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

June 17, 2025

Governor Ron DeSantis
Office of the Governor
State of Florida
400 S Monroe Street
Tallahassee, FL 32399

Senator Ben Albritton
Senate President
Florida Senate
409 The Capitol
404 South Monroe Street
Tallahassee, FL 32399

The Honorable Daniel Perez
Speaker of the House
House of Representatives
420 The Capitol
402 South Monroe Street
Tallahassee, FL 32399

Dear Governor DeSantis, Senator Albritton and Speaker Perez:

As a VISIT FLORIDA partner that receives more than 50% of its funding from Tourist Development Taxes, we are submitting our financial reporting, pursuant to Marion County's fiscal year 2023-24.

The financial reporting is inclusive of the following:

a. The total amount of revenue from public and private sources.
b. The organization's operating budget.
c. Employee salary and benefit details from public and private funds. Board members do not receive compensation for their time served.
d. An itemized account of all expenditures by our DMO on the behalf of, or coordinated for the benefit of VISIT FLORIDA, its board members, or employees.
e. Itemized travel and entertainment expenditures.

Please note that these reports can also be found on our website at www.ocalamarion.com/about-us/transparency/.

Respectfully,

Loretta Shaffer, Tourism Development Director, CPM, CDME
Marion County Board of County Commissioners

Marion County, FL

FY 23-24 REVENUE - PERIOD 13

A. Marion County Visitors and Convention Bureau FY 2023-2024 Revenues

FOR 2024 13 — JOURNAL DETAIL 2024 13 TO 2024 13

ACCOUNTS FOR: 1074 TOURIST DEVELOPMENT FUND

Account / Description	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	

FY 23-24 REVENUE - PERIOD 13

A. Marion County Visitors and Convention Bureau FY 2023-2024 Revenues

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
GRAND TOTAL	18,269,485.00	279,823.00	18,549,308.00	19,147,672.11	-598,364.11	103.2%

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

Marion County FLORIDA

Marion County Board of County Commissioners
Fiscal Year 2024 Adopted Budget

Fund: 1074 - Tourist Development Tax
Cost Center: 155 - Visitors and Convention Bureau

Organization Unit: Public Services
Division: Tourist Development
Prepared by: Clerk of Court and Comptroller - Budget Department

Account #	Account Description	FY 2022 Actual	FY 2023 Adopted	FY 2023 Amended	FY 2024 Adopted
	Cost Center Expenditures				
Personnel					
512101	Regular Salaries and Wages	420,726	524,518	524,518	601,852
521101	FICA Taxes	29,798	40,133	40,133	46,052
522101	Retirement Contributions	47,903	62,474	62,474	81,676
523101	Health Insurance	71,406	98,880	98,880	113,616
523401	Life ADD LTD	2,840	3,523	3,523	4,041
524101	Workers Compensation	427	528	528	487
	Personnel Total	**573,100**	**730,056**	**730,056**	**847,724**
Operating					
534101	Contract Serv Other Misc	658,444	1,202,377	1,210,815	1,605,640
540101	Travel and Per Diem	10,108	33,913	33,913	42,500
541101	Communication Services	3,905	5,393	6,593	7,258
542201	Postage and Freight	1,918	6,500	6,500	8,800
543101	Utility Services Electric Water Sewer	10,261	13,388	13,388	13,770
543102	Utility Services Waste Disposal	547	756	756	756
544101	Rentals and Leases Equipment	1,599	5,425	5,425	6,465
545101	Insurance Premiums	9,176	9,736	9,736	15,337
546101	Repairs and Maint Bldgs and Grounds	9,514	43,300	31,946	55,500
546257	Repairs and Maint Fleet Management	405	2,500	2,500	2,500
546312	Repairs and Maint Computer Equipment	0	74	74	74
547101	Printing and Binding	2,142	33,000	34,236	35,500
548101	Promotional Activities	403,298	2,520,062	2,517,626	2,716,889
549185	Charges Central Services Cost Allocation	102,301	113,900	113,900	143,060
551101	Office Supplies	980	2,500	2,500	2,500
552101	Gasoline Oil and Lubricants	1,421	3,700	3,700	4,300
552106	Computer Software	7,152	14,415	14,415	15,161
552108	Operating Supplies	3,707	5,000	7,916	7,000
552116	Operating Supplies Computer Hardware	2,130	8,118	8,118	4,000
554101	Books Publications and Subscriptions	41,473	44,190	44,190	48,559
554201	Dues and Memberships	14,485	20,110	20,110	29,129
555501	Training and Education	39,178	54,127	54,127	76,530
	Operating Total	**1,324,144**	**4,142,484**	**4,142,484**	**4,841,228**
Capital					
563102	Improvements CIP	128,023	2,965,976	3,106,323	4,124,805
564102	Machinery and Equipment CIP	0	1,259	1,271	1,259
568102	Intangible Software CIP	87	3,510	3,510	3,462
569903	Lease Agreement Equipment	8,485	0	0	0
	Capital Total	**136,595**	**2,970,745**	**3,111,104**	**4,129,526**
Debt Service					
571205	Principal Lease Agreements	2,229	0	0	0
572205	Interest Lease Agreements	98	0	0	0
	Debt Service Total	**2,327**	**0**	**0**	**0**

