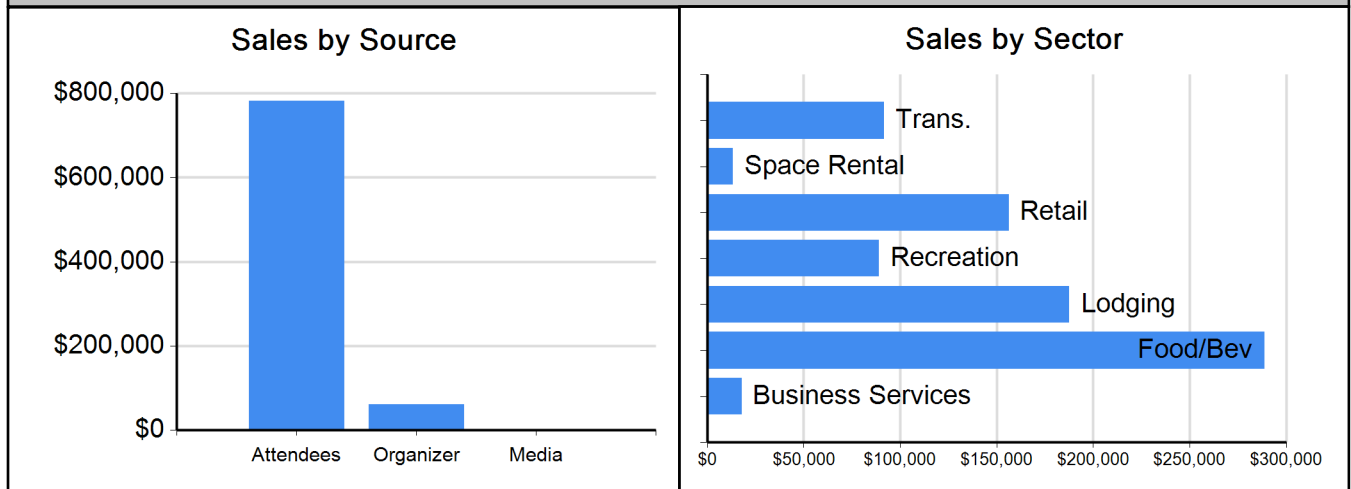


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Witch's Brew Spell-A-Thon Softball Tournament	Business Sales (Direct):	\$844,153
Organization:	Southeastern Fastpitch	Business Sales (Total):	\$1,228,892
Event Type:	Youth Amateur	Jobs Supported (Direct):	460
Start Date:	10/24/2025	Jobs Supported (Total):	520
End Date:	10/26/2025	Local Taxes (Total):	\$31,551
Overnight Attendees:	1200	Net Direct Tax ROI:	\$11,560
Day Attendees:	1800	Estimated Room Demand:	1,500

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$187,500	\$0	\$0	\$187,500
Transportation	\$90,182	\$1,242	\$105	\$91,529
Food & Beverage	\$259,601	\$29,196	\$0	\$288,797
Retail	\$156,220	\$0	\$0	\$156,220
Recreation	\$89,013	\$0	\$0	\$89,013
Space Rental	\$0	\$13,253	\$0	\$13,253
Business Services	\$0	\$17,782	\$59	\$17,841
TOTAL	\$782,516	\$61,473	\$164	\$844,153

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Witch's Brew Spell-A-Thon Softball Tournament 2025

Organization: Southeastern Fastpitch

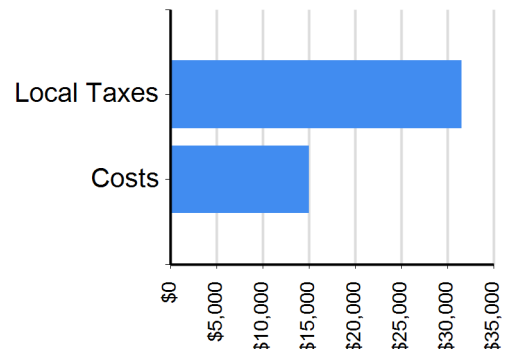
Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$844,153	\$384,739	\$1,228,892
Personal Income	\$267,393	\$98,982	\$366,375
Jobs Supported			
Persons	460	60	520
Annual FTEs	10	1	11
Taxes and Assessments			
<u>Federal Total</u>	<u>\$74,632</u>	<u>\$31,406</u>	<u>\$106,038</u>
<u>State Total</u>	<u>\$59,290</u>	<u>\$12,235</u>	<u>\$71,525</u>
sales	\$45,108	\$5,771	\$50,879
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$14,182	\$6,464	\$20,646
<u>Local Total (excl. property)</u>	<u>\$26,560</u>	<u>\$4,990</u>	<u>\$31,551</u>
sales	\$11,277	\$1,443	\$12,720
income	\$0	\$0	\$0
bed	\$7,500	-	\$7,500
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,783	\$3,547	\$11,331
property tax	\$15,314	\$4,503	\$19,816

Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

Direct Tax Receipts	\$26,560
DMO Hosting Costs	\$15,000
Direct ROI	\$11,560
Net Present Value	\$11,560
Direct ROI (%)	77%



Total local tax RO(net property taxes)

Total Local Tax Receipts	\$31,551
Total ROI	\$16,551
Net Present Value	\$16,551
Total ROI (%)	110%

Estimated Room Demand Metrics

Room Nights (total)	1,500
Room Pickup (block only)	1,500
Peak Rooms	444
Total Visitor Days	5,130