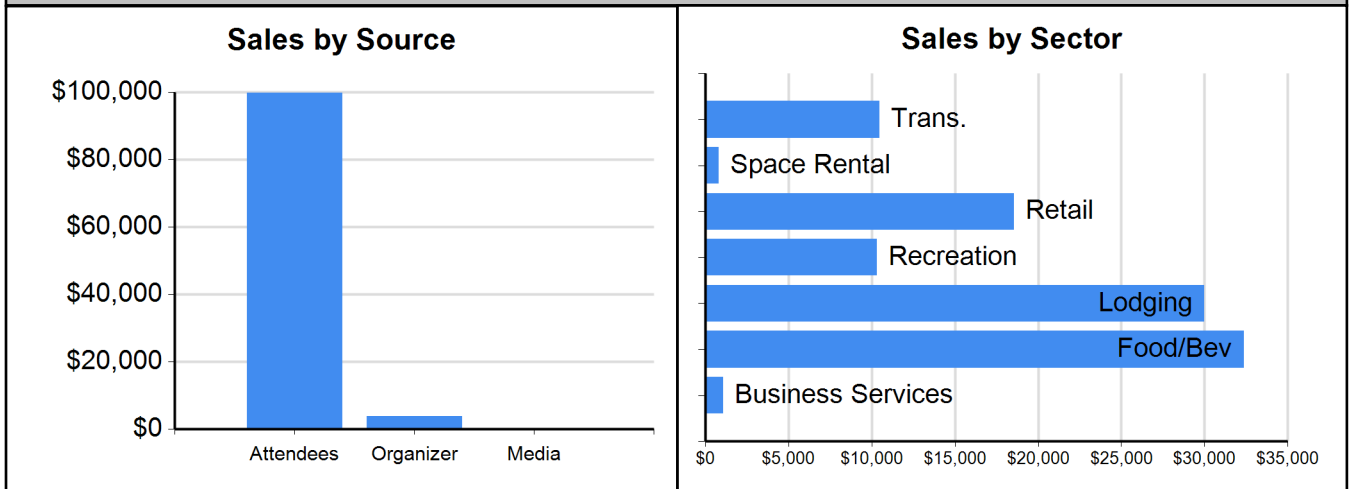


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Miss Rodeo Florida Pageant	Business Sales (Direct):	\$103,657
Organization:	Miss Rodeo Florida Pageant, INC	Business Sales (Total):	\$150,206
Event Type:	Youth Amateur	Jobs Supported (Direct):	70
Start Date:	9/27/2024	Jobs Supported (Total):	80
End Date:	9/28/2024	Local Taxes (Total):	\$3,655
Overnight Attendees:	113	Net Direct Tax ROI:	\$310
Day Attendees:	113	Estimated Room Demand:	200

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$30,000	\$0	\$0	\$30,000
Transportation	\$10,417	\$61	\$6	\$10,485
Food & Beverage	\$30,582	\$1,796	\$0	\$32,378
Retail	\$18,574	\$0	\$0	\$18,574
Recreation	\$10,312	\$0	\$0	\$10,312
Space Rental	\$0	\$815	\$0	\$815
Business Services	\$0	\$1,089	\$4	\$1,092
<b>TOTAL</b>	<b>\$99,886</b>	<b>\$3,761</b>	<b>\$10</b>	<b>\$103,657</b>

# Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Miss Rodeo Florida Pageant 2024

Organization: Miss Rodeo Florida Pageant, INC

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$103,657	\$46,549	\$150,206
<b>Personal Income</b>	\$32,341	\$12,116	\$44,456
<b>Jobs Supported</b>			
Persons	70	9	80
Annual FTEs	1	0	1
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$9,108</u>	<u>\$3,816</u>	<u>\$12,924</u>
<u>State Total</u>	<u>\$7,466</u>	<u>\$1,480</u>	<u>\$8,946</u>
sales	\$5,724	\$698	\$6,423
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,741	\$782	\$2,523
<u>Local Total (excl. property)</u>	<u>\$3,110</u>	<u>\$546</u>	<u>\$3,655</u>
sales	\$954	\$116	\$1,070
income	\$0	\$0	\$0
bed	\$1,200	-	\$1,200
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$956	\$429	\$1,385
property tax	\$1,880	\$542	\$2,422

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$3,110	<p>Local Taxes: \$3,655</p> <p>Costs: \$2,800</p>
DMO Hosting Costs	\$2,800	
Direct ROI	\$310	
Net Present Value	\$310	
Direct ROI (%)	11%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$3,655	
Total ROI	\$855	
Net Present Value	\$855	
Total ROI (%)	31%	

Estimated Room Demand Metrics	
Room Nights (total)	200
Room Pickup (block only)	200
Peak Rooms	42
Total Visitor Days	604