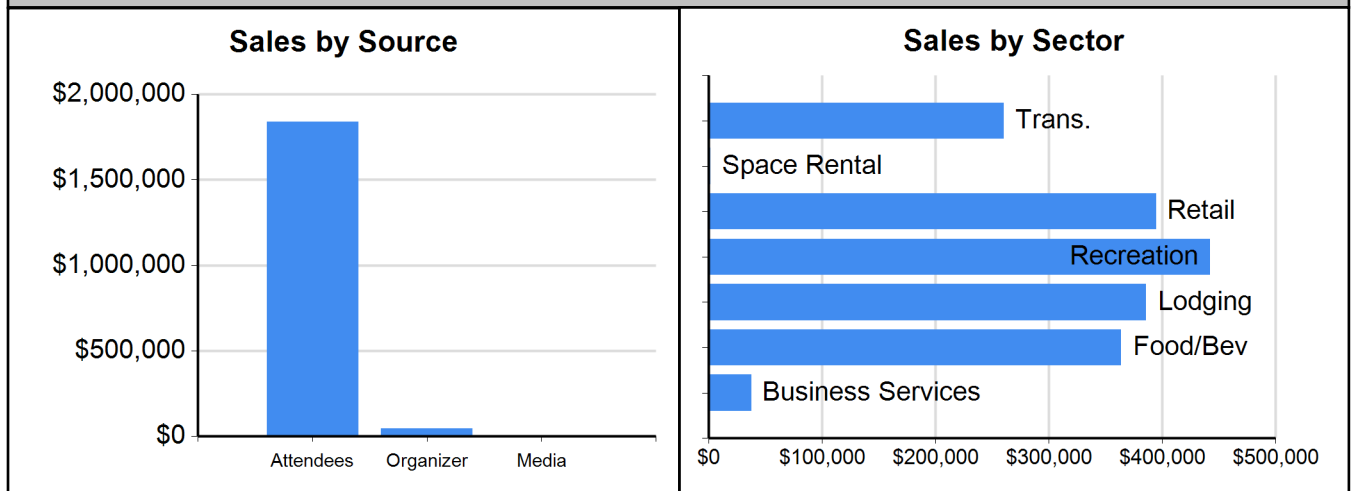


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Live Oak International	Business Sales (Direct):	\$1,885,754
Organization:	Live Oak International	Business Sales (Total):	\$2,752,407
Event Type:	Professional	Jobs Supported (Direct):	598
Start Date:	3/13/2025	Jobs Supported (Total):	689
End Date:	3/16/2025	Local Taxes (Total):	\$60,526
Overnight Attendees:	1960	Net Direct Tax ROI:	\$32,168
Day Attendees:	2940	Estimated Room Demand:	2,573

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$385,932	\$0	\$0	\$385,932
Transportation	\$259,602	\$287	\$209	\$260,098
Food & Beverage	\$357,355	\$6,246	\$0	\$363,601
Retail	\$394,816	\$0	\$0	\$394,816
Recreation	\$442,451	\$0	\$0	\$442,451
Space Rental	\$0	\$1,404	\$0	\$1,404
Business Services	\$0	\$36,980	\$471	\$37,451
<b>TOTAL</b>	<b>\$1,840,156</b>	<b>\$44,917</b>	<b>\$680</b>	<b>\$1,885,754</b>

# Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Live Oak International 2025

Organization: Live Oak International

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$1,885,754	\$866,654	\$2,752,407
<b>Personal Income</b>	\$570,584	\$216,105	\$786,689
<b>Jobs Supported</b>			
Persons	598	91	689
Annual FTEs	20	3	23
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$163,672</u>	<u>\$69,962</u>	<u>\$233,633</u>
<u>State Total</u>	<u>\$136,943</u>	<u>\$27,560</u>	<u>\$164,503</u>
sales	\$105,262	\$13,000	\$118,262
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$31,681	\$14,560	\$46,241
<u>Local Total (excl. property)</u>	<u>\$50,368</u>	<u>\$10,157</u>	<u>\$60,526</u>
sales	\$17,544	\$2,167	\$19,710
income	\$0	\$0	\$0
bed	\$15,437	-	\$15,437
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$17,387	\$7,991	\$25,378
property tax	\$34,209	\$10,174	\$44,383

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$50,368	
DMO Hosting Costs	\$18,200	
Direct ROI	\$32,168	
Net Present Value	\$31,524	
Direct ROI (%)	177%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$60,526	
Total ROI	\$42,326	
Net Present Value	\$41,478	
Total ROI (%)	233%	

Estimated Room Demand Metrics	
Room Nights (total)	2,573
Room Pickup (block only)	1,300
Peak Rooms	891
Total Visitor Days	7,424