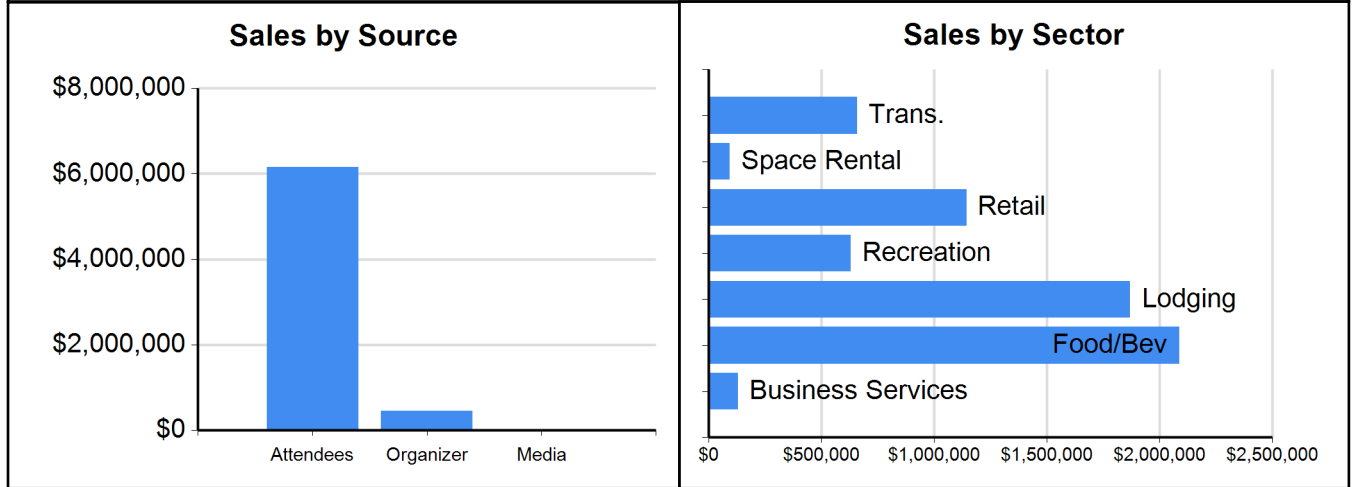


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	HITS Ocala Winter Circuit Weeks 1-5- \$37,500k	Business Sales (Direct):	\$6,611,754
Organization:	HITS, LLC	Business Sales (Total):	\$9,590,439
Event Type:	Youth Amateur	Jobs Supported (Direct):	463
Start Date:	1/14/2025	Jobs Supported (Total):	528
End Date:	2/16/2025	Local Taxes (Total):	\$229,830
Overnight Attendees:	990	Net Direct Tax ROI:	\$157,418
Day Attendees:	3960	Estimated Room Demand:	12,467

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,870,000	\$0	\$0	\$1,870,000
Transportation	\$634,990	\$23,232	\$729	\$658,951
Food & Beverage	\$1,883,480	\$203,402	\$0	\$2,086,882
Retail	\$1,144,452	\$0	\$0	\$1,144,452
Recreation	\$629,415	\$0	\$0	\$629,415
Space Rental	\$0	\$92,328	\$0	\$92,328
Business Services	\$0	\$129,315	\$411	\$129,726
TOTAL	\$6,162,337	\$448,277	\$1,140	\$6,611,754

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Ocala Winter Circuit Weeks 1-5- \$37,500k 2025

Organization: HITS, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$6,611,754	\$2,978,685	\$9,590,439
Personal Income	\$2,061,698	\$778,539	\$2,840,237
Jobs Supported			
Persons	463	65	528
Annual FTEs	73	10	84
Taxes and Assessments			
<u>Federal Total</u>	<u>\$580,828</u>	<u>\$244,539</u>	<u>\$825,367</u>
<u>State Total</u>	<u>\$466,013</u>	<u>\$94,723</u>	<u>\$560,736</u>
sales	\$354,935	\$44,680	\$399,615
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$111,078	\$50,042	\$161,121
<u>Local Total (excl. property)</u>	<u>\$194,918</u>	<u>\$34,911</u>	<u>\$229,830</u>
sales	\$59,156	\$7,447	\$66,603
income	\$0	\$0	\$0
bed	\$74,800	-	\$74,800
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$60,963	\$27,464	\$88,427
property tax	\$119,944	\$34,705	\$154,649

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$194,918	
DMO Hosting Costs	\$37,500	
Direct ROI	\$157,418	
Net Present Value	\$154,266	
Direct ROI (%)	420%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$229,830	
Total ROI	\$192,330	
Net Present Value	\$188,478	
Total ROI (%)	513%	

Estimated Room Demand Metrics	
Room Nights (total)	12,467
Room Pickup (block only)	5,300
Peak Rooms	367
Total Visitor Days	36,036