Marion County FLORIDA

Marion County Board of County Commissioners
Fiscal Year 2024 Adopted Budget

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Prepared by: Clerk of Court and Comptroller - Budget Department

Account #	Account Description	FY 2022 Actual	FY 2023 Adopted	FY 2023 Amended	FY 2024 Adopted
	Cost Center Expenditures				
Non-Operating					
599417	Reserve for Tourism Initiatives	0	5,888,784	5,776,014	6,451,007
	Non-Operating Total	**0**	**5,888,784**	**5,776,014**	**6,451,007**
Interfund Transfers					
591001	Budget Transfer to General Fund	1,276	0	0	0
	Interfund Transfers Total	**1,276**	**0**	**0**	**0**
Reserves					
599101	Reserve for Contingencies	0	500,000	500,000	500,000
599199	Reserve for Cash Carry Forward	0	1,000,000	1,000,000	1,500,000
	Reserves Total	**0**	**1,500,000**	**1,500,000**	**2,000,000**
	Cost Center Expenditures Total	**2,037,442**	**15,232,069**	**15,259,658**	**18,269,485**

Marion County FLORIDA

Marion County Board of County Commissioners
Fiscal Year 2024 Adopted Budget

Fund: 1074 - Tourist Development Tax
Cost Center: 155 - Visitors and Convention Bureau

Organization Unit: Public Services
Division: Tourist Development
Prepared by: Clerk of Court and Comptroller - Budget Department

			Full Time Equivalent Positions			Budget
Position	Class #	Position Description	FY 2022 Adopted	FY 2023 Adopted	FY 2024 Adopted	FY 2024 Adopted
		Positions				
Current Positions						
10941	1199	Tourism Development Director	1.00	1.00	1.00	115,690
10942	1296	Tourism Development Manager	1.00	1.00	1.00	89,045
10946	2251	Brand and Content Coordinator	1.00	1.00	1.00	50,108
10947	2252	Marketing and Communications Supervisor	1.00	1.00	1.00	67,933
10943	5078	Visitor Relations Representative	1.00	1.00	1.00	49,068
10944	5080	Tourism Development Specialist	1.00	1.00	1.00	45,386
10945	5602	Group Sales Supervisor	1.00	1.00	1.00	71,989
11852	5603	Group Sales Coordinator	0.00	1.00	1.00	47,861
		Current Positions Total	**7.00**	**8.00**	**8.00**	
New Positions						
11936	5081	Sales and Service Specialist	0.00	0.00	1.00	37,940
		New Positions Total	**0.00**	**0.00**	**1.00**	
		Positions Total	**7.00**	**8.00**	**9.00**	

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Fiscal Year 2024 Adopted Budget

Fund: 1074 - Tourist Development Tax
Cost Center: 155 - Visitors and Convention Bureau

Organization Unit: Public Services
Division: Tourist Development
Prepared by: Clerk of Court and Comptroller - Budget Department

Account # Account Description	FY 2024 Adopted
Capital	
563102 - Improvements CIP	
VCC000002 Gateway Signage NW 49th Street	1,500,000
VCC000001 Gateway Signage 42nd St Flyover - CF	2,455,410
VCC000002 Gateway Signage NW 49th St - CF	33,820
VCC000005 Visitor Center Signage - CF	135,575
563102 - Improvements CIP Total	**4,124,805**
564102 - Machinery and Equipment CIP	
ESC000001 Enterprise Resource Planning Capital - CF	1,259
564102 - Machinery and Equipment CIP Total	**1,259**
568102 - Intangible Software CIP	
ESC000001 Enterprise Resource Planning Capital - CF	3,462
568102 - Intangible Software CIP Total	**3,462**

