

Annual **Economic Impact** to Sarasota County*

Year	Total Event Days	Number of Horses	Direct Spend	Total Impact**
2007	119	4095	\$9,243,000	\$36,972,000
2008	122	4107	\$10,544,400	\$42,177,600
2009	125	4398	\$11,017,800	\$44,071,200
2010	114	4244	\$10,677,400	\$42,669,600
2011	139	4958	\$12,786,000	\$51,144,000
2012	130	5070	\$12,859,800	\$51,439,200
2013	123	5135	\$12,483,000	\$49,932,000
2014	132	5628	\$16,288,800	\$65,155,200
2015	120	5909	\$16,183,200	\$64,732,800
2016 ***	166	5949	\$18,942,000	\$75,768,000
2017****	179	6180	\$19,759,800	\$79,039,200
2018	182	6739	\$21,841,200	\$87,364,800

*Economic Impact based on formula used by The American Quarter Horse Association, the largest breed registry in the world. This is consistent with calculations by Visit Sarasota.

**Total Impact listed here does not include total direct spend by Fox Lea Farm, including staff salaries, equipment, supplies, services etc.

***First year of Venice Equestrian Tour, replacing weekend shows

****Hurricane Irma

