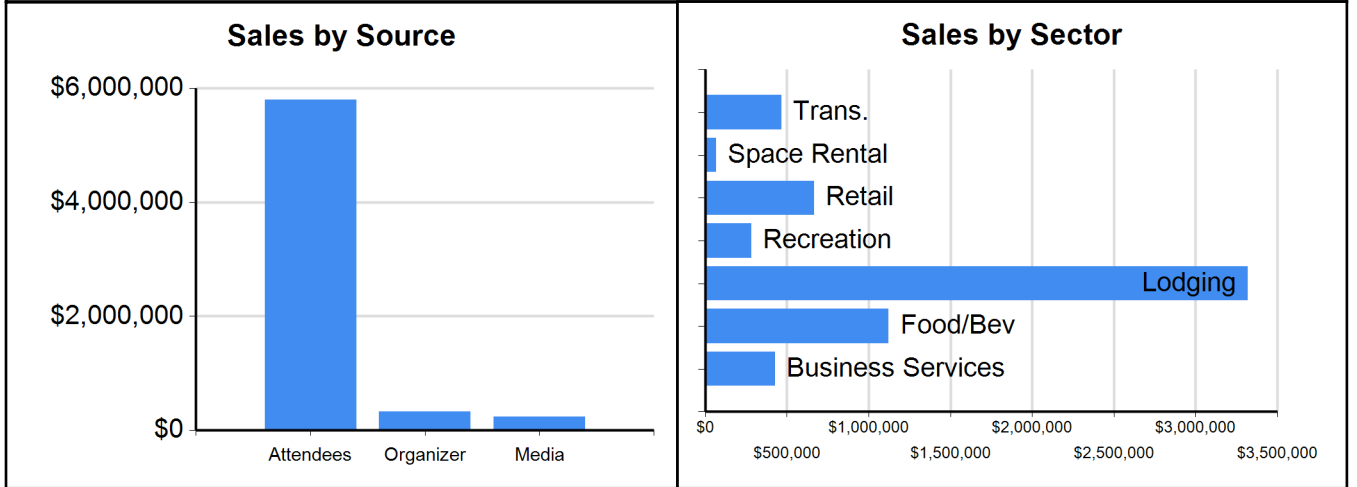


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters | | Key Results | |
|----------------------|--|--------------------------|-------------|
| Event Name: | Rock The Country | Business Sales (Direct): | \$6,357,268 |
| Organization: | RTC Gallatin LLC | Business Sales (Total): | \$9,161,342 |
| Event Type: | Performing arts (concerts, theater, dance) | Jobs Supported (Direct): | 2,937 |
| Start Date: | 5/8/2025 | Jobs Supported (Total): | 3,559 |
| End Date: | 5/10/2025 | Local Taxes (Total): | \$279,204 |
| Overnight Attendees: | 14580 | Net Direct Tax ROI: | \$196,339 |
| Day Attendees: | 9720 | Estimated Room Demand: | 21,979 |

Direct Business Sales



| Industry | Attendees | Organizer | Media/Sponsors | Total |
|-------------------|--------------------|------------------|------------------|--------------------|
| Lodging | \$3,296,901 | \$24,777 | \$0 | \$3,321,678 |
| Transportation | \$456,409 | \$8,259 | \$1,036 | \$465,704 |
| Food & Beverage | \$1,092,527 | \$29,438 | \$0 | \$1,121,965 |
| Retail | \$668,874 | \$0 | \$0 | \$668,874 |
| Recreation | \$283,569 | \$0 | \$0 | \$283,569 |
| Space Rental | \$0 | \$65,156 | \$2,922 | \$68,078 |
| Business Services | \$0 | \$197,121 | \$230,278 | \$427,399 |
| TOTAL | \$5,798,280 | \$324,752 | \$234,237 | \$6,357,268 |

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Rock The Country 2025

Organization: RTC Gallatin LLC

| Economic Impact Details | | | |
|-------------------------------------|------------------|------------------|------------------|
| | Direct | Indirect/Induced | Total |
| Business Sales | \$6,357,268 | \$2,804,074 | \$9,161,342 |
| Personal Income | \$1,808,324 | \$785,089 | \$2,593,413 |
| Jobs Supported | | | |
| Persons | 2,937 | 622 | 3,559 |
| Annual FTEs | 61 | 13 | 74 |
| Taxes and Assessments | | | |
| <u>Federal Total</u> | <u>\$538,634</u> | <u>\$236,153</u> | <u>\$774,787</u> |
| <u>State Total</u> | <u>\$441,884</u> | <u>\$89,170</u> | <u>\$531,054</u> |
| sales | \$335,081 | \$42,061 | \$377,142 |
| income | \$0 | \$0 | \$0 |
| bed | \$0 | - | \$0 |
| other | \$106,803 | \$47,109 | \$153,912 |
| <u>Local Total (excl. property)</u> | <u>\$246,339</u> | <u>\$32,865</u> | <u>\$279,204</u> |
| sales | \$55,847 | \$7,010 | \$62,857 |
| income | \$0 | \$0 | \$0 |
| bed | \$131,876 | - | \$131,876 |
| per room charge | \$0 | - | \$0 |
| tourism district | \$0 | - | \$0 |
| restaurant | \$0 | \$0 | \$0 |
| other | \$58,616 | \$25,855 | \$84,471 |
| property tax | \$115,327 | \$32,402 | \$147,730 |

| Event Return on Investment (ROI) | | |
|--|-----------|--|
| Direct local tax ROI (net property taxes) | | |
| Direct Tax Receipts | \$246,339 | |
| DMO Hosting Costs | \$50,000 | |
| Direct ROI | \$196,339 | |
| Net Present Value | \$192,407 | |
| Direct ROI (%) | 393% | |
| Total local tax ROI (net property taxes) | | |
| Total Local Tax Receipts | \$279,204 | |
| Total ROI | \$229,204 | |
| Net Present Value | \$224,614 | |
| Total ROI (%) | 458% | |

| Estimated Room Demand Metrics | |
|-------------------------------|--------|
| Room Nights (total) | 21,979 |
| Room Pickup (block only) | 10,800 |
| Peak Rooms | 8,576 |
| Total Visitor Days | 44,655 |