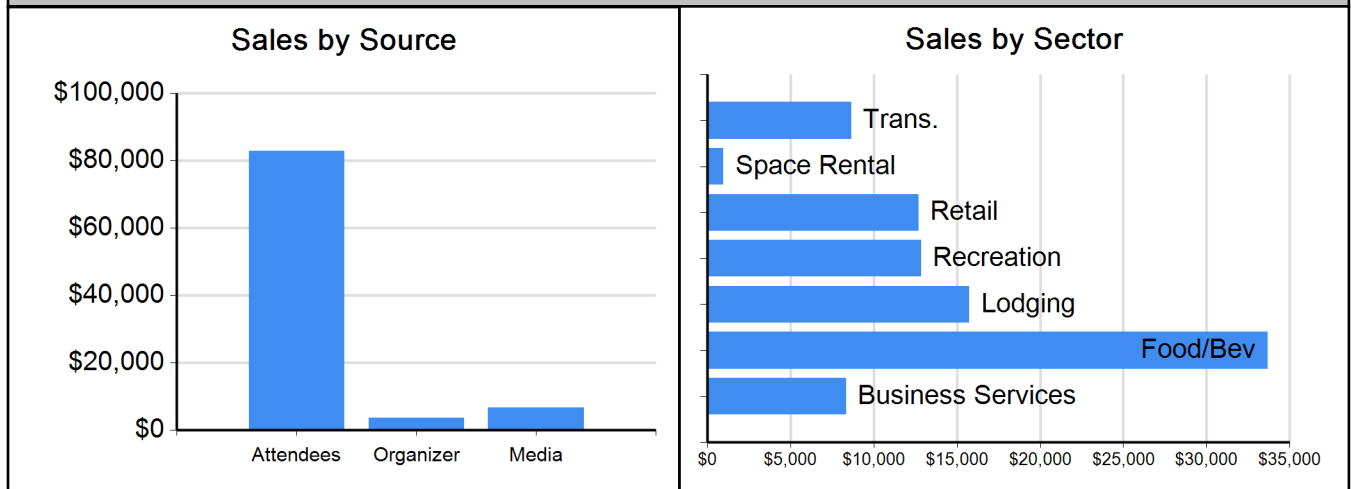


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Patriotic Skies	Business Sales (Direct):	\$93,055
Organization:	City of Ocala: Recreation & Parks	Business Sales (Total):	\$137,091
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	87
Start Date:	7/4/2025	Jobs Supported (Total):	99
End Date:	7/4/2025	Local Taxes (Total):	\$3,251
Overnight Attendees:	150	Net Direct Tax ROI:	(\$3,421)
Day Attendees:	1350	Estimated Room Demand:	103

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$15,488	\$271	\$0	\$15,759
Transportation	\$8,635	\$6	\$29	\$8,670
Food & Beverage	\$33,164	\$430	\$82	\$33,676
Retail	\$12,725	\$0	\$0	\$12,725
Recreation	\$12,865	\$0	\$0	\$12,865
Space Rental	\$0	\$951	\$33	\$984
Business Services	\$0	\$1,915	\$6,461	\$8,377
TOTAL	\$82,878	\$3,572	\$6,605	\$93,055

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Patriotic Skies 2025

Organization: City of Ocala: Recreation & Parks

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$93,055	\$44,035	\$137,091
Personal Income	\$30,658	\$11,702	\$42,360
Jobs Supported			
Persons	87	12	99
Annual FTEs	1	0	1
Taxes and Assessments			
<u>Federal Total</u>	<u>\$8,362</u>	<u>\$3,637</u>	<u>\$11,999</u>
<u>State Total</u>	<u>\$6,371</u>	<u>\$1,400</u>	<u>\$7,771</u>
sales	\$4,807	\$661	\$5,468
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,563	\$740	\$2,303
<u>Local Total (excl. property)</u>	<u>\$2,679</u>	<u>\$571</u>	<u>\$3,251</u>
sales	\$1,202	\$165	\$1,367
income	\$0	\$0	\$0
bed	\$620	-	\$620
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$858	\$406	\$1,264
property tax	\$1,688	\$523	\$2,211

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$2,679		
DMO Hosting Costs	\$6,100		
Direct ROI	(\$3,421)		
Net Present Value	(\$3,421)		
Direct ROI (%)	-56%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$3,251		
Total ROI	(\$2,849)		
Net Present Value	(\$2,849)		
Total ROI (%)	-47%		



Estimated Room Demand Metrics	
Room Nights (total)	103
Room Pickup (block only)	30
Peak Rooms	79
Total Visitor Days	1,209