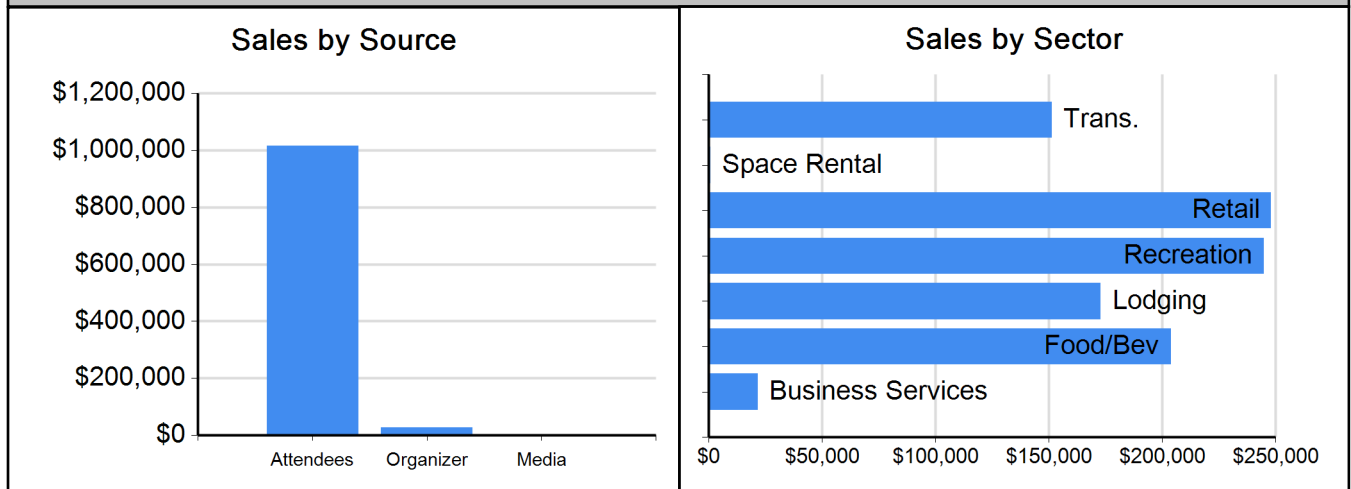


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		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

Direct Business Sales



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

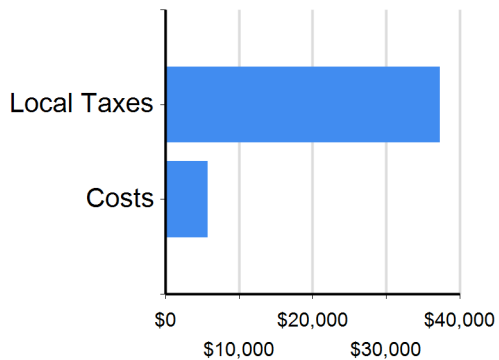
Event Impact Details

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>
<u>State Total</u>	<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
<u>Local Total (excl. property)</u>	<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	\$0	\$0
other	\$9,618	\$4,457	\$14,075
property tax	\$18,923	\$5,693	\$24,616

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$31,072	
DMO Hosting Costs	\$5,760	
Direct ROI	\$25,312	
Net Present Value	\$24,804	
Direct ROI (%)	439%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$37,342	
Total ROI	\$31,582	
Net Present Value	\$30,948	
Total ROI (%)	548%	

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