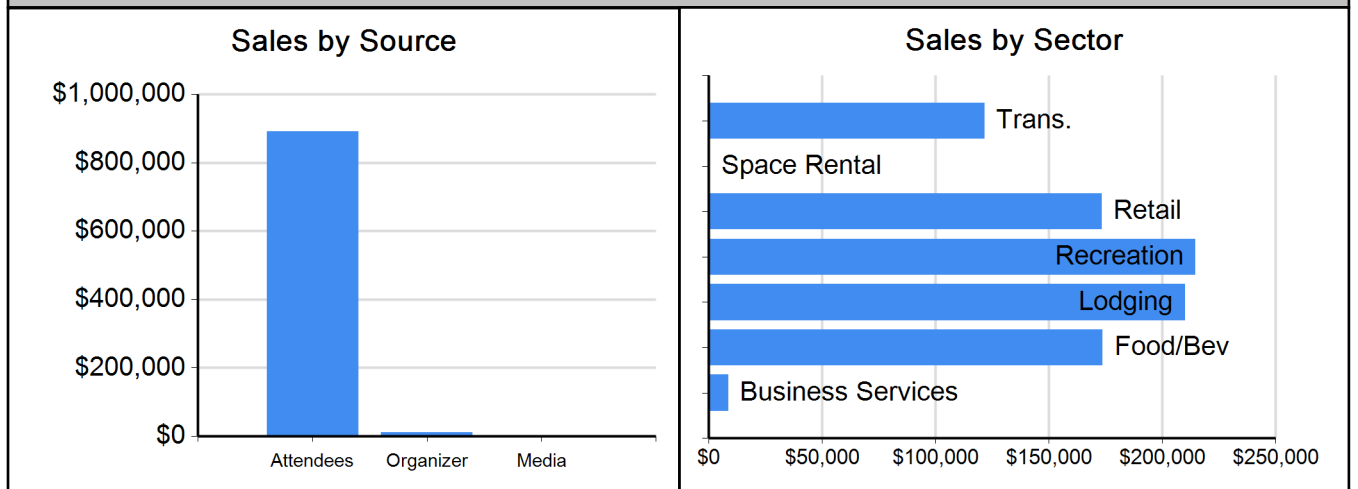


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Ocala International Horse Show	Business Sales (Direct):	\$902,197
Organization:	Ocala International Horse Show, Inc	Business Sales (Total):	\$1,312,495
Event Type:	Professional	Jobs Supported (Direct):	256
Start Date:	10/21/2025	Jobs Supported (Total):	295
End Date:	10/25/2025	Local Taxes (Total):	\$34,768
Overnight Attendees:	381	Net Direct Tax ROI:	\$15,447
Day Attendees:	571	Estimated Room Demand:	1,400

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$210,000	\$0	\$0	\$210,000
Transportation	\$121,533	\$70	\$48	\$121,651
Food & Beverage	\$172,076	\$1,435	\$0	\$173,511
Retail	\$173,469	\$0	\$0	\$173,469
Recreation	\$214,618	\$0	\$0	\$214,618
Space Rental	\$0	\$323	\$0	\$323
Business Services	\$0	\$8,517	\$108	\$8,625
TOTAL	\$891,696	\$10,345	\$156	\$902,197

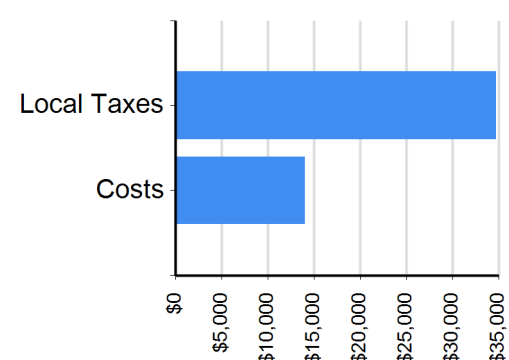
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala International Horse Show 2025

Organization: Ocala International Horse Show, Inc

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$902,197	\$410,298	\$1,312,495
Personal Income	\$275,614	\$103,999	\$379,613
Jobs Supported			
Persons	256	39	295
Annual FTEs	10	1	11
Taxes and Assessments			
<u>Federal Total</u>	<u>\$78,605</u>	<u>\$33,315</u>	<u>\$111,919</u>
<u>State Total</u>	<u>\$66,070</u>	<u>\$13,048</u>	<u>\$79,117</u>
sales	\$50,913	\$6,154	\$57,067
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$15,157	\$6,893	\$22,050
<u>Local Total (excl. property)</u>	<u>\$29,447</u>	<u>\$5,322</u>	<u>\$34,768</u>
sales	\$12,728	\$1,539	\$14,267
income	\$0	\$0	\$0
bed	\$8,400	-	\$8,400
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$8,319	\$3,783	\$12,102
property tax	\$16,367	\$4,798	\$21,164

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$29,447	
DMO Hosting Costs	\$14,000	
Direct ROI	\$15,447	
Net Present Value	\$15,447	
Direct ROI (%)	110%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$34,768	
Total ROI	\$20,768	
Net Present Value	\$20,768	
Total ROI (%)	148%	

Estimated Room Demand Metrics	
Room Nights (total)	1,400
Room Pickup (block only)	1,400
Peak Rooms	173
Total Visitor Days	3,337