



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



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22120

Agenda Date: 2/26/2026

Agenda No.: 2.1

SUBJECT:

Meeting Materials

DESCRIPTION/BACKGROUND:

Conflict of Interest
The 2024 Florida Statutes
By-Laws
Sunshine Notice
TEAMS Sunshine Notice



Marion County Board of County Commissioners

Visitors and Convention Bureau

109 W Silver Springs Blvd.
Ocala, FL 34475
Phone: 352-438-2800
Fax: 352-438-2801



CONFLICT OF INTEREST STATEMENT

All members of the Tourist Development Council (TDC), including general members and the Board of Directors, shall comply with applicable Florida law in their dealings with the TDC. In addition, all members shall declare any and all conflicts of interest and refrain from voting on any issue involving such conflicts.

Under Section. 112.3143, Fla. Stat. (2012) Voting conflicts. –

(1) As used in this section:

(a) “Public officer” includes any person elected or appointed to hold office in any agency, including any person serving on an advisory board.

...

(3)(a) No county, . . . or other local public officer shall vote in an official capacity upon any measure which would inure to his or her special private gain or loss; which he or she knows would inure to the special private gain or loss of any principal by whom he or she is retained or to the parent organization or subsidiary of a corporate principal by which he or she is retained, . . . or which he or she knows would inure to the special private gain or loss or a relative or business associate of the public officer. Such public officer shall, prior to the vote being taken, publicly state to the assembly the nature of the officer’s interest in the matter from which he or she is abstaining from voting, and, within 15 days after the vote occurs, disclose the nature of his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes.

Under subsection (4), an appointed public officer shall not participate in any matter which would inure to the officer’s special private gain or loss (and those other persons and entities listed above), without first disclosing the nature of his or her interest in the matter. Under (4)(a), this disclosure is a written memorandum filed with the person keeping the minutes before the meeting in which the matter will be discussed or voted on. “Participate” does not mean “vote” – it means “any attempt to influence the decision by written or oral communication, whether made by the officer or at the officer’s direction.” See (4)(c). That is, you cannot “participate” in the discussion of the matter unless you comply with the requirements of the statute. But, even if you comply with these requirements to “participate,” you still cannot vote if you have a conflict.

Select Year:

The 2025 Florida Statutes

[Title XI](#)
 COUNTY ORGANIZATION AND INTERGOVERNMENTAL
 RELATIONS

[Chapter 125](#)
 COUNTY
 GOVERNMENT

[View Entire
 Chapter](#)

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

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

(2) **APPLICATION; DEFINITIONS.**—

(a) *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;

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

a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received or the county is a fiscally constrained county, as described in s. 218.67(1), located adjacent to the Gulf of America or the Atlantic Ocean;

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

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

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

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

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

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

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

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

1.a. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;

b. Have at least three municipalities; and

- c. Have an estimated population of less than 275,000, according to the most recent population estimate prepared pursuant to s. 186.901, excluding the inmate population; or
2. Be a fiscally constrained county as described in s. 218.67(1).

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

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

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

(6) REFERENDUM.—

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

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

FOR the Tourist Development Tax
AGAINST the Tourist Development Tax

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

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

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

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

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

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

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

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

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

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

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

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

(b) Pay by advancement or reimbursement, or a combination thereof, the costs of per diem and incidental expenses of officers and employees of the agency and other authorized persons, for foreign travel at the current rates as specified in the federal publication “Standardized Regulations (Government Civilians, Foreign Areas).” The provisions of this paragraph shall apply for any officer or employee of the agency traveling in foreign countries for the purposes of promoting tourism and travel to the county, if such travel expenses are approved and certified by the agency head from whose funds the traveler is paid. As used in this paragraph, the term “authorized person” shall have the same meaning as provided in s. [112.061\(2\)\(c\)](#). With the exception of provisions concerning rates of payment for per diem, the provisions of s. [112.061](#) are applicable to the travel described in this paragraph. As used

in this paragraph, “foreign travel” means all travel outside the United States. Persons traveling in foreign countries pursuant to this subsection shall not be entitled to reimbursements or advancements pursuant to s. 112.061(6)(a)2.

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

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

1. Information given to a county tourism promotion agency which, if released, would reveal the identity of persons or entities who provide data or other information as a response to a sales promotion effort, an advertisement, or a research project or whose names, addresses, meeting or convention plan information or accommodations or other visitation needs become booking or reservation list data, is exempt from s. 119.07(1) and s. 24(a), Art. I of the State Constitution.

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

- a. Booking business records, as defined in s. 255.047.
- b. Trade secrets and commercial or financial information gathered from a person and privileged or confidential, as defined and interpreted under 5 U.S.C. s. 552(b)(4), or any amendments thereto.

(e) Represent themselves to the public as convention and visitors bureaus, visitors bureaus, tourist development councils, vacation bureaus, or county tourism promotion agencies operating under any other name or names specifically designated by ordinance.

(10) LOCAL ADMINISTRATION OF TAX.—

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

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

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

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

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

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

If the county delegates such authority to the department, the department shall distribute any collections so received, less costs of administration, to the county. The amount deducted for costs of administration by the department shall be used only for those costs which are solely and directly attributable to auditing, assessing, collecting, processing, and enforcing payments of delinquent taxes authorized in this section. If a county elects to delegate such authority to the department, the department shall audit only those businesses in the county that it audits pursuant to chapter 212.

(11) INTEREST PAID ON DISTRIBUTIONS.—

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

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

(c) If an overdistribution of taxes is made by the department, interest shall be paid on the overpaid amount beginning on the date the warrant including the overpayment was issued until the third working day following the due date of the payment period from which the overpayment is being deducted. The interest on an overpayment shall be calculated using the average daily rate from the applicable calendar quarter and shall be deducted from moneys distributed to the county under this section.

History.—ss. 1, 2, 3, 4, 5, 6, 7, 8, ch. 77-209; s. 3, ch. 79-359; s. 72, ch. 79-400; s. 4, ch. 80-209; s. 2, ch. 80-222; s. 5, ch. 83-297; s. 1, ch. 83-321; s. 40, ch. 85-55; s. 1, ch. 86-4; s. 76, ch. 86-163; s. 61, ch. 87-6; s. 1, ch. 87-99; s. 35, ch. 87-101; s. 1, ch. 87-175; s. 5, ch. 87-280; s. 4, ch. 88-226; s. 6, ch. 88-243; s. 2, ch. 89-217; ss. 31, 66, ch. 89-356; s. 2, ch. 89-362; s. 1, ch. 90-107; s. 1, ch. 90-349; s. 81, ch. 91-45; s. 230, ch. 91-224; s. 3, ch. 92-175; s. 1, ch. 92-204; s. 32, ch. 92-320; s. 4, ch. 93-233; s. 1, ch. 94-275; s. 3, ch. 94-314; s. 37, ch. 94-338; s. 3, ch. 94-353; s. 1, ch. 95-133; s. 1434, ch. 95-147; s. 3, ch. 95-304; s. 1, ch. 95-360; s. 1, ch. 95-416; ss. 44, 46, ch. 96-397; s. 43, ch. 96-406; s. 15, ch. 97-99; s. 1, ch. 98-106; s. 58, ch. 99-2; s. 1, ch. 99-287; ss. 6, 11, 14, ch. 2000-312; s. 11, ch. 2000-351; s. 14, ch. 2001-252; s. 10, ch. 2002-265; s. 1, ch. 2003-34; s. 1, ch. 2003-37; s. 2, ch. 2003-78; s. 145, ch. 2003-261; s. 1, ch. 2005-96; s. 1, ch. 2009-133; s. 1, ch. 2012-180; s. 1, ch. 2013-168; s. 2, ch. 2016-6; s. 1, ch. 2016-220; s. 1, ch. 2017-36; s. 5, ch. 2018-118; s. 1, ch. 2020-10; s. 3, ch. 2022-5; s. 1, ch. 2022-214; s. 45, ch. 2023-8; s. 2, ch. 2023-157; s. 9, ch. 2024-2; s. 23, ch. 2025-8; s. 1, ch. 2025-208.



Ocala/Marion County Tourist Development Council By-Laws

LEGAL AUTHORITY:

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

OVERALL RESPONSIBILITIES:

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

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

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

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

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

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

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

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

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

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

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

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Marion County
Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release
December 30, 2025

Media contact:
Public Relations
Office: 352-438-2311 • Cell: 352-789-2152
Email: PublicRelations@MarionFL.org

Sunshine Notice

In accordance with Florida's Sunshine Laws, Marion County Public Relations will send "Sunshine Notices" to alert citizens of public meetings. Per state statute 286.0105, "...if a person decides to appeal any decision made by the board...with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based."

Two or more commissioners may attend the following:

2025 Board of County Commissioners and associated meetings

Board of County Commissioners

All meetings take place in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. Meetings are held at 9 a.m. on the first and third Tuesday of each month. For more information, contact the commission office at 352-438-2323.

Jan. 6	Jan. 20	Feb. 3	Feb. 17	March 3	March 17
April 7	April 21	May 5	May 19	June 2	June 16
July 7	July 21	Aug. 4	Aug. 18	Sept. 1	Sept. 15
Oct. 6	Oct. 20	Nov. 3	Nov. 17	Dec. 1	Dec. 15

Board of County Commissioners Zoning, final hearing

All meetings take place at 2:00 p.m. on the third Tuesday, and 1:30 p.m. on the third Wednesday 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. 6*	Jan. 20	Feb. 17	Feb. 18	March 17	March 18
April 21	April 22	May 19	May 20	June 16	June 17
July 21	July 22	Aug. 18	Aug. 19	Sept. 1 *	Sept. 15
Oct. 20	Oct. 21	Nov. 17	Nov. 18	Dec. 15	Dec. 16

*Altered schedule (date/time) - These meetings will be held at 1:30 p.m.

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.

Jan. 14	Feb. 11	March 11	April 8	May 13	June 10
July 8	Aug. 12	Sept. 9	Oct. 14	Nov. 12*	Dec. 9

*November meeting will be held on Thursday to adjust for the Veterans Day holiday closure.

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. 26	Feb. 23	March 30	April 27	May 27*	June 29
July 27	Aug. 31	Sept. 28	Oct. 26	Nov. 30	Dec. 28

*Altered schedule (date/time) - due to holiday closure

Local Mitigation Strategy

All meetings take place at 10 a.m. on the third Wednesday quarterly in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 21	April 15	July 15	Oct. 21
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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 Kim Lamb at 352-438-2600.

Jan. 5	Feb. 2	March 2	April 6	May 4	June 1
July 6	Aug. 3	Sept. 14*	Oct. 5	Nov. 2	Dec. 7

*Altered schedule (date/time) - due to holiday closure

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. 15	Feb. 26	March 26	April 23	May 21	June 25
Aug. 27	Sept. 24	Oct. 22	Nov. 19		

Land Development Regulation Committee

The Land Development Regulation Committee will hold workshops at 5:30 p.m. the first and third Wednesday of each month, in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Autumn Williams at 352-438-2600.

Jan. 7	Jan. 21	Feb. 4	Feb. 18	March 4	March 18
April 1	April 15	May 6	May 20	June 3	June 17
July 1	July 15	Aug. 5	Aug. 19	Sept. 2	Sept. 16

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. 12	Feb. 9	March 9	April 13	May 11	June 8
July 13	Aug. 10	Sept. 14	Oct. 12*	Nov. 9	Dec. 14

*Location Change: Marion County Museum of History and Archaeology - 307 SE 25th Terr., Ocala.

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. 21	Feb. 18	March 18	April 15	May 20	June 17
July 15	Aug. 19	Sept. 16	Oct. 21	Nov. 18	Dec. 16

Housing Finance Authority of Marion County

The Housing Finance Authority of Marion County will meet at noon on the third Wednesday of each month. Meetings will be held at the McPherson Governmental Campus, conference room A, 601 SE 25th Ave., Ocala. For more information, please call 352-322-1987.

Jan. 21	Feb. 18	March 18	April 15	May 20	June 17
July 15	Aug. 19	Sept. 16	Oct. 21	Nov. 18	Dec. 16

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 Ave., Ocala. For more information, please call 352-322-1987.

Jan. 15	April 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. 5	Jan. 12	Jan. 19*	Jan. 26	Feb. 2	Feb. 9
Feb. 16	Feb. 23	March 2	March 9	March 16	March 23
March 30	April 6	April 13	April 20	April 27	May 4
May 11	May 18	May 25*	June 1	June 8	June 15
June 22	June 29	July 6	July 13	July 20	July 27
Aug. 3	Aug. 10	Aug. 17	Aug. 24	Aug. 31	Sept. 7*
Sept. 14	Sept. 21	Sept. 28	Oct. 5	Oct. 12	Oct. 19
Oct. 26	Nov. 2	Nov. 9	Nov. 16	Nov. 23	Nov. 30*

*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 following Monday's, in the Hills of Ocala clubhouse, 10475 SW 136th Terr., Dunnellon. For more information, call Peter Hodges at 352-438-2650.

Feb. 2 May 4 Aug. 3 Nov. 2

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. 13 Feb. 10 May 12 Sept. 8 Oct. 13

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. 13 Feb. 10 April 14 July 14 Oct. 13

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. 15 Feb. 19 March 19 April 16 May 21 June 18
July 16 Aug. 20 Sept. 17 Oct. 15

Rainbow Lakes Estates Public Advisory Board

The Rainbow Lakes Estates Public Advisory Board meets at 6:30 p.m. (unless otherwise stated) on the third Thursday of each month in the Rainbow Lakes Estates Community Center, 4030 SW Deepwater Court, Dunnellon. For more information, contact Jennifer Normoyle at 352-489-4280.

Jan. 15 Feb. 19 March 10* April 16 May 21 June 18**
July 16 Aug. 20 Sept. 17 Oct. 15 Nov. 19

* 10 a.m. budget workshop for FY 2026/27

** 10 a.m. BCC budget hearing for FY 2026/27. 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.

TPO Advisory Boards**Transportation Planning Organization (TPO) Board**

TPO Board meetings are held at 3 p.m. on the below dates at the McPherson Governmental Campus, 601 SE 25th Ave., Ocala.

Jan. 27 March 24 April 28 May 26 June 23 Aug. 25
 Sept. 22 Oct. 27

Transportation Disadvantaged Local Coordinating Board (TDLCB)

TDLCB meetings are held quarterly at 10 a.m. on the below dates in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala.

March 12 June 11 Sept. 10 Dec. 10

Citizens Advisory Committee (CAC)

CAC meetings are held at 1 p.m. on the following dates in the Marion County Growth Services training room, 2710 E. Silver Springs Blvd., Ocala.

Jan. 13 March 10 April 14 May 12 June 9* Aug. 11
 Sept. 8 Oct. 13

* Joint CAC-TAC at 1 p.m.

Technical Advisory Committee (TAC)

TAC meetings are held at 2:30 p.m. on the 2nd Tuesday of the month (when scheduled) at the Marion County Growth Services training room, 2710 E. Silver Springs Blvd., Ocala, FL 34470

Jan. 13 March 10 April 14 May 12 June 9* Aug. 11
 Sept. 8 Oct. 13

* Joint CAC-TAC at 1:00 p.m.

Member and Appointee Participation**Soil & Water Conservation District Board**

The Marion County Soil and Water Conservation District Board will meet 9:30 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. 12 Feb. 9 March 9 April 13 May 11 June 8
 July 13 Aug. 10 Sept. 14 Oct. 12 Nov. 9 Dec. 14

East Central Florida Regional Planning Council

The East Central Florida Regional Planning Council will meet at 10:30 a.m. on the third Wednesday of the months listed at 455 N. Garland Ave., 2nd Floor, Orlando, FL 32801 (unless otherwise noted). For more information, call 407-245-0300.

Feb. 25* April 15 May 20 Aug. 19 Sept. 16

Smyrna Beach, FL 32168

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. 21 Feb. 18 March 18 April 15 May 20 June 17
July 15 Aug. 19 Sept. 16 Oct. 21 Nov. 18 Dec. 16

Central Florida MetroPlan Orlando Alliance

All scheduled meetings begin at 10 a.m. on the below dates at MetroPlan Orlando, 250 S. Orange Ave., Suite 200, Orlando, FL 32801. For more information, contact the office at 407-481-5672.

Feb. 13 April 10 June 5* Oct. 9

*Next joint meeting with Sun Coast Transportation Planning Alliance

SW Florida Water Management District Springs Coast Steering Committee

The schedule meetings begin at 2 p.m. on the below dates (subject to change) at the Brooksville office, 2379 Broad St., Brooksville, FL 34604. For more information, contact 352-796-7211 ext. 4400.

March 4 July 22

Withlacoochee Regional Water Supply Authority

All scheduled meeting begin at 3:30 p.m. on the following Wednesdays at the Lecanto Government Building, Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461. For more information, contact the office at 32-527-5795 or visit wrwsa.org

Jan. 14 March 18 May 20 July 15 Sept. 9

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Marion County
Board of County Commissioners



Marion County Public Relations

601 SE 25th Ave., Ocala, FL

www.MarionFL.org

Immediate release
January 5, 2026

Media contact:
Public Relations
Office: 352-438-2311 • Cell: 352-789-2152
Email: PublicRelations@MarionFL.org

Sunshine Notice

In accordance with Florida’s Sunshine Laws, Marion County Public Relations will send “Sunshine Notices” to alert citizens of public meetings. Per state statute 286.0105, “...if a person decides to appeal any decision made by the board...with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.”

Two or more commissioners may attend the following:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
January 15 9:00 a.m.	Tourist Development Council	<p>in person</p> <p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: Ak3cU2Se Meeting ID: 220 092 263 328 94 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 650 969 160#</p> <p>Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzJkZDhhNzctZTM1OC00YjcyLTgxMjktMGI5MDVjZWZM3Yjkz%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p>	Candace Shelton 352-438-2800

		<p>Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	
<p>February 26 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: 4xt6gZ6H Meeting ID: 211 063 503 131 58 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 982 198 967# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_M2JiN2UzZWltNTBiZC00OGYyLTk5ZmltZjgwNDAyYjYwOWE0%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>
<p>March 26 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: WK9Md3AR Meeting ID: 289 440 311 141 23 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 501 266</p>	<p>Candace Shelton 352-438-2800</p>

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzBmNTI2ZDktMjU5My00ZjY1LWlxZGYtNTI0YTJjMjk2YWVm%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d

send evidence/comments to:
Candace.Shelton@marionfl.org
 OR
 109 W. Silver Springs Blvd.
 Ocala, FL 34475

April 23
 9:00 a.m.

Tourist Development Council

in person
 Visitors & Convention Bureau
 Conference Room
 109 W. Silver Springs Blvd
 Ocala, FL 34475

online
 Password: LM2Ku9is
 Meeting ID: 285 483 829 714 5
 Phone Number: [+1 321-245-5074](tel:+13212455074)
 United States, Orlando
 Phone Conference ID: 435 573
 342#

Meeting Link:
https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmQ4NjQxYzltM2lyMS00MTMwLWFiNzgtNWYxNTAyZTQwM2I1%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d

send evidence/comments to:
Candace.Shelton@marionfl.org
 OR
 109 W. Silver Springs Blvd.
 Ocala, FL 34475

Candace
 Shelton
 352-438-2800

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	<p>May 21 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: ax9mK2my Meeting ID: 211 400 830 668 54 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 394 106 347#</p> <p>Meeting Link: https://teams.microsoft.com/join/19%3ameeting_OTQ3ODk4YjktYmJIOC00ZTc5LWlzZTkMGM1ZTc4N2JhNDk2%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>	
	<p>June 25 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p> <p>Password: Am7ov7Yf Meeting ID: 220 969 420 989 88 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 342 642 737#</p> <p>Meeting Link: https://teams.microsoft.com/join/19%3ameeting_MTYwOGM1NzQtYTlyYi00NmMxLWE1ZTkZlZWQy</p>	<p>Candace Shelton 352-438-2800</p>	

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			<p>5a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>		
August 27 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: wG3rg2MU Meeting ID: 239 292 421 085 39 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 303 463 91# Meeting Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_NWYxOWUyY2MtNmMzMS00ZGVlTg5NDEtNDc0M2JiZWUzMDdl%40thread.v2/0?context=%7b%22id%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	Candace Shelton 352-438-2800	
September 24 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online</p>	Candace Shelton 352-438-2800	

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			<p>Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 156 021 040# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ZjBkYWE0NDctOWM4My00YjdILThINmEtNmU2MGQwMzgxNWlw%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</p> <p>send evidence/comments to: Candace.Shelton@marionfl.org OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>		
October 22 9:00 a.m.	Tourist Development Council		<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: HC7iA7vb Meeting ID: 252 645 304 743 88 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 367 276 678# Meeting Link: https://teams.microsoft.com/join/19%3ameeting_ZjBjNTRiYjctYzg1ZC00MDBkLTg4NWQtY2UxMzQ3M2E1MmVm%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</p>	Candace Shelton 352-438-2800	

		<p>OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	
<p>November 19 9:00 a.m.</p>	<p>Tourist Development Council</p>	<p>in person Visitors & Convention Bureau Conference Room 109 W. Silver Springs Blvd Ocala, FL 34475</p> <p>online Password: H6oE6pF2 Meeting ID: 256 994 309 472 13 Phone Number: <u>+1 321-245-5074</u> United States, Orlando Phone Conference ID: 731 469 595# Meeting Link: <u>https://teams.microsoft.com/join/19%3ameeting_ZjY1YTViNDEtNzZkYS00M2VILWlxNDctNzk5MjUyNTRIZjA0%40thread.v2/0?context=%7b%22Tid%22%3a%225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d</u></p> <p>send evidence/comments to: <u>Candace.Shelton@marionfl.org</u></p> <p>OR 109 W. Silver Springs Blvd. Ocala, FL 34475</p>	<p>Candace Shelton 352-438-2800</p>

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Marion County

Tourist Development Council

Agenda Item

File No.: 2026-22121

Agenda Date: 2/26/2026

Agenda No.: 3.1

SUBJECT:

MOTION: Approval of January 2026 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approved the Tourist Development Council Minutes from January 2026

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, January 15, 2026

9:00 a.m.

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

Mr. Rus Adams read into the record, members of the public are advised that this meeting/hearing is a public proceeding, and the clerk to the board is making an audio recording of the proceedings, and all statements made during the proceedings, which recording will be a public record, subject to disclosure under the public records law of Florida. Be aware, however, that the audio recording may not satisfy the requirement for a verbatim transcript of the proceedings, described in the notice of this meeting, in the event you desire to appeal any decision adopted in this proceeding. Please note that due to a technical issue, a portion of the meeting was not audio recorded. The written minutes serve as the official record for the portion of the meeting for which an audio recording is unavailable.

Roll Call

Present:

Councilmember Barry Mansfield, Bobby Walker, Christopher Fernandez, Commissioner Michelle Stone, Danny Gaekwad, Doug Cone, Rus Adams, Commissioner Ron Livsey

Staff:

Loretta Shaffer, Sky Wheeler, DeeDee Busbee, Bryan Day, Corry Locke, Heidi Villagomez, Candace Shelton,

Guests:

Tammy McCann; Marion County Tax Collectors Office, Matt Grow; Ocala International Airport, Alexis Medina; The Civic Theatre, Cynthia Wilson Graham; Friends of Silver Springs, Rob Balmes; Transportation Planning Organization, Barry Mansfield; City of Ocala, Melody Murphy; Teams; Ocala Civic Theatre, John Cowman; JLC Airshow Management, Tim Hite; JLC Airshow Management, Brenda Little; JLC Airshow Management, Bill Braack; JLC Airshow Management, Natalie McComb; Reilly Arts Center, Amy Agricola; HITS LLC, Paresh Chhotu; Hilton Garden Inn Ocala Downtown, Laurie Zink; Marion Cultural Alliance, Inc., Corian Yandel; Naventure, Danielle

Trees;Teams; HITS LLC, Austin C, Kyle Rose; Hilton Ocala, Matt Wardell; Teams; Ocala Symphony Orchestra, Sarah Thacker; Teams, Angie Lester; The Boyd Group

Notice of Publication

Notice was published on the County Website on December 30, 2025 and subsequently updated to include Teams information on January 5, 2026.

Approval of Minutes

A motion was made by Councilmember Barry Mansfield, seconded by Commissioner Ron Livsey, to adopt the minutes from the November 20, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (8-0).

Acknowledgment of Financials – December 2025

Mr. Danny Gaekwad inquired as to whether there was anything unusual about the Financials.

Ms. Loretta Shaffer and Ms. Sky Wheeler both confirmed that there was nothing out of the ordinary about the Financials.

Commissioner Michelle Stone inquired about which staff members within the department had County issued purchasing card (P-Card).

Ms. Shaffer responded that she has a P-Card but rarely uses it as staff typically pay for any department related expenses including Ms. Shaffer’s department-related travel expenses.

Ms. Wheeler provided Commissioner Stone with a detailed breakdown of which staff members had P-Cards and what they were used for.

Mr. Gaekwad noted that he was familiar with the reasoning behind Commissioner Stone’s inquiry and noted that Ms. Shaffer and her staff are very transparent about spending within the department.

Commissioner Stone added that she appreciated the detailed information presented regarding P-Card spending.

A motion was made by Councilmember Barry Mansfield, seconded by Bobby Walker, to review and approve December 2025 Financials. The motion was unanimously approved by the council (8-0).

Report from Chair

Introduction of TDC Member, Commissioner Michelle Stone

Mr. Rus Adams announced that Commissioner Michelle Stone would be joining the Council as a new member. He confirmed with Commissioner Stone that it was her first time serving on the Council.

Commissioner Stone confirmed that it was her first time serving on the Council however, she has had a long-term interest in tourism within Marion County.

Introduction of TDC Member, Doug Cone

Mr. Rus Adams announced that Mr. Doug Cone would be joining the Council as a new member.

Mr. Cone thanked Mr. Adams for introducing him and provided assurance that he would add value to the Council.

Ms. Shaffer welcomed both Commissioner Stone and Mr. Cone to the Council and expressed her appreciation for their willingness to serve.

Presentation: Tourist Development Tax Collections, Marion County Deputy Tax Collector, Tammy McCann

Ms. Tammy McCann presented data for short term rental registrations noting that there was an increase in the number of registrations since utilizing Deckard Technologies as a compliance tool. Ms. McCann stated that prior to February 26, 2025 there were 535 short term rental registrations, and as of December 31, 2025 there were 1336 short term rental registrations with 801 registrants coming from Deckard Technologies. Ms. McCann continued the presentation with revenue data noting an overall \$277,444.53 decrease in the first quarter of the 2025/2026 fiscal year when compared to the first quarter of the 2024/2025 fiscal year. She explained that the difference seen is likely because there was an influx in revenue during the 2024/2025 fiscal year as a result of hurricanes which occurred driving lodging within Marion County as individuals fled other locations to Marion County for safety. She continued the presentation by noting that hotels produce 85% of tax revenue for the County. She added that the first quarter of fiscal year 2025/2026 has seen an increase in revenue for short term rentals, property management and RV parks/campgrounds when compared to the first quarter of fiscal year 2024/2025.

Mr. Danny Gaekwad asked if the decrease in revenue could be definitively attributed to the hurricane occurrences as Visit Florida saw a decrease in revenue across the state.

Ms. McCann stated that the hurricanes were likely the cause adding that although hotel revenues had decreased that revenues in the remaining three lodging types has increased therefore the total revenue was approximately the same.

Ms. Shaffer inquired to the Council as to whether including Ms. Wheeler's TDT Collections/STR and Key Data Update after Ms. McCann's presentations would be helpful in providing clarity for future meetings.

The Council members affirmed that it would be.

Funding Requests

HITS Ocala Spring Premier I (Room Night Generating) (Requested Funding - \$5,000)

HITS Ocala Spring Classic II & Classic III (Room Night Generating) (Request Funding - \$12,500)

Mr. Corry Locke introduced himself and explained that he would be presenting funding requests for HITS Ocala Spring Premier I and HITS Ocala Spring Classic II & Classic III.

Ms. Shaffer asked that Mr. Locke provide an overview of the funding programs for those attending the meeting who may not be familiar with the programs.

Mr. Locke stated that the department administers five funding programs: Meeting Rewards Program, Event Bid Fee Funding, Room Night Generating Events Funding Program, The Arts and Cultural Destination Enhancement Funding Program and The Marketing Assistance Funding Program. He explained that the Sales team which he supervises is primarily responsible for administering the Meeting Rewards Program, Event Bid Fee Funding and Room Night Generating Events Funding Program while the Marketing team administers the Arts and Cultural Destination Enhancement Funding Program and The Marketing Assistance Funding Program. He went on to provide details regarding the structure of the funding programs administered by the Sales team noting that the funding requests being presented at the meeting were under the Room Night Generating Events Funding Program. Mr. Locke added that while he could not provide in depth explanations of the funding programs administered by the Marketing team that their staff would be able to provide further details and noted there would be presentations related to the Arts and Cultural Destination Enhancement Funding Program to follow.

Mr. Locke continued with his presentation of the funding requests for HITS Ocala Spring Premier I and HITS Ocala Spring Classic II & Classic III. He stated that HITS Ocala Spring Premier I was scheduled to occur March 25-29, 2026 at HITS Post Time Farm. HITS, LLC has requested \$5,000 in funding and anticipates 1,000 room nights. The anticipated economic impact for the event is \$668,609 with a ROI of 282%. Funding would be used for judges, officials, equipment rentals, course designers and promotional expenses.

Mr. Rus Adams advised the Council that he would allow Mr. Locke to present the second funding request and they would make a motion on both requests if there were no conflicts of interest.

Mr. Locke presented the funding request for HITS Ocala Spring Classic II & Classic III scheduled to occur April 1-12, 2026 at HITS Post Time Farm. HITS, LLC has requested \$12,500 in funding and anticipates 1,250 room nights. The anticipated economic impact for the event is \$860,151 with a ROI of 94%. Funding would be used for judges, officials, equipment rentals, course designers and promotional expenses.

Mr. Gaekwad asked if the events presented were new or returning events.

Mr. Locke advised that the events were new events.

Mr. Gaekwad expressed his pleasure in seeing that HITS, LLC was adding to its event line-up as he was familiar with the organization, noting they have been active in the community for 33 years.

A motion was made by Danny Gaekwad, seconded by Councilmember Barry Mansfield, to approve funding for HITS Ocala Spring Premier I and HITS Ocala Spring Classic II & Classic III for recommendation to the Marion County Board of County Commissioners as presented. The motion was unanimously approved by the council (8-0).

Appleton Museum of Arts (Arts and Cultural Destination Enhancement Funding Program) (Requested Funding - \$10,000)

Marion Cultural Alliance (Arts and Cultural Destination Enhancement Funding Program) (Requested Funding - \$10,000)

Ocala Civic Theatre (Arts and Cultural Destination Enhancement Funding Program) (Requested Funding - \$7,500)

Reilly Arts Center (Arts and Cultural Destination Enhancement Funding Program) (Requested Funding - \$10,000)

Mr. Adams deferred to Ms. Wheeler to present the funding request for the Arts and Cultural Destination Enhancement Funding Program.

Ms. Wheeler explained that the Arts and Cultural Destination Enhancement Funding Program was implemented in order to allow the department to provide financial aid in the programming and promotions of arts, cultural, history, heritage and nature experiences that, as one of their main purposes, attract tourists. She stated that there were four funding applicants for the Arts and Cultural Destination Enhancement Funding Program all of whom were reviewed by the rank and review committee for the program. The committee included the community liaisons for Marion County Public Library, Marion County Parks and Recreation and Tourist Development departments. Ms. Wheeler noted that the committee also initially included Ms. Jaye Baillie however, she was unable to participate resulting in the County Administrator appointing Ms. Wheeler to sit on the committee in her place. All applicants scored the maximum points of 100 enabling them to qualify for the full amount of the funding request.

Ms. Wheeler went on to explain that for the meeting's presentations applicants would have the opportunity to present their requests to the Council and were required to ensure their presentations lasted no longer than three minutes noting that a timer was being used and would alert speakers when they had reached their time limit. She also explained that it would be at the discretion of the Chair in regard to how voting on the motions would take place. She

stated that the Chair could choose to either vote on each funding request individually or collectively.

Mr. Adams stated that the Council would move on the motions collectively. He also highlighted that based on the budgeted amount for the Arts and Cultural Destination Enhancement Funding Program and the total amount of funding being requested that much of the funds allocated for the program would remain unused. He emphasized the need to utilize any unused funds to cover segments outside of arts.

Ms. Wheeler explained that any unused funds from the Arts and Cultural Destination Enhancement Funding Program would likely be utilized towards the Room Night Generating Events and Bid Fee Funding programs. Before welcoming the funding applicants to make their presentations, Ms. Wheeler noted that one of the applicants representing Marion Cultural Alliance was running late for the meeting and thus while scheduled to be the second presenter, their presentation would be made later in the segment upon their arrival. She then introduced Ms. Victoria Billig to present on behalf of Appleton Museum of Arts.

Ms. Billig introduced herself and gave her presentation as follows:

As we all know, this year marks 250 years since the signing of the Declaration of Independence, and cultural organizations all over the country – several of them in this room – are celebrating the semi-quincentennial in their own unique ways. The Appleton Museum of Art is no exception. Drawn from our permanent collection of more than 24,000 objects and works of art, we will present the special exhibition, “My Country Tis of Thee,” on view March 13-September 13 of this year. The exhibition will feature three centuries of American art and design through a variety of media, from painting, sculpture, photography, video, and more. We are especially excited to devote a section of the exhibition to Florida’s heritage, and more specifically, Marion County’s. This includes artwork made from celebrated artists locally and across the state, as well as historical photographs and documents that help tell the story of our community. The exhibition will be accompanied by special programming that includes an opening celebration, free admission during the month of July, a talk in partnership with Florida Humanities on Florida art and artists, and newly added the schedule, several summer art camps for ages 5-17 that focus on American art, and the exhibition. I am also pleased to update you that since submitting our application, the Appleton has received a special donation, the marble “Ambassador Molly” sculpture, which was created by award-winning artist Nilda Comas and commemorates Molly, a heroic mixed-breed boxer and the namesake of Molly’s Law. We are honored to be the recipients of this donation. We will be great caretakers of Molly, beginning with a debut in the “My Country Tis of Thee” exhibition. The Appleton requests \$10,000 from the county to help support efforts to attract out-of-county visitors. County funds will cover a portion of what we plan to spend on: an every-door-direct-mail campaign to targeted zip codes, print, digital and

radio ads and billboards with the remainder of the costs being covered through our annual budget allocation. We plan to track out-of-county visitation and engagement through zip code collection at the admissions desk and in event surveys, social media metrics, and ad impressions, and use this information with other qualitative data to report back to you all at the conclusion of the exhibition. We had a record-breaking year of attendance with almost 70,00 visitors in 2025 – the highest in my 12 years at the Appleton – and look forward to breaking that record again this year with the county’s help.

Mr. Gaekwad applauded Ms. Billig for a well done presentation and asked if staff and the County as a whole were aware of the activities and initiatives being done by the Appleton.

Ms. Shaffer affirmed that the County was aware. Commissioner Stone also noted that the information had been shared with the County’s Public Relations department.

Ms. Wheeler welcomed Ms. Alexis Medina to present on behalf of Ocala Civic Theatre.

Ms. Medina introduced herself and made her presentation as follows:

Ocala Civic Theatre has been serving Marion County since 1950. Each year, we produce a full season of live performing arts that includes three mainstage musicals, three plays, three youth productions, and more than fifty concerts, comedy shows, and special events—over two hundred and fifty performances annually. Last season, we welcomed 36,852 attendees from more than 225 ZIP codes. At least thirteen percent of those patrons traveled from outside Marion County, confirming that our programming already attracts visitors beyond the local market. What’s especially important for this application is how those visitors spend once they arrive. According to the Arts & Economic Prosperity 6 study, patrons who come from outside the county spend an average of forty-nine dollars and fifty cents per person beyond the cost of their theatre ticket. That spending flows directly into local restaurants, lodging, retail, and other visitor-serving businesses. With support from the Tourist Development Council, our goal is to intentionally grow that secondary spending by encouraging visitors to stay longer and experience more of Marion County—not just the theatre. We plan to do this by strengthening collaborations with local restaurants, lodging providers, and cultural and natural attractions, and by actively marketing The CiViC as part of a broader travel experience rather than a single-night activity. Our location makes this strategy especially effective. The CiViC is located on the Appleton Cultural Campus, adjacent to the Appleton Museum of Art, and just minutes from Silver Springs State Park and the Ocala National Forest. This allows us to promote a complete arts-and-nature itinerary—an evening at the theatre, dining downtown, a museum visit, and outdoor recreation—positioning Marion County as a destination for weekend retreats and multi-day cultural travel. This approach is fully aligned with Visit Florida’s emphasis on experience-driven, overnight tourism. We are requesting seven thousand five hundred dollars

to support a targeted out-of-county marketing campaign that includes geo-targeted Google Ads, digital and social media promotion, print and radio placements, and an out-of-area billboard. These efforts will be supported by an enhanced “Plan Your Trip” page on our website that highlights lodging partners, dining options, and nearby attractions to encourage overnight stays and expanded visitor spending. Success will be measured through ZIP-code ticketing data, digital analytics, and visitor surveys, with a goal of increasing out-of-county attendance from thirteen percent to twenty percent while strengthening Marion County’s reputation as a cultural tourism destination. With TDC support, Ocala Civic Theatre will continue to attract out-of-area visitors, encourage longer stays, and contribute to a stronger, more sustainable tourism economy for Marion County.

Ms. Medina thanked the Council for their time and welcomed any questions.

No questions were raised.

Ms. Wheeler invited Ms. Natalie McComb to present on behalf of Reilly Arts Center.

Ms. McComb introduced herself, thanked the Council for the opportunity to speak and noted that the funding request was being made on behalf of Reilly Arts Center to support their Disney’s Aladdin in Concert: Live to Film with the Ocala Symphony Orchestra project. Ms. McComb made her presentation as follows:

This is not just another concert. This is a first-of-its-kind cultural tourism event for North Central Florida: a full-length Disney film presented with a live, 60-plus-member professional orchestra. Nothing like this exists in surrounding communities—not in Gainesville, the Villages, Citrus County, or Volusia. That alone gives Marion County a powerful competitive advantage. Audiences will experience Disney’s classic film, Aladdin exactly as they remember it—original dialogue and sound effects—while every note of Alan Menken’s Academy Award-winning score is performed live in perfect synchronization by the Ocala Symphony under Maestro Matthew Wardell. Add Disney-themed lobby activities and character photo opportunities, and it becomes a complete family experience, not just a performance. This event is built to drive tourism. It is scheduled for November 7 and 8, during a non-peak tourism period, when our hotels and restaurants most need activity. With a Saturday night performance and Sunday matinee, it naturally encourages overnight stays and weekend visits. We expect up to 1,400 patrons, and at least 35% coming from outside Marion County—likely more for a Disney event. Every ticket captures a billing ZIP code, and every guest receives a post-event survey, so we will measure impact in overnight stays, dining, and visitor activity. This event speaks to everyone: grandparents who grew up with Disney, parents who shared it with their kids, and children seeing it for the first time. That multigenerational appeal is rare. It creates shared family memories and makes Marion County a place people associate with meaningful experiences. The

Disney brand is powerful, but what makes this truly special is the novelty. Most people have seen Aladdin. Almost no one has seen it with a full live symphony performing every note in real time. That combination makes this a must-see destination experience—something people will travel for. This strengthens Marion County’s image as a premier cultural destination. We have the experience to deliver. The Ocala Symphony is celebrating 50 years. The Reilly Arts Center welcomes over 50,000 patrons annually. Our past live-to-film events have sold well and earned glowing reviews. We know how to do this—and do it well. Financially, this is a smart investment. At 85% capacity, ticket sales cover about 85% of event costs. The \$10,000 requested is used only for out-of-county marketing—no salaries, no production—purely to bring visitors into Marion County. That investment is projected to generate more than \$130,000 in economic impact—an 8-to-1 return. But this is bigger than one weekend. This event launches a long-term live-to-film series with future classic Disney film titles like Star Wars, Hocus Pocus, and The Lion King—building a growing cultural tourism engine. Fully funding this proposal means investing in tourism during a slow season, in families and multigenerational audiences, in overnight stays and local business, and in Marion County’s identity as a cultural destination. Disney’s Aladdin in Concert delivers all of that—and with your support, it will create lasting value far beyond a single weekend.

Mr. Doug Cone asked when the show was being held.

Ms. McComb stated that the show was scheduled for November 7th and 8th of 2026.

Mr. Adams asked for clarification on the frequency at which the Arts and Cultural Destination Enhancement Funding Program is made available.

Ms. Wheeler confirmed that the program is available once a year.

Mr. Adams noted that there needed to be stronger outreach to the art community for them to participate in the program.

Ms. Wheeler noted that the program also extends beyond the art community and is available to any organization that promotes culture, history, heritage and nature experiences.

Mr. Gaekwad commented that Fort King Heritage Foundation should have applied for funding via the Arts and Cultural Destination Enhancement Funding Program.

Mr. Cone noted that it may be beneficial to have conversations with Commissioner Craig Curry in regard to the program.

Ms. Wheeler added that many relevant industry partners were aware of the program but did not feel as though they were ready to apply for funding in the current year. She noted that she anticipates an increase in applications in the following year. Ms. Wheeler then invited Ms. Laurie Zink to present on behalf of Marion Cultural Alliance.

Ms. Zink introduced herself and made her presentation as follows:

Marion Cultural Alliance (MCA) is celebrating its 25th anniversary, and for this milestone year we are presenting a signature tourism initiative. I am here today as the chair of the 25th Anniversary events. Our request is for The Mane Tour: A Horse Fever Public Art Experience. The Mane Tour is a ten-month, countywide public art experience celebrating MCA's 25th anniversary and honoring the legacy of Horse Fever™, Ocala's first large-scale public art initiative. The project is designed specifically to attract visitors to Ocala/Marion County by encouraging them to tour Horse Fever public art installations located throughout the county. The Mane Tour invites visitors to explore multiple locations, extending their time in the community and encouraging overnight stays. Visitors are prompted to dine locally, shop, attend cultural venues, and experience other attractions while touring the installations. Because the tour spans ten months, it supports sustained tourism impact, not just a single event. Marketing will target out-of-county and regional digital advertising, promotion will take place through tourism platforms, visitor guides and distribution of Horse Fever maps. MCA plans to establish partnerships with hotels, local businesses, arts organizations, and attractions and conduct social media campaigns and earned media highlighting Ocala as a cultural destination. TDC funding will be used exclusively for eligible tourism-related expenses, primarily marketing and promotion aimed at visitors from outside Marion County. The Mane Tour reinforces Marion County's identity as a creative, arts-forward destination. It builds on a beloved public art legacy while encouraging repeat visitation and long-term cultural tourism. MCA will track participation, visitor engagement, marketing reach, and geographic data where available with all required reporting and documentation to be provided.

Ms. Zink thanked the Council for their consideration and welcomed questions.

Councilmember Mansfield asked about existing horse statues throughout the County that were on private property but were a part of the original herd.

Ms. Zink stated that it would be the property owner's decision on whether they would like to participate and include their horses in the project. She mentioned that there was a horse statue in front of Cone Distributing and inquired if Mr. Cone would allow it to be included in the project.

Mr. Cone advised he welcomed the opportunity for the painted horse in front of Cone Distributing to be included in the project.

Mr. Adams asked how many painted horses were available to view and easily accessible throughout the County.

Ms. Zink advised that there were approximately fifty-eight painted horses throughout the County that could be accessed.

Councilmember Mansfield and Mr. Cone began a discussion surrounding potentially utilizing City of Ocala buses to transport individuals for a tour of the horses once a week. They suggested that individuals could meet at a designated location to ride the City of Ocala buses for the tours.

Members of the public began to raise questions, Ms. Wheeler explained that the Council could not take questions at that time but extended the opportunity for the public to make comments during the Public Comment segment of the meeting.

A motion was made by Commissioner Ron Livsey, seconded by Councilmember Barry Mansfield, to approve funding for Appleton Museum of Arts, Marion Cultural Alliance, Ocala Civic Theatre and Reilly Arts Center for recommendation to the Marion County Board of County Commissioners as presented. The motion was unanimously approved by the council (8-0).

Staff Update

Mr. Adams deferred to Ms. Shaffer for the staff updates.

Ms. Shaffer again welcomed the new members of the Council, Mr. Cone and Commissioner Stone and expressed gratitude for their participation on the Council. Ms. Shaffer stated that the upcoming presentation would include a significant amount of research-based data as everything the department does is driven by research. She noted this included activities related to audits, marketing, sales, industry relations and advocacy. Ms. Shaffer explained that the department had been utilizing Downs & St. Germain as its research firm for several years as well as Destinations International to cover national data. She added that research data from Downs & St. Germain was used in developing the department's strategic plan in the year prior and the department intends to work collaboratively with them again. Ms. Shaffer further explained that the department's strategic plan updates aligned with the timing of the County's strategic plan updates which was an ideal situation as the department would be able to develop their strategic plan to align with the goals of the County. She then welcomed Mr. Isiah Lewis to present.

Annual Economic Impact/Visitor Tracking Report – Fiscal Year 2024-2025 Data

Mr. Danny Gaekwad out 10:02 am

Mr. Doug Cone out 10:02 am

Mr. Isiah Lewis advised he would be presenting the Annual Economic Impact and Visitor Tracking Report for fiscal year 2025. He began by providing context for the reporting structure, noting that the analysis has transitioned from a calendar-year reporting model to a fiscal-year reporting model. As a result, the data being presented would not be directly comparable to previously reported full-year impact studies based on the calendar year. However, he explained

that he had recalculated data for Fiscal Years 2023 and 2024 to allow for appropriate fiscal-year comparisons moving forward. Mr. Lewis noted that while Council members may have seen a preview of some of the data during the December Annual Meeting, the current presentation would provide a more detailed review.

Mr. Danny Gaekwad in 10:03 am

Mr. Lewis explained that he would first provide a high-level overview of the Fiscal Year 2025 economic impact data, followed by a deeper analysis of the findings. He also noted that the presentation would include a summary of visitor tracking highlights for the fiscal year and conclude with a discussion of emerging trends for Fiscal Year 2026 and how they relate to Ocala/Marion County.

Ms. Shaffer added that while many attendees were present at the Annual Meeting where some of the figures were briefly highlighted, the current presentation would offer a more comprehensive review of the data.

Mr. Lewis confirmed that several of the figures being presented may be familiar to those who attended the Annual Meeting but reiterated that the information would be discussed in greater depth.

Mr. Danny Gaekwad commended staff on the presentation delivered at the Annual Meeting, noting it was a strong highlight of the event and encouraging the team to continue building upon that success in future.

