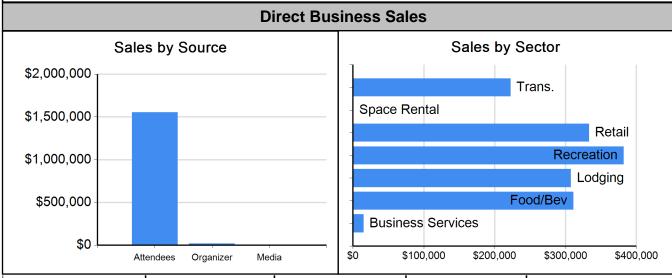
Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week #10 - National & FEI	Business Sales (Direct):	\$1,572,948
Organization:	World Equestrian Center	Business Sales (Total):	\$2,293,686
Event Type:	Professional	Jobs Supported (Direct):	439
Start Date:	3/4/2026	Jobs Supported (Total):	503
End Date:	3/8/2026	Local Taxes (Total):	\$58,353
Overnight Attendees:	463	Net Direct Tax ROI:	\$39,005
Day Attendees:	1854	Estimated Room Demand:	2,052



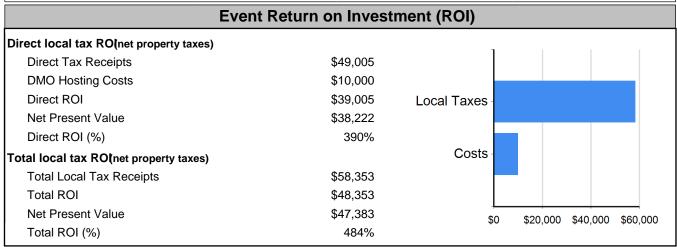
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$307,800	\$0	\$0	\$307,800
Transportation	\$222,347	\$173	\$82	\$222,602
Food & Beverage	\$308,763	\$2,465	\$0	\$311,228
Retail	\$333,530	\$0	\$0	\$333,530
Recreation	\$382,088	\$0	\$0	\$382,088
Space Rental	\$0	\$554	\$0	\$554
Business Services	\$0	\$14,961	\$186	\$15,147
TOTAL	\$1,554,527	\$18,153	\$268	\$1,572,948

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week #10 - National & FEI 2026 Organization: World Equestrian Center

Economic Impact Details					
	Direct	Indirect/Induced	Total		
Business Sales	\$1,572,948	\$720,738	\$2,293,686		
Personal Income	\$479,155	\$179,090	\$658,245		
Jobs Supported					
Persons	439	64	503		
Annual FTEs	16	2	19		
Taxes and Assessments					
<u>Federal Total</u>	<u>\$136,889</u>	<u>\$58,111</u>	<u>\$195,000</u>		
State Total	<u>\$115,185</u>	<u>\$22,920</u>	<u>\$138,104</u>		
sales	\$88,759	\$10,811	\$99,570		
income	\$0	\$ 0	\$0		
bed	\$0	-	\$0		
other	\$26,426	\$12,108	\$38,534		
Local Total (excl. property)	<u>\$49,005</u>	<u>\$9,348</u>	<u>\$58,353</u>		
sales	\$22,190	\$2,703	\$24,893		
income	\$0	\$0	\$0		
bed	\$12,312	-	\$12,312		
per room charge	\$0	-	\$0		
tourism district	\$0	-	\$0		
restaurant	\$0	\$ 0	\$0		
other	\$14,503	\$6,645	\$21,149		
property tax	\$28,535	\$8,452	\$36,986		



Estimated Room Demand Metrics				
Room Nights (total)	2,052			
Room Pickup (block only)	2,052			
Peak Rooms	193			
Total Visitor Days	6,176			