



# 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**



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18181

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**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.

# The 2024 Florida Statutes

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[Title XI](#)[Chapter 125](#)[View Entire Chapter](#)

## COUNTY ORGANIZATION AND INTERGOVERNMENTAL RELATIONS COUNTY GOVERNMENT

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

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

(2) APPLICATION; DEFINITIONS.—

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(4) ORDINANCE LEVY TAX; PROCEDURE.—

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

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

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

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

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

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

(5) AUTHORIZED USES OF REVENUE.—

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(6) REFERENDUM.—

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

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

FOR the Tourist Development Tax  
 AGAINST the Tourist Development Tax

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

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

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

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

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

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

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

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

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

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

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

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

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

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

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

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



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

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

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

(10) LOCAL ADMINISTRATION OF TAX.—

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

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

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

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

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

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

(11) INTEREST PAID ON DISTRIBUTIONS.—

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

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

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

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

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



## **Ocala/Marion County Tourist Development Council By-Laws**

### **LEGAL AUTHORITY:**

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

### **OVERALL RESPONSIBILITIES:**

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

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

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

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

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

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

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

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

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

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

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

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**Marion County**  
Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

[www.MarionFL.org](http://www.MarionFL.org)

**Immediate release**  
December 27, 2024

**Media contact:**  
Public Relations  
Office: 352-438-2311 • Cell: 352-789-2152  
Email: [PublicRelations@MarionFL.org](mailto: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](http://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

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**Immediate release**  
February 20, 2025

**Media contact:**  
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*Two or more commissioners may attend the following:*

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
February 27 9:00 a.m.	Tourist Development Council	<p><b>in person</b></p> <p>Visitors &amp; Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p><b>online</b></p> <p>Password: 5S4xM2SC Meeting ID: 213 710 931 113 Phone Number: <a href="tel:+13212455074">+1 321-245-5074</a> United States, Orlando Phone Conference ID: 315 632 579# Meeting Link: <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU2ZDk2YmItNjRjYy00Mzg3LWlxMmYtNDcwNTM0NTdmY2Y2%40thread.v2/0?">https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU2ZDk2YmItNjRjYy00Mzg3LWlxMmYtNDcwNTM0NTdmY2Y2%40thread.v2/0?</a></p>	Candace Shelton 352-438-2800

[cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d](#)

**send evidence/comments to:**

[Candace.Shelton@marionfl.org](mailto:Candace.Shelton@marionfl.org)

OR

109 W. Silver Springs Blvd.

Ocala, FL 34475

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# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18182

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**MOTION:** Approval of November 2024 Tourist Development Council Minutes

**DESCRIPTION/BACKGROUND:**

Recommended Action: To approve the Tourist Development Council Minutes from November 2024.

**Tourist Development Council Regular Meeting**

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, November 21, 2024

9:00 a.m.

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

Mr. Jeff Bailey read into the record, members of the public are advised that this meeting/hearing is a public proceeding, and the clerk to the board is making an audio recording of the proceedings, and all statements made during the proceedings, which recording will be a public record, subject to disclosure under the public records law of Florida. Be aware, however, that the audio recording may not satisfy the requirement for a verbatim transcript of the proceedings, described in the notice of this meeting, in the event you desire to appeal any decision adopted in this proceeding.

**Roll Call**

Present:

Rus Adams, Victoria Billig, Christopher Fernandez, Commissioner Ron Livsey, Councilmember Barry Mansfield, Commissioner Carl Zalak and Jeff Bailey

Staff:

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

Guests:

Angel Russel, Assistant County Administrator, Dana Olesky, Chief Assistant County Attorney; William Collum, Butler Legal; Cynthia Graham, Friends of Silver Springs; Chester Weber, Live Oak International; Paresh Chhatu, Hilton Garden Inn; Evelyn Morales, Hampton Inn & Suites; Richard Busche, Principle Engineer, Senior Vice President – Kimley Horn; George Albright, Marion County Tax Collector; Tammy McCann, Deputy Tax Collector

### **Notice of Publication**

Notice was published on the County Website on January 2, 2024 and subsequently updated to include Teams information on October 30, 2024.

### ***Approval of Minutes***

**A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Ron Livsey, to adopt the minutes from the September 26, 2024 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (5-0).**

Rus Adams in at 9:03am

### ***Acknowledgement of Financials – September, October (Fiscal Year End 2023-24 and Fiscal Year Start 2024-25)***

Christopher Fernandez out at 9:04am

**A motion was made by Rus Adams, seconded by Victoria Billig, to review and approve September, October (Fiscal Year End 2023-2024 and Fiscal Year Start 2024-25) Financials. The motion was unanimously approved by the council (5-0).**

Christopher Fernandez in at 9:06am

### ***Report from Chair***

#### ***Gateway Signage Update***

Commissioner Carl Zalak in at 9:07am

Mr. Richard Busche, Principle Engineer, Senior Vice President - Kimley Horn, presented an update on the Gateway Project (County Line Markers). Mr. Busche advised the county line markers were developed to introduce visitors to Marion County. He advised the pillars signal that one has entered into Marion County and as the person enters into the central urban core of the county, the Gateway Flyovers would be visible. The County Line Pillars were completed and have been up for approximately one year. Mr. Busche advised the North Gateway (future development at the Buc-ees interchange) would have a similar concept to the South Gateway (42<sup>nd</sup> Street Flyover) and tie into the County Line Markers (pillars). The North Gateway bridge would be longer in length than the South Gateway because it would be part of the divergent diamond interchange and would be the largest interchange in Marion County. The design of the project was completed and FDOT (Florida Department of Transportation) advertised as well as solicited for a contractor. The department took the design to approximately 90% complete and issued an advertisement for contractors to fine tune the final 10% of the design and build the project. The current schedule indicated the contract would be issued for construction in May of 2025. Mr. Busche advised this was an accelerated timeline due to the anticipation of Buc-ees and requests from the Governor's office and state. The expected completion date for Buc-ees and the interchange was scheduled for 2027 but the actual



completion date would be announced once a contractor was selected. Mr. Busche advised the difference between the North Gateway and the South Gateway was that Kimley Horn and Marion County partnered to design of the North Gateway since the contractor that builds the interchange would also build the Gateway. Mr. Busche stated the South Gateway was currently under construction. He then showed the original concept design which was approved by the TDC and Board of County Commissioners. Mr. Busche then showed the council a copy of the rendered concept based on the final construction plans which was exactly the same as what was originally approved. He advised construction was currently underway and attachments were being connected to the bridge to secure the lettering and artwork. The column on the east side of the highway was set and the column on the west side was forthcoming. Mr. Busche advised Kimley Horn partnered with Florida Department of Transportation throughout the process. He further advised the attachment of the artwork was pending, as well as, placement of the lights, running the electrical on the back of the artwork panels and putting the electric panel up behind the Kohls department store. Mr. Busche stated the substantial completion date was noted as January 14, 2025 but there had been a seven (7) day time extension requested due to two hurricanes.

Mr. Bailey requested to know what substantial completion meant.

Mr. Busche advised the term “substantial completion” would indicate to the public eye that the project was completely finished. There may be some minor details noted after the inspection that the contractor would need to take care of but the project would visually appear completed. There may also be some permits which need to be closed and some coordination with the Office of the County Engineer to make sure they were prepared to start maintaining the flyover.

Mr. Bailey requested to know when the first art panel would be attached.

Mr. Busche advised that a monthly progress meeting was pending but the expectation was that the first art panel would be attached after Thanksgiving. The contractor was scheduled to be out nightly from 8:00pm-4:00am to perform work on the flyover.

Mr. Bailey requested to know what plans were made to communicate the pending work on the project and possible lane closures to the community.

Ms. Shaffer advised a Q&A organized with FDOT was sent out prior to lane closures which to alert the community.

Commissioner Zalak requested confirmation as to whether the O.C.A.L.A lettering would be lit or backlit.

Mr. Busche advised the letters would be internally lit for this project. The lettering would be white. He further advised the department considered having dark letters with a white background and backlighting behind it but during the design phase the white letters were preferred. Mr. Busche also advised the letters were built taller than Florida Department of Transportation normally allowed. He then stated the county emblems

would also be lit but adjustments were made to create a blue ring around them instead of a cornered edge like the pillars.

***Tourist Development Tax Update – George Albright – Marion County Tax Collector***

Mr. George Albright, Marion County Tax Collector, advised the council previously discussed hiring a vendor to pursue short-term rental owners and collection of Tourist Development Tax. Mr. Albright advised a vendor was hired during COVID and unfortunately, the vendor was unable to meet the expectations of the council. He advised the technology used to obtain the data had improved over the years and a new vendor was chosen. Mr. Albright then introduced Tammy McCann, Deputy Tax Collector, to discuss the initiative further.

Ms. McCann advised she was responsible for handling all of the Tourist Development Tax received from hotels, VRBOs, Air BNBs, etc. She presented a packet which provided an explanation of the software and what it would produce. She stated the software would go out nightly to gather data for Marion County, Florida from the internet. The software would determine if vacation rentals were being advertised on different sites, some of which may not be widely known. Once the system located a vendor who wasn't registered with Marion County, a packet would be sent to them with a letter. The initial letter sent would inform registered vendors of the new process and request they re-register for the new program. Ms. McCann advised no registration fee existed for the accommodator and a payment portal would be created for ease of use.

Ms. Billig requested to know if the user must put in the income they received from the property to determine their tax obligation or if the system calculated the information for them.

Ms. McCann advised the user must update the income information and the system would then calculate their tax obligation. She further advised the tax collector would have the ability to access data to verify the amount of income the accommodator generated and the amount of tax they should be responsible for. She then requested that all accommodators provide an updated email address to the tax collector's office because that would generate a system login for their account and send reminder emails for upcoming payments. Ms. McCann advised the system had a total of four (4) letters that could be generated. She then advised over four thousand and fifty-three listings existed on the Marion County map of which 1,871 were short-term rentals.

Mr. Albright advised the Tax Collector's Office would move all taxation and collection information from their platform to the new system.

Mr. Bailey requested to discuss the third letter in the packet which stated that if an accommodator had not provided their income information the system would estimate the taxable income and provide it to them. He wanted to know what would happen if the accommodator disputed the charges.

Ms. McCann advised the system had a history tab which would show the rental history

of the unit and how much was charged.

Commissioner Zalak requested to know what would happen if an owner failed to make payment.

Mr. Albright advised the county ordinance allowed for a lien against the owner's property.

Commissioner Zalak requested to know if the system would delineate between the owner blocking out their calendar for a period of time vs the property being rented.

Ms. McCann advised if the owner blocks out the calendar, a circle with a line would show and no one could rent the unit. If a renter decided to rent the property, the calendar would show a different color with a nightly rate signifying the unit was rented.

Commissioner Zalak advised he spoke to other Commissioners who worked with Air BNBs and they included language in their ordinances which required each unit to be registered and receive a registration number. That registration number was placed into the system for better tracking of the units.

Ms. McCann advised there were other agencies who required an application fee. This requirement must be implemented by the Board of County Commissioners if they would like to proceed with it.

Commissioner Zalak advised the question was asked so he could take the request to the Board of County Commissioners and request an enhancement to the Marion County ordinance to include back taxes as well as fines.

Mr. Albright suggested the county give the program six (6) months to determine if accommodators acclimated to the system and whether the program needed amending. If an amendment was necessary, the ordinance could be modified.

Commissioner Zalak advised he wanted to think about future options as he felt the ordinance could be streamlined.

Mr. Reynolds advised half of the short-term rental units were in the City of Ocala and requested to know if the county ordinance would also extend to the City of Ocala.

Commissioner Zalak and Ms. McCann both advised the ordinance was countywide therefore, the city's rentals would fall under the county ordinance as long as the city did not create their own ordinance.

Ms. McCann advised she was unaware of the number of short-term rentals in the City of Ocala but she could obtain that number and provide it to the council.

Mr. Albright advised the ordinance would be a specific taxation ordinance adopted by the City of Ocala if they had one.

Mr. Reynolds advised he did not believe the City of Ocala had an ordinance.

Ms. McCann advised she had some accommodators within the city limits who call her to request information on how to pay their short-term rental tax. She advised that she would refer them to the City of Ocala to determine if a business license was needed because the Tax Collector does not require a business license for the county.

Commissioner Zalak requested to know if there was a county map which denoted where the short-term rentals were located.

Ms. McCann advised she would research to see if a map existed and could be provided to the council for review.

Commissioner Zalak advised starting this project in January would provide the council and Tax Collector the opportunity to capture the majority of the short-term rentals since most people utilized this form of lodging as a rental option during that time of year.

Ms. McCann advised that she located some properties which only rent during the Winter months because that was the most profitable for them.

Commissioner Zalak stated some counties had an ordinance requiring renters to rent for at least one-month to alleviate the influx of short-term renters. He then requested to know if owners of campground space that was utilized for RV rentals had signed up with the Tax Collector for short-term rental tax, as well. Commissioner Zalak then stated, if not, he wanted to know if the county would be able to require these property owners to register with the Tax Collector. He also requested to know if event venues such as HITS and The Florida Horse Park were registering their short-term RV rental properties.

Mr. Locke advised The Florida Horse Park should be registered and the Tax Collector should be collecting taxes under the Horse Parks umbrella.

Commissioner Zalak requested to know the amount of taxes collected for the current year.

Ms. Shaffer advised the VCB would work with the Tax Collectors' offices to develop and disseminate future communication. Next, she thanked the tax collector's office for working with the VCB regarding tax collection and navigating options to assist with future plans. She advised the Tax Collector's Office was collecting 1.5% tax for many years and now collected 3% tax which helped the county greatly.

Mr. Albright advised the 3% tax was only used to pay for the tax collection software used to collect for short-term rentals.

Ms. Shaffer affirmed.

Mr. Albright requested to know the amount of tax's collected last year.

Ms. Wheeler advised the total amount remitted to the Tourist Development Department last year was \$5,481,186.06.

Mr. Bailey requested to know how much of the total collected was from short-term

rentals.

Ms. Wheeler advised the total collected was not broken down into categories so she could not provide the requested information.

Commissioner Zalak requested the Tax Collector's Office provide information on the total amount of tax collected from short-term rentals in next year's update.

Ms. Wheeler advised Ms. McCann would add a line to the spreadsheet provided to the Tourist Development Department which indicated the amount collected for short-term rentals.

Mr. Albright advised greater awareness of the new short-term rental tax collection policy as well as collection of business owner names would be pivotal to its success. He also advised that collaboration with the Chamber & Economic Partnership would assist in disseminating information about the program.

Ms. Shaffer advised the county should explain the reason why the taxes were required and what the taxes were used for to short-term rental owners.

Mr. Albright affirmed.

Commissioner Zalak requested to know when the county could expect the new tax collection system for short-term rentals to be in working order.

Mr. Albright advised the system had not been delivered to their department yet and advised it would be sometime after January 1, 2025. He stated this system would be built from scratch as it must interface with the other systems used in their office. Mr. Albright further advised that for ease of collection, they requested that Deckard Technologies (the company building the tax collection software) handle all collections.

#### *Proposed Tourist Development Meeting Dates 2025*

Mr. Bailey advised the Tourist Development Department proposed meeting dates for 2025 and a sheet was provided which outlined the tentative schedule.

Ms. Wheeler advised the outline provided allowed TDC members to review their calendars. The dates for January 16<sup>th</sup> and February 27<sup>th</sup> were secured for TDC meetings and the remaining dates would be voted on at the next TDC meeting.

**It was noted for the record that a technical issue occurred at 9:49am and the remainder of the meeting was not recorded.**

Ms. Wheeler explained that some council members and VCB staff had pre-scheduled meetings which could not be rescheduled and therefore optional meeting dates were provided. She further explained that optional dates outlined in green were proposed dates and with no conflict, the dates outlined in yellow indicated a potential TDC

member conflict and the dates outlined in red note confirmed conflicts and an optional date must be selected.

**A motion was made by Rus Adams, seconded by Commissioner Carl Zalak, to approve the recommendation to proceed with meeting dates of January 16, 2025 and February 27, 2025 then vote on all future meeting dates for 2025 at the next Tourist Development Council meeting to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

#### *Annual Membership Attestations*

The Annual Membership Attestations were provided to each TDC member in attendance and collected after the meeting.

#### ***Funding Requests***

##### **Fiscal Year 2025 Event Funding Allocations**

Mr. Corry Locke, Group Sales Supervisor, discussed Fiscal Year 2025 Event Funding Allocations. He explained that \$500,000.00 was budgeted for Bid Fee funding of which \$200,000.00 was requested from USA Roller Sports National Championship leaving a total of \$300,000 available for future Bid Fee events. He then went on to discuss the allocation of Room Night Generating Event funding for fiscal year 2025. He advised that \$330,000 was budgeted for this funding option. Mr. Locke advised \$208,460.00 was previously approved to fund ten separate events and he currently had five funding requests pending totaling \$120,200.00. If these funding requests were approved, it would leave \$26,340.00 in available funds for future events in Fiscal Year 2025.

##### ***USA Roller Sports (USARS) Championship - \$200,000 Bid Fee***

Mr. Locke then discussed a Bid Fee funding request for a 1-year commitment to host the USA Roller Sports National Championship at the World Equestrian Center from July 18-August 10, 2025. The event coordinator requested a \$200,000 Bid Fee and anticipated 2,000-2,500 people to attend with an estimated room night total of 12,500. The USA Roller Sports Championship would bring approximately \$18,681,616 in business sales to Marion County which would be a total ROI of 117%. Mr. Locke then advised that Marion County lost the event bid to Reno, Nevada for 2025 but the Sales Team would continue to pursue this event and bid on future years.

##### ***Florida Advisory Committee on Arson Prevention, Inc - \$3,500 (Room Night Generating)***

Mr. Locke then addressed a funding request in the amount of \$3,500 for the Florida Advisory Committee on Arson Prevention, Inc. to be held at the World Equestrian Center from March 5-7, 2025. The eligible funding amount/staff recommendation mirrored the amount requested from the event organizer. The total estimated economic impact was noted as \$151,479 with a ROI of 10%. The organizer of the event anticipated two-hundred and fifty room nights and the requested funds would be used for operational expenses as allowed by F.S.S 125.0104, as well as, conference materials including signage

and advertising.

**A motion was made by Councilmember Barry Mansfield, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$3,500 for the Florida Advisory Committee on Arson Prevention's 47<sup>th</sup> Annual Seminar to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Grandview Invitational - \$19,600 (Room Night Generating)***

Mr. Locke then discussed a funding request for Grandview Invitational in the amount of \$19,600 to be held at the Florida Horse Park from January 30-February 1, 2025. The eligible funding amount/staff recommendation mirrored the requested amount of \$19,600. The total estimated economic impact was noted as \$969,295.00 with a ROI of 17%. The event organizer estimated 3,200 attendees with approximately 1,400 room nights to be secured. The funds would be used for marketing, advertising, venue rental, equipment rental and bleacher rental.

**A motion was made by Christopher Fernandez, seconded by Victoria Billig, to approve the recommendation for the requested funding amount of \$19,600.00 for Grandview Invitational to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Grandview World Nights - \$22,400 (Room Night Generating)***

Mr. Locke then advised of a funding request presented by Grandview Invitational for an event named Grandview World Nights to be held at the World Equestrian Center from February 5-8, 2025. The event organizer requested funding in the amount of \$22,400 which mirrored the eligible funding amount/staff recommendation. The total estimated economic impact was noted as \$1,222,828.00 with a ROI of 31%. This event would bring approximately 2,450 people to Marion County and secure approximately 1,600 room nights. The funds would be used for marketing, advertising, equipment rental and event production expenses, if awarded.

**A motion was made by Rus Adams, seconded by Christopher Fernandez, to approve the recommendation for the requested funding amount of \$22,400 for Grandview World Nights to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Live Oak International - \$18,200 (Room Night Generating)***

Mr. Locke then discussed a request from Live Oak Plantation Combined Driving, Inc. for an event entitled Live Oak International to be held at Live Oak Plantation from March 13-15, 2025. The event organizer requested \$18,200 which mirrored the eligible funding amount/staff recommendation. The total estimated economic impact was noted as \$1,586,988 with a ROI of 88%. This organization anticipated 1,300 room nights and approximately five-thousand attendees. If the funds were awarded, they would be used for marketing, livestreaming expenses, advertising, printing, video/photography,

website, public relations expenses, event program and judges/officials' fees.

**A motion was made by Commissioner Carl Zalak, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$18,200 for Live Oak International to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Rock the Country - \$50,000 (Room Night Generating)***

Lastly, Mr. Locke presented a funding request from RTC Gallatin LLC for the Rock the Country event to be held at the Florida Horse Park from May 8-10, 2025. The event organizer requested funding in the amount of \$50,000 which mirrored the eligible funding amount/staff recommendation. The organization estimated 30,000 attendees with an anticipated room night total of 10,800. The estimated economic impact was noted as \$9,161,342.00 with a ROI of 458%. Mr. Locke advised that 2025 would be the second year the event was hosted in Marion County but the first-time organizers had requested funding. He further advised if funding was awarded, the organizers would use the funds for marketing, advertising and event production.

**A motion was made by Councilmember Barry Mansfield, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$50,000 to Rock the Country Ocala along with a request for 50 VIP tickets and a Business Area Row to be provided to Marion County BOCC by RTC Gallatin LLC as well as the requirement that Florida Horse Park register their short-term RV rentals with the Tax Collector's Office to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Staff Updates***

***Ocala/Marion County Tourism Placemaking Plan and Feasibility Analysis***

**A motion was made by Rus Adams, seconded by Victoria Billig, to approve the recommendation to negotiate \$15,000 with Hunden Partners to facilitate the next workshop for the Hunden Tourism Placemaking and Feasibility Analysis with the City of Ocala included and 1x1 meetings scheduled before the December 3, 2024 Board of County Commissioners meeting to the Board of County Commissioners. The motion was unanimously approved by the council (7-0).**

***Second Tourism Annual Meeting – December 12, 2024***

The Second Tourism Annual Meeting invitation was presented to the Tourist Development Council members and Ms. Shaffer extended an invitation to each TDC member to attend.

***Marketing and Communications Update***

Jessica Heller, Marketing and Communications Supervisor, advised the media placements were limited from September 1-October 31, 2024 due to the close of Fiscal Year 23-24, as well as, two hurricanes that impacted Florida. She advised that Current



Running Media included print ads in the Ocala Relocation Guide (5,000+ distribution), Visit Florida International Guide and the Sports Planning Guide. She further advised that billboards were placed throughout Florida via Outfront (2 Billboards) and Clear Channel (1 Billboard). Ocala/Marion County also had digital billboards running in the Tampa International Airport and Orlando International Airport as well as Urban Panel placements of digital panels in New York and Atlanta. Ms. Heller indicated that Marion County's digital placements included Expedia (August 22-September 21, 2024) with approximately 1 million impressions, Ad+Genuity DSP (Nov 2024-Sept 2025), Sports Planning Guide (Oct 2024-Sept 2025), Flamingo Magazine and Undiscovered Florida. She also stated that Industry and Advocacy Communications included messaging about hurricane Helene and hurricane Milton, a presentation to Ocala Sunset Rotary, Tourism Exchange partner outreach and distribution of the Annual Meeting invitations. Lastly, Ms. Heller discussed some special projects the staff participated in which included updating the Marion County Vacation Guide, working on The Marion Insider's Guide and continued work with Threshold 360 to capture video of tourism locations throughout the county.

Commissioner Zalak out at 10:23am

#### ***Sales Update***

Mr. Locke presented the Sales Update and advised that New Business included the Updog Florida Championship to be held November 9-10, 2024 with an estimated 100 room nights as well as the Florida Council for History Education (FLCHE) Annual Conference to be held from July 25-26, 2025 with an estimated 120 room nights. He further advised of tentative new business which included the USA Roller Sports National Championship which was discussed earlier. Mr. Locke advised that the Sales Team was working to obtain more information on two new leads and was still working with two previous leads, Lady Bass Anglers Pro Bass Tour and World Fishing Tour. He then advised of one piece of lost business, Florida Environmental Health Association Annual Education Meeting. He stated the event organizers decided to host the event in Gainesville, Florida.

Commissioner Zalak in at 10:26am

#### ***TDT Collections/STR and Key Data Update***

Ms. Wheeler then presented the August data for STR research for Marion County as well as the state of Florida. She advised August occupancy was at 54.8% which was down 0.1% year over year and ADR was at \$110.32 which was up 6.1% from last year. RevPar was at \$60.50, which was up 6% from last year and for the running twelve (12) months of Marion County occupancy showed a decrease 7.4% with ADR up 1.8% and RevPar down 5.7%. Visit Florida's occupancy statewide was at 62.2% which was up 0.1%, ADR was \$150.96 which showed no change from last year and RevPar was \$93.97 which was up 0.2%. Ms. Wheeler then discussed August's Key Data Research results for Marion County's short-term rental market which showed occupancy was at 33.9% which was a decrease of 6% from last year. ADR was \$123.00 which was a decrease of \$8.00 from

last year and RevPar was \$32.00, a decrease of \$1.00 from last year. Nights available totaled 5,997 which was an increase of 15% from last year's total of 5,220. For the running twelve (12) months, occupancy was down 7%, ADR was down 7%, RevPar was down 16% and nights available increased by 20%. The Smith Travel Research Data for September indicated occupancy was at 56.1% which was down 3.8% year over year, ADR was \$110.98 which was down 2.1% from last year and RevPar was at \$62.29 which was down 5.8% from last year. For the running twelve (12) months, occupancy was down 7.4%, ADR was up 1.3% and RevPar was down 6.2%. The Visit Florida September STR Data indicated that occupancy was at 59.7% which was a decrease of 3.1%, ADR was \$151.47 which was down 0.8% from last year and RevPar was \$90.42, a decrease of 3.9%. The September Key Data results showed occupancy at 32.7% which was a decrease of 12% from last year, ADR was at \$118.00 which was a decrease of \$4.00 from last year and RevPar was \$28.00, a decrease of \$4.00 from last year. The nights available in Marion County for September were 6,082 which was an increase of 20% from last year's total of 5,074. For the running twelve (12) months, occupancy was down 8%, ADR was down 7%, RevPar was down 15% and nights available increased by 20%. Ms. Wheeler then discussed the October STR Data for Marion County and advised that occupancy was at 70.8% which was an increase of 27% year over year. ADR was at \$128.37 which was up 18.2% from last year and RevPar was at \$90.85 which was an increase of 50.2% from last year. For the running twelve (12) months, occupancy was down 5.8%, ADR was up 1.9% and RevPar was down 4%. The Visit Florida STR Data for October indicated that occupancy was at 62.2% which was an increase of 0.1%, ADR was \$150.96 which did not change from last year and RevPar was \$93.97 an increase of 0.2%. The October Key Data stated that occupancy was at 39.9% which was an increase of 21% from last year, ADR was at \$130.00 which was an increase of \$11.00 from last year and RevPar was at \$238.00, an increase of \$10.00 from last year. The nights available were noted to be 6,009 which was an increase of 13% from last year's number of 5,322. For the running twelve (12) months, occupancy was down 4%, ADR was down 7%, RevPar was down 11% and night available increased 19%.

#### ***TDC Events Calendar***

Ms. Wheeler advised the TDC Events Calendar was in the packet.

#### ***Notation for Record***

Mr. Bailey advised the Sales Report was in the packet.

Mr. Bailey advised the TDC Attendance Report was in the packet.

#### ***Old Business***

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

#### ***New Business***

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

***Public Comment***

*Upcoming Meeting*

Mr. Bailey stated, that the next TDC meeting will be on Thursday, January 16, 2025.

The meeting adjourned at 11:02 a.m.

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Jeff Bailey, Chairman

DRAFT



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18183

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**MOTION: Acknowledgement of Financials - January 2025**

**DESCRIPTION/BACKGROUND:**

Recommended Action: To accept the Expenditure Status Report and Revenue Report from January 2025.

REVENUE STATUS REPORT

FOR 2025 04				JOURNAL DETAIL 2025 4 TO 2025 4			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%				
2,192,064.00	0.00	2,192,064.00	700,374.01	1,491,689.99	32.0%		
2025/04/001796	01/22/2025 GCR	-231,274.60	REF P02744 12/24 TOURIST DEV TAX				
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %				
1,096,032.00	0.00	1,096,032.00	350,186.99	745,845.01	32.0%		
2025/04/001796	01/22/2025 GCR	-115,637.30	REF P02744 12/24 TOURIST DEV TAX				
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %				
1,096,032.00	0.00	1,096,032.00	350,186.99	745,845.01	32.0%		
2025/04/001796	01/22/2025 GCR	-115,637.30	REF P02744 12/24 TOURIST DEV TAX				
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD				
555,000.00	0.00	555,000.00	155,329.21	399,670.79	28.0%		
2025/04/003226	01/31/2025 GEN	-36,253.36	REF SBAINTE SBA INT 221131 JAN				
1074-36-366-450-45090-155-0000000-0000000-366045-			FL SPORTS FOUNDATION				
0.00	0.00	0.00	14,834.00	-14,834.00	100.0%		
2025/04/002163	01/24/2025 GCR	-10,000.00	REF P02956 AMER JR GOLF GRANT				
1074-36-369-450-45090-155-0000000-0000000-369030-			REFUND OF PRIOR YEAR EXP				
0.00	0.00	0.00	915.25	-915.25	100.0%		
2025/04/003195	01/31/2025 GCR	-915.25	REF P00013 FENSTERER 1ST PAYMENT				
1074-37-379-990-99090-000-0000000-0000000-379999-			LESS: 5% OF BUDG REVENUE				
-246,957.00	0.00	-246,957.00	0.00	-246,957.00	.0%		
1074-39-399-990-99090-000-0000000-0000000-399991-			BALANCES FWD-CASH-REGULAR				
10,190,353.00	0.00	10,190,353.00	0.00	10,190,353.00	.0%		
<b>TOTAL TOURIST DEVELOPMENT FUND</b>							
14,882,524.00	0.00	14,882,524.00	1,571,826.45	13,310,697.55	10.6%		
<b>TOTAL REVENUES</b>							
14,882,524.00	0.00	14,882,524.00	1,571,826.45	13,310,697.55			

REVENUE STATUS REPORT

FOR 2025 04				JOURNAL DETAIL 2025 4 TO 2025 4			
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
14,882,524.00	0.00	14,882,524.00	1,571,826.45	13,310,697.55	10.6%		
GRAND TOTAL							

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

EXPENDITURE STATUS REPORT

FOR 2025 04										JOURNAL DETAIL 2025 4 TO 2025 4	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										REMAINING REVENUE	% COLL
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE								
1074-55-552-450-45090-155-0000000-0000000-512101- REGULAR SALARIES & WAGES											
	720,309.00	0.00	720,309.00	200,774.24						519,534.76	27.9%
2025/04/000060	01/03/2025	PRJ	23,390.40	REF 250103	WARRANT=250103	RUN=0	REGULAR				
2025/04/001212	01/17/2025	PRJ	25,244.00	REF 250117	WARRANT=250117	RUN=0	REGULAR				
2025/04/002608	01/31/2025	PRJ	27,139.38	REF 250131	WARRANT=250131	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-521101- FICA TAXES											
	55,114.00	0.00	55,114.00	14,457.94						40,656.06	26.2%
2025/04/000060	01/03/2025	PRJ	1,660.05	REF 250103	WARRANT=250103	RUN=0	REGULAR				
2025/04/001212	01/17/2025	PRJ	1,809.53	REF 250117	WARRANT=250117	RUN=0	REGULAR				
2025/04/002608	01/31/2025	PRJ	2,060.04	REF 250131	WARRANT=250131	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-522101- RETIREMENT CONTRIBUTIONS											
	98,183.00	0.00	98,183.00	29,187.98						68,995.02	29.7%
2025/04/000060	01/03/2025	PRJ	3,188.12	REF 250103	WARRANT=250103	RUN=0	REGULAR				
2025/04/001212	01/17/2025	PRJ	3,440.77	REF 250117	WARRANT=250117	RUN=0	REGULAR				
2025/04/002608	01/31/2025	PRJ	3,699.10	REF 250131	WARRANT=250131	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-523101- HEALTH INSURANCE											
	138,864.00	0.00	138,864.00	34,721.91						104,142.09	25.0%
2025/04/000060	01/03/2025	PRJ	6,562.05	REF 250103	WARRANT=250103	RUN=0	REGULAR				
2025/04/000060	01/03/2025	PRJ	-1,302.05	REF 250103	WARRANT=250103	RUN=0	REGULAR				
2025/04/001212	01/17/2025	PRJ	6,562.05	REF 250117	WARRANT=250117	RUN=0	REGULAR				
2025/04/001212	01/17/2025	PRJ	-1,302.05	REF 250117	WARRANT=250117	RUN=0	REGULAR				
2025/04/002608	01/31/2025	PRJ	1,052.00	REF 250131	WARRANT=250131	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-523401- LIFE, AD&D, LTD											
	4,837.00	0.00	4,837.00	1,398.52						3,438.48	28.9%
2025/04/000060	01/03/2025	PRJ	162.49	REF 250103	WARRANT=250103	RUN=0	REGULAR				
2025/04/001212	01/17/2025	PRJ	192.62	REF 250117	WARRANT=250117	RUN=0	REGULAR				
2025/04/002608	01/31/2025	PRJ	105.58	REF 250131	WARRANT=250131	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-524101- WORKER'S COMPENSATION											
	653.00	0.00	653.00	326.50						326.50	50.0%
2025/04/002347	01/27/2025	GNI	163.25	REF	2nd Qtr Insur						
1074-55-552-450-45090-155-0000000-0000000-531109- PROFESSIONAL SERVICES											
	1,612,500.00	0.00	1,612,500.00	102,288.23						92,500.00	94.3%
2025/04/001178	01/13/2025	API	2,953.46	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION COUNTY	GOOGLE	82896		
2025/04/001178	01/13/2025	POL	-2,953.46	VND 106656	PO 2500502	MILES PARTNERSH	OCALA/MARION COUNTY	GOOGLE2025	82896		
2025/04/001178	01/13/2025	API	13,750.00	VND 106656	PO 2500502	MILES PARTNERSH	RETAINER, NOV-24	82896			

EXPENDITURE STATUS REPORT

FOR 2025 04 JOURNAL DETAIL 2025 4 TO 2025 4

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND  
 ORIGINAL ESTIM REV ESTIM REV ADJ REVISED ESTIM REV ACTUAL YTD REVENUE REMAINING REVENUE % COLL

CP155552 531109 PROFESSIONAL SERVICES										
2025/04/001178	01/13/2025	POL	-13,750.00	VND	106656	PO	2500502	MILES PARTNERSH RETAINER, NOV-24	2025	
2025/04/001178	01/13/2025	API	7,862.68	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY META		82896
2025/04/001178	01/13/2025	POL	-7,862.68	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY META	2025	
2025/04/001178	01/13/2025	API	17,405.22	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY AD GENUITY		82896
2025/04/001178	01/13/2025	POL	-17,405.22	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY AD GEN2025		
2025/04/001178	01/13/2025	API	3,500.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY FLAMINGO		82896
2025/04/001178	01/13/2025	POL	-3,500.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY FLAMIN2025		
2025/04/001178	01/13/2025	API	2,595.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY OUTFRONT		82896
2025/04/001178	01/13/2025	POL	-2,595.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY OUTFRO2025		
2025/04/001178	01/13/2025	API	1,229.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY CLEAR CHAN		82896
2025/04/001178	01/13/2025	POL	-1,229.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY CLEAR 2025		
2025/04/001972	01/14/2025	API	30,000.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY NORTHSTAR		83213
2025/04/001972	01/14/2025	POL	-30,000.00	VND	106656	PO	2500502	MILES PARTNERSH OCALA/MARION COUNTY NORTHS2025		
1074-55-552-450-45090-155-0000000-0000000-534101-			96,032.00	0.00	96,032.00			CONTRACT SERV - OTHER - MISC	59,774.00	37.8%
2025/04/001219	01/14/2025	API	430.65	VND	001703	PO	2500388	BLUE RIBBON CLE DECEMBER 2024: FACILITIES		82778
2025/04/001219	01/14/2025	POL	-430.65	VND	001703	PO	2500388	BLUE RIBBON CLE DECEMBER 2024: FACILITIES	2025	
2025/04/001392	01/16/2025	POE	5,460.00	VND	000060	PO	2500795	SIMPLEVIEW WORL ACCESS TO TOURISM DATABASE		
2025/04/002089	01/17/2025	API	5,460.00	VND	000060	PO	2500795	SIMPLEVIEW WORL MINT SUBSCRIPTION 01/01/25-12/		83309
2025/04/002089	01/17/2025	POL	-5,460.00	VND	000060	PO	2500795	SIMPLEVIEW WORL MINT SUBSCRIPTION 01/01/252025		
1074-55-552-450-45090-155-0000000-0000000-540101-			42,500.00	0.00	42,500.00			TRAVEL & PER DIEM	3,320.02	7.8%
2025/04/000437	01/06/2025	API	172.44	VND	001898	PO		VALDOSTON SHEAL CO ATTNY/MILEAGE & PARKING AT		82403
1074-55-552-450-45090-155-0000000-0000000-541101-			10,421.00	0.00	10,421.00			COMMUNICATIONS SERVICES	7,908.16	24.1%
2025/04/002619	01/24/2025	API	28.22	VND	203123	PO		CENTURY LINK/EM 320144423		83287
2025/04/002622	01/27/2025	API	323.36	VND	201928	PO		VERIZON WIRELES 421552992-00016		83315
1074-55-552-450-45090-155-0000000-0000000-542201-			13,000.00	0.00	13,000.00			POSTAGE & FREIGHT	5,936.11	54.3%
2025/04/000980	01/05/2025	API	9.05	VND	999999	PO		PCARD ONE TIME PICKUP CHARGE FOR PROCLAMATION		
2025/04/000980	01/05/2025	API	11.34	VND	999999	PO		PCARD ONE TIME SHIPPING OF PROCLAMATION PLAQU		
2025/04/001935	01/16/2025	API	109.00	VND	999999	PO		PCARD ONE TIME SHIPPING FEE TO MAIL CONTRACT		
2025/04/001831	01/17/2025	API	1,000.00	VND	103358	PO	2500063	USPS-HASLER POSTAGE FOR METER 08129564		83156
2025/04/001831	01/17/2025	POL	-1,000.00	VND	103358	PO	2500063	USPS-HASLER POSTAGE FOR METER 081295642025		



EXPENDITURE STATUS REPORT

FOR 2025 04										JOURNAL DETAIL 2025 4 TO 2025 4	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL						
1074-55-552-450-45090-155-0000000-0000000-543101-	25,188.00	0.00	25,188.00	3,957.92	21,230.08	15.7%	UTILITY SERVICES - ELC WTR SWR				
2025/04/000437	01/06/2025	API	47.19	VND 000808 PO			SUMTER ELECTRIC 9608557201				
2025/04/002607	01/27/2025	API	831.04	VND 014881 PO			CITY OF OCALA/E 550848-164495				
2025/04/002622	01/27/2025	API	26.08	VND 107238 PO			DUKE ENERGY FLO 9101 5957 9418				
1074-55-552-450-45090-155-0000000-0000000-543102-	756.00	0.00	756.00	182.35	573.65	24.1%	UTILITY SERVICES - WST DISP				
2025/04/002607	01/27/2025	API	45.58	VND 014881 PO			CITY OF OCALA/E 550848-164495				
1074-55-552-450-45090-155-0000000-0000000-544101-	6,424.00	0.00	6,424.00	1,387.37	524.00	91.8%	RENTALS & LEASES - EQUIPMENT				
2025/04/001178	01/13/2025	API	367.68	VND 501306 PO	2500311		DOCUMENT TECHNO MC-01 COPIER LEASE, JAN-25				
2025/04/001178	01/13/2025	POL	-367.68	VND 501306 PO	2500311		DOCUMENT TECHNO MC-01 COPIER LEASE, JAN-252025				
1074-55-552-450-45090-155-0000000-0000000-544401-	2,400.00	0.00	2,400.00	630.00	1,770.00	26.3%	RENTALS & LEASES - BUILDINGS				
2025/04/000979	01/03/2025	API	157.50	VND 999999 PO			PCARD ONE TIME STORAGE UNIT RENTAL FOR PROMOT				
1074-55-552-450-45090-155-0000000-0000000-545101-	16,864.00	0.00	16,864.00	8,431.64	8,432.36	50.0%	INSURANCE - PREMIUMS				
2025/04/002347	01/27/2025	GNI	4,215.82	REF			2nd Qtr Insur				
1074-55-552-450-45090-155-0000000-0000000-546101-	44,000.00	0.00	44,000.00	0.00	38,320.00	12.9%	REPAIRS/MAINT - BLDGS & GRNDS				
1074-55-552-450-45090-155-0000000-0000000-546257-	4,580.00	0.00	4,580.00	0.00	4,580.00	.0%	REPAIRS/MAINT - FLEET MANAGMNT				
1074-55-552-450-45090-155-0000000-0000000-547101-	55,500.00	0.00	55,500.00	1,099.67	4,597.04	91.7%	PRINT & BIND				
2025/04/003172	01/31/2025	API	884.67	VND 999999 PO			PCARD ONE TIME PRESS KIT BOOKLETS FOR THE FL				
2025/04/000281	01/06/2025	POE	49,803.29	VND 001437 PO	2500769		SOLO PRINTING L PURCHASE OF VISITORS GUIDES				
1074-55-552-450-45090-155-0000000-0000000-548101-	3,163,799.00	-59,160.00	3,104,639.00	247,011.60	2,663,039.92	14.2%	PROMO ACT				
2025/04/000979	01/03/2025	API	79.98	VND 999999 PO			PCARD ONE TIME SHIRTS PURCHASED FOR BRANDING				
2025/04/000979	01/03/2025	API	89.98	VND 999999 PO			PCARD ONE TIME SHIRTS PURCHASED FOR BRANDING				
2025/04/000983	01/08/2025	API	5,361.60	VND 999999 PO			PCARD ONE TIME DISTRIBUTION OF BROCHURES ON F				
2025/04/000983	01/08/2025	API	300.00	VND 999999 PO			PCARD ONE TIME GREATER ORLANDO & LAKE BUENA V				

EXPENDITURE STATUS REPORT

FOR 2025 04				JOURNAL DETAIL 2025 4 TO 2025 4			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD	REVENUE	REMAINING REVENUE	% COLL	

CP155552 548101		PROMO ACT						
2025/04/000985	01/10/2025	API	130.00	VND	999999	PO	PCARD ONE TIME SHIRTS FOR BRANDING WITH THE V	
2025/04/000985	01/10/2025	API	9,149.58	VND	999999	PO	PCARD ONE TIME ITEMS RENTED FOR BOOTH AT FLOR	
2025/04/000991	01/12/2025	API	-89.98	VND	999999	PO	PCARD ONE TIME REFUND FOR SHIRTS	
2025/04/000991	01/12/2025	API	14.00	VND	999999	PO	PCARD ONE TIME NAME BADGE FOR KELEAB SPENCER	
2025/04/001934	01/15/2025	API	31.98	VND	999999	PO	PCARD ONE TIME LUNCH FOR GERMAN JOURNALISTS F	
2025/04/001934	01/15/2025	API	44.28	VND	999999	PO	PCARD ONE TIME LUNCH FOR GERMAN JOURNALISTS F	
2025/04/001934	01/15/2025	API	34.00	VND	999999	PO	PCARD ONE TIME LOGO BRANDING FOR SHIRTS	
2025/04/001934	01/15/2025	API	2,910.00	VND	999999	PO	PCARD ONE TIME REPLACEMENT GRAPHICS FOR TRADE	
2025/04/001934	01/15/2025	API	423.15	VND	999999	PO	PCARD ONE TIME LOGO BRANDING FOR POLO SHIRTS	
2025/04/001935	01/16/2025	API	173.40	VND	999999	PO	PCARD ONE TIME DINNER FOR GERMAN JOURNALISTS	
2025/04/001935	01/16/2025	API	60.00	VND	999999	PO	PCARD ONE TIME ACTIVITY FOR GERMAN JOURNALIST	
2025/04/003050	01/24/2025	API	80.00	VND	999999	PO	PCARD ONE TIME TABLECLOTH DRYCLEANING	
2025/04/003053	01/21/2025	API	169.20	VND	999999	PO	PCARD ONE TIME DINNER FOR CANADIAN JOURNALIST	
2025/04/003055	01/19/2025	API	24.90	VND	999999	PO	PCARD ONE TIME DINNER FOR CANADIAN JOURNALITS	
2025/04/003055	01/19/2025	API	331.95	VND	999999	PO	PCARD ONE TIME BRANDED BLOUSES AND TUNICS FOR	
2025/04/003055	01/19/2025	API	264.15	VND	999999	PO	PCARD ONE TIME BRANDED BLOUSES AND TUNICS FOR	
2025/04/003056	01/17/2025	API	661.00	VND	999999	PO	PCARD ONE TIME LODGING FOR GERMAN JOURNALISTS	
2025/04/003164	01/22/2025	API	309.98	VND	999999	PO	PCARD ONE TIME HOTEL FOR CANADIAN JOURNALIST	
2025/04/003167	01/26/2025	API	-7.30	VND	999999	PO	PCARD ONE TIME REFUND FOR TAXES CHARGED ON GE	
2025/04/003170	01/29/2025	API	-31.98	VND	999999	PO	PCARD ONE TIME REFUND FOR TAXES CHARGED TO CA	
2025/04/003172	01/31/2025	API	35.00	VND	999999	PO	PCARD ONE TIME BRANDED SHIRT	
2025/04/002616	01/22/2025	API	16,933.75	VND	106656	PO 2500022	MILES PARTNERSH VISIT FL VACATION GUIDE PRODUC	83299
2025/04/002616	01/22/2025	POL	-16,933.75	VND	106656	PO 2500022	MILES PARTNERSH VISIT FL VACATION GUIDE PR2025	
2025/04/003122	01/31/2025	API	10,175.00	VND	106354	PO 2500233	DIGITAL FURY LL ON CAMERA & INTERVIEW FILMING	83610
2025/04/003122	01/31/2025	POL	-10,175.00	VND	106354	PO 2500233	DIGITAL FURY LL ON CAMERA & INTERVIEW FILM2025	
2025/04/001178	01/13/2025	API	7,300.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTING,	82908
2025/04/001178	01/13/2025	POL	-300.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001178	01/13/2025	POL	-5,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001178	01/13/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001178	01/13/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001178	01/13/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001178	01/13/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001178	01/13/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001229	01/14/2025	API	7,300.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTING,	82908
2025/04/001229	01/14/2025	POL	-300.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001229	01/14/2025	POL	-5,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001229	01/14/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001229	01/14/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/001229	01/14/2025	POL	-1,000.00	VND	106849	PO 2500503	TEMPEST INTERAC WEBSITE SVCS, SERVER HOSTI2025	
2025/04/002097	01/22/2025	API	4,200.00	VND	001485	PO 2500552	DARUMA TECH LLC QRTLTY APP MAINTENANCE	83291
2025/04/002097	01/22/2025	POL	-4,200.00	VND	001485	PO 2500552	DARUMA TECH LLC QRTLTY APP MAINTENANCE 2025	
2025/04/000788	01/13/2025	POE	30,000.00	VND	001553	PO 2500786	COLLEGE SWIMMIN CSCAA NATIONAL CHAMPIONSHIP	
2025/04/001178	01/13/2025	API	30,000.00	VND	001553	PO 2500786	COLLEGE SWIMMIN CSCAA NATIONAL CHAMPIONSHIP GR	82883
2025/04/001178	01/13/2025	POL	-30,000.00	VND	001553	PO 2500786	COLLEGE SWIMMIN CSCAA NATIONAL CHAMPIONSHI2025	
2025/04/002036	01/23/2025	POE	998.00	VND	002424	PO 2500814	LAMERS BUS LINE SHUTTLE RENTAL FOR FLORIDA HUD	

EXPENDITURE STATUS REPORT

FOR 2025 04 JOURNAL DETAIL 2025 4 TO 2025 4

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND  
 ORIGINAL ESTIM REV ESTIM REV ADJ REVISED ESTIM REV ACTUAL YTD REVENUE REMAINING REVENUE % COLL

CP155552 548101		PROMO ACT									
2025/04/002546	01/28/2025	POE	49,755.00	VND	001445	PO	2500834	WORLD EQUESTRIA	CATERING FOR FL HUDDLE AT WEC		
2025/04/002875	01/31/2025	POE	925.00	VND	002428	PO	2500843	THE LOVELY LOO	RESTROOM TRAILER RENTAL FOR FL		
2025/04/002877	01/31/2025	POE	3,520.00	VND	002423	PO	2500844	GREEN GAITS LLC	VENUE RENTAL		
2025/04/002881	01/31/2025	POE	30,000.00	VND	001661	PO	2500847	VETERANS4YOU	PROMOTIONAL ITEMS		
2025/04/002882	01/31/2025	POE	30,000.00	VND	102569	PO	2500848	ON TIME MARKETI	PROMOTIONAL ITEMS		
2025/04/002886	01/31/2025	POE	3,900.00	VND	002039	PO	2500852	FIDDLERS TURKEY	REIMBURSEMENT FOR ELIGIBLE EXP		
1074-55-552-450-45090-155-0000000-0000000-549185-					CHARGES - COST ALLOCATION						
174,198.00			0.00		174,198.00		58,066.00		116,132.00	33.3%	
2025/04/000081	01/02/2025	GEN	14,516.50	REF	REC COST ALLOCATION/JAN25						
1074-55-552-450-45090-155-0000000-0000000-551101-					OFFICE SUPPLIES						
2,000.00			0.00		2,000.00		314.02		1,685.98	15.7%	
2025/04/000979	01/03/2025	API	37.89	VND	001556	PO		AMAZON MARKETPL	SHARPIE MARKERS & PENS, GAFFER		
1074-55-552-450-45090-155-0000000-0000000-552101-					GASOLINE, OIL & LUBRICANTS						
4,000.00			0.00		4,000.00		212.01		3,787.99	5.3%	
2025/04/000725	01/10/2025	WOJ	14.39	REF	fuel	FUEL-3388					
1074-55-552-450-45090-155-0000000-0000000-552106-					COMPUTER SOFTWARE						
25,055.00			0.00		25,055.00		9,539.33		5,873.15	76.6%	
2025/04/001944	01/21/2025	API	-17.87	VND	501084	PO		UKG KRONOS SYST	SOLUTION: 6071601: RFND SFTWR	83230	
2025/04/000151	01/02/2025	API	26.50	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE	83234	
2025/04/000151	01/02/2025	POL	-26.50	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE2025		
2025/04/000151	01/02/2025	API	250.00	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE	83234	
2025/04/000151	01/02/2025	POL	-250.00	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE2025		
2025/04/000151	01/02/2025	API	52.50	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE	83234	
2025/04/000151	01/02/2025	POL	-52.50	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE2025		
2025/04/000151	01/02/2025	API	50.00	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE	83234	
2025/04/000151	01/02/2025	POL	-50.00	VND	501084	PO	2500709	UKG KRONOS SYST	6071601: SOFTWARE MAINTENANCE2025		
2025/04/002210	01/23/2025	API	541.65	VND	501084	PO	2500709	UKG KRONOS SYST	SOLUTION: 00426296	83280	
2025/04/002210	01/23/2025	POL	-541.65	VND	501084	PO	2500709	UKG KRONOS SYST	SOLUTION: 00426296	2025	
2025/04/000130	01/03/2025	POE	3,671.61	VND	106654	PO	2500765	TYLER TECHNOLOG	TYLER MAINTENANCE & SUPPORT		
2025/04/002547	01/28/2025	POE	4,285.30	VND	500685	PO	2500835	INSIGHT PUBLIC	ADOBE SUBSCRIPTION RENEWAL		
1074-55-552-450-45090-155-0000000-0000000-552108-					OPERATING SUPPLIES						
7,500.00			0.00		7,500.00		788.63		6,711.37	10.5%	
2025/04/000978	01/02/2025	API	83.94	VND	999999	PO		PCARD ONE TIME	BINDERS FOR THE HUNDEN PLACEMA		
2025/04/000979	01/03/2025	API	192.54	VND	001556	PO		AMAZON MARKETPL	SHARPIE MARKERS & PENS, GAFFER		
2025/04/000980	01/05/2025	API	61.25	VND	001556	PO		AMAZON MARKETPL	DATE STAMP		

EXPENDITURE STATUS REPORT

FOR 2025 04				JOURNAL DETAIL 2025 4 TO 2025 4			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-552116-			OPER SUPPLIES - COMP HARDWARE				
11,500.00	0.00	11,500.00	5,225.90	6,274.10	45.4%		
1074-55-552-450-45090-155-0000000-0000000-552257-			PARTS - VEHICLE / EQUIPMENT				
3,000.00	0.00	3,000.00	31.05	2,968.95	1.0%		
1074-55-552-450-45090-155-0000000-0000000-554101-			BOOKS, PUBS & SUBSCRIPTIONS				
49,104.00	0.00	49,104.00	20,419.88	28,684.12	41.6%		
2025/04/001931	01/12/2025	API	3,000.00	VND 999999	PO	PCARD ONE TIME	IDSS SUBSCRIPTION FOR SPORTS T
2025/04/003168	01/27/2025	API	119.88	VND 999999	PO	PCARD ONE TIME	DROPBOX PLUS FOR TRAFFICING A
1074-55-552-450-45090-155-0000000-0000000-554201-			DUES & MEMBERSHIPS				
29,704.00	6,025.00	35,729.00	16,511.00	19,218.00	46.2%		
2025/04/000983	01/08/2025	API	6,025.00	VND 999999	PO	PCARD ONE TIME	MEMBERSHIP TO US TRAVEL ASSOCI
2025/04/000983	01/08/2025	API	150.00	VND 999999	PO	PCARD ONE TIME	MEMBERSHIP RENEWAL FOR THE DUN
2025/04/001935	01/16/2025	API	-75.00	VND 999999	PO	PCARD ONE TIME	REFUND FOR VOLUNTARY FEE PAID
2025/04/001831	01/17/2025	API	1,195.00	VND 106453	PO	2500023	NATIONAL ASSOC ACCT 2313/MEMBERSHIP DUES, 01/
2025/04/001831	01/17/2025	POL	-1,195.00	VND 106453	PO	2500023	NATIONAL ASSOC ACCT 2313/MEMBERSHIP DUES, 2025
1074-55-552-450-45090-155-0000000-0000000-555501-			TRAINING & EDUCATION				
76,530.00	0.00	76,530.00	8,780.00	67,750.00	11.5%		
2025/04/000981	01/06/2025	API	1,395.00	VND 999999	PO	PCARD ONE TIME	REGISTRATION FOR L SHAFFER TO
2025/04/001933	01/14/2025	API	15.00	VND 999999	PO	PCARD ONE TIME	OCALA CEP BREAKFAST MEETING FO
2025/04/003051	01/23/2025	API	2,300.00	VND 999999	PO	PCARD ONE TIME	REGISTRATION FOR B DAY TO ATTE
2025/04/003055	01/19/2025	API	15.00	VND 999999	PO	PCARD ONE TIME	REGISTRATION FOR C SHELTON TO
1074-55-552-450-45090-155-0000000-0000000-563102-			IMPROVE - CIP				
6,786,423.00	0.00	6,786,423.00	1,481,138.73	2,994,428.99	55.9%		
2025/04/002655	01/28/2025	API	71,534.93	VND 500704	PO	2400721	KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT
2025/04/002655	01/28/2025	POL	-71,534.93	VND 500704	PO	2400721	KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024
2025/04/003121	01/30/2025	API	47,130.04	VND 500704	PO	2400721	KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT
2025/04/003121	01/30/2025	POL	-47,130.04	VND 500704	PO	2400721	KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024
2025/04/002615	01/22/2025	API	530,730.15	VND 203811	PO	2400722	COMMERCIAL INDU CONSTRUCTION/INSTALL AESTHETIC
2025/04/002615	01/22/2025	POL	-530,730.15	VND 203811	PO	2400722	COMMERCIAL INDU CONSTRUCTION/INSTALL AESTH2024
1074-55-552-450-45090-155-0000000-0000000-564102-			MACHINERY & EQUIPMENT - CIP				
1,259.00	0.00	1,259.00	0.00	1,259.00	.0%		

**EXPENDITURE STATUS REPORT**

FOR 2025 04				JOURNAL DETAIL 2025 4 TO 2025 4			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE		REMAINING REVENUE	% COLL	
1074-55-552-450-45090-155-0000000-0000000-568102-	3,462.00	0.00	3,462.00	INTANGIBLE SOFTWARE - CIP	0.00	-0.06	100.0%
1074-55-552-450-45090-155-0000000-0000000-599101-	446,865.00	-446,865.00	0.00	RESERVE FOR CONTINGENCIES	0.00	0.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599199-	1,150,000.00	0.00	1,150,000.00	RESERVE FOR CASH CARRY FORWARD	0.00	1,150,000.00	.0%
<b>TOTAL TOURIST DEVELOPMENT FUND</b>							
14,882,524.00	-500,000.00	14,382,524.00	2,285,583.27		8,090,231.80	15.9%	
<b>TOTAL EXPENSES</b>							
14,882,524.00	-500,000.00	14,382,524.00	2,285,583.27		8,090,231.80		

EXPENDITURE STATUS REPORT

FOR 2025 04				JOURNAL DETAIL 2025 4 TO 2025 4		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
14,882,524.00	-500,000.00	14,382,524.00	2,285,583.27	8,090,231.80	15.9%	
GRAND TOTAL						

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



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18186

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**MOTION: Meeting Rewards Program Guidelines**

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve the Meeting Rewards Program Guidelines for recommendation to the Marion County Board of County Commissioners.



# LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Locke Corry (Dept) Visitors & Convention Bureau - 2870  
 Last First  
 (Title) Group Sales Supervisor (Phone) 352-438-2839  
 Signature Corry Locke Date Friday, February 7, 2025

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

Request for:  New Document  Review & Comment  RESUBMIT LRM No. \_\_\_\_\_  
 Approve as to Form  Other

### Description of Request

We are requesting a legal review of the new Meeting Rewards Program policy. A word document is available for editing.

For more information or discussion, contact:  Same as above  
 (Name) \_\_\_\_\_ (Title) \_\_\_\_\_ (Phone) \_\_\_\_\_  
 Last First

Agenda Item?  Yes  No Agenda Date: \_\_\_\_\_  
 Agenda Deadline Date for Legal: \_\_\_\_\_ Agenda Deadline Date for Admin: \_\_\_\_\_

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

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2025-106

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

### Outcome:

Date Received:

Approved as to form and legal sufficiency  
 Approved with revisions:  Suggested  Completed  
 Other:

**RECEIVED**  
 By Marion County Attorney- AT at 4:15 pm, Feb 07, 2025

Attorney Signature: Thomas Schwartz Date 2/10/25  
 Staff Signature: Autlynn Tuck Date: 2/10/25 Returned:  Department  Admin  \_\_\_\_\_  
 Completed





## MEETING REWARDS PROGRAM IN OCALA/MARION COUNTY

Commented [55]: I think only the new areas are eligible for funding. Has our intent?

### RULES AND REGULATIONS

The Ocala/Marion County Visitors and Convention Bureau (OMCVCB) provides a booking incentive program, which offers up to of \$2,500 to organizations that book a meeting at an Ocala/Marion County facility or venue through the Ocala/Marion County Visitors and Convention Bureau.

### TO QUALIFY FOR THE INCENTIVE, THE MEETING PLANNER MUST MEET ALL OF THE FOLLOWING:

1. The meeting planner must submit a hotel RFP with the Ocala/Marion County Visitors and Convention Bureau.
2. The meeting must be held at a facility or venue inside Marion County.
3. The meeting must pick-up a minimum of 50 rooms in Marion County.

**\*To qualify as a new meeting, the specific meeting must not have been held in Ocala/Marion County over the previous three consecutive years.**

**\*Meetings booked in January, February or March are not eligible for funding.**

### INCENTIVES WILL BE EARNED ACCORDING TO THE FOLLOWING SCHEDULE:

Total Room Nights	New (April - December)	Repeat (April - December)
50-99	\$1,000	\$750
100-149	\$1,500	\$1,250
150-199	\$2,000	\$1,750
200 +	\$2,500	\$2,250



No substitutions for incentives will be allowed. The *Meeting Rewards Program in Ocala/Marion County* incentive cannot be combined with another Ocala/Marion County Visitors and Convention Bureau funding program.

**PROCEDURES FOR OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU:**

1. Accept and verify qualifications of the meeting planner's registration.
2. A OMCVCB representative will contact the meeting planner and begin the RFP process.
3. Ocala/Marion County Visitors and Convention Bureau representative will send the RFP/lead to appropriate meeting properties, facilities, or venues, in a timely manner based on the needs expressed in the meeting planner's RFP, or specifics provided to the Ocala/Marion County Visitors and Convention Bureau representative.
4. When a booking is confirmed and contract agreed to between the proposed venue and the planner, the planner must notify the Ocala/Marion County Visitors and Convention Bureau.
5. Upon receipt of verification of the total room pick-up for the specified meeting from the contracted lodging properties, and verification that the meetings were held in Ocala/Marion County, Ocala/Marion County Visitors and Convention Bureau will remit payment per the incentive earned to the meeting entity.

Commented [313]: Will vendors be required to submit the same amount of time needed for the RFP process to be provided to the meeting planner? The amount of time needed for the RFP process should be consistent throughout.

Commented [315]: Do you have a standard for the RFP process expressed in the RFP process standard? If the process of the meeting planner is not at all with the incentive and?

**PROCEDURES FOR INDUSTRY PARTNERS:**

1. The venue(s) selected for the specific qualified meeting must notify Ocala/Marion County Visitors and Convention Bureau in writing when the meeting is contracted, confirming dates, anticipated total room pick-up and anticipated total attendees; a copy of the contract should accompany this notification.
2. Upon completion of the specified meeting, the lodging property, facility or venue must verify in writing to Ocala/Marion County Visitors and Convention Bureau the total room pick-up associated with the specified meeting; and additionally, verify that the meeting/s were held in Ocala/Marion County.
3. If attendees stay at more than one lodging property, the meeting planner or the participating properties must notify Ocala/Marion County Visitors and Convention Bureau in advance and the property/properties must agree to report the room nights booked for the qualified meeting.
4. Failure to provide the required notifications and reports will negate the meeting planner's right to receive the specified incentive.
5. Upon receipt of the room night verification, Ocala/Marion County Visitors and Convention Bureau will then pay to the company, association, or organization that held the meeting the promotional incentive earned.

Commented [314]: How many incentives per year? Are we looking outwards to meet with other lodging facilities outside of a certain area? The information provided on the RFP to the meeting planner and the RFP process should be the same as the RFP process.

Are you providing incentives to the meeting planner? Are you providing incentives to the meeting planner?

Commented [316]: How many incentives per year? Are we looking outwards to meet with other lodging facilities outside of a certain area? The information provided on the RFP to the meeting planner and the RFP process should be the same as the RFP process.

Commented [315]: Do you have a standard for the RFP process expressed in the RFP process standard? If the process of the meeting planner is not at all with the incentive and?

**GENERAL TERMS AND CONDITIONS:**

1. The *Meeting Rewards Program in Ocala/Marion County* promotion can be discontinued any time without prior notice.



2. All meetings booked prior to the discontinuation date of the promotion will be fulfilled per the incentives schedule outlined above.
3. Meeting planner must qualify with Ocala/Marion County Visitors and Convention Bureau for each specific meeting prior to said meeting being contracted by the meeting property.
4. The resulting contract will be solely between the meeting planner and the meeting facility, with OMCVCB not serving as a contractual party in the event's preparation or execution.
5. For the purpose of this promotion, new meeting means that the specific meeting named in the registration has not been held in Ocala/Marion County during the previous three years.
6. For the purpose of this promotion, repeat meeting means that the specific meeting named in the registration has been held in Ocala/Marion County during the previous three consecutive years.
8. Ocala Marion County Visitors and Convention Bureau will serve as a facilitator in providing this incentive and planners are required to obtain reports with room totals from the various accommodators to show total room pick-up amount.
9. Upon room night verification from the meeting property and the meeting planner, Ocala Marion County Visitors and Convention Bureau will confirm the incentive earned, and that amount will be payable by the Ocala Marion County Visitors and Convention Bureau to the business, association or organization which hosted the meeting.
9. Ocala Marion County Visitors and Convention Bureau Staff will have final determination as to any questions regarding qualifications of the meeting and the incentive amount to be awarded.
10. Liability: Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be held liable for any action of the meeting facilities or venues or the Meeting Planner. Further, Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be liable for an injury suffered by the result of the participation in the *Meet and Save in Ocala/Marion County* promotion.
11. Employees of Ocala/Marion County Visitors and Convention Bureau, Marion County, Florida, or marketing or advertising agencies or organizations associated directly with either entity are not eligible for this promotional incentive.

Commented [15]: H. 11/16/2025 10:17 AM



**MEETING REWARDS PROGRAM IN OCALA/MARION COUNTY**

**RULES AND REGULATIONS**

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**PROCEDURES FOR INDUSTRY PARTNERS:**

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9. Ocala Marion County Visitors and Convention Bureau Staff will have final determination as to any questions regarding qualifications of the meeting and the incentive amount to be awarded.
10. Liability: Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be held liable for any action of the meeting facilities or venues or the Meeting Planner. Further, Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be liable for an injury suffered by the result of the participation in the *Meet and Save in Ocala/Marion County* promotion.
11. Employees of Ocala/Marion County Visitors and Convention Bureau, Marion County, Florida, or marketing or advertising agencies or organizations associated directly with either entity are not eligible for this promotional incentive.



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18185

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**MOTION: Room Night Generating Event Funding Program Guidelines**

**DESCRIPTION/BACKGROUND:**

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



# LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Wheeler Sky (Dept) Visitors & Convention Bureau - 2870  
 Last First  
 (Title) Manager (Phone) 352-438-2800  
 Signature [Handwritten Signature] Date Friday, January 24, 2025

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

Request for:  New Document  Review & Comment  RESUBMIT LRM No. \_\_\_\_\_  
 Approve as to Form  Other

### Description of Request

We are requesting a legal review of the the updated policy for the Room Night Generating Funding Program. Additionally, we request that the associated contract be revised to align with the new policy standards and that a force majeure clause be added to the contract. A Word document is available for each is available for editing.

For more information or discussion, contact:  Same as above  
 (Name) Locke Corry (Title) Group Sales Supervisor (Phone) 352 438 2839  
 Last First

Agenda Item?  Yes  No Agenda Date: \_\_\_\_\_

Agenda Deadline Date for **Legal**: \_\_\_\_\_ Agenda Deadline Date for **Admin**: \_\_\_\_\_

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

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2025-57

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

### Outcome:

Date Received:

Approved as to form and legal sufficiency  
 Approved with revisions:  Suggested  Completed  
 Other:

**RECEIVED**

By Marion County Attorney- AT at 8:18 am, Jan 27, 2025

*See attached revised contract + Exhibit A*

Attorney Signature: [Handwritten Signature] Date 1/27/25

Staff Signature: [Handwritten Signature] Date: 2/10/25 Returned:  Department  Admin  Completed





## **Room Night Generating Events**

### **Funding Program Guidelines & Application**

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

### **ROOM NIGHT GENERATING EVENT FUNDING CRITERIA - STATEMENT OF POLICIES**

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

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

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

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

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

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

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

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

## APPLICATION DEADLINE AND GUIDELINES

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

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

- A. Incomplete applications will not be considered. Not applicable or N/A must be marked if needed.
- B. Applicants must meet with a representative of the Ocala/Marion County Visitors and Convention Bureau (via phone or in person) prior to submitting an application.
- C. A complete marketing plan must be included in the application which integrates the promotion of the event to out of county attendees to be considered.
- D. Only publicly accessible events are eligible for funding through this program. Events that require registration, membership or ticket purchases may still qualify. Only verified room nights for lodging and accommodations within Marion County are eligible for reimbursement. All lodging accommodations listed by an Applicant may be contacted to confirm the number of room nights generated for the Event.
- E. Only rooms subject to Tourist Development Tax shall be credited to reimbursable room nights i.e. rooms exempt from payment of tax or provided on a complementary basis shall be excluded from the final verified room night calculation.
- F. Expenditures will be eligible for reimbursement only if the expenses were incurred between the time the funding application was submitted and the end of the event. Proof of payment must be provided and may be submitted in the form of a vendor receipt, front and back copy of cleared check, cash receipt, or credit card statement. Written confirmation from a vendor that an expenditure has been paid in full will also be accepted.
- G. The OMCVCB may request a 'testimonial' for use on its website (ocalamarion.com) as a condition of reimbursement.
- H. If approved for funding, a camera-ready logo will be provided upon execution of the funding contract. Proofs of all marketing/promotional materials with the logo block must be submitted to marketing@marionfl.org prior to production.
- I. Applicant is to have a designated contact(s) (Designee) for the duration of the funding process. The Designee will be responsible for submitting all application documents as well as follow up documentation needed prior to and following the Event.
- J. Any funds granted will be subject to audit by the Marion County Clerk of the Court – Internal Auditor or other representative the County may designate. Any expenditure deemed ineligible as a result of an audit shall be repaid by Applicant to the OMCVCB within 30 days of written demand.
- K. Applicant must provide proof of insurance to County obtained with a company or companies authorized to do business in the State of Florida with an A.M. Best Company rating of at least A- (A minus). A \$1,000,000 Commercial General Liability Insurance Policy is required for the Event along with "Marion County, a political subdivision of the State of Florida, its officials, employees, and volunteers" being named as an Additional

Insured on the policy. The term of coverage must include not only all days of the Event, but set up days and take down days as well.

- L. Should an Applicant be approved for funding, Applicant will be required to execute its Event in full compliance with all applicable Federal, State and local laws and regulations. A successful Applicant will be required to expressly certify to this compliance in a written funding contract and to be responsible for such compliance by any subcontractor.
- M. Marion County cannot provide Applicant legal advice and it is strongly recommended that any Applicant consult its attorney before requesting funding.
- N. If approved for funding by the MCBCC, applicants will be required to sign a written funding contract outlining specific deliverables and additional terms of funding.

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

### **REIMBURSEMENT/ACCOUNTABILITY**

Within 60 days after the completion of the Event, Applicant must submit:

1. Eligible reimbursable expenses (with proof of payment and copy of event collateral displaying approved OMCVCB logo block).
2. Invoice for TDC/BCC approved funds (addressed to Ocala Marion/County Visitors and Convention Bureau) and all supporting reimbursement documentation.
3. All hotel room nights generated by the event. This includes all staff, competitors, volunteers, spectators, officials, etc. that stayed in paid accommodations. Rooms nights must be verified directly by a lodging/accommodation site. If a complete and accurate reimbursement request is not submitted within 60 days following the completion of the event, the approved funds will be forfeited. A request for an extension of the 60-day deadline must be provided in writing to OMCVCB staff and may require additional action by the TDC, MCBCC, and/or County Attorney's Office.

## ELIGIBLE USE OF FUNDS

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

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

### 2. Operational Expense

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

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

## INELIGIBLE USES OF FUNDS

### FUNDS MAY NOT BE USED FOR:

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

## **RFP DISTRIBUTION AND ROOM NIGHT TRACKING**

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

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

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

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

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



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18184

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**MOTION: Bid Fee Funding Program Guidelines**

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve the Bid Fee Funding Program Guidelines for recommendation to the Marion County Board of County Commissioners.



# LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Wheeler Sky (Dept) Visitors & Convention Bureau - 2870  
 Last First  
 (Title) Manager (Phone) 352-438-2800  
 Signature [Handwritten Signature] Date Friday, January 24, 2025

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

Request for:  New Document  Review & Comment  RESUBMIT LRM No. \_\_\_\_\_  
 Approve as to Form  Other

### Description of Request

We are requesting a legal review of the the new policy for the Bid Fee Funding Program. Additionally, we request that the associated contract be revised to align with the new policy standards and that a force majeure clause be added to the contract. A Word document is available for each is available for editing.

For more information or discussion, contact:  Same as above  
 (Name) Locke Corry (Title) Group Sales Supervisor (Phone) 352 438 2839  
 Last First

Agenda Item?  Yes  No Agenda Date: \_\_\_\_\_

Agenda Deadline Date for **Legal**: \_\_\_\_\_ Agenda Deadline Date for **Admin**: \_\_\_\_\_

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

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2025-58

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

### Outcome:

Date Received:

Approved as to form and legal sufficiency  
 Approved with revisions:  Suggested  Completed  
 Other:

**RECEIVED**  
 By Marion County Attorney- AT at 8:35 am, Jan 27, 2025

*See attached revised contract + Exhibits A & B*

Attorney Signature: Thomas Schwartz Date: 1/27/25

Staff Signature: Ashlyn Fick Date: 1/27/25 Returned:  Department  Admin

Completed





# LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Locke Corry (Dept) Visitors & Convention Bureau - 2870  
 Last First  
 (Title) Group Sales Supervisor (Phone) 352-438-2839  
 Signature Corry Locke Date Wednesday, February 12, 2025

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

Request for:  New Document  Review & Comment  RESUBMIT LRM No. 2025-58  
 Approve as to Form  Other

### Description of Request

We are requesting a legal review of the policy and contract associated with the Bid Fee Funding Program. These were previously approved but edits have been to include a force majeure clause to the contract and to replace the reference of 'CVB' in the policy with 'VCB'. A Word document is available for editing.

For more information or discussion, contact:  Same as above  
 (Name) Solomon Samantha (Title) Sales Service Specialist (Phone) 352 438 2815  
 Last First

Agenda Item?  Yes  No Agenda Date: \_\_\_\_\_  
 Agenda Deadline Date for Legal: \_\_\_\_\_ Agenda Deadline Date for Admin: \_\_\_\_\_

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

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2025-58 Resubmit

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

Outcome:  Approved as to form and legal sufficiency Date Received: \_\_\_\_\_  
 Approved with revisions:  Suggested  Completed  
 Other: \_\_\_\_\_

**RECEIVED**  
 By Marion County Attorney- AT at 1:47 pm, Feb 12, 2025

Attorney Signature: Thomas Schwartz Date 2/12/25  
 Staff Signature: Whitney Guck Date: 2/12/25 Returned:  Department  Admin  \_\_\_\_\_  
 Completed



## AGREEMENT BETWEEN MARION COUNTY AND [RECIPIENT]

This Agreement is made and entered into by and between Marion County, a political subdivision of the State of Florida, ("County") and **[RECIPIENT]**, whose address is **[USE ADDRESS FROM SUNBIZ]** for the **[NAME OF EVENT]** (the "Event/Project").

WITNESSETH:

In consideration of the mutual covenants and promises contained herein, County and Recipient hereto agree as follows:

### Article 1 – The Contract:

**1.1** The contract between County and Recipient of which this Agreement is a part, consists of the Contract Documents. The Contract Documents are defined as this Agreement, the Room Night Generating Event–Funding Program Guidelines, the Recipient’s submitted application, Certificate of Insurance, and any attachments or addendum thereto. The Contract Documents represent the entire and integrated contract between the parties and supersede prior negotiations, representations or agreements, either written or oral. Recipient acknowledges receipt of a copy of the Contract Documents.

### Article 2 - Contract Sum & Payments:

**2.1** Recipient acknowledges that it seeks funding for the Event/Project under an approved funding Program (the "Program") governed by County’s Tourist Development Council (the "TDC"). The Program permits the expenditure of certain tax revenues in order to promote tourism. Recipient acknowledges that it has reviewed the Program and the Contract Documents and understands that failure to comply with the Program and the Contract Documents shall jeopardize current and future funding. The obligation of County for payment to Recipient is limited to the availability of funds appropriated for this purpose in a current fiscal period, and continuation of this Agreement into a subsequent fiscal period is subject to appropriation of funds, unless otherwise authorized by law.

**2.2** The payment from the County for the Event/Project shall be **[AMOUNT APPROVED BY TDC/BCC] per event year** (as hereinafter defined). The payment for the year of the Effective Date shall be paid within sixty (60) days of the Effective Date. Thereafter, the County shall make one payment for each subsequent Event Year no later than sixty (60) days prior to the date the Event/Project for such Event Year is scheduled to begin. With regard to the Event/Project, County shall make one payment to **[RECIPIENT]**, in full within 60 days of execution of this agreement for the bid fee in an amount not to exceed **[AMOUNT APPROVED BY TDC/BCC] per event year** for this [year] agreement.

- 2.3 Recipient acknowledges that all funds it receives are subject to audit by the Internal Auditor of the Marion County Clerk of Courts or other representatives as County may designate.

**Article 3 – Event/Project Eligibility:**

3.1 To be eligible for Program funds, the Event/Project shall, in part, comply with the Program objective and provide certain deliverables. This Event/Project was recommended to the Board of County Commissioners by the Tourist Development Council on DATE, and subsequently approved by the Board of County Commissioners on DATE.

**3.2 Program Objective.**

The Event/Project shall meet the following Program objective, as set forth in Section 125.0104, Florida Statutes:

TOURISM PROMOTION: To 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.

Specifically, to qualify for Program funding the Event/Project shall enhance County’s appeal to visitors and support the TDC mission to promote tourism for Marion County.

**3.3 Project Conditions:**

The Project shall adhere to all of the following conditions:

A. Marketing

- (1) Recipient shall credit the OMCVCB on all Project marketing materials online and offline.
- (2) All Project printed and digital marketing collateral and materials, shall include the OMCVCB logo.
- (3) Any use of OMCVCB branding or the OMCVCB name must conform to the requirements of the OMCVCB Brand Toolkit, available at <https://www.ocalamarion.com/media/brand-toolkit/>, and any other guidelines that may be issued by OMCVCB.
- (4) Prior to publication or production, Recipient must provide all proposed items to include OMCVCB branding for review and approval.

**3.4 Event/Project Deliverables.**

The Event/Project shall provide evidence satisfactory to County of the successful completion of all of the following deliverables:

A. Schedule

- (1) The Event/Project shall take place on [DATE OF EVENT, VENUE and Address] This schedule cannot be modified without written prior-authorization from County. Any request by Recipient to alter the schedule must be made in writing and received by County no later than 90 days before the Event/Project is scheduled to begin.

B. Service to County

- (1) The Event/Project shall create paid lodging for County that is subject to the collection of Tourist Development Tax (TDT). Tax exempt or complimentary rooms will not be counted toward the deliverables required through the funding guidelines.
- (2) The Event/Project shall create economic activity for County.

C. Marketing

- (1) Recipient shall credit the OMCVCB on all Event/Project marketing materials online and offline.
- (2) All Event/Project printed and digital marketing collateral and materials, including t-

shirts, Event/Project merchandise, and give away items, shall include the OMCVCB logo or, if space does not permit, shall include the OMCVCB logo type and the following tagline: "This event is funded in part by the Ocala/Marion County Visitors and Convention Bureau" and the OMCVCB's URL - [www.OcalaMarion.com](http://www.OcalaMarion.com).

**Article 4 – General Responsibilities of Recipient:**

- 4.1** Recipient acknowledges and agrees that the obligations, representations, certifications, and assurances of Recipient in this Agreement, including this Article 4, are material terms of this Agreement and County affirmatively relies upon same as part of the consideration in entering into this Agreement. Any breach of a term of this Agreement is a material breach by Recipient.
- 4.2** Recipient certifies and assures County that Recipient is knowledgeable of and shall comply with all applicable federal, state, and local laws and regulations in executing the Event/Project and shall include this requirement in all subcontracts pertaining to the Event/Project. Recipient has determined for itself whether it is subject to registration with the Florida Department of State. Recipient agrees to furnish all labor, materials, equipment, and services and shall obtain any and all governmental permits necessary to execute the Event/Project. If any part of the Event/Project is not properly permitted prior to execution or completed without proper permits, the Event/Project will be disqualified for funding.
- 4.3** Recipient shall be responsible for its own electricity, water, light, and heat to support the Event/Project, at no cost to County.
- 4.4** Recipient shall provide proof of insurance to County obtained with a company or companies authorized to do business in the State of Florida with an A.M. Best Company rating of at least A-. A \$1,000,000 Commercial General Liability Insurance Policy is required for the Event/Project along with "Marion County, a political subdivision of the State of Florida, its officials, employees, and volunteers" being named as an Additional Insured on the policy. The term of coverage must include not only all days of the Event/Project, but set up days and take down days as well.

**Listing on Certificate of Insurance should read:**

Marion County, a political subdivision of the State of Florida, its officials, employees, and volunteers  
601 SE 25<sup>th</sup> Avenue  
Ocala, FL 34471

During the term of this Agreement, Recipient at its sole expense, shall provide insurance of such a type and with such terms and limits as noted above. Providing and maintaining adequate insurance coverage is a material obligation of Recipient. Recipient's insurance coverage shall be primary insurance as respects to the County for all applicable policies. The limits of coverage under each policy maintained by Recipient shall not be interpreted as limiting Recipient's liability and obligations under this Agreement. All insurance policies shall be through insurers authorized or eligible to write policies in Florida and possess an A.M. Best rating of A-, VII or better, subject to the approval of the COUNTY Risk Management department.

The coverages, limits and/or endorsements required herein protect the primary interests of the County, and these coverages, limits and/or endorsements shall in no way be required to be relied upon when assessing the extent or determining appropriate types and limits of coverage to protect the Recipient against any loss exposures, whether as a result of this Agreement or otherwise.

Marion County Board of County Commissioners, a political subdivision of the State of Florida, its officials, employees, and volunteers are to be covered as an additional insured with a CG 20 26 04 13 Additional Insured – Designated Person or Organization Endorsement or similar endorsement providing equal or

broader Additional Insured Coverage with respect to liability arising out of activities performed by or on behalf of the Recipient. The coverage shall contain no special limitation on the scope of protection afforded to the COUNTY, its officials, employees, or volunteers.

4.5 If the Event qualifies as an "Equine Activity" as defined in Chapter 773, Florida Statutes, the EVENT HOLDER acknowledges that the COUNTY qualifies as an "Equine activity sponsor" as defined in Chapter 773, Florida Statutes; and

(1) The EVENT HOLDER shall include the following warning notice in all registration forms and documents requiring participants' signatures:

**WARNING**

Under Florida law, an equine activity sponsor or equine professional is not liable for an injury to, or the death of, a participant in equine activities resulting from the inherent risks of equine activities.

(2) The EVENT HOLDER shall include the above warning notice in all program guides and any other materials for spectators.

(3) The EVENT HOLDER shall post and maintain at least one sign in a clearly visible location near each entrance to the area in which the Equine Activity will take place with the above warning notice in black letters, with each letter to be a minimum of 1 inch in height, with sufficient color contrast to be clearly distinguishable.

4.6 Recipient shall only receive funding for eligible expenses, as otherwise provided herein. Any funding advanced and later deemed ineligible for any reason, shall be repaid by Recipient to County within ten (10) days of written request.

4.7 **Recipient shall provide County each of the following, to the satisfaction of County:  
[CHANGE BASED ON DELIVERABLES PER EACH EVENT, IF THERE IS ANY. IF NONE, PLEASE REMOVE SECTION AND RENUMBER.]**

- A. **Twenty (20) tickets for promotional use, as well as media passes for use by OMCVCB staff to attend and cover the Event/Project for marketing and public relations purposes;**
- B. **Banners on site during the Event/Project;**
- C. **Branded jump at the Event/Project;**
- D. **If desired by County, hospitality seating for 8 during each day of the Event/Project;**
- E. **Inclusion in the Event/Project e-blast;**
- F. **Full page ad in the Event/Project program;**
- G. **Recognition during public address announcements;**
- H. **Inclusion in press releases;**
- I. **Focus group surveys/access for research firm;**
- J. **Television and livestreaming coverage;**
- K. **If desired by County, County shall provide Recipient video graphic secondary or b-roll footage and Recipient shall use such footage in Recipient's broadcast(s);**
- L. **If desired by County, vendor space;**
- M. **Opportunity for County to cross-promote County at other Recipient sanctioned events and venues; and,**
- N. **Opportunity for County's participation at the opening ceremony and/or presentation of awards.**

4.8 In the performance of this Agreement, Recipient shall be acting in the capacity of an "Independent Contractor" and not as an agent, employee, partner, joint venture, or associate of County, thereby making Recipient solely responsible for the means, methods, techniques, sequences, and procedures utilized by Recipient in the full performance of this Agreement.

**4.9** Recipient shall keep records of all transactions related to this Agreement and County shall have the right to review such records. The parties specifically agree that should County request to review such records, Recipient shall produce the records at County's office located at 109 W Silver Springs Blvd., Ocala, FL 34475, during normal business hours.

**4.10 Audit.**

**A. Subject to Audit.**

All Contract Documents, including this Agreement, contracts between County and Recipient, and any other contracts for the expenditure of TDT revenue, are subject to programmatic and financial audit by the Marion County Clerk of the Court – Internal Auditor, the State of Florida Auditor General, other County staff or authorized personnel or any other governmental representative County may dictate.

**B. Inspection; Public Record.**

All programmatic and financial documents that are part of the Contract Documents are subject to County inspection and made public record.

**C. Additional Information.**

County through the OMCVCB reserves the right to request additional information if deemed necessary during the Term of this Agreement.

**D. Repayment.**

- (1) Recipient may be required to repay all or a portion of Grant monies provided should an audit of County records determine ineligibility of any expenditure or upon the occurrence of a default of this Agreement OR if the event does not take place in Marion County for whatever reason.
- (2) The Parties expressly and specifically agree that all determinations arising from an audit of County records regarding the eligibility or ineligibility of an expenditure of the Grant funding shall be final and binding.

**4.11 Public Records Compliance.**

- A.** Recipient acknowledges that any material, including papers, photographs, films, and audio recordings, made or received by County in connection with Recipient's request for Program funding is a public record and subject to public inspection, unless there is a legislatively created exemption that makes it confidential and not subject to disclosure. Therefore, Recipient acknowledges that it cannot dictate to County what material is open to public inspection or the circumstances under which material is deemed confidential.
- B.** If, under this Agreement, Recipient is providing services and is acting on behalf of County as provided under Section 119.001(2), Florida Statutes, then, Recipient shall comply with public records laws, specifically:
- (1) Keep and maintain public records required by County to perform the service;
  - (2) Upon request from County's custodian of records, provide County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law;
  - (3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Term of this Agreement and following completion of this Agreement if Recipient does not transfer the records to County; and,
  - (4) Upon completion of this Agreement, transfer, at no cost, to County, all public records in possession of Recipient or keep and maintain public records required by County to perform the service. If Recipient transfers all public records to County upon completion of this Agreement, Recipient shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If Recipient keeps and maintains public records upon completion of this Agreement, Recipient shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to County upon request from County's custodian of public records in a format

that is compatible with the information technology systems of County.

- C. If Recipient fails to provide the public records to County within a reasonable time or otherwise, Recipient may be subject to penalties under Section 119.10, Florida Statutes and may be subject to unilateral cancellation of this Agreement by County.
- D. **IF RECIPIENT HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO RECIPIENT’S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:**

**Public Relations**  
**601 SE 25th Ave.**  
**Ocala, FL 34471**  
**Phone: 352-438-2300**  
**Fax: 352-438-2309**  
**Email: [PublicRelations@MarionFL.org](mailto:PublicRelations@MarionFL.org)**

**4.12 Default.**

Default under this Agreement is any failure to comply with a term or condition.

**Article 5 – Indemnification and Liabilities:**

- 5.1 To the fullest extent permitted by law, Recipient shall indemnify, defend, and hold harmless County, its officers, board members, agents, representatives, and employees, from and against fines, suits, claims, demands, penalties, liabilities, costs or expenses, losses, settlements, judgment and awards, and actions of whatever kind or nature, including attorney’s fees, costs (and a reasonable attorney’s fee and costs on appeal as well as litigating the issue of the amount of fees to be awarded) , and damages (including, but not limited to, actual and consequential damages, personal injury, bodily injury, sickness, disease or death, and injury to or destruction of tangible property including loss of use resulting therefrom), arising out of or resulting any action or inaction of guests, invitees, participants, spectators, or Recipient, or in any way a result of the Event/Project or the use of County facilities, equipment, or property.
- 5.2 Recipient expressly understands and agrees that any insurance protection required by this Agreement or otherwise provided by Recipient shall in no way limit the responsibility to indemnify, keep and save harmless and defend County and its officers, board members, employees, agents, and instrumentalities. Nothing herein this Agreement shall not be construed in any way to alter County’s waiver of sovereign immunity or the limits established in Section 768.28, Florida Statutes (2022).
- 5.3 Recipient acknowledges that County, through the TDC, is only a financial contributor to the Event/Project and not a promoter or co-sponsor and County shall not be responsible for any debt incurred or liability issues that may occur in any way related to the Event/Project.

**Article 6 – Term; Termination of this Agreement:**

**6.1 Term.**

The term of this Agreement begins on the date of the last signature below and ends on the **60<sup>th</sup> calendar day** after the final date scheduled for the Event/Project (the “Term”).

**6.2 Termination.**

County may terminate this Agreement at any time with or without cause. Recipient may terminate this Agreement at any time with cause solely with the approval of County. Any and all decisions made by County concerning termination of this Agreement are binding upon Recipient. Recipient acknowledges that termination of this Agreement does not relieve Recipient of any obligations it may have to the facility, vendors, etc.

#### **Article 7 – Photo/Likeness Release Form:**

**7.1** Recipient acknowledges that the purpose of the Program and the award of Program funding to Recipient, are, in part, to promote County. Recipient grants to County the right to use and reproduce any and all photographs, digital images, videotapes or recordings made at or in relation to the Event/Project, including those of Recipient’s employees, volunteers, invitees, and those that contain Recipient’s name, artwork, logo or trademark, for use by County, and the right to copyright and/or use, reuse and/or publish, republish photographic pictures, digital images, videotapes or recordings. Recipient affirms it is the legal owner of any artwork, logo or trademark used by Recipient and acknowledges that County is relying on this representation and, to the extent there is any claim by any third party against County, Recipient will indemnify and hold the County harmless as to any such claim or damages arising from such claim. Recipient grants County permission for the photographs, digital images, videotapes, or recordings to be used in their entirety and/or edited versions as deemed necessary by County. It is understood these items will become the property of County and all rights to inspect or approve as well as any royalties or other such compensation are waived. Recipient further grants County permission for the photographs, digital images, videotapes or recordings to be used by County at any time in the future without notice being provided and that County’s use may include for trade, commercial and advertising purposes, to promote the product or service of County, and to simply report happenings in County, and may include the use of items on County websites. Recipient affirms it has made its invitees aware of County’s intentions in this regard and has made the signing of a release a requirement to participate in the Event/Project.

#### **Article 8 - Scrutinized Companies pursuant to §287.135, F.S.:**

##### **8.1 Certification.**

- A. If this Agreement is for One Million Dollars or more, Recipient certifies that at the time it submitted its application or proposal for this Agreement or before entering into this Agreement or renewing same, Recipient was not then and is not now:
  - (1) On the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to Section 215.473, F.S., or
  - (2) Engaged in business operations in Cuba or Syria.
- B. If this Agreement is for any amount, Recipient certifies that at the time it submitted its application or proposal for this Agreement or before entering into this Agreement or renewing same, Recipient was not then and is not now:
  - (1) On the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, F.S. or
  - (2) Engaged in a boycott of Israel.

##### **8.2 Termination, Threshold Amount.**

County may, entirely at its option, terminate this Agreement if it is for One Million Dollars and Recipient Meets any of the following criteria.

- A. Was entered into or renewed on or after July 1, 2011, through June 30, 2012, and Recipient is found to meet any of the following prohibitions:
  - (1) Submitted a false certification as provided under Section 287.135(5), F.S., or
  - (2) Been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to Section 215.473, F.S.



- B. Was entered into or renewed on or after July 1, 2012, through September 30, 2016, and Recipient is found to meet any of the following prohibitions:
  - (1) Submitted a false certification as provided under Section 287.135(5), F.S.;
  - (2) Been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to Section 215.473, F.S.; or
  - (3) Been engaged in business operations in Cuba or Syria.
- C. Was entered into or renewed on or after October 1, 2016, through June 30, 2018, and Recipient is found to meet any of the following conditions:
  - (1) Submitted a false certification as provided under Section 287.135(5), F.S.;
  - (2) Been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to Section 215.473, F.S.;
  - (3) Been engaged in business operations in Cuba or Syria; or
  - (4) Been placed on the Scrutinized Companies that Boycott Israel List, created pursuant to Section 215.4725, F.S. or is engaged in a boycott of Israel.
- D. Was entered into or renewed on or after July 1, 2018, and Recipient is found to meet any of the following prohibitions:
  - (1) Submitted a false certification as provided under Section 287.135(5), F.S.;
  - (2) Been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to Section 215.473, F.S.; or
  - (3) Been engaged in business operations in Cuba or Syria.

### **8.3 Termination, Any Amount.**

County may, entirely at its option, terminate this Agreement if it is for any amount and meets any of the following criteria

- A. Was entered into or renewed on or after July 1, 2018, and
- B. Recipient is found to have been placed on the Scrutinized Companies that Boycott Israel List, created Pursuant to Section 215.4725, F.S. or is engaged in a boycott of Israel.

### **8.4 Comply; Inoperative.**

The Parties agree to comply with Section 287.135, F.S., as it may change from time to time during the Term. The contracting prohibitions in this Article 8 become inoperative on the date that Federal law ceases to Authorize the State of Florida to adopt and enforce such contracting prohibitions.

### **Article 9 - Discriminatory Vendor List and Convicted Vendor List:**

- 9.1** Recipient certifies and assures County that Recipient has never been placed on the Discriminatory Vendor List pursuant to Section 287.134, Florida Statutes, or the Convicted Vendor List pursuant to Section 287.133, Florida Statutes, following a conviction for public entity crime. Recipient acknowledges that those that have been placed on either list may not transact business with any public entity with certain conditions for a period of 36 months from the date of being placed on the Discriminatory Vendor List or the Convicted Vendor List.

### **Article 10 – Governing Law, Venue, Waiver of Right to Jury Trial:**

- 10.1** This Agreement and all the Contract Documents shall be construed according to the laws of Florida and shall not be construed more strictly against one party than against the other because it may have been drafted by one of the parties. As used herein, “shall” is always mandatory. In the event of any legal proceeding arising from or related to this Agreement; (1) venue for state or federal legal proceedings shall be in Marion County and (2) for civil proceedings, the parties consent to trial by the court and waive right to jury trial.

**Article 11 - Severability.**

**11.1** Invalidity or unenforceability of one or more provisions of this Agreement shall not affect any other provision of this Agreement.

**Article 12 - Waiver.**

**12.1** No waiver of any default by any Party shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a Party shall give another Party any contractual right by custom, estoppel, or otherwise.

**Article 13 - Rights of Third Parties.**

**13.1** Nothing in the Agreement, whether express or implied, is intended to confer any rights or remedies under or because of the Agreement on any persons other than the Parties hereto and their respective legal representatives, successors and permitted assigns. Nothing in the Agreement is intended to relieve or discharge the obligation or liability of any third persons to any Party to the Agreement, nor shall any provision give any third persons any right of subrogation or action over or against any Party to the Agreement.

**Article 14 – Transacting Business in Florida:**

**14.1** As of the date of entering this Agreement, Recipient represents that Recipient has been issued a certificate of authority issued by the Florida Department of State, required to transact business in Florida, pursuant to Section 607.1501, Florida Statutes, or a determination has been made by Recipient and its legal advisor that performance of this Agreement will not require any act constituting transacting business in Florida.

**14.2** In the event County, at its sole discretion, determines that Recipient is transacting business in Florida without a certificate of authority issued by the Florida Department of State, County may immediately terminate this Agreement. In the event of such termination, Recipient shall immediately repay all amounts provided to Recipient under this Agreement.

**Article 15 - Sovereign Immunity:**

**15.1** **Sovereign Immunity.** Nothing in the Agreement shall be deemed to waive the sovereign immunity protections provided County pursuant to Florida law. Notwithstanding anything to the contrary set forth in the Agreement, County's obligation to indemnify Recipient, if any, for any reason or purpose, is limited and shall not exceed the limits set forth in Section 768.28, Florida Statutes (2023). Notwithstanding anything to the contrary set forth in the Agreement, all liability of County shall be limited to the limits set forth in 768.28, Florida Statutes (2023), whether sounding in contract, tort or otherwise. This Article 15 shall survive the termination of the Agreement.

**Article 16: - Survival:****16.1 Survival.**

Recipient's obligations and liabilities for Reporting (Article 2); Service to County (Article 3); Record Keeping (Article 4); Audit (Article 4); Public Records (Article 4); Indemnification and Liabilities (Article 5); Photo/Likeness Release Form (Article 7); Governing Law, Venue, Waiver of Right to Jury Trial (Article 10); Severability (Article 11); Transacting Business in Florida (Article 14); and Sovereign Immunity (Article 15), shall survive the termination of this Agreement, or any duties or obligations thereunder, and shall be fully binding until any proceeding which may be brought under this Agreement is barred by the applicable statute of

limitations. In addition, any other provisions, or parts thereof, of this ATC which, by their nature, should survive termination or cancellation shall survive.

#### **Article 17: Force Majeure**

**17.1** No Party shall be liable or responsible to the other Party, nor be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement when and to the extent such failure or delay is caused by or results from acts beyond the impacted Party's ("Impacted Party") reasonable control, including, without limitation, the following force majeure events ("Force Majeure Event(s)") that frustrates the purpose of this Agreement: (a) acts of God; (b) flood, fire, earthquake or explosion; (c) war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot or other civil unrest; (d) government order or law; (e) actions, embargoes or blockades in effect on or after the date of this Agreement; (f) action by any governmental authority; (g) national or regional emergency; (h) strikes, labor stoppages or slowdowns or other industrial disturbances; (i) epidemic, pandemic or similar influenza or bacterial infection (which is defined by the United States Center for Disease Control as virulent human influenza or infection that may cause global outbreak, or pandemic, or serious illness); (j) emergency state; (k) shortage of adequate medical supplies and equipment; (l) shortage of power or transportation facilities; and (m) other similar events beyond the reasonable control of the Impacted Party.

#### **Article 18 - Legal Counsel:**

**18.1** Each Party recognizes that this is a legally binding contract and acknowledges and agrees that they have each had the opportunity to consult with legal counsel of their choice. Recipient agrees and acknowledges that it has read and understands this Agreement, is entering into it freely and voluntarily, and has been advised to seek counsel prior to entering into this Agreement and has had ample opportunity to do so.

**THIS SPACE IS INTENTIONALLY LEFT BLANK**

**IN WITNESS WHEREOF**, the parties have entered into this Agreement by their duly authorized officers on the date of the last signature below.

ATTEST:

**MARION COUNTY**, A POLITICAL SUBDIVISION OF THE STATE OF FLORIDA BY ITS BOARD OF COUNTY COMMISSIONERS

\_\_\_\_\_  
GREGORY C. HARRELL  
CLERK OF COURT

BY: \_\_\_\_\_  
KATHY BRYANT  
CHAIRMAN

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

FOR USE AND RELIANCE OF MARION COUNTY ONLY, APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
BCC APPROVED:

\_\_\_\_\_  
MATTHEW MINTER  
COUNTY ATTORNEY

ACCEPTANCE DATE: \_\_\_\_\_

[RECIPIENT]           (Recipient)

By: \_\_\_\_\_

Printed Name:           [AUTHORIZED SIGNER FOUND IN SUNBIZ]          

Its: \_\_\_\_\_

Date: \_\_\_\_\_

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

The forgoing instrument was acknowledged before me by means of  physical presence or  online notarization this \_\_\_\_ day of \_\_\_\_\_, 2025 by           [AUTHORIZED SIGNER FOUND IN SUNBIZ]           (name of officer, manager, or agent), the \_\_\_\_\_ (title) of           [RECIPIENT]           (name of entity acknowledging), a           Florida           (state or place of formation) entity, on behalf of whom this instrument was executed. He/she is personally known to me or has produced \_\_\_\_\_ (type of identification) as identification.

\_\_\_\_\_  
(Notary Signature and Notary Seal)

\_\_\_\_\_  
(Name of Notary Typed, Printed or Stamped)  
Commission Expires: \_\_\_\_\_

## Event Bid Fee / Rights Fee Policy

**Purpose:** The purpose of this policy is to establish clear guidelines for evaluating and determining whether the Ocala/Marion County Visitors and Convention Bureau (OMCVCB) will consider a bid fee or rights fee to secure an event for the destination. The goal is to ensure that such decisions are made strategically, considering the potential economic impact, alignment with destination goals, and overall benefits to the community. The OMCVCB accepts, reviews, and processes bid fees/rights fees on behalf of the Tourist Development Council. Bid fees are provided in accordance with applicable federal, state, and local policies, as specified under Florida State Statute 125.0104.

**Approval Process:** Requests for bid fees or rights fees must be reviewed by the OMCVCB sales team and would require recommendation by the Tourist Development Council to the Marion County Board of County Commissioners for approval.

**Assessment Criteria:** The OMCVCB will consider a bid or rights fee only if the event meets a majority of the following criteria:

1. **Economic Impact:** The event is expected to generate significant tourism revenue for the local economy mainly through hotel stays but also dining, shopping, entertainment, etc. Bid fees will be considered when the projected economic impact and return on investment (ROI) are favorable for Marion County.
2. **Brand Alignment:** The event aligns with the destination's brand and enhances the reputation and visibility of the destination to key target audiences.
3. **Strategic Alignment:** Some events align strongly with the destination's tourism goals, whether by attracting a key demographic, building on a destination's strengths (e.g., sports, culture), or supporting a broader marketing campaign. In such cases, paying a fee can strengthen the destination's appeal in those sectors.
4. **Seasonality:** The event helps address seasonal demand by attracting visitors during off-peak periods or fills gaps in the destination's calendar. Events scheduled during off-peak tourism seasons or need periods may qualify for bid fee support if they help fill occupancy gaps and stimulate local business during slow periods.
5. **Media Exposure:** The event offers potential for substantial media exposure and marketing opportunities that amplify the destination's reach and visibility.
6. **Marketing and Media Value:** In cases where an event provides significant media exposure—such as being broadcast nationally or internationally and/or livestreamed online—the value of the marketing exposure may justify the fee, particularly if it is difficult to quantify through direct economic impact alone.
7. **Legacy Impact:** The event is likely to create long-term benefits for the community, including increased interest in repeat visitation, development of local sports or cultural programs, or infrastructure improvements. The OMCVCB may be more inclined to pay a bid fee for events that have the potential to return on an annual basis, creating a sustainable economic benefit for multiple years.

8. **Competitive Positioning:** Paying a fee can make the destination more competitive against other cities or regions vying for the same event. In cases where the event rights holder is actively considering multiple locations, a bid fee can give the destination an edge. In most cases, an event organizer would require a bid fee if the event is awarded to a destination as part of the competitive bid process.
9. **Ability to secure event:** Events will not be considered for bid fee or rights fee funding if they have not previously required a bid fee, if they are held in other destinations without a bid fee, or if they would still choose to come to the destination without the payment of a bid fee. Only events that explicitly require a bid fee to secure their location in the destination will be eligible for consideration under this program.

**Rationale for Not Paying a Bid/Rights Fee:**

1. **Limited Economic Return:** If the projected economic benefits of the event do not justify the cost of the bid fee, the OMCVCB will not provide funding. Events that fail to generate sufficient hotel room nights, restaurant traffic, or visitor spending would not warrant the investment.
2. **Event Saturation:** If the destination already has a full calendar of events during the proposed time, adding another event may create diminishing returns or logistical challenges. The VCB may decline to pay a fee if the event conflicts with or oversaturates the destination's event offerings.
3. **Risk of Over-Dependence on Fees:** The OMCVCB will avoid setting a precedent of routinely paying bid fees, as this could encourage event rights holders to anticipate compensation for every opportunity. **Decisions will be made based on strategic priorities rather than as a blanket policy.**
4. **Event Previously Hosted in Destination/Already Secured:** If an event has previously been hosted without a bid fee or the OMCVCB is aware of other destinations securing the event without paying a bid, this sets a precedent that a fee may not be required, nor should a bid fee be paid.
5. **Unestablished Events:** For new, unproven events with no history of success, the OMCVCB may opt not to offer a bid fee due to the risk of poor attendance or lack of financial viability.
6. **Budget Constraints:** The OMCVCB operates within an established budget and would only consider funding a bid fee if adequate funding is available.

