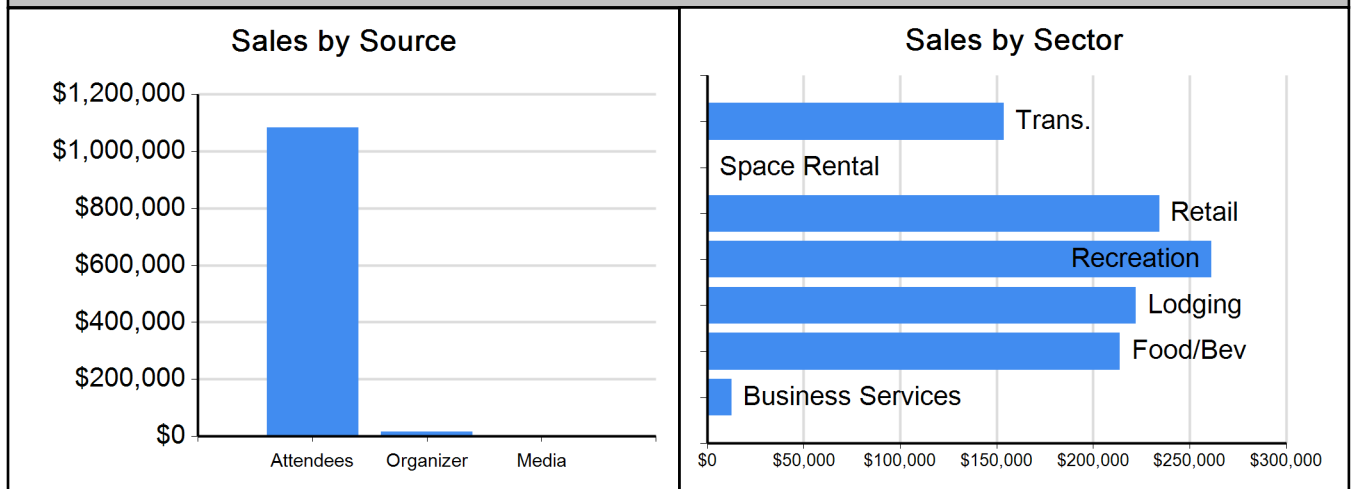


# Event Impact Summary

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       |

## Direct Business Sales



| 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 Impact Details

|                                     | Direct          | Indirect/Induced | Total            |
|-------------------------------------|-----------------|------------------|------------------|
| <b>Business Sales</b>               | \$1,098,551     | \$503,071        | \$1,601,623      |
| <b>Personal Income</b>              | \$332,913       | \$125,052        | \$457,965        |
| <b>Jobs Supported</b>               |                 |                  |                  |
| Persons                             | 304             | 45               | 350              |
| Annual FTEs                         | 11              | 2                | 13               |
| <b>Taxes and Assessments</b>        |                 |                  |                  |
| <u>Federal Total</u>                | <u>\$95,406</u> | <u>\$40,567</u>  | <u>\$135,973</u> |
| <u>State Total</u>                  | <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         |
| <u>Local Total (excl. property)</u> | <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         | -                | \$8,886          |
| per room charge                     | \$0             | -                | \$0              |
| tourism district                    | \$0             | -                | \$0              |
| restaurant                          | \$0             | \$0              | \$0              |
| other                               | \$10,129        | \$4,638          | \$14,768         |
| property tax                        | \$19,929        | \$5,898          | \$25,827         |

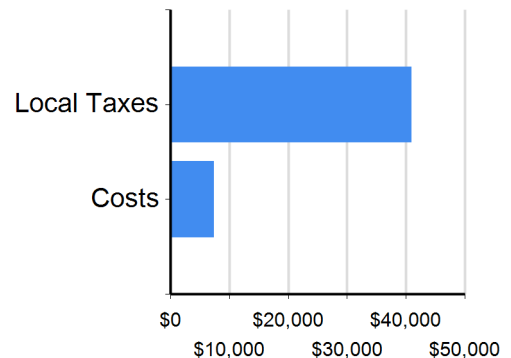
### Event Return on Investment (ROI)

#### Direct local tax RO(net property taxes)

|                     |          |
|---------------------|----------|
| Direct Tax Receipts | \$34,480 |
| DMO Hosting Costs   | \$7,405  |
| Direct ROI          | \$27,075 |
| Net Present Value   | \$26,532 |
| Direct ROI (%)      | 366%     |

#### Total local tax RO(net property taxes)

|                          |          |
|--------------------------|----------|
| Total Local Tax Receipts | \$41,005 |
| Total ROI                | \$33,600 |
| Net Present Value        | \$32,926 |
| Total ROI (%)            | 454%     |



### Estimated Room Demand Metrics

|                          |       |
|--------------------------|-------|
| Room Nights (total)      | 1,481 |
| Room Pickup (block only) | 1,481 |
| Peak Rooms               | 178   |
| Total Visitor Days       | 4,313 |