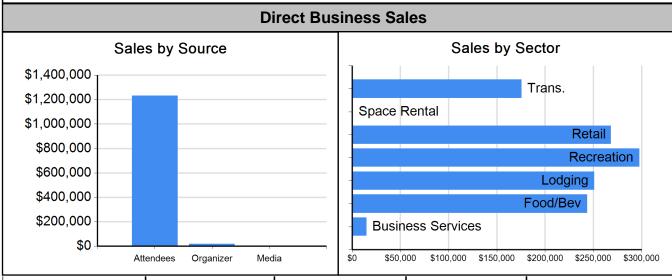
Event Impact Summary

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



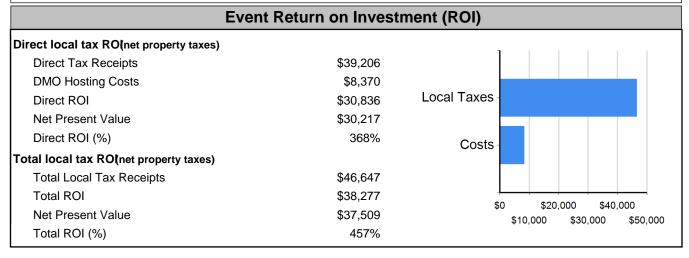
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$251,100	\$0	\$0	\$251,100
Transportation	\$175,309	\$173	\$82	\$175,565
Food & Beverage	\$241,169	\$2,465	\$0	\$243,634
Retail	\$268,369	\$0	\$0	\$268,369
Recreation	\$297,703	\$0	\$0	\$297,703
Space Rental	\$0	\$554	\$0	\$554
Business Services	\$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>	
State Total	<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	
Local Total (excl. property)	<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	



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