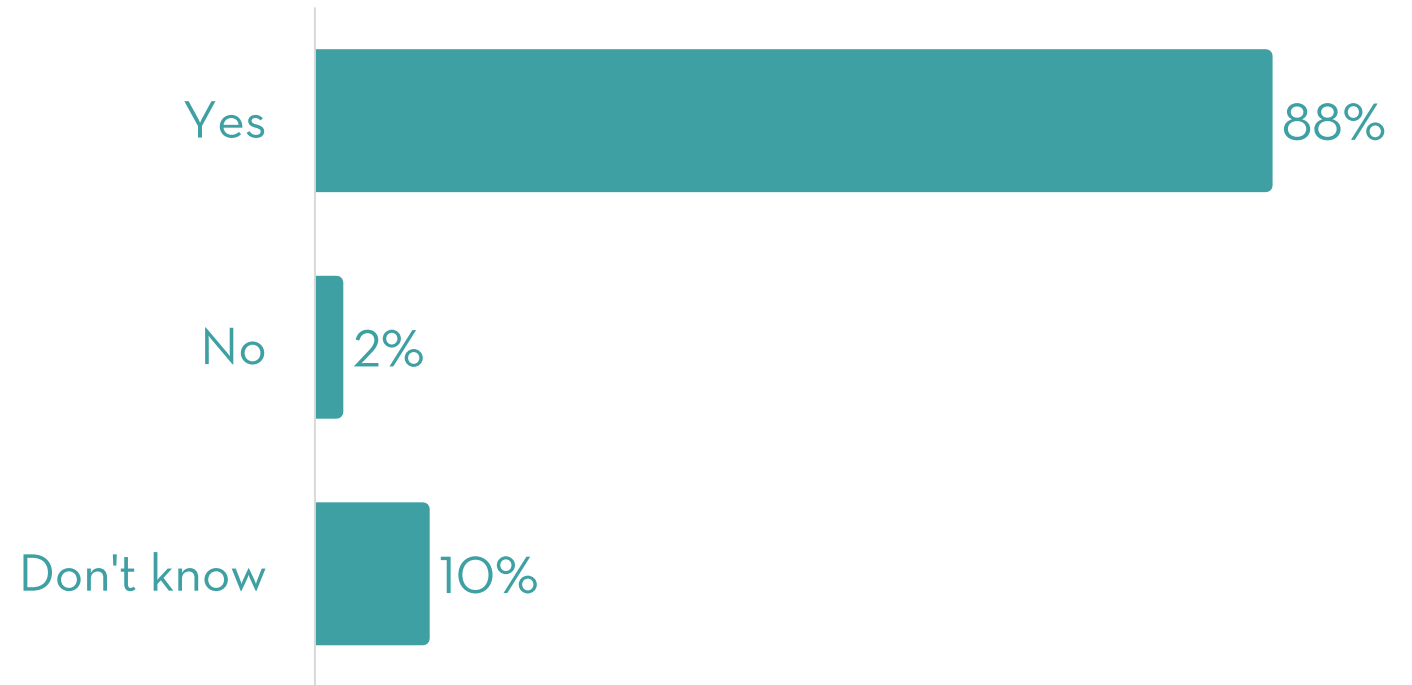
TRIP EXPERIENCE

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



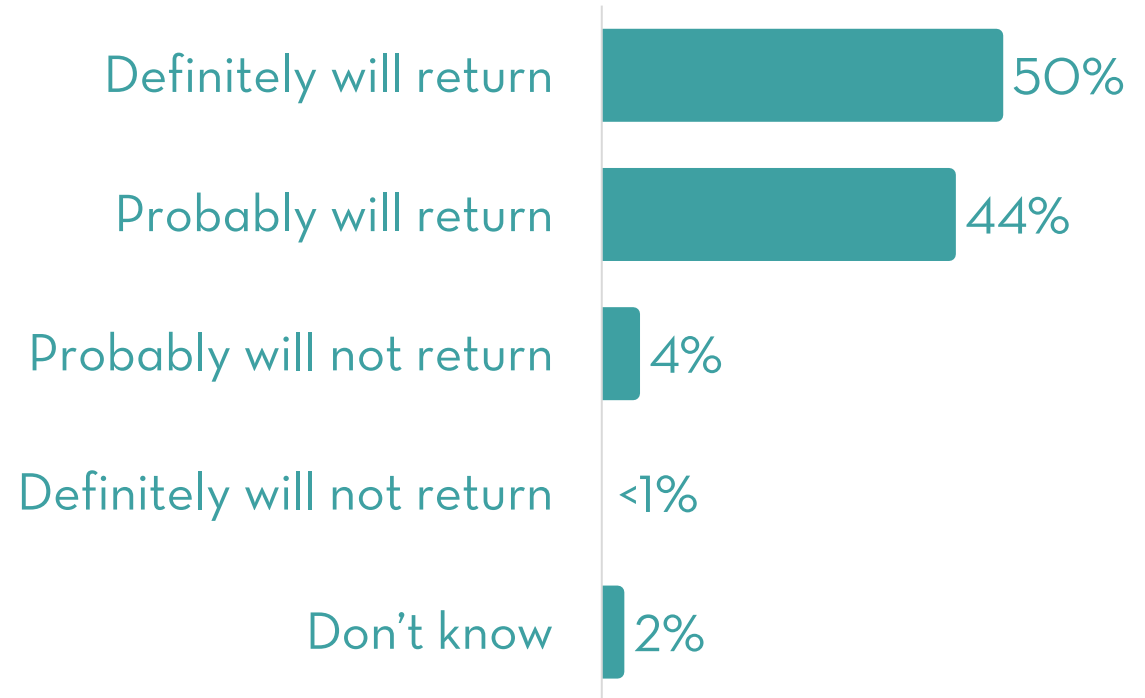
RECOMMENDATION

- » **Nearly 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**, or **there is not enough to do during the day**



2025 to 2024 COMPARISONS



PRE-VISIT

Visitor Metrics	July-Sept 2024	July-Sept 2025
<i>Ocala/Marion County was the only destination</i>	70%	74%
<i>Requested/downloaded the Visitors Guide</i>	8%	18%
<i>Visited or called the Visitors Center</i>	8%	9%
<i>Planned trip a month or less in advance</i>	52%	55%
<i>Average number of days trip was planned in advance of it being taken</i>	53	54
<i>Used OcalaMarion.com to plan their trip</i>	7%	6%
<i>Recalled Ocala/Marion County promotions</i>	23%	32%

PRE-VISIT

Reason for Visiting	July-Sept 2024	July-Sept 2025
<i>Visit friends/family</i>	24%	25%
<i>Horse-related event</i>	16%	17%
<i>Visit area springs</i>	14%	17%
<i>Relax/unwind</i>	12%	11%
<i>Sporting tournament/event</i>	15%	10%
<i>Business/conference</i>	9%	9%
<i>Canoeing/kayaking/tubing</i>	7%	7%
<i>Visit Downtown Ocala</i>	5%	6%
<i>Other horse-related activities</i>	5%	6%
<i>Special occasion</i>	4%	6%
<i>Go to restaurants</i>	5%	5%

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

TRAVEL PARTY PROFILE

Top Origin Markets	July-Sept 2024	July-Sept 2025
<i>Orlando - Daytona Beach - Melbourne</i>	16%	17%
<i>Tampa - St. Petersburg</i>	12%	10%
<i>Jacksonville</i>	10%	7%
<i>Miami - Ft. Lauderdale</i>	4%	6%
<i>Gainesville</i>	6%	5%
<i>West Palm Beach - Ft. Pierce</i>	5%	5%
<i>New York City*</i>	3%	4%
<i>Atlanta</i>	4%	3%

Top Origin States	July-Sept 2024	July-Sept 2025
<i>Florida</i>	61%	56%
<i>Georgia</i>	6%	4%
<i>New Jersey</i>	2%	3%
<i>New York</i>	2%	3%

Top Origin Regions	July-Sept 2024	July-Sept 2025
<i>Southeast (includes Florida)</i>	78%	73%
<i>Northeast</i>	10%	13%
<i>Midwest</i>	6%	8%
<i>West</i>	2%	2%
<i>International</i>	4%	4%

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

TRIP EXPERIENCE

Visitor Metrics	July-Sept 2024	July-Sept 2025
<i>Travel party</i>	2.9	2.8
<i>Children <18</i>	46%	45%
<i>Median age</i>	49	49
<i>Estimated median household income</i>	\$82,500	\$96,700
<i>1st time visitor</i>	31%	35%
<i>10+ visits to Ocala/Marion County</i>	22%	19%

Visitor Metrics	July-Sept 2024	July-Sept 2025
<i>Drove</i>	84%	81%
<i>Nights spent</i>	3.7	4.0
<i>Direct expenditures (entire trip)</i>	\$1,148	\$1,264

TRIP EXPERIENCE

Visitor Activities	July-Sept 2024	July-Sept 2025
<i>Go to restaurants</i>	54%	59%
<i>Visit friends/family</i>	39%	42%
<i>Visit area springs</i>	31%	33%
<i>Visit Downtown Ocala</i>	34%	33%
<i>Shopping/antiquing</i>	19%	28%
<i>Relax/unwind</i>	27%	27%
<i>Horse-related event</i>	25%	23%
<i>Nature/birdwatching</i>	16%	19%
<i>Business/conference</i>	12%	12%
<i>Canoeing/kayaking/tubing</i>	15%	12%
<i>Sporting tournament/event</i>	10%	11%
<i>Other horse-related activities</i>	17%	11%

Visitor Activities	July-Sept 2024	July-Sept 2025
<i>Special occasion</i>	7%	10%
<i>Go to bars/night clubs</i>	8%	8%
<i>Biking/hiking/running</i>	7%	7%
<i>Special event</i>	6%	6%
<i>Looking for a second home/place to retire</i>	4%	6%
<i>Art galleries/museums/cultural events</i>	6%	6%
<i>Fishing/hunting</i>	4%	5%
<i>Golf/tennis</i>	4%	5%
<i>Attraction</i>	4%	4%
<i>Spas</i>	3%	3%
<i>Other</i>	5%	6%

POST TRIP EVALUATION

Satisfaction Metrics	July-Sept 2024	July-Sept 2025
<i>Visit Met + Exceeded expectations</i>	99%	100%
<i>Will return to Ocala/Marion County</i>	97%	94%
<i>Will recommend Ocala/Marion County</i>	94%	88%

Ocala/MARION COUNTY VCB

Economic Impact Study & Visitor Tracking Report Jul – Sep 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.: 2025-21295

Agenda Date: 11/20/2025

Agenda No.: 7.3

SUBJECT:

PRESENTATION: Quarterly Public Relations and Analytics Reports - July - September Data

DESCRIPTION/BACKGROUND:

Information Only.



PUBLIC RELATIONS & ANALYTICS REPORT

July 1 - September 30, 2025



OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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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.

- Celebrate Love and Friendship in Florida
- Culinary Travel
- Florida for Children
- Green Florida
- National Wildlife Day and National Public Lands Day
- Sandy Toes & Twinkling Lights Pre-Christmas Season in Florida
- What's New in Florida
- Holiday Events & Festivities
- Spooky Season in the Sunshine State
- Accessible Florida
- Florida Festivities Celebrate the Holidays in the Sunshine State
- Shop Until You Drop
- What's New 2026

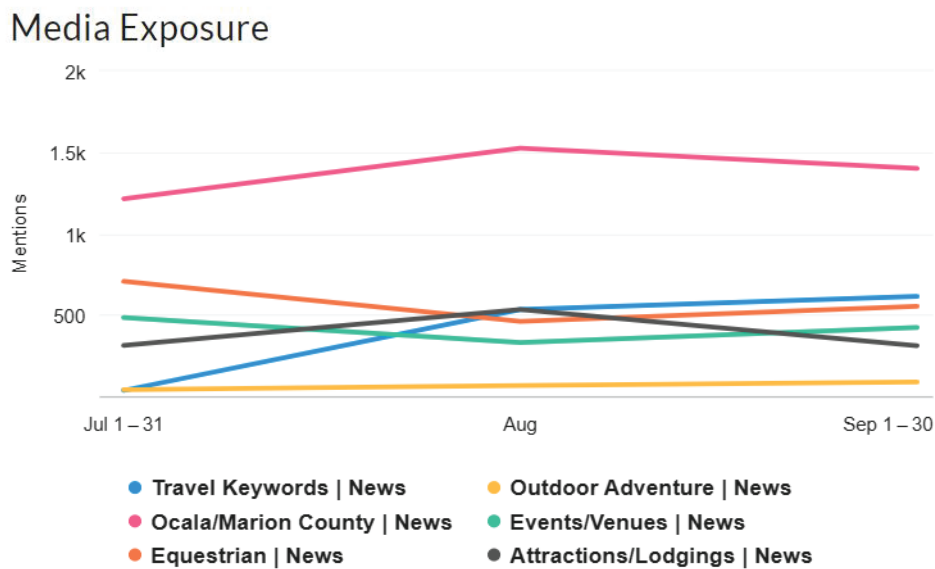
OMCVCB

- New Comprehensive Funding Programs to Bolster Local Tourism Economy Approved
- New Funding Programs Support Ocala/Marion County's Tourism Economy
- Ocala/Marion County Celebrates Strong Tourism Performance and Launches New Programs to Grow Future Visitation
- Ocala/Marion County Wins Two Prestigious VISIT FLORIDA Flagler Awards
- VCB Announces New Funding for Arts and Culture, Invites Applicants for 2025

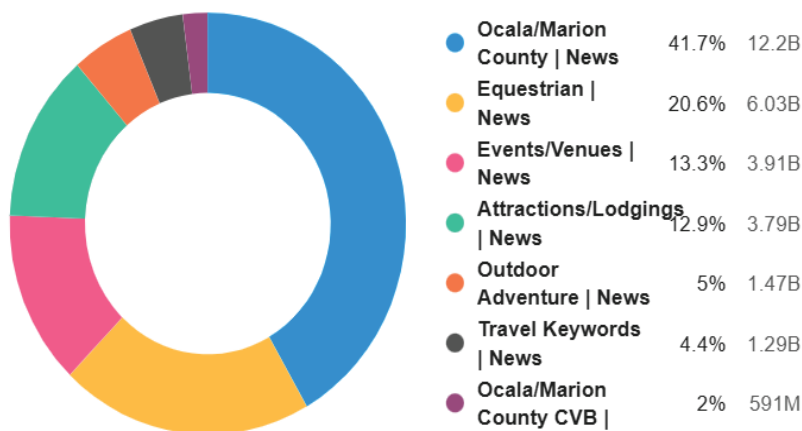
Meltwater: Media Exposure

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 July 1 - September 30, 2025, including media topics and key words that were trending during this time period.

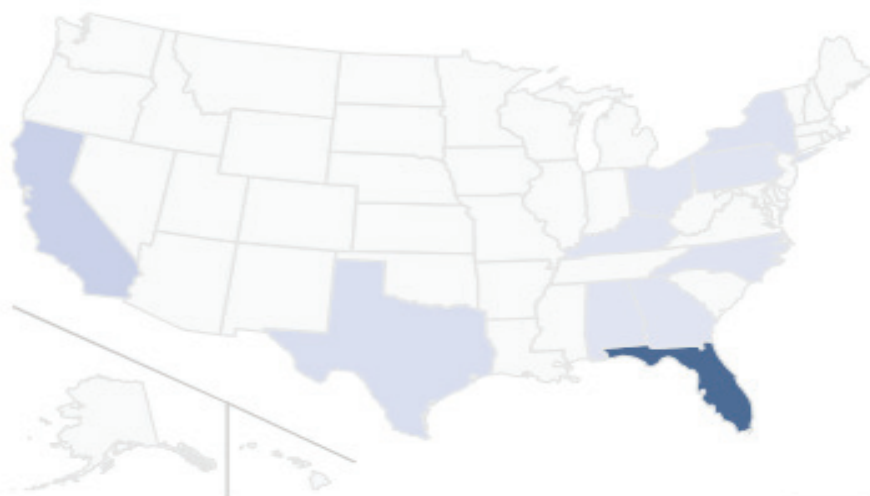


Meltwater: Public Relations Pick-Up



Meltwater: Geographical Pick Up

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



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



Satellite Media Tour (SMT)- VF Co-Op National Thrive Outside Day - Jennifer Broome

The Ocala/Marion County VCB submitted a pitch and was selected to participate in a Satellite Media Tour (SMT) Co-Op with VISIT FLORIDA that focused on outside adventures that are family friendly in Florida. The SMT honoring National Thrive Outside Day took place on September 30, 2025.



Cost: \$10,000

Results:

Audience Total: 18,686,534

Total Ad Value: \$628,975.00

Total Interviews: 28

About SMTs:

SMTs are a PR technique used to connect brands/DMOs with consumers by conducting a series of television, radio and online interviews, both live and taped. Working with selected hosts, SMTs take place throughout one day, from a studio or remote location, and the timing coincides with morning and afternoon news programs. While stations are in control of conducting the interviews, suggested messaging and questions are provided to each producer prior to the SMT.

On the next page is the show schedule from VISIT FLORIDA.

Satellite Media Tour (SMT)- VF Co-Op

National Thrive Outside Day - Jennifer Broome

BOOKING LIST for VISIT FLORIDA- Outdoor and Nature

Rose Gold Satellite Media Tour Tuesday, September 30, 2025

Interview with Jennifer Broome



	Time (ET)	Station	Market	Network	Ranking	Status
	8:50 - 9:00	Practice Interview	Various	Various	Various	PRE-TAPE
1	9:00 - 9:10	WOIO	Cleveland	CBS	19	LIVE TO TAPE
2	9:10 - 9:20	KDAF	Dallas	CW	4	PRE-TAPE
3	9:20 - 9:30	WARE-AM	Boston	Radio	9	PRE-TAPE
	9:30 - 9:40	BREAK				
4	9:40 - 9:50	KTVI	St. Louis	FOX	24	PRE-TAPE
5	9:50 - 10:00	WMAR	Baltimore	ABC	29	PRE-TAPE
6	10:00 - 10:10	WDTV	Clarksburg, WV	CBS	172	LIVE TO TAPE
7	10:10 - 10:20	WXIA	Atlanta	NBC	7	LIVE TO TAPE
8	10:20 - 10:30	WNYW - Coffee with America	New York - Nationally Syndicated	FOX	1 - National	PRE-TAPE
	10:30 - 10:40	BREAK				
9	10:40 - 10:45	WLNY/ Lifestyle Today	Nationally Syndicated/NYC	CBS/CW	National	PRE-TAPE
10	10:45 - 10:55	KNWA	Ft Smith	NBC	96	LIVE TO TAPE
11	11:00 - 11:05	WJLA	Washington, DC	ABC	10	LIVE TO TAPE
12	11:05 - 11:10	WGN	Chicago	CW	3	LIVE TO TAPE
13	11:10 - 11:15	WJZY	Charlotte	FOX	21	LIVE TO TAPE
14	11:15 - 11:20	KETK	Tyler, TX	NBC	106	LIVE TO TAPE
15	11:20 - 11:30	KOKH	Oklahoma City	FOX	47	LIVE TO TAPE
16	11:30 - 11:40	WOWK	Charleston, WV	ABC	82	LIVE TO TAPE
17	11:40 - 11:45	KXLA / KMIR - Coast to Coast	Los Angeles / Statewide CA	IND - NBC	2	PRE-TAPE
	11:45 - 11:50	BREAK				
18	11:50 - 12:00	WBIG-AM	Chicago	Podcast / Radio	3	PRE-TAPE
19	12:00 - 12:10	WTVQ/WQRF	Rockford	FOX	137	LIVE TO TAPE
20	12:10 - 12:15	AIB-TV/Get Connected with Conn	Atlanta	CABLE/ SYND	7	PRE-TAPE
21	12:15 - 12:25	KIAH	Houston	CW	6	LIVE TO TAPE
22	12:20 - 12:30	CRN - Cable Radio Network	Nationally Syndicated	Radio	National	LIVE TO TAPE
23	12:30 - 12:40	WKRN	Nashville	ABC	26	PRE-TAPE
24	12:40 - 12:50	WPHL	Philadelphia	MyTV	4	PRE-TAPE
25	12:50 - 1:00	KOLR	Springfield, MO	CBS	74	LIVE TO TAPE
26	Generic	Generic	Various	Various	Various	PRE-TAPE
27	ANR	MainStreet Radio	Various	Various	Various	PRE-TAPE

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 one Brazilian press trip in partnership with VISIT FLORIDA; and two domestic press trips.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
Caio Ramon (@caiotravels)	Caio Ramon & Camila Loureiro (Photographer)	July 2025	Outdoors/nature, water activities, small town charm, road trips.	\$818	Brazil	1.5 million followers on Instagram. Estimated 500K impressions per static post; 35K-50K impressions per story.
904 Happy Hour	Content Team (3)	August 2025	Area attractions, events, hidden gems,	\$0	North Florida / Domestic	Over 3.5 million unique viewers monthly (website, social, app, email).
Golf Central Magazine	Tony Leodora	August 2025	Golf-specific story for <i>Golf Central Magazine</i> and a book	\$0	Domestic / Southeastern US	Viewership of 200,000 throughout the southeastern US.



