



REPEAT EVENT
EVENT DATES: May 8-10, 2025
EVENT LOCATION: Florida Horse Park

Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: Rock the Country Ocala Organization: RTC Gallatin LLC	Requested Amount: \$50,000 Eligible Funding/Staff Recommendation: \$50,000* Business Sales (Total): \$9,161,342 Total ROI: 458% Anticipated Attendance (Per Day): 30,000 Anticipated Room Nights (Total): 10,800 Average Occupancy Rate for Period: 58.0% (2024) 56.5% (2023)

**Funding is awarded \$14/room night*

- **Repeat Event**
 - This is the 2nd year of the event but the first time to request funding from the TDC.
- **Use of Funds:** marketing, advertising, event production
- **Event Description:** Rock the Country Ocala 2025 is set to be an action-packed country music festival that brings together fans from across the region for an unforgettable celebration of music, community, and fun. Taking place at the Florida Horse Park the event will feature an impressive lineup of 15 different musical acts. Attendees can expect not just incredible live music, but also a vibrant atmosphere complete with food trucks, artisan vendors, and interactive activities that capture the spirit of country living. Rock the Country Ocala 2025 aims to create a memorable experience for all, blending the best of modern country with a family-friendly festival environment. Rock the Country hosts concerts in 10 locations nationwide with Ocala being the only location in Florida selected.
- **Lineup:**
 - Friday
 - Nickelback, Gavin Adcock, Jo Dee Messina, Diamond Rio, Little Texas, Logan Crosby, Ying Yang Twins
 - Saturday
 - Kid Rock, Hank Williams Jr., Tracy Lawrence, Mark Chesnutt, Sammy Kershaw, Hudson Westbrook, Afroman