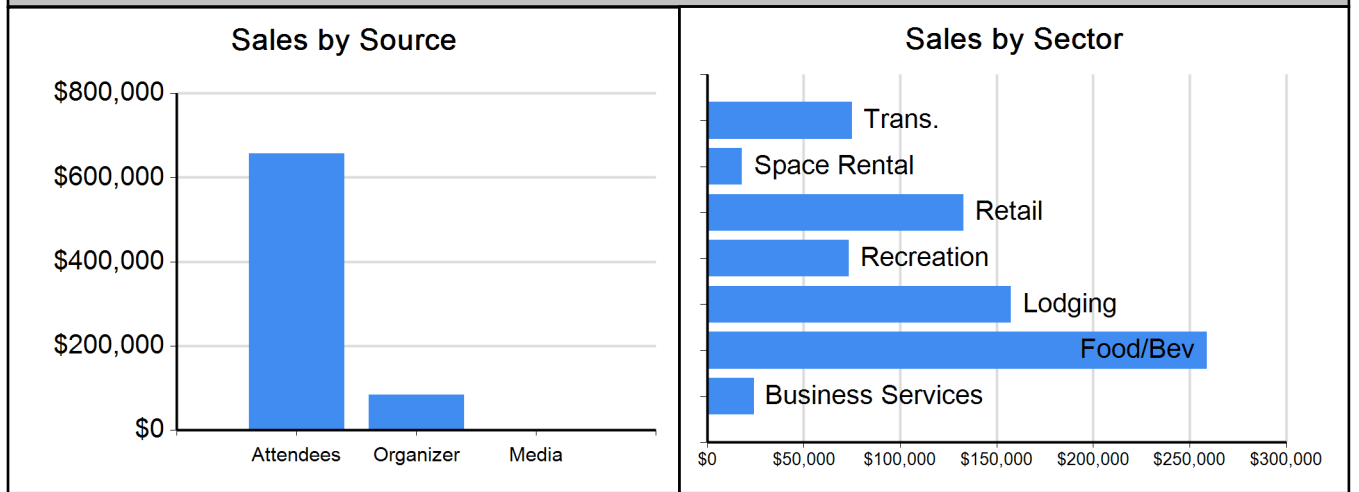


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Cal Ripken T-Ball/Rookie B State Championship	Business Sales (Direct):	\$739,907
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$1,078,606
Event Type:	Youth Amateur	Jobs Supported (Direct):	253
Start Date:	6/5/2025	Jobs Supported (Total):	288
End Date:	6/8/2025	Local Taxes (Total):	\$27,042
Overnight Attendees:	1183	Net Direct Tax ROI:	\$12,149
Day Attendees:	637	Estimated Room Demand:	1,050

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$157,513	\$0	\$0	\$157,513
Transportation	\$73,926	\$1,005	\$95	\$75,026
Food & Beverage	\$218,914	\$39,967	\$0	\$258,881
Retail	\$132,949	\$0	\$0	\$132,949
Recreation	\$73,259	\$0	\$0	\$73,259
Space Rental	\$0	\$18,142	\$0	\$18,142
Business Services	\$0	\$24,083	\$54	\$24,136
TOTAL	\$656,561	\$83,196	\$149	\$739,907

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Cal Ripken T-Ball/Rookie B State Championship 2025

Organization: Cal Ripken Baseball

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$739,907	\$338,699	\$1,078,606
Personal Income	\$233,981	\$87,608	\$321,588
Jobs Supported			
Persons	253	35	288
Annual FTEs	8	1	10
Taxes and Assessments			
<u>Federal Total</u>	<u>\$65,371</u>	<u>\$27,701</u>	<u>\$93,072</u>
<u>State Total</u>	<u>\$50,537</u>	<u>\$10,771</u>	<u>\$61,308</u>
sales	\$38,107	\$5,080	\$43,187
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$12,431	\$5,690	\$18,121
<u>Local Total (excl. property)</u>	<u>\$22,649</u>	<u>\$4,393</u>	<u>\$27,042</u>
sales	\$9,527	\$1,270	\$10,797
income	\$0	\$0	\$0
bed	\$6,301	-	\$6,301
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$6,822	\$3,123	\$9,945
property tax	\$13,423	\$3,970	\$17,393

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$22,649	
DMO Hosting Costs	\$10,500	
Direct ROI	\$12,149	
Net Present Value	\$12,149	
Direct ROI (%)	116%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$27,042	
Total ROI	\$16,542	
Net Present Value	\$16,542	
Total ROI (%)	158%	

Estimated Room Demand Metrics	
Room Nights (total)	1,050
Room Pickup (block only)	750
Peak Rooms	320
Total Visitor Days	4,196