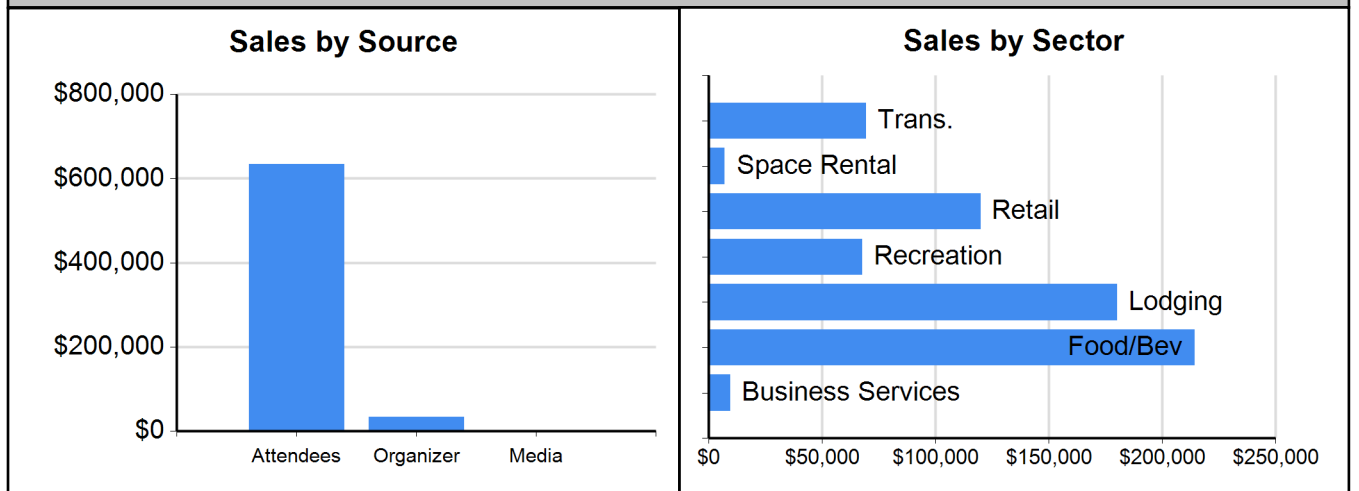


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Grandview Invitational	Business Sales (Direct):	\$667,973
Organization:	Grandview Invitational, Inc.	Business Sales (Total):	\$969,295
Event Type:	Youth Amateur	Jobs Supported (Direct):	358
Start Date:	1/30/2025	Jobs Supported (Total):	405
End Date:	2/1/2025	Local Taxes (Total):	\$22,965
Overnight Attendees:	240	Net Direct Tax ROI:	(\$166)
Day Attendees:	2160	Estimated Room Demand:	1,200

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$180,000	\$0	\$0	\$180,000
Transportation	\$68,398	\$994	\$56	\$69,447
Food & Beverage	\$198,711	\$15,571	\$0	\$214,282
Retail	\$119,939	\$0	\$0	\$119,939
Recreation	\$67,598	\$0	\$0	\$67,598
Space Rental	\$0	\$7,068	\$0	\$7,068
Business Services	\$0	\$9,607	\$31	\$9,639
<b>TOTAL</b>	<b>\$634,645</b>	<b>\$33,240</b>	<b>\$87</b>	<b>\$667,973</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Grandview Invitational 2025

Organization: Grandview Invitational, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$667,973	\$301,322	\$969,295
<b>Personal Income</b>	\$209,417	\$78,219	\$287,636
<b>Jobs Supported</b>			
Persons	358	48	405
Annual FTEs	7	1	8
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$58,808</u>	<u>\$24,676</u>	<u>\$83,485</u>
<u>State Total</u>	<u>\$47,670</u>	<u>\$9,582</u>	<u>\$57,252</u>
sales	\$36,448	\$4,520	\$40,968
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$11,222	\$5,062	\$16,284
<u>Local Total (excl. property)</u>	<u>\$19,434</u>	<u>\$3,532</u>	<u>\$22,965</u>
sales	\$6,075	\$753	\$6,828
income	\$0	\$0	\$0
bed	\$7,200	-	\$7,200
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$6,159	\$2,778	\$8,937
property tax	\$12,118	\$3,513	\$15,630

Event Return on Investment (ROI)			
<b>Direct local tax ROI (net property taxes)</b>			
Direct Tax Receipts	\$19,434		
DMO Hosting Costs	\$19,600		
Direct ROI	(\$166)		
Net Present Value	(\$163)		
Direct ROI (%)	-1%		
<b>Total local tax ROI (net property taxes)</b>			
Total Local Tax Receipts	\$22,965		
Total ROI	\$3,365		
Net Present Value	\$3,298		
Total ROI (%)	17%		

Category	Amount
Local Taxes	\$22,965
Costs	\$19,600

Estimated Room Demand Metrics	
Room Nights (total)	1,200
Room Pickup (block only)	1,200
Peak Rooms	89
Total Visitor Days	3,888