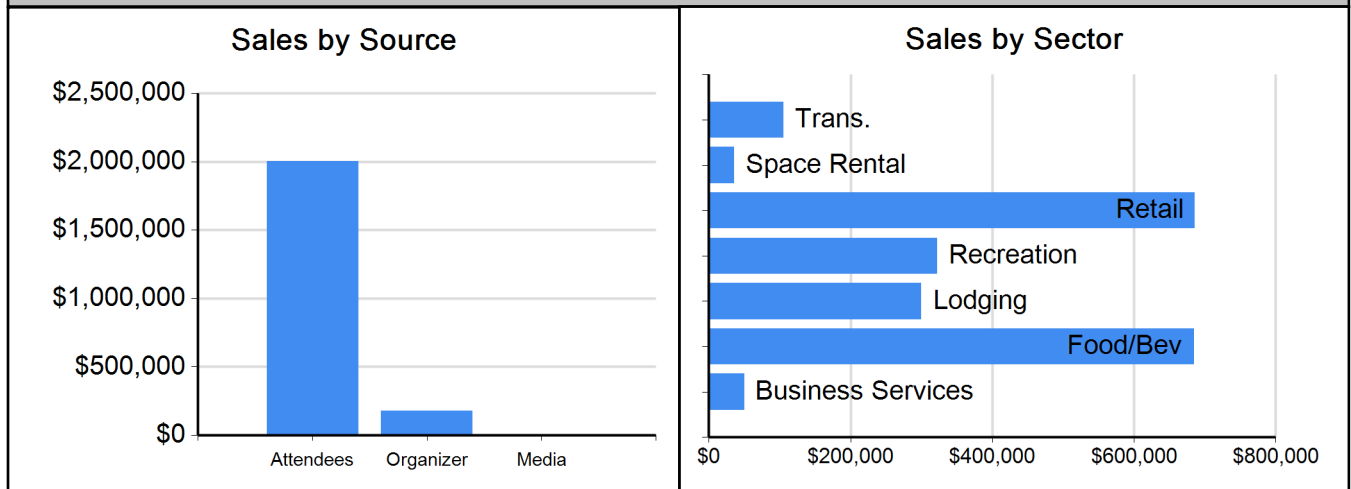


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters | | Key Results | |
|----------------------|---|--------------------------|-------------|
| Event Name: | HITS Ocala Winter Circuit, Event I, Weeks 1-3 | Business Sales (Direct): | \$2,183,181 |
| Organization: | HITS, LLC | Business Sales (Total): | \$3,189,512 |
| Event Type: | Adult Amateur | Jobs Supported (Direct): | 242 |
| Start Date: | 1/14/2026 | Jobs Supported (Total): | 274 |
| End Date: | 2/1/2026 | Local Taxes (Total): | \$74,087 |
| Overnight Attendees: | 615 | Net Direct Tax ROI: | \$51,035 |
| Day Attendees: | 2461 | Estimated Room Demand: | 2,000 |

Direct Business Sales



| Industry | Attendees | Organizer | Media/Sponsors | Total |
|-------------------|--------------------|------------------|----------------|--------------------|
| Lodging | \$300,000 | \$0 | \$0 | \$300,000 |
| Transportation | \$87,847 | \$16,980 | \$280 | \$105,107 |
| Food & Beverage | \$606,681 | \$78,050 | \$0 | \$684,731 |
| Retail | \$685,742 | \$0 | \$0 | \$685,742 |
| Recreation | \$322,195 | \$0 | \$0 | \$322,195 |
| Space Rental | \$0 | \$35,428 | \$0 | \$35,428 |
| Business Services | \$0 | \$49,819 | \$158 | \$49,977 |
| TOTAL | \$2,002,466 | \$180,278 | \$438 | \$2,183,181 |

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Ocala Winter Circuit, Event I, Weeks 1-3 2026

Organization: HITS, LLC

Economic Impact Details

| | Direct | Indirect/Induced | Total |
|-------------------------------------|------------------|------------------|------------------|
| Business Sales | \$2,183,181 | \$1,006,331 | \$3,189,512 |
| Personal Income | \$639,048 | \$239,010 | \$878,059 |
| Jobs Supported | | | |
| Persons | 242 | 31 | 274 |
| Annual FTEs | 23 | 3 | 26 |
| Taxes and Assessments | | | |
| <u>Federal Total</u> | <u>\$187,032</u> | <u>\$79,878</u> | <u>\$266,910</u> |
| <u>State Total</u> | <u>\$152,299</u> | <u>\$32,001</u> | <u>\$184,300</u> |
| sales | \$115,621 | \$15,095 | \$130,716 |
| income | \$0 | \$0 | \$0 |
| bed | \$0 | - | \$0 |
| other | \$36,678 | \$16,906 | \$53,584 |
| <u>Local Total (excl. property)</u> | <u>\$61,035</u> | <u>\$13,052</u> | <u>\$74,087</u> |
| sales | \$28,905 | \$3,774 | \$32,679 |
| income | \$0 | \$0 | \$0 |
| bed | \$12,000 | - | \$12,000 |
| per room charge | \$0 | - | \$0 |
| tourism district | \$0 | - | \$0 |
| restaurant | \$0 | \$0 | \$0 |
| other | \$20,130 | \$9,279 | \$29,408 |
| property tax | \$39,605 | \$11,827 | \$51,432 |

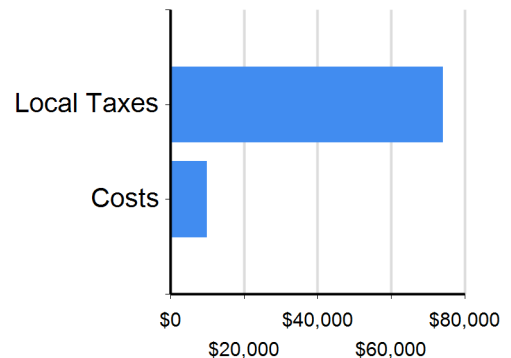
Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

| | |
|---------------------|----------|
| Direct Tax Receipts | \$61,035 |
| DMO Hosting Costs | \$10,000 |
| Direct ROI | \$51,035 |
| Net Present Value | \$50,011 |
| Direct ROI (%) | 510% |

Total local tax RO(net property taxes)

| | |
|--------------------------|----------|
| Total Local Tax Receipts | \$74,087 |
| Total ROI | \$64,087 |
| Net Present Value | \$62,802 |
| Total ROI (%) | 641% |



Estimated Room Demand Metrics

| | |
|--------------------------|--------|
| Room Nights (total) | 2,000 |
| Room Pickup (block only) | 2,000 |
| Peak Rooms | 103 |
| Total Visitor Days | 13,292 |