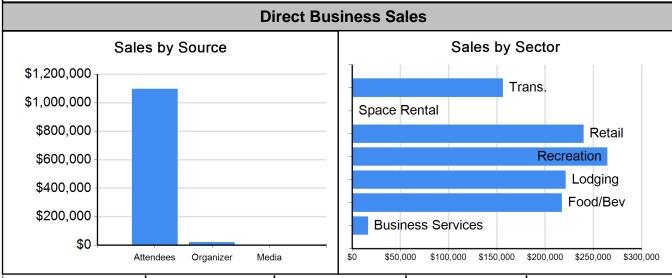
## **Event Impact Summary**

**Destination: Ocala/Marion County Visitors & Convention Bureau** 

<b>Event Parameters</b>		Key Results	
Event Name:	Winter Series Week 1 - National	Business Sales (Direct):	\$1,117,193
Organization:	World Equestrian Center	Business Sales (Total):	\$1,630,098
Event Type:	Professional	Jobs Supported (Direct):	348
Start Date:	1/1/2026	Jobs Supported (Total):	400
End Date:	1/4/2026	Local Taxes (Total):	\$41,482
Overnight Attendees:	737	Net Direct Tax ROI:	\$27,449
Day Attendees:	1720	Estimated Room Demand:	1,476



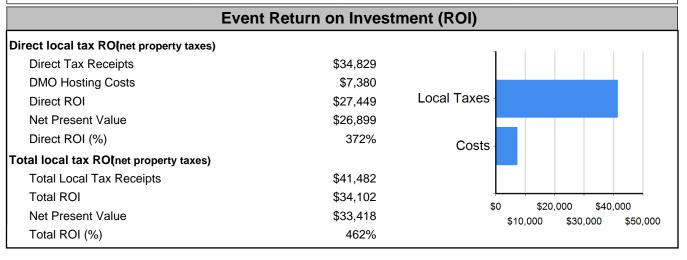
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$221,400	\$0	\$0	\$221,400
Transportation	\$156,222	\$147	\$92	\$156,461
Food & Beverage	\$214,518	\$2,760	\$0	\$217,278
Retail	\$240,084	\$0	\$0	\$240,084
Recreation	\$264,676	\$0	\$0	\$264,676
Space Rental	\$0	\$621	\$0	\$621
Business Services	\$0	\$16,464	\$208	\$16,672
TOTAL	\$1,096,900	\$19,992	\$301	\$1,117,193

## **Event Impact Details**

## **Destination: Ocala/Marion County Visitors & Convention Bureau**

Event Name: Winter Series Week 1 - National 2026 Organization: World Equestrian Center

	Economic Impac	et Details	
	Direct	Indirect/Induced	Total
Business Sales	\$1,117,193	\$512,906	\$1,630,098
Personal Income	\$338,049	\$127,262	\$465,310
Jobs Supported	φοσο,στο	ψ121,202	ψ 100,010
Persons	348	52	400
Annual FTEs	12	2	13
Taxes and Assessments			
<u>Federal Total</u>	<u>\$96,967</u>	<u>\$41,333</u>	<u>\$138,300</u>
State Total	\$81,45 <u>9</u>	<u>\$16,310</u>	\$97,769
sales	\$62,690	\$7,694	\$70,383
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$18,769	\$8,617	\$27,386
Local Total (excl. property)	<u>\$34,829</u>	<u>\$6,653</u>	<u>\$41,482</u>
sales	\$15,672	\$1,923	\$17,596
income	\$0	\$0	\$0
bed	\$8,856	-	\$8,856
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	<b>\$</b> 0	\$0
other	\$10,301	\$4,729	\$15,030
property tax	\$20,267	\$6,019	\$26,286



Estimated Room Demand Metrics			
Room Nights (total)	1,476		
Room Pickup (block only)	1,476		
Peak Rooms	335		
Total Visitor Days	4,408		