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|------------------------------------------|
| <b>REPEAT EVENT</b>                      |
| EVENT DATES: February 4 – March 01, 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>HITS Ocala Winter Circuit, Event II, Weeks 4-7</b><br>Organization: <b>HITS, LLC</b> | Requested Amount: <b>\$10,000</b><br>Staff Recommendation/Eligible Funding Amount: <b>\$10,000*</b><br>Business Sales (Total): <b>\$8,283,188</b><br>Total ROI: <b>2,338%</b><br>Anticipated Participants: <b>3,725</b><br>Anticipated Total Attendance: <b>4,150</b><br>Minimum Room Night Guarantee: <b>2,000*</b><br>Average Occupancy Rate for Period:<br><b>74.4% (2025)</b><br><b>74.0% (2024)</b> |

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

### • Funding History\*\*:

- 2025 - \$33,446
- 2024 - \$25,000
  - \$12,500 reimbursed by FSF
- 2023 - \$25,000
  - \$11,684 reimbursed by FSF
- 2022 - \$25,000
- 2021 - \$31,250
  - \$15,625 reimbursed by FSF
- 2020 - \$29,687.50
  - \$14,844 reimbursed by FSF
- 2019 - \$37,500
  - \$18,750 reimbursed by FSF
- 2018 - \$37,500
  - \$18,750 reimbursed by FSF
- 2017 - \$37,500
  - \$18,750 reimbursed by FSF
- 2016 - \$37,500
  - \$18,750 reimbursed by FSF
- 2015 - \$27,500
- 2014 - \$8,000
- 2013 - \$8,000
- 2012 - \$5,620
- 2011 - \$5,000
- 2010 - \$5,000

### \*\*Funding History Reflects Funding for HITS Ocala Winter Circuit Weeks 1-5

- **Use of Funds:** Judges/Officials, Equipment rental, Course designers, Promotional expenses
- **Event Description:** HITS operates 12 consecutive hunter-jumper horse show "events" at its Post-Time Farm in Ocala from December 31, 2025 through March 22, 2026. These events attract trainers, riders, and horses from the east coast including from the northeast and has encouraged non-Ocala exhibitors to start their winter showing in Ocala several weeks earlier than in years past. These exhibitors not only occupy hotel rooms and Airbnb houses, but also drive income for Ocala based restaurants, grocery stores, gas stations and other services during these weeks.