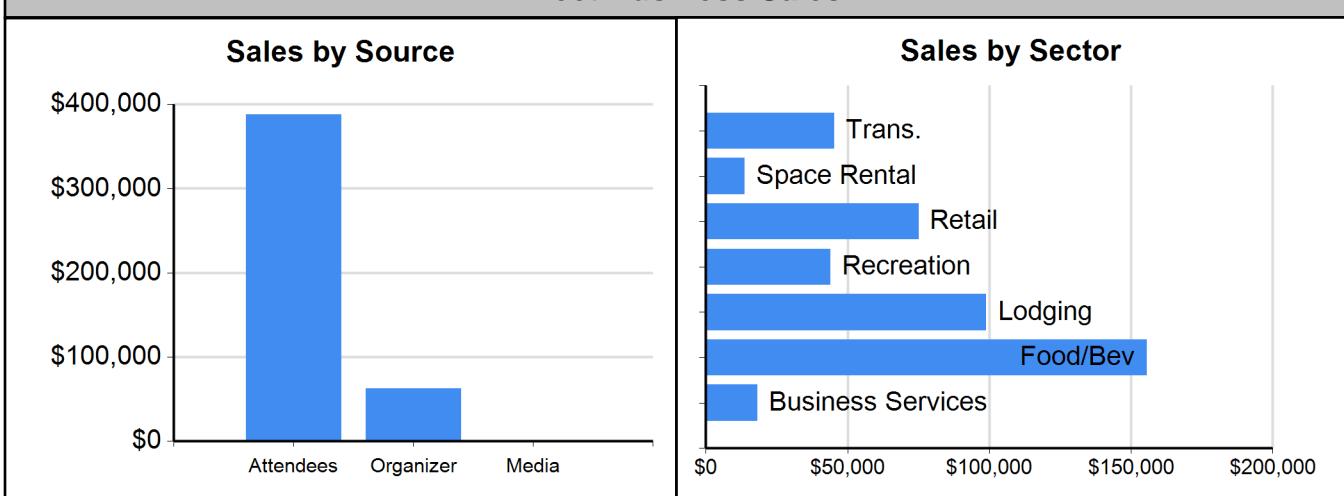


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Rip It to Win It Ocala Super Series April	Business Sales (Direct):	\$450,848
Organization:	Southeastern Fastpitch	Business Sales (Total):	\$657,430
Event Type:	Youth Amateur	Jobs Supported (Direct):	314
Start Date:	4/13/2024	Jobs Supported (Total):	360
End Date:	4/14/2024	Local Taxes (Total):	\$14,303
Overnight Attendees:	907	Net Direct Tax ROI:	\$4,182
Day Attendees:	1361	Estimated Room Demand:	659

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$98,842	\$0	\$0	\$98,842
Transportation	\$44,648	\$614	\$56	\$45,318
Food & Beverage	\$125,419	\$30,291	\$0	\$155,710
Retail	\$75,072	\$0	\$0	\$75,072
Recreation	\$43,928	\$0	\$0	\$43,928
Space Rental	\$0	\$13,750	\$0	\$13,750
Business Services	\$0	\$18,198	\$31	\$18,229
TOTAL	\$387,908	\$62,852	\$87	\$450,848

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Rip It to Win It Ocala Super Series April 2024

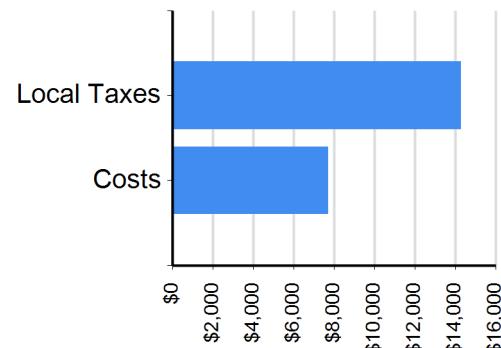
Organization: Southeastern Fastpitch

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$450,848	\$206,582	\$657,430
Personal Income	\$142,396	\$53,954	\$196,351
Jobs Supported			
Persons	314	47	360
Annual FTEs	5	1	6
Taxes and Assessments			
<u>Federal Total</u>	<u>\$39,813</u>	<u>\$16,955</u>	<u>\$56,768</u>
<u>State Total</u>	<u>\$30,201</u>	<u>\$6,569</u>	<u>\$36,770</u>
sales	\$22,626	\$3,099	\$25,725
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$7,574	\$3,471	\$11,045
<u>Local Total (excl. property)</u>	<u>\$11,882</u>	<u>\$2,421</u>	<u>\$14,303</u>
sales	\$3,771	\$516	\$4,288
income	\$0	\$0	\$0
bed	\$3,954	-	\$3,954
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,157	\$1,905	\$6,062
property tax	\$8,179	\$2,422	\$10,601

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)

Direct Tax Receipts	\$11,882
DMO Hosting Costs	\$7,700
Direct ROI	\$4,182
Net Present Value	\$4,182
Direct ROI (%)	54%



Total local tax ROI (net property taxes)

Total Local Tax Receipts	\$14,303
Total ROI	\$6,603
Net Present Value	\$6,603
Total ROI (%)	86%

Estimated Room Demand Metrics

Room Nights (total)	659
Room Pickup (block only)	550
Peak Rooms	336
Total Visitor Days	2,596