**Application Guidelines – No formal written application is required.**

- Events interested in pursuing a Bid Fee from the OMCVCB must submit a letter of intent.
- OR**
- An RFP detailing the event must be submitted for consideration.



## **Event Bid Fee / Rights Fee Policy**

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**OR**

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# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18298

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**  
**Fiscal Year 2025 Event Funding Allocations**

**DESCRIPTION/BACKGROUND:**  
Information Only.

FY 24-25 Bid Fee Allocations

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

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

FY 24-25 Room Night Generating Event Funding Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
NMRA Sunshine Region Convention*	\$ 1,400.00	\$ 1,400.00	\$ -
Grandview Fall Fun Draft Horse Show*	\$ 10,010.00	\$ 10,010.00	\$ -
Ocala International Horse Show	\$ 25,000.00	\$ 25,000.00	\$ 16,275.00
Fiddler's Turkey Run	\$ 5,040.00	\$ 5,040.00	\$ 3,900.00
HITS Ocala Holiday Series	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
HITS Post Time Farm Premier	\$ 25,000.00	\$ 25,000.00	
JVC Nike First in Show	\$ 25,000.00	\$ 25,000.00	
HITS Ocala Winter Circuit Weeks 1-5	\$ 25,000.00	\$ 37,500.00	
The Sun Conference Swimming and Diving Championships	\$ 8,400.00	\$ 8,400.00	
HITS Ocala Winter Circuit Weeks 6-10	\$ 25,000.00	\$ 37,500.00	
JVC Nike Winner's Circle Volleyball Tournament	\$ 10,010.00	\$ 10,010.00	
FACAP 47th Annual Seminar	\$ 3,500.00	\$ 3,500.00	
Rock the Country	\$ 50,000.00	\$ 50,000.00	
Live Oak International	\$ 18,200.00	\$ 18,200.00	
Grandview Invitational	\$ 19,600.00	\$ 19,600.00	
Grandview World Nights	\$ 22,400.00	\$ 22,400.00	
Budgeted Amount		\$330,000.00	
Available to Fund Room Night Generating Events		\$27,715.00	

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



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18187

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**MOTION: USA Swimming Speedo Sectionals - June 2025 (date change)**

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve the USA Swimming Speedo Sectionals - July 2025 date change to the Marion County Board of County Commissioners.

CSF Aquatics LLC  
8435 SW 80<sup>th</sup> Street, Suite 2  
Ocala, FL 34481

February 14, 2025

Marion County Tourist Development Council,

CSF Aquatics has been notified of a date change for the 2025 Speedo Sectional Championships from USA Swimming's Southern Zone Committee.

- Original Date: May 22-25, 2025
- Updated Date: June 26-29, 2025.

We are excited to again host this annual event, and grateful for the continued support of the Marion County Tourist Development Team and the Tourism Development Council.

If any further information or detail is required for this request, please let us know!

Thanks



Kevin Milak  
General Manager  
CSF Aquatics, LLC



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18188

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

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

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve \$25,000 Bid Fee funding for the USA Swimming Futures Meet for recommendation to the Marion County Board of County Commissioners.



<b>NEW EVENT</b>
EVENT DATES: July 23-26, 2025
EVENT LOCATION: Florida Aquatics Swimming and Training (FAST)

### Funding Program: Bid Fee

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>USA Swimming Futures Championships</b> Organization: <b>CSF Aquatics, LLC.</b>	Bid Fee Amount: <b>\$25,000</b> Business Sales (Total): <b>\$2,140,397</b> Total ROI: <b>121%</b> Anticipated Attendance (Total): <b>2,000</b> Anticipated Room Nights (Total): <b>2,500</b> Average Occupancy Rate for Period: <b>54.8% (2024)</b> <b>69.5% (2023)</b>

- Event Description:**

Part of USA Swimming’s National Event Series, FAST has been selected to be one of four sites nationally for its 2025 Futures Championships. Futures is a highly competitive meet, being the final opportunity for athletes to qualify for the National Championships held two weeks later in Mid-August. The meet will be fully livestreamed with 900 competitors, over 4 full days of competition (Wednesday thru Saturday), with nearly all competitors arriving in Ocala on Monday, and departing on Sunday. There are an expected 800-1000 spectators, and over 300 coaches and volunteers. The Futures meets are in high demand, and the meets filled to capacity within hours of opening up in 2023 & 2024, and is expected to be the same in 2025.

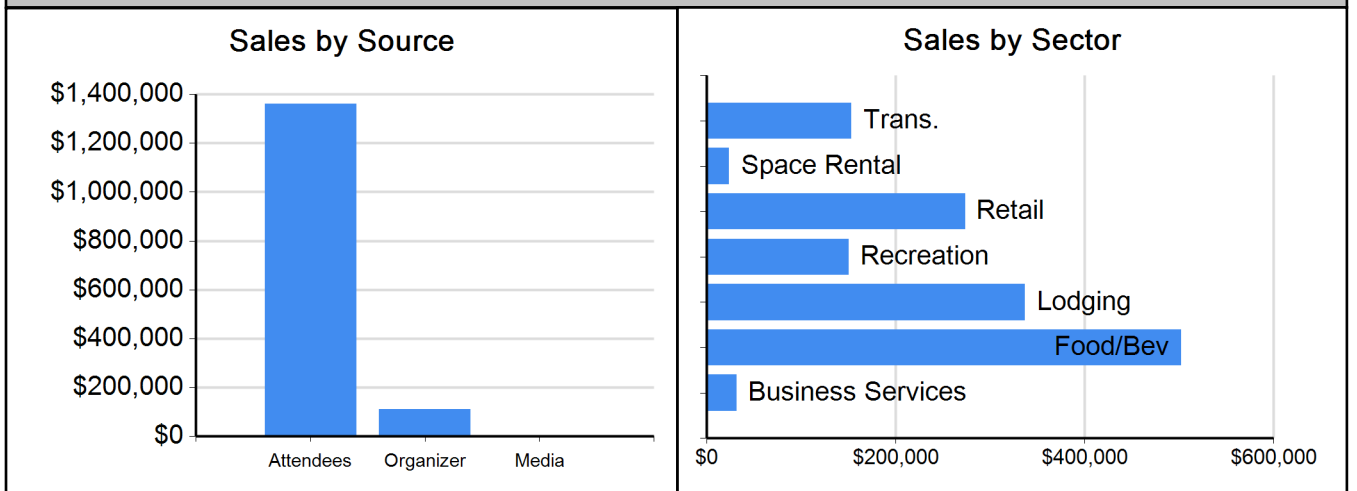


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	USA Swimming Futures Championships	Business Sales (Direct):	\$1,470,884
Organization:	CSF Aquatics	Business Sales (Total):	\$2,140,397
Event Type:	Youth Amateur	Jobs Supported (Direct):	499
Start Date:	7/23/2025	Jobs Supported (Total):	566
End Date:	7/26/2025	Local Taxes (Total):	\$55,351
Overnight Attendees:	2228	Net Direct Tax ROI:	\$21,668
Day Attendees:	742	Estimated Room Demand:	2,696

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$337,009	\$0	\$0	\$337,009
Transportation	\$151,366	\$1,640	\$187	\$153,193
Food & Beverage	\$449,674	\$52,197	\$0	\$501,871
Retail	\$273,368	\$0	\$0	\$273,368
Recreation	\$150,071	\$0	\$0	\$150,071
Space Rental	\$0	\$23,693	\$0	\$23,693
Business Services	\$0	\$31,574	\$106	\$31,680
<b>TOTAL</b>	<b>\$1,361,488</b>	<b>\$109,104</b>	<b>\$293</b>	<b>\$1,470,884</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: USA Swimming Futures Championships 2025

Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,470,884	\$669,513	\$2,140,397
<b>Personal Income</b>	\$464,368	\$172,492	\$636,860
<b>Jobs Supported</b>			
Persons	499	66	566
Annual FTEs	17	2	19
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$129,865</u>	<u>\$54,680</u>	<u>\$184,545</u>
<u>State Total</u>	<u>\$103,212</u>	<u>\$21,291</u>	<u>\$124,503</u>
sales	\$78,501	\$10,043	\$88,544
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$24,711	\$11,248	\$35,959
<u>Local Total (excl. property)</u>	<u>\$46,668</u>	<u>\$8,684</u>	<u>\$55,351</u>
sales	\$19,625	\$2,511	\$22,136
income	\$0	\$0	\$0
bed	\$13,480	-	\$13,480
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,562	\$6,173	\$19,735
property tax	\$26,683	\$7,831	\$34,515

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$46,668	
DMO Hosting Costs	\$25,000	
Direct ROI	\$21,668	
Net Present Value	\$21,668	
Direct ROI (%)	87%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$55,351	
Total ROI	\$30,351	
Net Present Value	\$30,351	
Total ROI (%)	121%	

Estimated Room Demand Metrics	
Room Nights (total)	2,696
Room Pickup (block only)	2,500
Peak Rooms	743
Total Visitor Days	8,589



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18189

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

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

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve \$5,000 Bid Fee funding for Cal Ripken Rookie World Series for recommendation to the Marion County Board of County Commissioners.



<b>REPEAT EVENT</b>
EVENT DATES: August 1-9, 2025
EVENT LOCATION: Rotary Sportsplex

## Funding Program: Bid Fee

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Cal Ripken 8U World Series</b> Organization: <b>Babe Ruth League, Inc.</b>	Bid Fee Amount: <b>\$5,000</b> Business Sales (Total): <b>\$898,265</b> Total ROI: <b>334%</b> Anticipated Attendance (Total): <b>300</b> Anticipated Room Nights (Total): <b>800</b> Average Occupancy Rate for Period: <b>58.6% (2024)</b> <b>53.5% (2023)</b>

- Event Description:**

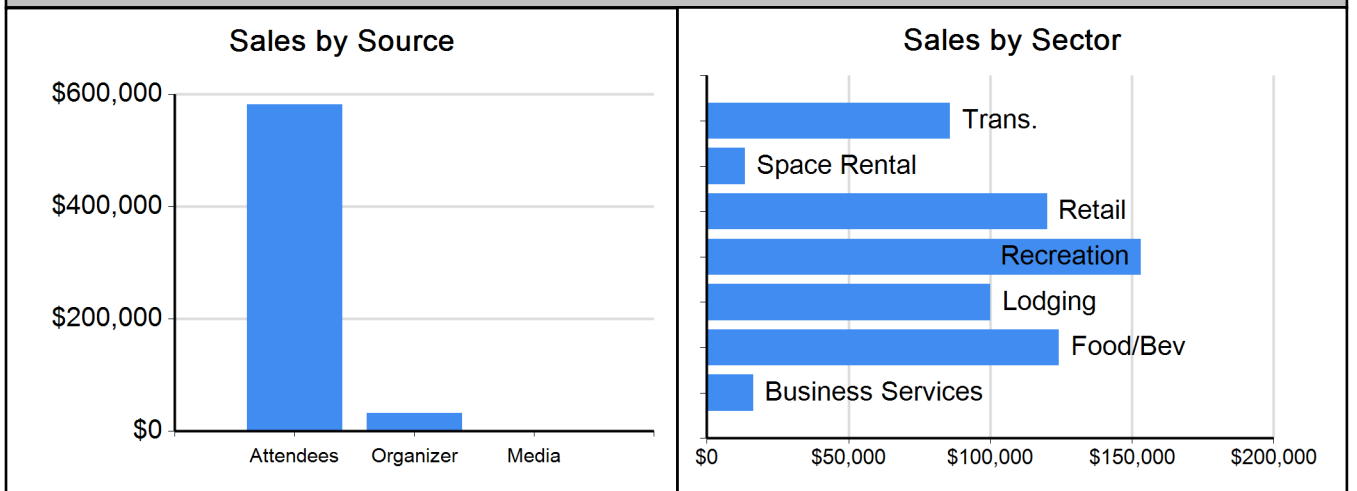
This year’s World Series will bring together all qualifying 8-and-under teams from the Cal Ripken Division of Babe Ruth League Baseball. An estimated 8 to 10 teams, along with their coaches, parents, and families, will travel from across the United States including teams already committed from Bonaire and Colombia to participate in this prestigious event. These young athletes will compete at the highest level of baseball for their age group. Throughout the week, a variety of engaging activities—both on and off the field—will be held to honor the dedication and achievements of these outstanding teams as they compete in the Cal Ripken World Series. All games will be livestreamed via the Tourney Machine app.

# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Cal Ripken Rookie World Series	Business Sales (Direct):	\$613,247
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$898,265
Event Type:	Championships	Jobs Supported (Direct):	122
Start Date:	8/1/2025	Jobs Supported (Total):	140
End Date:	8/9/2025	Local Taxes (Total):	\$21,703
Overnight Attendees:	315	Net Direct Tax ROI:	\$13,006
Day Attendees:	105	Estimated Room Demand:	800

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$100,000	\$0	\$0	\$100,000
Transportation	\$85,819	\$0	\$57	\$85,876
Food & Beverage	\$122,533	\$1,703	\$0	\$124,236
Retail	\$120,057	\$0	\$0	\$120,057
Recreation	\$153,153	\$0	\$0	\$153,153
Space Rental	\$0	\$13,393	\$0	\$13,393
Business Services	\$0	\$16,404	\$129	\$16,533
<b>TOTAL</b>	<b>\$581,561</b>	<b>\$31,500</b>	<b>\$186</b>	<b>\$613,247</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Cal Ripken Rookie World Series 2025

Organization: Cal Ripken Baseball

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$613,247	\$285,018	\$898,265
<b>Personal Income</b>	\$186,644	\$71,335	\$257,979
<b>Jobs Supported</b>			
Persons	122	19	140
Annual FTEs	7	1	8
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$53,350</u>	<u>\$23,039</u>	<u>\$76,389</u>
<u>State Total</u>	<u>\$43,711</u>	<u>\$9,064</u>	<u>\$52,775</u>
sales	\$33,409	\$4,275	\$37,684
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$10,303	\$4,788	\$15,091
<u>Local Total (excl. property)</u>	<u>\$18,006</u>	<u>\$3,697</u>	<u>\$21,703</u>
sales	\$8,352	\$1,069	\$9,421
income	\$0	\$0	\$0
bed	\$4,000	-	\$4,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,654	\$2,628	\$8,282
property tax	\$11,125	\$3,360	\$14,485

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$18,006	
DMO Hosting Costs	\$5,000	
Direct ROI	\$13,006	
Net Present Value	\$13,006	
Direct ROI (%)	260%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$21,703	
Total ROI	\$16,703	
Net Present Value	\$16,703	
Total ROI (%)	334%	

Estimated Room Demand Metrics	
Room Nights (total)	800
Room Pickup (block only)	800
Peak Rooms	105
Total Visitor Days	2,463



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18190

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

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

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve \$50,000 Bid Fee funding for Babe Ruth 16-18 World Series for recommendation to the Marion County Board of County Commissioners.



<b>NEW EVENT</b>
EVENT DATES: August 1-9, 2025
EVENT LOCATION: Rotary Sportsplex

## Funding Program: Bid Fee

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Babe Ruth 16-18 World Series</b> Organization: <b>Babe Ruth League, Inc.</b>	Bid Fee Amount: <b>\$50,000</b> Business Sales (Total): <b>\$1,814,844</b> Total ROI: <b>-14%</b> Anticipated Attendance (Total): <b>500</b> Anticipated Room Nights (Total): <b>1,400</b> Average Occupancy Rate for Period: <b>58.6% (2024)</b> <b>53.5% (2023)</b>

- Event Description**

For the first time, Ocala/Marion County is honored to host the 16-18 World Series. This prestigious tournament will feature approximately 16 elite teams from across the United States and around the world, with confirmed participants from Canada, China, Australia, Mexico, the United Kingdom, the Philippines, and Nigeria. These athletes will compete at the highest level of baseball for their age group. Throughout the week, a series of engaging activities will celebrate the dedication and achievements of these exceptional teams as they vie for the Babe Ruth World Series title. All games will be livestreamed via the Tourney Machine app.

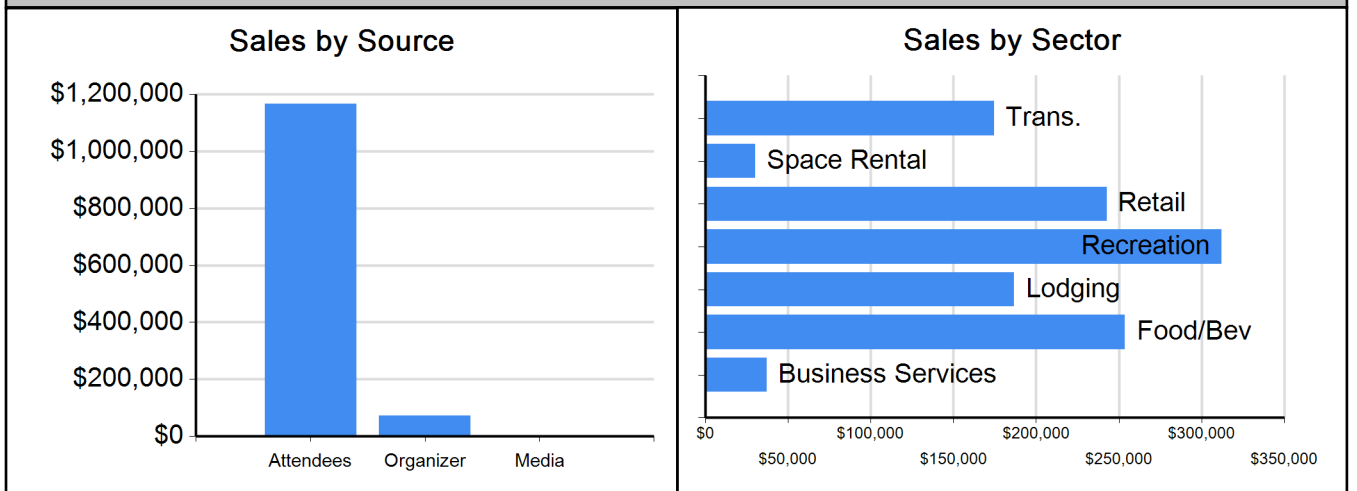


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Babe Ruth 16-18 World Series	Business Sales (Direct):	\$1,237,443
Organization:	Babe Ruth League	Business Sales (Total):	\$1,814,844
Event Type:	Championships	Jobs Supported (Direct):	246
Start Date:	8/1/2025	Jobs Supported (Total):	284
End Date:	8/9/2025	Local Taxes (Total):	\$43,134
Overnight Attendees:	729	Net Direct Tax ROI:	(\$14,355)
Day Attendees:	81	Estimated Room Demand:	1,495

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$186,837	\$0	\$0	\$186,837
Transportation	\$174,473	\$0	\$129	\$174,601
Food & Beverage	\$249,673	\$3,848	\$0	\$253,521
Retail	\$242,751	\$0	\$0	\$242,751
Recreation	\$312,240	\$0	\$0	\$312,240
Space Rental	\$0	\$30,256	\$0	\$30,256
Business Services	\$0	\$36,946	\$290	\$37,237
<b>TOTAL</b>	<b>\$1,165,973</b>	<b>\$71,050</b>	<b>\$419</b>	<b>\$1,237,443</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Babe Ruth 16-18 World Series 2025

Organization: Babe Ruth League

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,237,443	\$577,401	\$1,814,844
<b>Personal Income</b>	\$376,892	\$144,202	\$521,094
<b>Jobs Supported</b>			
Persons	246	38	284
Annual FTEs	13	2	15
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$107,684</u>	<u>\$46,637</u>	<u>\$154,321</u>
<u>State Total</u>	<u>\$87,835</u>	<u>\$18,361</u>	<u>\$106,197</u>
sales	\$67,046	\$8,661	\$75,707
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$20,789	\$9,700	\$30,490
<u>Local Total (excl. property)</u>	<u>\$35,645</u>	<u>\$7,489</u>	<u>\$43,134</u>
sales	\$16,761	\$2,165	\$18,927
income	\$0	\$0	\$0
bed	\$7,473	-	\$7,473
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$11,410	\$5,324	\$16,733
property tax	\$22,448	\$6,817	\$29,265

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$35,645	
DMO Hosting Costs	\$50,000	
Direct ROI	(\$14,355)	
Net Present Value	(\$14,355)	
Direct ROI (%)	-29%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$43,134	
Total ROI	(\$6,866)	
Net Present Value	(\$6,866)	
Total ROI (%)	-14%	

Estimated Room Demand Metrics	
Room Nights (total)	1,495
Room Pickup (block only)	1,400
Peak Rooms	221
Total Visitor Days	4,990



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18191

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**MOTION: MLF Heavy Hitters - \$75,000 (Bid Fee)**

**DESCRIPTION/BACKGROUND:**

Recommended Action: Motion to approve \$75,000 Bid Fee funding for MLF Heavy Hitters for recommendation to the Marion County Board of County Commissioners.







# MAJOR LEAGUE FISHING HEAVY HITTERS



## EVERY FISH COUNTS

Major League Fishing is the highest level of competitive bass fishing in the world & the revolutionary format, where every scoreable bass counts towards your total, has generated fan interest that the industry has never seen

For the first time in history, the competitors playing the game know the score, and it has dynamically changed the competition and entertainment aspect of professional fishing

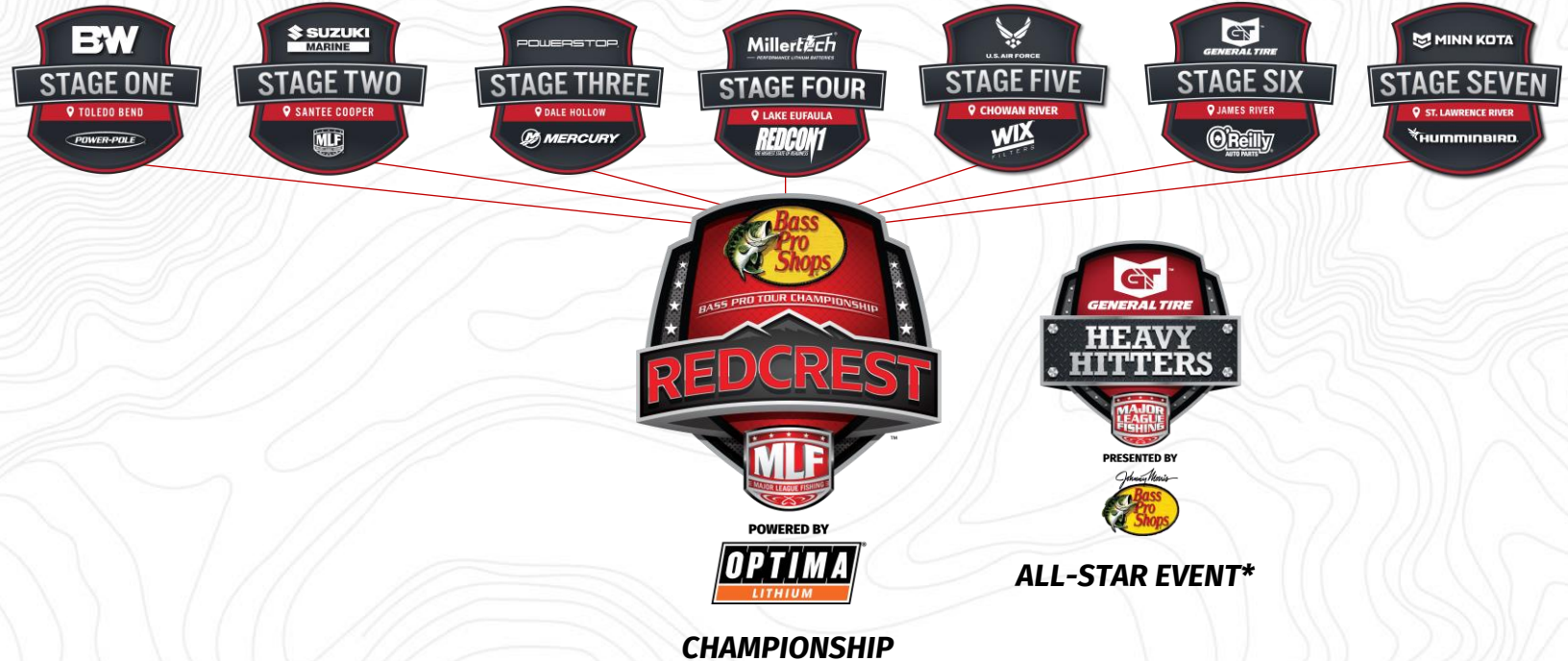






# MAJOR LEAGUE FISHING BASS PRO TOUR

Major League Fishing's Bass Pro Tour is the highest level of competitive fishing in the world, in which 50 anglers compete in all seven (7) stages + a mid-season all-star event called Heavy Hitters, culminating with the REDCREST championship event. On the Bass Pro Tour, anglers own sellable space on their jerseys, boats and trucks.\*



\*At the Heavy Hitters event, anglers will wear league owned boats and jerseys

# HEAVY HITTERS



Heavy Hitters is the mid-season all-star event of the Bass Pro Tour. In this big bass showcase event, anglers not only compete to win the tournament, but for massive big bass payouts during each day of competition. In this event, MLF anglers wear league owned jerseys and fish out of league boats. 30 anglers will qualify for Heavy Hitters, based on the combined weight of their biggest bass from each of the 2024 Bass Pro Tour Stages.



## EVENT FORMAT SAMPLE

QUALIFYING ROUND 1		QUALIFYING ROUND 2		KNOCKOUT ROUND		CHAMPIONSHIP ROUND	
<b>GROUP A</b>		<b>GROUP B</b>		<b>16 ANGLERS</b>		<b>10 ANGLERS</b>	
<b>15 ANGLERS</b>		<b>15 ANGLERS</b>		<b>2 LB MINIMUM</b>		<b>3 LB MINIMUM</b>	
<b>2 LB MINIMUM</b>		<b>2 LB MINIMUM</b>		<b>DAILY BIG BASS</b>		<b>DAILY BIG BASS</b>	
<b>COMPETE AND YOUR TOTAL WEIGHT CARRIES TO DAY 3</b>		<b>COMPETE AND YOUR TOTAL WEIGHT CARRIES TO DAY 4</b>		<b>\$30,000</b>		<b>\$100,000</b>	
		<b>GROUP A BIG BASS \$20,000</b>		<b>WEIGHTS ZEROED, TOP 10 IN TOTAL WEIGHT ADVANCE TO CHAMPIONSHIP ROUND</b>		<b>TOP 10 FROM KNOCKOUT ROUND</b>	
		<b>TOP 8 QUALIFY INTO KNOCKOUT ROUND</b>				<b>WEIGHTS ZEROED, HIGHEST TOTAL WEIGHT WINS</b>	





# MAJOR LEAGUE FISHING HEAVY HITTERS

This event features 30 anglers fishing out of league boats and jerseys, fishing for a \$100,000 top prize plus massive daily big bass awards. Livestream 2Q 2024 and Television 3Q-4Q 2024. Repeats on Outdoor Channel 1Q-2Q 2025



## LIVE EVENTS

**6** ANNUAL  
LIVE DAYS

TOTAL  
LIVE HOURS **42+**



## TELEVISION

**24**  **24** TOTAL HOURS

 **36** TOTAL HOURS

 #2 SHOW ON OUTDOOR CHANNEL  
BEHIND MLF TEAM SERIES





# MAJOR LEAGUE FISHING HEAVY HITTERS LIVESTREAM BY-THE-NUMBERS 2024

Average hours on-the-water per day – 7 hours



## OTHER SPECIALTY EVENT – SPRING 2024



VIDEO VIEWS  
**842K**

MIN VIEWED  
**21.1M**

SOCIAL MEDIA  
IMPRESSIONS  
**9.7M**

AVG MINS  
PER VIEW  
**25.1**



**MORE UNIQUE PEOPLE** viewed the Bass Pro Tour  
livestream than any year in history!



# MAJOR LEAGUE FISHING MLF SUCCESSES & GROWTH

## SOCIAL MEDIA

# 2,466,000

## SOCIAL FOLLOWERS

Through October 2024



1.1M



862K



115K



215K



92K

# 75

**MILLION IMPRESSIONS** delivered via MLF Facebook and Instagram during BPT & TWI events in 2023

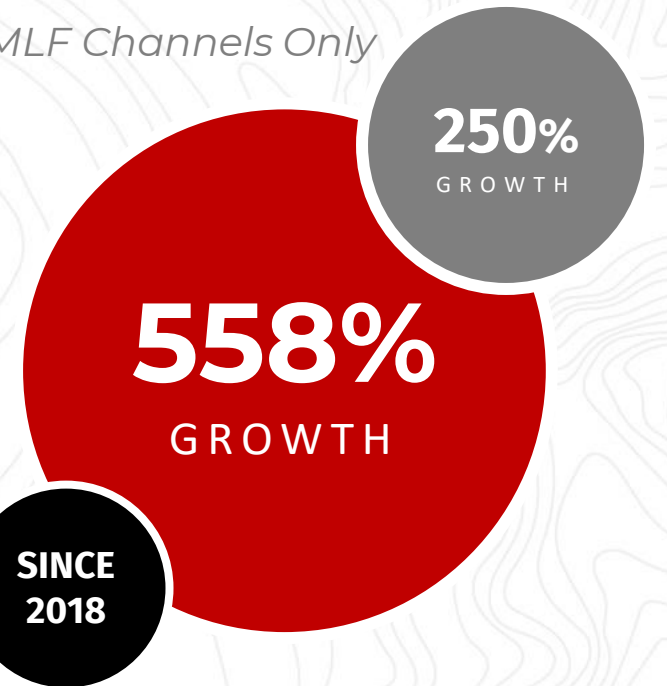
## GROWTH



Total Social Presence (MLF + MLF5)



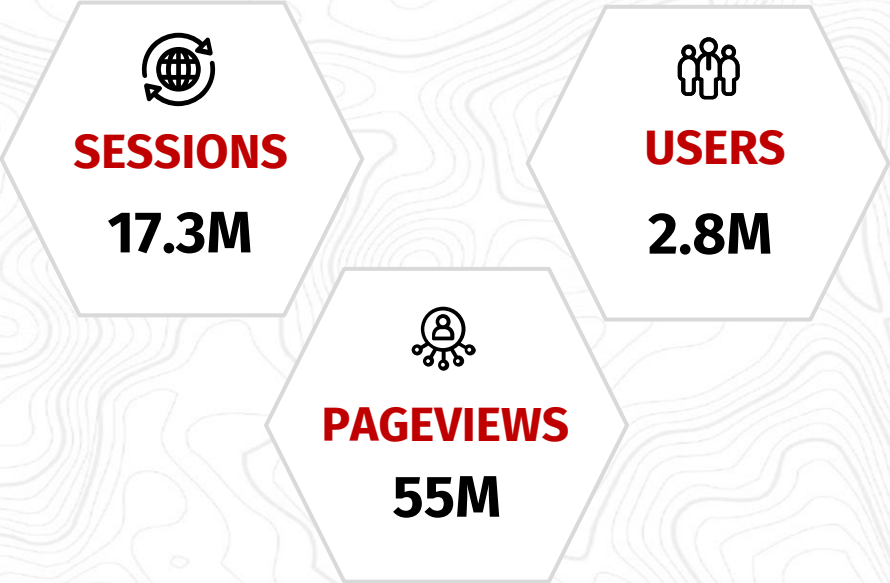
MLF Channels Only



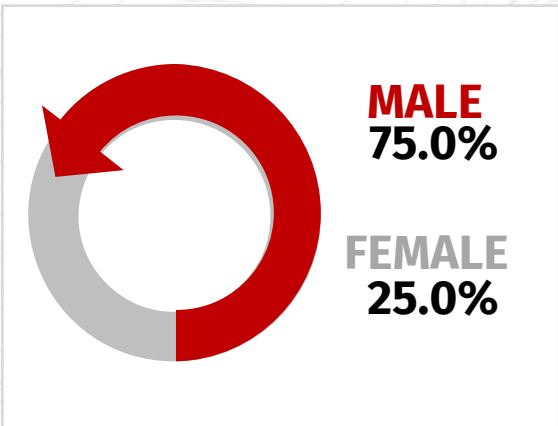
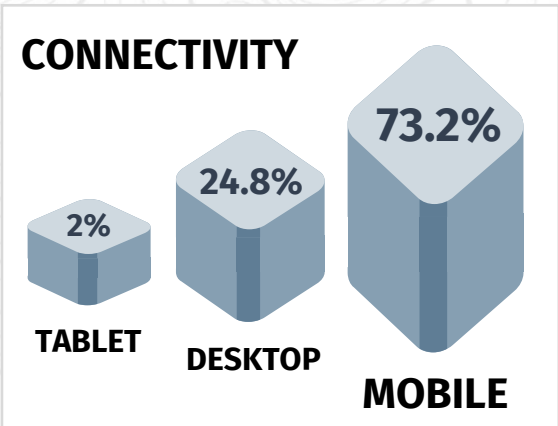
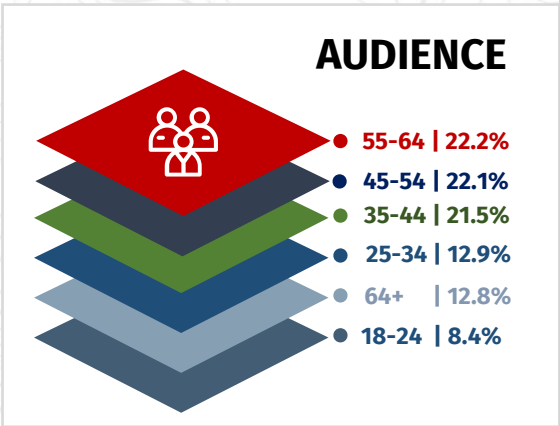




# FAN ENGAGEMENT DIGITAL BY THE NUMBERS – 2024



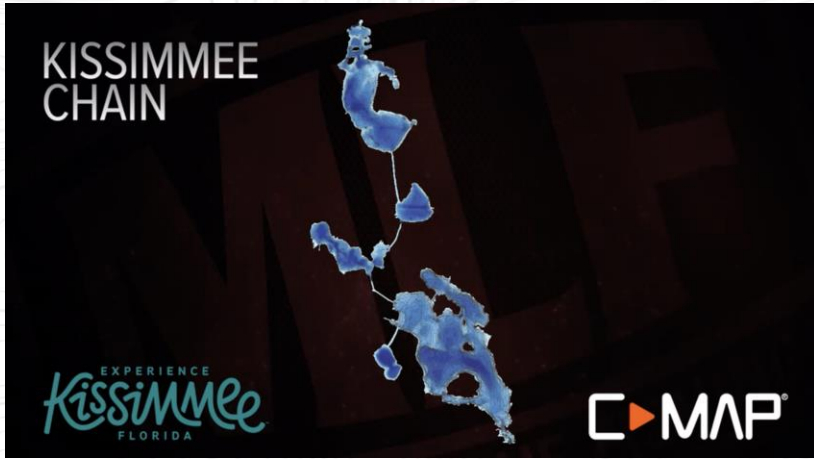
**MAJOR LEAGUE FISHING APP**  
 Downloads - **263,180** | Subscribed Devices - **104,493**  
 (Receiving Notifications)







# HEAVY HITTERS LIVESTREAM IN-SHOW GRAPHIC ELEMENT



## HOST CITY AUDIO MENTIONS & FOOTAGE

Mentions will be made on-air for your community multiple times in both TV and streaming

Beauty shots of destination along with host organization **logo on screen** (Graphic element)







# HEAVY HITTERS LIVESTREAM IN-SHOW COMMUNITY FEATURE



We will produce a custom 1 minute in-show feature about your community. The feature will air once in the MLF Live Stream and TV Broadcast.

MLF will work with you to ensure that what is important to you and your city is included in the feature. Along with exposure in the show, the community feature will also run across MLF digital media platforms.







**THANK YOU**



**CHRIS HOOVER**  
**MLF | NATIONAL SITE SALES DIRECTOR**

30 Gamble Lane  
Benton, KY 42025  
c: 270.703.9119

[Chris.hoover@majorleaguefishing.com](mailto:Chris.hoover@majorleaguefishing.com)



<b>NEW EVENT</b>
EVENT DATES: May 16-22, 2026 OR May 9-15, 2026 OR May 2-8, 2026
EVENT LOCATION: Heagy-Burry Boat Ramp – Orange Lake

## Funding Program: Bid Fee

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>MLF Heavy Hitters presented by Bass Pro Shops</b> Organization: <b>Major League Fishing, LLC</b>	Bid Fee Amount: <b>\$75,000</b> Business Sales (Total): <b>\$564,610</b> Total ROI: <b>-80%</b> Anticipated Attendance (Total): <b>85</b> Anticipated Room Nights (Total): <b>560</b> Average Occupancy Rate for Period: <b>56.1% (2024)</b> <b>56.6% (2023)</b>

- **Event Description:**

- MLF Heavy Hitters is the mid-season all-star event of the MLF Bass Pro Tour. In this big bass showcase event, anglers not only compete to win the tournament, but for massive big bass payouts during each day of competition. MLF anglers wear league-owned jerseys and fish out of league boats. 30 anglers qualify for Heavy Hitters, based on the combined weight of their biggest bass from each of the 2024 Bass Pro Tour Stages. Heavy Hitters is a six-day event preceded by three practice days, and every day is livestreamed from lines in to lines out on the MLF Website, Rumble and My Outdoor TV with six original two-hour broadcasts on the Discovery Channel re-aired on the Outdoor Channel.

- **Sponsorship Benefits:**

- Publicize the Tournament and schedule of events for each day.
- Produce a 2-hour show for the tournament which will broadcast once on the Discovery Channel and three (3) airings on Outdoor Channel.
- Provide within the television broadcast content related to the destination, including beauty shots of the fishery and points of interest in the destination.
- Mention the destination at least five (5) times during the television broadcast.
- Mention the fishery at least five (5) times during the television broadcast.
- Mention the fishery and destination within social media posts.
- List HOST destination on [www.majorleaguefishing.com](http://www.majorleaguefishing.com) page dedicated to Tournament trail, including specific event web page.
- Post Tournament results on [www.majorleaguefishing.com](http://www.majorleaguefishing.com).
- Provide HOST the ability to distribute collateral to anglers relating to HOST destination and local businesses.
- Broadcast live leaderboard and streaming video of tournament online.
- Create and distribute stories on the Tournament by MLF Communications.
- Provide information on destination and fishery to national media.

- **2024 MLF Heavy Hitters Livestream Statistics – Lake Kissimmee, FL**

- 842,000 total views
- 25.1 average minutes per view
- 21.1 million total minutes watched
- 9.7 million social media impressions

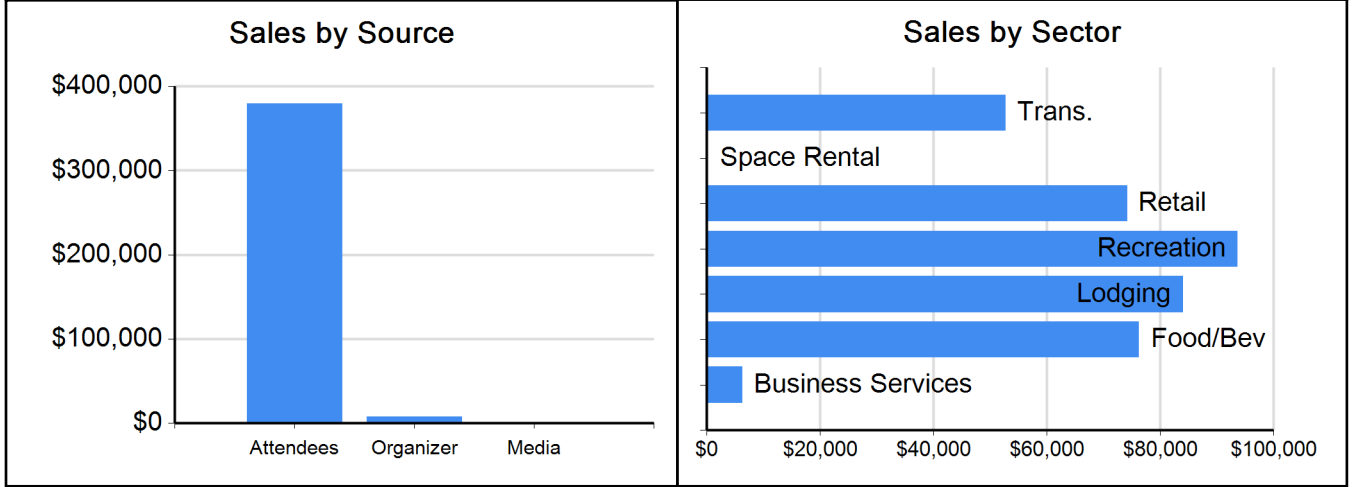


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	MLF Heavy Hitters presented by Bass Pro Shops	Business Sales (Direct):	\$387,285
Organization:	Major League Fishing	Business Sales (Total):	\$564,610
Event Type:	Professional	Jobs Supported (Direct):	89
Start Date:	5/16/2026	Jobs Supported (Total):	102
End Date:	5/22/2026	Local Taxes (Total):	\$14,657
Overnight Attendees:	248	Net Direct Tax ROI:	(\$62,643)
Day Attendees:	82	Estimated Room Demand:	560

## Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$84,000	\$0	\$84,000
Transportation	\$52,661	\$34	\$52,696
Food & Beverage	\$75,147	\$1,075	\$76,222
Retail	\$74,205	\$0	\$74,205
Recreation	\$93,648	\$0	\$93,648
Space Rental	\$0	\$242	\$242
Business Services	\$0	\$6,273	\$6,273
<b>TOTAL</b>	<b>\$379,661</b>	<b>\$7,624</b>	<b>\$387,285</b>



## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: MLF Heavy Hitters presented by Bass Pro Shops 2026

Organization: Major League Fishing

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$387,285	\$177,325	\$564,610
<b>Personal Income</b>	\$118,858	\$44,847	\$163,706
<b>Jobs Supported</b>			
Persons	89	13	102
Annual FTEs	4	1	5
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$33,805</u>	<u>\$14,387</u>	<u>\$48,192</u>
<u>State Total</u>	<u>\$28,210</u>	<u>\$5,639</u>	<u>\$33,849</u>
sales	\$21,703	\$2,660	\$24,363
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,506	\$2,979	\$9,486
<u>Local Total (excl. property)</u>	<u>\$12,357</u>	<u>\$2,300</u>	<u>\$14,657</u>
sales	\$5,426	\$665	\$6,091
income	\$0	\$0	\$0
bed	\$3,360	-	\$3,360
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,571	\$1,635	\$5,206
property tax	\$7,026	\$2,079	\$9,105

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$12,357	<p>Local Taxes</p> <p>Costs</p> <p>\$0 \$20,000 \$40,000 \$60,000 \$80,000</p>
DMO Hosting Costs	\$75,000	
Direct ROI	(\$62,643)	
Net Present Value	(\$61,386)	
Direct ROI (%)	-84%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$14,657	
Total ROI	(\$60,343)	
Net Present Value	(\$59,133)	
Total ROI (%)	-80%	

Estimated Room Demand Metrics	
Room Nights (total)	560
Room Pickup (block only)	560
Peak Rooms	103
Total Visitor Days	1,406



# Marion County Tourist Development Council

## Agenda Item

---

**File No.:** 2025-18192

**Agenda Date:** 2/27/2025

**Agenda No.:**

---

**SUBJECT:**

**Introduction of Coleen Robinson**

**DESCRIPTION/BACKGROUND:**

Information only.



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18193

**Agenda Date:** 2/27/2025

**Agenda No.:**

---

**SUBJECT:**

**PRESENTATION:** Gateway Signage

**DESCRIPTION/BACKGROUND:**

Information only.

# SAVE THE DATE

GATEWAY SIGNAGE RIBBON CUTTING  
10AM | APRIL 7TH

Information on event location soon to come





# Marion County Tourist Development Council

## Agenda Item

---

**File No.:** 2025-18194

**Agenda Date:** 2/27/2025

**Agenda No.:**

---

**SUBJECT:**

**PRESENTATION: Quarterly Economic Impact/Visitor Tracking Report - October - December Data**

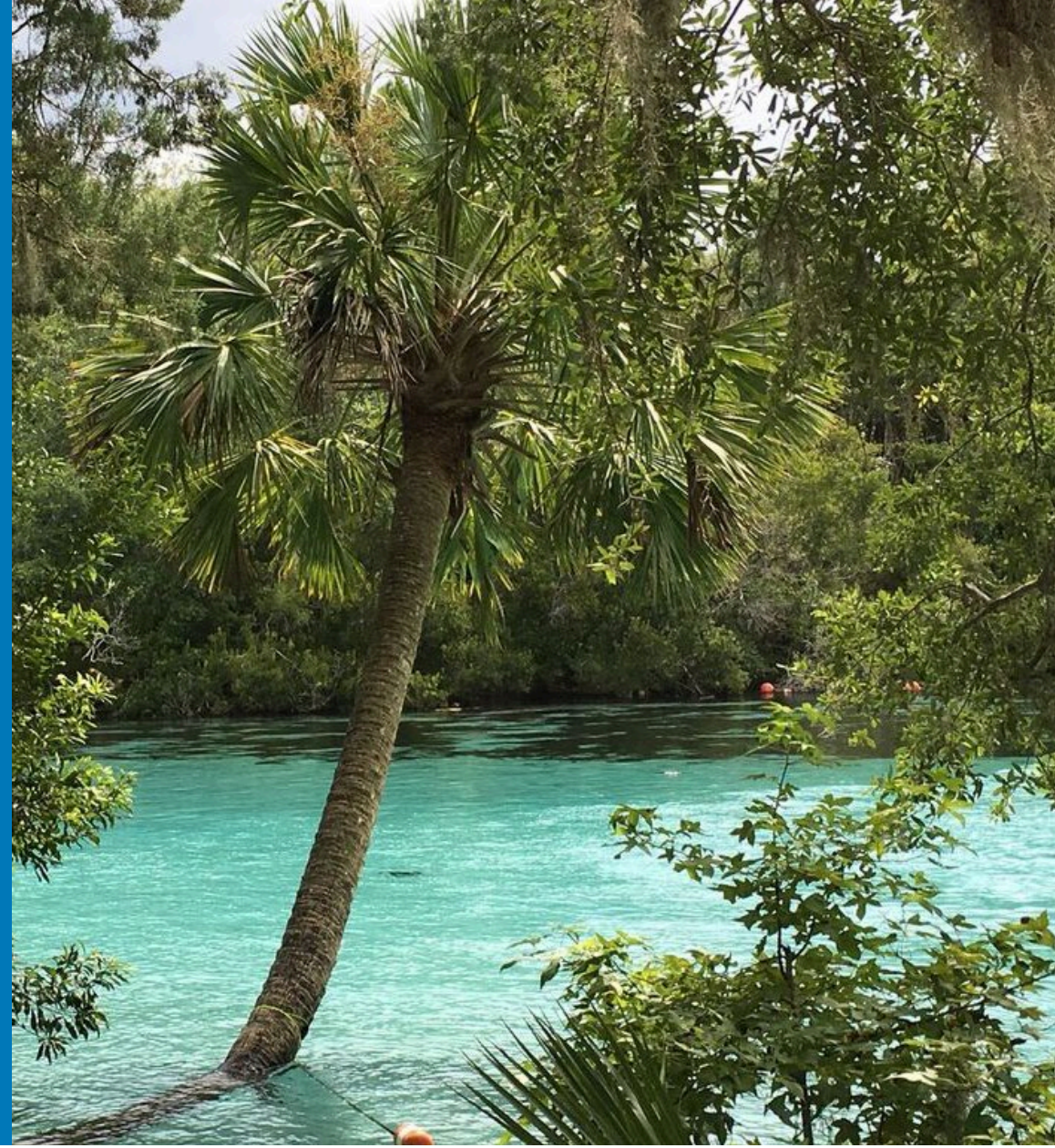
**DESCRIPTION/BACKGROUND:**

Information only.



# Ocala/MARION COUNTY VCB

Economic Impact Study &  
Visitor Tracking Report  
Oct-Dec 2024



# STUDY OBJECTIVES: VISITOR JOURNEY



- Planning cycle
- Planning sources
- Reasons for visiting
- Recall of destination messaging

- Visitor origin
- Party size
- Party composition
- Demographics
- Number of visits to the area

- Mode of transportation
- Accommodations
- Booking
- Length of stay
- Activities in destination
- Visitor spending

- Satisfaction of Ocala/Marion County area
- Likelihood of returning
- Evaluation of destination attributes
- Painting a picture for others

- Number of visitors
- Expenditures
- Room nights generated
- Occupancy, ADR, RevPAR



## Visitor Tracking Study

- » Interviews were completed in person and online with **762 visitors** at local hotels, attractions, and events between **October 1, 2024** and **December 31, 2024**



## Partner & Event Involvement

- » Appleton Museum of Art
- » KP Hole Park
- » Silver Springs State Park
- » HDG Hotels
- » Hampton Inn and Suites
- » Circle Square Cultural Center
- » MCA & Brick City Center for the Arts
- » Canyon Zipline & Adventure Park
- » Santos Bike Shop
- » WEC
- » FAST Aquatic Center



# EXECUTIVE SUMMARY

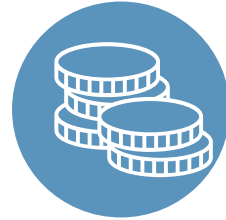


# VISITOR JOURNEY: ECONOMIC IMPACT





# Oct - Dec 2024 TOURISM SNAPSHOT



**\$1,400,448**

TDT  
**COLLECTIONS**

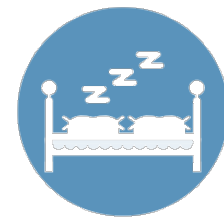
↑ 25.7%



**322,700**

ROOM  
**NIGHTS**

↑ 32.9%



**66.3%**

OCCUPANCY  
**RATE**

↑ 20.5%



**\$128.54**

AVERAGE DAILY  
**RATE**

↑ 12.1%



**\$85.26**

REVENUE PER AVAILABLE  
**ROOM**

↑ 35.0%

2024 vs. 2023

- » Hurricanes Helene and Milton made landfall in late September and Early October. Hurricane evacuees and recovery workers had a strong impact on visitor and lodging metrics in October to December 2024.
- » There was a return of a longer trip planning cycle as last year, Oct-Dec 2023 was historically a shorter trip planning cycle (48 days) compared to the previous year 2022 and the current year, 2024 which were both averaging a planned trip at 57 days in advance.
- » Average Travel party size decreased from 3.0 people in 2023 to 2.7 in 2024.
- » Length of stay increased from 3.5 nights in 2023 to 3.8 nights in 2024.
- » First time visitation increased from 31% in 2023 to 36% in 2024.

# VISITOR & LODGING METRICS

Visitor Statistics <sup>1</sup>	Oct - Dec 2023	Oct - Dec 2024	Percent Change
Visitors <sup>2</sup>	344,400	360,800	+ 4.8%
Direct Expenditures <sup>3</sup>	\$141,948,600	\$166,433,800	+ 17.2%
Total Economic Impact	\$220,020,300 <sup>4</sup>	\$250,792,600 <sup>4</sup>	+ 14.0%

Lodging Statistics <sup>5</sup>	Oct - Dec 2023	Oct - Dec 2024	Percent Change
Occupancy	55.1%	66.3%	+ 20.5%
Room Rates	\$114.69	\$128.54	+ 12.1%
RevPAR	\$63.15	\$85.26	+ 35.0%
Room Nights	242,800	322,700	+ 32.9%
TDT Collections	\$1,114,494	\$1,400,448	+ 25.7%
Hotel Units	4,547	5,056	+ 11.2%
Vacation Rental Units	246	232	- 5.7%

<sup>1</sup> Hurricanes Helene and Milton made landfall in late September and early October. Hurricane evacuees and recover workers had a strong impact on visitor and lodging metrics in October to December 2024.

<sup>2</sup> Visitation is lagging behind other key metrics due to smaller travel party size as well as fewer visitors in unpaid accommodations and day trippers

<sup>3</sup> Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses.

<sup>4</sup> Multiplier decreased from 1.55 in Oct-Dec 2023 to 1.51 in Oct-Dec 2024.

