

Tourist Development Council Regular Meeting

Ocala/Marion County Visitor & Convention Bureau

109 W Silver Springs Blvd.

Ocala, FL 34475

Thursday, June 26 2025

9:00 a.m.

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

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

Roll Call

Present:

Jeff Bailey, Jason Reynolds, Commissioner Ron Livsey, Councilmember Barry Mansfield, Victoria Billig, Rus Adams, Christopher Fernandez, Danny Gaekwad

Staff:

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

Guests:

Trevor Smith, Austin Cotter; Canyons Inc., Tammy McCann; Marion County Tax Collectors Office, Evelyn Morales; Hampton Inn & Suites, Manish Chaudhari; Holiday Inn Hotel & Suites Ocala, Alexis

Notice of Publication

Notice was published on the County Website on December 27, 2024 and subsequently updated to include Teams information on March 13, 2025.

Approval of Minutes

Christopher Fernandez in at 9:03 am

A motion was made by Councilmember Barry Mansfield, seconded by Mr. Danny Gaekwad, to adopt the minutes from the May 21, 2025 Tourist Development Council Meeting as presented. The motion was unanimously approved by the council (7-0).

Acknowledgment of Financials – May 2025

Mr. Danny Gaekwad inquired to the Tourist Development Council (TDC) as to if the council members had read through the Expenditure Status Report and Revenue Status Report for May 2025. Mr. Gaekwad noted that he had not had the opportunity to read through the financial reports and inquired to Ms. Loretta Shaffer, Tourism Director, as to if there were any items in the financial statement which were unusual.

Ms. Shaffer advised there was nothing unusual.

Mr. Rus Adams interjected and inquired as to whether there was any discussion to be had regarding the May 2025 Financials.

A motion was made by Mr. Danny Gaekwad, seconded by Councilmember Barry Mansfield, to review and approve May 2025 Financials. The motion was unanimously approved by the council (7-0).

Report from Chair

Presentation – Florida Sports Foundation (FSF) Award – FAST – Sports Tourism Venue of the Year Mid-Sized Market

Mr. Rus Adams deferred to Mr. Corry Locke to present on the FSF award.

Mr. Locke shared that at the recent Florida Sports Foundation meeting, he nominated the Florida Aquatics Swimming & Training (FAST) facility for the 'venue of the year for midsize markets' award. FAST was selected as the recipient of the award, competing against numerous venues across the state. Mr. Locke accepted the award on behalf of FAST and noted that staff is working to issue a proclamation recognizing this significant achievement at a future Board of County Commissioners meeting.

Mr. Adams acknowledged the award and displayed the plaque to the Council.

Mr. Danny Gaekwad commended the achievement, stating that the Council should recognize FAST's success, noting the award is highly competitive and difficult to attain.

Mr. Adams added that the facility continues to grow in response to its success, sharing that FAST is currently expanding its parking lot for the second time since opening.

Funding Requests

Mr. Adams transitioned to funding requests for Fiscal Year 2025 and deferred to Mr. Corry Locke.

Mr. Locke reported that there were no funding requests submitted for this meeting.

Mr. Gaekwad remarked that the absence of requests may be due to stricter oversight at the directive of Ms. Shaffer.

Ms. Shaffer responded that her upcoming update would provide context regarding the current status of funding programs.

Mr. Adams requested that Ms. Shaffer move on to the staff updates.

Staff Updates

Funding Program Updates

Ms. Shaffer shared that the updated funding programs, discussed extensively during the previous TDC meeting, have undergone all necessary refinements. The resolution along with the updated funding programs are scheduled to go before the Board of County Commissioners on July 1, 2025. Ms. Shaffer advised one-on-one meetings with each Commissioner have been completed to ensure their familiarity and alignment with the proposed changes. Ms. Shaffer noted that the sales team is fully prepared to move forward with implementation of the revised funding programs once the resolution is approved.

Mr. Adams commended the staff's responsiveness, noting that within five days of the last meeting, they were prepared to discuss the revisions to the funding programs with him. He extended his appreciation to staff members Ms. Sky Wheeler, Mr. Corry Locke, and Ms. Dana Olesky, Chief Assistant County Attorney, for their prompt action and thorough coordination.