Thank you to the industry partners:

- Silver Springs State Park
- KP Hole Park
- Canyons Zip Line and Adventure Park
- Get Up and Go Kayaking
- Appleton Museum of Art
- Juniper Springs
- Juliette Falls
- Ocala National Golf Club
- World Equestrian Center
- Hampton Inn & Suites Ocala
- Equus Inn

Press Trip - Brazil - Caio Ramon

The Ocala/Marion County VCB, in partnership with VISIT FLORIDA, hosted a press trip in July 2025 for a Brazilian content creator, Caio Ramon, and his photographer/filmmaker. The creator's account, @caiotravels is one of the main travel creators in Brazil with more than 1.5 million followers on Instagram. Caio has worked with Disney, FIFA, Havaianas, Google and Mastercard, among other big brands.

REACH: 1.5 Million total followers on Instagram.

MEDIA VALUE: \$608,251.50

Below and on the next 4 pages is the VISIT FLORIDA report from the press trip.



BRAZIL – IPT CAIO TRAVELS – JULY 2025 – OCALA

Media Name: Caio Ramon

Social Handle: @caiotravels

Date: 07/15/2025

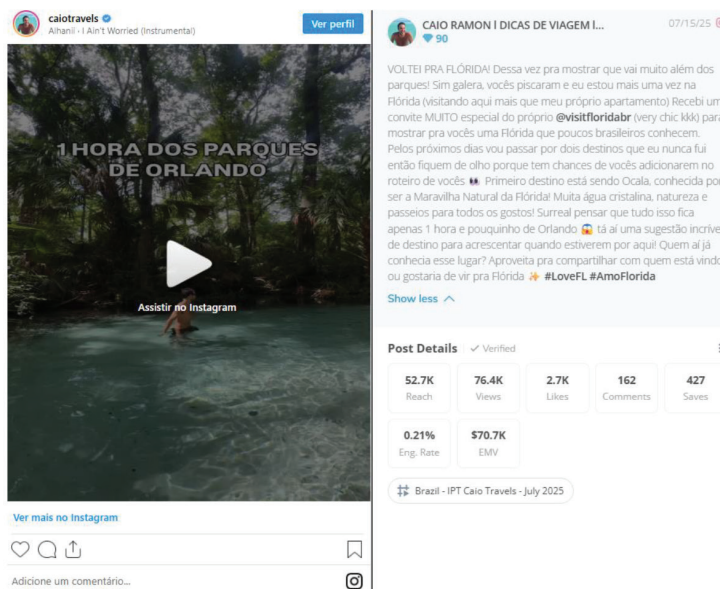
Total Exposure: 514,363 reach/social

Media Value: \$524,299.80

Engagements: 42,381

ALL Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Florida State Parks, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Glass Bottom Boat Tour, Big Hammock Brewery & Bites

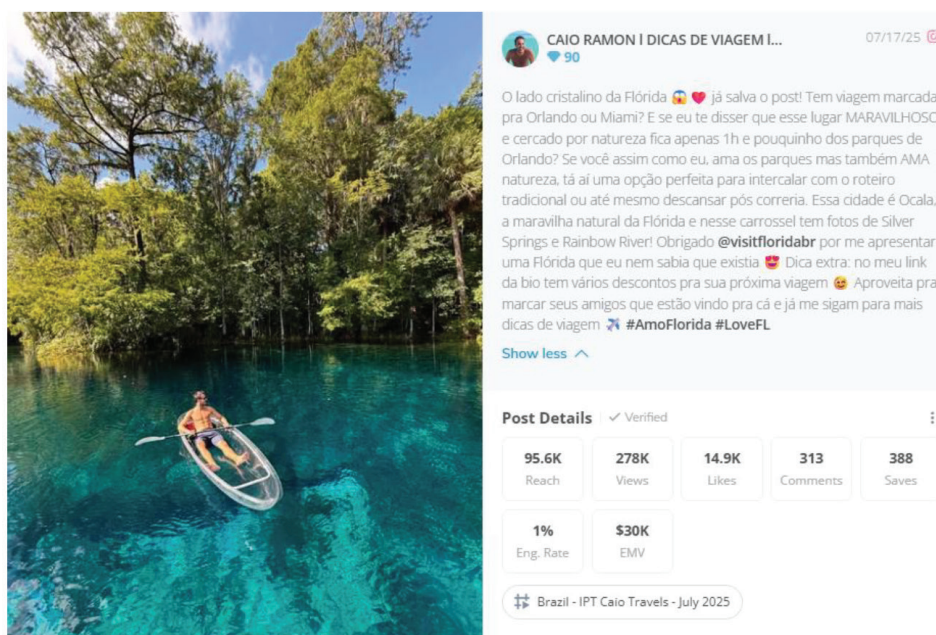
https://www.instagram.com/p/DMJKU_QJy26/



Press Trip - Brazil - Caio Ramon

Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park

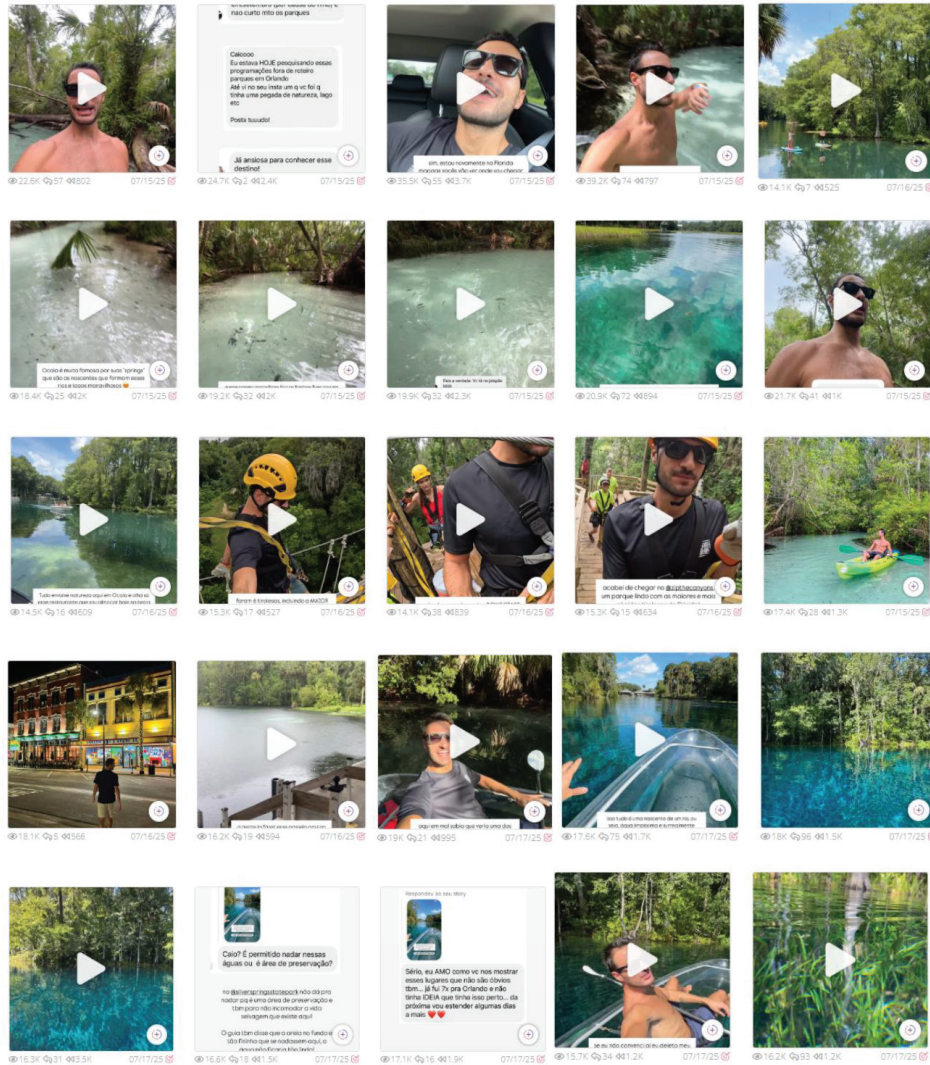
<https://www.instagram.com/p/DMNnchoMV3e/>



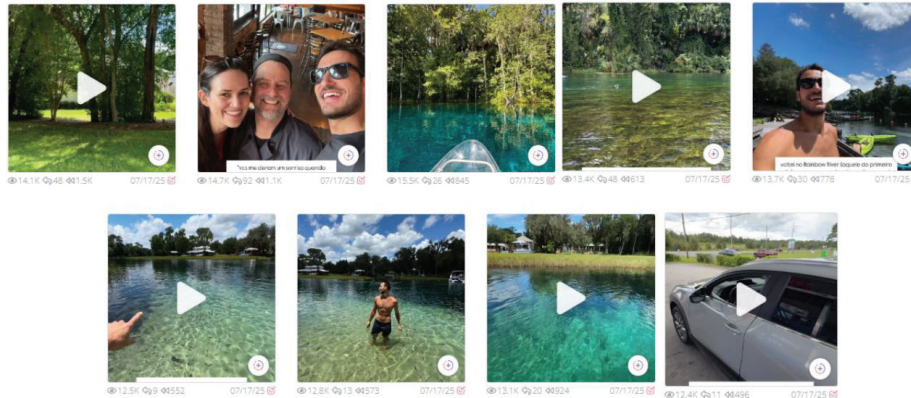
Partners Mentioned: Ocala/Marion County CVB, Silver Springs State Park, Florida State Parks, Get Up and Go Kayaking Silver Springs

Press Trip - Brazil - Caio Ramon

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



Press Trip - Brazil - Caio Ramon



Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Florida State Parks, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Glass Bottom Boat Tour, Big Hammock Brewery & Bites

VISIT FLORIDA®

BRAZIL – IPT CAIO TRAVELS – JULY 2025 – OCALA, ST. PETE-CLEARWATER

Media Name: Caio Ramon

Social Handle: @caiotravel

Date: 07/21/2025

Total Exposure: 65,012 reach/social

Media Value: \$83,951.70

Engagements: 5,479

ALL Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Big Hammock Brewery & Bites, Mojo's – Food, Music, Soul, La Cuisine, Visit St. Pete-Clearwater, The Hotel Zamora, Beach Vibe Cycle Rentals, Paradise Grille and Bar, Egmont Key State Park, Florida State Parks, Hubbard's Marina, Uncle Funz Provisions, Malio's Beach House, ELITE Watersports, Perry's Porch

<https://www.instagram.com/p/DMX8BAYs2fg/>

Press Trip - Brazil - Caio Ramon

pov: você foi pra Flórida e deixou os parques de lado

Assistir no Instagram

Ver mais no Instagram

Adicione um comentário...

CAIO RAMON | DICAS DE VIAGEM I...

07/21/25

A Flórida que poucos brasileiros conhecem! Já salva o post 📌 Das últimas vezes que vim para a Flórida, fiquei apenas nos parques em Orlando, que são sim incríveis, mas dessa vez tive a oportunidade de ver que a Flórida vai muito além disso. Especialmente se assim como eu, você também ama natureza! Dessa vez eu visitei dois lugares pela primeira vez: Ocala e St Pete Beach. Ocala: apenas 1h30 de carro dos parques de Orlando e é conhecida por suas springs e rios cristalinos. St Pete Beach: fica a 2h de carro de Orlando e essa região tem algumas das praias mais lindas dos Estados Unidos. Apenas 1 hora de Tampa. Vamos as dicas por cidades 📌 Ocala: Atrações que eu fui: Rainbow River, Silver Springs @getupandgokayaking e @zipthecanyons Restaurantes: @bighammock_brewery @swampysbarandgrille @ilovemojos @lacuisineocala St Pete Beach: Atrações que eu fui: pôr do sol em Pass A Grill, alugar bike elétrica com @beachvibebicyclerentals, passeio para Egmont Key com @hubbardsmarina e praticar Efoil com @elitewatersports Restaurantes: @paradisegrille.fl @unclefunz @maliosbeachhouse @perrysporch Hotel: @hotelzamora Quem aí curtiu a viagem e também não conhecia essa região? Viajando 5 dias por aqui a gente só encontrou uma brasileira!!! Dica extra: todos meus descontos de viagens estão no meu link da bio! Chip internacional, seguro viagem, etc... Aproveita pra marcar quem toparia fazer essa viagem com você e já me sigam para mais dicas de viagem! @visitfloridabr @ocalamarion @visitspc #AmoFlorida #LoveFL

Show less

Post Details ✓ Verified

65K Reach	88K Views	4.8K Likes	95 Comments	597 Saves
0.35% Eng. Rate	\$84K EMV			

🌐 Brazil - IPT Caio Travels - July 2025

Partners Mentioned: Ocala/Marion County CVB, Marion County Parks & Recreation, KP Hole Park, The Canyons Zip Line and Adventure Park, Silver Springs State Park, Get Up and Go Kayaking Silver Springs, Swampy's Bar & Grille, Big Hammock Brewery & Bites, Mojo's – Food, Music, Soul, La Cuisine, Visit St. Pete-Clearwater, The Hotel Zamora, Beach Vibe Cycle Rentals, Paradise Grille and Bar, Egmont Key State Park, Florida State Parks, Hubbard's Marina, Uncle Funz Provisions, Malio's Beach House, ELITE Watersports, Perry's Porch

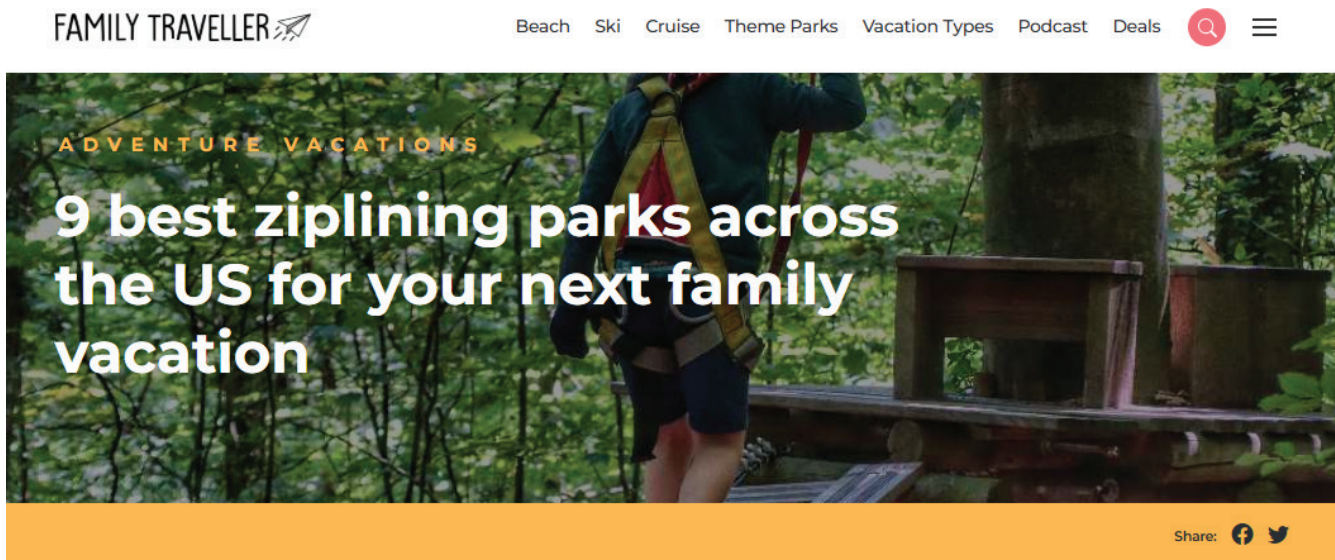
Press Trip - VISIT FLORIDA Huddle

In February 2025, in partnership with VISIT FLORIDA, the OMCVCB hosted an international press trip in conjunction with Florida Huddle and Ecounter in Ocala/Marion County. One of the media that attended was Andrew Dent, Editor-in-chief for Family Traveller.

Family Traveller is a publications with reach in UK, USA, Canada, Germany and ASIA.

Below and on the next page is the portion of the article that highlights Ocala/Marion County.

9 best ziplining parks across the US for your next family vacation Family Traveller



9 best ziplining parks across the US for your next family vacation

Family Traveller

Take a closer look at why [Camelback Mountain Adventures](#) is one of the best ziplining parks in the US



The Canyons Zip Line and Canopy Tours, Ocala, Florida

Whilst most people think of Florida being flat, in Ocala / Marion County, you will find a zip line tour over massive limestone canyons providing more than enough elevation for an exhilarating tour.

There are 9 zips on the 3-hour tour. Including the longest zip over water in the US. There are also two rope bridges which test the nerves. The views are stunning as you move very quickly over tree tops and through beautiful nature. Keep an eye out for alligators below.

Find out more about [The Canyons Zip Line and Canopy Tours](#) in Ocala/Marion County Florida

Additional Earned Media - Southern Living

Southern Living posted an article highlighting Ocala/Marion County as lesser known Florida destination. The story used imagery provided by the Ocala/Marion County VCB and highlighted the destination.

This article was also published on two other platforms including Yahoo and AOL.

TOTAL REACH: 149,652,548

TOTAL MEDIA VALUE: \$1,384,286.07

Below and on the next 8 pages is the article.

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of Southern Living

Southern Living

Q | Log In | Magazine | Newsletters | Sweepstakes | myrecipes

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The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Crystal-clear natural springs, the rolling hills of horse country, and a charming historic downtown help Ocala shine.

By [Tara Massouleh McCay](#) | Published on July 22, 2025

In This Article

► Head Outdoors

Explore the Historic
Downtown

Take In The Culture



Credit: Getty Images / MichaelWarrenPix

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

When Southerners close their eyes and imagine paradise, it often looks a little (OK, a lot) like a [Florida beach](#). Sugar-white sand, sparkling turquoise waters, sea oats swaying in the wind, and there you have it: picture-perfect Florida. One of the downsides to our obsession with Florida's coastline is that it can blind us to interior destinations that are just as worthy of a visit as their seaside counterparts.

Case in point: Ocala, Florida. This central Florida town located between [Gainesville](#) and [Orlando](#) is blessed with gorgeous vistas at every turn. Dubbed the Horse Capital of the World because of its many active horse farms and significant participation in the horse industry, Ocala is a place of rolling green pastureland and scenic views. And just because it's not on the coast doesn't mean water is in short supply. Ocala is home to several impressive natural springs that first put the town on the map as a tourist destination decades ago. Visit Ocala during winter, from mid-December to mid-March, after the wet season has ended. The weather is dry, warm, and pleasant.

Here are the best things to do in Ocala, Florida, on your next visit to this hidden gem of a town.

