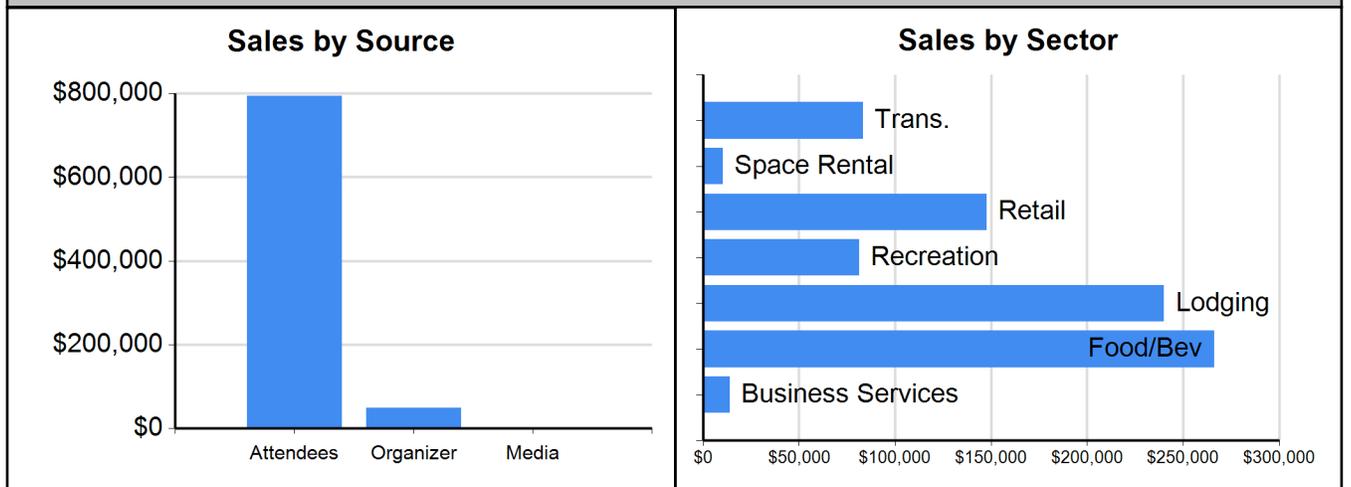


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Grandview World Nights	Business Sales (Direct):	\$843,246
Organization:	Grandview Invitational, Inc.	Business Sales (Total):	\$1,222,828
Event Type:	Youth Amateur	Jobs Supported (Direct):	281
Start Date:	2/5/2025	Jobs Supported (Total):	319
End Date:	2/8/2025	Local Taxes (Total):	\$29,441
Overnight Attendees:	768	Net Direct Tax ROI:	\$2,593
Day Attendees:	1152	Estimated Room Demand:	1,600

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$240,000	\$0	\$0	\$240,000
Transportation	\$82,202	\$1,060	\$82	\$83,344
Food & Beverage	\$243,419	\$22,838	\$0	\$266,257
Retail	\$147,830	\$0	\$0	\$147,830
Recreation	\$81,461	\$0	\$0	\$81,461
Space Rental	\$0	\$10,367	\$0	\$10,367
Business Services	\$0	\$13,942	\$46	\$13,988
TOTAL	\$794,910	\$48,207	\$128	\$843,246

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Grandview World Nights 2025

Organization: Grandview Invitational, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$843,246	\$379,582	\$1,222,828
Personal Income	\$263,043	\$99,096	\$362,139
Jobs Supported			
Persons	281	39	319
Annual FTEs	9	1	11
Taxes and Assessments			
<u>Federal Total</u>	<u>\$74,089</u>	<u>\$31,149</u>	<u>\$105,238</u>
<u>State Total</u>	<u>\$59,872</u>	<u>\$12,071</u>	<u>\$71,943</u>
sales	\$45,706	\$5,694	\$51,400
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$14,167	\$6,377	\$20,544
<u>Local Total (excl. property)</u>	<u>\$24,993</u>	<u>\$4,449</u>	<u>\$29,441</u>
sales	\$7,618	\$949	\$8,567
income	\$0	\$0	\$0
bed	\$9,600	-	\$9,600
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,775	\$3,500	\$11,275
property tax	\$15,297	\$4,421	\$19,718

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$24,993	
DMO Hosting Costs	\$22,400	
Direct ROI	\$2,593	
Net Present Value	\$2,541	
Direct ROI (%)	12%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$29,441	
Total ROI	\$7,041	
Net Present Value	\$6,900	
Total ROI (%)	31%	

Estimated Room Demand Metrics	
Room Nights (total)	1,600
Room Pickup (block only)	1,600
Peak Rooms	284
Total Visitor Days	4,666