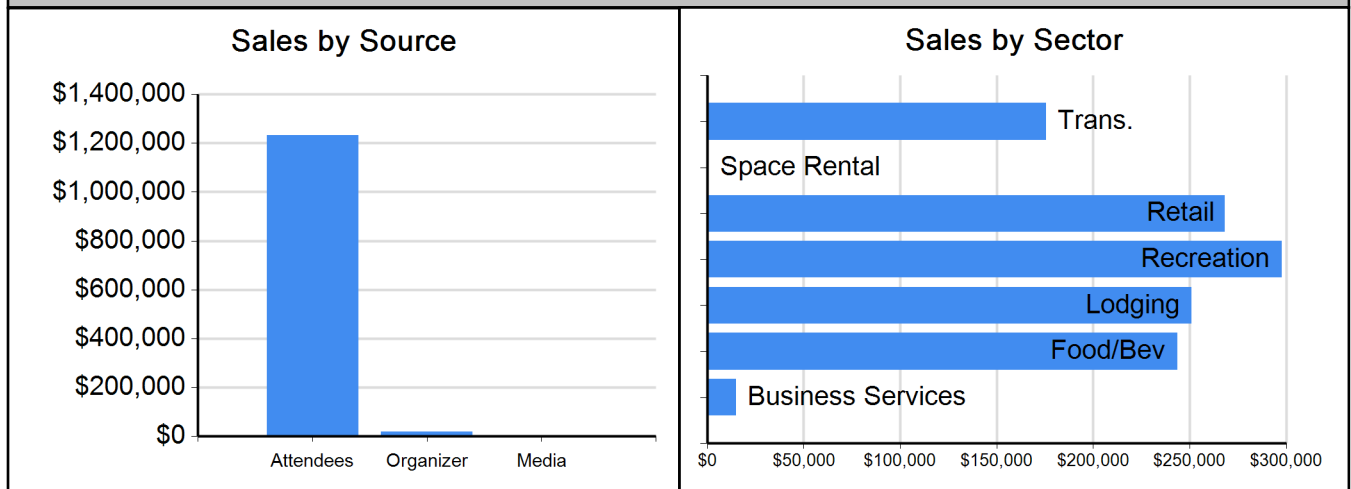


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week #9 - National & FEI	Business Sales (Direct):	\$1,252,073
Organization:	World Equestrian Center	Business Sales (Total):	\$1,825,770
Event Type:	Professional	Jobs Supported (Direct):	347
Start Date:	2/25/2026	Jobs Supported (Total):	398
End Date:	3/1/2026	Local Taxes (Total):	\$46,647
Overnight Attendees:	463	Net Direct Tax ROI:	\$30,836
Day Attendees:	1854	Estimated Room Demand:	1,674

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$251,100	\$0	\$0	\$251,100
Transportation	\$175,309	\$173	\$82	\$175,565
Food & Beverage	\$241,169	\$2,465	\$0	\$243,634
Retail	\$268,369	\$0	\$0	\$268,369
Recreation	\$297,703	\$0	\$0	\$297,703
Space Rental	\$0	\$554	\$0	\$554
Business Services	\$0	\$14,961	\$186	\$15,147
TOTAL	\$1,233,652	\$18,153	\$268	\$1,252,073

Event Impact Details

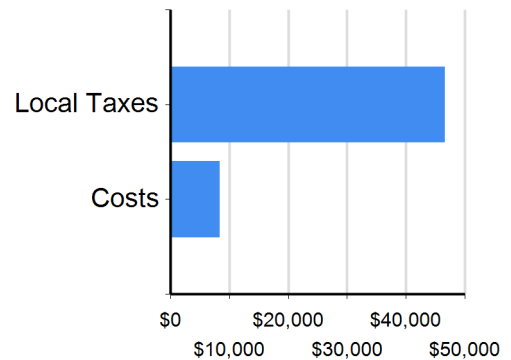
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #9 - National & FEI 2026

Organization: World Equestrian Center

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,252,073	\$573,697	\$1,825,770
Personal Income	\$379,218	\$142,458	\$521,676
Jobs Supported			
Persons	347	51	398
Annual FTEs	13	2	15
Taxes and Assessments			
<u>Federal Total</u>	<u>\$108,714</u>	<u>\$46,245</u>	<u>\$154,959</u>
<u>State Total</u>	<u>\$91,504</u>	<u>\$18,244</u>	<u>\$109,748</u>
sales	\$70,469	\$8,605	\$79,075
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$21,035	\$9,638	\$30,673
<u>Local Total (excl. property)</u>	<u>\$39,206</u>	<u>\$7,441</u>	<u>\$46,647</u>
sales	\$17,617	\$2,151	\$19,769
income	\$0	\$0	\$0
bed	\$10,044	-	\$10,044
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$11,545	\$5,290	\$16,834
property tax	\$22,714	\$6,727	\$29,441

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$39,206		
DMO Hosting Costs	\$8,370		
Direct ROI	\$30,836		
Net Present Value	\$30,217		
Direct ROI (%)	368%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$46,647		
Total ROI	\$38,277		
Net Present Value	\$37,509		
Total ROI (%)	457%		



Estimated Room Demand Metrics	
Room Nights (total)	1,674
Room Pickup (block only)	1,674
Peak Rooms	210
Total Visitor Days	4,934