



Marion County

Tourist Development Council

Meeting Agenda

Thursday, November 21, 2024 9:00 AM Tourist Development Conference Room

Microsoft Teams: https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F_%23%2F%2Fmeetup-join%2F19%3Ameeting_MDY4Y2ViMTMtMzM5Mi00YWU3LWI3ZjEtMzcyNjUzNWl5Zjc1%40thread.v2%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%252225a1914d-7aca-40d5-91d5-cd84a5137a31%2522%252c%2522Oid%2522%253a%25228b5f45ba-a0b4-4a92-af98-109ad26934b1%2522%257d%26anon%3Dtrue&type=meetup-join&deeplinkId=1fb4ade4-9161-4cbd-b8df-7a195d660cb9&directDI=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true

Meeting ID: 271 932 282 14

Password: 5PKoDm

Phone Number: 321-245-5074

Phone Conference ID: 712 938 083#

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

1. Roll Call
2. Meeting Materials
[Meeting Materials](#)
3. Motion: Approval of Minutes
[MOTION: Approval of September 2024 Tourist Development Council Minutes](#)
4. Motion: Acknowledgement of Financials
[MOTION: Acknowledgement of Financials - September, October \(Fiscal Year End 2023-24 and Fiscal Year Start 2024-25\)](#)
5. Report from Chair

[PRESENTATION: Gateway Signage Update](#)

[Tourist Development Tax Update, George Albright - Marion County Tax Collector](#)

[MOTION: Proposed Tourist Development Council Meeting Dates 2025](#)

[Annual Membership Eligibility Attestations](#)

6. Funding Requests

[Fiscal Year 2025 Event Funding Allocations](#)

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

[MOTION: Florida Advisory Committee on Arson Prevention, Inc. - \\$3,500 \(Room Night Generating Events\)](#)

[MOTION: Grandview Invitational - \\$19,600 \(Room Night Generating Events\)](#)

[MOTION: Grandview World Nights - \\$22,400 \(Room Night Generating Events\)](#)

[MOTION: Live Oak International - \\$18,200 \(Room Night Generating Events\)](#)

[MOTION: Rock the Country - \\$50,000 \(Room Night Generating Events\)](#)

7. Staff Updates

[PRESENTATION: Ocala/Marion County Tourism Placemaking Plan and Feasibility Analysis](#)

[Second Tourism Annual Meeting - December 12, 2024](#)

[Marketing and Communications Update](#)

[Sales Update](#)

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

[TDC Events Calendar](#)

8. Notation for Record

[Sales Report](#)

[TDC Attendance Report](#)

9. Old Business

10. New Business

11. Public Comment

If you would like to address the council during public comment you may submit your comments in advance to sales@marionfl.org by Tuesday, November 19, 2024, at 5:00PM.

The next Tourist Development Council Meeting will be held on January 16, 2025 at 9:00 AM



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17264

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

Meeting Materials

DESCRIPTION/BACKGROUND:

Conflict of Interest

The 2023 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 2023 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 ¹the 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 ²for 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. The changes in the composition of the membership of the tourist development council mandated by chapter 86-4, Laws of Florida, and this act shall not cause the interruption of the current term of any person who is a member of a council on October 1, 1996.

(5) AUTHORIZED USES OF REVENUE.—

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

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:
 - a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;
 - b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or
 - c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;
2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;
3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;
4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;
5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate

to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. [161.091](#), or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population, up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; or

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

- a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;
- b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
- c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
- d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
- e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

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

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

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

- 1.a. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;
- b. Have at least three municipalities; and

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

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

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

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

(6) REFERENDUM.—

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

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

FOR the Tourist Development Tax
AGAINST the Tourist Development Tax

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

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

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

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

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

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

(8) PROHIBITED ACTS; ENFORCEMENT; PENALTIES.—

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

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

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

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

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

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

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

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

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

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

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

a. Booking business records, as defined in s. [255.047](#).

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

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

(10) LOCAL ADMINISTRATION OF TAX.—

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

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

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

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

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

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

bound by the same confidentiality requirements and subject to the same penalties as the county under s. [213.053](#). If the county delegates such authority to the department, the department shall distribute any collections so received, less costs of administration, to the county. The amount deducted for costs of administration by the department shall be used only for those costs which are solely and directly attributable to auditing, assessing, collecting, processing, and enforcing payments of delinquent taxes authorized in this section. If a county elects to delegate such authority to the department, the department shall audit only those businesses in the county that it audits pursuant to chapter 212.

(11) INTEREST PAID ON DISTRIBUTIONS.—

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

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

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

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

¹**Note.**—The word “of” preceding the word “the” was deleted by the editors to improve clarity.

²**Note.**—The word “for” was substituted for the word “of” by the editors to conform to context.



Ocala/Marion County Tourist Development Council By-Laws

LEGAL AUTHORITY:

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

OVERALL RESPONSIBILITIES:

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

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

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

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

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

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

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

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

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

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

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

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Immediate release
Jan. 2, 2024

Media contact:
Stacie Causey, Public Relations Manager
Office: 352-438-2311 • Cell: 352-789-2152
Email: Stacie.Causey@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:

2024 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. 10*	Feb. 6	Feb. 20	March 5	March 19	
April 2	April 16	May 7	May 21	June 4	June 18
July 2	July 16	Aug. 6	Aug. 20	Sept. 4	Sept. 17
Oct. 1	Oct. 15	Nov. 5	Nov. 19	Dec. 3	Dec. 17
*Altered schedule (date/time)					
Board of County Commissioners Zoning, final hearing					
All meetings take place at 2 p.m. on the first and third Tuesday of each month in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. First Tuesdays are as needed. For more information, contact Growth Services at 352-438-2600.					
Jan. 10*	Feb. 20	March 19	April 16	May 21	
June 18	July 16	Aug. 20	Sept. 17	Oct. 15	
Nov. 19	Dec. 17				
*Altered schedule (date/time)					
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 Darlene Pocock at 352-438-2600.					

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*Altered schedule (date/time)					
Code Enforcement Board					
Marion County's Code Enforcement Board meets at 9 a.m. on the second Wednesday of each month* in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Code Enforcement at 352-671-8901.					
Jan. 10	Feb. 14	March 13	April 10	May 8	June 12
July 10	Aug. 14	Sept. 11	Oct. 9	Nov. 13	Dec. 11
Community Redevelopment Agency Board					
All meetings are held at 1:50 p.m. on the following dates in the McPherson Governmental Campus auditorium, 601 SE 25th Ave., Ocala. For more information, contact Chris Rison at 352-438-2600.					
Feb. 20	April 16	June 18	Sept. 4*	Oct. 15	Dec. 17
*Altered schedule (date/time)					
Development Review Committee					
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.					
More ways to join: https://marioncountyfl.webex.com/marioncountyfl/j.php?MTID=m57f71fd40b46658e0bd3ea1ad0130877					
WebEx meeting number: 2303 422 5929			WebEx meeting password: CVr6mJR3VF7		
WebEx by phone: 415-655-0001					
Jan. 8	Jan. 22	Jan. 29	Feb. 5	Feb. 12	Feb. 19
Feb. 26	March 4	March 11	March 18	March 25	April 1
April 8	April 15	April 22	April 29	May 6	May 13
May 20	June 3	June 10	June 17	June 24	July 1
July 8	July 15	July 22	July 29	Aug. 5	Aug. 12
Aug. 19	Aug. 26	Sept. 9	Sept. 16	Sept. 23	Sept. 30
Oct. 7	Oct. 14	Oct. 21	Oct. 28	Nov. 4	Nov. 18
Nov. 25	Dec. 9	Dec. 16	Dec. 23	Dec.30	
Development Review, staff					
The Development Review staff meetings are held at 8:30 a.m. on Thursdays* 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.					
More ways to join: https://marioncountyfl.webex.com/marioncountyfl/j.php?MTID=m0cd0d03cc80929878d362b7be151d1db					
WebEx meeting number: 2317 491 3651			WebEx meeting password: ppK9B8aN43m		
WebEx by phone: 415-655-0001					
Jan. 4	Jan. 11	Jan. 18	Jan. 25	Feb. 1	Feb. 8
Feb. 15	Feb. 22	Feb. 29	March 7	Mar. 14	Mar. 21
Mar. 28	April 4	April 11	April 18	April 25	May 2
May 9	May 16	May 23	May 30	June 6	June 13
June 20	June 27	July 11	July 18	July 25	Aug. 1
Aug. 8	Aug. 15	Aug. 22	Aug. 29	Sept. 5	Sept. 12
Sept. 19	Sept. 26	Oct. 3	Oct. 10	Oct. 17	Oct. 24

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

*Altered schedule (date/time)

Housing Finance Authority of Marion County

The Housing Finance Authority of Marion County will meet at **noon on the following dates** at the McPherson Governmental Campus administration building, 601 SE 25th Ave., Ocala. For more information, contact Donnie Mitchell at 352-322-1987.

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

Land Development Regulation Committee

The Land Development Regulation Committee will hold workshops at **5:30 p.m. twice a month*** in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Stephanie Soucey at 352-438-2600.

Feb. 21	March 6	March 20	April 3	April 17	May 1
May 15	June 12	June 26	July 10	July 24	Aug. 7
Aug. 21	Sept. 4	Sept. 18	Oct. 2	Oct. 13	Nov. 6
Nov. 20	Dec. 4	Dec. 18			

*Beginning Feb. 21.

License Review Board

The Marion County License Review Board meets at **5:30 p.m. on the second Tuesday** of each month in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Antoinette Hernandez at 352-438-2429.

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

Parks & Recreation Advisory Council

The Marion County Parks and Recreation Advisory Council meets at **3:30 p.m. on the third Wednesday of the quarter** in the Parks & Recreation conference room, 111 SE 25th Ave., Ocala. For more information, contact Parks & Recreation at 352-671-8560.

March 20	June 9	Sept. 18	Dec. 18		
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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 Stephanie Soucey at 352-438-2600.

Jan. 29	Feb. 26	March 25	April 29	May 29*	June 24
July 29	Aug. 26	Sept. 30	Oct. 28	Nov. 25	Dec. 30

*Altered schedule (date/time)

Ocala/Marion County Transportation Planning Organization

The Ocala/Marion County Transportation Planning Organization will meet at **3 p.m. on the fourth Tuesday** of each month* in the McPherson Governmental Campus Auditorium, 601 SE 25th Ave., Ocala. For more information, visit OcalaMarionTPO.org or contact Shakayla Irby at 352-438-2630.

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*To be determined					
Ocala/Marion County Transportation Planning Organization's Citizen's Advisory Committee (CAC)					
The Ocala/Marion County Transportation Planning Organization's Citizen's Advisory Committee at 1 p.m. on the second Tuesday of each month* in Headquarters-Ocala Public Library, meeting room B, 2720 E. Silver Springs Blvd., Ocala. For more information, visit OcalaMarionTPO.org or contact Shakayla Irby at 352-438-2630.					
Jan. 9	Feb. 13	March 12	April 9	May 14	June 11*
Aug. 13	Sept. 10	Oct. 8	Nov. 12**		
*Joint TAC and CAC meeting at 1 p.m.					
** To be determined					
Ocala/Marion County Transportation Planning Organization's Technical Advisory Committee (TAC)					
The Ocala/Marion County Transportation Planning Organization's Technical Advisory Committee will meet at 3:30 p.m. on the second Tuesday of each month in Headquarters-Ocala Public Library, meeting room B, 2720 E. Silver Springs Blvd., Ocala. For more information, visit OcalaMarionTPO.org or contact Shakayla Irby at 352-438-2630.					
Jan. 9	Feb. 13	March 12	April 9	May 14	June 11*
Aug. 13	Sept. 10	Oct. 8	Nov. 12**		
*Joint TAC and CAC meeting at 1 p.m.					
** To be determined					
Ocala/Marion County Transportation Planning Organization's Transportation Disadvantaged Local Coordinating Board (TDLCB)					
The Ocala/Marion County Transportation Planning Organization's Transportation Disadvantaged Local Coordinating Board will meet quarterly at 10 a.m. on the second Thursday of the corresponding month in the Growth Services training room, 2710 E. Silver Springs Blvd., Ocala. For more information, visit OcalaMarionTPO.org or contact Liz Mitchell at 352-438-2630.					
March 14	June 13	Sept. 12	Dec. 12		
Tourist Development Council					
The Tourist Development Council meets at 9 a.m. on the below dates in the Visitors and Convention Bureau conference room, 109 W. Silver Springs Blvd., Ocala. For more information, contact Candace Shelton at 352-438-2800.					
Jan. 25	Feb. 22	March 28	April 25	May 30	June 27
Aug. 22	Sept. 26	Oct. 24	Nov. 21		
MSTU advisory boards					
Hills of Ocala-Recreation Advisory Council					
The Hills of Ocala MSTU for Recreation will meet quarterly at 6 p.m. on the first Monday of each quarter in the Hills of Ocala Clubhouse, 10475 SW 136th Terrace, Dunnellon. For more information, contact Peter Hodges at 352-438-2650.					
Feb. 5	May 6	Aug. 5	Nov. 4		
Marion Oaks-General Services					
The Marion Oaks MSTU for General Services Advisory Board meets at 10:30 a.m. on the following Tuesdays in the Annex Building, 280 Marion Oaks Lane, Ocala. For more information, contact Sherry Sloan at 352-307-1037.					
Jan. 9	Feb. 13*	May 14	Sept. 10	Oct. 8	
*Regular meeting at 10:30 a.m. followed by a budget workshop at 11:30 a.m.					

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Tuesday of the quarter in the Annex Building, 280 Marion Oaks Lane, Ocala. For more information, contact David Pierce at 352-438-2828.

Jan. 9	Feb. 13*	April 9	July 16	Oct. 8	
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*Budget workshop

Pine Run Estates

The Pine Run Estates Public Advisory Board meets at **10 a.m. on the third Thursday** of the month in the Community Center, Clubhouse #1, 10379 SW 88th Terrace, Ocala. For more information, contact Angel Stowe at 352-438-2650.

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

Rainbow Lakes Estates

The Rainbow Lakes Estates Public Advisory Board meets at **6:30 p.m. on the third Thursday of the following months** in the Community Center, 4030 SW Deepwater Court, Dunnellon. For more information, contact Pam Spicuzza at 352-489-4280.

Jan. 18	Feb. 15	March 13**	March 21	April 18	May 16
June 20**	July 25	Aug. 15	Sept. 15	Oct. 17	Nov. 21

*Followed by a budget workshop

**10 a.m. county commission budget hearing - date subject to change

Silver Springs Shores Tax Advisory Council

The Silver Springs Shores Tax Advisory Council meets at **6 p.m. on the second Tuesday of every other month** in the Community Center, 590 Silver Road, Ocala. For more information, contact Danny Smith at 352-438-2810.

Jan. 9	March 12*	May 14	July 9	Sept. 10	Nov. 12
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*Budget workshop at 5 p.m. followed by regular meeting at 6 p.m.

Member & appointee participation

Member and appointee participation

Affordable Housing Advisory Committee (AHAC)

The Marion County Affordable Housing Advisory Committee meets at **9 a.m. on the following Wednesdays** in the Growth Services conference room A, 2710 E. Silver Springs Blvd., Ocala. For more information, contact Helen Urie at 352-671-8781.

Feb. 14	Oct. 9				
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Central Florida MPO Alliance

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

Feb. 9	April 12	June 14*	Oct. 11		
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*In 2018, the Alliance approved a meeting schedule of three times per year: January/February, April, and September/October. Fall meeting date is contingent upon the Priority Project List adoption schedule. Next joint meeting with Sun Coast TPA in 2024.

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 every other month** at 455 N. Garland Ave., Orlando (Unless otherwise noted). For more information, call 407-245-0300.

Feb. 21*	April 17	May 15**	Aug. 21	Sept. 18**	
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Ocala Metro Chamber & Economic Partnership

The Ocala Metro Chamber & Economic Partnership will hold its exCEptional Breakfast events at **7:30 a.m. on the third Wednesday** of every month at the Reilly Arts Center, 500 NE Nineth St., Ocala. For more information, contact the CEP at 352-629-8051.

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

Soil and Water Conservation District Board

The Marion County Soil and Water Conservation District Board will meet at **9:30 a.m. on the second Tuesday** of each month* at Growth Services, 2710 E. Silver Springs Blvd., Ocala. For more information, contact the district office at 352-438-2475.

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

*No meeting scheduled in November, due to the holiday.

Southwest Florida Water Management District Springs Coast Steering Committee

The scheduled meetings begin at **2 p.m. on the below dates** at the Brooksville office, 2379 Broad St., Brooksville. For more information, contact Lauren Vossler at 352-796-7211, ext. 4400.

Jan. 10	Jan. 24*	July 24	March 6		
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*Site visit

Withlacoochee Regional Water Supply Authority

All scheduled meetings begin at **3:30 p.m. on the following Wednesdays** in the Lecanto Government building, room 166, 3600 W. Sovereign Path, Lecanto. For more information, contact the office at 352-527-5795 or visit WRWSA.org.

Jan. 24	March 20	May 15	July 24	Sept. 18	
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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
October 30, 2024

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

Sunshine Notice

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

Two or more commissioners may attend the following:

DATE TIME	MEETING PURPOSE	LOCATION	CONTACT
Nov 12 11:30 a.m.	Continuum of Care Board of Governors Meeting	<p>in person</p> <p>Mainstreet Community Bank of FL 112 N. Magnolia Ave Ocala, FL 34475</p> <p>send evidence/comments to: Lauren.Blaugh@marionfl.org OR 2710 E Silver Springs Blvd, Ocala, FL 34470</p>	Lauren Blaugh 352-671-8700
Nov 13 9:00 a.m.	Affordable Housing Advisory Committee (AHAC)	<p>in person</p> <p>Marion County Public Library Headquarters - Meeting Room B 2720 E. Silver Springs Blvd Ocala, FL 34470</p> <p>send evidence/comments to: Helen.Urie@marionfl.org OR</p>	Helen Urie 352-671-8781

<p>Nov 21 9:00 a.m.</p>	<p>Tourist Development Council Meeting (TDC)</p>	<p>online - Microsoft Teams Password: 5PKoDm Meeting ID: 271 932 282 14 Phone Number: +1 321-245-5074 United States, Orlando Phone Conference ID: 712 938 083# Meeting Link: https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F_%23%2Fmeetup-join%2F19%3Ameeting_MDY4Y2ViMTMtMzM5Mi00YWU3LWI3ZjEtMzc0yNjUzNWl5Zjc1%40thread.v2%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%252225a1914d-7aca-40d5-91d5-cd84a5137a31%2522%252c%2522Oid%2522%253a%25228b5f45ba-a0b4-4a92-af98-109ad26934b1%2522%257d%26anon%3Dtrue&type=meetup-join&deeplinkId=4ebcae11-12d5-467b-a2d7-abe677cb887f&directDI=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true 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>
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Marion County Tourist Development Council

Agenda Item

File No.: 2024-17266

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Approval of September 2024 Tourist Development Council Minutes

DESCRIPTION/BACKGROUND:

Recommended Action: To approve the Tourist Development Council Minutes from September 26, 2024.

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, September 26, 2024

9:00 a.m.

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

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

Roll Call

Present:

Rus Adams, Christopher Fernandez, Danny Gaekwad, Councilmember Barry Mansfield, Jason Reynolds and Jeff Bailey

Staff:

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

Guests:

Kristin Gutierrez, Ocala International Horse Show; Angel Russel, Assistant County Administrator, Thomas Schwartz, Assistant County Attorney, Dana Olesky, Chief Assistant County Attorney; Danielle Trees, HITS Shows; Janine Olaso, Lightning City Gymnastics; AJ Joseph, JVC Volleyball; Lea Brayton, World Equestrian Center; Isiah Lewis, Downs & St. Germain; Brenna Dacks, Visit Florida; Pam Walther, HITS Shows; Amy Agricola, HITS shows

Notice of Publication

Notice was published on the County Website on January 2, 2024 and subsequently

updated to include WebEx information on September 04, 2024.

Approval of Minutes

A motion was made by Rus Adams, seconded by Councilmember Barry Mansfield, to adopt the minutes from the August 22, 2024 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (5-0).

Acknowledgement of Financials – August 2024

A motion was made by Councilmember Barry Mansfield, seconded by Jason Reynolds, to review and approve August 2024 Financials. Mr. Jeff Bailey asked if any of the members had questions or comments regarding the August 2024 financials and Mr. Danny Gaekwad requested that the financials be explained.

Ms. Sky Wheeler explained that the financials presented were from August 2024. She further stated a comprehensive review of the financials was normally provided at the end of the fiscal year where the council would begin seeing encumbrances for the upcoming fiscal year. Ms. Wheeler then advised there were no unexpected expenditures in August but if some existed, they would be brought to the council's attention. She then stated the majority of the expenditures were processed as promotional activities which were in-line with the mission of the department. Ms. Wheeler stated that any expenditures which were not included with the original approved budget were submitted to the council for funding approval.

Mr. Gaekwad requested that his question regarding the financials be placed on the record noting that he asked if any red flags or extra-ordinary expenses existed. He further requested for this question be addressed at all future council meetings.

Mr. Bailey affirmed and stated that any decisions regarding money, whether it be the marketing plan, staffing or funding sources, be addressed during the meeting.

Christopher Fernandez in at 9:06am

A motion was made by Councilmember Barry Mansfield, seconded by Jason Reynolds, to review and approve August 2024 Financials. The motion was unanimously approved by the council (5-0).

Mr. Bailey read into the record, "In an effort to expedite today's meeting due to impending storm Helene, all additional items on the agenda, excluding Funding Requests, will be addressed during the October 24, 2024 meeting."

Report from Chair

Gateway Signage Update

Update postponed until October 24, 2024 due to impending storm Helene.

Funding Requests

Nike First in Show Volleyball Tournament

Mr. Corry Locke, Group Sales Supervisor, addressed a funding request for Nike First in Show Volleyball Tournament to be held at the World Equestrian Center from January 18-20, 2025. Mr. Locke advised this event had been held in Marion County for four years but last year was the first time the event organizers requested funding. He advised the council funded \$25,000 to the event last year and they have requested \$25,000 this year as well. The event would have to secure 1,786 total room nights to meet their requested funding amount. Mr. Locke further advised the anticipated economic impact was noted as \$2,105,989 with a ROI of 193%.

Mr. Gaekwad requested to know the number of days the event would be held.

Mr. Locke advised three days, Saturday, Sunday and Monday of the Martin Luther King Jr. Weekend. He further stated the event organizers planned to use the funds for officials, volleyball court rental/shipping and equipment rental. Mr. Locke indicated this event had grown substantially over the years. He mentioned the tournament started with 110 teams and now they had 240 teams.

Mr. Gaekwad mentioned that hosting this event on a Sunday and Monday was very good for the local hoteliers as those days normally had low occupancy levels.

A motion was made by Danny Gaekwad, seconded by Christopher Fernandez, to approve the recommendation for the requested funding amount of \$25,000 for the Nike First in Show Volleyball Tournament to the Board of County Commissioners. The motion was unanimously approved by the council (6-0).

Nike Winner's Circle Volleyball Tournament

Mr. Locke then presented a funding request for Nike Winner's Circle Volleyball Tournament which was to be held from April 12-13, 2025 at the World Equestrian Center. The event organizers requested funding in the amount of \$10,010 with a room night guarantee of 715 rooms. The total economic impact was noted to be \$720,282 with a ROI of 61%. The funds would be used for officials, volleyball court rental/shipping and equipment rental. Mr. Locke then stated this would be the second year the event was hosted in Marion County.

Mr. Gaekwad requested to know what days of the week the event would be held and if this event was anticipated to grow.

Mr. Locke advised the event would be held on a Saturday and Sunday. He then affirmed and advised the event had already secured a significant number of teams therefore they were trying to negotiate use of another expo center at the World Equestrian Center to accommodate all of the attendees.

Mr. Bailey requested to know the number of teams the event hosted last year.

Mr. Locke stated he was unsure but introduced Mr. AJ Joseph with JVC Volleyball who advised the event hosted seventy-one teams last year and already had over 180 teams

registered for this year. Based on their calculations, they could only accommodate 160-170 teams in one expo so they requested a second expo center at the World Equestrian Center. If an additional expo was unavailable at the World Equestrian Center, they would look to surrounding facilities (schools or recreation center) to determine if additional courts could be secured. Mr. Joseph advised the event had more than doubled in size this year.

Mr. Gaekwad then requested to know what other events this organization hosted in Florida.

Mr. Joseph advised they hosted events in Tampa and Daytona Beach. They also hosted events in Savannah, GA as well as Boston, Hartford, Providence and Springfield. He then stated that out of the thirty-three events they hosted there were two cities, Savannah and Ocala, which had a higher spectator ratio than others.

A motion was made by Danny Gaekwad, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount of \$10,010.00 for Nike Winner's Circle Volleyball Tournament to the Board of County Commissioners. The motion was unanimously approved by the council (6-0).

The Sun Conference Swimming and Diving Championships

Mr. Locke presented the funding request for The Sun Conference Swimming and Diving Championships in the amount of \$8,400 to be held February 5-8, 2025 at Florida Aquatics Swimming and Training (FAST). The requested funding amount mirrors the eligible funding amount based on 600 anticipated room nights. Mr. Locke advised the total economic impact was noted at \$1,144,989 with a ROI of 285%. The requested funds would be used for operational expenses, marketing of the event, equipment rental, officials, timing/scoring and live streaming expenses. Mr. Locke advised there would be twenty teams in attendance, both male and female, at the tournament for four days.

Mr. Gaekwad requested to know if this was the first time this event would be held in Marion County and if it had the ability to grow in attendance.

Mr. Locke advised this was the first time the event would be hosted in Marion County but the event would not grow unless the conference grew. Mr. Locke further stated the conference was a ten-team conference and the only way for the event to grow would be to increase the number of teams that participated.

A motion was made by Rus Adams, seconded by Councilmember Barry Mansfield, to approve the recommendation for the requested funding amount of \$8,400.00 for The Sun Conference Swimming and Diving Championships to the Board of County Commissioners. The motion was unanimously approved by the council (6-0).

