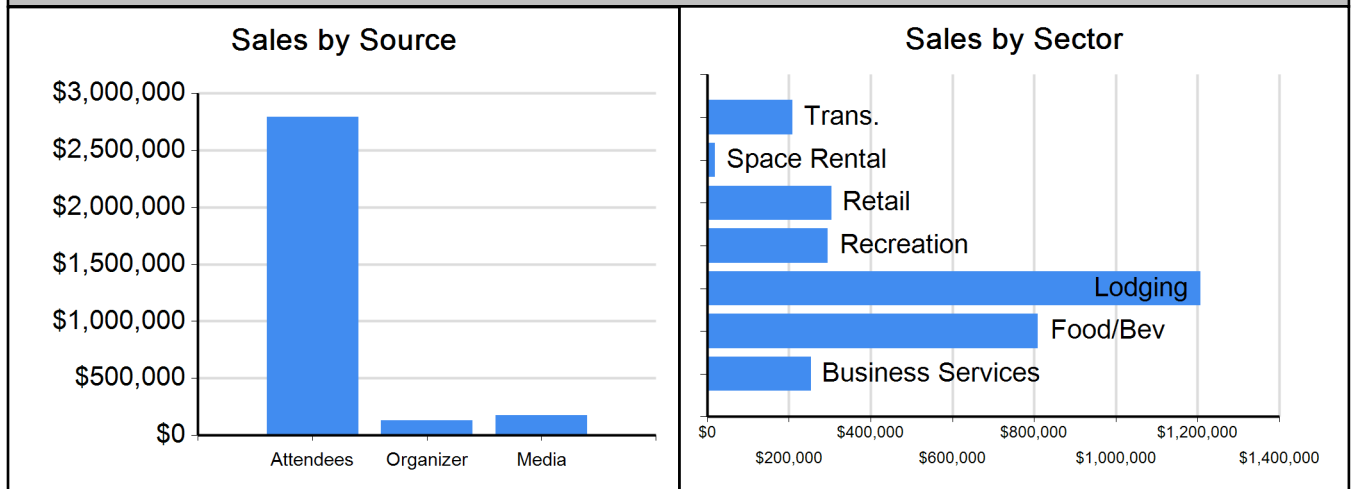


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Wings Over Ocala Florida Airshow	Business Sales (Direct):	\$3,097,877
Organization:	JLC Airshow Management	Business Sales (Total):	\$4,509,024
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	1,557
Start Date:	5/8/2026	Jobs Supported (Total):	1,832
End Date:	5/10/2026	Local Taxes (Total):	\$119,169
Overnight Attendees:	6562	Net Direct Tax ROI:	\$2,630
Day Attendees:	19688	Estimated Room Demand:	7,853

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,177,966	\$29,470	\$0	\$1,207,436
Transportation	\$206,651	\$601	\$779	\$208,030
Food & Beverage	\$807,818	\$0	\$2,196	\$810,015
Retail	\$304,492	\$0	\$0	\$304,492
Recreation	\$295,812	\$0	\$0	\$295,812
Space Rental	\$0	\$17,612	\$879	\$18,491
Business Services	\$0	\$80,526	\$173,076	\$253,601
TOTAL	\$2,792,740	\$128,208	\$176,929	\$3,097,877

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Wings Over Ocala Florida Airshow 2026

Organization: JLC Airshow Management

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$3,097,877	\$1,411,147	\$4,509,024
Personal Income	\$958,588	\$393,782	\$1,352,370
Jobs Supported			
Persons	1,557	275	1,832
Annual FTEs	32	6	38
Taxes and Assessments			
<u>Federal Total</u>	<u>\$271,298</u>	<u>\$118,694</u>	<u>\$389,992</u>
<u>State Total</u>	<u>\$213,731</u>	<u>\$44,875</u>	<u>\$258,605</u>
sales	\$161,686	\$21,167	\$182,853
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$52,045	\$23,707	\$75,752
<u>Local Total (excl. property)</u>	<u>\$102,630</u>	<u>\$16,539</u>	<u>\$119,169</u>
sales	\$26,948	\$3,528	\$30,476
income	\$0	\$0	\$0
bed	\$47,119	-	\$47,119
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$28,563	\$13,011	\$41,575
property tax	\$56,199	\$16,511	\$72,709

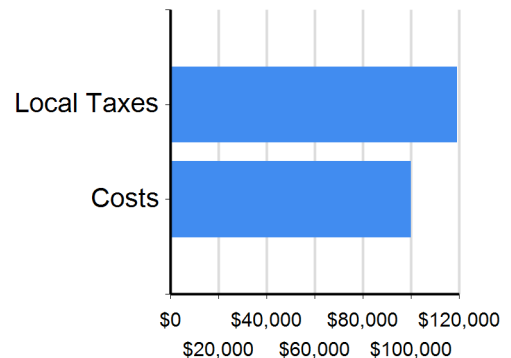
Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

Direct Tax Receipts	\$102,630
DMO Hosting Costs	\$100,000
Direct ROI	\$2,630
Net Present Value	\$2,577
Direct ROI (%)	3%

Total local tax RO(net property taxes)

Total Local Tax Receipts	\$119,169
Total ROI	\$19,169
Net Present Value	\$18,784
Total ROI (%)	19%



Estimated Room Demand Metrics

Room Nights (total)	7,853
Room Pickup (block only)	400
Peak Rooms	3,454
Total Visitor Days	29,687