



REPEAT EVENT
EVENT DATES: March 5-8, 2026
EVENT LOCATION: Santos Trailhead

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: Santos Fat Tire Festival Organization: OMBA-Ocala Mountain Bike Association	Requested Amount: \$10,000 Staff Recommendation/Eligible Funding Amount: \$10,000* Business Sales (Total): \$927,594 Total ROI: 152% Anticipated Participants: 1,400 Anticipated Total Attendance: 4,100 Minimum Room Night Guarantee: 2,000* Average Occupancy Rate for Period: 70.8% (2025) 70.0% (2024)

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

- Funding History:**
 - 2025: The event took place but there was no available funding program.
 - 2024: \$16,632
 - 2015: \$2,500
 - 2014: \$2,500
 - 2013: \$2,200
 - 2009: \$1,000
 - 2006: \$1,914
- Use of Funds:** marketing, advertising, venue rental/cleaning, equipment rental, stage rental, security, photography/videography, bathroom rental, permitting expenses
- Event Description:** The Fat Tire Festival, now celebrating over 20 years, is a premier mountain biking event designed for riders of all ages and skill levels. The festival’s highlight is the Epic 50 Ride—a fully supported, non-competitive endurance ride featuring four food and beverage stations, three of which participants visit twice along the route. In addition to the ride, attendees can enjoy a vibrant Vendor Village, showcasing demo bikes, outdoor gear, and a variety of biking-related products. The event attracts more than 400 campers and, according to state attendance counts, welcomes over 1,400 total attendees. Festival goers also enjoy live music and catered food throughout the weekend, with special festivities taking place Saturday afternoon in the Vendor Village and camping areas—creating a fun, community-focused celebration of mountain biking and the great outdoors.