Charity Challenge Cup Gymnastics

Mr. Corry Locke then presented a funding request for Charity Challenge Cup Gymnastics in the amount of \$5,012.00 which mirrored the eligible funding amount based on 358

anticipated room nights. He advised the estimated economic impact was noted at \$756,892 with a ROI of 202%. He further advised the funds would be used for officials/judges, sanctioning fees and equipment rental. Mr. Locke stated this youth gymnastics tournament, which raised money for charity, was previously held in Gainesville and possibly Tampa. This would be the first time the event was held in Marion County.

Mr. Bailey asked Ms. Janine Olaso with Lighting City Gymnastics how many people the event would have in attendance.

Ms. Olaso stated they anticipated over 200 gymnasts to compete at this event between the USA Gymnastics Competition and the AU Competition. Ms. Olaso advised they originally requested one side of the World Equestrian Center but they have since requested to expand the event to both sides of the venue.

A motion was made by Councilmember Barry Mansfield, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount of \$5,012.00 for Charity Challenge Cup Gymnastics to the Board of County Commissioners. The motion was unanimously approved by the council (6-0).

HITS Holiday Series

Mr. Locke presented a funding request for the HITS Holiday Series, a three-week event, in the amount of \$25,000. The requested funding mirrored the eligible funding amount. The event would be held November 27-December 1, December 11-15 and December 18-22, 2024. Mr. Locke advised this event was previously only held for two-weeks but the organizers added an additional week to the series. The estimated economic impact was noted as \$2,616,264 with a ROI of 154%. The anticipated room night total was noted as 3,000 but they would only need to secure 1,786 rooms to qualify for the requested funding of \$25,000. The event organizers anticipated use of funds included judges/officials, promotional expenses and course designers (pending legal review & approval).

Mr. Bailey requested to know which week, out of the three noted, had been added to the series.

Mr. Locke advised the week of November 27-December 1, 2024 was the addition to the series.

Mr. Gaekwad requested to know the number of anticipated attendees for the first week of the event and requested that a breakdown of attendees, per week when multiple weeks were noted, be provided in the future. He then advised that hosting an event in Marion County during the Thanksgiving week was wonderful because hotels normally had low occupancy levels during that time.

A motion was made by Rus Adams, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount of \$25,000 for HITS Ocala Holiday Series to the Board of County Commissioners. The motion was unanimously approved

by the council (6-0).

HITS Post Time Farm Premier

Mr. Locke then presented a funding request for a new event in the amount of \$25,000 for HITS Post Time Farm Premier. He advised this event would be held from January 1-12, 2025 at the HITS Post Time Farm. He further advised the requested funding amount of \$25,000 mirrored the eligible funding amount based on an anticipated room night total of 2,500. He then stated per the funding program requirements, the event would only have to secure 1,786 room nights to qualify for the requested funding amount of \$25,000. Mr. Locke indicated the estimated economic impact was noted as \$1,895,400 which was a ROI of 82% and the funds would be used for judges/officials, promotional expenses and course designers (pending legal review and approval).

Mr. Gaekwad requested to know if the World Equestrian Center had any events which coincided with the HITS Series.

Mr. Locke advised he was not aware of any events hosted by the World Equestrian Center during that timeframe.

Mr. Gaekwad re-emphasized that January 1-15 was a low occupancy season and that events hosted in Marion County during that time were highly encouraged and appreciated.

A motion was made by Danny Gaekwad, seconded by Rus Adams, to approve the recommendation for the requested funding amount of \$25,000 for HITS Post Time Farm Premier to the Board of County Commissioners. The motion was unanimously approved by the council (6-0).

HITS Winter Circuit Weeks 1-5

Mr. Locke presented a funding request for HITS Winter Circuit Weeks 1-5 (January 14-February 16, 2025). The organization requested funding in the amount of \$50,000 although the eligible funding amount, based on the room night funding criteria and guidelines, was \$25,000. The estimated economic impact was noted as \$9,590,439 which totaled a ROI of 819% based on funding at \$25,000. The organizers anticipated 5,300 total room nights for this event. Mr. Locke advised the packet included economic impact details with ROI for the event based on funding at \$25,000 as well as funding of \$50,000. He then advised the ROI based on funding of \$50,000 would be 360%. Mr. Locke then requested a motion be presented to fund HITS Ocala Winter Circuit Weeks 1-5 for the requested funding amount of \$50,000 or a motion to fund the event at the eligible funding amount, based on the room night generating guidelines, in the amount of \$25,000. He then advised that based on the current guidelines, \$25,000 was the maximum amount an event was eligible to receive but the council had the discretion to increase the funded amount via vote. He then mentioned that a motion could also be presented to fund the event at an amount other than that noted.

Mr. Gaekwad requested to know if this event was the same one HITS hosted in

Ocala/Marion County for the past thirty years.

Mr. Locke affirmed.

Mr. Gaekwad then stated the event currently on the floor for vote was not a new event and requested clarification as to whether the aforementioned HITS events were new to Marion County.

Mr. Locke advised that HITS Holiday Series was not a new event to Marion County but the event organizers added an additional week to the series transforming it from a two-week event to a three-week event. He then advised that the second event, HITS Post Time Farm Premier, was a new event to Ocala/Marion County.

Mr. Gaekwad then requested a description of each event and wanted to know what made one event different from the other.

Mr. Locke advised the HITS Series was hosted for a total of fifteen weeks with a different event showcased each week. He further advised the competitors would stay for the duration of fifteen weeks, November through March.

Mr. Gaekwad requested to know if the event organizers were dividing the series up and requesting funding for each event separately.

Mr. Locke advised that was how it had been done for the past several years.

Mr. Gaekwad then requested a breakdown explaining whether different competitors attend the event and a description of each event. He advised that he thought these were four different events not one fifteen-week event. Mr. Gaekwad advised he was concerned that other event organizers may decide to divide their events into separate weeks in order to request additional funding which would deplete the money reserved for funding.

Mr. Locke emphasized that funding was reimbursed based on the number of room nights secured and verified.

Mr. Gaekwad advised that he would like to encourage new events to come to Marion County. He stated he was unsure whether bringing the same event over multiple years was a new trend but felt it was a dangerous trend.

Mr. Bailey deferred to Mr. Jason Reynolds to comment and then requested that a representative from HITS speak to the questions posed.

Mr. Reynolds advised the HITS Series successfully brought in competitors from outside of Marion County and kept them here for an extended stay. He then advised the series also encouraged people to visit Marion County during the week to attend the events.

Mr. Gaekwad advised the aforementioned was not of concern. He then advised that he was concerned that a fifteen-week event, combined weeks to create four separate events and then requested funding, separately, for each event.

Mr. Bailey then posed a question to the HITS representatives and asked what made the new event different from the others and not an extension of the existing events.

Ms. Pam Walther, Attorney for HITS, advised that all events were recognized by the US Equestrian Federation. The dates for the HITS Series were awarded from the Federation and they do not allow the overlap of another entity, within a certain area, unless an exemption was obtained. Ms. Walther advised an exemption was obtained by the World Equestrian Center. She then advised the HITS Winter Circuit Weeks 1-5 and 6-10 were historical events which had been hosted for over twenty years. Ms. Walther stated many competitors would come to Marion County to spend 5-10 consecutive weeks but the organization would also see variations in the competitors throughout the competition. She also stated that different awards were presented for each event. She then advised that although the events carried the same name the organizers were trying to encourage new competitors by hosting different jumping events, special award events and circuit events to extend the visitor stay. The World Equestrian Center brought similar competitors to the USEF (US Equestrian Federation) event they hosted but the level of competition varied. Ms. Walther also stated that many competitors would attend the World Equestrian Center's equestrian event as well as the HITS series. She advised that HITS had spent a substantial amount of money to upgrade the facility over the past two years so that visitors would want to attend and stay in Marion County. Ms. Walther advised that HITS requested additional money because they could show that additional competitors would attend and new events were created within the existing competition.

Mr. Gaekwad then requested a ten-year analysis of the HITS Series inclusive of the amount funded each year, what HITS events took place that year and whether any new events were created. He would then like that report compared to the amount of money funded to HITS in 2024 so the Board would better understand how the event grew, how the HITS organization grew and how the funding program grew. Mr. Gaekwad then advised this analysis should also be created for the World Equestrian Center so the Board could keep track of how much funding was awarded and how the money was used.

Mr. Bailey advised that four events were presented from HITS and history existed for three of the events. The only event without a historical record was the new event, HITS Post Time Farm Premier.

Mr. Rus Adams stated if the funding guidelines did not have a maximum funding limit of \$25,000 the HITS Post Time Farm event would be eligible for \$74,200 based on 5,300 anticipated room nights when multiplied by \$14.00 per room.

Mr. Locke affirmed.

Mr. Bailey then stated if the Board awarded funding in excess of the \$25,000 maximum, the \$14.00 per room night amount would be reduced. He then advised an exception could be granted to allow the Board authority to award \$50,000 to HITS as requested which would still generate a significant return on investment or maintain the maximum funding amount of \$25,000 so the county could invest in new events. Mr. Bailey advised

the room night funding program was designed to grow events within Marion County and fund new events.

Mr. Gaekwad reiterated that an analysis was necessary. He then advised Marion County funded \$8,000 for the same event in prior years. The event had not changed but the funding amount increased to \$25,000. Mr. Gaekwad advised the maximum funding amount should be maintained at \$25,000 to eliminate organizers from creating multiple events from an event previously held as a single event, in an effort to request more funding. He then advised that funding should be awarded to promote new businesses, new events and to bring new money into the county.

Mr. Adams advised that over the past ten-years the amount the county reimbursed to HITS was normally less than the amount requested because the necessary requirements were not met.

Ms. Wheeler stated there were some years the Florida Sports Foundation (FSF) reimbursed Marion County a portion of what was funded to HITS but the county could not depend on a potential reimbursement from FSF.

Mr. Adams then reminded the Board that without the HITS Series in November through March, that season of the year would not be busy and the hotels would not be occupied.

Mr. Gaekwad affirmed that HITS was a major reason why that season of the year was busy but HITS was a private-profit business, not public-profit, therefore all proceeds benefited the vendor. Mr. Gaekwad advised that Marion County does not have a fiduciary obligation to fund HITS. He advised the Tourist Development department would pay out too much money if an event was able to host the same event every year, re-group the event dates and request more funding. He then advised that he was opposed to the funding request.

Mr. Adams advised the goal of the Tourist Development department was to promote visitation to Marion County so local business owners, as well as, the community could profit.

Mr. Gaekwad then stated this event had sustained itself for over twenty years and he believed the event would continue to exist if funding was not granted.

Mr. Reynolds stated it was misleading to state HITS hosted the same event over the past twenty years. He advised the foundation of the event was equestrian jumping but additional events were added over the years to attract a variety of people.

Mr. Gaekwad advised his concern was that organizations may continue to split out their events in order to request additional funding. He then advised that a precedent should be set by the Tourist Development Council as they were stewards of the money and needed to administer it responsibly.

Mr. Bailey then requested to know how much money the department allocated for funding and if enough money existed in the funding budget.

Ms. Wheeler advised funding was paid out of the budget line item entitled Promotional Activities. She then advised that sub-sections existed under Promotional Activities which allowed funds to be budgeted for Bid-Fees, the Marketing Assistance Funding Program and Room Night Generating Event Funding. The Room Night Generating Event Funding budget was created based on a \$25,000 maximum funding amount per event and that was why the staff always recommended to stay within the current guidelines. Ms. Wheeler stated that another line item existed within the budget entitled Reserves for Tourism Initiatives. She further advised this line item existed in case the council determined there was a compelling reason to expend funds for something that was not previously budgeted. The recommendation would be presented to the Board of County Commissioners and if approved, the funds could be included in the budget and taken from Reserves for Tourism Initiatives.

Mr. Adams then requested to know if the budget had been exceeded as a result of the approved funding requests.

Ms. Wheeler advised the budget had not been exceeded and if the money did not exist in the budget to approve a funding request the staff would advise.

Mr. Christopher Fernandez stated the evidence presented showing HITS had doubled its participation from 2500 attendees to 5300 attendees should replace the need for creation of a new event for them to qualify for funding. He then requested to know how funding would be calculated if an event exceeded the \$25,000 maximum.

Mr. Gaekwad stated he would prefer to fund new events which might initially have low attendance but had the potential to grow their attendance over time than to continually fund events which have existed for years and grew organically on their own. He further advised that other Tourism agencies normally do not fund events which have shown growth in their attendance since they have been able to develop a customer base on their own. He stated that Marion County Tourism Department could not continue to support established events. He emphasized that Marion County was the Horse Capital of the World and the county appreciated the equestrian business but other organizations existed which could bring new events to the county.

Mr. Bailey stated he understood that Mr. Gaekwad preferred to fund new events and bring them into the county instead of funding existing events which doubled in size. He then advised that an existing event which doubled in size still required more judges and more prize money. He also advised that he agreed that a future conversation was warranted.

Mr. Gaekwad advised the goal of the TDC was to bring new business into Marion County through funding, help them grow and then release them to sustain themselves.

A motion was made by Danny Gaekwad to approve the staff recommended amount of \$25,000 (maximum reimbursement amount per current guidelines unless Board majority vote dictates otherwise) for HITS Ocala Winter Circuit Weeks 1-5 to the Board of County Commissioners. The motion was rejected by the council (1-5).

Mr. Bailey requested another motion be presented for HITS Winter Circuit Weeks 1-5 with an amount between \$0-\$50,000 for Board consideration.

Mr. Adams requested to know if a motion was presented to fund HITS Winter Circuit Weeks 1-5 for \$35,000 or \$50,000 would the opportunity to apply for a 50% reimbursement from Florida Sports Foundation exist.

Mr. Locke affirmed.

Mr. Adams then reiterated that staff could not guarantee the 50% reimbursement request from Florida Sports Foundation would be honored but the opportunity existed.

Mr. Locke advised the Florida Sports Foundation offered 50% reimbursement, regardless of the amount funded, which Marion County would be eligible to receive.

Mr. Adams then asked if the staff had ever funded an organization in excess of \$25,000.

Ms. Wheeler advised the staff funded several organizations in excess of \$25,000 but there was an in-depth conversation, approximately one-year ago at a previous Board meeting, regarding funding above \$14.00 per room night. That conversation then led to implementation of some process changes, per direction from the council, which included advising the Board of the staff recommended funding amount. Ms. Wheeler then stated funding in excess of \$25,000 had not occurred since that time.

Mr. Bailey stated before the aforementioned the staff recommendation was presented to the council verbally but it was now included on the funding request form. He then went on to state that regardless of what an organization requested, if the necessary room nights were not secured they would not be awarded the funding. He then requested another motion be placed on the floor for a funding amount between \$0-\$50,000 (not to include \$25,000).

Ms. Wheeler added the council could decide to reconsider the motion for \$25,000 if they chose.

Mr. Adams requested to know when the \$25,000 maximum payout was adopted.

Ms. Wheeler advised the \$25,000 maximum funding amount was adopted when the room night generating funding program was created, reimbursing a specific dollar amount per room night. She further stated the council could adjust the maximum funding amount, at their discretion, for recommendation to the Board of County Commissioners.

Mr. Adams posed a question to the staff and requested to know the amount of research that went into establishing the \$25,000 maximum funding amount and what it was based on.

Ms. Wheeler advised it was not based on \$14.00 per room night because nothing would add up to \$25,000 when multiplied by \$14.00.

Mr. Locke advised the staff reviewed the funding program in 2022 and realized Marion County needed to find a way to compete with other destinations which were securing major events. He then conducted research on different funding programs administered by other destinations and found the highest room night reimbursement amount offered was twelve dollars per room night. He then considered that Marion County does not have a major airport or access to a major airport. Mr. Locke then considered what could be done to incentivize event planners to host their events in Marion County instead of Orlando or Tampa. He advised the staff came together, had an in-depth discussion and determined increasing the room night reimbursement amount to \$14.00 per room would offset other potential costs a planner may have, due to logistics, when deciding to host an event in Marion County.

Ms. Wheeler then added that most events do not last longer than one-week therefore, they would not secure enough hotel rooms to qualify for more than \$25,000. She added that staff reviewed the average duration of an event funded, the average length of an event the sales team pursues, the average number of room nights produced by those events and multiplied that by \$14.00. The budget was then reviewed to determine the maximum amount the department could pay each event for room nights, manage all other department expenditures and still have funds available to solicit new events.

Mr. Barry Mansfield advised that he does not have a problem with extending the requested \$50,000 to HITS Winter Circuit Weeks 1-5 as he understood that every show hosted at the event would be different.

A motion was made by Rus Adams, seconded by Councilmember Barry Mansfield, to approve funding in the amount of \$37,500 which is the mid-point between the staff recommendation of \$25,000 and the requested funding amount of \$50,000 if 2679 minimum room nights were secured and verified (reimbursed at \$14.00 per room) for HITS Winter Circuit Weeks 1-5 to the Board of County Commissioners. The motion was approved by the council (5-1).

Danny Gaekwad dissented since the staff recommended funding amount was \$25,000 not \$37,500 as recommended and voted on by the Tourist Development Council for HITS Winter Circuit Weeks 1-5.

Rus Adams out at 10:08 am

HITS Winter Circuit Weeks 6-10

Mr. Locke presented a funding request for HITS Winter Circuit Weeks 6-10 which would be hosted February 18-March 23, 2025 at HITS Post Time Farm. The organization requested funding in the amount of \$50,000 although the staff recommended funding amount was noted as \$25,000. Mr. Locke advised the estimated economic impact would be \$9,677,624 with a ROI of 828%. The organizers anticipate an estimated 5,500 room nights would be secured for this event. The funds would be used for judges/officials, promotional expenses and course designers (pending legal review/approval).

A motion was made by Danny Gaekwad to approve the staff recommended amount of \$25,000 (maximum reimbursement amount per current guidelines unless Board majority vote dictates otherwise) for HITS Ocala Winter Circuit Weeks 6-10 to the Board of County Commissioners. The motion was rejected by the council (1-4).

A motion was made by Councilmember Barry Mansfield, seconded by Jason Reynolds, to approve funding in the amount of \$37,500 which is the mid-point between the staff recommendation of \$25,000 and the requested funding amount of \$50,000 if 2679 minimum room nights were secured and verified (reimbursed at \$14.00 per room) for HITS Winter Circuit Weeks 6-10 to the Board of County Commissioners. The motion was approved by the council (4-1).

Danny Gaekwad dissented since the staff recommended funding amount was \$25,000 not \$37,500 as recommended and voted on by the Tourist Development Council for HITS Winter Circuit Weeks 6-10.

Ocala International Horse Show

Mr. Locke presented a funding request for the Ocala International Horse Show to be hosted at the World Equestrian Center from October 22-26, 2024 in the amount of \$25,000. The event had been held in Marion County for four years but this was the first time a request for funding was presented. Mr. Locke advised the requested funding amount of \$25,000 mirrored the staff recommendation/eligible funding amount. He stated the total economic impact would be \$1,448,552 with a ROI of 39% and an anticipated room night total of 1,900 (the required room night total would be 1,786 rooms at \$14.00 per room to qualify for the maximum funding amount of \$25,000). The event organizers indicated the funds would be used for promotional items, marketing/advertising, live-streaming, announcers, judges and event-specific rental items.

Mr. Bailey requested to know where the event was previously held and how the event had grown over the years.

Ms. Kristin Gutierrez, Coordinator for the Ocala International Horse Show, advised what was now known as the Ocala International Horse Show was previously a smaller horse show held in the Tampa area. She advised some horse farms in Ocala, Tampa and Kentucky came together and decided they needed to showcase Ocala, FL - The Horse Capital of the World. Ms. Gutierrez advised in 2020 a contract was signed with the World Equestrian Center but the event could not be held due to COVID. Therefore, the first event was held in 2021 and had approximately 800 people in attendance and 450 horses that participated. Ms. Gutierrez stated in 2023 the event had approximately 2500 people in attendance and 800 horses showcased.

Mr. Bailey requested to know where the competitors came from.

Ms. Gutierrez advised competitors come from all over the country but most are from the eastern, northeastern and southeastern United States with a few from California.

A motion was made by Danny Gaekwad, seconded by Jason Reynolds, to approve the recommendation for the requested funding amount and staff recommended amount of \$25,000 for Ocala International Horse Show to the Board of County Commissioners. The motion was unanimously approved by the council (5-0).

Mr. Bailey read into the record, "In an effort to expedite today's meeting due to impending storm Helene, all additional items on the agenda will be addressed during the October 24, 2024 meeting."

Staff Updates

Short Term Rental Compliance Update

Update postponed until October 24, 2024 due to impending storm Helene.

Marketing and Communications Update

Update postponed until October 24, 2024 due to impending storm Helene.

Sales Update

Update postponed until October 24, 2024 due to impending storm Helene.

TDT Collections/STR and Key Data Update

Update postponed until October 24, 2024 due to impending storm Helene.

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

Notation for Record

Update postponed until October 24, 2024 due to impending storm Helene.

Old Business

Update postponed until October 24, 2024 due to impending storm Helene.

New Business

Update postponed until October 24, 2024 due to impending storm Helene.

Public Comment

Upcoming Meeting

Mr. Bailey stated, that the next TDC meeting will be on Thursday, October 24, 2024.

The meeting adjourned at 10:14 a.m.

Jeff Bailey, Chairman



Marion County

Tourist Development Council

Agenda Item

File No.: 2024-17268

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Acknowledgement of Financials - September, October (Fiscal Year End 2023-24 and Fiscal Year Start 2024-25)

DESCRIPTION/BACKGROUND:

Recommended Action: To accept the Expenditure Status Report and Revenue Report for September, October (Fiscal Year End 2023-24 and Fiscal Year Start 2024-25).

EXPENDITURE STATUS REPORT

FOR 2024 12										JOURNAL DETAIL 2024 12 TO 2024 12	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										REMAINING REVENUE	% COLL
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE								
1074-55-552-450-45090-155-0000000-0000000-512101- REGULAR SALARIES & WAGES											
601,852.00		0.00	601,852.00	562,576.01						39,275.99	93.5%
2024/12/000937	09/13/2024	PRJ	22,536.81	REF 240913	WARRANT=240913	RUN=0	REGULAR				
2024/12/002958	09/27/2024	PRJ	22,303.30	REF 240927	WARRANT=240927	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-521101- FICA TAXES											
46,052.00		0.00	46,052.00	40,220.02						5,831.98	87.3%
2024/12/000937	09/13/2024	PRJ	1,601.18	REF 240913	WARRANT=240913	RUN=0	REGULAR				
2024/12/002958	09/27/2024	PRJ	1,590.94	REF 240927	WARRANT=240927	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-522101- RETIREMENT CONTRIBUTIONS											
81,676.00		0.00	81,676.00	77,796.41						3,879.59	95.3%
2024/12/000937	09/13/2024	PRJ	3,071.77	REF 240913	WARRANT=240913	RUN=0	REGULAR				
2024/12/002958	09/27/2024	PRJ	3,039.94	REF 240927	WARRANT=240927	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-523101- HEALTH INSURANCE											
113,616.00		0.00	113,616.00	100,993.97						12,622.03	88.9%
2024/12/000937	09/13/2024	PRJ	5,510.05	REF 240913	WARRANT=240913	RUN=0	REGULAR				
2024/12/000937	09/13/2024	PRJ	-1,302.05	REF 240913	WARRANT=240913	RUN=0	REGULAR				
2024/12/002958	09/27/2024	PRJ	5,512.02	REF 240927	WARRANT=240927	RUN=0	REGULAR				
2024/12/002958	09/27/2024	PRJ	-1,302.05	REF 240927	WARRANT=240927	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-523401- LIFE, AD&D, LTD											
4,041.00		0.00	4,041.00	3,853.96						187.04	95.4%
2024/12/000937	09/13/2024	PRJ	156.72	REF 240913	WARRANT=240913	RUN=0	REGULAR				
2024/12/002958	09/27/2024	PRJ	155.81	REF 240927	WARRANT=240927	RUN=0	REGULAR				
1074-55-552-450-45090-155-0000000-0000000-524101- WORKER'S COMPENSATION											
487.00		0.00	487.00	487.00						0.00	100.0%
1074-55-552-450-45090-155-0000000-0000000-531109- PROFESSIONAL SERVICES											
0.00		171,125.00	171,125.00	133,725.00						0.00	100.0%
1074-55-552-450-45090-155-0000000-0000000-534101- CONTRACT SERV - OTHER - MISC											
1,605,640.00		2,520.00	1,608,160.00	1,282,341.44						4,007.55	99.8%
2024/12/001211	09/16/2024	BUA	2,400.00	REF Admin	Temporary Staffing						
2024/12/001848	09/13/2024	API	13,750.00	VND 106656	PO 2400316	MILES PARTNERSH	MONTHLY RETAIRNER			77082	
2024/12/001848	09/13/2024	POL	-13,750.00	VND 106656	PO 2400316	MILES PARTNERSH	MONTHLY RETAIRNER	2024			
2024/12/002782	09/23/2024	API	6,998.66	VND 106656	PO 2400316	MILES PARTNERSH	OCALA/MARION COUNTY FB/INSTAGR			77304	
2024/12/002782	09/23/2024	POL	-6,998.66	VND 106656	PO 2400316	MILES PARTNERSH	OCALA/MARION COUNTY FB/INS2024				