Head Outdoors



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

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Swim in a Natural Spring

For some, a Florida vacation isn't a Florida vacation without water. Ocala trades salty surf for crystal-clear [freshwater pools](#) thanks to the area's many natural springs. Take the whole family for a dip at the Juniper Springs Recreation Area, a massive complex of natural swimming pools and springs of all sizes—from the tiny and bubbling to the large and gushing. Relax in the 72-degree water under a dense canopy of palm and oak trees. SCUBA-certified divers can find a different kind of adventure at Paradise Springs, a privately owned cavern, where divers can explore prehistoric fossils on ancient limestone walls under the water. Other springs to check out include nearby Rainbow Springs, Silver Glen Springs, Salt Springs, and Silver Springs (no swimming allowed in this one, but still worth a visit).

fs.usda.gov, 26701 FL-40, Silver Springs, FL 34488

divingfl.com, 4040 SE 84th Lane Road, Ocala, FL 34480



Credit: Getty Images / Michael Warren

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Hike in the Ocala National Forest

On the edge of town, you'll find the 387,000-acre Ocala National Forest, which is the second-largest national forest in Florida. Visitors can explore the vast coniferous and sand pine scrub forestland via trails that connect more than 600 swamps, lakes, rivers, and streams. Other activities inside the forest range from canoeing, boating, and fishing to snorkeling, diving, and swimming.

fs.usda.gov



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

Go Horseback Riding

When you're ready to get in on the action, book a horseback riding tour with Cactus Jack's Trail Rides or Canyons Zip Line & Adventure Park. A 1- to 2-hour guided tour with Cactus Jack's takes you through the Cross Florida Greenway State Park on the back of a gorgeous well-cared-for horse. Along the way, you'll see oak hammocks, pine forests, and green fields. The outfitter has Arabians and Thoroughbreds, as well as Tennessee Walkers and Argentina Polo horses.

floridahorseriding.com, 11100 SW 16th Avenue, Ocala, FL 34476

zipthecanyons.com, 8045 NW Gainesville Road, Ocala, FL 34475

floridastateparks.org, 8282 SE Highway 314, Ocala, FL 34470

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Tour Silver Springs in a Kayak or Glass-Bottom Boat

Head to Silver Springs State Park to see Ocala's first tourist attraction, Silver Springs. There was once a waterpark around the stunning natural springs, but today the best way to enjoy the springs is by taking a kayak or glass-bottom boat tour. You can rent either—plus standup paddle boards and canoes—through Silver Springs State Park. Prices start at just \$14.

silversprings.com, 5656 East Silver Springs Boulevard, Silver Springs, FL 34488



Credit: Courtesy of Zip Lining at The Canyons

Go Zip Lining

See Ocala from a different vantage point on a zip line tour with Canyons Zip Line & Adventure Park. Choose from four different zip line adventures that allow you to soar high over two dramatic limestone canyons and four glittering lakes. Did we mention that this is the highest, fastest, and longest zip line over water in the U.S.? Yup, you're in for a real treat.

zipthecanyons.com, 8045 NW Gainesville Road, Ocala, FL 34475

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Explore the Historic Downtown



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

Fill Up at The Lodge

After you've had your fill of outdoor adventure, head to Downtown Ocala for farm-to-table dining, craft beer, and more in one walkable, easy-to-explore historic neighborhood. Local businesses emanate for a few square blocks around Town Square, a paved octagon surrounded by trees and grass that also features a historic gazebo. Find classic pub bites at The Lodge Brick City Craft Pub & Eatery, and choose from more than 100 craft beers, cocktails, and bottomless mimosas at Sunday brunch. Stop by the second Friday of the month to enjoy dueling pianos.

thelodgeocala.com, 36 South Magnolia Avenue, Ocala, FL 34471

Savor Southern Dishes

For Southern specialty dishes, go to Ivy on the Square. The menu features Pimento Cheese Fritters, Bacon Wrapped Dates, and a Fried Green Tomato Burger. Pair your meal with a glass of [real Southern sweet tea](#) or a specialty coffee. For a more intimate gathering, reserve a dinner and movie night for your private group, and you get to pick the movie.

ivyhousefl.com, 53 South Magnolia Avenue, Ocala, FL 34471

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Grab a Pint at Infinite Ale Works

After dinner, wind down with a pint at microbrewery Infinite Ale Works, where you'll find craft beers like Into the Dark Roast, an imperial coffee stout, and Raspberry Witfinite, a two-time Best Florida Beer winner. Tour the brewery, which features 34 taps, [house-made cocktails](#), hard teas, and nitro coffees, and grab a bite while you're there.

infinitealeworks.com, 304 South Magnolia Avenue, Ocala, FL 34471

Stroll the Shops

Take your credit card for a spin at Tumbleweed of Ocala [antique store](#) where you'll find furniture, unique housewares, art, and more. Browse Marley Mae Market & Paperie for gifts, clothing, and custom wood cutouts and invitations. You'll likely find a souvenir to bring home. Head to Agapanthus or Serendipity Boutique for women's clothing, jewelry, gifts, and home accents.

[facebook.com](https://www.facebook.com) 122 South Magnolia Avenue, Ocala, FL 34471

marleymaedesigns.com, 16 South Magnolia Avenue, Ocala, FL 34471

shopagapanthus.com, 18 SW Broadway Street, Ocala, FL 34471

serendipityboutiquefl.com, 304 SW Broadway Street, Unit A, Ocala, FL 34471

Find the Sweet Spot

A candy shop is a great way to sweeten the day, and Ocala's downtown has a few options. Grandpa Joe's has a large selection of candy and gifts to choose from. Sort through the bulk bins, [nostalgic candies](#), and old-fashioned sodas. At Ocala's Chocolate and Confections, the display cases of handmade gourmet treats like truffles, fudge, and seasonal candies tempt customers. They also offer more than 30 flavors of ice cream.

grandpajoescandyshop.com, 20 SE Broadway Street, Ocala, FL 34471

ocalaschocolate.com, 104 East Fort King Street, Ocala, FL 34471

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living

Take In The Culture



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

Visit the World Equestrian Center

You can't visit the Horse Capital of the World without spending some time with the majestic mares and stallions. One of the best places to do so is the largest equestrian complex in the country, the World Equestrian Center. The massive complex features world-class indoor and outdoor arenas, as well as a [luxury hotel](#), state-of-the-art amenities, stores, restaurants, and more. Most equine events at the center are free, so all you have to do is check the online calendar for an event you're interested in and show up.

worldequestriancenter.com, 1750 NW 80th Avenue, Ocala, FL 34482

The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of

Southern Living



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

Tour the Appleton Museum of Art

If Ocala's natural beauty inspires the art lover in you, head to the Appleton Museum of Art, an 81,000-square-foot classic and contemporary art museum that's part of the College of Central Florida's Appleton Cultural Center complex. The museum is home to a collection of 24,000 objects displayed in galleries highlighting everything from Florida artists and equine art to pre-Columbian artifacts and maritime collections. Be sure to check out the museum's outdoor sculpture walk and garden before leaving.

appletonmuseum.org, 4333 East Silver Springs Boulevard,
Ocala, FL 34470

Learn About Historic Fort King

This U.S. Army frontier fort played an important role in the Second Seminole War when the Seminole fought to protect their native land against American settlers. It was the longest and costliest war Americans had with native people. Tour the visitor center and Archaeological Resource Center to see displays and artifacts from the fort. Visitors can explore the fort, which is a replica of the original and is one of few forts reconstructed to its actual size. Follow the mile-long trail that leads to the historic site, and see the spring soldiers bathed in and drank from. Educational programs throughout the year highlight the site's history.

ftking.org, 3925 East Fort King Street, Ocala, FL 34470

Additional Earned Media - Southern Living

Southern Living posted an article highlighting places to vacation in the Fall in Florida. The story used imagery provided by the Ocala/Marion County VCB and highlighted the destination.

This article was also published on two other platforms including Yahoo and AOL.

TOTAL REACH: 60,165,007

TOTAL MEDIA VALUE: \$556,526.31

Below and on the next page is the portion of the article highlighting the destination.

The Most Underrated Fall Escapes In Florida, According To Floridians Southern Living

Southern Living

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The Most Underrated Fall Escapes In Florida, According To Floridians

By [Skye Sherman](#) | Published on September 27, 2025



Credit: Getty/Ruth Peterkin

School's back in session, the summer beach and theme park crowds have dwindled, the humidity is lessening, and the sun stays shining—yep, it's fall in Florida. With ongoing warm weather and fewer storms to contend with, it's the perfect time for a [fall escape in the Sunshine State](#).

Many Florida hotels offer shoulder-season discounts. And who wouldn't want to hit Northwest Florida's Emerald Coast during these golden months?

For insight into where to go, we turned to the source and asked Floridians themselves what destinations they recommend for a travel escape at this time of year—bonus points if they're [under-the-radar, lesser-known getaways](#). Here's what they said.

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The Most Underrated Fall Escapes In Florida, According To Floridians

Southern Living

03
of 06

Ocala



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

[Modern Boca Mom](#) blogger Michelle Olson-Rogers says, "If you're looking for a [unique Florida family getaway](#) that blends luxury, world-class equestrian events, and plenty of fun activities for all ages, hit the road and head to the horse capital of the world: Ocala.

"The [World Equestrian Center](#) is a dream destination, like Disney World for horse lovers. The northern part of Florida always gets cooler weather first, and there are so many fun fall events on their calendar, not only for horse jumping, but food and wine too; the [Ocala Food & Wine Festival](#) in November is destination-worthy in itself."

PLAN YOUR TRIP

Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
Southern Living	The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of(3 articles)	149,652,548
Southern Living	The Most Underrated Fall Escapes In Florida, According To Floridians (3 articles)	60,165,007
Family Traveller	Crystal therapy: making sweet memories in the manatee capital of the world	23,042
Family Traveller	9 best ziplining parks across the US for your next family vacation	3,732
Meteored	Descubre los 10 destinos imprescindibles del mundo en 2025, según National Geographic	4,076,266
VISIT FLORIDA	USA VISIT FLORIDA Launches "Live More Floridays" Campaign with Grammy Winner Mac McAnally Pitch Press Release August 2025	2,789,040
Islands Magazine	Florida's 'Treasure Of The Nature Coast' Is An Affordable City With Breathtaking Natural Views	2,594,254
Florida Farm & Family Magazine	Saddle Up for Adventure in Ocala, Florida, "Horse Capital of the World"	4,643
Ocala Gazette	July 4 events, cautions and trivia	25,439
352 Today	Ocala/Marion County VCB Wins Two Prestigious VISIT FLORIDA Flagler Awards (3 articles)	17,196,584
352 Today	Ocala/Marion County Celebrates Strong Tourism Performance and Launches New Programs to Grow Future Visitation (3 articles)	17,196,584
352 Today	Step back in time: 12 historic places in Ocala you don't want to miss (2 articles)	125,616
Instagram	Caio Ramon - @caiotravels (Brazil Content Creator Trip July 2025)	579,375
VISIT FLORIDA	Brazil Pronto pra Viajar - Interview with Brett Pitch Press Release September 2025	15,000
VISIT FLORIDA	Brazil Florida for Children Press Release September 2025	9,562,000
VISIT FLORIDA	National Thrive Outside Day (USA Satellite Media Tour September 2025) (28 Publications)	18,686,534
Southern Living	The Gorgeous, Adventure-Filled Florida Town You've Never Heard Of(3 articles)	149,652,548
Southern Living	The Most Underrated Fall Escapes In Florida, According To Floridians (3 articles)	60,165,007
Family Traveller	Crystal therapy: making sweet memories in the manatee capital of the world	23,042
Family Traveller	9 best ziplining parks across the US for your next family vacation	3,732
Meteored	Descubre los 10 destinos imprescindibles del mundo en 2025, según National Geographic	4,076,266

*Notation: The Media Value Equivalent totals **\$3,655,932.28** for July-September 2025. The total reach is **282,695,664***

SOCIAL MEDIA

Overview

 @ocalamarion
 ocalamarion

 Ocala/Marion County, Florida
 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, July 1, 2025 - September 30, 2025, to the previous quarter (April 1, 2025 - June 30, 2025).

Performance Summary

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

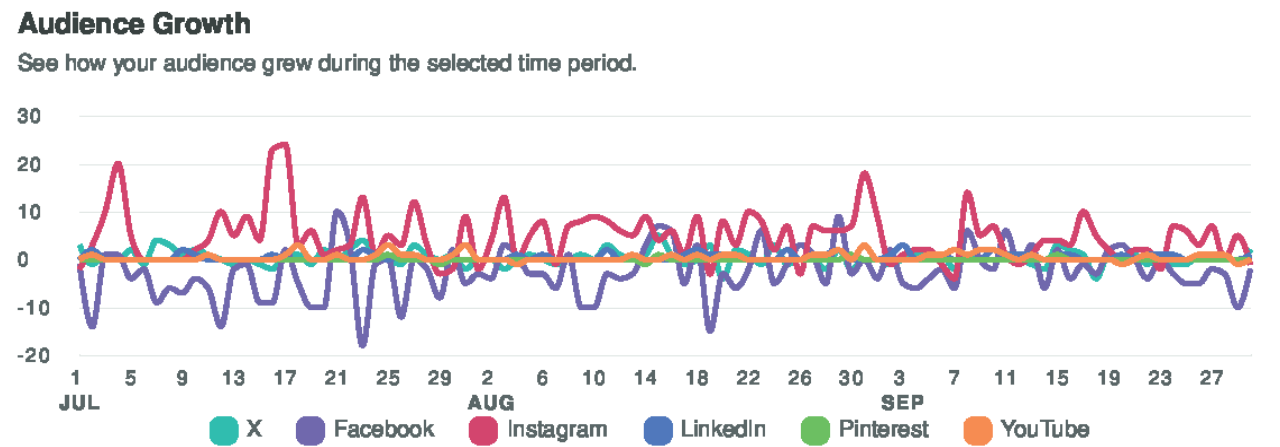
Impressions	Engagements	Post Link Clicks
3,393,260 ↘27.2%	78,834 ↘44.5%	39,146 ↘47%
Engagement Rate (per Impression)		
2.3% ↘23.9%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period	286,230	320	193	3,393,260	78,834	2.3%
Jul 1, 2025 – Sep 30, 2025	↗0.1%	↘2.4%	↘20.2%	↘27.2%	↘44.5%	↘23.9%
Compare To	285,937	328	242	4,661,092	141,976	3%
Apr 1, 2025 – Jun 30, 2025						
 Ocala/Marion County	561	43	9	4,273	695	16.3%
 @ocalamarion	2,983	38	44	5,431	348	6.4%
 Ocala/Marion County, Florida	258,037	-245	57	2,527,048	72,696	2.9%
 Ocala/Marion County, Florida	1,276	3	0	N/A	N/A	N/A
 ocalamarion	23,128	440	70	856,508	4,847	0.6%
 ocalamarion	245	41	13	N/A	248	N/A

Overview: Growth



Audience Gained, by Day



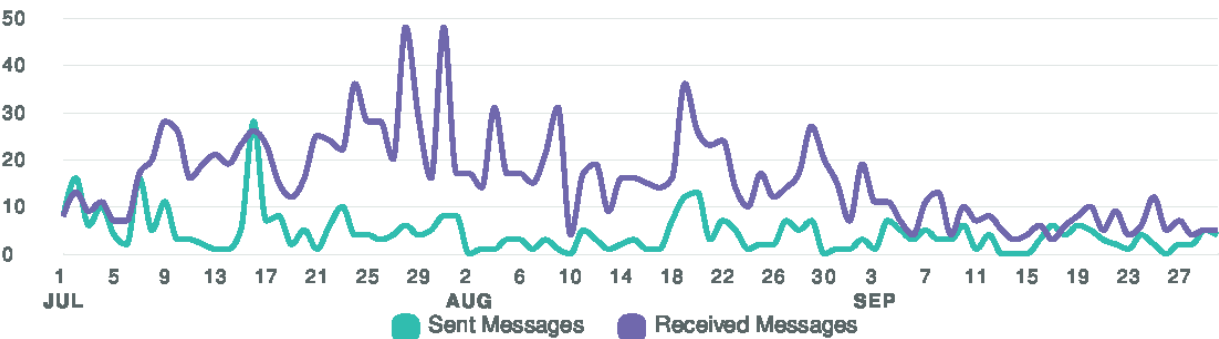
Audience Metrics	Totals	% Change
Audience	286,230	↗0.1%
Net Audience Growth	320	↘2.4%
X Net Follower Growth	38	↗2.7%
Facebook Net Follower Growth	-245	↗38%
Instagram Net Follower Growth	440	↘26.1%
LinkedIn Net Follower Growth	43	↘34.8%

Overview: Messages

Message Volume

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

Messages per Day



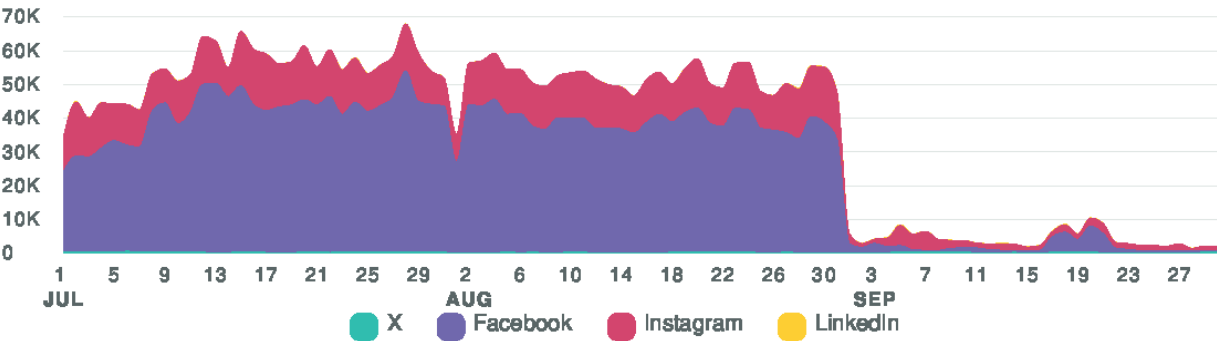
Sent Messages Metrics	Totals	% Change
Total Sent Messages	398	↘29.4%
X Sent Messages	44	↘15.4%
Facebook Sent Messages	81	↘36.7%
Instagram Sent Messages	251	↘31%
LinkedIn Sent Messages	9	↘30.8%
Pinterest Sent Messages	0	→0%



Overview: Impressions

Impressions

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



Impression Metrics	Totals	% Change
Impressions	3,393,260	↘ 27.2%
X Impressions	5,431	↘ 16.8%
Facebook Impressions	2,527,048	↘ 34.1%
Instagram Views	856,508	↗ 5.4%
LinkedIn Impressions	4,273	↘ 45.2%

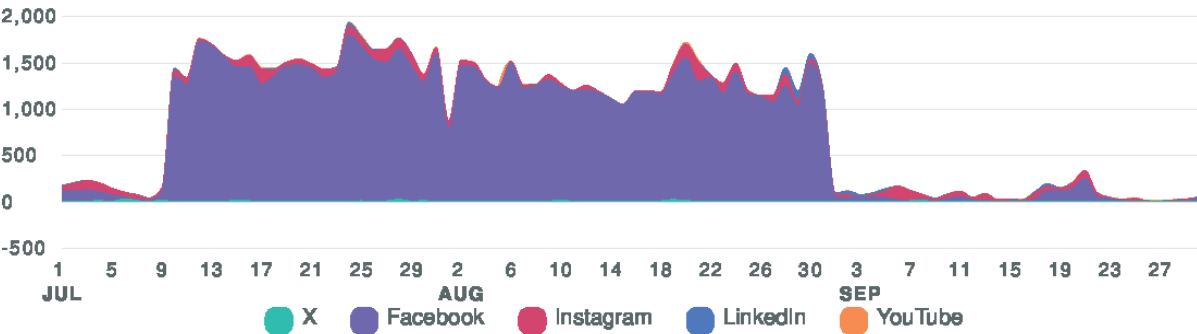


Overview: Engagements



Engagements

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



Engagement Metrics	Totals	% Change
Engagements	78,834	↘ 44.5%
X Engagements	348	↘ 0.3%
Facebook Engagements	72,696	↘ 45.2%
Instagram Engagements	4,847	↘ 32%
LinkedIn Engagements	695	↘ 56.6%
YouTube Engagements	248	↗ 66.4%

Instagram



Instagram Performance Summary

Views 856,508 ↗5.4%	Organic Views 236,351 ↗13.7%	Paid Views 620,157 ↗2.5%
Engagement Rate (per View) 0.7% ↘43%	Organic Engagement Rate (per View) 2.1% ↘40.2%	Paid Engagement Rate (per View) 0.2% ↘61.8%
Engagements 5,918 ↘40%	Organic Engagements 4,847 ↘32%	Paid Engagements 1,071 ↘60.9%

Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period	23,128	440	70	856,508	236,351	620,157
Jul 1, 2025 – Sep 30, 2025	↗1.9%	↘26.1%	↘28.6%	↗5.4%	↗13.7%	↗2.5%
Compare To	22,706	595	98	812,861	207,805	605,056
Apr 1, 2025 – Jun 30, 2025						
  ocalamarion	23,128	440	70	856,508	236,351	620,157

Instagram

Top Posts

**ocalamarlon**
Wed 8/20/2025 4:07 pm EDT

📺🌟 New Episode Alert!

