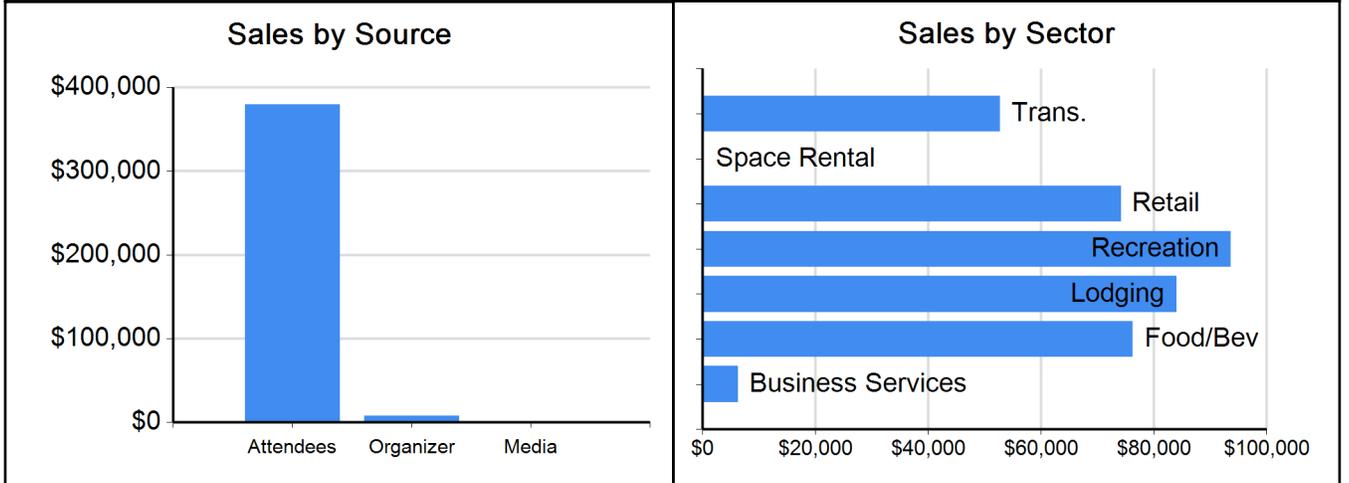


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	MLF Heavy Hitters presented by Bass Pro Shops	Business Sales (Direct):	\$387,285
Organization:	Major League Fishing	Business Sales (Total):	\$564,610
Event Type:	Professional	Jobs Supported (Direct):	89
Start Date:	5/16/2026	Jobs Supported (Total):	102
End Date:	5/22/2026	Local Taxes (Total):	\$14,657
Overnight Attendees:	248	Net Direct Tax ROI:	(\$62,643)
Day Attendees:	82	Estimated Room Demand:	560

## Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$84,000	\$0	\$84,000
Transportation	\$52,661	\$34	\$52,696
Food & Beverage	\$75,147	\$1,075	\$76,222
Retail	\$74,205	\$0	\$74,205
Recreation	\$93,648	\$0	\$93,648
Space Rental	\$0	\$242	\$242
Business Services	\$0	\$6,273	\$6,273
<b>TOTAL</b>	<b>\$379,661</b>	<b>\$7,624</b>	<b>\$387,285</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: MLF Heavy Hitters presented by Bass Pro Shops 2026

Organization: Major League Fishing

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$387,285	\$177,325	\$564,610
<b>Personal Income</b>	\$118,858	\$44,847	\$163,706
<b>Jobs Supported</b>			
Persons	89	13	102
Annual FTEs	4	1	5
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$33,805</u>	<u>\$14,387</u>	<u>\$48,192</u>
<u>State Total</u>	<u>\$28,210</u>	<u>\$5,639</u>	<u>\$33,849</u>
sales	\$21,703	\$2,660	\$24,363
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,506	\$2,979	\$9,486
<u>Local Total (excl. property)</u>	<u>\$12,357</u>	<u>\$2,300</u>	<u>\$14,657</u>
sales	\$5,426	\$665	\$6,091
income	\$0	\$0	\$0
bed	\$3,360	-	\$3,360
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,571	\$1,635	\$5,206
property tax	\$7,026	\$2,079	\$9,105

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$12,357	<p>Local Taxes</p> <p>Costs</p> <p>\$0 \$20,000 \$40,000 \$60,000 \$80,000</p>
DMO Hosting Costs	\$75,000	
Direct ROI	(\$62,643)	
Net Present Value	(\$61,386)	
Direct ROI (%)	-84%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$14,657	
Total ROI	(\$60,343)	
Net Present Value	(\$59,133)	
Total ROI (%)	-80%	

Estimated Room Demand Metrics	
Room Nights (total)	560
Room Pickup (block only)	560
Peak Rooms	103
Total Visitor Days	1,406