



MEETING REWARDS PROGRAM IN OCALA/MARION COUNTY

RULES AND REGULATIONS

The Ocala/Marion County Visitors and Convention Bureau (OMCVCB) provides a booking incentive program, which offers up to \$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. OMCVCB staff will accept and verify qualifications of the meeting planner's registration.
2. OMCVCB staff will determine eligibility for funding under this program using the guidelines established in this document.
3. An OMCVCB representative will contact the meeting planner and begin the RFP process.
4. 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.
5. 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.
6. 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.
7. OMCVCB staff will provide a quarterly update to the Tourist Development Council of events approved for funding and funds expended under this program.
8. OMCVCB staff will provide a quarterly update to the Marion County Board of County Commissioners submitted as a notation for record of events approved for funding and funds expended under this program.

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.

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.
10. All overnight accommodations used in association with the funded event must be appropriately registered with the Marion County Tax Collector's Office to collect applicable Tourist Development Taxes (TDT). Room nights will not qualify toward funding if the property is not compliant with TDT registration requirements or if the accommodations are not subject to TDT collection. Please refer to the following webpage (<https://www.mariontax.com/td-home>) and Appendix A for additional information about TDT and how to ensure compliance.
11. 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.
12. 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.
13. 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.

APPENDIX A



GEORGE ALBRIGHT, MARION COUNTY TAX COLLECTOR
TOURIST DEVELOPMENT
PO BOX 63
OCALA, FLORIDA 34478-0063

352-368-8209
352-368-8112

The Tourist Development Tax is a 4% charge on the revenue collected on the rental of any living quarters or accommodation in a hotel, apartment, motel, vessel, condominium, mobile home, time-share, cottage, or a single or multi-family dwelling that is rented for a period of six months or less.

Marion County does not have a contact with any of the rental platforms (Airbnb, VRBO, Home away, etc.), therefore it is the property owner's responsibility to pay the 4% Tourist Tax for Marion County.

Pursuant to Florida Statute 212.15(1) taxes are due the first day of the succeeding month and will be delinquent on the 21st of such month.

As the property owner it is your responsibility to pay your tourist tax each reporting period in a timely manner. If you have zero rentals you are responsible for filing a zero return each period you have no rentals.

A 10% penalty or a minimum late fee of \$50 and daily interest rate will be charged per reporting period for noncompliance.

Payments may be made online at <https://www.mariontax.com/TouristLogin.asp> or via mail.

| Example of how to calculate the Tourist Development tax: | | |
|--|----|--|
| 1. Gross Rental Receipts | \$ | Enter the total amount of rental for the reporting period. |
| 2. Minus(-) Exempt Rental Receipts | \$ | Enter any rental exempt from the Tourist Development Tax. |
| 3. (=) Taxable Rental Receipts | \$ | Enter amount of taxable rentals (Line 1 minus (-) Line 2). |
| 4. Total Tax Collected 4% | \$ | Enter the total of Tourist Tax collected with is 4% of Line 3. |
| 5. Adjustments (if applicable) | \$ | Enter any Over/Under Payments from previous reporting periods. |
| 6. Total Tax Due | \$ | Enter the total of Line 4, plus/minus (+/-) Line 5. |
| 7. Minus(-) Collection Allowance | \$ | Enter 2.5% of first \$1,200 of Line 6 if this return is filed within 20 days from the last of the reporting month, \$30 maximum. |
| 8. Plus(+) Penalty | \$ | If delinquent, enter 10% of the amount of Line 6 or \$50, whichever is greater. |
| 9. Plus(+) Interest | \$ | The interest rate is variable. You will need to contact our office at (352) 368-8209 for instructions. |
| 10. (=) Total Amount Due | \$ | Enter total due with return, add (+) Line 6, minus (-) Line 7, plus (+) Line 8, plus (+) Line 9. |

Any question, please email tmccann@mariontax.com or call 352-368-8209.

Sincerely,
Tammy McCann
Deputy Tax Collector