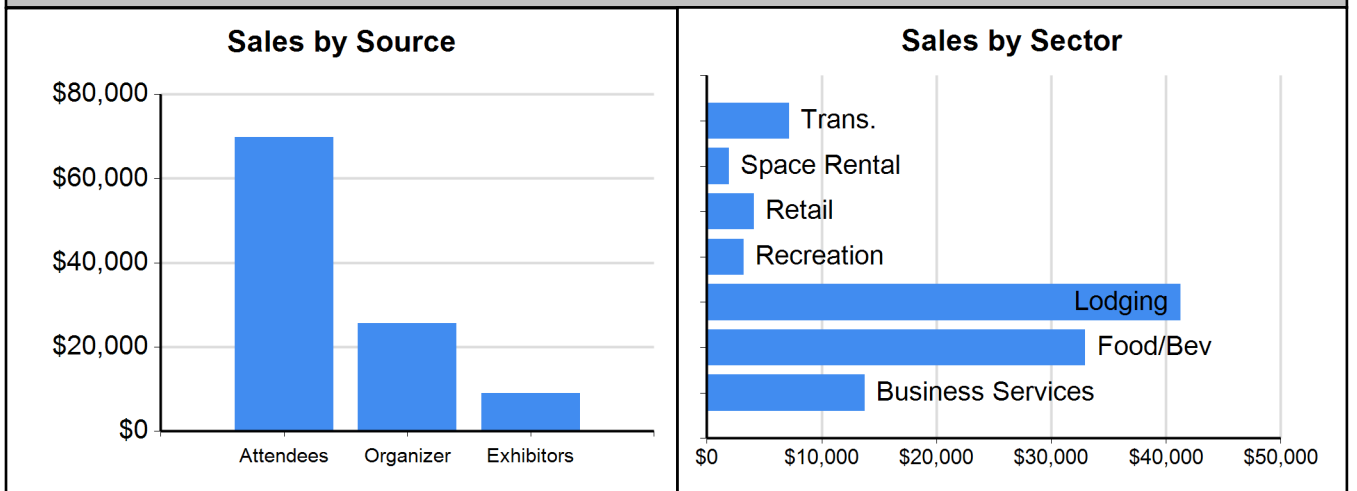


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters | | Key Results | |
|----------------------|---------------------------|--------------------------|-----------|
| Event Name: | FACAP 47th Annual Seminar | Business Sales (Direct): | \$104,465 |
| Organization: | Florida Advisory Com | Business Sales (Total): | \$151,479 |
| Event Type: | Convention | Jobs Supported (Direct): | 55 |
| Start Date: | 3/5/2025 | Jobs Supported (Total): | 67 |
| End Date: | 3/7/2025 | Local Taxes (Total): | \$3,852 |
| Overnight Attendees: | 115 | Net Direct Tax ROI: | (\$199) |
| Day Attendees: | 120 | Estimated Room Demand: | 254 |

Direct Business Sales



| Industry | Attendees | Organizer | Exhibitor | Total |
|-------------------|-----------------|-----------------|----------------|------------------|
| Lodging | \$40,681 | \$578 | \$0 | \$41,259 |
| Transportation | \$5,373 | \$385 | \$1,416 | \$7,174 |
| Food & Beverage | \$16,434 | \$13,375 | \$3,157 | \$32,966 |
| Retail | \$4,125 | \$0 | \$0 | \$4,125 |
| Recreation | \$3,243 | \$0 | \$0 | \$3,243 |
| Space Rental | \$0 | \$1,253 | \$663 | \$1,916 |
| Business Services | \$0 | \$10,040 | \$3,741 | \$13,782 |
| TOTAL | \$69,855 | \$25,632 | \$8,978 | \$104,465 |

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: FACAP 47th Annual Seminar 2025

Organization: Florida Advisory Com

| Economic Impact Details | | | |
|-------------------------------------|----------------|------------------|-----------------|
| | Direct | Indirect/Induced | Total |
| Business Sales | \$104,465 | \$47,014 | \$151,479 |
| Personal Income | \$33,605 | \$13,685 | \$47,290 |
| Jobs Supported | | | |
| Persons | 55 | 12 | 67 |
| Annual FTEs | 1 | 0 | 1 |
| Taxes and Assessments | | | |
| <u>Federal Total</u> | <u>\$9,294</u> | <u>\$4,019</u> | <u>\$13,313</u> |
| <u>State Total</u> | <u>\$6,020</u> | <u>\$1,495</u> | <u>\$7,515</u> |
| sales | \$4,265 | \$705 | \$4,970 |
| income | \$0 | \$0 | \$0 |
| bed | \$0 | - | \$0 |
| other | \$1,755 | \$790 | \$2,545 |
| <u>Local Total (excl. property)</u> | <u>\$3,301</u> | <u>\$551</u> | <u>\$3,852</u> |
| sales | \$711 | \$118 | \$828 |
| income | \$0 | \$0 | \$0 |
| bed | \$1,627 | - | \$1,627 |
| per room charge | \$0 | - | \$0 |
| tourism district | \$0 | - | \$0 |
| restaurant | \$0 | \$0 | \$0 |
| other | \$963 | \$433 | \$1,397 |
| property tax | \$1,895 | \$548 | \$2,443 |

| Event Return on Investment (ROI) | | |
|--|---------|--|
| Direct local tax ROI (net property taxes) | | |
| Direct Tax Receipts | \$3,301 | |
| DMO Hosting Costs | \$3,500 | |
| Direct ROI | (\$199) | |
| Net Present Value | (\$195) | |
| Direct ROI (%) | -6% | |
| Total local tax ROI (net property taxes) | | |
| Total Local Tax Receipts | \$3,852 | |
| Total ROI | \$352 | |
| Net Present Value | \$345 | |
| Total ROI (%) | 10% | |

| Estimated Room Demand Metrics | |
|-------------------------------|-----|
| Room Nights (total) | 254 |
| Room Pickup (block only) | 95 |
| Peak Rooms | 105 |
| Total Visitor Days | 302 |