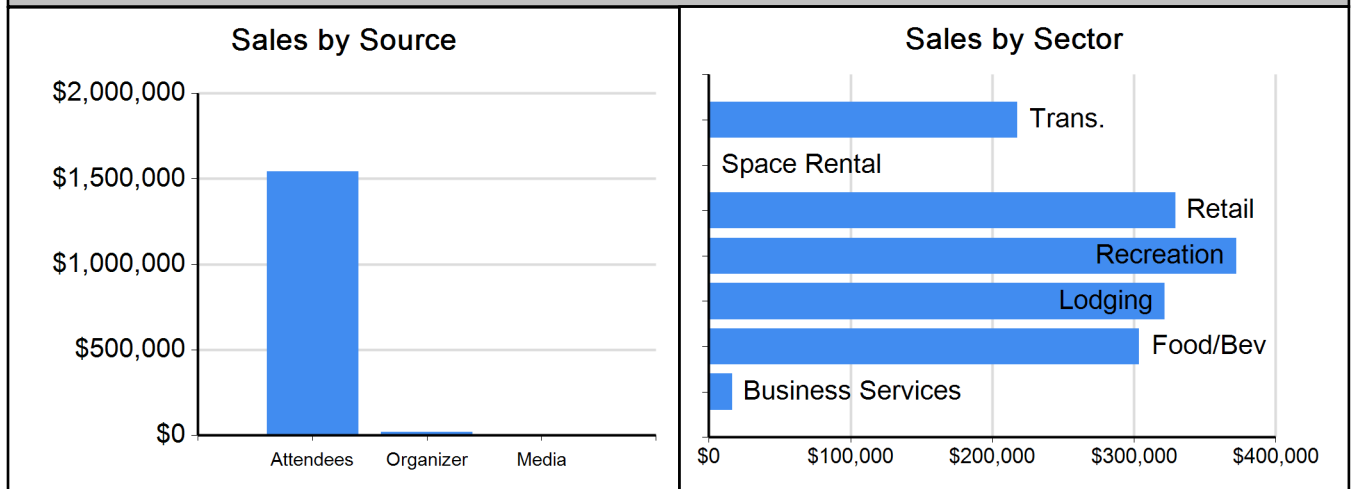


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week #12 - National Show & Longines League of Nations	Business Sales (Direct):	\$1,561,907
Organization:	World Equestrian Center	Business Sales (Total):	\$2,276,251
Event Type:	Professional	Jobs Supported (Direct):	433
Start Date:	3/18/2026	Jobs Supported (Total):	497
End Date:	3/22/2026	Local Taxes (Total):	\$58,550
Overnight Attendees:	503	Net Direct Tax ROI:	\$39,284
Day Attendees:	2014	Estimated Room Demand:	2,145

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$321,750	\$0	\$0	\$321,750
Transportation	\$217,645	\$188	\$90	\$217,922
Food & Beverage	\$301,078	\$2,678	\$0	\$303,756
Retail	\$329,219	\$0	\$0	\$329,219
Recreation	\$372,203	\$0	\$0	\$372,203
Space Rental	\$0	\$602	\$0	\$602
Business Services	\$0	\$16,253	\$202	\$16,455
TOTAL	\$1,541,895	\$19,721	\$292	\$1,561,907

Event Impact Details

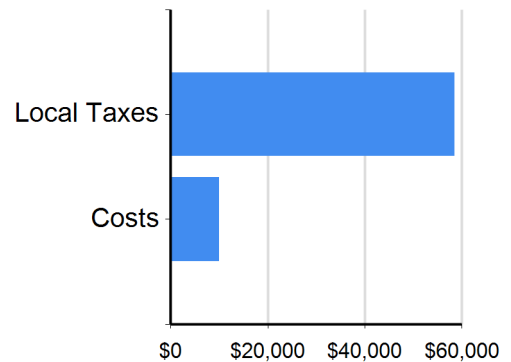
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #12 - National Show & Longines League of Nations 2026

Organization: World Equestrian Center

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,561,907	\$714,344	\$2,276,251
Personal Income	\$473,951	\$177,987	\$651,938
Jobs Supported			
Persons	433	64	497
Annual FTEs	16	2	19
Taxes and Assessments			
<u>Federal Total</u>	<u>\$135,718</u>	<u>\$57,651</u>	<u>\$193,369</u>
<u>State Total</u>	<u>\$114,292</u>	<u>\$22,716</u>	<u>\$137,008</u>
sales	\$88,052	\$10,715	\$98,767
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$26,240	\$12,001	\$38,241
<u>Local Total (excl. property)</u>	<u>\$49,284</u>	<u>\$9,265</u>	<u>\$58,550</u>
sales	\$22,013	\$2,679	\$24,692
income	\$0	\$0	\$0
bed	\$12,870	-	\$12,870
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,401	\$6,586	\$20,988
property tax	\$28,335	\$8,371	\$36,705

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$49,284		
DMO Hosting Costs	\$10,000		
Direct ROI	\$39,284		
Net Present Value	\$38,496		
Direct ROI (%)	393%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$58,550		
Total ROI	\$48,550		
Net Present Value	\$47,575		
Total ROI (%)	485%		



Estimated Room Demand Metrics	
Room Nights (total)	2,145
Room Pickup (block only)	2,145
Peak Rooms	229
Total Visitor Days	6,078