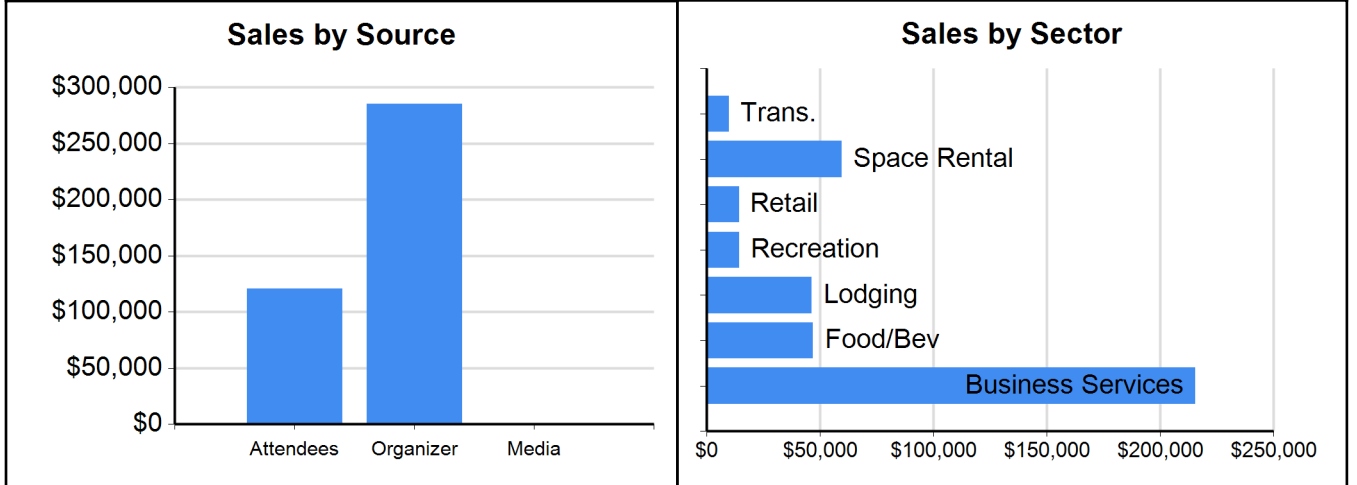


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Ocala Comic Con	Business Sales (Direct):	\$406,174
Organization:	Ocala Comic Con LLC	Business Sales (Total):	\$619,849
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	222
Start Date:	9/21/2024	Jobs Supported (Total):	317
End Date:	9/22/2024	Local Taxes (Total):	\$9,585
Overnight Attendees:	75	Net Direct Tax ROI:	\$2,881
Day Attendees:	1425	Estimated Room Demand:	300

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$45,000	\$1,248	\$46,248
Transportation	\$9,699	\$25	\$9,724
Food & Beverage	\$37,285	\$9,477	\$46,762
Retail	\$14,290	\$0	\$14,290
Recreation	\$14,329	\$0	\$14,329
Space Rental	\$0	\$59,500	\$59,500
Business Services	\$0	\$215,321	\$215,321
TOTAL	\$120,603	\$285,571	\$406,174

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Ocala Comic Con 2024

Organization: Ocala Comic Con LLC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$406,174	\$213,675	\$619,849
Personal Income	\$105,750	\$64,457	\$170,207
Jobs Supported			
Persons	222	95	317
Annual FTEs	4	2	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$33,298</u>	<u>\$18,523</u>	<u>\$51,822</u>
<u>State Total</u>	<u>\$16,038</u>	<u>\$6,795</u>	<u>\$22,832</u>
sales	\$9,214	\$3,205	\$12,419
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,824	\$3,590	\$10,414
<u>Local Total (excl. property)</u>	<u>\$7,081</u>	<u>\$2,504</u>	<u>\$9,585</u>
sales	\$1,536	\$534	\$2,070
income	\$0	\$0	\$0
bed	\$1,800	-	\$1,800
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,745	\$1,970	\$5,715
property tax	\$7,368	\$2,627	\$9,995

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$7,081	
DMO Hosting Costs	\$4,200	
Direct ROI	\$2,881	
Net Present Value	\$2,881	
Direct ROI (%)	69%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$9,585	
Total ROI	\$5,385	
Net Present Value	\$5,385	
Total ROI (%)	128%	

Estimated Room Demand Metrics	
Room Nights (total)	300
Room Pickup (block only)	300
Peak Rooms	68
Total Visitor Days	1,399