Marion Insider's Guide is back...



Total Engagements	217
Likes	119
Comments	3
Shares	80
Saves	15

**ocalamarlon**
Wed 7/16/2025 10:20 pm ...

WOW 🤩 Just how stunning is golden hour at Juniper Springs?

🌟📍...



Total Engagements	197
Likes	167
Comments	3
Shares	17
Saves	10

**ocalamarlon**
Sat 8/23/2025 2:56 pm EDT

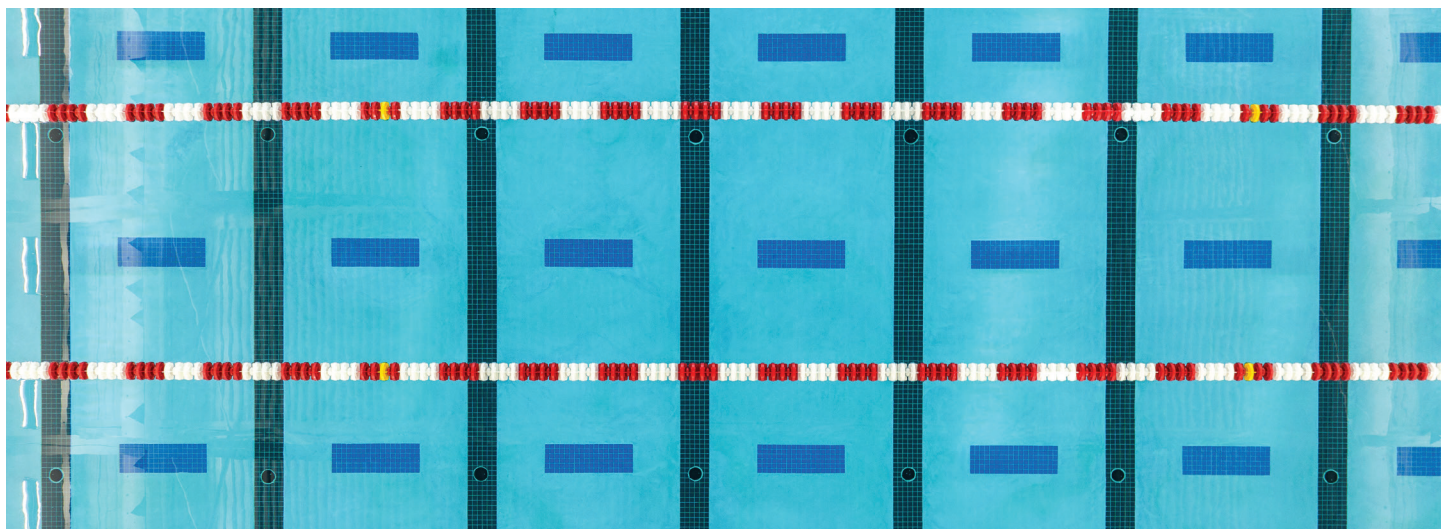
Can you tell we love green and blue? 🤩💚💙 There is a reason they are part of our brand colo...



Total Engagements	192
Likes	165
Comments	5
Shares	17
Saves	5

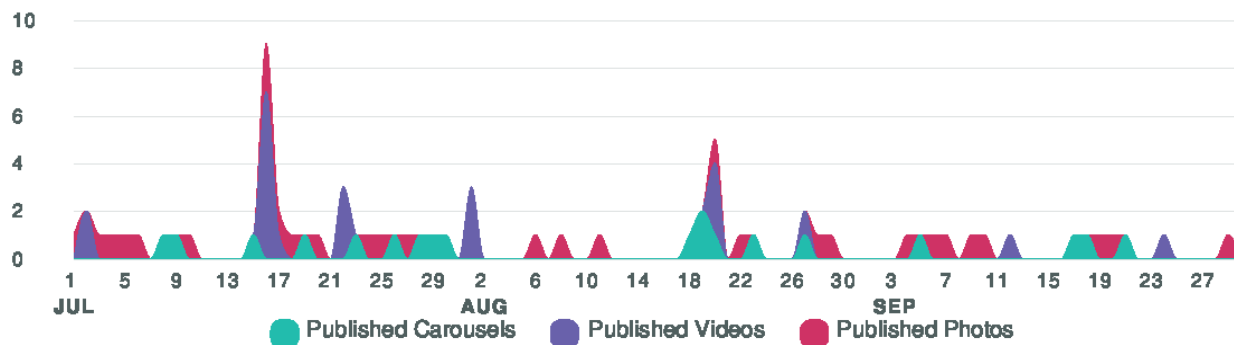


Instagram: Publishing



Publishing Behavior

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

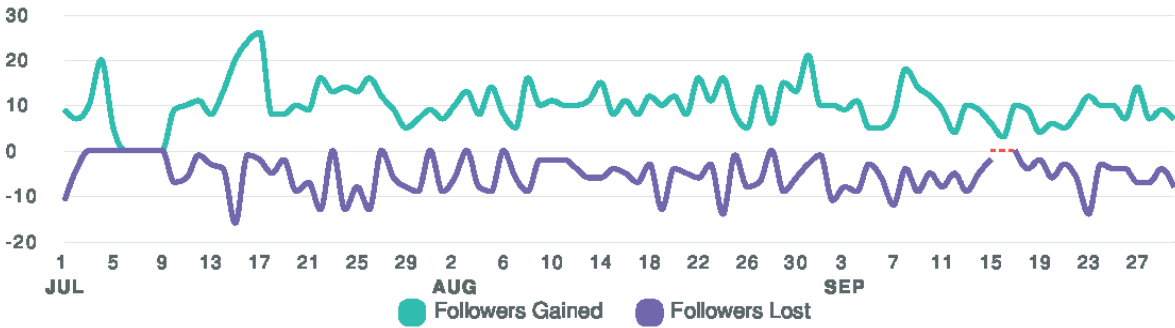


Publishing Behavior by Content Type	Totals	% Change
Published Posts	70	↘ 28.6%
Published Carousels	19	↗ 5.6%
Published Videos	22	↘ 24.1%
Published Photos	29	↘ 43.1%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.



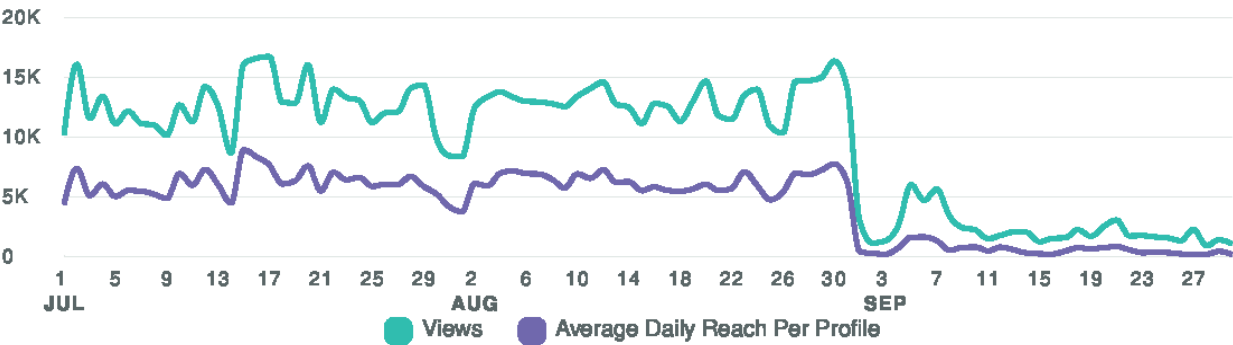
Audience Metrics	Totals	% Change
Followers	23,128	↗ 1.9%
Net Follower Growth	440	↘ 26.1%
Followers Gained	924	↘ 15.7%
Followers Lost	484	↘ 3.4%



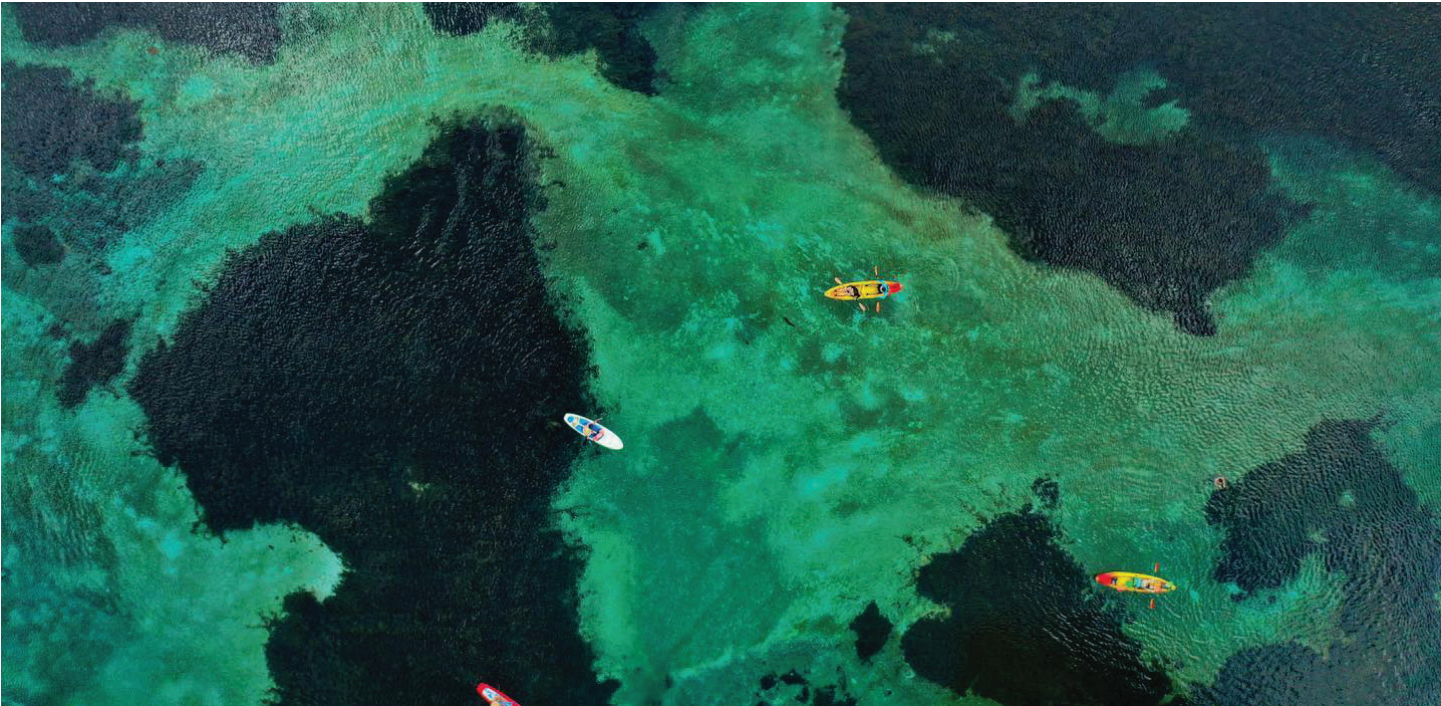
Instagram: Views

Views

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



Views Metrics	Organic	Paid	Totals	% Change
Views	236,351 ↗ 13.7%	620,157 ↗ 2.5%	856,508	↗ 5.4%
Average Daily Reach per Profile	N/A	N/A	4,300.38	↘ 21.7%



Instagram: Stories

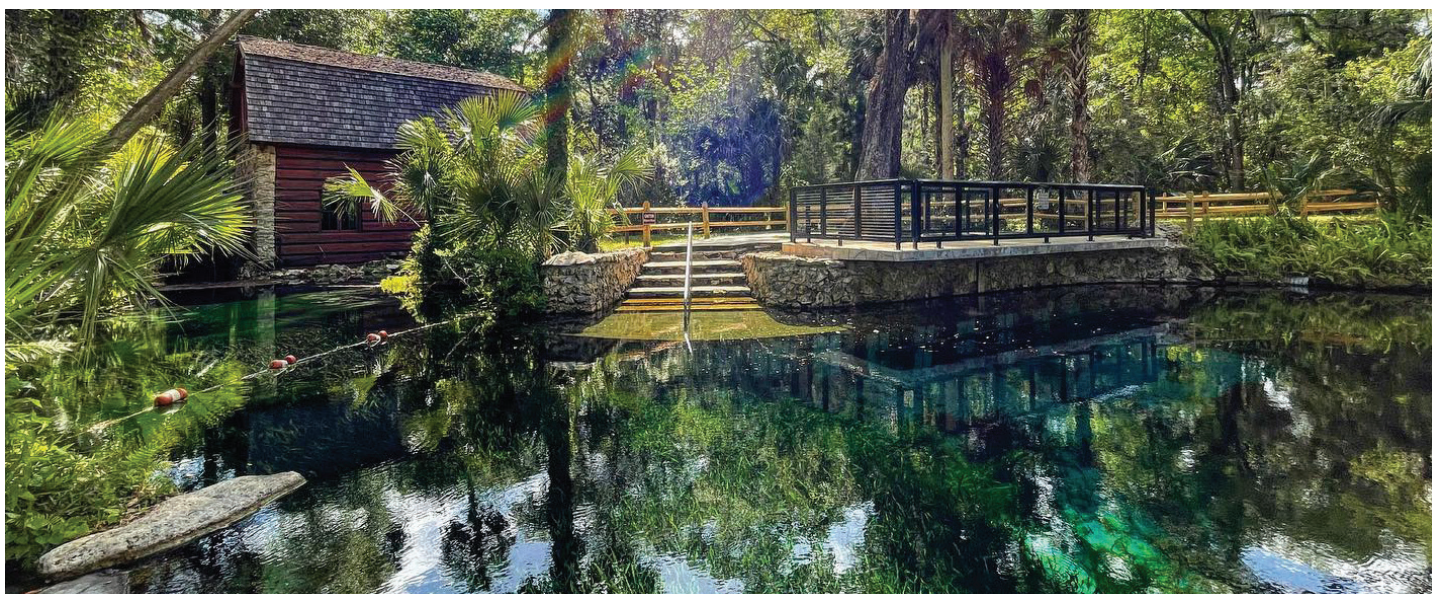
Stories Performance

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



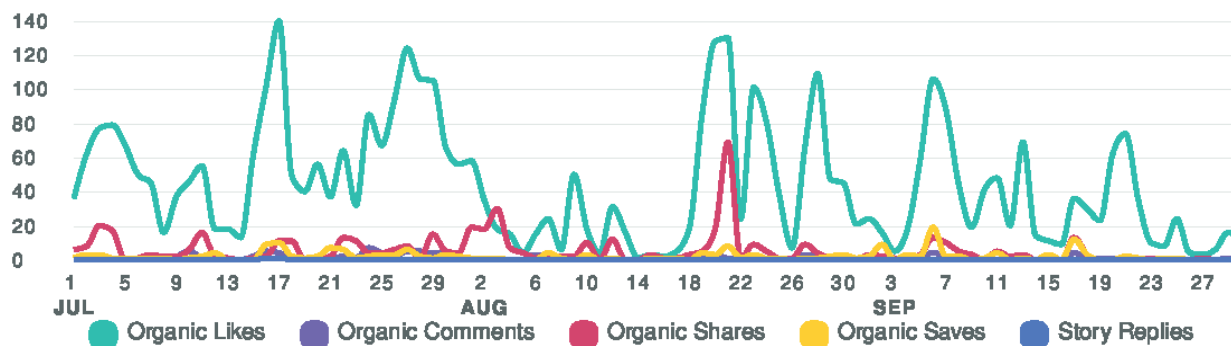
Story Metrics	Totals	% Change
Published Stories	16	↘ 46.7%
Story Replies	2	↘ 86.7%
Story Taps Back	93	↘ 66.7%
Story Taps Forward	2,335	↘ 69.1%
Story Exits	315	↘ 77.9%
Story Views	3,295	↘ 70.3%
Average Reach per Story	184.13	↘ 48.1%

Instagram: Engagement



Engagements

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

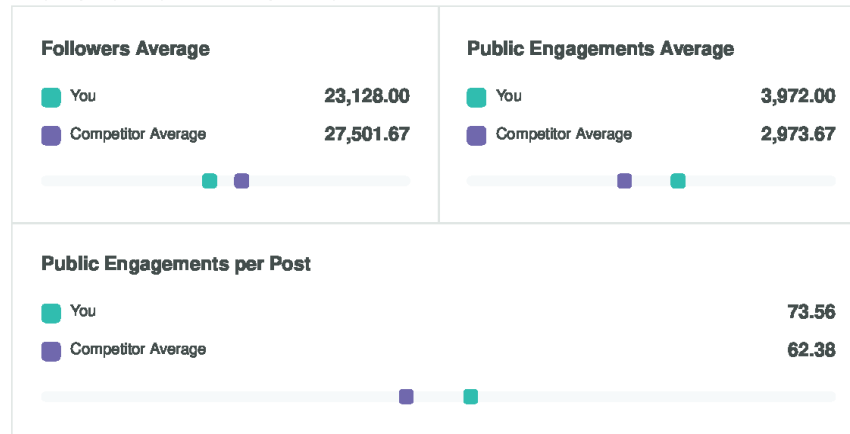


Engagement Metrics	Totals	% Change
Organic Engagements	4,847	↘32%
Organic Likes	4,045	↘31.1%
Organic Comments	116	↘51.5%

Instagram: Competitors

Summary

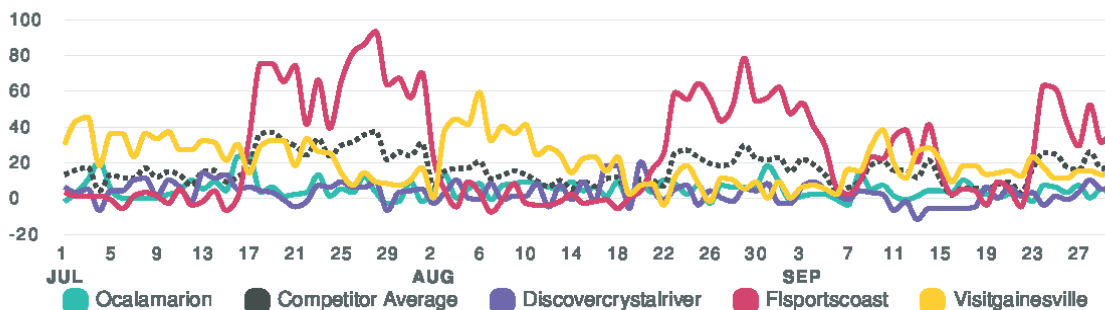
Compare your profile performance to your competitors.



