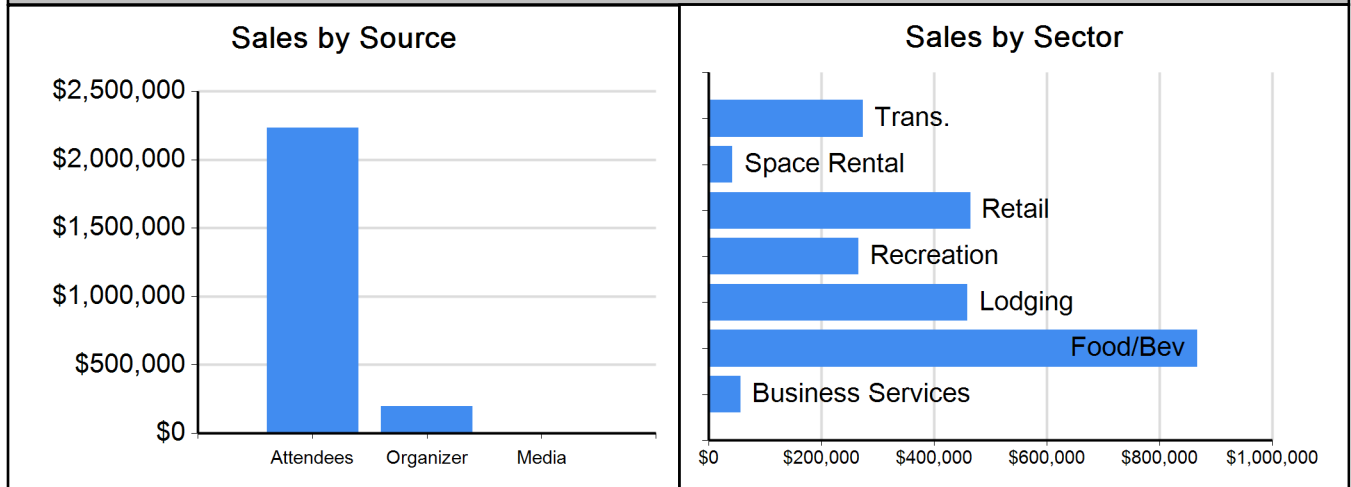


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Nike First in Show Volleyball Tournament	Business Sales (Direct):	\$2,429,771
Organization:	Joseph Volleyball Camps JVC	Business Sales (Total):	\$3,544,580
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,313
Start Date:	1/17/2026	Jobs Supported (Total):	1,480
End Date:	1/19/2026	Local Taxes (Total):	\$87,466
Overnight Attendees:	3749	Net Direct Tax ROI:	\$63,006
Day Attendees:	5623	Estimated Room Demand:	3,063

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$459,414	\$0	\$0	\$459,414
Transportation	\$269,209	\$3,961	\$334	\$273,504
Food & Beverage	\$774,451	\$93,079	\$0	\$867,530
Retail	\$464,551	\$0	\$0	\$464,551
Recreation	\$265,645	\$0	\$0	\$265,645
Space Rental	\$0	\$42,250	\$0	\$42,250
Business Services	\$0	\$56,690	\$188	\$56,878
TOTAL	\$2,233,269	\$195,980	\$522	\$2,429,771

Event Impact Details

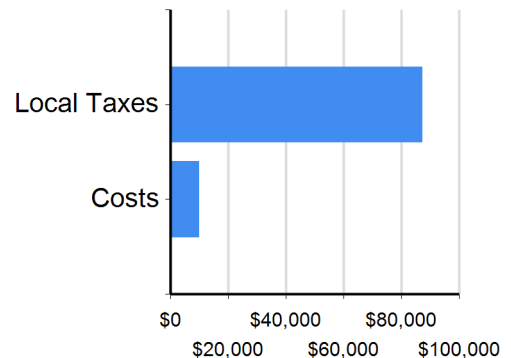
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Nike First in Show Volleyball Tournament 2026

Organization: Joseph Volleyball Camps JVC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,429,771	\$1,114,809	\$3,544,580
Personal Income	\$775,749	\$284,465	\$1,060,214
Jobs Supported			
Persons	1,313	167	1,480
Annual FTEs	27	3	31
Taxes and Assessments			
<u>Federal Total</u>	<u>\$215,512</u>	<u>\$90,734</u>	<u>\$306,246</u>
<u>State Total</u>	<u>\$169,726</u>	<u>\$35,451</u>	<u>\$205,178</u>
sales	\$128,906	\$16,722	\$145,628
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$40,820	\$18,729	\$59,549
<u>Local Total (excl. property)</u>	<u>\$73,006</u>	<u>\$14,459</u>	<u>\$87,466</u>
sales	\$32,227	\$4,181	\$36,407
income	\$0	\$0	\$0
bed	\$18,377	-	\$18,377
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$22,403	\$10,279	\$32,682
property tax	\$44,078	\$13,079	\$57,157

Event Return on Investment (ROI)			
Direct local tax RO(net property taxes)			
Direct Tax Receipts	\$73,006		
DMO Hosting Costs	\$10,000		
Direct ROI	\$63,006		
Net Present Value	\$61,742		
Direct ROI (%)	630%		
Total local tax RO(net property taxes)			
Total Local Tax Receipts	\$87,466		
Total ROI	\$77,466		
Net Present Value	\$75,912		
Total ROI (%)	775%		



Estimated Room Demand Metrics	
Room Nights (total)	3,063
Room Pickup (block only)	3,000
Peak Rooms	987
Total Visitor Days	15,012