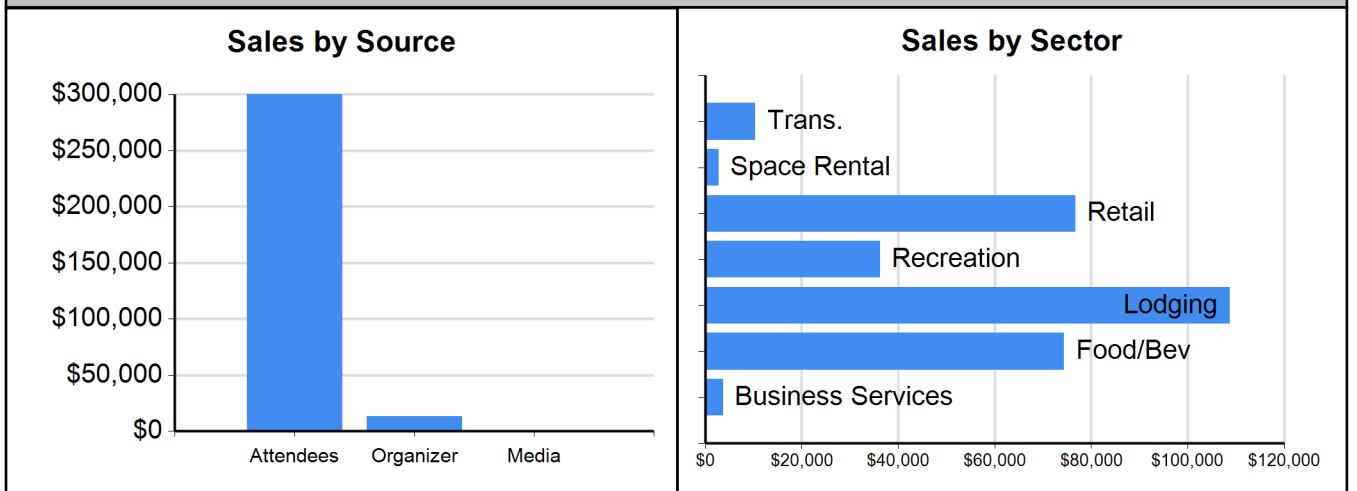


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Grandview Fall Fun Draft Horse Show	Business Sales (Direct):	\$313,272
Organization:	Grandview Invitational, Inc.	Business Sales (Total):	\$451,931
Event Type:	Adult Amateur	Jobs Supported (Direct):	196
Start Date:	10/11/2024	Jobs Supported (Total):	226
End Date:	10/12/2024	Local Taxes (Total):	\$11,732
Overnight Attendees:	416	Net Direct Tax ROI:	(\$43)
Day Attendees:	340	Estimated Room Demand:	725

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$108,750	\$0	\$0	\$108,750
Transportation	\$9,977	\$422	\$22	\$10,421
Food & Beverage	\$68,149	\$6,210	\$0	\$74,359
Retail	\$76,805	\$0	\$0	\$76,805
Recreation	\$36,310	\$0	\$0	\$36,310
Space Rental	\$0	\$2,819	\$0	\$2,819
Business Services	\$0	\$3,795	\$13	\$3,808
TOTAL	\$299,991	\$13,246	\$35	\$313,272

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Grandview Fall Fun Draft Horse Show 2024

Organization: Grandview Invitational, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$313,272	\$138,659	\$451,931
Personal Income	\$89,097	\$35,386	\$124,484
Jobs Supported			
Persons	196	31	226
Annual FTEs	3	1	4
Taxes and Assessments			
<u>Federal Total</u>	<u>\$26,541</u>	<u>\$11,286</u>	<u>\$37,827</u>
<u>State Total</u>	<u>\$22,471</u>	<u>\$4,409</u>	<u>\$26,881</u>
sales	\$17,208	\$2,080	\$19,288
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$5,263	\$2,329	\$7,593
<u>Local Total (excl. property)</u>	<u>\$10,107</u>	<u>\$1,625</u>	<u>\$11,732</u>
sales	\$2,868	\$347	\$3,215
income	\$0	\$0	\$0
bed	\$4,350	-	\$4,350
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,888	\$1,278	\$4,167
property tax	\$5,683	\$1,604	\$7,288

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$10,107	<p>Local Taxes: \$11,732 Costs: \$10,150</p>
DMO Hosting Costs	\$10,150	
Direct ROI	(\$43)	
Net Present Value	(\$43)	
Direct ROI (%)	0%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$11,732	
Total ROI	\$1,582	
Net Present Value	\$1,582	
Total ROI (%)	16%	

Estimated Room Demand Metrics	
Room Nights (total)	725
Room Pickup (block only)	725
Peak Rooms	219
Total Visitor Days	1,569