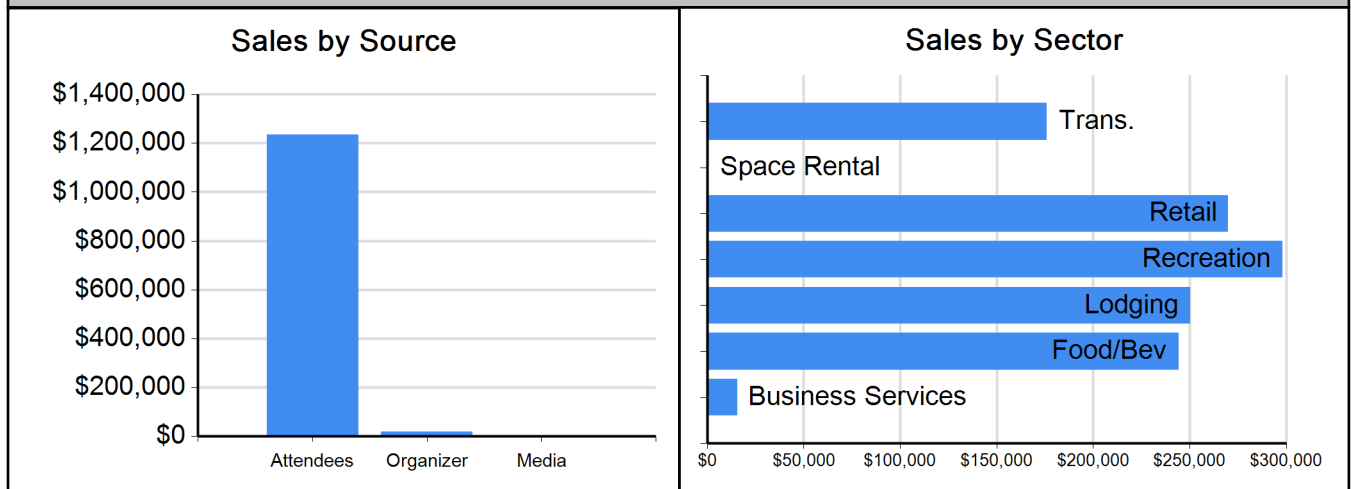


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week #5- National & FEI	Business Sales (Direct):	\$1,254,619
Organization:	World Equestrian Center	Business Sales (Total):	\$1,829,679
Event Type:	Professional	Jobs Supported (Direct):	347
Start Date:	1/28/2026	Jobs Supported (Total):	399
End Date:	2/1/2026	Local Taxes (Total):	\$46,688
Overnight Attendees:	475	Net Direct Tax ROI:	\$30,885
Day Attendees:	1902	Estimated Room Demand:	1,669

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$250,350	\$0	\$0	\$250,350
Transportation	\$175,820	\$177	\$85	\$176,083
Food & Beverage	\$241,626	\$2,529	\$0	\$244,155
Retail	\$269,738	\$0	\$0	\$269,738
Recreation	\$298,186	\$0	\$0	\$298,186
Space Rental	\$0	\$569	\$0	\$569
Business Services	\$0	\$15,348	\$191	\$15,539
TOTAL	\$1,235,720	\$18,624	\$275	\$1,254,619

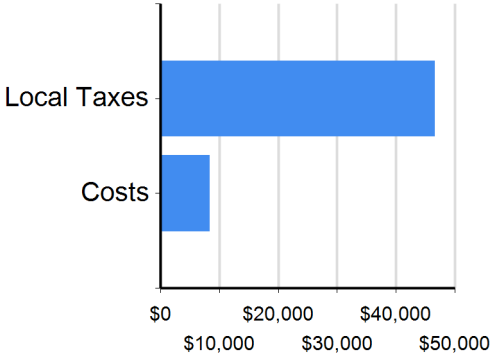
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #5- National & FEI 2026

Organization: World Equestrian Center

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,254,619	\$575,060	\$1,829,679
Personal Income	\$379,857	\$142,707	\$522,564
Jobs Supported			
Persons	347	51	399
Annual FTEs	13	2	15
Taxes and Assessments			
<u>Federal Total</u>	<u>\$108,920</u>	<u>\$46,344</u>	<u>\$155,264</u>
<u>State Total</u>	<u>\$91,669</u>	<u>\$18,287</u>	<u>\$109,956</u>
sales	\$70,591	\$8,626	\$79,217
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$21,078	\$9,661	\$30,739
<u>Local Total (excl. property)</u>	<u>\$39,230</u>	<u>\$7,459</u>	<u>\$46,688</u>
sales	\$17,648	\$2,156	\$19,804
income	\$0	\$0	\$0
bed	\$10,014	-	\$10,014
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$11,568	\$5,302	\$16,870
property tax	\$22,760	\$6,744	\$29,504

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$39,230	
DMO Hosting Costs	\$8,345	
Direct ROI	\$30,885	
Net Present Value	\$30,265	
Direct ROI (%)	370%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$46,688	
Total ROI	\$38,343	
Net Present Value	\$37,574	
Total ROI (%)	459%	

Estimated Room Demand Metrics	
Room Nights (total)	1,669
Room Pickup (block only)	1,669
Peak Rooms	216
Total Visitor Days	4,956