Legislative Update

Ms. Shaffer then provided a legislative update. She reported that the Florida legislative session had concluded and the state budget had passed, which included a tax package. A proposal to

divert tourism tax revenue toward public-private projects did not pass this session. Ms. Shaffer noted however, that two relevant provisions were made to state statutes: one allowing for an expansion in lifeguard funding which does not apply to Marion County, as it pertains to regions bordering the Gulf of America or the Atlantic, and another authorizing infrastructure spending in fiscally constrained counties—of which Marion is not one. Ms. Shaffer cautioned that these discussions may resurface in future sessions but expressed optimism that staff can now shift focus back to core initiatives.

City of Ocala Vision 2050/Tourism Placemaking and Feasibility Update

Ms. Shaffer turned the discussion to the City of Ocala Vision 2050/Tourism Placemaking and Feasibility Update. Ms. Shaffer advised that the City of Ocala has met with Hunden Partners and the Ocala/Marion County Visitors and Convention Bureau staff regarding the 2050 plan and the Hunden report. Ms. Shaffer commended the City of Ocala for their efforts. She noted the City's Growth Services team has played an instrumental role and is expected to conclude its portion of the 2050 plan by late summer or early fall. Ms. Shaffer emphasized that the working relationship between the City of Ocala, Hunden, and Marion County remains strong and aligned as efforts continue to refine and finalize the plan to be presented to the TDC at a later date.

Mr. Jeff Bailey asked whether any of the areas identified by Hunden in their analysis conflicted with the City of Ocala's 2050 plan.

Ms. Shaffer explained that only a few specific parcels required closer review. These areas were not excluded but are being further evaluated to ensure alignment with the City of Ocala's broader planning objectives. She shared that a joint call with Hunden and City of Ocala staff is scheduled for the following week to examine the parcels in more detail. Overall, the City has responded positively to the proposed concepts. Ms. Shaffer acknowledged the City's extensive planning efforts, particularly downtown.

TDC Meeting Dates

Ms. Shaffer directed the Council's attention to the meeting calendar provided at their seats. She noted that there would be no meeting in July, which is typical due to budget cycles and travel. She highlighted the August meeting which is scheduled for Wednesday, August 20, 2025. Ms. Shaffer emphasized the importance of the August meeting, which will include presentations on the five-year tourism projection, the long-range tourism plan with associated goals, and the proposed media plan for Fiscal Year 2025–2026. She requested that Council members make every effort to attend and notify the staff of any conflicts.

Ms. Sky Wheeler added that the traditional Thursday meeting date was unavailable due to a scheduling conflict with the Florida Governor's Conference on Tourism and reiterated the significance of the August 20 meeting.

Mr. Jeff Bailey asked for the location of this year's Governor's Conference.

Ms. Wheeler and Ms. Shaffer confirmed that it will be held at ChampionsGate.

Ms. Shaffer continued with an overview of the remainder of the calendar. She stated that meetings in September, October, and November will return to the regular schedule. December has been designated as the Ocala/Marion County Visitor and Convention Bureau's Annual Meeting, which will be held at World Equestrian Center at 9:00 a.m. She encouraged members to mark their calendars and shared that the event will feature special guests, including the presidents of Destinations International and Visit Florida. The annual meeting will serve as a celebration of the Council's achievements and showcase the contributions of its members. Ms. Shaffer transitioned to the collections data update, commenting that the team was "moving like freight trains" with their progress in the meeting. She then deferred to Ms. Wheeler for her presentation on collections, Smith Travel Research (STR) data, and Key Data metrics. Ms. Shaffer also expressed her appreciation to Ms. Tammy McCann for attending and for the ongoing efforts of the Marion County Tax Collector's Office. She commended their work in promoting fairness and equity across Marion County.

TDT Collections/STR and Key Data Update

Ms. Wheeler reiterated that Ms. Tammy McCann, Deputy Tax Collector, will be attending all future TDC meetings, as while Ms. Wheeler is able to provide reports to the Council, Ms. McCann is able to provide additional nuance when necessary.