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	02/05/2024	$ 238.00	DEPOSIT ON HOTEL FOR L SHAFFER
TRAVEL & PER DIEM	02/05/2024	$ 238.00	DEPOSIT ON HOTEL FOR S WHEELER
TRAVEL & PER DIEM	02/05/2024	$ 238.00	DEPOSIT ON HOTEL FOR J HELLER
TRAVEL & PER DIEM	02/05/2024	$ 238.00	DEPOSIT ON HOTEL FOR C LOCKE A
TRAVEL & PER DIEM	02/05/2024	$ 238.00	DEPOSIT ON HOTEL FOR B DAY AT
TRAVEL & PER DIEM	02/05/2024	$ 17.74	UBER WHILE ATTENDING FL ENCOUN
TRAVEL & PER DIEM	02/05/2024	$ 19.41	UBER WHILE ATTENDING FL HUDDLE
TRAVEL & PER DIEM	02/06/2024	$ 19.23	UBER WHILE AT FL HUDDLE/ENCOUN
TRAVEL & PER DIEM	02/07/2024	$ 19.89	UBER WHILE AT FL HUDDLE/ENCOUN
TRAVEL & PER DIEM	02/07/2024	$ 12.00	PARKING WHILE AT FL HUDDLE/ENC
TRAVEL & PER DIEM	02/08/2024	$ 20.92	UBER WHILE AT FL HUDDLE/ENCOUN
TRAVEL & PER DIEM	02/19/2024	$ 47.00	TDC/FL HUDDLE MEALS
TRAVEL & PER DIEM	02/19/2024	$ 96.21	TDC/FL HUDDLE MEALS, UBERS, TI
TRAVEL & PER DIEM	02/19/2024	$ 47.00	TDC/FL HUDDLE MEAL REIMBURSEME
TRAVEL & PER DIEM	02/19/2024	$ 67.00	TDC/FL HUDDLE MEALS & PARKING
TRAVEL & PER DIEM	02/19/2024	$ 47.00	TDC/FL HUDDLE MEALS
TRAVEL & PER DIEM	02/09/2024	$ 456.00	BALANCE ON HOTEL FOR B DAY AT
TRAVEL & PER DIEM	02/09/2024	$ 558.00	BALANCE ON HOTEL FOR J HELLER
TRAVEL & PER DIEM	02/09/2024	$ 456.00	BALANCE ON HOTEL FOR C LOCKE A
TRAVEL & PER DIEM	02/09/2024	$ 558.00	BALANCE ON HOTE FOR S WHEELER
TRAVEL & PER DIEM	02/09/2024	$ 456.00	BALANCE ON HOTEL FOR L SHAFFER
TRAVEL & PER DIEM	08/31/2024	$ 222.75	HOTEL FOR J HELLER AT GOVERNOR
TRAVEL & PER DIEM	08/31/2024	$ 45.00	PARKING FOR S WHEELER & L SHAF
TRAVEL & PER DIEM	08/31/2024	$ 45.00	PARKING FOR A ROUSSEL WHILE AT
TRAVEL & PER DIEM	09/02/2024	$ 378.00	HOTEL FOR L SHAFFER WHILE AT G
TRAVEL & PER DIEM	09/09/2024	$ 6.00	TDC/MEAL WHILE AT FL GOVERNOR'
TRAVEL & PER DIEM	09/10/2024	$ 81.00	TDC/MEALS & TIPS AT GOVERNOR'S
TRAVEL & PER DIEM	09/10/2024	$ 41.00	TDC/MEALS AT GOVERNOR'S CONFER
TRAVEL & PER DIEM	09/02/2024	$ 445.50	HOTEL FOR C ZALAK WHILE AT GOV
TRAVEL & PER DIEM	09/02/2024	$ 378.00	HOTEL FOR A ROUSSEL WHILE AT G
TRAVEL & PER DIEM	09/02/2024	$ 378.00	HOTEL FOR S WHEELER AT GOVERNO
TRAVEL & PER DIEM	09/02/2024	$ 67.50	PARKING FOR M BOUYOUNE AT THE
TRAVEL & PER DIEM	09/02/2024	$ 378.00	HOTEL FOR M BOUYOUNES AT THE G
TRAVEL & PER DIEM	09/24/2024	$ 141.48	BCC-COCOMM/MILEAGE/DESTINATION
TRAVEL & PER DIEM	09/24/2024	$ 141.48	BCC-COCOMM/MILEAGE/FL GOV CONF
Subtotal		**$ 6,836.11**	
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 8.00	PICK UP CHARGE FOR VISIT FL VA

