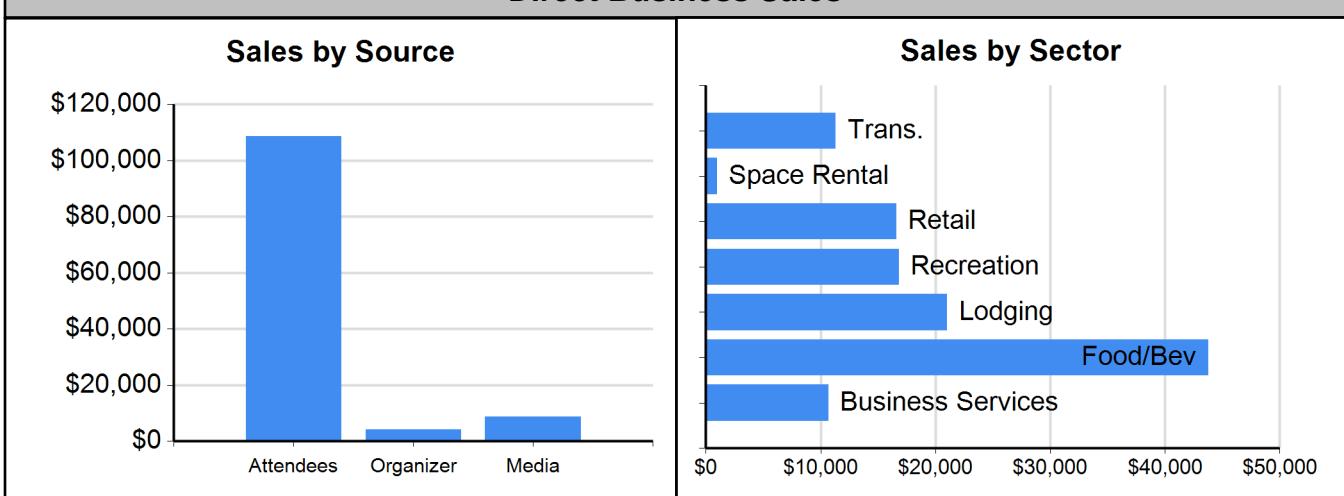


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Patriotic Skies: A Fourth of July Drone Experience	Business Sales (Direct):	\$121,267
Organization:	City of Ocala: Recreation & Parks	Business Sales (Total):	\$178,635
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	116
Start Date:	7/4/2024	Jobs Supported (Total):	131
End Date:	7/4/2024	Local Taxes (Total):	\$3,666
Overnight Attendees:	200	Net Direct Tax ROI:	(\$17,007)
Day Attendees:	1800	Estimated Room Demand:	138

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$20,651	\$354	\$0	\$21,005
Transportation	\$11,284	\$7	\$38	\$11,330
Food & Beverage	\$43,242	\$430	\$107	\$43,779
Retail	\$16,627	\$0	\$0	\$16,627
Recreation	\$16,810	\$0	\$0	\$16,810
Space Rental	\$0	\$951	\$43	\$994
Business Services	\$0	\$2,280	\$8,442	\$10,722
<b>TOTAL</b>	<b>\$108,615</b>	<b>\$4,021</b>	<b>\$8,630</b>	<b>\$121,267</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Patriotic Skies: A Fourth of July Drone Experience 2024

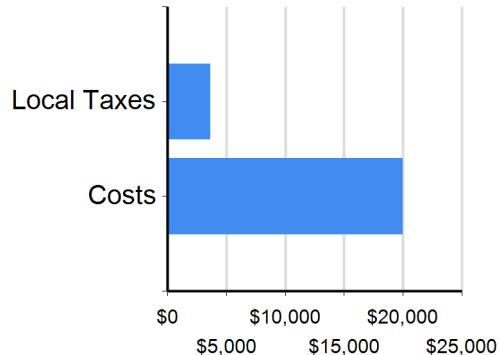
Organization: City of Ocala: Recreation & Parks

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$121,267	\$57,368	\$178,635
<b>Personal Income</b>	\$40,000	\$15,247	\$55,247
<b>Jobs Supported</b>			
Persons	116	16	131
Annual FTEs	1	0	2
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$10,902</u>	<u>\$4,738</u>	<u>\$15,641</u>
<u>State Total</u>	<u>\$8,332</u>	<u>\$1,824</u>	<u>\$10,156</u>
sales	\$6,295	\$861	\$7,155
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$2,037	\$964	\$3,001
<u>Local Total (excl. property)</u>	<u>\$2,993</u>	<u>\$672</u>	<u>\$3,666</u>
sales	\$1,049	\$143	\$1,193
income	\$0	\$0	\$0
bed	\$826	-	\$826
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,118	\$529	\$1,647
property tax	\$2,200	\$681	\$2,881

## Event Return on Investment (ROI)

### Direct local tax ROI (net property taxes)

Direct Tax Receipts	\$2,993
DMO Hosting Costs	\$20,000
Direct ROI	(\$17,007)
Net Present Value	(\$17,007)
Direct ROI (%)	-85%



### Total local tax ROI (net property taxes)

Total Local Tax Receipts	\$3,666
Total ROI	(\$16,334)
Net Present Value	(\$16,334)
Total ROI (%)	-82%

## Estimated Room Demand Metrics

Room Nights (total)	138
Room Pickup (block only)	30
Peak Rooms	105
Total Visitor Days	1,612