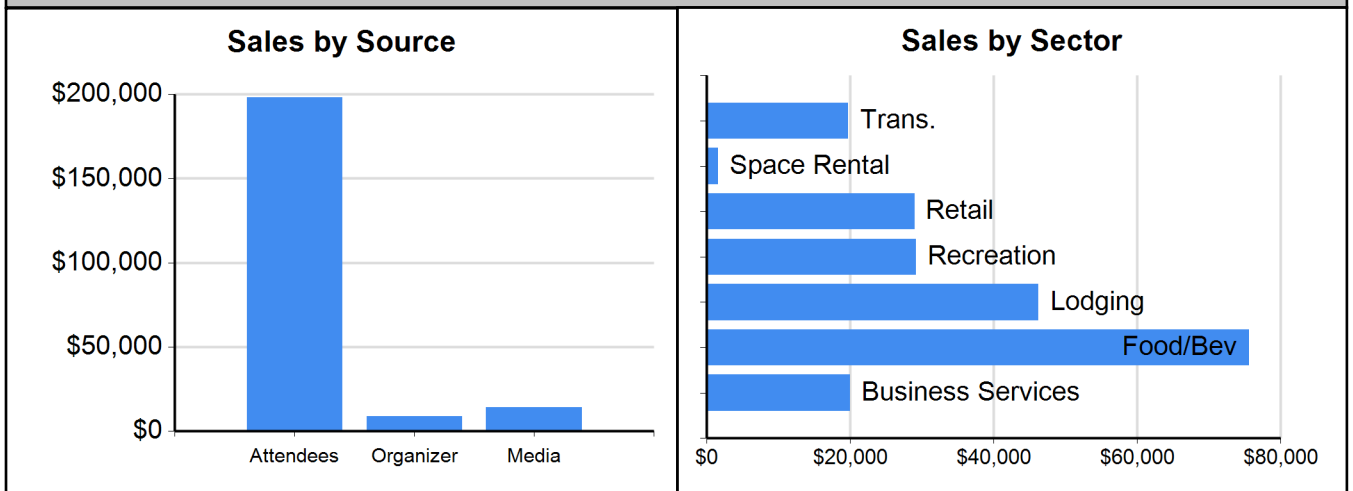


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Festivals of Speed Presents a Salute to Veterans	Business Sales (Direct):	\$221,300
Organization:	Festivals of Speed, LLC	Business Sales (Total):	\$325,515
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	208
Start Date:	9/14/2024	Jobs Supported (Total):	237
End Date:	9/14/2024	Local Taxes (Total):	\$6,977
Overnight Attendees:	297	Net Direct Tax ROI:	\$1,555
Day Attendees:	3003	Estimated Room Demand:	300

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$45,000	\$1,258	\$0	\$46,258
Transportation	\$19,658	\$26	\$63	\$19,746
Food & Beverage	\$75,459	\$0	\$177	\$75,636
Retail	\$28,964	\$0	\$0	\$28,964
Recreation	\$29,155	\$0	\$0	\$29,155
Space Rental	\$0	\$1,504	\$71	\$1,575
Business Services	\$0	\$6,036	\$13,930	\$19,966
TOTAL	\$198,237	\$8,823	\$14,240	\$221,300

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Festivals of Speed Presents a Salute to Veterans 2024

Organization: Festivals of Speed, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$221,300	\$104,215	\$325,515
Personal Income	\$72,145	\$27,937	\$100,082
Jobs Supported			
Persons	208	30	237
Annual FTEs	3	0	3
Taxes and Assessments			
<u>Federal Total</u>	<u>\$19,799</u>	<u>\$8,635</u>	<u>\$28,434</u>
<u>State Total</u>	<u>\$15,206</u>	<u>\$3,314</u>	<u>\$18,520</u>
sales	\$11,488	\$1,563	\$13,052
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$3,718	\$1,751	\$5,469
<u>Local Total (excl. property)</u>	<u>\$5,755</u>	<u>\$1,221</u>	<u>\$6,977</u>
sales	\$1,915	\$261	\$2,175
income	\$0	\$0	\$0
bed	\$1,800	-	\$1,800
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,040	\$961	\$3,001
property tax	\$4,015	\$1,234	\$5,249

Event Return on Investment (ROI)								
Direct local tax ROI (net property taxes)								
Direct Tax Receipts	\$5,755	<table border="1"> <caption>Local Taxes vs Costs</caption> <thead> <tr> <th>Category</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Local Taxes</td> <td>\$6,977</td> </tr> <tr> <td>Costs</td> <td>\$4,200</td> </tr> </tbody> </table>	Category	Amount	Local Taxes	\$6,977	Costs	\$4,200
Category	Amount							
Local Taxes	\$6,977							
Costs	\$4,200							
DMO Hosting Costs	\$4,200							
Direct ROI	\$1,555							
Net Present Value	\$1,555							
Direct ROI (%)	37%							
Total local tax ROI (net property taxes)								
Total Local Tax Receipts	\$6,977							
Total ROI	\$2,777							
Net Present Value	\$2,777							
Total ROI (%)	66%							

Estimated Room Demand Metrics	
Room Nights (total)	300
Room Pickup (block only)	300
Peak Rooms	156
Total Visitor Days	2,822