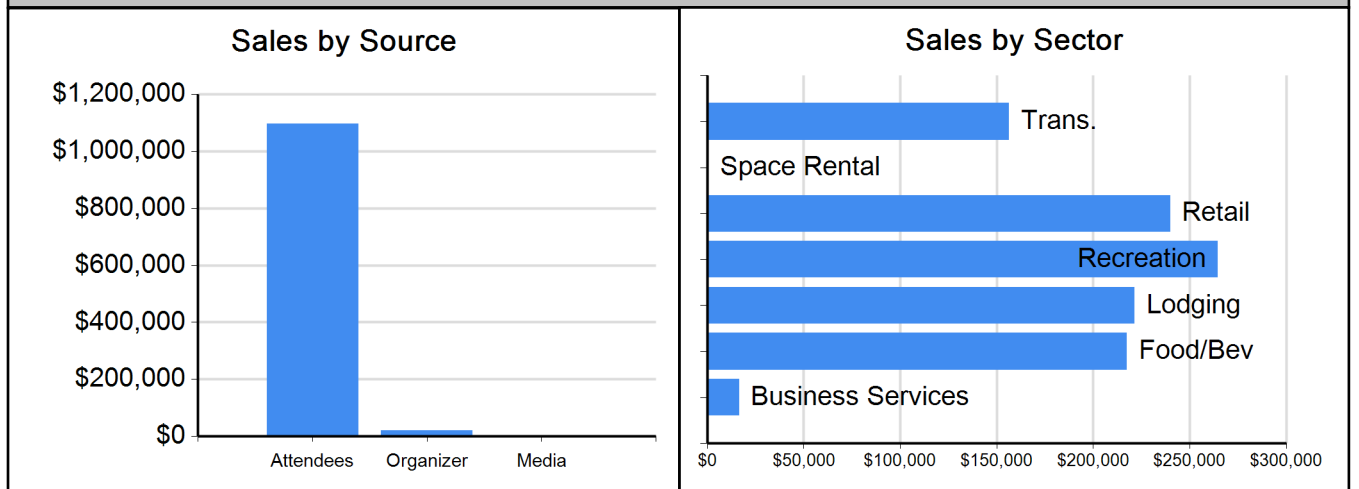


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		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

Direct Business Sales



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

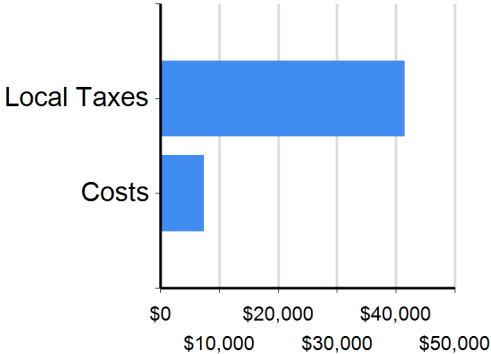
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week 1 - National 2026

Organization: World Equestrian Center

Economic Impact 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			
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>
<u>State Total</u>	<u>\$81,459</u>	<u>\$16,310</u>	<u>\$97,769</u>
sales	\$62,690	\$7,694	\$70,383
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$18,769	\$8,617	\$27,386
<u>Local Total (excl. property)</u>	<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	\$0	\$0
other	\$10,301	\$4,729	\$15,030
property tax	\$20,267	\$6,019	\$26,286

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$34,829	
DMO Hosting Costs	\$7,380	
Direct ROI	\$27,449	
Net Present Value	\$26,899	
Direct ROI (%)	372%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$41,482	
Total ROI	\$34,102	
Net Present Value	\$33,418	
Total ROI (%)	462%	

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