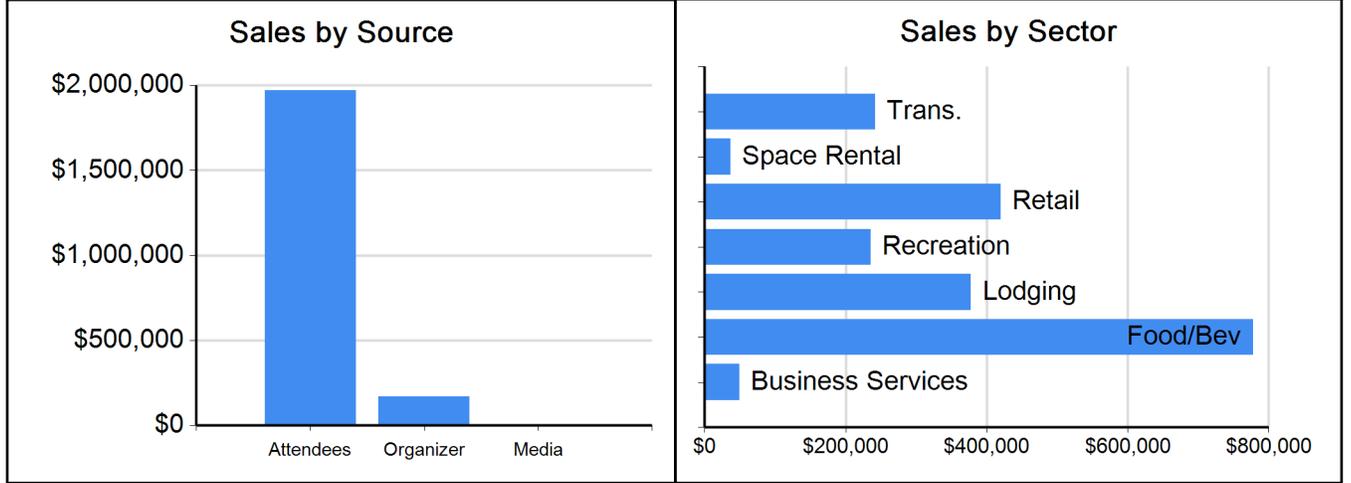


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Nike Winner's Circle Volleyball Tournament	Business Sales (Direct):	\$2,140,147
Organization:	Joseph Volleyball Camps JVC	Business Sales (Total):	\$3,124,259
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,451
Start Date:	4/11/2026	Jobs Supported (Total):	1,632
End Date:	4/12/2026	Local Taxes (Total):	\$76,014
Overnight Attendees:	5775	Net Direct Tax ROI:	\$38,249
Day Attendees:	4725	Estimated Room Demand:	2,517

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$377,603	\$0	\$0	\$377,603
Transportation	\$238,398	\$2,958	\$291	\$241,647
Food & Beverage	\$697,105	\$81,259	\$0	\$778,364
Retail	\$420,398	\$0	\$0	\$420,398
Recreation	\$235,781	\$0	\$0	\$235,781
Space Rental	\$0	\$36,885	\$0	\$36,885
Business Services	\$0	\$49,304	\$164	\$49,468
TOTAL	\$1,969,285	\$170,406	\$456	\$2,140,147

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Nike Winner's Circle Volleyball Tournament 2026

Organization: Joseph Volleyball Camps JVC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,140,147	\$984,113	\$3,124,259
Personal Income	\$684,778	\$249,909	\$934,686
Jobs Supported			
Persons	1,451	181	1,632
Annual FTEs	24	3	27
Taxes and Assessments			
<u>Federal Total</u>	<u>\$189,994</u>	<u>\$79,959</u>	<u>\$269,953</u>
<u>State Total</u>	<u>\$149,604</u>	<u>\$31,295</u>	<u>\$180,899</u>
sales	\$113,649	\$14,762	\$128,411
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$35,955	\$16,533	\$52,488
<u>Local Total (excl. property)</u>	<u>\$63,249</u>	<u>\$12,764</u>	<u>\$76,014</u>
sales	\$28,412	\$3,690	\$32,103
income	\$0	\$0	\$0
bed	\$15,104	-	\$15,104
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$19,733	\$9,074	\$28,807
property tax	\$38,824	\$11,555	\$50,380

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$63,249	
DMO Hosting Costs	\$25,000	
Direct ROI	\$38,249	
Net Present Value	\$37,482	
Direct ROI (%)	153%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$76,014	
Total ROI	\$51,014	
Net Present Value	\$49,990	
Total ROI (%)	204%	

Estimated Room Demand Metrics	
Room Nights (total)	2,517
Room Pickup (block only)	2,500
Peak Rooms	1,283
Total Visitor Days	13,277