EXPENDITURE STATUS REPORT

FOR 2024 12 JOURNAL DETAIL 2024 12 TO 2024 12

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

CP155552 534101		CONTRACT SERV - OTHER - MISC										
2024/12/002782	09/23/2024	API	38,938.30	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY AD	GENUITY	77304
2024/12/002782	09/23/2024	POL	-38,938.30	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY AD	GEN2024	
2024/12/002782	09/23/2024	API	18,745.96	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	UNDERTONE	77304
2024/12/002782	09/23/2024	POL	-18,745.96	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	UNDERT2024	
2024/12/002782	09/23/2024	API	50,000.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	HULU	77304
2024/12/002782	09/23/2024	POL	-50,000.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	HULU 2024	
2024/12/002782	09/23/2024	API	3,580.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	OUTFRONT	77304
2024/12/002782	09/23/2024	POL	-3,580.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	OUTFRO2024	
2024/12/002782	09/23/2024	API	1,737.10	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	CLEAR CHAN	77304
2024/12/002782	09/23/2024	POL	-1,737.10	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	CLEAR 2024	
2024/12/002782	09/23/2024	API	7,500.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	ETARGET	77304
2024/12/002782	09/23/2024	POL	-7,500.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	ETARGE2024	
2024/12/002782	09/23/2024	API	6,936.89	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	GOOGLE	77304
2024/12/002782	09/23/2024	POL	-6,936.89	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	GOOGLE2024	
2024/12/002782	09/23/2024	API	17,350.74	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	NATIVO	77304
2024/12/002782	09/23/2024	POL	-17,350.74	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	COUNTY	NATIVO2024	
2024/12/000809	09/06/2024	API	6,300.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING,	DESIGN,	GROWT	76431
2024/12/000809	09/06/2024	POL	-300.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING,	DESIGN,	G2024	
2024/12/000809	09/06/2024	POL	-5,000.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING,	DESIGN,	G2024	
2024/12/000809	09/06/2024	POL	-1,000.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING,	DESIGN,	G2024	
2024/12/000878	09/09/2024	API	5,300.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING,	DESIGN,	GROWT	76431
2024/12/000878	09/09/2024	POL	-300.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING,	DESIGN,	G2024	
2024/12/000878	09/09/2024	POL	-5,000.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING,	DESIGN,	G2024	
2024/12/001630	09/17/2024	POE	2,400.00	VND	002117	PO	2401724	AD-VANCE TALENT	TMPORY STAFFING			

1074-55-552-450-45090-155-000000-000000-540101- TRAVEL & PER DIEM
 42,500.00 0.00 42,500.00 25,700.16 16,799.84 60.5%

2024/12/000579	09/02/2024	API	1,103.54	VND	999999	PO		PCARD ONE TIME	HOTEL FOR B DAY WHILE AT CONNE			
2024/12/000579	09/02/2024	API	378.00	VND	999999	PO		PCARD ONE TIME	HOTEL FOR L SHAFFER WHILE AT G			
2024/12/000878	09/09/2024	API	6.00	VND	109339	PO		HELLER JESSICA	TDC/MEAL WHILE AT FL GOVERNOR'		76411	
2024/12/001048	09/10/2024	API	144.00	VND	001721	PO		DAY BRYAN R	TDC/MEALS AT CONNECT MARKETPLA		76526	
2024/12/001048	09/10/2024	API	81.00	VND	101511	PO		SHAFFER LORETTA	TDC/MEALS & TIPS AT GOVERNOR'S		76550	
2024/12/001048	09/10/2024	API	41.00	VND	101595	PO		WHEELER MELINDA	TDC/MEALS AT GOVERNOR'S CONFER		76573	
2024/12/001153	09/03/2024	API	70.00	VND	999999	PO		PCARD ONE TIME	PARKING AT ORLANDO AIRPORT FOR			
2024/12/001154	09/02/2024	API	445.50	VND	999999	PO		PCARD ONE TIME	HOTEL FOR C ZALAK WHILE AT GOV			
2024/12/001154	09/02/2024	API	378.00	VND	999999	PO		PCARD ONE TIME	HOTEL FOR A ROUSSEL WHILE AT G			
2024/12/001154	09/02/2024	API	378.00	VND	999999	PO		PCARD ONE TIME	HOTEL FOR S WHEELER AT GOVERNO			
2024/12/001154	09/02/2024	API	67.50	VND	999999	PO		PCARD ONE TIME	PARKING FOR M BOUYOUNE AT THE			
2024/12/001154	09/02/2024	API	378.00	VND	999999	PO		PCARD ONE TIME	HOTEL FOR M BOUYOUNES AT THE G			
2024/12/002839	09/24/2024	API	141.48	VND	205497	PO		ZALAK III CARL	BCC-COCOMM/MILEAGE/DESTINATION		77401	
2024/12/002839	09/24/2024	API	141.48	VND	205497	PO		ZALAK III CARL	BCC-COCOMM/MILEAGE/FL GOV CONF		77402	
2024/12/003456	09/25/2024	API	9.98	VND	999999	PO		PCARD ONE TIME	UBER FOR B DAY WHILE AT TAMS 2			
2024/12/003456	09/25/2024	API	40.00	VND	999999	PO		PCARD ONE TIME	BAGGAGE FEE FOR B DAY WHILE AT			
2024/12/003459	09/29/2024	API	3.00	VND	999999	PO		PCARD ONE TIME	UBER TIP FOR B DAY WHILE AT TE			
2024/12/003459	09/29/2024	API	91.69	VND	999999	PO		PCARD ONE TIME	UBER FOR B DAY WHILE AT TEAMS			

EXPENDITURE STATUS REPORT

FOR 2024 12 JOURNAL DETAIL 2024 12 TO 2024 12

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

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND	ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL
CP155552 540101 TRAVEL & PER DIEM						
2024/12/003459	09/29/2024	API	40.00	VND 999999 PO	PCARD ONE TIME	BAGGAGE FEE FOR B DAY WHILE AT
2024/12/003459	09/29/2024	API	1,218.26	VND 999999 PO	PCARD ONE TIME	HOTEL FOR B DAY WHILE AT TEAMS
1074-55-552-450-45090-155-0000000-0000000-541101-	7,258.00	0.00	7,258.00	COMMUNICATIONS SERVICES	5,031.50	2,226.50 69.3%
2024/12/003886	09/29/2024	API	300.16	VND 999999 PO	PCARD ONE TIME	PARTIAL CHARGE AIRWATCH
1074-55-552-450-45090-155-0000000-0000000-542201-	8,800.00	0.00	8,800.00	POSTAGE & FREIGHT	6,260.21	2,539.79 71.1%
2024/12/000579	09/02/2024	API	39.19	VND 999999 PO	PCARD ONE TIME	SHIPPING OF VACATION GUIDES
2024/12/000579	09/02/2024	API	39.19	VND 999999 PO	PCARD ONE TIME	SHIPPING OF VACATION GUIDES
2024/12/000579	09/02/2024	API	39.19	VND 999999 PO	PCARD ONE TIME	SHIPPING OF VACATION GUIDES
2024/12/000579	09/02/2024	API	39.19	VND 999999 PO	PCARD ONE TIME	SHIPPING OF VACATION GUIDES
2024/12/000579	09/02/2024	API	39.19	VND 999999 PO	PCARD ONE TIME	SHIPPING OF VACATION GUIDES
2024/12/000579	09/02/2024	API	39.19	VND 999999 PO	PCARD ONE TIME	SHIPPING OF VACATION GUIDES
2024/12/000579	09/02/2024	API	8.50	VND 999999 PO	PCARD ONE TIME	PICK UP FEE FOR SHIPPING VACAT
2024/12/002311	09/15/2024	API	36.29	VND 999999 PO	PCARD ONE TIME	SHIPMENT TO FSAE CONFERENCE OF
2024/12/002311	09/15/2024	API	8.50	VND 999999 PO	PCARD ONE TIME	PICK UP CHARGE FOR SHIPMENT OF
1074-55-552-450-45090-155-0000000-0000000-543101-	13,770.00	0.00	13,770.00	UTILITY SERVICES - ELC WTR SWR	12,451.98	1,318.02 90.4%
2024/12/002431	09/20/2024	GEN	2,343.24	REF COA 64495 JUL AUG24 WRNG CODE		
2024/12/000812	09/05/2024	API	45.31	VND 000808 PO	SUMTER ELECTRIC 9608557201	76430
2024/12/000812	09/05/2024	API	23.42	VND 107238 PO	DUKE ENERGY FLO 9101 5957 9418	76404
2024/12/002416	09/19/2024	API	1,216.49	VND 014881 PO	CITY OF OCALA/E 550848-164495	77226
2024/12/002782	09/23/2024	API	23.34	VND 107238 PO	DUKE ENERGY FLO 9101 5957 9418	77295
1074-55-552-450-45090-155-0000000-0000000-543102-	756.00	0.00	756.00	UTILITY SERVICES - WST DISP	455.85	300.15 60.3%
2024/12/002416	09/19/2024	API	45.59	VND 014881 PO	CITY OF OCALA/E 550848-164495	77226
1074-55-552-450-45090-155-0000000-0000000-544101-	6,465.00	2,000.00	8,465.00	RENTALS & LEASES - EQUIPMENT	4,444.12	2,565.00 69.7%
2024/12/000812	09/05/2024	API	214.98	VND 103444 PO	2400007 QUADIENT LEASIN 7/1/24-9/30/24 LEASE	76424
2024/12/000812	09/05/2024	POL	-214.98	VND 103444 PO	2400007 QUADIENT LEASIN 7/1/24-9/30/24 LEASE	2024
2024/12/001848	09/13/2024	API	492.40	VND 501306 PO	2400288 DOCUMENT TECHNO MC-01 COPIER LEASE SEP-24	77070
2024/12/001848	09/13/2024	POL	-492.40	VND 501306 PO	2400288 DOCUMENT TECHNO MC-01 COPIER LEASE SEP-24 2024	

EXPENDITURE STATUS REPORT

FOR 2024 12										JOURNAL DETAIL 2024 12 TO 2024 12	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE					REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-544401-	0.00	3,780.00	3,780.00	RENTALS & LEASES - BUILDINGS	279.44			3,500.56	7.4%		
2024/12/001149	09/06/2024	API	157.50	VND 999999 PO	PCARD ONE TIME	OFFSITE STORAGE UNIT RENTAL FO					
1074-55-552-450-45090-155-0000000-0000000-545101-	15,337.00	0.00	15,337.00	INSURANCE - PREMIUMS	15,336.40			0.60	100.0%		
1074-55-552-450-45090-155-0000000-0000000-546101-	55,500.00	0.00	55,500.00	REPAIRS/MAINT - BLDGS & GRNDS	0.00			55,500.00	.0%		
1074-55-552-450-45090-155-0000000-0000000-546257-	2,500.00	-1,021.00	1,479.00	REPAIRS/MAINT - FLEET MANAGMNT	1,722.28			-243.28	116.4%		
2024/12/003513	09/30/2024	WOJ	6.11	REF jlse24 228337							
2024/12/003513	09/30/2024	WOJ	85.00	REF jlse24 228337							
2024/12/003513	09/30/2024	WOJ	40.70	REF jlse24 228337							
1074-55-552-450-45090-155-0000000-0000000-546312-	74.00	0.00	74.00	REPAIRS/MAINT - COMPUTER EQUIP	0.00			74.00	.0%		
1074-55-552-450-45090-155-0000000-0000000-547101-	35,500.00	-20,580.00	14,920.00	PRINT & BIND	7,693.22			7,226.78	51.6%		
2024/12/001211	09/16/2024	BUA	-2,400.00	REF Admin Temporary Staffing							
2024/12/003136	09/22/2024	API	507.48	VND 001497 PO	PIP PRINTING	INFORMATIONAL CARDS					
1074-55-552-450-45090-155-0000000-0000000-548101-	2,716,889.00	-170,729.00	2,546,160.00	PROMO ACT	1,197,052.85			991,307.45	61.1%		
2024/12/000576	09/04/2024	API	33.66	VND 999999 PO	PCARD ONE TIME	CHEX MIX, CHIPS & COOKIES FOR					
2024/12/001765	09/08/2024	API	5,625.00	VND 999999 PO	PCARD ONE TIME	IDSS EMAIL CAMPAIGNS FEES TO P					
2024/12/001765	09/08/2024	API	300.00	VND 999999 PO	PCARD ONE TIME	MAGAZINE DISTRIBUTION IN GREAT					
2024/12/001767	09/06/2024	API	446.27	VND 999999 PO	PCARD ONE TIME	SANDWICH & WRAPS FOR PUBLICLY					
2024/12/002308	09/11/2024	API	150.94	VND 999999 PO	PCARD ONE TIME	SHIRTS FOR BRANDING WITH THE T					
2024/12/002522	09/15/2024	API	46.85	VND 999999 PO	PCARD ONE TIME	SHIRT WITH LOGO					
2024/12/002528	09/10/2024	API	192.70	VND 999999 PO	PCARD ONE TIME	FAM VF PRESS TRIP BRAZIL RVERS					
2024/12/003136	09/22/2024	API	149.07	VND 999999 PO	PCARD ONE TIME	FAM PRESS TRIP VISIT FL BRAZIL					
2024/12/003140	09/19/2024	API	65.00	VND 999999 PO	PCARD ONE TIME	FAM PRESS TRIP BRAZIL RVers EN					
2024/12/003140	09/19/2024	API	221.40	VND 999999 PO	PCARD ONE TIME	FAM PRESS TRIP VISIT FL BRAZIL					
2024/12/003140	09/19/2024	API	59.65	VND 999999 PO	PCARD ONE TIME	FAM VISIT FL PRESS TRIP FOR BR					
2024/12/003140	09/19/2024	API	32.50	VND 999999 PO	PCARD ONE TIME	FAM PRESS TRIP VISIT FL BRAZIL					
2024/12/003457	09/26/2024	API	270.10	VND 999999 PO	PCARD ONE TIME	BRANDED TABLE THROW TO PROMOTE					
2024/12/000809	09/06/2024	API	1,000.00	VND 106849 PO	2400360	TEMPEST INTERAC WEBSITE HOSTING, DESIGN, GROWT				76431	
2024/12/000809	09/06/2024	POL	-1,000.00	VND 106849 PO	2400360	TEMPEST INTERAC WEBSITE HOSTING, DESIGN, G2024					
2024/12/000878	09/09/2024	API	2,000.00	VND 106849 PO	2400360	TEMPEST INTERAC WEBSITE HOSTING, DESIGN, GROWT				76431	

EXPENDITURE STATUS REPORT

FOR 2024 12 JOURNAL DETAIL 2024 12 TO 2024 12

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

CP155552 548101		PROMO ACT								
2024/12/000878	09/09/2024	POL	-2,000.00	VND	106849	PO	2400360	TEMPEST INTERAC	WEBSITE HOSTING, DESIGN, G2024	
2024/12/000651	09/09/2024	POE	50,000.00	VND	001746	PO	2401696	FLORIDA HIGH SC	BID FEE FOR FL HIGH SCHOOL ATH	
2024/12/001048	09/10/2024	API	50,000.00	VND	001746	PO	2401696	FLORIDA HIGH SC	BID FEE FOR FL HIGH SCHOOL ATH	76531
2024/12/001048	09/10/2024	POL	-50,000.00	VND	001746	PO	2401696	FLORIDA HIGH SC	BID FEE FOR FL HIGH SCHOOL2024	
2024/12/001413	09/13/2024	POE	5,000.00	VND	103503	PO	2401713	FORT KING HERIT	MARKETING ASSISTANCE FUNDING P	
2024/12/001414	09/13/2024	POE	5,000.00	VND	002252	PO	2401714	WORKSPACE COLLE	MARKETING ASSISTANCE FUNDING P	
2024/12/001415	09/13/2024	POE	5,000.00	VND	204160	PO	2401715	REILLY ARTS CEN	MARKETING ASSISTANCE FUNDING P	
2024/12/001416	09/13/2024	POE	5,000.00	VND	002253	PO	2401716	GRANDVIEW CLYDE	MARKETING ASSISTANCE FUNDING P	
2024/12/002579	09/23/2024	POE	2,499.00	VND	001883	PO	2401739	TEAM IP INC	CUSTOM BRANDED POLOS	
2024/12/002841	09/25/2024	POE	3,976.00	VND	002265	PO	2401741	CITRUS COUNTY K	ROOM NIGHT REIMBURSEMENT	
1074-55-552-450-45090-155-0000000-0000000-549185-				CHARGES - COST ALLOCATION						
			143,060.00		0.00		143,060.00		143,060.00	0.00 100.0%
2024/12/000156	09/04/2024	GEN	11,921.63	REF				REC COST ALLOCATION/SEP24		
1074-55-552-450-45090-155-0000000-0000000-551101-				OFFICE SUPPLIES						
			2,500.00		0.00		2,500.00	1,926.17		573.83 77.0%
1074-55-552-450-45090-155-0000000-0000000-552101-				GASOLINE, OIL & LUBRICANTS						
			4,300.00		0.00		4,300.00	1,069.30		3,230.70 24.9%
1074-55-552-450-45090-155-0000000-0000000-552106-				COMPUTER SOFTWARE						
			15,161.00		0.00		15,161.00	12,580.42		2,580.58 83.0%
1074-55-552-450-45090-155-0000000-0000000-552108-				OPERATING SUPPLIES						
			7,000.00		0.00		7,000.00	3,918.46		3,081.54 56.0%
2024/12/000578	09/03/2024	API	148.54	VND	001556	PO		AMAZON MARKETPL	OFFICE CHAIRS	
2024/12/000578	09/03/2024	API	272.65	VND	001556	PO		AMAZON MARKETPL	CHAIRS, CHAIR MAT, WRIST REST,	
2024/12/002310	09/13/2024	API	17.66	VND	001556	PO		AMAZON MARKETPL	WALL FILE	
2024/12/002311	09/15/2024	API	220.49	VND	001556	PO		AMAZON MARKETPL	TABLE TO BE USED IN SALES/MARK	
2024/12/002522	09/15/2024	API	185.30	VND	001556	PO		AMAZON MARKETPL	MONITOR RISERS, DESK ORGANIZER	
2024/12/003136	09/22/2024	API	384.89	VND	000003	PO		AMAZON.COM SERV	DESK	
2024/12/003136	09/22/2024	API	63.96	VND	001556	PO		AMAZON MARKETPL	MONITOR RISERS	
2024/12/003138	09/20/2024	API	-378.19	VND	001556	PO		AMAZON MARKETPL	REFUND FOR DESK WHICH WASN'T D	
1074-55-552-450-45090-155-0000000-0000000-552116-				OPER SUPPLIES - COMP HARDWARE						
			4,000.00		8,500.00		12,500.00	10,536.52		1,963.48 84.3%
2024/12/003427	09/16/2024	API	49.96	VND	000003	PO		AMAZON.COM SERV	WO241716 WIRED KEYBOARD	

EXPENDITURE STATUS REPORT

FOR 2024 12										JOURNAL DETAIL 2024 12 TO 2024 12		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										REMAINING REVENUE	% COLL	
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE									
1074-55-552-450-45090-155-0000000-0000000-552257-	0.00	1,021.00	1,021.00	254.70	PARTS - VEHICLE / EQUIPMENT					766.30	24.9%	
2024/12/003513	09/30/2024	WOJ	1.60	REF jlse24 228337								
2024/12/003513	09/30/2024	WOJ	13.80	REF jlse24 228697								
2024/12/003513	09/30/2024	WOJ	6.90	REF jlse24 229818								
2024/12/001341	09/06/2024	WOJ	6.90	REF 824906 239492								
2024/12/003513	09/30/2024	WOJ	6.90	REF jlse24 242390								
2024/12/003513	09/30/2024	WOJ	6.90	REF jlse24 243486								
1074-55-552-450-45090-155-0000000-0000000-554101-	48,559.00	0.00	48,559.00	37,149.26	BOOKS, PUBS & SUBSCRIPTIONS					11,409.74	76.5%	
1074-55-552-450-45090-155-0000000-0000000-554201-	29,129.00	3,384.00	32,513.00	20,587.13	DUES & MEMBERSHIPS					11,925.87	63.3%	
2024/12/002522	09/15/2024	API	-2.03	VND 999999 PO	PCARD ONE TIME	TAX CREDIT ON NOTARY INV #04-2						
2024/12/002522	09/15/2024	API	109.93	VND 999999 PO	PCARD ONE TIME	NOTARY FOR S SOLOMON, TAX CRED						
1074-55-552-450-45090-155-0000000-0000000-555501-	76,530.00	0.00	76,530.00	36,538.00	TRAINING & EDUCATION					39,992.00	47.7%	
1074-55-552-450-45090-155-0000000-0000000-563102-	4,124,805.00	5,427,037.00	9,551,842.00	4,581,974.21	IMPROVE - CIP					345,877.28	96.4%	
1074-55-552-450-45090-155-0000000-0000000-564102-	1,259.00	12.00	1,271.00	0.00	MACHINERY & EQUIPMENT - CIP					1,271.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-568102-	3,462.00	12.00	3,474.00	0.00	INTANGIBLE SOFTWARE - CIP					11.94	99.7%	
1074-55-552-450-45090-155-0000000-0000000-599101-	500,000.00	0.00	500,000.00	0.00	RESERVE FOR CONTINGENCIES					500,000.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-599199-	1,500,000.00	0.00	1,500,000.00	0.00	RESERVE FOR CASH CARRY FORWARD					1,500,000.00	.0%	

EXPENDITURE STATUS REPORT

FOR 2024 12				JOURNAL DETAIL 2024 12 TO 2024 12		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-55-552-450-45090-155-0000000-0000000-599417-			RESERVE FOR TOURISM INIATIVES			
6,451,007.00	-5,147,238.00	1,303,769.00	0.00	1,303,769.00	.0%	
TOTAL TOURIST DEVELOPMENT FUND						
18,269,485.00	279,823.00	18,549,308.00	8,328,015.99	4,875,372.85	44.9%	
TOTAL EXPENSES						
18,269,485.00	279,823.00	18,549,308.00	8,328,015.99	4,875,372.85		

EXPENDITURE STATUS REPORT

FOR 2024 12				JOURNAL DETAIL 2024 12 TO 2024 12		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
18,269,485.00	279,823.00	18,549,308.00	8,328,015.99	4,875,372.85	44.9%	

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

EXPENDITURE STATUS REPORT

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-512101-			REGULAR SALARIES & WAGES				
601,852.00	0.00	601,852.00	575,946.63	25,905.37	95.7%		
2024/13/000231	09/30/2024 GNI	13,370.62	REF 24 PR 10/11/24 PR ACCRUAL				
1074-55-552-450-45090-155-0000000-0000000-521101-			FICA TAXES				
46,052.00	0.00	46,052.00	41,168.99	4,883.01	89.4%		
2024/13/000231	09/30/2024 GNI	948.97	REF 24 PR 10/11/24 PR ACCRUAL				
1074-55-552-450-45090-155-0000000-0000000-522101-			RETIREMENT CONTRIBUTIONS				
81,676.00	0.00	81,676.00	77,796.41	3,879.59	95.3%		
1074-55-552-450-45090-155-0000000-0000000-523101-			HEALTH INSURANCE				
113,616.00	0.00	113,616.00	100,993.97	12,622.03	88.9%		
1074-55-552-450-45090-155-0000000-0000000-523401-			LIFE, AD&D, LTD				
4,041.00	0.00	4,041.00	3,853.96	187.04	95.4%		
1074-55-552-450-45090-155-0000000-0000000-524101-			WORKER'S COMPENSATION				
487.00	0.00	487.00	487.00	0.00	100.0%		
1074-55-552-450-45090-155-0000000-0000000-531109-			PROFESSIONAL SERVICES				
0.00	171,125.00	171,125.00	166,125.00	5,000.00	97.1%		
2024/13/000760	09/30/2024 API	10,000.00	VND 105047 PO 2400559 DOWNS & ST GERM ECONOMIC IMPACT REPORTS WEC/FA		78816		
2024/13/000760	09/30/2024 POL	-10,000.00	VND 105047 PO 2400559 DOWNS & ST GERM ECONOMIC IMPACT REPORTS WE2024				
2024/13/000760	09/30/2024 API	15,000.00	VND 105047 PO 2400559 DOWNS & ST GERM SURVEYED JULY-SEPT 2024/ETC		78816		
2024/13/000760	09/30/2024 POL	-15,000.00	VND 105047 PO 2400559 DOWNS & ST GERM SURVEYED JULY-SEPT 2024/ET2024				
2024/13/000095	09/30/2024 API	7,400.00	VND 001798 PO 2401604 HUNDEN PARTNERS COUNTY WIDE GAP ONE ON ONES		77671		
2024/13/000095	09/30/2024 POL	-7,400.00	VND 001798 PO 2401604 HUNDEN PARTNERS COUNTY WIDE GAP ONE ON ONE2024				
2024/13/000630	09/30/2024 POM	-5,000.00	VND 001798 PO 2401604 HUNDEN PARTNERS END OF YEAR		2024		
1074-55-552-450-45090-155-0000000-0000000-534101-			CONTRACT SERV - OTHER - MISC				
1,605,640.00	2,520.00	1,608,160.00	1,548,677.62	59,482.38	96.3%		
2024/13/000095	09/30/2024 API	13,750.00	VND 106656 PO 2400316 MILES PARTNERSH MEDIA MANAGEMENT RETAINER		77674		
2024/13/000095	09/30/2024 POL	-13,750.00	VND 106656 PO 2400316 MILES PARTNERSH MEDIA MANAGEMENT RETAINER 2024				
2024/13/000214	09/30/2024 API	7,000.00	VND 106656 PO 2400316 MILES PARTNERSH OCALA/MARION CNTY FACEBOOK/INS		77921		
2024/13/000214	09/30/2024 POL	-7,000.00	VND 106656 PO 2400316 MILES PARTNERSH OCALA/MARION CNTY FACEBOOK2024				
2024/13/000214	09/30/2024 API	6,939.42	VND 106656 PO 2400316 MILES PARTNERSH OCALA/MARION CNTY GOOGLE		77921		
2024/13/000214	09/30/2024 POL	-6,939.42	VND 106656 PO 2400316 MILES PARTNERSH OCALA/MARION CNTY GOOGLE 2024				
2024/13/000214	09/30/2024 API	39,052.29	VND 106656 PO 2400316 MILES PARTNERSH OCALA/MARION CNTY AD GENUITY D		77921		
2024/13/000214	09/30/2024 POL	-39,052.29	VND 106656 PO 2400316 MILES PARTNERSH OCALA/MARION CNTY AD GENUI2024				