<sup>5</sup> Lodging figures utilize accommodation metrics from STR, Key Data, and the Florida Department of Business and Professional Regulation (DBPR).

# VISITOR JOURNEY: PRE-VISIT





# TRIP PLANNING CYCLE OCT-DEC 2024

- » **Over half** of visitors planned their trips to the Ocala/Marion County area **a month or less in advance (-10% YoY)**
- » Visitors planned their trip **on average of 57 days in advance of their visit (48 days in 2023)**



# TOP TRIP PLANNING SOURCES OCT-DEC 2024\*



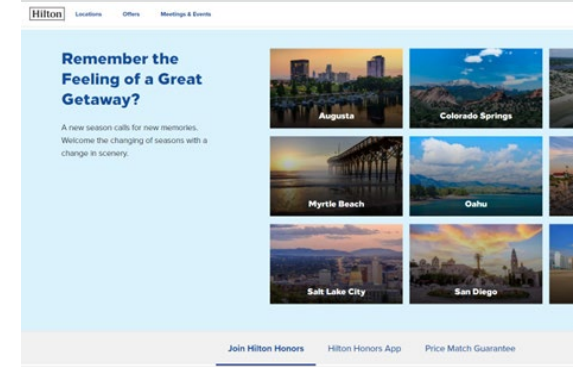
**47%** Talk to friends and family  
(+11% YoY)



**45%** Search sites  
(No change YoY)



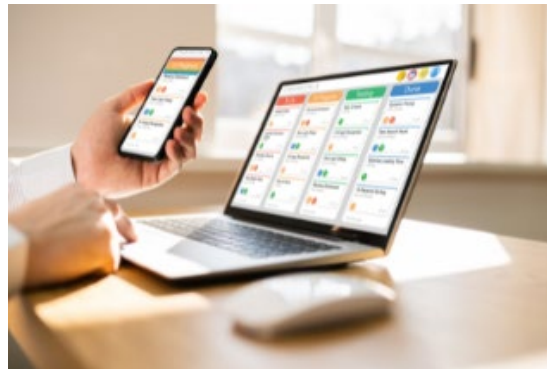
**9%** Destination social media  
(-4% YoY)



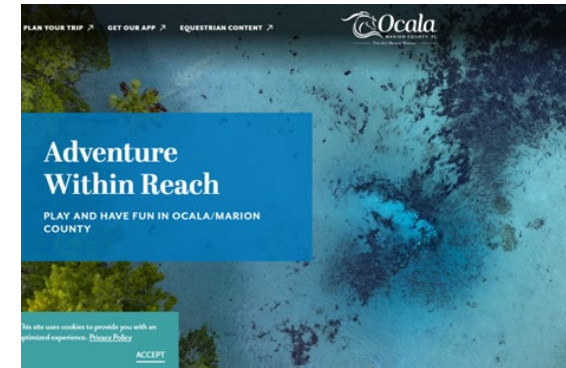
**7%** Hotel/resort website/app  
(-2% YoY)



**7%** Personal social media  
(-7% YoY)



**6%** Trip planning website/app  
(-5% YoY)



**5%** Online advertisement  
(-2% YoY)



# TOP REASONS FOR VISITING OCT-DEC 2024\*



**23%** Attend horse shows, sales, events (+6% YoY)



**22%** Visit friends/relatives (+1% YoY)



**19%** Visit area springs (+4% YoY)



**12%** Business or conference (+7% YoY)



**9%** Sporting tournament/event (+1% YoY)



**8%** Relax/unwind (-7% YoY)



# PRE-TRIP RECALL OF ADVERTISING OCT-DEC 2024\*

- » **26%** of visitors recalled advertising about the Ocala/Marion County area (**+4% YoY**)
- » **Over 2 in 3** visitors who recalled advertising were influenced by this information to visit the area which represents **18% of all visitors (+1% YoY)**



# SOURCES OF ADVERTISING RECALL OCT-DEC 2024\*

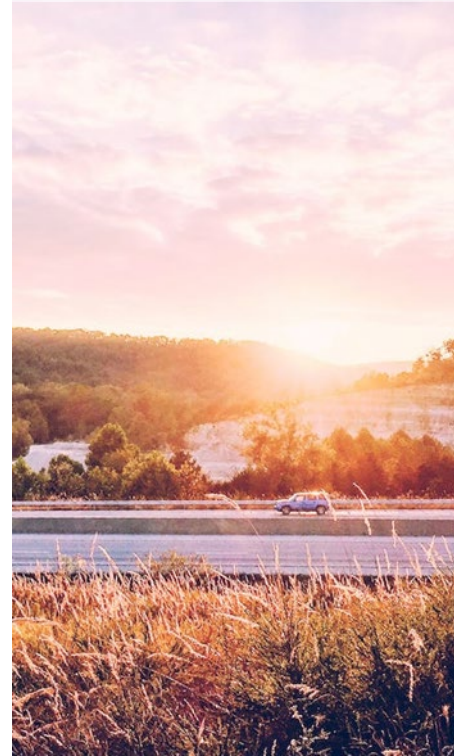
Base: **26%** of visitors who recalled advertising



**36%** Social media  
(-4% YoY)



**31%** Online  
Advertisement  
(-1% YoY)



**14%** Billboard  
(-2% YoY)

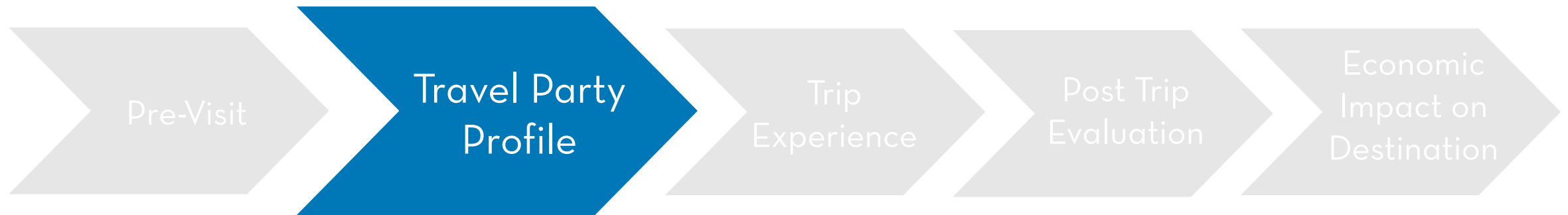


**13%** Print  
Advertisement  
(+2% YoY)



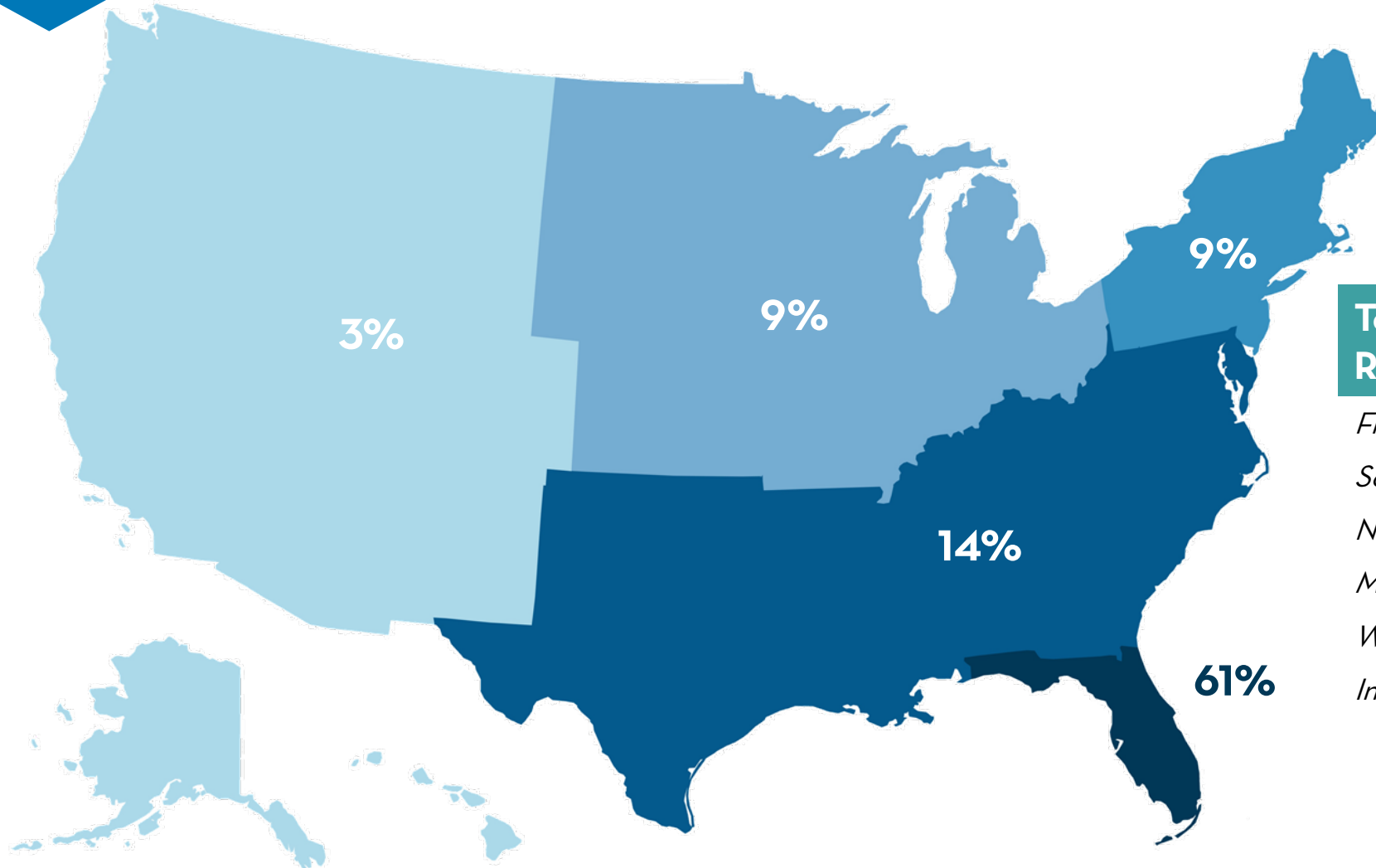
**13%** Magazine/  
newspaper article  
(+3% YoY)

# VISITOR JOURNEY: TRAVEL PARTY PROFILE





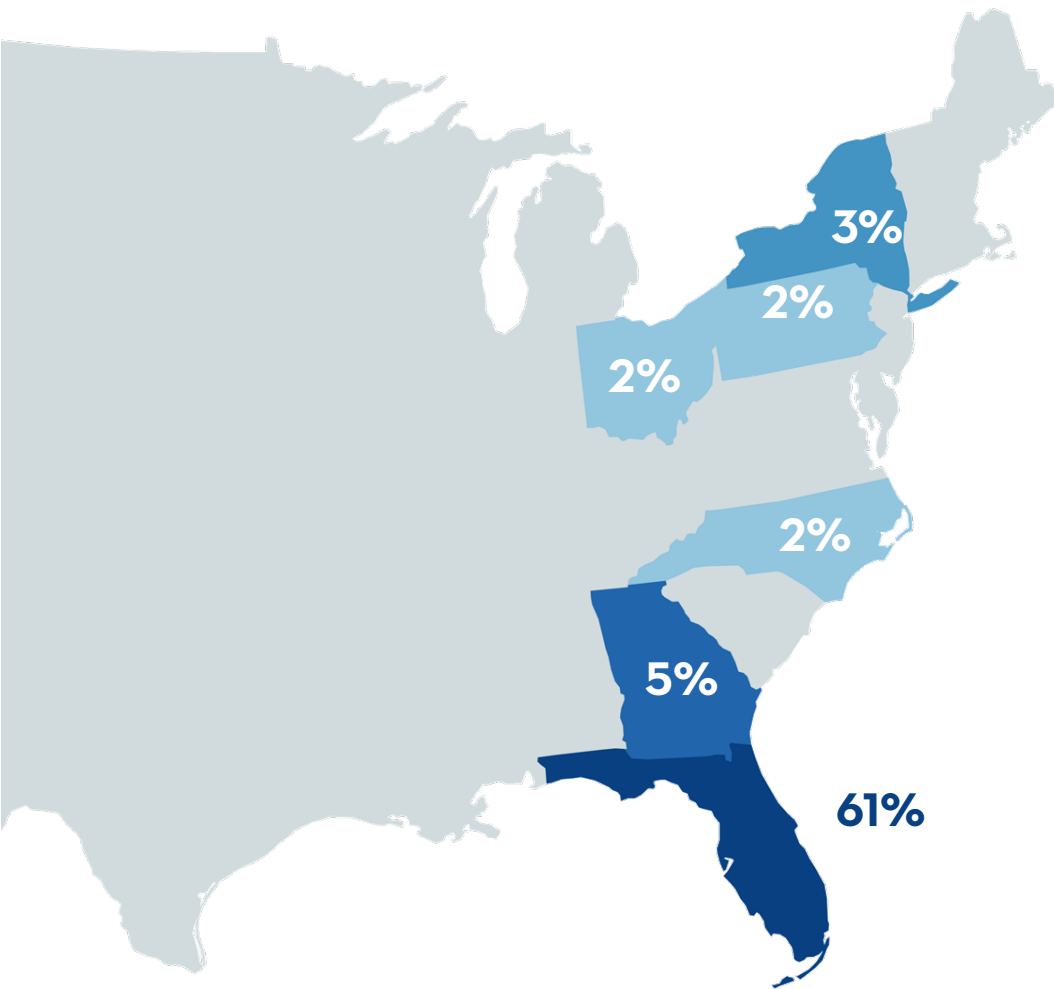
# REGIONS OF ORIGIN OCT-DEC 2024



Top Origin Regions	% Difference YoY
<i>Florida</i>	<i>+5%</i>
<i>Southeast</i>	<i>-1%</i>
<i>Northeast</i>	<i>-2%</i>
<i>Midwest</i>	<i>-1%</i>
<i>West</i>	<i>-1%</i>
<i>International</i>	<i>No change</i>

**4%** of visitors traveled to the Ocala/Marion County area from outside of the U.S.

# TOP STATES OF ORIGIN OCT-DEC 2024



**3 in 4** visitors traveled to Ocala/Marion County from 6 states:

- **61%** Florida (+5% YoY)
- **5%** Georgia (+1% YoY)
- **3%** New York (No change YoY)
- **2%** Ohio (No change YoY)
- **2%** North Carolina (No change YoY)
- **2%** Pennsylvania (No change YoY)

# TOP ORIGIN MARKETS OCT-DEC 2024



**17%** Orlando - Daytona Beach  
- Melbourne **(No change YoY)**



**11%** Tampa - St. Petersburg  
**(No change YoY)**



**8%** Gainesville  
**(+2% YoY)**



**7%** Jacksonville  
**(-1% YoY)**



**6%** West Palm Beach - Ft.  
Pierce **(+3% YoY)**



**5%** Miami - Fort  
Lauderdale **(+1% YoY)**



# TRAVEL PARTIES OCT-DEC 2024

» The typical visitor traveled in a party size of **2.7** people (**3.0 in 2023**)



» **35%** traveled with at least one person under the age of 18 (**-7% YoY**)





# VISITOR PROFILE OCT-DEC 2024

- » The typical Ocala/Marion County area visitor:
  - » Is **51** years old (**51 in 2023**)
  - » Has a household income of **\$95,000** per year (**\$77,800 in 2023**)



# NEW & RETURNING VISITORS OCT-DEC 2024

- » **Over 1 in 3** were first-time visitors to the Ocala/Marion County area (+5% YoY)
- » **Nearly 2 in 10** visitors were loyalists, having visited over 10 times (-4% YoY)



# VISITOR JOURNEY: TRIP EXPERIENCE



- » **79%** of visitors **drove** to the Ocala/Marion County area (**-3% YoY**)
- » **13%** of visitors flew via the **Orlando International Airport** (**+1% YoY**)





# VISITOR BEHAVIOR OCT-DEC 2024

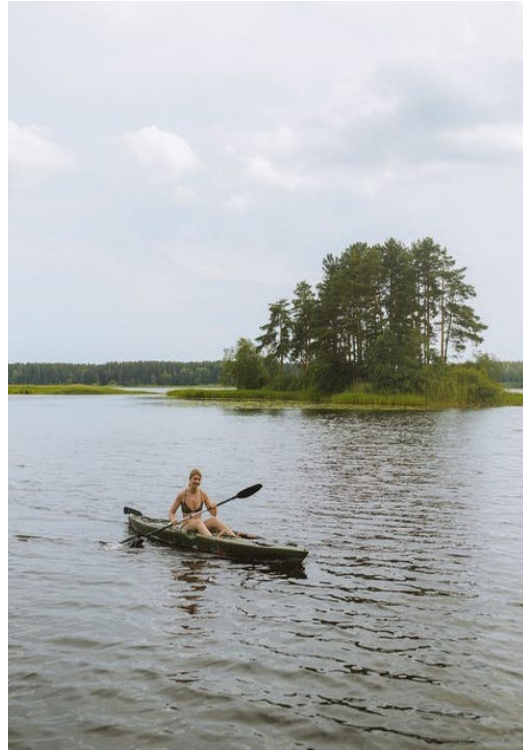
- » Typical visitors spent **3.8** nights in Ocala/Marion County area\* (**3.5 in 2023**)
- » **Over 2 in 3** visitors were only visiting Ocala/Marion County during their trip (**+7% YoY**)



# TOP ACCOMMODATIONS OCT-DEC 2024



**46%** Hotel/motel/resort  
(+9% YoY)



**30%** Day tripper  
(-2% YoY)



**12%** Friends' or  
relatives' home  
(No change YoY)



**4%** Vacation rental home\*  
(-1% YoY)



# TOP ACTIVITIES DURING VISIT OCT-DEC 2024\*



**65%** Dining out  
(+19% YoY)



**41%** Visit family/friends  
(+11% YoY)



**31%** Visit Downtown  
Ocala (+7% YoY)



**23%** Attend horse shows,  
sales, events (+1% YoY)



**23%** Shopping  
(No change YoY)



**21%** Visit area springs  
(-2% YoY)



**21%** Relax & unwind  
(-7% YoY)

# ACTIVITIES VS. REASON FOR VISIT OCT-DEC 2024\*

## Reason for Visiting

23%

22%

19%

12%

9%

8%

5%

5%

5%

5%

5%

4%

3%

3%

Horse-related event

Visit friends/relatives

Visit area springs

Business/conference

Sporting tournament/event

Relax and unwind

Canoeing/kayaking/tubing

Other horse-related events

Special occasion

Special event

Nature/birdwatching

Go to restaurants

Visit Downtown Ocala

Shopping/antiquing

## Visitor Activities

23%

41%

21%

12%

9%

21%

9%

10%

10%

8%

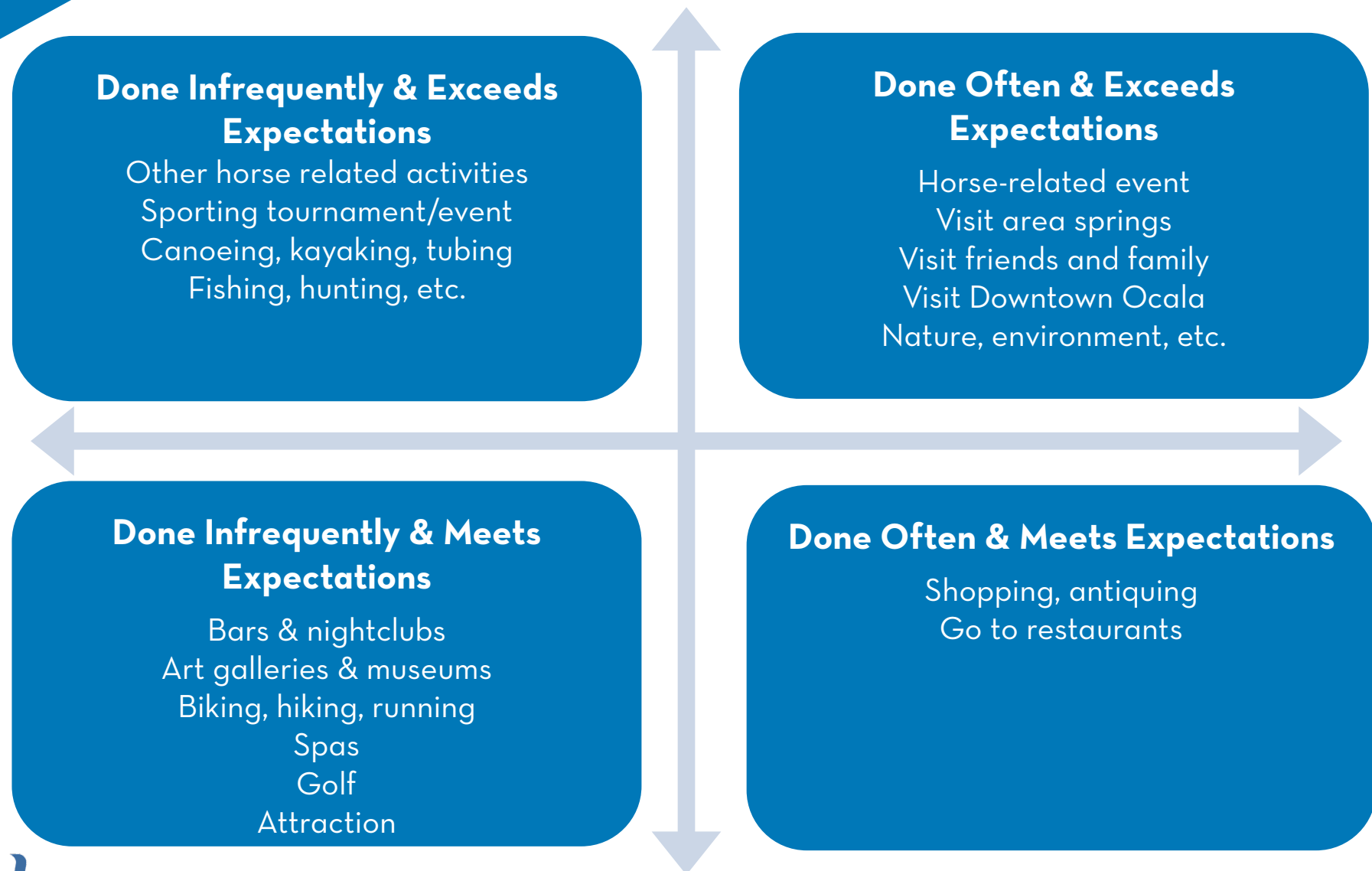
14%

65%

31%

23%

# QUADRANT ANALYSIS OCT-DEC 2024





# TRAVEL PARTY SPENDING OCT-DEC 2024

- » Travel parties spent **\$320** (**\$324 in 2023**) per day and **\$1,214** (**\$1,134 in 2023**) during their trip



# VISITOR JOURNEY: POST-TRIP



# VISITOR SATISFACTION OCT-DEC 2024

- » **99%** of visitors said their visit met or exceeded expectations with **39%** exceeded expectations (**-9% YoY**)
- » **94%** will recommend Ocala/Marion County to a friend (**No change YoY**)
- » **95%** will return to Ocala/Marion County with **50%** saying they will definitely return (**-18% YoY**)





# AREA DESCRIPTIONS OCT-DEC 2024



*“Ocala is Interesting; it’s a small town but there is lots to do. The traffic is light and people are friendly.”*



*“Ocala is Great! We really like the vibe of the area. It has pretty rural surroundings.”*



*“Ocala has really nice hiking trails. And the natural springs are pretty! It was a pleasant place to stay.”*



# DETAILED FINDINGS

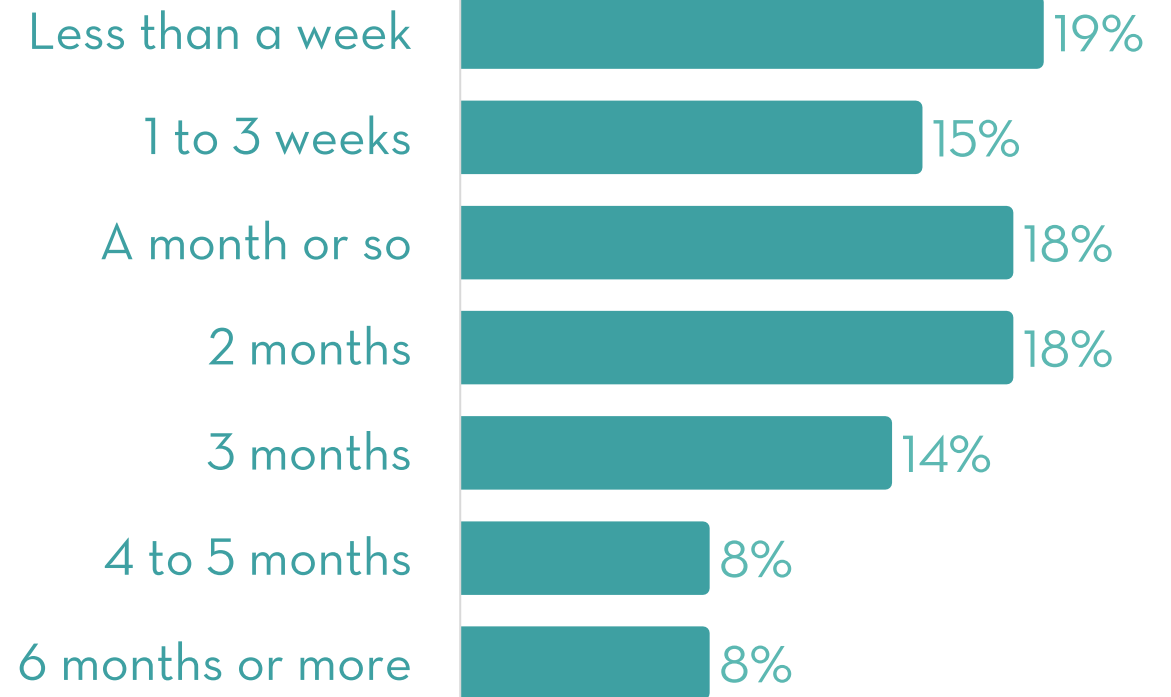


# VISITOR JOURNEY: PRE-VISIT



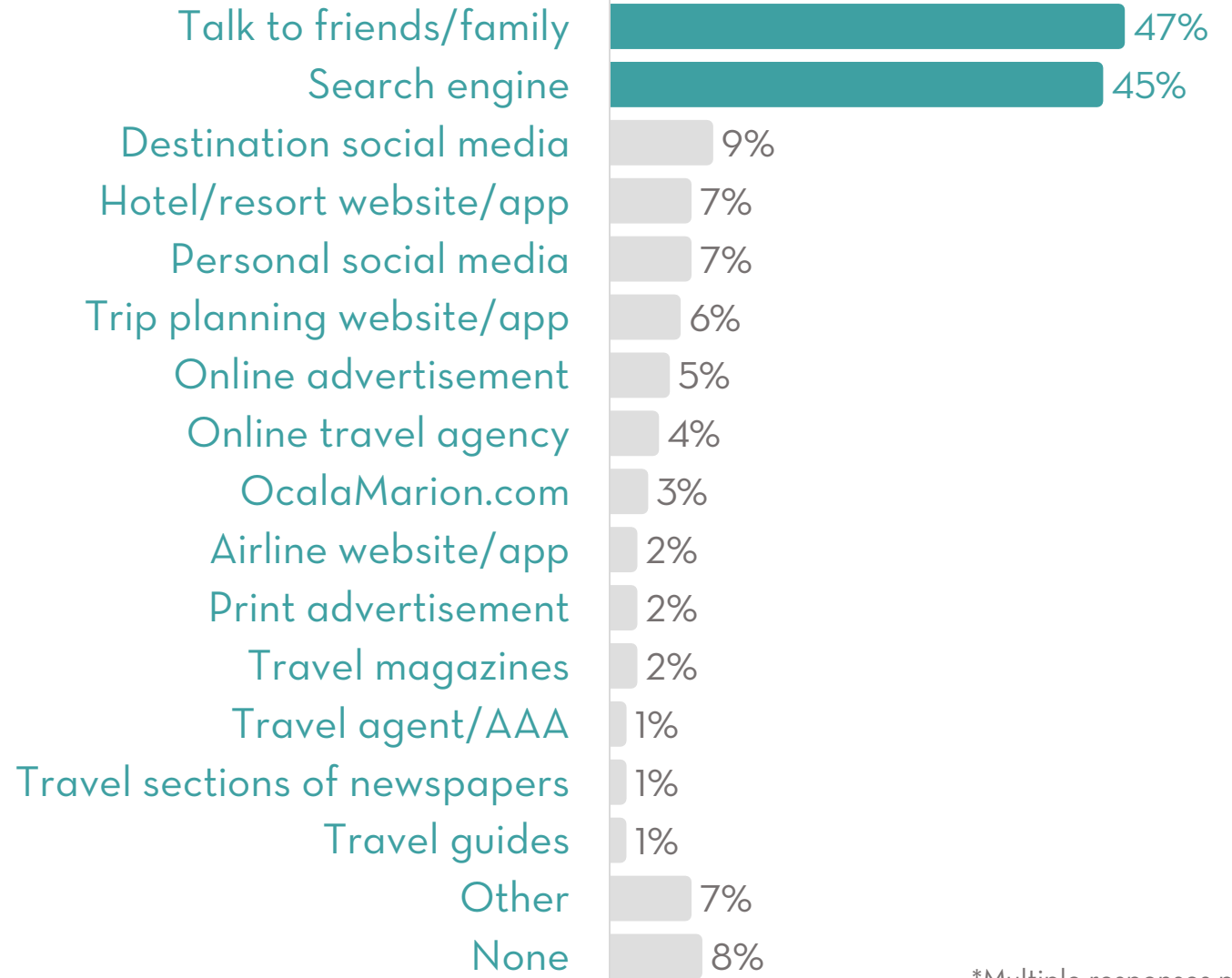
# TRIP PLANNING CYCLE

- » **Over half** visitors planned their trips to the Ocala/Marion County area **a month or less in advance**
- » On the other hand, **3 in 10** visitors planned their trips **at least 3 months in advance**
- » Visitors planned their trip **on average 57 days in advance**



# TRIP PLANNING SOURCES\*

- » **Talking to friends** is the **top planning source** for trips to Ocala/Marion County
- » **Over 2 in 5** visitors used a **search engine (i.e., Google)** to plan their trip





# REASONS FOR VISITING\*

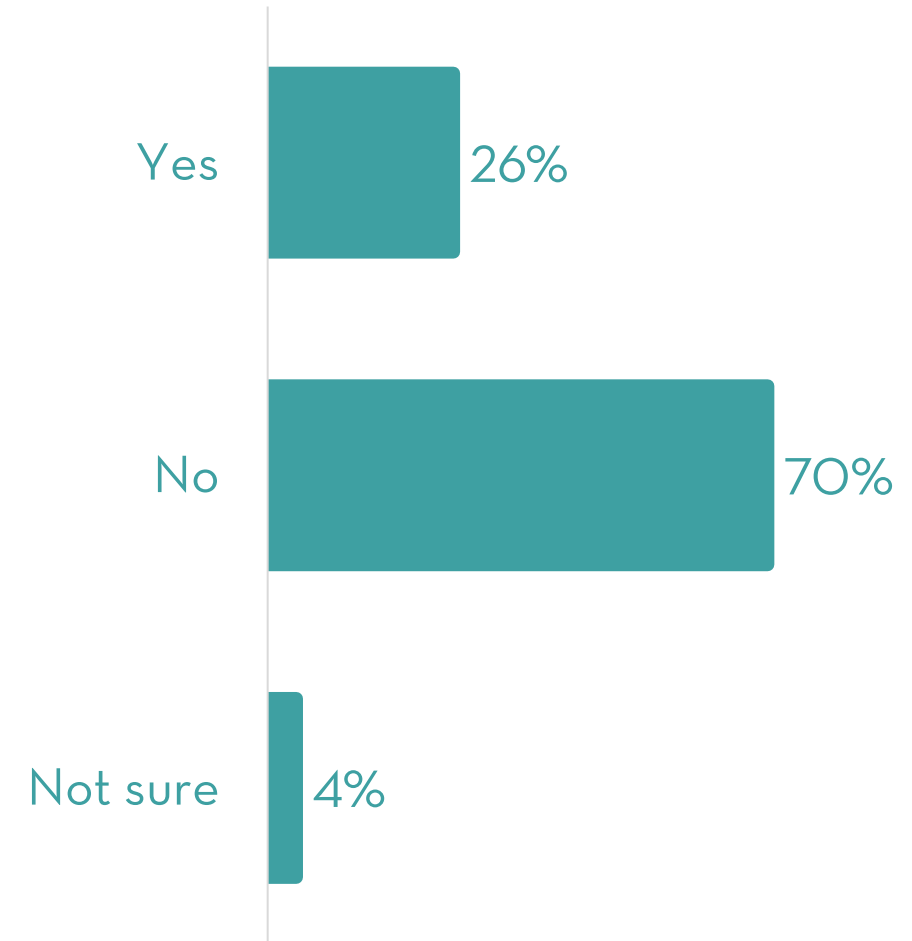
- » **Horse-related events and visiting friends and relatives** are the **top two** choices for coming, as **over 1 in 5** visitors came to Ocala/Marion County for this reason
- » **Nearly 1 in 5** visitors came to Ocala/Marion County for **area springs**



# RECALL OF ADVERTISING\*

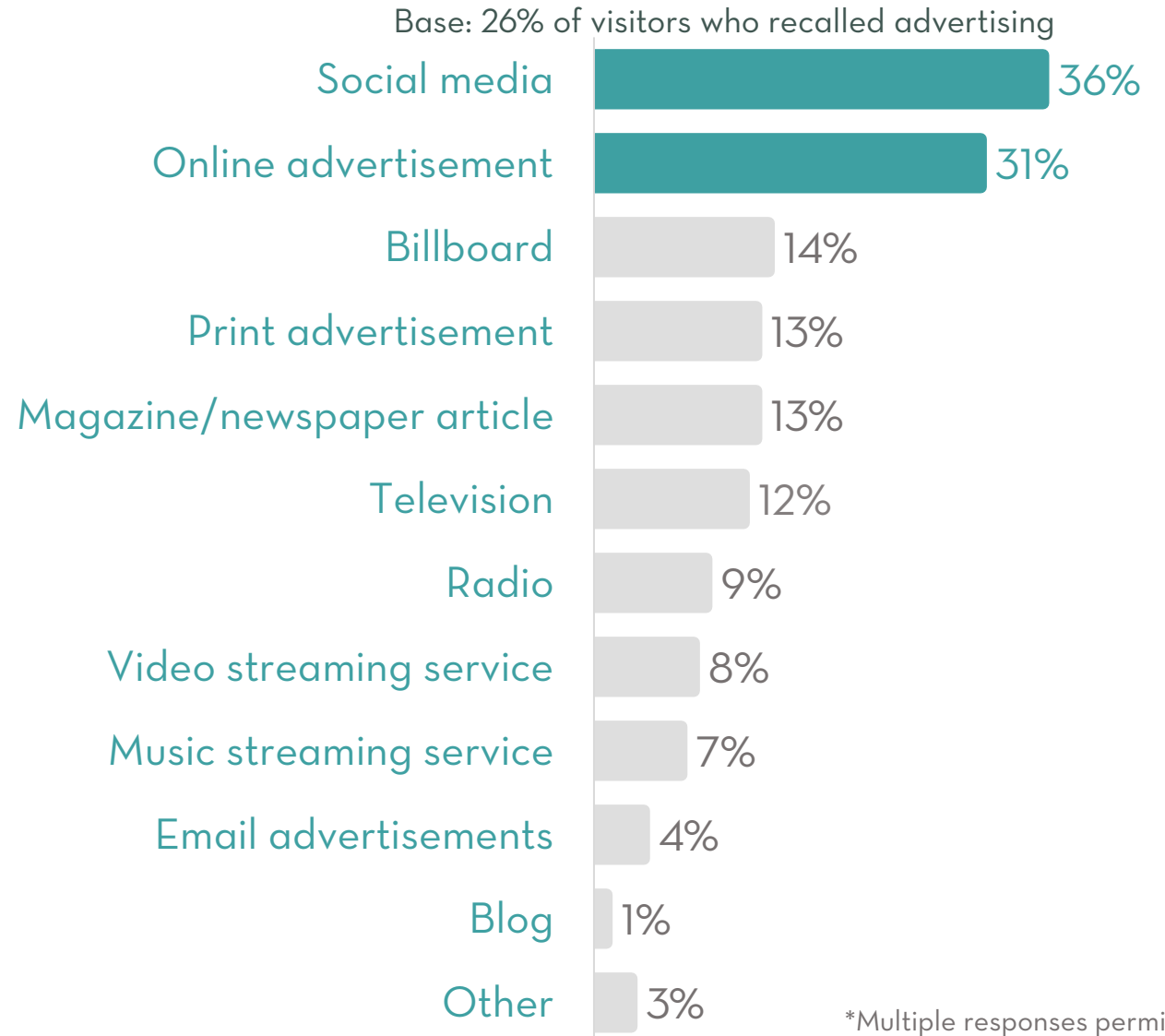
- » **Over 1 in 4** visitors recalled advertising about the Ocala/Marion County area
- » Of the visitors who recalled advertising, **Over 2 in 3 (represents 18% of all visitors)** were influenced by this information to come to the area

## Recalled Advertising



# ADVERTISING SOURCE\*

- » **Over 1 in 3** visitors who recalled advertising for the Ocala/Marion County area recalled advertisements on **social media**
- » **Over 3 in 10** visitors recalled **online advertisements\*\***



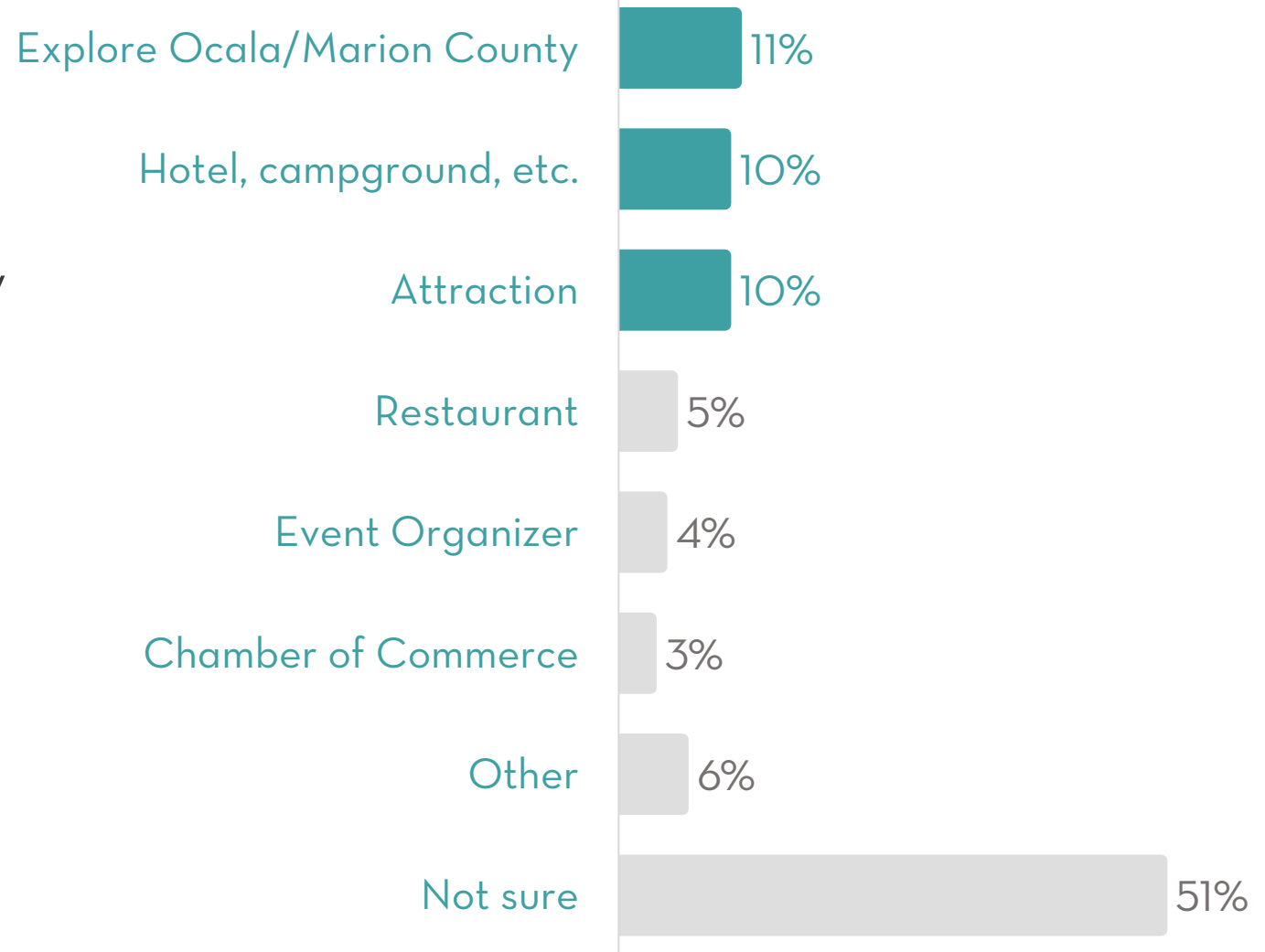
\*Multiple responses permitted

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

# SPONSORED ADVERTISEMENT\*

- » **Over 1 in 10** visitors who recalled advertising for the Ocala/Marion County area recall **Explore Ocala/Marion County** as a sponsor of the advertisement
- » **1 in 10** visitors stated that they recalled advertisements sponsored by a **hotel, campground, etc. or an attraction**

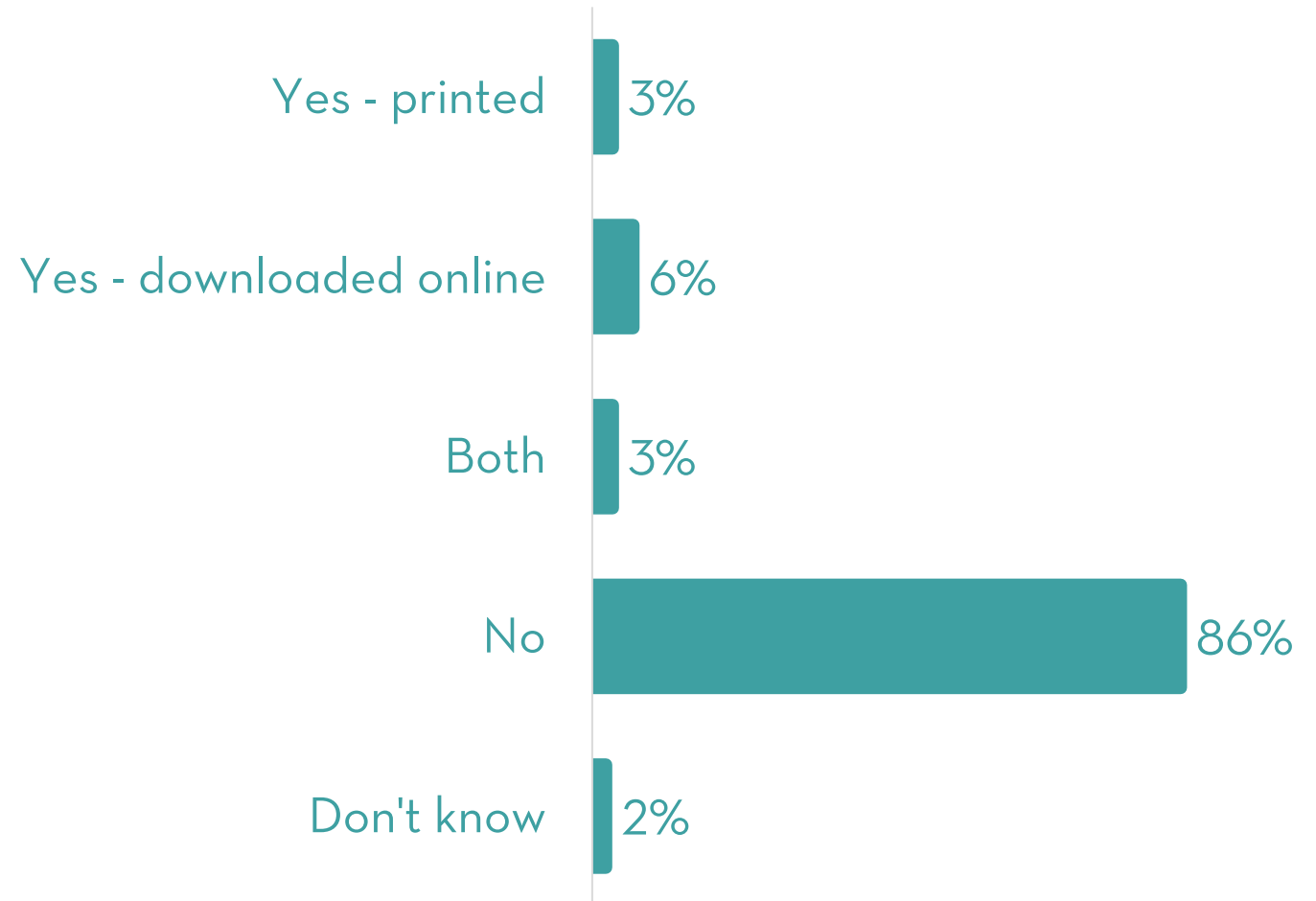
Base: 26% of visitors who recalled advertising



\*Multiple responses permitted.

