



LEGAL REQUEST MEMORANDUM (LRM)

From: (Name) Locke Corry (Dept) Visitors & Convention Bureau - 2870
 Last First
 (Title) Group Sales Supervisor (Phone) 352-438-2839
 Signature Corry Locke Date Friday, February 7, 2025

The Office of the County Attorney is requested to provide legal assistance as detailed in this legal request and supporting documents (attached).

Request for: New Document Review & Comment RESUBMIT LRM No. _____
 Approve as to Form Other

Description of Request

We are requesting a legal review of the new Meeting Rewards Program policy. A word document is available for editing.

For more information or discussion, contact: Same as above
 (Name) _____ (Title) _____ (Phone) _____
 Last First

Agenda Item? Yes No Agenda Date: _____
 Agenda Deadline Date for Legal: _____ Agenda Deadline Date for Admin: _____

Note: Please allow a MINIMUM of 5 working days BEFORE deadlines for LRM to be completed.

DO NOT COMPLETE - Office of the County Attorney use ONLY

LRM No. 2025-106

Assigned to: Matthew Guy Minter, County Attorney Dana E. Olesky, Chief Asst. County Attorney Thomas Schwartz, Asst. County Attorney Valdoston Shealey, Asst. County Attorney

Outcome:

Date Received:

Approved as to form and legal sufficiency
 Approved with revisions: Suggested Completed
 Other:

RECEIVED
 By Marion County Attorney- AT at 4:15 pm, Feb 07, 2025

Attorney Signature: Thomas Schwartz Date 2/10/25
 Staff Signature: Autlynn Tuck Date: 2/10/25 Returned: Department Admin _____
 Completed



MEETING REWARDS PROGRAM IN OCALA/MARION COUNTY

Commented [55]: Is this only for meetings that are booked through the bureau?

RULES AND REGULATIONS

The Ocala/Marion County Visitors and Convention Bureau (OMCVCB) provides a booking incentive program, which offers up to of \$2,500 to organizations that book a meeting at an Ocala/Marion County facility or venue through the Ocala/Marion County Visitors and Convention Bureau.

TO QUALIFY FOR THE INCENTIVE, THE MEETING PLANNER MUST MEET ALL OF THE FOLLOWING:

1. The meeting planner must submit a hotel RFP with the Ocala/Marion County Visitors and Convention Bureau.
2. The meeting must be held at a facility or venue inside Marion County.
3. The meeting must pick-up a minimum of 50 rooms in Marion County.

***To qualify as a new meeting, the specific meeting must not have been held in Ocala/Marion County over the previous three consecutive years.**

***Meetings booked in January, February or March are not eligible for funding.**

INCENTIVES WILL BE EARNED ACCORDING TO THE FOLLOWING SCHEDULE:

Total Room Nights	New (April - December)	Repeat (April - December)
50-99	\$1,000	\$750
100-149	\$1,500	\$1,250
150-199	\$2,000	\$1,750
200 +	\$2,500	\$2,250



No substitutions for incentives will be allowed. The *Meeting Rewards Program in Ocala/Marion County* incentive cannot be combined with another Ocala/Marion County Visitors and Convention Bureau funding program.

PROCEDURES FOR OCALA/MARION COUNTY VISITORS AND CONVENTION BUREAU:

1. Accept and verify qualifications of the meeting planner's registration.
2. A OMCVCB representative will contact the meeting planner and begin the RFP process.
3. Ocala/Marion County Visitors and Convention Bureau representative will send the RFP/lead to appropriate meeting properties, facilities, or venues, in a timely manner based on the needs expressed in the meeting planner's RFP, or specifics provided to the Ocala/Marion County Visitors and Convention Bureau representative.
4. When a booking is confirmed and contract agreed to between the proposed venue and the planner, the planner must notify the Ocala/Marion County Visitors and Convention Bureau.
5. Upon receipt of verification of the total room pick-up for the specified meeting from the contracted lodging properties, and verification that the meetings were held in Ocala/Marion County, Ocala/Marion County Visitors and Convention Bureau will remit payment per the incentive earned to the meeting entity.

Commented [313]: Where do you report? Submit to your funding source. Need to verify this incentive may be for the program. The amount is \$10,000 per year and offered only on a limited basis. I will check.

Commented [319]: Do you have a contract? In the RFP process, express in proposal that you are Standard RFP process and the meeting planner will submit all the necessary info.

PROCEDURES FOR INDUSTRY PARTNERS:

1. The venue(s) selected for the specific qualified meeting must notify Ocala/Marion County Visitors and Convention Bureau in writing when the meeting is contracted, confirming dates, anticipated total room pick-up and anticipated total attendees; a copy of the contract should accompany this notification.
2. Upon completion of the specified meeting, the lodging property, facility or venue must verify in writing to Ocala/Marion County Visitors and Convention Bureau the total room pick-up associated with the specified meeting; and additionally, verify that the meeting/s were held in Ocala/Marion County.
3. If attendees stay at more than one lodging property, the meeting planner or the participating properties must notify Ocala/Marion County Visitors and Convention Bureau in advance and the property/properties must agree to report the room nights booked for the qualified meeting.
4. Failure to provide the required notifications and reports will negate the meeting planner's right to receive the specified incentive.
5. Upon receipt of the room night verification, Ocala/Marion County Visitors and Convention Bureau will then pay to the company, association, or organization that held the meeting the promotional incentive earned.

Commented [314]: How do you handle the program? Are we looking out there? To meet the needs of the industry partners? We have a contract. I will check. The information is provided to the meeting planner and the Ocala/Marion County Visitors and Convention Bureau.

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GENERAL TERMS AND CONDITIONS:

1. The *Meeting Rewards Program in Ocala/Marion County* promotion can be discontinued any time without prior notice.



2. All meetings booked prior to the discontinuation date of the promotion will be fulfilled per the incentives schedule outlined above.
3. Meeting planner must qualify with Ocala/Marion County Visitors and Convention Bureau for each specific meeting prior to said meeting being contracted by the meeting property.
4. The resulting contract will be solely between the meeting planner and the meeting facility, with OMCVCB not serving as a contractual party in the event's preparation or execution.
5. For the purpose of this promotion, new meeting means that the specific meeting named in the registration has not been held in Ocala/Marion County during the previous three years.
6. For the purpose of this promotion, repeat meeting means that the specific meeting named in the registration has been held in Ocala/Marion County during the previous three consecutive years.
8. Ocala Marion County Visitors and Convention Bureau will serve as a facilitator in providing this incentive and planners are required to obtain reports with room totals from the various accommodators to show total room pick-up amount.
9. Upon room night verification from the meeting property and the meeting planner, Ocala Marion County Visitors and Convention Bureau will confirm the incentive earned, and that amount will be payable by the Ocala Marion County Visitors and Convention Bureau to the business, association or organization which hosted the meeting.
9. Ocala Marion County Visitors and Convention Bureau Staff will have final determination as to any questions regarding qualifications of the meeting and the incentive amount to be awarded.
10. Liability: Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be held liable for any action of the meeting facilities or venues or the Meeting Planner. Further, Ocala Marion County Visitors and Convention Bureau, Marion County and its employees will not be liable for an injury suffered by the result of the participation in the *Meet and Save in Ocala/Marion County* promotion.
11. Employees of Ocala/Marion County Visitors and Convention Bureau, Marion County, Florida, or marketing or advertising agencies or organizations associated directly with either entity are not eligible for this promotional incentive.

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