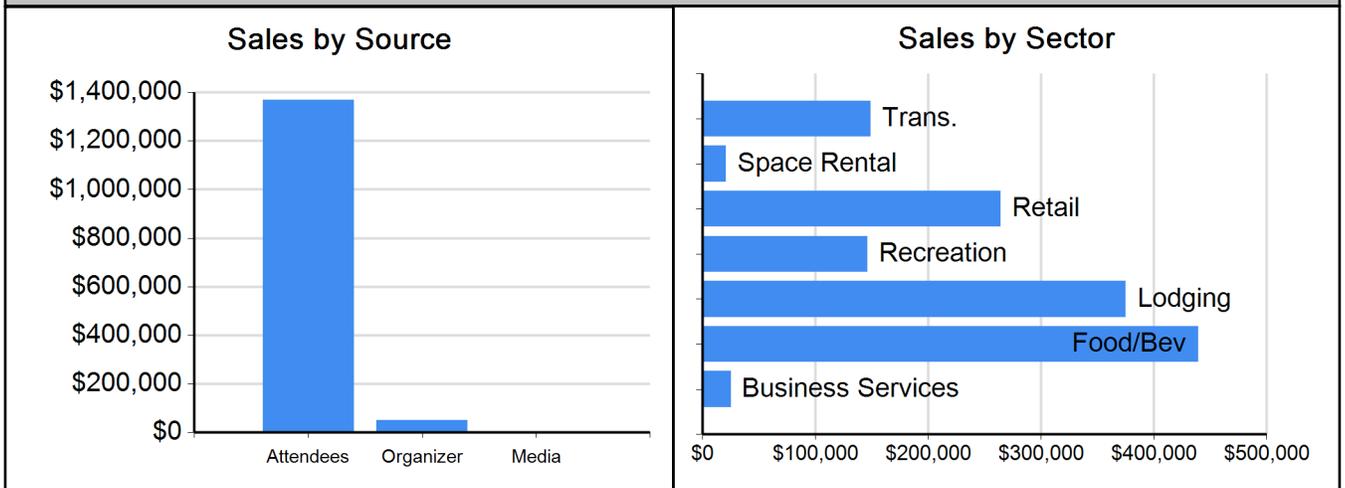


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Cal Ripken T-Ball/Rookie B State Tournament	Business Sales (Direct):	\$1,419,390
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$2,062,373
Event Type:	Youth Amateur	Jobs Supported (Direct):	460
Start Date:	6/11/2026	Jobs Supported (Total):	521
End Date:	6/14/2026	Local Taxes (Total):	\$56,051
Overnight Attendees:	840	Net Direct Tax ROI:	\$22,711
Day Attendees:	1260	Estimated Room Demand:	2,500

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$375,000	\$0	\$0	\$375,000
Transportation	\$147,538	\$1,183	\$91	\$148,812
Food & Beverage	\$436,828	\$2,602	\$0	\$439,430
Retail	\$264,491	\$0	\$0	\$264,491
Recreation	\$146,176	\$0	\$0	\$146,176
Space Rental	\$0	\$20,454	\$0	\$20,454
Business Services	\$0	\$24,975	\$52	\$25,027
TOTAL	\$1,370,033	\$49,214	\$143	\$1,419,390

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Cal Ripken T-Ball/Rookie B State Tournament 2026

Organization: Cal Ripken Baseball

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,419,390	\$642,983	\$2,062,373
Personal Income	\$439,318	\$165,951	\$605,269
Jobs Supported			
Persons	460	61	521
Annual FTEs	15	2	17
Taxes and Assessments			
<u>Federal Total</u>	<u>\$124,316</u>	<u>\$52,546</u>	<u>\$176,863</u>
<u>State Total</u>	<u>\$102,342</u>	<u>\$20,447</u>	<u>\$122,789</u>
sales	\$78,496	\$9,645	\$88,141
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$23,846	\$10,802	\$34,648
<u>Local Total (excl. property)</u>	<u>\$47,711</u>	<u>\$8,340</u>	<u>\$56,051</u>
sales	\$19,624	\$2,411	\$22,035
income	\$0	\$0	\$0
bed	\$15,000	-	\$15,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,087	\$5,929	\$19,016
property tax	\$25,749	\$7,507	\$33,256

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$47,711	
DMO Hosting Costs	\$25,000	
Direct ROI	\$22,711	
Net Present Value	\$22,711	
Direct ROI (%)	91%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$56,051	
Total ROI	\$31,051	
Net Present Value	\$31,051	
Total ROI (%)	124%	

Estimated Room Demand Metrics	
Room Nights (total)	2,500
Room Pickup (block only)	2,500
Peak Rooms	280
Total Visitor Days	8,209