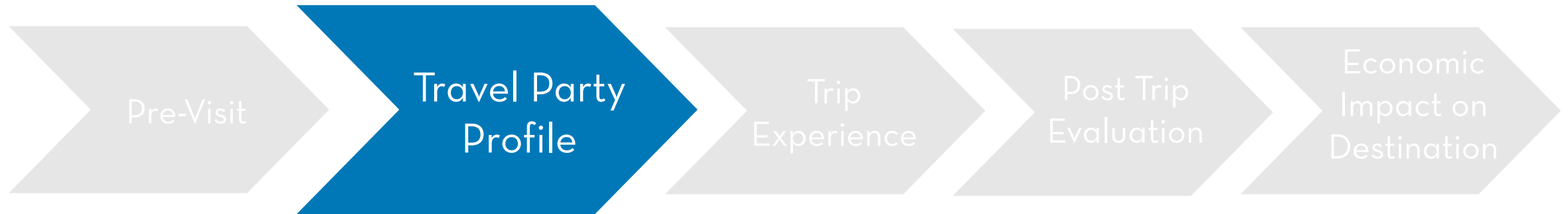
# VISITOR GUIDE

- » **12%** of visitors viewed the **print and/or online visitor guide**
- » Usefulness Rating: **8.3 out of 10\***

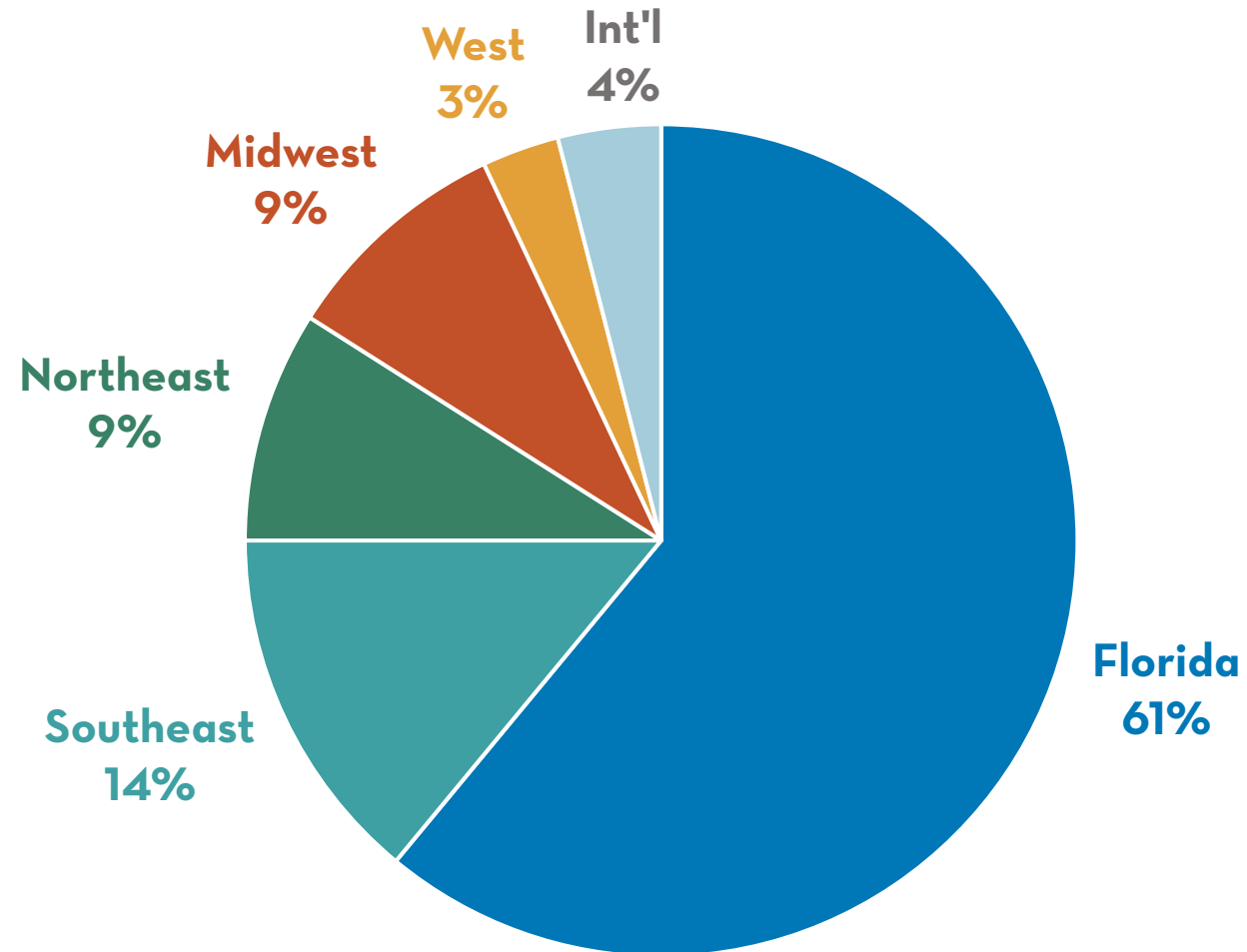




# VISITOR JOURNEY: TRAVEL PARTY PROFILE



# REGION OF ORIGIN



# TOP ORIGIN STATES

- » **3 in 4** visitors came to Ocala/Marion County from 6 states
- » **Florida** and **Georgia** were key origin states for the Ocala/Marion County area

State	Percent
Florida	61%
Georgia	5%
New York	3%
Ohio	2%
North Carolina	2%
Pennsylvania	2%

# TOP ORIGIN MARKETS

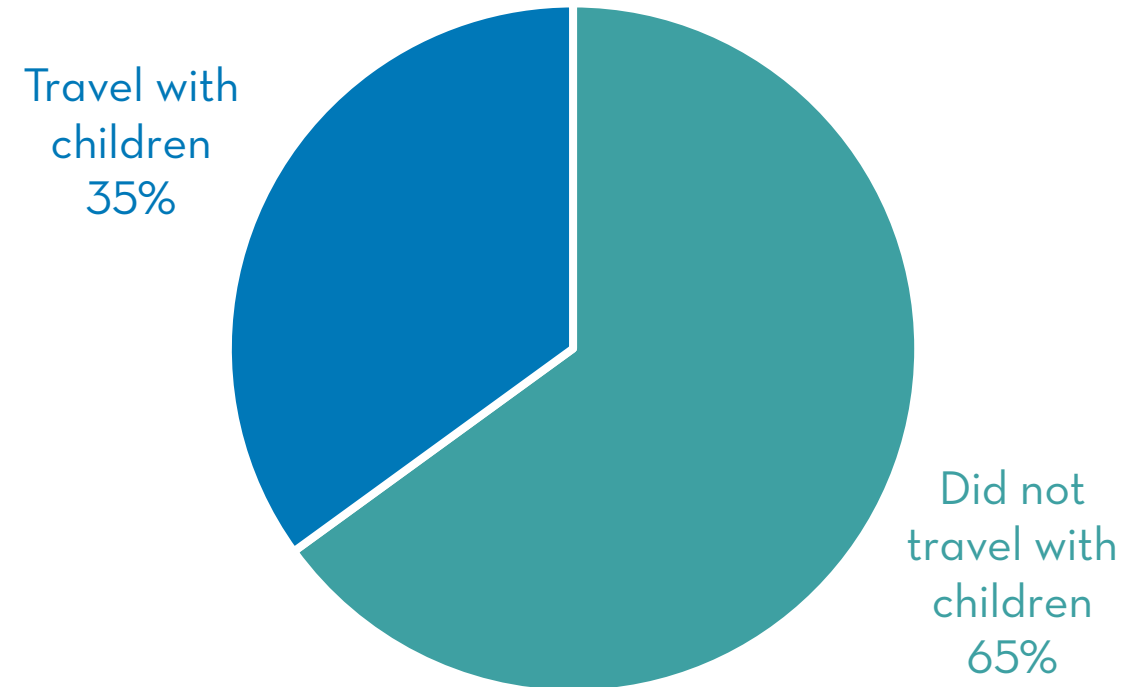
- » **Orlando-Daytona Beach-Melbourne, Tampa-St. Peterburg, and Gainesville** were key origin markets this quarter
- » **Florida markets** dominated the top markets for Ocala/Marion County

Market	Percent
Orlando-Daytona Beach-Melbourne	17%
Tampa-St. Petersburg	11%
Gainesville	8%
Jacksonville	7%
West Palm Beach-Ft. Pierce	6%
Miami-Fort Lauderdale	5%
Atlanta	3%
New York*	3%
Tallahassee-Thomasville	3%
Fort Myers-Naples	2%

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

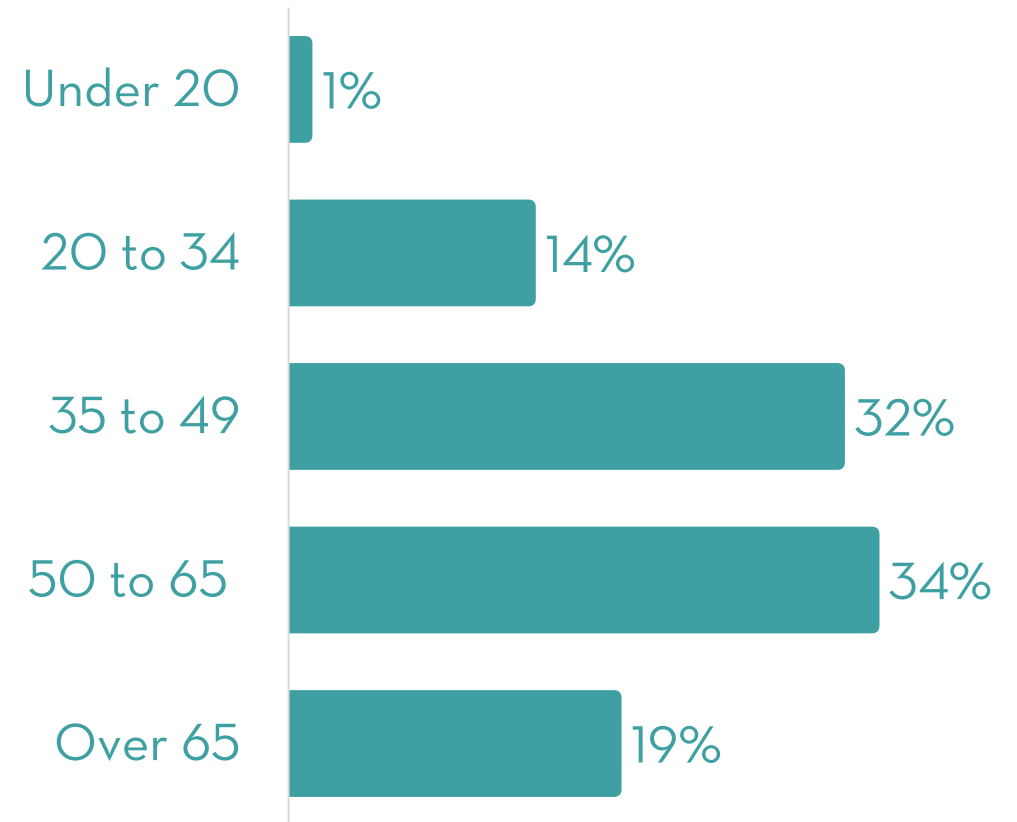
# TRAVEL PARTIES

- » The typical travel party size was **2.7** people
- » **Over a third** of travel parties included children under the age of 18



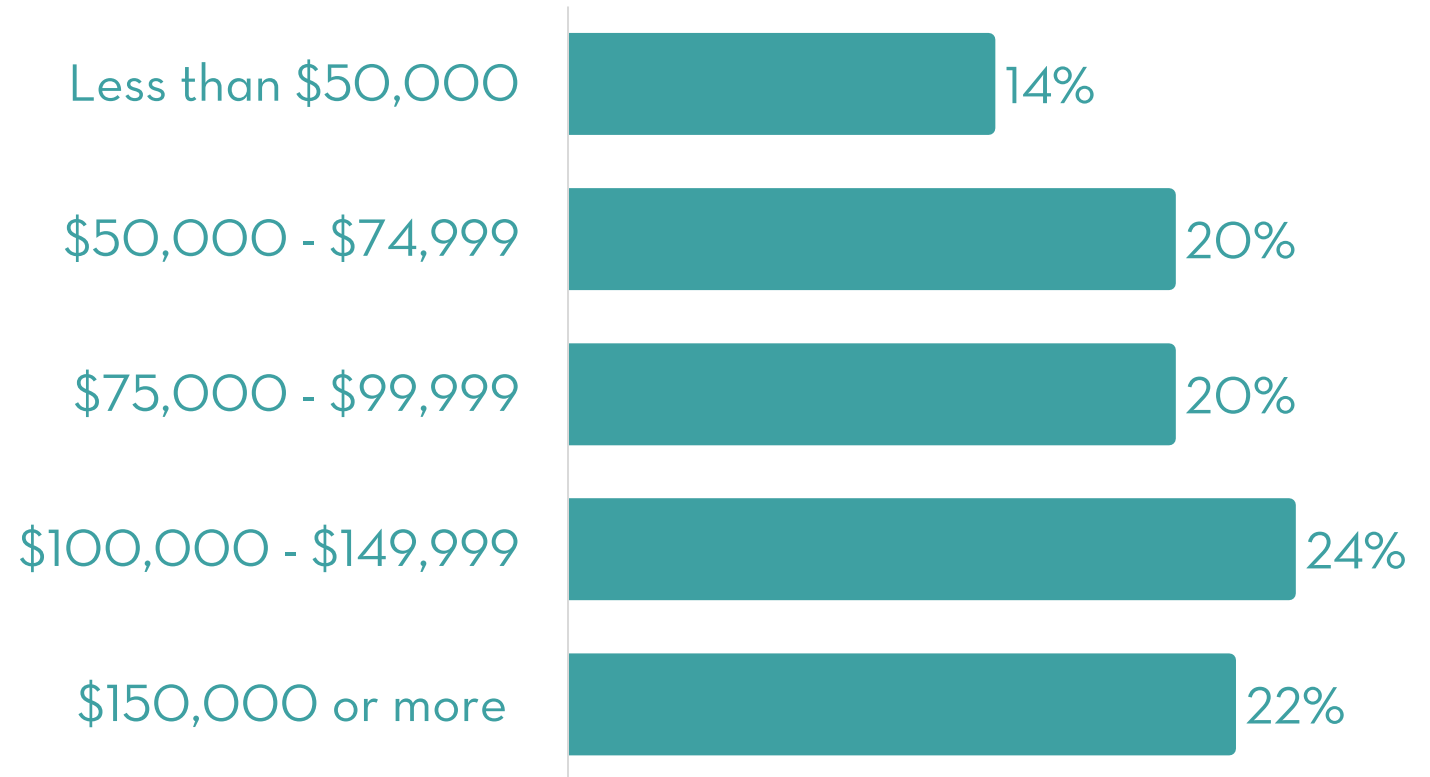


» The median age of visitors to the Ocala/Marion County area was **51**

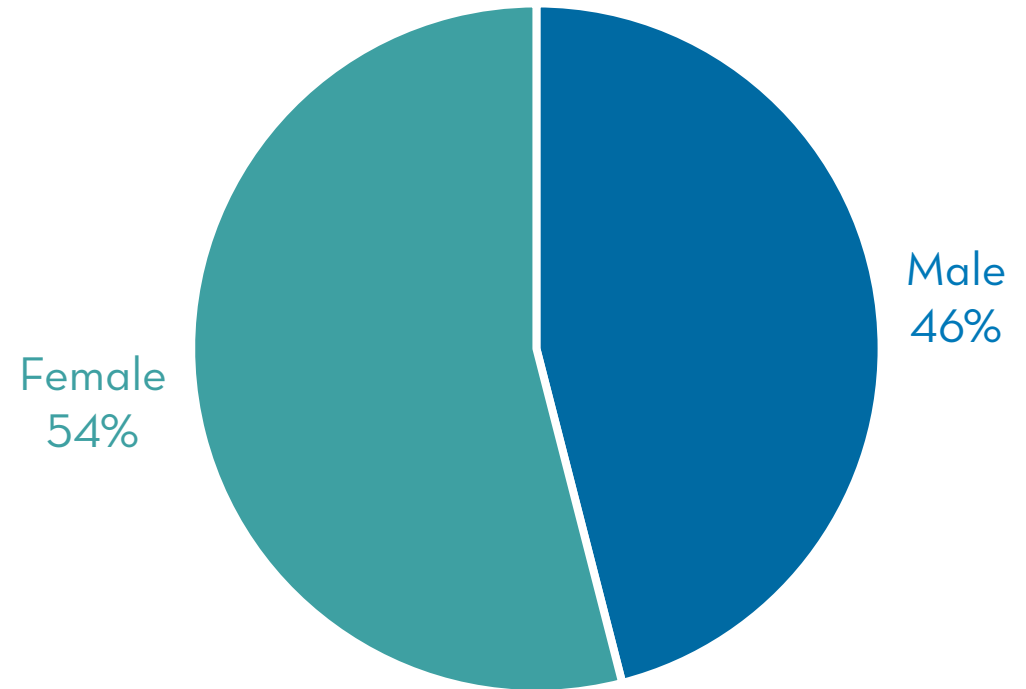


# HOUSEHOLD INCOME

- » Visitors to the Ocala/Marion County area had a median household income of **\$95,000** per year
- » **Over 2 in 5** visitors had household incomes over **\$100,000**

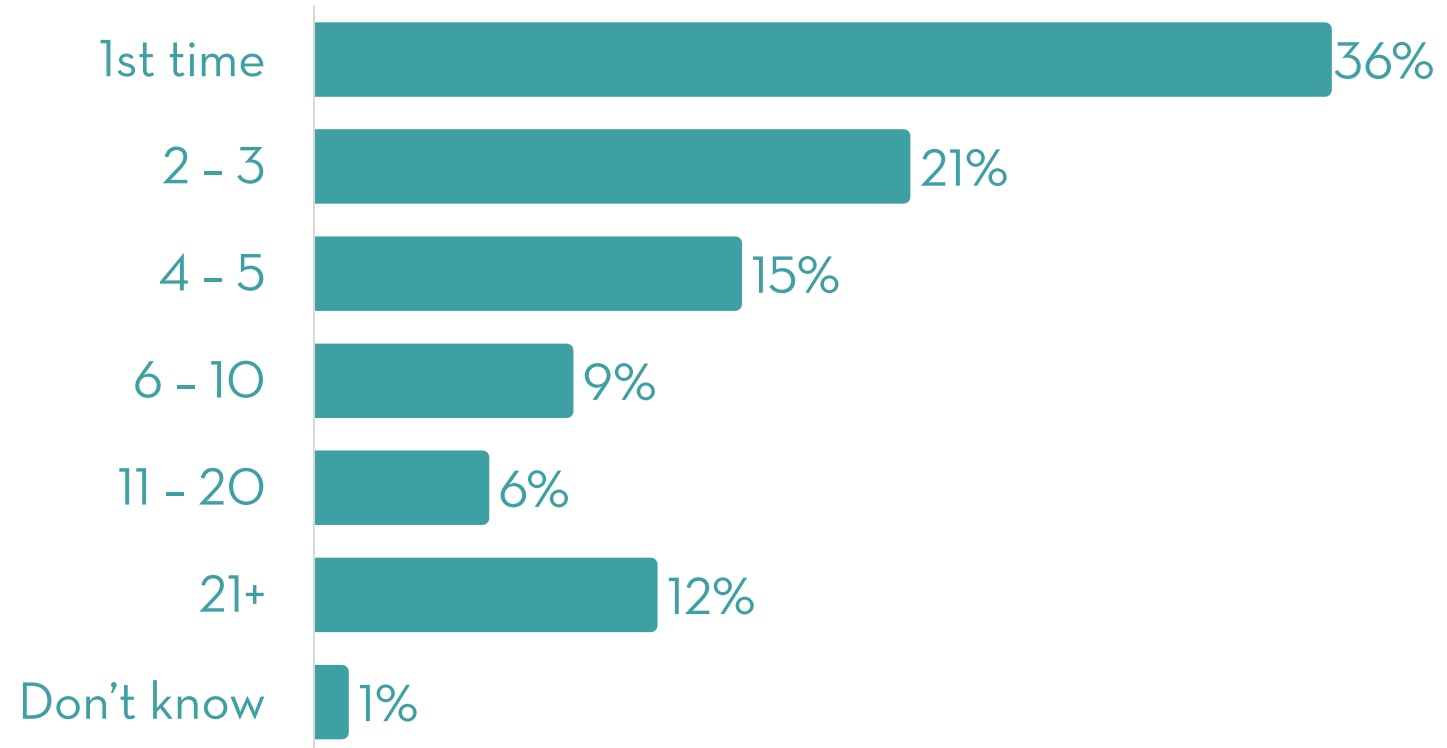


» **54%** of visitors interviewed were **female**



# NEW & RETURNING VISITORS

- » **Over 1 in 3** visitors said **this was their first time visiting** the Ocala/Marion County area
- » **Nearly 2 in 10** visitors were loyalists, having visited over 10 times



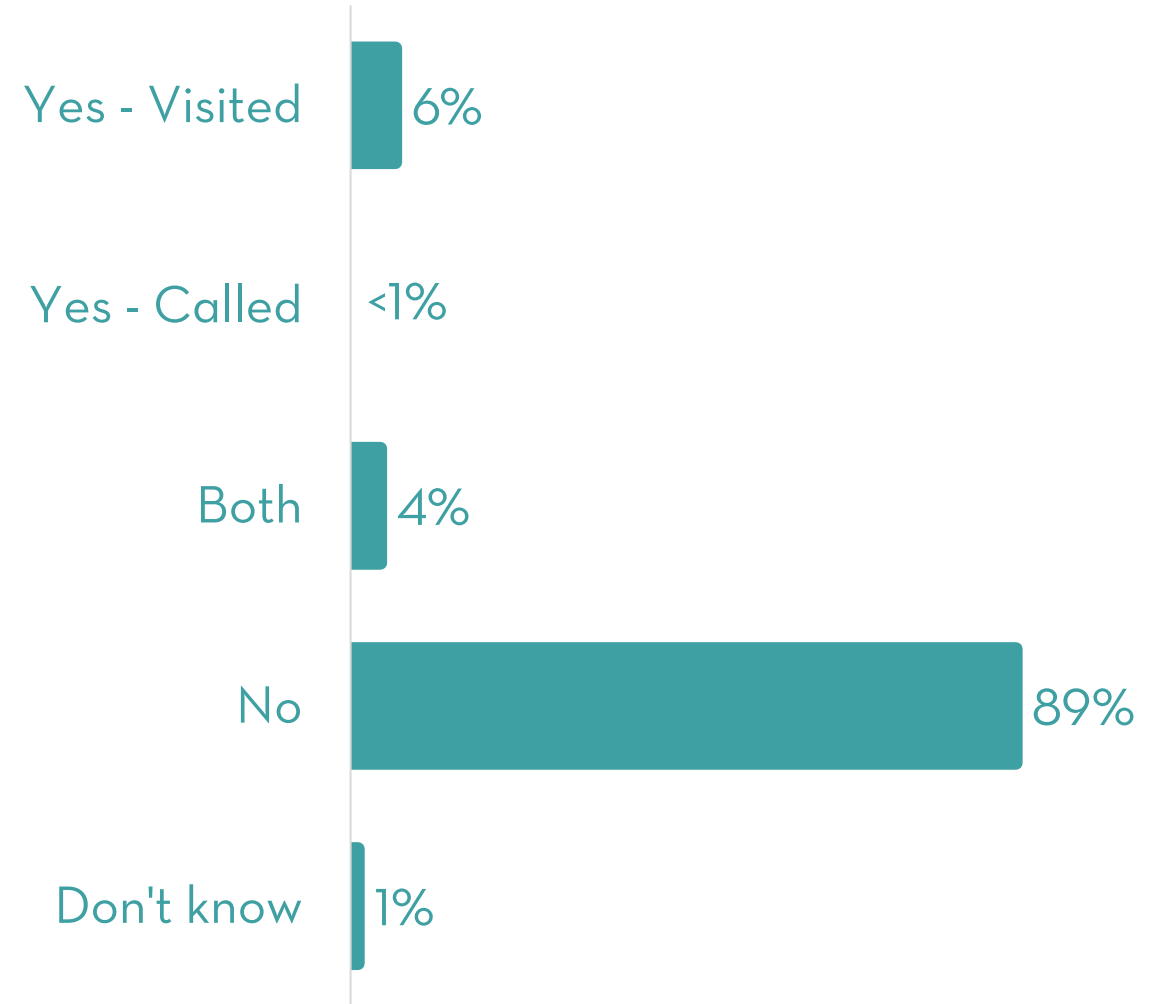
# VISITOR JOURNEY: TRIP EXPERIENCE





# VISITOR CENTER

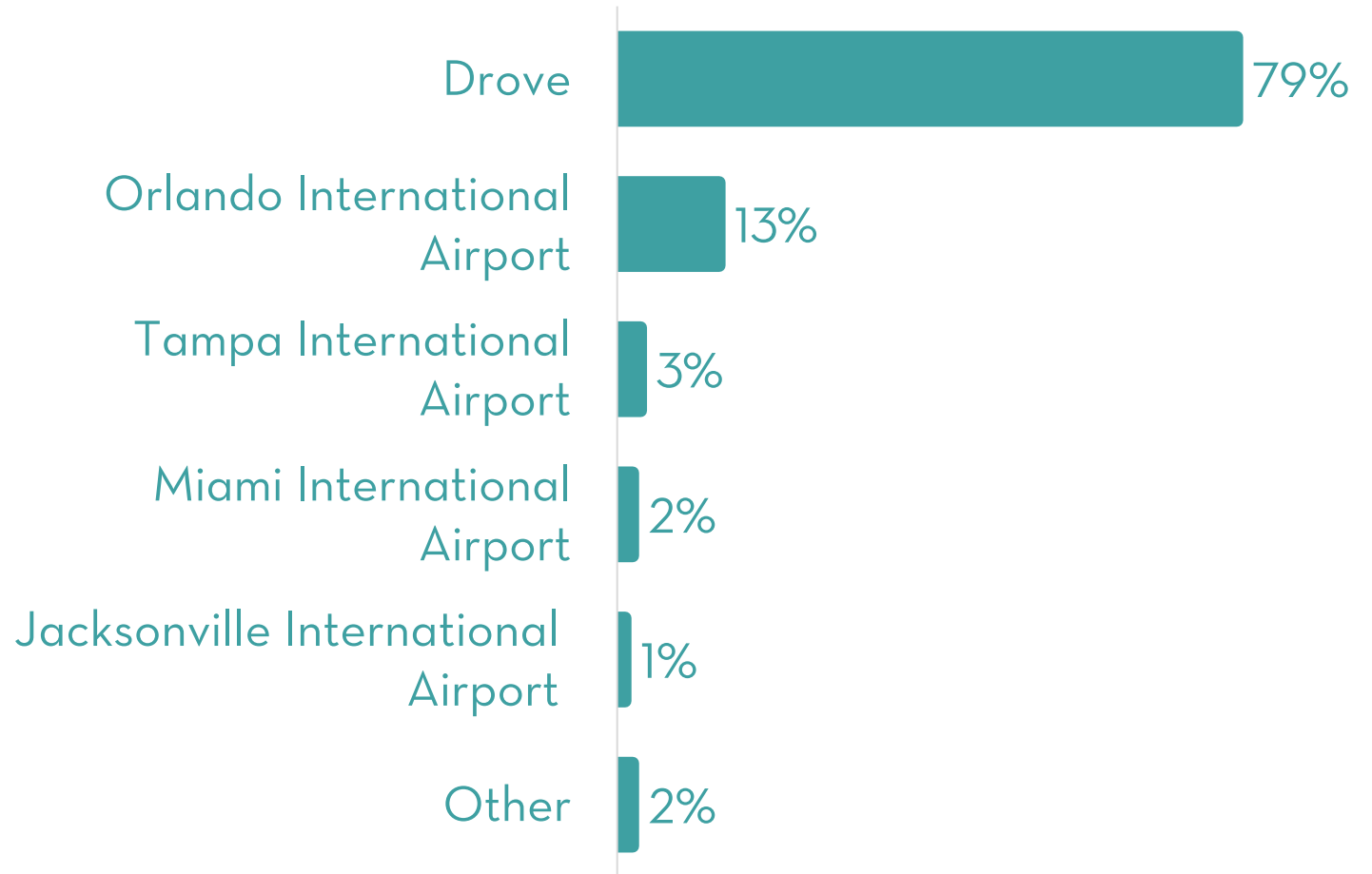
- » **10%** of visitors **stopped at the Visitor Center**
- » Usefulness Rating: **8.5 out of 10\***



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

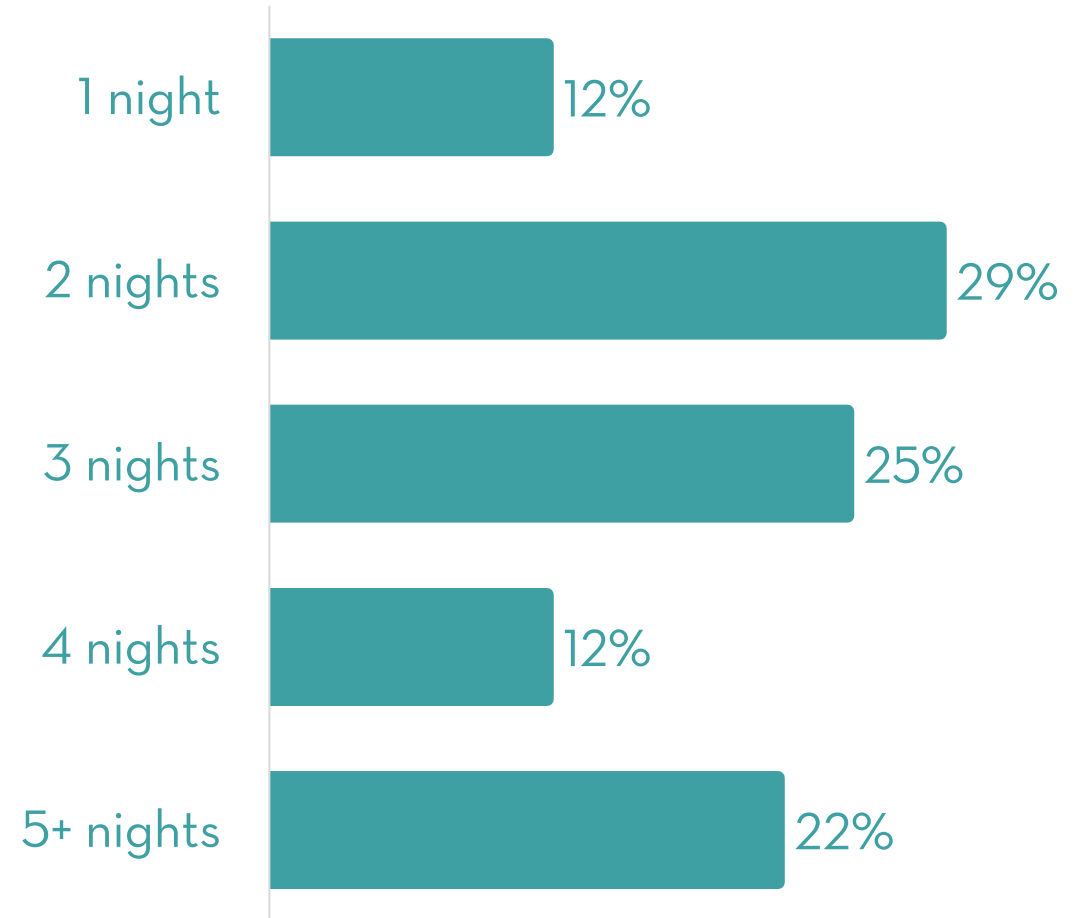
# TRANSPORTATION

- » **79%** of visitors **drove** to the Ocala/Marion County area for their trip
- » **13%** of **all** visitors used the **Orlando International Airport**



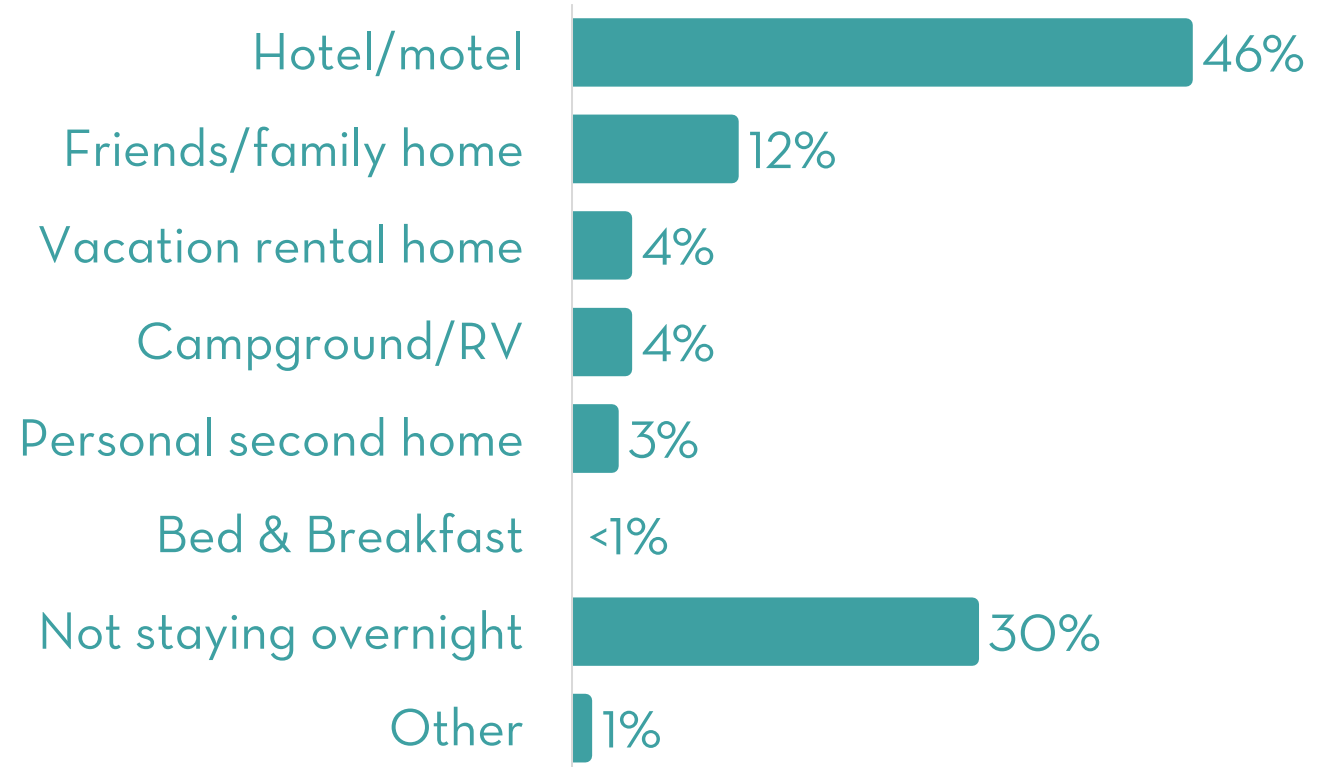
# NIGHTS

- » Visitors stayed **3.8** nights in Ocala/Marion County\*
- » Visitors staying in paid accommodations stayed **4.5** nights in the Ocala/Marion County area



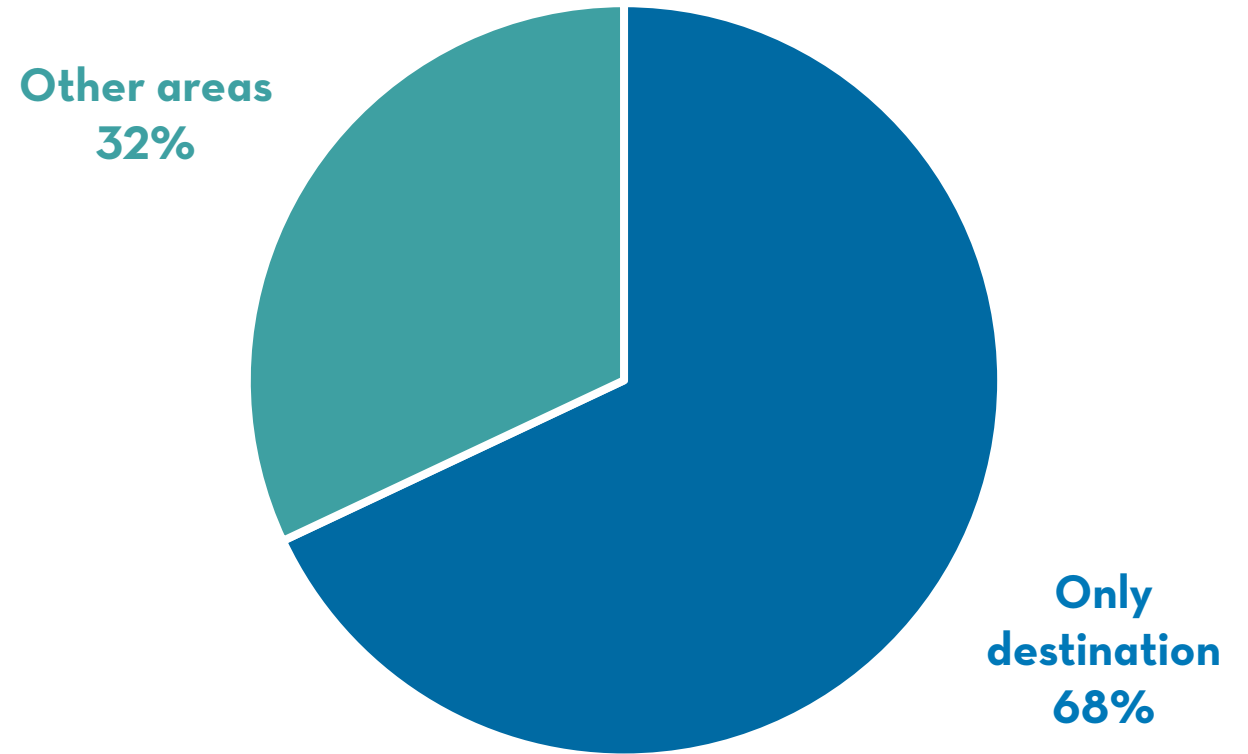
# ACCOMMODATIONS

» **Over 2 in 5** visitors stayed overnight in a **hotel or motel**



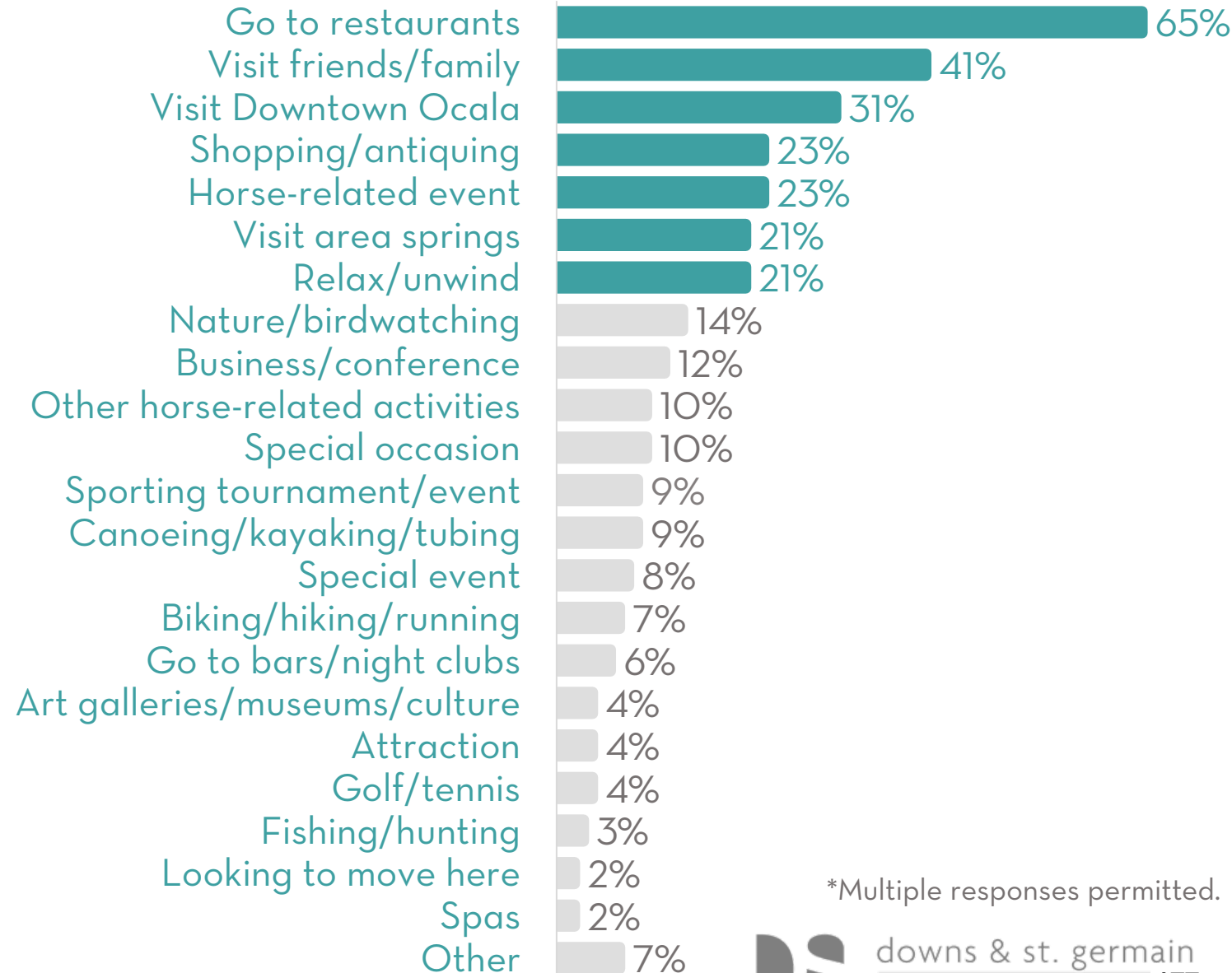
# VISITING OTHER AREAS

» **Nearly 1 in 3** visitors were also visiting other destinations on their trip



# VISITOR ACTIVITIES\*

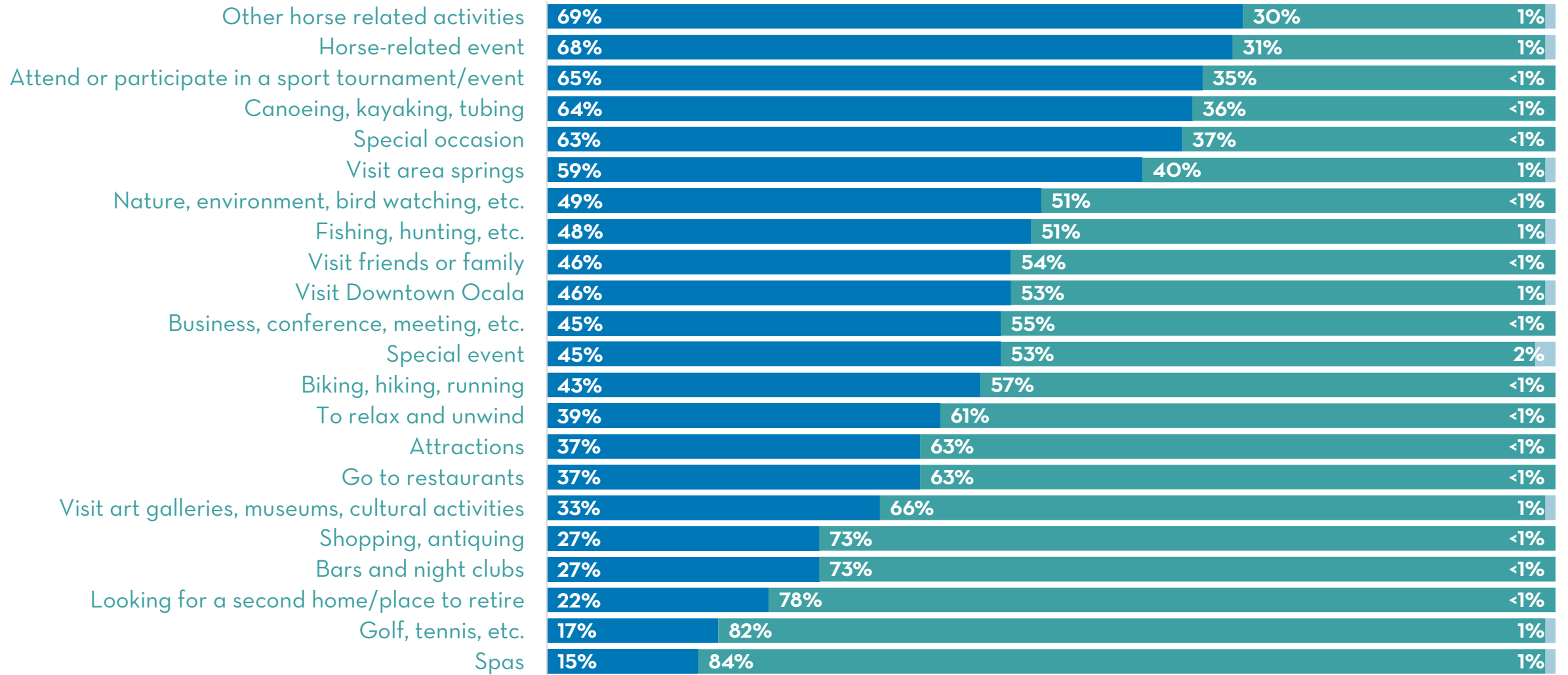
- » **Going to restaurants** is the number one activity, as **nearly 2 in 3** visitors went out to eat
- » **Over 2 in 5** visitors visited **friends and family**
- » **Nearly 1 in 3** visitors enjoyed **Downtown Ocala** during their visit
- » **Over 1 in 5** visitors enjoyed the **shopping in the area** during their visit



\*Multiple responses permitted.



# VISITOR ACTIVITY RATINGS



# ACTIVITIES VS. REASON FOR VISIT\*

## Reason for Visiting

23%

22%

19%

12%

9%

8%

5%

5%

5%

5%

5%

4%

3%

3%

Horse-related event

Visit friends/relatives

Visit area springs

Business/conference

Sporting tournament/event

Relax and unwind

Canoeing/kayaking/tubing

Other horse-related events

Special occasion

Special event

Nature/birdwatching

Go to restaurants

Visit Downtown Ocala

Shopping/antiquing

## Visitor Activities

23%

41%

21%

12%

9%

21%

9%

10%

10%

8%

14%

65%

31%

23%

\*Multiple responses permitted.

**DS** downs & st. germain  
RESEARCH 179

# TRAVEL PARTY SPENDING

	<b>Daily Spending: All Visitors</b>	<b>Total Spending: All Visitors</b>
<i>Accommodations</i>	\$71 <sup>1</sup>	\$270
<i>Restaurants</i>	\$71	\$270
<i>Groceries</i>	\$20	\$75
<i>Shopping</i>	\$53	\$200
<i>Entertainment</i>	\$34	\$129
<i>Transportation</i>	\$25	\$95
<i>Other</i>	\$46	\$175
<b>Total</b>	<b>\$320</b>	<b>\$1,214</b>

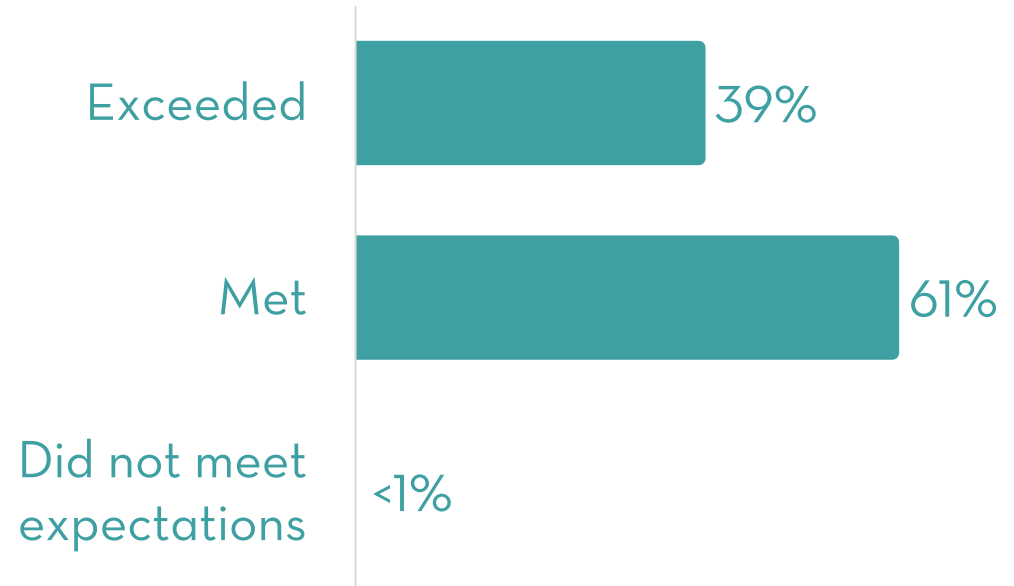
<sup>1</sup> Includes paid visitors, visitors staying with friends and relatives and day trippers

# VISITOR JOURNEY: POST-TRIP



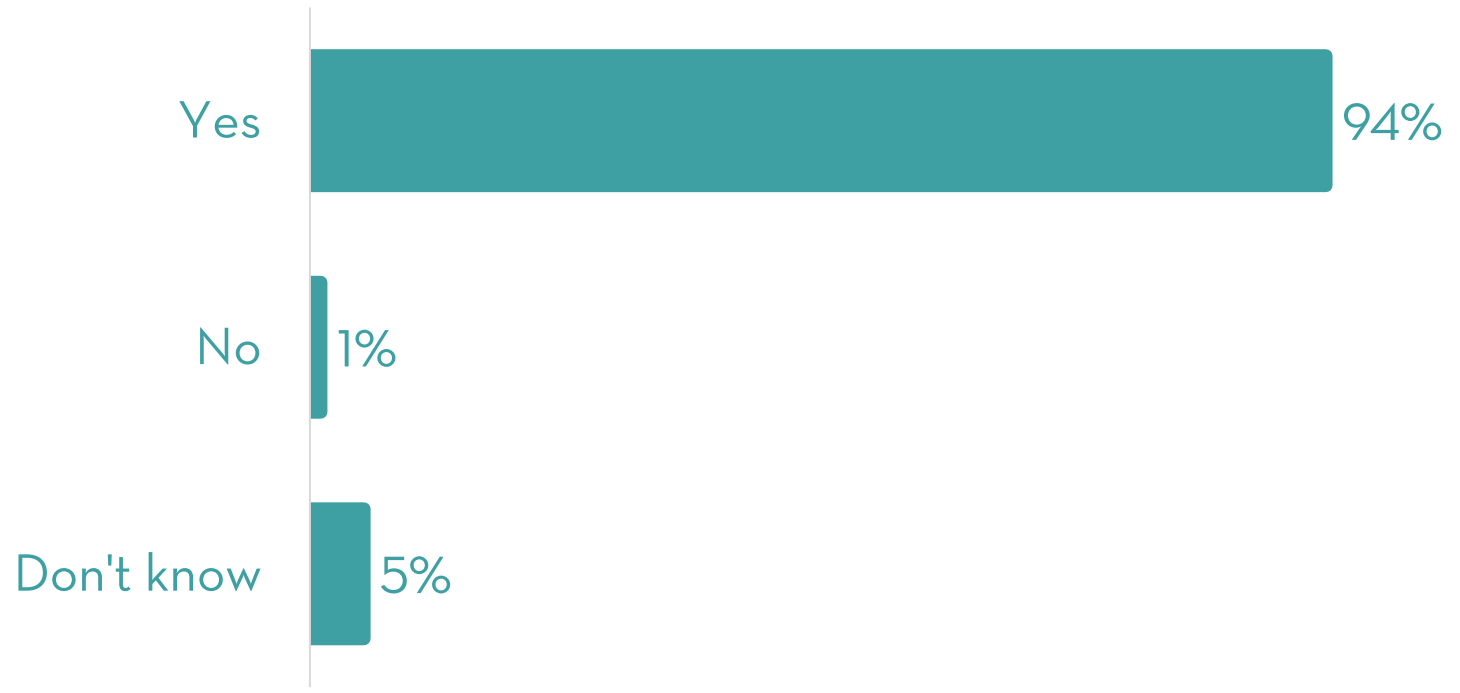
# TRIP EXPERIENCE

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



# RECOMMENDATION

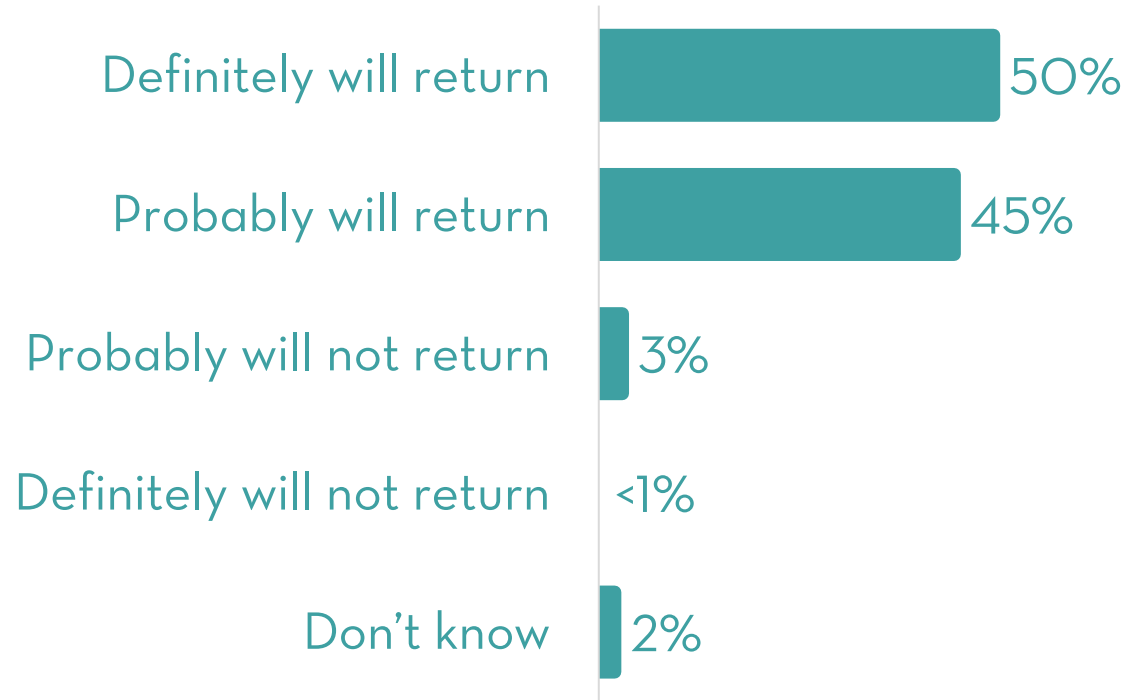
» **Over 9 in 10** visitors **would recommend** the Ocala/Marion County area to others





# LIKELIHOOD OF RETURNING

- » Nearly **all** visitors will **return** to the Ocala/Marion County area
- » Of visitors who will likely not return, a majority state **it's too soon to tell if they would come back** and **they prefer a variety in vacation spots**



# 2024 to 2023 COMPARISONS



# PRE-VISIT

Visitor Metrics	Oct - Dec 2023	Oct - Dec 2024
<i>Ocala/Marion County was the only destination</i>	61%	68%
<i>Viewed Visitors Guide</i>	6%	12%
<i>Stopped at Visitors Center</i>	7%	10%
<i>Planned trip a month or less in advance</i>	62%	52%
<i>Average number of days trip was planned in advance of it being taken</i>	48	57
<i>Used OcalaMarion.com to plan their trip</i>	6%	3%
<i>Recalled Ocala/Marion County promotions</i>	22%	26%

# PRE-VISIT

Reason for Visiting	Oct - Dec 2023	Oct - Dec 2024
<i>Horse-related event</i>	17%	23%
<i>Visit friends/family</i>	21%	22%
<i>Visit area springs</i>	15%	19%
<i>Business meeting/conference</i>	5%	12%
<i>Sporting tournament/event</i>	8%	9%
<i>Relax/unwind</i>	15%	8%
<i>Canoeing/kayaking/tubing</i>	4%	5%
<i>Nature/environment</i>	10%	5%
<i>Special event</i>	7%	5%
<i>Other horse-related activities</i>	5%	5%
<i>Special occasion</i>	3%	5%

Reason for Visiting	Oct - Dec 2023	Oct - Dec 2024
<i>Go to restaurants</i>	6%	4%
<i>Visit Downtown Ocala</i>	7%	3%
<i>Shopping</i>	6%	3%
<i>Looking for a second home/place to retire</i>	3%	2%
<i>Biking/hiking/running</i>	3%	2%
<i>Attraction</i>	4%	2%
<i>Art galleries/museums/culture</i>	2%	1%
<i>Go to bars/nightclubs</i>	1%	1%
<i>Fishing/hunting</i>	1%	1%
<i>Golf/tennis</i>	1%	1%
<i>Spas</i>	1%	1%
<i>Other</i>	4%	7%

# TRAVEL PARTY PROFILE

Top Origin Markets	Oct - Dec 2023	Oct - Dec 2024
<i>Orlando - Daytona Beach - Melbourne</i>	17%	17%
<i>Tampa - St. Petersburg</i>	11%	11%
<i>Gainesville</i>	6%	8%
<i>Jacksonville</i>	8%	7%
<i>West Palm Beach-Ft. Pierce</i>	3%	6%
<i>Miami - Ft. Lauderdale</i>	4%	5%
<i>Atlanta</i>	3%	3%
<i>New York City*</i>	3%	3%
<i>Tallahassee-Thomasville</i>	2%	3%

Top Origin States	Oct - Dec 2023	Oct - Dec 2024
<i>Florida</i>	56%	61%
<i>Georgia</i>	4%	5%
<i>New York</i>	3%	3%
<i>Ohio</i>	2%	2%
<i>North Carolina</i>	2%	2%
<i>Pennsylvania</i>	2%	2%

Top Origin Regions	Oct - Dec 2023	Oct - Dec 2024
<i>Southeast (includes Florida)</i>	71%	75%
<i>Northeast</i>	11%	9%
<i>Midwest</i>	10%	9%
<i>West</i>	4%	3%
<i>International</i>	4%	4%

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

# TRIP EXPERIENCE

Visitor Metrics	Oct - Dec 2023	Oct - Dec 2024
<i>Travel party</i>	3.0	2.7
<i>Children &lt;18</i>	42%	35%
<i>Median age</i>	51	51
<i>Estimated median household income</i>	\$77,800	\$95,000
<i>1<sup>st</sup> time visitor</i>	31%	36%
<i>10+ visits to Ocala/Marion County</i>	22%	18%

Visitor Metrics	Oct - Dec 2023	Oct - Dec 2024
<i>Drove</i>	82%	79%
<i>Nights spent</i>	3.5	3.8
<i>Direct expenditures (entire trip)</i>	\$1,134	\$1,214



# TRIP EXPERIENCE

Visitor Activities	Oct - Dec 2023	Oct - Dec 2024
<i>Go to restaurants</i>	46%	65%
<i>Visit friends or family</i>	30%	41%
<i>Visit Downtown Ocala</i>	24%	31%
<i>Horse-related event</i>	22%	23%
<i>Shopping</i>	23%	23%
<i>Visit area springs</i>	23%	21%
<i>Relax and unwind</i>	28%	21%
<i>Nature/environment</i>	20%	14%
<i>Business meeting/conference</i>	6%	12%
<i>Other horse-related activities</i>	7%	10%
<i>Special occasion</i>	5%	10%
<i>Sporting tournament/event</i>	8%	9%

Visitor Activities	Oct - Dec 2023	Oct - Dec 2024
<i>Canoeing/kayaking/tubing</i>	9%	9%
<i>Special event</i>	8%	8%
<i>Biking/hiking/running</i>	8%	7%
<i>Go to bar/night clubs</i>	8%	6%
<i>Art galleries/museums/cultural events</i>	3%	4%
<i>Attraction</i>	6%	4%
<i>Golf/tennis</i>	7%	4%
<i>Fishing/hunting</i>	4%	3%
<i>Looking for a second home/place to retire</i>	4%	2%
<i>Spas</i>	3%	2%
<i>Other</i>	8%	7%

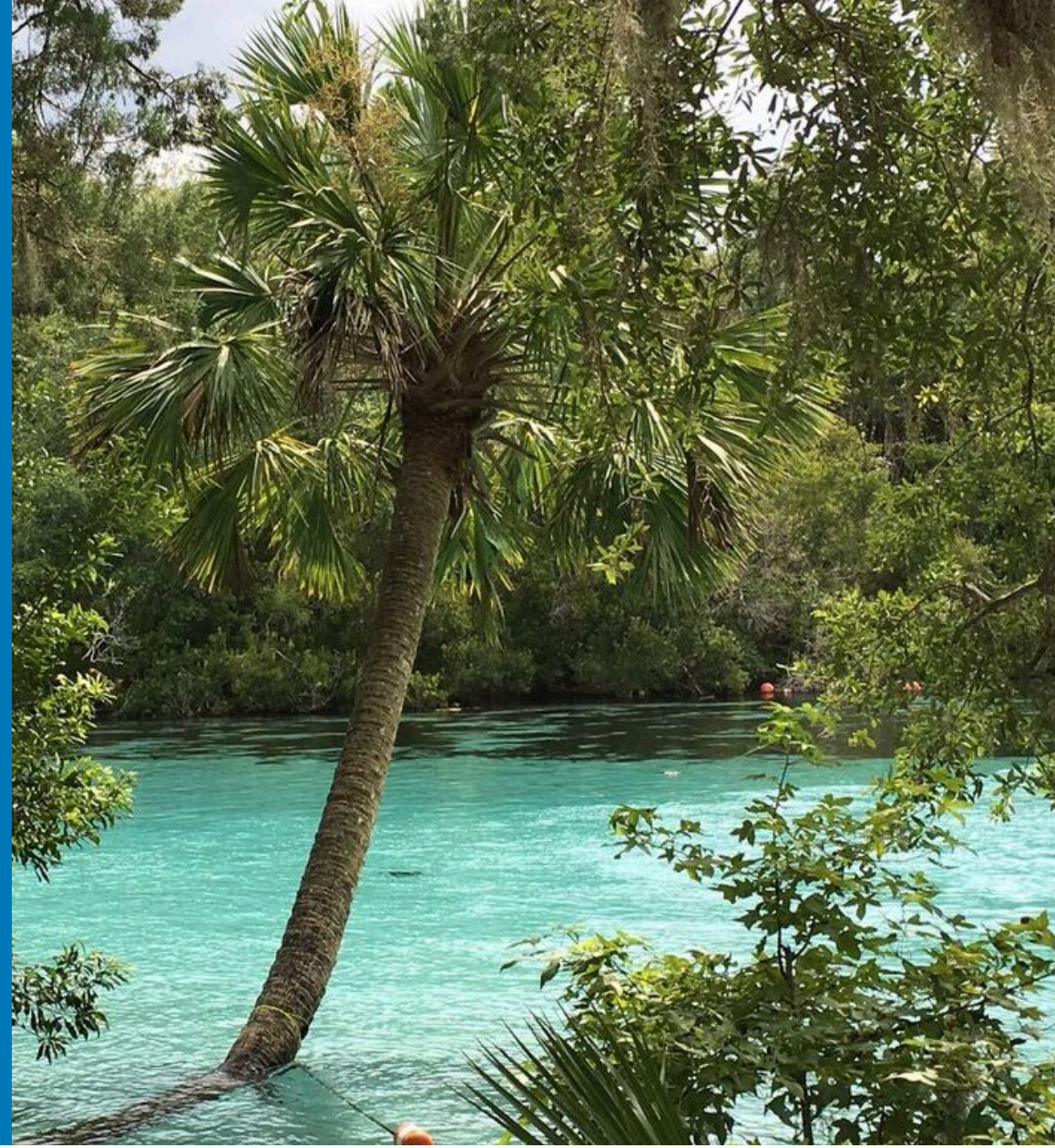
# POST TRIP EVALUATION

Satisfaction Metrics	Oct - Dec 2023	Oct-Dec 2024
<i>Visit Met + Exceeded expectations</i>	99%	99%
<i>Will return to Ocala/Marion County</i>	96%	95%
<i>Will recommend Ocala/Marion County</i>	94%	94%

# Ocala/MARION COUNTY VCB

Economic Impact Study &  
Visitor Tracking Report  
Oct – Dec 2024

Downs & St. Germain Research  
850-906-3111 | [www.dsg-research.com](http://www.dsg-research.com)  
[contact@dsg-research.com](mailto:contact@dsg-research.com)





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R E S E A R C H

## The 2025 Travel Trends

### General Travel Trends

#### General

- Global gross bookings will grow to \$1.61 trillion in 2024 before climbing to \$1.72 trillion in 2025, with annual growth rates between 6-9% through 2026. (Phocuswright)
  - Insight: This growth pattern is getting back to a more normal growth, leaving behind the higher variance changes of 2020-2023
- 32% of travelers have already booked a trip for 2025. (Hilton)
- 4 in 5 U.S. adults plan to take a vacation in the next 12 months, a 7% increase from last year (MMGY)
- Travel media newsletters and other subscription-based email content reach people who have raised their hand to receive targeted messages. In a world of search result overload and social media oversaturation, email has re-emerged as the most effective way to simultaneously build brand awareness and track engagement back to bookings. (Skift & Curacity)
- 56% of travelers intend to be thriftier on their trips and 68% plan on tightening budget planning in order to maximize their experiences (Booking.com)
- Consumers spending more on experiences over things continues to increase (US Dept. of Commerce)

#### Trip Planning

- More than half (51%) of respondents said that they had been influenced “somewhat” or “a great deal” by influencers, compared to 41% by celebrities. (MMGY)
- Facebook, Instagram, and YouTube most used social media for trip planning (Phocuswright)
  - Facebook and Instagram, by a significant margin, most used social media for sharing their trip (Phocuswright)
- Email has seen significant increase in utilization
  - 94% increase from 2022 to 2024 in preferring email to learn about new destinations (Future Partners)
- For trip planning, the most relied-upon resources remain recommendations from friends and family (58%), general search (51%), and online travel agencies (OTAs) (41%). (Phocuswright)

#### Air Travel

- Airline loyalty membership grew by 8% in the last year (MMGY)
- Predicted stabilization in flight prices in 2025
  - There are more routes available, there are more planes flying and there’s more competition, which drives down prices. (TravelAge West)
- 75% of first-class seats are being sold (versus 14% in 2011) instead offered as upgrades (SmartFlyer)

#### Hotels

- Hotel loyalty program members grew 6% in the last year (MMGY)





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## R E S E A R C H

- Currently, Online Travel Agencies (OTAs) responsible for the largest amount of hotel bookings, but direct bookings expected to overtake OTAs by 2030 (Skift)
- One-third of Gen Zers say their perception of all-inclusives has changed for the better and 42% say that an all-inclusive resort would be their preferred hotel type. (Expedia)
- Searches on Hotels.com using the 'all-inclusive' filter jumped 60% year-over-year. (Hotels.com)
- Boutique hotels market value, about \$100B but estimated to increase 80% by 2032 (DataIntel)
- 63% want to use a digital room key. (Hilton)
- "Streaming TV" is one of the top 10 filters that converts searches to stays. (Hilton)

### Family Travel

- Rise in multigenerational SKI (Spending Kids' Inheritance) trip
  - 49% of baby boomer respondents would rather spend money on a trip of a lifetime in 2025 than leave an inheritance to their children. (Booking.com)
- 70% of global travelers who travel with their children pick the vacation destination based on kids' needs and interests. (Hilton)
- 73% of global travelers often seek out authentic, local experiences when traveling with children. (Hilton)
- 65% of parents often prioritize learning about their culture or family background through their travels with their kids. (Hilton)
- 63% of parents always or often let their kids pick where they dine while traveling. (Hilton)
- 56% of families will choose hotels based on their kids' club or youth programming (Hilton)

### Business/Meetings Travel

- 30% of travelers surveyed said they vacation with friends they know professionally. (Hilton)
- Despite a 30% decrease in business trips, revenues have only fallen by 10%, driven by extended stays. (JLL)
- Blended travel (business and leisure) estimated to hit \$370B by 2027 (Skift)
  - More likely for travelers aged 25-44

### International Travel

- International visitor spending projected to grow by 16% (world & Travel & Tourism Council)

## Travel Niches

### Event Travel

- One of Skift's Megatrends that does not seem to be slowing down in 2025
- Sports Tourism is one of the fastest-growing sectors in tourism
  - 67% of Millennial and Gen Z travelers were interested in travel for sport events worldwide. (Skift)
- 69% increase in mentions of sports tourism worldwide (GSIQ)
- 47% of travel is planned around a central event (Vacasa)
- Nearly 1 in 4 global travelers plans to prioritize live entertainment in their 2025 leisure budgets. (Hilton)



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R E S E A R C H

### Culinary Travel

- 50% of travelers book restaurants before flights. (Recommend.com)
- Nearly 1 in 5 will travel specifically to seek out new restaurants or culinary experiences. (Hilton)
- 60% of luxury travelers prioritize staying at hotels with great restaurants. (Hilton)

### Wellness Travel

- About 22% of travelers surveyed plan a getaway soon for self-discovery or mental health rather than for family outings, business, or other more traditional purposes. Many people share visuals of these trips on social media, and refer to the vacations as “soft travel,” Hilton’s report said. (Hilton)
- Americans spent \$425B on wellness-related travel in 2024 (Skift)
- Wellness tourism is experiencing remarkable growth, with an annual increase of 16.6 percent (Global Wellness Institute)
- 62% of American travelers say they feel more mindful about their overall health and wellbeing than ever before. (Skyscanner)

### Adventure Travel

- Note – this has been a continued trend from 2023 and 2024. So not a new trend.
- Americans have a growing interest in exploring untouched landscapes and natural wonders. This shift is particularly pronounced among younger generations, especially teens, who are increasingly drawn to outdoor adventure programs. (IGES)
- 7 in 10 travelers like being active when they travel (Hilton)

### Pet-Friendly Travel

- 65 percent of pet parents who believe traveling with pets enhances their trip. (Recommend.com)
- High-end airlines and hotels are increasingly catering to four-legged companions, offering pet-friendly accommodations and premium travel options. (Virtuoso)
- Searches for pet-friendly hotel options doubled year-over-year, ranking among the top 10 most used search filter terms and is also the fourth highest in search-to-stay conversion. (Hilton)

### Less Traveled (Detour) Destinations

- Some 63% of travelers said they are likely to visit an off-the-beaten-track destination on their next trip (Expedia)
  - 67% of adult travelers said they want to visit less crowded destinations (Booking.com)
- Less traveled destinations tend to be cheaper and more relaxing – lower cost and fewer people is appealing (Expedia)
- Lesser-known destinations generally considered more “authentic” which is important for travelers, particularly younger travelers (Expedia)
- 80% of the respondents planned to skip mainstream vacation hubs and opt for destination dupes next year. (Contiki)

### Responsible/Sustainable Travel





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## R E S E A R C H

- Nearly three out of four travelers agreed with the statement that it's important to minimize travel's environmental impact. (Hilton)
- 83 percent of global travelers think sustainable travel is vital, 49 percent believe there aren't enough options available. (IGES)
- Many travelers are prioritizing sustainable stays, with 76% considering sustainability aspects when planning their trips. (Booking.com)

### Luxury Travel

- 89% of luxury travelers are more likely to book a luxury hotel if they're already familiar with the brand (Skift & Curacity)
- Luxury travelers prioritize recommendations from travel media as the most reliable source for brand reputation, quality, and value when making decisions on where to stay. (Skift & Curacity)
- By the end of 2025, Millennials and Gen Z will make up 45% of luxury sales. (IGES)
- Cooler destinations are among the most popular once again
  - Seventy-six percent of luxury travel advisors say clients now favor destinations with more moderate weather (Virtuoso)

### Noctourism

- Nearly two in three travelers said they have considered "darker sky destinations" for activities such as stargazing (72%), once-in-a-lifetime cosmic events (59%) and constellation tracking (57%). (Booking.com)
- Noctourism experiences rose 25% in the past year, with requests for Northern Light viewings in Norway and Iceland, but also night diving in Australia's Great Barrier Reef and Egypt's Red Sea.

### Medical Tourism

- By 2025, it's expected to reach a staggering \$182B, with about 88M people traveling across borders for healthcare annually. (IGES)

### Set-Jetting

- Two-thirds of travelers shared that movies, streaming services and TV shows have influenced their travel choices. (Expedia)
- 36% say TV and films are more influential on their travel plans than they were last year. (Expedia)

### Solo Travel

- About half of travelers take solo trips from time to time. Yet many complained that restaurants often make them self-conscious about dining alone — with 39% wishing more restaurants had an odd number of bar stools and a wider variety of table types. (Hilton)
- A majority of travelers are interested in traveling alone, with 76% of Gen Z and Millennials open to solo adventures. (IGES)
  - Use Case: Younger generations strive for a sense of community — can destinations help provide a 'community' for solo travelers?
- The #solotravel hashtag has been used on Instagram nearly 10 million times (IGES)



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- 62% of American respondents said they plan to take between two and five solo trips within the next year. (Skyscanner)
- Solo travel is almost evenly divided between men and women (Skyscanner)
- 44% of solo travelers appreciate suggested activities or events where they can meet other solo travelers. (Hilton)

## Traveler Demographic Trends

### Baby Boomers

- Nearly one quarter (23%) of Baby Boomers are interested in vacations that involve adventure (up from 10% in 2024) [Booking.com]
- Rise in multigenerational SKI (Spending Kids' Inheritance) trip
  - 49% of baby boomer respondents would rather spend money on a trip of a lifetime in 2025 than leave an inheritance to their children. (Booking.com)

### Gen X Travelers

- Nobody cares about group (Source: A Gen Xer who has read hundreds of tourism articles, with not one focusing on this generation)

### Millennial and Gen Z Travelers

- Gen Z, estimated to have a global spending power of \$140 billion, accounts for about 40% of all consumers. (IGES)
- By the end of 2025, Millennials and Gen Z will make up 45% of luxury sales. (IGES)
- 70% of American millennial and Gen Z travelers looking for unique adventures their friends haven't considered. (IGES)
- 83% of Millennial and Gen Z travelers are interested in booking 'sober travel' experiences, in which they don't drink for the course of their vacation. (Contiki)
- One-third of Gen Zers say their perception of all-inclusives has changed for the better and 42% say that an all-inclusive resort would be their preferred hotel type. (Expedia)
- Searches on Hotels.com using the 'all-inclusive' filter jumped 60% year-over-year. (Hotels.com)
- 25-to-34-year-olds traveling to see a sporting event say it's about feeling part of a community. (Skyscanner)
- Gen Z and Millennials are less likely to enroll in airline loyalty programs than older generations. Only 65% of Gen Z and 70% of Millennials are loyalty program members, compared to 89% of Baby Boomers and 80% of Gen X. (Forbes)

## Macro Trends

### Technology

- **PERSONALIZATION:** 78% of travelers prefer accommodations that offer personalized options, and many are willing to share their data to customize their stay (Hospitality Net)
  - *Use Case:* Generative AI is being woven into guest journeys to deliver hyper-personalized experiences. For example, generative AI can suggest specific hotels during the booking process and recommend add-ons that match individual preferences. It can also craft



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R E S E A R C H

customized itineraries based on a guest's specific interests, suggest relevant activities, and even generate personalized welcome messages. (Skift)

- 78% of travelers want the option to book their trips entirely online, looking for personalized options. (Hilton)
- AI-powered platforms will analyze your past travel behavior, social media activity, and real-time trends to create tailored itineraries. This shift is particularly evident among younger generations, with 53% of Gen Z and 57% of Millennials preferring personalized travel planning aided by AI tools. (IGES)

#### **Economy**

- US GDP is forecasted to grow 1.9% in 2025. (Convera)

#### **Mental Health**

- Travel is increasingly recognized not just as a leisure activity, but as a valuable investment in a person's psychological well-being. (IGES)
- 75% of American travelers believe vacations can help build resilience and strength so they're better able to handle the stresses of everyday life. (Skyscanner)



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18195

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**

**PRESENTATION:** Quarterly Public Relations and Analytics Reports - October - December Data

**DESCRIPTION/BACKGROUND:**

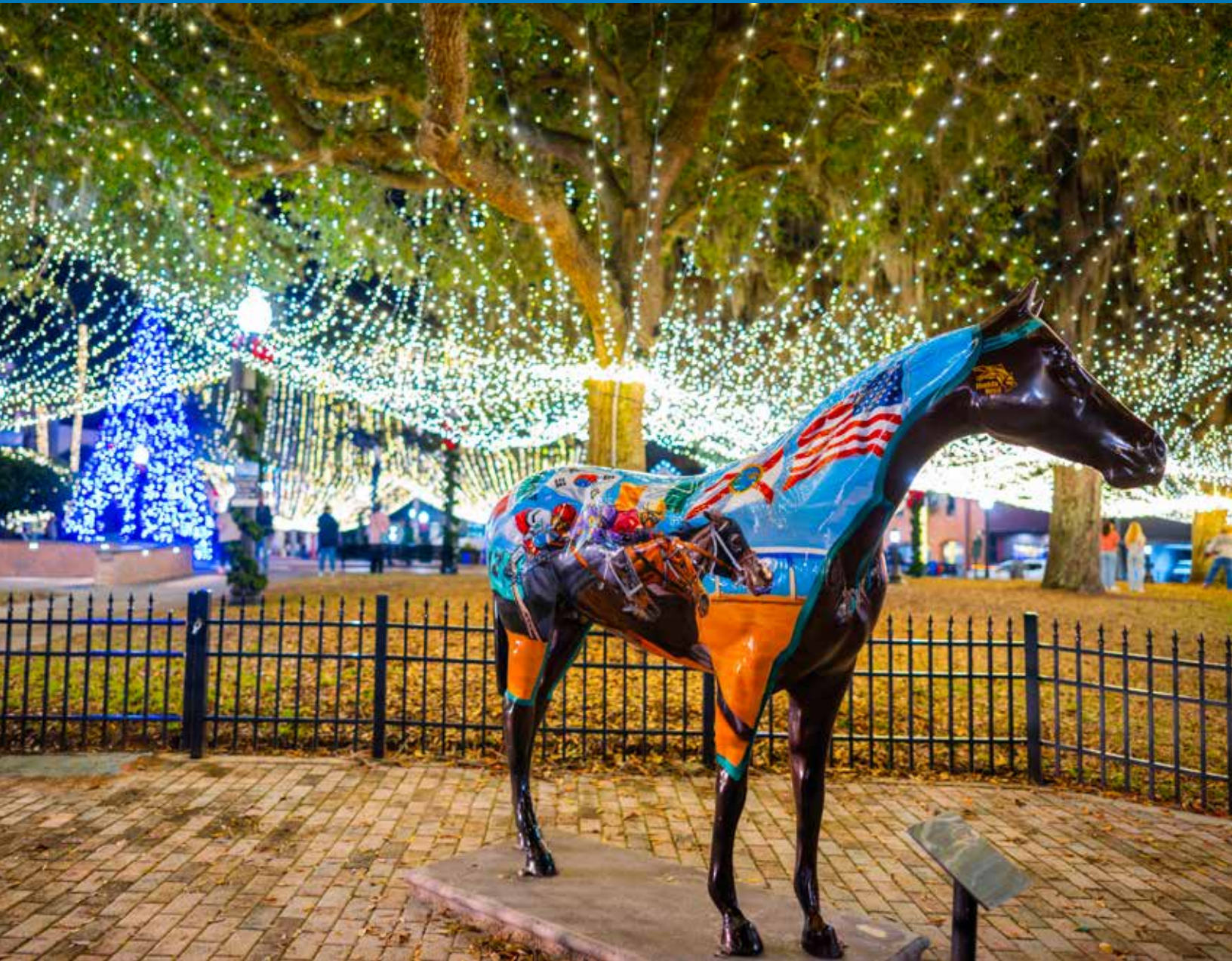
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# PUBLIC RELATIONS & ANALYTICS REPORT

October 1 - December 31, 2024





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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.

- Arts and Culture
- Beat January Blues
- Escape the Winter
- National Plan for Vacation Day
- Luxury in the Heart of Florida
- Sunny Winter
- Florida Way by Water
- Generational Travel

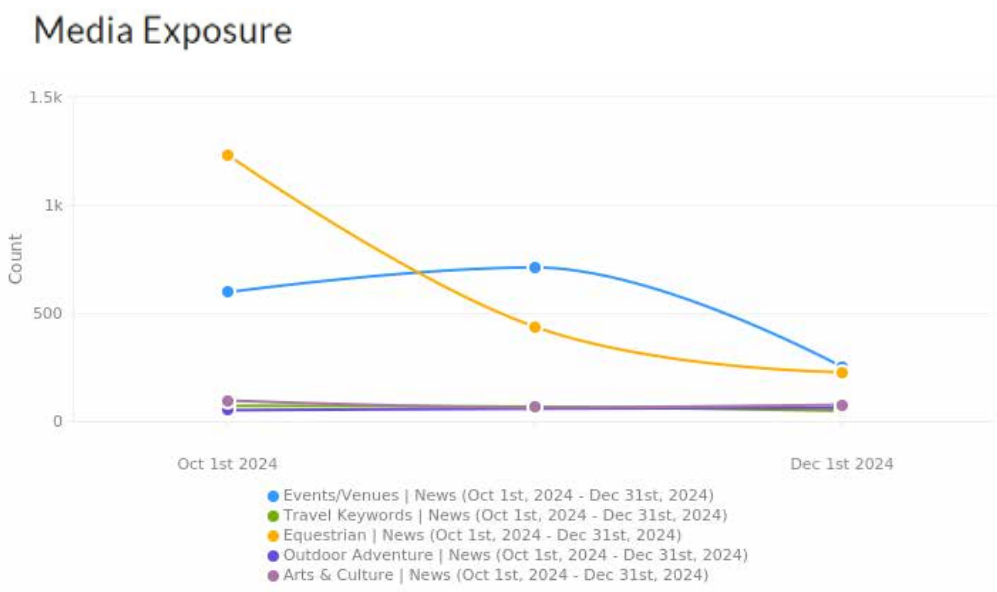
### OMCVCB

- Ocala National Forest Makes National Geographic's Best of 2025
- Rock the Country Returns the Ocala/Marion County

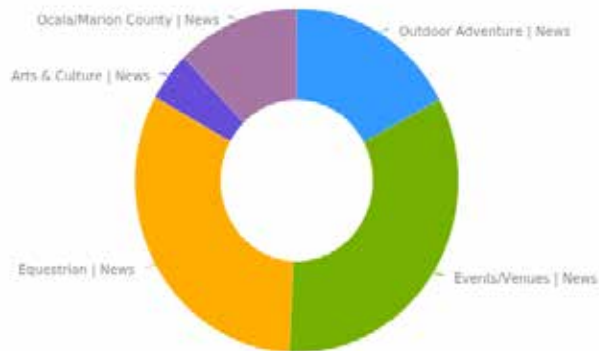
## Meltwater: Media Exposure

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 October 1 - December 31, 2024, including media topics and key words that were trending during this time period.



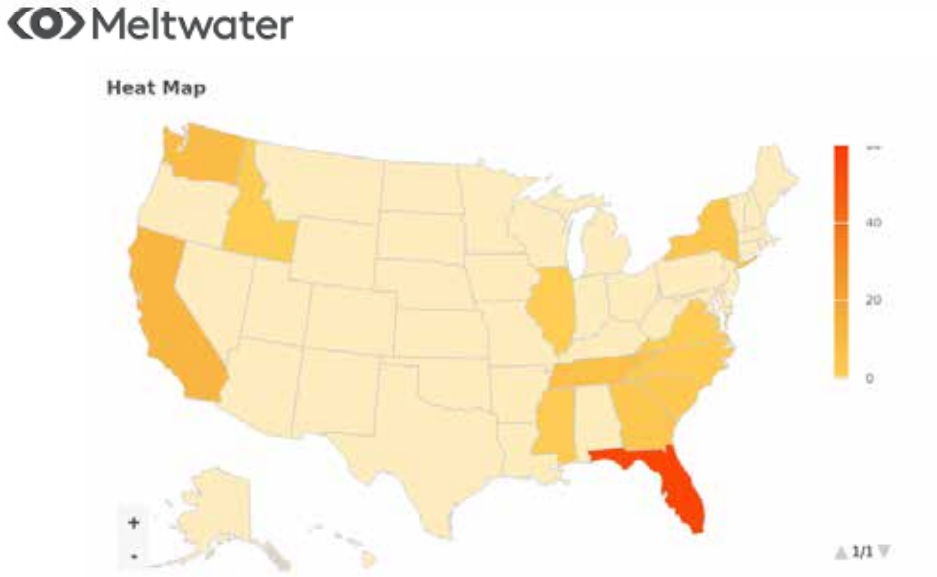
## Meltwater: Public Relations Pick-Up



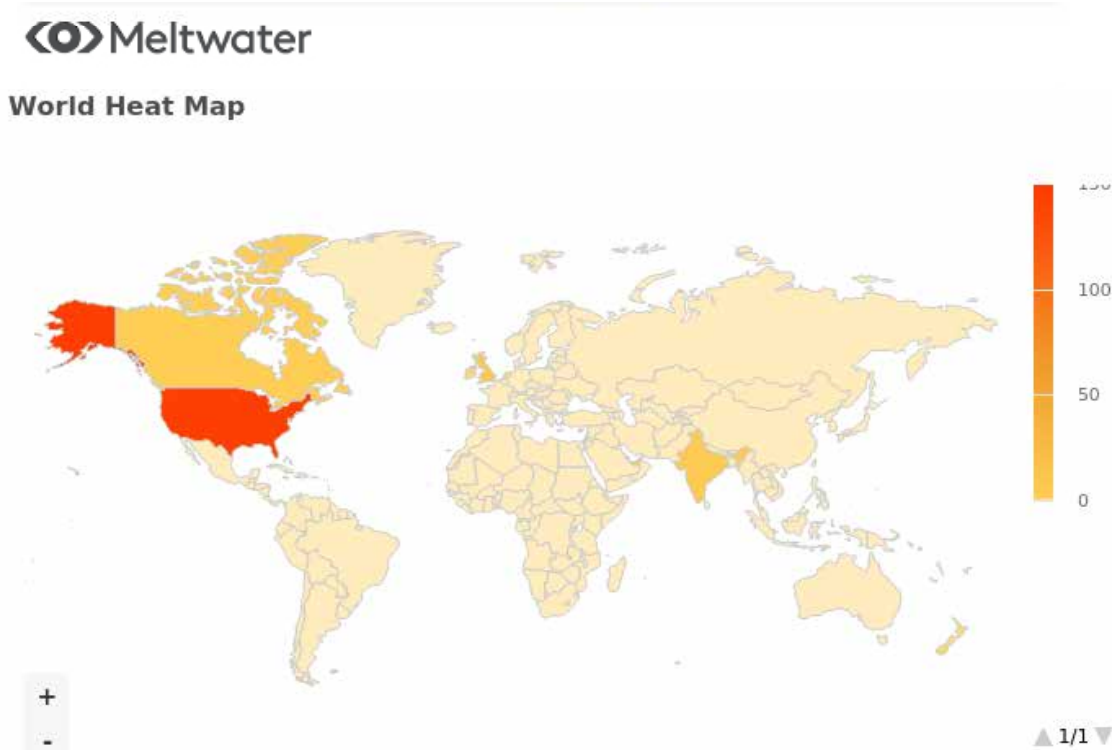
The graph to the left shows the potential media reach from October 1- December 31, 2024, including the topics that garnered the most interest within the destination.

# Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from October 1- December 31, 2024.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from October 1- December 31, 2024.



# FAM Tours: Journalists Visiting In Market

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

During this quarter, we hosted 2 press trips with freelance journalists who reached out the the Ocala/Marion County VCB directly. These two trips had zero cost.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	REACH
Florida Today + USA Today	<b>Maria Sonnenberg</b>	December 2024	horse country and "Old Florida"	\$0	Weekly print readership: 294,000 Online readers: Additional 100,000
Lifestyles Over 50	<b>Lori Burton</b>	December 2024	leisure travel, with a focus on equine	\$0	2,900 locations of distribution in 10 Florida Counties



Thank you to the industry partners:

- KP Hole Park
- Silver Springs State Park
- Canyons Zip Line & Adventure Park
- World Equestrian Center
- Grandview Clydesdales
- Gypsy Gold Farm
- Acadia Acres
- Hampton Inn & Suites by Hilton Ocala

## Press Trip - Maria Sonnenberg

OMCVCB hosted a press trip December 2024 for a journalist with Florida Today and USA Today. Maria Sonnenberg was doing a story for both print and online for Florida Today about horse country and “old Florida”.

Not only was the article published on Florida Today, but was republished on MSN Travel.

REACH: Florida Today: 965,208  
 MSN Travel: 127,645,172  
 TOTAL EARNED MEDIA VALUE: \$1,189,646.01

Below and on the next 5 pages is the article in Florida Today.

### ‘Small places of enchantment’ — and horses! — abound in Ocala and Marion County

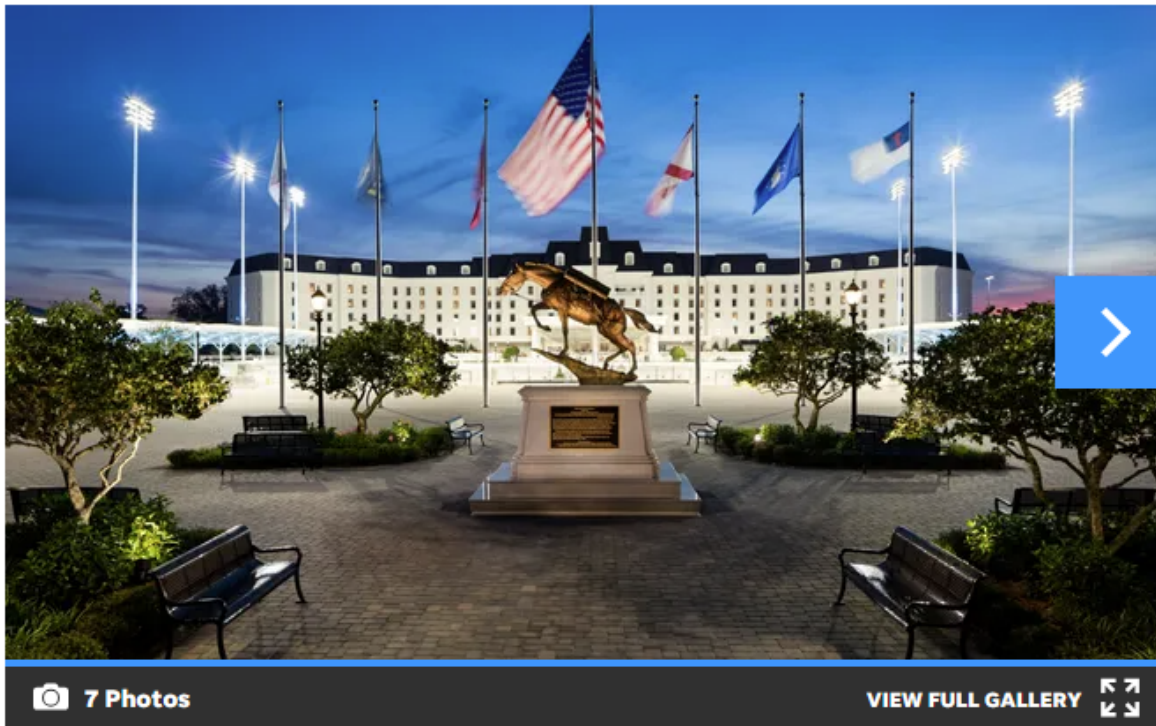
#### Florida Today

The screenshot shows the Florida Today website interface. At the top, there is a 'MARKETPLACE' section with the text 'Search For & Place Classifieds'. The main navigation bar includes links for News, Space, Sports, Opinions, Restaurants, Advertise, Obituaries, eNewspaper, and Legals. Below the navigation bar, the article title is displayed in large, bold, black text: 'Small places of enchantment' — and horses! — abound in Ocala and Marion County. The author's name, Maria Sonnenberg, and the publication date, December 29, 2024, are listed below the title. The article text begins with the question 'Florida: Quick, what does the name conjure up? Sun and sand? Disney World? Rockets? South Beach? Key West? Horses?' followed by 'Whaaat?'. The main body of text starts with 'For many people, equines and their world would not be a common reference as a Florida attraction, yet as proof of Florida’s eclecticism, the Sunshine State is home to an equine culture as vibrant and lush as Kentucky bluegrass. Ocala in Marion County can rightfully claim the throne as “Horse Capital of the World®,” an appellation trademarked by the county in 2001, for there are more equines in this county than in any other in the nation.'



# 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

Florida Today



7 Photos

VIEW FULL GALLERY

## Horses, hospitality and 'small enchantments': Charm abounds in Ocala

Whether you're a horse lover or more into kayaking, adventure awaits in Ocala and Marion County.

Horses have been hoofing it in Florida for some time, as witnessed by the skeleton of a 1.5-million-year-old horse ancestor on display at the Florida Museum of Natural History in Gainesville. Fast forward to 1943, when Carl G. Rose developed the first thoroughbred horse farm in Florida. These days, more than 1,200 horse farms in Ocala/Marion County pamper more than 35,000 of these noble beasts, from sleek thoroughbreds to gentle Clydesdales and flamboyant Gypsy Vanners. Marion County is an outdoor art museum where the artwork is living, breathing and stunningly beautiful in motion. For horse lovers, it is paradise, but even for those uninitiated in the many flavors of the Sport of Kings, Ocala and its environs offer an immersive opportunity into a world of rolling, green pastures lined with majestic live oaks, of luxurious barns that put many houses to shame and of a culture of grace, elegance and passion.



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## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

In this a land of champion equine athletes was born — and trained —1978 Triple Crown winner Affirmed, the last horse to win that coveted title before American Pharoah broke a 37-year drought in 2015. While not a native, American Pharoah was taught his winning ways in Marion County. The area has produced 45 national champions, six Kentucky Derby winners, 20 Breeders' Cup champions and six Horses of the Year.

**Need a break?** [Play the USA TODAY Daily Crossword Puzzle.](#)

Horse farm tours offer the opportunity for an insider's view into this fascinating world. At [Grandview Clydesdales](#) ([grandviewclydesdalestours.com](#)), Karen and Shannon Cobbs and their sons squarely place guests up close and personal with the animals at one of the most award-winning Clydesdale farms in the world. The tour takes visitors on a whirlwind of day-to-day operations, from the birth of baby Clydesdales to winning world championships and starring in famous commercials (think Budweiser). During the holidays, the farm adds a "Christmas with the Clydesdales" evening tour for an even more unique experience.

In addition to Grandview, other horse farms offer horse lovers the opportunity to tour the homes of prime examples of equine pulchritude. [Chestnut Hill Arabians](#) ([chestnuthillarabians.com](#)) encourages visitors to make an appointment to tour a facility where each horse is pampered by their very own human, who grooms and works with them daily. During a three-hour-plus adventure at three different farms, [Farm Tours of Ocala](#) ([farmtoursofocala.com](#)) connects visitors with equine athletes and the special breed of people who train the noble animals. The 1,500 acres that comprise [GoldMark Farm](#) ([goldmarkfarm.com](#)) house a thoroughbred farm as well as the Triple Crown Museum, which traces the history of these superstars of the racing world. Following a tour of the museum, guests embark on a farm tour via golf cart or larger vehicle.

## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

#### **Food, drink, lodging: What's your pleasure?**

Rustic to luxury lodging options are readily available in Horse Country, with well-represented lodging chains, traditional bread and breakfast inns and luxe accommodations enhanced by boutique lodging at farms such as [Acadia Acres](http://acadia-acres.com) (acadia-acres.com). This farm complex of pastures, barns and paddocks encompasses four houses, an apartment and RV hookups, plus a pool. This taste of the country offers plenty of room to roam, tons of tranquility and horses that love being fed carrots. Ample patios in the individual houses beg for spending an evening outdoors together with loved ones and a nice bottle of wine.

Within golf cart distance from Acadia Acres lies the [World Equestrian Center](http://worldequestriancenter.com) (worldequestriancenter.com). This crown in the kingdom of the horse is hard to do justice with mere words. Named one of Time magazine's 2024 World's Greatest Places, the 2,000-acre world-class facility is the largest equestrian complex in the United States, with gleaming arenas and expo venues as far as the eye can see. Awe-inspiring, elegant, distinctive, the World Equestrian Center is memorable, even if you've never been near a horse.

**More:** [Small but nimble, these cruise vessels offer a journey that's anything but scaled down](#)

The jewel in the WEC crown is the stately Equestrian Hotel. Situated in the center of this homage to horses, the Equestrian overlooks WEC's Grand Outdoor Arena, which is indeed grand, and guests can view world-class equestrian events right from their luxurious accommodations.

The competition is intense at every one of the many, many events hosted by the WEC each year, yet for the casual observer, they also present a lovely opportunity for an outing with the family. Spectators pay nothing, except for a parking fee, for the pleasure of watching this panoply of fine horseflesh, and many families make a day of it. After the show, shopping and dining opportunities await both inside the many indoor riding venues, as well as along the plaza encircling the Grand Outdoor Arena.

## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

During the holidays, the plaza transforms into the Ocala Winter Wonderland, complete with a million twinkling lights shaped into life-size-plus fanciful shapes that include Cinderella's coach, a VW bus, an English phone booth, walk-through Christmas trees and more. They make a perfect backdrop for holiday pictures and, amazingly, the wonderful experience, which also includes live entertainment, is gratis, except for the parking fees.



Among the boutique lodging options in Marion County: Acadia Acres, where there's tons of tranquility and the ample patios in individual houses beg for spending an evening outdoors with a nice bottle of wine. *Maria Sonnenberg For FLORIDA TODAY*

For foodies, the Ocala Food and Wine Festival is a three-day whirlwind of jazz brunches, celebrity chef dinners, Grand Tasting, and more

### History and oh, those springs!

While Marion County is indeed horse-centered, a cornucopia of non-horse activities also beckons. This is a land of springs, and a crystal-clear oasis is never far. For nostalgia seekers, taste a glorious bite of Old Florida at [Silver Springs State Park](http://floridastateparks.org/silversprings) ([floridastateparks.org/silversprings](http://floridastateparks.org/silversprings)), one of the largest springs in the world, and home to the historic glass-bottom boats that launched Florida's first tourist attraction, as well as of a more contemporary fleet of clear kayaks that afford prime views of a local wild population that includes manatees.

Silver Springs is among the more than 600 lakes, rivers and springs that dot Ocala, where a cool place to laze away the day is never far, but those who prefer activities on the drier side can also camp and hike to their heart's content at Ocala National Forest.



## 'Small places of enchantment' — and horses! — abound in Ocala and Marion County

### Florida Today

History buffs will appreciate the 172.5-acre Ocala Historic District with its abundance of Victorian revival styles, bungalows and vernacular architecture framed by a canopy of live oaks. The district has successfully guarded its character and historic significance, and many of its nooks and crannies are golf cart-friendly.

In Gainesville, less than an hour away from Ocala are even more attractions, such as the [Florida Museum of Natural History](http://floridamuseum.ufl.edu) (floridamuseum.ufl.edu), one of the nation's top five natural history museums and one where admission is free. Also offering free admission is the neighboring [Harn Museum of Art](http://harn.ufl.edu) (harn.ufl.edu), one of the largest university-affiliated art museums in the nation.

Not far from the Gainesville hubbub is the very different world of the [Marjorie Kinnan Rawlings Historic State Park](#) at sleepy, tiny Cross Creek, where the Pulitzer Prize-winning author found inspiration in the once wild land and its people. The house and homestead remain as if Rawlings had just stepped out to pick a couple of oranges in her grove back in the 1930s.

"I do not understand how anyone can live without some small place of enchantment to turn to," wrote the author of "The Yearling."

In Ocala and Marion County, these small places of enchantment abound.

*Maria Sonnenberg is a Brevard-based freelance travel and lifestyles writer. For more info, visit [ocalamarion.com](http://ocalamarion.com).*



Manatees love Silver Springs almost as much as do the kayakers. *Maria Sonnenberg For FLORIDA TODAY*

# Press Trip - Lori Burton

OMCVCB hosted a press trip December 2024 for a freelance travel journalist working on assignment for Lifestyles After 50, as well as additional potential stories, covering Ocala/Marion County as a place to visit for the leisure traveler, with a focus on equine.

During this quarter, Lori Burton published an article in Lifestyles After 50 and in Rochester Woman Online's 2024 Holiday Edition.

REACH: Lifestyles After 50 has 2,900 locations of distribution in 10 Florida counties

Below and on the next 4 pages is the article in Lifestyles After 50.

## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50



By Lori Bruton

## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

It's the most wonderful time of the year—a season that brings joy, cheer, and the opportunity to rediscover your childlike spirit. This holiday season, awaken your senses with a memorable medley of activities, history, and connections perfect for celebrating your golden years.

### Step Back In Time



*Wonder House, Bartow (image courtesy of [www.wonderhousebartow.com](http://www.wonderhousebartow.com))*

Begin your journey by stepping back in time to the 1920s with a Christmas tour of the **Wonder House** in Bartow. This architectural marvel, built by Conrad Schuck, is a testament to creativity and resilience. Hoping Florida's climate would improve his health, Schuck moved his family from Pittsburgh and poured his brilliance into this cross-shaped mansion. Each detail, from intricate hand-carved woodwork to a clever mirror system allowing him to see visitors from his outdoor bathtub balcony, sparks awe. Each floor's fireplace adds warmth, evoking the timeless value of preserving family and legacy. (Note: The tour involves stairs, so visitors may explore the ground floor if mobility is a concern.)

Continue your journey at the **Festival of Wreaths** at the Polk County History Center, housed in a stunning courthouse from 1908. Each December, its marble halls are adorned with wreaths crafted by local artisans, symbolizing eternal life and faith. Every wreath tells a unique story, filling the air with holiday cheer and creating a scene that feels like a classic holiday postcard come to life.



## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

### Dancing and Strolling

*May I have this dance?* Consider dancing the morning away at the **Lakeland Seniors Dance and Social Club**. Held every Thursday at the Magnolia Building next to Hollis Garden in downtown Lakeland, it's a welcoming place to meet fun, friendly people. No partner? No problem! Everyone is invited to enjoy the rhythm and camaraderie.

While in the neighborhood, take a stroll through **Hollis Garden**, an artfully landscaped oasis within **Lake Mirror Park**. The garden's patterned flower beds, ornamental fountains, and native trees create a serene setting that's perfect for reflection or special moments—I even spotted a wedding party taking photos there.

As you explore **Lake Mirror Park**, you'll be captivated by its festive décor. Ducks swim near the flowing fountain as Christmas lights illuminate the faces of all ages walking around the lake. The magic of the holidays truly comes alive here.

### Fabulous Holiday Fare

This season calls for culinary indulgence. Treat yourself to a fine dining experience at **Nineteen 61**, a Latin fusion restaurant with creative flair. As a 1961 baby, I felt especially pampered with a complimentary flute of champagne and a birthday card signed by the staff. Meeting Chef Cesar was the cherry on top after savoring their decadent Crème Brûlée. This isn't just a meal, it's an unforgettable experience.

The **Lakeland Christmas Parade** lit up the sky with fireworks followed by festive floats, marching bands, and more. From my spot at the **Joinery Food Hall**, I enjoyed handcrafted ice cream in a waffle cone from **Mayday**, savoring the sweet treat as decked-out fire engines rolled by with their sirens.

**Related:** [Armchair Adventures: The Fascinating Tale of the Silent Night Chapels](#)



# 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

## Holiday Horses



*Mayday ice cream, photo by Lori Bruton*

Next, head to **Ocala's Winter Wonderland** at the **World Equestrian Center**, where the holidays shine brighter than ever. The Grand Plaza dazzles with a 60-foot Christmas tree, oversized ornaments, and over a million twinkling lights. The skilled craftsmanship of the gingerbread display, especially the gingerbread horse, made my eyes pop.



*Maven Photo and Film*

Holiday music fills the air as families laugh and explore the festive displays, while the aroma of seasonal treats drifts from nearby cafes. Known as the Horse Capital of the World, Ocala celebrates the strength, grace, and beauty of its equine residents. Visitors can experience this heritage and see the holidays come to life in spectacular fashion that leaves a lasting

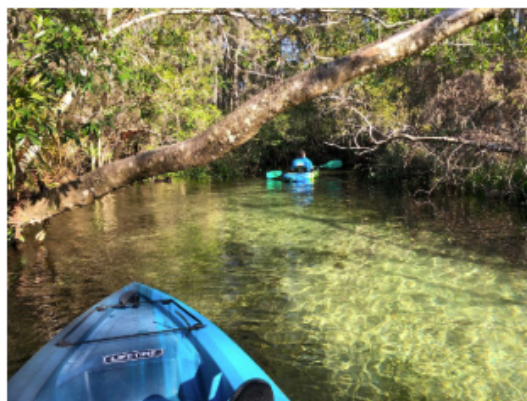
impression. This isn't just a holiday attraction, it's a tribute to Ocala's equestrian legacy.

Speaking of legacy, Shannon and Karen Cobbs, owners of **Grandview Clydesdales Farm** will warm your heart. The VIP Christmas Holiday Tour is handicapped and elderly friendly. You'll get the best seating, cookies, and carrots to feed the horses through the barn. See the family's awards and art amongst the spectacular holiday décor. You'll fall in love with this family and their beloved Clydesdales.

## 12 Joyful Activities to Rediscover Your Christmas Spirit Lifestyles After 50

### Outdoor Adventure

For adventure seekers, Central Florida's outdoor offerings provide the restorative power of nature. Saddle up and take a horseback riding tour, go kayaking or ziplining at **Canyons Zip Line and Adventure Park**. Glide across the glassy waters in a kayak in Marion County at **KP Hole Park** on the Rainbow River, the gentle rhythm of the paddle bringing peace. Or try a boat cruise and get a senior discount at **The**



*KP Hole Park kayaking, photo by Meloday Moser*

**Living Water Boat Cruises** in Winter Haven, where vibrant greens and calm blues unfold like a watercolor painting, punctuated by the occasional splash of wildlife.

Through it all, one theme comes to light: Central Florida isn't just a destination; it's an experience. Its historic treasures, festive celebrations, and natural beauty remind us that the true gift of the season lies in the memories we make and the joy we carry with us long after the holidays.

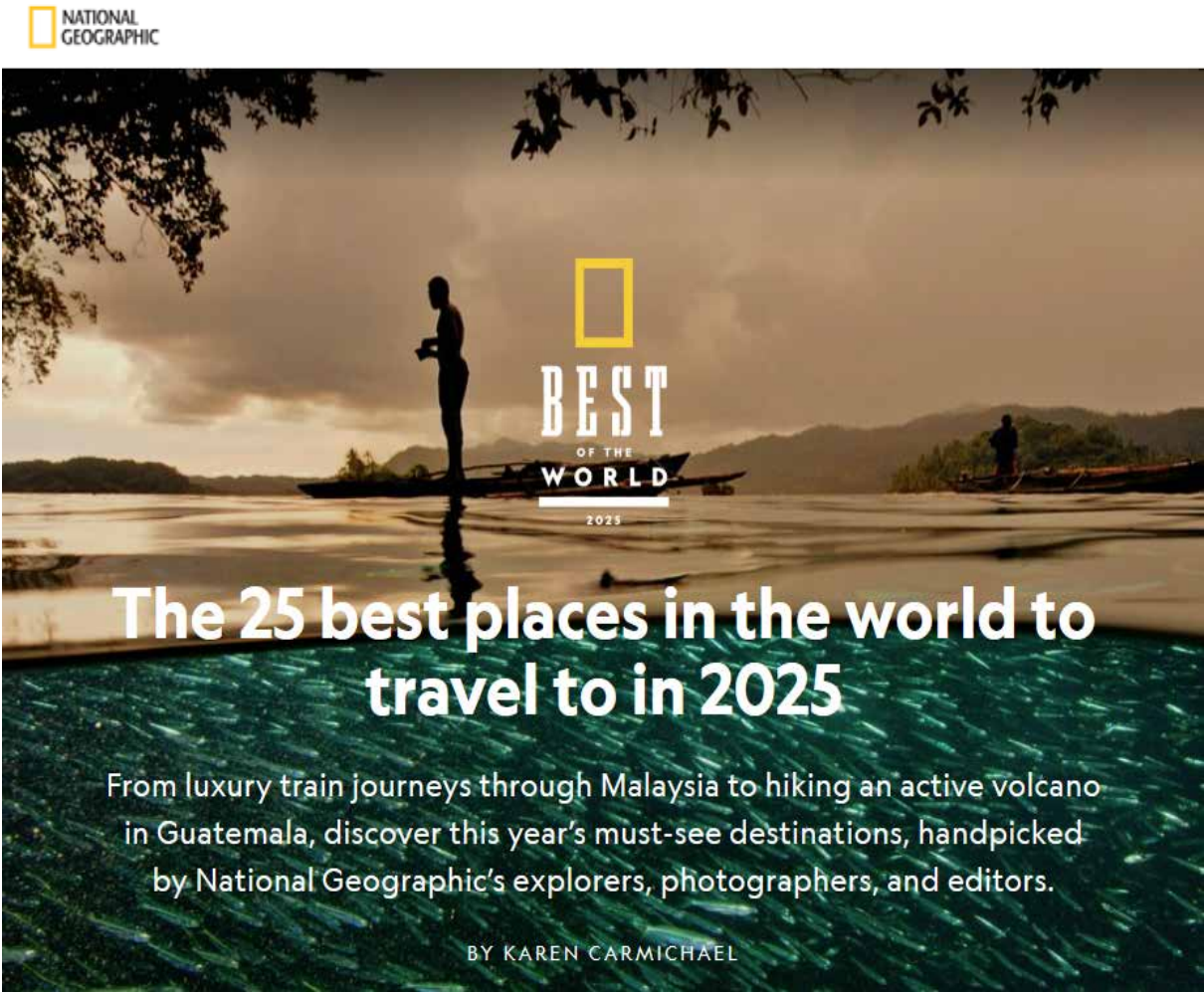
# Additional Earned Media: National Geographic

National Geographic reached out in early Fall 2025 to coordinate the announcement of the Ocala National Forest being on the publication's Best of the World 2025 places to travel list. Once the announcement was made in October 2024, the OMCVCB sent out a press release and promoted the honor via multiple platforms.

REACH: 6,892,121  
EARNED MEDIA VALUE: \$63,752.12

Below and on the next page includes the protion of the article highlighting Ocala/Marion County.

