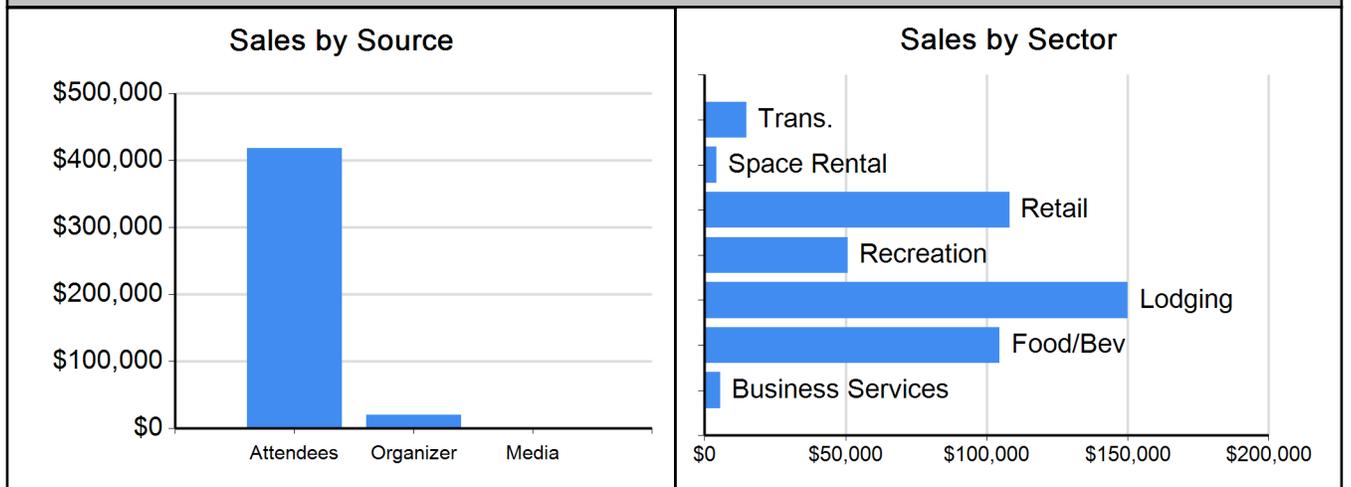


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Ocala Spring Premier 1	Business Sales (Direct):	\$437,927
Organization:	HITS, LLC.	Business Sales (Total):	\$631,942
Event Type:	Adult Amateur	Jobs Supported (Direct):	117
Start Date:	3/25/2026	Jobs Supported (Total):	136
End Date:	3/29/2026	Local Taxes (Total):	\$18,551
Overnight Attendees:	256	Net Direct Tax ROI:	\$11,034
Day Attendees:	384	Estimated Room Demand:	1,000

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$150,000	\$0	\$0	\$150,000
Transportation	\$13,787	\$930	\$33	\$14,750
Food & Beverage	\$95,398	\$9,181	\$0	\$104,579
Retail	\$108,065	\$0	\$0	\$108,065
Recreation	\$50,680	\$0	\$0	\$50,680
Space Rental	\$0	\$4,167	\$0	\$4,167
Business Services	\$0	\$5,667	\$19	\$5,686
TOTAL	\$417,931	\$19,945	\$51	\$437,927

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala Spring Premier 1 2026

Organization: HITS, LLC.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$437,927	\$194,015	\$631,942
Personal Income	\$124,550	\$49,441	\$173,991
Jobs Supported			
Persons	117	18	136
Annual FTEs	4	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$37,102</u>	<u>\$15,783</u>	<u>\$52,886</u>
<u>State Total</u>	<u>\$31,343</u>	<u>\$6,170</u>	<u>\$37,513</u>
sales	\$23,986	\$2,910	\$26,896
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$7,357	\$3,259	\$10,617
<u>Local Total (excl. property)</u>	<u>\$16,034</u>	<u>\$2,516</u>	<u>\$18,551</u>
sales	\$5,996	\$728	\$6,724
income	\$0	\$0	\$0
bed	\$6,000	-	\$6,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,038	\$1,789	\$5,827
property tax	\$7,944	\$2,246	\$10,190

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$16,034	
DMO Hosting Costs	\$5,000	
Direct ROI	\$11,034	
Net Present Value	\$10,813	
Direct ROI (%)	221%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$18,551	
Total ROI	\$13,551	
Net Present Value	\$13,279	
Total ROI (%)	271%	

Estimated Room Demand Metrics	
Room Nights (total)	1,000
Room Pickup (block only)	1,000
Peak Rooms	135
Total Visitor Days	2,087