Ms. Shaffer acknowledged the feedback and expressed appreciation.

Mr. Lewis noted that before reviewing the primary figures, it was important to provide context regarding current travel trends. He explained that Ocala/Marion County, along with many destinations across Florida and the United States, experienced a slight decline in visitor statistics during Fiscal Year 2025. He described this as a normalization driven by broader economic factors, explaining that visitors are currently more price-conscious than in Fiscal Years 2023 and 2024 and are making different travel decisions due to overall economic conditions. Mr. Lewis stated that these trends had a modest impact on local tourism statistics and would be reflected in the data presented. Mr. Lewis reported that the total economic impact to Marion County for Fiscal Year 2025 was \$956,452,100, representing a decrease of 0.8% year over year. He noted that while some destinations have experienced more drastic declines, Ocala/Marion County's market composition helped mitigate the impact. He explained that the destination attracts a relatively high percentage of luxury visitors, and that lower-income travelers—who are more likely to reduce travel during economic downturns—have had less influence on the overall local tourism economy. Mr. Lewis further explained that changes to the IMPLAN economic impact model used for reporting also influenced the figures presented.

Mr. Doug Cone in 10:06 am

He stated that IMPLAN updates its methodology every five years based on data from the Bureau of Labor Statistics, U.S. Census, and other national datasets. As part of the most recent update, multiplier calculations were adjusted, resulting in more conservative estimates for economic impact, jobs, and wages. Mr. Lewis emphasized that these methodological changes should be considered when comparing current figures to prior years. Mr. Lewis added that Downs and St. Germain also updated their methodologies to align with the updates from IMPLAN.

Mr. Danny Gaekwad inquired whether the County had ever surpassed the \$1 billion mark in economic impact.

Mr. Lewis responded that under the updated methodology and fiscal-year reporting structure, Fiscal Year 2024 reflected an economic impact of \$964,284,300, which did not exceed \$1 billion.

Mr. Doug Cone out 10:07 am

However, he noted that under the previous reporting methodology and cycle, Fiscal Year 2023 reflected an economic impact exceeding \$1 billion. Mr. Lewis reiterated that direct comparisons between earlier reports and current figures should be avoided due to both methodological changes and the transition from calendar-year to fiscal-year reporting.

Ms. Shaffer added that the changes in the IMPLAN model contributed to the differences in reported figures and acknowledged that the transition could be confusing.

Mr. Gaekwad indicated his understanding and encouraged Mr. Lewis to continue with the presentation.

Ms. Shaffer acknowledged that the question regarding economic impact trends was an important one and noted that similar discussions were occurring across destination marketing organizations throughout the state. She explained that while some reported economic impact metrics reflect decreases tourism tax collections continue to increase.

Mr. Gaekwad observed that increases in accommodations inventory, including additional hotel properties and short-term rental units—contribute to rising collections. He noted that as room supply and available accommodations continue to grow year over year, those increases must be considered when comparing performance across reporting periods.

Ms. Shaffer agreed.

Mr. Gaekwad added that there would be continued increases in hotels and short-term rental inventory.

Mr. Lewis continued by noting that direct visitor spending is not affected by the IMPLAN model changes and that only the economic impact multiplier which relates to economic impact, job and wages are affected by the IMPLAN methodological changes which are also reflected in Downs and St. Germain's metrics. He reported that direct spending for fiscal year 2025 totaled \$664,798,900, reflecting a slight decrease of 0.2% from fiscal year 2024 and remained relatively flat overall. Visitor volume for fiscal year 2025 totaled 1,329,800, representing a decrease of 7.3%. Mr. Lewis explained that while visitation declined, this trend is consistent with national patterns and reflects fewer visiting friends and relatives, unpaid accommodations, and day-trip visitors. He noted that the decrease in visitor numbers was offset by higher spending from luxury travelers, whose expenditures are greater than those of lower-income travelers who may be traveling less frequently. Mr. Lewis then reviewed room night data, reporting that room nights increased to just under 1.3 million, a 5.6% increase from fiscal year 2024. He explained that this increase occurred despite the decline in total visitors due to several factors and referenced the presentation footnotes to provide clarity.

Mr. Doug Cone in 10:10am

The footnotes read as follows: "room nights have increased while having fewer visitors due to a variety of factors including, an increase in the percentage of paid visitors compared to other visitor types, flat occupancy year over year, and a 5.8% (+298 units) increase in units compared to FY2024".

Mr. Rus Adams out 10:11am

Mr. Lewis added that while there were fewer day-trippers and visitors staying with friends and relatives, the share of visitors utilizing paid accommodations increased, resulting in higher room night totals. Slight increases in average daily rate also contributed to this trend. Mr. Lewis reported that Tourist Development Tax collections from paid accommodations and vacation rentals totaled \$6,789,255 for fiscal year 2025, representing an increase of just under 24% year over year. He explained that this growth was driven by increases in room nights, available lodging units, and average daily rate, as well as continued compliance and enforcement efforts by the Tax Collector's Office.

Mr. Gaekwad asked that the information be presented slowly for clarity.

Mr. Lewis stated that the growth in Tourist Development Tax collections reflects the combined impact of increased room nights, expanded lodging inventory, higher average daily rates, and improved compliance efforts.

Mr. Gaekwad noted that the nearly 24% increase was substantial and asked whether a breakdown was available comparing hotel collections to those from short-term rentals such as Airbnb, particularly in light of recent compliance efforts by the Tax Collector's Office.

Mr. Lewis stated that he did not have that specific information.

Mr. Gaekwad emphasized the importance of the Council having that information and breakdown.

Ms. Wheeler explained that Ms. Tammy McCann with the Tax Collector's Office had previously presented a fiscal year comparison detailing the impact of compliance and enforcement efforts related to short-term rentals, and that information was included in a previously published meeting packet. She added that staff could resend that information to Council members for reference.

Mr. Gaekwad stated that he believed this was beneficial information for Council members to have due to the significant increase in collections and the Council needing to understand why that occurred.

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Ms. Shaffer acknowledged the request and noted that staff would review how best to aggregate available data to provide additional context for the Council during the budgeting process. She asked Mr. Lewis to explore potential methods for compiling the requested information and to report back to staff.

Mr. Gaekwad reiterated that for several years the Council had discussed the importance of improving compliance among short-term rental operators.

Ms. Shaffer again inquired to Mr. Lewis as to how they could aggregate data to be able to fulfill Mr. Gaekwad's request.

Mr. Gaekwad expressed interest in evaluating whether compliance efforts have resulted in measurable gains. He further commented on the significant number of visitors utilizing short-term rentals during peak equestrian season, stating that overflow demand often results in thousands of visitors being accommodated in private homes rather than traditional lodging.

Mr. Rus Adams in 10:14 am.

Mr. Gaekwad expressed concern that inconsistent quality and oversight within short-term rental accommodations could negatively impact visitor experience and, ultimately, the destination's reputation. He emphasized the importance of remaining vigilant in monitoring this segment of the lodging market and noted that Visit Florida continues to closely observe short-term rental trends statewide.

Ms. Shaffer asked whether other destination marketing organizations across the state were tracking similar data related to short-term rental compliance and Tourist Development Tax collection. She inquired about potential tools or partnerships, including those with industry

firms such as Miles Partnership or Arrivalist, that could assist in aggregating and analyzing this information.

Mr. Lewis responded that detailed tracking of Tourist Development Tax collections and compliance is typically conducted by local Tax Collector offices.

Ms. Shaffer inquired whether the Tax Collector's Office would be able to provide data to the research team, noting that while certain details cannot be shared directly with the Council, they may be able to share information with the research team.

Ms. Wheeler responded that the Tax Collector already produces reports containing relevant data and clarified that the information is not proprietary, but rather had not previously been incorporated into Mr. Lewis's reporting. She stated that staff would ensure Mr. Lewis is included in the appropriate distribution moving forward so that the information can be integrated into future reports in a seamless manner.

Ms. Shaffer added that, if not already included, staff would begin aggregating the available data and cross-referencing it with other research metrics to provide more comprehensive insight. She noted that while this could not be developed all at once, staff would begin evaluating opportunities to build this into future reporting and long-range planning efforts, suggesting a phased approach to incorporating additional data points into the Council's research. Mr. Doug Cone referenced Mr. Gaekwad's earlier comments and noted the ongoing challenge faced by the Tax Collector's Office in tracking privately owned short-term rentals that operate intermittently, stating that these types of rentals frequently go in and out of operation and can be difficult to monitor consistently.

Ms. Shaffer agreed and acknowledged that this is an issue seen not only locally but also at the state level.

Mr. Gaekwad emphasized the importance of enforcement and continued collaboration not only with the state but also between the City and the County. He stated that increased compliance could generate additional tourism development tax revenue that could be reinvested into cultural initiatives and community programs, ultimately benefiting Ocala/Marion County as a whole. He noted that continued efforts by the Tax Collector's Office have contributed to recent increases in collections and encouraged ongoing vigilance.

Ms. Shaffer added that though this issue has been presented for over 13 years she has yet to see a relevant bill be introduced.

Mr. Gaekwad stated that County leadership may be able to aid in these efforts.

Mr. Cone provided a local example, noting that within a 12-block area of his historic district neighborhood there are 14 AirBnBs.

Mr. Gaekwad directed his comments towards Commissioner Michelle Stone and stated that there was a significant amount of money being lost due to non-compliance. He added that those funds if collected could be beneficial to the community. Mr. Gaekwad stated that he did not mind short-term rentals competing with traditional lodging accommodators however, expressed the importance of the Tax Collector ensuring these properties were compliant with collection requirements.

Mr. Cone relayed the concept of “pay to play,” emphasizing the importance of ensuring all operators comply with tax requirements.

Ms. Shaffer expressed agreement with the overall sentiment and stated that this was an area where collaboration with County Growth Services and other partners could continue to evolve.

Mr. Gaekwad encouraged staff and County leadership to continue exploring potential solutions and methods for improving compliance tracking.

Commissioner Stone responded that she was considering possible approaches but acknowledged the difficulty in collecting comprehensive data, noting that the Tax Collector’s Office had recently implemented a new system which has helped capture additional accounts.

Mr. Cone added that while progress has been made, not all rentals are currently captured within the system.

Mr. Gaekwad inquired whether a reporting mechanism, such as a hotline to the Tax Collector’s Office, could be established to allow residents to report suspected short-term rental activity that may be operating outside of compliance and creating issues within neighborhoods.

Ms. Shaffer provided additional context for Commissioner Stone and the Council, noting that short-term rental regulation and data transparency continue to be a significant challenge for the tourism industry statewide. She explained that financial data related to short-term rentals is often protected or limited by state regulations, creating an uneven landscape between traditional hotels and privately operated rentals.

Mr. Gaekwad noted that significant private investment continues to be made in hotel development and emphasized the importance of maintaining fair and equitable enforcement across all lodging types.

Commissioner Michelle Stone stated that many of the regulatory challenges stem from property rights associated with private ownership, indicating that broader legislative solutions at the state level will likely be necessary to fully address the issue.

Ms. Shaffer acknowledged these limitations and reiterated that while state-level policy changes are needed for comprehensive reform, local efforts to improve compliance and coordination can continue in the meantime.

Mr. Gaekwad stated for the record his frustration with the lack of statewide action regarding short-term rental regulation and shared concerns regarding the growth of short-term rentals and the perceived impact on traditional lodging properties. He shared that he had sued the state previously and in that lawsuit obtained documentation indicating that there were discrepancies in the financial reporting by AirBnB. He added that meaningful enforcement will need to occur at the local level through cities and counties as they were the most invested in the issue.

Commissioner Stone inquired about potential enforcement mechanisms, including whether the Tax Collector's Office would be able to support inspection or compliance activities if a reporting system or hotline were established, and who would be responsible for conducting any necessary follow-up or enforcement actions.

Mr. Gaekwad stated that there was a need for thoughtful planning around enforcement and reporting mechanisms, noting that residents may be hesitant to report concerns.

Ms. Shaffer referenced examples from other destinations, including Miami, where local ordinances were revised to strengthen compliance requirements for short-term rentals.

Commissioner Stone asked whether funding could potentially be allocated by the Tourist Development Council, if permissible under state statute, to support a dedicated enforcement or compliance role similar to code enforcement.

Mr. Gaekwad expressed support for exploring possible funding solutions. He noted that private investors in traditional lodging operations were spending tens of millions of dollars while remaining compliant with tax collections while short-term rentals were essentially committing theft against those operators, investors and the County by not complying with tax collections. Mr. Gaekwad stated that he has been an advocate for this issue for several years and would continue to speak on this issue to bring awareness and make lasting changes. He further expressed his concerns with the dangers of short-term rentals to the families that exist within neighborhoods and the potential for visitors in those communities to commit harmful acts.

Commissioner Stone stated that she has read a substantial amount of information regarding the harmful impact of visitors staying in short-term rentals within existing neighborhoods and expressed a desire for the Council to explore funding sources to aid in compliance efforts.

Mr. Adams, Mr. Gaekwad and Ms. Shaffer all expressed support for continuing to explore options and collaborative solutions moving forward.

Mr. Gaekwad reiterated concerns regarding unregulated short-term rentals in residential areas, noting that some neighborhoods have experienced an increase in transient occupancy without clear oversight. He stated that residents would likely be willing to report suspected short-term rental activity if a reporting process were available.

Mr. Cone noted that in his neighborhood alone there were 14 short-term rental properties.

Commissioner Stone asked how the Tax Collector's Office verifies whether identified properties are properly registered and remitting applicable taxes.

Ms. Shaffer invited Ms. Tammy McCann to provide a brief overview of the compliance tracking system currently in use.

Ms. McCann explained that the Tax Collector's Office utilizes specialized software that scans thousands of online platforms to identify potential short-term rental listings. She noted that while the system reviews a large number of websites and platforms, it may not capture every listing, particularly those advertised on social media or less traditional channels. She added that listings can frequently change or be removed, making comprehensive tracking challenging.

Ms. Shaffer added that the intermittent activity of these rentals along with the existence of many platforms for advertising short-term rentals increased tracking difficulties.

Ms. McCann encouraged Council members and the public to report suspected short-term rental properties directly to her office. She explained that when an address is provided, staff can cross-reference the property within the system and, if necessary, initiate compliance outreach. She noted that although automated letters are generated through the system, some property owners may not receive them due to outdated contact information or other factors, and additional follow-up may be required. Ms. McCann provided her email address of tmccann@mariontax.com for reporting purposes and advised that addresses may also be submitted through the Tourist Development Tax section of the Marion County Tax Collector's website, which routes inquiries directly to her for review.

Mr. Cone asked what penalties would apply if a short-term rental operator had failed to remit Tourist Development Tax for several years.

Ms. Tammy McCann explained that the Tax Collector's Office has generally taken the approach of bringing operators into compliance and moving forward with current reporting; however, state statute allows the County to go back and assess unpaid taxes for prior periods of noncompliance. Ms. McCann stated that in most cases the office reviews up to three years of unpaid taxes. She noted that any unpaid amount would be subject to both penalties and interest. The penalty is calculated at ten percent of the unpaid tax or \$50, whichever is greater, and interest accrues at a rate of twelve percent per year.

Mr. Cone asked what actions could be taken if a property owner refused to pay.

Ms. McCann responded that state statute allows for a lien to be placed against the property for unpaid Tourist Development Taxes. She clarified that while this enforcement action has not been utilized to date, the authority exists and any decision to pursue liens would be made by the Tax Collector in coordination with the Board of County Commissioners.

Ms. Shaffer noted that the current approach has focused on education and voluntary compliance to avoid more severe enforcement measures whenever possible.

Ms. McCann added that if a lien were placed and the property were later sold, the outstanding taxes, penalties, and interest would be collected at that time.

Mr. Gaekwad discussed the potential use of stronger enforcement tools to encourage compliance and deter nonpayment,

Mr. Cone expressed his support for pursuing liens and increasing public awareness of the enforcement measures that could be taken.

Mr. Gaekwad added that these enforcement measures could be published in local newspapers to increase visibility.

Mr. Lewis confirmed that he would continue with the presentation, noting that he had approximately twenty additional slides to review.

Mr. Gaekwad encouraged him to proceed quickly.

Mr. Lewis continued with the presentation, noting that he would move quickly through the remaining slides. He reported that the combined occupancy rate for fiscal year 2025, including both hotels and vacation rentals, was 58.9%. He provided approximate breakout figures, stating that hotel occupancy was approximately 59.9% while vacation rental occupancy was approximately 45%. Mr. Lewis reported that the average daily rate (ADR) across accommodations was \$126.21, reflecting an increase of 3.2% from fiscal year 2024. Revenue per available room (RevPAR) also increased, with ADR growth contributing to a 4% increase overall. He noted that ADR for vacation rentals was approximately \$159 and explained that vacation rental metrics reflect a smaller sample size of total available units compared to traditional hotels, which accounts for differences between the two categories. Turning to employment and wage data, Mr. Lewis explained that these figures were affected by the updated IMPLAN methodology previously discussed. He reported that tourism in Marion County supported 867 jobs in fiscal year 2025, representing a slight decrease of 4% compared to fiscal year 2024. Tourism-supported wages totaled \$296,839,700, reflecting a decrease of approximately 1% year over year. He reiterated that these figures appear more conservative due to the updated modeling methodology.

Mr. Bobby Walker inquired as to whether those figures took into account that minimum wage had increased.

Mr. Lewis confirmed that wage increases were reflected in the data but clarified that, due to the IMPLAN model's reliance on nationwide data sets, fiscal year 2025 figures were calculated using 2024 dollar values. He explained that updated 2025 dollar values would not be incorporated until fiscal year 2026 reporting, at which time the fiscal year 2025 report would be updated to reflect those figures. As a result, the current wage and employment figures may appear slightly lower on a year-to-year basis until updated. Mr. Lewis reported that tourism supported one additional Marion County job for approximately every 153 visitors. He explained that this metric was calculated by dividing the total number of tourism-supported jobs by the total number of visitors.

He then reviewed the net tax benefit generated by visitors, stating that visitors produced a net tax benefit of \$5,915,200 to Marion County government in fiscal year 2025. He explained that this figure was derived by calculating total local taxes and user-fee revenues generated by visitors and subtracting the cost incurred by the County to provide services and infrastructure for those visitors. Visitors generated approximately \$28,378,000 in local tax revenue, while the cost to service those visitors totaled approximately \$22,463,000, resulting in the net benefit reported. Mr. Lewis further reported that tourism resulted in an estimated annual household savings of \$453 in state and local taxes for Marion County residents. He explained that this figure was calculated by dividing total local and state taxes supported by visitors by the number of households in the County.

He then reviewed the department's marketing spend and noted that every dollar spent by the Ocala/Marion County Visitors and Convention Bureau (VCB) on marketing was associated with approximately \$49 in visitor spending within the County. He explained that this metric was derived by analyzing advertising recall, visitor influence, total visitor numbers, and the VCB marketing budget. He added that this figure is considered conservative but compares favorably with similar destinations across the state. Mr. Lewis then transitioned to a high-level overview of visitor profile data for fiscal year 2025. He reported an increase in visitors recalling advertising, with recall rising six percentage points over the prior year. He also noted that visitors traveling between April and June 2025 demonstrated longer trip-planning windows. He reported that the median visitor age remained approximately 50 years old, consistent with fiscal year 2024. Median household income for visitors increased to approximately \$96,000, compared to \$86,000 the previous year, reflecting a continued trend toward higher-income or luxury travelers. He explained that this trend aligned with a national pattern in which lower-income travelers reduced travel due to economic concerns. Mr. Lewis reported that average travel party size decreased slightly from 2.9 to 2.8 persons. First-time visitation increased by

approximately 7%, indicating a greater share of visitors experiencing Ocala/Marion County for the first time, while repeat visitation declined slightly as a result. Approximately 40% of visitors traveled with children, and average length of stay remained steady at approximately 4.1 nights. He reiterated that advertising recall increased to approximately 30% in fiscal year 2025, compared to 24% in fiscal year 2024. Of those who recalled advertising, approximately seven in ten indicated that advertising influenced their decision to visit, equating to approximately 21% of all visitors reporting that advertising influenced their travel decision. He noted that this represented a strong performance compared to other destinations and reflected a significant increase from approximately 14% the prior year. He further noted that the increase in advertising influence aligned with the increase in first-time visitation. Mr. Lewis reported that first-time visitors accounted for approximately 37% of visitors in fiscal year 2025, while loyalist visitors defined as those who had visited more than ten times declined slightly year over year. He reported that Florida residents comprised approximately 53% of visitors, up slightly from 51% the previous year. International visitation remained stable at approximately 4%, which he noted was a positive indicator given broader declines in international travel during the period, including continued visitation from Canada.

He reviewed top states of origin, noting that more than eight in ten visitors originated from the top thirteen states listed. Virginia and Maryland entered the top-origin list during the fiscal year, while other top states such as New York and Ohio showed slight increases.

Mr. Lewis then reviewed visitor motivations and activities. He noted that visiting friends and relatives and horse-related activities remained the two primary drivers of visitation to the destination. He explained that these categories consistently generated the greatest tourism impact, while mid-tier and lower-tier activities represented additional opportunities for growth and diversification within the destination's tourism offerings.

Mr. Gaekwad inquired whether food or restaurant experiences served as a primary driver for visitation.

Mr. Lewis reported that dining was identified as the main reason for visiting by approximately 6% of visitors; however, approximately 66% of visitors reported dining out during their stay. He explained that while restaurants are not a primary motivator for travel to Ocala/Marion County, dining remains a significant activity once visitors arrive.

Mr. Lewis then presented a quadrant analysis comparing visitor activities with visitor expectations. He explained that activities appearing in the upper-right quadrant represented the destination's strongest tourism drivers—those most frequently participated in and most positively rated by visitors. These included nature and birdwatching, horse-related activities, and visits to area springs. He noted that the upper-left quadrant represented activities

participated in less frequently but which exceeded visitor expectations. These included canoeing, kayaking, equine utility and sales activities, sporting tournaments, and attractions such as the Canyon Zipline. He clarified that activities performed less frequently were not performing poorly; rather, they exceeded expectations among those who participated in them. He further noted that only a small percentage of visitors reported that certain activities did not meet expectations, with the highest being approximately 4% related to area attractions and approximately 3% related to fishing and fishing-related activities. Overall, he stated that visitor satisfaction remained strong across all categories.

Mr. Lewis then reviewed quarterly trends, noting that visitors traveling between April and June planned their trips significantly further in advance than visitors in other quarters. He reported that April through June visitors planned their trips an average of 73 days in advance, compared to approximately 57, 62, and 54 days for the remaining quarters. He suggested this information could help inform marketing timing and strategy. He also reported that first-time visitation was highest during the January through March period, coinciding with peak equestrian season, with nearly two out of five visitors during that period visiting for the first time. He concluded by noting that visitor expectations exceeded satisfaction benchmarks across all visitor types and that advertising recall was highest among visitors traveling between April and June and July through September.

Ms. Shaffer invited feedback from Council members regarding the new reporting layout.

Mr. Gaekwad expressed his support for the revised format, noting that it was easier to understand and provided greater clarity.

Mr. Lewis added that the updated slide design offered a useful way to visualize key differences and trends.

Ms. Shaffer acknowledged that the quadrant-style graphics could be somewhat confusing but appreciated the enhanced level of detail provided.

Mr. Lewis further highlighted statewide visitation trends for context, noting that Florida visitation during the April through June period was approximately 41%, compared to approximately 61% during the October through December period, illustrating seasonal variations in travel patterns across the state.

Mr. Gaekwad inquired whether visitor tracking data was available for the Florida Aquatics Swimming & Training (FAST) facility and asked how many people visit annually.

Mr. Lewis indicated that he did not have the figures immediately available.

Ms. Wheeler noted that FAST does track its visitation data internally and maintains a unique fiscal year beginning in April. She added that Mr. Kevin Milak and the FAST team closely monitor a wide range of performance and visitation metrics and that those figures could be obtained and shared with the Council.

Ms. Shaffer added that the World Equestrian Center similarly maintains comprehensive tracking and data analytics and works closely with Mr. Lewis and his team to quantify visitation and economic impact.

Mr. Lewis acknowledged the strong collaboration with FAST and indicated appreciation for their detailed data tracking.

Mr. Lewis then transitioned the presentation to an overview of national tourism trends and forward-looking projections for fiscal year 2026. He explained that the trends being presented were based on aggregated national and statewide data compiled into an annual trends report distributed to partner destinations. He noted that Ms. Shaffer had received a more comprehensive version of the full report and that he had identified the trends most relevant to Ocala/Marion County for discussion.

Ms. Shaffer added that the full list of trends would be shared with industry partners and that staff would be unveiling additional related initiatives in the near future.

Mr. Lewis continued his presentation with an overview of projected tourism trends for fiscal year 2026. He noted that many national trend reports indicate that travel decisions in 2026 are expected to be more intentional and purposeful. Travelers are increasingly seeking trips that feel personal and meaningful, and marketing efforts that connect to individual interests and experiences are expected to resonate more strongly. He explained that while overall travel may not necessarily decline, visitors are expected to be more selective, choosing destinations and experiences that align with specific motivations rather than routine or habitual travel patterns. Mr. Lewis highlighted several specific trends relevant to Ocala/Marion County. He noted an increased interest in rural and farm-related travel experiences, citing data indicating that 84% of travelers expressed interest in visiting farms or rural areas. He stated that Ocala's strong rural, agricultural, and equestrian identity positions the destination well to capitalize on this growing interest. Mr. Lewis also discussed the upcoming FIFA World Cup in 2026 as a significant travel driver, with anticipated increases in both domestic and international travel. He noted that Ocala/Marion County's location between host cities, Atlanta and Miami, presents an opportunity to capture pass-through visitors traveling between host cities. He suggested that the destination could market itself as a convenient and appealing stop for travelers driving between those locations.

Ms. Wheeler asked for clarification regarding the timing of the World Cup, noting that it would be a significant opportunity for the region.

Mr. Lewis confirmed that the event would take place during the summer months.

Mr. Gaekwad suggested that staff could place billboards along the driving route that welcomes Fifa World Cup visitors to Ocala/Marion County.

Ms. Shaffer noted that Visit Florida is already developing related cooperative marketing opportunities and that Marion County would be able to participate through co-op buy-in programs similar to those discussed for the America 250 campaign. She explained that Visit Florida has indicated it will match local marketing investments, allowing the County and private sector partners to leverage additional funding to support promotional efforts. Ms. Shaffer emphasized that increased participation and support from private sector partners would strengthen the County's ability to maximize available matching funds and enhance destination-wide marketing efforts tied to major initiatives, including America 250 celebrations and associated community events such as planned fireworks displays. She encouraged Council members to share potential sponsorship leads with staff so they could be connected with the appropriate team members for follow-up.

Mr. Cone asked whether staff had engaged directly with FIFA representatives in Miami regarding potential opportunities.

Ms. Shaffer responded that while staff had not engaged directly, Visit Florida has been working with FIFA representatives and is developing cooperative packages that partner destinations will be able to participate in.

Mr. Gaekwad provided additional background on prior Visit Florida funding efforts to support host destination bids and related tourism initiatives including Visit Florida offering ten million dollars to Miami for tourism efforts.

Mr. Cone noted that he has a connection with FIFA representative, Rodney Barreto who would be visiting the area in the near future and offered to facilitate an introduction.

Ms. Shaffer welcomed the opportunity and expressed appreciation for the potential connection.

Mr. Lewis continued his presentation by outlining two additional travel trends expected to influence visitation in Fiscal Year 2026. He explained that travelers are increasingly seeking offline and outdoor experiences, with growing demand for national and state parks and nature-based activities. He noted that the Ocala National Forest—one of only three national forests in Florida—positions Ocala/Marion County favorably within this trend due to its central location and limited direct competition from natural assets in surrounding areas. He stated that this interest in outdoor recreation is expected to continue growing and presents a strong

opportunity for the destination. Mr. Lewis further reported that travelers age 50 and older remain highly motivated to travel, often prioritizing bucket-list experiences, comfort, and planning certainty. He referenced research indicating that this demographic is particularly sensitive to booking friction and values clear service and support. He noted that the median age of visitors to Ocala/Marion County is approximately 50 years old, reinforcing the importance of maintaining accessibility and targeted marketing for this audience. While younger demographics remain a consideration, he emphasized that older travelers continue to represent a significant and financially capable visitor segment. Mr. Lewis then reviewed the study methodology. He explained that visitor interviews were conducted both in person and online, with in-person surveys administered via tablets at hotels, attractions, and events. A total of 2,891 visitor interviews were completed between October 1, 2024, and September 30, 2025, providing a strong sample size for analysis. He also reviewed partner participation in the study and encouraged additional hotels, attractions, and event partners to participate in future data collection efforts to further strengthen the dataset.

Mr. Gaekwad stated that Mr. Lewis needed to obtain additional data from downtown Ocala to aid in revitalization efforts.

Mr. Lewis responded that while downtown-specific partners were not listed in the presentation, a surveyor currently conducts visitor data collection in the downtown area each Saturday and Sunday to capture activity and trends.

Mr. Gaekwad commended the City's efforts in revitalizing downtown and noted that continued enhancements, particularly the addition of live music and entertainment, could further strengthen the area's appeal. He stated that with new developments including a parking garage and hotel, downtown is poised for continued growth and increased visitation.

Councilmember Mansfield asked Mr. Gaekwad about potential restaurant and retail development in his property downtown.

Mr. Gaekwad shared that he plans to open food-focused concepts and had no plans for retail development. He noted that downtown needed at least 30 restaurants.

Councilman Mansfield commented on the importance of both restaurants and retail in attracting visitors and creating a vibrant downtown environment.

Mr. Gaekwad stated that broader retail development would require participation from other stakeholders.

Ms. Shaffer noted that additional retail development is anticipated as part of the Shops on 80th project and other ongoing initiatives.

Mr. Gaekwad added that he intends to support ongoing downtown revitalization efforts and reiterated the need for additional evening time entertainment. Mr. Gaekwad suggested that traffic patterns could be adjusted to improve pedestrian experience and visibility of downtown activity.

Councilmember Mansfield shared that the City Council continues to explore strategies to increase downtown activity, support new development, and enhance accessibility, including excitement surrounding the new parking garage and hotel projects.

Mr. Lewis concluded his presentation and asked if there were any questions from the Council. He thanked the Council for their time and noted he would aim to be more concise at future meetings.

Ms. Shaffer thanked Mr. Lewis for the presentation, noting that the length of the discussion was largely due to TDC engagement and questions rather than the presentation itself. She stated the information provided was helpful and delivered at an appropriate high-level overview.

Mr. Gaekwad requested that healthy snack options be made available for Councilmembers during meetings, noting that members often arrive early and volunteer their time. He suggested including protein or healthier selections in addition to coffee.

Ms. Shaffer indicated the meeting was nearing conclusion and invited Mr. Locke to provide a brief update.

Sales Update

Mr. Locke provided the monthly sales update and noted he would keep his remarks brief. Under new business, he reported that three events had been confirmed for the summer season, all hosted by the same organization, ProAm Senior Softball.

Commissioner Ron Livsey out 10:58 am

The organization plans to host three separate tournaments in May, July, and September, each anticipated to bring approximately 20 to 30 teams and an estimated 250 room nights per event. Mr. Locke noted that preliminary funding discussions had taken place and that a funding request would likely be presented to the Council in the future. He added that the events occur during favorable periods for the destination and expressed enthusiasm about welcoming the organization, which had previously hosted events in Tampa and other markets and is now exploring Ocala/Marion County.

Mr. Doug Cone out at 10:59 am

Mr. Locke then moved to the leads section of the report, referencing page 174 of the agenda packet. He shared that the Florida Paddling Trails Association Paddle Fest, an event previously

hosted in Ocala/Marion County approximately five years ago, is planning a return. The event is tentatively scheduled for April 16–19 and is expected to generate approximately 300 room nights. Organizers are currently working with Camp Kiwanis as a potential host location. He next discussed the FDOT Scenic Highway Annual Meeting, which is working with Silver Springs as a potential host site for next month. While not yet confirmed, planning is trending in that direction. An RFP for host hotels was distributed, and Mr. Locke thanked local hoteliers who had responded, noting the team was awaiting final confirmation from the organization.

Commissioner Ron Livsey in at 11:00am

Mr. Locke also provided an update on the Official Strongman Games, which staff have been pursuing for several years. A site visit was conducted the previous week and was reported to have gone very well. He noted that the primary remaining step is finalizing financial details to ensure feasibility. The tentative dates are November 16–22, 2026, potentially the week prior to Thanksgiving. Mr. Locke expressed optimism and stated staff hoped to return the following month with an update, including a potential funding request for Council consideration.

Moving to ongoing leads, Mr. Locke highlighted several updates. The Fishers of Men District 12 Championship is progressing positively following a recent call with organizers. Proposed dates are October 13–17, with the event tentatively planned for the Orange Lake location at the Heagy-Burry Boat Ramp currently under construction. Staff continues to coordinate with the Parks Department and expressed enthusiasm about the opportunity to host another fishing tournament. He also reported that the Florida Lions Club Statewide Meeting is expected to make its host site decision on January 30th, 2026. Ocala/Marion County remains under consideration along with other Florida destinations, and staff will provide an update once a decision is made. Mr. Locke further noted that a site visit is scheduled for the FSAE Annual Conference, which staff have been pursuing for approximately two to three years. The visit will take place the following week at The Equestrian Manor, the only venue locally capable of accommodating the conference's size. Staff expressed excitement about the opportunity and will report back on the outcome.

Under lost business, Mr. Locke reported that the Florida Swimming Senior Spring Championships, previously approved for three years of funding beginning in January 2024 at \$20,000 per year, has elected to relocate to Orlando. The event was hosted locally during the first year of the agreement but moved to Orlando for the second and third years. As a result, the previously approved \$20,000 in funding for the current year will not be expended. Staff expressed hope the event may return in future years. Mr. Locke concluded his update by noting he would be attending Florida Tourism Day at the Capitol the following week to represent Ocala/Marion County and the Visitors and Convention Bureau.

Ms. Shaffer added that staff would be emailing Council members an invitation to attend Florida Tourism Day at the Capitol for those interested in participating.

Mr. Locke then asked if there were any questions regarding the sales update. None were raised.

Ms. Shaffer stated that Ms. Jessica Heller would provide the final update before Ms. Wheeler concluded the meeting.

Marketing and Communications Update

Ms. Heller provided the Marketing and Communications update and noted that the report before the Council covered activities from October through December, including paid media performance, industry communications, and public relations efforts since the last presentation.

Commissioner Michelle Stone out at 11:02am

She highlighted a recent change to billboard placements, explaining that the billboard previously located in front of the Gateway to Ocala on the Ocala-facing side had been removed and was no longer in place. She advised that a replacement billboard had been secured slightly farther south within Marion County and would still provide visibility for travelers entering the area. Ms. Heller also shared that a new Marion Insider's Guide episode had been launched featuring Santos Trail.

Ms. Shaffer requested that the episode be included on the next meeting agenda for the Council's review

Ms. Heller agreed.

Ms. Shaffer further noted that a presentation from the Transportation Planning Organization (TPO) was also on the agenda but requested that the presentation be moved to the following month.

Mr. Adams approved.

Ms. Heller then asked if there were any questions regarding the marketing and communications update. None were raised.

Mr. Adams turned the floor over to Ms. Wheeler.

TDT Collections/STR and Key Data Update

Ms. Wheeler provided the TDT Collections and STR/Key Data update. For the sake of time, she noted that the Tourist Development Tax (TDT) collection figures were included in the meeting packet and would not be reviewed in detail. She also advised that the packet contained a chart reflecting month-over-month changes related to Smith Travel Research (STR) and Key Data

metrics. Ms. Wheeler explained that recent fluctuations in the data were largely attributable to the impacts of Hurricanes Helene and Milton, which caused irregularities in visitation and lodging performance. She added that future reports would begin to reflect a normalization of the market as those storm-related impacts subside.

Ms. Shaffer noted that staff continues to provide one-on-one data reviews with partners and stakeholders as needed.

Ms. Wheeler further explained that while STR and Key Data information can be shared upon request, the department is contractually bound by its agreement with Smith Travel Research not to proactively publish the data, as it is proprietary. She confirmed that staff is available to discuss the information with any stakeholder who wishes to review it in more detail. Ms. Wheeler then reminded the Chair that there was an item under Old Business to be addressed and noted that several individuals were present for that discussion.

Old Business

Wings Over Ocala Airshow Update

Mr. Adams invited Mr. John Cowman to the podium to provide an update regarding the Wings Over Ocala Airshow, previously discussed by the Council.

Mr. Cowman thanked the Chair and Council for the opportunity to provide an update on planning efforts for the upcoming airshow. He began by introducing members of his team present at the meeting, including Colonel Jim Haight, who serves as his deputy and partner in coordinating the show; Brenda Little, who will manage public relations and media outreach; James Stewart, who will oversee logistics including transportation, setup, and teardown of show equipment; and Bill Braack, a longtime collaborator and retired president of the Oregon International Airshow. Mr. Cohan noted that the team consists primarily of retired U.S. Air Force personnel with decades of combined experience in airshow production and operations across the country.

Mr. Gaekwad asked that members of the airshow team raise their hands as they are called so that the Council could identify them.

Mr. Cowman added that Mr. Braack serves as a close collaborator and fellow retired Air Force member noting that they have worked together in the airshow industry for approximately 20–25 years. He shared that Mr. Braack recently retired after serving for the past decade as president of the Oregon International Airshow and that they regularly support one another in planning and executing shows across the country. Mr. Cohan also highlighted that the upcoming show is expected to feature a rocket car demonstration capable of accelerating from zero to 400 miles per hour in approximately nine seconds, with Mr. Braack serving as the driver. He

described these types of performances as a passion project the team continues to pursue nationwide. Mr. Cowman stated that it had been approximately three years since his last appearance before the Council, explaining that scheduling delays were due to the two-year booking cycles of military jet demonstration teams. He reported that his team was notified in December that the U.S. Navy Blue Angels had officially confirmed their participation as the headlining demonstration team for the Wings Over Ocala Airshow, scheduled for May 1–2, 2027, and that additional performers and elements of the show package would be shared as planning progresses.

Mr. Gaekwad asked whether the Blue Angels scheduled to appear were the same team based in Pensacola.

Mr. Cowman confirmed that the Blue Angels scheduled to appear are the team based in Pensacola and stated that they are enthusiastic about coming to Ocala/Marion County. He noted that he works closely with both the Blue Angels and the U.S. Air Force Thunderbirds. Mr. Cowman added that his team is currently preparing for another scheduled show in Rome, Georgia, in April, which was secured on short notice.

Mr. Gaekwad asked how many spectators were anticipated for the show in Rome, Georgia.

Mr. Cowman estimated that the Rome, Georgia airshow is expected to draw approximately 50,000 attendees.

Mr. Cowman estimated that attendance for the Ocala/Marion County airshow could exceed 50,000 and noted that planning efforts are already underway in coordination with Airport Director Matt Grow. He stated that he and his team recently met with airport leadership to review logistics and begin laying the groundwork for the event, adding that planning will intensify beginning in May as they work closely with VCB staff to fully develop the show. He expressed appreciation to Marion County and Ocala partners for their support and collaboration on what he described as a significant new venture for the community. Mr. Cowman explained that the event is planned as a three-day airshow, featuring a Friday evening program that will include an afternoon and twilight performance with a drone and fireworks show. He noted that a similar format was successfully implemented at a previous event in Rome, Georgia, and exceeded expectations. The Saturday and Sunday programs will be daytime shows held at the Ocala International Airport. He projected total attendance could exceed 60,000 over the three-day period and indicated that the event is expected to generate a substantial economic impact for the community. He emphasized that safety remains a top priority, noting his team's 15-year record of hosting shows without incident and their partnerships with FAA- and Department of Defense-approved performers and organizations. Mr. Cowman presented a general overview of the marketing strategy, noting that primary outreach will focus on audiences within a 100-mile

radius of Ocala while also attracting visitors from across the country. He described the Ocala International Airport as an ideal host site and reviewed preliminary layout considerations, including the designated aerobatic performance area required for FAA approval. He shared a preliminary performer lineup, noting that while most acts remain tentative, the Blue Angels are confirmed on the national schedule. Additional anticipated participants include military demonstration teams, civilian jet teams, parachute teams, and a variety of historic and military aircraft, including World War II-era warbirds.

Mr. Gaekwad inquired about the length of each show.

Mr. Cowman explained that each daily airshow performance will include approximately four hours of flight programming. He noted that several featured performers are expected to participate, including Michael Goulian, who is anticipated to perform during his final year before retirement, and additional specialty acts such as jet car demonstrations, sailplane performances, and full night airshows incorporating pyrotechnics and fireworks. He stated that the Great Lakes Drone Company is expected to provide a drone show featuring approximately 300 drones, with fireworks anticipated to be coordinated as part of the evening programming. Additional aircraft under consideration for participation include historic and military aircraft such as helicopters and vintage planes, depending on availability. Mr. Cowman clarified that the full performer lineup will be featured each day of the event. The Friday program is planned as an afternoon-to-evening show culminating in twilight performances with drone and fireworks displays, while Saturday and Sunday will be full daytime airshows. He also reviewed preliminary emergency management and operational planning efforts, noting that coordination with airport leadership and local partners is already underway to ensure all logistical and safety components are addressed. He concluded by outlining a tentative planning timeline, noting that the project is currently in the early planning stages with a formal public announcement anticipated later in the year, followed by intensified planning efforts leading up to the event. Mr. Cowman then opened the floor for questions from the Council.

Mr. Gaekwad inquired if JLC Airshow Management operated as a for profit or non-profit organization.

Mr. Cowman responded that the organization operated as both.

Mr. Gaekwad asked for further clarification on how the organization operated as both a for profit and non-profit organization.

Mr. Cowman responded that the organization makes charitable donations.

Mr. Gaekwad commented that the airshow is not a nonprofit or charity event but rather an event that generates revenue, similar to other large-scale events such as horse shows. He noted

there is nothing wrong with the event generating revenue given the level of planning and effort involved.

Mr. Cowman confirmed that the event is a revenue-generating production.

Mr. Gaekwad stated that he simply wanted clarification that the event is structured as a ticketed, revenue-producing show rather than a charitable event.

Ms. Shaffer inquired about the projected economic impact of the event using the established calculator.

Mr. Gaekwad responded that he was less concerned with the economic impact estimate and instead wanted clarification on whether the event would be ticketed and what the anticipated ticket cost would be.

Mr. Cowman confirmed that the airshow would be a ticketed event, noting that one-day general admission tickets at a comparable show in Rome, Georgia were approximately \$35.

Mr. Gaekwad asked what seating options would be available at the show.

Mr. Cowman explained that seating options typically include a range of experiences, such as VIP hospitality seating, bleacher seating, box seating, and general admission viewing areas.

Mr. Gaekwad asked for visual examples of the seating layout, stating that while the presentation showed the aircraft and performers, it did not clearly illustrate how spectators would view the show.

Ms. Wheeler explained that similar airshows, such as Wings Over North Georgia, utilize large-scale hospitality structures comparable to those seen at major sporting events like The Players Championship or The Masters. She noted these are high-quality hospitality tents and viewing areas rather than small temporary setups.

Mr. Gaekwad acknowledged the comparison to large racing and sporting event hospitality structures.

Mr. Cowman added that many of the event's viewing and hospitality elements are modeled after NASCAR-style event layouts, noting that because the airshow does not take place in a traditional stadium, these structures provide a comparable spectator experience.

Ms. Shaffer stated that the presentation served as an update, noting that the event organizers had been working on the project for approximately three years and were now able to provide a status report. She thanked the team for selecting Ocala/Marion County and expressed appreciation for their continued efforts.

Mr. Cowman thanked the Council and staff for their support.

Mr. Gaekwad encouraged the organizers to consider supporting local charitable initiatives as the event moves forward.

Mr. Adams noted the need to continue moving through the agenda and asked Ms. Shaffer if all items had been covered.

Ms. Shaffer confirmed that all items had been addressed and expressed appreciation to everyone who attended the recent Tourism Annual Meeting. She recognized the World Equestrian Center (WEC) as a sponsor of the Annual Meeting and noted that WEC provided approximately \$40,000 in in-kind support for the event. She also acknowledged Miles Partnership and Kenney Communications for their sponsorship and participation. Ms. Shaffer added that planning for next year's Annual Meeting is already underway, with the tentative date of December 10, and that additional details would be provided as they become available.

Mr. Adams commended staff on the success of the Annual Meeting and asked if there was any additional old business to be discussed.

Ms. Shaffer confirmed there was no further old business.

New Business

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

Public Comment

Mr. Adams called for any public comment.

Ms. Shaffer stated that there were individuals who had joined the meeting virtually who had public comments.

Mr. Adams welcomed those individuals to present their comments or questions.

Ms. Wheeler advised they would need to unmute themselves.

Ms. Sarah Thacker addressed the Council and expressed appreciation for the Council's support of the VCB Annual Meeting. She stated that the event was a great success and noted that, while there is always room for improvement, the overall outcome was very positive. Ms. Thacker shared that more than 300 individuals attended the event and that, through collaboration with the VCB, several attendees who had not previously participated in the Annual Meeting were able to attend. She also noted that Bryan Griffin and his wife were hosted for several days and were very impressed with their stay. Ms. Thacker thanked the Council and staff for their continued support and partnership in making the event successful.

Ms. Shaffer thanked Ms. Thacker and her team for their advocacy and support, noting their efforts exceeded expectations and were greatly appreciated. She added that planning is already underway for the next Annual Meeting scheduled for December 10.

Mr. Danny Gaekwad complimented Ms. Thacker and her team, noting that his visit to the convention center was impressive and expressing interest in potentially hosting a future Annual meeting at that location.

Mr. Adams commended Ms. Thacker and her team for their efforts, stating that they did an outstanding job and that he felt very welcomed during the event.

Ms. Shaffer also expressed appreciation to Ms. Thacker and her team, including Mr. Jeremy Gow, Mr. Mason Jordan, and Ms. Mary Roberts, for their collaborative efforts and support in making the Annual Meeting a success.

Ms. Thacker thanked the Council and staff and noted that more initiatives and opportunities were forthcoming.

Mr. Adams asked if there were any additional comments.

Ms. Thacker asked whether there would be an opportunity for individual lodging properties to build select service packages in connection with the Wings Over Ocala Airshow, such as hotel packages that include event tickets and can be booked and tracked through individual property links on the airshow website.

Ms. Shaffer confirmed that such opportunities could be explored and supported.

