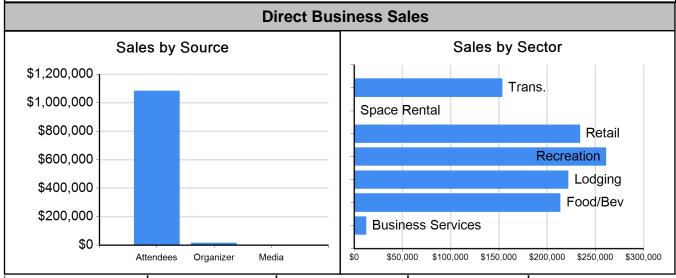
Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week #4 - National & FEI	Business Sales (Direct):	\$1,098,551
Organization:	World Equestrian Center	Business Sales (Total):	\$1,601,623
Event Type:	Professional	Jobs Supported (Direct):	304
Start Date:	1/21/2026	Jobs Supported (Total):	350
End Date:	1/25/2026	Local Taxes (Total):	\$41,005
Overnight Attendees:	391	Net Direct Tax ROI:	\$27,075
Day Attendees:	1562	Estimated Room Demand:	1,481



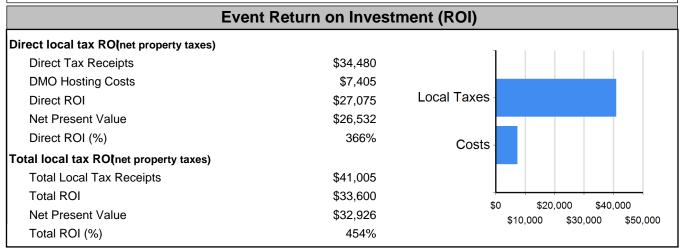
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$222,150	\$0	\$0	\$222,150
Transportation	\$153,585	\$146	\$70	\$153,800
Food & Beverage	\$211,645	\$2,079	\$0	\$213,724
Retail	\$234,256	\$0	\$0	\$234,256
Recreation	\$261,376	\$0	\$0	\$261,376
Space Rental	\$0	\$468	\$0	\$468
Business Services	\$0	\$12,619	\$157	\$12,776
TOTAL	\$1,083,013	\$15,312	\$226	\$1,098,551

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #4 - National & FEI 2026 Organization: World Equestrian Center

	Economic Impac	t Details	
	Direct	Indirect/Induced	Total
Business Sales	\$1,098,551	\$503,071	\$1,601,623
Personal Income	\$332,913	\$125,052	\$457,965
Jobs Supported			
Persons	304	45	350
Annual FTEs	11	2	13
Taxes and Assessments			
<u>Federal Total</u>	<u>\$95,406</u>	<u>\$40,567</u>	<u>\$135,973</u>
State Total	<u>\$80,315</u>	<u>\$15,998</u>	<u>\$96,313</u>
sales	\$61,859	\$7,546	\$69,405
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$18,456	\$8,452	\$26,907
Local Total (excl. property)	<u>\$34,480</u>	<u>\$6,525</u>	<u>\$41,005</u>
sales	\$15,465	\$1,887	\$17,351
income	\$0	\$0	\$0
bed	\$8,886	<u>-</u>	\$8,886
per room charge	\$0	<u>-</u>	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$10,129	\$4,638	\$14,768
property tax	\$19,929	\$5,898	\$25,827



Estimated Room Demand Metrics		
Room Nights (total)	1,481	
Room Pickup (block only)	1,481	
Peak Rooms	178	
Total Visitor Days	4,313	