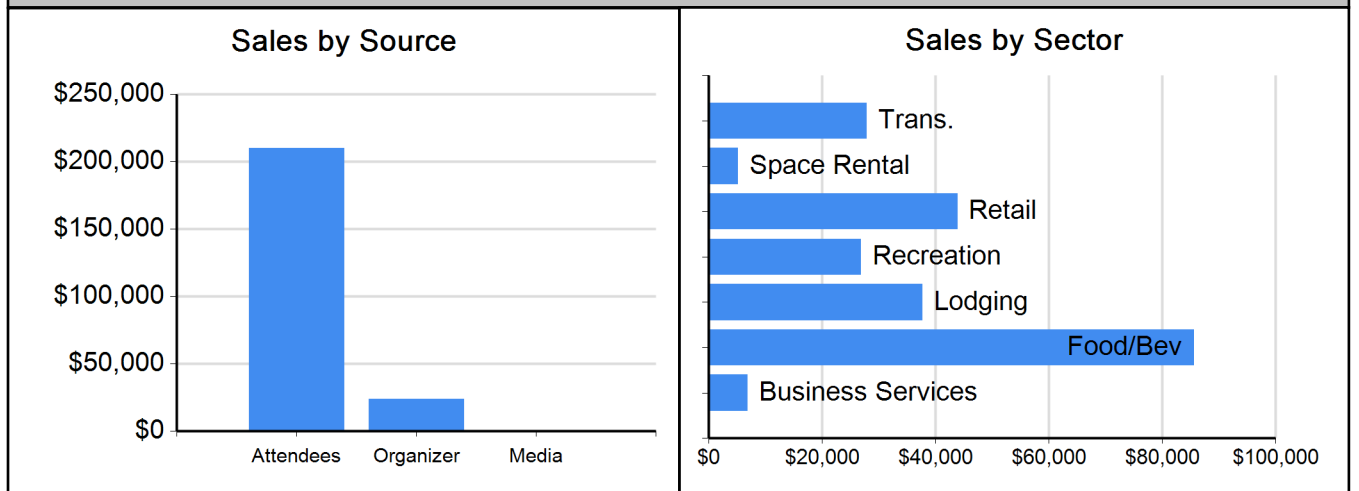


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Florida Swims High School Swim Meet	Business Sales (Direct):	\$233,881
Organization:	Florida Swimming Pool Association	Business Sales (Total):	\$341,945
Event Type:	Youth Amateur	Jobs Supported (Direct):	163
Start Date:	10/3/2025	Jobs Supported (Total):	184
End Date:	10/4/2025	Local Taxes (Total):	\$8,108
Overnight Attendees:	416	Net Direct Tax ROI:	\$4,206
Day Attendees:	1249	Estimated Room Demand:	251

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$37,662	\$0	\$0	\$37,662
Transportation	\$27,398	\$460	\$38	\$27,896
Food & Beverage	\$74,391	\$11,251	\$0	\$85,642
Retail	\$43,877	\$0	\$0	\$43,877
Recreation	\$26,829	\$0	\$0	\$26,829
Space Rental	\$0	\$5,107	\$0	\$5,107
Business Services	\$0	\$6,846	\$22	\$6,868
TOTAL	\$210,158	\$23,664	\$60	\$233,881

Event Impact Details

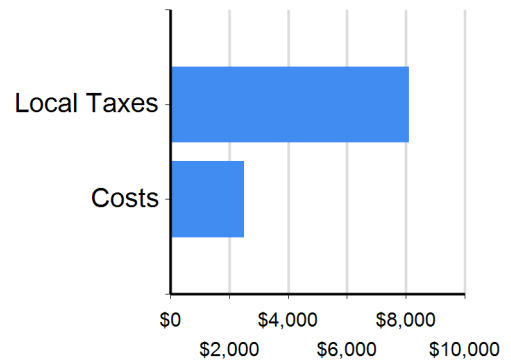
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Florida Swims High School Swim Meet 2025

Organization: Florida Swimming Pool Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$233,881	\$108,063	\$341,945
Personal Income	\$75,263	\$27,514	\$102,777
Jobs Supported			
Persons	163	21	184
Annual FTEs	3	0	3
Taxes and Assessments			
<u>Federal Total</u>	<u>\$20,812</u>	<u>\$8,788</u>	<u>\$29,600</u>
<u>State Total</u>	<u>\$16,103</u>	<u>\$3,436</u>	<u>\$19,539</u>
sales	\$12,173	\$1,621	\$13,794
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$3,929	\$1,815	\$5,745
<u>Local Total (excl. property)</u>	<u>\$6,706</u>	<u>\$1,402</u>	<u>\$8,108</u>
sales	\$3,043	\$405	\$3,449
income	\$0	\$0	\$0
bed	\$1,506	-	\$1,506
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,156	\$996	\$3,153
property tax	\$4,243	\$1,271	\$5,514

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$6,706		
DMO Hosting Costs	\$2,500		
Direct ROI	\$4,206		
Net Present Value	\$4,206		
Direct ROI (%)	168%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$8,108		
Total ROI	\$5,608		
Net Present Value	\$5,608		
Total ROI (%)	224%		



Estimated Room Demand Metrics	
Room Nights (total)	251
Room Pickup (block only)	250
Peak Rooms	128
Total Visitor Days	1,565