Ms. Wheeler clarified that staff recently held a planning meeting with Mr. Cowman and his team, noting that his organization regularly implements similar partnerships in other markets and has already begun considering package opportunities for Ocala/Marion County. She explained that the airshow team typically manages the package development directly with lodging partners and that discussions regarding packaging had already taken place. Ms. Wheeler added that Mr. Cowman's team is receptive to incorporating such partnerships and that details would be coordinated prior to a formal public announcement of the event.

Ms. Shaffer compared the concept to previous partnership models used for other events such as Rock The Country.

Ms. Wheeler clarified that while similar collaborative opportunities may exist, the event organizer's team would manage the packaging and booking components directly. She noted that Mr. Cowman's company has extensive experience implementing these types of partnerships in other markets and is well-versed in structuring hotel and ticket packages.

Ms. Shaffer acknowledged the update and noted she had been out sick the previous day and therefore was unaware of the discussion that took place.

Mr. Gaekwad stated that he had already discussed with staff ensuring that appropriate ticketing and related benefits would be included due to the amount of funding (\$100,000) being offered for the airshow to take place.

Ms. Wheeler clarified that he was referring to funds previously committed through the funding process and noted that staff would be negotiating appropriate marketing deliverables as part of the agreement.

Mr. Adams asked if there were any additional public comments. Hearing none, he advised the Council that the date listed in the written agenda for the next Tourist Development Council meeting was incorrect. He announced that the next meeting would be held on February 26 at 9:00 a.m. in the same location.

Ms. Shaffer acknowledged the length of the meeting and noted that future meetings would be kept to a shorter duration, explaining that the extended length was due to multiple funding presentations.

The meeting adjourned at 11:26 am.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22123

Agenda Date: 2/26/2026

Agenda No.: 4.1

SUBJECT:

MOTION: Acknowledgement of Financials

DESCRIPTION/BACKGROUND:

Recommend Action: To Accept the Expenditure Status and Report for January 2026

REVENUE STATUS REPORT

FOR 2026 04

JOURNAL DETAIL 2026 4 TO 2026 4

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND					REMAINING REVENUE	% COLL
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE			
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%			
3,659,076.00	3,659,076.00	587,318.77		220,723.59	3,071,757.23	16.1%
2026/04/001668	01/22/2026 GCR	-220,723.59	REF P02744		12/25 TOURIST DEV TAX	
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %			
1,829,538.00	1,829,538.00	293,659.38		110,361.79	1,535,878.62	16.1%
2026/04/001668	01/22/2026 GCR	-110,361.79	REF P02744		12/25 TOURIST DEV TAX	
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %			
1,829,538.00	1,829,538.00	293,659.38		110,361.79	1,535,878.62	16.1%
2026/04/001668	01/22/2026 GCR	-110,361.79	REF P02744		12/25 TOURIST DEV TAX	
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD			
302,000.00	302,000.00	116,210.81		28,192.88	185,789.19	38.5%
2026/04/003105	01/31/2026 GEN	-28,192.88	REF SBAINT		SBA INT JAN 221131	
1074-36-369-450-45090-155-0000000-0000000-369030-			REFUND OF PRIOR YEAR EXP			
0.00	0.00	114.36		0.00	-114.36	100.0%
1074-36-369-450-45090-155-0000000-0000000-369117-			VCB CO-OP PROGRAM			
0.00	0.00	1,000.00		0.00	-1,000.00	100.0%
1074-36-369-450-45090-155-0000000-0000000-369301-			LEGAL SETTLEMENTS			
0.00	0.00	155,084.10		0.00	-155,084.10	100.0%
TOTAL TOURIST DEVELOPMENT FUND						
7,620,152.00	7,620,152.00	1,447,046.80		469,640.05	6,173,105.20	19.0%
TOTAL REVENUES						
7,620,152.00	7,620,152.00	1,447,046.80		469,640.05	6,173,105.20	

REVENUE STATUS REPORT

FOR 2026 04

JOURNAL DETAIL 2026 4 TO 2026 4

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
7,620,152.00	7,620,152.00	1,447,046.80	469,640.05	6,173,105.20	19.0%

GRAND TOTAL

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

REVENUE STATUS REPORT

REPORT OPTIONS

Sequence 1	Field #	Total	Page Break	Year/Period: 2026/ 4
Sequence 2	1	Y	Y	Print revenue as credit: N
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
				Roll projects to object: N

Report title:
REVENUE STATUS REPORT

Print Full or Short description: F
Print MTD Version: Y
Print Revenues-Version headings: Y
Format type: 1
Print revenue budgets as zero: N
Include Fund Balance: N
Include requisition amount: Y
Multiyear view: D
Amounts/totals exceed 999 million dollars: N

Carry forward code: 1
Print journal detail: Y
From Yr/Per: 2026/ 4
To Yr/Per: 2026/ 4
Include budget entries: Y
Incl encumb/liq entries: Y
Sort by JE # or PO #: P
Detail format option: 1

Find Criteria

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

EXPENDITURE STATUS REPORT

FOR 2026 04

JOURNAL DETAIL 2026 4 TO 2026 4

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV		REVISED ESTIM REV		ACTUAL YTD REVENUE		ACTUAL MTD REVENUE		REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-512101-				REGULAR SALARIES & WAGES					
749,719.00		749,719.00		234,278.97		85,671.12		515,440.03	31.2%
2026/04/000024	01/02/2026	PRJ	28,548.83	REF	260102	WARRANT=260102	RUN=0	REGULAR	
2026/04/000993	01/16/2026	PRJ	28,573.46	REF	260116	WARRANT=260116	RUN=0	REGULAR	
2026/04/002413	01/30/2026	PRJ	28,548.83	REF	260130	WARRANT=260130	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-514101-				OVERTIME					
0.00		0.00		131.37		0.00		-131.37	100.0%
1074-55-552-450-45090-155-0000000-0000000-521101-				FICA TAXES					
57,364.00		57,364.00		16,832.03		6,283.92		40,531.97	29.3%
2026/04/000024	01/02/2026	PRJ	2,018.24	REF	260102	WARRANT=260102	RUN=0	REGULAR	
2026/04/000993	01/16/2026	PRJ	2,031.57	REF	260116	WARRANT=260116	RUN=0	REGULAR	
2026/04/002413	01/30/2026	PRJ	2,234.11	REF	260130	WARRANT=260130	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-522101-				RETIREMENT CONTRIBUTIONS					
105,191.00		105,191.00		35,564.89		12,019.68		69,626.11	33.8%
2026/04/000024	01/02/2026	PRJ	4,005.41	REF	260102	WARRANT=260102	RUN=0	REGULAR	
2026/04/000993	01/16/2026	PRJ	4,008.86	REF	260116	WARRANT=260116	RUN=0	REGULAR	
2026/04/002413	01/30/2026	PRJ	4,005.41	REF	260130	WARRANT=260130	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-523101-				HEALTH INSURANCE					
140,712.00		140,712.00		44,923.95		11,726.00		95,788.05	31.9%
2026/04/000024	01/02/2026	PRJ	7,820.96	REF	260102	WARRANT=260102	RUN=0	REGULAR	
2026/04/000024	01/02/2026	PRJ	-1,957.96	REF	260102	WARRANT=260102	RUN=0	REGULAR	
2026/04/000993	01/16/2026	PRJ	7,820.96	REF	260116	WARRANT=260116	RUN=0	REGULAR	
2026/04/000993	01/16/2026	PRJ	-1,957.96	REF	260116	WARRANT=260116	RUN=0	REGULAR	
2026/04/002413	01/30/2026	PRJ	-1,872.64	REF	260130	WARRANT=260130	RUN=0	REGULAR	
2026/04/002413	01/30/2026	PRJ	1,872.64	REF	260130	WARRANT=260130	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-523401-				LIFE, AD&D, LTD					
5,033.00		5,033.00		1,648.33		507.15		3,384.67	32.8%
2026/04/000024	01/02/2026	PRJ	197.99	REF	260102	WARRANT=260102	RUN=0	REGULAR	
2026/04/000993	01/16/2026	PRJ	198.09	REF	260116	WARRANT=260116	RUN=0	REGULAR	
2026/04/002413	01/30/2026	PRJ	111.07	REF	260130	WARRANT=260130	RUN=0	REGULAR	
1074-55-552-450-45090-155-0000000-0000000-524101-				WORKER'S COMPENSATION					
905.00		905.00		226.25		0.00		678.75	25.0%

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND		ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-531109-		1,937,283.00	1,937,283.00	177,673.65	80,150.10	207,283.00	89.3%
				PROFESSIONAL SERVICES			
2026/04/000548	01/06/2026 API		825.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN LAMAR TEXAS	98040
2026/04/000548	01/06/2026 POL		-825.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN LAMAR TEXAS 2026	
2026/04/003014	01/29/2026 API		1,320.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN: CLEAR CHANNEL OUTD	98832
2026/04/003014	01/29/2026 POL		-1,320.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN: CLEAR CHANNEL 2026	
2026/04/003014	01/29/2026 API		6,495.00 VND	106656 PO	2600192	MILES PARTNERSH PREMIER TOURISM MARKETING DATA	98832
2026/04/003014	01/29/2026 POL		-6,495.00 VND	106656 PO	2600192	MILES PARTNERSH PREMIER TOURISM MARKETING 2026	
2026/04/003014	01/29/2026 API		31,333.36 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN ADGENUITY/E113025	98832
2026/04/003014	01/29/2026 POL		-31,333.36 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN ADGENUITY/E11302026	
2026/04/003014	01/29/2026 API		9,369.60 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN NATIVO/E113025	98832
2026/04/003014	01/29/2026 POL		-9,369.60 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN NATIVO/E113025 2026	
2026/04/003014	01/29/2026 API		3,723.68 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN CMW HOLDCO DBA CADE	98832
2026/04/003014	01/29/2026 POL		-3,723.68 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN CMW HOLDCO DBA 2026	
2026/04/003014	01/29/2026 API		6,197.23 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN META PLATFORMS/E113	98832
2026/04/003014	01/29/2026 POL		-6,197.23 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN META PLATFORMS/2026	
2026/04/003014	01/29/2026 API		3,041.23 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN GOOGLE/E113025	98832
2026/04/003014	01/29/2026 POL		-3,041.23 VND	106656 PO	2600192	MILES PARTNERSH MEDIA PLAN GOOGLE/E113025 2026	
2026/04/003014	01/29/2026 API		2,720.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA LAN OUTFRONT MEDIA/E1123	98832
2026/04/003014	01/29/2026 POL		-2,720.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA LAN OUTFRONT MEDIA/E2026	
2026/04/003014	01/29/2026 API		15,125.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA, STRATEGY & ACCOUNT MANA	98832
2026/04/003014	01/29/2026 POL		-15,125.00 VND	106656 PO	2600192	MILES PARTNERSH MEDIA, STRATEGY & ACCOUNT 2026	
1074-55-552-450-45090-155-0000000-0000000-534101-		46,104.00	46,104.00	23,167.01	2,626.32	18,691.24	59.5%
				CONTRACT SERV - OTHER - MISC			
2026/04/002736	01/18/2026 API		2,237.76 VND	999999 PO		PCARD ONE TIME LANDSCAPING, SITE AND IRRIGATI	
2026/04/002078	01/23/2026 API		388.56 VND	001703 PO	2600232	BLUE RIBBON CLE DECEMBER 2025	98455
2026/04/002078	01/23/2026 POL		-388.56 VND	001703 PO	2600232	BLUE RIBBON CLE DECEMBER 2025 2026	
1074-55-552-450-45090-155-0000000-0000000-540101-		42,500.00	42,500.00	6,874.68	683.25	35,625.32	16.2%
				TRAVEL & PER DIEM			
2026/04/003188	01/30/2026 API		47.00 VND	102076 PO		LOCKE RYAN TDC/MEALS WHILE AT FL SPORTS F	99371
2026/04/003231	01/22/2026 API		3.00 VND	999999 PO		PCARD ONE TIME PARKING FOR R LOCKE WHILE AT F	
2026/04/003232	01/23/2026 API		434.25 VND	999999 PO		PCARD ONE TIME HOTEL DEPOSIT FOR B DAY TO ATT	
2026/04/003232	01/23/2026 API		199.00 VND	999999 PO		PCARD ONE TIME HOTEL FOR R LOCKE WHILE AT SPO	
1074-55-552-450-45090-155-0000000-0000000-541101-		9,540.00	9,540.00	4,325.46	352.76	5,214.54	45.3%
				COMMUNICATIONS SERVICES			
2026/04/001525	01/21/2026 API		29.16 VND	203123 PO		CENTURY LINK/EM 320144423	98244
2026/04/002369	01/26/2026 API		323.60 VND	201928 PO		VERIZON WIRELES 421552992-00016	98515

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL					
1074-55-552-450-45090-155-0000000-0000000-542201-	11,500.00	11,500.00	521.44	0.00	4,478.56	61.1%	POSTAGE & FREIGHT			
1074-55-552-450-45090-155-0000000-0000000-543101-	25,900.00	25,900.00	5,583.15	1,343.20	20,316.85	21.6%	UTILITY SERVICES - ELC WTR SWR			
2026/04/000362	01/05/2026	API	54.44	VND 000808	PO		SUMTER ELECTRIC	9608557201	97728	
2026/04/001244	01/14/2026	API	103.02	VND 014881	PO		CITY OF OCALA/E	572726-118216	98269	
2026/04/001244	01/14/2026	API	135.51	VND 014881	PO		CITY OF OCALA/E	567930-118216	98269	
2026/04/001809	01/22/2026	API	1,050.23	VND 014881	PO		CITY OF OCALA/E	550848-164495	98457	
1074-55-552-450-45090-155-0000000-0000000-543102-	756.00	756.00	182.32	45.58	573.68	24.1%	UTILITY SERVICES - WST DISP			
2026/04/001809	01/22/2026	API	45.58	VND 014881	PO		CITY OF OCALA/E	550848-164495	98457	
1074-55-552-450-45090-155-0000000-0000000-544101-	6,600.00	6,600.00	1,362.05	269.46	600.00	90.9%	RENTALS & LEASES - EQUIPMENT			
2026/04/001245	01/13/2026	API	269.46	VND 501306	PO	2600251	DOCUMENT TECHNO	MC-01 COPIER LEASE	JAN-26	
2026/04/001245	01/13/2026	POL	-269.46	VND 501306	PO	2600251	DOCUMENT TECHNO	MC-01 COPIER LEASE	JAN-26 2026	
1074-55-552-450-45090-155-0000000-0000000-544401-	3,780.00	3,780.00	1,260.00	315.00	2,520.00	33.3%	RENTALS & LEASES - BUILDINGS			
2026/04/001745	01/04/2026	API	315.00	VND 999999	PO		PCARD ONE TIME	OFF-SITE RENTAL UNIT	FOR PROMO	
1074-55-552-450-45090-155-0000000-0000000-545101-	16,402.00	16,402.00	4,100.50	0.00	12,301.50	25.0%	INSURANCE - PREMIUMS			
1074-55-552-450-45090-155-0000000-0000000-546101-	44,680.00	44,680.00	2,237.76	0.00	42,442.24	5.0%	REPAIRS/MAINT - BLDGS & GRNDS			
2026/04/001240	01/16/2026	POM	-24,615.36	VND 204937	PO	2600051	GRANDVIEW LANDS	CANCEL PER DEPT	2026	
1074-55-552-450-45090-155-0000000-0000000-546257-	4,580.00	4,580.00	137.94	137.94	4,442.06	3.0%	REPAIRS/MAINT - FLEET MANAGMNT			
2026/04/001332	01/20/2026	WOJ	17.99	REF rm		357144				
2026/04/001332	01/20/2026	WOJ	119.95	REF rm		357144				
1074-55-552-450-45090-155-0000000-0000000-547101-	55,500.00	55,500.00	0.00	0.00	5,696.71	89.7%	PRINT & BIND			

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND									
ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	PROMO ACT	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL			
1074-55-552-450-45090-155-0000000-0000000-548101-									
2,766,004.00	2,766,004.00		277,742.18	70,478.16	1,738,713.62	37.1%			
2026/04/001740	01/08/2026	API	80.38 VND 999999 PO		PCARD ONE TIME	LUNCH FOR OFFICIAL STRONGMAN G			
2026/04/002731	01/13/2026	API	763.88 VND 999999 PO		PCARD ONE TIME	BOOTH ACCESSORIES & CLEANING F			
2026/04/002733	01/15/2026	API	50.61 VND 999999 PO		PCARD ONE TIME	(1) EXTENSION CORD FOR BOOTH #			
2026/04/002733	01/15/2026	API	160.33 VND 999999 PO		PCARD ONE TIME	(1) 500 WATT OUTLET FOR BOOTH			
2026/04/002733	01/15/2026	API	-12.69 VND 999999 PO		PCARD ONE TIME	REFUND FOR TAX CHARGED ON HUDD			
2026/04/002733	01/15/2026	API	-9.50 VND 999999 PO		PCARD ONE TIME	REFUND FOR TAX CHARGED ON BOOT			
2026/04/002733	01/15/2026	API	214.23 VND 999999 PO		PCARD ONE TIME	(1) 500 WATT OUTLET & (1) EXTE			
2026/04/002736	01/18/2026	API	763.88 VND 999999 PO		PCARD ONE TIME	VISIT FL HUDDLE & ENCOUNTER BO			
2026/04/003224	01/18/2026	API	161.75 VND 999999 PO		PCARD ONE TIME	TOURISM RACK CARDS			
2026/04/003232	01/23/2026	API	411.70 VND 999999 PO		PCARD ONE TIME	BRANDED SHIRTS			
2026/04/003233	01/25/2026	API	432.00 VND 999999 PO		PCARD ONE TIME	POSTCARDS FOR MARKETING OCALA/			
2026/04/001245	01/13/2026	API	1,625.00 VND 102569 PO	2600048	ON TIME MARKETI	PROMOTIONAL ITEMS TO PROMOTE O		98253	
2026/04/001245	01/13/2026	POL	-1,625.00 VND 102569 PO	2600048	ON TIME MARKETI	PROMOTIONAL ITEMS TO PROMO2026			
2026/04/000931	01/07/2026	API	5,361.60 VND 100302 PO	2600190	KENNEY COMMUNIC	BROCHURE DISTR FL TURNPIKE,SNA		98036	
2026/04/000931	01/07/2026	POL	-5,361.60 VND 100302 PO	2600190	KENNEY COMMUNIC	BROCHURE DISTR FL TURNPIKE2026			
2026/04/000931	01/07/2026	API	300.00 VND 100302 PO	2600190	KENNEY COMMUNIC	BROCHURE DIST. GREATER ORLAND		98036	
2026/04/000931	01/07/2026	POL	-300.00 VND 100302 PO	2600190	KENNEY COMMUNIC	BROCHURE DIST. GREATER ORL2026			
2026/04/002369	01/26/2026	API	10,900.00 VND 106354 PO	2600191	DIGITAL FURY LL	VIDEO & AUDIO PRODUCTION FOR M		98522	
2026/04/002369	01/26/2026	POL	-10,900.00 VND 106354 PO	2600191	DIGITAL FURY LL	VIDEO & AUDIO PRODUCTION F2026			
2026/04/000259	01/06/2026	POM	-25,000.00 VND 002059 PO	2600313	CSF AQUATICS	CANCEL PER DEPT 2026			
2026/04/000936	01/12/2026	API	7,300.00 VND 106849 PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES JAN-26		98019	
2026/04/000936	01/12/2026	POL	-300.00 VND 106849 PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES JAN-26 2026			
2026/04/000936	01/12/2026	POL	-5,000.00 VND 106849 PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES JAN-26 2026			
2026/04/000936	01/12/2026	POL	-1,000.00 VND 106849 PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES JAN-26 2026			
2026/04/000936	01/12/2026	POL	-1,000.00 VND 106849 PO	2600365	TEMPEST INTERAC	WEBSITE SERVICES JAN-26 2026			
2026/04/000936	01/12/2026	API	2,350.00 VND 001799 PO	2600718	MAVEN PHOTO	TOURISM PHOTOGRAPHY & VIDEO		98039	
2026/04/000936	01/12/2026	POL	-2,350.00 VND 001799 PO	2600718	MAVEN PHOTO	TOURISM PHOTOGRAPHY & VIDE2026			
2026/04/000931	01/07/2026	API	9,750.00 VND 106354 PO	2600719	DIGITAL FURY LL	TOURISM PHOTOGRAPHY & VIDEO		98032	
2026/04/000931	01/07/2026	POL	-9,750.00 VND 106354 PO	2600719	DIGITAL FURY LL	TOURISM PHOTOGRAPHY & VIDE2026			
2026/04/000931	01/07/2026	API	5,600.00 VND 106354 PO	2600719	DIGITAL FURY LL	TOURISM PHOTOGRAPHY & VIDEO		98032	
2026/04/000931	01/07/2026	POL	-5,600.00 VND 106354 PO	2600719	DIGITAL FURY LL	TOURISM PHOTOGRAPHY & VIDE2026			
2026/04/000931	01/07/2026	API	6,400.00 VND 001530 PO	2600837	SOUTHEASTERN FA	WITCHES BREW REIMBURSEMENTS		98016	
2026/04/000931	01/07/2026	POL	-6,400.00 VND 001530 PO	2600837	SOUTHEASTERN FA	WITCHES BREW REIMBURSEMENT2026			
2026/04/001245	01/13/2026	API	846.00 VND 001445 PO	2600838	WORLD EQUESTRIA	WEC VENUE, AUDIO/VISUAL AND PR		98261	
2026/04/001245	01/13/2026	POL	-846.00 VND 001445 PO	2600838	WORLD EQUESTRIA	WEC VENUE, AUDIO/VISUAL AN2026			
2026/04/001245	01/13/2026	API	15,934.80 VND 001445 PO	2600838	WORLD EQUESTRIA	WEC VENUE, AUDIO/VISUAL AND PR		98261	
2026/04/001245	01/13/2026	POL	-15,934.80 VND 001445 PO	2600838	WORLD EQUESTRIA	WEC VENUE, AUDIO/VISUAL AN2026			
2026/04/001129	01/15/2026	POE	1,094.19 VND 002869 PO	2600887	TRAIN STRONGMAN	REIMBURSEMENT FOR EXPENSES			
2026/04/001456	01/15/2026	API	1,094.19 VND 002869 PO	2600887	TRAIN STRONGMAN	REIMBURSEMENT FOR EXPENSES		98279	
2026/04/001456	01/15/2026	POL	-1,094.19 VND 002869 PO	2600887	TRAIN STRONGMAN	REIMBURSEMENT FOR EXPENSES2026			

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1074-55-552-450-45090-155-0000000-0000000-549185-	CHARGES - COST ALLOCATION	202,617.00	202,617.00	67,539.00	16,884.75	135,078.00	33.3%
2026/04/000226	01/05/2026 GNI		16,884.75	REF JAN26		Rec Cost Allocation/JAN26	
1074-55-552-450-45090-155-0000000-0000000-551101-	OFFICE SUPPLIES	2,000.00	2,000.00	562.20	6.97	1,437.80	28.1%
2026/04/003237	01/29/2026 API		6.97	VND 001556 PO		AMAZON MARKETPL DRY ERASE BOARD	
1074-55-552-450-45090-155-0000000-0000000-552101-	GASOLINE, OIL & LUBRICANTS	4,000.00	4,000.00	435.30	68.98	3,564.70	10.9%
2026/04/000290	01/06/2026 WOJ		19.53	REF fuel		FUEL-16539	
2026/04/001312	01/20/2026 WOJ		49.45	REF fuel		FUEL-17360	
1074-55-552-450-45090-155-0000000-0000000-552106-	COMPUTER SOFTWARE	27,221.00	27,221.00	15,537.07	1,210.28	9,312.25	65.8%
2026/04/003012	01/29/2026 API		1,090.40	VND 002386 PO		GOVINVEST ANNUAL SOFTWARE RENEWAL	98805
2026/04/003235	01/27/2026 API		119.88	VND 999999 PO		PCARD ONE TIME DROPBOX PLUS 01/26/26-01/26/2	
1074-55-552-450-45090-155-0000000-0000000-552108-	OPERATING SUPPLIES	6,500.00	6,500.00	616.63	100.72	5,883.37	9.5%
2026/04/001738	01/11/2026 API		14.87	VND 999999 PO		PCARD ONE TIME REFRESHMENTS & SNACKS FOR PUBL	
2026/04/003235	01/27/2026 API		7.96	VND 001556 PO		AMAZON MARKETPL COFFEE STIRS FOR TDC MEETINGS	
2026/04/003235	01/27/2026 API		77.89	VND 001556 PO		AMAZON MARKETPL OFFICE CHAIR FOR C SHELTON	
1074-55-552-450-45090-155-0000000-0000000-552116-	OPER SUPPLIES - COMP HARDWARE	8,755.00	8,755.00	126.58	32.58	8,628.42	1.4%
2026/04/003221	01/15/2026 API		32.58	VND 001556 PO		AMAZON MARKETPL LAPTOP BACKPACK	
1074-55-552-450-45090-155-0000000-0000000-552257-	PARTS - VEHICLE / EQUIPMENT	3,000.00	3,000.00	27.60	0.00	2,972.40	.9%
1074-55-552-450-45090-155-0000000-0000000-554101-	BOOKS, PUBS & SUBSCRIPTIONS	49,604.00	49,604.00	21,413.60	3,413.60	28,190.40	43.2%
2026/04/001740	01/08/2026 API		3,000.00	VND 999999 PO		PCARD ONE TIME SUBSCRIPTION FOR SPORTS LEADS,	
2026/04/003232	01/23/2026 API		413.60	VND 999999 PO		PCARD ONE TIME BUSINESS PRO REMOTE ONLINE NOT	

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ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND		ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
1074-55-552-450-45090-155-0000000-0000000-554201-	DUES & MEMBERSHIPS	35,546.00	35,546.00	11,421.00	150.00	24,125.00	32.1%
2026/04/002733	01/15/2026 API		150.00	VND 999999 PO	PCARD ONE TIME	MEMBERSHIP RENEWAL 01/01/26-12	
1074-55-552-450-45090-155-0000000-0000000-555501-	TRAINING & EDUCATION	76,530.00	76,530.00	15,754.00	-330.00	60,776.00	20.6%
2026/04/001739	01/09/2026 API		45.00	VND 999999 PO	PCARD ONE TIME	CEP EXCEPTIONAL MORNINGS REGIS	
2026/04/003170	01/14/2026 API		-125.00	VND 999999 PO	PCARD ONE TIME	REFUND FOR CANCELLED L SHAFFER	
2026/04/003327	01/11/2026 API		-250.00	VND 999999 PO	PCARD ONE TIME	REFUND FOR J HELLER & S WHEELER	
1074-55-552-450-45090-155-0000000-0000000-563102-	IMPROVE - CIP	2,258,135.00	2,258,135.00	1,771.20	1,771.20	2,236,535.00	1.0%
2026/04/000628	01/07/2026 API		1,771.20	VND 500704 PO	2600627	KIMLEY HORN AND GATEWAY DESIGN CONCEPTS/NOV25	98037
2026/04/000628	01/07/2026 POL		-1,771.20	VND 500704 PO	2600627	KIMLEY HORN AND GATEWAY DESIGN CONCEPTS/NO2026	
1074-55-552-450-45090-155-0000000-0000000-564102-	MACHINERY & EQUIPMENT - CIP	1,259.00	1,259.00	0.00	0.00	1,259.00	.0%
1074-55-552-450-45090-155-0000000-0000000-568102-	INTANGIBLE SOFTWARE - CIP	3,462.00	3,462.00	0.00	0.00	0.00	100.0%
1074-55-552-450-45090-155-0000000-0000000-599101-	RESERVE FOR CONTINGENCIES	500,000.00	500,000.00	0.00	0.00	500,000.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599199-	RESERVE FOR CASH CARRY FORWARD	1,500,000.00	1,500,000.00	0.00	0.00	1,500,000.00	.0%
1074-55-552-450-45090-155-0000000-0000000-599417-	RESERVE FOR TOURISM INIATIVES	3,596,985.00	3,596,985.00	0.00	0.00	3,596,985.00	.0%
TOTAL TOURIST DEVELOPMENT FUND		14,305,667.00	14,305,667.00	973,978.11	295,918.72	10,938,964.87	6.8%
TOTAL EXPENSES		14,305,667.00	14,305,667.00	973,978.11	295,918.72	10,938,964.87	

EXPENDITURE STATUS REPORT

FOR 2026 04

JOURNAL DETAIL 2026 4 TO 2026 4

ORIGINAL ESTIM REV	REVISED ESTIM REV	ACTUAL YTD REVENUE	ACTUAL MTD REVENUE	REMAINING REVENUE	% COLL
GRAND TOTAL					
14,305,667.00	14,305,667.00	973,978.11	295,918.72	10,938,964.87	6.8%

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

EXPENDITURE STATUS REPORT

REPORT OPTIONS

Sequence 1	Field #	Total	Page Break	Year/Period: 2026/ 4
Sequence 2	1	Y	Y	Print revenue as credit: Y
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
				Roll projects to object: N

Report title:
EXPENDITURE STATUS REPORT

Print Full or Short description: F
Print MTD Version: Y
Print Revenues-Version headings: Y
Format type: 1
Print revenue budgets as zero: N
Include Fund Balance: N
Include requisition amount: Y
Multiyear view: D
Amounts/totals exceed 999 million dollars: N

Carry forward code: 1
Print journal detail: Y
From Yr/Per: 2026/ 4
To Yr/Per: 2026/ 4
Include budget entries: Y
Incl encumb/liq entries: Y
Sort by JE # or PO #: P
Detail format option: 1

Find Criteria

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



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22124

Agenda Date: 2/26/2026

Agenda No.: 5.1

SUBJECT:

Recognition of Outgoing TDC Member, Jeff Bailey

DESCRIPTION/BACKGROUND:

Information Only.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22125

Agenda Date: 2/26/2026

Agenda No.: 5.2

SUBJECT:

Introduction of Incoming TDC Member, Rich Larkin

DESCRIPTION/BACKGROUND:

Information Only.



Marion County

Tourist Development Council

Agenda Item

File No.: 2026-22127

Agenda Date: 2/26/2026

Agenda No.: 5.3

SUBJECT:

**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**

DESCRIPTION/BACKGROUND:

Presentation Only.

TO: Tourist Development Council

FROM: Marion County Tax Collector’s Office (MCTC)

RE: Return of Duplicate Payments for Tourist Development Tax 05/2025 – 09/2025

DATE: 2/26/26

In early 2025, MCTC piloted a new Tourist Development platform (RentalScape) that was contracted with a third party credit/debit card collector (Stripe).

At the end of April 2025, MCTC discontinued the service contract with Stripe and opted for the one-time payout for all monies still held for remittances from February 2025– April 2025. Those monies were received by the MCTC office in late May 2025.

While transitioning away from the contract with Stripe and returning to MCTC’s current cashiering software (West FL Business Systems), accounting records were duplicated. This was due to the late receipt of payments from previously recorded accounts, the late receipt of payments for new accounts and new accounts that had to be created for payments already received and distributed.

Please see the chart below which details the months for which duplicate payments were included in the monthly distribution. A majority of the duplicate payments were recorded in the month of July 2025 and August 2025 when MCTC merged account and payment records from RentalScape and Stripe to the current cashiering database. The total of the recaptured duplicate payments is \$628,635.

DISTRIBUTION DATE	TDT DISTRIBUTION	OVERPAYMENT ERROR	CORRECTED AMOUNT
MAY.25	\$294,671	\$247	\$294,424
JUN.25	\$955,267	\$252	\$955,015
JUL.25	\$471,607	\$3,352	\$468,255
AUG.25	\$923,559	\$519,123	\$404,436
SEP. 25	\$580,772	<u>\$105,661</u>	\$475,111
		<u>\$628,635</u>	

MCTC is being proactive to ensure this error does not occur again and has set into place safeguards to prevent any reoccurrences.

MCTC has implemented the following Corrective Actions

- Conducted a full reconciliation of all Tourist Development Tax accounts affected by the transition.
- Already recovered duplicate distributions totaling \$628,635.
- Worked with our current cashiering software vendor to develop enhanced reports that are better able to detect anomalies, including duplicate payments.
- Implemented enhanced reconciliation procedures prior to monthly distributions.

We remain committed to maintaining strong financial stewardship and transparency.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22129

Agenda Date: 2/26/2026

Agenda No.: 6.1

SUBJECT:
Fiscal Year 2026 Event Funding Allocations

DESCRIPTION/BACKGROUND:
Information Only.

FY 24-25 Bid Fee Allocations

Event	Proposed Funding	Approved Funding	Expended Funding
Fishers of Men Championship Bass Tournament	\$1,000.00		
Official Strongman Games (2 year bid fee)	\$90,000.00		
Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional	\$10,000.00		
Budgeted amount		\$500,000.00	
Available to Fund Bid Fee Events		\$399,000.00	

- TDC approved higher funding
- Event canceled
- Planner fell short on deliverables

Room Night Generating Event Funding Allocations

Quarter	Event	Proposed Funding	Approved Funding	Expended Funding
Q1 (Jan-March)	NIKE First in Show Volleyball Tournament	\$10,000.00	\$10,000.00	
Q2 (April-June)	NIKE Winner's Circle Volleyball Tournament	\$25,000.00	\$25,000.00	
Q1 (Jan-March)	HITS Post Time Farm Premier I and II	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Winter Series Week #1 - National Show	\$7,380.00	\$7,380.00	
Q1 (Jan-March)	Winter Series Week #2 - National Show & FEI	\$5,760.00	\$5,760.00	
Q1 (Jan-March)	Winter Series Week #3 - National & FEI	\$7,755.00	\$7,755.00	
Q1 (Jan-March)	Winter Series Week #4 - National & FEI	\$7,405.00	\$7,405.00	
Q1 (Jan-March)	Winter Series Week #5 - National & FEI	\$8,345.00	\$8,345.00	
Q1 (Jan-March)	Winter Series Week #6 - National & FEI	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Winter Series #7 - National & FEI World Cup Qualifier	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Winter Series Week #8 - National & FEI	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Winter Series Week #9 - National & FEI	\$8,370.00	\$8,370.00	
Q1 (Jan-March)	Winter Series Week #10 - National & FEI	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Winter Series Week #11 - National	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Winter Series Week #12 - National Show & Longines League of Nations	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 1-3	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 4-7	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	HITS Ocala Winter Circuit Weeks 8-10	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Grandview World Nights	\$9,000.00	\$9,000.00	\$0.00
Q1 (Jan-March)	Grandview Invitational	\$7,000.00	\$7,000.00	\$0.00
Q1 (Jan-March)	Ocala Equine Conference	\$1,300.00	\$1,300.00	
Q1 (Jan-March)	Big East Swimming and Diving Conference Championships	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Santos Fat Tire Festival	\$10,000.00	\$10,000.00	
Q1 (Jan-March)	Live Oak International	\$4,000.00	\$4,000.00	
Q2 (April-June)	Blue Knights Florida III Spring Meeting	\$5,000.00	\$5,000.00	
Q1 (Jan-March)	HITS Ocala Spring Premier I	\$5,000.00	\$5,000.00	
Q2 (April-June)	HITS Ocala Spring Classic II & Classic III	\$12,500.00	\$12,500.00	
Q2 (April-June)	Cal Ripken T-Ball/Rookie 6u and 8u B State Tournament	\$25,000.00		
Budgeted Amount			\$300,000.00	
Available to Fund Room Night Generating Events			\$47,185.00	

TDC approved higher funding
 Event canceled
 Event planner fell short on deliverables



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22130

Agenda Date: 2/26/2026

Agenda No.: 6.2

SUBJECT:

MOTION: Fishers of Men District 12 Championships (Bid Fee) (Requested Funding - \$1,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Fishers of Men District 12 Championships for recommendation to the Marion County Board of County Commissioners.



NEW EVENT
EVENT DATES: October 20-24, 2026
EVENT LOCATION: Heagy-Burry Boat Ramp – Orange Lake

Funding Program: Bid Fee Funding Program (rev. 07-2025)

EVENT INFORMATION:	FINANCIALS:
Event Name: District 12 Championship Tournament Organization: Fishers of Men Ministries, INC.	Bid Fee Amount: \$1,000 Business Sales (Total): \$73,834 Total ROI: 114% Anticipated Attendance (Total): 100 Anticipated Number of Participants: 40 Anticipated Room Nights (Total): 75 Average Occupancy Rate for Period: 55.2% (2025) 70.8% (2024)

Event Description:

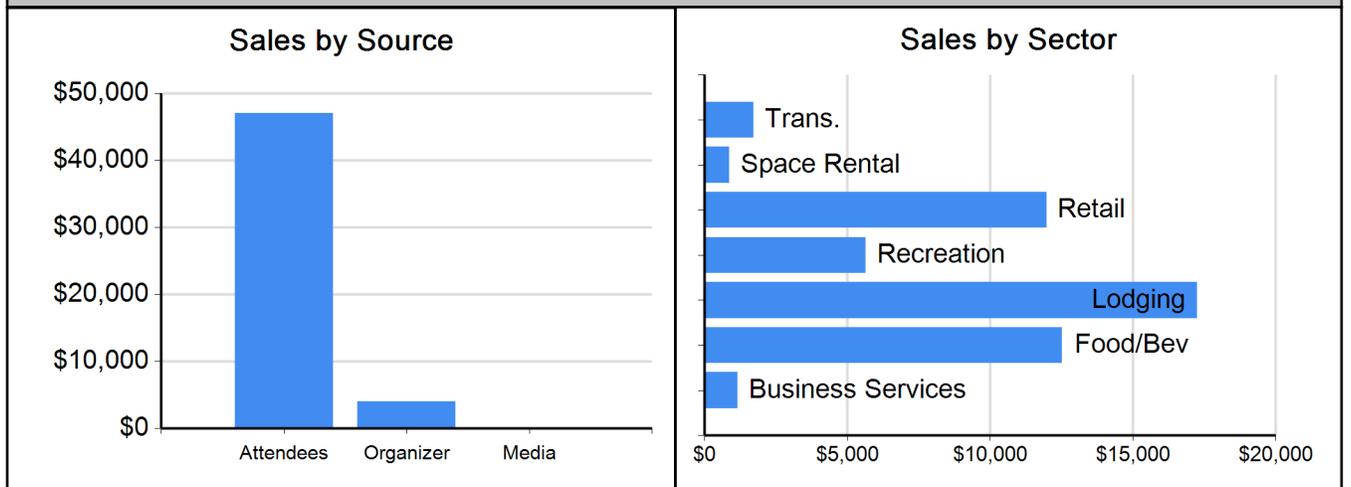
- The Fishers of Men National Tournament Trail is coming to Orange Lake for an exciting multi-day competition. Approximately 40 anglers from across the region will compete over five days on one of North Central Florida’s premier freshwater fisheries. Known for its excellent bass fishing and scenic natural setting, Orange Lake offers an ideal backdrop for this nationally recognized tournament. The event highlights the sport of competitive fishing while promoting sportsmanship, conservation, and the outdoor recreation opportunities that make Marion County a sought-after destination for anglers.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	District 12 Championship Tournament	Business Sales (Direct):	\$51,103
Organization:	Fishers of Men	Business Sales (Total):	\$73,834
Event Type:	Adult Amateur	Jobs Supported (Direct):	14
Start Date:	10/20/2026	Jobs Supported (Total):	16
End Date:	10/24/2026	Local Taxes (Total):	\$2,135
Overnight Attendees:	60	Net Direct Tax ROI:	\$840
Day Attendees:	40	Estimated Room Demand:	115

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$17,254	\$0	\$0	\$17,254
Transportation	\$1,549	\$145	\$7	\$1,701
Food & Beverage	\$10,647	\$1,876	\$0	\$12,523
Retail	\$11,970	\$0	\$0	\$11,970
Recreation	\$5,650	\$0	\$0	\$5,650
Space Rental	\$0	\$852	\$0	\$852
Business Services	\$0	\$1,149	\$4	\$1,153
TOTAL	\$47,070	\$4,023	\$11	\$51,103

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: District 12 Championship Tournament 2026

Organization: Fishers of Men

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$51,103	\$22,732	\$73,834
Personal Income	\$14,594	\$5,841	\$20,435
Jobs Supported			
Persons	14	2	16
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$4,336</u>	<u>\$1,855</u>	<u>\$6,191</u>
<u>State Total</u>	<u>\$3,575</u>	<u>\$723</u>	<u>\$4,297</u>
sales	\$2,716	\$341	\$3,057
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$859	\$382	\$1,240
<u>Local Total (excl. property)</u>	<u>\$1,840</u>	<u>\$295</u>	<u>\$2,135</u>
sales	\$679	\$85	\$764
income	\$0	\$0	\$0
bed	\$690	-	\$690
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$471	\$210	\$681
property tax	\$927	\$264	\$1,191

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$1,840	<p>A horizontal bar chart comparing Local Taxes and Costs. The x-axis represents dollar amounts from \$0 to \$2,500 in increments of \$500. The 'Local Taxes' bar extends to \$2,135, and the 'Costs' bar extends to \$1,000.</p>
DMO Hosting Costs	\$1,000	
Direct ROI	\$840	
Net Present Value	\$840	
Direct ROI (%)	84%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$2,135	
Total ROI	\$1,135	
Net Present Value	\$1,135	
Total ROI (%)	114%	

Estimated Room Demand Metrics	
Room Nights (total)	115
Room Pickup (block only)	75
Peak Rooms	33
Total Visitor Days	234



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22131

Agenda Date: 2/26/2026

Agenda No.: 6.3

SUBJECT:

MOTION: Official Strongman Games 2026 and 2027 (Bid Fee) (Requested Funding - \$45,000 per year)

DESCRIPTION/BACKGROUND:

Recommend Action: Motion to approve funding for the Official Strongman Games 2026 and 2027 for recommendation to the Marion County Board of County Commissioners.



NEW EVENT
EVENT DATES: November 19-22, 2026 November 18-21, 2027
EVENT LOCATION: World Equestrian Center

Funding Program: Bid Fee Funding Program (rev. 07-2025)

EVENT INFORMATION:	FINANCIALS:
Event Name: Official Strongman Games Organization: Train Strongman, LLC	Bid Fee Amount: \$45,000 per year Business Sales (Total): \$2,337,041 Total ROI: 37% Anticipated Attendance (Total): 1,575 Anticipated Number of Participants: 450 Anticipated Room Nights (Total): 1,790 Average Occupancy Rate for Period: 59.6% (2025) 65.8% (2024)

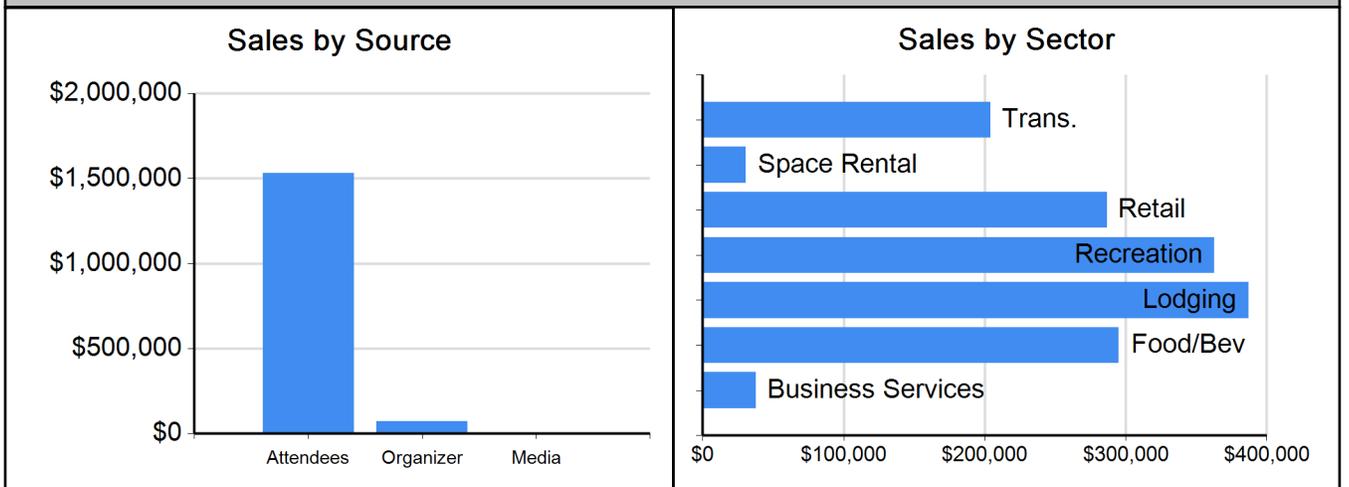
- **Event Description:**
 - The Official Strongman Games has become a destination event for athletes and strength fans worldwide and is typically held during the middle of November. The Strongman Games awards the World’s Strongest title across multiple weight and age categories for men and women equally. The event has over 450 athletes representing 50 countries.
- **Schedule of Event:**
 - Tuesday & Wednesday
 - Move-in/Venue Set-up
 - Thursday
 - Check-in/Weigh-in
 - Friday & Saturday
 - Competition Days 1 & 2
 - Sunday
 - Finals/Awards
 - Athlete Meet & Greet
 - Reception and Dinner
 - Monday
 - Breakdown and move-out
- **2024 Livestream Statistics – Madison, Wisconsin**
 - 2.2 million minutes watched over 3 days
 - 2 hours of average time watched per view
- **Social Media**
 - YouTube: 285K subscribers
 - Over 200 million total views
 - Facebook: 175K followers
 - Instagram: 50K followers
 - TikTok: 20K followers

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Official Strongman Games	Business Sales (Direct):	\$1,604,500
Organization:	Train Strongman LLC	Business Sales (Total):	\$2,337,041
Event Type:	Championships	Jobs Supported (Direct):	441
Start Date:	11/18/2026	Jobs Supported (Total):	514
End Date:	11/22/2026	Local Taxes (Total):	\$61,755
Overnight Attendees:	1260	Net Direct Tax ROI:	\$7,254
Day Attendees:	315	Estimated Room Demand:	2,048

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$387,064	\$0	\$0	\$387,064
Transportation	\$203,886	\$0	\$131	\$204,017
Food & Beverage	\$291,166	\$3,911	\$0	\$295,077
Retail	\$286,766	\$0	\$0	\$286,766
Recreation	\$362,924	\$0	\$0	\$362,924
Space Rental	\$0	\$30,750	\$0	\$30,750
Business Services	\$0	\$37,606	\$295	\$37,901
TOTAL	\$1,531,807	\$72,267	\$426	\$1,604,500

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Official Strongman Games 2026

Organization: Train Strongman LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,604,500	\$732,541	\$2,337,041
Personal Income	\$481,604	\$187,942	\$669,546
Jobs Supported			
Persons	441	72	514
Annual FTEs	17	3	19
Taxes and Assessments			
<u>Federal Total</u>	<u>\$138,818</u>	<u>\$59,737</u>	<u>\$198,556</u>
<u>State Total</u>	<u>\$114,864</u>	<u>\$23,295</u>	<u>\$138,159</u>
sales	\$87,908	\$10,988	\$98,897
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$26,956	\$12,307	\$39,263
<u>Local Total (excl. property)</u>	<u>\$52,254</u>	<u>\$9,501</u>	<u>\$61,755</u>
sales	\$21,977	\$2,747	\$24,724
income	\$0	\$0	\$0
bed	\$15,483	-	\$15,483
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,794	\$6,754	\$21,548
property tax	\$29,107	\$8,578	\$37,686

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$52,254	
DMO Hosting Costs	\$45,000	
Direct ROI	\$7,254	
Net Present Value	\$7,254	
Direct ROI (%)	16%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$61,755	
Total ROI	\$16,755	
Net Present Value	\$16,755	
Total ROI (%)	37%	

Estimated Room Demand Metrics	
Room Nights (total)	2,048
Room Pickup (block only)	1,790
Peak Rooms	467
Total Visitor Days	5,754



Marion County

Tourist Development Council

Agenda Item

File No.: 2026-22132

Agenda Date: 2/26/2026

Agenda No.: 6.4

SUBJECT:

MOTION: Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional (Bid Fee) (Requested Funding - \$10,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Babe Ruth 13U, 14U, & 13-16, & 16-18 Southeast Regional for recommendation to the Marion County Board of County Commissioners.



