



Summary – Marketing Assistance Funding Requests – Option A

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: \$109,500

Total Recommended Funding: \$75,000

Total Budgeted Funding: \$75,000 FOR FY 2026

Year One Applicants – Total Requested Funding \$82,500

Year One Applicants – Total Recommended Funding \$58,062.50

- County Line Smokehouse
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Eaton's Beach Aquatic Sports
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Elevation 89
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- FAST (Florida Aquatics Swimming & Training)
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Goldmark Farm
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Hilton Garden Inn
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Holiday Inn Conference Center
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50



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- Holiday Inn Express & Suites
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- La Cuisine
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Marion County (Parks and Recreation) - secondary
 - o Requested Funding: \$2,500
 - o Recommended Funding: \$1,062.50
- Marion County (Southeastern Livestock Pavilion) - primary
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Naventure
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Roma's Italian Restaurant
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Say Taco
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- The Anchor
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- The Gathering Café
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
- Workspace Collective (217 1st Ave) - primary
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50



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Year Two Applicants – Total Requested Funding \$15,000

Year Two Applicants – Total Recommended Funding \$9,250

- City of Ocala (Recreation and Parks)
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
 - Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 (Wetland Recharge Park) WITHDREW (requested \$3,300)
- Farm to You Revue
 - o Requested Funding: \$5,000
 - o Recommended Funding: \$3,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000 /Expended \$ (reimbursement pending)
- Marion Theatre - secondary
 - o Requested Funding: \$2,500
 - o Recommended Funding: \$1,062.50
 - Prior Funded Amounts
 - 2024-25 Approved: \$2,500 /Expended \$ (reimbursement pending)
- Workspace Collective (603 E Fort King) - secondary
 - o Requested Funding: \$2,500
 - o Recommended Funding: \$1,062.50
 - Prior Funded Amounts
 - 2024-25 – No Application Submitted
 - 2023-24 Approved\$5,000/Expended \$3,687.02



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Year Three Applicants – Total Requested Funding \$12,000

Year Two Applicants – Total Recommended Funding \$7,687.50

- Marion Cultural Alliance
 - o Requested Funding: \$4,000
 - o Recommended Funding: \$2,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$ (pending)
 - 2023-24 Approved \$5,000/Expended \$5,000
- Rainbow Springs Art of Dunnellon
 - o Requested Funding: \$4,000
 - o Recommended Funding: \$2,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(reimbursement requested \$1,425.00)
 - 2023-24 WITHDREW (requested \$5,000)
- Reilly Arts Center (primary)
 - o Requested Funding: \$4,000
 - o Recommended Funding: \$2,562.50
 - Prior Funded Amounts
 - 2024-25 Approved \$5,000/Expended \$(pending)
 - 2023-24 Approved \$5,000/Expended \$5,000