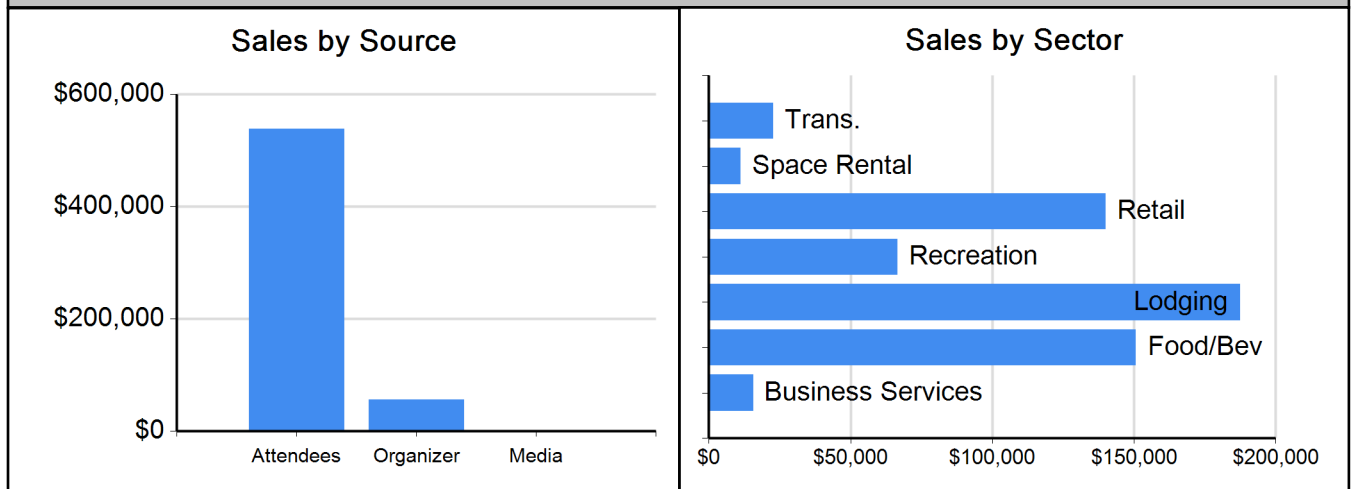


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Ocala Spring Classic II & Classic III	Business Sales (Direct):	\$594,473
Organization:	HITS, LLC.	Business Sales (Total):	\$860,151
Event Type:	Adult Amateur	Jobs Supported (Direct):	91
Start Date:	4/1/2026	Jobs Supported (Total):	106
End Date:	4/12/2026	Local Taxes (Total):	\$24,214
Overnight Attendees:	300	Net Direct Tax ROI:	\$8,269
Day Attendees:	900	Estimated Room Demand:	1,250

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$187,500	\$0	\$0	\$187,500
Transportation	\$18,437	\$4,184	\$89	\$22,709
Food & Beverage	\$125,740	\$24,828	\$0	\$150,568
Retail	\$140,108	\$0	\$0	\$140,108
Recreation	\$66,638	\$0	\$0	\$66,638
Space Rental	\$0	\$11,270	\$0	\$11,270
Business Services	\$0	\$15,628	\$50	\$15,678
TOTAL	\$538,424	\$55,910	\$139	\$594,473

Event Impact Details

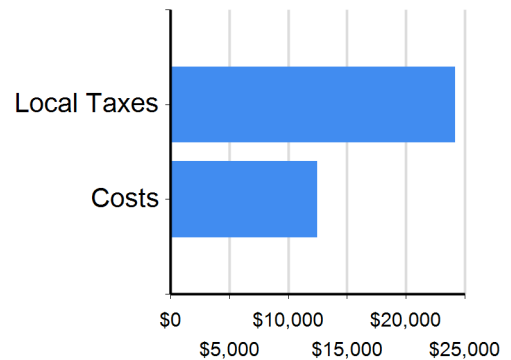
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala Spring Classic II & Classic III 2026

Organization: HITS, LLC.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$594,473	\$265,678	\$860,151
Personal Income	\$170,668	\$67,991	\$238,659
Jobs Supported			
Persons	91	15	106
Annual FTEs	6	1	7
Taxes and Assessments			
<u>Federal Total</u>	<u>\$50,547</u>	<u>\$21,646</u>	<u>\$72,193</u>
<u>State Total</u>	<u>\$41,137</u>	<u>\$8,449</u>	<u>\$49,585</u>
sales	\$31,149	\$3,985	\$35,134
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$9,987	\$4,463	\$14,451
<u>Local Total (excl. property)</u>	<u>\$20,769</u>	<u>\$3,446</u>	<u>\$24,214</u>
sales	\$7,787	\$996	\$8,784
income	\$0	\$0	\$0
bed	\$7,500	-	\$7,500
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,481	\$2,450	\$7,931
property tax	\$10,784	\$3,086	\$13,870

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$20,769		
DMO Hosting Costs	\$12,500		
Direct ROI	\$8,269		
Net Present Value	\$8,103		
Direct ROI (%)	66%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$24,214		
Total ROI	\$11,714		
Net Present Value	\$11,479		
Total ROI (%)	94%		



Estimated Room Demand Metrics	
Room Nights (total)	1,250
Room Pickup (block only)	1,250
Peak Rooms	158
Total Visitor Days	2,780