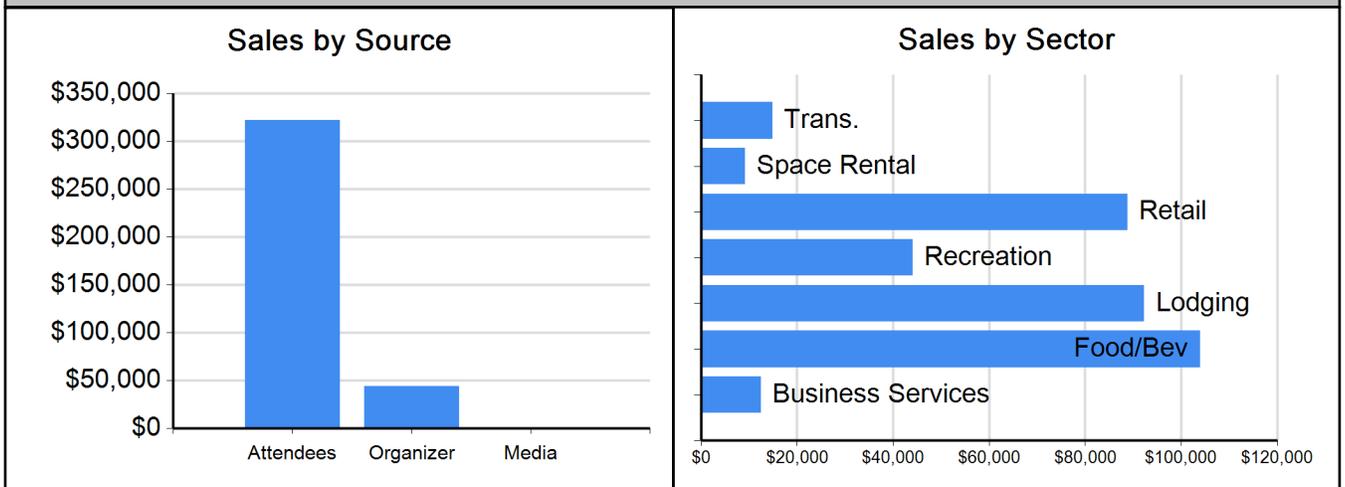


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Fiddler's Turkey Run	Business Sales (Direct):	\$365,977
Organization:	Fiddler's Turkey Run LLC	Business Sales (Total):	\$531,742
Event Type:	Adult Amateur	Jobs Supported (Direct):	104
Start Date:	11/25/2025	Jobs Supported (Total):	121
End Date:	11/29/2025	Local Taxes (Total):	\$13,896
Overnight Attendees:	427	Net Direct Tax ROI:	\$5,616
Day Attendees:	997	Estimated Room Demand:	616

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$92,345	\$0	\$0	\$92,345
Transportation	\$12,837	\$2,027	\$57	\$14,921
Food & Beverage	\$83,746	\$20,231	\$0	\$103,977
Retail	\$88,875	\$0	\$0	\$88,875
Recreation	\$44,159	\$0	\$0	\$44,159
Space Rental	\$0	\$9,183	\$0	\$9,183
Business Services	\$0	\$12,483	\$32	\$12,516
TOTAL	\$321,962	\$43,924	\$90	\$365,977

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Fiddler's Turkey Run 2025

Organization: Fiddler's Turkey Run LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$365,977	\$165,765	\$531,742
Personal Income	\$106,934	\$41,962	\$148,896
Jobs Supported			
Persons	104	16	121
Annual FTEs	4	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$31,331</u>	<u>\$13,453</u>	<u>\$44,784</u>
<u>State Total</u>	<u>\$24,861</u>	<u>\$5,271</u>	<u>\$30,132</u>
sales	\$18,712	\$2,486	\$21,199
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,148	\$2,785	\$8,933
<u>Local Total (excl. property)</u>	<u>\$11,746</u>	<u>\$2,150</u>	<u>\$13,896</u>
sales	\$4,678	\$622	\$5,300
income	\$0	\$0	\$0
bed	\$3,694	-	\$3,694
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,374	\$1,528	\$4,903
property tax	\$6,639	\$1,935	\$8,575

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$11,746	
DMO Hosting Costs	\$6,130	
Direct ROI	\$5,616	
Net Present Value	\$5,616	
Direct ROI (%)	92%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$13,896	
Total ROI	\$7,766	
Net Present Value	\$7,766	
Total ROI (%)	127%	

Estimated Room Demand Metrics	
Room Nights (total)	616
Room Pickup (block only)	613
Peak Rooms	194
Total Visitor Days	1,953