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	12/22/2023	$ 30.07	VISIT FL VACATION GUIDES SHIPP
POSTAGE & FREIGHT	01/07/2024	$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	$ 8.50	VACATION GUIDE PICK UP CHARGES
POSTAGE & FREIGHT	01/07/2024	$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	01/07/2024	$ 29.03	VACATION GUIDES SHIPPED TO WEL
POSTAGE & FREIGHT	06/02/2024	$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 8.50	PICK UP FEE FOR SHIPPING VACAT
POSTAGE & FREIGHT	06/02/2024	$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 8.50	PICK UP FEE FOR VACATION GUIDE
POSTAGE & FREIGHT	06/02/2024	$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 8.50	PICK UP FEE FOR VACATION GUIDE
POSTAGE & FREIGHT	06/02/2024	$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 39.19	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 8.50	PICK UP FEE FOR VACATION GUIDE
POSTAGE & FREIGHT	06/02/2024	$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 43.55	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	06/02/2024	$ 36.29	VACATION GUIDES SHIPPING TO FL
POSTAGE & FREIGHT	09/02/2024	$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	$ 39.19	SHIPPING OF VACATION GUIDES
POSTAGE & FREIGHT	09/02/2024	$ 8.50	PICK UP FEE FOR SHIPPING VACAT
Subtotal		**$ 1,364.17**	
PRINT & BIND	01/28/2024	$ 77.88	TOURISM INFOGRAPHIC FLYERS
Subtotal		**$ 77.88**	
PROMO ACT	10/24/2023	$ 1,568.71	POST PREPAID TO ORG/OBJ
PROMO ACT	10/02/2023	$ 7,110.00	LODGING & MEALS FOR VISIT FL P
PROMO ACT	10/09/2023	$ 213.00	HOTEL FOR BRAZIL FAMILY PRESS
PROMO ACT	10/10/2023	$ 98.34	PRESS TRIP DINNER - BRAZIL FAM
PROMO ACT	10/11/2023	$ (103.33)	TAX REFUND FOR INV #091423/VCB
PROMO ACT	10/11/2023	$ 73.32	FAMILY BRAZIL PRESS TRIP VISIT

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
PROMO ACT	10/11/2023	$ 12.00	BRAZIL FAMILY VISIT FL PRESS T
PROMO ACT	10/11/2023	$ 59.40	BRAZIL FAMILY VISIT FL PRESS T
PROMO ACT	10/11/2023	$ 64.20	BRAZIL FAMILY VISIT FL PRESS T
PROMO ACT	10/12/2023	$ 64.38	VISIT FL BRAZIL FAMILY PRESS T
PROMO ACT	11/10/2023	$ 708.96	I-95 TRANSPARENCY SLOT RENTAL
PROMO ACT	11/17/2023	$ 24.00	VF PRESS TRIP FOR JULIA THOMPS
PROMO ACT	11/17/2023	$ 44.61	VF PRESS TRIP DINNER
PROMO ACT	11/17/2023	$ 82.80	VF FL PRESS TRIP DINNER
PROMO ACT	01/07/2024	$ 174.41	TRADESHOW BOOTH POWER AT FL HU