EXPENDITURE STATUS REPORT

FOR 2024 13 JOURNAL DETAIL 2024 13 TO 2024 13

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

CP155552 534101		CONTRACT SERV - OTHER - MISC									
2024/13/000214	09/30/2024	API	50,000.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY HULU	77921
2024/13/000214	09/30/2024	POL	-50,000.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY HULU 2024	
2024/13/000214	09/30/2024	API	15,242.28	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY UNDERTONE	77921
2024/13/000214	09/30/2024	POL	-15,242.28	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY UNDERTON2024	
2024/13/000214	09/30/2024	API	13,078.72	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY NATIVO	77921
2024/13/000214	09/30/2024	POL	-13,078.72	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY NATIVO 2024	
2024/13/000214	09/30/2024	API	19,999.29	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY LINKEDIN	77921
2024/13/000214	09/30/2024	POL	-19,999.29	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY LINKEDIN2024	
2024/13/000214	09/30/2024	API	3,000.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY FLAMINGO	77921
2024/13/000214	09/30/2024	POL	-3,000.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY FLAMINGO2024	
2024/13/000214	09/30/2024	API	2,755.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY OUTFRONT	77921
2024/13/000214	09/30/2024	POL	-2,755.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY OUTFRONT2024	
2024/13/000214	09/30/2024	API	1,170.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY CLEAR CHANNE	77921
2024/13/000214	09/30/2024	POL	-1,170.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY CLEAR CH2024	
2024/13/000214	09/30/2024	API	13,750.00	VND	106656	PO	2400316	MILES PARTNERSH	MEDIA MONTHLY	RETAINER	77921
2024/13/000214	09/30/2024	POL	-13,750.00	VND	106656	PO	2400316	MILES PARTNERSH	MEDIA MONTHLY	RETAINER 2024	
2024/13/000214	09/30/2024	API	2,660.03	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY NATIVO	77921
2024/13/000214	09/30/2024	POL	-2,660.03	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY NATIVO 2024	
2024/13/000214	09/30/2024	API	3,613.19	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY UNDERTONE	77921
2024/13/000214	09/30/2024	POL	-3,613.19	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY UNDERTON2024	
2024/13/000214	09/30/2024	API	1,750.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY FLAMINGO	77921
2024/13/000214	09/30/2024	POL	-1,750.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY FLAMINGO2024	
2024/13/000214	09/30/2024	API	29,900.81	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY EXPEDIA	77921
2024/13/000214	09/30/2024	POL	-29,900.81	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY EXPEDIA 2024	
2024/13/000214	09/30/2024	API	10,129.69	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY AD GENUITY D	77921
2024/13/000214	09/30/2024	POL	-10,129.69	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY AD GENUI2024	
2024/13/000214	09/30/2024	API	292.50	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY CLEAR CHANNE	77921
2024/13/000214	09/30/2024	POL	-292.50	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY CLEAR CH2024	
2024/13/000317	09/30/2024	API	28,121.36	VND	106656	PO	2400316	MILES PARTNERSH	AD SERVING FEES/SEPT		77921
2024/13/000317	09/30/2024	POL	-28,121.36	VND	106656	PO	2400316	MILES PARTNERSH	AD SERVING FEES/SEPT	2024	
2024/13/000568	09/30/2024	API	1,170.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY CLEAR CHANNE	78574
2024/13/000568	09/30/2024	POL	-1,170.00	VND	106656	PO	2400316	MILES PARTNERSH	OCALA/MARION	CNTY CLEAR CH2024	
2024/13/000630	09/30/2024	POM	-55,080.68	VND	106656	PO	2400316	MILES PARTNERSH	END OF YEAR	2024	
2024/13/000787	09/30/2024	POM	55,080.68	VND	106656	PO	2400316	MILES PARTNERSH	REOPENED/CANCELED	IN ERROR2024	
2024/13/000936	09/30/2024	POM	-55,080.68	VND	106656	PO	2400316	MILES PARTNERSH	END OF YEAR	2024	
2024/13/000039	09/30/2024	API	430.65	VND	001703	PO	2400972	BLUE RIBBON	CLE AUGUST 2024		77435
2024/13/000039	09/30/2024	POL	-430.65	VND	001703	PO	2400972	BLUE RIBBON	CLE AUGUST 2024	2024	
2024/13/000132	09/30/2024	API	334.95	VND	001703	PO	2400972	BLUE RIBBON	CLE SEPT 2024		77609
2024/13/000132	09/30/2024	POL	-334.95	VND	001703	PO	2400972	BLUE RIBBON	CLE SEPT 2024	2024	
2024/13/000639	09/30/2024	POM	-190.15	VND	001703	PO	2400972	BLUE RIBBON	CLE END OF YEAR	2024	
2024/13/000095	09/30/2024	API	1,098.00	VND	002117	PO	2401724	AD-VANCE TALENT	WE 092224	MARKETING COORDINATO	77652
2024/13/000095	09/30/2024	POL	-1,098.00	VND	002117	PO	2401724	AD-VANCE TALENT	WE 092224	MARKETING COORDI2024	
2024/13/000331	09/30/2024	API	1,098.00	VND	002117	PO	2401724	AD-VANCE TALENT	14802: WE 09/29/24	MARKETING C	77883
2024/13/000331	09/30/2024	POL	-1,098.00	VND	002117	PO	2401724	AD-VANCE TALENT	14802: WE 09/29/24	MARKETI2024	
2024/13/000630	09/30/2024	POM	-204.00	VND	002117	PO	2401724	AD-VANCE TALENT	END OF YEAR	2024	

EXPENDITURE STATUS REPORT

FOR 2024 13										JOURNAL DETAIL 2024 13 TO 2024 13		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										REMAINING REVENUE	% COLL	
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE									
1074-55-552-450-45090-155-0000000-0000000-540101-	42,500.00	0.00	42,500.00	25,852.16	TRAVEL & PER DIEM						16,647.84	60.8%
2024/13/000465	09/30/2024	API	152.00	VND	001721	PO	DAY BRYAN R	TDC/MEALS AT TEAMS	2024 CONFER	78557		
1074-55-552-450-45090-155-0000000-0000000-541101-	7,258.00	0.00	7,258.00	5,354.94	COMMUNICATIONS SERVICES						1,903.06	73.8%
2024/13/000025	09/30/2024	API	323.44	VND	201928	PO	VERIZON WIRELES	421552992-00016		77515		
1074-55-552-450-45090-155-0000000-0000000-542201-	8,800.00	0.00	8,800.00	6,260.21	POSTAGE & FREIGHT						2,539.79	71.1%
1074-55-552-450-45090-155-0000000-0000000-543101-	13,770.00	0.00	13,770.00	12,494.94	UTILITY SERVICES - ELC WTR SWR						1,275.06	90.7%
2024/13/000214	09/30/2024	API	42.96	VND	000808	PO	SUMTER ELECTRIC	9608557201		77935		
1074-55-552-450-45090-155-0000000-0000000-543102-	756.00	0.00	756.00	547.03	UTILITY SERVICES - WST DISP						208.97	72.4%
2024/13/000288	09/30/2024	GEN	91.18	REF			WRONG ENTRY ON JE	2431 P12				
1074-55-552-450-45090-155-0000000-0000000-544101-	6,465.00	2,000.00	8,465.00	4,444.12	RENTALS & LEASES - EQUIPMENT						4,020.88	52.5%
2024/13/000630	09/30/2024	POM	-40.08	VND	103444	PO	2400007	QUADIENT LEASIN	END OF YEAR	2024		
2024/13/000630	09/30/2024	POM	-1,415.80	VND	501306	PO	2400288	DOCUMENT TECHNO	END OF YEAR	2024		
1074-55-552-450-45090-155-0000000-0000000-544401-	0.00	3,780.00	3,780.00	279.44	RENTALS & LEASES - BUILDINGS						3,500.56	7.4%
1074-55-552-450-45090-155-0000000-0000000-545101-	15,337.00	0.00	15,337.00	15,336.40	INSURANCE - PREMIUMS						0.60	100.0%
1074-55-552-450-45090-155-0000000-0000000-546101-	55,500.00	0.00	55,500.00	0.00	REPAIRS/MAINT - BLDGS & GRNDS						55,500.00	.0%
1074-55-552-450-45090-155-0000000-0000000-546257-	2,500.00	-1,021.00	1,479.00	1,722.28	REPAIRS/MAINT - FLEET MANAGMNT						-243.28	116.4%

EXPENDITURE STATUS REPORT

FOR 2024 13										JOURNAL DETAIL 2024 13 TO 2024 13	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD	REVENUE			REMAINING REVENUE		% COLL		
1074-55-552-450-45090-155-0000000-0000000-546312-				REPAIRS/MAINT - COMPUTER EQUIP							
74.00	0.00		74.00	0.00			74.00		.0%		
1074-55-552-450-45090-155-0000000-0000000-547101-				PRINT & BIND							
35,500.00	-20,580.00		14,920.00	7,693.22			7,226.78		51.6%		
1074-55-552-450-45090-155-0000000-0000000-548101-				PROMO ACT							
2,716,889.00	-170,729.00		2,546,160.00	1,421,785.37			1,124,374.63		55.8%		
2024/13/000471	09/30/2024	API	180,000.00	VND 106656	PO		MILES PARTNERSH	OCALA/MARION CNTY VF CO-OP GOL		78574	
2024/13/000760	09/30/2024	API	17,000.00	VND 002267	PO		HOOKED ON WILD	2025 KAYAK ADVENTURE EVENT HOS		78821	
2024/13/000630	09/30/2024	POM	-10,416.70	VND 106354	PO	2400023	DIGITAL FURY LL	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-14,635.00	VND 001485	PO	2400320	DARUMA TECH LLC	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-10,416.63	VND 001799	PO	2400432	MAVEN PHOTO	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-1,830.50	VND 001933	PO	2400793	FENSTERER SCOTT	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-947.84	VND 102569	PO	2400845	ON TIME MARKETI	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-562.03	VND 102569	PO	2400845	ON TIME MARKETI	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-10,575.00	VND 001799	PO	2401209	MAVEN PHOTO	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-30,525.00	VND 106354	PO	2401218	DIGITAL FURY LL	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-67,500.00	VND 202625	PO	2401397	VISIT FLORIDA/F	END OF YEAR		2024	
2024/13/000341	09/30/2024	POM	-180,000.00	VND 202625	PO	2401398	VISIT FLORIDA/F	CANCEL PER DEPT		2024	
2024/13/000092	09/30/2024	API	3,916.00	VND 001661	PO	2401626	VETERANS4YOU	NIGHT LIGHTS, LUGGAGE TAGS		77694	
2024/13/000092	09/30/2024	POL	-3,916.00	VND 001661	PO	2401626	VETERANS4YOU	NIGHT LIGHTS, LUGGAGE TAGS2024			
2024/13/000214	09/30/2024	API	3,654.50	VND 103503	PO	2401713	FORT KING HERIT	MARKETING PROGRAM REIMBURSEMEN		77912	
2024/13/000214	09/30/2024	POL	-3,654.50	VND 103503	PO	2401713	FORT KING HERIT	MARKETING PROGRAM REIMBURS2024			
2024/13/000630	09/30/2024	POM	-1,345.50	VND 103503	PO	2401713	FORT KING HERIT	END OF YEAR		2024	
2024/13/000630	09/30/2024	POM	-5,000.00	VND 002252	PO	2401714	WORKSPACE COLLE	END OF YEAR		2024	
2024/13/000653	09/30/2024	POM	5,000.00	VND 002252	PO	2401714	WORKSPACE COLLE	CANCELED IN ERROR		2024	
2024/13/000789	09/30/2024	API	3,687.02	VND 002252	PO	2401714	WORKSPACE COLLE	MARKETING ASSISTANCE FUNDING R		79095	
2024/13/000789	09/30/2024	POL	-3,687.02	VND 002252	PO	2401714	WORKSPACE COLLE	MARKETING ASSISTANCE FUNDI2024			
2024/13/000936	09/30/2024	POM	-1,312.98	VND 002252	PO	2401714	WORKSPACE COLLE	END OF YEAR		2024	
2024/13/000527	09/30/2024	API	5,000.00	VND 204160	PO	2401715	REILLY ARTS CEN	MARKETING ASSISTANCE FUNDING P		78587	
2024/13/000527	09/30/2024	POL	-5,000.00	VND 204160	PO	2401715	REILLY ARTS CEN	MARKETING ASSISTANCE FUNDI2024			
2024/13/000095	09/30/2024	API	5,000.00	VND 002253	PO	2401716	GRANDVIEW CLYDE	MARKETING FUNDING PROGRAM REIM		77670	
2024/13/000095	09/30/2024	POL	-5,000.00	VND 002253	PO	2401716	GRANDVIEW CLYDE	MARKETING FUNDING PROGRAM 2024			
2024/13/000092	09/30/2024	API	2,499.00	VND 001883	PO	2401739	TEAM IP INC	CUSTOM BRANDED POLOS		77684	
2024/13/000092	09/30/2024	POL	-2,499.00	VND 001883	PO	2401739	TEAM IP INC	CUSTOM BRANDED POLOS		2024	
2024/13/000092	09/30/2024	API	3,976.00	VND 002265	PO	2401741	CITRUS COUNTY K	ROOM NIGHT REIMBURSEMENT		77656	
2024/13/000092	09/30/2024	POL	-3,976.00	VND 002265	PO	2401741	CITRUS COUNTY K	ROOM NIGHT REIMBURSEMENT		2024	
1074-55-552-450-45090-155-0000000-0000000-549185-				CHARGES - COST ALLOCATION							
143,060.00	0.00		143,060.00	143,060.00			0.00		100.0%		

EXPENDITURE STATUS REPORT

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL	ESTIM REV	ESTIM REV ADJ	REVISED	ESTIM REV	ACTUAL YTD	REVENUE	REMAINING REVENUE % COLL
1074-55-552-450-45090-155-0000000-0000000-551101-	2,500.00	0.00		OFFICE SUPPLIES	2,500.00	1,926.17	573.83 77.0%
1074-55-552-450-45090-155-0000000-0000000-552101-	4,300.00	0.00		GASOLINE, OIL & LUBRICANTS	4,300.00	1,415.25	2,884.75 32.9%
2024/13/000076	09/30/2024	GEN	213.29	REF	FLEET-TDC-AUG24 INV 10434-CM		
2024/13/000392	09/30/2024	GEN	132.66	REF	FLEET-TDC-SEPT24 INV 10476-CM		
1074-55-552-450-45090-155-0000000-0000000-552106-	15,161.00	0.00		COMPUTER SOFTWARE	15,161.00	12,580.42	2,580.58 83.0%
1074-55-552-450-45090-155-0000000-0000000-552108-	7,000.00	0.00		OPERATING SUPPLIES	7,000.00	3,918.46	3,081.54 56.0%
1074-55-552-450-45090-155-0000000-0000000-552116-	4,000.00	8,500.00		OPER SUPPLIES - COMP HARDWARE	12,500.00	10,536.52	1,963.48 84.3%
1074-55-552-450-45090-155-0000000-0000000-552257-	0.00	1,021.00		PARTS - VEHICLE / EQUIPMENT	1,021.00	254.70	766.30 24.9%
1074-55-552-450-45090-155-0000000-0000000-554101-	48,559.00	0.00		BOOKS, PUBS & SUBSCRIPTIONS	48,559.00	37,149.26	11,409.74 76.5%
1074-55-552-450-45090-155-0000000-0000000-554201-	29,129.00	3,384.00		DUES & MEMBERSHIPS	32,513.00	20,587.13	11,925.87 63.3%
1074-55-552-450-45090-155-0000000-0000000-555501-	76,530.00	0.00		TRAINING & EDUCATION	76,530.00	39,633.00	36,897.00 51.8%
2024/13/000457	09/30/2024	API	3,095.00	VND 000745 PO	FLORIDA SPORTS REGISTRATION FOR B DAY AT TEAM		78565
1074-55-552-450-45090-155-0000000-0000000-563102-	4,124,805.00	5,427,037.00		IMPROVE - CIP	9,551,842.00	5,416,890.21	345,877.78 96.4%
2024/13/000073	09/30/2024	API	446.00	VND 500704 PO	2300862 KIMLEY HORN AND CONCEPT DEVELOPMENT - NORTH GA		77673
2024/13/000073	09/30/2024	POL	-446.50	VND 500704 PO	2300862 KIMLEY HORN AND CONCEPT DEVELOPMENT - NORT2023		
2024/13/000073	09/30/2024	API	9,070.18	VND 500704 PO	2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT		77673
2024/13/000073	09/30/2024	POL	-9,070.18	VND 500704 PO	2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024		
2024/13/000461	09/30/2024	API	14,091.43	VND 500704 PO	2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-SOUT		78571
2024/13/000461	09/30/2024	POL	-14,091.43	VND 500704 PO	2400721 KIMLEY HORN AND CONSTRUCTION SUPPORT SVCS-2024		
2024/13/000563	09/30/2024	API	799,112.29	VND 203811 PO	2400722 COMMERCIAL INDU CONSTRUCTION/INSTALL AESTHETIC		78551

EXPENDITURE STATUS REPORT

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
CP155552 563102 IMPROVE - CIP							
2024/13/000563	09/30/2024	POL	-799,112.29 VND 203811 PO 2400722	COMMERCIAL INDU CONSTRUCTION/INSTALL AESTH2024			
2024/13/000477	09/30/2024	API	12,196.10 VND 500704 PO 2400771	KIMLEY HORN AND I-75 NORTH GATEWAY LIGHTING/LA			78571
2024/13/000477	09/30/2024	POL	-12,196.10 VND 500704 PO 2400771	KIMLEY HORN AND I-75 NORTH GATEWAY LIGHTIN2024			
1074-55-552-450-45090-155-0000000-0000000-564102- MACHINERY & EQUIPMENT - CIP							
1,259.00		12.00	1,271.00	0.00	1,271.00		.0%
1074-55-552-450-45090-155-0000000-0000000-568102- INTANGIBLE SOFTWARE - CIP							
3,462.00		12.00	3,474.00	0.00	11.94		99.7%
1074-55-552-450-45090-155-0000000-0000000-599101- RESERVE FOR CONTINGENCIES							
500,000.00		0.00	500,000.00	0.00	500,000.00		.0%
1074-55-552-450-45090-155-0000000-0000000-599199- RESERVE FOR CASH CARRY FORWARD							
1,500,000.00		0.00	1,500,000.00	0.00	1,500,000.00		.0%
1074-55-552-450-45090-155-0000000-0000000-599417- RESERVE FOR TOURISM INIATIVES							
6,451,007.00		-5,147,238.00	1,303,769.00	0.00	1,303,769.00		.0%
TOTAL TOURIST DEVELOPMENT FUND							
18,269,485.00		279,823.00	18,549,308.00	9,704,770.81	5,052,001.12		52.3%
TOTAL EXPENSES							
18,269,485.00		279,823.00	18,549,308.00	9,704,770.81	5,052,001.12		

EXPENDITURE STATUS REPORT

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
18,269,485.00	279,823.00	18,549,308.00	9,704,770.81	5,052,001.12	52.3%	

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

EXPENDITURE STATUS REPORT

FOR 2025 01				JOURNAL DETAIL 2025 1 TO 2025 1			
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND							
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL		
1074-55-552-450-45090-155-0000000-0000000-512101-							
			REGULAR SALARIES & WAGES				
720,309.00	0.00	720,309.00	33,740.77	686,568.23	4.7%		
2025/01/001387	10/11/2024 GRV	-13,370.62	REF 24 PR 10/11/24 PR ACCRUAL TO FY24				
2025/01/000907	10/11/2024 PRJ	22,284.37	REF 241011 WARRANT=241011 RUN=0 REGULAR				
2025/01/002166	10/25/2024 PRJ	24,827.02	REF 241025 WARRANT=241025 RUN=0 REGULAR				
1074-55-552-450-45090-155-0000000-0000000-521101-							
			FICA TAXES				
55,114.00	0.00	55,114.00	2,419.96	52,694.04	4.4%		
2025/01/001387	10/11/2024 GRV	-948.97	REF 24 PR 10/11/24 PR ACCRUAL TO FY24				
2025/01/000907	10/11/2024 PRJ	1,581.62	REF 241011 WARRANT=241011 RUN=0 REGULAR				
2025/01/002166	10/25/2024 PRJ	1,787.31	REF 241025 WARRANT=241025 RUN=0 REGULAR				
1074-55-552-450-45090-155-0000000-0000000-522101-							
			RETIREMENT CONTRIBUTIONS				
98,183.00	0.00	98,183.00	6,421.28	91,761.72	6.5%		
2025/01/000907	10/11/2024 PRJ	3,037.36	REF 241011 WARRANT=241011 RUN=0 REGULAR				
2025/01/002166	10/25/2024 PRJ	3,383.92	REF 241025 WARRANT=241025 RUN=0 REGULAR				
1074-55-552-450-45090-155-0000000-0000000-523101-							
			HEALTH INSURANCE				
138,864.00	0.00	138,864.00	7,365.97	131,498.03	5.3%		
2025/01/000907	10/11/2024 PRJ	5,510.05	REF 241011 WARRANT=241011 RUN=0 REGULAR				
2025/01/000907	10/11/2024 PRJ	-1,302.05	REF 241011 WARRANT=241011 RUN=0 REGULAR				
2025/01/002166	10/25/2024 PRJ	4,986.02	REF 241025 WARRANT=241025 RUN=0 REGULAR				
2025/01/002166	10/25/2024 PRJ	-1,828.05	REF 241025 WARRANT=241025 RUN=0 REGULAR				
1074-55-552-450-45090-155-0000000-0000000-523401-							
			LIFE, AD&D, LTD				
4,837.00	0.00	4,837.00	297.75	4,539.25	6.2%		
2025/01/000907	10/11/2024 PRJ	156.08	REF 241011 WARRANT=241011 RUN=0 REGULAR				
2025/01/002166	10/25/2024 PRJ	147.75	REF 241025 WARRANT=241025 RUN=0 REGULAR				
2025/01/002166	10/25/2024 PRJ	-6.08	REF 241025 WARRANT=241025 RUN=0 REGULAR				
1074-55-552-450-45090-155-0000000-0000000-524101-							
			WORKER'S COMPENSATION				
653.00	0.00	653.00	0.00	653.00	.0%		
1074-55-552-450-45090-155-0000000-0000000-531109-							
			PROFESSIONAL SERVICES				
1,612,500.00	0.00	1,612,500.00	0.00	107,500.00	93.3%		
2025/01/000068	10/01/2024 POE	5,000.00	VND 001798 PO 2500062 HUNDEN PARTNERS JOINT WORKSHOP VISIT				
2025/01/002922	10/30/2024 POE	1,500,000.00	VND 106656 PO 2500502 MILES PARTNERSH RETAINER & MEDIA BUYING				

EXPENDITURE STATUS REPORT

FOR 2025 01										JOURNAL DETAIL 2025 1 TO 2025 1					
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND															
ORIGINAL	ESTIM	REV	ESTIM	REV	ADJ	REVISED	ESTIM	REV	ACTUAL	YTD	REVENUE	REMAINING	REVENUE	%	COLL
1074-55-552-450-45090-155-0000000-0000000-534101-						CONTRACT SERV - OTHER - MISC						72,234.00		24.8%	
		96,032.00			0.00			96,032.00			15,404.00				
2025/01/003145	10/08/2024	API		12,110.00	VND	999999	PO				PCARD ONE TIME	MEDIA RELATIONS PLATFORM, NEWS			
2025/01/000409	10/03/2024	POE		3,270.00	VND	002117	PO	2500181			AD-VANCE TALENT	TEMPORARY STAFFING			
2025/01/002097	10/17/2024	API		1,098.00	VND	002117	PO	2500181			AD-VANCE TALENT WE 10/06/24	MARKETING COORDINA	78532		
2025/01/002097	10/17/2024	POL		-1,098.00	VND	002117	PO	2500181			AD-VANCE TALENT WE 10/06/24	MARKETING COOR2025			
2025/01/002113	10/23/2024	POM		1,122.00	VND	002117	PO	2500181			AD-VANCE TALENT C/O ADDITION	2025			
2025/01/002674	10/29/2024	POM		2,196.00	VND	002117	PO	2500181			AD-VANCE TALENT C/O ADDITIONM	2025			
2025/01/002793	10/28/2024	API		1,098.00	VND	002117	PO	2500181			AD-VANCE TALENT	MARKETING COORD. WE 10/13/24	78805		
2025/01/002793	10/28/2024	POL		-1,098.00	VND	002117	PO	2500181			AD-VANCE TALENT	MARKETING COORD. WE 10/13/2025			
2025/01/003261	10/30/2024	API		1,098.00	VND	002117	PO	2500181			AD-VANCE TALENT	MARKETING COORD. WE 10/20/24	79051		
2025/01/003261	10/30/2024	POL		-1,098.00	VND	002117	PO	2500181			AD-VANCE TALENT	MARKETING COORD. WE 10/20/2025			
2025/01/001589	10/17/2024	POE		5,100.00	VND	001703	PO	2500388			BLUE RIBBON CLE	FACILITIES - JANITORIAL CLEANI			
1074-55-552-450-45090-155-0000000-0000000-540101-						TRAVEL & PER DIEM						42,259.00		.6%	
		42,500.00			0.00			42,500.00			241.00				
2025/01/000716	10/01/2024	API		120.00	VND	999999	PO				PCARD ONE TIME	PARKING FOR B DAY WHILE AT TEA			
2025/01/001363	10/03/2024	API		12.00	VND	999999	PO				PCARD ONE TIME	BOTTLED WATER CHARGED IN ERROR			
2025/01/003145	10/08/2024	API		-12.00	VND	999999	PO				PCARD ONE TIME	REFUND FOR WATER CHARGED IN ER			
2025/01/003146	10/09/2024	API		-12.00	VND	999999	PO				PCARD ONE TIME	REFUND FOR WATER CHARGED IN ER			
2025/01/003155	10/17/2024	API		133.00	VND	999999	PO				PCARD ONE TIME	HOTEL FOR B DAY WHILE AT FSAE			
1074-55-552-450-45090-155-0000000-0000000-541101-						COMMUNICATIONS SERVICES						9,928.66		4.7%	
		10,421.00			0.00			10,421.00			492.34				
2025/01/002982	10/31/2024	GEN		28.72	REF		POST PREPAID	TO ORG/OBJ							
2025/01/002097	10/17/2024	API		28.12	VND	203123	PO				CENTURY LINK/EM 320144423		78548		
2025/01/002793	10/28/2024	API		323.52	VND	201928	PO				VERIZON WIRELES 421552992-00016		78842		
2025/01/003155	10/17/2024	API		111.98	VND	001556	PO				AMAZON MARKETPL AVAYA PHONES FOR VCB, WO245768				
1074-55-552-450-45090-155-0000000-0000000-542201-						POSTAGE & FREIGHT						6,471.34		50.2%	
		13,000.00			0.00			13,000.00			28.66				
2025/01/003162	10/20/2024	API		28.66	VND	999999	PO				PCARD ONE TIME	POSTAGE FEES TO MAIL CONTRACTS			
2025/01/000069	10/01/2024	POE		6,500.00	VND	103358	PO	2500063			USPS-HASLER	POSTAGE FOR AUTOMATIC METER			
1074-55-552-450-45090-155-0000000-0000000-543101-						UTILITY SERVICES - ELC WTR SWR						24,101.06		4.3%	
		25,188.00			0.00			25,188.00			1,086.94				
2025/01/002308	10/21/2024	API		1,063.40	VND	014881	PO				CITY OF OCALA/E 550848-164495		78734		
2025/01/002793	10/28/2024	API		23.54	VND	107238	PO				DUKE ENERGY FLO 9101 5957 9418		78817		

