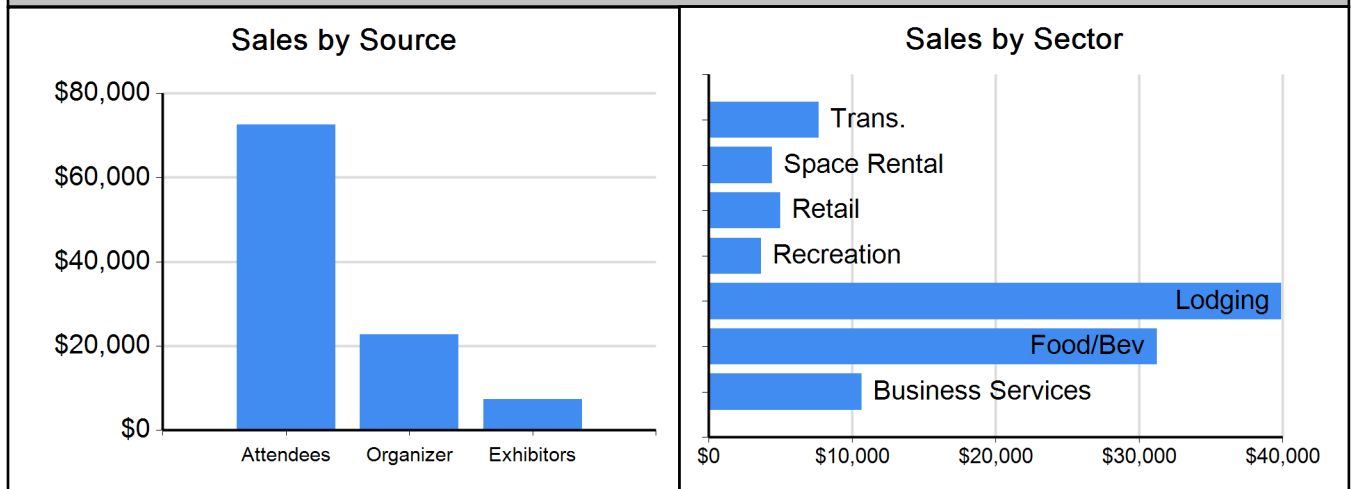


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	FAEP Ocala Equine Conference	Business Sales (Direct):	\$102,543
Organization:	Florida Veterinary Medical Association, Inc.	Business Sales (Total):	\$148,513
Event Type:	Convention	Jobs Supported (Direct):	52
Start Date:	2/13/2026	Jobs Supported (Total):	64
End Date:	2/15/2026	Local Taxes (Total):	\$4,198
Overnight Attendees:	80	Net Direct Tax ROI:	\$2,302
Day Attendees:	100	Estimated Room Demand:	260

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$39,000	\$904	\$0	\$39,904
Transportation	\$6,227	\$301	\$1,138	\$7,666
Food & Beverage	\$18,713	\$10,140	\$2,394	\$31,247
Retail	\$5,007	\$0	\$0	\$5,007
Recreation	\$3,665	\$0	\$0	\$3,665
Space Rental	\$0	\$3,741	\$660	\$4,401
Business Services	\$0	\$7,589	\$3,065	\$10,654
TOTAL	\$72,612	\$22,675	\$7,256	\$102,543

Event Impact Details

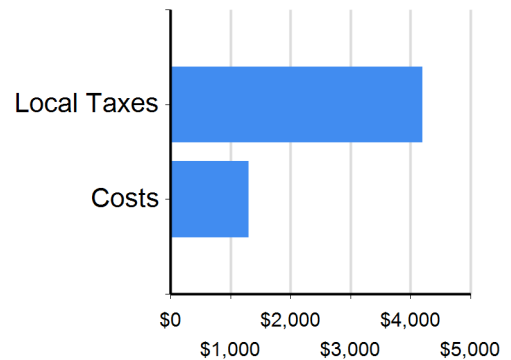
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: FAEP Ocala Equine Conference 2026

Organization: Florida Veterinary Medical Association, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$102,543	\$45,970	\$148,513
Personal Income	\$32,251	\$13,261	\$45,512
Jobs Supported			
Persons	52	11	64
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$9,040</u>	<u>\$3,916</u>	<u>\$12,956</u>
<u>State Total</u>	<u>\$6,107</u>	<u>\$1,462</u>	<u>\$7,569</u>
sales	\$4,384	\$690	\$5,074
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,723	\$772	\$2,495
<u>Local Total (excl. property)</u>	<u>\$3,602</u>	<u>\$596</u>	<u>\$4,198</u>
sales	\$1,096	\$172	\$1,268
income	\$0	\$0	\$0
bed	\$1,560	-	\$1,560
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$945	\$424	\$1,369
property tax	\$1,860	\$535	\$2,395

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$3,602		
DMO Hosting Costs	\$1,300		
Direct ROI	\$2,302		
Net Present Value	\$2,255		
Direct ROI (%)	177%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$4,198		
Total ROI	\$2,898		
Net Present Value	\$2,840		
Total ROI (%)	223%		



Estimated Room Demand Metrics	
Room Nights (total)	260
Room Pickup (block only)	260
Peak Rooms	73
Total Visitor Days	354