



<b>NEW EVENT</b>
EVENT DATES: March 13-16, 2025
EVENT LOCATION: Live Oak Plantation

**Funding Program: Room Night Generating Events**

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Live Oak International</b> Organization: <b>Live Oak Plantation Combined Driving, Inc.</b>	Requested Amount: <b>\$18,200</b> Eligible Funding/Staff Recommendation: <b>\$18,200*</b> Business Sales (Total): <b>\$1,586,988</b> Total ROI: <b>88%</b> Anticipated Attendance (Total): <b>5,000</b> Anticipated Room Nights (Total): <b>1,300</b> Average Occupancy Rate for Period: <b>70.0% (2024)</b> <b>76.4% (2023)</b>

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

- Funding History:**
  - 2024- \$7,490
  - 2015 - \$8,000
  - 2023 - \$7,350
  - 2014 - \$8,500
  - 2022 - \$5,000
  - 2013 - \$7,500
  - 2021 - Cancelled due to COVID
  - 2012 - \$5,000
  - 2020 - \$62,500 TOTAL
  - 2011 - \$5,000
  - Combined Driving - \$31,250
    - Show Jumping - \$31,250
  - 2010 - \$5,000
  - 2019 - \$30,273
  - 2009 - \$45,000
  - 2018 - \$18,107
  - 2008 - \$49,500
  - 2017 - \$10,000
  - 2007 - \$42,448
  - 2016 - \$10,000
  - 2006 - \$13,463
  
- Use of Funds:** marketing, livestreaming expenses, advertising, printing, video/photography, website, public relations expenses, event program, judges/officials' fees
  
- Event Description:** What began over 30 years ago as a driving event in Ocala, Live Oak International has grown into a world-class equestrian event. The tournament is the only event in the United States to offer both international combined driving and show jumping competition. Live Oak International will once again host a CSI4\* and CSI1\* Jumping divisions, in addition to the highest level of combined driving in North America, plus host the Youth Driving Division. As Marion County's largest spectator event with over 15,000 spectators in attendance over the four-day tournament, plus thousands via live stream, the exciting competition hosts athletes, sponsors, and spectators from all corners of the world.