NEW EVENT
EVENT DATES: July 15-19, 2025
EVENT LOCATION: Rotary Sportsplex

Funding Program: Bid Fee Funding Program (rev. 07-2025)

EVENT INFORMATION:	FINANCIALS:
Event Name: Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional Organization: Babe Ruth League, Inc. Southeast Region Payee: Rotary Sportsplex – Cal Ripken Baseball	Bid Fee Amount: \$10,000 Business Sales (Total): \$1,132,550 Total ROI: 188% Anticipated Attendance (Total): 1,500 Anticipated Number of Participants: 525 Anticipated Room Nights (Total): 800 Average Occupancy Rate for Period: 60.3% (2025) 64.5% (2024)

- **Event Description**

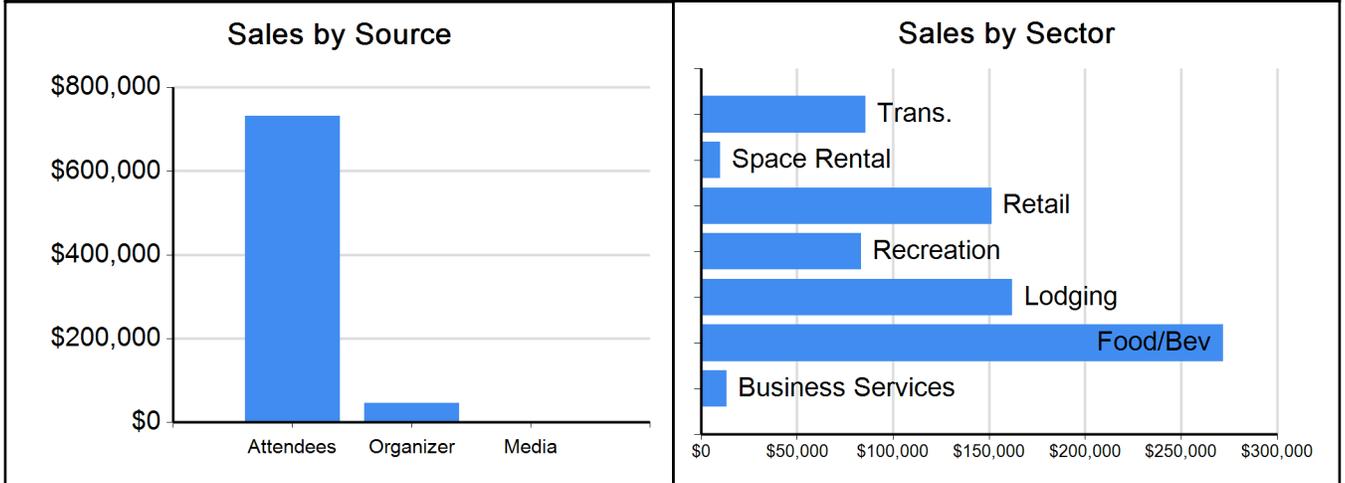
For the first time, Ocala/Marion County is hosting a combined Southeast Regional with four separate age groups. This tournament will bring together an estimated 35 total championship-caliber teams from across the Southeast region to compete for a chance to go to the World Series in the respective age groups.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Business Sales (Direct):	\$777,641
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$1,132,550
Event Type:	Youth Amateur	Jobs Supported (Direct):	232
Start Date:	7/15/2026	Jobs Supported (Total):	261
End Date:	7/19/2026	Local Taxes (Total):	\$28,770
Overnight Attendees:	1126	Net Direct Tax ROI:	\$14,167
Day Attendees:	607	Estimated Room Demand:	1,081

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$162,092	\$0	\$0	\$162,092
Transportation	\$84,246	\$1,221	\$114	\$85,581
Food & Beverage	\$249,875	\$21,838	\$0	\$271,713
Retail	\$151,380	\$0	\$0	\$151,380
Recreation	\$83,490	\$0	\$0	\$83,490
Space Rental	\$0	\$9,913	\$0	\$9,913
Business Services	\$0	\$13,409	\$65	\$13,473
TOTAL	\$731,081	\$46,381	\$179	\$777,641

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional 2026

Organization: Cal Ripken Baseball

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$777,641	\$354,910	\$1,132,550
Personal Income	\$247,062	\$90,559	\$337,622
Jobs Supported			
Persons	232	29	261
Annual FTEs	9	1	10
Taxes and Assessments			
<u>Federal Total</u>	<u>\$68,836</u>	<u>\$28,886</u>	<u>\$97,721</u>
<u>State Total</u>	<u>\$55,117</u>	<u>\$11,286</u>	<u>\$66,404</u>
sales	\$42,053	\$5,324	\$47,377
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$13,064	\$5,963	\$19,027
<u>Local Total (excl. property)</u>	<u>\$24,167</u>	<u>\$4,603</u>	<u>\$28,770</u>
sales	\$10,513	\$1,331	\$11,844
income	\$0	\$0	\$0
bed	\$6,484	-	\$6,484
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,170	\$3,272	\$10,442
property tax	\$14,107	\$4,156	\$18,263

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$24,167	
DMO Hosting Costs	\$10,000	
Direct ROI	\$14,167	
Net Present Value	\$14,167	
Direct ROI (%)	142%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$28,770	
Total ROI	\$18,770	
Net Present Value	\$18,770	
Total ROI (%)	188%	

Estimated Room Demand Metrics	
Room Nights (total)	1,081
Room Pickup (block only)	800
Peak Rooms	282
Total Visitor Days	4,687



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22134

Agenda Date: 2/26/2026

Agenda No.: 6.5

SUBJECT:

MOTION: Cal Ripken B State Tournament (Room Night Generating) (Requested Funding - \$25,000)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Cal Ripken B State Tournament for recommendation to the Marion County Board of County Commissioners.



REPEAT EVENT
EVENT DATES: June 11-14, 2026
EVENT LOCATION: Rotary Sportsplex

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: Cal Ripken T-Ball/Rookie B State Tournament Organization: Rotary Sportsplex – Cal Ripken Baseball Inc.	Requested Amount: \$25,000 Eligible Funding/Staff Recommendation: \$25,000* Business Sales (Total): \$2,062,373 Total ROI: 124% Anticipated Participants: 840 Anticipated Attendance (Total): 1,700 Minimum Room Night Guarantee: 2,500 Average Occupancy Rate for Period: 52.8% (2025) 60.3% (2024)

***Events occurring April-June are awarded \$10/room night**

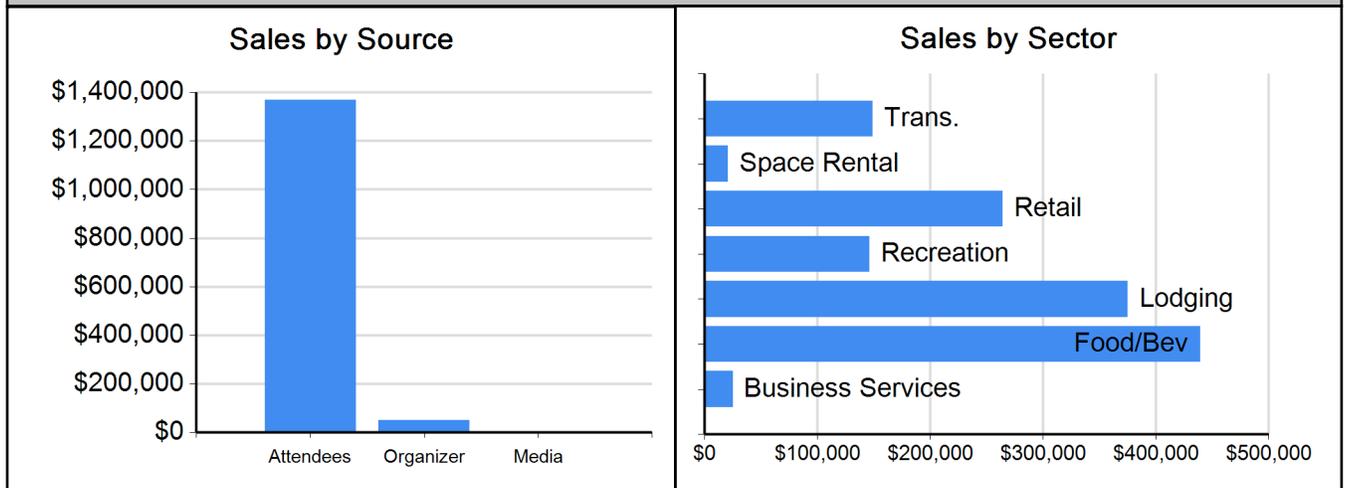
- **Funding History:**
 - 2025 - \$10,500
- **Use of Funds:** facility rental fee, tournament sanctioning fee, umpires, marketing materials, baseballs
- **Event Description:**
 This tournament will be a state championship for all T-ball and Rookie “B-Teams” totaling about 70 teams. Each age group will have a separate tournament to award the state champion.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Cal Ripken T-Ball/Rookie B State Tournament	Business Sales (Direct):	\$1,419,390
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$2,062,373
Event Type:	Youth Amateur	Jobs Supported (Direct):	460
Start Date:	6/11/2026	Jobs Supported (Total):	521
End Date:	6/14/2026	Local Taxes (Total):	\$56,051
Overnight Attendees:	840	Net Direct Tax ROI:	\$22,711
Day Attendees:	1260	Estimated Room Demand:	2,500

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$375,000	\$0	\$0	\$375,000
Transportation	\$147,538	\$1,183	\$91	\$148,812
Food & Beverage	\$436,828	\$2,602	\$0	\$439,430
Retail	\$264,491	\$0	\$0	\$264,491
Recreation	\$146,176	\$0	\$0	\$146,176
Space Rental	\$0	\$20,454	\$0	\$20,454
Business Services	\$0	\$24,975	\$52	\$25,027
TOTAL	\$1,370,033	\$49,214	\$143	\$1,419,390

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Cal Ripken T-Ball/Rookie B State Tournament 2026

Organization: Cal Ripken Baseball

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,419,390	\$642,983	\$2,062,373
Personal Income	\$439,318	\$165,951	\$605,269
Jobs Supported			
Persons	460	61	521
Annual FTEs	15	2	17
Taxes and Assessments			
<u>Federal Total</u>	<u>\$124,316</u>	<u>\$52,546</u>	<u>\$176,863</u>
<u>State Total</u>	<u>\$102,342</u>	<u>\$20,447</u>	<u>\$122,789</u>
sales	\$78,496	\$9,645	\$88,141
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$23,846	\$10,802	\$34,648
<u>Local Total (excl. property)</u>	<u>\$47,711</u>	<u>\$8,340</u>	<u>\$56,051</u>
sales	\$19,624	\$2,411	\$22,035
income	\$0	\$0	\$0
bed	\$15,000	-	\$15,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,087	\$5,929	\$19,016
property tax	\$25,749	\$7,507	\$33,256

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$47,711	
DMO Hosting Costs	\$25,000	
Direct ROI	\$22,711	
Net Present Value	\$22,711	
Direct ROI (%)	91%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$56,051	
Total ROI	\$31,051	
Net Present Value	\$31,051	
Total ROI (%)	124%	

Estimated Room Demand Metrics	
Room Nights (total)	2,500
Room Pickup (block only)	2,500
Peak Rooms	280
Total Visitor Days	8,209



Marion County

Tourist Development Council

Agenda Item

File No.: 2026-22135

Agenda Date: 2/26/2026

Agenda No.: 6.6

SUBJECT:

MOTION: USA Swimming Speedo Sectionals (June 2026 - Date Change)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve date change for the USA Swimming Speedo Sectionals for recommendation to the Marion County Board of County Commissioners.

CSF Aquatics LLC
8435 SW 80th Street, Suite 2
Ocala, FL 34481

February 16, 2026

Marion County Tourist Development Council,

CSF Aquatics has been notified of a date change for the 2026 Speedo Sectional Championships from USA Swimming's Southern Zone Committee.

- Original Date: May 21-24, 2026
- Updated Date: June 4-7, 2026.

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

File No.: 2026-22167

Agenda Date: 2/26/2026

Agenda No.: 7.1

SUBJECT:

PRESENTATION and MOTION: Campaign Communications & Strategic Media Agreement - Marion County America 250 Commemoration Initiative, EJ Nieves

DESCRIPTION/BACKGROUND:

Recommendation: Motion to approve Campaign Communication & Strategic Media Agreement - Marion County America 250 Commemoration Initiative for the recommendation to the Marion County Board of County Commissioners.

CAMPAIGN COMMUNICATIONS & STRATEGIC MEDIA AGREEMENT

Marion County America 250 Commemoration Initiative

Parties: Marion County America 250 Committee and Eliezer 'EJ' Nieves

Term: Five (5) Months – March 1st 2026 through July 31st 2026

1. Role & Appointment

EJ Nieves is appointed as Campaign Communications Director & Lead Spokesperson, providing executive-level communications leadership, narrative strategy, and public representation.

2. Scope of Work

- 6–10 Facebook Reels per week (24–40 monthly).
- 6–10 static posts per week (24–40 monthly).
- Weekly strategic advisory meeting.
- Public-facing spokesperson role.
- Tourism & Economic Activation integration.

3. Compensation

Monthly Retainer: \$10,500

Total Campaign Investment (5 Months): \$52,500

Compensation reflects executive communications leadership, high-volume production, tourism activation strategy, and leveraged visibility across 150,000+ social media followers.

EXECUTIVE SUMMARY

Campaign Communications Director & Lead Spokesperson – Eliezer 'EJ' Nieves

Investment: \$10,500 per month | Total Campaign Allocation: \$52,500

Scope includes strategic narrative leadership, 48–80 monthly assets, tourism activation, and leveraged visibility across 150,000+ social media followers.

DETAILED ANALYTICS & REPORTING FRAMEWORK

This framework establishes structured measurement standards for the Marion County America 250 Campaign.

1. Baseline Benchmarking

- Establish pre-campaign engagement averages.
- Document historical reach and audience growth trends.
- Identify Marion County demographic penetration.

2. Monthly Performance Metrics

- Total content produced (video + static).
- Aggregate reach and impressions.
- Engagement rate percentage (likes, comments, shares, saves).
- Video completion rate.
- Follower growth attributable to campaign.

3. Community Impact Indicators

- Public sentiment tracking.
- Comment quality and civic participation levels.
- Share velocity within Marion County audience clusters.

4. Reporting Schedule

- Monthly executive summary report (PDF format).
- Mid-campaign performance briefing.
- Final comprehensive analytics presentation.

TOURISM ACTIVATION ADDENDUM

Marion County America 250 Campaign

1. Purpose

This Addendum formally expands the Campaign Communications Agreement to include Tourism & Economic Activation Strategy designed to increase out-of-county visitation, overnight hotel occupancy (“Heads in Beds”), and regional economic impact tied to the America 250 initiative.

2. Tourism Scope of Services

- Develop destination-focused storytelling aligned with Marion County tourism assets.
- Produce travel-intent content targeting out-of-state audiences.
- Highlight hospitality partners, hotels, and event-driven itineraries.
- Create weekend and multi-day travel guides leading up to July 4.
- Integrate tourism messaging into America 250 narrative.

3. Tourism KPIs

- Out-of-county engagement rate increase.
- Travel-intent comment and share tracking.
- Click-throughs to tourism or hospitality landing pages.
- Hotel partner referral tracking (when available).
- Geographic audience growth outside Marion County.

4. Compensation Adjustment (If Applicable)

If Tourism Activation significantly increases production scope or economic deliverables, parties may mutually agree to adjust monthly compensation to reflect expanded economic impact objectives.

DESTINATION MARION COUNTY

Tourism Content Sub-Plan | America 250 Integration

Content Pillar 1 – Natural Beauty & Springs

- Silver Springs storytelling series.
- Adventure-focused reels (kayak, wildlife, heritage).
- ‘America’s Natural Freedom’ narrative framing.

Content Pillar 2 – Equestrian & Luxury Events

- World-class events at WEC.
- Luxury stay + celebration positioning.
- National visitor appeal messaging.

Content Pillar 3 – Historic Downtown & Culture

- Downtown Square features.
- Local dining + small business highlights.
- Fourth of July event previews.

Content Pillar 4 – 48-Hour Itinerary Series

- Weekend travel blueprint content.
- Family-focused itinerary.
- Couples getaway edition.
- Outdoor adventure edition.

HEADS IN BEDS – 12 WEEK TOURISM CONTENT BLUEPRINT

- Weeks 1–2: Campaign Announcement + Destination Awareness
- Weeks 3–4: Silver Springs + Outdoor Adventure Push
- Weeks 5–6: Downtown + Cultural Experiences
- Weeks 7–8: Hotel & Hospitality Spotlights
- Weeks 9–10: Event Countdown + Itinerary Guides
- Weeks 11–12: Final Travel Push + Urgency Messaging

MARION COUNTY TOURISM PARTNERSHIP FRAMEWORK

Purpose

- Align America 250 campaign with hospitality growth objectives.
- Drive measurable overnight stays.

Hotel Collaboration Structure

- Featured hotel highlight reels.
- Custom discount code tracking.
- Co-branded America 250 packages.
- Shared analytics reporting.

Economic Impact Reporting

- Track bookings linked to campaign content.
- Monthly occupancy lift analysis (when available).
- Partner testimonial inclusion in final report.

Optional Sponsorship Tiering

- Gold Partner – Full video feature + itinerary inclusion.
- Silver Partner – Static + story feature.
- Community Partner – Mention inclusion.



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22137

Agenda Date: 2/26/2026

Agenda No.: 7.2

SUBJECT:

PRESENTATION: Quarterly Public Relations and Analytics Report - October - December Data

DESCRIPTION/BACKGROUND:

Information Only.



PUBLIC RELATIONS & ANALYTICS REPORT

October 1 - December 31, 2025



OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU

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PUBLIC RELATIONS



Press Releases

VISIT FLORIDA

As part of the ongoing state tourism initiatives through VISIT FLORIDA, the Ocala/Marion County Visitors and Convention Bureau (OMCVCB) fulfills press release requests highlighting tourism activities throughout the destination. VISIT FLORIDA uses these press releases as part of larger media pitches both nationally and internationally.

- Florida Fun Facts
- What's New in 2026
- Winter Escapes
- Wellness and Luxury in the Sunshine State
- Romance in the Sunshine State Florida's Mosty Dreamy Getaways
- Florida's Water Activities
- National Plan for Vacation Day
- New Year, New You
- Valentine's Day
- Floridas Top 10 Events Not to Miss in 2026
- From Tranquil Trails to Lush Landscapes
- Active Florida, Breaking a Sweat in the Sunshine State

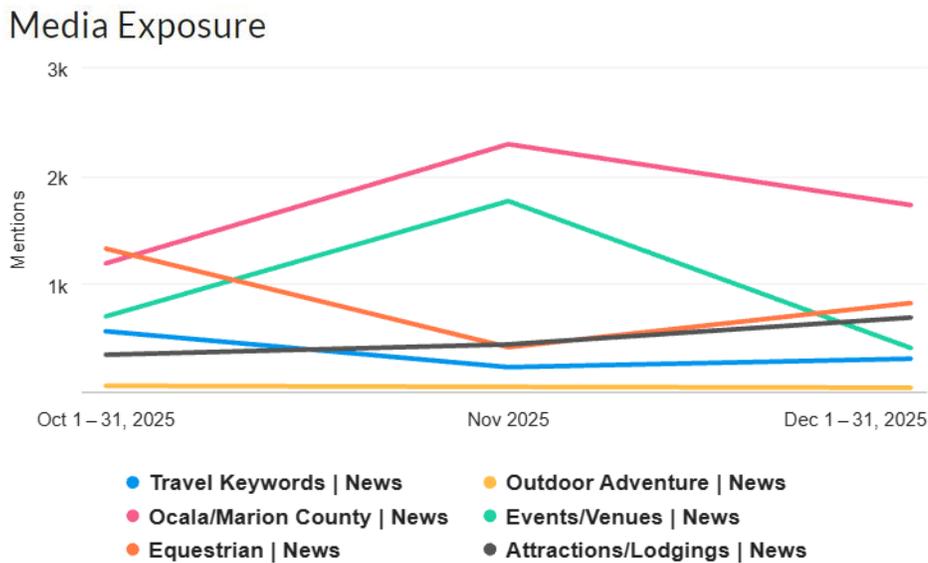
OMCVCB

- Ocala/Marion County VCB Celebrates Record-Breaking Attendance at 3rd Annual Tourism Meeting
- Ocala/Marion County VCB and FAST Jointly Awarded Florida Sports Foundation Award

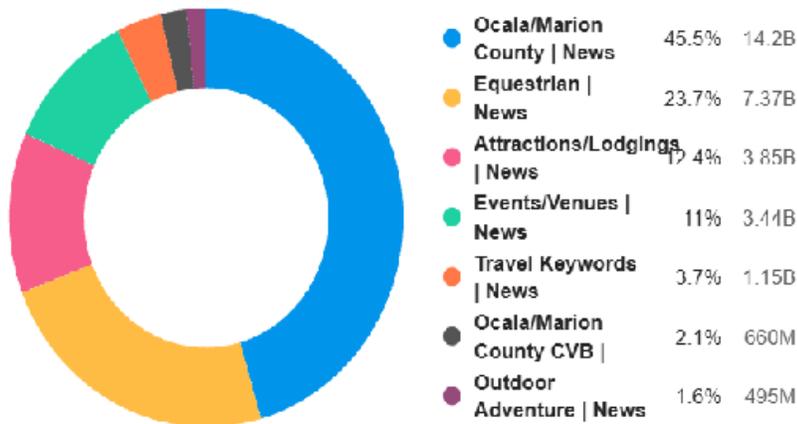
Meltwater: Media Exposure

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-December 2025, including media topics and key words that were trending during this time period.

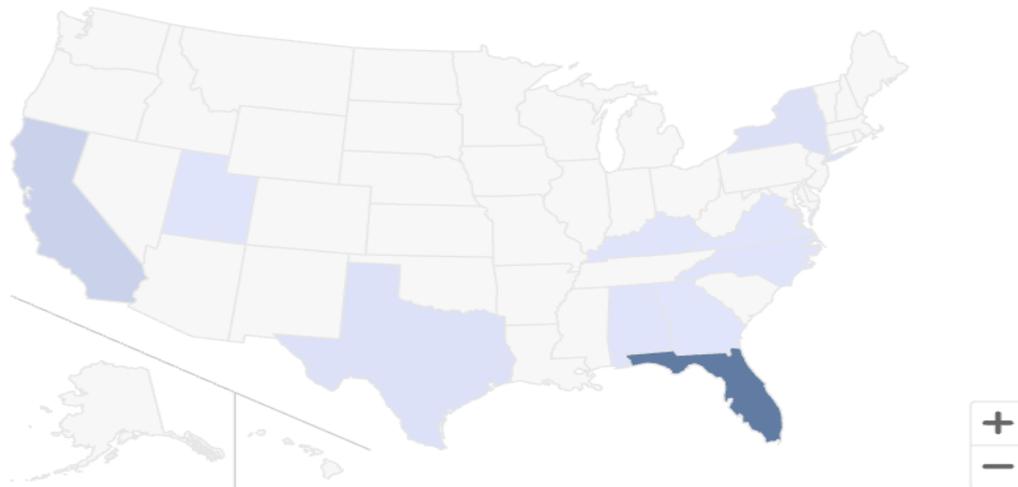


Meltwater: Public Relations Pick-Up

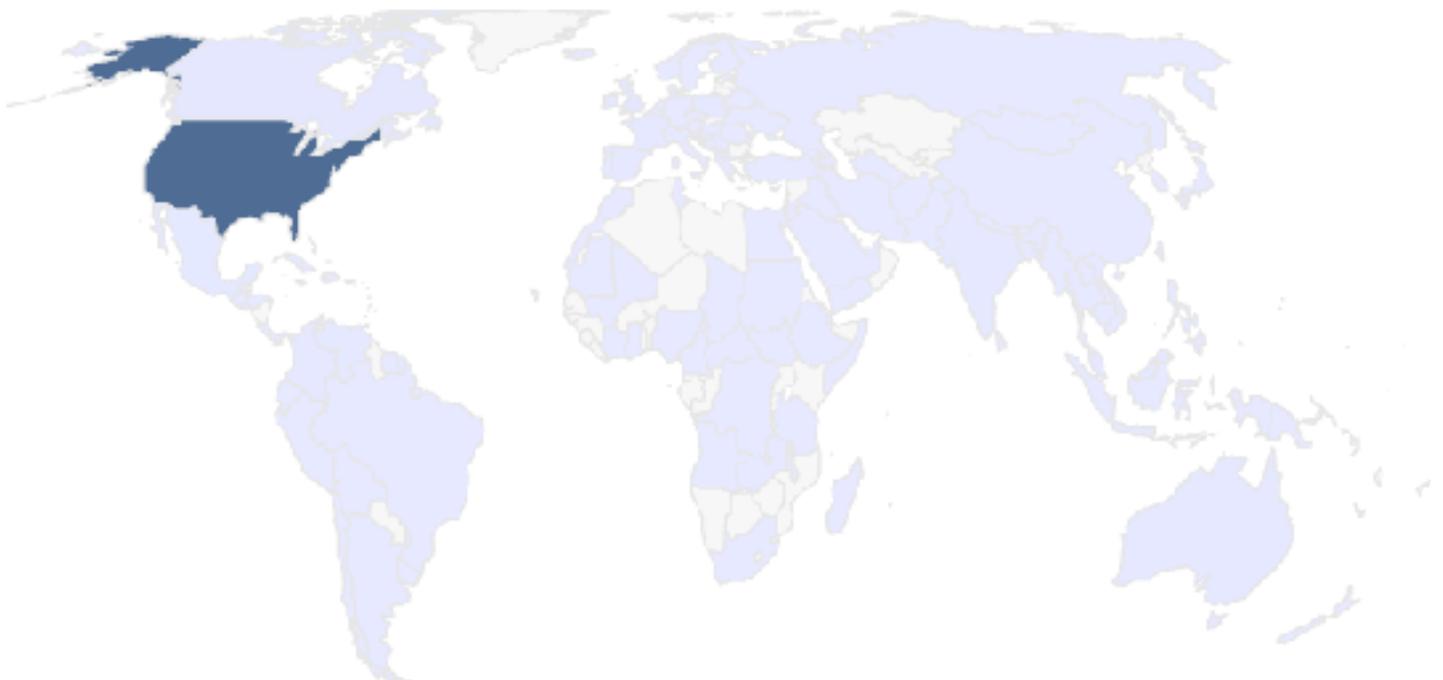


Meltwater: Geographical Pick Up

The following heat map shows the locations where the topic of outdoor adventure in our area is trending domestically from October-December 2025.



The following heat map shows the locations where the topic of outdoor adventure in our area is trending globally from October-December 2025.



VISIT FLORIDA Domestic Media Mission

In October 2025, VISIT FLORIDA executed a successful domestic media mission to Nashville and New York City, connecting with key media outlets and high-reach content creators. The mission kicked off in Nashville at White Limozeen with a Florida-inspired evening event featuring a bouquet-building activity for 18 RSVPs. The New York leg included a mixology demonstration at Sandbar Rooftop for 30 attendees and a final coffee meet-up at Ariston Coffee for 16 guests.

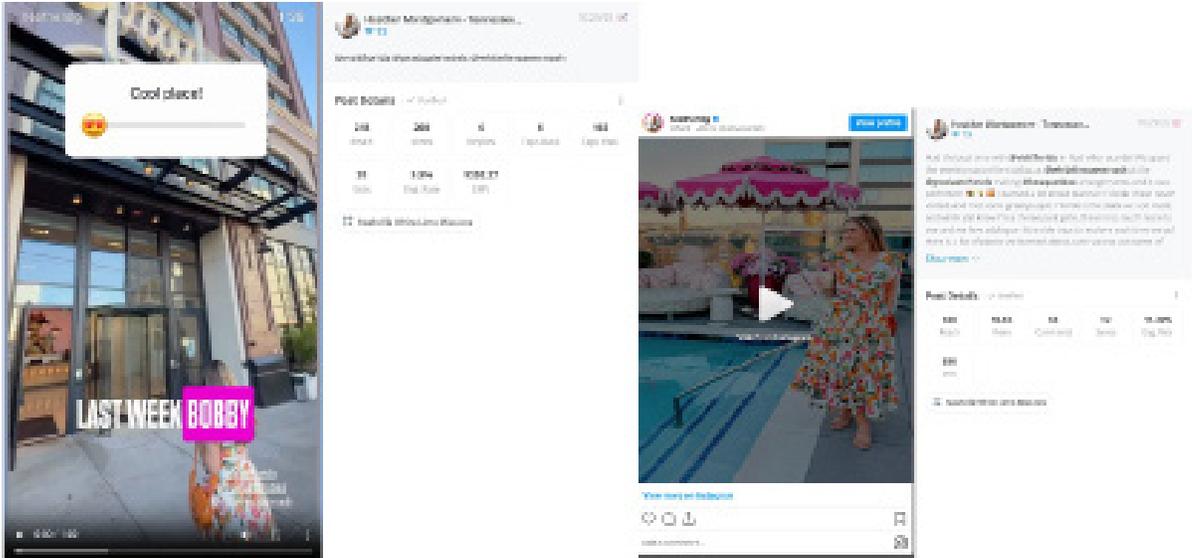
Throughout the trip, seven partner destinations showcased their unique offerings through interactive presentations and curated tasting experiences. Featured regional ingredients, such as Martin County’s George’s Gin and Ocala’s Orange Blossom Honey, were integrated into custom cocktails to provide a “taste of place”. This strategic mission facilitated direct engagement with influential travel writers and lifestyle creators from publications like Travel + Leisure, Forbes, and OK! Magazine

Below and on the next 5 pages is the VISIT FLORIDA reports from the media mission.

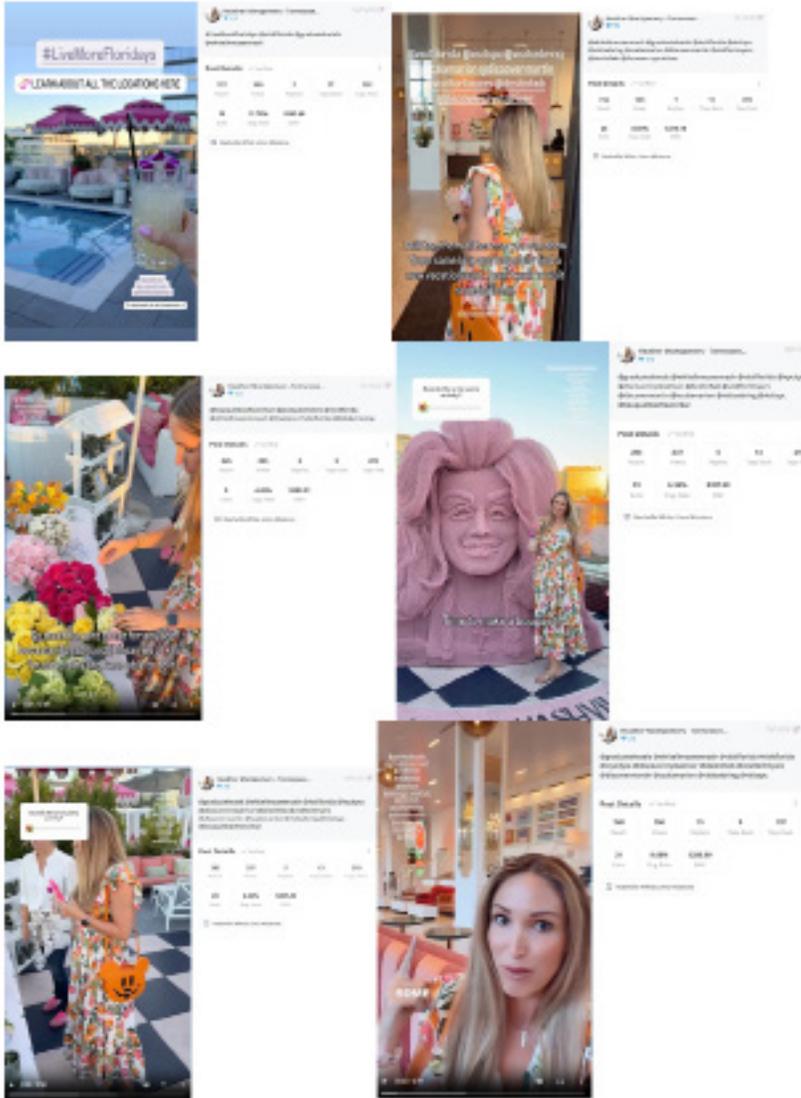


DOMESTIC- HEATHER MONTGOMERY- @HEATHERSLG- MISSIONS - OCTOBER 2025

Media Name: Heather Montgomery
 Social Handle: @heatherslg
 Date: 10/15/2025
 Total Exposure: 5800 Social/Reach
 Media Value: \$2,669.20
 Engagements: N/A
 ALL Partners Mentioned: VISIT FLORIDA, Graduate Hotels, White Limozeen, Visit St. Pete-Clearwater, Visit Sebring, Ocala Marion, Discover Martin, Visit Fort Myers, Destin Fort Walton, Discover Crystal River



VISIT FLORIDA Domestic Media Mission



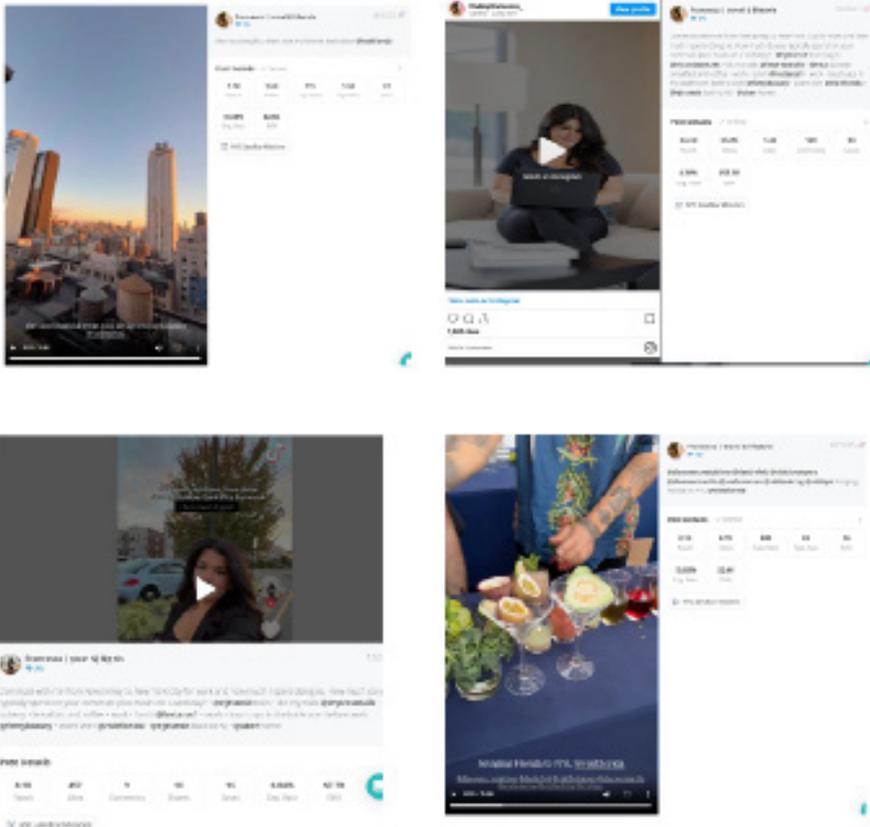
PARTNERS MENTIONED: VISIT FLORIDA, Graduate Hotels, White Limozeen, Visit PC, Ocala Marion, Discover Martin, Visit Fort Myers, Discover Crystal River

VISIT FLORIDA Domestic Media Mission



DOMESTIC- FRANCESCA MONTALBANO - @FINDINGFRANCESCA - MISSIONS - OCTOBER 2025 - MULTIPARTNER

Media Name: Francesca Montalbano
 Social Handle: @findingfrancesca
 Date: 10/20/2025
 Total Exposure: 47800 Social/Reach
 Media Value: \$64,800.00
 Engagements: 2500
 ALL Partners Mentioned:
 VISIT FLORIDA, Discover Crystal River, Destin Fort Walton, Visit Fort Myers, Discover Martin, Ocala Marion, Visit St. Pete-Clearwater, Visit Sebring

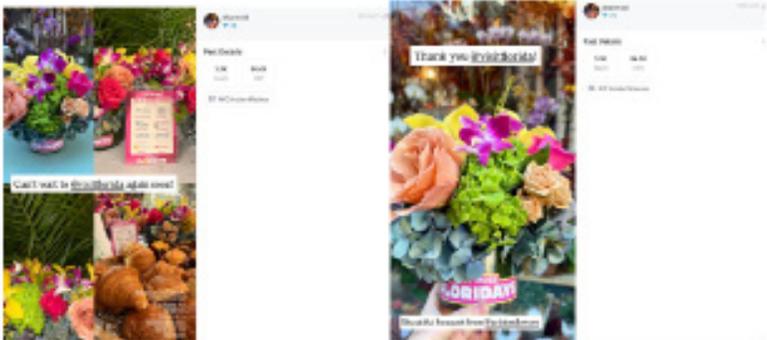


VISIT FLORIDA Domestic Media Mission



DOMESTIC-SHARM SIL @SHARMEDLIFE _- MISSIONS - OCTOBER 2025

Media Name: Sharm Sil
 Social Handle: @sharmedlife,
 @theveragesocialite
 Date: 10/16/2025
 Total Exposure: 7800 Social/Reach
 Media Value: \$9,200.00
 Engagements: N/A
 ALL Partners Mentioned:
 VISIT FLORIDA, Discover Crystal River, Visit Fort Myers, Visit St. Pete - Clearwater ,Ocala Marion,
 Discover Martin, Hopper, Visit Sebring



PARTNERS MENTIONED: VISIT FLORIDA, Discover Crystal River, Visit Fort Myers, Visit
 FC, Ocala Marion, Discover Martin, Hopper

VISIT FLORIDA Domestic Media Mission



DOMESTIC – MISSIONS – ELIZABETH TAYLOR – TIME SQUARE CHRONICLE – NOVEMBER 2025 – MULTIPARTNER

Media Name: Elizabeth Taylor
 Publication: Times Square Chronicles
 Date: 11/28/2025
 Total Exposure: 24296 Online/UVM
 Media Value: \$224.74
 Article Title: Discovering America with Visit Florida
 ALL Partners Mentioned: VISIT FLORIDA, Miami, Palm Beach, Destin Fort-Walton Beach, 55 UNITED STATES, Emerald Coast Open, Destin Fishing Rodeo, Crystal River, Inverness, Homosassa, Martin County, History with Character, Fort Myers, River District, Caloosahatchee River, Ocala Marion County, World Equestrian Center, Outdoor Adventure Paradise, Orlando, St. Pete-Clearwater, Sebring, Roanoke Hotel, Sebring Soda Shop, Sebring International Raceway, Sebring Soda Festival, Six Mile Cypress Slough Preserve
 Coverage Link: <https://t2conline.com/discovering-america-with-visit-florida/>

Discovering America with Visit Florida



This month in New York City a very special visit from ambassadors with [Visit Florida](#) opened a world of exciting discovery about the Sunshine State.

During an enlightening breakfast meeting at Arston Flowers festival, guests got to learn about the magic of the state. While beloved cities in the region like Miami and Palm Beach are frequently referred to in American pop culture to tourists, the experience with Visit Florida carved out the pathway for a whole new type of journey. With special insights, we invite you to explore the beauty and the wonder of all of Florida (including the west coast and inner regions).

Back a visit today to these amazing places and make your American dream of wanderlust come true today.

VISIT FLORIDA Domestic Media Mission

By Mike Espino through Florida's Great Outdoors

Ocala Marion County: The Horse Capital of the World offers a refreshingly authentic escape, blending world-class equestrian prestige with unmatched natural beauty. Visitors get luxury Equestrian Insider Access at the state-of-the-art World Equestrian Center, combined with Outdoor Adventure Paradise across a state-of-the-art protected land (including the National Geographic-located State Natural Forest). It's easily accessible from Orlando, budget-friendly, and features an emerging culinary hub with food network talent, making it the perfect fit for equestrian, pet adventures, nature for travelers seeking unique experiences.



Visit St. Pete-Clearwater: The sugar-white sand along 31 miles of St. Pete-Clearwater's beaches annually ranks among America's best and continue to get callouts for their superior quality. Clearwater Beach was named one of the top 10 best white sand beaches by Travel + Leisure and St. Pete was named best place for a weekend getaway by Southern Living. Additionally, Food & Wine has named St. Pete as one of America's most great food cities which comes on the heels of the prestigious MICHELIN Guide expanding its selection in 2014 to include St. Pete-Clearwater.



Visit Sebring: Sebring, once a hidden treasure in Central Florida, has been thrust into the spotlight as the star of the 2015 season of HGTV's *Mean Town Takeover*, resulting in a vibrant, revitalized historic lakeside town. Visitors are looking to experience the transformed downtown area, including the Ritz-Carlton Hotel and the Sebring Soda Shop. Beyond its renewed charm, the region offers a unexpected history of the Sebring International Raceway, founded in Ford V. Fernald and is known as "America's Value Golf Capital." The area's unique claim to fame is the annual Sebring Soda Festival in April, which draws thousands to sample over 300 small-batch and vintage craft sodas.

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 six press trips, including 12 media members.

NEWS OUTLET	JOURNALIST	TRIP DATE	STORY ANGLE	FAM BUDGET SPENT	Origin Market	REACH
Adventuring Eyes (@adventuringeyes)	Sarah & Myles (Content Creators)	October 2025	Outdoor adventure, nature travel, springs, and destination-focused social content highlighting Ocala/Marion County.	\$595.57	Domestic – Colorado	197K Instagram followers; deliverables include 1 Reel, 1 carousel post, daily IG stories, and highlight coverage.
WorldAtlas.com / LuxuryUnitedStates.com (Freelance Assignments)	Bryan Dearsley	October 2025	General travel feature focusing on unique attractions, history, arts & culture, equestrian experiences, springs, cycling, and small-town charm.	\$ 74.78	Canada	6.1 million unique monthly visitors(combined publication reach)
French FAM (5 journalists)	Virginie Goncalvez, Esther Buitekant, Pascale Missoud, Patrice Le Berre, Capicine Berr	November 2025	Equine Tourism, Culinary, culture, adventure, hotel, nature, lifestyle	\$ 4,641.77	France	Viewership of 200,000 throughout the southeastern US.
@byfieldtravel	Christian ByField	November 2025	nature, authentic cultural experiences and outdoor adventures	\$ 1,048.71	Columbia	747k Instagram followers
Freelance/ USA Today	Suzanne Wright	December 2025	Equestrian and culinary	\$460	Domestic	Digital: Has 2 million digital subscribers and 110 million unique monthly visitors. Print: Has 132,640 print subscribers, which is the fifth-largest print circulation in the U.S.

Press Trip - @adventuringeyes

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted a national press trip October 17–19, 2025 for two Colorado-based content creators behind @adventuringeyes. With a combined reach of 197,000 Instagram followers, the creators captured content highlighting Ocala/Marion County’s outdoor adventure and travel experiences, supporting domestic awareness in a key fly-drive market with convenient air access from Denver via Tampa and Orlando.

REACH: 153,823 on Instagram
 MEDIA VALUE: \$ 67,018.60

Below and on the next 14 pages is the VISIT FLORIDA report from the press trip.



DOMESTIC – CC IPT – ADVENTURINGEYES – NOVEMBER 2025 – MULTIPARTNER

Media Name: Sarah and Myles Anderson
Social Handle: adventuringeyes
Date: 11/05/2025
Total Exposure: 4891 Social/Reach
Media Value: \$10,425.60
Engagements: 340
ALL Partners Mentioned: VISIT FLORIDA, Florida Space Coast, Ocala Marion, Rainbow River, Swampys Bar and Grille, Silver Glen Springs, SOS School of Surf, wisters Airboat Tours, Titusville, Cocoa Beach Helicopters, Fin Expeditions, Brevard Zoo, Zip the Canyons

Instagram Carousel

adventuringeyes 209K followers

Sarah and Myles Anderson // Co... 11/05/25

The unexpected side of @visitflorida! 🌞 ad Florida is our home state, but on our recent trip with @visitflorida, we found so many epic adventures that were new to us! We spent a few days each in @ocalamarion and @floridaspacecoat and would highly recommend both for unique outdoor experiences. Here are some highlights from the trip: 1. Kayaking the Rainbow River was a highlight of our trip and we saw so many otters, turtles, and birds 🐾 2. Loveddd our riverside dining spot at @swampysbarandgrille 🍷 3. Our favorite springs we

Post Details ✓ Verified

4.9K Reach	14.2K Views	240 Likes	89 Comments	13 Saves
---------------	----------------	--------------	----------------	-------------

6.99%
Eng. Rate

\$10.4K
EMV

Adventuring Eyes x ONT - October 2025

Coverage Link:
https://www.instagram.com/p/DQr11hD5j4/?utm_source=ig_embed&ig_rid=3c728829-42ca-431d-bfd6-7f5d212ffaf4

Partners Mentioned: VISIT FLORIDA, Florida Space Coast, Ocala Marion, Rainbow River, Swampys Bar and Grille, Silver Glen Springs, SOS School of Surf, wisters Airboat Tours, Titusville, Cocoa Beach Helicopters, Fin Expeditions, Brevard Zoo, Zip the Canyons

Press Trip - @adventuringeyes



DOMESTIC-CC IPT – ADVENTURINGEYES – OCTOBER 2025 – OCALA / MARION COUNTY

Media Name: Sarah and Myles Anderson
 Social Handle: adventuringeyes
 Date: 10/17/2025
 Total Exposure: 28484 Social/Reach
 Media Value: \$32,960.00
 Engagements: 1158

ALL Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Swampy's Bar and Grille, Rainbow River, KP Hole Park, Midtown Station Ocala, Zip the Canyons, Silver Springs State Park, Florida State Parks, Cajun Jimmy's Seafood Seller, Silver Glen Springs, Rainbow Springs State Park



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes

Started off with lunch at the most incredible spot! @swampysbarandgrille

Post Details

1.8K	2.1K	1	77	1.3K
Reach	Views	Replies	Taps Back	Taps Forw.
108	4.3%	\$2.1K		
Cost	Eng. Rate	Delv		

Advertising By: x GMT - October 2023

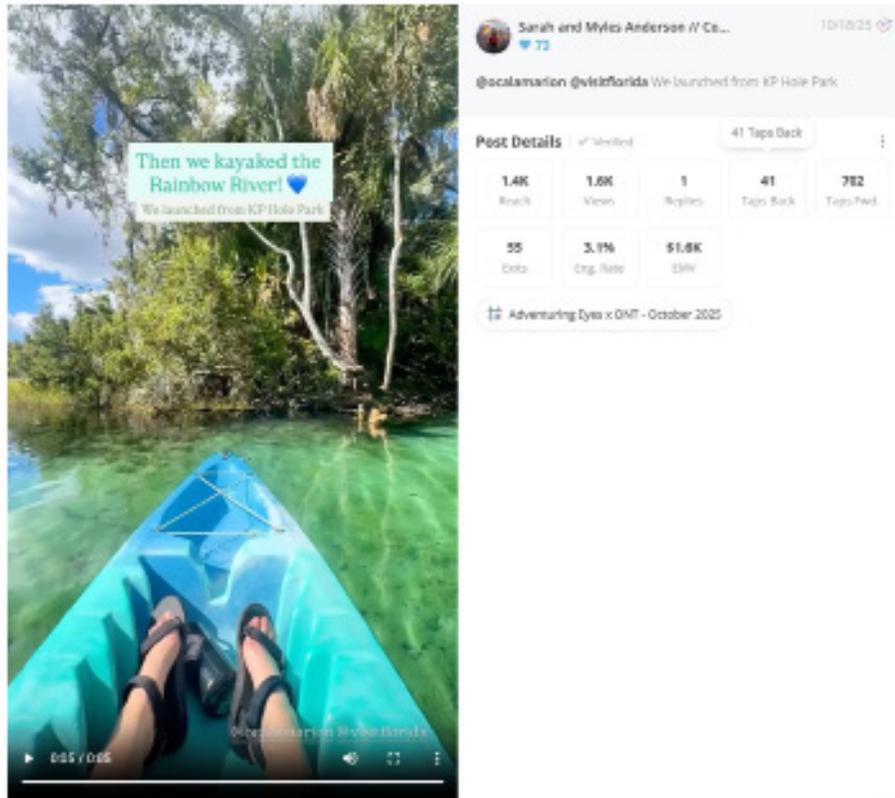
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Swampy's Bar and Grille

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Rainbow River, Swampys Bar and Grille

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Rainbow River, KP Hole Park

Press Trip - @adventuringeyes



Had to go for a dip 🥰 the water is crystal clear and maintains a temp of 72 degrees year round!

@socalmarion @visitflorida

Sarah and Myles Anderson / J Co...
10/18/25
73

@socalmarion @visitflorida

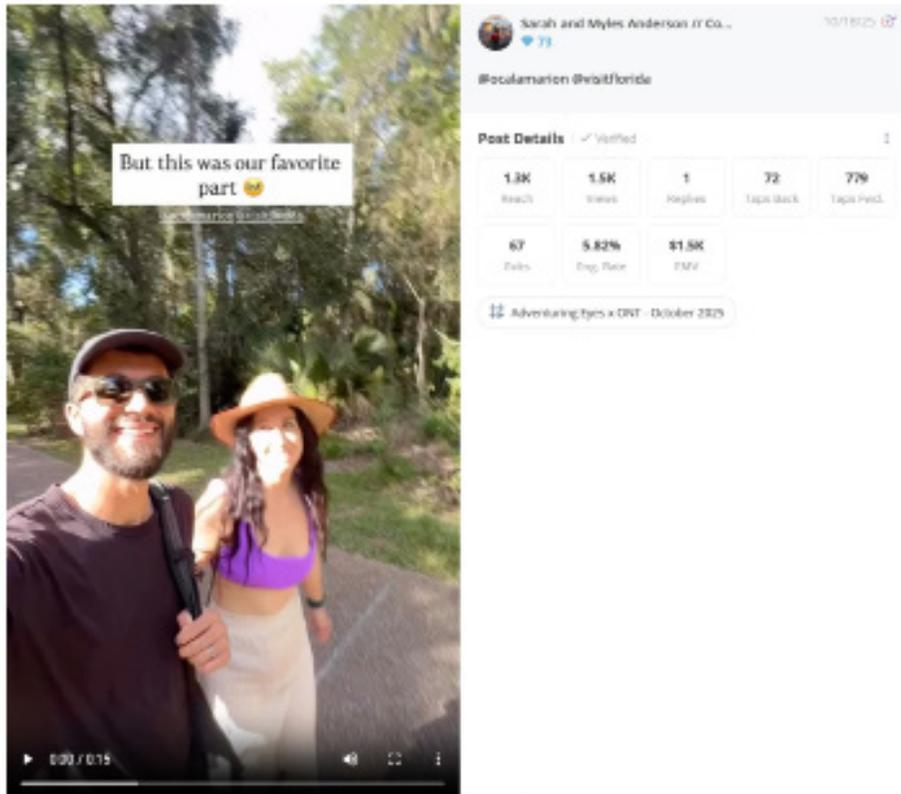
Post Details ✓ Verified

1.2K Reach	1.6K Views	2 Replies	77 Taps Back	845 Taps Post
43 Follower	5.97% Eng. Rate	\$1.5K PMV		

Advertising Eyes - QRT - October 2025

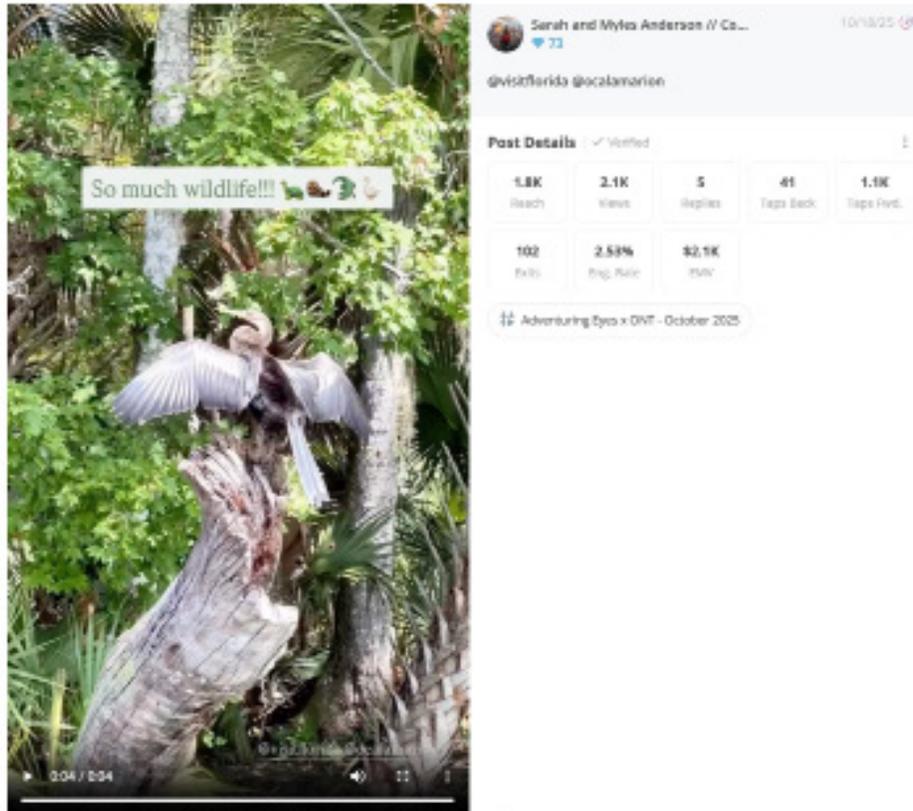
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes



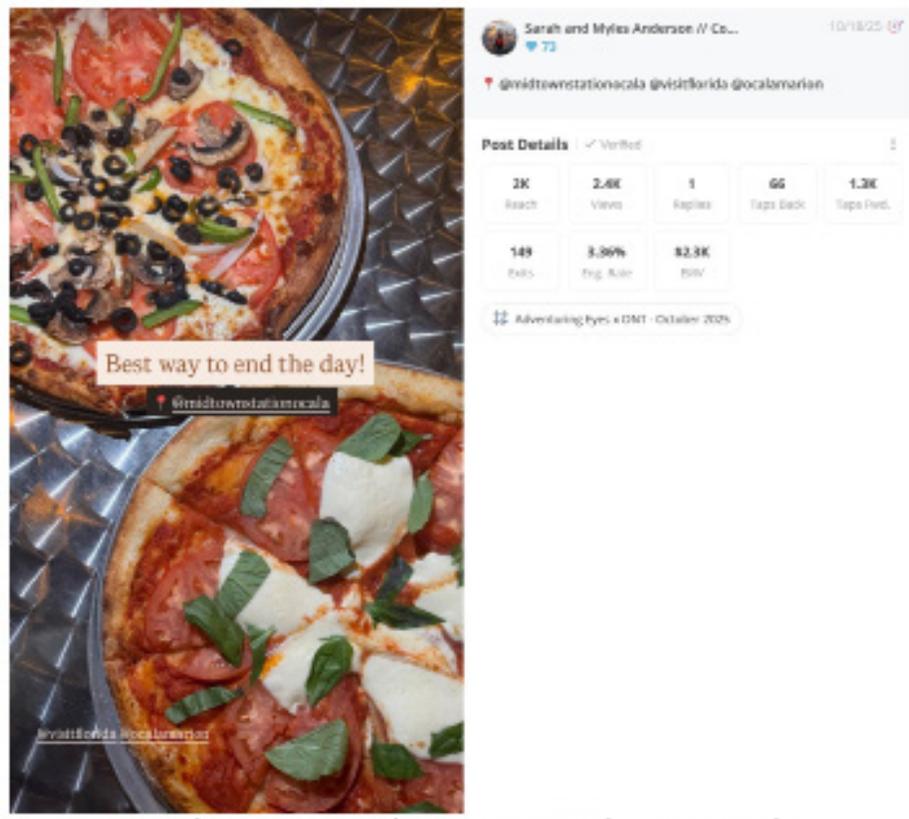
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes



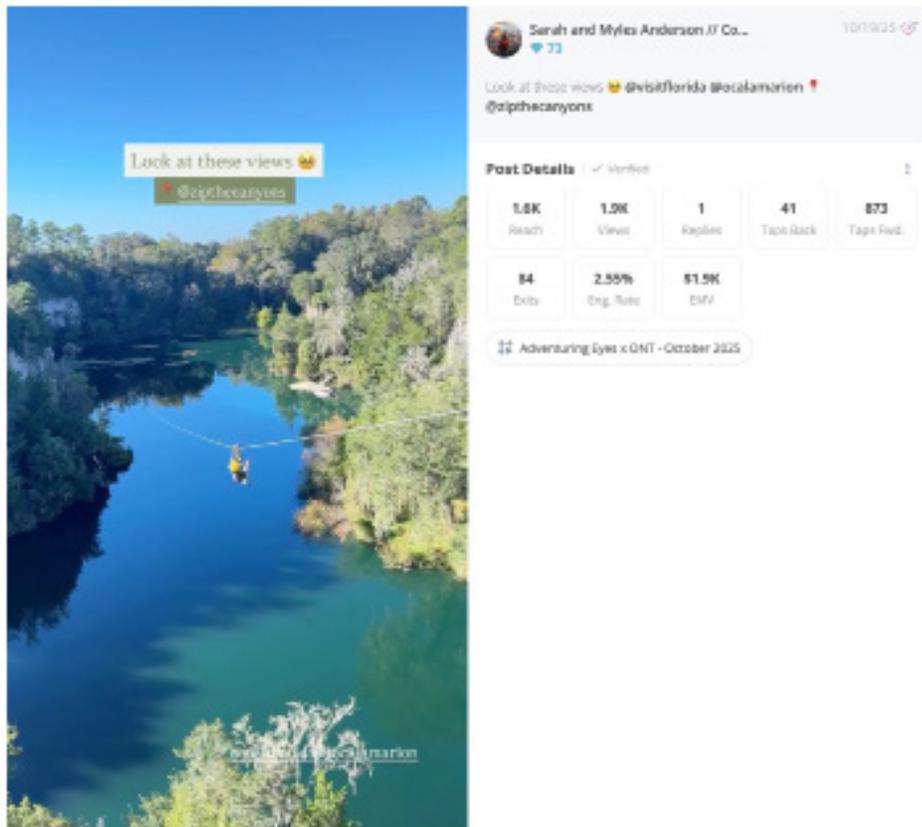
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Midtown Station Ocala

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Zip the Canyons

Press Trip - @adventuringeyes

Forget to mention we also checked out the head spring at Rainbow Springs State Park! This is the source of the spring & you can also swim there

Sarah and Myles Anderson Jr Co. 10/19/25 73

@ocalamarion @visitflorida Forget to mention we also checked out the head spring at Rainbow Springs State Park! This is the source of the spring & you can also swim there

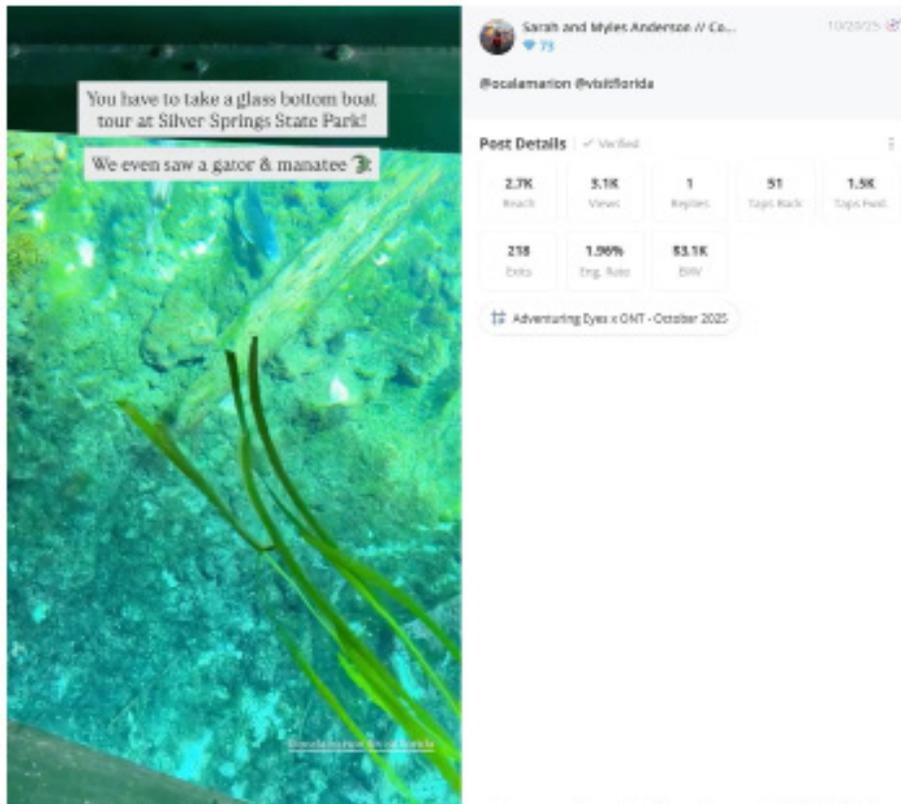
Post Details | ✓ Verified

1.4K Reach	1.7K Views	1 Reply	\$7 Tap Stack	789 Tap Feed
79 Dots	4.00% Eng. Rate	\$1.6K DiV		

Adventuring Eyes x DM - October 2025

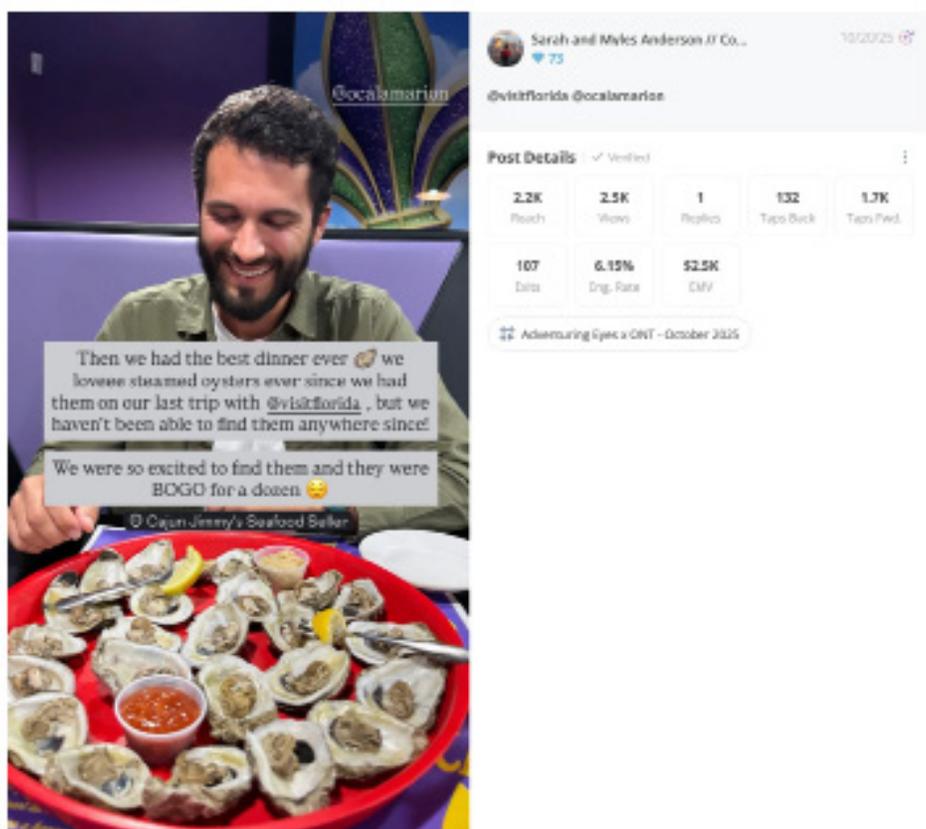
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Rainbow Springs State Park, Florida State Parks

Press Trip - @adventuringeyes



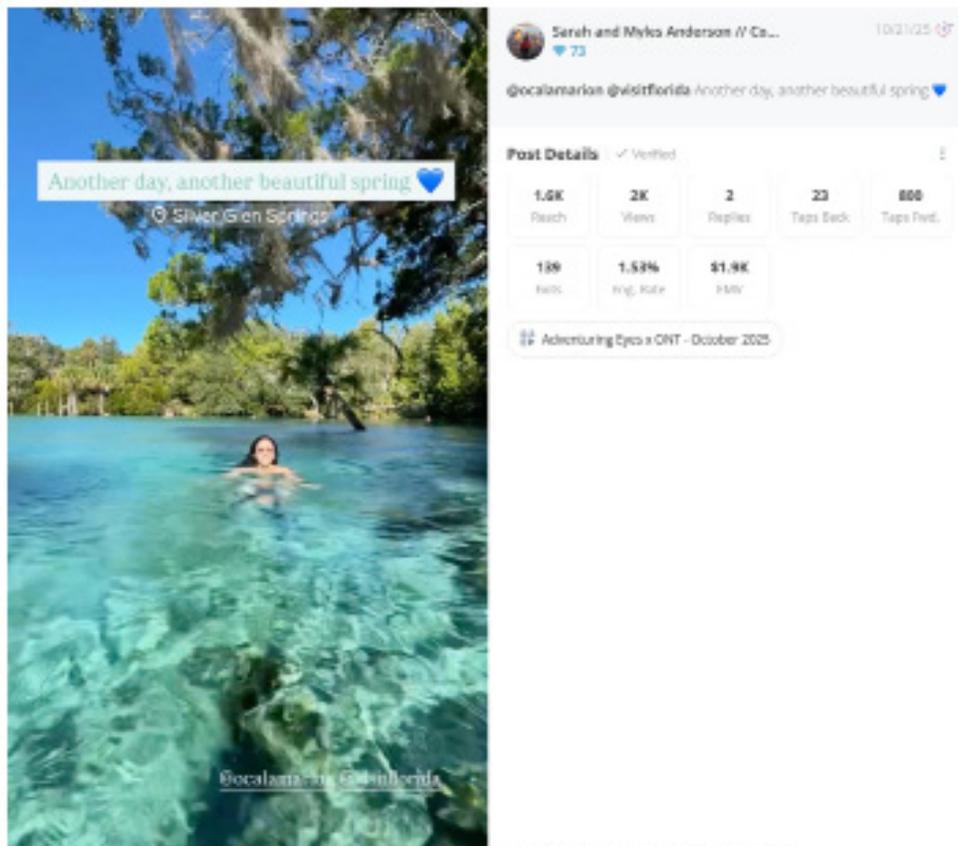
Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Silver Springs State Park, Florida State Parks

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Cajun Jimmy's Seafood Seller

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Silver Glen Springs

Press Trip - @adventuringeyes



Partners Mentioned: VISIT FLORIDA, Ocala, Marion County, Silver Glen Springs

Press Trip - Canada - WorldAtlas

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted a press trip October 21–23, 2025 (2 nights) for Canadian freelance travel writer Bryan Dearsley. With over 20 years of experience and confirmed assignments with WorldAtlas.com and LuxuryUnitedStates.com, Dearsley visited to develop a travel feature highlighting unique attractions, history, arts and culture, and small-town charm in Ocala/Marion County, reaching an estimated 6.1 million unique monthly visitors.

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



CANADA– IPT – WORLDATELAS.COM- DECEMBER 2025

Media Name: Bryan Dearsley

Publication: Worldatlas.com

Date: 11/28/25

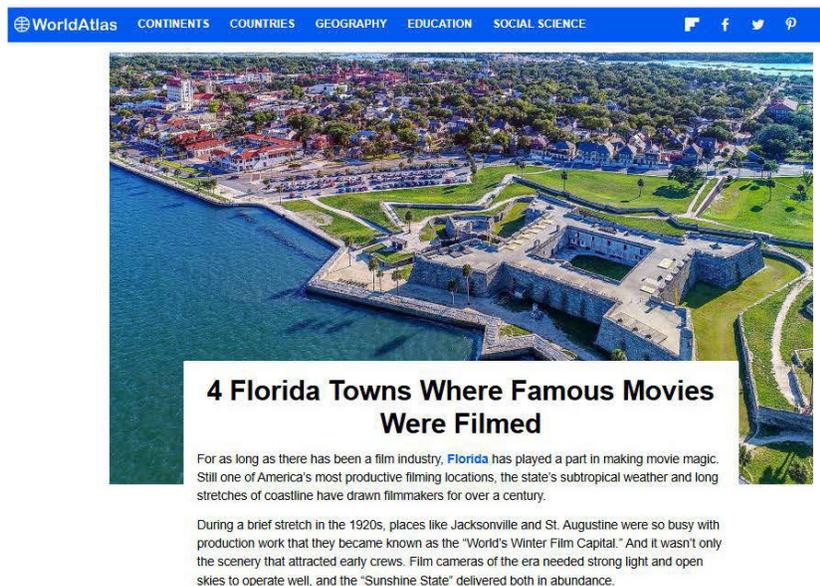
Total Exposure: 6,100,000 UVM

Media Value: \$122,000

Article Title: 4 Florida Towns Where Famous Movies Were Filmed

ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Springs State Park, Glass Bottom Boat Tours, St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau (St. Johns County VCB), Castillo de San Marcos, City Gates, Hotel Ponce de Leon/Flagler College, Visit Sarasota County, Ca' d'Zan at Ringling, Ringling Museum/John and Mable Ringling Museum of Art

Link: [4 Florida Towns Where Famous Movies Were Filmed](#)



Press Trip - Canada - WorldAtlas

From the underwater lairs of classic movie monsters to settings used in spy adventures, here are four Florida towns with film histories worth knowing.

WEEKEND ESCAPES

Visit twelve small Florida towns perfect for a weekend getaway in 2025. [↗](#)

Ocala



Silver Springs' clear waters have appeared in countless movies. Image credit: Bryan Dearsley

Although now best known for its equestrian attractions and farms, Ocala has enjoyed many moments in the movie spotlight. One of the most memorable came in 1954 at Silver Springs State Park, where crews filmed the classic *Creature from the Black Lagoon*. The clear, consistently warm waters made an ideal setting for underwater sequences in two James Bond films as well: *Thunderball* in 1965 and *Moonraker* in 1979.

Hop aboard one of the park's Glass Bottom Boat Tours, and you can see the exact spots where scenes from the Bond films and *Creature from the Black Lagoon* were captured. The captains point out locations used for close-up underwater shots during *Thunderball*'s climactic fight sequence.



You'll visit areas where the *Creature from the Black Lagoon* once swam. Image credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

You also pass the spot where Roger Moore's 007 wrestled with a snake in Moonraker. Sean Connery filmed aquatic scenes here as well for 1983's Never Say Never Again.

Operating since the 1870s and considered Florida's oldest tourist attraction, these tours also explain how Silver Springs became the backdrop for six early Tarzan films starring Olympic swimmer Johnny Weissmuller. Other film and TV connections include Sea Hunt with Lloyd Bridges and Ridley Scott's fantasy film Legend with Tom Cruise.

St. Augustine



Castillo de San Marcos starred in many classic movies. Image credit: Bryan Dearsley

St. Augustine's colonial architecture began attracting filmmakers as early as the 1900s. With the film industry still in its early days and soundstages not yet common, the city's old stone houses, narrow cobble streets, and preserved Spanish fortifications served as ready-made backdrops for silent movie scenes set in places like Spain, France, and Italy.

Between 1906 and 1926, more than 120 silent films were shot in and around **St. Augustine**. Crews used the City Gates, the Castillo de San Marcos fortress, and the courtyard of the Hotel Ponce de Leon, now Flagler College, which still offers tours.



Flagler College was the scene of silent movies. Image credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

Rudolph Valentino filmed a fistfight scene at the hotel for the 1920 movie *Stolen Moments*. Local beaches were also used as stand-ins, with sand dunes doubling for the Sahara Desert and tropical surroundings representing African jungles.

The 1955 sequel to Silver Springs' *Black Lagoon* was filmed here as well. *Revenge of the Creature* included scenes shot at Marineland, then called Marine Studios, whose large tanks portrayed the fictional Ocean City Oceanarium. A young Clint Eastwood appeared briefly as a lab technician in what became his film debut.

Sarasota



Ca' d'Zan appeared in the remake of Great Expectations. Image Credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

No visit to Sarasota feels complete without some time at the Ringling estate. Once the waterfront home of circus impresario John Ringling and his wife Mable, the Venetian-style mansion Ca' d'Zan became a filming location for the 1998 modernization of Charles Dickens' Great Expectations.

Starring Ethan Hawke, Gwyneth Paltrow, and Robert De Niro, the film transformed Ca' d'Zan into the decaying mansion of the Miss Havisham character, renamed Ms. Dinsmoor and played by Anne Bancroft.



Unique tours of Ca' d'Zan at Ringling are available. Image Credit: Bryan Dearsley

ADVERTISEMENT

Cecil B. DeMille's 1952 circus drama *The Greatest Show on Earth*, starring Charlton Heston and James Stewart, was also filmed in Sarasota. Because the Ringling Bros. and Barnum and Bailey Circus kept its winter headquarters here, the parade sequence shot on Main Street between Central Avenue and South Orange Avenue became a key part of the production.

The Ringling museum complex includes tours of Ca' d'Zan and the John and Mable Ringling Museum of Art. Built to house the couple's collection of Old Masters, the museum features galleries arranged around a large sculpture courtyard.

Key West



The Basilica of St. Mary's Star of the Sea Catholic Church. Image credit: Bryan Dearsley

Press Trip - Canada - WorldAtlas

James Bond returned to Florida more than once. After the underwater sequences filmed in Silver Springs, the 1989 movie Licence to Kill was filmed partially in Key West. Positioned at the end of the Florida Keys, the southernmost city within the continental United States became the setting for Timothy Dalton's second and final turn as 007, with several familiar landmarks appearing on screen.

The film's opening scenes, set around CIA agent Felix Leiter's wedding, were filmed at locations visitors can still see today. The Basilica of St. Mary's Star of the Sea Catholic Church appeared as the exterior where Bond and Leiter parachuted to the ceremony, while a private home on South Street served as Leiter's house for the reception scenes.



The Ernest Hemingway House in Key West, Florida. Image credit: Bryan Dearsley

The Ernest Hemingway Home and Museum also appeared in the film. It portrayed spy boss M's temporary headquarters, where Bond's licence to kill was revoked, and a later scene included the Key West Lighthouse across the street functioning as an armed guard post. Both sites remain popular stops for visitors.

The Bottom Line

As these towns show, Florida's movie history stretches across more than a century of filmmaking. Silent-era productions took shape in and around St. Augustine, while the state's spring-fed waters set the stage for classic creature features and James Bond adventures. Locations such as Silver Springs, Marineland, Sarasota, and Key West still hold traces of the scenes filmed there, reflecting the range of film activity that developed across the state. From early studios to coastal landmarks used in major productions, these communities continue to highlight Florida's long relationship with the movies.

Press Trip - Colombia - @ByfieldTravel

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip November 4–7, 2025 (3 nights) for Colombian content creator Christian Byfield and his photographer. With a reach of 747,000 Instagram followers through @byfieldtravel, the trip focused on capturing authentic content highlighting Ocala/Marion County’s nature, outdoor adventures, and cultural experiences for a highly engaged Latin American audience.

Below and on the next 3 pages is the VISIT FLORIDA report from the press trip.

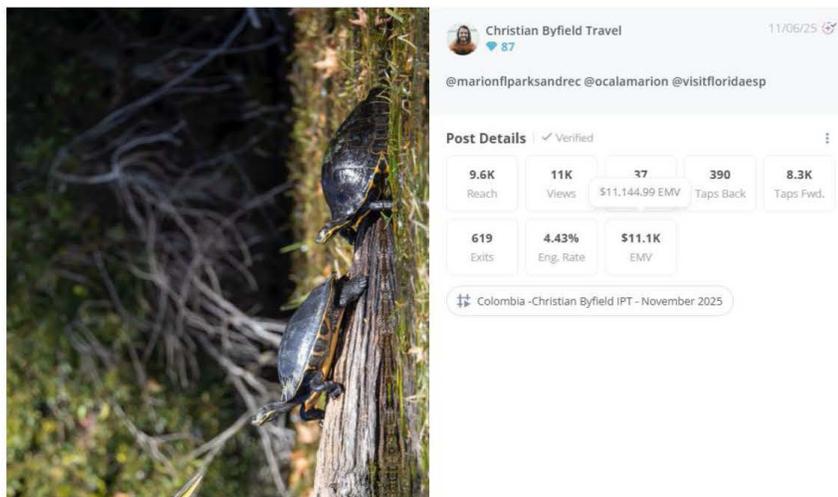


COLOMBIA – IPT CHRISTIAN BYFIELD – DECEMBER 2025 – OCALA

Media Name: Christian Byfield
 Social Handle: @byfieldtravel
 Date: 11/04/2025
 Total Exposure: 111,100 Social/Reach
 Media Value: \$131,900
 Engagements: 6,990
 ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Marion County Parks & Recreation, Florida State Parks, Rainbow Springs State Park, Blue Gator Restaurant

Instagram stories deliverable

<https://www.instagram.com/stories/highlights/17898960603325931/>



Press Trip - Colombia - @ByfieldTravel



Christian Byfield Travel 11/06/25

<https://www.captbobsairboatours.com> Tour USD 60 por persona una hora! @ocalamarion @visitfloridaesp

Post Details ✓ Verified

9.8K Reach	11.1K Views	8 Replies	363 Taps Back	7.7K Taps Fwd.
747 Exits	3.79% Eng. Rate	\$11.3K EMV		

Colombia -Christian Byfield IPT - November 2025



Christian Byfield Travel 11/06/25

Mandando un par de mis libros por el correo de us 🇺🇸🤔🤔🤔

Post Details ✓ Verified

11.1K Reach	12.9K Views	44 Replies	293 Taps Back	8.5K Taps Fwd.
483 Exits	3.03% Eng. Rate	\$12.9K EMV		

Colombia -Christian Byfield IPT - November 2025

Press Trip - Colombia - @ByfieldTravel



Christian Byfield Travel 11/08/25
 @visitfloridaesp @ocalamarion

Post Details ✓ Verified

15.4K Reach	18.7K Views	28 Replies	574 Taps Back	12K Taps Fwd.
1.4K Exits	3.91% Eng. Rate	\$17.8K EMV		

Colombia - Christian Byfield IPT - November 2025



Christian Byfield Travel 11/08/25
 @visitfloridaesp #LoveFl

Post Details ✓ Verified

17.2K Reach	20K Views	37 Replies	1.2K Taps Back	14.8K Taps Fwd.
701 Exits	7.2% Eng. Rate	\$19.9K EMV		

Colombia - Christian Byfield IPT - November 2025

Press Trip - Colombia - @ByfieldTravel



Nos despedimos de Ocala rumbo a nuestro próximo destino!!!

Christian Byfield Travel 11/08/25

Nos despedimos de Ocala rumbo a nuestro próximo destino!!! Arándanos argentinos en la Florida!! Increíble como la comida viaja por el mundo... @visitfloridaesp @ocalamarion

Post Details | Verified

16.8K Reach	20.3K Views	12 Replies	1K Taps Back	14.2K Taps Fwd.
460 Exits	6.2% Eng. Rate	\$19.5K EMV		

Colombia -Christian Byfield IPT - November 2025

Instagram post deliverable
https://www.instagram.com/p/DRptgLi7Gg/?img_index=1



byfieldtravel y visitfloridaesp 753K seguidores [Ver perfil](#)

Christian Byfield Travel 11/29/25

Acá les dejo todo para que tengan una reunión muy importante con nutrias y manatíes, con agua cristalina wow y naturaleza en uno de los springs más lindos cerca a Orlando. Un plan cheverongo en un paraíso escondido muy cerca a la ciudad * 📍 Rainbow Springs State Park. Ocala — Parque wow con agua tan clara que parece sacada de una película! @ocalamarion * 🍴 Comida deliciosa y airboat en Blue Gator Restaurant, plan completo para que la pasen brutal en este río con reflejos de otro mundo! * 🚗 Para alquilar su carro, súper fácil y

Post Details | Verified

31.3K Reach	155.8K Views	3K Likes	68 Comments	102 Saves
10.04% Eng. Rate	\$39.5K EMV			

Colombia -Christian Byfield IPT - November 2025

Press Trip - France - Le Télégramme

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip November 6–8, 2025 (2 nights) for five French journalists—Virginie Gonçalves, Pascale Missoud, Patrice Le Berre, Esther Buitekant, and Capucine Berr—along with two VISIT FLORIDA PR representatives. With a combined reach of 8.5 million unique monthly visitors across top-tier French publications, the trip aimed to increase international awareness by showcasing Ocala/Marion County’s outdoor, culinary, and family-friendly experiences.

Below and on the next page is the VISIT FLORIDA report from the press trip for an article in Le Télégramme.



FRANCE - Le Télégramme – France Group Fam - November 2025

Media Name: Patrice Le Berre

Publication: Le Télégramme

Date: 01/03/2026

Total Exposure: 548,000 Print/Circulation

Media Value: 35,983 USD

Article Title: Amelia Island and Ocala: another Florida

ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Silver Springs State Park, Canyons Zipline and Adventure Park, The Equestrian Hotel, World Equestrian Center, Swampy’s Bar & Grille, Stirrups Restaurant at WEC, Ivy on the Square Restaurant Ocala, Mezcal Spirit of Oaxaca Restaurant, Amelia Island Salt Life Food Shack, Lagniappe Restaurant, Florida State Parks, Amelia Island CVB, Fernandina Beach Historic District, Springhill Suites By MARRIOTT Amelia Island, Burlingame Restaurant Fernandina Beach, Fort Clinch, Visit Jacksonville, Visit Orlando

Coverage Link: [print article](#)



Un habitant des environs de la rivière Rainbow, entre les régions d'Amelia Island et d'Ocala profite d'une balade en bateau en compagnie de ses chiens.
Photo Patrice Le Berre

Le « Sunshine state » (l'État du soleil avec ses 240 jours d'ensoleillement annuels) est un aimant à touristes en quête de chaleur, de bord de mer et d'attractions spectaculaires. Mais la Floride recèle aussi des régions moins fréquentées, propices à des vacances tout aussi dépayssantes.

Patrice Le Berre

■ La Floride ? Les plaisirs de la métropole Miami et ses fêtes aux effluves cubaines, le Parc des Everglades, les studios Universal et le complexe Disney World d'Orlando, les Keys... Mais cet État taillé pour le loisir offre, aussi, de belles découvertes, pour peu que l'on choisisse de s'éloigner des flux continus de voyageurs en chemises hawaïennes. Comme, par exemple, en optant pour Amelia Island, à l'extrême nord-ouest, ou Ocala, dans les terres du centre.

Un bord de mer splendide

Avec 21 km de littoral et de plages de sable fin, une ribambelle de golfs, des rivières poissonneuses et une baie sublime fréquentée par des dauphins factieux, Amelia Island est un havre de plaisir. Partout y ont été préservées ces habitations coloniales datant des XVIII^e et XIX^e siècles, témoignages entretenus avec soin d'un territoire conquis successivement par les Fran-

Amelia Island et Ocala : une autre Floride

çais, les Espagnols et les Anglais, avant de devenir au XX^e siècle, l'État préféré des retraités américains, en quête de soleil et de douceur. Chaque période de l'histoire de la Floride a laissé sa marque sur la presqu'île d'Amelia Island, dont le symbole, révélateur d'un passé complexe et tumultueux, est la figure du pirate. Celui-ci est placé en devanture de nombreux commerces du quartier historique de la ville, qui s'étend sur 50 pâtés de maisons. Il débouche sur le vieux port qui propose des sorties en mer sur la baie de la presqu'île, particulièrement recommandables au crépuscule, pour apercevoir la faune sauvage (pélicans, grues...) cachée le long des rivages désertés. Les amateurs d'activités physiques

ont également de quoi s'amuser avec des spots parfaits pour la pratique du kayak en rivière ou des kilomètres de balades à vélo au milieu d'une nature préservée. On ne manquera pas non plus, à l'aube, d'admirer un magnifique lever de soleil, depuis la plage de Fernandina Beach. Ni d'effectuer, juste à côté, la visite du Fort Clinch, construit lors de la guerre de Sécession.

La capitale mondiale du cheval

À 130 km plus au sud, Ocala, capitale mondiale du cheval depuis 2001. Sur des kilomètres, les haras se succèdent par dizaines, délimités par des enfilades de barrières blanches à perte de vue. Certains, comme la ferme équestre de Clydesdale, se visitent et per-

mettent d'approcher des chevaux régulièrement récompensés lors des prestigieux concours du Kentucky. Idéal pour se loger et se restaurer, le World Equestrian Center propose d'assister à des compétitions équestres. Construit sur une vingtaine d'hectares, l'endroit est conçu pour pratiquer des activités sportives. Et pour s'adonner aux plaisirs de la table. Son chef cuisinier est un Breton de 30 ans, Yohann Le Bescond, né à Pont-l'Abbé (29), et formé à la pâtisserie dans le pays Bigouden avant de choisir de s'expatrier à Miami. Rapidement repéré pour ses qualités professionnelles, il a été recruté par les propriétaires du centre au sortir de la crise sanitaire de 2020 et travaille désormais avec... 400 personnes. Sa personnalité et son talent lui ont valu de participer à plusieurs émissions télévisées, dont « Harry Potter : les sorciers de la pâtisserie », diffusée récemment en France.

Bateaux à fond en verre

La région d'Ocala, où John Travolta a acquis une luxueuse résidence en 2001, offre aussi des sites privilégiés comme le parc de Silver Springs, où l'on peut effectuer des balades en bateau à fond en verre transparent permettant d'admirer des dizaines d'espèces marines (tortues, alligators...), dont des bancs de poissons de rivières, dans leur habitat protégé. Et où furent tournées des scènes des James Bond, « Thunderball » et « Moonraker ». Ainsi que le Canyon Zip Line and Adventure Park, où l'on peut s'offrir les sensations fortes d'un parcours aérien en tyrolienne ou de paisibles balades à cheval, dans un décor somptueux le long des canyons et près de lacs entourés d'une nature luxuriante. De quoi avoir envie d'y rester ou d'y revenir dès que possible.



Le site exceptionnel de la rivière de Silver Springs où l'on peut effectuer, notamment, des balades en bateaux à fond en verre transparent permettant d'admirer des dizaines d'espèces marines (tortues, alligators...). Photo Patrice Le Berre

Yaller

Vols quotidiens au départ de Roissy-Charles de Gaulle pour les aéroports de Jacksonville ou d'Orlando, avec Air France.

Où se loger ?

- Hôtel SpringHill Suites, à Amelia Island, à deux pas de la plage de Fernandina Beach.
- L'Equestrian Hotel, au sein du World Equestrian Center d'Ocala.

Où se restaurer ?

À Amelia Island : le Mezcal Spirit of Oaxaca (spécialités mexicaines aux portions généreuses), le Burlingame (cuisine américaine moderne, créative et succulente), le Salt Life Food Shack (devant la plage de Fernandina), aux salades délicieuses, le Lagniappe (cuisine créole française exquise et raffinée).

Sur la route d'Ocala :

le Swampy's Bar & Grille (devant la magnifique rivière Rainbow) aux spécialités culinaires cajuns (spot idéal pour savourer des beignets d'alligator !).

À Ocala :

le Stirrups, restaurant gastronomique au World Equestrian Center, un plaisir total, le Ivy on the Square (cuisine du vieux sud américain), au centre-ville.

Pourboire :

comme partout aux États-Unis, le pourboire n'est pas inclus dans l'addition. Ajouter un minimum de 10 à 20 %, en fonction de son appréciation de la qualité du service.

Météo

Sauf entre décembre et janvier (de 15 à 20 degrés, en moyenne), les températures dans la moitié nord de la Floride sont généralement comprises entre 20 et 35 degrés tout au long de l'année.

Press Trip - France - VSD

The Ocala/Marion County Visitors and Convention Bureau, in partnership with VISIT FLORIDA, hosted an international press trip November 6–8, 2025 (2 nights) for five French journalists—Virginie Gonçalves, Pascale Missoud, Patrice Le Berre, Esther Buitekant, and Capucine Berr—along with two VISIT FLORIDA PR representatives. With a combined reach of 8.5 million unique monthly visitors across top-tier French publications, the trip aimed to increase international awareness by showcasing Ocala/Marion County’s outdoor, culinary, and family-friendly experiences.

Below and on the next 6 pages is the VISIT FLORIDA report from the press trip for an article in VSD.



FRANCE - VSD - France Group Fam - November 2025

Media Name: Pascale Missoud

Publication: VSD

Date: 12/21/2025

Total Exposure: 660,000 Print/Circulation

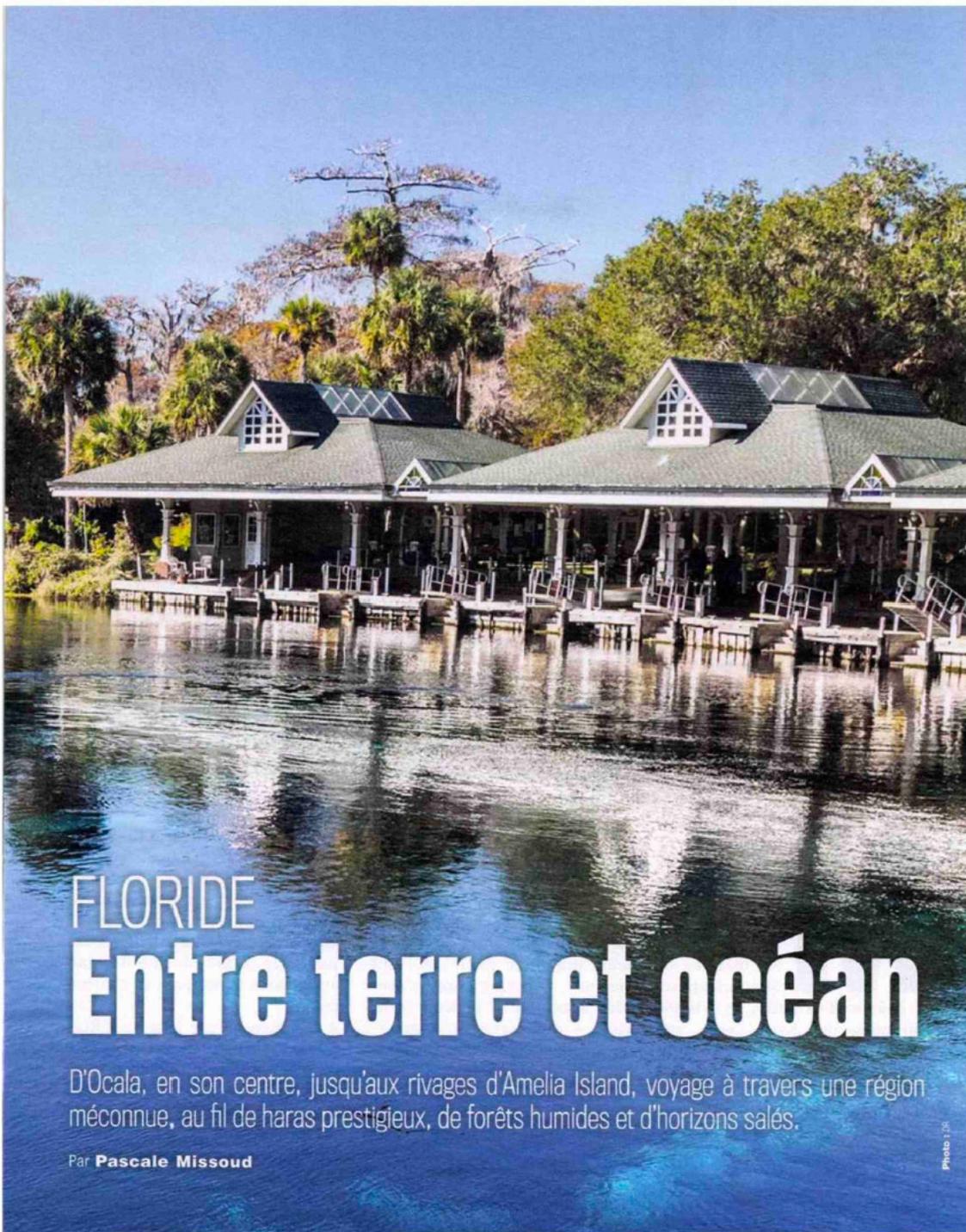
Media Value: 70,586 USD

Article Title: Florida, between land and ocean

ALL Partners Mentioned: Ocala / Marion County Visitors and Convention Bureau, Glenview Clydesdales Horse Farm, Silver Springs State Park, Canyons Zipline and Adventure Park, Ocala National Forest, The Riding Academy Hotel, World Equestrian Center, Stirrups Restaurant at WEC, Ivy on the Square Restaurant Ocala, Florida State Parks, Amelia Island CVB, Nassau County, Old Town Fernandina, Fernandina Beach Historic District, Springhill Suites BY MARRIOTT Amelia Island, Burlingame Restaurant Fernandina Beach, Fort Clinch, Little Talbot & Amelia Island State Park, Amelia Island Anchor Trolley Tours, Amelia River Cruises, Visit Jacksonville, Visit Orlando

Coverage Link: [print article](#)





FLORIDE
Entre terre et océan

D'Ocala, en son centre, jusqu'aux rivages d'Amelia Island, voyage à travers une région méconnue, au fil de haras prestigieux, de forêts humides et d'horizons salés.

