



Marion County

Tourist Development Council

Meeting Agenda

Thursday, February 26, 2026

9:00 AM Tourist Development Conference Room

Microsoft Teams:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_M2JiN2UzZWItNTBiZC00OGYyLTk5ZmltZjgwNDAYjYwOWE0%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: 211 063 503 131 58
Password: 4xt6gZ6H
Phone Number: +1 321-245-5074
Phone Conference ID: 982 198 967#

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

1. Roll Call
2. Meeting Materials
 - 2.1 [Meeting Materials](#)
3. Motion: Approval of Minutes
 - 3.1 [MOTION: Approval of January 2026 Tourist Development Council Minutes](#)
4. Motion: Acknowledgement of Financials
 - 4.1 [MOTION: Acknowledgement of Financials](#)
5. Report from Chair
 - 5.1 [Recognition of Outgoing TDC Member, Jeff Bailey](#)
 - 5.2 [Introduction of Incoming TDC Member, Rich Larkin](#)

- 5.3 [PRESENTATION: Fiscal Year 2025 Tourist Development Tax Collections, Marion County Deputy Tax Collector, Tammy McCann: Marion County Tax Collector Director of Tax Services, Craig Silverman](#)

6. Funding Requests

- 6.1 [Fiscal Year 2026 Event Funding Allocations](#)
- 6.2 [MOTION: Fishers of Men District 12 Championships \(Bid Fee\) \(Requested Funding - \\$1,000\)](#)
- 6.3 [MOTION: Official Strongman Games 2026 and 2027 \(Bid Fee\) \(Requested Funding - \\$45,000 per year\)](#)
- 6.4 [MOTION: Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional \(Bid Fee\) \(Requested Funding - \\$10,000\)](#)
- 6.5 [MOTION: Cal Ripken B State Tournament \(Room Night Generating\) \(Requested Funding - \\$25,000\)](#)
- 6.6 [MOTION: USA Swimming Speedo Sectionals \(June 2026 - Date Change\)](#)

7. Staff Updates

- 7.1 [PRESENTATION and MOTION: Campaign Communications & Strategic Media Agreement - Marion County America 250 Commemoration Initiative, EJ Nieves](#)
- 7.2 [PRESENTATION: Quarterly Public Relations and Analytics Report - October - December Data](#)
- 7.3 [Sales Update](#)
- 7.4 [TDT Collections/STR and Key Data Update](#)
- 7.5 [TDC Events Calendar](#)
- 7.6 [Marion County Day](#)

8. Notation for Record

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

9. Old Business

10. New Business

11. Public Comment

If you would like to address the council during public comment you may submit your comments in advance to visit@marionfl.org by Tuesday, February 24, 2026 at 5:00 PM. The next Tourist Development Council Meeting will be held on March 26, 2026 at 9:00 AM
