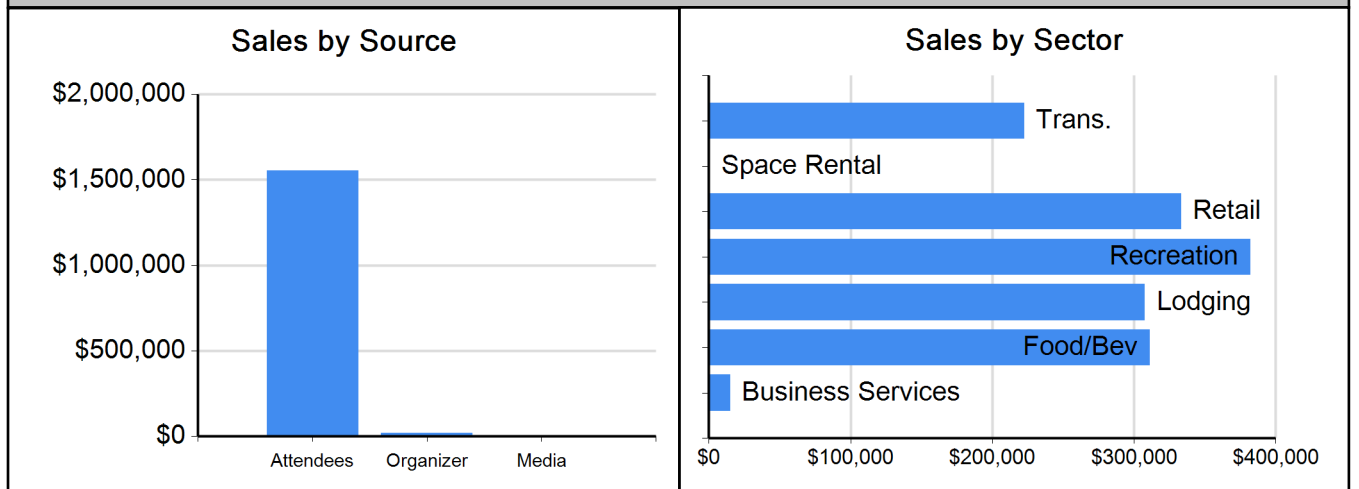


Event Impact Summary

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

Direct Business Sales



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

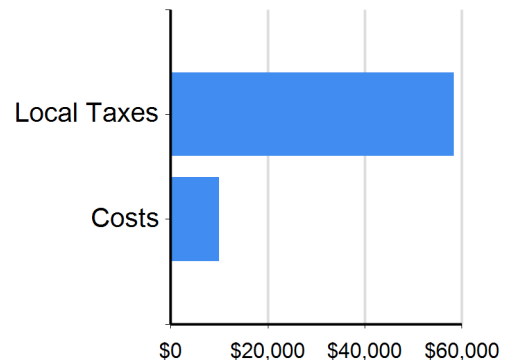
Destination: Ocala/Marion County Visitors & Convention Bureau

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>
<u>State Total</u>	<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
<u>Local Total (excl. property)</u>	<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

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$49,005		
DMO Hosting Costs	\$10,000		
Direct ROI	\$39,005		
Net Present Value	\$38,222		
Direct ROI (%)	390%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$58,353		
Total ROI	\$48,353		
Net Present Value	\$47,383		
Total ROI (%)	484%		



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