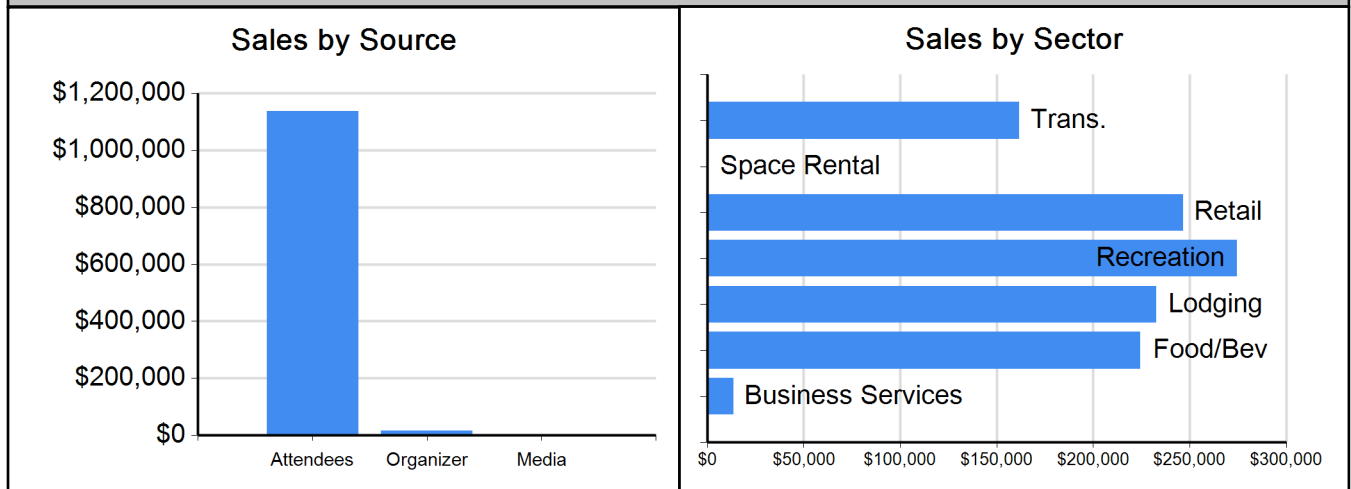


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week 3 - National Show and FEI	Business Sales (Direct):	\$1,153,884
Organization:	World Equestrian Center	Business Sales (Total):	\$1,682,399
Event Type:	Professional	Jobs Supported (Direct):	320
Start Date:	1/14/2026	Jobs Supported (Total):	367
End Date:	1/18/2026	Local Taxes (Total):	\$43,041
Overnight Attendees:	416	Net Direct Tax ROI:	\$28,431
Day Attendees:	1665	Estimated Room Demand:	1,551

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$232,650	\$0	\$0	\$232,650
Transportation	\$161,408	\$155	\$74	\$161,638
Food & Beverage	\$222,289	\$2,214	\$0	\$224,503
Retail	\$246,511	\$0	\$0	\$246,511
Recreation	\$274,478	\$0	\$0	\$274,478
Space Rental	\$0	\$498	\$0	\$498
Business Services	\$0	\$13,439	\$167	\$13,606
TOTAL	\$1,137,336	\$16,306	\$241	\$1,153,884

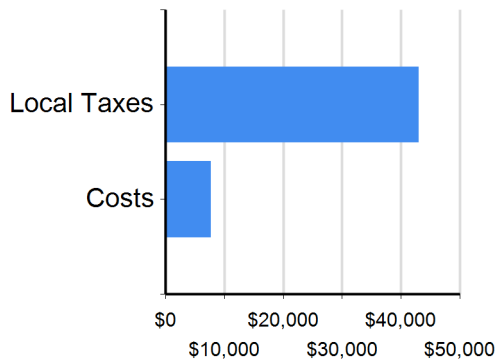
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week 3 - National Show and FEI 2026

Organization: World Equestrian Center

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,153,884	\$528,515	\$1,682,399
Personal Income	\$349,609	\$131,327	\$480,936
Jobs Supported			
Persons	320	47	367
Annual FTEs	12	2	14
Taxes and Assessments			
<u>Federal Total</u>	<u>\$100,204</u>	<u>\$42,613</u>	<u>\$142,816</u>
<u>State Total</u>	<u>\$84,349</u>	<u>\$16,807</u>	<u>\$101,156</u>
sales	\$64,964	\$7,928	\$72,891
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$19,385	\$8,879	\$28,264
<u>Local Total (excl. property)</u>	<u>\$36,186</u>	<u>\$6,855</u>	<u>\$43,041</u>
sales	\$16,241	\$1,982	\$18,223
income	\$0	\$0	\$0
bed	\$9,306	-	\$9,306
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$10,639	\$4,873	\$15,512
property tax	\$20,933	\$6,197	\$27,129

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$36,186	
DMO Hosting Costs	\$7,755	
Direct ROI	\$28,431	
Net Present Value	\$27,861	
Direct ROI (%)	367%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$43,041	
Total ROI	\$35,286	
Net Present Value	\$34,578	
Total ROI (%)	455%	

Estimated Room Demand Metrics	
Room Nights (total)	1,551
Room Pickup (block only)	1,551
Peak Rooms	189
Total Visitor Days	4,536