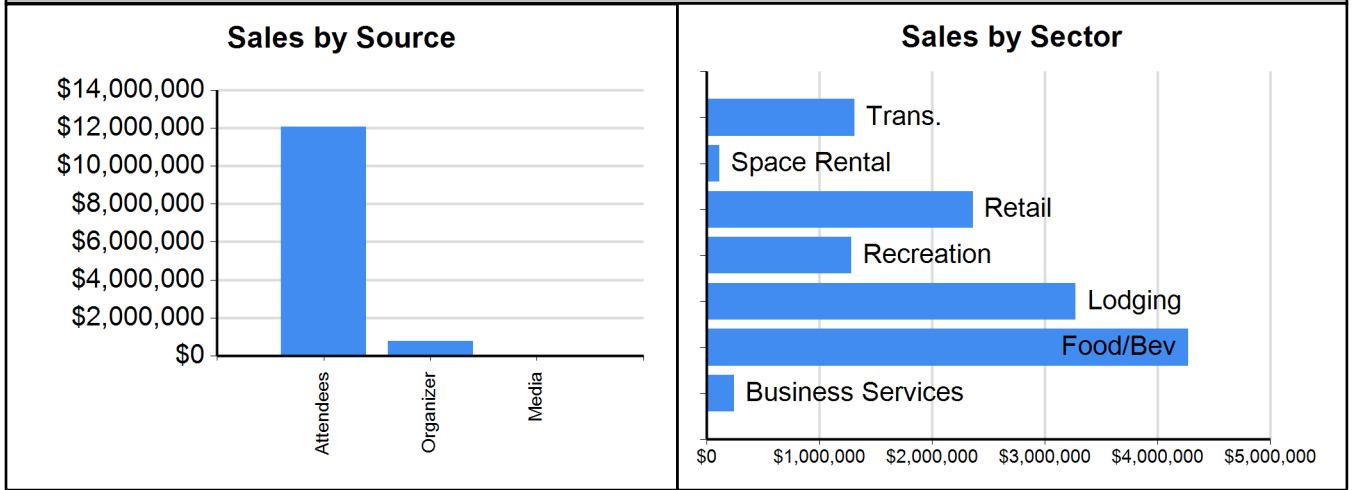


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	USARS National Championship	Business Sales (Direct):	\$12,857,388
Organization:	USA Roller Sports	Business Sales (Total):	\$18,681,616
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,239
Start Date:	7/18/2025	Jobs Supported (Total):	1,403
End Date:	8/10/2025	Local Taxes (Total):	\$433,582
Overnight Attendees:	3000	Net Direct Tax ROI:	\$165,320
Day Attendees:	2000	Estimated Room Demand:	21,818

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$3,272,727	\$0	\$0	\$3,272,727
Transportation	\$1,293,501	\$16,565	\$1,434	\$1,311,500
Food & Beverage	\$3,873,831	\$400,099	\$0	\$4,273,930
Retail	\$2,360,989	\$0	\$0	\$2,360,989
Recreation	\$1,283,922	\$0	\$0	\$1,283,922
Space Rental	\$0	\$110,000	\$0	\$110,000
Business Services	\$0	\$243,511	\$809	\$244,320
TOTAL	\$12,084,970	\$770,175	\$2,243	\$12,857,388

Event Impact Details

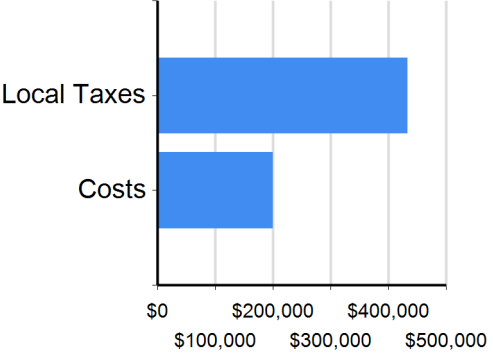
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: USARS National Championship 2025

Organization: USA Roller Sports

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$12,857,388	\$5,824,228	\$18,681,616
Personal Income	\$4,054,014	\$1,506,862	\$5,560,876
Jobs Supported			
Persons	1,239	164	1,403
Annual FTEs	144	19	164
Taxes and Assessments			
<u>Federal Total</u>	<u>\$1,134,599</u>	<u>\$476,389</u>	<u>\$1,610,988</u>
<u>State Total</u>	<u>\$911,176</u>	<u>\$185,211</u>	<u>\$1,096,388</u>
sales	\$695,171	\$87,363	\$782,534
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$216,006	\$97,848	\$313,853
<u>Local Total (excl. property)</u>	<u>\$365,320</u>	<u>\$68,262</u>	<u>\$433,582</u>
sales	\$115,862	\$14,561	\$130,422
income	\$0	\$0	\$0
bed	\$130,909	-	\$130,909
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$118,549	\$53,701	\$172,251
property tax	\$233,246	\$68,001	\$301,247

Event Return on Investment (ROI)	
Direct local tax ROI (net property taxes)	
Direct Tax Receipts	\$365,320
DMO Hosting Costs	\$200,000
Direct ROI	\$165,320
Net Present Value	\$162,010
Direct ROI (%)	83%
Total local tax ROI (net property taxes)	
Total Local Tax Receipts	\$433,582
Total ROI	\$233,582
Net Present Value	\$228,904
Total ROI (%)	117%



Local Taxes	\$433,582
Costs	\$200,000

Estimated Room Demand Metrics	
Room Nights (total)	21,818
Room Pickup (block only)	12,500
Peak Rooms	909
Total Visitor Days	73,350