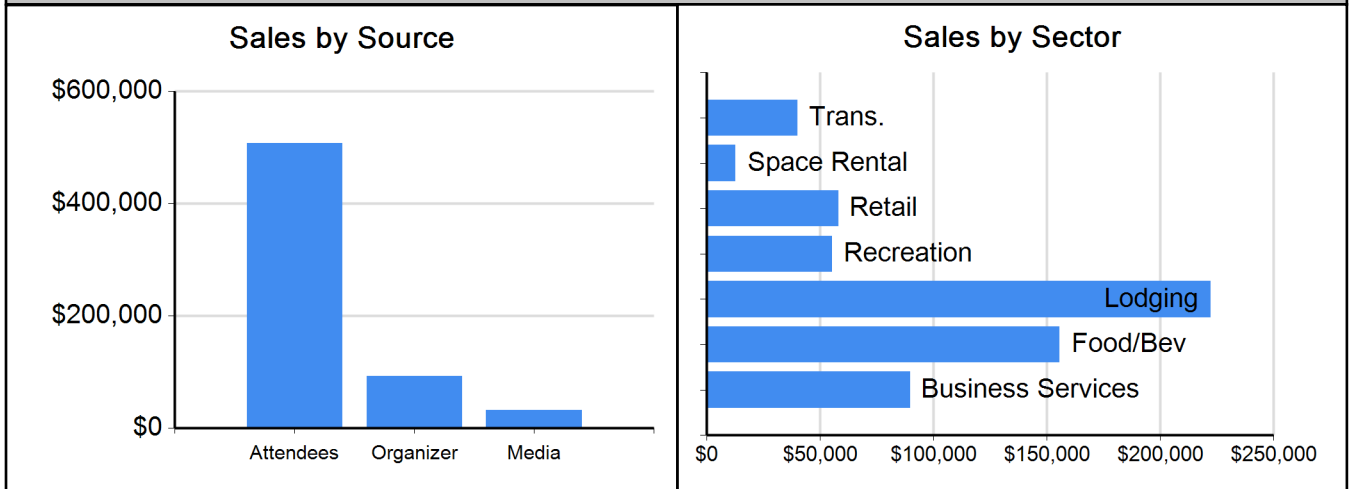


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Santos Fat Tire Festival	Business Sales (Direct):	\$633,321
Organization:	Ocala Mountain Bike Association	Business Sales (Total):	\$927,594
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	193
Start Date:	3/5/2026	Jobs Supported (Total):	233
End Date:	3/8/2026	Local Taxes (Total):	\$25,151
Overnight Attendees:	1134	Net Direct Tax ROI:	\$11,334
Day Attendees:	2646	Estimated Room Demand:	2,000

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$200,000	\$22,083	\$0	\$222,083
Transportation	\$39,405	\$450	\$142	\$39,997
Food & Beverage	\$155,173	\$0	\$401	\$155,574
Retail	\$58,053	\$0	\$0	\$58,053
Recreation	\$55,285	\$0	\$0	\$55,285
Space Rental	\$0	\$12,538	\$160	\$12,698
Business Services	\$0	\$58,062	\$31,570	\$89,632
TOTAL	\$507,915	\$93,134	\$32,273	\$633,321

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Santos Fat Tire Festival 2026

Organization: Ocala Mountain Bike Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$633,321	\$294,273	\$927,594
Personal Income	\$190,574	\$82,606	\$273,180
Jobs Supported			
Persons	193	39	233
Annual FTEs	6	1	8
Taxes and Assessments			
<u>Federal Total</u>	<u>\$54,848</u>	<u>\$24,808</u>	<u>\$79,656</u>
<u>State Total</u>	<u>\$40,618</u>	<u>\$9,358</u>	<u>\$49,976</u>
sales	\$29,978	\$4,414	\$34,393
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$10,640	\$4,944	\$15,584
<u>Local Total (excl. property)</u>	<u>\$21,334</u>	<u>\$3,817</u>	<u>\$25,151</u>
sales	\$7,495	\$1,104	\$8,598
income	\$0	\$0	\$0
bed	\$8,000	-	\$8,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,839	\$2,713	\$8,553
property tax	\$11,489	\$3,469	\$14,958

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$21,334	
DMO Hosting Costs	\$10,000	
Direct ROI	\$11,334	
Net Present Value	\$11,107	
Direct ROI (%)	113%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$25,151	
Total ROI	\$15,151	
Net Present Value	\$14,847	
Total ROI (%)	152%	

Estimated Room Demand Metrics	
Room Nights (total)	2,000
Room Pickup (block only)	2,000
Peak Rooms	597
Total Visitor Days	5,785