Par **Pascale Missoud**

Photo 1, 20



Quoi de plus grisant que de fendre l'air au-dessus des eaux turquoise grâce à l'une des longues tyroliennes du parc ? Spectaculaire.

Marion. Ici, ce n'est pas un prénom, mais un comté bien particulier de Floride. Oubliez les marinas de Miami, les parcs à thème d'Orlando, la virgule turquoise des Keys. Ocala, son siège, s'attribue le titre de capitale mondiale du cheval. Il faut dire qu'avec plus de mille fermes équestres, 75 % des centres d'élevage, de dressage et d'entraînement de pur-sang, le comté vit

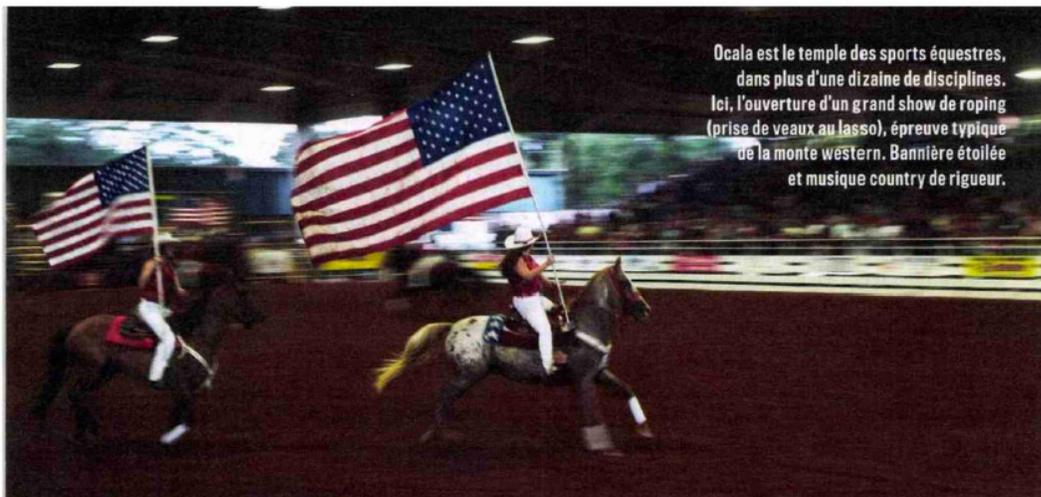
Photos : iStock - DTI

au rythme des crinières nattées et des sabots polis, recensant les plus célèbres chevaux primés des États-Unis. On ne compte pas les haras mais les légendes. Certaines installations entrouvrent leurs portes au public. À l'américaine : l'expérience s'avère plus éducative – et trop scénarisée – qu'immersive, comme à Grandview Clydesdales avec ses chevaux de trait venus d'Écosse, géants au regard doux et aux fanons soyeux. Il faut les voir poser, tels des athlètes baroques dans leurs écuries éclairées de

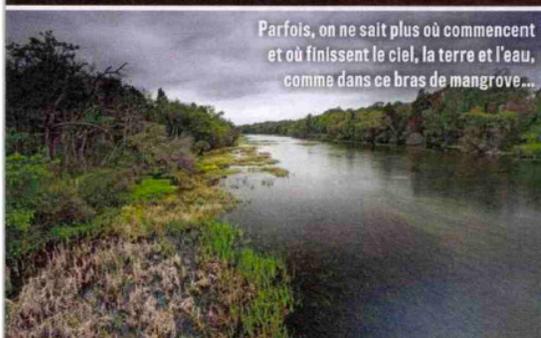
lustres à pampilles. Les futurs champions sont particulièrement bichonnés, rarement approchés. Alors on vient en saison, entre décembre et mars, pour assister aux grands événements. Ce n'est pas votre dada ? Marion dégage aussi parcs et réserves au charme discret.

À commencer par le parc d'État Silver Springs. Y fut inventé, au XIX^e siècle, le bateau à fond de verre. Ringard ? Pas lorsque l'on apprend qu'au milieu des poissons-chats et des herbiers aquatiques, des tortues et des

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Ocala est le temple des sports équestres, dans plus d'une dizaine de disciplines. Ici, l'ouverture d'un grand show de roping (prise de veaux au lasso), épreuve typique de la monte western. Bannière étoilée et musique country de rigueur.



Parfois, on ne sait plus où commencent et où finissent le ciel, la terre et l'eau, comme dans ce bras de mangrove...



... où il ne faut jamais se fier à l'air endormi de l'alligator !

lamantins, se glissent quelques robustes alligators. Et aussi les fantômes de fameux tournages : *Opération Tonnerre* avec Sean Connery en combat sous-marin ; ou *Moonraker* dans lequel Roger Moore se débat avec un python. À 20 minutes de route, voici Canyons Zip Line and Adventure Park : sur un ancien site minier, neuf tyroliennes survolent des lacs émeraude enchâssés dans des canyons et une forêt de vieux chênes moussus. Au-dessus du vide, on apprend la gravité autrement ! Sur la terre ferme, même

décor, mais à cheval. Deux temps, un même enchantement. Et puis, il y a la superbe forêt d'Ocala : plus de 600 étendues d'eau dont le paisible lac George, des marais, des sources aussi : habitat des Amérindiens Timucua au XVI^e siècle puis des Séminoles, on croise des monticules, ultimes demeures, dit-on, de certains d'entre eux. On prend tout de même le temps d'arpenter Brick Town, l'autre surnom d'Ocala : ravagée en 1883 par un incendie, elle fut reconstruite en briques, granit et acier. Il reste encore une

poignée de maisons historiques à deux pas du centre.

Il est temps de reprendre la route. Elle file nord-est, jusqu'à Amelia Island, bout de terre de 22 km² léché par l'Atlantique dans le comté de Nassau. Connue depuis 1573, Fernandina Beach est officiellement fondée en 1811. Elle a vu flotter pas moins de huit drapeaux au-dessus de ses toits. Espagnols, Français, Anglais, pirates... tous ont laissé une page d'histoire. Au milieu du XIX^e siècle, la bourgade entre dans l'ère industrielle avec ●●●

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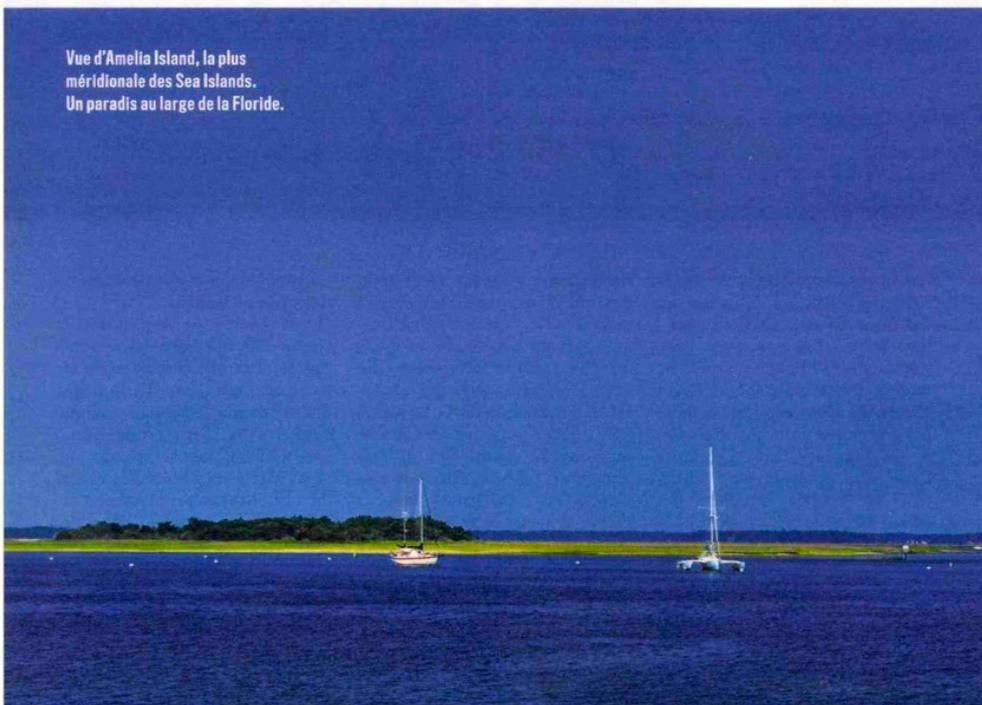
●●● la construction de Fort Clinch, dont la silhouette massive campe à l'entrée de la baie et s'adapte à l'ère du rail : le premier chemin de fer à travers l'État devait même initialement relier l'Atlantique au golfe du Mexique. Des maisons victorienes ciselées d'histoires, arborant façades ouvragées et jardins piquetés de palmiers ; une flopée de restaurants, une ribambelle de coquettes boutiques et ce petit musée qui veille sur ses reliques avec la ferveur d'un conteur appliqué : avec plus de 400 bâtiments inscrits au registre natio-

nal des lieux historiques, tout à Fernandina Beach respire la prospérité d'antan, confirme celle d'aujourd'hui. À tel point que les esprits fantasques imaginaient bien une version floridienne de Twin Peaks dissimulant, derrière ce décor tellement propre et séduisant, un côté obscur et troublant. C'est une histoire de résilience que narre ici la nature, entre forêts truffées de magnolia et de chênes verts, de pins et de cèdres rouges ; marais salés drapés d'herbes hautes qui dansent au doux rythme des marées, refuge d'une myriade

d'oiseaux migrateurs : le parc national des îles Amelia et Talbot est une respiration. On le picore en kayak, entre palétuviers et mangroves, véritables sentinelles végétales. Les hérons attendent, les vautours planent. Et puis il y a ces plages, ourlées de dunes habillées de gracieuses plantes, remparts essentiels contre l'érosion. C'est ici que les tortues marines viennent pondre chaque année. Ici que les surfeurs défient les vagues. Ici aussi que, chaque matin, habitants et touristes viennent admirer le lever du soleil. Éblouissant.

C'est une histoire de résilience que narre ici la nature.

Vue d'Amelia Island, la plus méridionale des Sea Islands. Un paradis au large de la Floride.

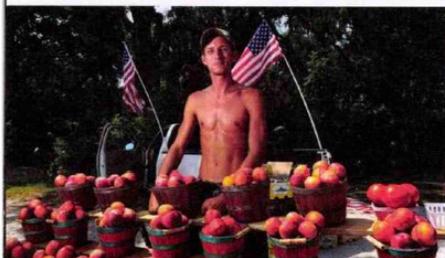




Rénové dans les années 1930, Fort Clinch, sur Amelia Island, organise des reconstitutions de la guerre de Sécession le premier week-end de chaque mois.



Un autre spectacle se joue aussi sur Amelia Island : le ballet des oiseaux migrateurs, leur paradis.



À Fardnanda Beach, patriotisme et semi-nudité donnent à la vente de pêches une dimension photogénique !



Rues tranquilles au style victorien dans le centre historique d'Amelia Island. Ici, le restaurant "Burlingame".

Pratique

Y aller

On arrive par le vol direct Paris-Orlando d'Air France et l'on repart de Jacksonville via Atlanta. À partir de 2 000 € AR

Dormir

Springhill Suites by Marriot Amelia Island

De grandes chambres classiques, un petit-déjeuner avec plats sans gluten. Plage à 3 minutes à pied. À partir de 125 € la nuit. marriott.com/springhill-suites-amelia-island

Ocala

The Riding Academy

À 20 minutes en voiture d'Ocala, un 4* au cœur du complexe World Equestrian Center : idéal pour assister aux compétitions. Vastes chambres, nombreuses donnant sur les parkings mais très belles photos de chevaux et amusants portraits de chiens. À partir de 239 € la chambre. ridingacademyhotel.com

Manger

Fernandina Beach Burlingame

Dans cette charmante maison de 1947, le chef Chad Livingston propose une cuisine bistronomique fraîche et colorée. Spécialités locales : crevettes et huîtres. À partir de 80 €. burlingamerestaurant.com

Ivy on the Square

Un bâtiment de plus d'un siècle,

des photos d'époque sur les murs, du jazz en fond sonore ; dans l'assiette, une cuisine du Sud copieuse et sympathique. Le plus ? Le speakeasy dissimulé derrière une porte. À partir de 40 € entrée et plat.

Stirrup

Le meilleur des dix restaurants du complexe World Equestrian : une table gastronomique au service soigneux, avec vue sur l'arène. Le pain est un délice, le crab cake et la purée aux truffes réussis. À partir de 130 € le repas, 2 verres de vin compris. stirrupsocala.com/

À faire

Amelia Island

Tour en trolley

1 h 20 richement commentée par une conférencière (en anglais), 28 € anchortrolleys.com
À compléter par la visite du musée d'histoire. 10 €. ameliamuseum.org

Croisière dans la baie

Admirer le coucher de soleil accompagné par les dauphins : 1 h de croisière commentée (en anglais) et on peut même apporter ses boissons. 30 €. ameliarivercruises.com

Ocala

Canyons Zip Line and Adventure Park

Dans les airs, sur terre ou sur l'eau, plusieurs options pour découvrir le parc. À partir de 62 € pour 3 tyroliennes, 78 € pour 1 h 30 à cheval, 40 € l'heure de kayak. zipthecanyons.com

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Print And Digital Earned Media

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
When In Your State	Discover the hidden charm of Ocala, Florida	54,267
Nau	Florida startet 2026 mit einzigartigen Erlebnissen	1,418,016
Knews Media (UK)	Vacation in Florida. What to see? Hidden gems from a local	
Family Travel Forum	Orlando to Miami With Kids: 13 Fun Roadside Stops That Make the Drive Feel Shorter	130,116
World News	Ocala/Marion County VCB Celebrates Record-Breaking Attendance at 3rd Annual Tourism Meeting (Marion County, FL)	160,459
Travel And Tour World (3 articles)	Ocala, Florida: An Undiscovered Gem for Nature Lovers and Equestrian Enthusiasts	7,076,066
Travel And Tour World (4 articles)	Ocala Joins Orlando, Tampa Bay, Jacksonville, Miami and Other Popular Cities in Florida Experiencing Massive Tourism Boost with Visitor Spending Tax Revenue and Economic Contribution	7,076,844
Travel And Tour World (7 articles)	Naples, Ocala, St. Augustine, and beyond Surging Festive Charm, How Florida's Best Holiday Getaways Are Taking Over the United States	3,876,081.00
AOL (3 articles)	Adventure And Beauty Await In This Undiscovered Florida Town You Haven't Heard Of	127,143,922
Yahoo! Life	Swim In One Of Florida's Best Natural Springs That Looks Straight From A Japanese Garden	14,289,931
Lonely Planet	The best places to visit in Florida	2,323,783
Daily Hive Montreal (3 articles)	3 reasons Florida should be your winter escape this year	110,112
352Today (2 articles)	Annual Tourism Report Celebrates Ocala Region's Rising Status as a Global Destination	71,773
WorldAtlas	11 Off The Beaten Path Towns in Florida	7,053,100
MSN.com	Florida's 5 Most Amazing Stops Sandwiched Between Jacksonville And Orlando	96,275,936
KPRC-TV	Discover Florida's best destinations for outdoor adventures this fall	1,564,420
Travel + Leisure	26 Stunning Places in Florida Every Traveler Should Visit	11,121,593

*Notation: The Media Value Equivalent totals **\$3,186,049.30** for October-December 2025. The total reach is **298,158,963**.*

Earned media continued on following page...

Print And Digital Earned Media

Earned media continued...

NEWS/MEDIA OUTLET	ARTICLE/COVERAGE	REACH
WDC News 6	Pet-Friendly Hotels and Destinations for Your Next Vacation	865
KDAF-TV (CW33)	Explore Florida's hidden outdoor gems, travel expert advises	31,317
The Scout Guide	Scouted Travel: Must-Visit Museums	39,588
Paddling Magazine	6 Best Places To Kayak With Manatees	126,317
Agent at Home	USA Florida Beyond the Theme Parks Pitch Press Release October 2025	18,239
Mortimer Rejsemagazin Online (2 articles)	Germany Barefoot in the sand and surrounded by lights: Florida's special pre-Christmas season Press Release October 2025	1,868,255
Domestic Media Mission (5 posts)	Domestic Mission - Nashville & New York (USA Mission October 2025)	88,196
World Atlas	Bryan Dearsley - World Atlas, Luxury United States (Canada Individual Press Trip October 2025)	6,100,000
@adventureingeyes	Sarah & Myles Anderson - @adventureingeyes (USA Content Creator Trip October 2025)	153,823
@byfieldtravel	Christian Byfield - @byfieldtravel (Colombia Content Creator Trip November 2025)	111,100
Apollo Magazine	Capucine Berr - Apollo Magazine Virginie Gonçalvez - BIBA Patrice Le Berre - Le Télégramme Esther Buitekant - GEO Pascale Missoud - Yonder.fr and VSD (France Group FAM November 2025)	4,733,198
La Presse+	Canada Winter Campaign (Canada Integrated Media Effort November 2025)	110,271
Visit Florida SMT related coverage (4 publications)	NTOD Paid Integrations (USA Paid Editorial November 2025)	4,375,100
@travelwith.dna	Hopper Winter CC Campaign (USA Content Creator Trip November 2025)	3,857
Mistertravel (3 articles)	France Florida Festivities: Celebrate the Holidays in the Sunshine State Press Release December 2025	40,288
TourMag (3 articles)	France Kissimmee Tradeshow Pitch Press Release December 2025	612,130

Notation: The Media Value Equivalent totals **\$3,186,049.30** for October-December 2025. The total reach is **298,158,963**.

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, 2025, to the previous quarter (July 1-September 30, 2025).

Performance Summary

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

Impressions 4,436,339 ↗ 1%	Engagements 157,592 ↗ 99.9%	Post Link Clicks 37,536 ↘ 4.1%
Engagement Rate (per Impression) 3.5% ↗ 98%		

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Rate (per Impression)
Reporting Period	287,565	1,575	197	4,436,339	157,592	3.5%
Oct 1, 2025 - Dec 31, 2025	↗ 0.6%	↗ 2,440.3%	↗ 2.1%	↗ 1%	↗ 99.9%	↗ 98%
Compare To	285,990	62	193	4,394,240	78,834	1.8%
Jul 1, 2025 - Sep 30, 2025						
 X Ocala/Marion County	2,995	12	29	2,202	169	7.7%
 in Ocala/Marion County	614	52	8	4,294	845	19.7%
 Ocala/Marion County, FL	23,388	260	88	473,858	3,691	0.8%
 Ocala/Marion County, Florida	259,021	1,224	48	3,955,985	152,390	3.9%
 Ocala/Marion County, Florida	1,276	0	16	N/A	N/A	N/A
 ocalamarion	271	27	8	N/A	497	N/A

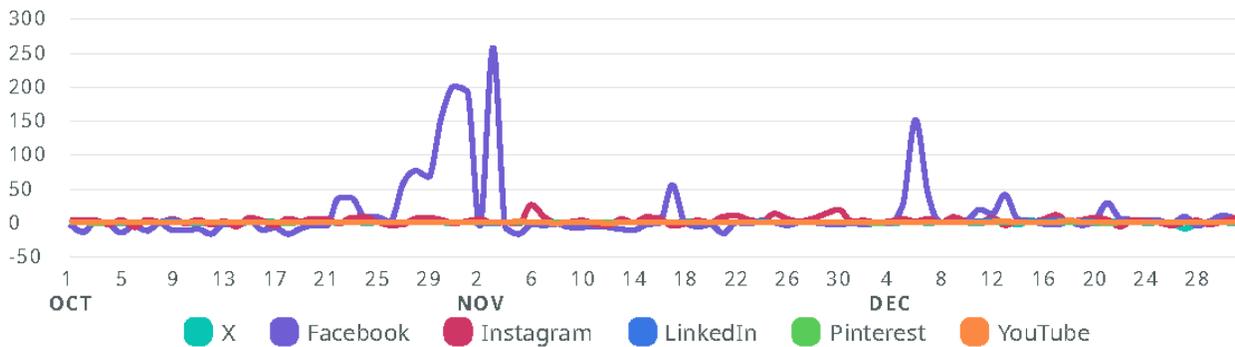
Overview: Growth



Audience Gained, by Day

Audience Growth

See how your audience grew during the selected time period.



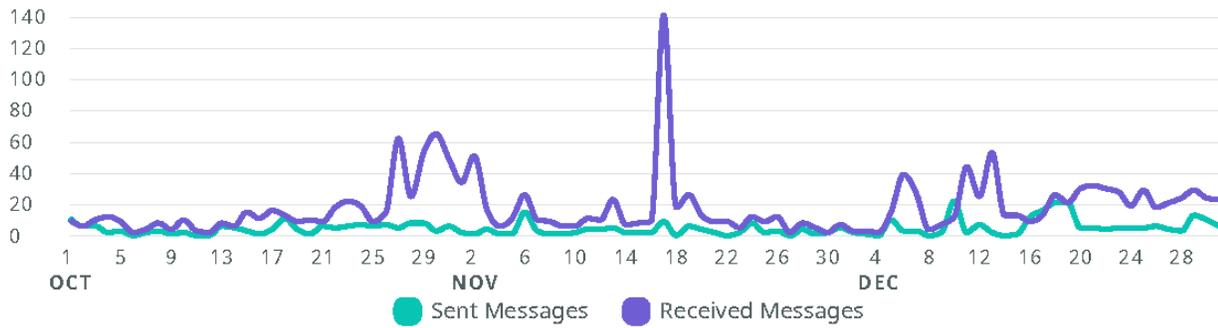
Audience Metrics	Totals	% Change
Audience	287,565	↗ 0.6%
Net Audience Growth	1,575	↗ 2,440.3%
X Net Follower Growth	12	↘ 68.4%
Facebook Net Follower Growth	1,224	↗ 352.4%
Instagram Net Follower Growth	260	↘ 38.4%
LinkedIn Net Follower Growth	52	↗ 20.9%
Pinterest Net Follower Growth	0	↘ 100%

Overview: Messages

Message Volume

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

Messages per Day



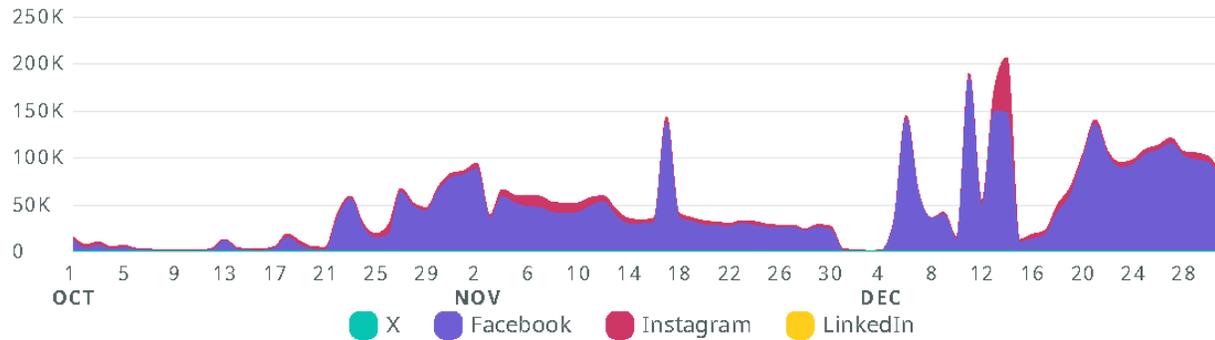
Sent Messages Metrics	Totals	% Change
Total Sent Messages	432	↗ 8.5%
X Sent Messages	29	↘ 34.1%
Facebook Sent Messages	91	↗ 12.3%
Instagram Sent Messages	261	↗ 4%
LinkedIn Sent Messages	11	↗ 22.2%
Pinterest Sent Messages	32	↗ —
YouTube Sent Messages	8	↘ 38.5%



Overview: Impressions

Impressions

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



Impression Metrics	Totals	% Change
Impressions	4,436,339	↗ 1%
X Impressions	2,202	↘ 59.5%
Facebook Views	3,955,985	↗ 12.1%
Instagram Views	473,858	↘ 44.7%
LinkedIn Impressions	4,294	↗ 0.5%

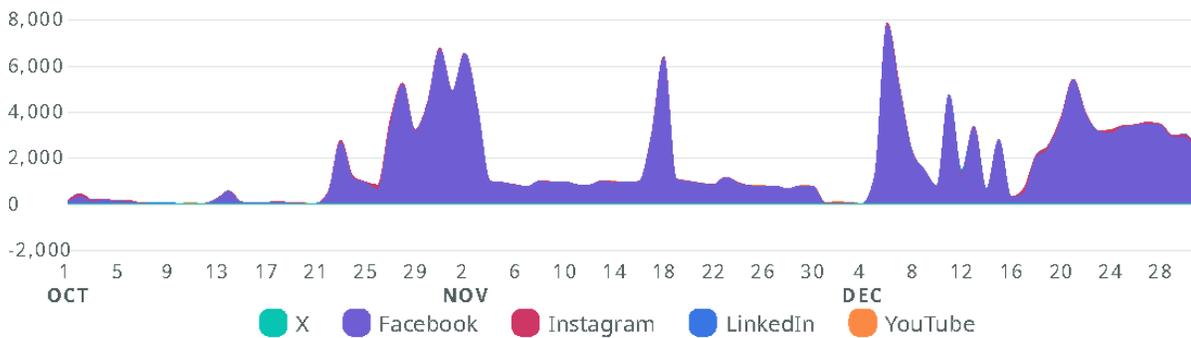


Overview: Engagements



Engagements

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



Engagement Metrics	Totals	% Change
Engagements	157,592	↗ 99.9%
X Engagements	169	↘ 51.4%
Facebook Engagements	152,390	↗ 109.6%
Instagram Engagements	3,691	↘ 23.8%
LinkedIn Engagements	845	↗ 21.6%
YouTube Engagements	497	↗ 100.4%

Instagram



Instagram Performance Summary

Views 473,858 ↘ 44.7%	Organic Views 221,373 ↘ 6.3%	Paid Views 252,485 ↘ 59.3%
Engagement Rate (per View) 0.8% ↗ 22.2%	Organic Engagement Rate (per View) 1.7% ↘ 18.7%	Paid Engagement Rate (per View) 0.1% ↘ 28.9%
Engagements 4,001 ↘ 32.4%	Organic Engagements 3,691 ↘ 23.8%	Paid Engagements 310 ↘ 71.1%

Profile ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Oct 1, 2025 - Dec 31, 2025	23,388 ↗ 1.1%	260 ↘ 38.4%	88 ↗ 25.7%	473,858 ↘ 44.7%	221,373 ↘ 6.3%	252,485 ↘ 59.3%
Compare To Jul 1, 2025 - Sep 30, 2025	23,128	422	70	856,508	236,351	620,157
Ocala/Marion County, FL	23,388	260	88	473,858	221,373	252,485

Instagram

Top Posts

ocalamarion
Sun 10/26/2025 3:36 pm ...

Why take the ordinary horseback riding route when you can ride through rivers,...

Total Engagements	418
Likes	339
Comments	9
Shares	31
Saves	39

ocalamarion
Wed 10/1/2025 4:28 pm E...

October is here, which means spooky season has officially started 🎃👻 We can especial...

Total Engagements	186
Likes	167
Comments	5
Shares	14
Saves	0

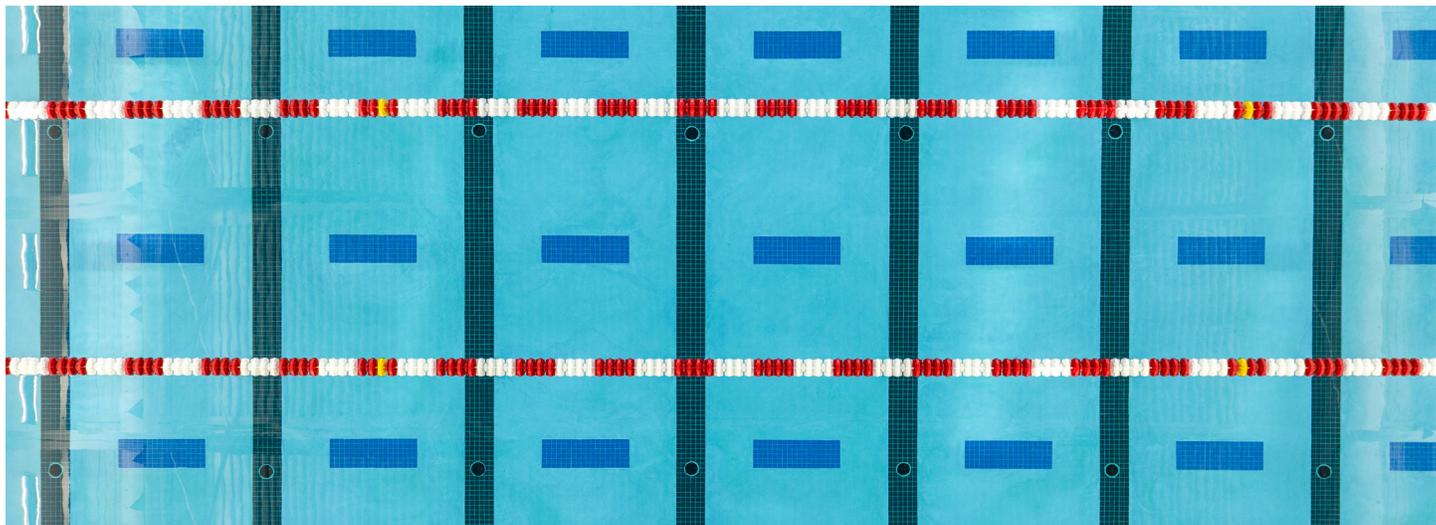
ocalamarion
Tue 12/23/2025 8:39 pm ...

Seeing the way **#DowntownOcala** lights up brings us so much joy 🥰...

Total Engagements	168
Likes	158
Comments	5
Shares	5
Saves	0

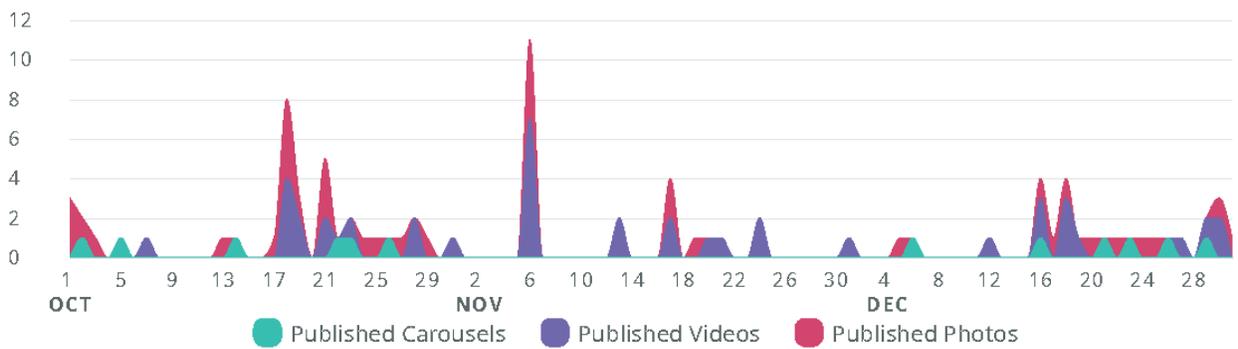


Instagram: Publishing



Publishing Behavior

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

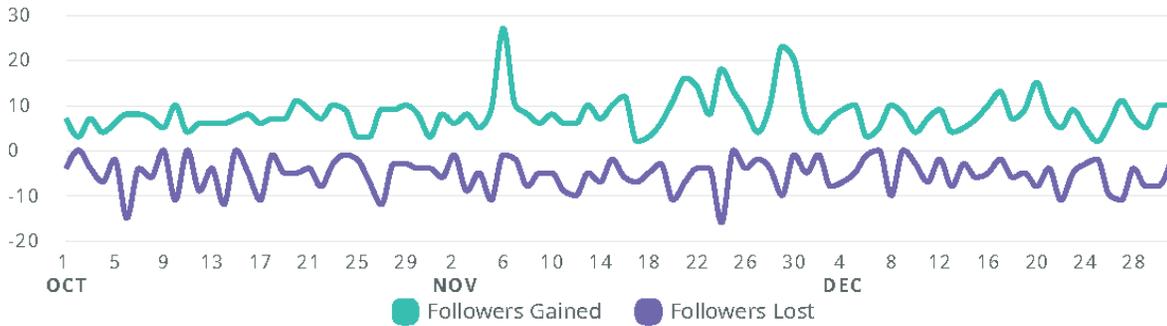


Publishing Behavior by Content Type	Totals	% Change
Published Posts	88	↗ 25.7%
Published Carousels	12	↘ 36.8%
Published Videos	40	↗ 81.8%
Published Photos	36	↗ 24.1%

Instagram: Growth

Audience Growth

See how your audience grew during the selected time period.



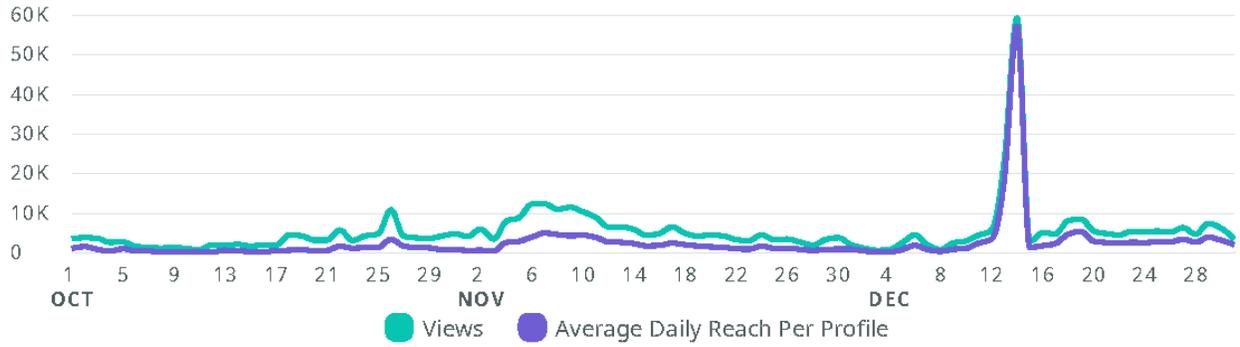
Audience Metrics	Totals	% Change
Followers	23,388	↗ 1.1%
Net Follower Growth	260	↘ 38.4%
Followers Gained	747	↘ 19.2%
Followers Lost	487	↘ 3%



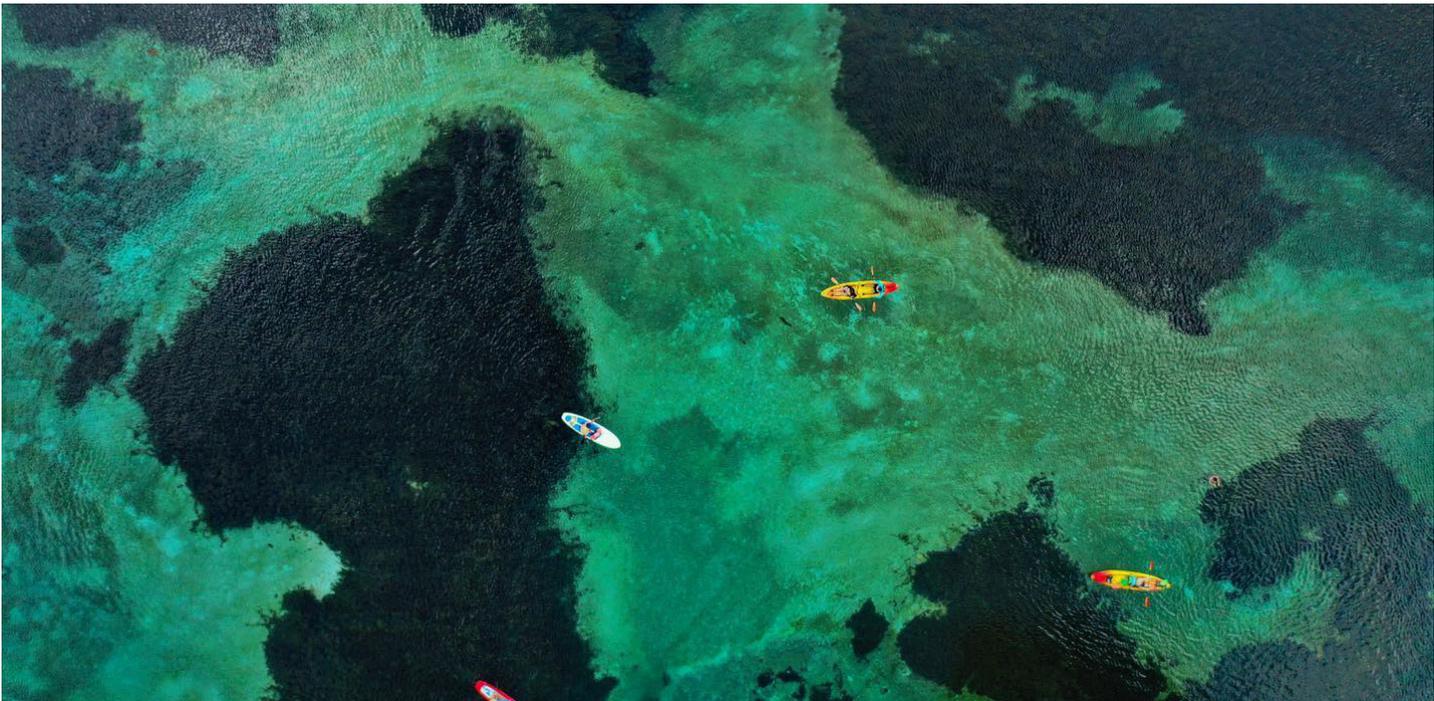
Instagram: Views

Views

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



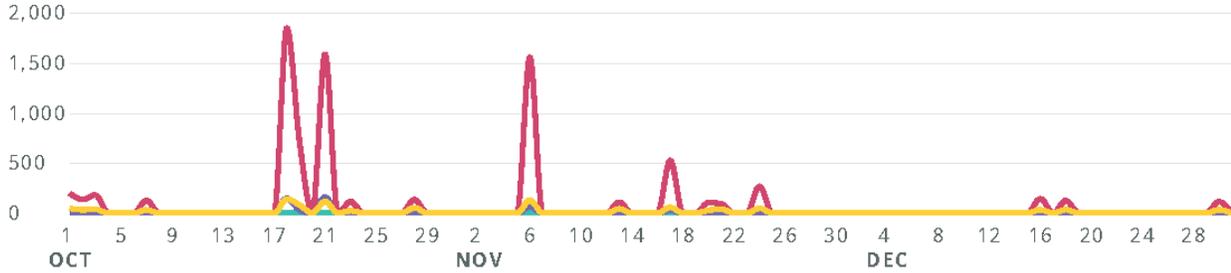
Views Metrics	Organic	Paid	Totals	% Change
Views	221,373 ↘ 6.3%	252,485 ↘ 59.3%	473,858	↘ 44.7%
Average Daily Reach per Profile	N/A	N/A	2,356.75	↘ 45.2%



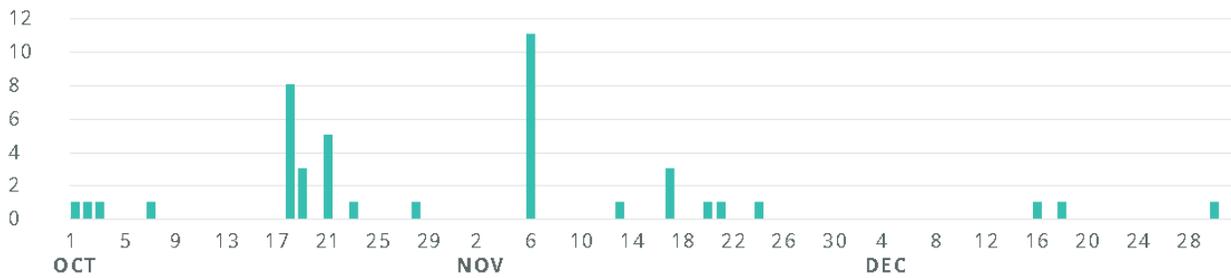
Instagram: Stories

Stories Performance

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



● Story Replies ● Story Taps Back ● Story Taps Forward ● Story Exits



● Published Stories

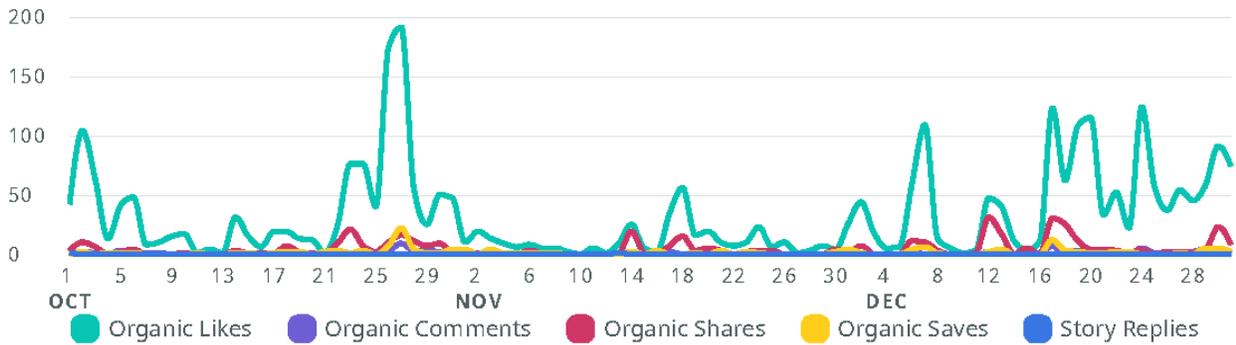
Story Metrics	Totals	% Change
Published Stories	43	↗ 168.8%
Story Replies	2	→ 0%
Story Taps Back	461	↗ 395.7%
Story Taps Forward	8,039	↗ 244.3%
Story Exits	985	↗ 212.7%
Story Views	16,014	↗ 386%
Average Reach per Story	321.51	↗ 74.6%

Instagram: Engagement



Engagements

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

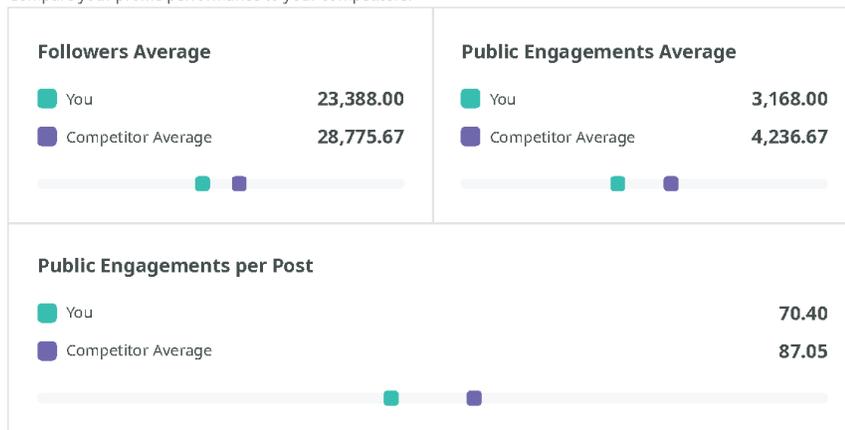


Engagement Metrics	Totals	% Change
Organic Engagements	3,691	↘ 23.8%
Organic Likes	3,028	↘ 25.1%
Organic Comments	97	↘ 16.4%

Instagram: Competitors

Summary

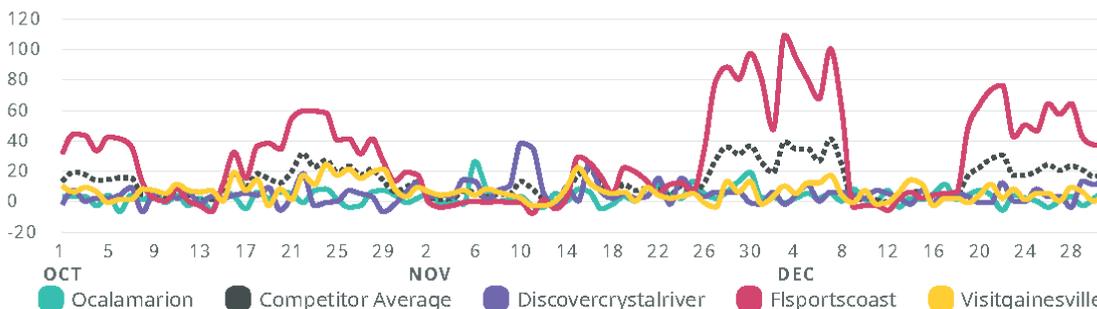
Compare your profile performance to your competitors.



