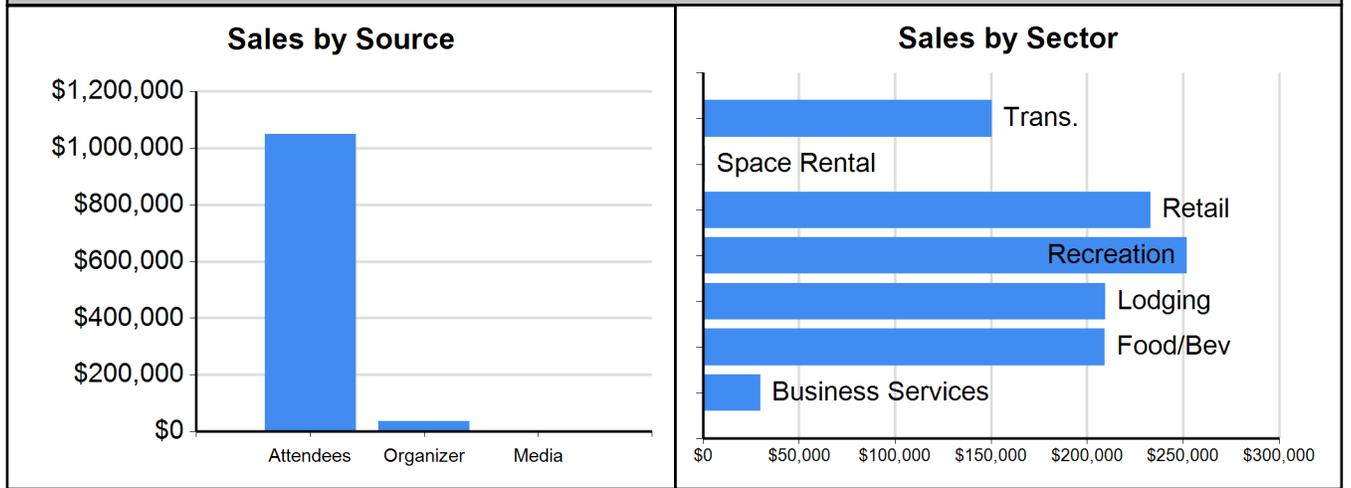


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Live Oak International	Business Sales (Direct):	\$1,085,324
Organization:	Live Oak International	Business Sales (Total):	\$1,586,988
Event Type:	Professional	Jobs Supported (Direct):	342
Start Date:	3/13/2025	Jobs Supported (Total):	395
End Date:	3/16/2025	Local Taxes (Total):	\$34,280
Overnight Attendees:	1064	Net Direct Tax ROI:	\$10,200
Day Attendees:	4256	Estimated Room Demand:	1,397

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$209,506	\$0	\$0	\$209,506
Transportation	\$149,885	\$311	\$165	\$150,361
Food & Beverage	\$204,153	\$4,932	\$0	\$209,085
Retail	\$233,113	\$0	\$0	\$233,113
Recreation	\$252,057	\$0	\$0	\$252,057
Space Rental	\$0	\$1,109	\$0	\$1,109
Business Services	\$0	\$29,721	\$372	\$30,093
TOTAL	\$1,048,714	\$36,073	\$537	\$1,085,324

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Live Oak International 2025

Organization: Live Oak International

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,085,324	\$501,664	\$1,586,988
Personal Income	\$327,031	\$124,393	\$451,424
Jobs Supported			
Persons	342	53	395
Annual FTEs	11	2	13
Taxes and Assessments			
<u>Federal Total</u>	<u>\$94,044</u>	<u>\$40,418</u>	<u>\$134,462</u>
<u>State Total</u>	<u>\$78,310</u>	<u>\$15,953</u>	<u>\$94,263</u>
sales	\$60,077	\$7,525	\$67,602
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$18,234	\$8,428	\$26,662
<u>Local Total (excl. property)</u>	<u>\$28,400</u>	<u>\$5,880</u>	<u>\$34,280</u>
sales	\$10,013	\$1,254	\$11,267
income	\$0	\$0	\$0
bed	\$8,380	-	\$8,380
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$10,007	\$4,626	\$14,633
property tax	\$19,689	\$5,902	\$25,591

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$28,400	
DMO Hosting Costs	\$18,200	
Direct ROI	\$10,200	
Net Present Value	\$9,996	
Direct ROI (%)	56%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$34,280	
Total ROI	\$16,080	
Net Present Value	\$15,758	
Total ROI (%)	88%	

Estimated Room Demand Metrics	
Room Nights (total)	1,397
Room Pickup (block only)	1,300
Peak Rooms	484
Total Visitor Days	4,350