PROMO ACT	01/08/2024	$ (11.41)	TAX REFUND ON FL HUDDLE BOOTH
PROMO ACT	01/11/2024	$ 9,049.99	ITEMS RENTED FOR THE BOOTH AT
PROMO ACT	01/31/2024	$ 2,450.00	VIDEO PRODUCTION FOR VISIT FL
PROMO ACT	02/04/2024	$ 750.00	BRANDED POPCORN FOR FL HUDDLE
PROMO ACT	02/15/2024	$ 294.00	TRADESHOW BOOTH ELECTRICAL POW
PROMO ACT	03/11/2024	$ 46,562.62	TRADESHOW LUCHEON IN MIAMI 2/6
PROMO ACT	03/26/2024	$ 2.24	FOREIGN CURRENCY CHARGE FOR IN
PROMO ACT	03/26/2024	$ 977.60	VOICE OVER TALENT HIRED FOR CO
PROMO ACT	03/26/2024	$ 224.25	MUSIC PURCHASED FOR VISIT FL C
PROMO ACT	06/25/2024	$ 40.85	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	06/25/2024	$ 51.25	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	06/24/2024	$ 40.82	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	06/23/2024	$ 186.60	PRESS TRIP VISIT FL BRAZIL - P
PROMO ACT	09/10/2024	$ 192.70	FAM VF PRESS TRIP BRAZIL RVERS
PROMO ACT	09/22/2024	$ 149.07	FAM PRESS TRIP VISIT FL BRAZIL
PROMO ACT	09/19/2024	$ 65.00	FAM PRESS TRIP BRAZIL RVers EN
PROMO ACT	09/19/2024	$ 221.40	FAM PRESS TRIP VISIT FL BRAZIL
PROMO ACT	09/19/2024	$ 59.65	FAM VISIT FL PRESS TRIP FOR BR
PROMO ACT	09/19/2024	$ 32.50	FAM PRESS TRIP VISIT FL BRAZIL
PROMO ACT	09/30/2024	$ 180,000.00	OCALA/MARION CNTY VF CO-OP GOL
PROMO ACT	01/02/2024	$ 16,933.75	MANAGE PRODUCTION OF VISIT FL
PROMO ACT	01/03/2024	$ 16,933.75	PRODUCTION OF VISIT FL VACATIO
PROMO ACT	01/03/2024	$ (16,933.75)	PRODUCTION OF VISIT FL VAC2024
PROMO ACT	01/29/2024	$ 8,500.00	MUSIC ENTERTAINMENT FOR FL HUD
PROMO ACT	01/30/2024	$ 8,500.00	MUSIC FOR FL HUDDLE 02/06/24
PROMO ACT	01/30/2024	$ (8,500.00)	MUSIC FOR FL HUDDLE 02/06/2024
PROMO ACT	05/30/2024	$ 10,000.00	DISABILITY ASSESSMENTS FOR HOT
PROMO ACT	06/03/2024	$ 10,000.00	DISABILITY ASSESSMENTS FOR HOT
PROMO ACT	06/03/2024	$ (10,000.00)	DISABILITY ASSESSMENTS FOR2024
PROMO ACT	06/19/2024	$ 135,000.00	DIGITAL ADVERTISING
PROMO ACT	08/21/2024	$ 67,500.00	DMO VIDEO CO-OP GOLD PACKAGE
PROMO ACT	08/21/2024	$ (67,500.00)	DMO VIDEO CO-OP GOLD PACKA2024
PROMO ACT	09/30/2024	$ (67,500.00)	END OF YEAR 2024
PROMO ACT	06/19/2024	$ 180,000.00	DIGITAL ADVERTISING
PROMO ACT	09/30/2024	$ (180,000.00)	CANCEL PER DEPT 2024
PROMO ACT	07/11/2024	$ 10,000.00	SATELLITE MEDIA TOUR
PROMO ACT	07/12/2024	$ 10,000.00	SATELLITE MEDIA TOUR

