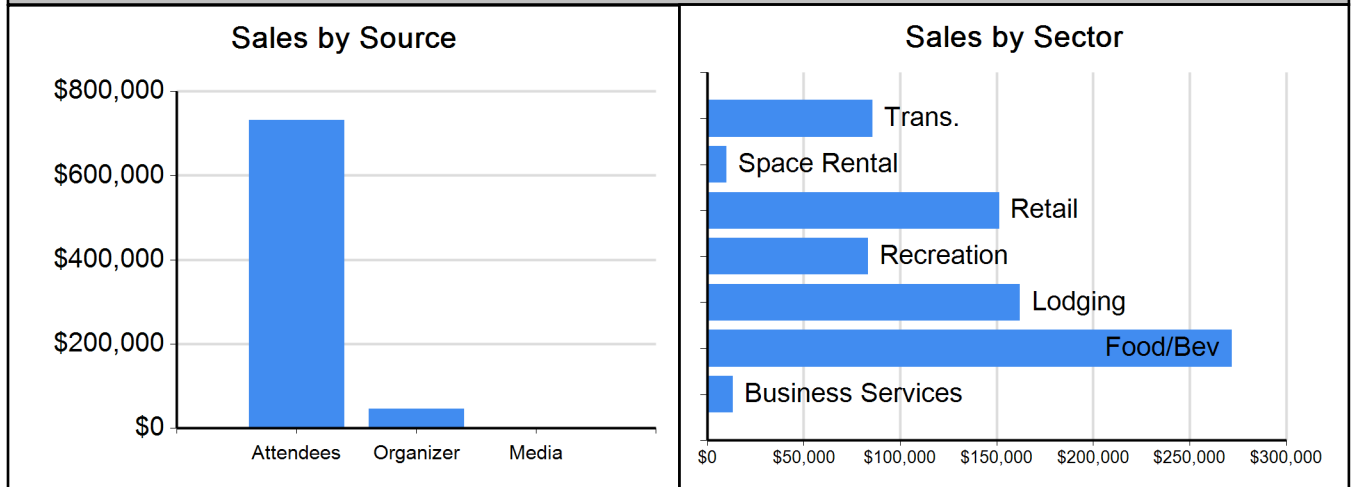


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional	Business Sales (Direct):	\$777,641
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$1,132,550
Event Type:	Youth Amateur	Jobs Supported (Direct):	232
Start Date:	7/15/2026	Jobs Supported (Total):	261
End Date:	7/19/2026	Local Taxes (Total):	\$28,770
Overnight Attendees:	1126	Net Direct Tax ROI:	\$14,167
Day Attendees:	607	Estimated Room Demand:	1,081

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$162,092	\$0	\$0	\$162,092
Transportation	\$84,246	\$1,221	\$114	\$85,581
Food & Beverage	\$249,875	\$21,838	\$0	\$271,713
Retail	\$151,380	\$0	\$0	\$151,380
Recreation	\$83,490	\$0	\$0	\$83,490
Space Rental	\$0	\$9,913	\$0	\$9,913
Business Services	\$0	\$13,409	\$65	\$13,473
TOTAL	\$731,081	\$46,381	\$179	\$777,641

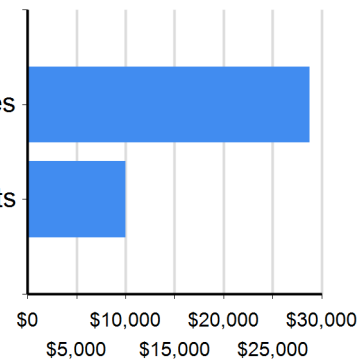
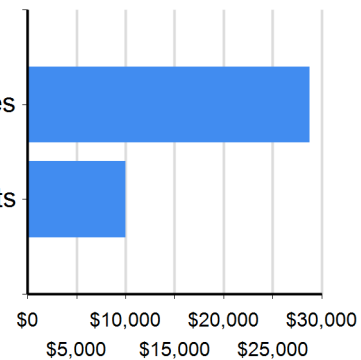
Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Babe Ruth 13U, 14U, 13-16, and 16-18 Southeast Regional 2026

Organization: Cal Ripken Baseball

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$777,641	\$354,910	\$1,132,550
Personal Income	\$247,062	\$90,559	\$337,622
Jobs Supported			
Persons	232	29	261
Annual FTEs	9	1	10
Taxes and Assessments			
<u>Federal Total</u>	<u>\$68,836</u>	<u>\$28,886</u>	<u>\$97,721</u>
<u>State Total</u>	<u>\$55,117</u>	<u>\$11,286</u>	<u>\$66,404</u>
sales	\$42,053	\$5,324	\$47,377
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$13,064	\$5,963	\$19,027
<u>Local Total (excl. property)</u>	<u>\$24,167</u>	<u>\$4,603</u>	<u>\$28,770</u>
sales	\$10,513	\$1,331	\$11,844
income	\$0	\$0	\$0
bed	\$6,484	-	\$6,484
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,170	\$3,272	\$10,442
property tax	\$14,107	\$4,156	\$18,263

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$24,167	
DMO Hosting Costs	\$10,000	
Direct ROI	\$14,167	
Net Present Value	\$14,167	
Direct ROI (%)	142%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$28,770	
Total ROI	\$18,770	
Net Present Value	\$18,770	
Total ROI (%)	188%	

Estimated Room Demand Metrics	
Room Nights (total)	1,081
Room Pickup (block only)	800
Peak Rooms	282
Total Visitor Days	4,687