



NEW EVENT
EVENT DATES: September 14, 2024
EVENT LOCATION: World Equestrian Center

EVENT INFORMATION:	FINANCIALS:
Event Name: Festivals of Speed Presents a Salute to Veterans Organization: Festivals of Speed, LLC	Requested Amount: \$4,200 Eligible Funding/Staff Recommendation: \$4,200* Business Sales (Total): \$325,515 Total ROI: 66% Anticipated Attendance (Total): 6,000 Anticipated Room Nights (Total): 300 Average Occupancy Rate for Period: 58.3% (2023) 63.6 % (2022)

**Funding is awarded \$14/room night*

- **Use of Funds:** marketing, promotion/advertising, event signage
- **Event Description:** Festivals of Speed in cooperation with the Florida Army National Guard is proud to bring this event back to Ocala. Military armaments and vehicles will all be on display alongside the world’s most Exotic, Vintage, Classic & American Muscle cars. Everything will be on display inside the climate-controlled Expo Center 2. Guests will experience automotive designs by Porsche, Ferrari, Rolls-Royce, Lamborghini, Aston Martin, BMW, Mercedes, McLaren, and more. Onsite cafes serve fine wines and festive cocktails with exciting culinary offerings. Guests can also enjoy a cigar lounge, great music, awards presentations, and more.