D. Marion County Visitors and Convention Bureau FY 2023-2024 VISIT FLORIDA Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
PROMO ACT	07/12/2024	$ (10,000.00)	SATELLITE MEDIA TOUR 2024
Subtotal		**$ 364,467.68**	
DUES & MEMBERSHIPS	06/13/2024	$ 3,000.00	VISIT FL MEMBERSHIP 08/01/24-0
Subtotal		**$ 3,000.00**	
TRAINING & EDUCATION	11/14/2023	$ 75.00	REGISTRATION FOR DANIELLE NERO
TRAINING & EDUCATION	06/07/2024	$ 545.00	REGISTRATIONS FOR ZALAK, ROUSS
TRAINING & EDUCATION	06/07/2024	$ 2,280.00	REGISTRATIONS FOR ZALAK, ROUSS
TRAINING & EDUCATION	08/09/2024	$ 250.00	REGISTRATION FOR J HELLER TO A
Subtotal		**$ 3,150.00**	
TOTAL		**$ 378,895.84**	

E. Marion County Visitors and Convention Bureau FY 2023-2024 Travel and Entertainment Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	10/03/2023	$ 50.00	TOLL REPLENISHMENT
TRAVEL & PER DIEM	10/17/2023	$ 94.90	TDC/TEAM CONF REIMBURSEMENT OC
TRAVEL & PER DIEM	10/18/2023	$ 103.00	MEALS REIMBURSE/TEAMS CONF/WES
TRAVEL & PER DIEM	10/05/2023	$ 7.00	PARKING FOR TEAMS CONFERENCE,
TRAVEL & PER DIEM	10/05/2023	$ 9.00	PARKING FOR TEAMS CONFERENCE,
TRAVEL & PER DIEM	10/05/2023	$ 609.70	VENDOR CHARGED HOTEL TWICE FOR
TRAVEL & PER DIEM	10/06/2023	$ 10.00	PARKING FOR TEAMS CONFERENCE,
TRAVEL & PER DIEM	10/06/2023	$ 16.97	UBER FOR R LOCKE WHILE AT TEAM
TRAVEL & PER DIEM	10/08/2023	$ 676.00	HOTEL FOR B DAY WHILE AT TEAMS
TRAVEL & PER DIEM	10/08/2023	$ 11.00	PARKING AT TEAMS CONFERENCE, T
TRAVEL & PER DIEM	10/08/2023	$ 15.94	UBER FOR R LOCKE WHILE AT TEAM
TRAVEL & PER DIEM	10/08/2023	$ 539.56	HOTEL FOR R LOCKE WHILE AT TEA
TRAVEL & PER DIEM	10/11/2023	$ (609.70)	REFUND FOR OVERCHARGE MADE BY
TRAVEL & PER DIEM	10/12/2023	$ 147.00	HOTEL & PARKING FOR B DAY AT F
TRAVEL & PER DIEM	12/07/2023	$ (102.00)	REFUND FOR GUESTROOM CANCELLAT
TRAVEL & PER DIEM	12/06/2023	$ (223.88)	CREDIT FOR WRONG DATES ON RESE
TRAVEL & PER DIEM	12/06/2023	$ (223.88)	REFUND FOR HOTEL FOR B DAY AT
TRAVEL & PER DIEM	12/01/2023	$ 223.88	HOTEL FOR R LOCKE AT MARION CO
TRAVEL & PER DIEM	12/01/2023	$ 223.88	HOTEL FOR B DAY AT MARION COUN
TRAVEL & PER DIEM	12/01/2023	$ 102.00	HOTEL DEPOSIT FOR R LOCKE AT M
TRAVEL & PER DIEM	01/31/2024	$ 7.99	UBER FOR CORRY LOCKE & LORETTA
TRAVEL & PER DIEM	01/31/2024	$ 3.00	PARKING WHILE AT DESTINATIONS
TRAVEL & PER DIEM	02/02/2024	$ 229.00	HOTEL FOR R LOCKE AT DESTINATI
TRAVEL & PER DIEM	02/01/2024	$ 9.00	PARKING WHILE AT TOURISM DAY
TRAVEL & PER DIEM	02/07/2024	$ 50.00	PREPAID SUN PASS
TRAVEL & PER DIEM	02/09/2024	$ 8.00	PARKING WHILE AT MARION COUNTY
TRAVEL & PER DIEM	02/02/2024	$ 229.00	HOTEL FOR L SHAFFER WHILE AT D
TRAVEL & PER DIEM	03/04/2024	$ 49.00	TDC/MEAL REIMBURSEMENT TOURISM
TRAVEL & PER DIEM	03/04/2024	$ 49.00	TDC/MEAL REIMBURSEMENT TOURISM
TRAVEL & PER DIEM	03/03/2024	$ 418.20	FLIGHT FOR L SHAFFER TO ATTEND
TRAVEL & PER DIEM	03/31/2024	$ 260.85	DEPOSIT ON HOTEL FOR L SHAFFER
TRAVEL & PER DIEM	04/04/2024	$ 50.00	TOLL REPLENISHMENT
TRAVEL & PER DIEM	04/07/2024	$ 598.00	HOTEL FOR S WHEELER WHILE ATTE
TRAVEL & PER DIEM	04/07/2024	$ 598.00	HOTEL FOR J HELLER WHILE ATTEN
TRAVEL & PER DIEM	04/07/2024	$ 30.00	BAGGAGE FEE FOR L SHAFFER WHIL
TRAVEL & PER DIEM	04/16/2024	$ 49.00	DESTINATION SUMMIT MEALS
TRAVEL & PER DIEM	04/16/2024	$ 49.00	DESTINATION SUMMIT MEALS
TRAVEL & PER DIEM	04/09/2024	$ 120.00	PARKING FOR L SHAFFER WHILE AT
TRAVEL & PER DIEM	04/02/2024	$ 30.00	BAGGAGE FEE FOR L SHAFFER WHIL
TRAVEL & PER DIEM	04/02/2024	$ 1,062.04	HOTEL FOR L SHAFFER WHILE AT D
TRAVEL & PER DIEM	04/16/2024	$ 205.33	TDC/CEO SUMMIT MEALS, UBERS, T
TRAVEL & PER DIEM	05/16/2024	$ 39.00	MEAL & TIPS AT QUEST 2024 CONF
TRAVEL & PER DIEM	05/26/2024	$ 1,001.30	HOTEL FOR R LOCKE WHILE ATTEND
TRAVEL & PER DIEM	05/29/2024	$ 534.97	AIRLINE FOR L SHAFFER TO ATTEN
TRAVEL & PER DIEM	06/05/2024	$ 116.00	TDC/FSF SPORTS SUMMIT MEALS, T
TRAVEL & PER DIEM	07/31/2024	$ 44.00	TDC/MEALS AT FSAE CONFERENCE

