



REPEAT EVENT
EVENT DATES: October 21-25, 2025
EVENT LOCATION: World Equestrian Center

Funding Program: Room Night Generating Event Funding (Rev. 07-2025)

Quarter 1	Quarter 2	Quarter 3	Quarter 4
January - March	April - June	July - September	October - December
\$5 per verified room	\$10 per verified room	\$15 per verified room night	\$10 per verified room night
\$10,000 Maximum	\$25,000 Maximum	\$25,000 Maximum	\$25,000 Maximum

EVENT INFORMATION:	FINANCIALS:
Event Name: Ocala International Horse Show Organization: Ocala International Horse Show, Inc.	Requested Amount: \$14,000 Staff Recommendation/Eligible Funding Amount: *\$14,000 Business Sales (Total): \$1,312,495 Total ROI: 148% Anticipated Attendance: 950 Minimum Room Night Guarantee: *1,400 Average Occupancy Rate for Period: 73.8% (2024) 62.6% (2023)

***Events occurring Oct-Dec are awarded \$10/room night**

- **Funding History:**
 - 2024- \$16,275
- **Use of Funds:** promotional items, marketing/advertising, live-streaming, announcer, judges, event-specific rental items
- **Event Description:** The Ocala International Horse Show (OIHS) offers a spectacular 5 day showcase of equestrian excellence and community showcasing American Saddlebreds, Morgan Horses, Hackney Ponies, and Dutch Harness.