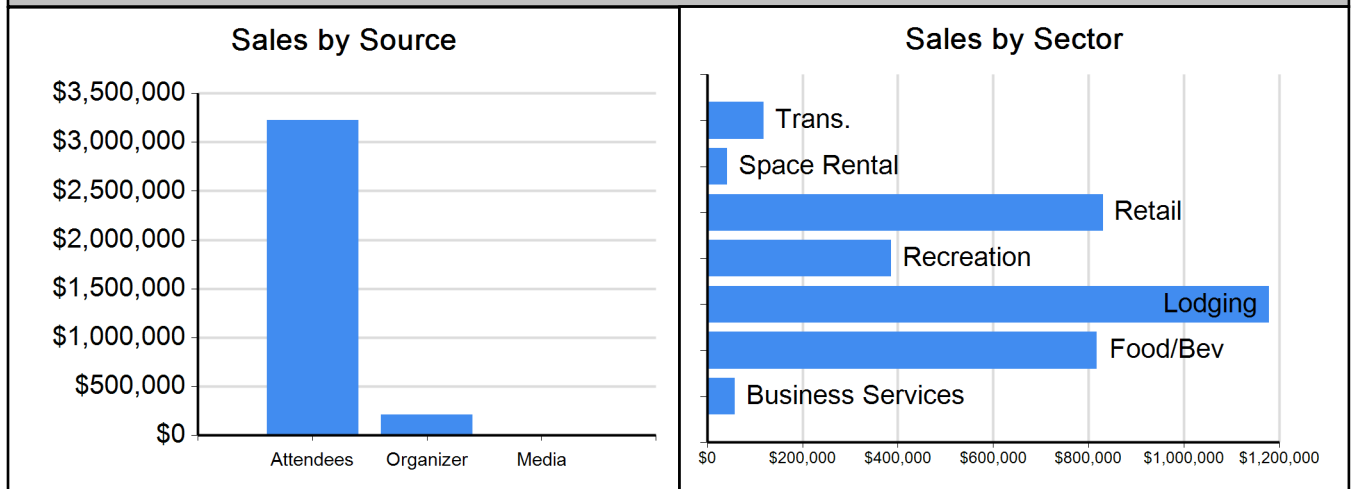


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	HITS Ocala Winter Circuit, Event III, Weeks 8-10	Business Sales (Direct):	\$3,431,966
Organization:	HITS, LLC	Business Sales (Total):	\$4,953,943
Event Type:	Adult Amateur	Jobs Supported (Direct):	359
Start Date:	3/4/2026	Jobs Supported (Total):	417
End Date:	3/22/2026	Local Taxes (Total):	\$144,918
Overnight Attendees:	786	Net Direct Tax ROI:	\$115,177
Day Attendees:	1834	Estimated Room Demand:	7,860

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,179,000	\$0	\$0	\$1,179,000
Transportation	\$103,819	\$14,463	\$332	\$118,614
Food & Beverage	\$725,300	\$92,516	\$0	\$817,816
Retail	\$830,401	\$0	\$0	\$830,401
Recreation	\$385,924	\$0	\$0	\$385,924
Space Rental	\$0	\$41,995	\$0	\$41,995
Business Services	\$0	\$58,030	\$187	\$58,217
TOTAL	\$3,224,444	\$207,003	\$519	\$3,431,966

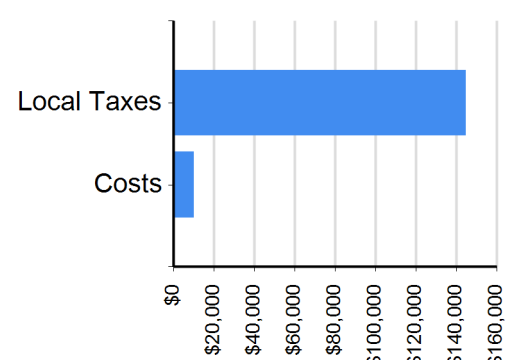
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: HITS Ocala Winter Circuit, Event III, Weeks 8-10 2026

Organization: HITS, LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$3,431,966	\$1,521,977	\$4,953,943
Personal Income	\$975,333	\$389,086	\$1,364,419
Jobs Supported			
Persons	359	58	417
Annual FTEs	34	6	40
Taxes and Assessments			
<u>Federal Total</u>	<u>\$290,680</u>	<u>\$123,955</u>	<u>\$414,635</u>
<u>State Total</u>	<u>\$243,151</u>	<u>\$48,399</u>	<u>\$291,550</u>
sales	\$185,493	\$22,830	\$208,323
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$57,657	\$25,569	\$83,227
<u>Local Total (excl. property)</u>	<u>\$125,177</u>	<u>\$19,741</u>	<u>\$144,918</u>
sales	\$46,373	\$5,707	\$52,081
income	\$0	\$0	\$0
bed	\$47,160	-	\$47,160
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$31,644	\$14,033	\$45,677
property tax	\$62,259	\$17,625	\$79,884

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$125,177	
DMO Hosting Costs	\$10,000	
Direct ROI	\$115,177	
Net Present Value	\$112,866	
Direct ROI (%)	1,152%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$144,918	
Total ROI	\$134,918	
Net Present Value	\$132,211	
Total ROI (%)	1,349%	

Estimated Room Demand Metrics	
Room Nights (total)	7,860
Room Pickup (block only)	2,000
Peak Rooms	414
Total Visitor Days	15,759