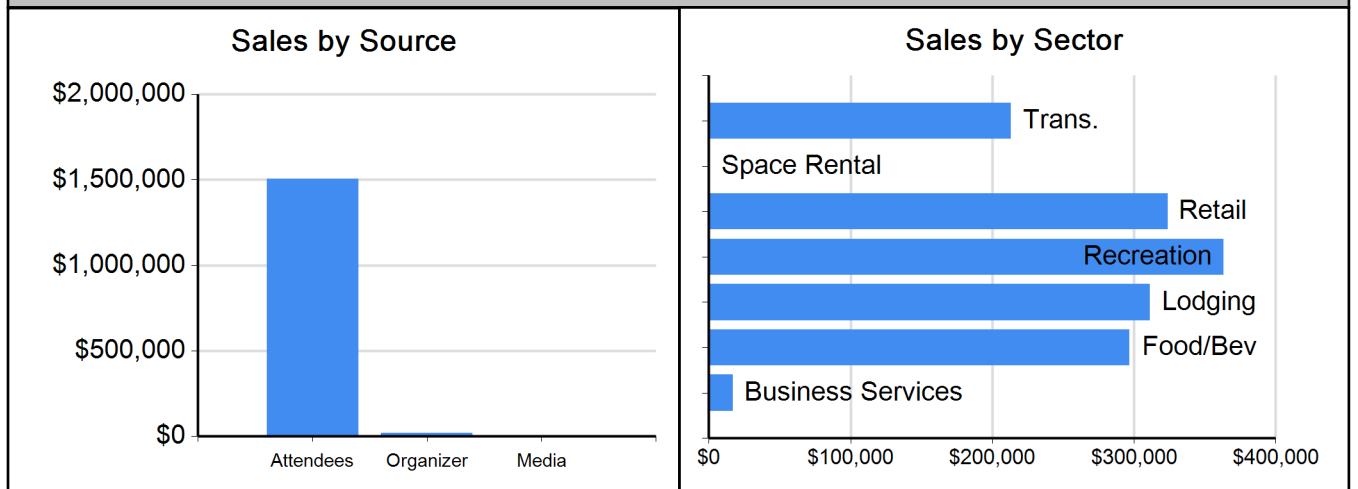


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week 6 - National & FEI	Business Sales (Direct):	\$1,526,261
Organization:	World Equestrian Center	Business Sales (Total):	\$2,224,815
Event Type:	Professional	Jobs Supported (Direct):	423
Start Date:	2/4/2026	Jobs Supported (Total):	486
End Date:	2/8/2026	Local Taxes (Total):	\$57,074
Overnight Attendees:	521	Net Direct Tax ROI:	\$38,013
Day Attendees:	2084	Estimated Room Demand:	2,074

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$311,100	\$0	\$0	\$311,100
Transportation	\$213,082	\$195	\$93	\$213,369
Food & Beverage	\$294,116	\$2,772	\$0	\$296,888
Retail	\$323,861	\$0	\$0	\$323,861
Recreation	\$363,384	\$0	\$0	\$363,384
Space Rental	\$0	\$623	\$0	\$623
Business Services	\$0	\$16,827	\$209	\$17,036
TOTAL	\$1,505,543	\$20,416	\$302	\$1,526,261

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week 6 - National & FEI 2026

Organization: World Equestrian Center

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,526,261	\$698,554	\$2,224,815
Personal Income	\$462,787	\$173,819	\$636,605
Jobs Supported			
Persons	423	63	486
Annual FTEs	16	2	18
Taxes and Assessments			
<u>Federal Total</u>	<u>\$132,581</u>	<u>\$56,350</u>	<u>\$188,931</u>
<u>State Total</u>	<u>\$111,627</u>	<u>\$22,214</u>	<u>\$133,841</u>
sales	\$85,986	\$10,478	\$96,464
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$25,641	\$11,736	\$37,377
<u>Local Total (excl. property)</u>	<u>\$48,013</u>	<u>\$9,060</u>	<u>\$57,074</u>
sales	\$21,496	\$2,620	\$24,116
income	\$0	\$0	\$0
bed	\$12,444	-	\$12,444
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,073	\$6,441	\$20,514
property tax	\$27,688	\$8,188	\$35,876

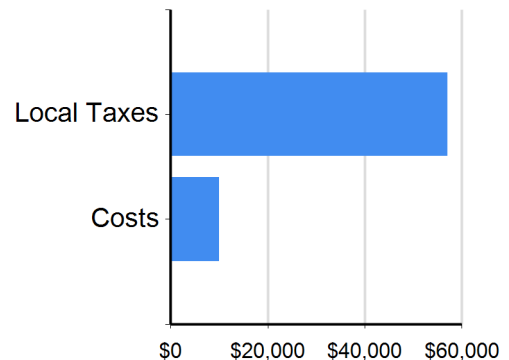
Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

Direct Tax Receipts	\$48,013
DMO Hosting Costs	\$10,000
Direct ROI	\$38,013
Net Present Value	\$37,250
Direct ROI (%)	380%

Total local tax RO(net property taxes)

Total Local Tax Receipts	\$57,074
Total ROI	\$47,074
Net Present Value	\$46,129
Total ROI (%)	471%



Estimated Room Demand Metrics

Room Nights (total)	2,074
Room Pickup (block only)	2,074
Peak Rooms	237
Total Visitor Days	5,970