## The 25 best places in the world to travel to in 2025 National Geographic





# The 25 best places in the world to travel to in 2025

## National Geographic



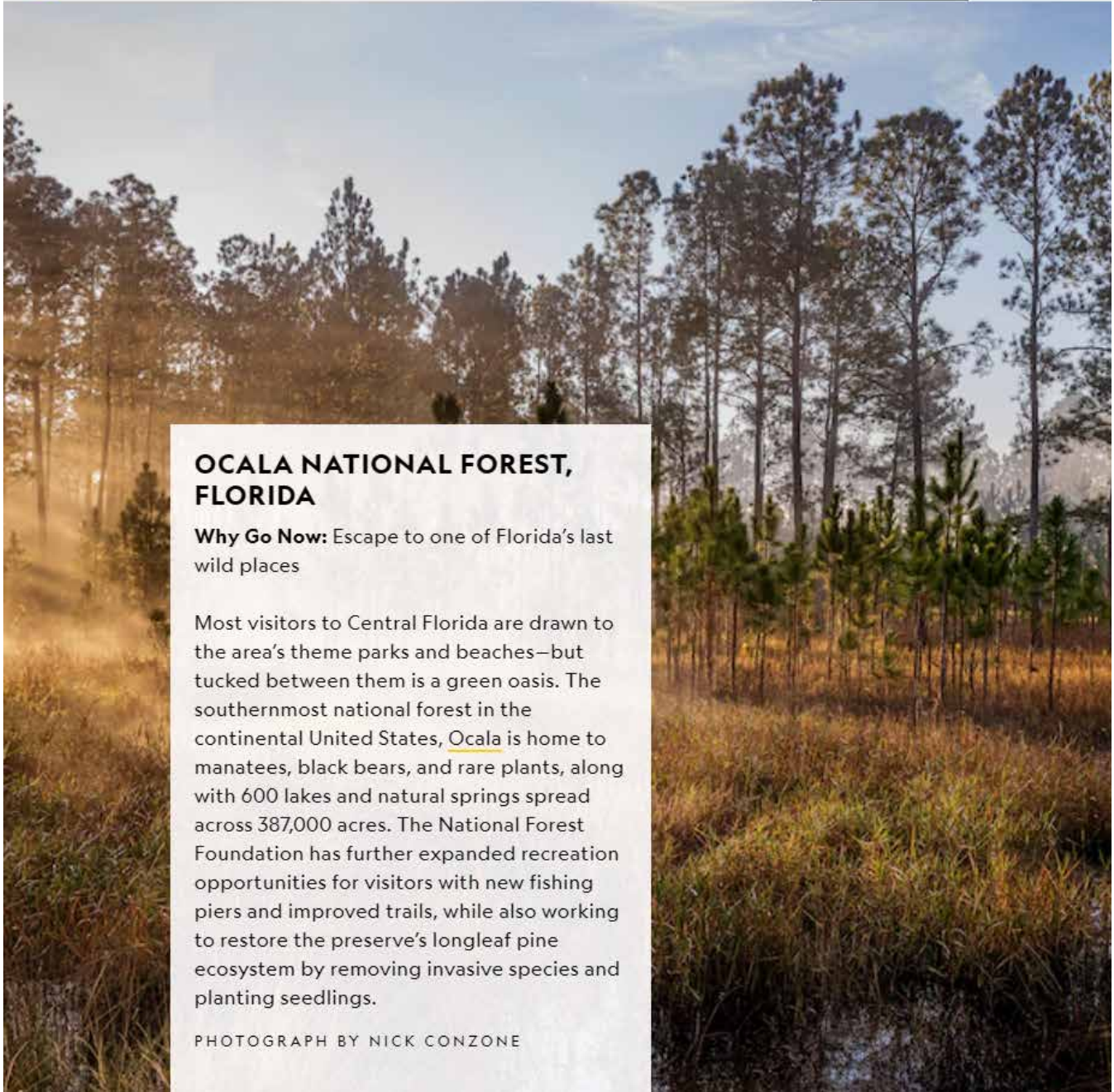
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### OCALA NATIONAL FOREST, FLORIDA

**Why Go Now:** Escape to one of Florida's last wild places

Most visitors to Central Florida are drawn to the area's theme parks and beaches—but tucked between them is a green oasis. The southernmost national forest in the continental United States, Ocala is home to manatees, black bears, and rare plants, along with 600 lakes and natural springs spread across 387,000 acres. The National Forest Foundation has further expanded recreation opportunities for visitors with new fishing piers and improved trails, while also working to restore the preserve's longleaf pine ecosystem by removing invasive species and planting seedlings.

PHOTOGRAPH BY NICK CONZONE

# Additional Earned Media: Business Insider

The OMCVCB provided an video interview with Business Insider following the National Geographic Best of 2025 announcement that included the Ocala National Forest. The article was published in english and spanish, as well as re-published by other outlets in multiple languages.

TOTAL REACH: 50,052,724

TOTAL EARNED MEDIA VALUE: \$462,987.69

Below and on the next 2 pages includes the protion of the article highlighting Ocala/Marion County.

## 10 travel destinations you need to visit in 2025 — and what to do when you're there

### Business Insider

TRAVEL

#### 10 travel destinations you need to visit in 2025 — and what to do when you're there

Privanka Rajput Dec 6, 2024, 8:45 AM EST



mur.start/Shutterstock

- **National Geographic** shared a list of best travel destinations for 2025.
- **Cities like Bangkok, Thailand; Kanazawa, Japan; and Brasov, Romania, made the list.**
- **BI spoke with travel experts who shared their tips on how to best explore each of these spots.**



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# 10 travel destinations you need to visit in 2025 — and what to do when you're there

## Business Insider

### Ocala National Forest, Florida



An aerial view of Silver Glen Springs in Ocala National Forest. Ocala/Marion County Visitors & Convention Bureau

Spanning nearly 385,000 acres, Ocala National Forest highlights a unique side of Florida in contrast to its famous beaches and theme parks.

Jessica Heller, a marketing and communications supervisor at [Ocala/Marion County Visitors and Convention Bureau](#), says the forest's remote location makes it ideal for those looking to skip overcrowded tourist spots next year.

**What to do:** Swim or snorkel in one of the forest's four natural springs fed by the Florida aquifer that stay at 72°F year-round. Heller recommends checking out each spring — Silver Glen, Juniper,

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# 10 travel destinations you need to visit in 2025 — and what to do when you're there

## Business Insider

Alexander, and Salt Springs — to experience their "distinct personalities."

Hiking enthusiasts can take various trails, such as the Florida Trail or the Cross Florida Greenway, which cuts across the forest.

If you visit during the holiday season, between Thanksgiving Day and Christmas Eve, you can cut your own Florida sand pine to take home.

**Where to stay:** While most people prefer to camp in the forest — Salt and Juniper Springs being the top camping spots — those who prefer hotels to tents and RVs can opt to stay at the Hilton Garden Inn in the downtown square.

For a more upscale experience, The Equestrian Hotel, a 60-minute drive away, offers a great escape and easy access to the World Equestrian Center.

**Where to eat:** Downtown Ocala has many dining options, but Heller recommends trying out La Cuisine for French-inspired fine dining or District Bar & Kitchen if you prefer a more relaxed vibe.

Closer to the forest, Lena's, located on the Florida Black Bear Scenic Byway (open from October to June), is a local favorite for seafood.

**When to go:** According to Heller, January through March is the best time to visit if you'd like to watch horse shows. However, that's also when hotels are most expensive.

But if you're looking to bike, hike, or enjoy any water activities, Heller suggests planning your trip around wintertime. The end of summer — when it's not too hot — is most popular for springs.

"We even have a tubing season," said Heller, adding that their natural version of lazy river tubing is open from April through September.

# Additional Earned Media: Wind-FM

Following the OMCVCB’s Tourism Annual Meeting, Wind-FM published an article highlighting the meeting and the successes of the OMCVCB.

TOTAL REACH: 11,046

Below and on the next 4 pages includes the article.

## Tourism in Ocala/Marion County tops \$1 billion, driving economic growth Wind-FM



### Tourism in Ocala/Marion County tops \$1 billion, driving economic growth



Source: Saga Communications | While Ocala/Marion County is known as the Horse Capital of the World, the VCB has worked to market the area as an overall tourist destination. Canva Pro

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## Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

### Wind-FM

OCALA, FL (352today.com) — Ocala and Marion County have become synonymous with being a preferred vacation destination, now flourishing into a more than \$1 billion industry.

The Ocala/Marion County Visitors and Convention Bureau (VCB) presented its 2023-2024 annual report on Dec. 12 at the Paradise Ballroom at Silver Springs State Park. Opening remarks were delivered by Danny Gaekwad, a global entrepreneur and chairman of the Marion County Visitors and Convention Bureau. Gaekwad is also a past chairman of the Marion County Tourism Development Council.

#### **|RELATED: Marion County anti-litter campaign bags national award**

“This past year has been a major one for tourism in Ocala and Marion County,” said Loretta Shaffer, Ocala/Marion County’s tourist development director. Shaffer highlighted the significant contributions made by the VCB team, whose primary mission is to promote Ocala and Marion County as a top destination for visitors.

“There are two main ways in which we do this: sales and marketing. We have an exceptional team in both these areas,” said Shaffer.

#### **Marketing and Public Relations Impact**

Destination marketing encompasses various efforts, including research, public relations, social media, media campaigns, website content, and mobile app development. These tools allow the VCB to share the area’s story with tourists, potential visitors, and residents.

Efforts in public relations alone generated \$6.4 million in media value, reaching an audience of over 1 billion people.



## Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

### Wind-FM



Debie (left) and Rubbish (right) engage the community with fun and educational initiatives to promote a litter-free Ocala/Marion County. Courtesy: Ben Baugh

“The most important variable is the residents who live in Ocala and Marion County, who really are the heartbeat of the community’s amazing personality. How grateful we are that people understand that we’re warm and accepting to our guests,” said Shaffer. “My primary message would be gratitude for everyone who has taken that ambassadorship so seriously and has been an extension of our team by their warm welcome.”

Shaffer emphasized the economic impact of tourism, explaining how the taxes generated by visitors help fund essential community services like libraries, parks, and first responders. “We should be grateful to those who are making Ocala/Marion County a preferred destination to vacation,” said Shaffer.



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# Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

## Wind-FM

### Annual Highlights for Fiscal Year 2023-2024

#### Marketing (Social Media):

- Facebook followers: 259,000
- Facebook impressions: 26,710,988
- Instagram followers: 21,500
- Instagram impressions: 871,098

#### Website Metrics:

- Visits: 1,203,322
- Users: 986,118
- Page views: 2,054,833
- Engaged sessions: 618,040
- Engagement rate: 46.42%

#### Other Key Figures:

- Tourist development tax revenue: \$5,481,186
- Room nights generated: 1,167,947

#### Sales Impact:

- Total approved funding: \$652,730
- Estimated economic impact of funded events: \$67,845,892

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# Tourism in Ocala/Marion County tops \$1 billion, driving economic growth

## Wind-FM

### Showcasing Local Wonders

Marion County Commission Vice Chair Carl Zalak III, underscored the importance of the area's natural attractions, branding Marion County as a unique blend of natural wonders and equestrian excellence.

"In today's world, our most powerful tool is our technology," said Zalak. "Marion County is making it easier for those visiting the area and their residents to be ambassadors to explore the county's incredible natural resources and wonders of the Horse Capital of the World."

To further this mission, the VCB partnered with Marion County Public Relations and Zalak to launch a new video series that highlights the area's hidden gems, local cuisine, and leisure activities. Marion Insider's Guide, which debuted in July, is hosted by Zalak and can be accessed on the VCB website.

"Thanks to the dedication of everyone involved in our vibrant tourism industry," said Zalak. "Our community is now on the map, not just nationally, but globally. We're covering the things that make our home special."

# Additional Earned Media: WKMG - TV 20

The OMCVCB coordinated with the event planner for Rock the Country concert to announce the return of the concert to Ocala/Marion County at a new venue, The Florida Horse Park. Multiples articles were published specifically highlighting that Ocala/Marion County is a location, including a news segment and article from WKMG-TV 20

TOTAL REACH: 11,046

Below and on the next page is the article.

## Kid Rock and Nickelback headline Rock The Country Ocala 2025 WMKG-TV 20



### Kid Rock and Nickelback headline Rock The Country Ocala 2025



Rock The Country, a two-day country festival, will return to Ocala on May 9 and May 10, 2025.

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# Kid Rock and Nickelback headline Rock The Country Ocala 2025

## WMKG-TV 20

By WCJB Staff

Published: Nov. 12, 2024 at 1:36 PM EST



OCALA, Fla. (WCJB) - Rock The Country, a two-day country festival, will return to Ocala on May 9 and May 10, 2025.

Ocala will mark the fourth stop on the 10-stop tour across the country. Kid Rock and Nickelback will be heading all 10 shows.

The lineup for Ocala will feature Hank Williams Jr., Tracey Lawrence, Gavin Adcock, Jo Dee Messina, Diamond Rio, Mark Chesnutt, Sammy Kershaw, Little Texas, Hudson Westbrook, Logan Crosby, Afroman, Ying Yang Twins and Dee Jay Silver.

Rock The Country attracted over 30,000 fans to Ocala last year and the city is excited to welcome the festival back in 2025.

"We are thrilled to be welcoming back Rock the Country to Ocala/Marion County in 2025," said Marion County Commissioner Carl Zalak, III. "Having an event of this magnitude in our community is not only exciting for locals, but also brings more visitors to the area, putting our county on the map for hosting impressive entertainment."

For more information about Rock The Country, including the full lineup and ticket details, click [here](#).

# Print And Digital Earned Media



NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
DorisPinheiro	Temporada do peixe-boi na Flórida proporciona experiência inesquecível	9,374
UOL Jogos	Primeira atração turística da Flórida custava 5 centavos (e não era parque)	54,278,743
MSN.com	'Small places of enchantment' — and horses! — abound in Ocala and Marion County	127,645,172
Florida Today	'Small places of enchantment' — and horses! — abound in Ocala and Marion County	965,208
Lifestyles After 50	12 Joyful Activities to Rediscover Your Christmas Spirit	891
Rochester Woman Online's 2024 Holiday Edition	Fill Your Cup: Take Time to Reflect, Design, and Align	16,437,104
Travel Lens	22 Best Things to Do in Ocala, FL	2,328
Travel Lens	15 Free Things to Do in Ocala, FL	2,328
Southern Living	20 Secret Places In Florida That Only Locals Know	14,270,453
MSN.com (10 articles)	From ziplines to boat rides: 30+ ideas for experiences to gift this holiday season	131,017,479
Miami Herald (11 articles)	10 Things to Do in the Horse Capital of the World in Ocala, FL	11,856,431
USA Today	These 7 hidden gems in Florida go way beyond the typical tourist trap	110,904,207
National Geographic	Best of the World 2025	6,892,121
MSN.com	United States Well Represented on National Geographic's 'Best of the World Travel'	125,649,351
Yardbarker	United States Well Represented on National Geographic's 'Best of the World Travel'	3,904,237
Sports Illustrated	United States Well Represented on National Geographic's 'Best of the World Travel'	31,695,493
Travel Off Path	These Are The Top 3 U.S. Destinations To Visit In 2025 According To National Geographic	542,243
Associated Press	National Geographic Announces BEST OF THE WORLD 2025 List, Names Top 25 Destinations to Inspire Your Next Trip	46,239,784
Newssummedup	Ocala National Forest makes Best in World list	<i>Not Reported</i>
Business Insider	10 travel destinations you need to visit in 2025 — and what to do when you're there	47,170,061
Business Insider	10 destinos que visitar en 2025 y qué hacer allí	2,050,890
Lademeure Duparc (France) *Published in 5 languages	Les 10 destinations de voyage incontournables en 2025 et les activités à ne pas manquer	11,776
DNYUZ	10 travel destinations you need to visit in 2025 — and what to do when you're there	819,997
WCJB-TV	Kid Rock and Nickelback Headline Rock The Country Ocala 2025	355,520
WINDFM	Tourism in Ocala/Marion County tops \$1 billion, driving economic growth	11,046
Rejsespejder	Roadtrip i Florida	83,372
TouristSecrets	Mysteries Of Florida's Ocala Forest Waters	43,691
MSN.com	13 holiday destinations for festive family fun	125,649,351
The Points Guy	13 holiday destinations for festive family fun	5,581,173
RTTNews	Kid Rock, Nickelback To Headline Rock The Country & Rock The South	106,052
Blabbermouth.net	KID ROCK And NICKELBACK To Headline 2025 Edition Of 'Rock The Country' Touring Festival	1,614,158
MSN.com (3 articles)	Rock the Country 2025 in Ocala: Organizers announce artist lineup and venue change	126,620,431
WINDFM	Kid Rock, Nickelback to headline Rock the Country Ocala 2025	10,428
Florida Restaurant & Lodging Association	FRLA Supports 2025 Rock the Country Music Festival in Ocala	8,122
Brasilturis	VISIT FLORIDA Brazil Manatee Season Press Release December 2024	72,870
Travel Awaits	VISIT FLORIDA USA Gift of Florida Pitch Press Release November 2024	2,332,053
Elite Magazine	VISIT FLORIDA Brazil Dive into Florida Press Release July 2024	35,000
Nerd Wallet	VISIT FLORIDA USA Gift of Florida Pitch Press Release November 2024	17,928,765
Touristica International	VISIT FLORIDA Canada Mission September 2024	115,000

*Notation: The Media Value Equivalent totals \$9,239,984.92 for Oct-Dec 2024.  
The total reach is 1,012,932,703*



# 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, October 1-December 31, 2024, to the previous quarter (July 1-Sept 30, 2024).

### Performance Summary

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

Impressions <b>4,348,937</b> ↘ 44.8%	Engagements <b>179,597</b> ↘ 0.1%	Post Link Clicks <b>56,264</b> ↘ 1.1%
Engagement Rate (per Impression) <b>4.1%</b> ↗ 81.1%		

Reporting Period	286,178	1,007	230	4,348,937	179,597	4.1%	1,343,722
Oct 1, 2024 - Dec 31, 2024	↗ 0.3%	↘ 80.5%	↗ 32.9%	↘ 44.8%	↘ 0.1%	↗ 81.1%	↘ 35.5%
Compare to	285,214	5,151	173	7,884,096	179,736	2.3%	2,081,737
Jul 1, 2024 - Sep 30, 2024							
 <b>Ocala/Marion County</b>	422	39	5	3,312	524	15.8%	0
 <b>@ocalamarion</b>	2,874	-22	52	5,953	365	6.1%	19
 <b>Ocala/Marion County, Florida</b>	259,993	362	98	4,071,234	167,424	4.1%	1,279,684
 <b>Ocala/Marion County, Florida</b>	1,271	-1	0	N/A	N/A	N/A	N/A
 <b>ocalamarion</b>	21,618	629	75	268,438	11,284	4.2%	64,019

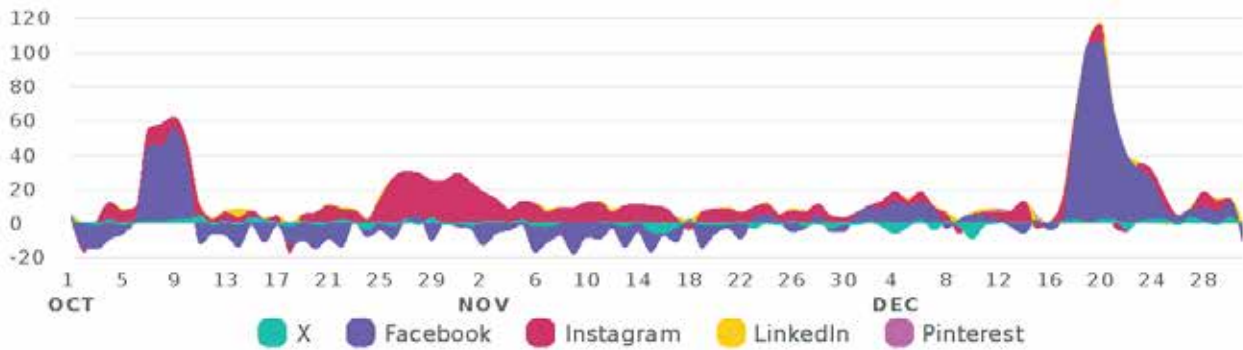
# Overview: Growth



Audience Gained, by Day

## Audience Growth

See how your audience grew during the selected time period.

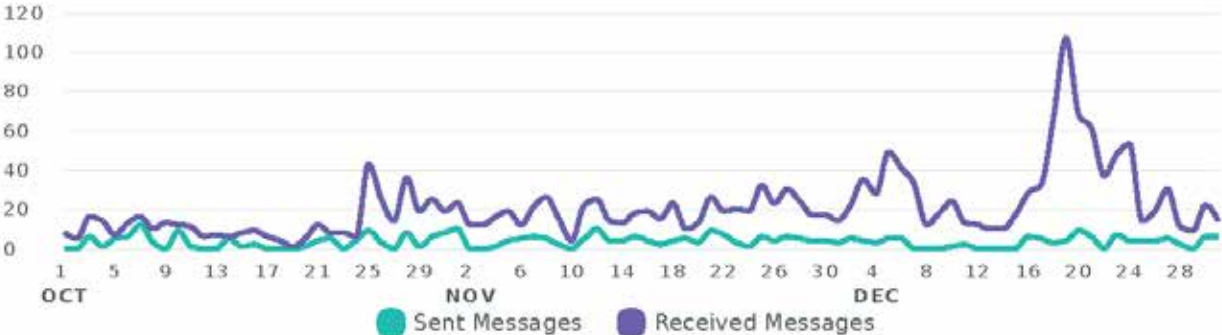


Audience Metrics	Totals	% Change
<b>Audience</b>	<b>286,178</b>	<b>↗ 0.3%</b>
<b>Net Audience Growth</b>	<b>1,007</b>	<b>↘ 80.5%</b>
X Net Follower Growth	-22	↘ 140.7%
Facebook Net Follower Growth	362	↘ 92.1%
Instagram Net Follower Growth	629	↗ 32.7%
LinkedIn Net Follower Growth	39	↘ 35%

# 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
<b>Total Sent Messages</b>	<b>328</b>	<b>↗19.3%</b>
X Sent Messages	52	↗126.1%
Facebook Sent Messages	140	↗4.5%
Instagram Sent Messages	131	↗20.2%
LinkedIn Sent Messages	5	→0%
Pinterest Sent Messages	0	↘100%





# Overview: Impressions

## Impressions

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



Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>4,348,937</b>	<b>↘ 44.8%</b>
X Impressions	5,953	↗ 173.7%
Facebook Impressions	4,071,234	↘ 46.6%
Instagram Impressions	268,438	↗ 5.3%
LinkedIn Impressions	3,312	↗ 23.7%

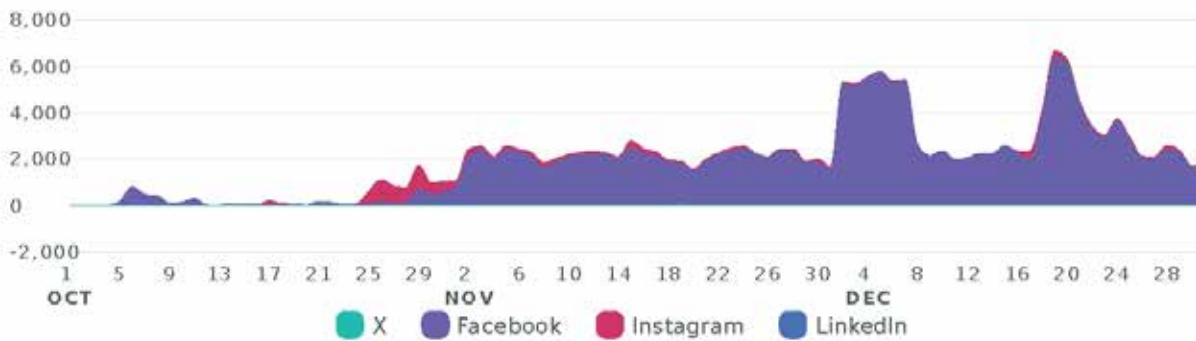


# Overview: Engagements



## Engagements

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



Engagement Metrics	Totals	% Change
<b>Engagements</b>	<b>179,597</b>	<b>↘0.1%</b>
X Engagements	365	↗178.6%
Facebook Engagements	167,424	↘3.4%
Instagram Engagements	11,284	↗93%
LinkedIn Engagements	524	↗25.7%



# User Generated Content Leveraging Social Media

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



# Instagram



## Instagram Performance Summary


Impressions <b>268,438</b> ↗5.3%	Organic Impressions <b>171,806</b> ↗70.4%	Paid Impressions <b>96,632</b> ↘37.3%
Engagement Rate (per Impression) <b>4.3%</b> ↗75.8%	Organic Engagement Rate (per Impression) <b>6.6%</b> ↗13.2%	Paid Engagement Rate (per Impression) <b>0.3%</b> ↗4.7%
Engagements <b>11,535</b> ↗85.2%	Organic Engagements <b>11,284</b> ↗93%	Paid Engagements <b>251</b> ↘34.3%

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Organic Impressions	Paid Impressions	Engagements
<b>Reporting Period</b>	<b>21,618</b>	<b>629</b>	<b>75</b>	<b>268,438</b>	<b>171,806</b>	<b>96,632</b>	<b>11,535</b>
Oct 1, 2024 - Dec 31, 2024	↗ 2.8%	↗ 32.7%	↗ 29.3%	↗ 5.3%	↗ 70.4%	↘ 37.3%	↗ 85.2%
<b>Compare to</b>	<b>21,030</b>	<b>474</b>	<b>58</b>	<b>254,814</b>	<b>100,816</b>	<b>153,998</b>	<b>6,229</b>
Jul 1, 2024 - Sep 30, 2024							
<b>ocalamarion</b>	21,618	629	75	268,438	171,806	96,632	11,535




# Instagram


## Top Posts

 **ocalamarion**  
Fri 10/25/2024 3:00 p...


Ocala National Forest is officially on @natgeo BEST OF THE WORLD 2025 list!...



<b>Total Engagements</b>	<b>4,920</b>
Likes	2,650
Comments	63
Shares	1,781
Saves	426

 **ocalamarion**  
Mon 10/28/2024 5:47 p...

In Case You Missed It! 📌  
Ocala National Forest is officially on National...



<b>Total Engagements</b>	<b>649</b>
Likes	419
Comments	10
Shares	169
Saves	51

 **ocalamarion**  
Tue 12/17/2024 11:12 ...

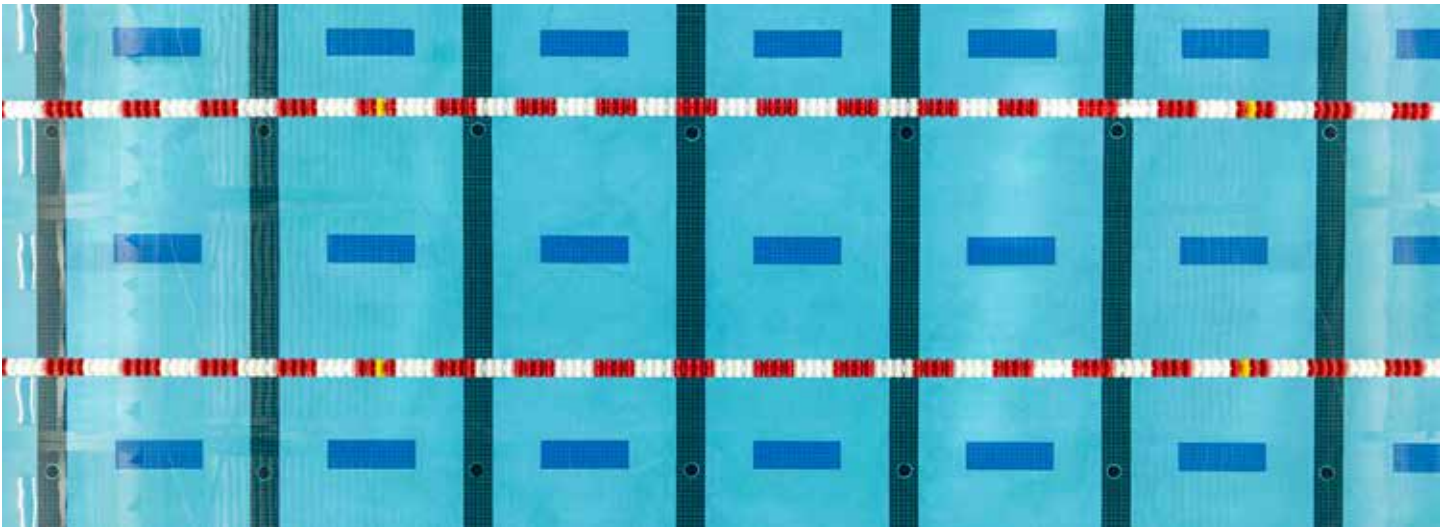
Did you know? @NatGeo is calling the Ocala National Forest one of Florida's "last..."



<b>Total Engagements</b>	<b>440</b>
Likes	421
Comments	6
Saves	13

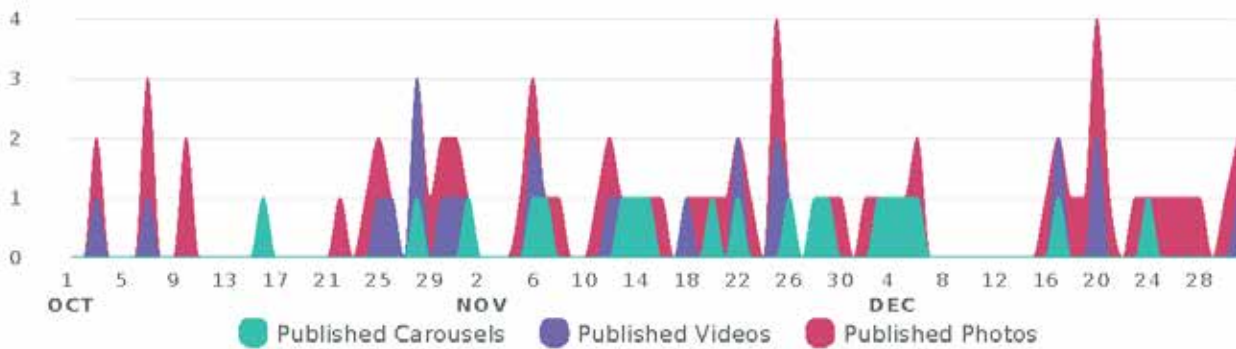


# Instagram: Publishing



## 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
<b>Published Posts</b>	<b>75</b>	<b>↗ 29.3%</b>
Published Carousels	19	↗ 171.4%
Published Videos	18	↘ 14.3%
Published Photos	38	↗ 26.7%



# Instagram: Growth

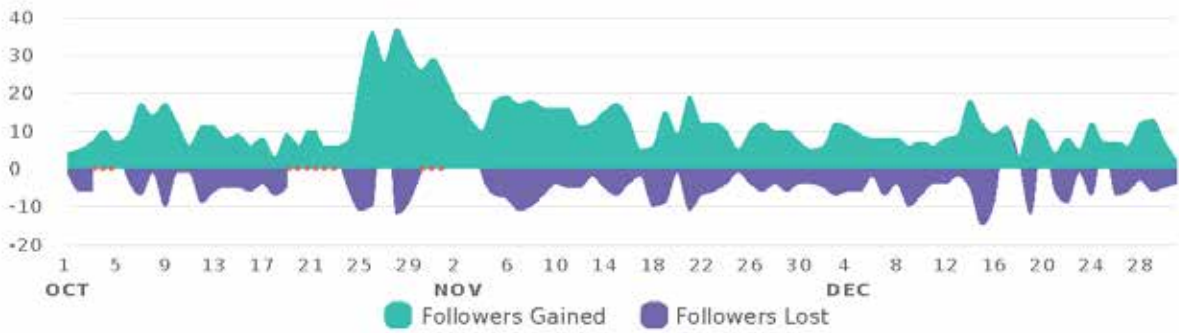
## Instagram Audience Growth

Net Follower Growth Breakdown, by Day

### Audience Growth

See how your audience grew during the selected time period.

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



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>21,618</b>	<b>↗ 2.8%</b>
<b>Net Follower Growth</b>	<b>629</b>	<b>↗ 32.7%</b>





# Instagram: Impressions

## Impressions

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



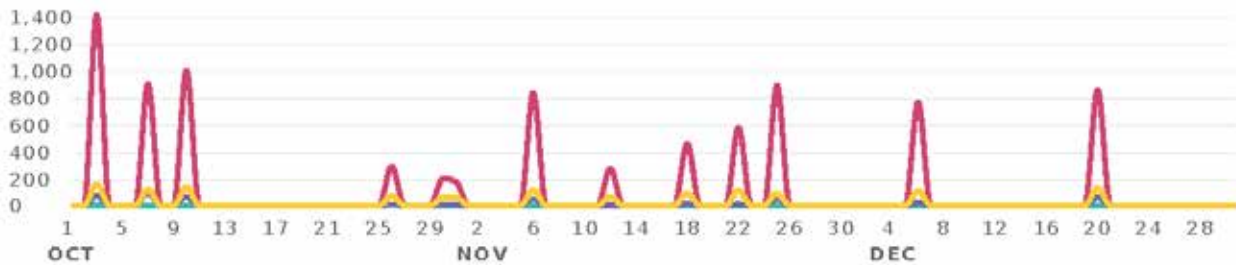
Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	171,806 ↗ 70.4%	96,632 ↘ 37.3%	<b>268,438</b>	↗ 5.3%
<b>Average Daily Reach per Profile</b>	N/A	N/A	<b>2,180.73</b>	↘ 7.3%



# 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
<b>Published Stories</b>	<b>22</b>	<b>↗ 46.7%</b>
Story Replies	11	↗ 1,000%
Story Taps Back	463	↗ 146.3%
Story Taps Forward	8,677	↗ 131.5%
Story Exits	1,335	↗ 97.8%
Story Impressions	13,169	↗ 177.1%
Average Reach per Story	593.77	↗ 88.3%

# Instagram: Engagement



Engagement Metrics	Totals	% Change
Organic Shares	2,187	↗ 285.7%
Organic Saves	637	↗ 188.2%
Story Replies	11	↗ 1,000%

## Engagement Rate

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





# Instagram: Competitors

## Summary

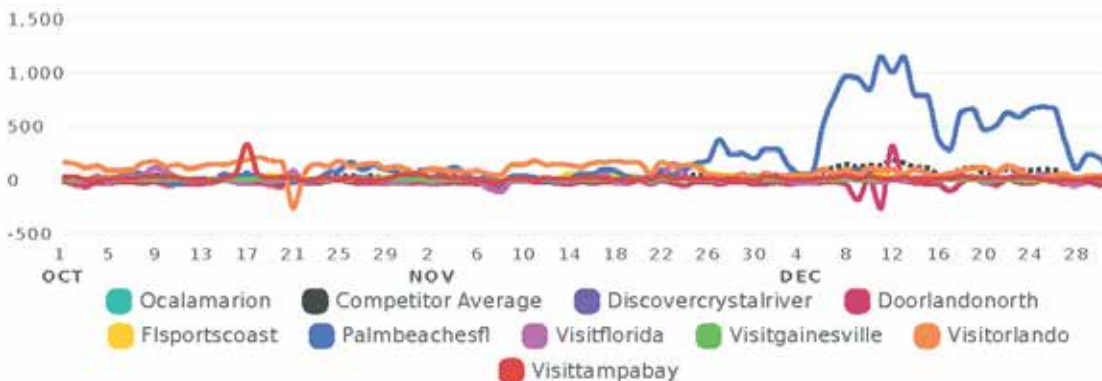
Compare your profile performance to your competitors.



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
<b>Your Average</b>	<b>21,618.00</b>	<b>629.00</b>	<b>3.00%</b>
<b>Competitor Average</b>	<b>252,861.25</b>	<b>4,024.50</b>	<b>1.62%</b>
visitflorida	516,104	374	0.07%
visitorlando	483,445	9,187	1.94%

Followers

# Facebook



## Performance Summary

Impressions <b>4,071,234</b> ↘46.6%	Organic Impressions <b>805,733</b> ↘67.9%	Paid Impressions <b>3,265,501</b> ↘36.2%
Engagement Rate (per Impression) <b>4.1%</b> ↗80.9%	Organic Engagement Rate (per Impression) <b>3.4%</b> ↗24.1%	Paid Engagement Rate (per Impression) <b>4.3%</b> ↗110.1%
Post Link Clicks <b>55,735</b> ↘1.5%	Organic Post Link Clicks <b>482</b> ↗95.1%	Paid Post Link Clicks <b>55,253</b> ↘1.9%
Engagements <b>167,424</b> ↘3.4%	Organic Engagements <b>27,500</b> ↘60.1%	Paid Engagements <b>139,924</b> ↗34%

Page	Followers	Net Follower Growth	Fans	Net Page Likes	Published Posts	Impressions	Organic Impressions
<b>Reporting Period</b>	<b>259,978</b>	<b>347</b>	<b>251,148</b>	<b>-6</b>	<b>98</b>	<b>4,071,234</b>	<b>805,733</b>
Oct 1, 2024 - Dec 31, 2024	↗0.1%	↘92.4%	↘0.1%	↘175%	↗15.3%	↘46.6%	↘67.9%
<b>Compare to</b>	<b>259,631</b>	<b>4,560</b>	<b>251,298</b>	<b>8</b>	<b>85</b>	<b>7,624,430</b>	<b>2,507,310</b>
Jul 1, 2024 - Sep 30, 2024							
<b>Ocala/Marion County, Florida</b>	259,978	347	251,148	-6	98	4,071,234	805,733



# Facebook

## Top Posts

 **Ocala/Marion ...**  
Sun 12/1/2024 7:12 p...

🌲 Celebrate the season in Ocala/Marion County with festive lights, parades, live...

**Ocala/Marion County...**



<b>Total Engagements</b>	<b>32,790</b>
Reactions	3,778
Comments	219
Shares	221
Post Link Clicks	20,135
Other Post Clicks	8,437

 **Ocala/Marion ...**  
Fri 12/20/2024 11:22 a...

Discover the magic of Ocala/Marion County's crystal-clear springs and...



<b>Total Engagements</b>	<b>20,676</b>
Reactions	7,581
Comments	207
Shares	957
Post Link Clicks	2,388
Other Post Clicks	9,543

 **Ocala/Marion ...**  
Fri 11/1/2024 5:48 pm...

There's always an outdoor adventure to be had in Ocala/Marion County. It's...

**Ocala/Marion County...**



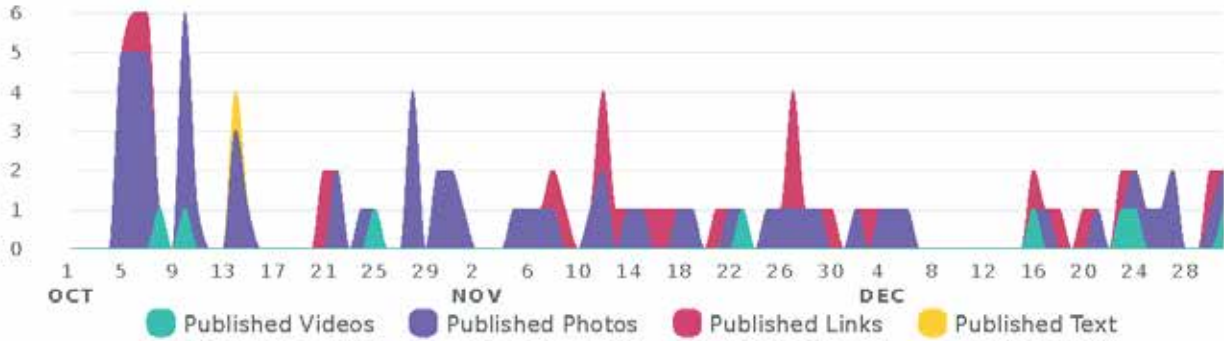
<b>Total Engagements</b>	<b>19,882</b>
Reactions	100
Comments	7
Shares	11
Post Link Clicks	19,290
Other Post Clicks	474



# Facebook: Publishing

## Publishing Behavior

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



Publishing Behavior by Content Type	Totals	% Change
<b>Published Posts</b>	<b>98</b>	<b>↗ 15.3%</b>
Published Videos	8	↘ 33.3%
Published Photos	67	↗ 15.5%
Published Links	22	↗ 57.1%
Published Text	1	→ 0%





# Facebook: Growth



## Audience Growth

See how your audience grew during the selected time period.

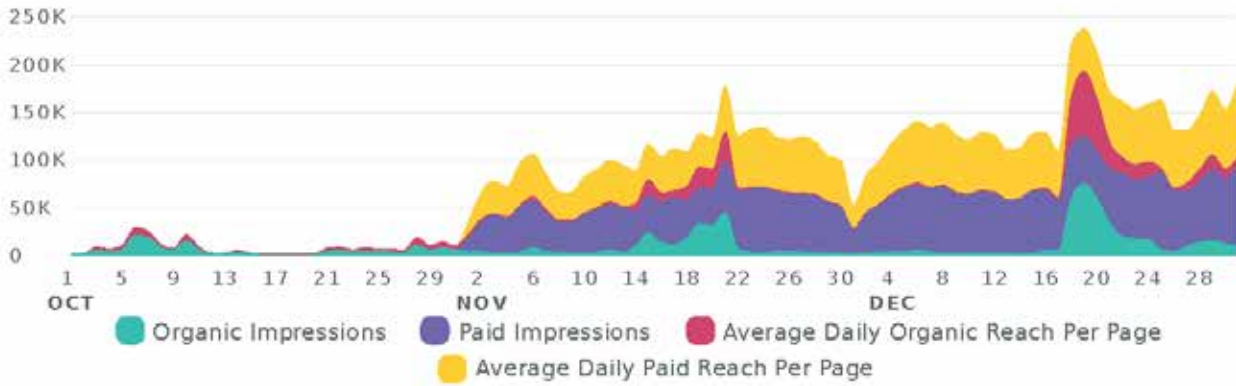


Audience Metrics	Totals	% Change
<b>Followers</b>	<b>259,978</b>	<b>↗0.1%</b>
<b>Net Follower Growth</b>	<b>347</b>	<b>↘92.4%</b>
<b>Fans</b>	<b>251,148</b>	<b>↘0.1%</b>
<b>Net Page Likes</b>	<b>-6</b>	<b>↘175%</b>
Organic Page Likes	143	↗6.7%
Paid Page Likes	107	↘26.7%
Page Unlikes	256	↘5.5%

# Facebook: Impressions

## Impressions

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



Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	805,733 ↘ 67.9%	3,265,501 ↘ 36.2%	<b>4,071,234</b>	↘ 46.6%
<b>Average Daily Reach per Page</b>	6,472.4 ↘ 74.3%	32,606.43 ↘ 36.9%	<b>39.08K</b>	↘ 49.1%





# Facebook: Engagement



## Engagements

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



Engagement Metrics	Organic	Paid	Totals	% Change
<b>Engagements</b>	<b>27,500</b> ↘60.1%	<b>139,924</b> ↗34%	<b>167,424</b>	↘3.4%
Reactions	11,096 ↘76%	11,263 ↗72.6%	<b>22,359</b>	↘57.6%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	1,159 ↗41.9%	379 ↗101.6%	<b>1,538</b>	↗53%
Shares	2,271 ↗21.8%	1,529 ↗184.2%	<b>3,800</b>	↗58.1%
Post Link Clicks	482 ↗95.1%	55,253 ↘1.9%	<b>55,735</b>	↘1.5%
Other Post Clicks	12,492 ↘36.9%	71,500 ↗75.2%	<b>83,992</b>	↗38.6%



# Facebook: Competitors

## Summary

Compare your profile performance to your competitors.



## Audience Growth

View how your audience grew compared to your competitors.



- Ocala/Marion County, Florida
- Competitor Average
- Discover Crystal River Florida
- Discover Lake County FL
- Discover The Palm Beaches
- DiscoverCitrusCounty
- Do Orlando North
- Florida's Sports Coast
- Travelling Foodie
- VISIT FLORIDA
- Visit Gainesville / Alachua County, FL
- Visit Mount Dora
- Visit Orlando
- Visit Tampa Bay

Facebook Net Follower Growth		Followers	Net Follower Growth	% Follower Growth
<b>Your Average</b>	<div style="width: 25%; background-color: teal;"></div>	<b>259,978.00</b>	<b>347.00</b>	<b>0.13%</b>
<b>Competitor Average</b>	<div style="width: 35%; background-color: teal;"></div>	<b>314,120.25</b>	<b>7,304.08</b>	<b>2.38%</b>
Visit Orlando	<div style="width: 65%; background-color: teal;"></div>	1,612,567	4,086	0.25%
VISIT FLORIDA	<div style="width: 55%; background-color: teal;"></div>	1,260,263	50,092	4.14%

■ Followers

### Performance Summary

View your key profile performance metrics from the reporting period.

Impressions	Engagements	Post Link Clicks
<b>5,953</b> ↗173.7%	<b>365</b> ↗178.6%	<b>31</b> ↗47.6%

<b>Reporting Period</b>	<b>2,874</b>	<b>-22</b>	<b>52</b>	<b>5,953</b>	<b>365</b>	<b>31</b>	<b>6.1%</b>
Oct 1, 2024 - Dec 31, 2024	↘ 0.8%	↘ 140.7%	↗ 126.1%	↗ 173.7%	↗ 178.6%	↗ 47.6%	↗ 1.8%

<b>Compare to</b>	<b>2,897</b>	<b>54</b>	<b>23</b>	<b>2,175</b>	<b>131</b>	<b>21</b>	<b>6%</b>
Jul 1, 2024 - Sep 30, 2024							

Profile	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>@ocalamarion</b>	2,874	-22	52	5,953	365	31	6.1%

### Top Posts

**@ocalamarion**  
Mon 11/18/2024 3:06 p...

Did you know you can cut down your own Christmas tree in the Ocala National...

<b>Total Engagements</b>	<b>26</b>
Likes	5
@Replies	1
Reposts	4
Post Link Clicks	8
Other Post Clicks	8
Other Engagements	0

**@ocalamarion**  
Tue 12/17/2024 10:45...

Raising your hand if you want to vacation HERE. 🙋  
[#OcalaMarion](#) . 📍...

<b>Total Engagements</b>	<b>20</b>
Likes	10
@Replies	2
Reposts	2
Post Link Clicks	—
Other Post Clicks	6
Other Engagements	0

**@ocalamarion**  
Fri 11/8/2024 3:23 pm...

Getting that extra hour of sleep on Sunday certainly set the mood for this week 🤪

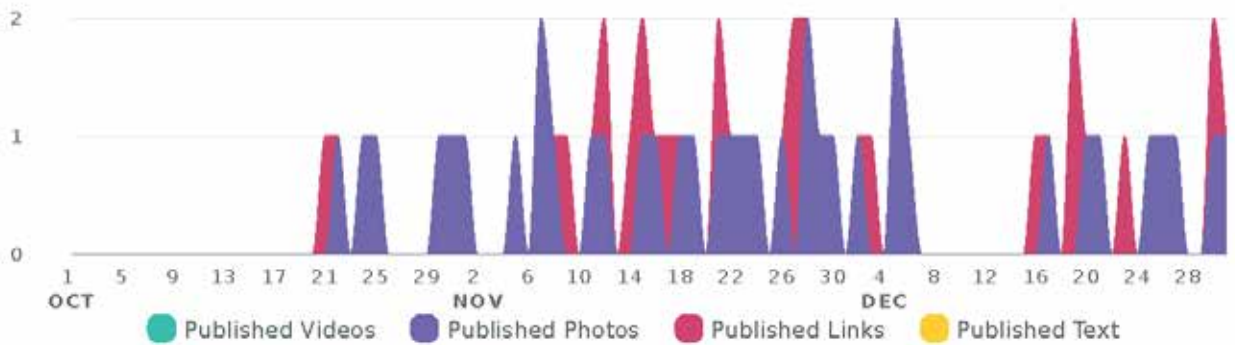
<b>Total Engagements</b>	<b>16</b>
Likes	6
@Replies	0
Reposts	2
Post Link Clicks	—
Other Post Clicks	8
Other Engagements	0

# X: Publishing



## Publishing Behavior

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



Publishing Behavior by Content Type	Totals	% Change
<b>Published Posts</b>	<b>52</b>	<b>↗ 126.1%</b>
Published Videos	0	↘ 100%
Published Photos	37	↗ 236.4%
Published Links	15	↗ 87.5%
Published Text	0	→ 0%



# X: Growth



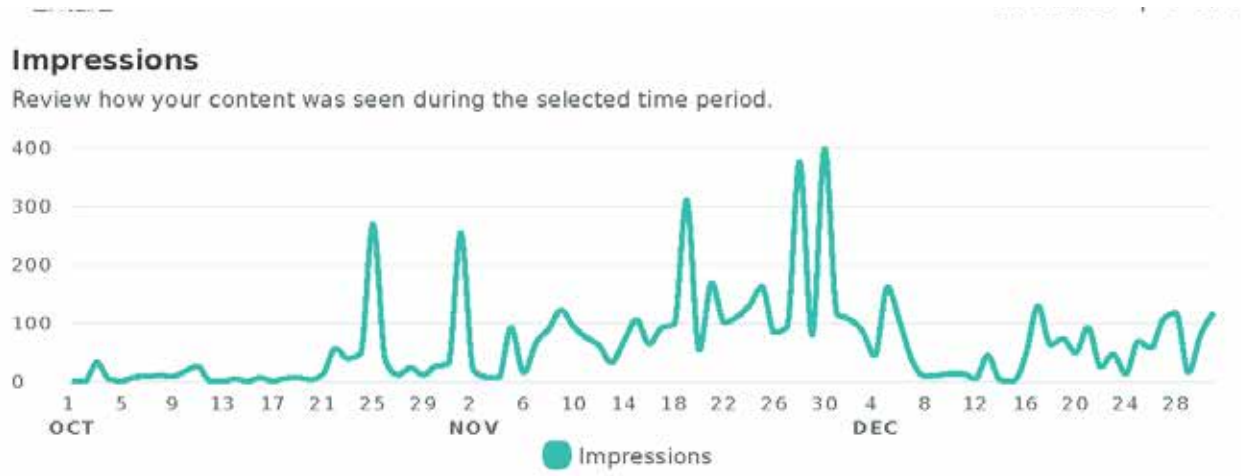
## Audience Growth

See how your audience grew during the selected time period.



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>2,874</b>	<b>↘0.8%</b>
<b>Net Follower Growth</b>	<b>-22</b>	<b>↘140.7%</b>
Followers Gained	61	↘18.7%
Followers Lost	83	↗295.2%
<b>Following</b>	<b>4,277</b>	<b>↘3.1%</b>

# X: Impressions



Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>5,953</b>	<b>↑ 173.7%</b>

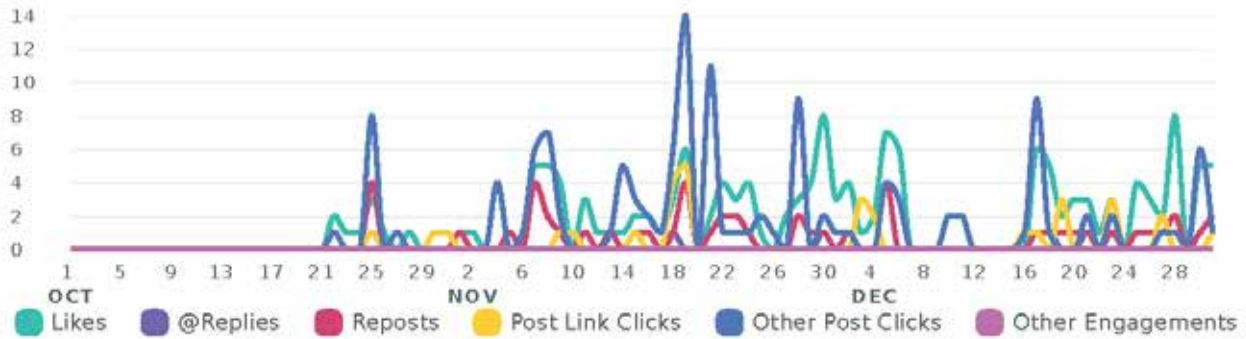




# X: Engagement

## Engagements

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



Engagement Metrics	Totals	% Change
<b>Engagements</b>	<b>365</b>	<b>↗178.6%</b>
Likes	150	↗294.7%
@Replies	6	↗20%
Reposts	51	↗325%
Post Link Clicks	31	↗47.6%



# X: Competitors

## Summary

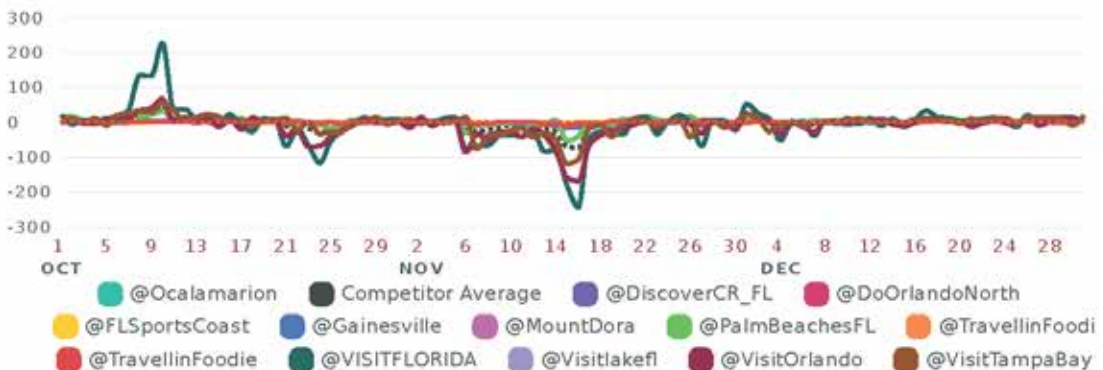
Compare your profile performance to your competitors.



