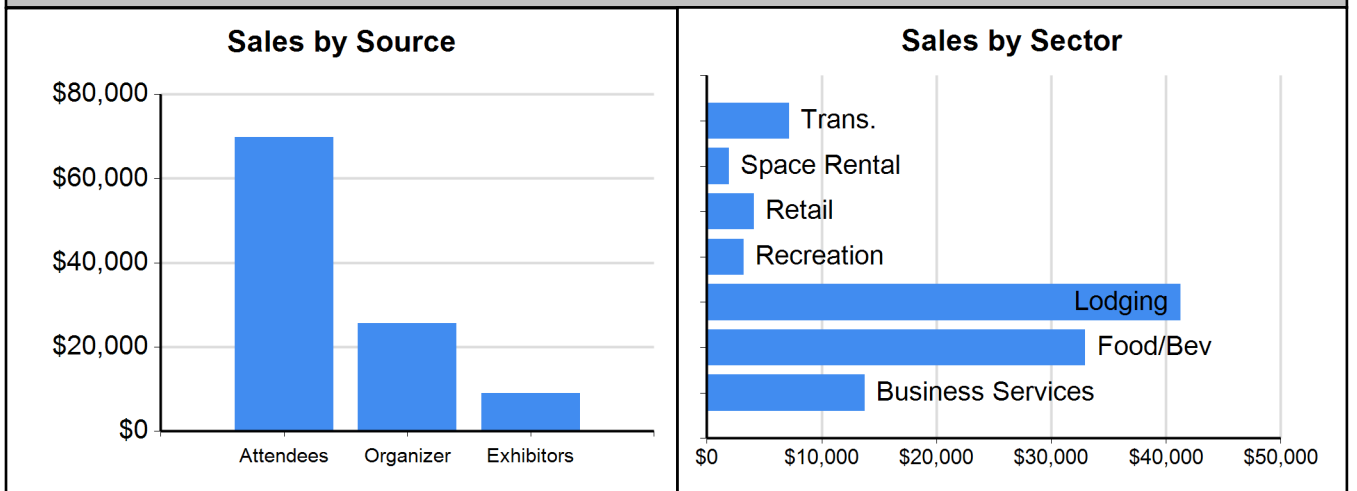


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	FACAP 47th Annual Seminar	Business Sales (Direct):	\$104,465
Organization:	Florida Advisory Com	Business Sales (Total):	\$151,479
Event Type:	Convention	Jobs Supported (Direct):	55
Start Date:	3/5/2025	Jobs Supported (Total):	67
End Date:	3/7/2025	Local Taxes (Total):	\$3,852
Overnight Attendees:	115	Net Direct Tax ROI:	(\$199)
Day Attendees:	120	Estimated Room Demand:	254

## Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$40,681	\$578	\$0	\$41,259
Transportation	\$5,373	\$385	\$1,416	\$7,174
Food & Beverage	\$16,434	\$13,375	\$3,157	\$32,966
Retail	\$4,125	\$0	\$0	\$4,125
Recreation	\$3,243	\$0	\$0	\$3,243
Space Rental	\$0	\$1,253	\$663	\$1,916
Business Services	\$0	\$10,040	\$3,741	\$13,782
<b>TOTAL</b>	<b>\$69,855</b>	<b>\$25,632</b>	<b>\$8,978</b>	<b>\$104,465</b>

# Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: FACAP 47th Annual Seminar 2025

Organization: Florida Advisory Com

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$104,465	\$47,014	\$151,479
<b>Personal Income</b>	\$33,605	\$13,685	\$47,290
<b>Jobs Supported</b>			
Persons	55	12	67
Annual FTEs	1	0	1
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$9,294</u>	<u>\$4,019</u>	<u>\$13,313</u>
<u>State Total</u>	<u>\$6,020</u>	<u>\$1,495</u>	<u>\$7,515</u>
sales	\$4,265	\$705	\$4,970
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$1,755	\$790	\$2,545
<u>Local Total (excl. property)</u>	<u>\$3,301</u>	<u>\$551</u>	<u>\$3,852</u>
sales	\$711	\$118	\$828
income	\$0	\$0	\$0
bed	\$1,627	-	\$1,627
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$963	\$433	\$1,397
property tax	\$1,895	\$548	\$2,443

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$3,301	
DMO Hosting Costs	\$3,500	
Direct ROI	(\$199)	
Net Present Value	(\$195)	
Direct ROI (%)	-6%	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$3,852	
Total ROI	\$352	
Net Present Value	\$345	
Total ROI (%)	10%	

Estimated Room Demand Metrics	
Room Nights (total)	254
Room Pickup (block only)	95
Peak Rooms	105
Total Visitor Days	302