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		23,128.00	440.00	1.94%
Competitor Average		27,501.67	1,509.00	5.81%
discovercrystalriver		41,545	272	0.66%
ocalamarion		23,128	440	1.94%
visitgainesville		22,386	1,839	8.95%
flsportscoast		18,574	2,416	14.95%



Performance Summary

Impressions 2,527,048 ↘34.1%	Organic Impressions 270,044 ↘0.3%	Paid Impressions 2,257,004 ↘36.7%
Engagement Rate (per Impression) 2.9% ↘16.9%	Organic Engagement Rate (per Impression) 2.8% ↘21.1%	Paid Engagement Rate (per Impression) 2.9% ↘16.5%
Post Link Clicks 38,510 ↘46.8%	Organic Post Link Clicks 351 ↘52.6%	Paid Post Link Clicks 38,159 ↘46.8%
Engagements 72,696 ↘45.2%	Organic Engagements 7,540 ↘21.4%	Paid Engagements 65,156 ↘47.1%

Page ▲	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions
Reporting Period	258,037	-245	249,845	38	57	2,527,048
Jul 1, 2025 – Sep 30, 2025	↘0.1%	↗38%	↘0.1%	↘58.7%	↘24%	↘34.1%
Compare To	258,282	-395	250,146	92	75	3,833,909
Apr 1, 2025 – Jun 30, 2025						
 Ocala/Marion County, Florida	258,037	-245	249,845	38	57	2,527,048

Facebook

Top Posts

 Ocala/Marion Co... <u>Tue 7/1/2025 9:57 am EDT</u>	 Ocala/Marion Co... <u>Mon 7/7/2025 8:52 pm EDT</u>	 Ocala/Marion Co... <u>Mon 7/7/2025 8:43 pm EDT</u>
Discover a summer escape that moves at your pace—Ocala/Marion County offers... Ocala/Marion County, Fl... 	See Ocala/Marion County like never before. Join Commissioner Carl Zalak as he embarks on a... Ocala/Marion County, Fl... 	Join Commissioner Carl Zalak in Silver Springs Park for a day of fun the whole family can enjoy! 
Total Engagements 7,821	Total Engagements 3,777	Total Engagements 3,236
Reactions 146	Reactions 103	Reactions 982
Comments 9	Comments 97	Comments 114
Shares 9	Shares 3	Shares 134
Post Link Clicks 6,383	Post Link Clicks 1,415	Post Link Clicks 202
Other Post Clicks 1,274	Other Post Clicks 2,159	Other Post Clicks 1,804



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	57	↘ 24%
Published Videos	6	↗ 20%
Published Photos	36	↘ 30.8%
Published Links	15	↘ 16.7%
Published Text	0	→ 0%

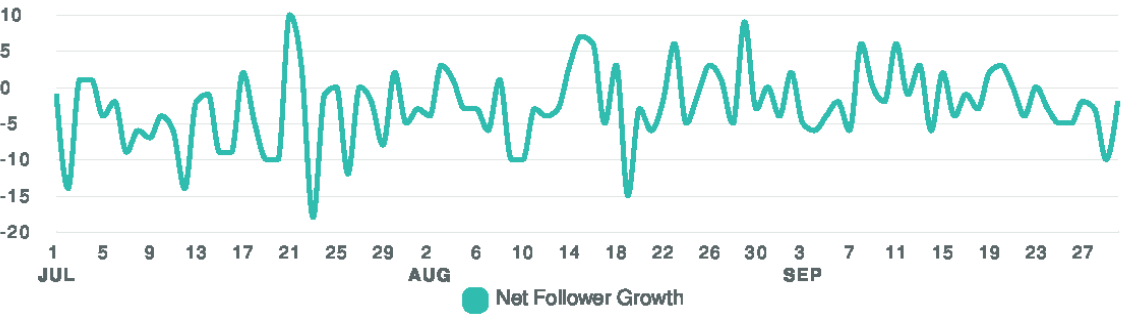


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.

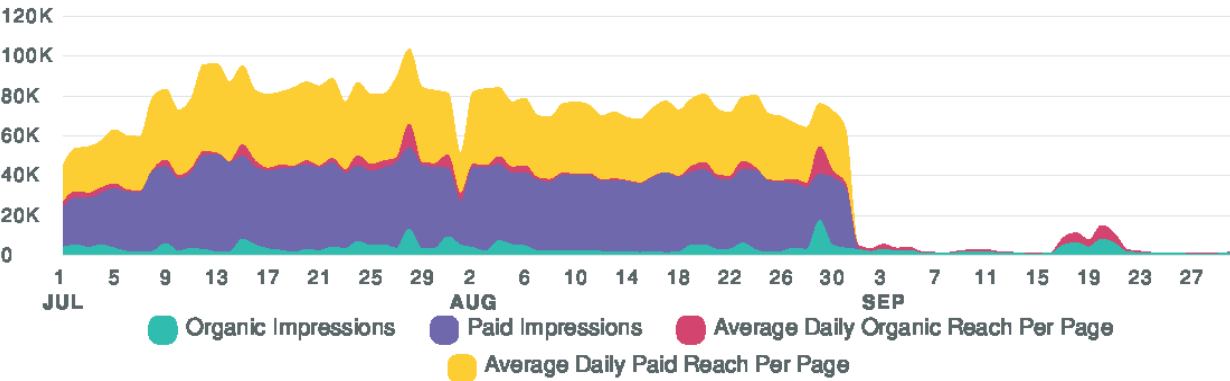


Audience Metrics	Totals	% Change
Followers	258,037	↘ 0.1%
Net Follower Growth	-245	↗ 38%
Fans	249,845	↘ 0.1%
Net Page Likes	38	↘ 58.7%
Organic Page Likes	366	↗ 128.8%
Paid Page Likes	126	↘ 20.8%
Page Unlikes	454	↗ 100%

Facebook: Impressions

Impressions

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



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	270,044 ↘ 0.3%	2,257,004 ↘ 36.7%	2,527,048	↘ 34.1%
Average Daily Reach per Page	2,079.41 ↘ 1.8%	22,535.05 ↘ 38.6%	24.61K	↘ 36.6%

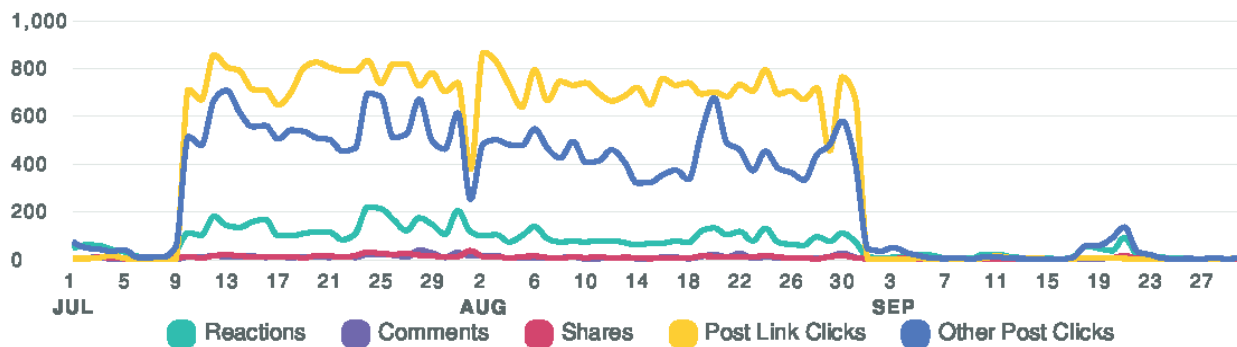


Facebook: Engagement



Engagements

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



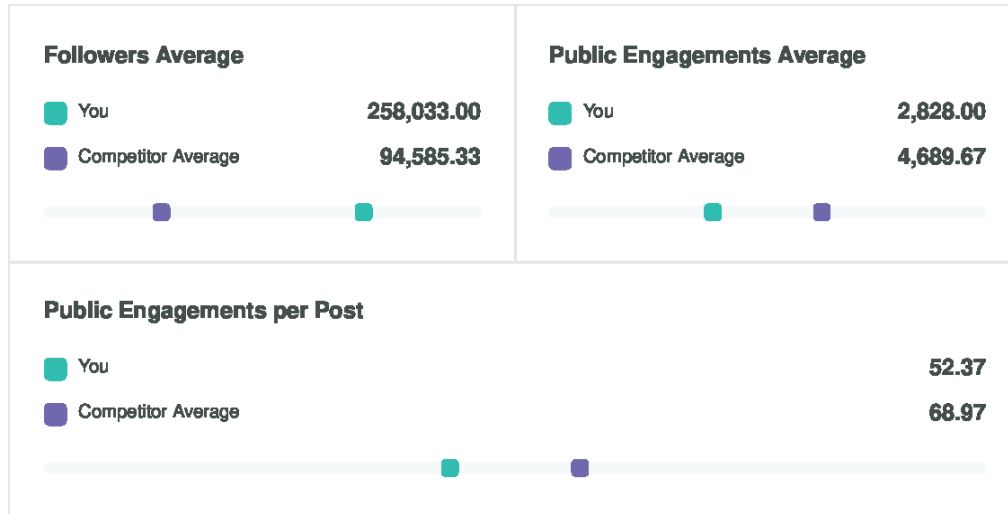
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	7,540 ↘21.4%	65,156 ↘47.1%	72,696	↘45.2%
Reactions	2,403 ↘12.9%	4,021 ↘55.4%	6,424	↘45.5%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	269 ↗1.1%	296 ↘4.5%	565	↘1.9%
Shares	282 ↘11.9%	352 ↘51.9%	634	↘39.7%
Post Link Clicks	351 ↘52.6%	38,159 ↘46.8%	38,510	↘46.8%
Other Post Clicks	4,235 ↘23%	22,328 ↘46%	26,563	↘43.3%

Facebook: Competitors

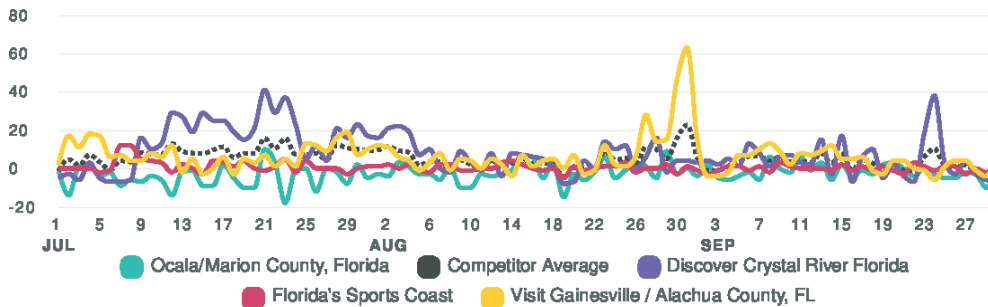
Summary

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		258,033.00	-249.00	-0.10%
Competitor Average		94,585.33	467.00	0.50%
Ocala/Marion County, Florida		258,033	-249	-0.10%
Discover Crystal River Florida		209,360	751	0.36%
Visit Gainesville / Alachua County, FL		48,769	594	1.23%
Florida's Sports Coast		25,627	56	0.22%

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
5,431 ↘16.8%	348 ↘0.3%	24 ↗84.6%

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period	2,983	38	44	5,431	348	24
Jul 1, 2025 – Sep 30, 2025	↗1.3%	↗2.7%	↘15.4%	↘16.8%	↘0.3%	↗84.6%
Compare To	2,945	37	52	6,529	349	13
Apr 1, 2025 – Jun 30, 2025						
X @ocalamarion	2,983	38	44	5,431	348	24

Top Posts

X @ocalamarion
Sat 7/5/2025 10:05 pm EDT

Don't mind us and our nightly strolls through downtown Ocala
 [plc.x.com/WrIZv1pgQ](#)

Total Engagements35

Likes5

@Replies0

Reposts1

Post Link Clicks—

Other Post Clicks28

Other Engagements1

X @ocalamarion
Sun 7/27/2025 7:24 pm EDT

This is the scenery we live for in the Horse Capital of the World🍷

Total Engagements22

Likes4

@Replies1

Reposts2

Post Link Clicks1

Other Post Clicks14

Other Engagements0

X @ocalamarion
Tue 7/15/2025 2:05 pm EDT

Showing some extra love to the beauties that make #OcalaMarion so special🍷...

Total Engagements20

Likes8

@Replies0

Reposts2

Post Link Clicks—

Other Post Clicks10

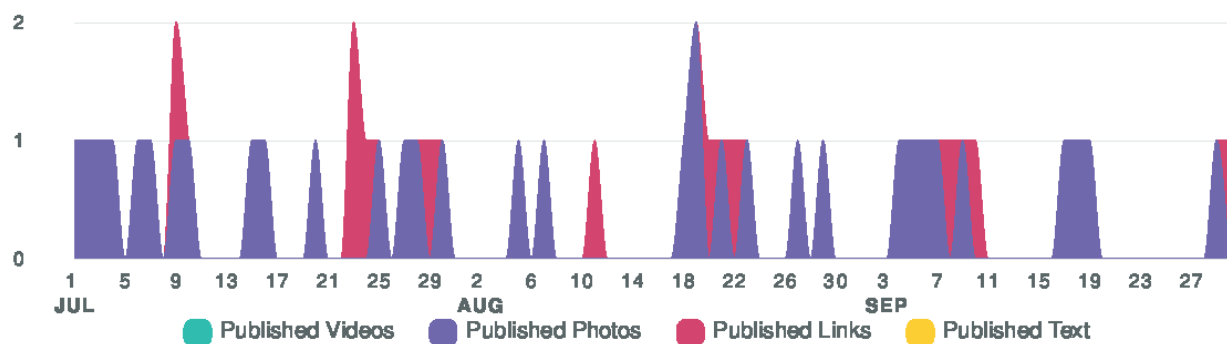
Other Engagements0

X: Publishing



Publishing Behavior

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



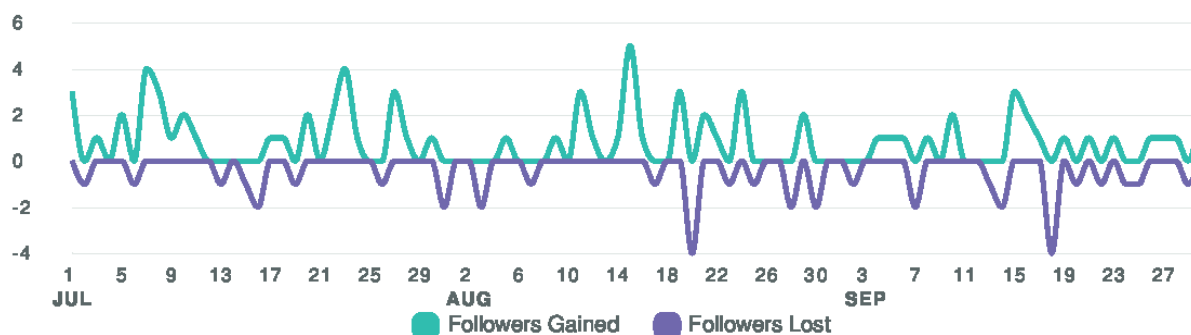
Publishing Behavior by Content Type	Totals	% Change
Published Posts	44	↘ 15.4%
Published Videos	0	→ 0%
Published Photos	33	↘ 13.2%
Published Links	11	↘ 21.4%
Published Text	0	→ 0%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

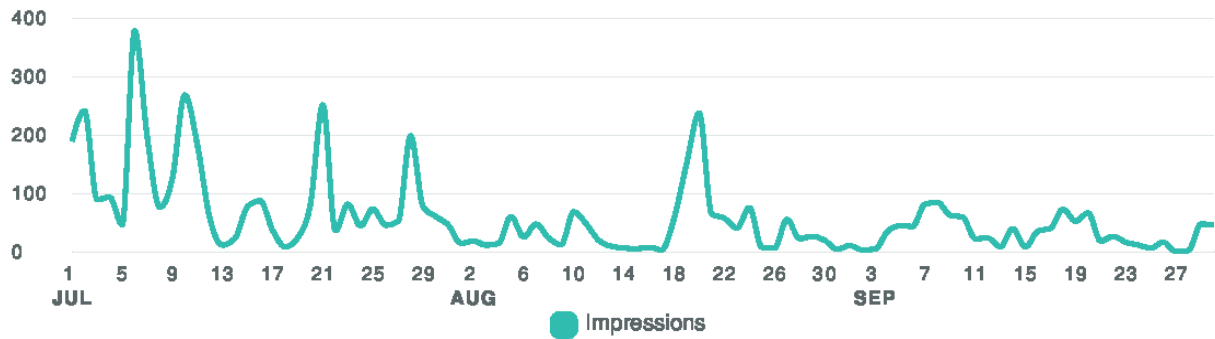


Audience Metrics	Totals	% Change
Followers	2,983	↗ 1.3%
Net Follower Growth	38	↗ 2.7%
Followers Gained	77	↗ 8.5%
Followers Lost	39	↗ 14.7%
Following	4,184	↘ 0.4%

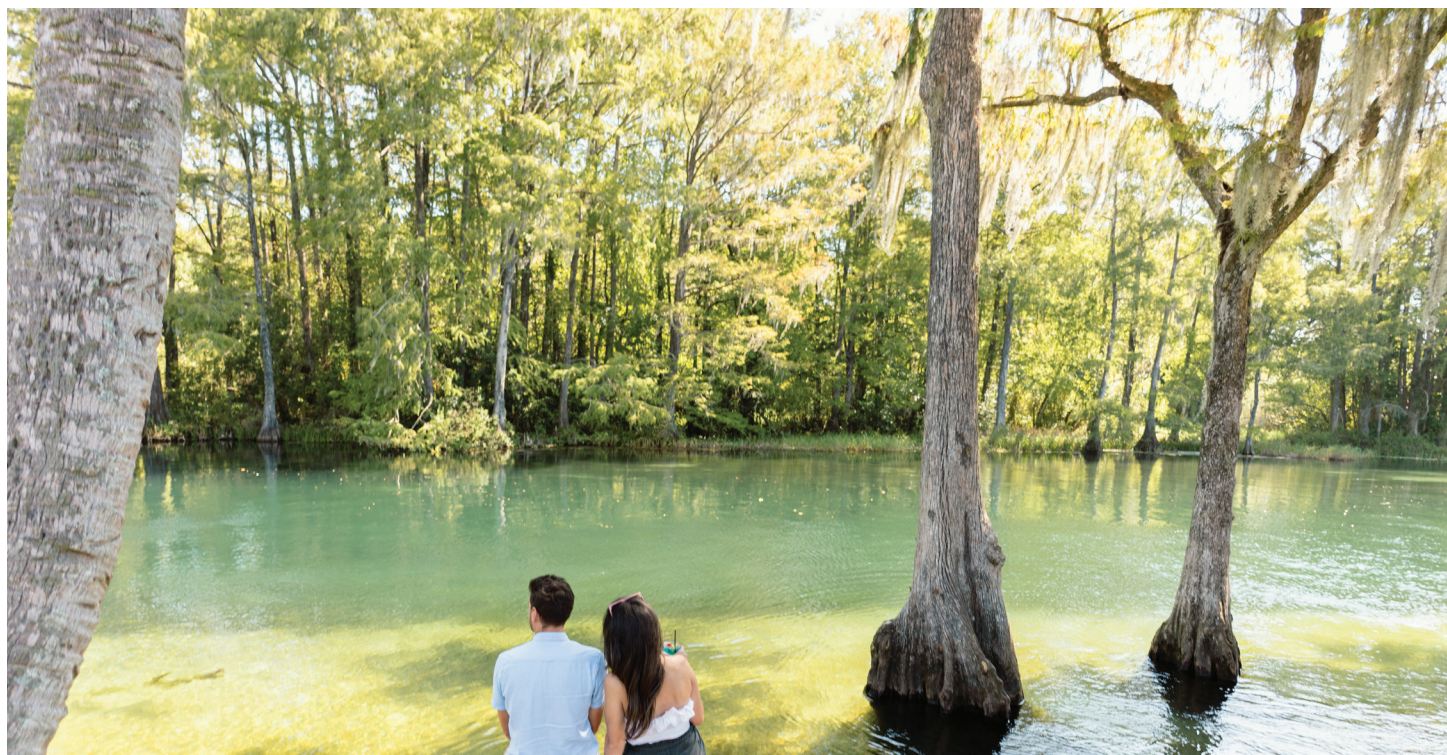
X: Impressions

Impressions

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



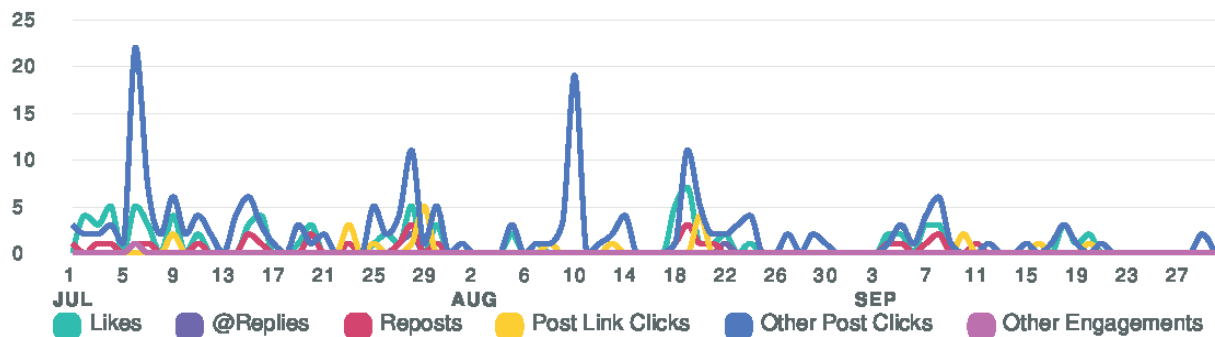
Impression Metrics	Totals	% Change
Impressions	5,431	↘ 16.8%



