



<b>REPEAT EVENT</b>
EVENT DATES: February 18 – March 23, 2025
EVENT LOCATION: HITS Post Time Farm

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>HITS Ocala Winter Circuit Weeks 6-10</b> Organization: <b>HITS, LLC</b>	Requested Amount: <b>\$50,000</b> Eligible Funding/Staff Recommendation: <b>\$37,500*</b> Business Sales (Total): <b>\$6,677,624</b> Total ROI: <b>518%</b> Anticipated Attendance (Total): <b>5,000</b> Anticipated Room Nights (Total): <b>5,500</b> Average Occupancy Rate for Period: <b>75.05% (2024)</b> <b>78.6% (2023)</b>

*\*Funding is awarded \$14/room night*

- **Funding History**

- 2024 - \$25,000
  - \$12,500 reimbursed by FSF
- 2023 - \$25,000
- 2022 - \$25,000
- 2021 - \$31,250
  - \$15,625 reimbursed by FSF
- 2020 - \$29,687.50
  - \$14,844 reimbursed by FSF
- 2019 - \$37,500
  - \$18,750 reimbursed by FSF
- 2018 - \$37,500
  - \$18,750 reimbursed by FSF
- 2017 - \$37,500
  - \$18,750 reimbursed by FSF
- 2016 - \$37,500
  - \$18,750 reimbursed by FSF
- 2015 - \$27,500
- 2014 - \$8,000
- 2013 - \$8,000
- 2012 - \$5,620
- 2011 - \$5,000
- 2010 - \$5,000

- **Use of Funds:** Judges/officials, promotional expenses, course designers

- **Event Description:** The HITS Ocala Winter Circuit (Weeks 1-5 and Weeks 6-10) provides one of the largest show circuits in the country. Over a period of 10 weeks during the three winter months (Jan-March), HITS Ocala hosts an array of top-level US Equestrian Federation – rated shows, offering premier hunter and jumper competition and diverse opportunities for riders and horses of all levels. These weeks feature high profile jumper classes and Grand Prix, World Champion Hunter Rider designation for two of the weeks, and the \$40,000 International Hunter Derby weeks 4 and 9. Also featured are two qualifier classes for the \$100,000 Clip My Horse Hunter Classic, one of the richest hunter classes in America. HITS has built a weekly show schedule that features different type jumper and hunter classes on the same day each week so customers can build their week around these classes. Jumper classes offer something for every level of rider and type of horse from speed classes, to gamblers choice, to Grand Prix. Each week on Friday, an STX Speed class is offered attracting top level riders to compete for the Ocala circuit leading rider STX award. In the hunter rings, there is derby style classes and The League classes offering opportunities for developing riders in the adult and children divisions as well as for the premier professional ridden hunter horse. Each week features a Saturday Grand Prix with prize money of \$75,000 to \$100,000 and weekly hunter prize money of over \$50,000. Special classes include a \$40,000 International Derby and World Champion Hunter Rider Designation for week 9. Qualifier for the Clip My Horse \$100,000 Hunter Classic week 9. Week 10 Equitation Classic for top junior riders held in premier ring with special awards. Weekly \$75,000 Grand Prix with the Grand Prix offering \$100,000 in prize money weeks 6 and 10. The League classes and derbies for developing riders.