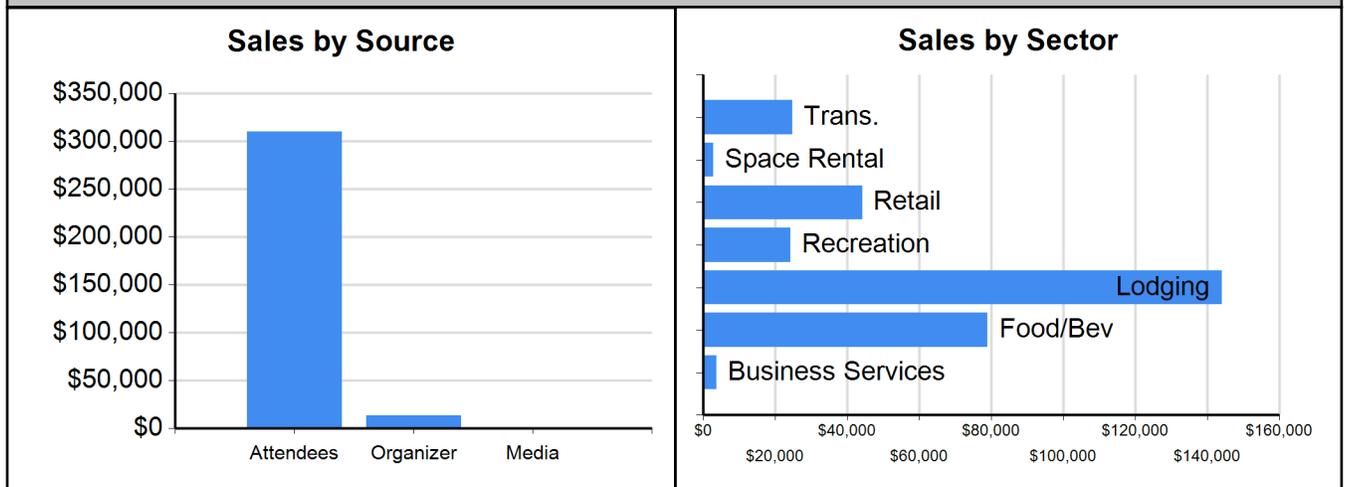


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Bill Horschel Junior Championship	Business Sales (Direct):	\$323,024
Organization:	American Junior Golf Association	Business Sales (Total):	\$464,468
Event Type:	Youth Amateur	Jobs Supported (Direct):	92
Start Date:	10/9/2024	Jobs Supported (Total):	107
End Date:	10/13/2024	Local Taxes (Total):	\$13,361
Overnight Attendees:	322	Net Direct Tax ROI:	\$1,703
Day Attendees:	108	Estimated Room Demand:	961

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$144,084	\$0	\$0	\$144,084
Transportation	\$24,490	\$291	\$33	\$24,814
Food & Beverage	\$72,692	\$6,214	\$0	\$78,906
Retail	\$44,304	\$0	\$0	\$44,304
Recreation	\$24,282	\$0	\$0	\$24,282
Space Rental	\$0	\$2,821	\$0	\$2,821
Business Services	\$0	\$3,794	\$18	\$3,813
TOTAL	\$309,852	\$13,120	\$51	\$323,024

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Bill Horschel Junior Championship 2024

Organization: American Junior Golf Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$323,024	\$141,444	\$464,468
Personal Income	\$96,931	\$38,563	\$135,493
Jobs Supported			
Persons	92	15	107
Annual FTEs	3	1	4
Taxes and Assessments			
<u>Federal Total</u>	<u>\$27,944</u>	<u>\$11,794</u>	<u>\$39,738</u>
<u>State Total</u>	<u>\$23,196</u>	<u>\$4,498</u>	<u>\$27,694</u>
sales	\$17,769	\$2,122	\$19,891
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$5,427	\$2,376	\$7,803
<u>Local Total (excl. property)</u>	<u>\$11,703</u>	<u>\$1,658</u>	<u>\$13,361</u>
sales	\$2,962	\$354	\$3,315
income	\$0	\$0	\$0
bed	\$5,763	-	\$5,763
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,978	\$1,304	\$4,283
property tax	\$5,860	\$1,630	\$7,490

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$11,703	
DMO Hosting Costs	\$10,000	
Direct ROI	\$1,703	
Net Present Value	\$1,703	
Direct ROI (%)	17%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$13,361	
Total ROI	\$3,361	
Net Present Value	\$3,361	
Total ROI (%)	34%	

Estimated Room Demand Metrics	
Room Nights (total)	961
Room Pickup (block only)	450
Peak Rooms	230
Total Visitor Days	1,418