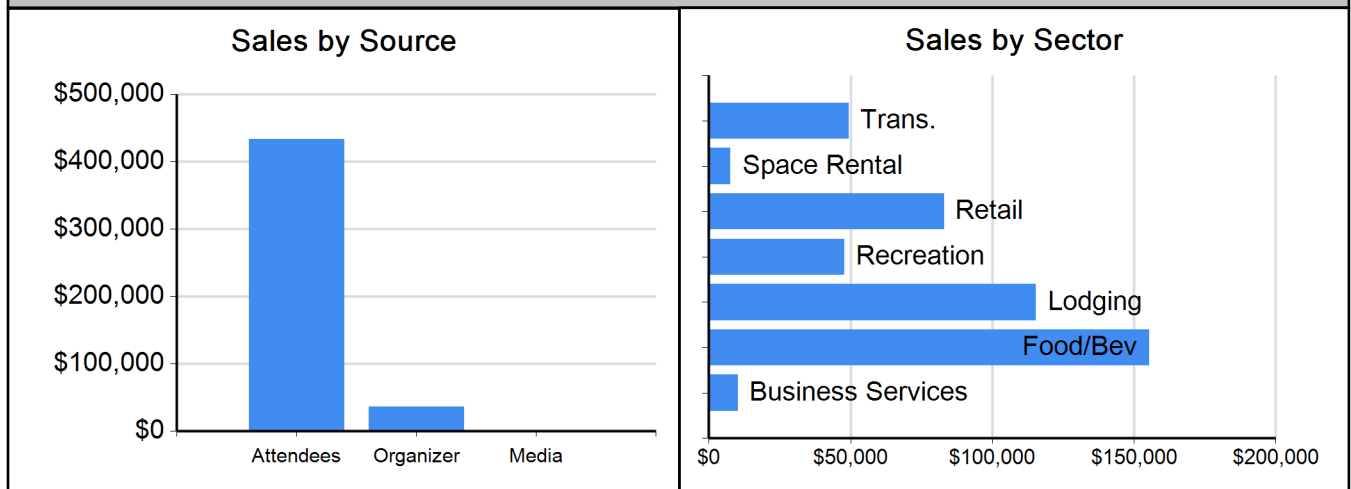


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	AYF Football & Cheer Southeast Regional Championship	Business Sales (Direct):	\$469,239
Organization:	Central Florida Youth Tackle Football, INC	Business Sales (Total):	\$682,244
Event Type:	Youth Amateur	Jobs Supported (Direct):	253
Start Date:	11/14/2025	Jobs Supported (Total):	288
End Date:	11/16/2025	Local Taxes (Total):	\$17,956
Overnight Attendees:	756	Net Direct Tax ROI:	\$9,193
Day Attendees:	1134	Estimated Room Demand:	770

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$115,463	\$0	\$0	\$115,463
Transportation	\$48,468	\$783	\$61	\$49,312
Food & Beverage	\$138,459	\$16,990	\$0	\$155,449
Retail	\$83,110	\$0	\$0	\$83,110
Recreation	\$47,789	\$0	\$0	\$47,789
Space Rental	\$0	\$7,712	\$0	\$7,712
Business Services	\$0	\$10,371	\$34	\$10,405
TOTAL	\$433,289	\$35,855	\$95	\$469,239

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: AYF Football & Cheer Southeast Regional Championship 2025

Organization: Central Florida Youth Tackle Football, INC

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$469,239	\$213,004	\$682,244
Personal Income	\$147,811	\$55,265	\$203,075
Jobs Supported			
Persons	253	35	288
Annual FTEs	5	1	6
Taxes and Assessments			
<u>Federal Total</u>	<u>\$41,392</u>	<u>\$17,440</u>	<u>\$58,832</u>
<u>State Total</u>	<u>\$32,875</u>	<u>\$6,774</u>	<u>\$39,649</u>
sales	\$24,992	\$3,195	\$28,187
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$7,883	\$3,578	\$11,462
<u>Local Total (excl. property)</u>	<u>\$15,193</u>	<u>\$2,763</u>	<u>\$17,956</u>
sales	\$6,248	\$799	\$7,047
income	\$0	\$0	\$0
bed	\$4,619	-	\$4,619
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,327	\$1,964	\$6,291
property tax	\$8,512	\$2,489	\$11,001

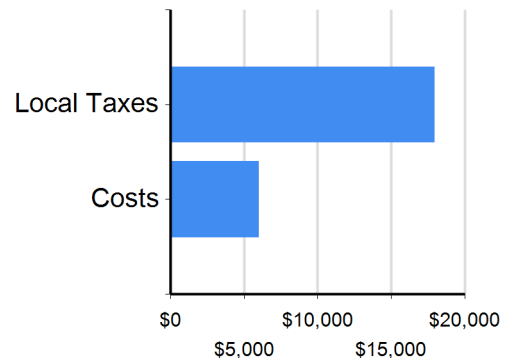
Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

Direct Tax Receipts	\$15,193
DMO Hosting Costs	\$6,000
Direct ROI	\$9,193
Net Present Value	\$9,193
Direct ROI (%)	153%

Total local tax RO(net property taxes)

Total Local Tax Receipts	\$17,956
Total ROI	\$11,956
Net Present Value	\$11,956
Total ROI (%)	199%



Estimated Room Demand Metrics

Room Nights (total)	770
Room Pickup (block only)	600
Peak Rooms	280
Total Visitor Days	2,759