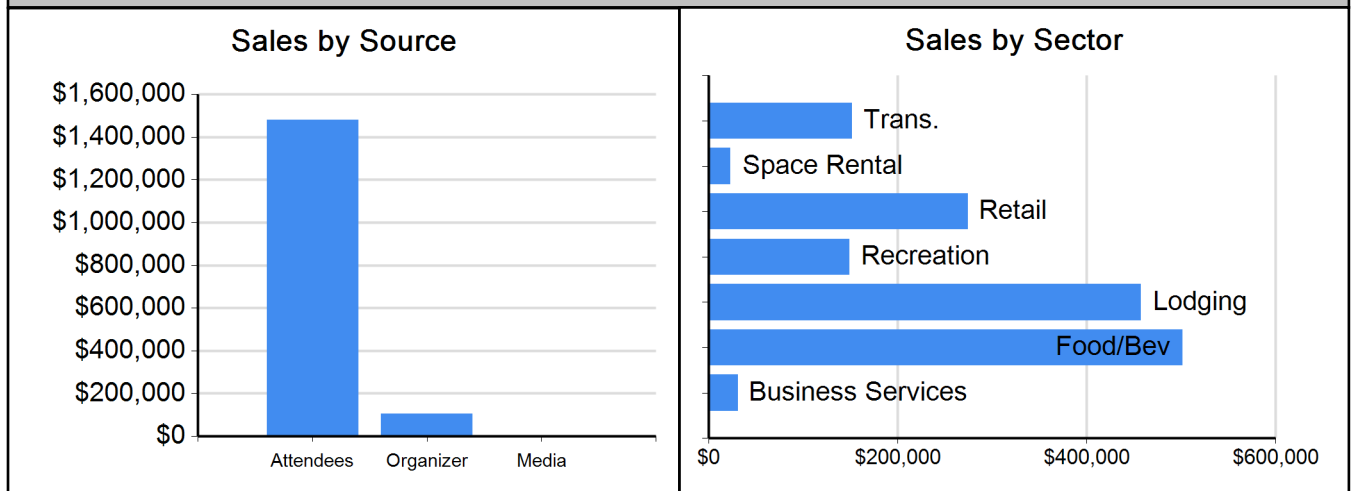


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	USA Swimming Speedo Sectionals	Business Sales (Direct):	\$1,587,110
Organization:	CSF Aquatics	Business Sales (Total):	\$2,301,622
Event Type:	Youth Amateur	Jobs Supported (Direct):	517
Start Date:	5/21/2026	Jobs Supported (Total):	591
End Date:	5/24/2026	Local Taxes (Total):	\$55,525
Overnight Attendees:	2508	Net Direct Tax ROI:	\$22,151
Day Attendees:	132	Estimated Room Demand:	3,051

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$457,613	\$0	\$0	\$457,613
Transportation	\$149,832	\$1,488	\$182	\$151,502
Food & Beverage	\$450,478	\$50,805	\$0	\$501,283
Retail	\$274,080	\$0	\$0	\$274,080
Recreation	\$148,777	\$0	\$0	\$148,777
Space Rental	\$0	\$23,061	\$0	\$23,061
Business Services	\$0	\$30,691	\$103	\$30,794
TOTAL	\$1,480,780	\$106,045	\$285	\$1,587,110

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: USA Swimming Speedo Sectionals 2026

Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,587,110	\$714,512	\$2,301,622
Personal Income	\$494,235	\$187,130	\$681,366
Jobs Supported			
Persons	517	73	591
Annual FTEs	17	2	20
Taxes and Assessments			
<u>Federal Total</u>	<u>\$139,349</u>	<u>\$58,702</u>	<u>\$198,050</u>
<u>State Total</u>	<u>\$111,939</u>	<u>\$22,722</u>	<u>\$134,661</u>
sales	\$85,276	\$10,718	\$95,993
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$26,664	\$12,004	\$38,668
<u>Local Total (excl. property)</u>	<u>\$47,151</u>	<u>\$8,374</u>	<u>\$55,525</u>
sales	\$14,213	\$1,786	\$15,999
income	\$0	\$0	\$0
bed	\$18,305	-	\$18,305
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,634	\$6,588	\$21,222
property tax	\$28,792	\$8,323	\$37,114

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$47,151	
DMO Hosting Costs	\$25,000	
Direct ROI	\$22,151	
Net Present Value	\$22,151	
Direct ROI (%)	89%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$55,525	
Total ROI	\$30,525	
Net Present Value	\$30,525	
Total ROI (%)	122%	

Estimated Room Demand Metrics	
Room Nights (total)	3,051
Room Pickup (block only)	2,900
Peak Rooms	929
Total Visitor Days	8,326