



NEW EVENT
EVENT DATES: January 30-February 1, 2025
EVENT LOCATION: Florida Horse Park

Funding Program: Room Night Generating Events

EVENT INFORMATION:	FINANCIALS:
Event Name: Grandview Invitational Organization: Grandview Invitational, Inc.	Requested Amount: \$19,600 Eligible Funding/Staff Recommendation: \$19,600 Business Sales (Total): \$969,295 Total ROI: 17% Anticipated Attendance (Total): 3,200 Anticipated Room Nights (Total): 1,400 Average Occupancy Rate for Period: 71.3% (2024) 75.9% (2023)

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

- **Funding History**
 - 2024 - \$16,800
 - 2023 - \$16,800
 - 2022 - \$15,000

- **Use of Funds:** Marketing, advertising, venue rental, equipment rental, bleacher rental
- **Event Description:** This event is held at the Florida Horse Park, which will be the 7th anniversary. It is always the first weekend in February, so the dates for 2025 will be January 30-February 1. The show is an elite draft horse hitch competition featuring all the draft horse breeds. It is becoming a staple within the community, giving "non-horse" people an opportunity so see these gentle giants. The Grandview Invitational and Grandview World Nights are the ONLY draft horse competitions of their kind in the state of Florida. There is a vendor village for shopping and food trucks onsite throughout the weekend. Experience the thunderous thrill of majestic Clydesdales, Belgians, and Percherons at the Grandview Invitational, where power, grace, and spectacle collide.