



FOX LEA FARM
VENICE, FLORIDA



FOX LEA FARM
VENICE, FLORIDA

FOX LEA FARM

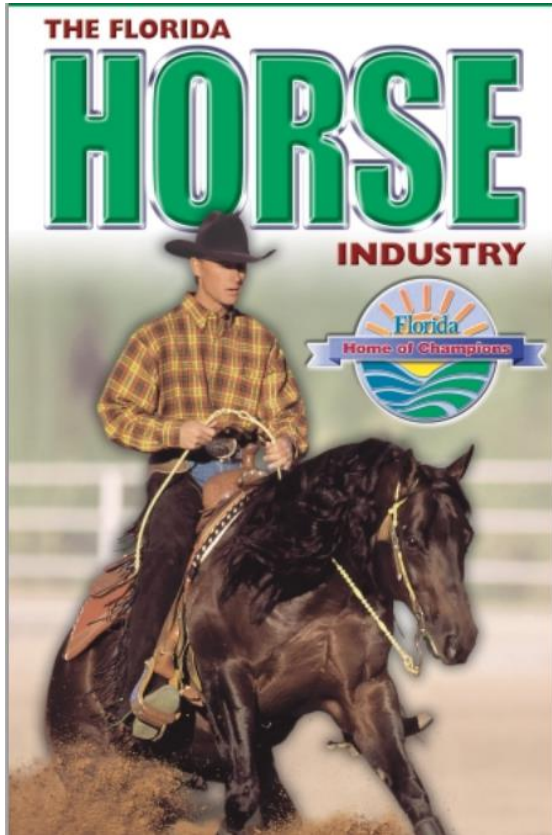
VENICE, FLORIDA

- Who We Are
- What We Do
- Why It Matters
- How You Can Help



FOX LEA FARM
VENICE, FLORIDA

The Florida Horse Industry is Big Business



- Generates a **\$6.5 billion** economic impact
- Produces goods and services valued at **\$2.2 billion**.
- **244,200** Floridians are involved in the industry
- Generates more than **72,000** jobs.

Horse People are well-educated, successful, and financially secure

Demographics of United States Equestrian Federation

Average
Income is
\$185,000

38%
Have a Net
Worth over
\$500,000

22%
Own two
Or More
Homes

Compete
At Least
6 times
A year

Average
30 nights
per year in
a hotel

*And they SHOP,
DINE, and SPEND
MONEY!!!*



FOX LEA FARM
VENICE, FLORIDA

Who We Are...

"One of the biggest generators of Sports Tourism & Economic Impact for Sarasota County. Fox Lea Farm consistently hosts over 40 events per year, which equals approximately 150 competition days, and drives millions of dollars into the local economy throughout the year."

- Virginia Haley



One of the **Top Three** grossing venues for sports tourism in Sarasota County, along with Nathan Benderson Park and Ed Smith Stadium, and the only venue in **south county**

