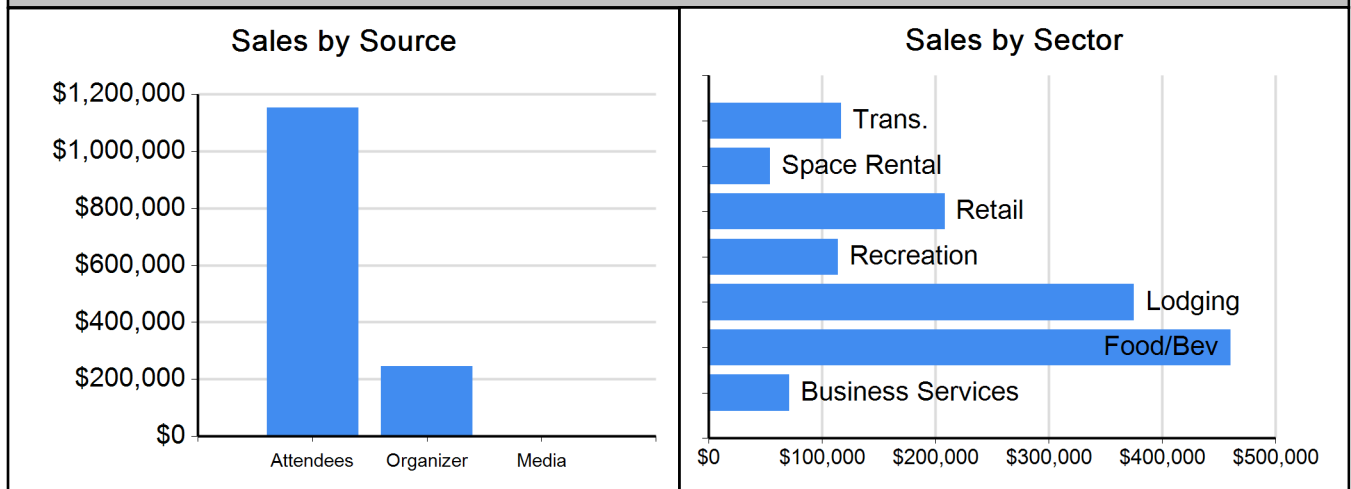


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters | | Key Results | |
|----------------------|------------------------------------|--------------------------|-------------|
| Event Name: | HITS Post Time Farm Premier I & II | Business Sales (Direct): | \$1,398,828 |
| Organization: | HITS, LLC | Business Sales (Total): | \$2,035,783 |
| Event Type: | Youth Amateur | Jobs Supported (Direct): | 221 |
| Start Date: | 12/31/2025 | Jobs Supported (Total): | 258 |
| End Date: | 1/12/2026 | Local Taxes (Total): | \$53,097 |
| Overnight Attendees: | 632 | Net Direct Tax ROI: | \$34,836 |
| Day Attendees: | 421 | Estimated Room Demand: | 2,500 |

Direct Business Sales



| Industry | Attendees | Organizer | Media/Sponsors | Total |
|-------------------|-------------|-----------|----------------|-------------|
| Lodging | \$375,000 | \$0 | \$0 | \$375,000 |
| Transportation | \$114,633 | \$1,890 | \$167 | \$116,690 |
| Food & Beverage | \$341,894 | \$118,521 | \$0 | \$460,415 |
| Retail | \$208,105 | \$0 | \$0 | \$208,105 |
| Recreation | \$113,716 | \$0 | \$0 | \$113,716 |
| Space Rental | \$0 | \$53,799 | \$0 | \$53,799 |
| Business Services | \$0 | \$71,009 | \$94 | \$71,104 |
| TOTAL | \$1,153,347 | \$245,219 | \$262 | \$1,398,828 |

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Post Time Farm Premier I & II 2025

Organization: HITS, LLC

Economic Impact Details

| | Direct | Indirect/Induced | Total |
|-------------------------------------|------------------|------------------|------------------|
| Business Sales | \$1,398,828 | \$636,955 | \$2,035,783 |
| Personal Income | \$434,765 | \$169,941 | \$604,705 |
| Jobs Supported | | | |
| Persons | 221 | 37 | 258 |
| Annual FTEs | 16 | 3 | 18 |
| Taxes and Assessments | | | |
| <u>Federal Total</u> | <u>\$122,722</u> | <u>\$52,686</u> | <u>\$175,408</u> |
| <u>State Total</u> | <u>\$91,252</u> | <u>\$20,255</u> | <u>\$111,507</u> |
| sales | \$67,752 | \$9,554 | \$77,306 |
| income | \$0 | \$0 | \$0 |
| bed | \$0 | - | \$0 |
| other | \$23,500 | \$10,701 | \$34,201 |
| <u>Local Total (excl. property)</u> | <u>\$44,836</u> | <u>\$8,262</u> | <u>\$53,097</u> |
| sales | \$16,938 | \$2,389 | \$19,327 |
| income | \$0 | \$0 | \$0 |
| bed | \$15,000 | - | \$15,000 |
| per room charge | \$0 | - | \$0 |
| tourism district | \$0 | - | \$0 |
| restaurant | \$0 | \$0 | \$0 |
| other | \$12,898 | \$5,873 | \$18,771 |
| property tax | \$25,376 | \$7,452 | \$32,828 |

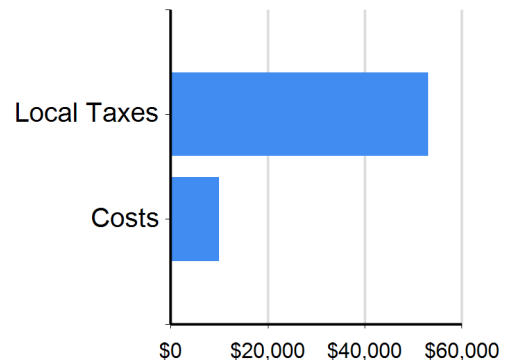
Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

| | |
|---------------------|----------|
| Direct Tax Receipts | \$44,836 |
| DMO Hosting Costs | \$10,000 |
| Direct ROI | \$34,836 |
| Net Present Value | \$34,836 |
| Direct ROI (%) | 348% |

Total local tax RO(net property taxes)

| | |
|--------------------------|----------|
| Total Local Tax Receipts | \$53,097 |
| Total ROI | \$43,097 |
| Net Present Value | \$43,097 |
| Total ROI (%) | 431% |



Estimated Room Demand Metrics

| | |
|--------------------------|-------|
| Room Nights (total) | 2,500 |
| Room Pickup (block only) | 2,500 |
| Peak Rooms | 253 |
| Total Visitor Days | 6,503 |