EXPENDITURE STATUS REPORT

FOR 2025 01										JOURNAL DETAIL 2025 1 TO 2025 1	
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND											
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD	REVENUE	REMAINING REVENUE	% COLL					
1074-55-552-450-45090-155-0000000-0000000-543102-	756.00	0.00	756.00	45.59	710.41	6.0%	UTILITY SERVICES - WST DISP				
2025/01/002308	10/21/2024	API	45.59	VND 014881 PO			CITY OF OCALA/E 550848-164495				
1074-55-552-450-45090-155-0000000-0000000-544101-	6,424.00	0.00	6,424.00	251.16	524.00	91.8%	RENTALS & LEASES - EQUIPMENT				
2025/01/000024	10/01/2024	POE	900.00	VND 103444 PO	2500021		QUADIENT LEASIN POSTAGE METER LEASE				
2025/01/001087	10/14/2024	POE	5,000.00	VND 501306 PO	2500311		DOCUMENT TECHNO COPIER LEASE				
2025/01/002174	10/22/2024	API	251.16	VND 501306 PO	2500311		DOCUMENT TECHNO MC-01 COPIER LEASE, OCT-24				
2025/01/002174	10/22/2024	POL	-251.16	VND 501306 PO	2500311		DOCUMENT TECHNO MC-01 COPIER LEASE, OCT-242025				
1074-55-552-450-45090-155-0000000-0000000-544401-	2,400.00	0.00	2,400.00	157.50	2,242.50	6.6%	RENTALS & LEASES - BUILDINGS				
2025/01/001363	10/03/2024	API	157.50	VND 999999 PO			PCARD ONE TIME OCT-24 STORAGE UNIT RENTAL				
1074-55-552-450-45090-155-0000000-0000000-545101-	16,864.00	0.00	16,864.00	0.00	16,864.00	.0%	INSURANCE - PREMIUMS				
1074-55-552-450-45090-155-0000000-0000000-546101-	44,000.00	0.00	44,000.00	0.00	39,000.00	11.4%	REPAIRS/MAINT - BLDGS & GRNDS				
2025/01/002971	10/31/2024	POE	5,000.00	VND 500704 PO	2500506		KIMLEY HORN AND COUNTY LINE MARKER SIGNS ASSES				
1074-55-552-450-45090-155-0000000-0000000-546257-	4,580.00	0.00	4,580.00	0.00	4,580.00	.0%	REPAIRS/MAINT - FLEET MANAGMNT				
1074-55-552-450-45090-155-0000000-0000000-547101-	55,500.00	0.00	55,500.00	0.00	55,500.00	.0%	PRINT & BIND				
1074-55-552-450-45090-155-0000000-0000000-548101-	3,163,799.00	0.00	3,163,799.00	94,786.89	2,934,778.36	7.2%	PROMO ACT				
2025/01/002982	10/31/2024	GEN	11,000.00	REF			POST PREPAID TO ORG/OBJ				
2025/01/002982	10/31/2024	GEN	2,883.13	REF			POST PREPAID TO ORG/OBJ				
2025/01/001363	10/03/2024	API	300.00	VND 999999 PO			PCARD ONE TIME BROCHURE DISTRIBUTION IN GREAT				
2025/01/001365	10/06/2024	API	5,361.60	VND 999999 PO			PCARD ONE TIME BROCHURE DISTRIBUTION AT FL TU				
2025/01/001365	10/06/2024	API	40.00	VND 999999 PO			PCARD ONE TIME BRANDED DRESSES FOR L SHAFFER				
2025/01/003146	10/09/2024	API	3,005.00	VND 999999 PO			PCARD ONE TIME PROMOTIONAL ORNAMENT FOR THE T				
2025/01/003154	10/16/2024	API	268.11	VND 999999 PO			PCARD ONE TIME MEAL WITH USA ROLLER SPORTS				
2025/01/003154	10/16/2024	API	161.00	VND 999999 PO			PCARD ONE TIME HOTEL FOR USA ROLLER SPORTS DI				
2025/01/003154	10/16/2024	API	161.00	VND 999999 PO			PCARD ONE TIME HOTEL FOR RICCI KMETZ FROM USA				
2025/01/003154	10/16/2024	API	161.00	VND 999999 PO			PCARD ONE TIME HOTEL FOR DANNY BROWN OF USA R				
2025/01/003157	10/20/2024	API	10.00	VND 999999 PO			PCARD ONE TIME BRANDED DRESS FOR L SHAFFER				

EXPENDITURE STATUS REPORT

FOR 2025 01 JOURNAL DETAIL 2025 1 TO 2025 1

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

CP155552 548101		PROMO ACT									
2025/01/003310	10/24/2024	API	36.05	VND	999999	PO					
2025/01/000025	10/01/2024	POE	16,933.75	VND	106656	PO	2500022	MILES PARTNERSH	VISIT FL VACATION GUIDE PRODUC		
2025/01/000406	10/03/2024	POE	60,000.00	VND	001884	PO	2500178	THRESHOLD 360 I	VIRTUAL TOURS FOR INDOOR/OUTDO		77688
2025/01/000781	10/04/2024	API	60,000.00	VND	001884	PO	2500178	THRESHOLD 360 I	PLATFORM USE 10/01/24-09/30/25		
2025/01/000781	10/04/2024	POL	-60,000.00	VND	001884	PO	2500178	THRESHOLD 360 I	PLATFORM USE 10/01/24-09/30/25		
2025/01/000488	10/03/2024	POE	10,575.00	VND	001799	PO	2500196	MAVEN PHOTO	ON LOCATION DRONE FOOTAGE		
2025/01/002914	10/23/2024	API	4,100.00	VND	001799	PO	2500196	MAVEN PHOTO	ON LOCATION DRONE FOOTAGE		78963
2025/01/002914	10/23/2024	POL	-4,100.00	VND	001799	PO	2500196	MAVEN PHOTO	ON LOCATION DRONE FOOTAGE 2025		
2025/01/000585	10/04/2024	POE	30,525.00	VND	106354	PO	2500233	DIGITAL FURY LL	ON CAMERA & INTERVIEW FILMING		
2025/01/002923	10/30/2024	POE	87,600.00	VND	106849	PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, SERVER HOSTING,		
2025/01/003264	10/31/2024	API	7,300.00	VND	106849	PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, HOSTING, E-MAIL		79085
2025/01/003264	10/31/2024	POL	-300.00	VND	106849	PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, HOSTING, E-M2025		
2025/01/003264	10/31/2024	POL	-5,000.00	VND	106849	PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, HOSTING, E-M2025		
2025/01/003264	10/31/2024	POL	-1,000.00	VND	106849	PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, HOSTING, E-M2025		
2025/01/003264	10/31/2024	POL	-1,000.00	VND	106849	PO	2500503	TEMPEST INTERAC	WEBSITE SVCS, HOSTING, E-M2025		
1074-55-552-450-45090-155-0000000-0000000-549185-				CHARGES - COST ALLOCATION							
			174,198.00	0.00	174,198.00		14,516.50		159,681.50	8.3%	
2025/01/000568	10/04/2024	GEN	14,516.50	REF				REC COST ALLOCATION/OCT24			
1074-55-552-450-45090-155-0000000-0000000-551101-				OFFICE SUPPLIES							
			2,000.00	0.00	2,000.00		276.13		1,723.87	13.8%	
2025/01/003158	10/21/2024	API	276.13	VND	999999	PO		PCARD ONE TIME	7908264251		
1074-55-552-450-45090-155-0000000-0000000-552101-				GASOLINE, OIL & LUBRICANTS							
			4,000.00	0.00	4,000.00		78.54		3,921.46	2.0%	
2025/01/000787	10/03/2024	WOJ	20.57	REF	floc	FUEL-177					
2025/01/001565	10/16/2024	WOJ	6.13	REF	fue	FUEL-586					
2025/01/001818	10/18/2024	WOJ	28.18	REF	fue	FUEL-682					
2025/01/003050	10/31/2024	WOJ	23.66	REF	fue	FUEL-1097					
1074-55-552-450-45090-155-0000000-0000000-552106-				COMPUTER SOFTWARE							
			25,055.00	0.00	25,055.00		0.00		24,626.68	1.7%	
2025/01/002375	10/25/2024	POE	428.32	VND	106720	PO	2500458	TARGETSOLUTIONS	LEARNING MANAGEMENT SYSTEM		
1074-55-552-450-45090-155-0000000-0000000-552108-				OPERATING SUPPLIES							
			7,500.00	0.00	7,500.00		183.13		7,316.87	2.4%	
2025/01/003156	10/18/2024	API	39.90	VND	001556	PO		AMAZON MARKETPL	HEADPHONES FOR VCB, W0245768		
2025/01/003158	10/21/2024	API	37.62	VND	999999	PO		PCARD ONE TIME	7908264251		
2025/01/003306	10/29/2024	API	90.78	VND	999999	PO		PCARD ONE TIME	WATER, RANCH, SPINACH SALAD, S		
2025/01/003312	10/23/2024	API	14.83	VND	001556	PO		AMAZON MARKETPL	ENVELOPES TO MAIL CONTRACTS TO		

EXPENDITURE STATUS REPORT

FOR 2025 01										JOURNAL DETAIL 2025 1 TO 2025 1		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND										REMAINING REVENUE	% COLL	
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD	REVENUE								
1074-55-552-450-45090-155-0000000-0000000-552116-										OPER SUPPLIES - COMP HARDWARE		
11,500.00	0.00	11,500.00	2,101.12					9,398.88	18.3%			
2025/01/003148	10/13/2024	API	71.24	VND	001803	PO	B&H FOTO AND EL	UPS FOR NEW VCB POSITION, WO#2				
2025/01/003148	10/13/2024	API	49.99	VND	011897	PO	DELL MARKETING	LAPTOP BAG FOR VCB, WO#245766				
2025/01/003148	10/13/2024	API	171.24	VND	011897	PO	DELL MARKETING	DELL DOCK FOR VCB, WO#245766				
2025/01/003148	10/13/2024	API	259.46	VND	011897	PO	DELL MARKETING	MONITORS FOR VCB, WO#245766				
2025/01/003150	10/15/2024	API	77.19	VND	000003	PO	AMAZON.COM SERV	WIRELESS KEYBOARD WITH WRIST R				
2025/01/003155	10/17/2024	API	1,472.00	VND	011897	PO	DELL MARKETING	LAPTOP FOR VCB, WO245766				
1074-55-552-450-45090-155-0000000-0000000-552257-										PARTS - VEHICLE / EQUIPMENT		
3,000.00	0.00	3,000.00	19.55					2,980.45	.7%			
2025/01/002749	10/11/2024	WOJ	6.90	REF	oc1-11	246596						
2025/01/002880	10/25/2024	WOJ	6.90	REF	oc1225	248591						
2025/01/003379	10/31/2024	WOJ	5.75	REF	oc2631	251311						
1074-55-552-450-45090-155-0000000-0000000-554101-										BOOKS, PUBS & SUBSCRIPTIONS		
49,104.00	0.00	49,104.00	17,300.00					31,804.00	35.2%			
2025/01/000410	10/03/2024	POE	17,300.00	VND	108898	PO	2500182	CROWDRIFF INC	SOURCE USER GENERATED CONTENT			
2025/01/000811	10/04/2024	API	17,300.00	VND	108898	PO	2500182	CROWDRIFF INC	PLATFORM LICENSE 10/2/24-10/1/	77747		
2025/01/000811	10/04/2024	POL	-17,300.00	VND	108898	PO	2500182	CROWDRIFF INC	PLATFORM LICENSE 10/2/24-12025			
1074-55-552-450-45090-155-0000000-0000000-554201-										DUES & MEMBERSHIPS		
29,704.00	0.00	29,704.00	7,216.00					19,293.00	35.0%			
2025/01/002982	10/31/2024	GEN	6,176.00	REF		POST PREPAID	TO ORG/OBJ					
2025/01/003149	10/14/2024	API	275.00	VND	001374	PO	FLORIDA SOCIETY	MEMBERSHIP RENEWAL FOR C LOCKE				
2025/01/003154	10/16/2024	API	220.00	VND	001374	PO	FLORIDA SOCIETY	FSAE MEMBERSHIP FOR B DAY THRO				
2025/01/000026	10/01/2024	POE	1,195.00	VND	106453	PO	2500023	NATIONAL ASSOC	ANNUAL MEMBERSHIP DUES			
2025/01/000027	10/01/2024	POE	2,000.00	VND	000745	PO	2500024	FLORIDA SPORTS	ANNUAL MEMBERSHIP DUES			
2025/01/000028	10/01/2024	POE	250.00	VND	000765	PO	2500025	RACONTEURS	ANNUAL MEMBERSHIP			
2025/01/003261	10/30/2024	API	250.00	VND	000765	PO	2500025	RACONTEURS	SSC MEMBERSHIP 10/01/24-09/30/	79079		
2025/01/003261	10/30/2024	POL	-250.00	VND	000765	PO	2500025	RACONTEURS	SSC MEMBERSHIP 10/01/24-092025			
2025/01/000217	10/02/2024	POE	295.00	VND	002270	PO	2500104	FLORIDA PUBLIC	FPRA MEMBERSHIP DUES			
2025/01/000751	10/03/2024	API	295.00	VND	002270	PO	2500104	FLORIDA PUBLIC	MEMBERSHIP-J HELLER 11/1/24-10	77669		
2025/01/000751	10/03/2024	POL	-295.00	VND	002270	PO	2500104	FLORIDA PUBLIC	MEMBERSHIP-J HELLER 11/1/22025			
1074-55-552-450-45090-155-0000000-0000000-555501-										TRAINING & EDUCATION		
76,530.00	0.00	76,530.00	270.00					76,260.00	.4%			
2025/01/002982	10/31/2024	GEN	245.00	REF		POST PREPAID	TO ORG/OBJ					
2025/01/003154	10/16/2024	API	25.00	VND	999999	PO	PCARD ONE TIME	FPRA TRAINING FOR J HELLER AT				

EXPENDITURE STATUS REPORT

FOR 2025 01				JOURNAL DETAIL 2025 1 TO 2025 1		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-55-552-450-45090-155-0000000-0000000-563102-		IMPROVE - CIP				
6,786,423.00	0.00	6,786,423.00	0.00	6,786,423.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-564102-		MACHINERY & EQUIPMENT - CIP				
1,259.00	0.00	1,259.00	0.00	1,259.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-568102-		INTANGIBLE SOFTWARE - CIP				
3,462.00	0.00	3,462.00	0.00	3,462.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-599101-		RESERVE FOR CONTINGENCIES				
446,865.00	0.00	446,865.00	0.00	446,865.00	.0%	
1074-55-552-450-45090-155-0000000-0000000-599199-		RESERVE FOR CASH CARRY FORWARD				
1,150,000.00	0.00	1,150,000.00	0.00	1,150,000.00	.0%	
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	0.00	14,882,524.00	204,700.78	13,009,423.31	1.4%	
TOTAL EXPENSES						
14,882,524.00	0.00	14,882,524.00	204,700.78	13,009,423.31		

EXPENDITURE STATUS REPORT

FOR 2025 01				JOURNAL DETAIL 2025 1 TO 2025 1		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
14,882,524.00	0.00	14,882,524.00	204,700.78	13,009,423.31	1.4%	
GRAND TOTAL						

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REVENUE STATUS REPORT

FOR 2024 12				JOURNAL DETAIL 2024 12 TO 2024 12				
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND								
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE		REMAINING REVENUE	% COLL		
1074-31-312-450-45090-155-0000000-0000000-312131-				TOURIST DEVELOPMNT TAX 2%				
2,942,025.00	0.00	2,942,025.00	2,563,803.43		378,221.57	87.1%		
2024/12/002364	09/20/2024 GCR	-204,984.34	REF P02744 08/24	TOURIST DEV TAX				
1074-31-312-450-45090-155-0000000-0000000-312132-				TOURIST DEVELOP TAX 3RD %				
1,471,012.00	0.00	1,471,012.00	1,281,901.72		189,110.28	87.1%		
2024/12/002364	09/20/2024 GCR	-102,492.17	REF P02744 08/24	TOURIST DEV TAX				
1074-31-312-450-45090-155-0000000-0000000-312133-				TOURIST DEVELOP TAX 4TH %				
1,471,012.00	0.00	1,471,012.00	1,281,901.72		189,110.28	87.1%		
2024/12/002364	09/20/2024 GCR	-102,492.17	REF P02744 08/24	TOURIST DEV TAX				
1074-36-361-450-45090-155-0000000-0000000-361110-				INTEREST-BOARD				
231,400.00	0.00	231,400.00	719,142.19		-487,742.19	310.8%		
2024/12/003578	09/30/2024 GEN	-45,700.63	REF SBAINT SBA Interest 221131 Sep					
1074-36-366-450-45090-155-0000000-0000000-366045-				FL SPORTS FOUNDATION				
0.00	0.00	0.00	25,000.00		-25,000.00	100.0%		
1074-37-379-990-99090-000-0000000-0000000-379999-				LESS: 5% OF BUDG REVENUE				
-305,773.00	0.00	-305,773.00	0.00		-305,773.00	.0%		
1074-39-399-990-99090-000-0000000-0000000-399991-				BALANCES FWD-CASH-REGULAR				
12,459,809.00	279,823.00	12,739,632.00	12,922,023.86		-182,391.86	101.4%		
TOTAL TOURIST DEVELOPMENT FUND								
18,269,485.00	279,823.00	18,549,308.00	18,793,772.92		-244,464.92	101.3%		
TOTAL REVENUES								
18,269,485.00	279,823.00	18,549,308.00	18,793,772.92		-244,464.92			

REVENUE STATUS REPORT

FOR 2024 12				JOURNAL DETAIL 2024 12 TO 2024 12		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
18,269,485.00	279,823.00	18,549,308.00	18,793,772.92	-244,464.92	101.3%	
GRAND TOTAL						

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REVENUE STATUS REPORT

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%			
2,942,025.00	0.00	2,942,025.00	2,740,753.02	201,271.98	93.2%	
2024/13/000399	09/30/2024 GCR	-176,949.59	REF P02744 09/24 TOURIST DEV TAX			
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %			
1,471,012.00	0.00	1,471,012.00	1,370,376.52	100,635.48	93.2%	
2024/13/000399	09/30/2024 GCR	-88,474.80	REF P02744 09/24 TOURIST DEV TAX			
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %			
1,471,012.00	0.00	1,471,012.00	1,370,376.52	100,635.48	93.2%	
2024/13/000399	09/30/2024 GCR	-88,474.80	REF P02744 09/24 TOURIST DEV TAX			
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD			
231,400.00	0.00	231,400.00	719,142.19	-487,742.19	310.8%	
1074-36-366-450-45090-155-0000000-0000000-366045-			FL SPORTS FOUNDATION			
0.00	0.00	0.00	25,000.00	-25,000.00	100.0%	
1074-37-379-990-99090-000-0000000-0000000-379999-			LESS: 5% OF BUDG REVENUE			
-305,773.00	0.00	-305,773.00	0.00	-305,773.00	.0%	
1074-39-399-990-99090-000-0000000-0000000-399991-			BALANCES FWD-CASH-REGULAR			
12,459,809.00	279,823.00	12,739,632.00	12,922,023.86	-182,391.86	101.4%	
TOTAL TOURIST DEVELOPMENT FUND						
18,269,485.00	279,823.00	18,549,308.00	19,147,672.11	-598,364.11	103.2%	
TOTAL REVENUES						
18,269,485.00	279,823.00	18,549,308.00	19,147,672.11	-598,364.11		

REVENUE STATUS REPORT

FOR 2024 13				JOURNAL DETAIL 2024 13 TO 2024 13		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
18,269,485.00	279,823.00	18,549,308.00	19,147,672.11	-598,364.11	103.2%	
GRAND TOTAL						

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

REVENUE STATUS REPORT

FOR 2025 01				JOURNAL DETAIL 2025 1 TO 2025 1		
ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND						
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
1074-31-312-450-45090-155-0000000-0000000-312131-			TOURIST DEVELOPMNT TAX 2%			
2,192,064.00	0.00	2,192,064.00	0.00	2,192,064.00	.0%	
1074-31-312-450-45090-155-0000000-0000000-312132-			TOURIST DEVELOP TAX 3RD %			
1,096,032.00	0.00	1,096,032.00	0.00	1,096,032.00	.0%	
1074-31-312-450-45090-155-0000000-0000000-312133-			TOURIST DEVELOP TAX 4TH %			
1,096,032.00	0.00	1,096,032.00	0.00	1,096,032.00	.0%	
1074-36-361-450-45090-155-0000000-0000000-361110-			INTEREST-BOARD			
555,000.00	0.00	555,000.00	43,995.20	511,004.80	7.9%	
2025/01/003382	10/31/2024 GEN	-43,995.20	REF SBAINT SBA 221131 INTEREST OCT			
1074-37-379-990-99090-000-0000000-0000000-379999-			LESS: 5% OF BUDG REVENUE			
-246,957.00	0.00	-246,957.00	0.00	-246,957.00	.0%	
1074-39-399-990-99090-000-0000000-0000000-399991-			BALANCES FWD-CASH-REGULAR			
10,190,353.00	0.00	10,190,353.00	0.00	10,190,353.00	.0%	
TOTAL TOURIST DEVELOPMENT FUND						
14,882,524.00	0.00	14,882,524.00	43,995.20	14,838,528.80	.3%	
TOTAL REVENUES						
14,882,524.00	0.00	14,882,524.00	43,995.20	14,838,528.80		

REVENUE STATUS REPORT

FOR 2025 01				JOURNAL DETAIL 2025 1 TO 2025 1		
ORIGINAL ESTIM REV	ESTIM REV ADJ	REVISED ESTIM REV	ACTUAL YTD REVENUE	REMAINING REVENUE	% COLL	
14,882,524.00	0.00	14,882,524.00	43,995.20	14,838,528.80	.3%	
GRAND TOTAL						

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



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17270

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

PRESENTATION: Gateway Signage Update

DESCRIPTION/BACKGROUND:

Information only.



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17271

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

Tourist Development Tax Update, George Albright - Marion County Tax Collector

DESCRIPTION/BACKGROUND:

Information only.



Marion County

Tourist Development Council

Agenda Item

File No.: 2024-17274

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Proposed Tourist Development Council Meeting Dates 2025

DESCRIPTION/BACKGROUND:

Typically, Tourist Development Council (TDC) members receive a proposed calendar of meeting dates for the following year in October to be voted upon in November. Due to the October 2024 TDC meeting serving as a workshop to discuss needed updates to the various funding programs administered by the Tourist Development staff, the proposed calendar of meetings for 2025 is being presented in November. As such, staff is requesting the TDC members vote to schedule a TDC meeting for January 16, 2025 and, at that meeting, vote to approve the balance of the calendar.

Recommended Action: Motion to schedule the January 16, 2025 TDC meeting and vote on a final calendar for 2025 at that meeting.

2025 Proposed TDC Meeting Dates for Consideration

Month	Regularly Scheduled Date*	2 nd Option	3 rd Option
January	Thursday - 23 rd	Thursday – 16 th	
February	Thursday - 27 th		
March	Thursday - 27 th – the night before is the Tourism Day Street Party in Tallahassee (ends at 9 pm)	Friday – 28 th	
April	Thursday - 24 th		
May	Thursday - 22 nd	Wednesday – 21 st	Friday –30 th
June	Thursday - 26 th	Friday – 20 th	
July	No regular meeting	31 st (if needed)	
August	Thursday – 28 th – conflicts with Governor’s Conference on Tourism	Wednesday – 20 th	Friday – 22 nd
September	Thursday – 25 th		
October	Thursday – 23 rd	Wednesday – 22 nd	Friday – 24 th
November	Thursday – 20 th	Thursday – 13 th	
December	No regular meeting – Annual Meeting on 11 th		

* Regularly Scheduled Dates are the 4th Thursday of the month, with the exception of November, which is the 3rd Thursday due to Thanksgiving.

Green Dates – proposed dates pose no known conflicts

Yellow Dates – there are potential TDC member conflicts with proposed dates

Red Dates – there are confirmed conflicts and optional dates must be selected



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17276

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:
Annual Membership Eligibility Attestations

DESCRIPTION/BACKGROUND:
Information only.

Marion County Tourist Development Council

Annual Membership Eligibility Attestation

I attest that I have read and do understand Florida Statute section 125.0104 and Marion County Resolution 04-R-44 concerning membership in the Marion County Tourist Development Council.

