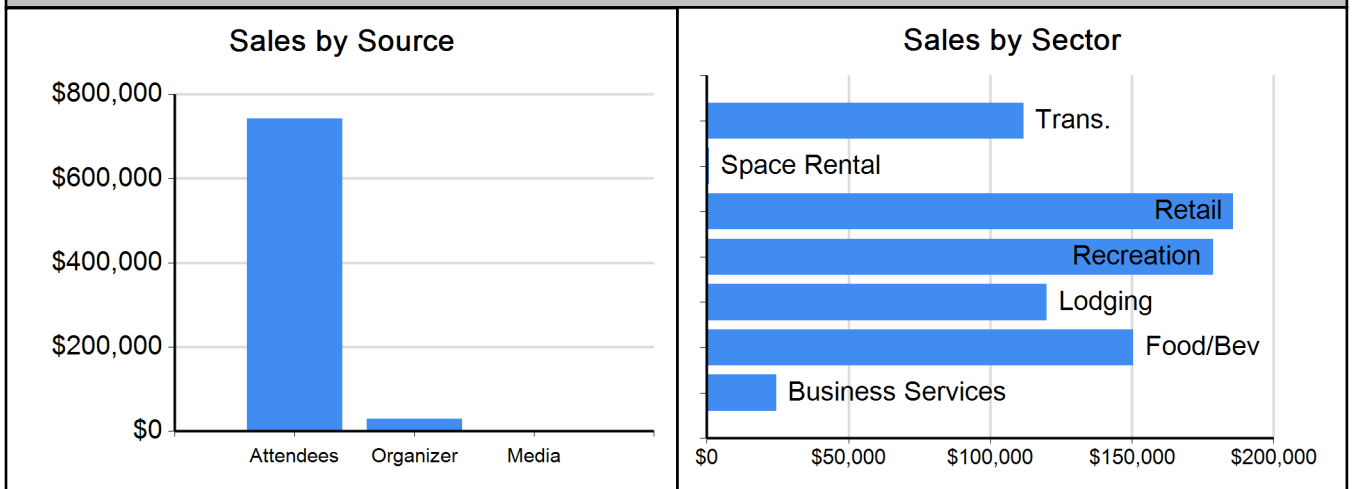


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Live Oak International	Business Sales (Direct):	\$771,985
Organization:	Live Oak International	Business Sales (Total):	\$1,132,148
Event Type:	Professional	Jobs Supported (Direct):	211
Start Date:	3/11/2026	Jobs Supported (Total):	243
End Date:	3/15/2026	Local Taxes (Total):	\$27,225
Overnight Attendees:	273	Net Direct Tax ROI:	\$18,554
Day Attendees:	5187	Estimated Room Demand:	800

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$120,000	\$0	\$0	\$120,000
Transportation	\$111,212	\$408	\$130	\$111,749
Food & Beverage	\$146,443	\$3,874	\$0	\$150,317
Retail	\$185,786	\$0	\$0	\$185,786
Recreation	\$178,624	\$0	\$0	\$178,624
Space Rental	\$0	\$871	\$0	\$871
Business Services	\$0	\$24,345	\$292	\$24,638
TOTAL	\$742,065	\$29,498	\$422	\$771,985

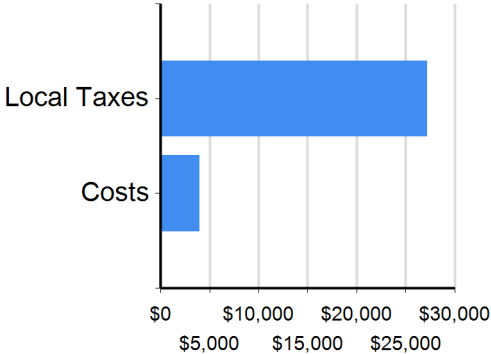
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Live Oak International 2026

Organization: Live Oak International

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$771,985	\$360,162	\$1,132,148
Personal Income	\$230,092	\$87,119	\$317,212
Jobs Supported			
Persons	211	32	243
Annual FTEs	8	1	9
Taxes and Assessments			
<u>Federal Total</u>	<u>\$66,605</u>	<u>\$28,768</u>	<u>\$95,373</u>
<u>State Total</u>	<u>\$55,512</u>	<u>\$11,453</u>	<u>\$66,965</u>
sales	\$42,543	\$5,402	\$47,945
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$12,969	\$6,051	\$19,020
<u>Local Total (excl. property)</u>	<u>\$22,554</u>	<u>\$4,671</u>	<u>\$27,225</u>
sales	\$10,636	\$1,351	\$11,986
income	\$0	\$0	\$0
bed	\$4,800	-	\$4,800
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,118	\$3,321	\$10,439
property tax	\$14,005	\$4,252	\$18,256

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$22,554	
DMO Hosting Costs	\$4,000	
Direct ROI	\$18,554	
Net Present Value	\$18,181	
Direct ROI (%)	464%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$27,225	
Total ROI	\$23,225	
Net Present Value	\$22,759	
Total ROI (%)	581%	

Estimated Room Demand Metrics	
Room Nights (total)	800
Room Pickup (block only)	800
Peak Rooms	124
Total Visitor Days	3,316