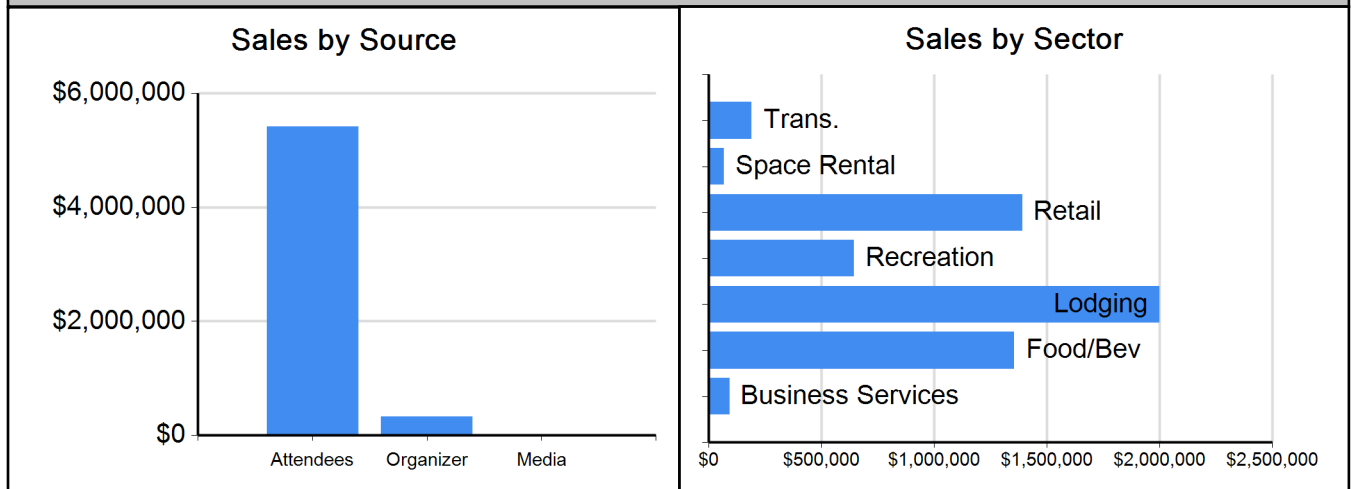


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	HITS Ocala Winter Circuit, Event II, Weeks 4-7	Business Sales (Direct):	\$5,740,351
Organization:	HITS, LLC	Business Sales (Total):	\$8,283,188
Event Type:	Adult Amateur	Jobs Supported (Direct):	459
Start Date:	2/4/2026	Jobs Supported (Total):	534
End Date:	3/1/2026	Local Taxes (Total):	\$243,781
Overnight Attendees:	975	Net Direct Tax ROI:	\$200,800
Day Attendees:	1462	Estimated Room Demand:	13,342

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$2,001,316	\$0	\$0	\$2,001,316
Transportation	\$171,773	\$18,409	\$530	\$190,713
Food & Beverage	\$1,207,127	\$147,934	\$0	\$1,355,061
Retail	\$1,390,961	\$0	\$0	\$1,390,961
Recreation	\$642,914	\$0	\$0	\$642,914
Space Rental	\$0	\$67,150	\$0	\$67,150
Business Services	\$0	\$91,937	\$299	\$92,236
TOTAL	\$5,414,092	\$325,430	\$829	\$5,740,351

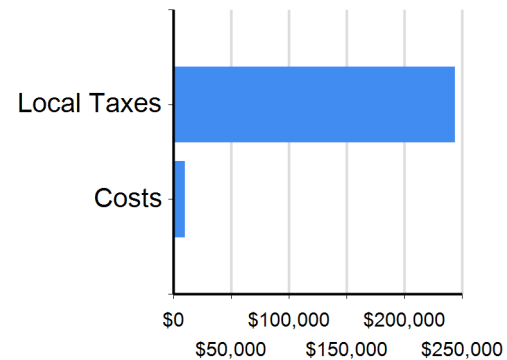
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Ocala Winter Circuit, Event II, Weeks 4-7 2026

Organization: HITS, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$5,740,351	\$2,542,837	\$8,283,188
Personal Income	\$1,628,246	\$650,422	\$2,278,668
Jobs Supported			
Persons	459	74	534
Annual FTEs	57	9	67
Taxes and Assessments			
<u>Federal Total</u>	<u>\$485,840</u>	<u>\$207,139</u>	<u>\$692,979</u>
<u>State Total</u>	<u>\$407,714</u>	<u>\$80,863</u>	<u>\$488,577</u>
sales	\$311,276	\$38,143	\$349,418
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$96,439	\$42,720	\$139,159
<u>Local Total (excl. property)</u>	<u>\$210,800</u>	<u>\$32,981</u>	<u>\$243,781</u>
sales	\$77,819	\$9,536	\$87,355
income	\$0	\$0	\$0
bed	\$80,053	-	\$80,053
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$52,928	\$23,446	\$76,374
property tax	\$104,136	\$29,433	\$133,569

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$210,800	
DMO Hosting Costs	\$10,000	
Direct ROI	\$200,800	
Net Present Value	\$196,771	
Direct ROI (%)	2,008%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$243,781	
Total ROI	\$233,781	
Net Present Value	\$229,091	
Total ROI (%)	2,338%	

Estimated Room Demand Metrics	
Room Nights (total)	13,342
Room Pickup (block only)	2,000
Peak Rooms	513
Total Visitor Days	26,118