



NEW EVENT
EVENT DATES: September 27-28, 2024
EVENT LOCATION: Hilton Ocala and BG Ranch Ocala

EVENT INFORMATION:	FINANCIALS:
Event Name: Miss Rodeo Florida Pageant Organization: Miss Rodeo Florida Pageant, INC.	Requested Amount: \$2,800 Eligible Funding/Staff Recommendation: \$2,800* Business Sales (Total): \$150,206 Total ROI: Anticipated Attendance (Total): 31% Anticipated Room Nights (Total): 200 Average Occupancy Rate for Period: 58.3% (2023) 63.6% (2022)

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

- **Use of Funds:** production costs, promotional expenses, marketing materials, a/v, rental items, judges
- **Event Description:** This is a two-day pageant with multiple events. Contestants and judges will check in and then proceed with interviews, speeches, fashion show, horsemanship, horsemanship interview and knowledge test throughout the two days.