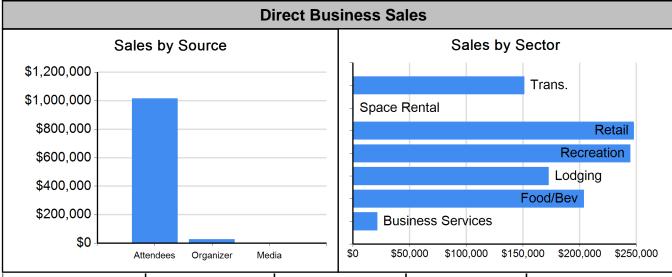
## **Event Impact Summary**

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

<b>Event Parameters</b>		Key Results	
Event Name:	Winter Series Week 2 - National Show and FEI	Business Sales (Direct):	\$1,043,090
Organization:	World Equestrian Center	Business Sales (Total):	\$1,526,529
Event Type:	Professional	Jobs Supported (Direct):	286
Start Date:	1/7/2026	Jobs Supported (Total):	329
End Date:	1/11/2026	Local Taxes (Total):	\$37,342
Overnight Attendees:	623	Net Direct Tax ROI:	\$25,312
Day Attendees:	2837	Estimated Room Demand:	1,152



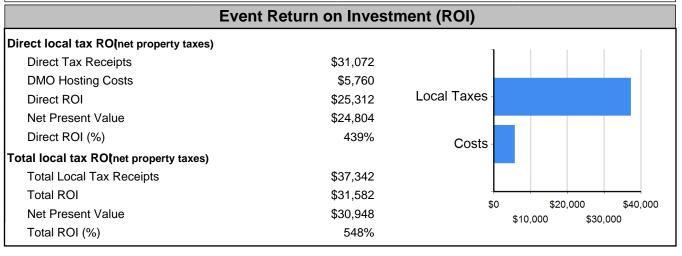
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$172,800	\$0	\$0	\$172,800
Transportation	\$150,816	\$258	\$118	\$151,192
Food & Beverage	\$200,271	\$3,519	\$0	\$203,790
Retail	\$247,966	\$0	\$0	\$247,966
Recreation	\$244,856	\$0	\$0	\$244,856
Space Rental	\$0	\$791	\$0	\$791
Business Services	\$0	\$21,428	\$266	\$21,694
TOTAL	\$1,016,710	\$25,997	\$383	\$1,043,090

## **Event Impact Details**

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

Event Name: Winter Series Week 2 - National Show and FEI 2026 Organization: World Equestrian Center

Economic Impact Details					
	Direct	Indirect/Induced	Total		
Business Sales	\$1,043,090	\$483,439	\$1,526,529		
Personal Income	\$312,128	\$117,370	\$429,498		
Jobs Supported					
Persons	286	42	329		
Annual FTEs	11	2	12		
Taxes and Assessments					
<u>Federal Total</u>	<u>\$90,136</u>	<u>\$38,664</u>	<u>\$128,800</u>		
State Total	<u>\$75,693</u>	<u>\$15,373</u>	<u>\$91,066</u>		
sales	\$58,169	\$7,252	\$65,420		
income	\$0	\$0	\$0		
bed	\$0	-	\$0		
other	\$17,524	\$8,122	\$25,646		
Local Total (excl. property)	<u>\$31,072</u>	<u>\$6,270</u>	<u>\$37,342</u>		
sales	\$14,542	\$1,813	\$16,355		
income	\$0	\$0	\$0		
bed	\$6,912	-	\$6,912		
per room charge	\$0	-	\$0		
tourism district	\$0	-	\$0		
restaurant	\$0	<b>\$</b> 0	\$0		
other	\$9,618	\$4,457	\$14,075		
property tax	\$18,923	\$5,693	\$24,616		



Estimated Room Demand Metrics				
Room Nights (total)	1,152			
Room Pickup (block only)	1,152			
Peak Rooms	283			
Total Visitor Days	4,449			