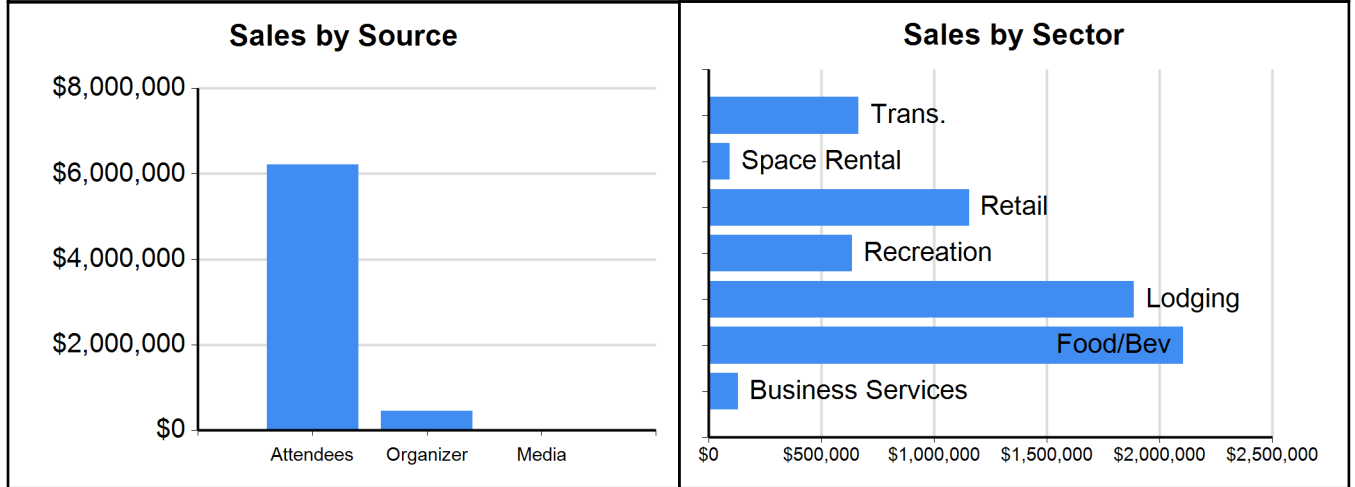


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	HITS Ocala Winter Circuit Weeks 6-10- \$37,500	Business Sales (Direct):	\$6,671,860
Organization:	HITS, LLC	Business Sales (Total):	\$9,677,624
Event Type:	Youth Amateur	Jobs Supported (Direct):	467
Start Date:	2/18/2025	Jobs Supported (Total):	533
End Date:	3/23/2025	Local Taxes (Total):	\$231,919
Overnight Attendees:	999	Net Direct Tax ROI:	\$159,190
Day Attendees:	3996	Estimated Room Demand:	12,580

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,887,000	\$0	\$0	\$1,887,000
Transportation	\$640,762	\$23,443	\$736	\$664,941
Food & Beverage	\$1,900,602	\$205,251	\$0	\$2,105,853
Retail	\$1,154,856	\$0	\$0	\$1,154,856
Recreation	\$635,137	\$0	\$0	\$635,137
Space Rental	\$0	\$93,167	\$0	\$93,167
Business Services	\$0	\$130,491	\$415	\$130,906
<b>TOTAL</b>	<b>\$6,218,358</b>	<b>\$452,352</b>	<b>\$1,151</b>	<b>\$6,671,860</b>

# Event Impact Details

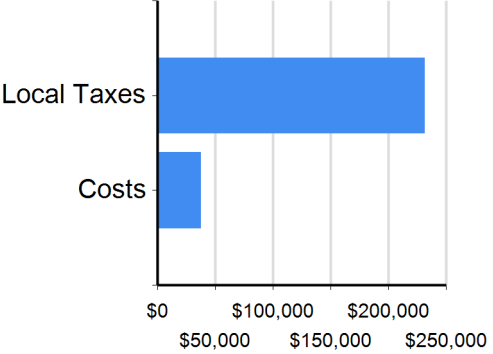
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Ocala Winter Circuit Weeks 6-10- \$37,500 2025

Organization: HITS, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$6,671,860	\$3,005,764	\$9,677,624
<b>Personal Income</b>	\$2,080,441	\$785,617	\$2,866,057
<b>Jobs Supported</b>			
Persons	467	66	533
Annual FTEs	74	10	84
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$586,109</u>	<u>\$246,762</u>	<u>\$832,870</u>
<u>State Total</u>	<u>\$470,249</u>	<u>\$95,584</u>	<u>\$565,833</u>
sales	\$358,161	\$45,086	\$403,248
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$112,088	\$50,497	\$162,585
<u>Local Total (excl. property)</u>	<u>\$196,690</u>	<u>\$35,229</u>	<u>\$231,919</u>
sales	\$59,694	\$7,514	\$67,208
income	\$0	\$0	\$0
bed	\$75,480	-	\$75,480
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$61,517	\$27,714	\$89,231
property tax	\$121,034	\$35,021	\$156,055

Event Return on Investment (ROI)	
<b>Direct local tax ROI (net property taxes)</b>	
Direct Tax Receipts	\$196,690
DMO Hosting Costs	\$37,500
Direct ROI	\$159,190
Net Present Value	\$156,002
Direct ROI (%)	425%
<b>Total local tax ROI (net property taxes)</b>	
Total Local Tax Receipts	\$231,919
Total ROI	\$194,419
Net Present Value	\$190,525
Total ROI (%)	518%



Estimated Room Demand Metrics	
Room Nights (total)	12,580
Room Pickup (block only)	5,500
Peak Rooms	370
Total Visitor Days	36,364