E. Marion County Visitors and Convention Bureau FY 2023-2024 Travel and Entertainment Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	07/31/2024	$ 83.00	TDC/MEALS, TIPS AT DESTINATION
TRAVEL & PER DIEM	07/18/2024	$ 30.00	PARKING WHILE AT DESTINATIONS
TRAVEL & PER DIEM	07/21/2024	$ 420.00	HOTEL FOR B DAY WHILE AT FSAE
TRAVEL & PER DIEM	07/21/2024	$ 442.68	HOTEL FOR R LOCKE WHILE AT FSA
TRAVEL & PER DIEM	07/21/2024	$ 597.00	HOTEL FOR L SHAFFER WHILE AT D
TRAVEL & PER DIEM	07/21/2024	$ 53.00	PARKING FOR A ROUSSEL WHILE AT
TRAVEL & PER DIEM	07/21/2024	$ 597.00	HOTEL FOR S WHEELER WHILE AT D
TRAVEL & PER DIEM	07/21/2024	$ 597.00	HOTEL FOR A ROUSSEL WHILE AT D
TRAVEL & PER DIEM	07/21/2024	$ 732.00	HOTEL FOR C ZALAK WHILE AT DES
TRAVEL & PER DIEM	07/21/2024	$ 38.00	PARKING FOR S WHEELER & L SHAF
TRAVEL & PER DIEM	07/26/2024	$ 820.39	FLIGHT FOR BRYAN DAY TO ATTEND
TRAVEL & PER DIEM	07/28/2024	$ (22.68)	CREDIT FOR VENDOR ERROR ON R L
TRAVEL & PER DIEM	08/13/2024	$ 114.50	TDC/MEALS, TIPS, UBER AT DESTI
TRAVEL & PER DIEM	08/13/2024	$ 84.73	TDC/MEALS, TOLLS, TIPS AT FSAE
TRAVEL & PER DIEM	08/19/2024	$ 11.00	TDC/MEAL WHILE AT FPRA CONFERE
TRAVEL & PER DIEM	08/02/2024	$ 529.97	FLIGHT FOR J HELLER AT ESTO AW
TRAVEL & PER DIEM	08/08/2024	$ 198.63	HOTEL FOR J HELLER WHILE AT FP
TRAVEL & PER DIEM	08/08/2024	$ 30.78	LYFT FOR L SHAFFER WHILE AT HO
TRAVEL & PER DIEM	08/09/2024	$ 151.37	HOTEL FOR J HELLER AT FPRA CON
TRAVEL & PER DIEM	08/11/2024	$ 72.00	PARKING & TOLLS FOR L SHAFFER
TRAVEL & PER DIEM	08/11/2024	$ 35.98	LYFT FOR L SHAFFER WHILE AT HO
TRAVEL & PER DIEM	08/11/2024	$ 607.18	HOTEL FOR L SHAFFER AT HOTEL D
TRAVEL & PER DIEM	08/14/2024	$ 62.17	UBER FOR J HELLER WHILE AT EST
TRAVEL & PER DIEM	08/15/2024	$ 27.45	UBER FOR J HELLER WHILE AT EST
TRAVEL & PER DIEM	08/16/2024	$ 28.00	PARKING AT AIRPORT FOR J HELLE
TRAVEL & PER DIEM	08/16/2024	$ 269.08	HOTEL FOR J HELLER WHILE AT ES
TRAVEL & PER DIEM	08/28/2024	$ 81.00	TDC/MEALS, FUEL AT DESTINATION
TRAVEL & PER DIEM	08/22/2024	$ 128.00	TDC/MEALS, TIPS AT HOTEL DATA
TRAVEL & PER DIEM	08/22/2024	$ 34.00	TDC/MEALS AT ESTO CONFERENCE
TRAVEL & PER DIEM	08/19/2024	$ 37.59	FUEL DUE TO EXPIRED FLEET FUEL
TRAVEL & PER DIEM	08/22/2024	$ 15.00	FUEL DUE TO EXPIRED FLEET FUEL
TRAVEL & PER DIEM	08/22/2024	$ 32.62	FUEL DUE TO EXPIRED FLEET FUEL
TRAVEL & PER DIEM	08/23/2024	$ 501.60	HOTEL FOR B DAY WHILE AT DESTI
TRAVEL & PER DIEM	08/25/2024	$ 548.55	FLIGHT FOR B DAY TO ATTEND THE
TRAVEL & PER DIEM	08/31/2024	$ 50.00	SUNPASS REPLENISHMENT
TRAVEL & PER DIEM	08/31/2024	$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	08/31/2024	$ 59.96	UBER FOR B DAY WHILE AT CONNEC
TRAVEL & PER DIEM	08/28/2024	$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	08/27/2024	$ 1.00	UBER TIP FOR B DAY WHILE AT CO
TRAVEL & PER DIEM	08/27/2024	$ 31.98	UBER FOR B DAY WHILE AT CONNEC
TRAVEL & PER DIEM	09/10/2024	$ 144.00	TDC/MEALS AT CONNECT MARKETPLA
TRAVEL & PER DIEM	09/03/2024	$ 70.00	PARKING AT ORLANDO AIRPORT FOR
TRAVEL & PER DIEM	09/24/2024	$ 141.48	BCC-COCOMM/MILEAGE/DESTINATION
TRAVEL & PER DIEM	09/25/2024	$ 9.98	UBER FOR B DAY WHILE AT TAMS 2
TRAVEL & PER DIEM	09/25/2024	$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	09/29/2024	$ 3.00	UBER TIP FOR B DAY WHILE AT TE