I further attest that I am eligible for membership on the Marion County Tourist Development Council as one of the following membership classifications:

- I am an elected Marion County official on the Board of County Commissioners.
- I am an elected municipal official.
- I am an owner or operator of a motel, hotel or other tourist accommodation in the county and subject to the tourist development tax. **I further attest that I or my representatives are current in filing the required tax forms.**
- I am involved in the tourist industry and have demonstrated an interest in tourist development, and that I am not an owner or operator of a motel, hotel or other tourist accommodation in the County and subject to the tax. List your involvement:

I further attest that I am an elector of the county.

Sign: _____

Date: _____

Print: _____

State Statute 125.0104 - Section (4)(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 “Marion 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).

Marion County Resolution 04-R-44 –

Section 2: There is hereby established the Marion County Tourist Development Council. The Tourist Development Council shall be composed of nine (9) members as follows:

1. The chairman of the Board of County Commissioners or any other member of the Board of County Commissioners designated by the chairman. This member shall serve a term of four (4) years as long as he is a member of the Board of County Commissioners.
2. One (1) member shall be an elected municipal official from the City of Ocala. This member shall serve a term of four (4) years as long as he is an elected municipal official.
3. One (1) member shall be an elected municipal official from a municipality in Marion County. This member shall serve a term of four (4) years as long as he is an elected municipal official.
4. Six (6) members shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which, not less than three (3) nor more than four (4) shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in Marion County and subject to the tax. Two of these members shall serve terms of four (4) years and the remaining four (4) members shall serve initial terms of two (2) years and thereafter for terms of four (4) years.
5. All members of the Tourist Development Council shall be electors of Marion County.
6. The Tourist Development Council shall meet at least once each quarter and, from time to time, shall make recommendations to the Board of County Commissioners 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 ordinances or resolutions. The Tourist Development Council shall continuously review expenditures of revenues from the tourist development trust fund and shall receive, at least quarterly, expenditure reports from the Board of County Commissioners or its designee. Expenditures which the Tourist Development Council believes to be unauthorized shall be reported to the Board of County Commissioners and the Department of Revenue.



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17311

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

Fiscal Year 2025 Event Funding Allocations

DESCRIPTION/BACKGROUND:

Information only.

Fiscal Year 2024-25 Funding Allocations - Bid Fees

Event	Proposed Funding	Approved Funding	Expended Funding	Current Proposed Funding
USA Roller Sports National Championship	\$ 200,000.00			\$200,000
Totals	\$ 200,000.00			\$200,000
Budgeted amount	\$ 500,000.00			
Available to Fund Bid Fee Events	\$ 300,000.00			
*\$10,000 to be reimbursed by AJGA since the event was canceled due to Hurricane Milton				

Fiscal Year 2024-25 Funding Allocations - Room Night Generating Events

Event	Proposed Funding	Approved Funding	Expended Funding	Current Proposed Funding
Grandview Fall Fun Draft Horse Show*	\$10,010	\$10,010	\$0	
Ocala International Horse Show	\$25,000	\$25,000		
Fiddler's Turkey Run	\$5,040	\$5,040		
HITS Ocala Holiday Series	\$25,000	\$25,000		
HITS Post Time Farm Premier	\$25,000	\$25,000		
JVC Nike First in Show	\$25,000	\$25,000		
HITS Ocala Winter Circuit Weeks 1-5	\$25,000	\$37,500		
The Sun Conference Swimming and Diving Championships	\$8,400	\$8,400		
HITS Ocala Winter Circuit Weeks 6-10	\$25,000	\$37,500		
JVC Nike Winner's Circle Volleyball Tournament	\$10,010	\$10,010		
FACAP 47th Annual Seminar	\$10,000			\$10,000
Rock the Country	\$50,000			\$50,000
Live Oak International	\$18,200			\$18,200
Grandview Invitational	\$19,600			\$19,600
Grandview World Nights	\$22,400			\$22,400
Totals	\$303,660	\$208,460	\$0	\$120,200
Budgeted amount	\$330,000			
Available to Fund Room Night Generating Events	\$26,340			
*Event canceled due to Hurricane Milton				



Marion County

Tourist Development Council

Agenda Item

File No.: 2024-17332

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

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

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve recommendation of funding for USA Roller Sports (USARS) Championship to the Marion County Board of County Commissioners for approval.



NEW EVENT
EVENT DATES: July 18 – August 10, 2025
EVENT LOCATION: World Equestrian Center

Funding Program: Bid Fee

EVENT INFORMATION:	FINANCIALS:
Event Name: USARS National Championship Organization: USA Roller Sports	Bid Fee Amount: \$200,000 Business Sales (Total): \$18,681,616 Total ROI: 117% Anticipated Attendance (Daily): 2,000-2,500 Anticipated Room Nights (Total): 12,500 Average Occupancy Rate for Period: 57.4% (2023) 59.1% (2022)

• Event Description:

The USA Roller Sports National Championship occurs annually and brings together the country's top athletes in roller sports disciplines, including figure skating, speed skating, roller derby, and hockey. The championship runs for 30 days showcasing the skill, dedication, and artistry of competitors ranging from youth to elite levels. Participants compete for national titles while also earning recognition that can lead to international competition. The event fosters a sense of community among athletes, coaches, and fans, celebrating the diverse and dynamic nature of roller sports in the United States.

• Projected Athlete & Support Participation:

- 2,000 – 2,500 Athlete Skaters ranging in age of 4 – 80.
- An estimate of 1-3 family members traditionally accompany each athlete.
- 50% participation attending Figure Skating, 30% attending Speed Skating, 15% attending Rink Hockey and 5% attending Roller Derby.

Sport/Logistics	Day Count
Facility Set Up	3-5
Figure Skating	14
*Rink Hockey	7
*Speed Skating	8
**Roller Derby	3
Facility Tear Down	3
Total Time Needed	27-30
*Hockey & Speed Held Simultaneously	
**Derby traditionally held as first or last event & merged with Set Up or Tear Down	

• Event History & Past/Future Partner Destinations:

- 2022-2024: Lincoln, Nebraska
- 2021: Cedar Rapids, Iowa
- 2020: Canceled (Covid-19 Pandemic)
- 2019: Spokane, Washington
- 2016-2018: Lincoln, Nebraska
- 2015: Albuquerque, New Mexico
- 1937-2014: 37 Different Cities

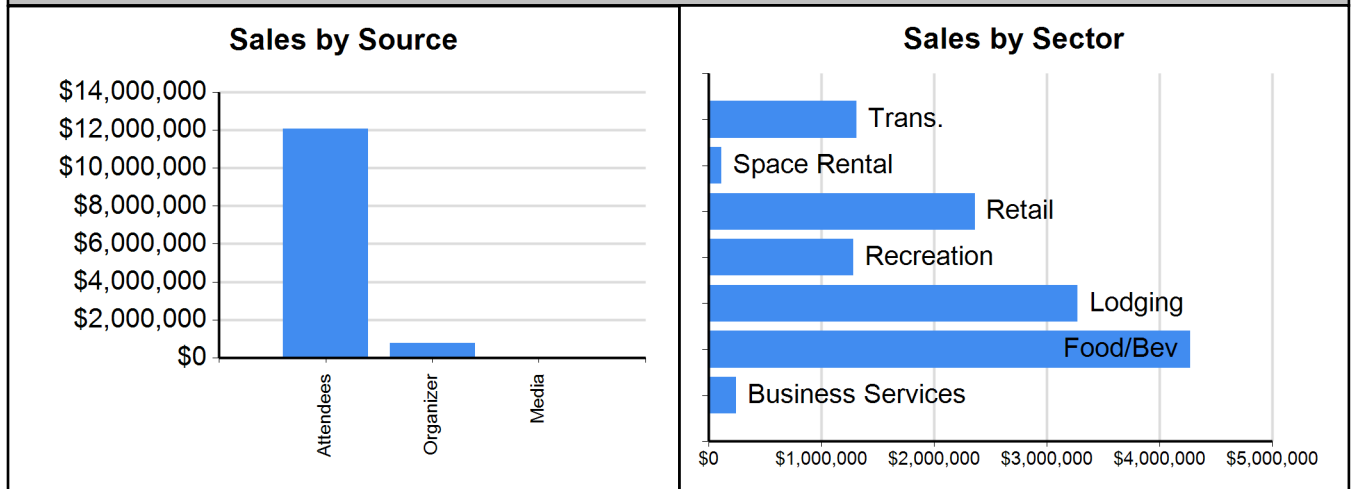
- This request is for a 1-year commitment of \$200,000 to host the USA Roller Sports National Championships in Marion County in 2025.**

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	USARS National Championship	Business Sales (Direct):	\$12,857,388
Organization:	USA Roller Sports	Business Sales (Total):	\$18,681,616
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,239
Start Date:	7/18/2025	Jobs Supported (Total):	1,403
End Date:	8/10/2025	Local Taxes (Total):	\$433,582
Overnight Attendees:	3000	Net Direct Tax ROI:	\$165,320
Day Attendees:	2000	Estimated Room Demand:	21,818

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$3,272,727	\$0	\$0	\$3,272,727
Transportation	\$1,293,501	\$16,565	\$1,434	\$1,311,500
Food & Beverage	\$3,873,831	\$400,099	\$0	\$4,273,930
Retail	\$2,360,989	\$0	\$0	\$2,360,989
Recreation	\$1,283,922	\$0	\$0	\$1,283,922
Space Rental	\$0	\$110,000	\$0	\$110,000
Business Services	\$0	\$243,511	\$809	\$244,320
TOTAL	\$12,084,970	\$770,175	\$2,243	\$12,857,388

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: USARS National Championship 2025

Organization: USA Roller Sports

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$12,857,388	\$5,824,228	\$18,681,616
Personal Income	\$4,054,014	\$1,506,862	\$5,560,876
Jobs Supported			
Persons	1,239	164	1,403
Annual FTEs	144	19	164
Taxes and Assessments			
<u>Federal Total</u>	<u>\$1,134,599</u>	<u>\$476,389</u>	<u>\$1,610,988</u>
<u>State Total</u>	<u>\$911,176</u>	<u>\$185,211</u>	<u>\$1,096,388</u>
sales	\$695,171	\$87,363	\$782,534
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$216,006	\$97,848	\$313,853
<u>Local Total (excl. property)</u>	<u>\$365,320</u>	<u>\$68,262</u>	<u>\$433,582</u>
sales	\$115,862	\$14,561	\$130,422
income	\$0	\$0	\$0
bed	\$130,909	-	\$130,909
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$118,549	\$53,701	\$172,251
property tax	\$233,246	\$68,001	\$301,247

Event Return on Investment (ROI)								
Direct local tax ROI (net property taxes)								
Direct Tax Receipts	\$365,320	<table border="1"> <caption>Local Taxes vs Costs</caption> <thead> <tr> <th>Category</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Local Taxes</td> <td>\$433,582</td> </tr> <tr> <td>Costs</td> <td>\$200,000</td> </tr> </tbody> </table>	Category	Amount	Local Taxes	\$433,582	Costs	\$200,000
Category	Amount							
Local Taxes	\$433,582							
Costs	\$200,000							
DMO Hosting Costs	\$200,000							
Direct ROI	\$165,320							
Net Present Value	\$162,010							
Direct ROI (%)	83%							
Total local tax ROI (net property taxes)								
Total Local Tax Receipts	\$433,582							
Total ROI	\$233,582							
Net Present Value	\$228,904							
Total ROI (%)	117%							

Estimated Room Demand Metrics	
Room Nights (total)	21,818
Room Pickup (block only)	12,500
Peak Rooms	909
Total Visitor Days	73,350



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17279

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Florida Advisory Committee on Arson Prevention, Inc. - \$3,500 (Room Night Generating Events)

DESCRIPTION/BACKGROUND:

Recommended Action: Motion to approve funding for the Florida Advisory Committee on Arson Prevention, Inc. for recommendation to the Marion County Board of County Commissioners.



NEW EVENT
EVENT DATES: March 5-7, 2025
EVENT LOCATION: World Equestrian Center (WEC)

Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: FACAP 47th Annual Seminar Organization: Florida Advisory Committee on Arson Prevention, Inc.	Requested Amount: \$3,500* Eligible Funding: \$3,500 Business Sales (Total): \$151,479 Total ROI: 10% Anticipated Attendance (Total): 335 Anticipated Room Nights (Total): 250 Average Occupancy Rate for Period: 70.0% (2024) 76.4% (2023)

**Funding is awarded \$14/room night*

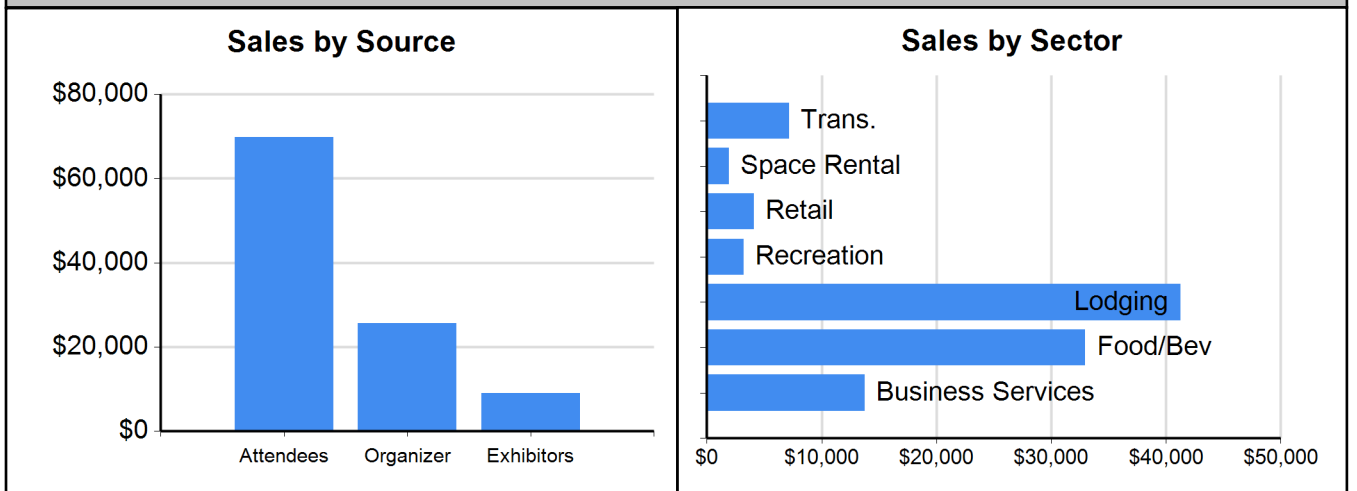
- **New Event:** This is an annual event being held in Ocala, but the first-time requesting funding from the VCB.
- **Use of Funds:** Operational expenses as allowable by F.S.S 125.0104, conference materials including signage and advertising
- **Event Description:** FACAP’s annual seminar is held each year in Marion County. It aims to provide the citizens of Florida with the tools necessary to successfully combat arson. Through its dedication and commitment, the seminar offers expert education, professional training, and arson awareness. Additionally, it includes legislative oversight, legal review, and comprehensive evaluations on all arson-related matters.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	FACAP 47th Annual Seminar	Business Sales (Direct):	\$104,465
Organization:	Florida Advisory Com	Business Sales (Total):	\$151,479
Event Type:	Convention	Jobs Supported (Direct):	55
Start Date:	3/5/2025	Jobs Supported (Total):	67
End Date:	3/7/2025	Local Taxes (Total):	\$3,852
Overnight Attendees:	115	Net Direct Tax ROI:	(\$199)
Day Attendees:	120	Estimated Room Demand:	254

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$40,681	\$578	\$0	\$41,259
Transportation	\$5,373	\$385	\$1,416	\$7,174
Food & Beverage	\$16,434	\$13,375	\$3,157	\$32,966
Retail	\$4,125	\$0	\$0	\$4,125
Recreation	\$3,243	\$0	\$0	\$3,243
Space Rental	\$0	\$1,253	\$663	\$1,916
Business Services	\$0	\$10,040	\$3,741	\$13,782
TOTAL	\$69,855	\$25,632	\$8,978	\$104,465

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: FACAP 47th Annual Seminar 2025

Organization: Florida Advisory Com

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$104,465	\$47,014	\$151,479
Personal Income	\$33,605	\$13,685	\$47,290
Jobs Supported			
Persons	55	12	67
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$9,294</u>	<u>\$4,019</u>	<u>\$13,313</u>
<u>State Total</u>	<u>\$6,020</u>	<u>\$1,495</u>	<u>\$7,515</u>
sales	\$4,265	\$705	\$4,970
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,755	\$790	\$2,545
<u>Local Total (excl. property)</u>	<u>\$3,301</u>	<u>\$551</u>	<u>\$3,852</u>
sales	\$711	\$118	\$828
income	\$0	\$0	\$0
bed	\$1,627	-	\$1,627
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$963	\$433	\$1,397
property tax	\$1,895	\$548	\$2,443

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$3,301	
DMO Hosting Costs	\$3,500	
Direct ROI	(\$199)	
Net Present Value	(\$195)	
Direct ROI (%)	-6%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$3,852	
Total ROI	\$352	
Net Present Value	\$345	
Total ROI (%)	10%	

Estimated Room Demand Metrics	
Room Nights (total)	254
Room Pickup (block only)	95
Peak Rooms	105
Total Visitor Days	302



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17281

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Grandview Invitational - \$19,600 (Room Night Generating Events)

DESCRIPTION/BACKGROUND:

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



NEW EVENT
EVENT DATES: January 30-February 1, 2025
EVENT LOCATION: Florida Horse Park

Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: Grandview Invitational Organization: Grandview Invitational, Inc.	Requested Amount: \$19,600 Eligible Funding/Staff Recommendation: \$19,600 Business Sales (Total): \$969,295 Total ROI: 17% Anticipated Attendance (Total): 3,200 Anticipated Room Nights (Total): 1,400 Average Occupancy Rate for Period: 71.3% (2024) 75.9% (2023)

**Funding is awarded \$14/room night*

- **Funding History**
 - 2024 - \$16,800
 - 2023 - \$16,800
 - 2022 - \$15,000

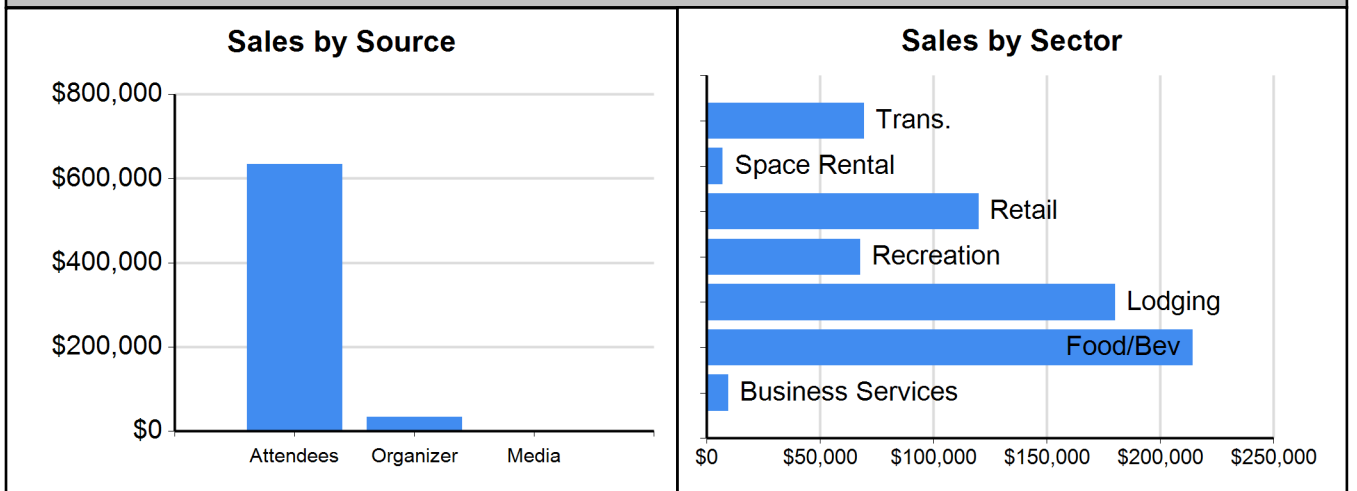
- **Use of Funds:** Marketing, advertising, venue rental, equipment rental, bleacher rental
- **Event Description:** This event is held at the Florida Horse Park, which will be the 7th anniversary. It is always the first weekend in February, so the dates for 2025 will be January 30-February 1. The show is an elite draft horse hitch competition featuring all the draft horse breeds. It is becoming a staple within the community, giving "non-horse" people an opportunity so see these gentle giants. The Grandview Invitational and Grandview World Nights are the ONLY draft horse competitions of their kind in the state of Florida. There is a vendor village for shopping and food trucks onsite throughout the weekend. Experience the thunderous thrill of majestic Clydesdales, Belgians, and Percherons at the Grandview Invitational, where power, grace, and spectacle collide.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Grandview Invitational	Business Sales (Direct):	\$667,973
Organization:	Grandview Invitational, Inc.	Business Sales (Total):	\$969,295
Event Type:	Youth Amateur	Jobs Supported (Direct):	358
Start Date:	1/30/2025	Jobs Supported (Total):	405
End Date:	2/1/2025	Local Taxes (Total):	\$22,965
Overnight Attendees:	240	Net Direct Tax ROI:	(\$166)
Day Attendees:	2160	Estimated Room Demand:	1,200

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$180,000	\$0	\$0	\$180,000
Transportation	\$68,398	\$994	\$56	\$69,447
Food & Beverage	\$198,711	\$15,571	\$0	\$214,282
Retail	\$119,939	\$0	\$0	\$119,939
Recreation	\$67,598	\$0	\$0	\$67,598
Space Rental	\$0	\$7,068	\$0	\$7,068
Business Services	\$0	\$9,607	\$31	\$9,639
TOTAL	\$634,645	\$33,240	\$87	\$667,973

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Grandview Invitational 2025

Organization: Grandview Invitational, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$667,973	\$301,322	\$969,295
Personal Income	\$209,417	\$78,219	\$287,636
Jobs Supported			
Persons	358	48	405
Annual FTEs	7	1	8
Taxes and Assessments			
<u>Federal Total</u>	<u>\$58,808</u>	<u>\$24,676</u>	<u>\$83,485</u>
<u>State Total</u>	<u>\$47,670</u>	<u>\$9,582</u>	<u>\$57,252</u>
sales	\$36,448	\$4,520	\$40,968
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$11,222	\$5,062	\$16,284
<u>Local Total (excl. property)</u>	<u>\$19,434</u>	<u>\$3,532</u>	<u>\$22,965</u>
sales	\$6,075	\$753	\$6,828
income	\$0	\$0	\$0
bed	\$7,200	-	\$7,200
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$6,159	\$2,778	\$8,937
property tax	\$12,118	\$3,513	\$15,630

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$19,434	
DMO Hosting Costs	\$19,600	
Direct ROI	(\$166)	
Net Present Value	(\$163)	
Direct ROI (%)	-1%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$22,965	
Total ROI	\$3,365	
Net Present Value	\$3,298	
Total ROI (%)	17%	

Estimated Room Demand Metrics	
Room Nights (total)	1,200
Room Pickup (block only)	1,200
Peak Rooms	89
Total Visitor Days	3,888



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17282

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Grandview World Nights - \$22,400 (Room Night Generating Events)

DESCRIPTION/BACKGROUND:

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



REPEAT EVENT
EVENT DATES: February 5-8, 2025
EVENT LOCATION: World Equestrian Center

Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: Grandview World Nights Organization: Grandview Invitational, Inc.	Requested Amount: \$22,400 Eligible Funding/Staff Recommendation \$22,400 Business Sales (Total): \$1,222,828 Total ROI: 31% Anticipated Daily Attendance: 2,450 Minimum Room Night Guarantee: 1,600 Average Occupancy Rate for Period: 71.3% (2024) 75.9% (2023)

**Funding is awarded \$14/room night*

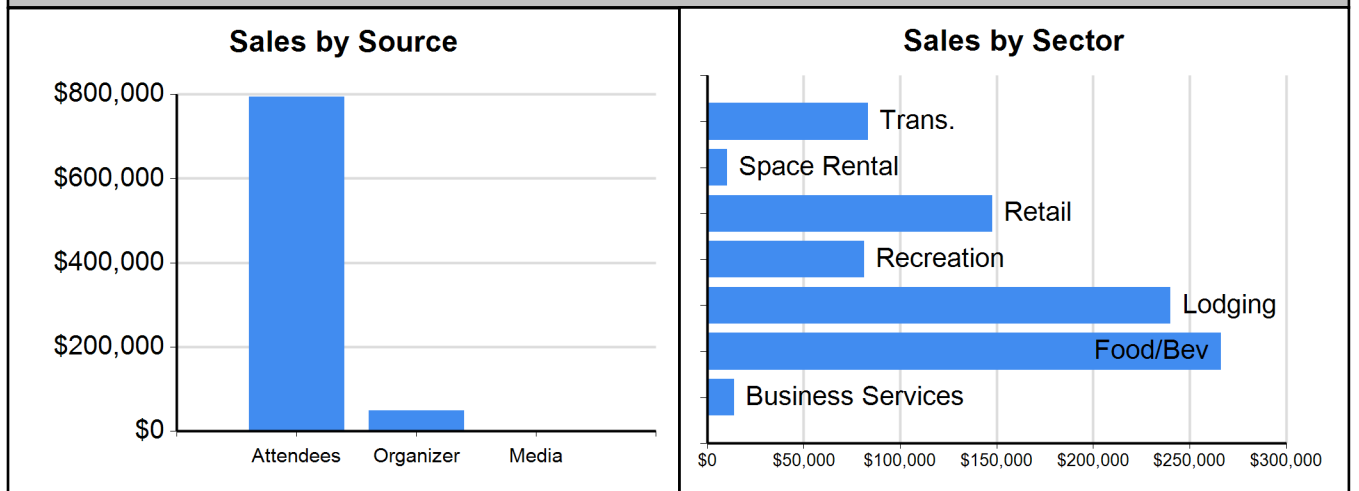
- **Funding History**
 - 2024- \$16,800
 - 2023 - \$14,000
 - 2022 - \$5,000
- **Use of Funds:** marketing, advertising, equipment rental, event production expenses
- **Event Description:** Grandview World Nights is an upscale event that is hosted in a climate-controlled arena with stadium seating. Thursday and Friday shows are casual to attend where Saturday is a more formal with the World of Red Valentines Party at the end of the competition. Show starts at 4pm and finishes up around 7pm, making it a perfect evening out to watch the biggest horses in the world in competition.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Grandview World Nights	Business Sales (Direct):	\$843,246
Organization:	Grandview Invitational, Inc.	Business Sales (Total):	\$1,222,828
Event Type:	Youth Amateur	Jobs Supported (Direct):	281
Start Date:	2/5/2025	Jobs Supported (Total):	319
End Date:	2/8/2025	Local Taxes (Total):	\$29,441
Overnight Attendees:	768	Net Direct Tax ROI:	\$2,593
Day Attendees:	1152	Estimated Room Demand:	1,600

