



REPEAT EVENT
EVENT DATES: March 8-10, 2024
EVENT LOCATION: Santos Trailhead

EVENT INFORMATION:	FINANCIALS:
Event Name: Santos Fat Tire Festival Organization: Ocala Mountain Bike Association, Inc.	Requested Amount: \$25,000 Staff Recommendation/Eligible Funding Amount: \$25,000* Business Sales (Total): \$1,686,259 Total ROI: 32% Anticipated Attendance: 14,000 Minimum Room Night Guarantee: 1,786* Average Occupancy Rate for Period: 80.3% (2023) 79.2% (2022)

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

- **Funding History**
 - 2015: \$2,500
 - 2014: \$2,500
 - 2013: \$2,200
 - 2009: \$1,000
 - 2006: \$1,914
- **Use of Funds:** marketing, advertising, venue rental/cleaning, equipment rental, stage rental, security, photography/videography, bathroom rental
- **Event Description:** The Santos Fat Tire Festival is a celebration of mountain biking and the mountain biking experience. It is the largest mountain biking event in the Southeast United States. The center of the event is at the Santos Campground and Trailhead. Florida Parks has estimated over 14,000 people visit the 3-day event. The Epic 50-mile ride is the main event and over 1,000 riders taking part. There is camping and 3 nights of live music. The event grounds will have over 100 vendors, mostly cycling related. Bicycle manufactures will bring demo trailers and offer bikes for attendees to ride on the trails.