A family-owned facility that has been part of Venice for over 30 years

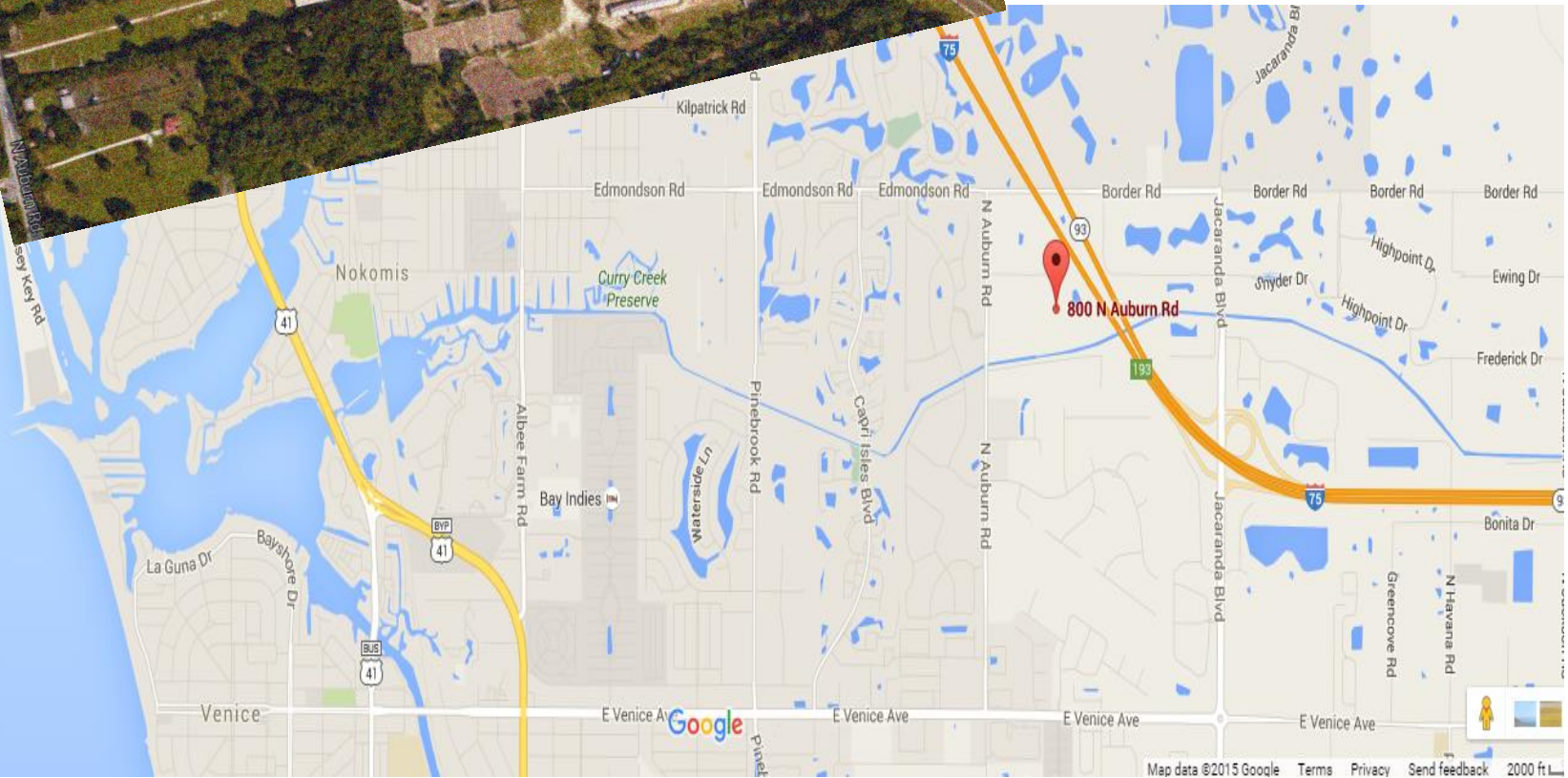
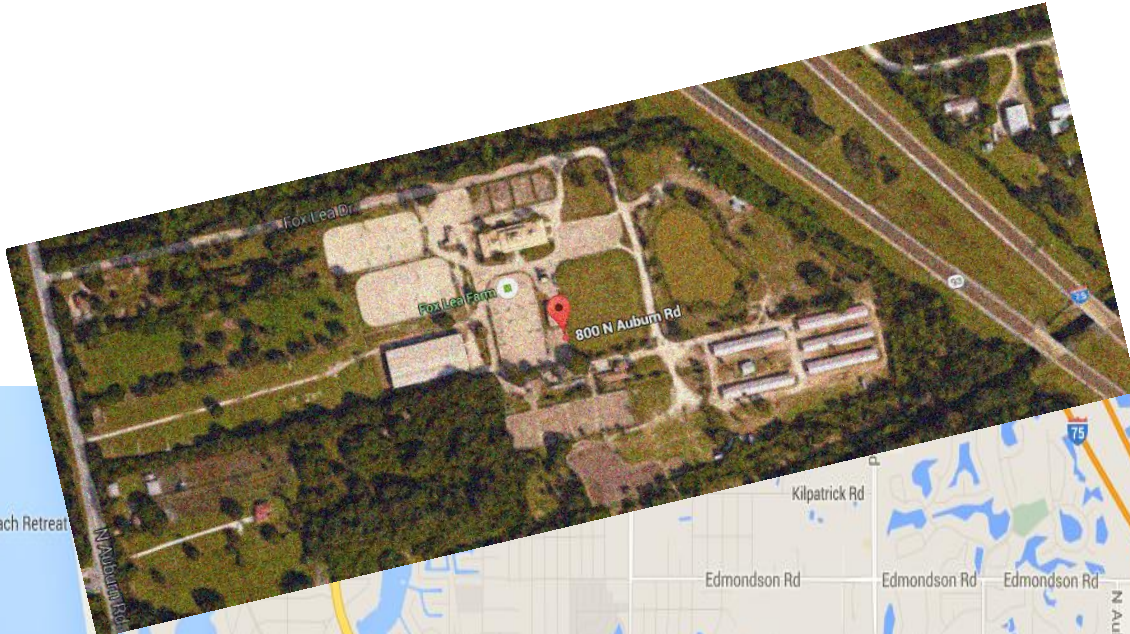
A nationally-recognized 46 acre horse show facility That attracts competitors from all over the country and internationally and it is just minutes from some of the best beaches in the country



