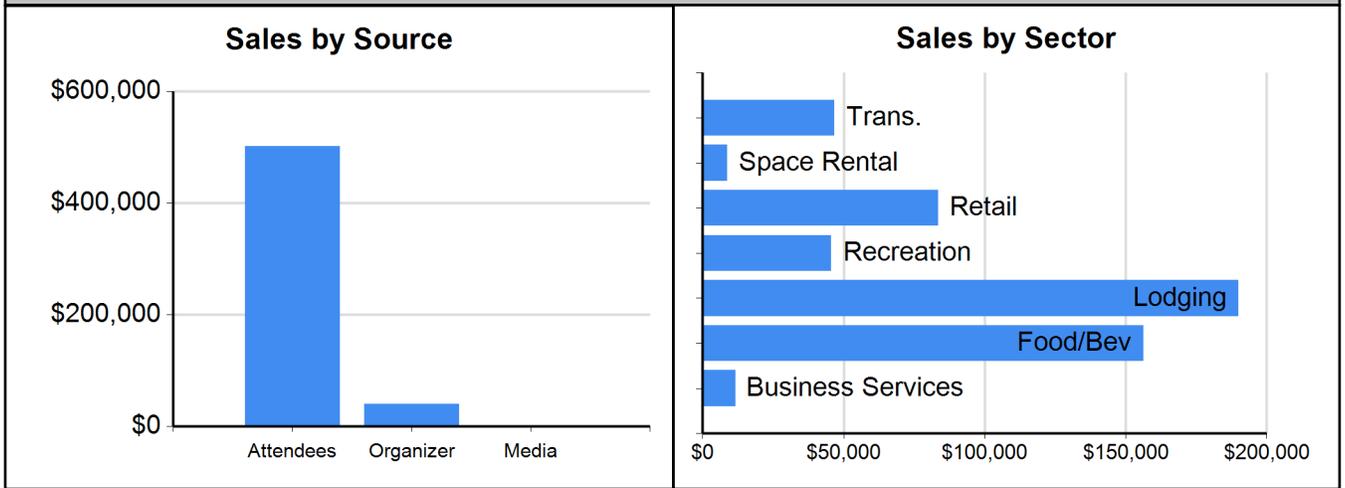


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name: Cal Ripken 8-Year-Old Machine Pitch World Series		Business Sales (Direct):	\$542,627
Organization: Cal Ripken Baseball		Business Sales (Total):	\$784,528
Event Type: Youth Amateur		Jobs Supported (Direct):	103
Start Date: 8/1/2024		Jobs Supported (Total):	119
End Date: 8/10/2024		Local Taxes (Total):	\$20,267
Overnight Attendees: 346		Net Direct Tax ROI:	\$12,431
Day Attendees: 149		Estimated Room Demand:	950

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$190,000	\$0	\$0	\$190,000
Transportation	\$46,057	\$670	\$69	\$46,795
Food & Beverage	\$137,089	\$19,122	\$0	\$156,211
Retail	\$83,625	\$0	\$0	\$83,625
Recreation	\$45,684	\$0	\$0	\$45,684
Space Rental	\$0	\$8,680	\$0	\$8,680
Business Services	\$0	\$11,593	\$39	\$11,631
TOTAL	\$502,455	\$40,064	\$107	\$542,627

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Cal Ripken Rookie World Series 2024

Organization: Cal Ripken Baseball

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$542,627	\$241,902	\$784,528
Personal Income	\$166,328	\$64,611	\$230,939
Jobs Supported			
Persons	103	16	119
Annual FTEs	6	1	7
Taxes and Assessments			
<u>Federal Total</u>	<u>\$47,341</u>	<u>\$20,017</u>	<u>\$67,358</u>
<u>State Total</u>	<u>\$38,085</u>	<u>\$7,693</u>	<u>\$45,778</u>
sales	\$28,969	\$3,629	\$32,598
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$9,116	\$4,064	\$13,180
<u>Local Total (excl. property)</u>	<u>\$17,431</u>	<u>\$2,835</u>	<u>\$20,267</u>
sales	\$4,828	\$605	\$5,433
income	\$0	\$0	\$0
bed	\$7,600	-	\$7,600
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,003	\$2,230	\$7,234
property tax	\$9,844	\$2,807	\$12,651

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$17,431	
DMO Hosting Costs	\$5,000	
Direct ROI	\$12,431	
Net Present Value	\$12,431	
Direct ROI (%)	249%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$20,267	
Total ROI	\$15,267	
Net Present Value	\$15,267	
Total ROI (%)	305%	

Estimated Room Demand Metrics	
Room Nights (total)	950
Room Pickup (block only)	950
Peak Rooms	128
Total Visitor Days	2,666