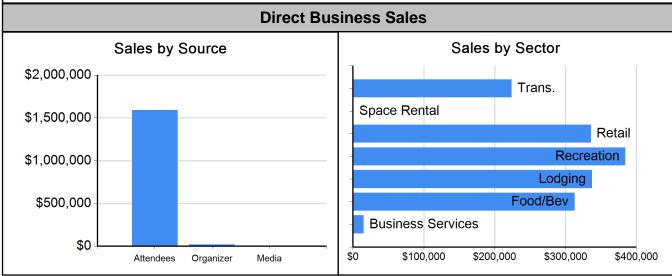
Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week #8 - National & FEI	Business Sales (Direct):	\$1,611,281
Organization:	World Equestrian Center	Business Sales (Total):	\$2,347,373
Event Type:	Professional	Jobs Supported (Direct):	447
Start Date:	2/18/2026	Jobs Supported (Total):	514
End Date:	2/22/2026	Local Taxes (Total):	\$60,630
Overnight Attendees:	472	Net Direct Tax ROI:	\$41,082
Day Attendees:	1887	Estimated Room Demand:	2,249



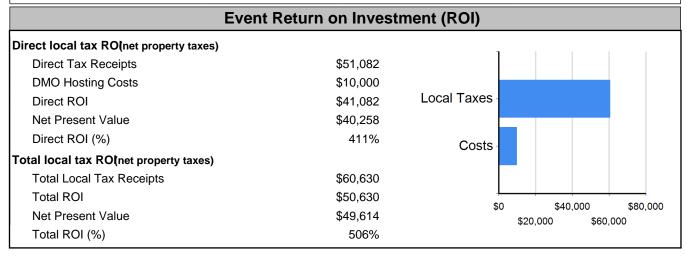
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$337,350	\$0	\$0	\$337,350
Transportation	\$223,855	\$176	\$84	\$224,116
Food & Beverage	\$310,740	\$2,511	\$0	\$313,251
Retail	\$336,074	\$0	\$0	\$336,074
Recreation	\$384,496	\$0	\$0	\$384,496
Space Rental	\$0	\$565	\$0	\$565
Business Services	\$0	\$15,240	\$190	\$15,430
TOTAL	\$1,592,515	\$18,492	\$274	\$1,611,281

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #8 - National & FEI 2026 Organization: World Equestrian Center

	F	d Datailla				
Economic Impact Details						
	Direct	Indirect/Induced	Total			
Business Sales	\$1,611,281	\$736,092	\$2,347,373			
Personal Income	\$489,501	\$183,791	\$673,293			
Jobs Supported						
Persons	447	66	514			
Annual FTEs	17	2	19			
Taxes and Assessments						
<u>Federal Total</u>	<u>\$140,073</u>	<u>\$59,450</u>	\$199,523			
State Total	<u>\$117,997</u>	<u>\$23,408</u>	<u>\$141,405</u>			
sales	\$90,927	\$11,041	\$101,968			
income	\$0	\$0	\$0			
bed	\$0	-	\$0			
other	\$27,070	\$12,366	\$39,436			
Local Total (excl. property)	<u>\$51,082</u>	<u>\$9,547</u>	\$60,630			
sales	\$22,732	\$2,760	\$25,492			
income	\$0	\$0	\$0			
bed	\$13,494	-	\$13,494			
per room charge	\$0	-	\$0			
tourism district	\$0	-	\$0			
restaurant	\$0	\$0	\$0			
other	\$14,857	\$6,787	\$21,644			
property tax	\$29,230	\$8,622	\$37,852			



Estimated Room Demand Metrics		
Room Nights (total)	2,249	
Room Pickup (block only)	2,249	
Peak Rooms	215	
Total Visitor Days	6,222	