



<b>REPEAT EVENT</b>
EVENT DATES: November 25-29, 2025
EVENT LOCATION: World Equestrian Center

### Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Fiddler's Turkey Run</b> Organization: <b>Fiddler's Turkey Run LLC</b>	Requested Amount: <b>\$6,130</b> Staff Recommendation/Eligible Funding Amount: <b>\$6,130*</b> Business Sales (Total): <b>\$531,742</b> Total ROI: <b>127%</b> Anticipated Attendance: <b>800</b> Minimum Room Night Guarantee: <b>613*</b> Average Occupancy Rate for Period: <b>61.4% (2024)</b> <b>57.1% (2023)</b>

**\*Events occurring Oct-Dec are awarded \$10/room night**

- **Funding History:**
  - 2023- \$4,970
  - 2024- \$5,040
- **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 23<sup>rd</sup> 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.