



<b>NEW EVENT</b>
EVENT DATES: July 4, 2024
EVENT LOCATION: Tuscowilla Park

EVENT INFORMATION:	FINANCIALS:
Event Name: <b>Patriotic Skies: A Fourth of July Drone Experience</b> Organization: <b>City of Ocala Recreation and Parks</b>	Requested Amount: <b>\$20,000</b> Staff Recommendation/Eligible Funding Amount: <b>\$20,000</b> Business Sales (Total): <b>\$178,635</b> Total ROI: <b>-82%</b> Anticipated Attendance (Total): <b>10,000</b> Anticipated Room Nights (Total): <b>138</b> Average Occupancy Rate for Period: <b>41.5% (2023)</b> <b>54.6% (2022)</b>

- **Use of Funds:** advertising, event signage, production for the event, entertainment expenses, and broadcast/live stream
- **Event Description:**  
 This will be the inaugural drone light show hosted by the City of Ocala, offered as a free event for the community and surrounding residents to celebrate Independence Day. It will include a drone show that will light up the night sky over Lake Tuscowilla in a display of patriotism and creativity. 300 drones will be synchronized to music by the Ocala Symphony Orchestra, painting the sky with colors and shapes, creating a truly mesmerizing experience for all ages. The event will also include two stages of live entertainment, food vendors, a kid’s zone, and a variety of photo opportunities with sponsor activations.

Competing Events (based on 2023):

City	Type of Event	Distance from Ocala	2023 Date
Lake Weir	Fireworks	20 miles	7/4
Lady Lake	Fireworks	25 miles	7/1
The Villages	Light Show	30 miles	7/4
Wildwood	Fireworks	30 miles	7/3
Crystal River	Fireworks	40 miles	7/3
Leesburg	Fireworks	40 miles	7/4
Inverness	Fireworks	40 miles	7/2
Gainesville	Fireworks	40 miles	7/3
Homosassa	Fireworks	45 miles	6/24
Tavares	Fireworks	50 miles	7/4
Mount Dora	Fireworks	55 miles	7/3
Ginnie Springs	Fireworks	65 miles	7/1
St. Augustine	Fireworks	80 miles	7/4
Orlando	Fireworks	80 miles	7/4
Tampa	Fireworks	90 miles	7/1
Jacksonville	Fireworks	100 miles	7/4