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$240,000	\$0	\$0	\$240,000
Transportation	\$82,202	\$1,060	\$82	\$83,344
Food & Beverage	\$243,419	\$22,838	\$0	\$266,257
Retail	\$147,830	\$0	\$0	\$147,830
Recreation	\$81,461	\$0	\$0	\$81,461
Space Rental	\$0	\$10,367	\$0	\$10,367
Business Services	\$0	\$13,942	\$46	\$13,988
TOTAL	\$794,910	\$48,207	\$128	\$843,246

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Grandview World Nights 2025

Organization: Grandview Invitational, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$843,246	\$379,582	\$1,222,828
Personal Income	\$263,043	\$99,096	\$362,139
Jobs Supported			
Persons	281	39	319
Annual FTEs	9	1	11
Taxes and Assessments			
<u>Federal Total</u>	<u>\$74,089</u>	<u>\$31,149</u>	<u>\$105,238</u>
<u>State Total</u>	<u>\$59,872</u>	<u>\$12,071</u>	<u>\$71,943</u>
sales	\$45,706	\$5,694	\$51,400
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$14,167	\$6,377	\$20,544
<u>Local Total (excl. property)</u>	<u>\$24,993</u>	<u>\$4,449</u>	<u>\$29,441</u>
sales	\$7,618	\$949	\$8,567
income	\$0	\$0	\$0
bed	\$9,600	-	\$9,600
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,775	\$3,500	\$11,275
property tax	\$15,297	\$4,421	\$19,718

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$24,993	
DMO Hosting Costs	\$22,400	
Direct ROI	\$2,593	
Net Present Value	\$2,541	
Direct ROI (%)	12%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$29,441	
Total ROI	\$7,041	
Net Present Value	\$6,900	
Total ROI (%)	31%	

Estimated Room Demand Metrics	
Room Nights (total)	1,600
Room Pickup (block only)	1,600
Peak Rooms	284
Total Visitor Days	4,666



Marion County

Tourist Development Council

Agenda Item

File No.: 2024-17283

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Live Oak International - \$18,200 (Room Night Generating Events)

DESCRIPTION/BACKGROUND:

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



NEW EVENT
EVENT DATES: March 13-16, 2025
EVENT LOCATION: Live Oak Plantation

Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: Live Oak International Organization: Live Oak Plantation Combined Driving, Inc.	Requested Amount: \$18,200 Eligible Funding/Staff Recommendation: \$18,200* Business Sales (Total): \$1,586,988 Total ROI: 88% Anticipated Attendance (Total): 5,000 Anticipated Room Nights (Total): 1,300 Average Occupancy Rate for Period: 70.0% (2024) 76.4% (2023)

**Funding is awarded \$14/room night*

- Funding History:**

- 2024- \$7,490
- 2023 - \$7,350
- 2022 - \$5,000
- 2021 - Cancelled due to COVID
- 2020 - \$62,500 TOTAL
 - Combined Driving - \$31,250
 - Show Jumping - \$31,250
- 2019 - \$30,273
- 2018 - \$18,107
- 2017 - \$10,000
- 2016 - \$10,000
- 2015 - \$8,000
- 2014 - \$8,500
- 2013 - \$7,500
- 2012 - \$5,000
- 2011 - \$5,000
- 2010 - \$5,000
- 2009 - \$45,000
- 2008 - \$49,500
- 2007 - \$42,448
- 2006 - \$13,463

- Use of Funds:** marketing, livestreaming expenses, advertising, printing, video/photography, website, public relations expenses, event program, judges/officials' fees

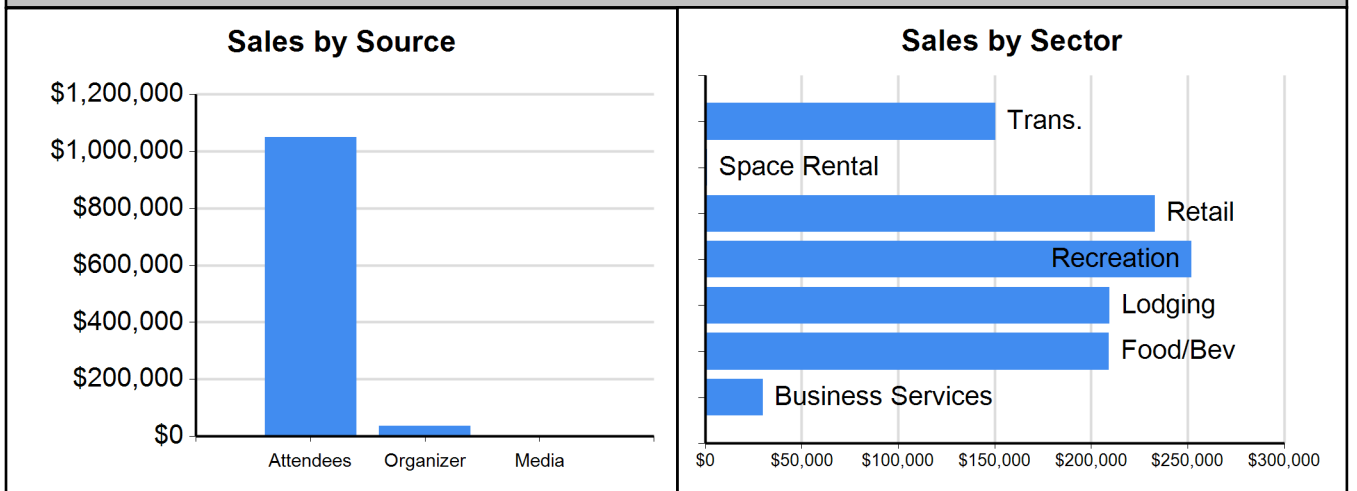
- Event Description:** What began over 30 years ago as a driving event in Ocala, Live Oak International has grown into a world-class equestrian event. The tournament is the only event in the United States to offer both international combined driving and show jumping competition. Live Oak International will once again host a CSI4* and CSI1* Jumping divisions, in addition to the highest level of combined driving in North America, plus host the Youth Driving Division. As Marion County's largest spectator event with over 15,000 spectators in attendance over the four-day tournament, plus thousands via live stream, the exciting competition hosts athletes, sponsors, and spectators from all corners of the world.

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Live Oak International	Business Sales (Direct):	\$1,085,324
Organization:	Live Oak International	Business Sales (Total):	\$1,586,988
Event Type:	Professional	Jobs Supported (Direct):	342
Start Date:	3/13/2025	Jobs Supported (Total):	395
End Date:	3/16/2025	Local Taxes (Total):	\$34,280
Overnight Attendees:	1064	Net Direct Tax ROI:	\$10,200
Day Attendees:	4256	Estimated Room Demand:	1,397

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$209,506	\$0	\$0	\$209,506
Transportation	\$149,885	\$311	\$165	\$150,361
Food & Beverage	\$204,153	\$4,932	\$0	\$209,085
Retail	\$233,113	\$0	\$0	\$233,113
Recreation	\$252,057	\$0	\$0	\$252,057
Space Rental	\$0	\$1,109	\$0	\$1,109
Business Services	\$0	\$29,721	\$372	\$30,093
TOTAL	\$1,048,714	\$36,073	\$537	\$1,085,324

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Live Oak International 2025

Organization: Live Oak International

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,085,324	\$501,664	\$1,586,988
Personal Income	\$327,031	\$124,393	\$451,424
Jobs Supported			
Persons	342	53	395
Annual FTEs	11	2	13
Taxes and Assessments			
<u>Federal Total</u>	<u>\$94,044</u>	<u>\$40,418</u>	<u>\$134,462</u>
<u>State Total</u>	<u>\$78,310</u>	<u>\$15,953</u>	<u>\$94,263</u>
sales	\$60,077	\$7,525	\$67,602
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$18,234	\$8,428	\$26,662
<u>Local Total (excl. property)</u>	<u>\$28,400</u>	<u>\$5,880</u>	<u>\$34,280</u>
sales	\$10,013	\$1,254	\$11,267
income	\$0	\$0	\$0
bed	\$8,380	-	\$8,380
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$10,007	\$4,626	\$14,633
property tax	\$19,689	\$5,902	\$25,591

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$28,400	
DMO Hosting Costs	\$18,200	
Direct ROI	\$10,200	
Net Present Value	\$9,996	
Direct ROI (%)	56%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$34,280	
Total ROI	\$16,080	
Net Present Value	\$15,758	
Total ROI (%)	88%	

Estimated Room Demand Metrics	
Room Nights (total)	1,397
Room Pickup (block only)	1,300
Peak Rooms	484
Total Visitor Days	4,350



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17284

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

MOTION: Rock the Country - \$50,000 (Room Night Generating Events)

DESCRIPTION/BACKGROUND:

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



REPEAT EVENT
EVENT DATES: May 8-10, 2025
EVENT LOCATION: Florida Horse Park

Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: Rock the Country Ocala Organization: RTC Gallatin LLC	Requested Amount: \$50,000 Eligible Funding/Staff Recommendation: \$50,000* Business Sales (Total): \$9,161,342 Total ROI: 458% Anticipated Attendance (Per Day): 30,000 Anticipated Room Nights (Total): 10,800 Average Occupancy Rate for Period: 58.0% (2024) 56.5% (2023)

**Funding is awarded \$14/room night*

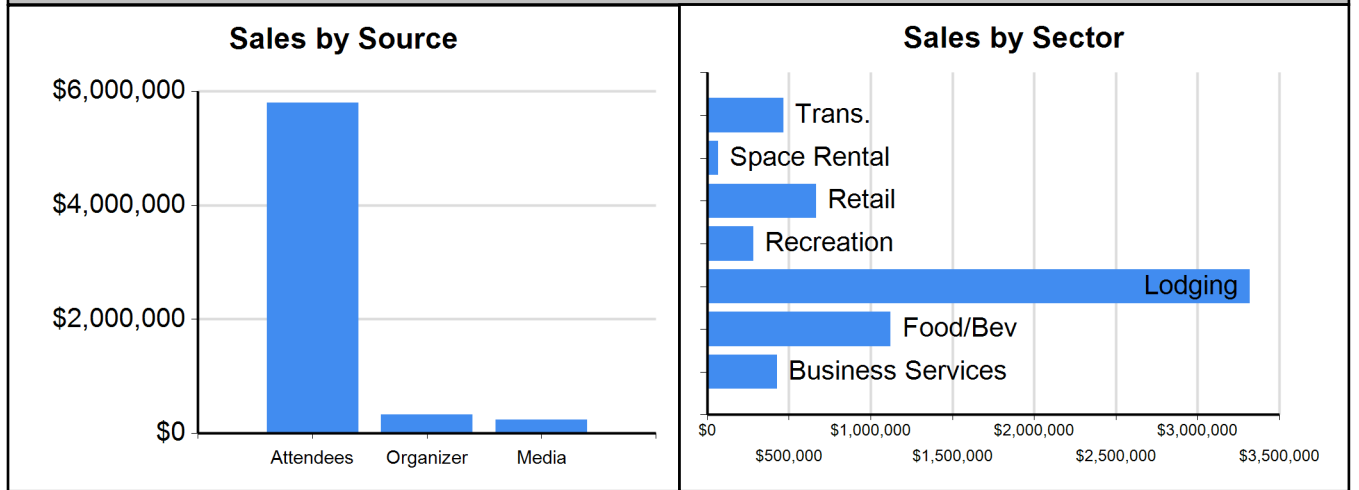
- **Repeat Event**
 - This is the 2nd year of the event but the first time to request funding from the TDC.
- **Use of Funds:** marketing, advertising, event production
- **Event Description:** Rock the Country Ocala 2025 is set to be an action-packed country music festival that brings together fans from across the region for an unforgettable celebration of music, community, and fun. Taking place at the Florida Horse Park the event will feature an impressive lineup of 15 different musical acts. Attendees can expect not just incredible live music, but also a vibrant atmosphere complete with food trucks, artisan vendors, and interactive activities that capture the spirit of country living. Rock the Country Ocala 2025 aims to create a memorable experience for all, blending the best of modern country with a family-friendly festival environment. Rock the Country hosts concerts in 10 locations nationwide with Ocala being the only location in Florida selected.
- **Lineup:**
 - Friday
 - Nickelback, Gavin Adcock, Jo Dee Messina, Diamond Rio, Little Texas, Logan Crosby, Ying Yang Twins
 - Saturday
 - Kid Rock, Hank Williams Jr., Tracy Lawrence, Mark Chesnutt, Sammy Kershaw, Hudson Westbrook, Afroman

Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Rock The Country	Business Sales (Direct):	\$6,357,268
Organization:	RTC Gallatin LLC	Business Sales (Total):	\$9,161,342
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	2,937
Start Date:	5/8/2025	Jobs Supported (Total):	3,559
End Date:	5/10/2025	Local Taxes (Total):	\$279,204
Overnight Attendees:	14580	Net Direct Tax ROI:	\$196,339
Day Attendees:	9720	Estimated Room Demand:	21,979

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$3,296,901	\$24,777	\$0	\$3,321,678
Transportation	\$456,409	\$8,259	\$1,036	\$465,704
Food & Beverage	\$1,092,527	\$29,438	\$0	\$1,121,965
Retail	\$668,874	\$0	\$0	\$668,874
Recreation	\$283,569	\$0	\$0	\$283,569
Space Rental	\$0	\$65,156	\$2,922	\$68,078
Business Services	\$0	\$197,121	\$230,278	\$427,399
TOTAL	\$5,798,280	\$324,752	\$234,237	\$6,357,268

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Rock The Country 2025

Organization: RTC Gallatin LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$6,357,268	\$2,804,074	\$9,161,342
Personal Income	\$1,808,324	\$785,089	\$2,593,413
Jobs Supported			
Persons	2,937	622	3,559
Annual FTEs	61	13	74
Taxes and Assessments			
<u>Federal Total</u>	<u>\$538,634</u>	<u>\$236,153</u>	<u>\$774,787</u>
<u>State Total</u>	<u>\$441,884</u>	<u>\$89,170</u>	<u>\$531,054</u>
sales	\$335,081	\$42,061	\$377,142
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$106,803	\$47,109	\$153,912
<u>Local Total (excl. property)</u>	<u>\$246,339</u>	<u>\$32,865</u>	<u>\$279,204</u>
sales	\$55,847	\$7,010	\$62,857
income	\$0	\$0	\$0
bed	\$131,876	-	\$131,876
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$58,616	\$25,855	\$84,471
property tax	\$115,327	\$32,402	\$147,730

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$246,339	
DMO Hosting Costs	\$50,000	
Direct ROI	\$196,339	
Net Present Value	\$192,407	
Direct ROI (%)	393%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$279,204	
Total ROI	\$229,204	
Net Present Value	\$224,614	
Total ROI (%)	458%	

Estimated Room Demand Metrics	
Room Nights (total)	21,979
Room Pickup (block only)	10,800
Peak Rooms	8,576
Total Visitor Days	44,655



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17285

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

PRESENTATION: Ocala/Marion County Tourism Placemaking Plan and Feasibility Analysis

DESCRIPTION/BACKGROUND:

Information only.



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17286

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:

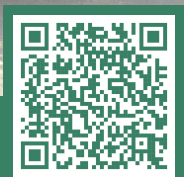
Second Tourism Annual Meeting - December 12, 2024

DESCRIPTION/BACKGROUND:

Information only.

Please join Us for the
**OCALA/MARION COUNTY
TOURISM ANNUAL MEETING**

Dec. 12, 2024 9 - 10:30 am | Silver Springs State Park



Paradise Ballroom
5656 E Silver Springs Blvd, Silver Springs, FL 34488
RSVP to: 352-438-2800 or visit@marionfl.org

Check-in opens at 8:15 AM
Buffet breakfast included



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17287

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:
Marketing and Communications Update

DESCRIPTION/BACKGROUND:
Information only.



Marketing & Communications Update November 2024

Note: Media placements were limited September 1 – October 31, 2024, due to both the close of Fiscal Year 23-24*, as well as the two hurricanes that impacted Florida.

- **Current Running Media**

Leading up to the turn of the fiscal, the VCB Marketing team creates all new ads and messaging. This includes billboards, airport ads, digital display ads, print, video, social and more—totaling 113+ Ad units.***

- Print:

- Ocala Relocation Guide: Full page ad (2024)
 - Full Page Ad
 - 5,000+ print distribution
- Visit Florida International Guide – (2024)
 - Full page advertorial
 - UK travel consumers and professionals
- Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2024)
 - 2-Page Advertorial Content in Florida Sports Guide section (2024)

- Billboards (OOH)

- Outfront
 - 2 Billboards
- Clear Channel
 - 1 Billboard
- Ad+Genuity – Vistar Programmatic (November)
 - Florida statewide digital billboards
 - Tampa International Airport & Orlando International digital panels
 - Urban panels – New York & Atlanta digital panels

- Digital

- Expedia (August 22- September 21, 2024)
 - Impressions: 1 Million
 - Room nights booked: 466
- Ad + Genuity DSP (Nov 2024 – Sept 2025)
- Sports Planning Guide (Oct 2024-Sept 2025)
 - Content on SportsPlanninGuide.com
- Flamingo Magazine:
 - Newsletter takeover (Launched Nov 14, 2024)
 - Run of Site Banners (Nov 2024)
- Undiscovered Florida
 - Newsletter (Launched September 19, 2024)
 - Newsletter (Launch September 25, 2024)
 - Impressions: 12,394



- Clicks: 988
- Social (always on)
 - Facebook/Instagram
- Search (always on)
 - Keyword and Performance MAX through Google
- **Industry/Advocacy Communications**
 - Hurricane Helene and Hurricane Milton Communication
 - Weather alerts/resources on OcalaMarion.com
 - Emails to industry (6) – over 900 contacts, with a 50% average open rate.
 - Ocala Sunset Rotary Presentation
 - Oct. 3, 2024
 - Staff presented to Ocala Sunset Rotary about VCB initiatives
 - Tourism Exchange Partner Outreach
 - Annual Meeting Invitations distributed
 - Date of Annual Meeting – Dec. 12, 2024
- **Special Projects:**
 - Vacation Guide Refresh
 - We are replacing imagery and making necessary informational updates
 - The Marion’s Insider Guide
 - The Marion Insider’s Guide serves as a new platform 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 will exist in both short form (Facebook and Instagram) and long form (YouTube). These videos complement blog content on OcalaMarion.com and promote the OcalaMarion Travel Guide App.
 - Threshold 360
 - We are continuing to work with Threshold 360 to capture 360-degree video of tourism locations throughout the county this year. This is unlocking a world of opportunity for our sales team to showcase the destination at tradeshow in way we never have been able to before.



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17288

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:
Sales Update

DESCRIPTION/BACKGROUND:
Information only.



Monthly Sales Update November 21, 2024

- **New Business**
 - Updog Florida Championship
 - November 9-10, 2024
 - Estimated Room Nights: 100
 - Florida Council for History Education (FLCHE) Annual Conference
 - July 25-26, 2025
 - Estimated Room Nights: 120

- **Tentative New Business**
 - USA Roller Sports National Championship
 - July 18 – August 10, 2025
 - Estimated room nights: 12,500

- **Leads**
 - Florida Tourist Development Tax Association Annual Conference
 - July 22-25, 2025
 - Estimated Room Nights: 165
 - UpDog International Finals
 - March/April 2026
 - Estimated Room Nights: 966

- **Ongoing Leads**
 - Lady Bass Anglers Pro Bass Tour
 - October 11-16, 2026
 - Estimated Room Nights: 500
 - World Fishing Tour
 - October 17-24, 2026
 - Estimated Room Nights: 600

- **Lost Business**
 - Florida Environmental Health Association Annual Education Meeting
 - June 1-6, 2025
 - Estimated Room Nights: 975
 - Lost to Gainesville



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17289

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:
TDT Collections/STR and Key Data Update

DESCRIPTION/BACKGROUND:
Information only.

TDT COLLECTIONS

	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL		Change from Last Year	PROJECTED AVERAGE (Last 5 Years)
	4% FY 17-18	4% FY 18-19	4% FY 19-20	4% FY20-21	4% FY21-22	4% FY22-23	4% FY23-24	4% FY24-25			
								Monthly	PTD		4%
OCT	259,157.91	204,924.52	208,480.07	208,964.21	271,833.28	349,930.49	365,854.69	379,319.18	379,319.18	\$ 13,464.49	281,012.55
NOV	259,465.87	228,758.97	231,208.87	223,081.69	293,149.84	442,324.12	349,743.98		0.00	\$ (349,743.98)	307,901.70
DEC	259,851.68	225,689.89	236,936.54	185,291.99	418,818.13	369,635.90	398,894.92		0.00	\$ (398,894.92)	321,915.50
JAN	227,275.36	208,911.55	220,533.21	226,855.23	346,052.50	428,869.17	399,341.68		0.00	\$ (399,341.68)	324,330.36
FEB	286,456.85	273,064.02	299,288.30	294,191.48	413,140.70	512,970.04	525,512.43		0.00	\$ (525,512.43)	409,020.59
MAR	350,071.35	323,299.80	302,080.26	359,419.51	524,933.16	601,255.70	628,714.27		0.00	\$ (628,714.27)	483,280.58
APR	359,327.08	385,618.64	214,603.12	402,060.20	630,194.20	677,443.18	697,599.40		0.00	\$ (697,599.40)	524,380.02
MAY	262,256.88	280,438.82	102,814.80	333,193.04	463,117.34	425,025.51	498,796.44		0.00	\$ (498,796.44)	364,589.43
JUN	199,261.84	232,018.65	149,677.12	322,508.82	348,876.21	374,531.93	402,595.36		0.00	\$ (402,595.36)	319,637.89
JUL	212,855.41	232,238.24	242,501.19	379,652.81	359,850.15	413,140.96	450,585.02		0.00	\$ (450,585.02)	369,146.03
AUG	197,702.74	196,329.01	264,335.05	320,233.46	445,047.73	439,053.97	409,648.68		0.00	\$ (409,648.68)	375,663.78
SEPT	188,010.37	203,554.83	174,264.90	420,995.81	327,614.07	334,784.79	353,899.19		0.00	\$ (353,899.19)	322,311.75
TOTAL:	\$ 3,061,693.34	\$ 2,994,846.94	\$ 2,646,723.43	\$ 3,676,448.25	\$ 4,842,627.31	\$ 5,368,965.76	\$ 5,481,186.06			\$ 112,220.30	\$ 4,403,190.16