X: Engagement

Engagements

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



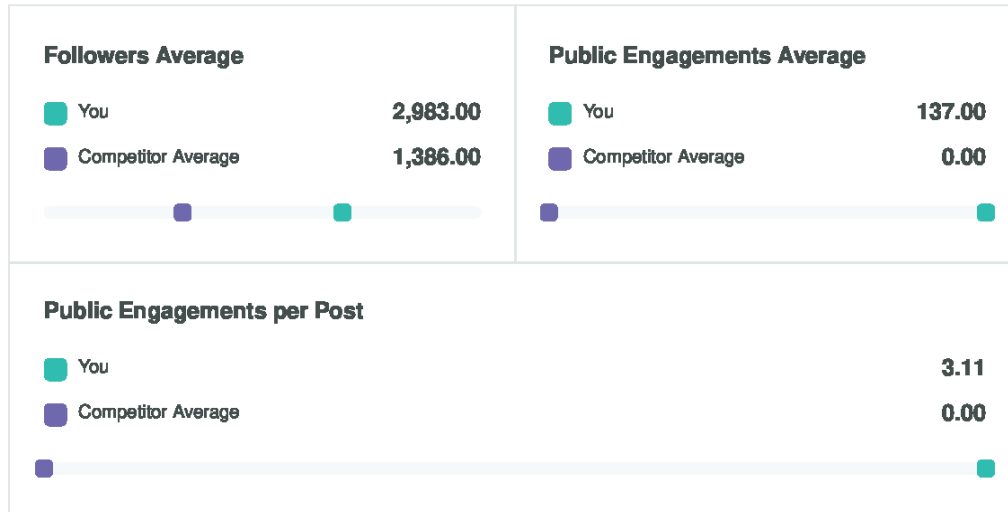
Engagement Metrics	Totals	% Change
Engagements	348	↘ 0.3%
Likes	88	↘ 16.2%
@Replies	4	↘ 63.6%
Reposts	33	↘ 42.1%
Post Link Clicks	24	↗ 84.6%
Other Post Clicks	198	↗ 21.5%
Other Engagements	1	↗ —



X: Competitors

Summary

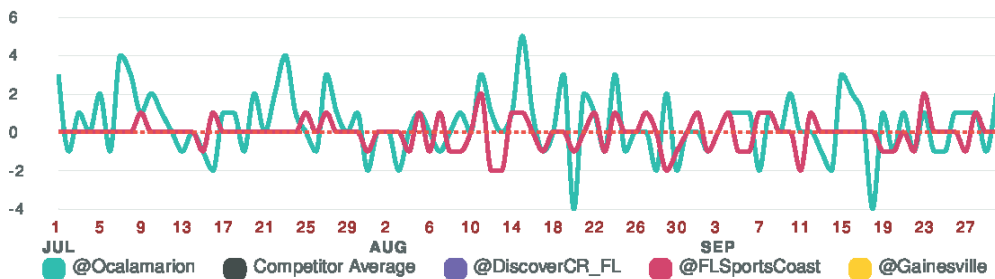
Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.

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

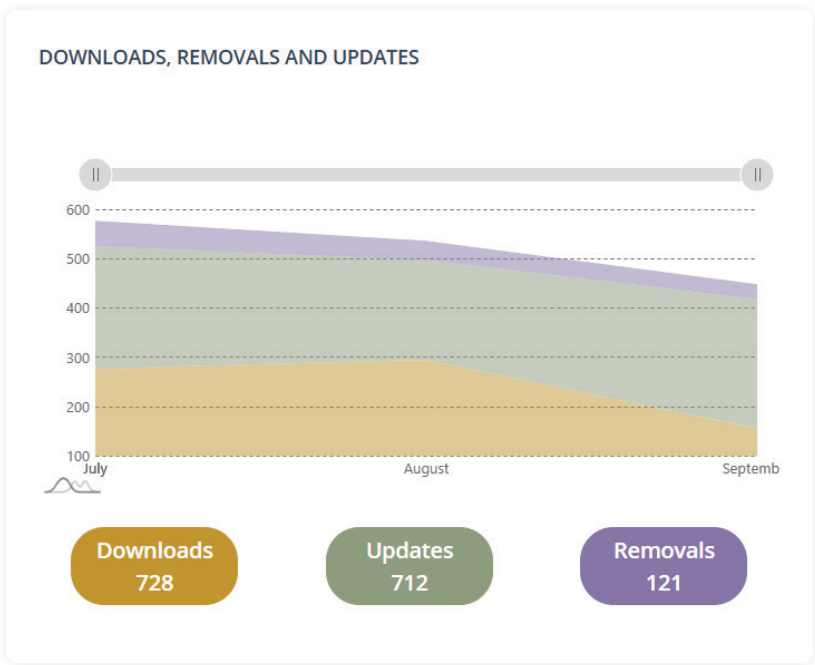
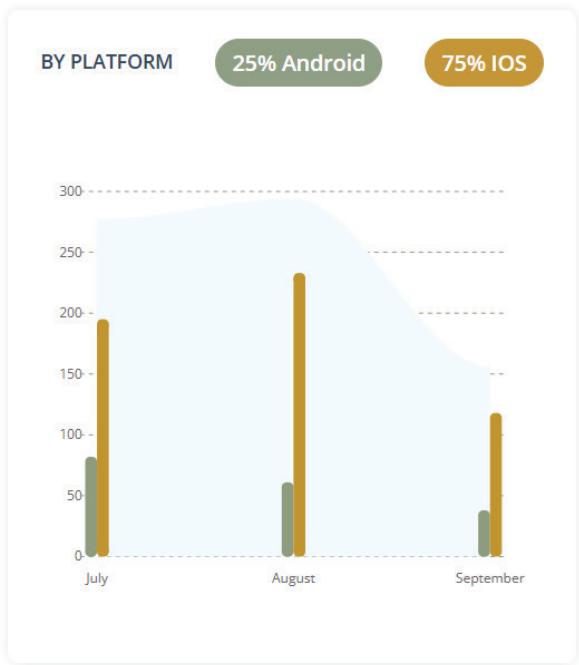


X Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
Your Average		2,983.00	38.00	1.29%
Competitor Average		1,386.00	-4.00	-0.29%
@ocalamarion		2,983	38	1.29%
@FLSportsCoast		1,386	-4	-0.29%
@Gainesville		—	—	—
@DiscoverCR_FL		—	—	—

App: OcalaMarion Travel Guide

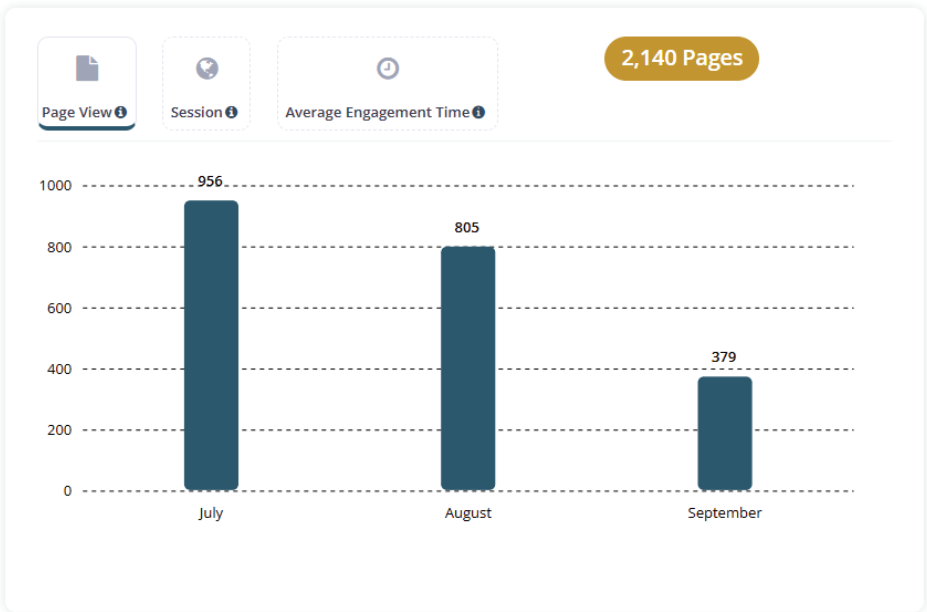
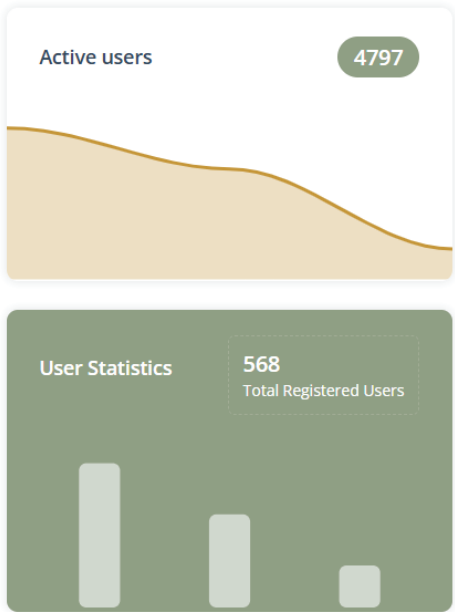
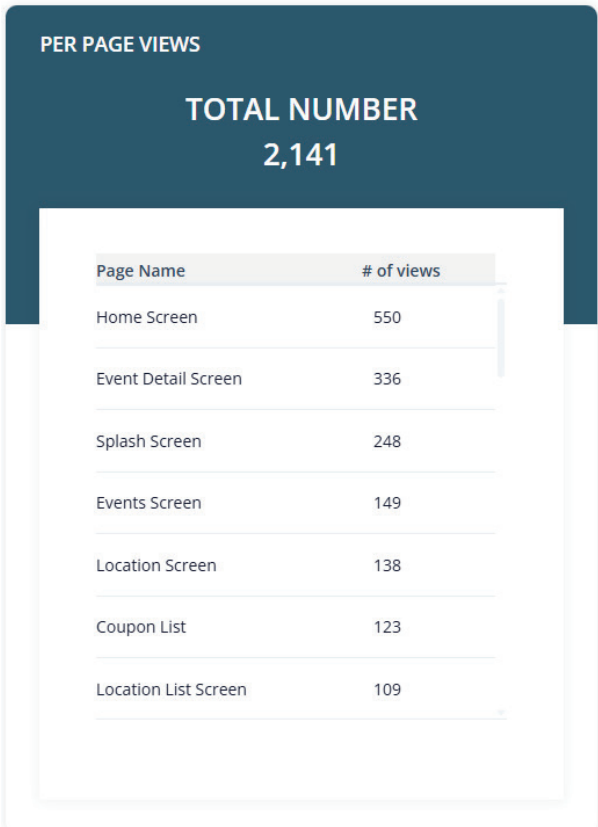
Below and on the following page is reporting for **July 1 - September 30, 2025** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

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



App: OcalaMarion Travel Guide

App



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- September 30, 2025.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **304,936**
Engagements: **10,580**
Post Link Clicks: **1,768**

YouTube

Published full episodes performance on YouTube.

Impressions: **53,138**
Views: **726,212**
Watch Time: **35,505.1 hrs**

OcalaMarion.com

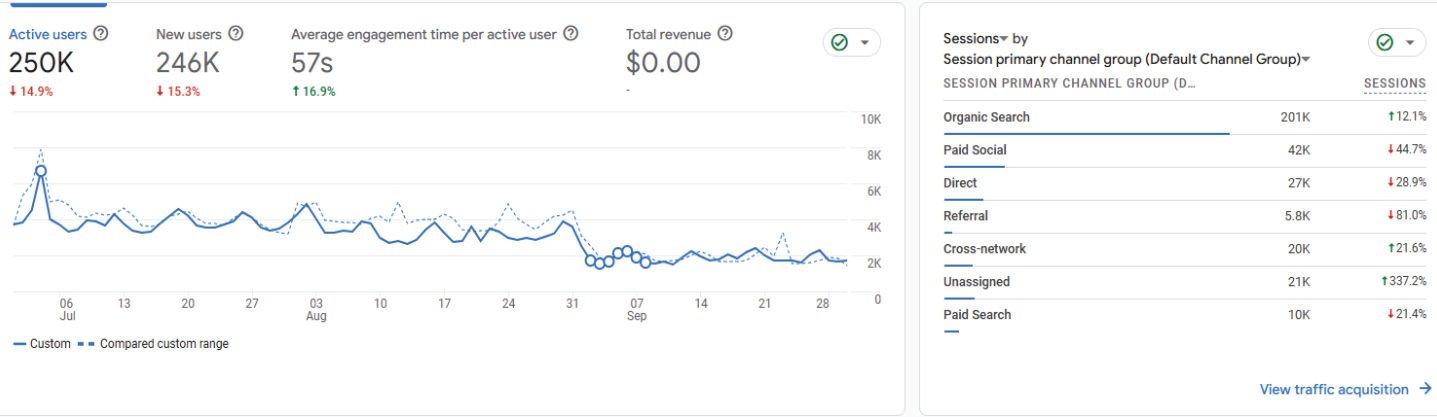
Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.

Pageviews: **24,287**

WEBSITE

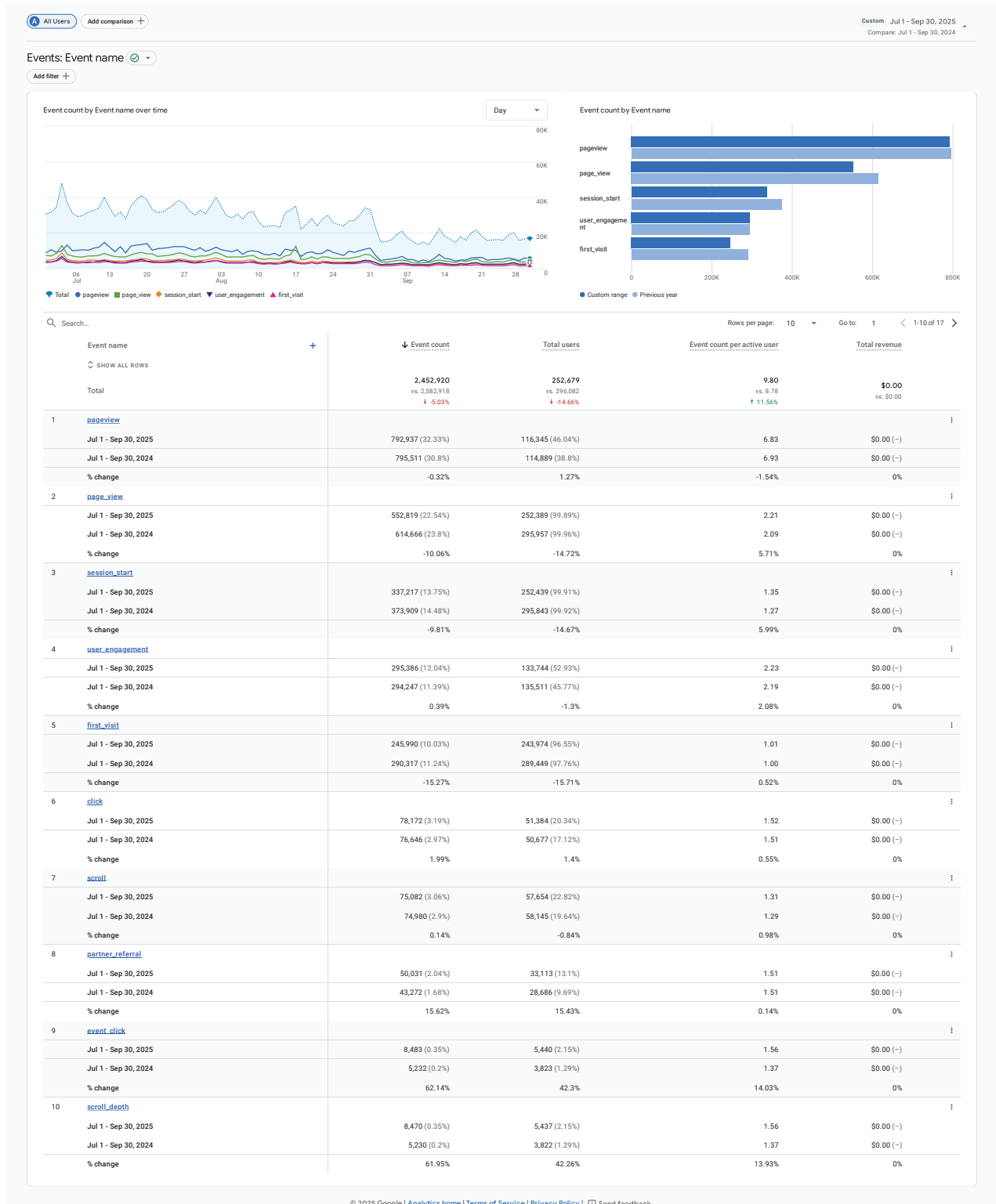


The data in this portion of the report compares this quarter, July 1- September 30, 2025, to the same time last year, July 1- September 30, 2024.



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

- Best Places to Eat Healthy
- Best Donuts
- Seafood Restaurants

Updated Blogs

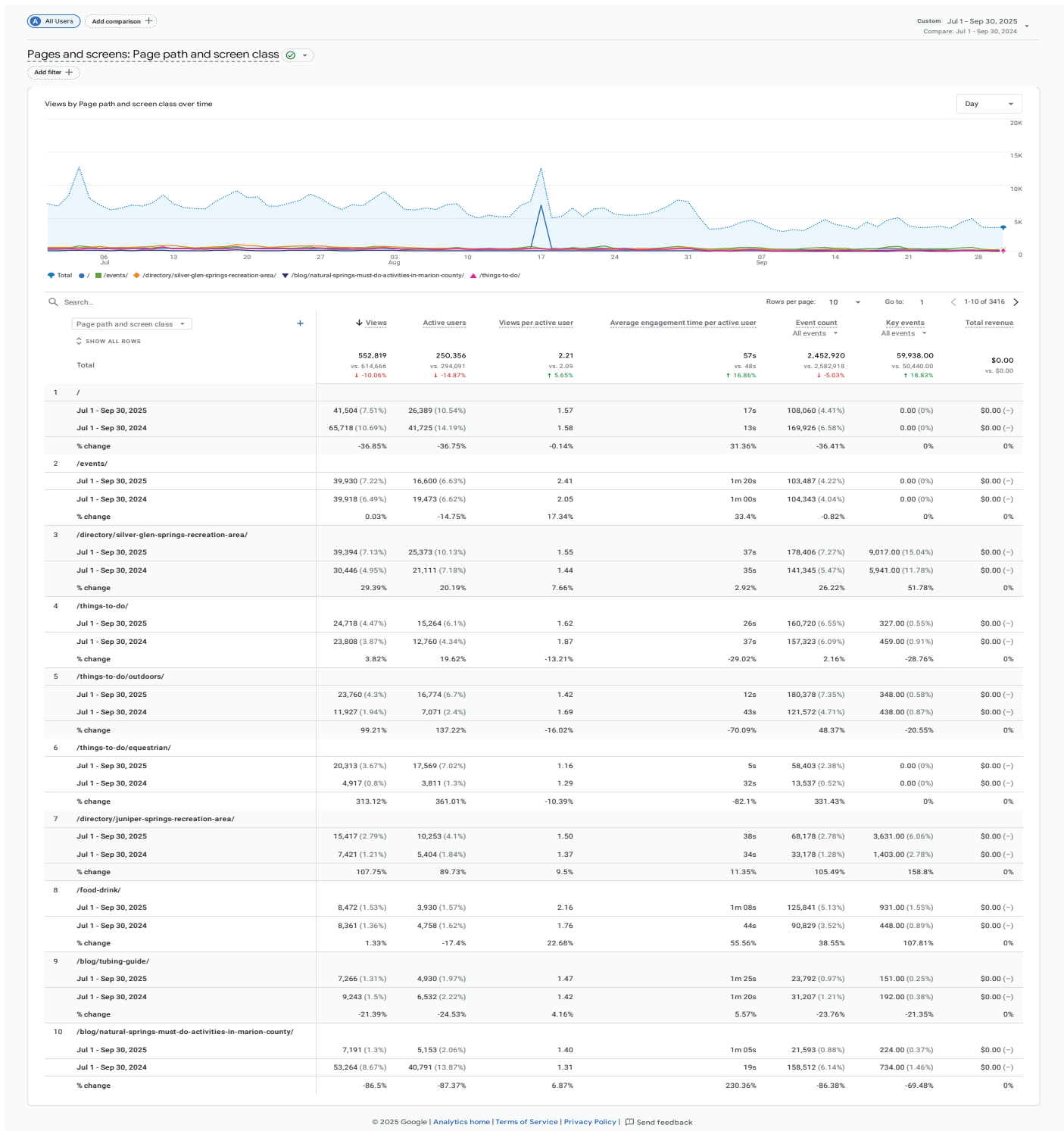
- Labor Day Weekend
- Fall Festivities
- Pumpkin Patches
- Halloween Festivities
- Essential Guide to Thrifting
- Tis the Season

Below are examples of the updated blogs on the website.

