



REPEAT EVENT
EVENT DATES: November 26-30, 2024
EVENT LOCATION: World Equestrian Center

EVENT INFORMATION:	FINANCIALS:
Event Name: Fiddler’s Turkey Run Organization: Fiddler’s Turkey Run, LLC.	Requested Amount: \$5,040 Eligible Funding/Staff Recommendation: \$5,040* Business Sales (Total): \$497,306 Total ROI: 130% Anticipated Attendance: 800 Minimum Room Night Guarantee: 360 Average Occupancy Rate for Period: 63.6% (2022) 58.2% (2023)

*Funding is awarded \$14/room night

- **Funding History:**
 - 2023 - \$4,970
- **Use of Funds:** advertising/marketing, social media, show announcer, signage, live-streaming expenses, judges
- **Event Description:** The Fiddler’s Turkey Run is a barrel racing event in its 22nd year. It has become an annual Thanksgiving tradition for many barrel racers across the United States. It started in Ocala in 2002 but left for several years to Jacksonville before returning back to Ocala in 2021.