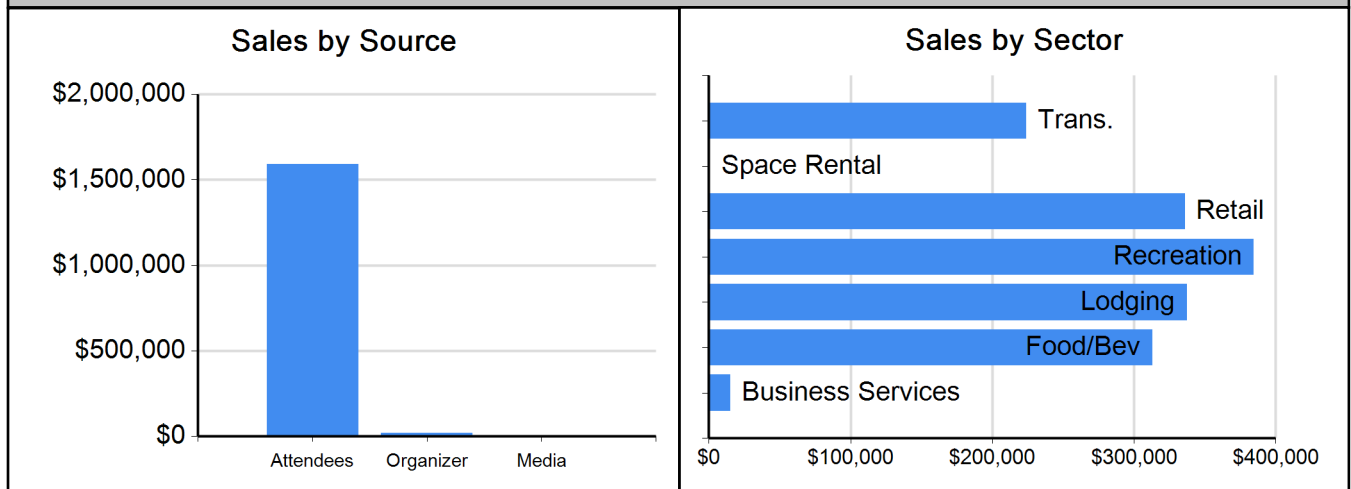


Event Impact Summary

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

Direct Business Sales



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

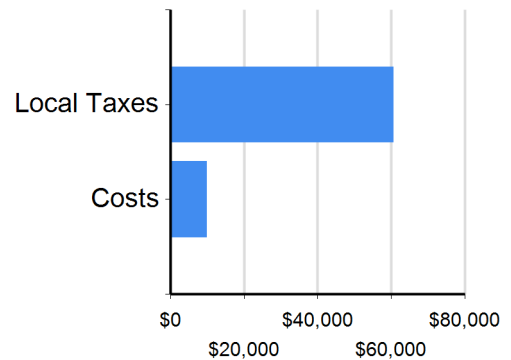
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #8 - National & FEI 2026

Organization: World Equestrian Center

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>	<u>\$199,523</u>
<u>State Total</u>	<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
<u>Local Total (excl. property)</u>	<u>\$51,082</u>	<u>\$9,547</u>	<u>\$60,630</u>
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

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$51,082		
DMO Hosting Costs	\$10,000		
Direct ROI	\$41,082		
Net Present Value	\$40,258		
Direct ROI (%)	411%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$60,630		
Total ROI	\$50,630		
Net Present Value	\$49,614		
Total ROI (%)	506%		



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