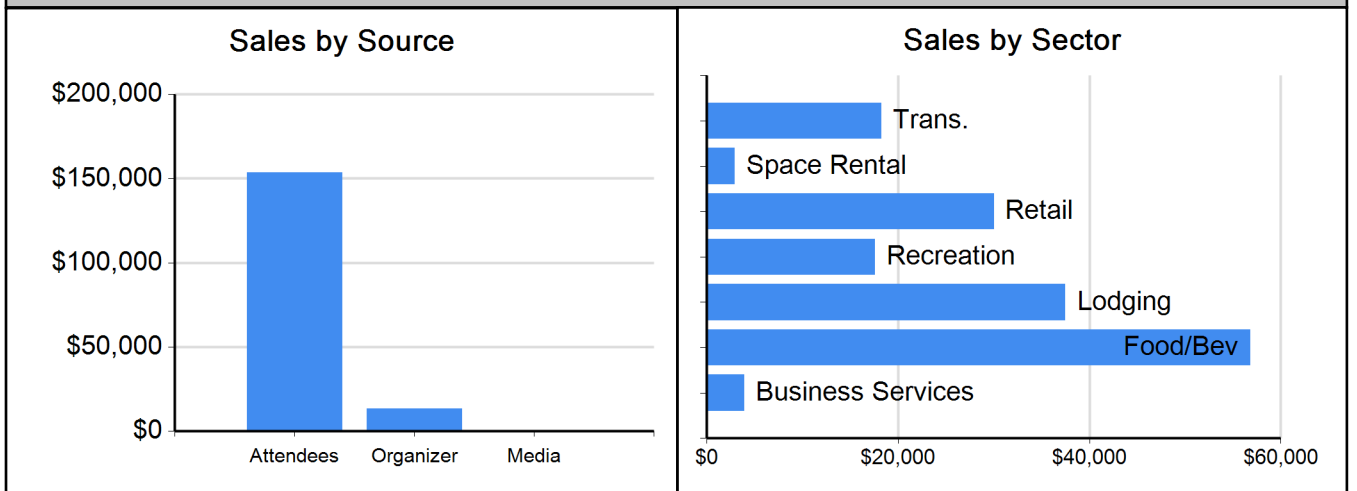


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	JFCA Hottest Show On Earth	Business Sales (Direct):	\$167,010
Organization:	Florida Cattlemen's Association, Inc.	Business Sales (Total):	\$243,146
Event Type:	Youth Amateur	Jobs Supported (Direct):	89
Start Date:	7/24/2026	Jobs Supported (Total):	101
End Date:	7/26/2026	Local Taxes (Total):	\$6,242
Overnight Attendees:	193	Net Direct Tax ROI:	\$1,504
Day Attendees:	578	Estimated Room Demand:	250

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$37,500	\$0	\$0	\$37,500
Transportation	\$17,905	\$326	\$23	\$18,254
Food & Beverage	\$50,414	\$6,384	\$0	\$56,798
Retail	\$30,023	\$0	\$0	\$30,023
Recreation	\$17,616	\$0	\$0	\$17,616
Space Rental	\$0	\$2,898	\$0	\$2,898
Business Services	\$0	\$3,907	\$13	\$3,920
TOTAL	\$153,459	\$13,515	\$36	\$167,010

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: JFCA Hottest Show On Earth 2026

Organization: Florida Cattlemen's Association, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$167,010	\$76,136	\$243,146
Personal Income	\$52,930	\$19,659	\$72,589
Jobs Supported			
Persons	89	12	101
Annual FTEs	2	0	2
Taxes and Assessments			
<u>Federal Total</u>	<u>\$14,769</u>	<u>\$6,223</u>	<u>\$20,992</u>
<u>State Total</u>	<u>\$11,664</u>	<u>\$2,421</u>	<u>\$14,085</u>
sales	\$8,858	\$1,142	\$10,000
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$2,806	\$1,279	\$4,085
<u>Local Total (excl. property)</u>	<u>\$5,254</u>	<u>\$988</u>	<u>\$6,242</u>
sales	\$2,215	\$286	\$2,500
income	\$0	\$0	\$0
bed	\$1,500	-	\$1,500
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,540	\$702	\$2,242
property tax	\$3,030	\$891	\$3,921

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$5,254	
DMO Hosting Costs	\$3,750	
Direct ROI	\$1,504	
Net Present Value	\$1,504	
Direct ROI (%)	40%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$6,242	
Total ROI	\$2,492	
Net Present Value	\$2,492	
Total ROI (%)	66%	

Estimated Room Demand Metrics	
Room Nights (total)	250
Room Pickup (block only)	250
Peak Rooms	71
Total Visitor Days	1,000