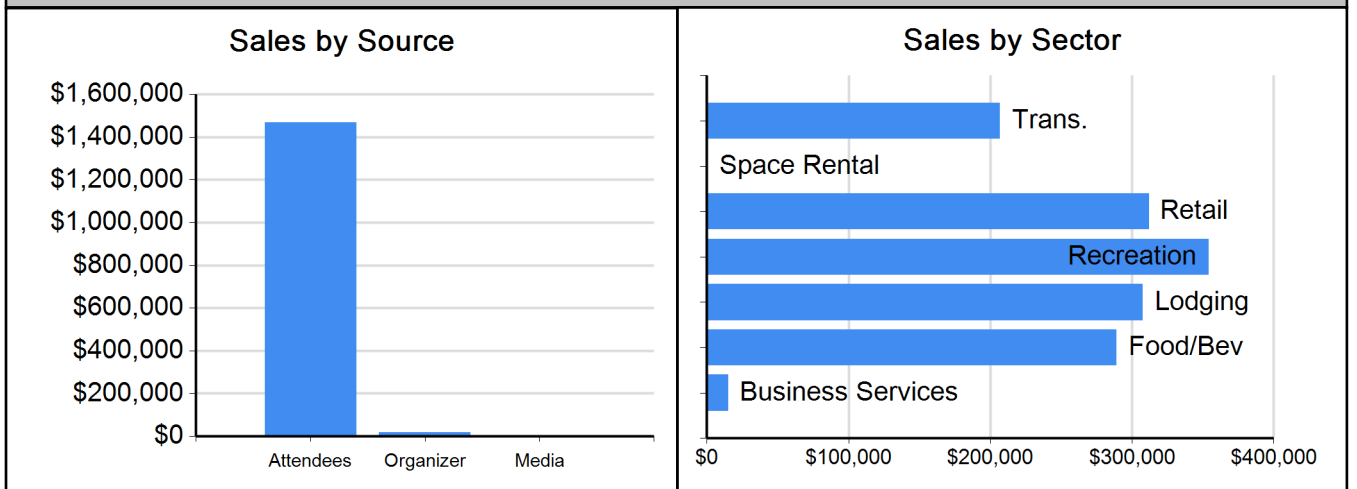


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week #11 - National & FEI	Business Sales (Direct):	\$1,485,656
Organization:	World Equestrian Center	Business Sales (Total):	\$2,164,855
Event Type:	Professional	Jobs Supported (Direct):	412
Start Date:	3/11/2026	Jobs Supported (Total):	473
End Date:	3/15/2026	Local Taxes (Total):	\$55,765
Overnight Attendees:	463	Net Direct Tax ROI:	\$36,956
Day Attendees:	1854	Estimated Room Demand:	2,052

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$307,800	\$0	\$0	\$307,800
Transportation	\$206,804	\$173	\$82	\$207,059
Food & Beverage	\$286,428	\$2,465	\$0	\$288,893
Retail	\$311,999	\$0	\$0	\$311,999
Recreation	\$354,204	\$0	\$0	\$354,204
Space Rental	\$0	\$554	\$0	\$554
Business Services	\$0	\$14,961	\$186	\$15,147
TOTAL	\$1,467,234	\$18,153	\$268	\$1,485,656

Event Impact Details

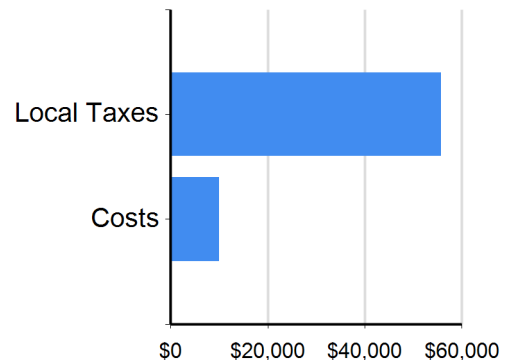
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #11 - National & FEI 2026

Organization: World Equestrian Center

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,485,656	\$679,199	\$2,164,855
Personal Income	\$450,997	\$169,355	\$620,352
Jobs Supported			
Persons	412	61	473
Annual FTEs	15	2	18
Taxes and Assessments			
<u>Federal Total</u>	<u>\$129,113</u>	<u>\$54,829</u>	<u>\$183,942</u>
<u>State Total</u>	<u>\$108,742</u>	<u>\$21,599</u>	<u>\$130,341</u>
sales	\$83,783	\$10,188	\$93,971
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$24,959	\$11,411	\$36,370
<u>Local Total (excl. property)</u>	<u>\$46,956</u>	<u>\$8,809</u>	<u>\$55,765</u>
sales	\$20,946	\$2,547	\$23,493
income	\$0	\$0	\$0
bed	\$12,312	-	\$12,312
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,698	\$6,262	\$19,961
property tax	\$26,951	\$7,958	\$34,909

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$46,956		
DMO Hosting Costs	\$10,000		
Direct ROI	\$36,956		
Net Present Value	\$36,215		
Direct ROI (%)	370%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$55,765		
Total ROI	\$45,765		
Net Present Value	\$44,847		
Total ROI (%)	458%		



Estimated Room Demand Metrics	
Room Nights (total)	2,052
Room Pickup (block only)	2,052
Peak Rooms	210
Total Visitor Days	5,766