Ms. Sky Wheeler provided an overview of the most recent collections data, which totaled \$955,276.16. She noted that due to a transition in reporting platforms facilitated by the Tax Collector's Office and Deckard Technologies, two months of data have been grouped together for more accurate reflection. She reminded the council that the change in reporting platforms had been discussed in previous TDC meetings by Ms. McCann and Mr. George Albright, Marion County Tax Collector. Ms. Wheeler noted that the collections being reported may not have been actually collected during the time period being referenced but are the most recent data available since the platforms have been updated. The combined total amount reported across April and May was \$1,249,947.45, representing a \$53,551.51 increase over the same period in fiscal year 2024, which represented an increase of 4.48%. Year-to-date, collections are up 16.04% compared to the previous fiscal year.

Mr. Gaekwad inquired as to whether the increase was due to a large concert held in Marion County during the reporting period.

Ms. Wheeler explained that the dramatic increase is primarily due to the reconciliation of reporting data from the previous platform. She acknowledged that the concert had impacted the data that would be presented in the STR report. Ms. Wheeler advised that occupancy data was available, which was indicative of higher occupancy during the Rock the Country concert however, the data may have also been impacted by Speedo Sectionals which had been hosted by FAST in May during the prior year but had been moved to June for the 2025 event. Ms. Wheeler continued with the presentation calling attention to notes that had been added to the report. Ms. Wheeler advised the notes exist in the report to provide context when the report is being reviewed aside from the presentation and a stand-alone document so readers are able to better understand the report. She likened this to notes being added to a report indicating a hurricane event had occurred in Marion County which resulted in an unusual uptick in travel to provide additional context to the report. Ms. Wheeler inquired if the councilmembers had any questions which could either be directed to her or Ms. Tammy McCann.

Mr. Bailey observed that the County appears to be on pace for a strong fiscal year in terms of collections.

Mr. Gaekwad inquired as to how much collections had increased since the previous year.

Ms. Wheeler reiterated that there had been a 16.04% increase, attributing the rise to higher average daily rates.

Ms. Wheeler continued with Smith Travel Research (STR) data for May in Marion County. Occupancy was reported at 52.4%, a 4.7% year-over-year decrease, attributed to a dip following Mother's Day and the rescheduling of the Speedo Sectionals swim meet. Average daily rate (ADR) increased to \$122.79, a 9.9% year-over-year increase, and Revenue per Available Room (RevPAR) was \$64.40, up 4.7% from the previous year. For the running 12 months, occupancy was up 4.2% ADR was up 6.8% and RevPAR was up 11.3%.

Statewide data from Visit Florida showed occupancy at 67.8%, down 1% for the state, ADR at \$190.37, up 2.9%, and RevPAR at \$129.02, up 1.9%.

Ms. Wheeler then presented on key data for short term rentals in Marion County. She noted that the technology platform used to gather this data should not be confused with the platform used by Ms. McCann and her team at the Tax Collectors Office. The platform used for the key data report is a monitoring platform, while the one used by the Tax Collector's Office is a compliance platform. Ms. Wheeler reported that key data metrics for short-term rentals in

Marion County reflected a 41% occupancy rate, which is a 5% increase over the previous year. ADR was \$146, a slight increase of \$1 since the previous year.

Mr. Gaekwad asked for confirmation of if the data being presented was for Ocala.

Ms. Wheeler advised the data presented represented short-term rentals in Marion County. Ms. Wheeler further noted the 41% occupancy rate was atypical, as the number of short-term rentals available typically increases; however, during this period the number of short-term rentals available had decreased. RevPAR had not changed when compared to last year at \$42. The number of nights available was 3103, a 0.23% decrease. Ms. Wheeler noted this was the first month where there had been a decrease in the number of nights available since the data had been being tracked.

For the running 12-months, short-term rental occupancy was down 4%, ADR was up 2% which Ms. Wheeler noted was also an anomaly as previously when more short-term rentals appeared online the rates typically become more competitive and decrease. RevPAR was down 2%, and available nights increased 9%. Ms. Wheeler advised nights available had previously been increasing in the extreme double digits. She attributed the slight increase to the efforts of the Tax Collector's Office. Ms. Wheeler welcomed any questions and extended the opportunity for councilmembers to meet with her to review the data.

Ms. Shaffer invited Ms. Tammy McCann to add commentary as appropriate.

