

**NEW EVENT**

EVENT DATES: March 25-29, 2026

EVENT LOCATION: HITS Post Time Farm

**Funding Program: Room Night Generating Event Funding (Rev. 07-2025)**

| Quarter 1             | Quarter 2              | Quarter 3                    | Quarter 4                    |
|-----------------------|------------------------|------------------------------|------------------------------|
| January - March       | April - June           | July - September             | October - December           |
| \$5 per verified room | \$10 per verified room | \$15 per verified room night | \$10 per verified room night |
| \$10,000 Maximum      | \$25,000 Maximum       | \$25,000 Maximum             | \$25,000 Maximum             |

| EVENT INFORMATION:   | FINANCIALS:  |
|--|--|
| Event Name: <b>Ocala Spring Premier I</b><br>Organization: <b>HITS, LLC.</b> | Requested Amount: <b>\$5,000</b><br>Staff Recommendation/Eligible Funding Amount: <b>\$5,000*</b><br>Business Sales (Total): <b>\$668,609</b><br>Total ROI: <b>282%</b><br>Anticipated Attendance: <b>645</b><br>Minimum Room Night Guarantee: <b>1,000*</b><br>Average Occupancy Rate for Period:<br><b>70.8% (2025)</b><br><b>70.0% (2024)</b> |

**\*Events occurring Jan-Mar are awarded \$5/room night**

- **Funding History:** This is a new event.
- **Use of Funds:** Judges/Officials, Equipment rental, Course designers, Promotional expenses
- **Event Description:** HITS is proud to unveil two new events for the upcoming 2026 season, highlighted by the HITS Premier I show, running March 25-29, 2026. This event is crafted to bring the East Coast equestrian community together. They are especially excited to welcome exhibitors traveling from outside the Ocala area to enjoy our venue and hospitality.