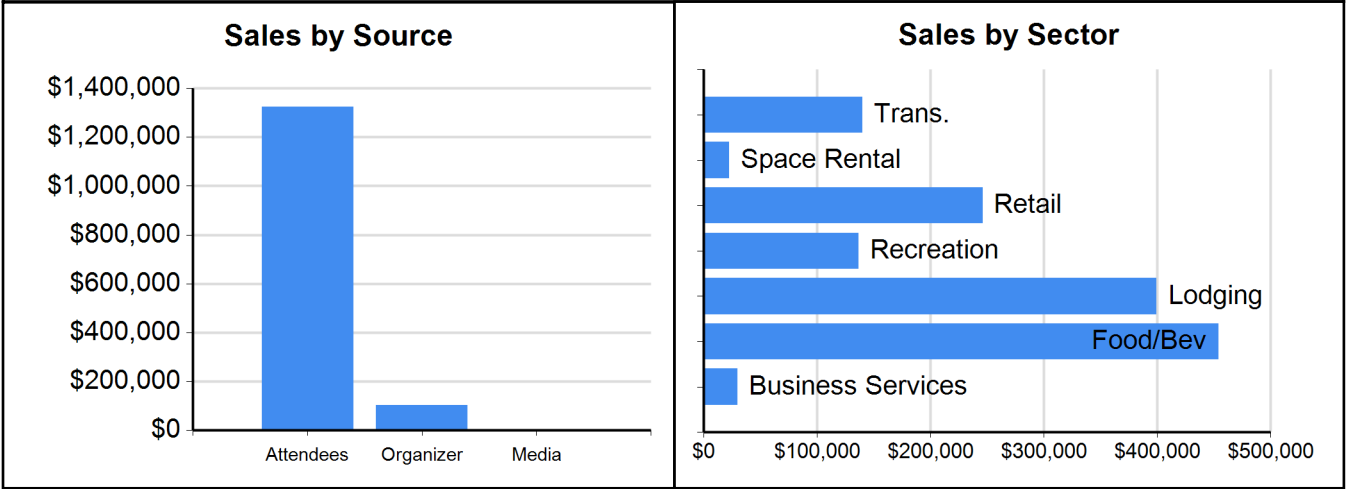


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Florida Swimming Senior Championships	Business Sales (Direct):	\$1,427,285
Organization:	CSF Aquatics	Business Sales (Total):	\$2,071,066
Event Type:	Youth Amateur	Jobs Supported (Direct):	485
Start Date:	7/18/2024	Jobs Supported (Total):	554
End Date:	7/21/2024	Local Taxes (Total):	\$49,400
Overnight Attendees:	1980	Net Direct Tax ROI:	\$21,855
Day Attendees:	1320	Estimated Room Demand:	2,662

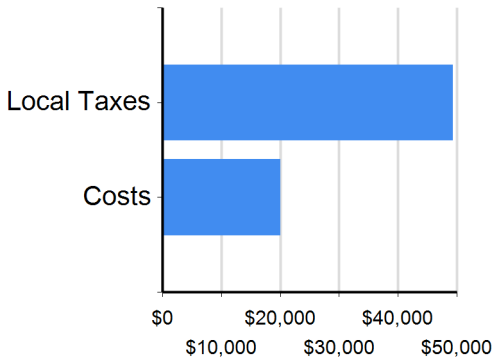
## Direct Business Sales

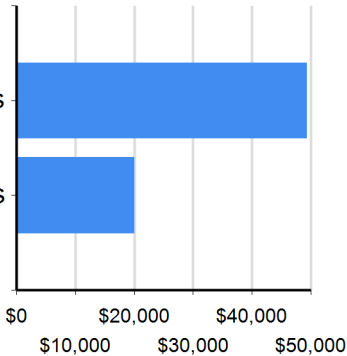


Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$399,328	\$0	\$0	\$399,328
Transportation	\$137,743	\$1,786	\$175	\$139,704
Food & Beverage	\$404,883	\$48,958	\$0	\$453,841
Retail	\$246,001	\$0	\$0	\$246,001
Recreation	\$136,381	\$0	\$0	\$136,381
Space Rental	\$0	\$22,223	\$0	\$22,223
Business Services	\$0	\$29,707	\$99	\$29,806
TOTAL	\$1,324,337	\$102,673	\$274	\$1,427,285

Event Impact Details
Destination: Ocala/Marion County Visitors & Convention Bureau
Event Name: Florida Swimming Senior Championships 2024
Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,427,285	\$643,781	\$2,071,066
Personal Income	\$445,286	\$168,383	\$613,669
Jobs Supported			
Persons	485	68	554
Annual FTEs	16	2	18
Taxes and Assessments			
Federal Total	\$125,410	\$52,865	\$178,275
State Total	\$100,309	\$20,472	\$120,781
sales	\$76,331	\$9,657	\$85,987
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$23,979	\$10,816	\$34,794
Local Total (excl. property)	\$41,855	\$7,545	\$49,400
sales	\$12,722	\$1,609	\$14,331
income	\$0	\$0	\$0
bed	\$15,973	-	\$15,973
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,160	\$5,936	\$19,096
property tax	\$25,892	\$7,504	\$33,397

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$41,855	
DMO Hosting Costs	\$20,000	
Direct ROI	\$21,855	
Net Present Value	\$21,855	
Direct ROI (%)	109%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$49,400	
Total ROI	\$29,400	
Net Present Value	\$29,400	
Total ROI (%)	147%	



Estimated Room Demand Metrics	
Room Nights (total)	2,662
Room Pickup (block only)	1,500
Peak Rooms	733
Total Visitor Days	7,980