 Halloween Festivities in Ocala/Marion County Get into the spooky spirit with these Halloween happenings in Ocala! LEARN MORE ↗	 Essential Guide to Thrifting in Ocala Unlock a world of sustainable shopping and incredible discoveries at our antique shops, consignment and thrift stores! LEARN MORE ↗	 Where to Find the Best Seafood in Ocala, FL Craving seafood in Ocala/Marion County? These local spots offer everything from spicy Cajun boils to fried shrimp baskets, grilled fish, oysters, ... LEARN MORE ↗
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Top Visited Pages

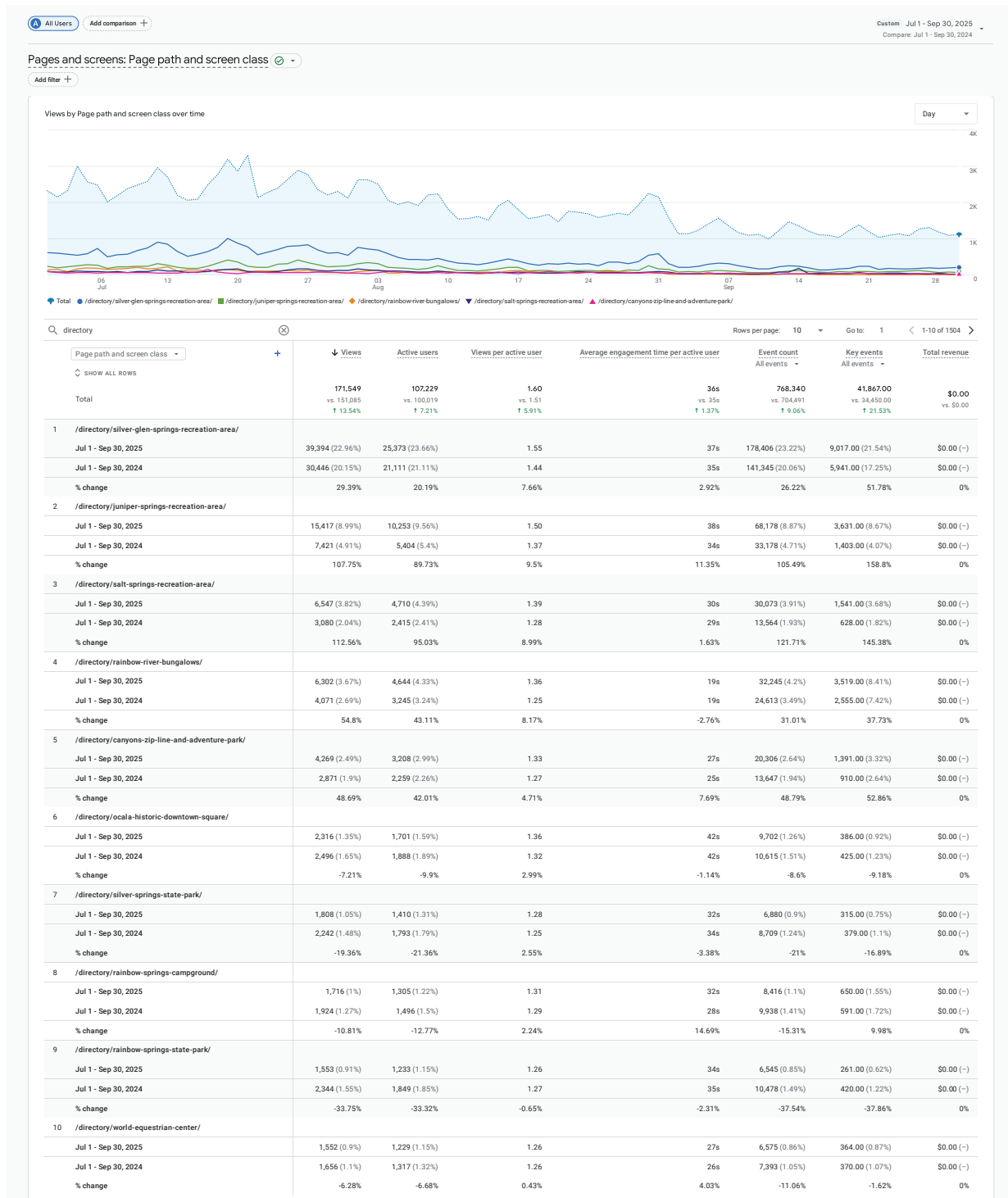
Below is a list of the top visited pages on the website during this time period.



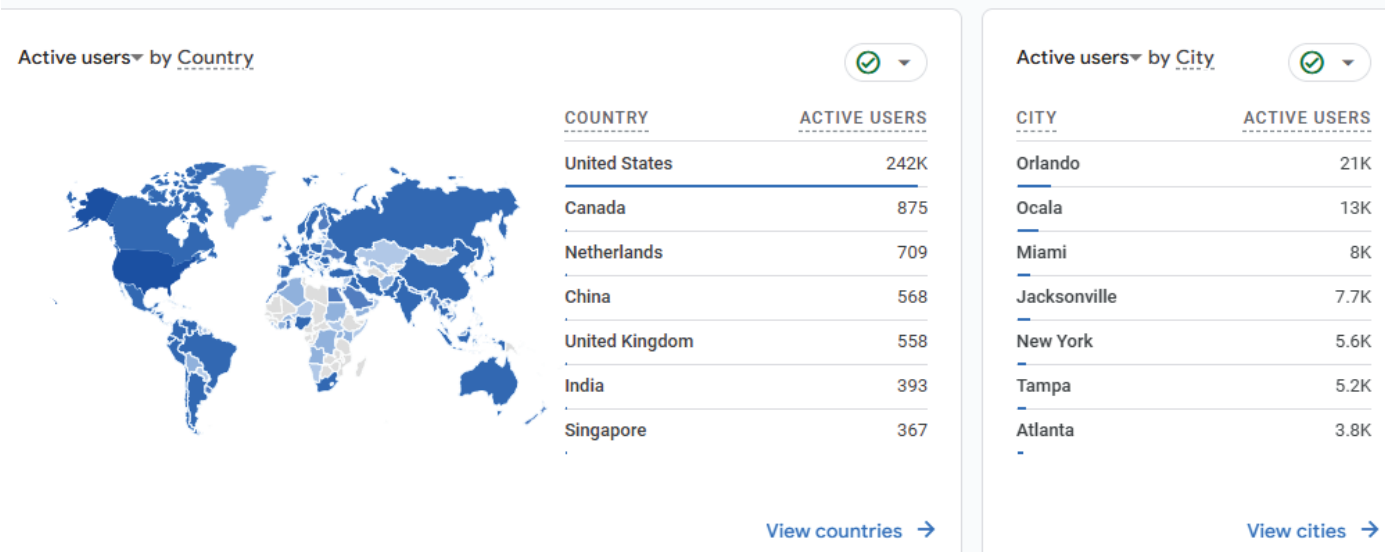
Partner Pages

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 171,549 visits to partner directory pages.



Where Audience Lives



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, China, the UK, India, and Singapore.

By City

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



User Devices

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										
Total		250,356 vs. 294,091 ↓ -14.87%	245,990 vs. 290,317 ↓ -15.27%	184,425 vs. 184,960 ↓ -0.29%	54.14% vs. 48.87% ↑ 10.79%	0.74 vs. 0.63 ↑ 17.13%	57s vs. 48s ↑ 16.86%	2,452,920 vs. 2,582,918 ↓ -5.03%	59,938.00 vs. 50,440.00 ↑ 18.83%	\$0.00 vs. \$0.00
1	mobile									
	Jul 1 - Sep 30, 2025	188,478 (75.28%)	187,001 (76.02%)	132,564 (71.88%)	51.42%	0.70	48s	1,749,121 (71.31%)	42,198.00 (70.4%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	223,882 (76.13%)	220,195 (75.85%)	136,383 (73.74%)	47.44%	0.61	40s	1,820,475 (70.48%)	34,755.00 (68.9%)	\$0.00 (-)
	% change	-15.81%	-15.07%	-2.8%	8.4%	15.46%	19.89%	-3.92%	21.42%	0%
2	desktop									
	Jul 1 - Sep 30, 2025	54,052 (21.59%)	51,797 (21.06%)	47,708 (25.87%)	66.29%	0.88	1m 29s	641,354 (26.15%)	16,519.00 (27.56%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	61,945 (21.06%)	60,195 (20.73%)	44,137 (23.86%)	57.54%	0.71	1m 20s	685,605 (26.54%)	14,534.00 (28.81%)	\$0.00 (-)
	% change	-12.74%	-13.95%	8.09%	15.22%	23.87%	11.97%	-6.45%	13.66%	0%
3	tablet									
	Jul 1 - Sep 30, 2025	7,280 (2.91%)	7,173 (2.92%)	3,968 (2.15%)	45.33%	0.55	50s	62,365 (2.54%)	1,220.00 (2.04%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	10,131 (3.44%)	9,914 (3.41%)	5,396 (2.92%)	42.36%	0.53	41s	76,786 (2.97%)	1,151.00 (2.28%)	\$0.00 (-)
	% change	-28.14%	-27.65%	-26.46%	7.01%	2.33%	24.23%	-18.78%	5.99%	0%
4	smart tv									
	Jul 1 - Sep 30, 2025	19 (<0.01%)	19 (<0.01%)	7 (<0.01%)	36.84%	0.37	44s	80 (<0.01%)	1.00 (<0.01%)	\$0.00 (-)
	Jul 1 - Sep 30, 2024	14 (<0.01%)	13 (<0.01%)	5 (<0.01%)	35.71%	0.36	47s	52 (<0.01%)	0.00 (0%)	\$0.00 (-)
	% change	35.71%	46.15%	40%	3.16%	3.16%	-6.82%	53.85%	0%	0%

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Visitation And Performance By Month

July

147,047

↓ -6.2% YOY

Total Sessions

112,922

↓ -11.7% YOY

Total Users

85,561

↑ 13.8% YOY

Organic
Sessions

232,425

↓ -8.5% YOY

Total View

00:00:40

↑ 3.7% YOY

Avg Engagement
Time Per Sessions

79,315

↓ -0.7% YOY

Engaged Sessions

53.94%

↑ 5.9% YOY

Engagement Rate

3,477,703

↑ 17.6% YOY

Google Search
Impressions

August

123,405

↓ -19.9% YOY

Total Sessions

96,955

↓ -19.1% YOY

Total Users

65,745

↑ 12.9% YOY

Organic
Sessions

202,619

↓ -13.9% YOY

Total View

00:00:39

↑ 26.5% YOY

Avg Engagement
Time Per Sessions

63,875

↓ -7.0% YOY

Engaged Sessions

51.76%

↑ 16.2% YOY

Engagement Rate

3,118,822

↑ 16.8% YOY

Google Search
Impressions

September

69,785

↑ 0.6% YOY

Total Sessions

52,638

↓ -5.6% YOY

Total Users

53,608

↑ 9.9% YOY

Organic
Sessions

117,775

↓ -6.0% YOY

Total View

00:00:50

↑ 0.2% YOY

Avg Engagement
Time Per Sessions

40,747

↑ 7.8% YOY

Engaged Sessions

58.39%

↑ 7.2% YOY

Engagement Rate

2,639,341

↑ 13.8% YOY

Google Search
Impressions

Total of 50,031 clicks to partner websites

Total of 178 newsletter signups

Total of 962 visitor guide requests through the website



Monthly Email Newsletters

July

8,938

MESSAGES SENT

38%

OPEN RATE

16%

CLICK-TO-OPEN RATE

3,329

TOTAL OPENS

516

TOTAL CLICKS

345

VISITS TO WEBSITE

0:02:59

AVG. LENGTH OF VISIT

2.2

TOTAL PAGES VIEWED

August

9,047

MESSAGES SENT

37%

OPEN RATE

32%

CLICK-TO-OPEN RATE

3,341

TOTAL OPENS

1,062

TOTAL CLICKS

377

VISITS TO WEBSITE

0:02:46

AVG. LENGTH OF VISIT

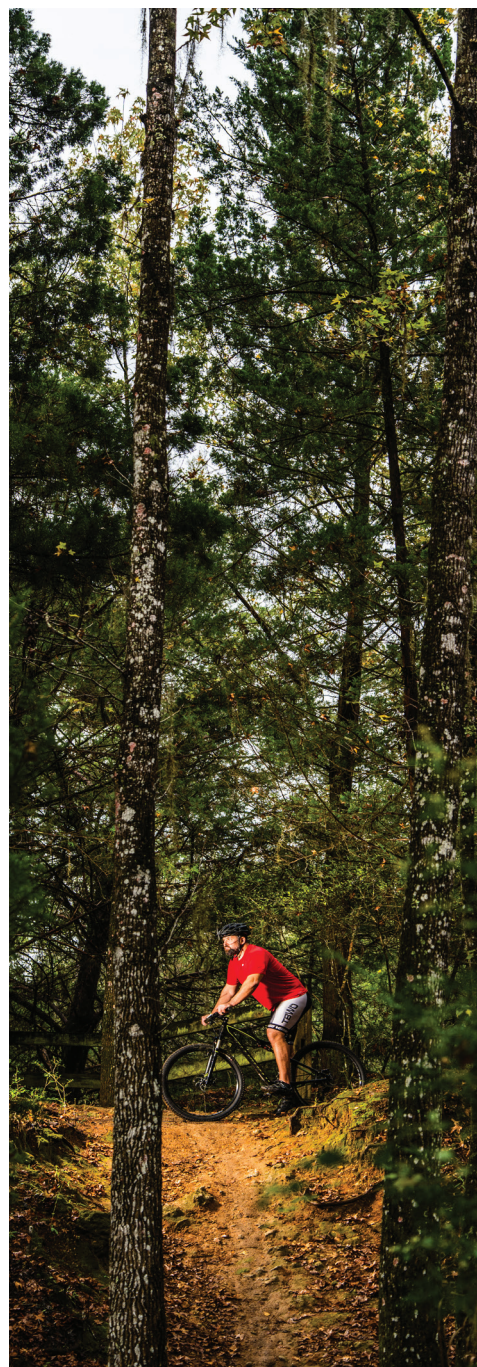
1.99

TOTAL PAGES VIEWED

September

New monthly reporting format introduced in September.

- **Messages Sent:** 9,159
- **Open Rate:** 37%
- **CTOR:** 35%
- **Total Opens:** 3,386
- **Total Clicks:** 1186
- **Visit to Website:** 607
- **Length of Visit:** 0:03:15
- **Total Pages Viewed:** 2.23





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21297

Agenda Date: 11/20/2025

Agenda No.: 7.4

SUBJECT:

Third Tourism Annual Meeting - December 11, 2025

DESCRIPTION/BACKGROUND:

Information Only.



Please join us for the

Ocala/Marion County Tourism Annual Meeting

"The Tourism Express"

WORLD EQUESTRIAN CENTER
EXPO 2 | 1598 NW 87th Ct Rd Ocala, FL

December 11, 2025

Breakfast & Tradeshow 8 AM
Formal Program 9:30 - 10:30 AM

GUEST SPEAKERS:

Bryan Griffin, President & CEO
VISIT FLORIDA

Lauren Pace, VP of Marketing
Destinations International

SCAN FOR
DETAILS/RSVP



TOURISM

For more info, please contact 352-438-2800 or visit@marionfl.org



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21298

Agenda Date: 11/20/2025

Agenda No.: 7.5

SUBJECT:

TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:

Information Only.

TDT COLLECTIONS

	ACTUAL 4% FY 18-19	ACTUAL 4% FY 19-20	ACTUAL 4% FY20-21	ACTUAL 4% FY21-22	ACTUAL 4% FY22-23		ACTUAL 4% FY23-24		ACTUAL 4% FY24-25		ACTUAL 4% FY25-26		Change from Last Year	PROJECTED AVERAGE (Last 5 Years)
					PTD		PTD		Monthly	PTD	Monthly	PTD		4%
OCT	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	299,752.66	299,752.66	\$ (79,566.52)	315,180.37
NOV	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	792,254.61	349,743.98	715,598.67	558,879.61	938,198.79		0.00	\$ (558,879.61)	373,435.85
DEC	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	1,400,747.99		0.00	\$ (462,549.20)	367,038.03
JAN	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	1,937,923.61		0.00	\$ (537,175.62)	387,658.84
FEB	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	2,564,723.38		0.00	\$ (626,799.77)	474,522.88
MAR	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	3,213,892.75		0.00	\$ (649,169.37)	552,698.40
APR	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	3,508,564.04		0.00	\$ (294,671.29)	540,393.65
MAY	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	4,463,840.20		0.00	\$ (955,276.16)	535,081.70
JUN	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	4,935,447.59		0.00	\$ (471,607.39)	384,023.94
JUL	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	5,859,006.77		0.00	\$ (923,559.18)	505,357.62
AUG	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	580,771.55	6,439,778.32		0.00	\$ (580,771.55)	438,951.08
SEPT	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	349,777.09	6,789,555.41		0.00	\$ (349,777.09)	357,414.19
TOTAL:	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76		\$ 5,481,186.06		\$ 6,789,555.41		\$ 299,752.66		\$ (6,489,802.75)	\$ 5,231,756.56
***Payment reporting period contains revenue period from prior month (i.e., March reporting is February revenues).														



Marion County

Tourist Development Council

Agenda Item

File No.: 2025-21301

Agenda Date: 11/20/2025

Agenda No.: 7.6

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information Only.

