



# Marion County

## Tourist Development Council

### Meeting Agenda

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Thursday, February 27, 2025

9:00 AM Tourist Development Conference Room

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**Microsoft Teams:**

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_MjU2ZDk2YmItNjRjYy00Mzg3LWlxMmYtNDcwNTM0NTdmY2Y2%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](https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU2ZDk2YmItNjRjYy00Mzg3LWlxMmYtNDcwNTM0NTdmY2Y2%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: 213 710 931 113

Password: 5S4xM2SC

Phone Number: 321-245-5074

Phone Conference ID: 315 632 579#

**MEMBERS OF THE PUBLIC ARE ADVISED THAT THIS MEETING/HEARING IS A PUBLIC PROCEEDING, AND THE CLERK TO THE BOARD IS MAKING AN AUDIO RECORDING OF THE PROCEEDINGS, AND ALL STATEMENTS MADE DURING THE PROCEEDINGS, WHICH RECORDING WILL BE A PUBLIC RECORD, SUBJECT TO DISCLOSURE UNDER THE PUBLIC RECORDS LAW OF FLORIDA. BE AWARE, HOWEVER, THAT THE AUDIO RECORDING MAY NOT SATISFY THE REQUIREMENT FOR A VERBATIM TRANSCRIPT OF THE PROCEEDINGS, DESCRIBED IN THE NOTICE OF THIS MEETING, IN THE EVENT YOU DESIRE TO APPEAL ANY DECISION ADOPTED IN THIS PROCEEDING.**

1. Roll Call

2. Meeting Materials

[Meeting Materials](#)

3. Motion: Approval of Minutes

[MOTION: Approval of November 2024 Tourist Development Council Minutes](#)

4. Motion: Acknowledgement of Financials

[MOTION: Acknowledgement of Financials - January 2025](#)

5. Report from Chair

[MOTION: Meeting Rewards Program Guidelines](#)

[MOTION: Room Night Generating Event Funding Program Guidelines](#)

[MOTION: Bid Fee Funding Program Guidelines](#)

**6. Funding Requests**

[Fiscal Year 2025 Event Funding Allocations](#)

[MOTION: USA Swimming Speedo Sectionals - June 2025 \(date change\)](#)

[MOTION: USA Swimming Futures Meet - \\$25,000 \(Bid Fee\)](#)

[MOTION: Cal Ripken Rookie World Series - \\$5,000 \(Bid Fee\)](#)

[MOTION: Babe Ruth 16-18 World Series - \\$50,000 \(Bid Fee\)](#)

[MOTION: MLF Heavy Hitters - \\$75,000 \(Bid Fee\)](#)

**7. Staff Updates**

[Introduction of Coleen Robinson](#)

[PRESENTATION: Gateway Signage](#)

[PRESENTATION: Quarterly Economic Impact/Visitor Tracking Report - October - December Data](#)

[PRESENTATION: Quarterly Public Relations and Analytics Reports - October - December Data](#)

[PRESENTATION: Florida Huddle and Encounter Recap](#)

[Sales Update](#)

[Marion County Board of County Commissioners and City of Ocala Joint Workshop - March 13, 2025 at 9am](#)

[TDT Collections/STR and Key Data Update](#)

[TDC Events Calendar](#)

**8. Notation for Record**

[Sales Report](#)

[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 [sales@marionfl.org](mailto:sales@marionfl.org) by Tuesday, February 25, 2025, at 5:00PM.

**The next Tourist Development Council Meeting will be held on March 28, 2025 at 9:00 AM**