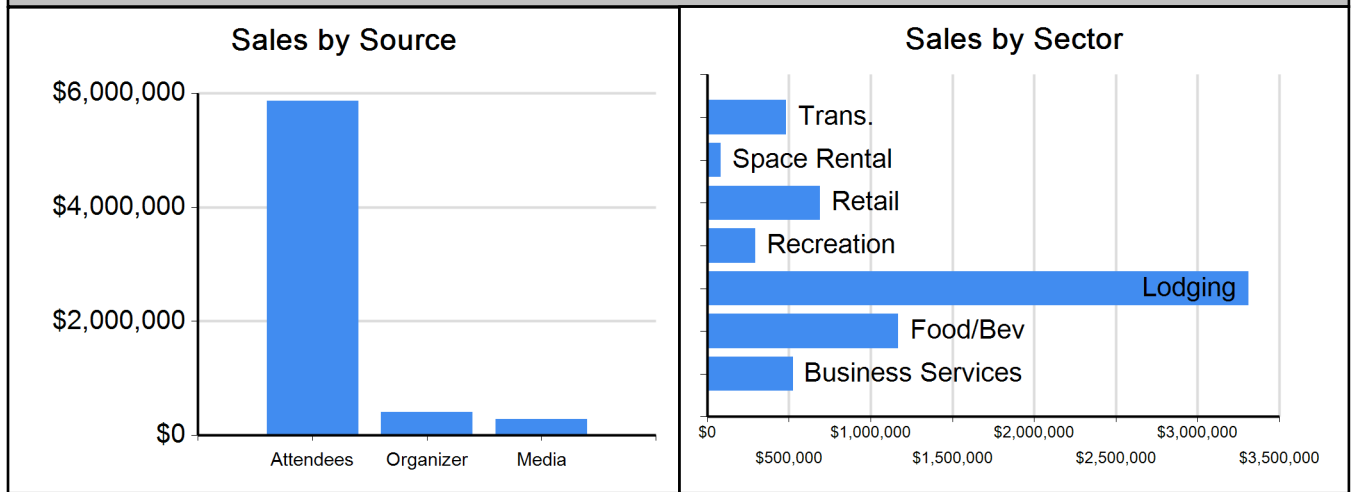


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Rock The Country	Business Sales (Direct):	\$6,558,056
Organization:	Peachtree Entertainment, LLC	Business Sales (Total):	\$9,468,385
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	1,857
Start Date:	8/27/2026	Jobs Supported (Total):	2,258
End Date:	8/30/2026	Local Taxes (Total):	\$282,458
Overnight Attendees:	13090	Net Direct Tax ROI:	\$198,348
Day Attendees:	10710	Estimated Room Demand:	21,862

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$3,279,291	\$33,019	\$0	\$3,312,310
Transportation	\$472,340	\$11,006	\$1,247	\$484,593
Food & Beverage	\$1,132,499	\$35,441	\$0	\$1,167,940
Retail	\$692,330	\$0	\$0	\$692,330
Recreation	\$294,124	\$0	\$0	\$294,124
Space Rental	\$0	\$78,443	\$3,518	\$81,961
Business Services	\$0	\$247,562	\$277,236	\$524,798
<b>TOTAL</b>	<b>\$5,870,583</b>	<b>\$405,471</b>	<b>\$282,001</b>	<b>\$6,558,056</b>

# Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Rock The Country 2026

Organization: Peachtree Entertainment, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$6,558,056	\$2,910,328	\$9,468,385
<b>Personal Income</b>	\$1,861,779	\$813,762	\$2,675,541
<b>Jobs Supported</b>			
Persons	1,857	401	2,258
Annual FTEs	62	13	75
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$555,229</u>	<u>\$244,979</u>	<u>\$800,208</u>
<u>State Total</u>	<u>\$450,431</u>	<u>\$92,549</u>	<u>\$542,980</u>
sales	\$340,255	\$43,655	\$383,910
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$110,176	\$48,894	\$159,070
<u>Local Total (excl. property)</u>	<u>\$248,348</u>	<u>\$34,110</u>	<u>\$282,458</u>
sales	\$56,709	\$7,276	\$63,985
income	\$0	\$0	\$0
bed	\$131,172	-	\$131,172
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$60,467	\$26,834	\$87,302
property tax	\$118,970	\$33,711	\$152,681

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$248,348	
DMO Hosting Costs	\$50,000	
Direct ROI	\$198,348	
Net Present Value	\$198,348	
Direct ROI (%)	397%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$282,458	
Total ROI	\$232,458	
Net Present Value	\$232,458	
Total ROI (%)	465%	

Estimated Room Demand Metrics	
Room Nights (total)	21,862
Room Pickup (block only)	3,000
Peak Rooms	7,700
Total Visitor Days	45,198