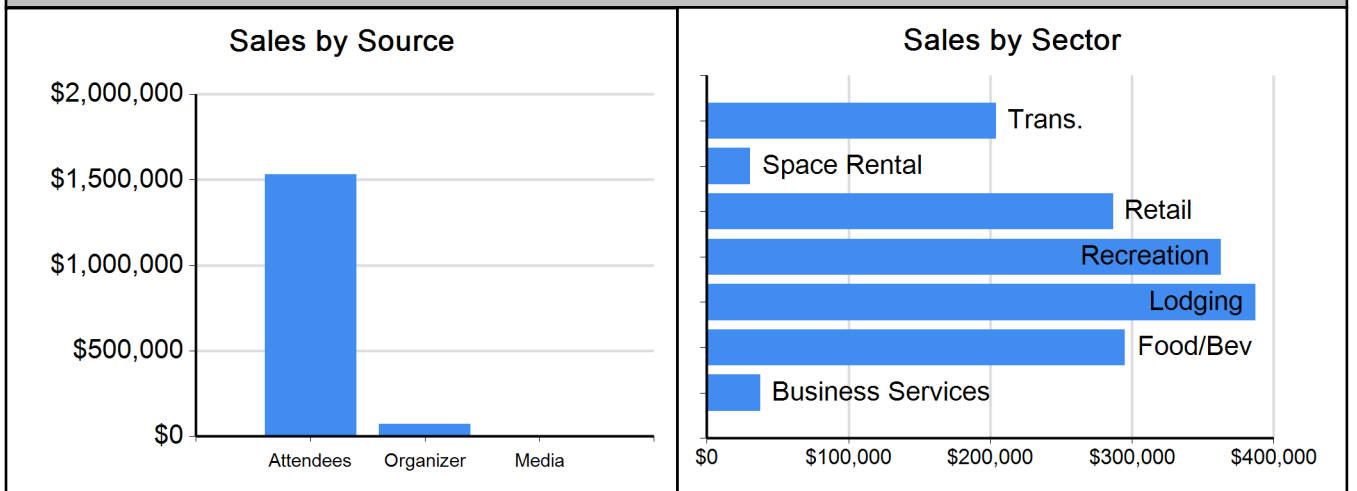


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Official Strongman Games	Business Sales (Direct):	\$1,604,500
Organization:	Train Strongman LLC	Business Sales (Total):	\$2,337,041
Event Type:	Championships	Jobs Supported (Direct):	441
Start Date:	11/19/2026	Jobs Supported (Total):	514
End Date:	11/22/2026	Local Taxes (Total):	\$61,755
Overnight Attendees:	1260	Net Direct Tax ROI:	\$7,254
Day Attendees:	315	Estimated Room Demand:	2,048

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$387,064	\$0	\$0	\$387,064
Transportation	\$203,886	\$0	\$131	\$204,017
Food & Beverage	\$291,166	\$3,911	\$0	\$295,077
Retail	\$286,766	\$0	\$0	\$286,766
Recreation	\$362,924	\$0	\$0	\$362,924
Space Rental	\$0	\$30,750	\$0	\$30,750
Business Services	\$0	\$37,606	\$295	\$37,901
<b>TOTAL</b>	<b>\$1,531,807</b>	<b>\$72,267</b>	<b>\$426</b>	<b>\$1,604,500</b>

# Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Official Strongman Games 2026

Organization: Train Strongman LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,604,500	\$732,541	\$2,337,041
<b>Personal Income</b>	\$481,604	\$187,942	\$669,546
<b>Jobs Supported</b>			
Persons	441	72	514
Annual FTEs	17	3	19
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$138,818</u>	<u>\$59,737</u>	<u>\$198,556</u>
<u>State Total</u>	<u>\$114,864</u>	<u>\$23,295</u>	<u>\$138,159</u>
sales	\$87,908	\$10,988	\$98,897
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$26,956	\$12,307	\$39,263
<u>Local Total (excl. property)</u>	<u>\$52,254</u>	<u>\$9,501</u>	<u>\$61,755</u>
sales	\$21,977	\$2,747	\$24,724
income	\$0	\$0	\$0
bed	\$15,483	-	\$15,483
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,794	\$6,754	\$21,548
property tax	\$29,107	\$8,578	\$37,686

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$52,254	
DMO Hosting Costs	\$45,000	
Direct ROI	\$7,254	
Net Present Value	\$7,254	
Direct ROI (%)	16%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$61,755	
Total ROI	\$16,755	
Net Present Value	\$16,755	
Total ROI (%)	37%	

Estimated Room Demand Metrics	
Room Nights (total)	2,048
Room Pickup (block only)	1,790
Peak Rooms	467
Total Visitor Days	5,754