Ms. McCann advised that data related to the "Rock the Country" event would be reflected in the next reporting cycle, as remittances were due by June 30. She noted that the data reported by Ms. Wheeler was indicative of delays caused by the changes in platforms being used by the Tax Collector's Office. Ms. McCann further noted that there has been an increase in the number of short term rentals on the platform and that many owners had been unaware of the platform despite it being in use since 2004. She reported that since the May 21st TDC meeting, 167 new accounts have been added, bringing the total to 934 active accounts, which includes hotels and short-term rentals. Ms. McCann noted that many seasonal owners have placed accounts on hold until, October, November or December as they do not offer rentals during the summertime.

Mr. Bailey inquired as to the number of accounts added since the beginning of the year

Ms. McCann advised there had been 403 accounts added since engaging with Deckard, also referred to as "RentalScape". She explained that RentalScape operates by scraping data to identify and bring properties into compliance. She further advised that Deckard Technologies, the parent company to RentalScape, had projected 675 accounts would be added for the yearly contract and has been effective in reaching the projected figures. Ms. McCann advised Marion

County will be spotlighted at the upcoming Florida Tourist Development Tax Association (FTDTA) conference for its progress in short-term rental compliance at the request of Deckard Technologies. She noted she had previously provided Deckard with data but would provide additional data as the conference nears to reflect increased numbers.

Mr. Bailey inquired as to whether a ROI had been determined so the department is aware of what is being collected as a result of implementing the platform.

Ms. McCann confirmed that an ROI had been determined. She added that Deckard Technologies is now on its third distribution of compliance letters to property owners. She invited additional questions from the council and advised she would return with updates monthly.

Mr. Gaekwad expressed appreciation for the detailed reporting and thanked Ms. McCann for attending.

Ms. Wheeler commended Ms. McCann for connecting individuals with the Ocala/Marion County Visitors and Convention Bureau team when they have questions in regards to the benefits of the Tourist Development Tax. Ms. Wheeler shared a recent success story involving a short-term rental owner who initially had concerns but, after ongoing communication, became highly engaged and supportive. The individual now receives TDC agendas, has reviewed the long-range tourism plan, and is enthusiastic about the available funding programs. Ms. Wheeler emphasized that once property owners understand both their responsibilities and the benefits, it often leads to a more positive and collaborative relationship. She also noted the importance of Ms. Candace Shelton's role in community and industry relations. Ms. Shelton assists property owners by showing them how to use tourism resources to their advantage, such as navigating the website, displaying vacation guides in rentals, and promoting local offerings through the supported app.

Mr. Bailey added that as owners become more engaged, they can adopt more advanced strategies like dynamic pricing, ultimately improving profitability.

Ms. Shaffer praised the collaborative work, noting the impact of these efforts, and then introduced Mr. Locke to provide an update from the sales team, including an overview of the TDC event calendar and upcoming summer activities.

TDC Events Calendar

Mr. Locke presented the Patriotic Skies 4th of July event, which he noted would be occurring the following Friday beginning at 6:00 pm and welcomed the TDC members to attend. He advised

there would be a VIP section available in the heart of the park near the Ocala Main Street building. Mr. Locke encouraged interested members to contact him to be added to the VIP list.

Mr. Locke then shared details about the Babe Ruth and Cal Ripken Baseball World Series. He noted it would be the first time Marion County had hosted the 16-18-year-old divisions and the 5th year they had hosted the 8u division. Mr. Locke advised the event is anticipated to host 22-25 teams with 18 teams, being in the 16-18-year-old division. Mr. Locke emphasized that there would be a strong international presence at the event, pending visa approvals with teams coming from Canada, the Philippines, Taiwan, Australia, Nigeria, the United Kingdom, Mexico, and Guam. Mr. Locke also invited TDC members to attend the opening ceremony for the event which will be held on August 3rd in downtown Ocala. He reminded the council that the opening parade has been held each year the event has taken place in downtown Ocala; however, in the year prior, it had been cancelled due to a tropical storm. Mr. Locke noted there would be the opportunity for TDC members to speak and welcome participants during the event. He advised staff had been working to have a County Commissioner speak at the event to welcome participants as well. Mr. Locke added that the parade will start between the Hilton Garden Inn and Cantina, proceed counterclockwise around the square, and end in the central plaza where a podium and signage will be set up. He added that the City of Ocala has been a supportive partner in putting together the event, providing access to the square, PA equipment, chairs, coolers and ice. Mr. Locke mentioned the World Series event would take place over a long period of time from August 1st to August 8th. He highlighted that the event would include the Babe Ruth Experience, scheduled for August 1st at the Southeastern Livestock Pavilion. Mr. Locke described the all-day event as a pop-up museum detailing Babe Ruth's career as the league is named after him, as well as facts about Cal Ripken. The museum will also feature over 75 years of Babe Ruth League history. Mr. Locke highlighted that a number of former players from the league are now playing the MLB and seeing those accomplishments would be encouraging to participants. Mr. Locke noted that participating teams will rotate through the exhibit in 20-minute intervals, each concluding with a mock press conference and individual player introductions. Mr. Locke invited Council members to stop by the exhibit between 9:00 a.m. and 4:00 p.m., noting that he and Mr. Bryan Day will be on-site and available to provide guided tours.

Mr. Bailey asked for confirmation of the Opening Ceremony time

Mr. Locke clarified that the event is scheduled to begin at 4:30 p.m. He then transitioned to provide a sales update.

Sales Update

Mr. Locke provided a sales update highlighting prospective leads. He began by introducing the Florida Senior Games State Softball Tournament. Mr. Locke reported that staff had been working with Florida Sports Foundation, the manager of the event to host the event at Ocala Regional Sportsplex on September 27, 2025. Mr. Locke advised the event is estimated to result in approximately 50 room nights. He also noted the event is expected to bring approximately 15–20 teams of 55+ softball players.

He then presented the Gymnastics Men's State Championship. Mr. Locke advised the staff had been working with Sun Country Sports, which is based in Alachua, who had been awarded the bid for the event and wanted to bring the event to Ocala/Marion County to World Equestrian Center. Mr. Locke noted that the dates have shifted since the publishing of the meeting agenda from February 27–March 1, 2026 to March 6–8, 2026. The event is expected to generate approximately 330 room nights.

Mr. Locke then moved on to the American Youth Football Southeast Regional Championships which had been previously hosted in Ocala/Marion County in 2022 and 2013. Mr. Locke advised staff is currently working with the City of Ocala to host the event at Ocala Regional Sportsplex with a meeting scheduled with the City of Ocala for the following day to discuss additional details regarding the event. He noted the event dates would be November 14-16th, with an anticipated 650 room nights bringing in teams from across the Southeast Region United States which includes Florida, North Carolina, South Carolina, Georgia, Alabama, Tennessee, and Mississippi, covering age divisions from 8 to 15 years. Mr. Locke noted cheer competition also occurs in conjunction with the event which the staff is working with Marion County Public Schools, specifically West Port High School to host the competition and have been having positive feedback in regards to that. Mr. Locke expressed optimism about securing the event and noted a potential funding request may be submitted at a future meeting.

Mr. Bailey remarked that the event may have involved the largest number of youth participants he had seen at once.

Mr. Locke agreed, emphasizing the significance of the event and his continued efforts to work closely with the regional director, who he has known for several years. Mr. Locke continued presenting leads with the American Early Coalition's Annual Board Meeting being held April 19–24, 2026. Mr. Locke advised a lead had been distributed after representatives from the American Early Coalition attended a recent sales blitz.

Mr. Locke then presented details about the State Emergency Response Commission (SERC) Meeting, which the staff worked with the organization's meeting planner and distributed an RFP earlier in the month, which hoteliers would have received. The group has expressed

interest in hosting its meeting in Ocala on November 5–6, 2025, with an estimated 120 room nights.

Mr. Locke then discussed two events for the National Field Hockey Coaches Association, which he described as a unique event as they conduct a conference for three days followed by an athletic competition for three days. The athletic showcase allows for aspiring high school field hockey athletes to compete in front of coaches to act as a natural recruiting opportunity. The organization is considering January 2028 or 2029, and has proposed a two-year agreement with the desire to host the event at World Equestrian Center. Mr. Locke advised a bid was submitted for the event and Marion County was selected as a top three finalist.

Mr. Bailey commented on the quality of the event and favorable timing in early January.

Mr. Locke added that December is also being considered as a potential date range, depending on the organization's final decision. He then offered to answer any questions before transitioning to a presentation of the recent Sales Blitz.

Mr. Bailey inquired about the World Fishing Tour, asking if that event had been secured.

Mr. Locke replied that there are currently multiple fishing event opportunities under consideration

PRESENTATION: Tallahassee Sales Blitz Recap

Mr. Locke provided a recap of the Sales Blitz. He reminded the council that the initiative was initially presented at the previous TDC meeting when he and Mr. Day were organizing the event in Tallahassee to meet with Tallahassee based meeting planners. He noted that two local partners, World Equestrian Center and the Hilton Ocala, participated in the trip and expressed his appreciation for their participation. Mr. Locke described the Sales Blitz as a two-day event beginning in the evening of June 17th with a reception at the AC Marriott in Tallahassee, sponsored by World Equestrian Center. The event welcomed 14 meeting planners for networking, food, and conversation. Mr. Locke expressed appreciation to the World Equestrian Center for sponsoring the reception. The following day the team hosted a breakfast with a different group of attendees. A total of 15 meeting planners participated, and all received a variety of promotional items, including branded coffee mugs. Mr. Locke noted that during the event he conducted a presentation for the attendees highlighting the benefits of Ocala as a host location for events and available funding programs. Mr. Locke advised there was great interest from attendees with a few individuals approaching him after the presentation with additional questions. He noted that the Association of Early Learning Coalitions was among the attendees, and their representatives expressed interest in available funding programs for bringing their meeting to Ocala in April 2026. Mr. Locke advised the team was planning to

conduct the event in the following year but needed to reevaluate the date as he recognized the summertime is a busy season for many associations, causing some invitees who were interested in attending to be unavailable as they were hosting their own conferences. Mr. Locke credited the Florida Society of Association Executives (FSAE) for assisting in outreach and helping ensure the right individuals were in the room. Mr. Locke suggested that fall may be a more appropriate timeframe for the event in the future. He closed by noting that the effort had already yielded valuable leads and follow-up conversations. Mr. Locke then opened the floor for any questions related to the sales blitz.

Ms. Shaffer congratulated Mr. Locke and the sales team on the success of the recent sales blitz and expressed appreciation for their efforts.

Marketing and Communications Update

Ms. Loretta Shaffer advised the marketing team had been working very hard and Ms. Jessica Heller, Marketing and Communications Supervisor, and Mr. Keleab Spencer, Multimedia and Digital Coordinator, were attending a conference focused on the team's customer relationship management (CRM) system and opportunities to advance the system. Ms. Shaffer advised that though Ms. Heller was not in to present the Marketing and Communications update, the report had still been created and included within the meeting packet. She encouraged Council members to reach out with any questions, either during the meeting or afterward, and concluded the staff report.

Ms. Wheeler added that the latest episode of the "Marion Insider's Guide" had recently been released and features The Canyons Zip Line and Adventure Park. She highlighted the energy and excitement of the episode, which showcases activities such as kayaking, gem mining, horseback riding, and ziplining. The episode also includes on-screen commentary from Bobby Walker, who provided an overview of the offerings at The Canyons.

Mr. Adams invited Mr. Austin Cotter, a representative from The Canyons, to share a few words.

Mr. Cotter remarked that it was a great experience having the production team onsite and that he enjoyed participating in the episode.

Mr. Adams thanked him.

Old Business

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

New Business

Mr. Adams called for any new business

Mr. Bailey shared that the Everhome Suites, located near Highway 27 and I-75, officially opened earlier in the month. He encouraged Council members to stop by and consider it for guest overflow.

Mr. Gaekwad inquired about the property type.

Mr. Bailey confirmed it is an extended stay hotel.

Mr. Adams asked about the adjacent apartment complex

Ms. Wheeler noted its proximity to Publix in that area.

Mr. Gaekwad asked which hotel brand it belonged to.

Mr. Bailey responded it is part of the Choice Hotels portfolio.

Ms. Wheeler added that the staff had toured the property

Mr. Locke remarked that the rooms include in-unit washers and dryers, a unique feature he had not seen in a hotel room before.

Mr. Adams again called for additional new business.

Mr. Bailey offered additional remarks, commending the Rock the Country event. He praised the organization of the entrance process and the overall event experience, stating it was “very simple to get in and very organized inside.” He extended congratulations to Mr. Jason Reynolds and the event staff for a job well done.

Public Comment

Upcoming Meeting

Mr. Adams called for any public comment and none was brought forth.

Mr. Adams stated that the next TDC meeting will be on Wednesday, August 20, 2025 at 9am.

The meeting adjourned at 9:44 am.