



<b>REPEAT EVENT</b>
EVENT DATES: November 26-29, 2025
EVENT LOCATION: World Equestrian Center

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

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

<b>EVENT INFORMATION:</b>	<b>FINANCIALS:</b>
Event Name: <b>AHAF Holiday Festival Arabian Horse Show</b> Organization: <b>Arabian Horse Association of Florida, INC.</b>	Requested Amount: <b>\$3,500</b> Staff Recommendation/Eligible Funding Amount: <b>\$3,500*</b> Business Sales (Total): <b>\$355,856</b> Total ROI: <b>146%</b> Anticipated Attendance: <b>2,300</b> Minimum Room Night Guarantee: <b>350*</b> Average Occupancy Rate for Period: <b>66.2% (2024)</b> <b>58.2% (2023)</b>

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

- Funding History:**
  - Event occurred previously but was not funded.
- Use of Funds:** AV equipment rental (Jumbotron, Speakers, Microphones), Advertising, Social Media, Printed Materials
- Event Description:** This is a multi-discipline rated qualifying Arabian Horse Show featuring outreach activities, special classes, and top-tier competition.