Monthly Sales Update November 20, 2025

- **New Business**

- Blue Knights Florida Spring Meeting
 - April 12-15, 2026
 - Estimated Room Nights: 300
- Convocation of Seminole War Historians
 - April 24-26, 2026
 - Estimated Room Nights: 55
- South Florida Soul Rodeo
 - June 26-27, 2026
 - Estimated Room Nights: 200
- Babe Ruth 13U, 14U, 13-16U & 16-18U Southeast Regional
 - July 15-18, 2026
 - Estimated Room Nights: 750

- **Leads**

- Florida Lions Club Statewide Convention
 - May 6-9, 2027
 - Estimated Room Nights: 525
- USDAA Cynsport Dog Agility World Games
 - November 3-7, 2027
 - Estimated Room Nights: 500
- The Great Race
 - June 2027
 - Estimated Room Nights: 325
- USA Fencing Junior Olympic Championships
 - February 18-21, 2025
 - Estimated Room Nights: 525
- FSAE Annual Conference
 - July 2028
 - Estimate Room Nights: 1,200

- **Ongoing Leads**

- 3Step Sports Volleyball Tournament
 - April/May 2026 and 2027
 - Estimated Room Nights: 500
- Fishers of Men District 12 Championship Tournament
 - October 13-17, 2026
 - Estimated Room Nights: 200



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21302

Agenda Date: 11/20/2025

Agenda No.: 7.7

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
FHSAA Swimming & Diving State Championships	November 7, 2025	November 15, 2025	FAST
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
WEC Winter Spectacular Week 1	December 31, 2025	January 4, 2026	WEC
HITS Post Time Farm Premier I and HITS Post Time Farm Premier II	January 1, 2026	January 11, 2026	HITS Post Time Farm
WEC Winter Spectacular Week 2	January 6, 2026	January 11, 2026	WEC
WEC Winter Spectacular Week 3	January 13, 2026	January 18, 2026	WEC
HITS Ocala Winter Circuit Weeks 1-3	January 14, 2026	February 1, 2025	HITS Post Time Farm
NIKE First in Show Volleyball	January 17, 2026	January 19, 2026	WEC
WEC Winter Spectacular Week 4	January 20, 2026	January 25, 2026	WEC
Grandview World Nights	January 22, 2026	January 24, 2026	WEC
WEC Winter Spectacular Week 5	January 27, 2026	February 1, 2026	WEC
Grandview Invitational	January 29, 2026	January 31, 2026	Florida Horse Park
WEC Winter Spectacular Week 6 - Premier Equitation Cup Championship	February 3, 2026	February 8, 2026	WEC
HITS Ocala Winter Circuit Weeks 4-8	February 4, 2026	March 1, 2026	HITS Post Time Farm
WEC Winter Spectacular Week 7	February 10, 2026	February 15, 2026	WEC
Ocala Equine Conference	February 13, 2026	February 15, 2026	WEC
WEC Winter Spectacular Week 8	February 17, 2026	February 22, 2026	WEC
Big East Swimming and Diving Championship	February 17, 2026	February 21, 2026	FAST
WEC Winter Spectacular Week 9	February 24, 2026	March 1, 2026	WEC
WEC Winter Spectacular Week 10	March 3, 2026	March 8, 2026	WEC
HITS Ocala Winter Circuit Weeks 8-10	March 4, 2026	March 22, 2026	HITS Post Time Farm
Santos Fat Tire Festival	March 5, 2026	March 8, 2026	Santos Trails
WEC Winter Spectacular Week 11	March 11, 2026	March 15, 2026	WEC
Live Oak International	March 11, 2026	March 15, 2026	Live Oak Stud
WEC Winter Spectacular Week 12 - Longines League of Nations	March 17, 2026	March 22, 2026	WEC
NIKE Winner's Circle Volleyball	April 11, 2026	April 12, 2026	WEC
Blue Knights Spring Southern Regional Conference	April 12, 2026	April 15, 2026	Holiday Inn & Suites Ocala Conference Center
Major League Fishing Heavy Hitters	May 16, 2026	May 22, 2026	Heagy Bury Boat Ramp



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21307

Agenda Date: 11/20/2025

Agenda No.: 7.8

SUBJECT:

Florida Sports Day at the Capitol

DESCRIPTION/BACKGROUND:

Information Only.



Sports Day at the Capitol

Tallahassee, Florida

January 19–21, 2026

SAVE THE DATE!

The Florida Sports Foundation invites our Destination Partners to join us for Sports Day at the Capitol, January 19–21, 2026. This event provides an opportunity to showcase the impact of sports tourism across the state and connect with Florida's legislative and community leaders.

EVENT SCHEDULE

Welcome Reception – January 19, 2026

6:30 PM – 8:30 PM | FSF Office – 1203 Governors Square Blvd. Suite 300 Tallahassee, FL

DAY TWO – Tuesday, January 20, 2026

8:00 AM – 5:00 PM | On the Plaza

Join us for *Destination Partners on the Plaza*, where Florida's sports destinations will share their community highlights and initiatives.

DAY THREE – Wednesday, January 21, 2026

8:00 AM – 5:00 PM | Florida Capitol

Meet and engage with legislators and staff at the Florida Capitol.

REGISTRATION & HOTEL INFORMATION

Please register for Sports Day at the Capitol 2026 using the link below:

[Click Here to Register](#)

Courtyard by Marriott Tallahassee Downtown/Capitol

1018 Apalachee Parkway, Tallahassee, FL 32301

Rate: \$199 per night

[Book Your Hotel Here](#)

*Hotel RSVPs will be accepted from **November 4 through December 20, 2025.***

RSVP INFORMATION

If you are interested in setting up a table on the Plaza, please RSVP to LaToya Smithwick at lsmithwick@playinflorida.com confirm your participation by Friday, December 12, 2025. When submitting your RSVP, please include your organization name, the contact person, the names of all individuals attending and indicate whether you need a table on the Plaza.





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21308

Agenda Date: 11/20/2025

Agenda No.: 7.9

SUBJECT:
Florida Tourism Day

DESCRIPTION/BACKGROUND:
Information Only.

Tourism Day Registration Form

Advanced registration and payment deadline:
January 6, 2026

Four Easy Ways to Register:

Online: DestinationsFlorida.org/26TourismDay

Mail check to:

Destinations Florida
1400 Village Sq. Blvd.
Suite 3-250
Tallahassee, FL 32312

Phone:

(850) 222-6000

Email:

Suzanne@DestinationsFlorida.org

Use one form for up to four registrants from the same company. Use copies of this form to register more people. *Do Not Miss Out!*

Registration Contact Name:

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

E-mail: _____

Please circle the correct amount for each registrant and write their name on the lines provided.

Name and Email of Each Attendee	MEMBER Registration	After January 6 (based on availability)	Total Amount
#1 _____ _____	\$125	add \$50	\$ _____
#2 _____ _____	\$125	add \$50	\$ _____
#3 _____ _____	\$125	add \$50	\$ _____
#4 _____ _____	\$125	add \$50	\$ _____
		Grand Total	\$ _____

Method of Payment: ☐ Check (payable to **Destinations Florida**) ☐ Visa ☐ MasterCard ☐ AmEx

Card # _____

Exp. Date _____ Sec. Code: _____

Name on Card _____

Signature _____

Cancellation Policy: A refund of your registration fee will be made minus a \$25 processing fee if cancellation is received in writing seven days prior to the date of the event. Alternates are encouraged to attend for any pre-registrant who is unable to attend.

DESTINATIONS
FLORIDA

JOIN US FOR

**FLORIDA
TOURISM
DAY**

at the Capitol
Tallahassee, Florida
January 20-21, 2026



This is your chance to speak with
legislators at the capitol to discuss the
issues that are important to DMOs.

Register today at:
DestinationsFlorida.org/26TourismDay



To promote awareness for the importance of tourism marketing to Florida's economy, the Partnership for Florida's Tourism is hosting Florida Tourism Day at the Capitol. This event will feature visits by legislators to our meeting as well as appointments for Destinations Florida members to meet with legislators at the Capitol to discuss the issues that are important to DMOs.

This meeting is being held in conjunction with the following organizations:



Accommodations:

The Hyatt House Tallahassee is offering a special rate of \$289 per night for Destinations Florida members attending Tourism Day. To make your reservation please call the (850) 222-0039 and reference the group name: Destinations Florida Tourism Day.

All reservations must be made before the cut-off date of Tuesday, January 6, 2026. Be sure to make your reservation as soon as possible because the room blocks will sell out.

Hyatt House Tallahassee

1100 Railroad Avenue
Tallahassee, FL 32310
(850) 222-0039



Schedule of Events

(All attendees are invited to all events)

January 20, 2026

2:00 PM – **Destinations Florida Board of Directors Meeting**

5:00 PM
Hyatt House Tallahassee
1100 Railroad Avenue
Tallahassee, FL 32310
(850) 222-0039

5:00 PM – **Destinations Florida Welcome Reception**

6:30 PM
Hyatt House Tallahassee
1100 Railroad Avenue
Tallahassee, FL 32310



January 21, 2026

8:30 AM – **Destinations Florida Member Briefing**

9:30 AM
Hyatt House Tallahassee
1100 Railroad Avenue
Tallahassee, FL 32310
(850) 222-0039

10:30 AM – **Tourism Day Rally & Partner Briefing**

12:00 Noon
FSU Dunlap Champions Club
Doak S. Campbell Stadium
225 Champions Way Building B
Tallahassee, FL 32304
(850) 644-8528

12:00 Noon – **Networking Luncheon**

1:00 PM
FSU Dunlap Champions Club
Doak S. Campbell Stadium
225 Champions Way Building B
Tallahassee, FL 32304

1:00 PM – **Destinations Florida Member Appointments at the Capitol**

5:00 PM
400 S. Monroe Street
Tallahassee, FL 32399

5:00 PM – **Florida Tourism Day Reception**

8:00 PM
Florida Restaurant & Lodging Association
230 S. Adams Street
Tallahassee, FL 32301



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21309

Agenda Date: 11/20/2025

Agenda No.: 7.10

SUBJECT:

Marion County Day at the Capitol

DESCRIPTION/BACKGROUND:

Information Only.

MARION COUNTY DAY AT THE CAPITOL 2026



Save the Date

February 11, 2026, at the Main Courtyard of the Capitol Complex, for our opportunity to showcase Marion County's natural beauty, economic viability, and agricultural acumen to our legislators in Tallahassee!

Invitation to follow.

Email: matthew.cretul@marionfl.org or call 352-438-2303

Learn more at: www.marionfl.org/legislative





Marion County Tourist Development Council

Agenda Item

File No.: 2025-21303

Agenda Date: 11/20/2025

Agenda No.: 8.1

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information Only.

Ocala/Marion County Visitors & Convention Bureau Sales Report
10/23/2025 - 11/20/2025

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
Blue Knights Motorcycle Club	Blue Knights Florida III Spring Meeting	Bryan Day 100.0%	Social	Phone	4/12/2026	Local	\$0.00	150	225	500	0
				0	4/15/2026	new	\$0.00	200			
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			
American Youth Football	Southeast Regional Championship	Corry Locke 100.0%	Sports	Website	11/14/2025	Regional	\$530,633.00	1,500	300	650	0
				0	11/16/2025	new	\$0.00	1,750			
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			
Babe Ruth League	13U, 14U, 13-16 & 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone	7/15/2026	Regional	\$0.00	500	150	750	0
				0	7/18/2026	new	\$0.00	600			
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			
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email	2/18/2026	National	\$0.00	0	250	1,010	0
				0	2/21/2026	new	\$0.00	0			
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			

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
HITS, LLC	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	3/4/2026 3/22/2026	International repeat	\$4,953,943.00 \$0.00	2,112 3,060	156	2,000	0
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/4/2026 3/1/2026	International repeat	\$8,283,188.00 \$0.00	2,112 3,060	156	2,000	0
HITS, LLC	HITS Post Time Farm Premier I & II	Corry Locke 100.0%	Equine	Email 0	12/31/2025 1/12/2026	International repeat	\$2,035,783.00 \$0.00	660 1,085	228	2,500	0
HITS, LLC	HITS Ocala Winter Circuit, Event I, Weeks 1-3	Corry Locke 100.0%	Equine	Website - Sports RFP 0	1/14/2026 2/1/2026	International repeat	\$3,189,512.00 \$0.00	2,112 3,060	156	2,000	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/11/2026 4/12/2026	Regional repeat	\$3,124,259.00 \$0.00	5,400 7,700	1,250	2,500	0
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/17/2026 1/19/2026	Regional repeat	\$3,544,580.00 \$0.00	5,400 9,300	1,000	3,000	0
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference 0	5/9/2026 5/15/2026	National new	\$564,610.00 \$0.00	250 300	70	560	0
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/14/2027 4/17/2027	National repeat	\$0.00 \$0.00	1,500 1,600	350	1,200	0
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/15/2026 4/18/2026	National repeat	\$0.00 \$0.00	1,500 1,600	350	1,200	0
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email 0	6/26/2026 6/27/2026	Regional new	\$0.00 \$0.00	0 0	100	200	0

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
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			
World Equestrian Center	Winter Series Week #12 - National Show & Longines League of Nations	Corry Locke 100.0%	Equine	Website	3/18/2026	National	\$2,276,251.00	2,458	429	2,145	0
				0	3/22/2026	repeat	\$0.00	4,096			
World Equestrian Center	Winter Series Week #11 - National & FEI	Corry Locke 100.0%	Equine	Website	3/11/2026	National	\$2,164,855.00	2,458	411	2,052	0
				0	3/15/2026	repeat	\$0.00	4,096			
World Equestrian Center	Winter Series Week #10 - National & FEI	Corry Locke 100.0%	Equine	Website	3/4/2026	National	\$2,293,686.00	3,988	429	2,145	0
				0	3/8/2026	repeat	\$0.00	6,647			
World Equestrian Center	Winter Series Week #9 - National & FEI	Corry Locke 100.0%	Equine	Website	2/25/2026	National	\$1,825,770.00	4,172	369	1,674	0
				0	3/1/2026	repeat	\$0.00	6,953			
World Equestrian Center	Winter Series Week #8 - National & FEI	Corry Locke 100.0%	Equine	Website	2/18/2026	National	\$2,347,373.00	4,248	459	2,249	0
				0	2/22/2026	repeat	\$0.00	7,080			
World Equestrian Center	Winter Series Week 7 - National & FEI	Corry Locke 100.0%	Equine	Website	2/11/2026	National	\$2,383,429.00	4,500	454	2,267	0
				0	2/15/2026	repeat	\$0.00	7,501			
World Equestrian Center	Winter Series Week 6 - National & FEI	Corry Locke 100.0%	Equine	Website	2/4/2026	National	\$2,224,815.00	4,691	415	2,074	0
				0	2/8/2026	repeat	\$0.00	7,818			
World Equestrian Center	Winter Series Week #5- National & FEI	Corry Locke 100.0%	Equine	Website	1/28/2026	National	\$1,829,679.00	4,280	369	1,669	0
				0	2/1/2026	repeat	\$0.00	7,133			
World Equestrian Center	Winter Series Week #4 - National & FEI	Corry Locke 100.0%	Equine	Website	1/21/2026	National	\$1,601,623.00	3,516	369	1,481	0
				0	1/25/2026	repeat	\$0.00	5,860			

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	
World Equestrian Center	Winter Series Week 3 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/14/2026 1/18/2026	National repeat	\$1,682,399.00 \$0.00	3,745 6,242	311	1,551	0	
World Equestrian Center	Winter Series Week 2 - National Show and FEI	Corry Locke 100.0%	Equine	Website 0	1/7/2026 1/11/2026	National repeat	\$1,526,529.00 \$0.00	3,736 6,227	369	1,152	0	
World Equestrian Center	Winter Series Week 1 - National	Corry Locke 100.0%	Equine	Website 0	1/1/2026 1/4/2026	National repeat	\$1,630,098.00 \$0.00	2,458 4,096	369	1,476	0	
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/27/2026 7/31/2026	National	\$2,386,697.90 \$0.00	800 1,000	275	1,750	0	
						Event Count:	32	\$53,287,310.90 \$0.00	72,051 113,644	10,426	46,030	0

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	
American Youth Football	Southeast Regional Championship	Corry Locke 100.0%	Sports	Website	11/14/2025	Regional	\$530,633.00	1,500	300	650	0	
				0	11/16/2025	new	\$0.00	1,750				
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				
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				
VISIT FLORIDA	VISIT FLORIDA - International Press Trip - Columbia	Jessica Heller 100.0%		Email	11/4/2025	International	\$0.00	3	2	6	0	
				148	11/7/2025	repeat	\$0.00	3				
					Event Count:		4	\$4,883,233.00	4,253	1,562	4,376	0
								\$0.00	4,753			

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 Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone	5/6/2027	Local	\$0.00	0	175	525	0
				148	5/9/2027	new	\$0.00	0			
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email	4/24/2026	Local	\$0.00	30	28	55	0
				148	4/26/2026	new	\$0.00	0			
					Event Count:	2	\$0.00	30	203	580	0
							\$0.00	0			

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
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email 0	6/26/2026	Regional	\$0.00	0	100	200	0
					6/27/2026	new	\$0.00	0			
					Event Count: 1		\$0.00	0	100	200	0
							\$0.00	0			

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
Ragnar Events, LLC	Ragnar Trail Race	No Percentage Rep 100.0%	Sports	TEAMS Conference 0	4/2/2027	Local	\$0.00	0	1,000	0	0
					4/3/2027	new	\$0.00	0			
Celebrity Championships	Celebrity Championships RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/17/2026	Local	\$0.00	0	350	0	0
					4/18/2026	new	\$0.00	0			
Florida Lions Club	Florida Lions Multiple District 35 State Convention	Bryan Day 100.0%	Association	Phone 148	5/6/2027	Local	\$0.00	0	175	525	0
					5/9/2027	new	\$0.00	0			
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email 148	4/24/2026	Local	\$0.00	30	28	55	0
					4/26/2026	new	\$0.00	0			
Great Race	Great Race- Evening Stop	Bryan Day 100.0%	Social	TEAMS Conference 0	6/18/2027	State	\$0.00	0	325	0	0
					6/19/2027	new	\$0.00	0			
Hype Nation Volleyball	Destination RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/9/2027	Local	\$0.00	0	1,100	0	0
					4/10/2027	new	\$0.00	0			
King Hammer SBD Events	North American Champions Cup	Bryan Day 100.0%	Sports	TEAMS Conference 0	11/6/2026	State	\$0.00	0	1,000	0	0
					11/8/2026	new	\$0.00	0			
Official Strongman Games	Official Strongman Games 2026	Bryan Day 100.0%	Sports	TEAMS Conference 0	12/4/2026	new	\$0.00	0	150	0	0
					12/6/2026		\$0.00	0			
Pitch Direct (City Mountainbike, GFNY, Clipper, Afronation)	City Mountainbike RFP	Bryan Day 100.0%	Sports	TEAMS Conference 0	6/11/2027	Local	\$0.00	0	300	0	0
					6/12/2027	new	\$0.00	0			
Pro Watercross	Pro Watercross National Events	Bryan Day 100.0%	Sports	TEAMS Conference 0	6/5/2026	Local	\$0.00	0	20	0	0
					6/6/2026	new	\$0.00	0			

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	
Royal Events	Royal Cheer Event	Bryan Day 100.0%	Sports	TEAMS Conference 0	4/3/2027	new	\$0.00	0	450	0	0	
					4/4/2027		\$0.00	0				
United Soccer League (USL)	USL Pathway Classic	Bryan Day 100.0%	Sports	TEAMS Conference 0	10/7/2027	State new	\$0.00	0	850	0	0	
					10/10/2027		\$0.00	0				
USA Cycling	USA Cycling Gravel National Championships 2027 and 2028	Bryan Day 100.0%	Sports	TEAMS Conference 0	9/9/2027	Local new	\$0.00	0	200	0	0	
					9/11/2027		\$0.00	0				
USA Fencing	2028 Junior Olympic Fencing Championships	Bryan Day 100.0%	Sports	TEAMS Conference 0	2/18/2028	Local new	\$0.00	0	525	0	0	
					2/21/2028		\$0.00	0				
3Step Sports	3 Step Sports Volletball Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	5/16/2026	State new	\$0.00	800	250	500	0	
					5/17/2026		\$0.00	1,000				
United States Dog Agility Association	Cynosport Dog Agility World Games	Corry Locke 100.0%	Sports	Referral 0	11/3/2027	International new	\$0.00	0	73	500	0	
					11/7/2027		\$0.00	0				
						Event Count:	16	\$0.00	830	6,796	1,580	0
								\$0.00	1,000			

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
State Emergency Response Team	State Emergency Response Commission – SERC Meeting	Bryan Day 100.0%	Education	Email	11/5/2025	State	\$0.00	0	60	120	0
				147	11/6/2025	new	\$0.00	60			
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	3/12/2023	National	\$0.00	300	115	805	0
				0	3/18/2023	new	\$0.00	300			
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	3/5/2023	National	\$0.00	300	115	805	0
				0	3/11/2023	new	\$0.00	300			
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	2/19/2023	National	\$0.00	300	115	805	0
				0	2/25/2023	new	\$0.00	300			
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	2/12/2023	National	\$0.00	300	115	805	0
				0	2/18/2023	new	\$0.00	300			
Southeastern Fastpitch	College Spring Games Softball	Corry Locke 100.0%	Sports	Phone	2/26/2023	National	\$0.00	300	115	805	0
				0	3/4/2023	new	\$0.00	300			
United States Fastpitch Association	Goodbye Summer Softball Tournament	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	9/14/2024	State	\$0.00	0	75	150	0
					9/15/2024	new	\$0.00	0			
Event Count:						7	\$0.00	1,500	710	4,295	0
							\$0.00	1,560			



Marion County Tourist Development Council

Agenda Item

File No.: 2025-21304

Agenda Date: 11/20/2025

Agenda No.: 8.2

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				X		
Victoria Billig			X		X			* #			
Danny Gaekwad			X		X					X	
Jason Reynolds	X			X	X			X	- #		
Barry Mansfield	X		X								
Christopher Fernandez		X									
Ron Livsey				X					X	X	
Bobby Walker									+X		
Carl Zalak	X					X					

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned