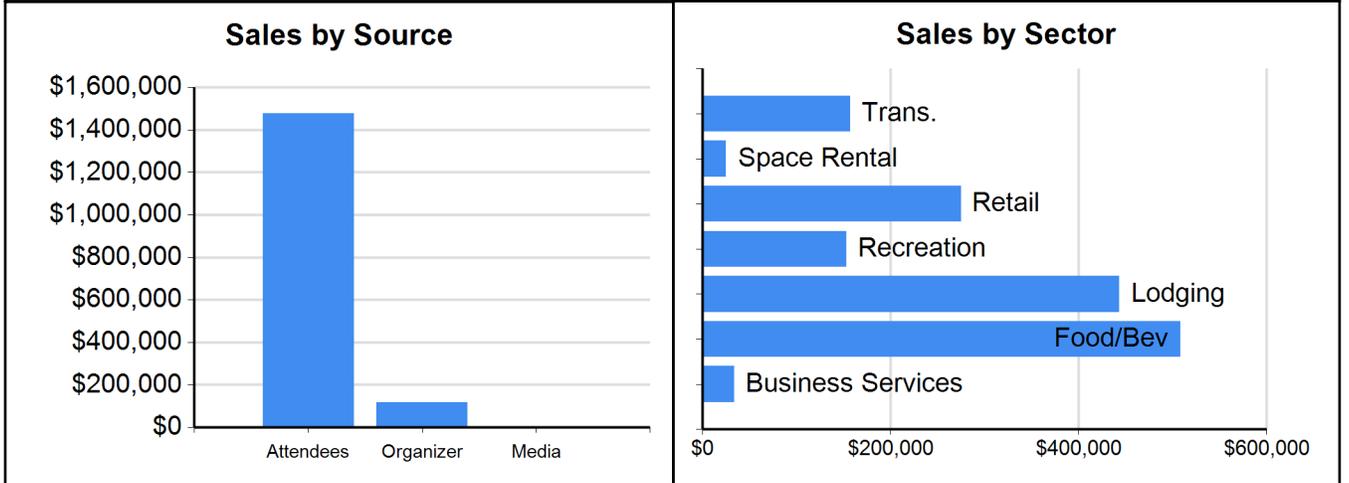


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Florida Swimming FLAGS Championships	Business Sales (Direct):	\$1,594,996
Organization:	CSF Aquatics	Business Sales (Total):	\$2,314,698
Event Type:	Youth Amateur	Jobs Supported (Direct):	543
Start Date:	7/11/2024	Jobs Supported (Total):	619
End Date:	7/14/2024	Local Taxes (Total):	\$55,077
Overnight Attendees:	2429	Net Direct Tax ROI:	\$16,641
Day Attendees:	1619	Estimated Room Demand:	2,955

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$443,199	\$0	\$0	\$443,199
Transportation	\$154,447	\$2,190	\$198	\$156,835
Food & Beverage	\$453,116	\$55,152	\$0	\$508,268
Retail	\$275,138	\$0	\$0	\$275,138
Recreation	\$152,878	\$0	\$0	\$152,878
Space Rental	\$0	\$25,035	\$0	\$25,035
Business Services	\$0	\$33,531	\$112	\$33,643
TOTAL	\$1,478,778	\$115,909	\$309	\$1,594,996

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Florida Swimming FLAGS Championships 2024

Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,594,996	\$719,702	\$2,314,698
Personal Income	\$497,857	\$188,168	\$686,025
Jobs Supported			
Persons	543	76	619
Annual FTEs	18	3	21
Taxes and Assessments			
<u>Federal Total</u>	<u>\$140,174</u>	<u>\$59,092</u>	<u>\$199,266</u>
<u>State Total</u>	<u>\$112,039</u>	<u>\$22,887</u>	<u>\$134,925</u>
sales	\$85,242	\$10,796	\$96,038
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$26,796	\$12,091	\$38,887
<u>Local Total (excl. property)</u>	<u>\$46,641</u>	<u>\$8,435</u>	<u>\$55,077</u>
sales	\$14,207	\$1,799	\$16,006
income	\$0	\$0	\$0
bed	\$17,728	-	\$17,728
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,706	\$6,636	\$21,342
property tax	\$28,935	\$8,390	\$37,325

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$46,641	
DMO Hosting Costs	\$30,000	
Direct ROI	\$16,641	
Net Present Value	\$16,641	
Direct ROI (%)	55%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$55,077	
Total ROI	\$25,077	
Net Present Value	\$25,077	
Total ROI (%)	84%	

Estimated Room Demand Metrics	
Room Nights (total)	2,955
Room Pickup (block only)	2,000
Peak Rooms	900
Total Visitor Days	8,949