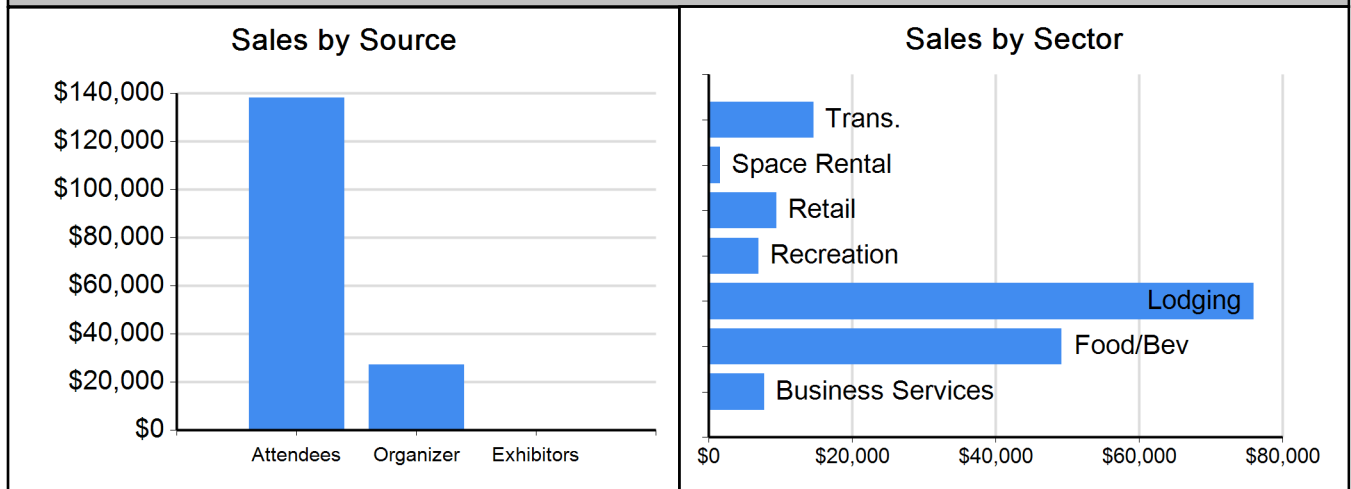


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Blue Knights Spring Southern Regional Conference	Business Sales (Direct):	\$165,480
Organization:	Blue Knights Motorcycle Club	Business Sales (Total):	\$238,118
Event Type:	Business Meeting	Jobs Supported (Direct):	54
Start Date:	4/12/2026	Jobs Supported (Total):	64
End Date:	4/15/2026	Local Taxes (Total):	\$7,493
Overnight Attendees:	225	Net Direct Tax ROI:	\$1,551
Day Attendees:	250	Estimated Room Demand:	500

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$75,000	\$954	\$0	\$75,954
Transportation	\$13,988	\$636	\$0	\$14,624
Food & Beverage	\$32,818	\$16,387	\$0	\$49,205
Retail	\$9,472	\$0	\$0	\$9,472
Recreation	\$6,895	\$0	\$0	\$6,895
Space Rental	\$0	\$1,558	\$0	\$1,558
Business Services	\$0	\$7,772	\$0	\$7,772
TOTAL	\$138,173	\$27,307	\$0	\$165,480

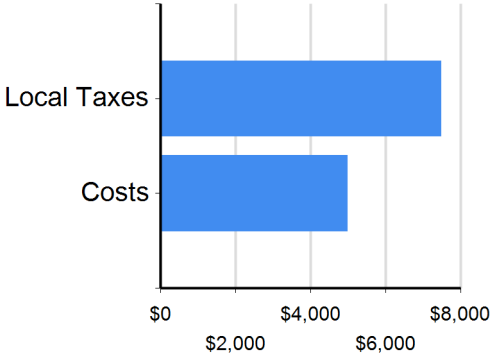
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Blue Knights Spring Southern Regional Conference 2026

Organization: Blue Knights Motorcycle Club

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$165,480	\$72,638	\$238,118
Personal Income	\$53,015	\$20,871	\$73,886
Jobs Supported			
Persons	54	10	64
Annual FTEs	2	0	2
Taxes and Assessments			
<u>Federal Total</u>	<u>\$14,698</u>	<u>\$6,178</u>	<u>\$20,877</u>
<u>State Total</u>	<u>\$10,880</u>	<u>\$2,310</u>	<u>\$13,190</u>
sales	\$8,100	\$1,090	\$9,189
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$2,780	\$1,220	\$4,000
<u>Local Total (excl. property)</u>	<u>\$6,551</u>	<u>\$942</u>	<u>\$7,493</u>
sales	\$2,025	\$272	\$2,297
income	\$0	\$0	\$0
bed	\$3,000	-	\$3,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,526	\$670	\$2,196
property tax	\$3,002	\$838	\$3,840

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$6,551	
DMO Hosting Costs	\$5,000	
Direct ROI	\$1,551	
Net Present Value	\$1,520	
Direct ROI (%)	31%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$7,493	
Total ROI	\$2,493	
Net Present Value	\$2,443	
Total ROI (%)	50%	

Estimated Room Demand Metrics	
Room Nights (total)	500
Room Pickup (block only)	500
Peak Rooms	118
Total Visitor Days	1,053