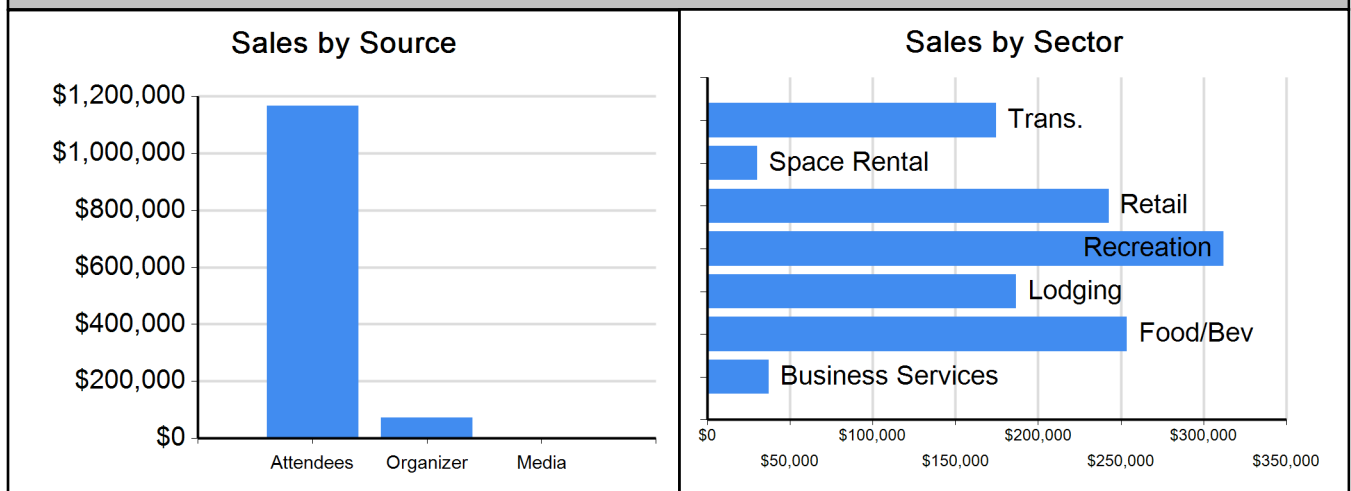


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Babe Ruth 16-18 World Series	Business Sales (Direct):	\$1,237,443
Organization:	Babe Ruth League	Business Sales (Total):	\$1,814,844
Event Type:	Championships	Jobs Supported (Direct):	246
Start Date:	8/1/2025	Jobs Supported (Total):	284
End Date:	8/9/2025	Local Taxes (Total):	\$43,134
Overnight Attendees:	729	Net Direct Tax ROI:	(\$14,355)
Day Attendees:	81	Estimated Room Demand:	1,495

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$186,837	\$0	\$0	\$186,837
Transportation	\$174,473	\$0	\$129	\$174,601
Food & Beverage	\$249,673	\$3,848	\$0	\$253,521
Retail	\$242,751	\$0	\$0	\$242,751
Recreation	\$312,240	\$0	\$0	\$312,240
Space Rental	\$0	\$30,256	\$0	\$30,256
Business Services	\$0	\$36,946	\$290	\$37,237
TOTAL	\$1,165,973	\$71,050	\$419	\$1,237,443

Event Impact Details

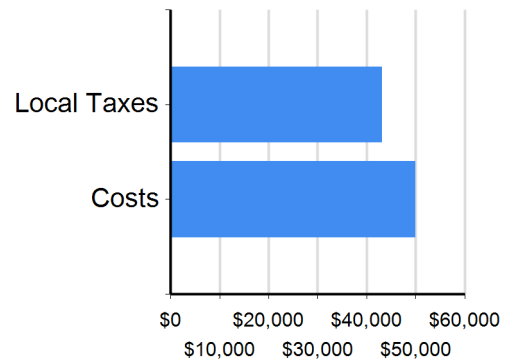
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Babe Ruth 16-18 World Series 2025

Organization: Babe Ruth League

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,237,443	\$577,401	\$1,814,844
Personal Income	\$376,892	\$144,202	\$521,094
Jobs Supported			
Persons	246	38	284
Annual FTEs	13	2	15
Taxes and Assessments			
<u>Federal Total</u>	<u>\$107,684</u>	<u>\$46,637</u>	<u>\$154,321</u>
<u>State Total</u>	<u>\$87,835</u>	<u>\$18,361</u>	<u>\$106,197</u>
sales	\$67,046	\$8,661	\$75,707
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$20,789	\$9,700	\$30,490
<u>Local Total (excl. property)</u>	<u>\$35,645</u>	<u>\$7,489</u>	<u>\$43,134</u>
sales	\$16,761	\$2,165	\$18,927
income	\$0	\$0	\$0
bed	\$7,473	-	\$7,473
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$11,410	\$5,324	\$16,733
property tax	\$22,448	\$6,817	\$29,265

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$35,645		
DMO Hosting Costs	\$50,000		
Direct ROI	(\$14,355)		
Net Present Value	(\$14,355)		
Direct ROI (%)	-29%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$43,134		
Total ROI	(\$6,866)		
Net Present Value	(\$6,866)		
Total ROI (%)	-14%		



Estimated Room Demand Metrics	
Room Nights (total)	1,495
Room Pickup (block only)	1,400
Peak Rooms	221
Total Visitor Days	4,990