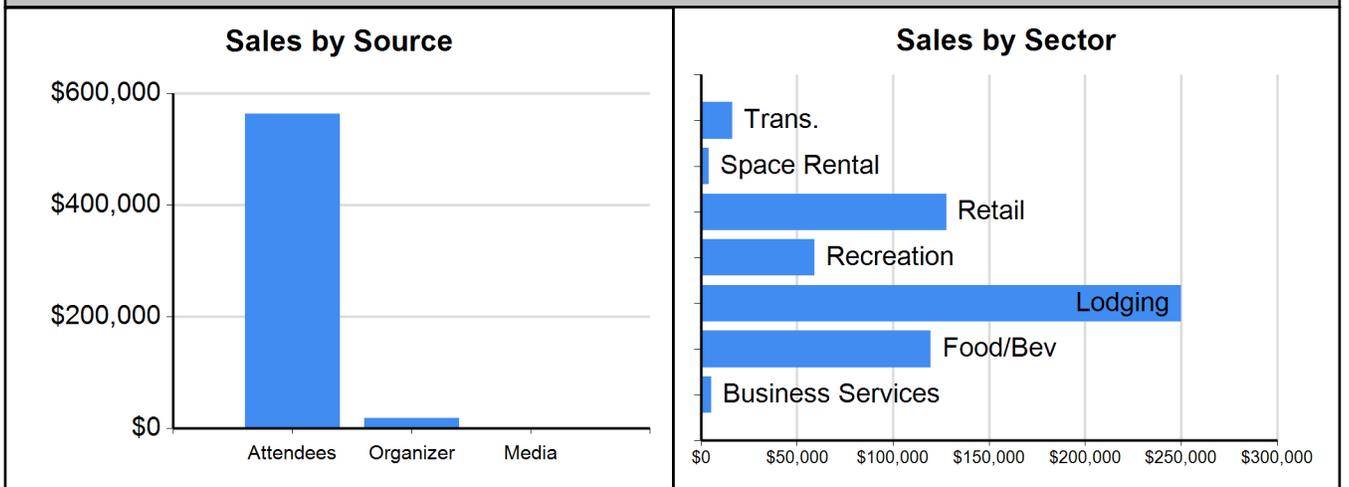


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Kayak Adventure Series Ocalapalooza	Business Sales (Direct):	\$582,080
Organization:	Kayak Adventure Series	Business Sales (Total):	\$836,140
Event Type:	Adult Amateur	Jobs Supported (Direct):	278
Start Date:	2/20/2025	Jobs Supported (Total):	325
End Date:	2/22/2025	Local Taxes (Total):	\$23,722
Overnight Attendees:	500	Net Direct Tax ROI:	\$3,744
Day Attendees:	125	Estimated Room Demand:	1,250

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$250,000	\$0	\$0	\$250,000
Transportation	\$15,794	\$534	\$31	\$16,359
Food & Beverage	\$110,695	\$8,786	\$0	\$119,481
Retail	\$127,791	\$0	\$0	\$127,791
Recreation	\$59,083	\$0	\$0	\$59,083
Space Rental	\$0	\$3,988	\$0	\$3,988
Business Services	\$0	\$5,359	\$18	\$5,377
<b>TOTAL</b>	<b>\$563,363</b>	<b>\$18,667</b>	<b>\$49</b>	<b>\$582,080</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Kayak Adventure Series Ocalapalooza 2025

Organization: Kayak Adventure Series

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$582,080	\$254,061	\$836,140
<b>Personal Income</b>	\$163,111	\$66,488	\$229,598
<b>Jobs Supported</b>			
Persons	278	47	325
Annual FTEs	6	1	7
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$49,037</u>	<u>\$20,867</u>	<u>\$69,904</u>
<u>State Total</u>	<u>\$42,044</u>	<u>\$8,079</u>	<u>\$50,123</u>
sales	\$32,265	\$3,811	\$36,076
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$9,779	\$4,268	\$14,047
<u>Local Total (excl. property)</u>	<u>\$20,744</u>	<u>\$2,978</u>	<u>\$23,722</u>
sales	\$5,378	\$635	\$6,013
income	\$0	\$0	\$0
bed	\$10,000	-	\$10,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,367	\$2,343	\$7,709
property tax	\$10,559	\$2,924	\$13,483

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$20,744	
DMO Hosting Costs	\$17,000	
Direct ROI	\$3,744	
Net Present Value	\$3,669	
Direct ROI (%)	22%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$23,722	
Total ROI	\$6,722	
Net Present Value	\$6,588	
Total ROI (%)	40%	

Estimated Room Demand Metrics	
Room Nights (total)	1,250
Room Pickup (block only)	1,250
Peak Rooms	263
Total Visitor Days	2,450