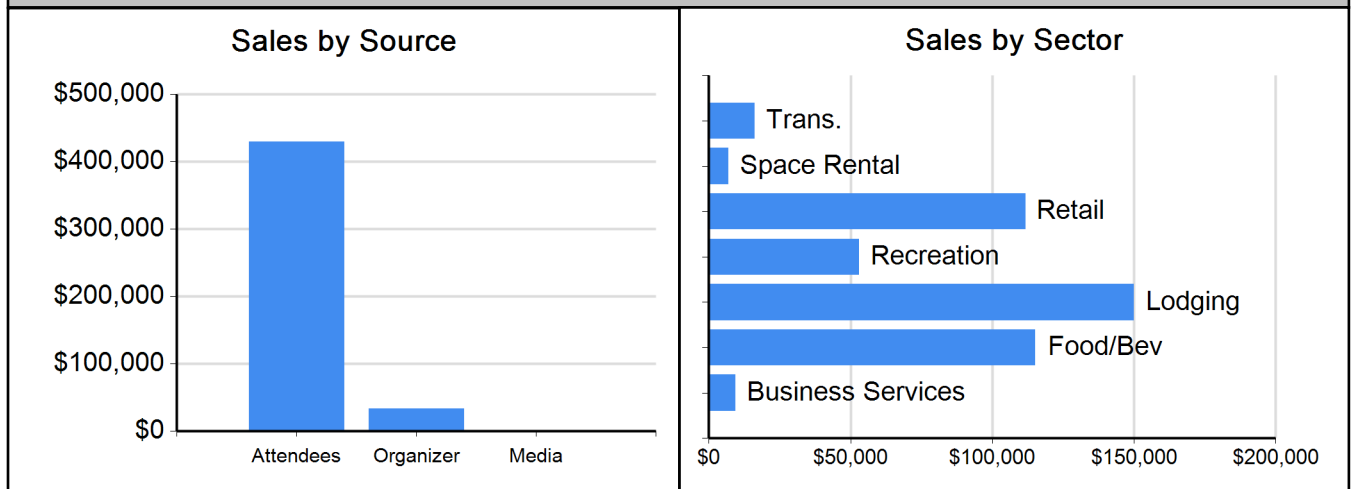


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Ocala Spring Premier 1	Business Sales (Direct):	\$462,552
Organization:	HITS, LLC.	Business Sales (Total):	\$668,609
Event Type:	Adult Amateur	Jobs Supported (Direct):	125
Start Date:	3/25/2026	Jobs Supported (Total):	145
End Date:	3/29/2026	Local Taxes (Total):	\$19,125
Overnight Attendees:	424	Net Direct Tax ROI:	\$11,452
Day Attendees:	636	Estimated Room Demand:	1,000

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$150,000	\$0	\$0	\$150,000
Transportation	\$14,651	\$1,540	\$54	\$16,246
Food & Beverage	\$100,063	\$15,206	\$0	\$115,269
Retail	\$111,676	\$0	\$0	\$111,676
Recreation	\$53,042	\$0	\$0	\$53,042
Space Rental	\$0	\$6,902	\$0	\$6,902
Business Services	\$0	\$9,386	\$31	\$9,417
TOTAL	\$429,433	\$33,034	\$85	\$462,552

Event Impact Details

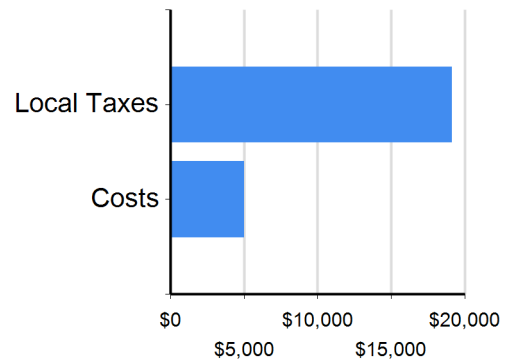
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala Spring Premier 1 2026

Organization: HITS, LLC.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$462,552	\$206,056	\$668,609
Personal Income	\$132,412	\$52,605	\$185,017
Jobs Supported			
Persons	125	20	145
Annual FTEs	5	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$39,286</u>	<u>\$16,774</u>	<u>\$56,060</u>
<u>State Total</u>	<u>\$32,520</u>	<u>\$6,553</u>	<u>\$39,073</u>
sales	\$24,749	\$3,091	\$27,840
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$7,771	\$3,462	\$11,233
<u>Local Total (excl. property)</u>	<u>\$16,452</u>	<u>\$2,673</u>	<u>\$19,125</u>
sales	\$6,187	\$773	\$6,960
income	\$0	\$0	\$0
bed	\$6,000	-	\$6,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,265	\$1,900	\$6,165
property tax	\$8,391	\$2,390	\$10,782

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$16,452		
DMO Hosting Costs	\$5,000		
Direct ROI	\$11,452		
Net Present Value	\$11,222		
Direct ROI (%)	229%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$19,125		
Total ROI	\$14,125		
Net Present Value	\$13,841		
Total ROI (%)	282%		



Estimated Room Demand Metrics	
Room Nights (total)	1,000
Room Pickup (block only)	1,000
Peak Rooms	223
Total Visitor Days	2,210