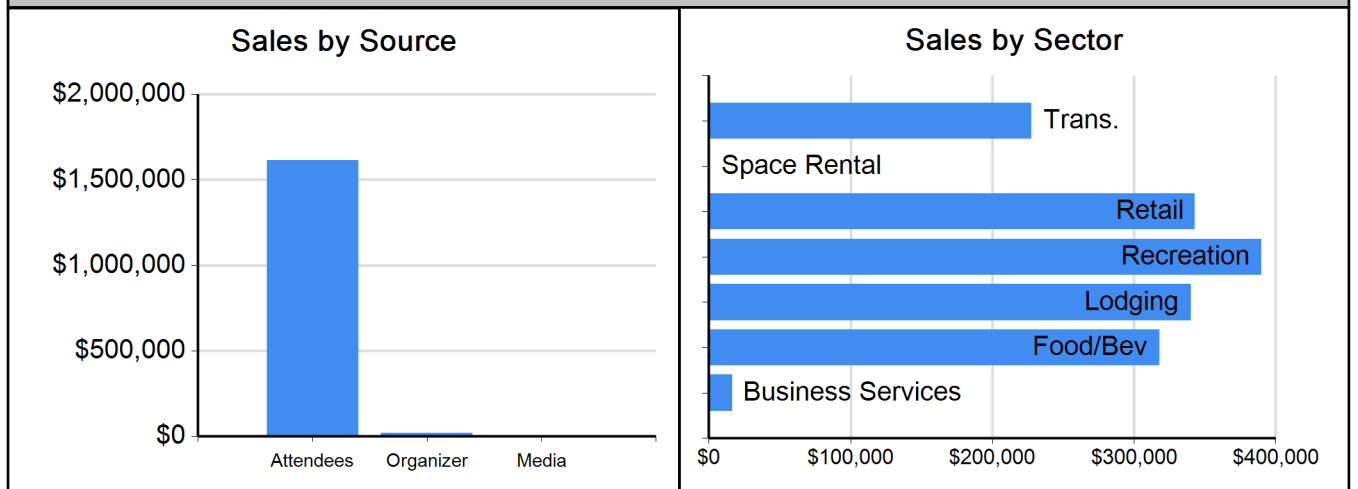


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Winter Series Week 7 - National & FEI	Business Sales (Direct):	\$1,635,775
Organization:	World Equestrian Center	Business Sales (Total):	\$2,383,429
Event Type:	Professional	Jobs Supported (Direct):	454
Start Date:	2/11/2026	Jobs Supported (Total):	521
End Date:	2/15/2026	Local Taxes (Total):	\$61,449
Overnight Attendees:	500	Net Direct Tax ROI:	\$41,752
Day Attendees:	2001	Estimated Room Demand:	2,267

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$340,050	\$0	\$0	\$340,050
Transportation	\$227,559	\$187	\$89	\$227,834
Food & Beverage	\$315,400	\$2,661	\$0	\$318,061
Retail	\$342,773	\$0	\$0	\$342,773
Recreation	\$390,106	\$0	\$0	\$390,106
Space Rental	\$0	\$598	\$0	\$598
Business Services	\$0	\$16,152	\$201	\$16,353
TOTAL	\$1,615,887	\$19,598	\$290	\$1,635,775

Event Impact Details

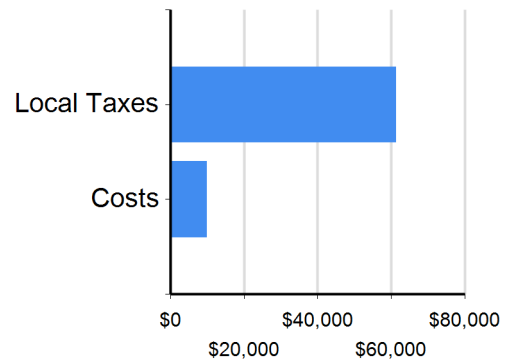
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Winter Series Week 7 - National & FEI 2026

Organization: World Equestrian Center

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,635,775	\$747,653	\$2,383,429
Personal Income	\$496,689	\$186,506	\$683,194
Jobs Supported			
Persons	454	67	521
Annual FTEs	17	3	20
Taxes and Assessments			
<u>Federal Total</u>	<u>\$142,174</u>	<u>\$60,364</u>	<u>\$202,537</u>
<u>State Total</u>	<u>\$119,750</u>	<u>\$23,775</u>	<u>\$143,525</u>
sales	\$92,268	\$11,215	\$103,483
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$27,481	\$12,561	\$40,042
<u>Local Total (excl. property)</u>	<u>\$51,752</u>	<u>\$9,697</u>	<u>\$61,449</u>
sales	\$23,067	\$2,804	\$25,871
income	\$0	\$0	\$0
bed	\$13,602	-	\$13,602
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$15,082	\$6,894	\$21,976
property tax	\$29,675	\$8,759	\$38,434

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$51,752		
DMO Hosting Costs	\$10,000		
Direct ROI	\$41,752		
Net Present Value	\$40,914		
Direct ROI (%)	418%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$61,449		
Total ROI	\$51,449		
Net Present Value	\$50,417		
Total ROI (%)	514%		



Estimated Room Demand Metrics	
Room Nights (total)	2,267
Room Pickup (block only)	2,267
Peak Rooms	227
Total Visitor Days	6,338