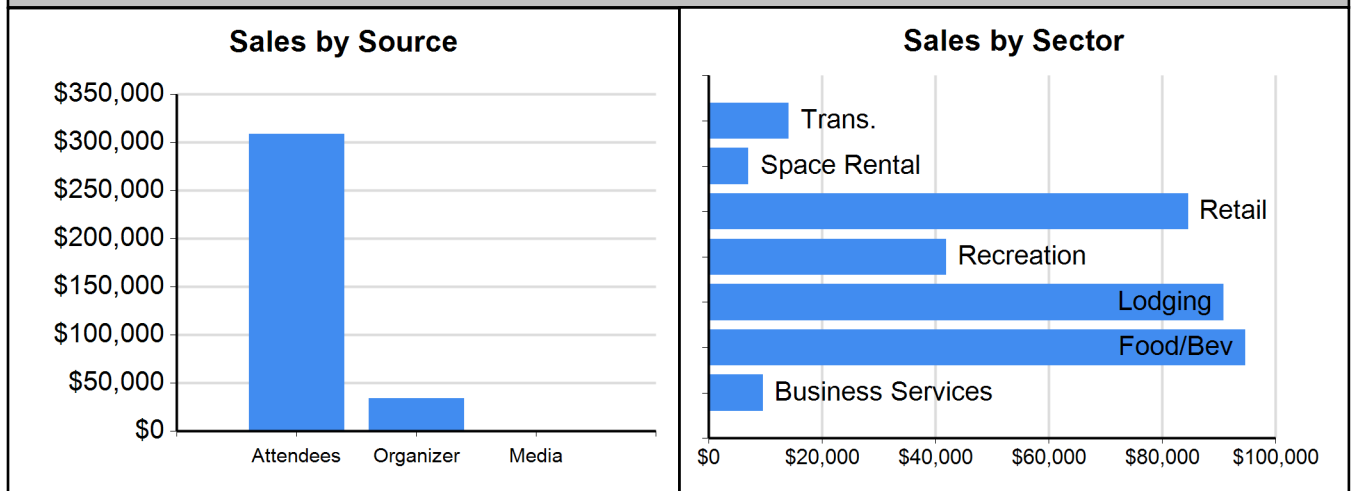


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Fiddler's Turkey Run	Business Sales (Direct):	\$342,708
Organization:	Fiddler's Turkey Run	Business Sales (Total):	\$497,306
Event Type:	Adult Amateur	Jobs Supported (Direct):	99
Start Date:	11/26/2024	Jobs Supported (Total):	114
End Date:	11/30/2024	Local Taxes (Total):	\$11,584
Overnight Attendees:	420	Net Direct Tax ROI:	\$4,732
Day Attendees:	980	Estimated Room Demand:	606

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$90,831	\$0	\$0	\$90,831
Transportation	\$12,124	\$1,953	\$55	\$14,133
Food & Beverage	\$79,205	\$15,420	\$0	\$94,625
Retail	\$84,619	\$0	\$0	\$84,619
Recreation	\$41,880	\$0	\$0	\$41,880
Space Rental	\$0	\$6,999	\$0	\$6,999
Business Services	\$0	\$9,590	\$31	\$9,621
TOTAL	\$308,660	\$33,962	\$86	\$342,708

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Fiddler's Turkey Run 2024

Organization: Fiddler's Turkey Run

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$342,708	\$154,598	\$497,306
Personal Income	\$99,733	\$39,052	\$138,784
Jobs Supported			
Persons	99	15	114
Annual FTEs	4	1	4
Taxes and Assessments			
<u>Federal Total</u>	<u>\$29,293</u>	<u>\$12,537</u>	<u>\$41,831</u>
<u>State Total</u>	<u>\$23,630</u>	<u>\$4,916</u>	<u>\$28,546</u>
sales	\$17,873	\$2,319	\$20,191
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$5,758	\$2,597	\$8,355
<u>Local Total (excl. property)</u>	<u>\$9,772</u>	<u>\$1,812</u>	<u>\$11,584</u>
sales	\$2,979	\$386	\$3,365
income	\$0	\$0	\$0
bed	\$3,633	-	\$3,633
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,160	\$1,425	\$4,585
property tax	\$6,217	\$1,802	\$8,019

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$9,772	
DMO Hosting Costs	\$5,040	
Direct ROI	\$4,732	
Net Present Value	\$4,732	
Direct ROI (%)	94%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$11,584	<p>\$0 \$2,000 \$4,000 \$6,000 \$8,000 \$10,000 \$12,000</p>
Total ROI	\$6,544	
Net Present Value	\$6,544	
Total ROI (%)	130%	

Estimated Room Demand Metrics	
Room Nights (total)	606
Room Pickup (block only)	360
Peak Rooms	191
Total Visitor Days	1,883