E. Marion County Visitors and Convention Bureau FY 2023-2024 Travel and Entertainment Expenditures

ACCOUNT DESCRIPTION	DATE	AMOUNT	DESCRIPTION
TRAVEL & PER DIEM	09/29/2024	$ 91.69	UBER FOR B DAY WHILE AT TEAMS
TRAVEL & PER DIEM	09/29/2024	$ 40.00	BAGGAGE FEE FOR B DAY WHILE AT
TRAVEL & PER DIEM	09/29/2024	$ 1,218.26	HOTEL FOR B DAY WHILE AT TEAMS
TRAVEL & PER DIEM	09/30/2024	$ 152.00	TDC/MEALS AT TEAMS 2024 CONFER
Subtotal		**$ 17,641.99**	
PROMO ACT	12/12/2023	$ 650.00	BALLOONS FOR ANNUAL MEETING 12
PROMO ACT	12/11/2023	$ 73.55	BATTERIES FOR CENTERPIECES FOR
PROMO ACT	12/06/2023	$ 44.07	ORNAMENT HOOKS, CHARMS FOR THE
PROMO ACT	12/06/2023	$ 20.97	ORNAMENT BAGS FOR THE 2023 ANN
PROMO ACT	12/06/2023	$ 423.81	CENTERPIECE WREATHS, PLATES, F
PROMO ACT	01/04/2024	$ 97.50	LUNCH WITH DREW GREGORY WITH K
PROMO ACT	02/23/2024	$ 210.44	LUNCH WITH TRAVEL WRITERS UNIV
PROMO ACT	02/29/2024	$ 30.21	SNACKS FOR PUBLICLY HELD MEETI
PROMO ACT	02/29/2024	$ 37.22	SNACKS FOR PUBLICLY HELD MEETI
PROMO ACT	03/06/2024	$ 89.05	TEA, LEMONADE, PEPSI, DR PEPPE
PROMO ACT	03/10/2024	$ 109.98	SANDWICH PLATTERS FOR PUBLICLY
PROMO ACT	05/20/2024	$ 36.99	COFFEE MAKER, FILTERS, COFFEE,
PROMO ACT	05/29/2024	$ 330.00	BALLOONS FOR FL ATTRACTIONS 20
PROMO ACT	05/30/2024	$ 70.00	BALLOONS FOR FL ATTRACTIONS 20
PROMO ACT	06/06/2024	$ 340.78	LUNCH FOR TOURISM & HOSPITALIT
PROMO ACT	06/06/2024	$ 53.34	WATER, TEA, CUPS, COOKS AND PL
PROMO ACT	06/09/2024	$ 1,200.00	BRANDED POPCORN FOR FL ATTRACT
PROMO ACT	08/02/2024	$ 42.80	WATER FOR WORLD SERIES PARADE
PROMO ACT	08/31/2024	$ 25.29	PLATES, LEMONADE, TEA FOR PUBL
PROMO ACT	09/04/2024	$ 33.66	CHEX MIX, CHIPS & COOKIES FOR
PROMO ACT	09/06/2024	$ 446.27	SANDWICH & WRAPS FOR PUBLICLY
PROMO ACT	11/17/2023	$ 2,281.00	ANNUAL MEETING F&B; A/V WITH T
PROMO ACT	12/19/2023	$ 2,281.00	ANNUAL MEETING F&B; A/V WITH T
PROMO ACT	12/19/2023	$ (2,281.00)	ANNUAL MEETING F&B; A/V WI2024
Subtotal		**$ 6,646.93**	
OPERATING SUPPLIES	01/29/2024	$ 5.70	CREAMER FOR VCB MEETINGS, DIVI
OPERATING SUPPLIES	05/20/2024	$ 554.95	COFFEE MAKER, FILTERS, COFFEE,
OPERATING SUPPLIES	05/09/2024	$ 89.00	HAND TRUCK TO MOVE MARKETING I
OPERATING SUPPLIES	05/29/2024	$ 47.34	INSULATED COFFEE SERVER FOR TH
Subtotal		**$ 696.99**	
TOTAL		**$ 24,985.91**	