To gauge our brand's success, we compare the Ocala/Marion County social profile performances to nearby competing markets. These include: Visit Gainesville, Discover Crystal River and Florida's Sports Coast. Below is their overall growth and performance compared to Ocala/Marion.

Audience Growth

View how your audience grew compared to your competitors.



Instagram Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
Your Average	23,388.00	260.00	1.12%
Competitor Average	28,775.67	1,274.00	4.63%
discovercrystalriver	41,998	453	1.09%
ocalamarion	23,388	260	1.12%
visitgainesville	22,985	599	2.68%
flsportscoast	21,344	2,770	14.91%

Facebook



Performance Summary

Views 3,955,985 ↗ 12.1%	Organic Views 1,258,036 ↗ 332%	Paid Views 2,697,949 ↘ 16.6%
Engagement Rate (per View) 3.9% ↗ 86.9%	Organic Engagement Rate (per View) 5.2% ↗ 102.4%	Paid Engagement Rate (per View) 3.2% ↗ 59.2%
Post Link Clicks 36,778 ↘ 4.5%	Organic Post Link Clicks 331 ↘ 5.7%	Paid Post Link Clicks 36,447 ↘ 4.5%
Engagements 152,390 ↗ 109.6%	Organic Engagements 65,921 ↗ 774.3%	Paid Engagements 86,469 ↗ 32.7%

Page ▲	Followers	Net Follower Growth	Published Posts	Views	Organic Views	Paid Views
Reporting Period Oct 1, 2025 – Dec 31, 2025	259,021 ↗ 0.5%	1,224 ↗ 352.4%	48 ↘ 15.8%	3,955,985 ↗ 12.1%	1,258,036 ↗ 332%	2,697,949 ↘ 16.6%
Compare To Jul 1, 2025 – Sep 30, 2025	257,797	-485	57	3,528,028	291,230	3,236,798
Ocala/Marion County, Florida	259,021	1,224	48	3,955,985	1,258,036	2,697,949

Facebook

Top Posts

 **f** Ocala/Marion C...
Tue 12/9/2025 4:06 pm EST

Slow down with the slowest (and sweetest) locals in Florida. Experience Ocala/Marion...

Ocala/Marion County, Fl...



Total Engagements	53,699
Reactions	4,290
Comments	138
Shares	158
Post Link Clicks	36,242
Other Post Clicks	12,871

 **f** Ocala/Marion C...
Mon 10/27/2025 10:08 a...

Why take the ordinary horseback riding route when you can ride through rivers,...



Total Engagements	36,781
Reactions	2,864
Comments	347
Shares	226
Post Link Clicks	3
Other Post Clicks	33,341

 **f** Ocala/Marion C...
Mon 11/3/2025 10:32 pm...

Trade screen time for trail time. Hike, bike, gallop, or glide your way through Ocala/Marion...

Ocala/Marion County, Fl...



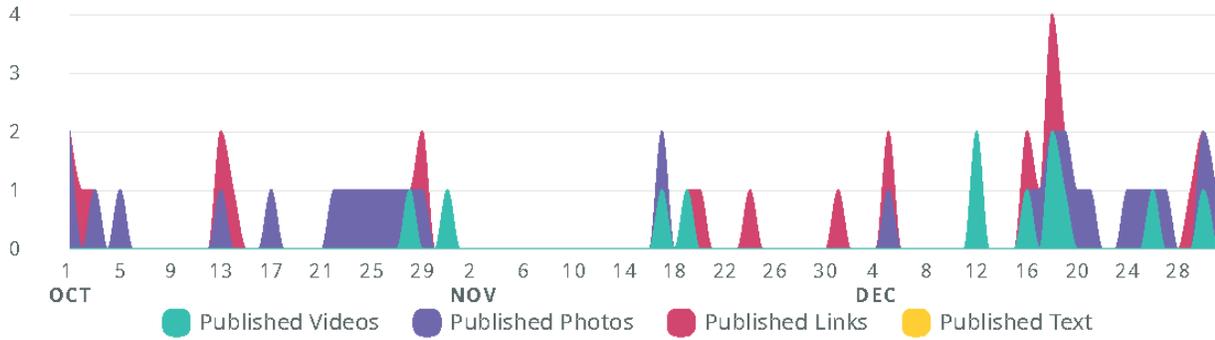
Total Engagements	10,462
Reactions	1,873
Comments	64
Shares	48
Post Link Clicks	4,778
Other Post Clicks	3,699



Facebook: Publishing

Publishing Behavior

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



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

Publishing Behavior by Content Type	Totals	% Change
Published Posts	48	↘ 15.8%
Published Videos	12	↗ 100%
Published Photos	24	↘ 33.3%
Published Links	12	↘ 20%
Published Text	0	→ 0%

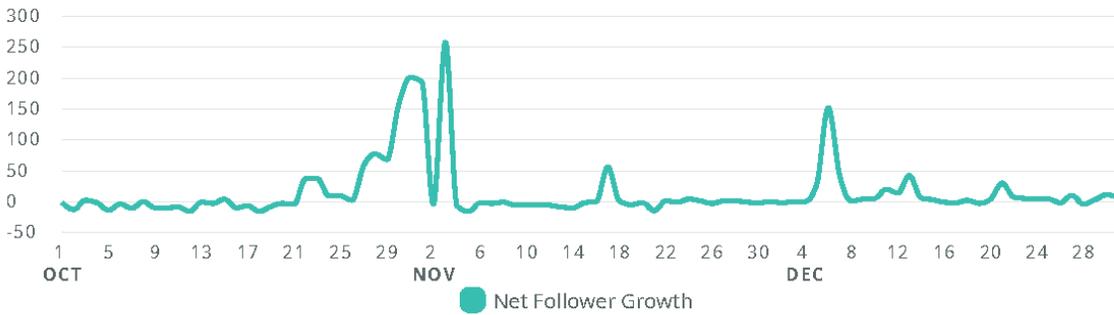


Facebook: Growth



Audience Growth

See how your audience grew during the selected time period.



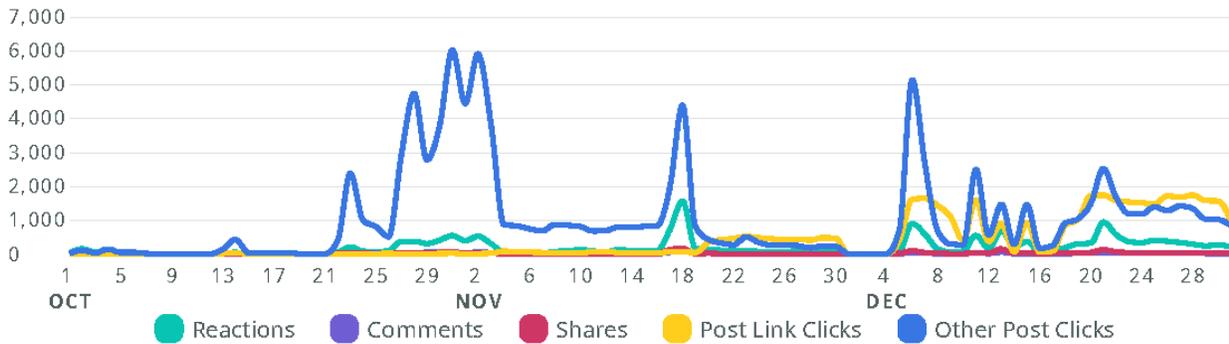
Audience Metrics	Totals	% Change
Followers	259,021	↗ 0.5%
Net Follower Growth	1,224	↗ 352.4%

Facebook: Engagement



Engagements

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



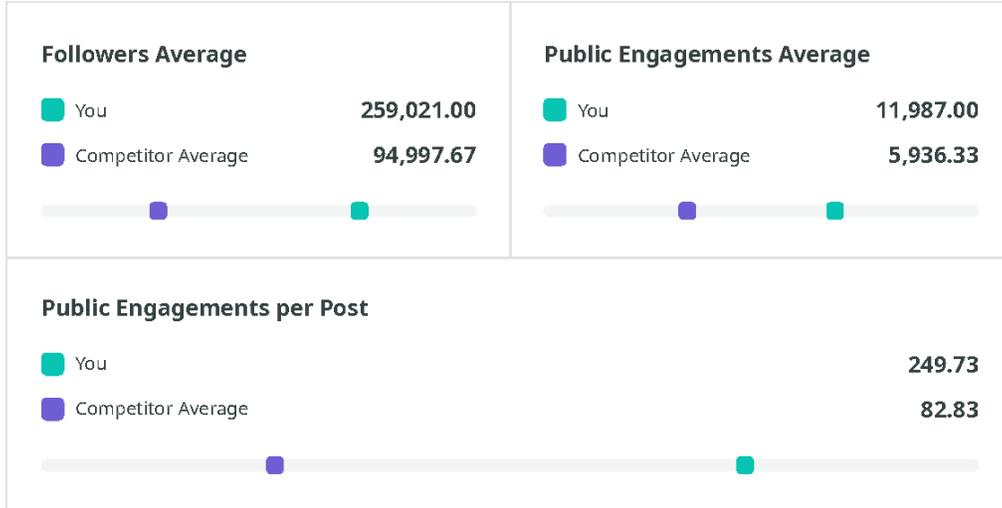
Engagement Metrics	Organic	Paid	Totals	% Change
Engagements	65,921 ↗ 774.3%	86,469 ↗ 32.7%	152,390	↗ 109.6%
Reactions	9,941 ↗ 313.7%	7,370 ↗ 83.3%	17,311	↗ 169.5%

Engagement Metrics	Organic	Paid	Totals	% Change
Comments	816 ↗ 203.3%	318 ↗ 7.4%	1,134	↗ 100.7%
Shares	1,120 ↗ 297.2%	574 ↗ 63.1%	1,694	↗ 167.2%
Post Link Clicks	331 ↘ 5.7%	36,447 ↘ 4.5%	36,778	↘ 4.5%
Other Post Clicks	53,713 ↗ 1,168.3%	41,760 ↗ 87%	95,473	↗ 259.4%

Facebook: Competitors

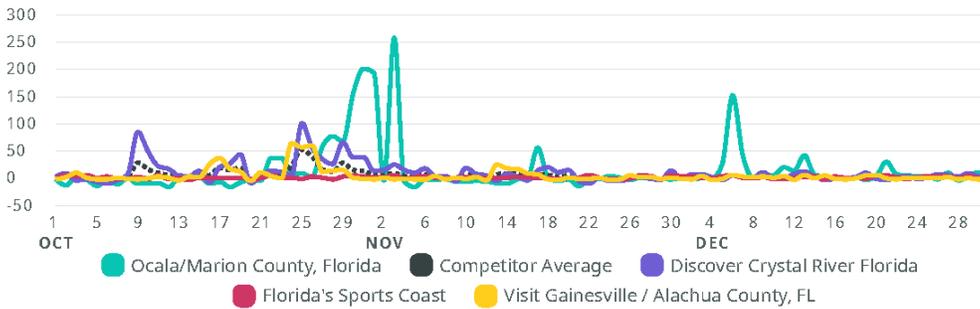
Summary

Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.



Facebook Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
Your Average	259,021.00	1,224.00	0.47%
Competitor Average	94,997.67	412.33	0.44%
Ocala/Marion County, Florida	258,033	-249	-0.10%
Discover Crystal River Florida	209,360	751	0.36%
Visit Gainesville / Alachua County, FL	48,769	594	1.23%
Florida's Sports Coast	25,627	56	0.22%



Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 2,202 ↘ 59.5%	Engagements 169 ↘ 51.4%	Post Link Clicks 18 ↘ 25%
-------------------------------------	-----------------------------------	-------------------------------------

Reporting Period Oct 1, 2025 - Dec 31, 2025	2,995 ↗ 0.4%	12 ↘ 68.4%	29 ↘ 34.1%	2,202 ↘ 59.5%	169 ↘ 51.4%	18 ↘ 25%
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Compare To Jul 1, 2025 - Sep 30, 2025	2,983	38	44	5,431	348	24
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X Ocala/Marion County	2,995	12	29	2,202	169	18
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Top Posts

<p>X @ocalamarion Thu 10/2/2025 3:05 pm E...</p> <p>First Friday Art Walk is back for the season tomorrow! Don't miss exciting evenings filled...</p> <p>Total Engagements 13</p> <p>Likes 2</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 11</p> <p>Other Engagements 0</p>	<p>X @ocalamarion Wed 10/22/2025 12:27 p...</p> <p>The FAFO Ocala Arts Festival returns this weekend and we couldn't be more excited for...</p> <p>Total Engagements 11</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 10</p> <p>Other Engagements 0</p>	<p>X @ocalamarion Tue 12/23/2025 1:17 pm ...</p> <p>Seeing the way #DowntownOcala lights up brings us so much joy 🥰...</p> <p>Total Engagements 10</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 9</p> <p>Other Engagements 0</p>
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X: Publishing



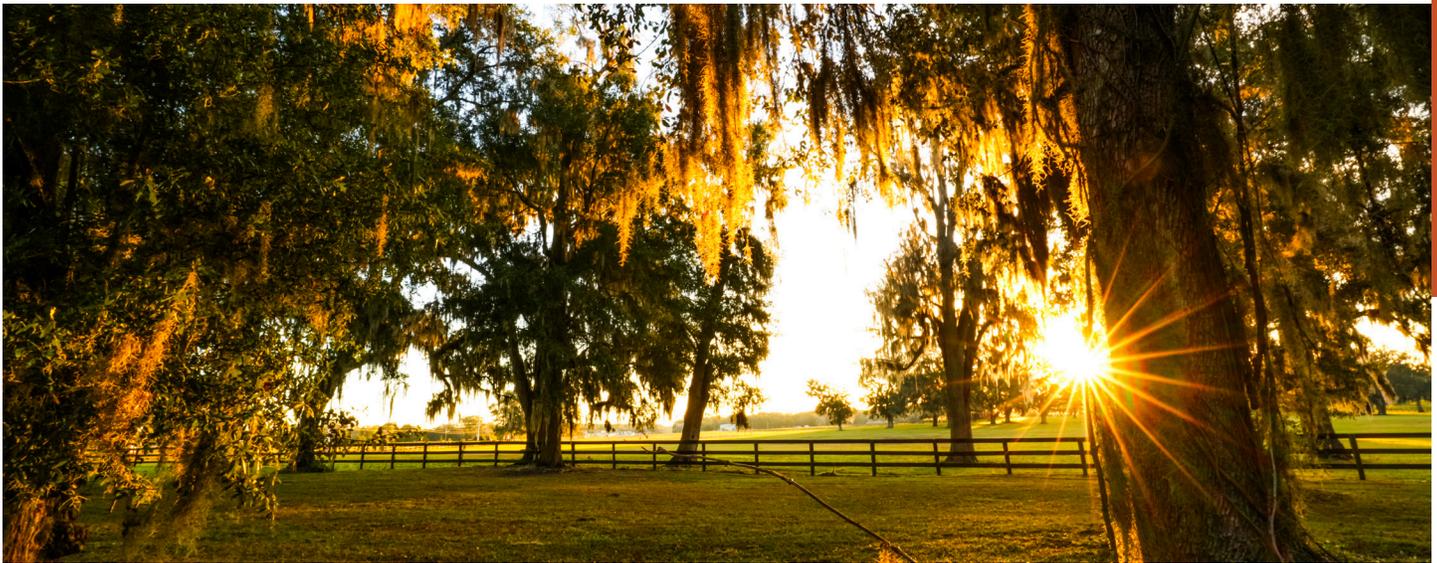
Publishing Behavior

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



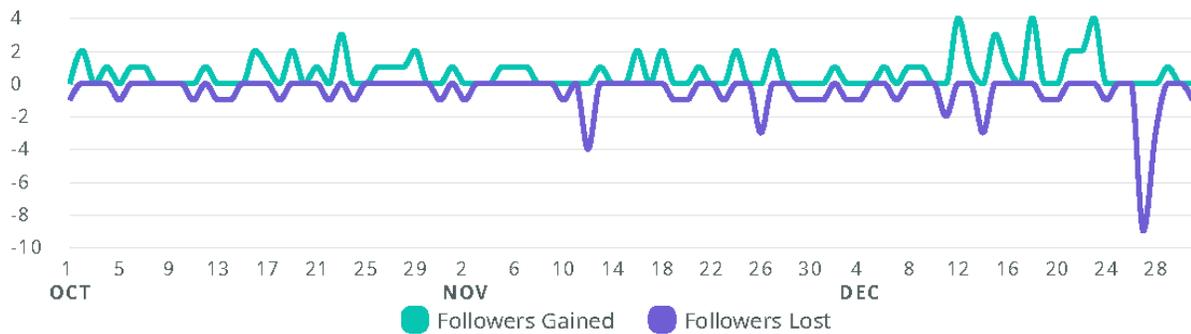
Publishing Behavior by Content Type	Totals	% Change
Published Posts	29	↘ 34.1%
Published Videos	1	↗ —
Published Photos	20	↘ 39.4%
Published Links	8	↘ 27.3%
Published Text	0	→ 0%

X: Growth



Audience Growth

See how your audience grew during the selected time period.

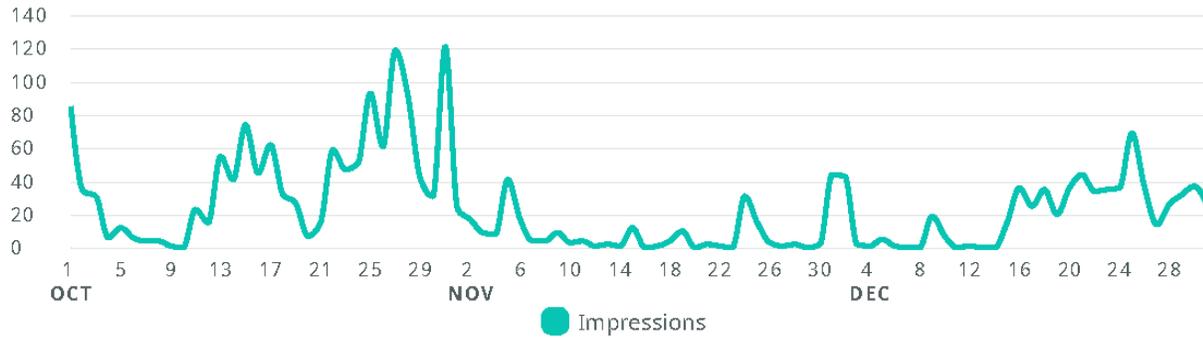


Audience Metrics	Totals	% Change
Followers	2,995	↗ 0.4%
Net Follower Growth	12	↘ 68.4%
Followers Gained	60	↘ 22.1%
Followers Lost	48	↗ 23.1%
Following	4,169	↘ 0.4%

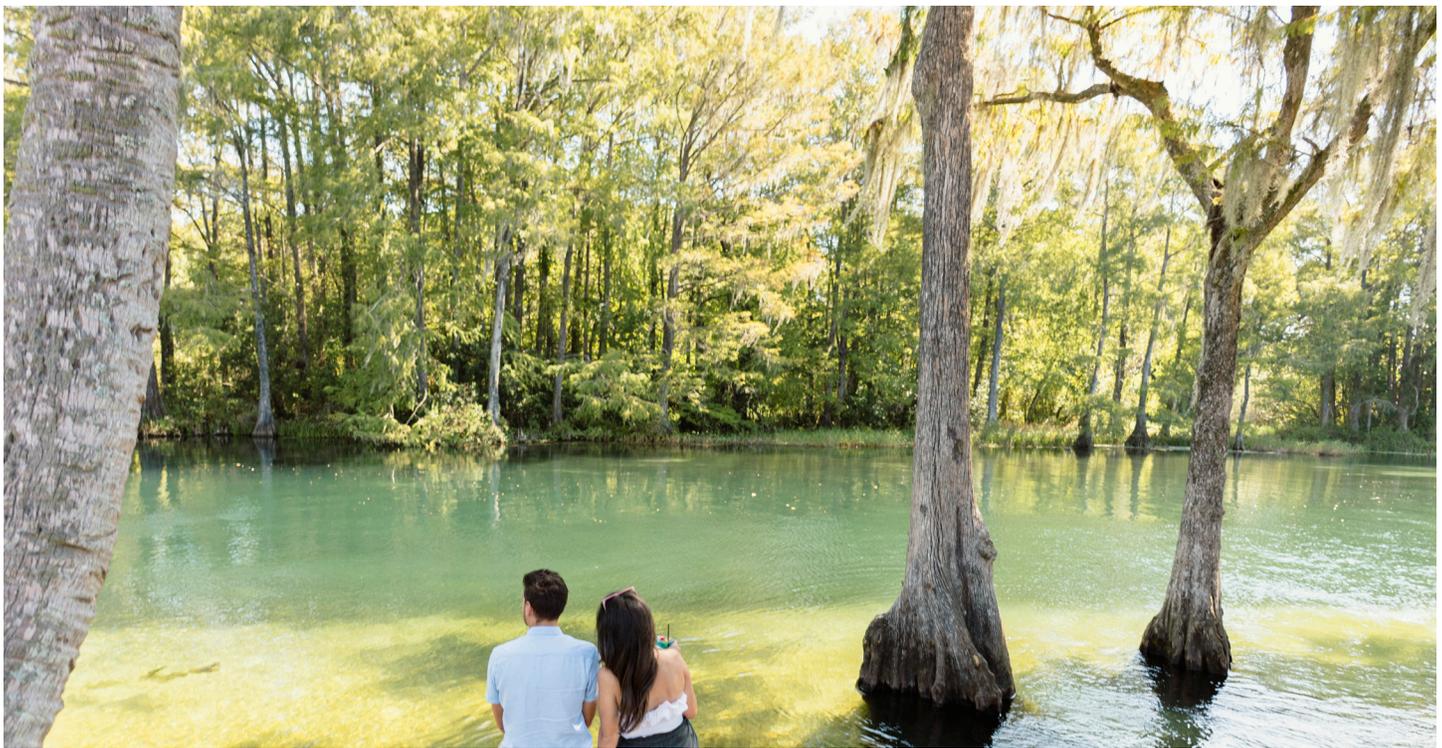
X: Impressions

Impressions

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



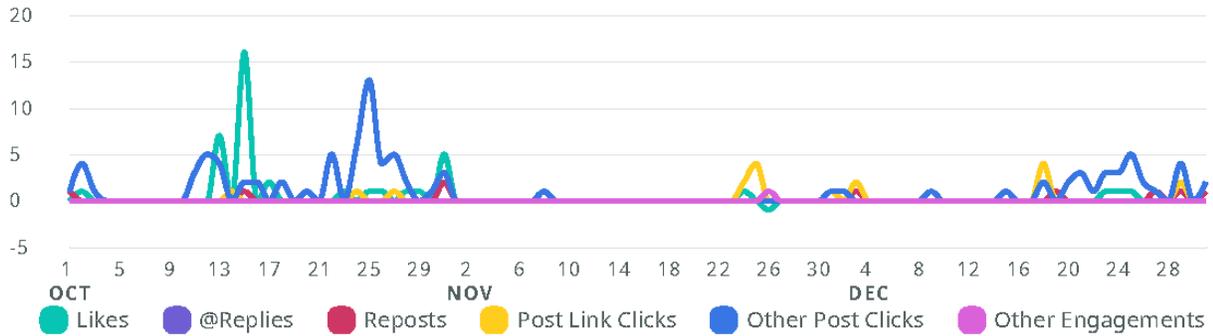
Impression Metrics	Totals	% Change
Impressions	2,202	↘ 59.5%



X: Engagement

Engagements

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



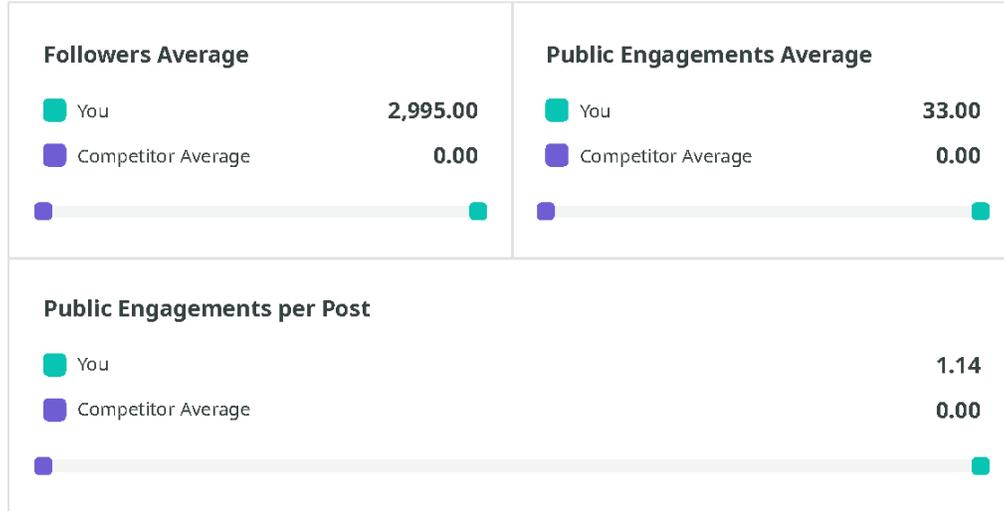
Engagement Metrics	Totals	% Change
Engagements	169	↘ 51.4%
Likes	44	↘ 50%
@Replies	0	↘ 100%
Reposts	9	↘ 72.7%
Other Post Clicks	97	↘ 51%
Other Engagements	1	→ 0%



X: Competitors

Summary

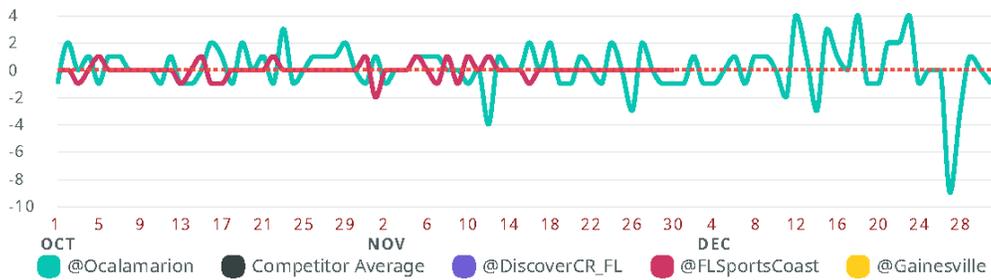
Compare your profile performance to your competitors.



Audience Growth

View how your audience grew compared to your competitors.

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

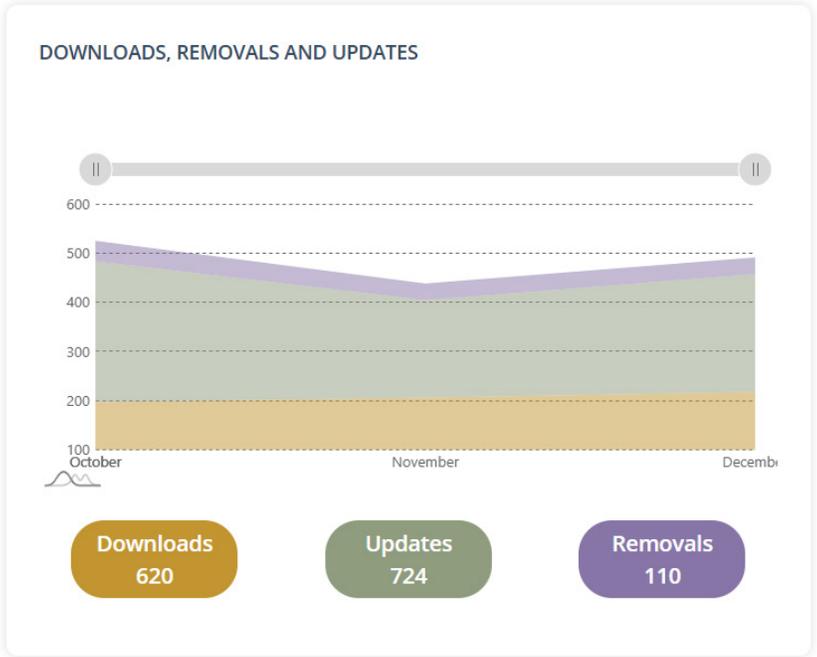
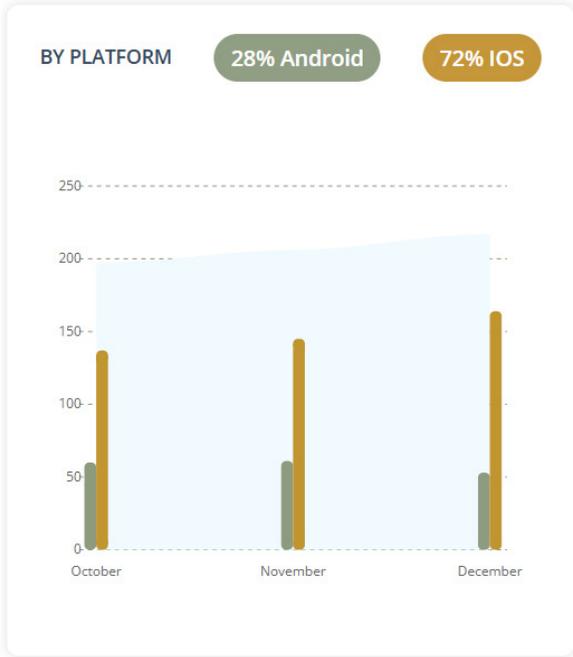


X Net Follower Growth	Followers	Net Follower Growth	% Follower Growth
Your Average	2,995.00	12.00	0.40%
Competitor Average	0.00	-1.00	-100.00%
@ocalamarion	2,995	12	0.40%
@FLSportsCoast	0	-1	-100.00%
@Gainesville	—	—	—
@DiscoverCR_FL	—	—	—

App: OcalaMarion Travel Guide

Below and on the following page is reporting for **October 1- December 31, 2025** on the OcalaMarion Travel Guide. This tourism app is available to download in the Apple App Store and Google Play Store.

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



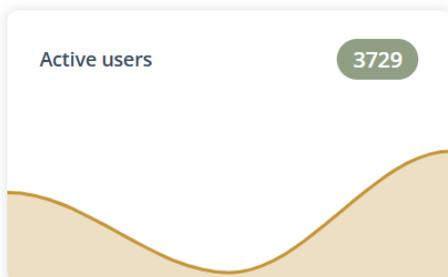
App: OcalaMarion Travel Guide

App

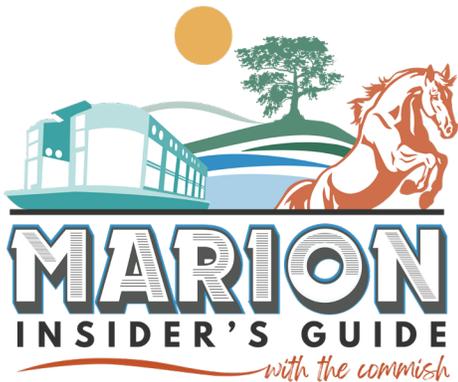
PER PAGE VIEWS

TOTAL NUMBER
1,775

Page Name	# of views
Home Screen	470
Event Detail Screen	300
Splash Screen	286
Location Screen	262
Deal Screen	85
Events Screen	83
Location List Screen	57



Marion Insider's Guide



The Marion Insider's Guide serves as a new platform (launched June 2024) to reach visitors, and potential visitors, to bring to life experiences in Ocala/Marion County that may not be easily experienced via written word or imagery. This project is a video-based program that exists in both short form (for Social Media) and long form (for YouTube). These videos complement blog content on OcalaMarion.com and promote the OcalaMarion Travel Guide App.

Below is data detailing the performance of the Marion Insider's Guide project from October 1, 2025- December 31, 2025.

Social Media

Post performance on social media platforms promoting the series.

Impressions: **712,978**
 Engagements: **13,179**
 Post Link Clicks: **842**

YouTube

Published full episodes performance on YouTube.

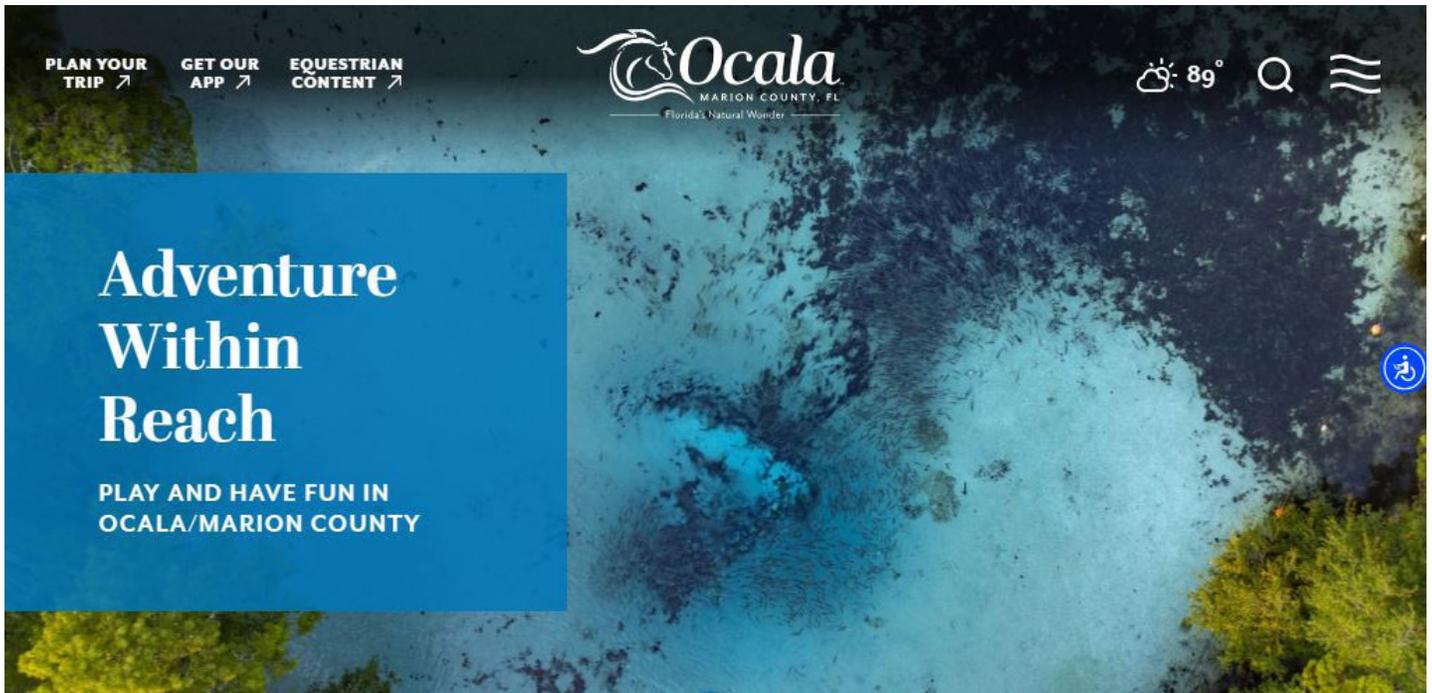
Impressions: **21,012**
 Views: **2,953**
 Watch Time: **113.2 hrs**

OcalaMarion.com

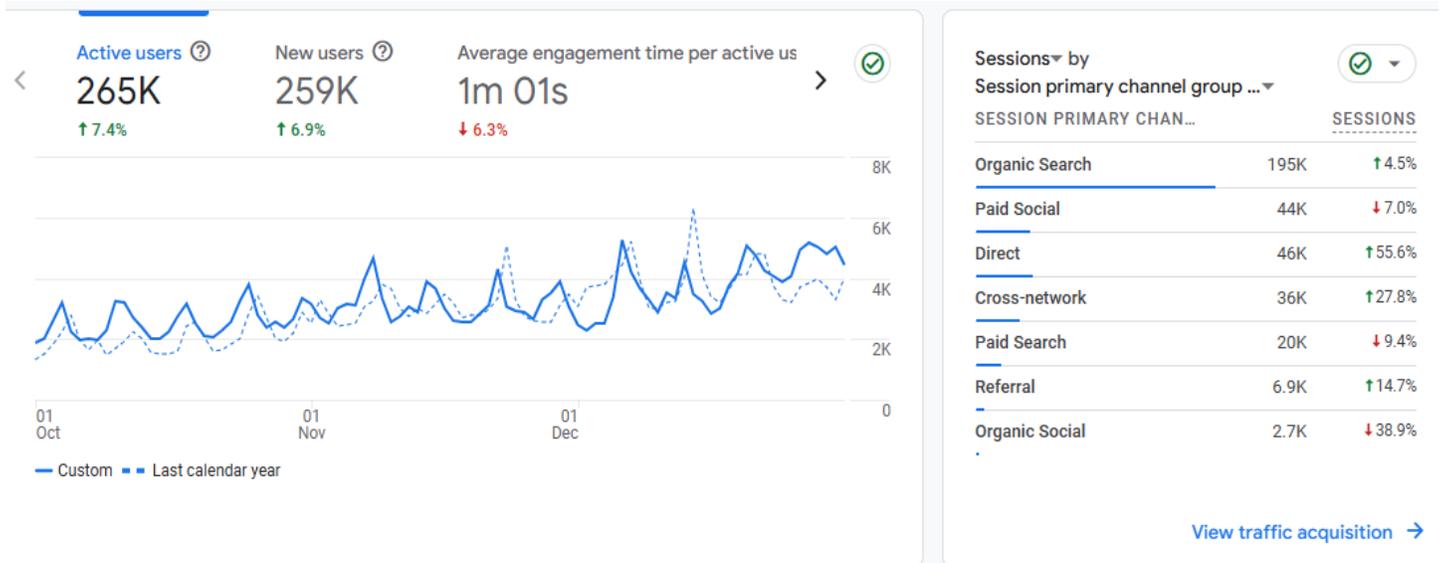
Total pageviews for Marion Insider's Guide related content on OcalaMarion.com.

Pageviews: **1,851**

WEBSITE

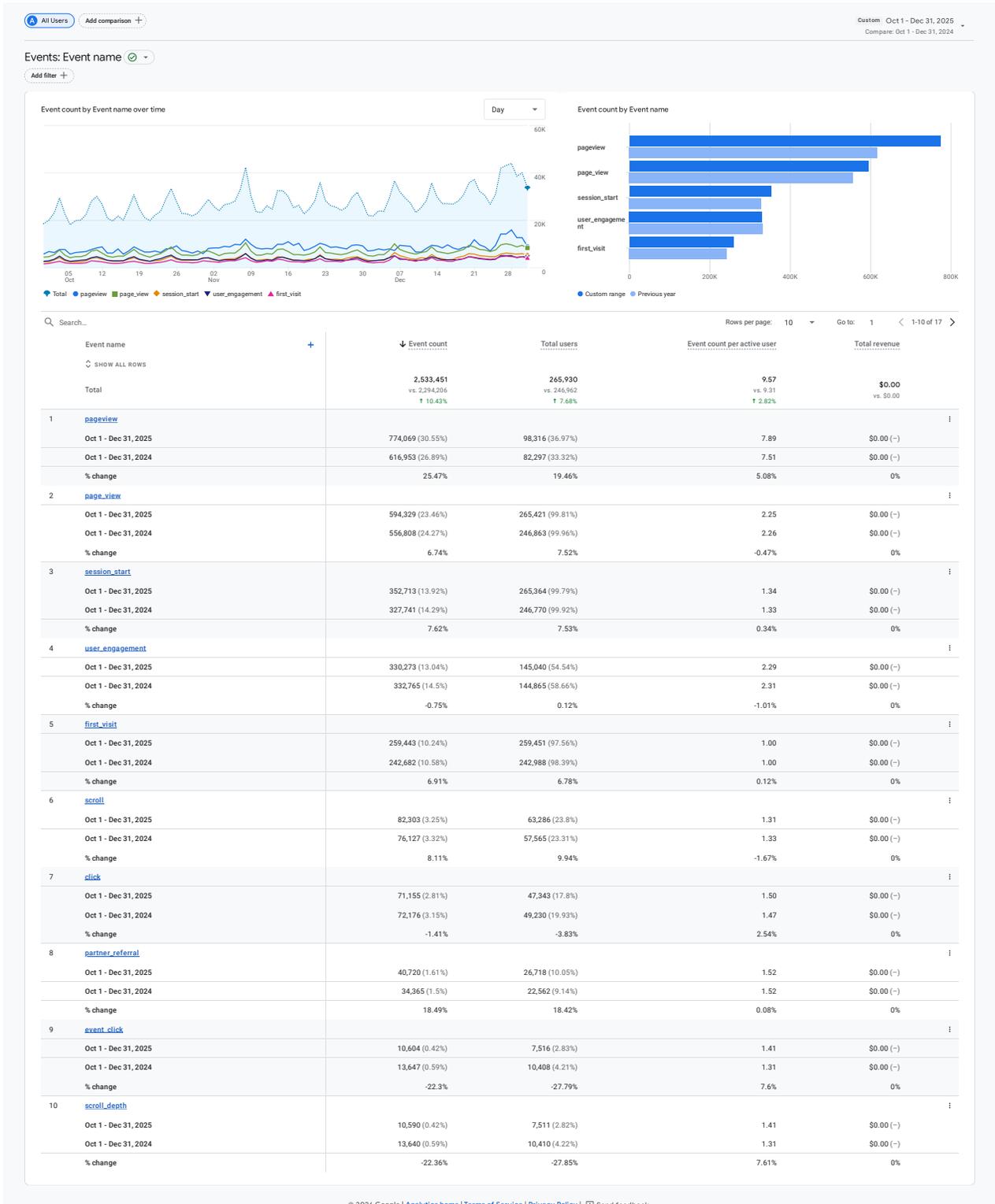


The data in this portion of the report compares this quarter, October 1, 2025- December 31, 2025, to the same time last year, October 1, 2025- December 31, 2024.



Events

The graph below indicates events that occurred by users during the quarter. These include actions like pageviews, engagement, first visit, newsletter sign-up and partner referrals.



Blogs: Driving Visitors To Ocalamarion.com Through Content

To drive more traffic to OcalaMarion.com and boost Search Engine Optimization (SEO), the OMCVCB is posts blogs. In addition to boosting SEO, unique content in blogs personalizes Ocala/Marion County’s messaging and increases organic visits. To make more of the blogs relevant and utilize already established SEO, we also heavily updated previous blogs to include information/activities currently available to visitors and residents.

New Blogs

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

Updated Blogs

- Where to Get Thanksgiving Dinner in Ocala/Marion County
- Ring in the New Year in Ocala/Marion County
- 'Tis the Season in Ocala/Marion

Below are examples of the updated blogs on the website.



Ring in the New Year in Ocala/Marion County

Celebrating the New Year is a tradition across the globe and here in Ocala/Marion County, there are many ways to join in the local festivities.

[LEARN MORE ↗](#)



Where to Get Thanksgiving Dinner in Ocala/Marion County

Sit back, relax, and let the fantastic restaurants in Ocala/Marion County do the cooking this Thanksgiving.

[LEARN MORE ↗](#)



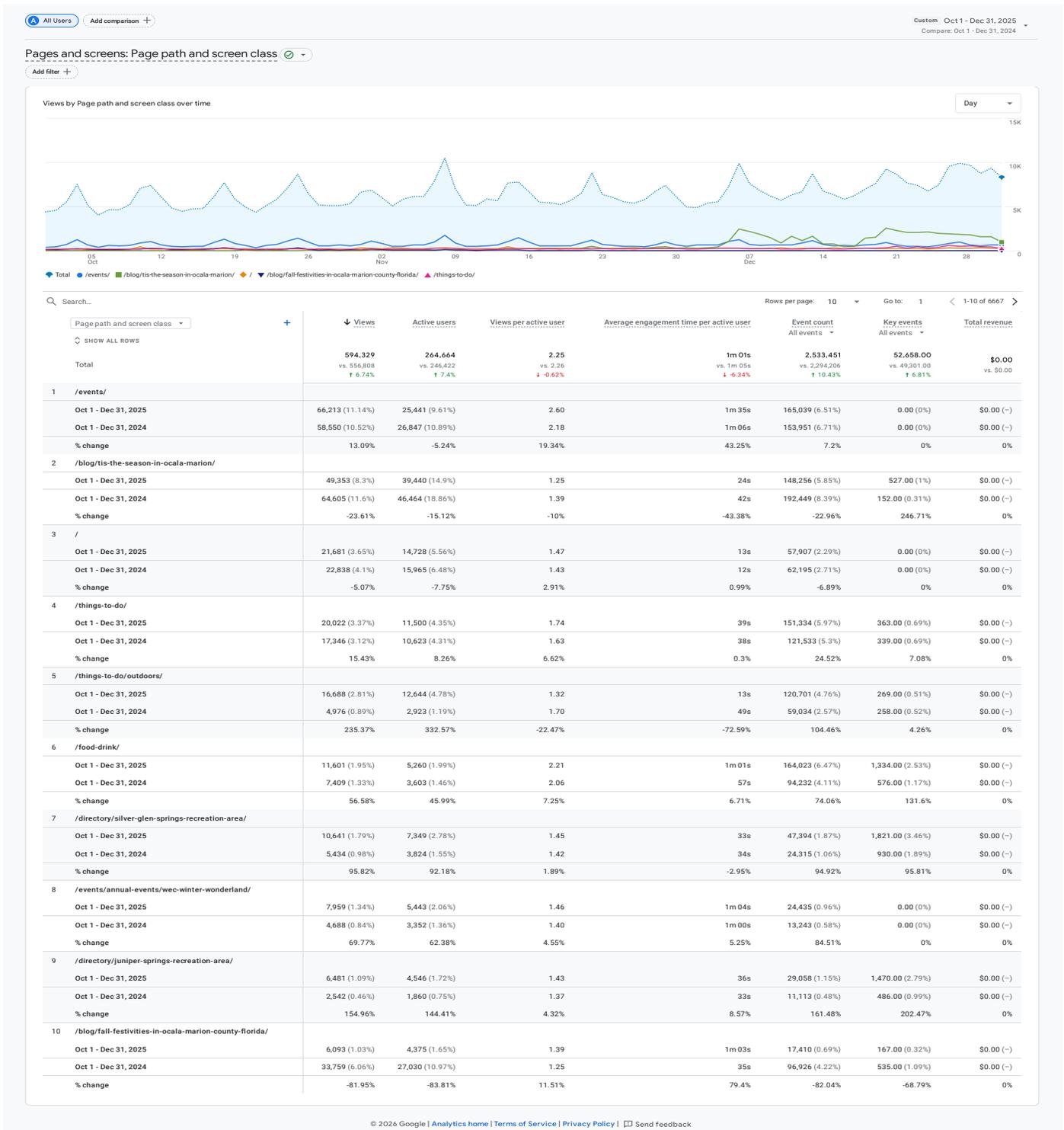
'Tis the Season in Ocala/Marion

The holidays are a special time of year and Ocala/Marion County offers ways to celebrate throughout the entire season.