FOX LEA FARM
VENICE, FLORIDA

Where We Are...

800 North
Auburn Road



FOX LEA FARM
VENICE, FLORIDA

What We Do...



January

Quarter Horse Circuit

500+ Horse

Riders from 27 States, Canada, and Latin America



Camp Fox Lea Summer Circuit

400+ Horses per show

900-1200 Visitors per show

Nationally Rated USEF

Hunter/Jumper

Horse Show



January 2015

March 2015

July 2015



March

Total of 8 Events

900 hotel room nights

Riders from 31 States,
Canada and Latin America



*Every competition brings consumers
Who stay in area hotels, dine, and shop!*



FOX LEA FARM
VENICE, FLORIDA

Fox Lea Farm Is...



Abby Biter — **5★** Awesome

Like · Comment · over a year ago · 1 Review · 👤

THE EQUINE CHRONICLE
DIGITAL EDITION | EDITORIAL | FEATURED | SHOW RESULTS & GALLERY | HEALTH & CARE

Home | Events | Contact | Subscribe | Past Articles

These Are a Few of Our Favorite Things...

August 27, 2015 | Filed under: Current Articles, Editorial, Featured | Posted by: Anthony Assanti

Favorite Location to Show

There are some facilities that you want to visit over and over again, maybe because of the great footing in the arenas, the proximity to outside-of-the-ring fun, or just the welcoming atmosphere. The feeling of seeming like you're on vacation is a big draw for those attending Fox Lea Farm in Venice, Florida, not to mention it's a place to warm up from the cold winter.

"This was the first year I showed in Venice, and I really enjoyed it," Brooke Bancroft says. "It was like you're on vacation. It's very laid back. There are lots of palm trees, and I loved that you got to show twice. You got to show one week. Then, you're on a mini vacation and can go to the beach. Then, you get to show again. It was worth the trip."

Jacobs agrees, "I love showing in Venice in January. It's really pretty and so close to the beach. The whole park is covered in beach sand. It's casual and fun with palm trees everywhere. It's just beautiful."

“ **Fox Lea Farm is one of our top sports tourism venues.** ”

Per: Virginia J. Haley



Jason E. Curtis — **4★** It's real simple..you are not going to find a better multi use facility in the South East. AQHA/Hunter-Jumper/Dressage what ever the event you will not be disappointed. The footing is great and they have wonderful vendors/camping space/Cafe and staff that can fill your needs whatever they are.



FOX LEA FARM
VENICE, FLORIDA

Why It Matters...

ECONOMIC DEVELOPMENT

TARGETED SECTORS

Clean Tech. / Green Business

Film / Entertainment

Life Sciences

Light Manufacturing

Sports / Ecotourism

Fox Lea Farm drives a
*significant economic
impact*
to Sarasota County
and her cities

In 2014, the Sarasota Sports Commission supported 9 events at
Fox Lea Farm, which resulted in a

\$10.9MM Economic Impact and 14,464 Room Nights

To date, the largest annual event is the Fox Lea Farm Summer
Camp Series, held over 3 weekends in July

That event alone delivered

\$4.8MM Economic Impact and 7000 room nights

Source:
Nicole Rissler
Director of Sports
Sarasota County Sports Commission



FOX LEA FARM
VENICE, FLORIDA

Taking it to the Next Level...