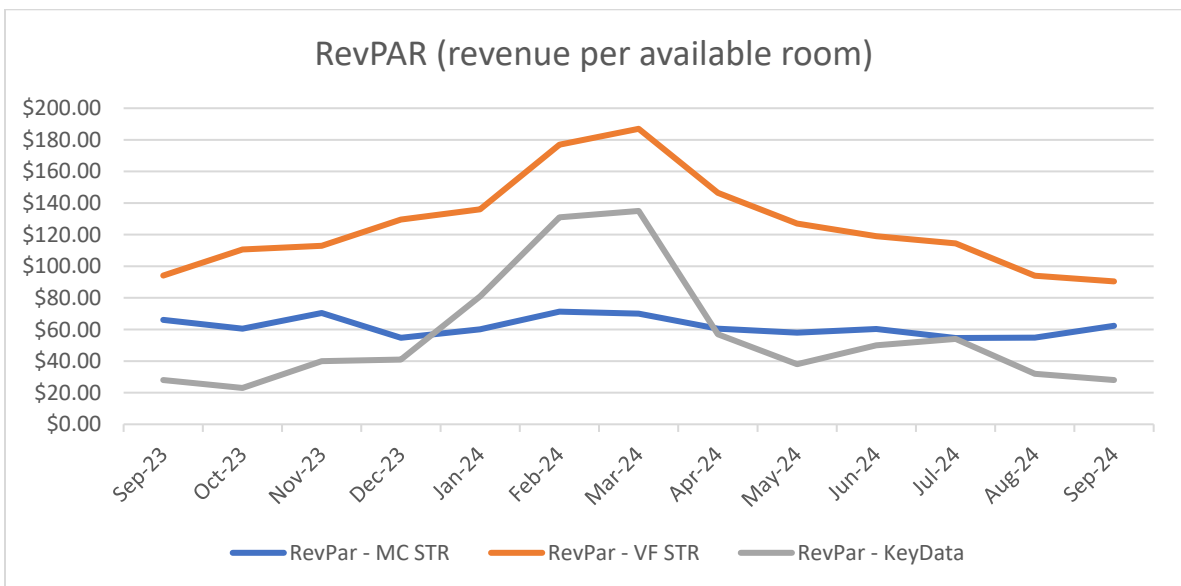
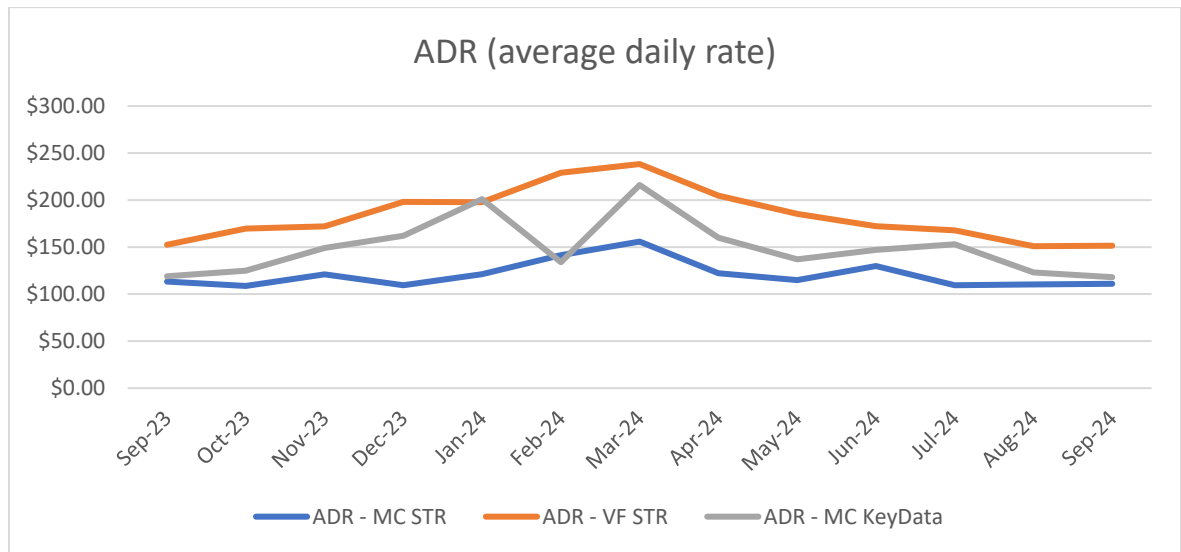
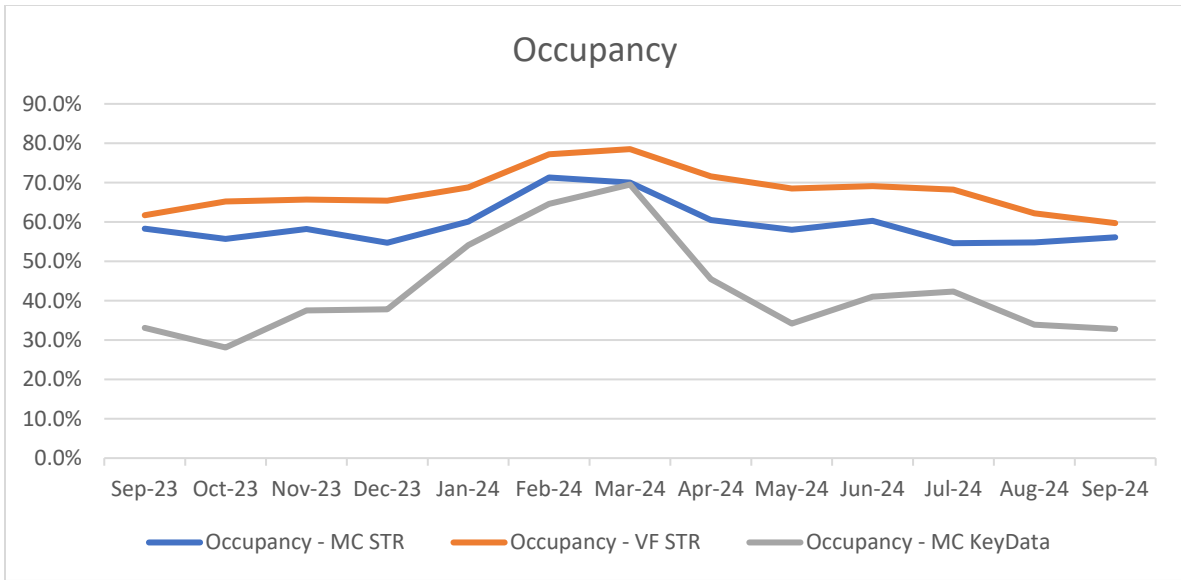
TOURIST DEV TAX
MONTHLY REPORTS

	REVENUE PERIOD	AUG. 23	SEP.23	OCT.23	NOV.23	DEC.23	JAN.24	FEB.24	MAR.24
	REPORTING PERIOD	SEPT. 23	OCT. 23	NOV. 23	DEC.23	JAN.24	FEB.24	MAR.24	APR. 24
	REMITTANCE DATE	OCT. 23	NOV. 23	DEC. 23	JAN.24	FEB.24	MAR.24	APR.24	MAY.24
RPT									
LINE									
1	Gross Rental Receipts	8,910,660.10	9,983,074.28	9,504,063.40	10,776,132.52	10,480,474.81	13,668,882.44	16,562,909.74	18,453,878.70
2	Exempt Rental Receipts	493,751.77	784,626.19	671,478.91	684,595.49	421,557.31	390,372.41	693,839.58	870,818.49
3	Taxable Rental Receipts	8,416,908.33	9,198,448.09	8,832,584.49	10,091,537.03	10,058,917.50	13,278,510.03	15,869,070.16	17,583,060.21
4	Total Tax Collected	336,676.32	367,937.94	353,303.40	403,661.51	402,356.64	531,140.43	634,762.80	703,322.46
5	Adjustments	0.44	0.87	(4.17)	0.04	0.03	0.08	0.09	0.29
6	Bal Fwd / Overpaid	-	-	-	-	-	-	-	-
7	Total Tax Due	336,676.76	367,938.81	353,299.23	403,661.55	402,356.67	531,140.51	634,762.89	703,322.75
8	Less Collection Allow	(2,118.53)	(2,130.61)	(2,088.88)	(2,213.04)	(2,502.96)	(2,612.78)	(2,717.00)	(3,293.72)
9	Plus Penalty	1,029.16	2,630.70	1,140.99	449.61	1,812.40	840.76	1,365.30	2,722.16
10	Plus Interest	36.36	91.32	35.59	11.16	693.29	117.47	54.09	119.70
11	Current Amount Due	335,623.75	368,530.22	352,386.93	401,909.28	402,359.40	529,485.96	633,465.28	702,870.89
12	Credit Balance Used								
13	Underpayments								
14	NSF Cancels								
15	Total Amount Collected	335,623.75	368,530.22	352,386.93	401,909.28	402,359.40	529,485.96	633,465.28	702,870.89
16	Current Total Rate								
17	Dist to TD Council								
18	BCC	334,784.79	365,854.69	349,743.98	398,894.92	399,341.68	525,512.43	628,714.27	697,599.40
19	Tax Collector Comm	838.96	2,675.53	2,642.95	3,014.36	3,017.72	3,973.53	4,751.01	5,271.49
20	Total Collections Dist.	335,623.75	368,530.22	352,386.93	401,909.28	402,359.40	529,485.96	633,465.28	702,870.89

TOURIST DEV TAX
MONTHLY REPORTS

REVENUE PERIOD	APR.24	MAY.24	JUN.24	JUL.24	AUG.24	SEPT.24	
REPORTING PERIOD	MAY.24	JUN.24	JUL.24	AUG.24	SEPT.24	OCT.24	
REMITTANCE DATE	JUN.24	JUL.24	AUG.24	SEPT.24	OCT.24	NOV.24	
RPT							
LINE				145,522,644.22			
1	Gross Rental Receipts	13,283,224.92	10,834,044.12	12,004,928.89	11,060,370.30	9,707,758.00	10,407,695.73
2	Exempt Rental Receipts	711,844.28	540,228.45	547,925.35	544,576.09	636,556.75	623,818.09
3	Taxable Rental Receipts	12,571,380.64	10,293,815.67	11,457,003.54	10,515,794.21	9,071,201.25	9,783,877.64
4	Total Tax Collected	502,855.23	411,752.64	458,280.18	420,631.74	362,848.08	391,355.15
5	Adjustments	0.06	0.03	0.03	0.05	0.03	0.06
6	Bal Fwd / Overpaid	-	-	-	-	-	-
7	Total Tax Due	502,855.29	411,752.67	458,280.21	420,631.79	362,848.11	391,355.21
8	Less Collection Allow	(2,335.51)	(2,367.89)	(2,713.75)	(2,346.50)	(2,159.41)	(2,240.82)
9	Plus Penalty	1,969.58	3,218.67	8,904.28	4,135.66	3,841.54	2,102.99
10	Plus Interest	76.37	1,101.29	49.88	227.11	314.34	56.23
11	Current Amount Due	502,565.73	413,704.74	464,520.62	422,648.06	364,844.58	391,273.61
12	Credit Balance Used						
13	Underpayments						
14	NSF Cancels						
15	Total Amount Collected	502,565.73	413,704.74	464,520.62	422,648.06	364,844.58	391,273.61
16	Current Total Rate						
17	Dist to TD Council				5,063,496.74		
18	BCC	498,796.44	402,595.36	450,585.02	409,968.68	353,899.19	379,319.18
19	Tax Collector Comm	3,769.29	11,109.38	13,935.60	12,679.38	10,945.39	11,954.43
20	Total Collections Dist.	502,565.73	413,704.74	464,520.62	422,648.06	364,844.58	391,273.61

Trend Data for Occupancy, ADR, RevPAR (9/2023-9/2024)





Marion County Tourist Development Council

Agenda Item

File No.: 2024-17290

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:
TDC Events Calendar

DESCRIPTION/BACKGROUND:
Information only.

Calendar of Upcoming TDC Events

Event Name	Event Start	Event End	Location
FHSAA Swimming & Diving State Championships	November 3, 2024	November 11, 2024	FAST
Fiddler's Turkey Run Barrel Racing	November 26, 2024	November 30, 2024	World Equestrian Center
HITS Ocala Holiday Series	November 27, 2024	December 22, 2024	Hits Post Time Farm
HITS Post Time Farm Premier	January 1, 2025	January 12, 2025	Hits Post Time Farm
HITS Ocala Winter Circuit Weeks 1-5	January 14, 2025	February 16, 2025	Hits Post Time Farm
Nike First in Show Volleyball Tournament	January 18, 2025	January 20, 2025	World Equestrian Center
Grandview Invitational	January 30, 2025	February 1, 2025	Florida Horse Park
The Sun Conference Swimming and Diving Championships	February 5, 2025	February 8, 2025	FAST
Grandview World Nights	February 5, 2025	February 8, 2025	Florida Horse Park
HITS Ocala Winter Circuit Weeks 6-10	February 18, 2025	March 23, 2025	Hits Post Time Farm
Florida Swimming FLAGS Spring Championships	February 27, 2025	March 2, 2025	FAST
Florida Swimming Senior Spring Championships	March 6, 2025	March 9, 2025	FAST
Charity Challenge Cup	March 7, 2025	March 9, 2025	World Equestrian Center
Live Oak International	March 13, 2025	March 16, 2025	Live Oak Plantation
Ocalapalooza Kayak Adventure Series	February 20, 2025	February 22, 2025	Various Locations
FACAP 47th Annual Seminar	March 5, 2025	March 7, 2025	World Equestrian Center
CSCAA National Invitational Championship	March 12, 2025	March 16, 2025	FAST
Nike Winner's Circle Volleyball Tournament	April 12, 2025	April 13, 2025	World Equestrian Center
NCEA National Championships	April 12, 2025	April 14, 2025	World Equestrian Center
Rock the Country	May 8, 2025	May 11, 2025	Majestic Oaks Ocala
YMCA National Long Course Championship	July 29, 2025	August 3, 2025	FAST
Wings Over Ocala	May 16, 2025	May 18, 2025	Ocala International Airport
USA Swimming Speedo Sectionals	May 22, 2025	May 25, 2025	FAST
Florida Swimming FLAGS Championship	July 10, 2025	July 13, 2025	FAST
Florida Swimming Senior Championship	July 17, 2025	July 20, 2025	FAST



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17291

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:
Sales Report

DESCRIPTION/BACKGROUND:
Information only.

Ocala/Marion County Visitors & Convention Bureau Sales Report 9/26/2024 - 11/21/2024

Event Type: All

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email	7/25/2025	Local	\$0.00	120	70	120	0
					7/26/2025	new	\$0.00	140			
Bellevue Girls Softball Association, Inc.	Dixie Softball World Series	Corry Locke 100.0%	Sports	Email	7/24/2026	State	\$0.00	375	250	900	0
					7/31/2026	new	\$0.00	450			
Bellevue Girls Softball Association, Inc.	Dixie Softball State Championships	Corry Locke 100.0%	Sports	Email	7/10/2025	State	\$0.00	375	250	750	0
					7/15/2025	new	\$0.00	450			
College Swimming and Diving Coaches Association of America	CSCAA National Invitational Championship	Corry Locke 100.0%	Sports	Email	3/12/2025	National	\$2,358,380.00	900	500	2,000	0
					3/15/2025	new	\$0.00	900			
FAST Florida Aquatics Swimming & Training	USA Swimming Futures Championship	Corry Locke 100.0%	Sports	Referral	7/23/2025	State	\$0.00	400	300	825	0
					7/26/2025		\$0.00	500			
Fiddler's Turkey Run	Fiddler's Turkey Run	Corry Locke 100.0%		Website - Sports RFP	11/26/2024		\$497,306.00	600	72	360	0
					11/30/2024	new	\$0.00	800			
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email	11/6/2025	State	\$3,123,708.00	1,400	367	2,220	0
					11/15/2025	new	\$0.00	1,500			
Florida Municipal Electric Association	FMEA Lineman Competition	Corry Locke 100.0%	Government	Referral	3/1/2025	State	\$0.00	0	0	0	0
					3/1/2025	new	\$0.00	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
Florida Turfgrass Association	Florida Turfgrass Association Annual Conference	Corry Locke 100.0%	Association	Referral 0	12/3/2024 12/5/2024	State new	\$0.00 \$0.00	0 0	100	200	0
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email 0	2/5/2025 2/8/2025	International repeat	\$1,222,828.00 \$0.00	400 2,200	400	1,000	0
Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email 0	1/30/2025 2/1/2025	International repeat	\$969,295.00 \$0.00	1,000 9,000	475	1,200	0
HITS, LLC	HITS Ocala Winter Circuit Weeks 1-5	Corry Locke 100.0%	Equine	Website - Sports RFP 0	1/14/2025 2/16/2025	International repeat	\$9,590,439.00 \$0.00	3,500 5,000	156	5,300	0
HITS, LLC	HITS Post Time Farm Premier	Corry Locke 100.0%	Equine	Email 0	1/1/2025 1/12/2025	International repeat	\$1,465,700.00 \$0.00	6,500 8,000	228	2,500	0
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP 0	12/18/2024 12/22/2024	International repeat	\$2,616,264.00 \$0.00	1,350 1,800	120	600	0
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP 0	12/11/2024 12/13/2024	International repeat	\$2,616,264.00 \$0.00	1,350 1,800	120	600	0
HITS, LLC	HITS Ocala Holiday Series	Corry Locke 100.0%	Equine	Website - Sports RFP 0	11/27/2024 12/1/2024	International repeat	\$2,616,264.00 \$0.00	1,350 1,800	120	586	0
HITS, LLC	HITS Ocala Winter Circuit Weeks 6-10	Corry Locke 100.0%	Equine	Website - Sports RFP 0	2/18/2025 3/23/2025	International repeat	\$9,677,624.00 \$0.00	4,000 5,300	167	5,500	0
Joseph Volleyball Camps JVC	Nike Winner's Circle Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	4/12/2025 4/13/2025	Regional repeat	\$720,282.00 \$0.00	1,400 2,200	536	1,072	0

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
Joseph Volleyball Camps JVC	Nike First in Show Volleyball Tournament	Corry Locke 100.0%	Sports	Connect Sports Marketplace 0	1/18/2025 1/20/2025	Regional repeat	\$2,105,989.00 \$0.00	3,500 4,900	596	1,786	0
Lightning City Gymnastics	Charity Challenge Cup	Corry Locke 100.0%	Sports	Email 0	3/7/2025 3/9/2025	State new	\$756,892.00 \$0.00	3,000 3,150	120	358	0
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email 0	3/13/2025 3/16/2025	International repeat	\$1,586,988.00 \$0.00	5,000 15,000	400	1,000	0
Monster Truck Wars	Monster Truck Wars Ocala	Corry Locke 100.0%	Sports	Email 0	12/7/2024 12/8/2024	National new	\$0.00 \$0.00	500 3,000	0	0	0
Ocala/Marion County Visitors & Convention Bureau	Ocala/Marion County VCB Tourism Annual Meeting	Corry Locke 100.0%	Government	Email 0	12/12/2024 12/12/2024	Local new	\$0.00 \$0.00	0 200	0	0	0
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 150	5/9/2025 5/10/2025	National repeat	\$9,161,342.00 \$0.00	20,000 30,000	2,000	3,000	0
Sunshine State Conference	2025 Sun Conference Swimming and Diving Championship	Corry Locke 100.0%	Sports	Website - Sports RFP 0	2/5/2025 2/8/2025	 new	\$1,240,945.00 \$0.00	1,000 1,000	150	0	0
The Sun Conference	Swimming and Diving Conference Championships	Corry Locke 100.0%	Sports	Email 149	2/5/2025 2/8/2025	Regional new	\$1,144,989.00 \$0.00	1,000 1,000	200	600	0
USSSA Fastpitch	USSSA Fastpitch - Ocala Fall Frenzy	Corry Locke 100.0%	Sports	Email 0	11/23/2024 11/24/2024	State new	\$0.00 \$0.00	200 300	75	150	0
VISIT FLORIDA	Florida Encounter/Florida Huddle	Corry Locke 100.0%	Association	Email 0	2/2/2025 2/5/2025	International new	\$834,750.46 \$0.00	550 600	560	1,707	0

Status: ALL FUTURE DEFINITE

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/27/2026 7/31/2026	National	\$2,386,697.90 \$0.00	800 1,000	275	1,750	0	
YMCA	National Long Course Swimming Championship	Corry Locke 100.0%	Sports	Phone 0	7/28/2025 8/1/2025	National	\$2,350,187.58 \$0.00	800 1,000	275	1,750	0	
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/27/2026 8/1/2026	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0	
YMCA	National Long Course Swimming Championship - 2024-2026	Corry Locke 100.0%	Sports	Phone 148	7/28/2025 8/2/2025	National new	\$2,314,579.94 \$0.00	800 1,000	275	1,750	0	
Event Count:							32	\$63,672,294.82	62,970	9,432	41,334	0
								\$0.00	104,990			

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	
Miss Rodeo Florida Association	Miss Rodeo Florida Pageant	Bryan Day 100.0%	Association	Email 0	9/27/2024 9/28/2024	State new	\$150,206.00 \$0.00	60 80	100	200	0	
Florida High School Athletic Association	Swimming and Diving State Championships	Corry Locke 100.0%	Sports	Email 144	11/7/2024 11/16/2024	State new	\$3,123,708.00 \$0.00	1,400 1,500	367	2,220	0	
Florida Swimming Pool Association	FSPA High School Invitational Swimming & Diving Meet	Corry Locke 100.0%	Sports	Email 149	9/27/2024 9/28/2024	State new	\$558,463.00 \$0.00	1,300 1,700	250	450	0	
Ocala International Horse Show, Inc	Ocala International Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP 0	10/22/2024 10/26/2024	International repeat	\$1,448,552.00 \$0.00	1,500 1,700	380	1,900	0	
Southeastern Fastpitch	Rip It Championship-Ocala, FL	Corry Locke 100.0%	Sports	Phone 0	11/9/2024 11/10/2024	State new	\$889,683.00 \$0.00	350 450	100	200	0	
Southeastern Fastpitch	Witch's Brew Spell-A-Thon Softball Tournament	Corry Locke 100.0%	Sports	Phone 0	10/25/2024 10/27/2024	State repeat	\$1,812,922.00 \$0.00	1,320 1,650	893	800	0	
UpDog Challenge	UpDog Florida Championships	Corry Locke 100.0%	Sports	PlayEasy 0	11/8/2024 11/10/2024	State new	\$0.00 \$0.00	80 100	50	100	0	
USSSA Fastpitch	USSSA Fastpitch - Ocala Breakout Tournament	Corry Locke 100.0%	Sports	Email 0	10/5/2024 10/6/2024	State new	\$0.00 \$0.00	200 300	75	150	0	
Ocala/Marion County Visitors & Convention Bureau	URGENT - Availability Requested - Hurricane Milton	Jessica Heller 100.0%			10/8/2024 10/15/2024	State new	\$0.00 \$0.00	0 0	0	0	0	
					Event Count:		9	\$7,983,534.00	6,210	2,215	6,020	0
								\$0.00	7,480			

Status: LEADS SENT

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email 149	7/25/2025	Local	\$0.00	120	70	120	0	
					7/26/2025	new	\$0.00	140				
Ginger Meeting Management	FCSAA SGA April Ocala	Bryan Day 100.0%	Education	149	4/3/2025		\$0.00	35	85	145	0	
					4/4/2025	new	\$0.00	55				
Florida Tourist Development Tax Association	Annual TDT Conference	Corry Locke 100.0%	Government	Email 149	7/22/2025	State	\$0.00	90	60	165	0	
					7/25/2025	new	\$0.00	100				
Rock the Country Ocala	Rock the Country Ocala	Corry Locke 100.0%	Social	Email 150	5/9/2025	National	\$9,161,342.00	20,000	2,000	3,000	0	
					5/10/2025	repeat	\$0.00	30,000				
Ocala/Marion County Visitors & Convention Bureau	URGENT - Availability Requested - Hurricane Milton	Jessica Heller 100.0%		150	10/8/2024	State	\$0.00	0	0	0	0	
					10/15/2024	new	\$0.00	0				
Event Count:							5	\$9,161,342.00	20,245	2,215	3,430	0
								\$0.00	30,295			

Status: TURNED CANCELLED

Account Name	Event Name	Sales Rep Rep %	Market Type	Source # Partners Sent Lead	Event Start Event End	Scope New/Repeat	EI Est \$ EI Act \$	OOT Att Total Att	Peak Rooms	Requested Rooms	Contracted Rooms	
American Junior Golf Association	Bill Horschel Junior Championship	Corry Locke 100.0%	Sports	Phone	10/9/2024 10/13/2024	National new	\$464,468.00 \$0.00	100 125	100	450	0	
	Hurricane Milton			148								
Grandview Invitational, Inc.	Grandview Fall Fun Draft Horse Show	Corry Locke 100.0%	Equine	Website - Sports RFP	10/12/2024 10/13/2024	International new	\$451,931.00 \$0.00	500 1,195	363	725	0	
	Hurricane Milton			0								
National Model Railroad Association	NMRA Sunshine Region Convention	Corry Locke 100.0%	Association	Email	10/10/2024 10/12/2024	State new	\$93,226.00 \$0.00	70 80	25	100	0	
	Hurricane Milton			0								
Event Count:							3	\$1,009,625.00	670	488	1,275	0
								\$0.00	1,400			

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
Florida Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email 149	7/25/2025	Local	\$0.00	120	70	120	0
					7/26/2025	new	\$0.00	140			
Grandview Invitational, Inc.	Grandview World Nights	Corry Locke 100.0%	Equine	Email 0	2/5/2025	International	\$1,222,828.00	400	400	1,000	0
					2/8/2025	repeat	\$0.00	2,200			
Grandview Invitational, Inc.	Grandview Invitational	Corry Locke 100.0%	Equine	Email 0	1/30/2025	International	\$969,295.00	1,000	475	1,200	0
					2/1/2025	repeat	\$0.00	9,000			
Live Oak International	Live Oak International	Corry Locke 100.0%	Equine	Email 0	3/13/2025	International	\$1,586,988.00	5,000	400	1,000	0
					3/16/2025	repeat	\$0.00	15,000			
UpDog Challenge	UpDog Florida Championships	Corry Locke 100.0%	Sports	PlayEasy 0	11/8/2024	State	\$0.00	80	50	100	0
					11/10/2024	new	\$0.00	100			
Ocala/Marion County Visitors & Convention Bureau	URGENT - Availability Requested - Hurricane Milton	Jessica Heller 100.0%		150	10/8/2024	State	\$0.00	0	0	0	0
					10/15/2024	new	\$0.00	0			
					Event Count:	6	\$3,779,111.00	6,600	1,395	3,420	0
							\$0.00	26,440			

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 Council for History Education	FLCHE Annual Conference	Bryan Day 100.0%	Education	Email 149	7/25/2025	Local	\$0.00	120	70	120	0	
					7/26/2025	new	\$0.00	140				
Ginger Meeting Management	FCSAA SGA April Ocala	Bryan Day 100.0%	Education	149	4/3/2025		\$0.00	35	85	145	0	
					4/4/2025	new	\$0.00	55				
Florida Tourist Development Tax Association	Annual TDT Conference	Corry Locke 100.0%	Government	Email 149	7/22/2025	State	\$0.00	90	60	165	0	
					7/25/2025	new	\$0.00	100				
Event Count:							3	\$0.00	245	215	430	0
								\$0.00	295			

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 Environmental Health Association	Florida Environmental Health Association 76th Anniversary AEM	Bryan Day 100.0%	Association	Website - Events RFP 149	6/1/2025 6/6/2025	State new	\$0.00 \$0.00	400 500	170	975	0	
Event Count:							1	\$0.00	400	170	975	0
							\$0.00	500				

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
USA Roller Sports	USARS National Championship	Corry Locke 100.0%	Sports	SPORTS Relationship Conference	7/14/2025 8/13/2025	National	\$18,681,616. 00 \$0.00	1,850 2,000	404	12,500	0
					Event Count:	1	\$18,681,616.00	1,850	404	12,500	0
							\$0.00	2,000			



Marion County Tourist Development Council

Agenda Item

File No.: 2024-17292

Agenda Date: 11/21/2024

Agenda No.:

SUBJECT:
TDC Attendance Report

DESCRIPTION/BACKGROUND:
Information only.

TDC Attendance Report

2024

	January	February	March	April	May	June	July	August	September	October	November
Rus Adams		C									
Jeff Bailey		A						X			
Victoria Billig		N							X		
Danny Gaekwad	X	C	X	X		X					
Jason Reynolds		E		X							
Barry Mansfield		L				X				X	
Christopher Fernandez		L									
Ron Livsey		E							X		
Carl Zalak	+	D				X			X		

* Last Meeting - Term Expires

+ First Meeting - Term Starts

- Last Meeting

x Absent

Resigned