## Audience Growth

View how your audience grew compared to your competitors.

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



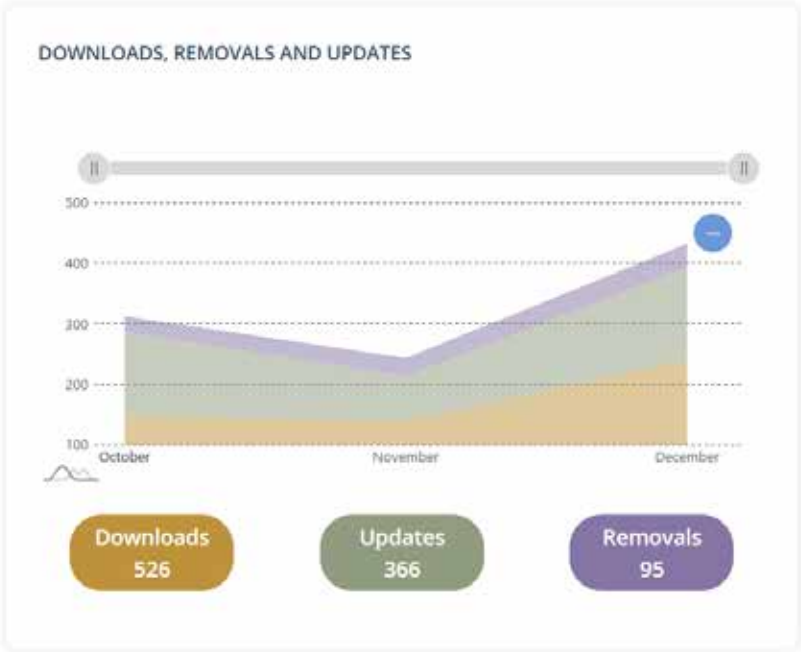
X Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
<b>Your Average</b>	2,874.00	-22.00	-0.76%
<b>Competitor Average</b>	68,266.00	-290.25	-0.42%
@VISITFLORIDA	192,652	-708	-0.37%

Followers

# App: OcalaMarion Travel Guide

Below and on the following page is reporting for **October - December 31, 2024** 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.



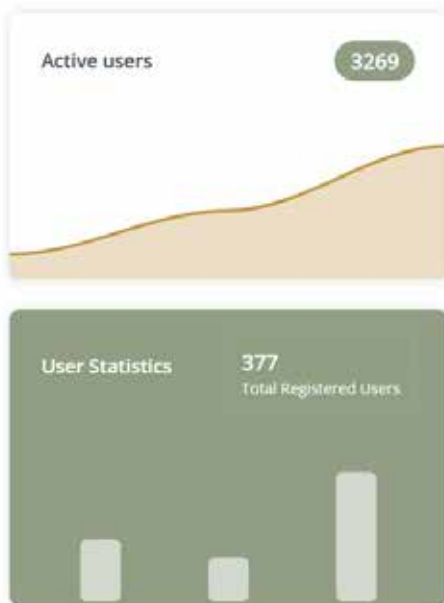
# App: OcalaMarion Travel Guide

App

PER PAGE VIEWS

**TOTAL NUMBER**  
2,526

Page Name	# of views
Event Detail Screen	501
Home Screen	440
Events Screen	272
Splash Screen	181
Location List Screen	178
Location Screen	178
Coupon List	148

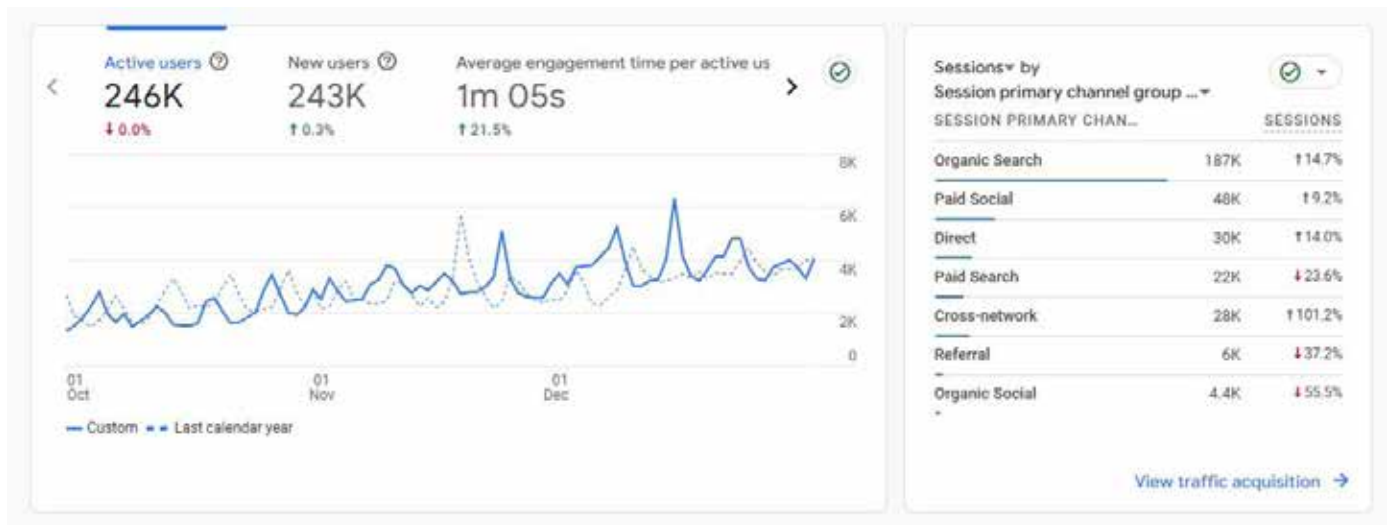




# WEBSITE



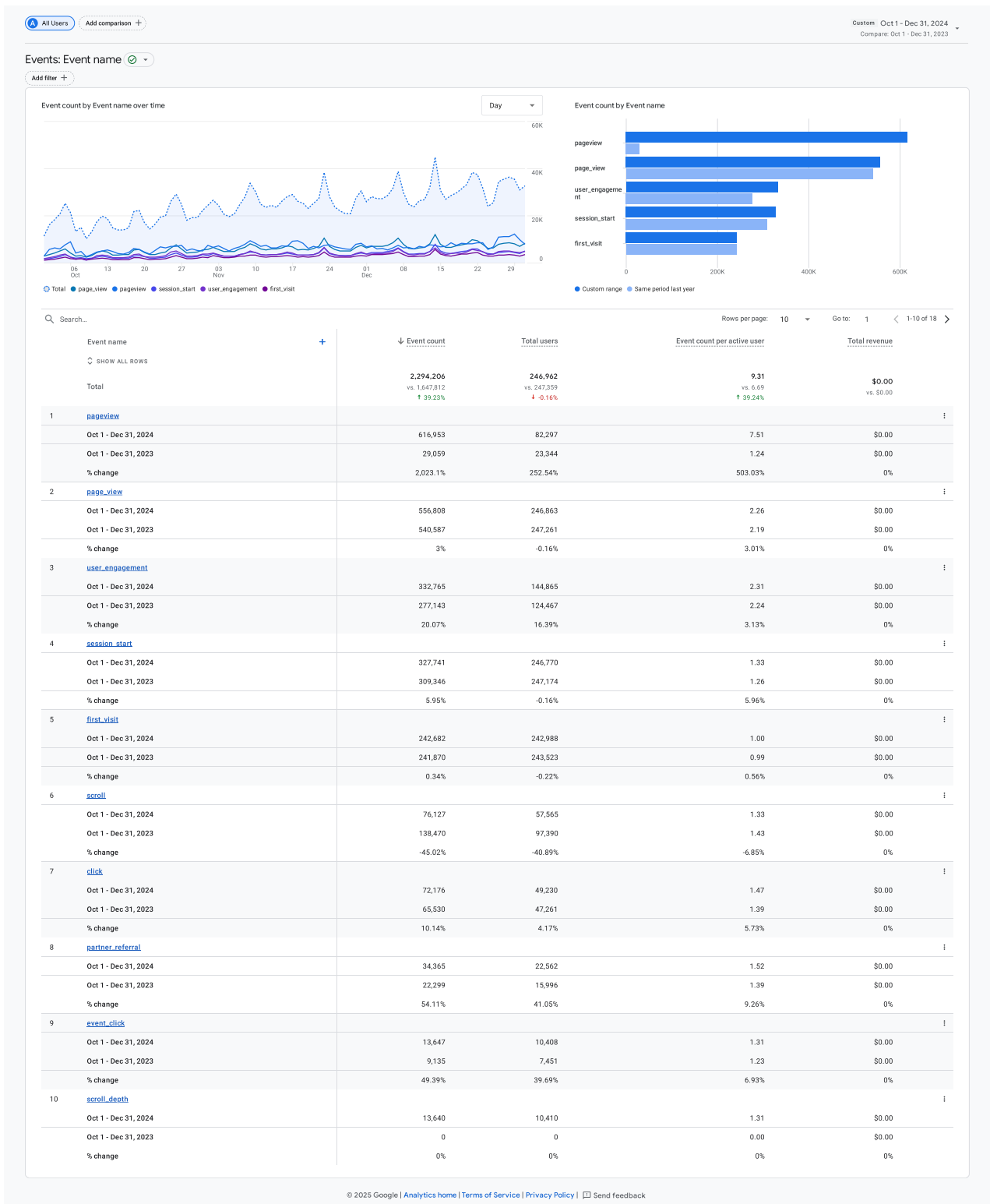
The data in this portion of the report compares this quarter, October 1- December 31, 2024, to the same time last year, October 1- December 31, 2023.





# 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 Blog**

- 40 Things to Do

**Updated Blogs**

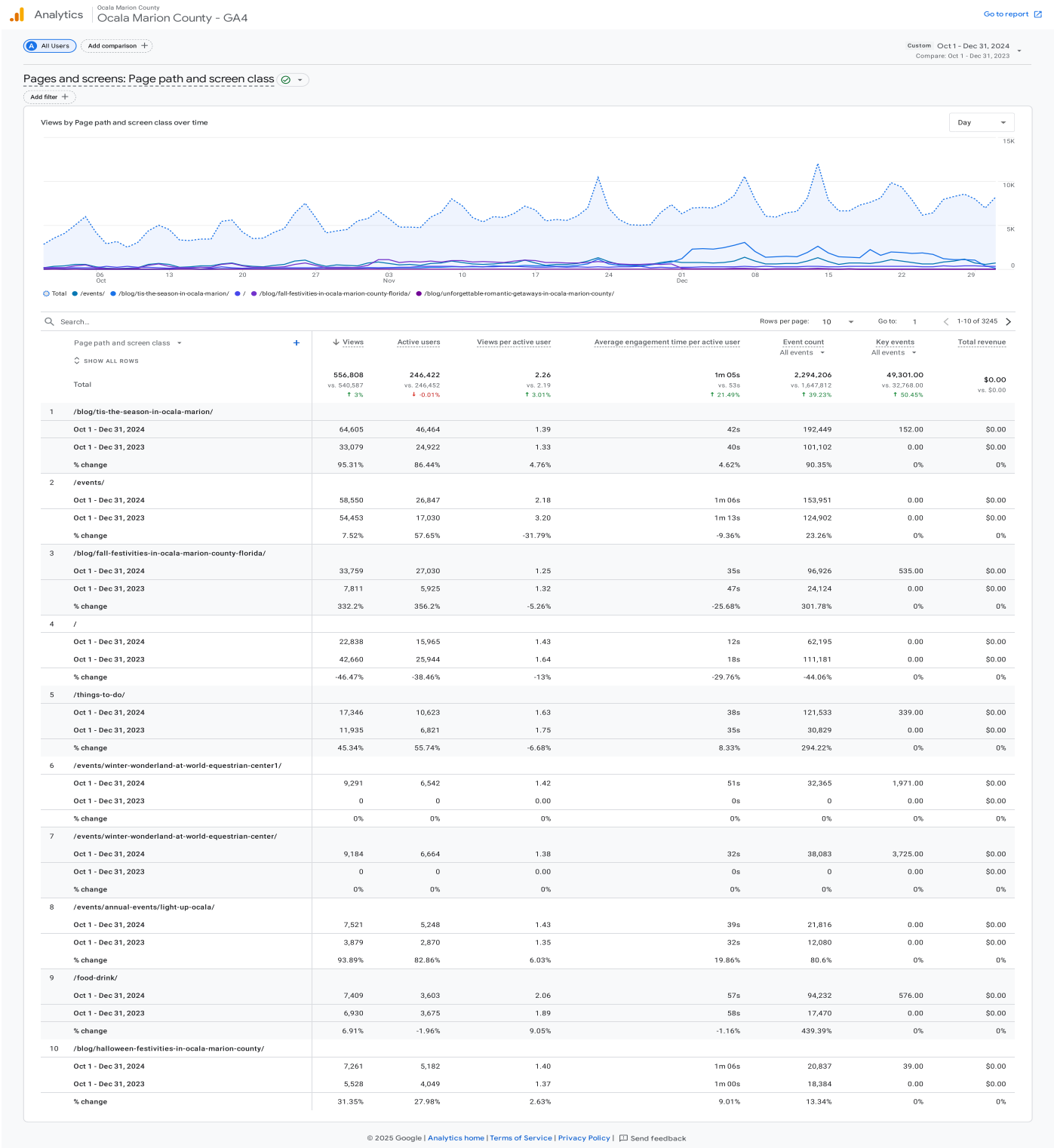
- Manatee Season in Ocala/Marion County
- ‘Tis the Season in Ocala/Marion County
- Christmas Tree Farms
- Ring in the New Year in Ocala/Marion County
- Halloween Festivities
- Fall Festivities
- Ocala/Marion County Celebrates Veterans’ Day
- Top 11 Things to Do as a Family

Below are examples of the updated blogs on the website.

		
<p><b>40 Things to Do in Ocala/Marion County</b></p> <p>There is a LOT to explore when you visit Ocala/Marion County. So much so, in fact, that it can be a little daunting. But don't worry!</p> <p><a href="#">LEARN MORE ↗</a></p>	<p><b>Christmas Tree Farms</b></p> <p>Kick off the holiday season with a festive family adventure to an enchanting Christmas tree farm.</p> <p><a href="#">LEARN MORE ↗</a></p>	<p><b>'Tis the Season in Ocala/Marion</b></p> <p>The holidays are a special time of year and Ocala/Marion County offers ways to celebrate throughout the entire season.</p> <p><a href="#">LEARN MORE ↗</a></p>

# Top Visited Pages

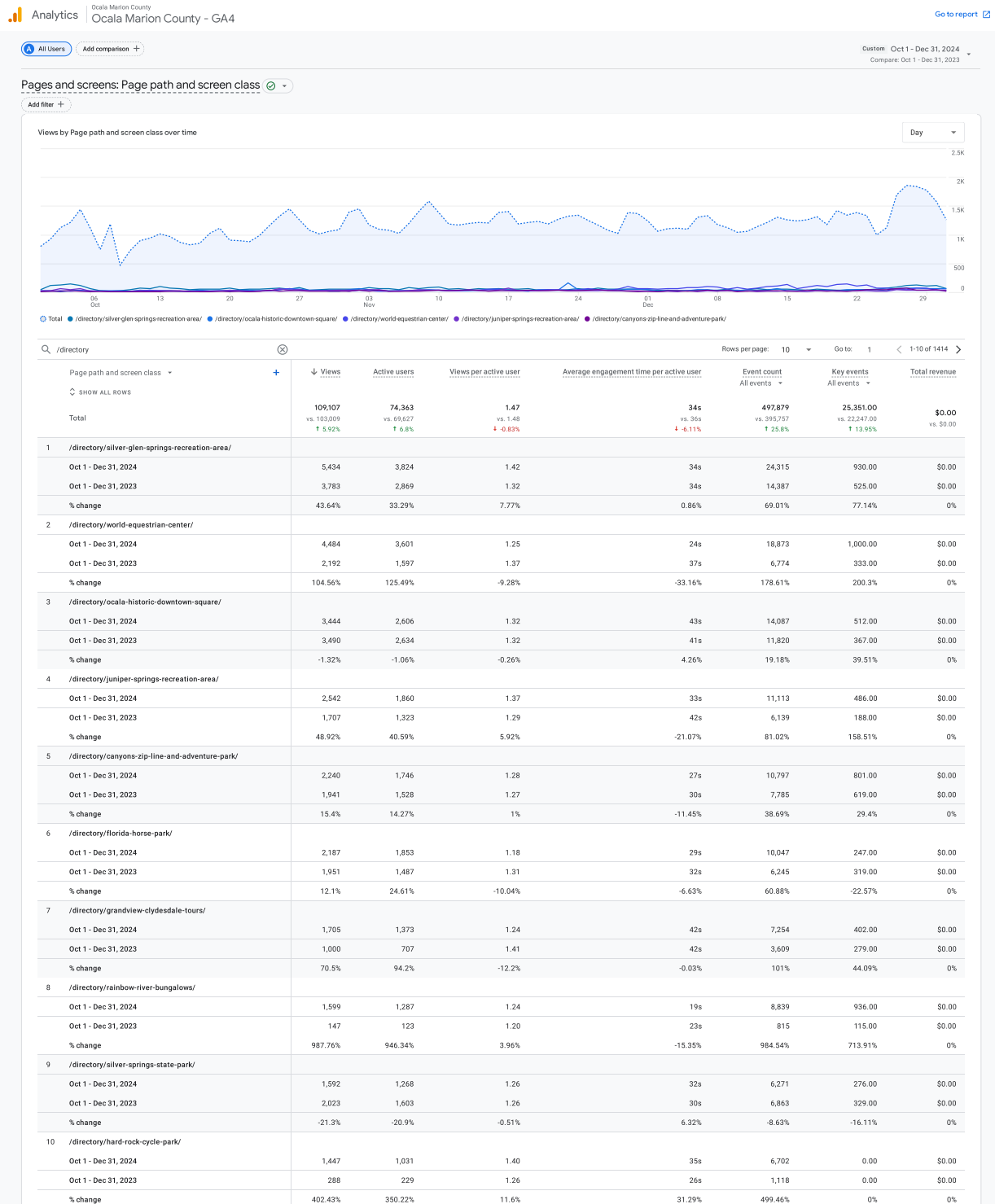
Below is a list of the top visited pages on the website during this time period.



# 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 103,009 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 users of the website that are international are located in Canada, the UK, Germany, Puerto Rico, India and Brazil.

## By City

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





# 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
<b>Total</b>	<b>294,091</b> vs. 249,101 ↑ 18.06%	<b>290,317</b> vs. 245,116 ↑ 18.44%	<b>184,960</b> vs. 151,901 ↑ 21.76%	<b>48.87%</b> vs. 49.71% ↓ -1.7%	<b>0.63</b> vs. 0.61 ↑ 3.14%	<b>48s</b> vs. 44s ↑ 9.26%	<b>2,582,918</b> vs. 1,539,789 ↑ 67.74%	<b>50,440.00</b> vs. 29,292.00 ↑ 72.2%	<b>\$0.00</b> vs. \$0.00
<b>1 mobile</b>									
Jul 1 - Sep 30, 2024	223,882	220,195	136,383	47.44%	0.61	40s	1,820,475	34,755.00	\$0.00
Jul 1 - Sep 30, 2023	191,239	188,416	110,873	47.39%	0.58	35s	1,113,913	20,277.00	\$0.00
% change	17.07%	16.87%	23.01%	0.09%	5.07%	12.86%	63.43%	71.4%	0%
<b>2 desktop</b>									
Jul 1 - Sep 30, 2024	61,945	60,195	44,137	57.54%	0.71	1m 20s	685,605	14,534.00	\$0.00
Jul 1 - Sep 30, 2023	49,946	48,360	35,509	59.22%	0.71	1m 19s	377,720	8,170.00	\$0.00
% change	24.02%	24.47%	24.3%	-2.84%	0.22%	0.47%	81.51%	77.89%	0%
<b>3 tablet</b>									
Jul 1 - Sep 30, 2024	10,131	9,914	5,396	42.36%	0.53	41s	76,786	1,151.00	\$0.00
Jul 1 - Sep 30, 2023	8,422	8,319	4,431	45.92%	0.53	41s	48,070	845.00	\$0.00
% change	20.29%	19.17%	21.78%	-7.76%	1.24%	-2.11%	59.74%	36.21%	0%
<b>4 smart tv</b>									
Jul 1 - Sep 30, 2024	14	13	5	35.71%	0.36	47s	52	0.00	\$0.00
Jul 1 - Sep 30, 2023	21	21	5	17.86%	0.24	13s	86	0.00	\$0.00
% change	-33.33%	-38.1%	0%	100%	50%	247.23%	-39.53%	0%	0%

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# Visitation And Performance By Month

## October

<b>76,383</b> VISITS TO WEBSITE -10% YOY	<b>58,080</b> WEBSITE USERS -17% YOY	<b>58,290</b> VISIT FROM ORGANIC +16% YOY	<b>133,723</b> PAGE VIEWS -17% YOY
<b>00:00:53</b> AVERAGE ENGAGEMENT TIME PER SESSION +13% YOY	<b>47,010</b> ENGAGED SESSIONS -6% YOY	<b>61.55%</b> ENGAGEMENT RATE +3% YOY	

## November

<b>109,595</b> VISITS TO WEBSITE +17% YOY	<b>84,426</b> WEBSITE USERS +5% YOY	<b>56,715</b> VISIT FROM ORGANIC +11% YOY	<b>184,959</b> PAGE VIEWS +5% YOY
<b>00:48</b> AVERAGE ENGAGEMENT TIME PER SESSION +12% YOY	<b>60,932</b> ENGAGED SESSIONS +13% YOY	<b>55.60%</b> ENGAGEMENT RATE -1% YOY	

## December

<b>1,572,073</b> VISITS TO WEBSITE +39% YOY	<b>802,464</b> VISIT FROM ORGANIC +41% YOY	<b>1,213,059</b> TOTAL USERS +28% YOY	<b>2,607,961</b> PAGE VIEWS +30% YOY
<b>00:40</b> AVERAGE ENGAGEMENT TIME PER SESSION -4% YOY	<b>809,786</b> ENGAGED SESSIONS +27% YOY	<b>51.51%</b> ENGAGEMENT RATE -1% YOY	



Total of 34,365 clicks to partner websites  
 Total of 164 newsletter signups  
 Total of 1,125 visitor guide requests through the website

# Monthly Email Newsletters

## October

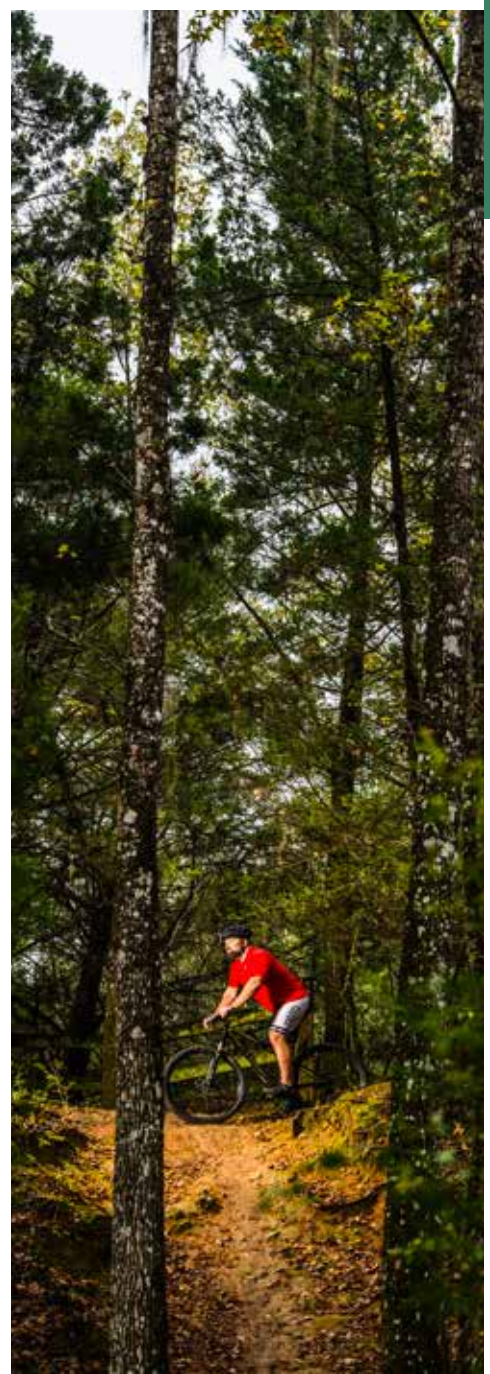
<b>7,798</b> MESSAGES SENT	<b>44%</b> OPEN RATE	<b>29%</b> CLICK-TO-OPEN RATE	<b>3,228</b> TOTAL OPENS
<b>926</b> TOTAL CLICKS	<b>623</b> VISITS TO WEBSITE	<b>02:56</b> AVG. LENGTH OF VISIT	<b>1.86</b> TOTAL PAGES VIEWED

## November

<b>7,496</b> MESSAGES SENT	<b>36%</b> OPEN RATE	<b>37%</b> CLICK-TO-OPEN RATE	<b>2,672</b> TOTAL OPENS
<b>952</b> TOTAL CLICKS	<b>581</b> VISITS TO WEBSITE	<b>02:58</b> AVG. LENGTH OF VISIT	<b>2.04</b> TOTAL PAGES VIEWED

## December

<b>7,650</b> MESSAGES SENT	<b>33%</b> OPEN RATE	<b>22%</b> CLICK-TO-OPEN RATE	<b>2,521</b> TOTAL OPENS
<b>549</b> TOTAL CLICKS	<b>408</b> VISITS TO WEBSITE	<b>03:37</b> AVG. LENGTH OF VISIT	<b>1.9</b> TOTAL PAGES VIEWED





# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18196

**Agenda Date:** 2/27/2025

**Agenda No.:**

---

**SUBJECT:**

**PRESENTATION:** Florida Huddle and Encounter Recap

**DESCRIPTION/BACKGROUND:**

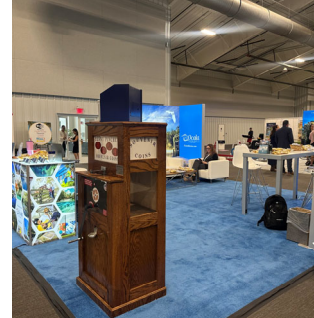
Information only.



## 2025 Florida Huddle and Encounter Recap Ocala, FL



### Booth





## Local Partner Attendance

- Cape Leisure – Silver Springs
- Hilton Ocala
- LBA Hospitality
- World Equestrian Center



## Appointments

Total number of appointments

- Encounter: 42
- Huddle: 34
- 550 attendees
- 7,000 total appointments



### Opening Reception Hosted by: Ocala/Marion County VCB & World Equestrian Center



### Equine Panel





## Hosted Buyer Event at The Pavilion at Green Gaits



## Media

- Media Q & A with Dana Young & Loretta Shaffer
- Media Dinner – Ivy on the Square
- FAM – Todd and Shelly’s, Canyons Zip Line and Adventure Park, Mojos



# Media Coverage

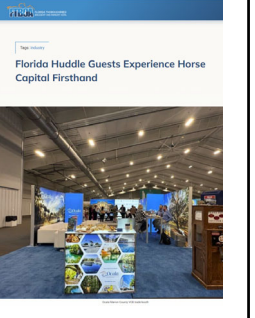
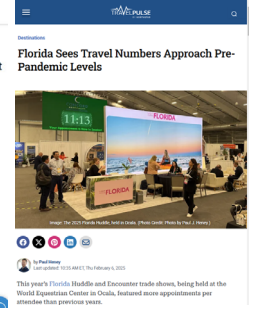
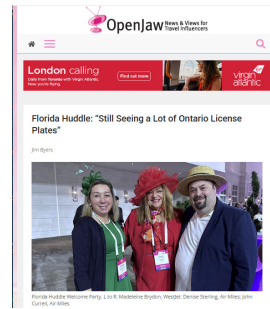
- Media from UK, Brazil, Canada, Mexico, Germany, and Latin America.

## Ocala CEP highlights Florida Huddle 2025



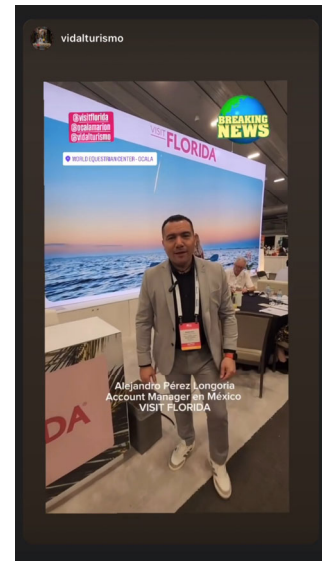
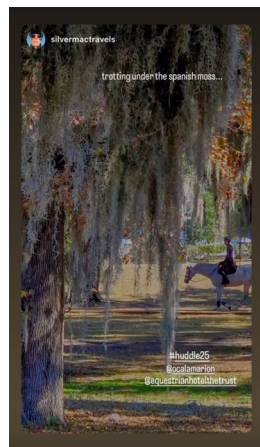
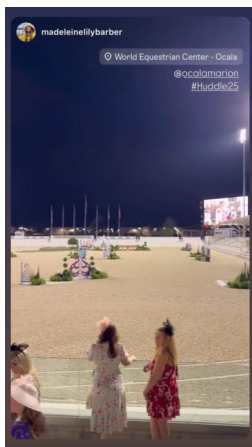
We take a look at an event that looks to bring in even more guests in 2025 in the Weekly Buzz.

## Disney World For Horse Lovers? A Unique Family Road Trip To World Equestrian Center In Ocala



# Media Coverage

- More than 7.8 Million in reach







THANK YOU!

**2026  
Florida Huddle &  
Encounter**

**Date: February 2-4, 2026**

**Location: Hilton Orlando**





# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18197

**Agenda Date:** 2/27/2025

**Agenda No.:**

---

**SUBJECT:**  
**Sales Update**

**DESCRIPTION/BACKGROUND:**  
Information only.



## Monthly Sales Update February 27, 2025

- **New Business**
  - Babe Ruth 16-18 World Series
    - August 1-9, 2025
    - Estimated Room Nights: 1,400
  - Major League Fishing Heavy Hitters presented by Bass Pro Shops
    - May 16-22, 2026
    - Estimated Room Nights: 560
  
- **Leads**
  - Pet Food Company Incentive Trip
    - June 11-14, 2025
    - Estimated Room Nights: 372
  - International Miniature Bull Riding Association World Finals
    - October 7-10, 2025
    - Estimated Room Nights: 950
  - Double K Rodeo Productions
    - May 2025
    - Estimated Room Nights: 500
  - Airborne Public Safety Association Conference
    - July 12-16, 2027
    - Estimated Room Nights: 2000
  
- **Ongoing Leads**
  - American Darter's Association National Championship
    - July 2026 (5 days)
    - Estimated Room Nights: 600
  - Lady Bass Anglers Pro Bass Tour
    - October 11-16, 2026
    - Estimated Room Nights: 500
  - World Fishing Tour
    - October 17-24, 2026
    - Estimated Room Nights: 600
  
- **Tourism and Hospitality Roundtable**
  - March 12 – 11:30 AM-1:00 PM
  - Ocala Civic Theater – 4337 E Silver Springs Blvd, Ocala, FL 34470



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18198

**Agenda Date:** 2/27/2025

**Agenda No.:**

---

**SUBJECT:**

**Marion County Board of County Commissioners and City of Ocala Joint Workshop - March 13, 2025 at 9am**

**DESCRIPTION/BACKGROUND:**

Information only.



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18200

**Agenda Date:** 2/27/2025

**Agenda No.:**

---

**SUBJECT:**  
TDT Collections/STR and Key Data Update

**DESCRIPTION/BACKGROUND:**  
Information only.

## TDT COLLECTIONS

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



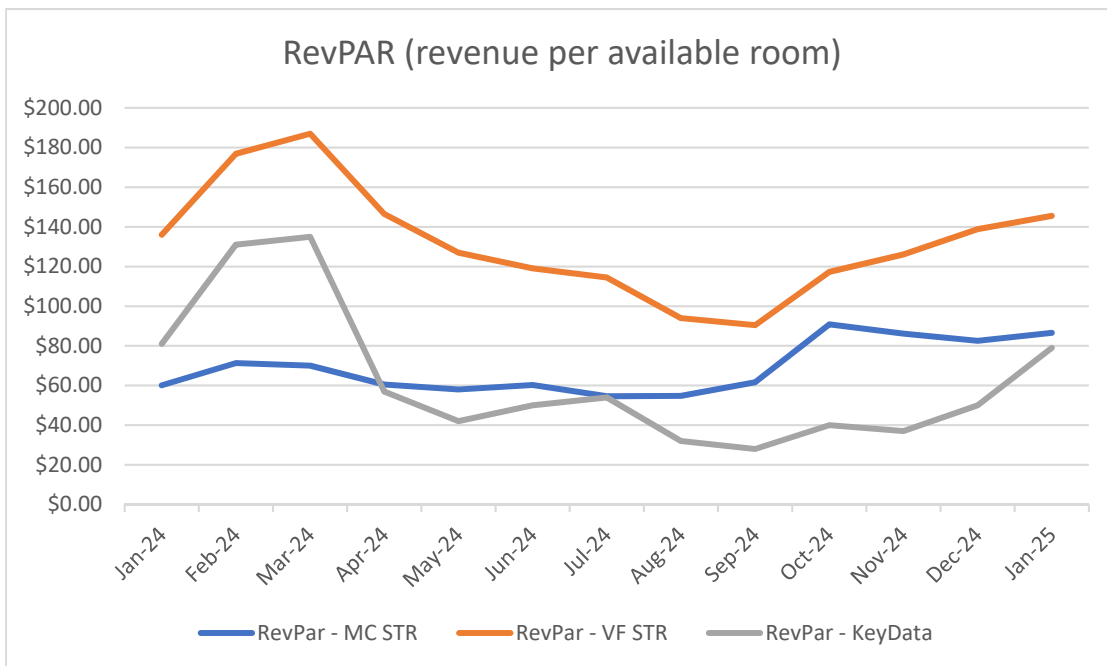
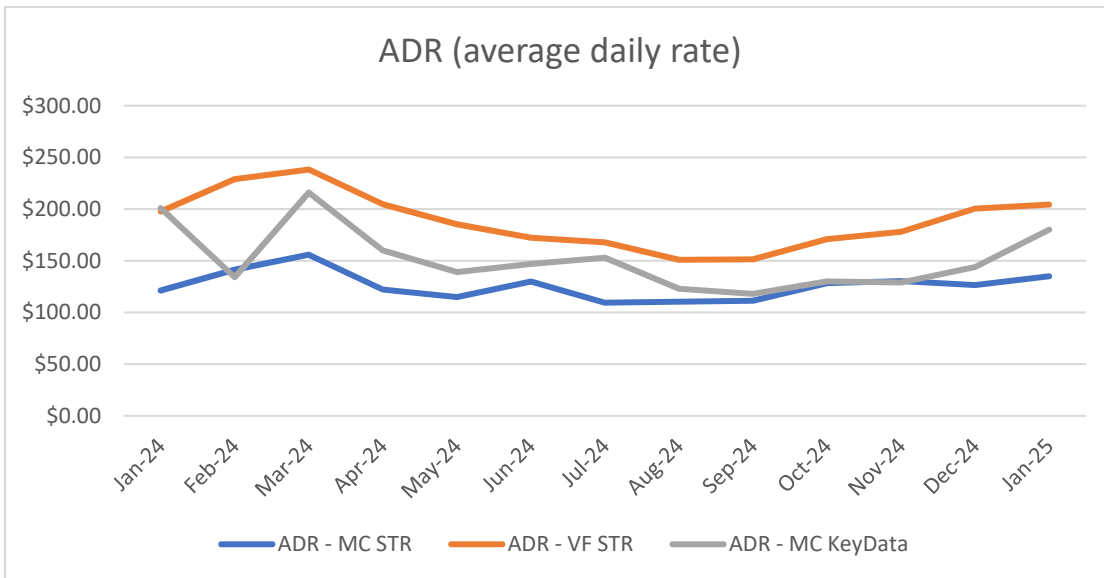
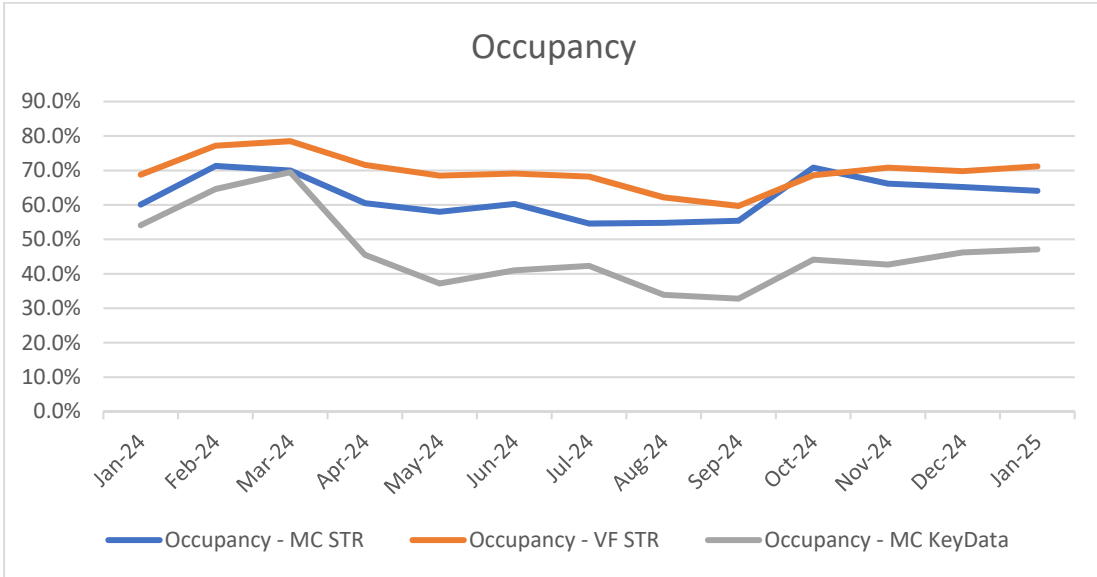
TOURIST DEV TAX  
MONTHLY REPORTS

REVENUE PERIOD	JAN.24	FEB.24	MAR.24	APR.24	MAY.24	JUN.24	JUL.24	
REPORTING PERIOD	FEB.24	MAR.24	APR. 24	MAY.24	JUN.24	JUL.24	AUG.24	
REMITTANCE DATE	MAR.24	APR.24	MAY.24	JUN.24	JUL.24	AUG.24	SEPT.24	
<b>RPT</b>								
<b>LINE</b>								145,522,644.22
1	Gross Rental Receipts	13,668,882.44	16,562,909.74	18,453,878.70	13,283,224.92	10,834,044.12	12,004,928.89	11,060,370.30
2	Exempt Rental Receipts	390,372.41	693,839.58	870,818.49	711,844.28	540,228.45	547,925.35	544,576.09
3	Taxable Rental Receipts	13,278,510.03	15,869,070.16	17,583,060.21	12,571,380.64	10,293,815.67	11,457,003.54	10,515,794.21
4	Total Tax Collected	531,140.43	634,762.80	703,322.46	502,855.23	411,752.64	458,280.18	420,631.74
5	Adjustments	0.08	0.09	0.29	0.06	0.03	0.03	0.05
6	Bal Fwd / Overpaid	-	-	-	-	-	-	-
7	Total Tax Due	531,140.51	634,762.89	703,322.75	502,855.29	411,752.67	458,280.21	420,631.79
8	Less Collection Allow	(2,612.78)	(2,717.00)	(3,293.72)	(2,335.51)	(2,367.89)	(2,713.75)	(2,346.50)
9	Plus Penalty	840.76	1,365.30	2,722.16	1,969.58	3,218.67	8,904.28	4,135.66
10	Plus Interest	117.47	54.09	119.70	76.37	1,101.29	49.88	227.11
11	Current Amount Due	529,485.96	633,465.28	702,870.89	502,565.73	413,704.74	464,520.62	422,648.06
12	Credit Balance Used							
13	Underpayments							
14	NSF Cancels							
15	Total Amount Collected	529,485.96	633,465.28	702,870.89	502,565.73	413,704.74	464,520.62	422,648.06
16	Current Total Rate							
17	Dist to TD Council							5,063,496.74
18	BCC	525,512.43	628,714.27	697,599.40	498,796.44	402,595.36	450,585.02	409,968.68
19	Tax Collector Comm	3,973.53	4,751.01	5,271.49	3,769.29	11,109.38	13,935.60	12,679.38
20	Total Collections Dist.	529,485.96	633,465.28	702,870.89	502,565.73	413,704.74	464,520.62	422,648.06

TOURIST DEV TAX  
MONTHLY REPORTS

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

Trend Data for Occupancy, ADR, RevPAR (1/2024-1/2025)





# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18201

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**  
TDC Events Calendar

**DESCRIPTION/BACKGROUND:**  
Information only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
HITS Ocala Winter Circuit Weeks 6-10	February 18, 2025	March 23, 2025	Hits Post Time Farm
Florida Swimming FLAGS Spring Championships	March 6, 2025	March 9, 2025	FAST
FACAP 47th Annual Seminar	March 5, 2025	March 7, 2025	World Equestrian Center
Charity Challenge Cup	March 7, 2025	March 9, 2025	World Equestrian Center
CSCAA National Invitational Championship	March 12, 2025	March 16, 2025	FAST
Live Oak International	March 13, 2025	March 16, 2025	Live Oak Plantation
<b>TOURISM DAY</b>	<b>March 26, 2025</b>	<b>March 26, 2025</b>	<b>Tallahassee, FL</b>
<b>MARION COUNTY DAY (at McPherson)</b>	<b>March 29, 2025</b>	<b>March 29, 2025</b>	<b>Ocala, FL</b>
<b>MARION AT THE CAPITOL</b>	<b>April 10, 2025</b>	<b>April 10, 2025</b>	<b>Tallahassee, FL</b>
Nike Winner's Circle Volleyball Tournament	April 12, 2025	April 13, 2025	World Equestrian Center
NCEA National Championships	April 12, 2025	April 14, 2025	World Equestrian Center
Rock the Country	May 9, 2025	May 11, 2025	Florida Horse Park
USA Swimming Speedo Sectionals	June 26, 2025	June 29, 2025	FAST
Florida Swimming FLAGS Championship	July 10, 2025	July 13, 2025	FAST
Florida Swimming Senior Championship	July 17, 2025	July 20, 2025	FAST
USA Swimming Futures Championship	July 23, 2025	July 26, 2025	FAST
YMCA National Long Course Championship	July 29, 2025	August 3, 2025	FAST
Cal Ripken 8U World Series	August 1, 2025	August 9, 2025	Rotary Sportsplex
Babe Ruth 16-18 World Series	August 1, 2025	August 9, 2025	Rotary Sportsplex





# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18202

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**SUBJECT:**  
**Sales Report**

**DESCRIPTION/BACKGROUND:**  
Information only.

## Ocala/Marion County Visitors & Convention Bureau Sales Report

### 1/16/2025 - 2/28/2025

Event Type: All

**Status: ALL FUTURE DEFINITE**

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email	7/25/2025	Local	\$0.00	120	70	120	0
					7/26/2025	new	\$0.00	140			
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium	8/1/2025	National	\$1,814,844.00	135	175	1,400	0
					8/9/2025	new	\$0.00	2,135			
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0
					7/15/2025	new	\$0.00	450			
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
					7/31/2026	new	\$0.00	450			
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium	8/1/2025	International	\$898,265.00	285	240	800	0
					8/9/2025	repeat	\$0.00	335			
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email	3/12/2025	National	\$2,358,380.00	900	500	2,000	0
					3/15/2025	new	\$0.00	900			
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email	7/23/2025	National	\$2,140,397.00	2,000	1,000	2,900	0
					7/26/2025	new	\$0.00	2,300			
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email	7/17/2025	State	\$2,071,066.00	2,000	730	1,500	0
					7/20/2025	repeat	\$0.00	2,500			

**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
CSF Aquatics	Florida Swimming FLAGS Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/6/2025 3/9/2025	State new	\$1,399,205.00 \$0.00	1,500 1,700	600	1,530	0
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025 7/13/2025	State repeat	\$2,314,698.00 \$0.00	2,300 2,900	600	2,000	0
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025 6/29/2025	National new	\$2,232,888.00 \$0.00	2,000 2,300	1,000	2,900	0
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/6/2025 11/15/2025	State new	\$3,123,708.00 \$0.00	1,400 1,500	367	2,220	0
Florida Municipal Electric Association	FMEA Lineman Competition	Corry Locke 100.0%	Government	Referral 0	3/1/2025 3/1/2025	State new	\$0.00 \$0.00	0 0	0	0	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/12/2025 4/13/2025	Regional repeat	\$720,282.00 \$0.00	1,400 2,200	536	1,072	0
Lightning City Gymnastics	Charity Challenge Cup	Corry Locke 100.0%	Sports	Email 0	3/7/2025 3/9/2025	State new	\$756,892.00 \$0.00	3,000 3,150	120	358	0
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email 0	3/13/2025 3/16/2025	International repeat	\$1,586,988.00 \$0.00	5,000 15,000	400	1,000	0
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 150	5/9/2025 5/10/2025	National repeat	\$9,161,342.00 \$0.00	20,000 30,000	2,000	3,000	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

**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	
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone  0	7/28/2025 8/1/2025	National	\$2,350,187.58 \$0.00	800 1,000	275	1,750	0	
<b>Event Count:</b>							19	\$35,315,840.48	44,390	9,388	27,950	0
								\$0.00	69,960			

**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	
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email 0	2/5/2025 2/8/2025	International repeat	\$1,222,828.00 \$0.00	400 2,200	400	1,000	0	
Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email 0	1/30/2025 2/1/2025	International repeat	\$969,295.00 \$0.00	1,000 9,000	475	1,200	0	
HITS, LLC	HITS Ocala Winter Circuit Weeks 6-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/18/2025 3/23/2025	International repeat	\$9,677,624.00 \$0.00	4,000 5,300	167	5,500	0	
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/18/2025 1/20/2025	Regional repeat	\$2,105,989.00 \$0.00	3,500 4,900	596	1,786	0	
Kayak Adventure Series	Kayak Adventure Series Ocalapalooza	Corry Locke 100.0%	Sports	Phone 0	2/16/2025 2/22/2025	Regional new	\$836,140.00 \$0.00	200 250	250	1,250	0	
Sunshine State Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Website - Sports RFP 0	2/14/2025 2/16/2025	new	\$1,240,945.00 \$0.00	1,000 1,000	275	825	0	
The Sun Conference	Swimming and Diving Conference Championships	Corry Locke 100.0%	Sports	Email 149	2/5/2025 2/8/2025	Regional new	\$1,144,989.00 \$0.00	1,000 1,000	200	600	0	
VISIT FLORIDA	Florida Encounter/Florida Huddle	Corry Locke 100.0%	Association	Email 0	2/2/2025 2/5/2025	International new	\$834,750.46 \$0.00	550 600	560	1,707	0	
VISIT Florida - Germany	VISIT FLORIDA Press Trip - Canada World Traveller Magazine	Jessica Heller 100.0%		Email 149	1/18/2025 1/20/2025	International new	\$0.00 \$0.00	2 2	1	2	0	
<b>Event Count:</b>							9	\$18,032,560.46	11,652	2,924	13,870	0
								\$0.00	24,252			



**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	
Meetings Unlimited	Pet Food Co.	Bryan Day 100.0%	Corporate	Florida Encounter/Hud dlp	6/11/2025 6/14/2025	National new	\$0.00 \$0.00	95 100	93	372	0	
<b>Event Count:</b>							1	\$0.00	95	93	372	0
								\$0.00	100			

**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	
Babe Ruth League	Babe Ruth 16-18 World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025 8/9/2025	National new	\$1,814,844.00 \$0.00	135 2,135	175	1,400	0	
Cal Ripken Baseball	Cal Ripken Rookie World Series	Corry Locke 100.0%	Sports	Sports ETA Symposium 0	8/1/2025 8/9/2025	International repeat	\$898,265.00 \$0.00	285 335	240	800	0	
CSF Aquatics	Florida Swimming FLAGS Spring Championships	Corry Locke 100.0%	Sports	Email 0	3/6/2025 3/9/2025	State new	\$1,399,205.00 \$0.00	1,500 1,700	600	1,530	0	
CSF Aquatics	USA Swimming Speedo Sectionals	Corry Locke 100.0%	Sports	Email 0	6/26/2025 6/29/2025	National new	\$2,232,888.00 \$0.00	2,000 2,300	1,000	2,900	0	
CSF Aquatics	USA Swimming Futures Championships	Corry Locke 100.0%	Sports	Email 0	7/23/2025 7/26/2025	National new	\$2,140,397.00 \$0.00	2,000 2,300	1,000	2,900	0	
CSF Aquatics	Florida Swimming FLAGS Championships	Corry Locke 100.0%	Sports	Email 0	7/10/2025 7/13/2025	State repeat	\$2,314,698.00 \$0.00	2,300 2,900	600	2,000	0	
CSF Aquatics	Florida Swimming Senior Championships	Corry Locke 100.0%	Sports	Email 0	7/17/2025 7/20/2025	State repeat	\$2,071,066.00 \$0.00	2,000 2,500	730	1,500	0	
Kayak Adventure Series	Kayak Adventure Series Ocalapalooza	Corry Locke 100.0%	Sports	Phone 0	2/16/2025 2/22/2025	Regional new	\$836,140.00 \$0.00	200 250	250	1,250	0	
<b>Event Count:</b>							8	\$13,707,503.00	10,420	4,595	14,280	0
								\$0.00	14,420			

**Status: TURNED LOST**

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Swimming Pool Association	Board of Directors Meeting	Corry Locke 100.0%	Association	Tradeshow 149	1/17/2025 1/19/2025	State new	\$76,067.00 \$0.00	65 70	61	127	0
					<b>Event Count:</b>	1	\$76,067.00 \$0.00	65 70	61	127	0

**Status: TURNED TENTATIVE**

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
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	
<b>Event Count:</b>							1	\$564,610.00	250	70	560	0
							\$0.00	300				



# Marion County Tourist Development Council

## Agenda Item

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**File No.:** 2025-18203

**Agenda Date:** 2/27/2025

**Agenda No.:**

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**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											
Victoria Billig											
Danny Gaekwad											
Jason Reynolds	X										
Barry Mansfield	X										
Christopher Fernandez											
Ron Livsey											
Carl Zalak	X										

\* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

# Resigned