Winter Circuit in 2016 will drive:

- 29 additional competition days
- 24% incremental economic impact...

More than 2,500 Room Nights



Catalyst for Improvements and Upgrades:

New rings and upgraded footing

All within existing site

Additional Barns, Refresh Existing Facilities

New and Upgraded Spectator facilities

Scoreboards

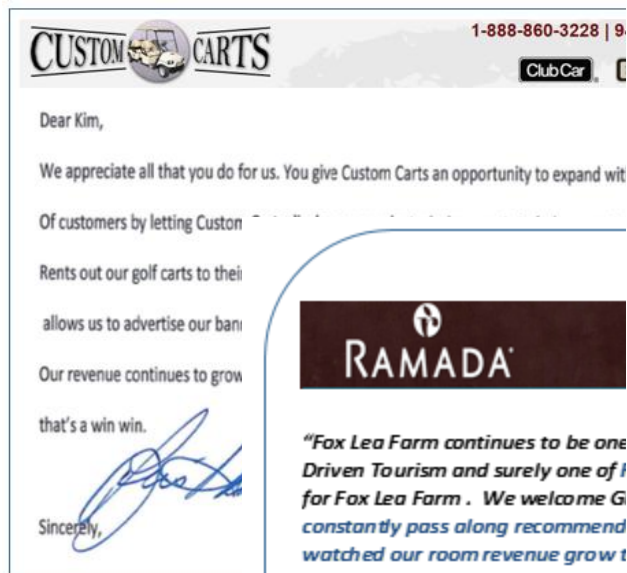
Additional Sound System

Signage



FOX LEA FARM
VENICE, FLORIDA

Fox Lea Directly Impacts Local Businesses



"Fox Lea Farm continues to be one Driven Tourism and surely one of i for Fox Lea Farm . We welcome G constantly pass along recommend watched our room revenue grow t revenue Fox Lea Farm Guest spend familiar faces as well as welcome a continued partnership with Kim attendance with new creative sho

Jeannie Gomes

Director of Sales

Ramada Venice Resort



October 7, 2015

Fox Lea Farm

As a 40 year resident and business owner in Venice, I have experienced 1st hand the positive impact Fox Lea Farm has had on our area. Besides hosting equestrian events year round, the facility preserves green space close to town and offers stabling, lessons and activities for local resident horse enthusiasts.

My first exposure to Fox Lea was back on the late 1980's when Fox Lea brought a world class Dressage Event to Venice. As I was very involved with the Tourism Committee at the Venice Chamber, I saw the impact such an event had on our economy. Since then, in both my positions as owner of Bogey's (until 2008) and as owner of Crow's Nest, I have always been aware when the 'horse people' are in town. The demographic of the typical Fox Lea attendee is one of affluence with an appreciation for good living.

The fact that Fox Lea events draw from all over the country and throughout the year, especially in our 'off season' is also very important. The effects of a spring training team or rowing event in March are hardly felt by the hotels and restaurants in our area due to the large number of seasonal residents already here. However, a hunter jumper show at Fox Lea in July makes a large and noticeable difference in our business. I'm sure area hoteliers would agree.

It is also important to note that previously mentioned activities like spring training baseball and rowing are subsidized by the taxpayers at facilities built and maintained at taxpayers' expense. Fox Lea is privately owned, developed and maintained and pays property taxes on its facilities in addition to generating sales and bed tax revenue. All in all Fox Lea is a great asset to the area and under appreciated.

Steve Harner
Owner
Crow's Nest Marina Restaurant
Venice, Florida

Many Other Local Economic Impacts

- Creates demand for more area lodging, dining, and retail operations
- Local demand for many types of equine-related goods and services, including agricultural products
- Transportation options needed for guests within local area as well as regional airports



What Else You Should Know



- Typical Horse Show week runs Wednesday through Sunday
- There will be time for other activities – visiting beaches, golf, shopping, dining, sightseeing, etc.
- Many competitors will attend for multiple weeks
- Many first-time visitors to the area
- Many horse owners travel with dogs
- This is a well-traveled audience, they will share their experience!

Equestrian enthusiasts are incredibly passionate about their sport!



FOX LEA FARM
VENICE, FLORIDA

SEE YOU AT THE SHOWS!



FOX LEA FARM
VENICE, FLORIDA