[LEARN MORE ↗](#)

Top Visited Pages

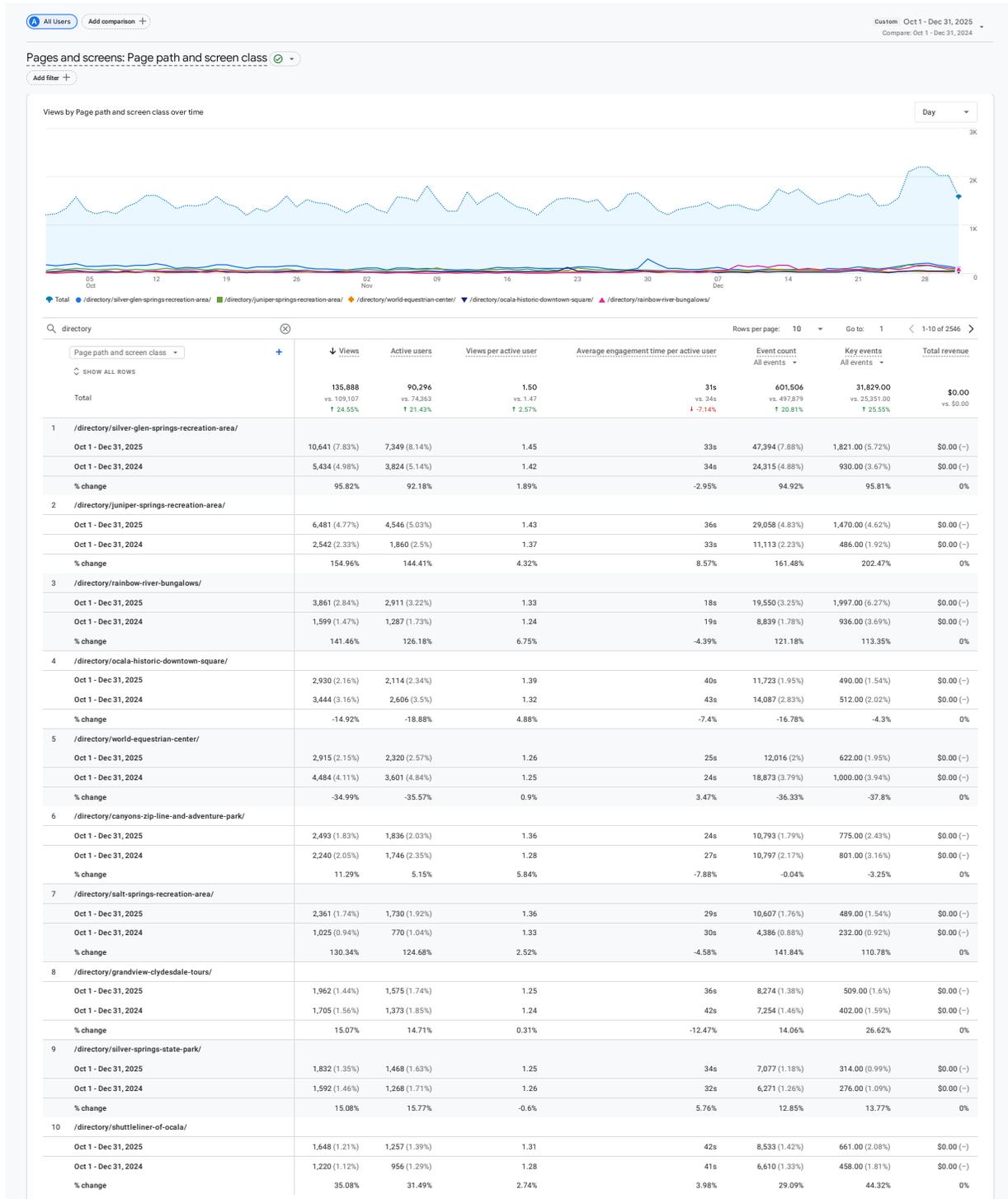
Below is a list of the top visited pages on the website during this time period.



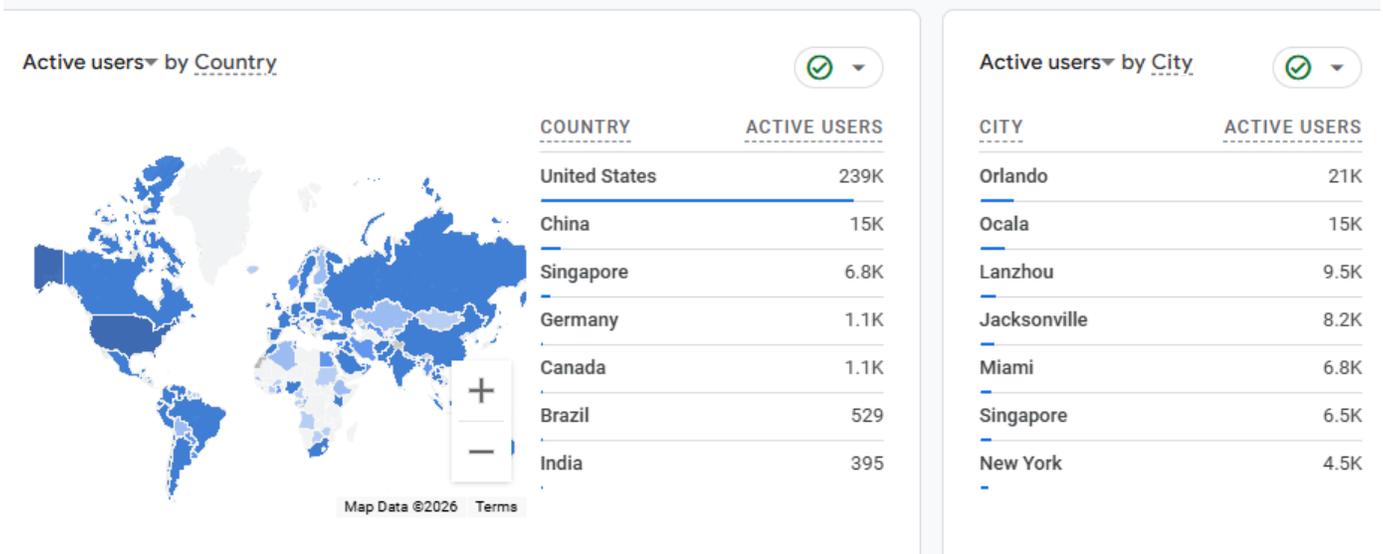
Partner Pages

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 135,888 visits to partner directory pages.



Where Audience Lives



By Country

Most of the website use comes from people located in the United States. The data indicates that the majority of international users of the website that are located in Canada, China, Germany, Brazil, India, and Singapore.

By City

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



User Devices

Device category	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
SHOW ALL ROWS	264,664 vs. 246,422 ↑ 7.4%	259,443 vs. 242,682 ↑ 6.91%	188,604 vs. 190,388 ↓ -0.94%	52.3% vs. 57.91% ↓ -9.69%	0.71 vs. 0.77 ↓ -7.76%	1m 01s vs. 1m 05s ↓ -6.34%	2,533,451 vs. 2,294,206 ↑ 10.43%	52,658.00 vs. 49,301.00 ↑ 6.81%	\$0.00 vs. \$0.00
1 mobile									
Oct 1 - Dec 31, 2025	189,658 (71.66%)	187,667 (72.33%)	139,625 (74.03%)	52.21%	0.74	55s	1,764,681 (69.66%)	35,903.00 (68.18%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	192,466 (78.1%)	188,988 (77.87%)	143,287 (75.26%)	54.43%	0.74	56s	1,634,166 (71.23%)	33,389.00 (67.72%)	\$0.00 (-)
% change	-1.46%	-0.7%	-2.56%	-4.07%	-1.11%	-1.43%	7.99%	7.53%	0%
2 desktop									
Oct 1 - Dec 31, 2025	68,452 (25.86%)	66,239 (25.53%)	46,105 (24.45%)	55.02%	0.67	1m 16s	708,456 (27.96%)	15,438.00 (29.32%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	47,408 (19.24%)	46,203 (19.04%)	41,732 (21.92%)	68.35%	0.88	1m 40s	592,280 (25.82%)	14,507.00 (29.43%)	\$0.00 (-)
% change	44.39%	43.37%	10.48%	-19.5%	-23.49%	-23.96%	19.62%	6.42%	0%
3 tablet									
Oct 1 - Dec 31, 2025	5,685 (2.15%)	5,528 (2.13%)	3,973 (2.11%)	57.35%	0.70	1m 21s	60,193 (2.38%)	1,317.00 (2.5%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	7,546 (3.06%)	7,474 (3.08%)	4,828 (2.54%)	53.4%	0.64	1m 08s	67,680 (2.95%)	1,405.00 (2.85%)	\$0.00 (-)
% change	-24.66%	-26.04%	-17.71%	7.4%	9.23%	17.68%	-11.06%	-6.26%	0%
4 smart tv									
Oct 1 - Dec 31, 2025	9 (<0.01%)	9 (<0.01%)	7 (<0.01%)	70%	0.78	54s	121 (<0.01%)	0.00 (0%)	\$0.00 (-)
Oct 1 - Dec 31, 2024	17 (<0.01%)	17 (<0.01%)	8 (<0.01%)	47.06%	0.47	33s	80 (<0.01%)	0.00 (0%)	\$0.00 (-)
% change	-47.06%	-47.06%	-12.5%	48.75%	65.28%	62.14%	51.25%	0%	0%

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Visitation And Performance By Month

October

97,708 ↑ 27.9% YOY Total Sessions	71,542 ↑ 23.2% YOY Total Users	68,827 ↑ 16.9% YOY Organic Sessions	174,370 ↑ 30.4% YOY Total View
00:00:54 ↑ 1.9% YOY Avg Engagement Time Per Sessions	59,201 ↑ 25.9% YOY Engaged Sessions	60.59% ↓ -1.6% YOY Engagement Rate	2,891,283 ↑ 37.7% YOY Google Search Impressions

November

117,910 ↑ 7.6% YOY Total Sessions	89,826 ↑ 6.4% YOY Total Users	61,074 ↑ 7.5% YOY Organic Sessions	191,731 ↑ 3.7% YOY Total View
00:00:43 ↓ -10.0% YOY Avg Engagement Time Per Sessions	59,908 ↓ -1.7% YOY Engaged Sessions	50.81% ↓ -8.6% YOY Engagement Rate	2,836,669 ↑ 15.9% YOY Google Search Impressions

December

140,070 ↓ -0.6% YOY Total Sessions	113,010 ↑ 1.7% YOY Total Users	61,723 ↓ -10.5% YOY Organic Sessions	228,228 ↓ -4.2% YOY Total View
00:00:41 ↓ -14.0% YOY Avg Engagement Time Per Sessions	65,620 ↓ -18.7% YOY Engaged Sessions	46.85% ↓ -18.2% YOY Engagement Rate	3,287,360 ↑ 20.1% YOY Google Search Impressions



Total 40,720 clicks to partner websites
Total of 426 newsletter signups
Total of 908 visitor guide requests through the website

Monthly Email Newsletters

October

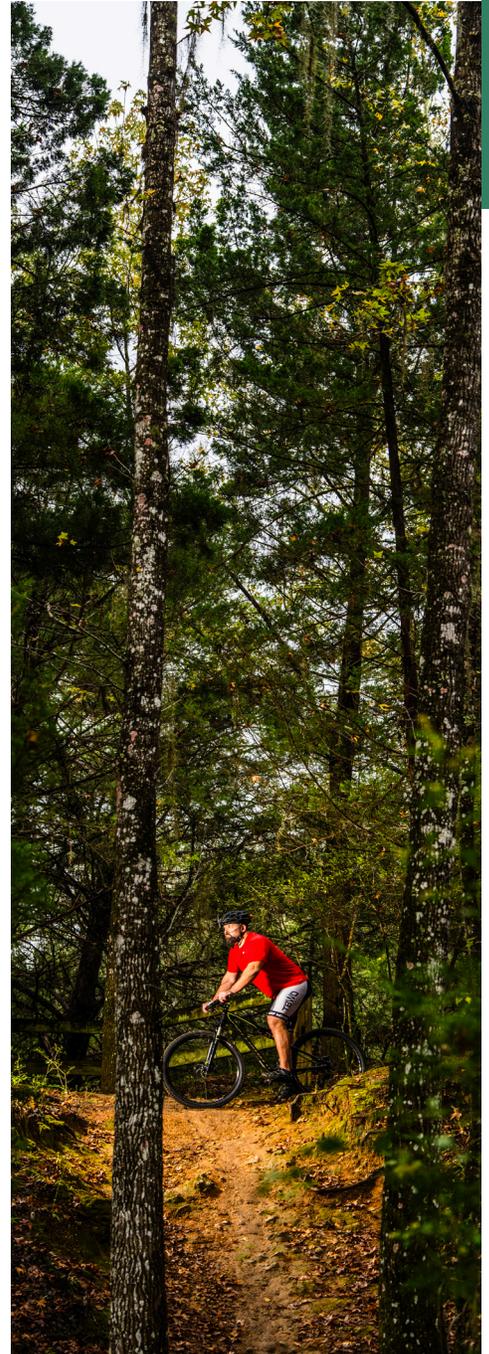
- **Messages Sent:** 9,250
- **Open Rate:** 37%
- **CTOR:** 16%
- **Total Opens:** 3,403
- **Total Clicks:** 558
- **Visit to Website:** 292
- **Length of Visit:** 0:02:35
- **Total Pages Viewed:** 1.98

November

- **Messages Sent:** 9,323
- **Open Rate:** 39%
- **CTOR:** 39%
- **Total Opens:** 3,541
- **Total Clicks:** 992
- **Visit to Website:** 630
- **Length of Visit:** 0:02:45
- **Total Pages Viewed:** 1.83

December

- **Messages Sent:** 9,448
- **Open Rate:** 38%
- **CTOR:** 16%
- **Total Opens:** 3,519
- **Total Clicks:** 544
- **Visit to Website:** 330
- **Length of Visit:** 0:02:54
- **Total Pages Viewed:** 1.91





Marion County Tourist Development Council

Agenda Item

File No.: 2026-22138

Agenda Date: 2/26/2026

Agenda No.: 7.3

SUBJECT:
Sale Update

DESCRIPTION/BACKGROUND:
Information Only.



Monthly Sales Update February 26, 2026

- **New Business**

- Win Big Softball Queen of the Diamond
 - March 7-8, 2026
 - Estimated Room Nights: 250
- Florida Paddling Trails Association Paddlefest
 - April 16-19, 2026
 - Estimated Room Nights: 300
- Junior Cattlemen's Association Youth Championship
 - July 24-26, 2026
 - Estimated Room Nights: 300
- Fishers of Men District 12 Championship Tournament
 - October 13-17, 2026
 - Estimated Room Nights: 75
- Official Strongman Games
 - November 19-22, 2026 & November 18-21, 2027
 - Estimated Room Nights: 1,790 per year

- **Leads**

- Florida Public Relations Association (FRPA) Executive Committee & State Board Meeting
 - November 6-7, 2026
 - Estimated Room Nights: 25
- FHSAA Swimming and Diving State Championships
 - November 7-8, 2026 & November 14-15, 2026
 - Estimated Room Nights: 1,854
- Florida Rolls Royce Owners' Club
 - December 3-6, 2026
 - Estimated Room Nights: 90
- Eagle Wings Motorcycle Association Florida District Gathering
 - March 12-15, 2027
 - Estimated Room Nights: 285
- Florida and Alabama RV Park and Campground Association Convention and Expo
 - May 4-7, 2027
 - Estimated Room Nights: 2,000
- American Early Learning Coalition Annual Conference
 - October/November 2027 & 2028
 - Estimated Room Nights: 1,280
- Durvet Animal Products SalesPro
 - June 12-16, 2028
 - Estimated Room Nights: 500



- **Ongoing Leads**
 - Florida Lions Club Statewide Convention
 - May 6-9, 2027
 - Estimated Room Nights: 525
 - USDAA Cynsport Dog Agility World Games
 - November 3-7, 2027
 - Estimated Room Nights: 500
 - FSAE Annual Conference
 - July 2028
 - Estimate Room Nights: 1,200

- **A huge thank you to our partners who graciously assisted with the Florida Encounter Post FAM:**
 - Appleton Museum of Art
 - Florida Aquatics Swimming and Training (FAST)
 - Florida Thoroughbred Breeders' and Owners Association (FTBOA)
 - Hilton Garden Inn - Downtown Ocala
 - Hilton Ocala
 - Holiday Inn and Suites Ocala Conference Center
 - Holiday Inn Express and Suites
 - Ivy on The Square
 - Marion Cultural Alliance/Brick City Center for the Arts
 - Reilly Arts Center
 - Silver Springs State Park/Cape Leisure
 - Southeastern Livestock Pavilion (SELP)
 - Staybridge Suites Ocala Near Equestrian Aquatics
 - The Nest
 - World Equestrian Center



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22128

Agenda Date: 2/26/2026

Agenda No.: 7.4

SUBJECT:
TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:
Information Only.

TDT COLLECTIONS

	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL		ACTUAL		ACTUAL		ACTUAL		Change	PROJECTED AVERAGE (Last 5 Years)
	4%	4%	4%	4%	4%		4%		4%		4%		from	
	FY 18-19	FY 19-20	FY20-21	FY21-22	FY22-23		FY23-24		FY24-25		FY25-26		Last Year	
					PTD		PTD		Monthly	PTD	Monthly	PTD		4%
OCT	204,924.52	208,480.07	208,964.21	271,833.28	349,930.49	349,930.49	365,854.69	365,854.69	379,319.18	379,319.18	299,752.66	299,752.66	\$ (79,566.52)	315,180.37
NOV	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	792,254.61	349,743.98	715,598.67	558,879.61	938,198.79	433,437.70	733,190.36	\$ (125,441.91)	373,435.85
DEC	225,689.89	236,936.54	185,291.99	418,818.13	369,635.90	1,161,890.51	398,894.92	1,114,493.59	462,549.20	1,400,747.99	441,447.17	1,174,637.53	\$ (21,102.03)	367,038.03
JAN	208,911.55	220,533.21	226,855.23	346,052.50	428,869.17	1,590,759.68	399,341.68	1,513,835.27	537,175.62	1,937,923.61	458,652.85	1,633,290.38	\$ (78,522.77)	387,658.84
FEB	273,064.02	299,288.30	294,191.48	413,140.70	512,970.04	2,103,729.72	525,512.43	2,039,347.70	626,799.77	2,564,723.38		0.00	\$ (626,799.77)	474,522.88
MAR	323,299.80	302,080.26	359,419.51	524,933.16	601,255.70	2,704,985.42	628,714.27	2,668,061.97	649,169.37	3,213,892.75		0.00	\$ (649,169.37)	552,698.40
APR	385,618.64	214,603.12	402,060.20	630,194.20	677,443.18	3,382,428.60	697,599.40	3,365,661.37	294,671.29	3,508,564.04		0.00	\$ (294,671.29)	540,393.65
MAY	280,438.82	102,814.80	333,193.04	463,117.34	425,025.51	3,807,454.11	498,796.44	3,864,457.81	955,276.16	4,463,840.20		0.00	\$ (955,276.16)	535,081.70
JUN	232,018.65	149,677.12	322,508.82	348,876.21	374,531.93	4,181,986.04	402,595.36	4,267,053.17	471,607.39	4,935,447.59		0.00	\$ (471,607.39)	384,023.94
JUL	232,238.24	242,501.19	379,652.81	359,850.15	413,140.96	4,595,127.00	450,585.02	4,717,638.19	923,559.18	5,859,006.77		0.00	\$ (923,559.18)	505,357.62
AUG	196,329.01	264,335.05	320,233.46	445,047.73	439,053.97	5,034,180.97	409,648.68	5,127,286.87	580,771.55	6,439,778.32		0.00	\$ (580,771.55)	438,951.08
SEPT	203,554.83	174,264.90	420,995.81	327,614.07	334,784.79	5,368,965.76	353,899.19	5,481,186.06	349,777.09	6,789,555.41		0.00	\$ (349,777.09)	357,414.19
TOTAL:	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76		\$ 5,481,186.06		\$ 6,789,555.41		\$ 1,633,290.38		\$ (5,156,265.03)	\$ 5,231,756.56

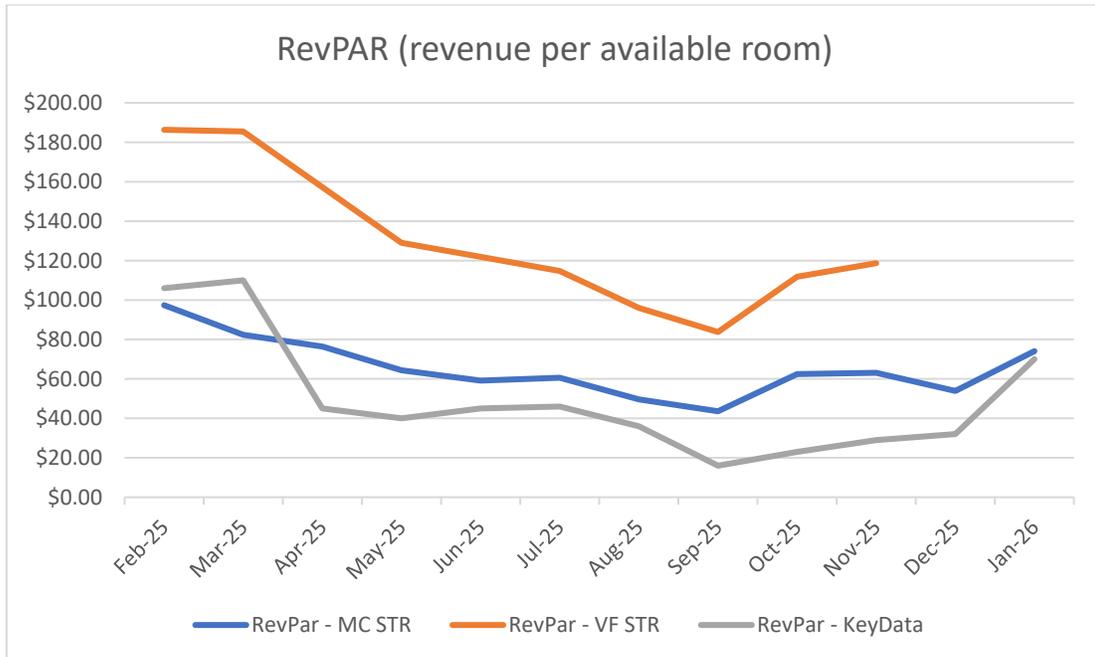
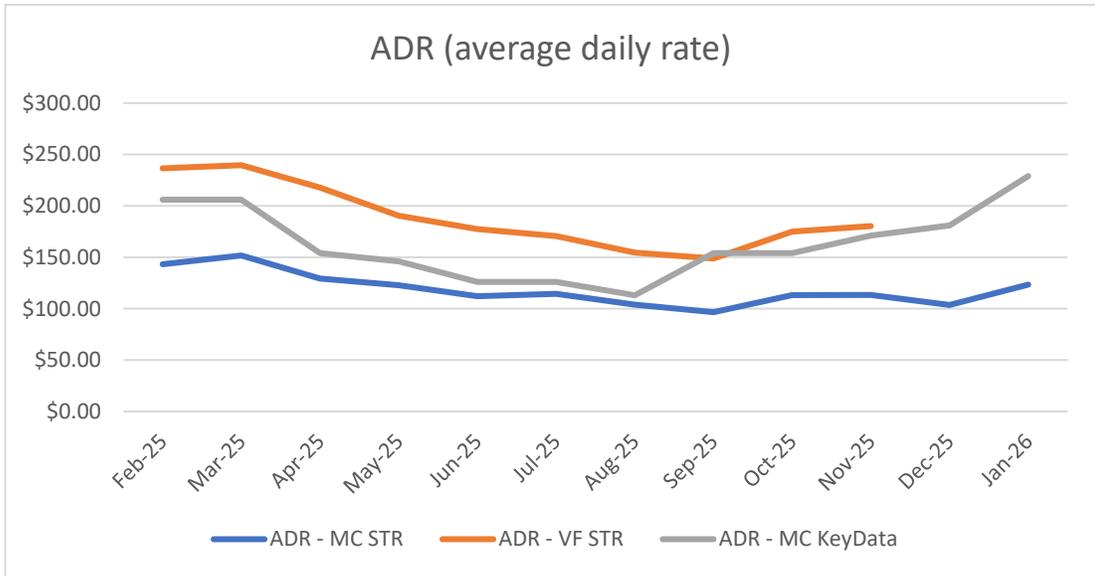
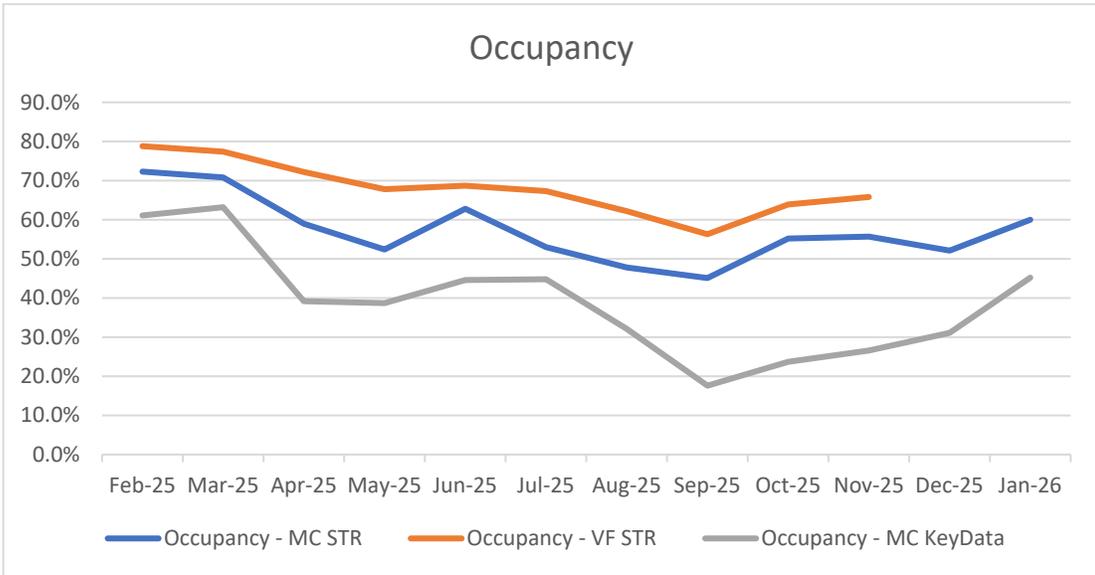
***Payment reporting period contains revenue period from prior month (i.e., March reporting is February revenues).

FY 24-25 NEW TOTAL:
\$6,160,920.41

REVENUE PERIOD	JAN.25	FEB.25	MAR.25	APR.25	MAY.25	JUN.25
REPORTING PERIOD	FEB. 25	MAR.25	APR.25	MAY.25	JUN.25	JUL.25
REMITTANCE DATE	MAR.25	APR.25	MAY.25	JUN.25	JUL.25	AUG.25
Gross Rental Receipts	16,736,590.10	16,746,386.68	7,811,850.49	25,160,599.87	12,710,792.62	24,326,822.73
Exempt Rental Receipts	625,432.40		257,211.80	1,219,732.02	661,322.89	604,413.54
Taxable Rental Receipts	16,111,157.70		7,554,638.69	23,940,867.85	12,049,469.73	23,722,409.19
Total Tax Collected	644,446.40	669,855.55	302,185.57	957,634.66	481,978.78	948,896.39
Adjustments	1.50	-	13.95-	6.32	-	0.96
Bal Fwd / Overpaid	-	-	-	-	-	-
Total Tax Due	644,447.90	669,855.55	302,171.62	957,640.98	481,978.78	948,897.35
Less Collection Allow	(2,638.28)	(2,884.84)	(861.23)	(4,484.98)	(3,046.15)	(4,414.03)
Plus Penalty	4,255.06	2,167.71	2,372.05	30,194.92	6,710.27	7,239.43
Plus Interest	120.65	10.23	102.35	1,460.44	550.25	399.99
Current Amount Due	646,185.33	669,246.77	303,784.79	984,811.36	486,193.16	952,122.74
Credit Balance Used						
Underpayments						
NSF Cancels						
Total Amount Collected	646,185.33	669,246.77	303,784.79	984,811.36	486,193.16	952,122.74
Current Total Rate						
Dist to TD Council						
BCC	626,799.77	649,169.37	294,671.29	955,267.16	471,607.39	923,559.18
Tax Collector Comm	19,385.56	20,077.40	9,113.50	29,544.20	14,585.77	28,563.56
Total Collections Dist.	646,185.33	669,246.77	303,784.79	984,811.36	486,193.16	952,122.74

JUL.25	AUG.25	SEPT.25	OCT.25	NOV.25	DEC.25
AUG. 25	SEPT. 25	OCT.25	NOV.25	DEC.25	JAN.26
SEPT. 25	OCT.25	NOV.25	DEC.25	JAN.26	FEB. 26
	181,040,866.54				
15,334,899.92	9,296,238.19	7,917,774.46	11,367,208.33	11,791,782.10	12,186,692.80
829,551.71	482,161.26	471,586.10	552,276.41	746,813.78	545,888.41
14,505,348.21	8,814,076.93	7,446,188.36	10,814,931.92	11,044,968.32	11,640,804.39
580,231.98	352,563.13	297,847.55	432,597.26	441,798.60	465,632.05
0.03	0.01-	-	-	-	-
-	-	-	-	-	-
580,214.01	352,563.12	297,847.55	432,597.26	441,798.60	465,632.05
(3,991.26)	(2,696.40)	(2,330.45)	(2,542.55)	(2,715.09)	(2,905.22)
12,441.97	467.60	4,810.79	4,057.70	3,306.82	9,263.72
679.84	(35.40)	161.47	403.44	162.87	882.58
589,344.56	352,298.92	300,489.36	434,515.85	442,553.20	472,873.13
589,344.56	350,298.92	300,489.36	434,515.85	442,553.20	472,873.13
	6,789,546.41				
580,771.55	349,777.09	299,752.66	433,437.70	441,447.17	458,652.85
8,573.01	521.83	736.70	1,078.15	1,106.03	14,220.28
589,344.56	350,298.92	300,489.36	434,515.85	442,553.20	472,873.13

Trend Data for Occupancy, ADR, RevPAR (2/2025-1/2026)





Marion County Tourist Development Council

Agenda Item

File No.: 2026-22139

Agenda Date: 2/26/2026

Agenda No.: 7.5

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information Only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
Florida Swimming FLAGS Spring Championships	February 26, 2026	March 1, 2026	FAST
WEC Winter Spectacular Week 10	March 3, 2026	March 8, 2026	WEC
HITS Ocala Winter Circuit Weeks 8-10	March 4, 2026	March 22, 2026	HITS Post Time Farm
Santos Fat Tire Festival	March 5, 2026	March 8, 2026	Santos Trails
WEC Winter Spectacular Week 11	March 11, 2026	March 15, 2026	WEC
Live Oak International	March 11, 2026	March 15, 2026	Live Oak Stud
CSCAA National Invitational Championship	March 11, 2026	March 15, 2026	FAST
WEC Winter Spectacular Week 12 - Longines League of Nations	March 17, 2026	March 22, 2026	WEC
NIKE Winner's Circle Volleyball	April 11, 2026	April 12, 2026	WEC
Blue Knights Spring Southern Regional Conference	April 12, 2026	April 15, 2026	Holiday Inn & Suites Ocala Conference Center
NCEA National Championships	April 13, 2026	April 18, 2026	WEC
Major League Fishing Heavy Hitters	May 16, 2026	May 22, 2026	Heagy Bury Boat Ramp
USA Swimming Speedo Sectionals	June 4, 2026	June 7, 2026	FAST
Cal Ripken 6U 8U B-State Tournament	June 11, 2026	June 14, 2026	Rotary Sportsplex
Florida Swimming FLAGS Championship	July 9, 2026	July 14, 2026	FAST
Babe Ruth 13U, 14U, 13-16, & 16-18 Southeast Regional	July 15, 2026	July 19, 2026	Rotary Sportsplex
Florida Swimming Senior Championship	July 16, 2026	July 19, 2026	FAST
YMCA National Long Course Championship	July 27, 2026	August 1, 2026	FAST
Fishers of Men District 12 Championship	October 20, 2026	October 24, 2026	Heagy Bury Boat Ramp
Official Strongman Games	November 18, 2026	November 22, 2026	WEC



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22140

Agenda Date: 2/26/2026

Agenda No.: 7.6

SUBJECT:
Marion County Day

DESCRIPTION/BACKGROUND:
Information Only.



MARION COUNTY DAY 2026



MARCH 28

601 SE 25TH AVE., OCALA
10 AM - 3 PM
FREE EVENT!



VENDORS



SCHOOL BANDS



FOOD TRUCKS



KIDS ZONE



FAMILY FUN

Learn more or apply to be a vendor
MarionFL.org/MCDAY





Marion County Tourist Development Council

Agenda Item

File No.: 2026-22141

Agenda Date: 2/26/2026

Agenda No.: 8.1

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information Only.

Ocala/Marion County Visitors & Convention Bureau Sales Report

1/15/2026 - 2/26/2026

Event Type: All

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Blue Knights Motorcycle Club	Blue Knights Florida III Spring Meeting	Bryan Day 100.0%	Social	Phone 0	4/12/2026 4/15/2026	Local new	\$238,118.00 \$0.00	150 200	225	500	0
Florida Association of Early Learning Coalitions	AELC 2026 Annual Board Meeting	Bryan Day 100.0%	Education	CVENT 148	4/19/2026 4/24/2026	State new	\$0.00 \$0.00	30 30	28	82	0
Florida Paddling Trails Association	Paddlefest	Bryan Day 100.0%	Sports	Phone 0	4/16/2026 4/19/2026	Local repeat	\$0.00 \$0.00	0 0	100	300	0
Fort King Heritage Foundation	Convocation of Seminole War Historians	Bryan Day 100.0%	Education	Email 148	4/24/2026 4/26/2026	Local new	\$0.00 \$0.00	30 0	28	55	0
Babe Ruth League	13U, 14U, 13-16 & 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone 0	7/15/2026 7/18/2026	Regional new	\$0.00 \$0.00	500 600	150	750	0
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email 0	7/24/2026 7/31/2026	State new	\$0.00 \$0.00	375 450	250	900	0
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/11/2026 6/14/2026	State repeat	\$2,062,373.00 \$0.00	500 800	625	2,500	0
Cal Ripken Baseball	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone 0	7/15/2026 7/19/2026	Regional new	\$1,132,550.00 \$0.00	250 300	240	760	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
Fishers of Men National Tournament Trail	Fishers of Men District 12 Championship Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	10/13/2026 10/17/2026	Regional new	\$73,834.00 \$0.00	0 40	40	200	0
HITS, LLC	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	3/4/2026 3/22/2026	International repeat	\$4,953,943.00 \$0.00	2,112 3,060	156	2,000	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/11/2026 4/12/2026	Regional repeat	\$3,124,259.00 \$0.00	5,400 7,700	1,250	2,500	0
Major League Fishing	MLF Heavy Hitters presented by Bass Pro Shops	Corry Locke 100.0%	Sports	TEAMS Conference 0	5/9/2026 5/15/2026	National new	\$564,610.00 \$0.00	250 300	70	560	0
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/14/2027 4/17/2027	National repeat	\$2,530,446.00 \$0.00	1,500 1,600	350	1,200	0
National Collegiate Equestrian Association	NCEA National Championship	Corry Locke 100.0%	Equine	Phone 0	4/15/2026 4/18/2026	National repeat	\$2,530,446.00 \$0.00	1,500 1,600	350	1,200	0
ProAm Senior Softball	ProAm September Showdown	Corry Locke 100.0%	Sports	Phone 0	9/26/2026 9/27/2026	State new	\$0.00 \$0.00	150 200	125	250	0
ProAm Senior Softball	Patriot Games Invitational	Corry Locke 100.0%	Sports	Phone 0	7/25/2026 7/26/2026	State new	\$0.00 \$0.00	150 200	125	250	0
ProAm Senior Softball	Stars & Strikes Showdown	Corry Locke 100.0%	Sports	Phone 0	5/23/2026 5/24/2026	State new	\$0.00 \$0.00	150 200	125	250	0
South Florida Soul Rodeo	South Florida Soul Rodeo	Corry Locke 100.0%	Sports	Email 0	6/26/2026 6/27/2026	Regional new	\$0.00 \$0.00	0 0	100	200	0

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Sun Country Sports	USA Gymnastics Men's State Championship	Corry Locke 100.0%	Sports	Email 0	3/6/2026 3/8/2026	State new	\$0.00 \$0.00	2,000 2,000	165	330	0	
Win Big Fastpitch	June Tournament	Corry Locke 100.0%	Sports	Phone 0	6/20/2026 6/21/2026	Regional new	\$0.00 \$0.00	200 300	125	250	0	
Win Big Fastpitch	Queen of the Diamond	Corry Locke 100.0%	Sports	Phone 0	3/7/2026 3/8/2026	Regional new	\$0.00 \$0.00	200 300	125	250	0	
World Equestrian Center	Winter Series Week #12 - National Show & Longines League of Nations	Corry Locke 100.0%	Equine	Website 0	3/18/2026 3/22/2026	National repeat	\$2,276,251.00 \$0.00	2,458 4,096	429	2,145	0	
World Equestrian Center	Winter Series Week #11 - National & FEI	Corry Locke 100.0%	Equine	Website 0	3/11/2026 3/15/2026	National repeat	\$2,164,855.00 \$0.00	2,458 4,096	411	2,052	0	
World Equestrian Center	Winter Series Week #10 - National & FEI	Corry Locke 100.0%	Equine	Website 0	3/4/2026 3/8/2026	National repeat	\$2,293,686.00 \$0.00	3,988 6,647	429	2,145	0	
World Equestrian Center	Winter Series Week #9 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/25/2026 3/1/2026	National repeat	\$1,825,770.00 \$0.00	4,172 6,953	369	1,674	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	
VISIT FLORIDA	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email 146	2/26/2026 3/1/2026	International new	\$0.00 \$0.00	1 1	1	3	0	
Event Count:							27	\$28,157,838.90	29,324	6,666	25,056	0
								\$0.00	42,673			

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
Family Reunion	Family Reunion	Bryan Day 100.0%	Reunion	Email 148	1/17/2026 1/18/2026	Local new	\$0.00 \$0.00	0 80	30	30	0
Big East Conference	Swimming and Diving Conference Championship	Corry Locke 100.0%	Sports	Email 0	2/18/2026 2/21/2026	National new	\$1,117,655.00 \$0.00	0 0	250	1,010	0
HITS, LLC	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/4/2026 3/1/2026	International repeat	\$8,283,188.00 \$0.00	2,112 3,060	156	2,000	0
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/17/2026 1/19/2026	Regional repeat	\$3,544,580.00 \$0.00	5,400 9,300	1,000	3,000	0
World Equestrian Center	Winter Series Week #8 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/18/2026 2/22/2026	National repeat	\$2,347,373.00 \$0.00	4,248 7,080	459	2,249	0
World Equestrian Center	Winter Series Week 7 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/11/2026 2/15/2026	National repeat	\$2,383,429.00 \$0.00	4,500 7,501	454	2,267	0
World Equestrian Center	Winter Series Week 6 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/4/2026 2/8/2026	National repeat	\$2,224,815.00 \$0.00	4,691 7,818	415	2,074	0
World Equestrian Center	Winter Series Week #5- National & FEI	Corry Locke 100.0%	Equine	Website 0	1/28/2026 2/1/2026	National repeat	\$1,829,679.00 \$0.00	4,280 7,133	369	1,669	0
World Equestrian Center	Winter Series Week #4 - National & FEI	Corry Locke 100.0%	Equine	Website 0	1/21/2026 1/25/2026	National repeat	\$1,601,623.00 \$0.00	3,516 5,860	369	1,481	0
World Equestrian Center	Winter Series Week #9 - National & FEI	Corry Locke 100.0%	Equine	Website 0	2/25/2026 3/1/2026	National repeat	\$1,825,770.00 \$0.00	4,172 6,953	369	1,674	0

Status: CURRENT DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
VISIT FLORIDA	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email 146	2/26/2026 3/1/2026	International new	\$0.00 \$0.00	1 1	1	3	0	
Event Count:							11	\$25,158,112.00	32,920	3,872	17,457	0
							\$0.00	54,786				

Status: CURRENT 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	
The Florida Interscholastic Cycling League	FL NICA Mountain Biking Event	Corry Locke 100.0%	Sports	Florida Sports Foundation Summit	2/20/2026 2/22/2026	State new	\$0.00 \$0.00	350 500	100	200	0	
Event Count:							1	\$0.00	350	100	200	0
								\$0.00	500			

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	
Rolls-Royce Owners' Club Florida Region	Florida Rolls-Royce Owners' Club- December Event	Bryan Day 100.0%	Social	Referral	12/3/2026	Local	\$0.00	0	30	90	0	
				146	12/6/2026	new	\$0.00	0				
Eagle Wings Motorcycle Association	Florida District Gathering of Friends for FUN	Corry Locke 100.0%	Association	Phone	3/11/2027	State	\$0.00	250	120	285	0	
				146	3/14/2027	new	\$0.00	300				
VISIT FLORIDA	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email	2/26/2026	International	\$0.00	1	1	3	0	
				146	3/1/2026	new	\$0.00	1				
Event Count:							3	\$0.00	251	151	378	0
								\$0.00	301			

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	
Family Reunion	Family Reunion	Bryan Day 100.0%	Reunion	Email 148	1/17/2026 1/18/2026	Local new	\$0.00 \$0.00	0 80	30	30	0	
Cal Ripken Baseball	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Corry Locke 100.0%	Sports	Phone 0	7/15/2026 7/19/2026	Regional new	\$1,132,550.00 \$0.00	250 300	240	760	0	
Cal Ripken Baseball	Cal Ripken T-Ball/Rookie B State Championship	Corry Locke 100.0%	Sports	Email 0	6/11/2026 6/14/2026	State repeat	\$2,062,373.00 \$0.00	500 800	625	2,500	0	
Fishers of Men National Tournament Trail	Fishers of Men District 12 Championship Tournament	Corry Locke 100.0%	Sports	Connect Marketplace 0	10/13/2026 10/17/2026	Regional new	\$73,834.00 \$0.00	0 40	40	200	0	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/11/2028 11/20/2028	State repeat	\$0.00 \$0.00	1,400 1,500	367	2,220	0	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/13/2027 11/22/2027	State repeat	\$0.00 \$0.00	1,400 1,500	367	2,220	0	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/7/2026 11/15/2026	State repeat	\$0.00 \$0.00	1,400 1,500	367	1,854	0	
VISIT FLORIDA	Press Trip - UK Content Creator - Visit Florida	Jessica Heller 100.0%		Email 146	2/26/2026 3/1/2026	International new	\$0.00 \$0.00	1 1	1	3	0	
Event Count:							8	\$3,268,757.00	4,951	2,037	9,787	0
								\$0.00	5,721			

Status: TURNED LEAD

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Florida Public Relations Association (FPRA)	Florida Public Relations Association (FPRA) - Executive Committee & State Board Meeting 2026	No Percentage Rep 100.0%	Association	CVENT 0	11/6/2026 11/7/2026	Local new	\$0.00 \$0.00	0 0	25	25	0	
Florida Association of Early Learning Coalitions	AELC 2027 Training Camp Annual Conference	Bryan Day 100.0%	Education	Email 0	10/3/2027 10/7/2027	Local new	\$0.00 \$0.00	0 0	200	640	0	
Florida Association of Early Learning Coalitions	AELC 2028 Training Camp Annual Conference	Bryan Day 100.0%	Education	Email 0	10/1/2028 10/6/2028	Local repeat	\$0.00 \$0.00	0 400	200	640	0	
Rolls-Royce Owners' Club Florida Region	Florida Rolls-Royce Owners' Club- December Event	Bryan Day 100.0%	Social	Referral 146	12/3/2026 12/6/2026	Local new	\$0.00 \$0.00	0 0	30	90	0	
Durvet Animal Health Products	Durvet SalesPro	Corry Locke 100.0%	Corporate	CVENT 0	6/12/2028 6/16/2028	National new	\$0.00 \$0.00	275 275	100	500	0	
Eagle Wings Motorcycle Association	Florida District Gathering of Friends for FUN	Corry Locke 100.0%	Association	Phone 146	3/11/2027 3/14/2027	State new	\$0.00 \$0.00	250 300	120	285	0	
Event Count:							6	\$0.00	525	675	2,180	0
								\$0.00	975			

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 Department of Transportation (FDOT)	Scenic Highway Annual Meeting	Bryan Day 100.0%	Government	Email	2/25/2026	Local	\$0.00	0	20	40	0	
				148	2/27/2026	new	\$0.00	0				
American Horse Publications	AHP Equine Media Conference	Corry Locke 100.0%	Equine	Email	5/14/2026	National	\$0.00	100	85	230	0	
				146	5/16/2026	new	\$0.00	120				
Florida Wine and Grape Growers Association	Annual Conference	Corry Locke 100.0%	Agriculture	Referral	1/16/2026	State	\$0.00	55	75	150	0	
				0	1/17/2026	new	\$0.00	60				
Event Count:							3	\$0.00	155	180	420	0
								\$0.00	180			

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	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/11/2028	State	\$0.00	1,400	367	2,220	0	
					11/20/2028	repeat	\$0.00	1,500				
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/7/2026	State	\$0.00	1,400	367	1,854	0	
					11/15/2026	repeat	\$0.00	1,500				
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 0	11/13/2027	State	\$0.00	1,400	367	2,220	0	
					11/22/2027	repeat	\$0.00	1,500				
Event Count:							3	\$0.00	4,200	1,101	6,294	0
								\$0.00	4,500			



Marion County Tourist Development Council

Agenda Item

File No.: 2026-22142

Agenda Date: 2/26/2026

Agenda No.: 8.2

SUBJECT:
TDC Attendance Report

DESCRIPTION/BACKGROUND:
Information Only.

TDC Attendance Report

2026

	January	February	March	April	May	June	July	August	September	October	November
Rus Adams											
Jeff Bailey	X*										
Doug Cone											
Christopher Fernandez											
Danny Gaekwad											
Rich Larkin		+									
Ron Livsey											
Barry Mansfield											
Michelle Stone	+										
Bobby Walker											

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned