



Summary – Marketing Assistance Funding Requests

The Marketing Assistance Program is designed to enable tourism-related businesses in Marion County to enhance their marketing opportunities leveraged with the Ocala/Marion County destination brand. The goals of the program are to enrich the visitor experience, encourage repeat visitations through local business promotions, inspire brand adoption and support tangible marketing materials highlighting tourism activities in Marion County.

The Marketing Assistance Program is meant to assist site-based businesses that provide service to visitors beyond events, and by the nature of their existence, attract visitation to the region or offer reasons for visitors to extend their stay in the destination.

Total Requested Funding: \$100,000

Total Budgeted Funding: \$75,000 FOR FY 2025, however there were additional funds available from FY 2024 to facilitate full funding

- Acadia Acres
 - o Requested/Eligible Funding: \$5,000
- Appleton Museum of Art
 - o Requested/Eligible Funding: \$5,000
- Big Lee's – Serious About BBQ
 - o Requested/Eligible Funding: \$5,000
- Brick City Center for the Arts (Marion Cultural Alliance)
 - o Requested/Eligible Funding: \$5,000
- Crazy Cucumber 352 Eatery and Bar
 - o Requested/Eligible Funding: \$5,000
- Diamondz and Pearlz Event Center LLC
 - o Requested/Eligible Funding: \$5,000
- Farm to You Revue DBA Beautiful Creatures Animal Ranch
 - o Requested/Eligible Funding: \$5,000
- Fort King Heritage Association
 - o Requested/Eligible Funding: \$5,000
- Grandview Clydesdale Tours, Inc.
 - o Requested/Eligible Funding: \$5,000
- Gypsy Gold LLC
 - o Requested/Eligible Funding: \$5,000
- Horse & Hounds Restaurant and Pub
 - o Requested/Eligible Funding: \$5,000
- James Two Brothers Distillers LLC
 - o Requested/Eligible Funding: \$5,000
- Marion Theatre (secondary)
 - o Requested/Eligible Funding: \$2,500

- Midtown Eateries
 - o Requested/Eligible Funding: \$5,000
- Ocala Main Street
 - o Requested/Eligible Funding: \$5,000
- Rainbow Springs Art
 - o Requested/Eligible Funding: \$5,000
- Reilly Arts Center
 - o Requested/Eligible Funding: \$5,000
- Santos Bike Shop (W9 pending)
 - o Requested/Eligible Funding: \$5,000
- Swampy's Bar & Grille
 - o Requested/Eligible Funding: \$5,000
- The Equestrian Hotel (secondary)
 - o Requested/Eligible Funding: \$2,500
- World Equestrian Center (primary)
 - o Requested/Eligible Funding: \$5,000