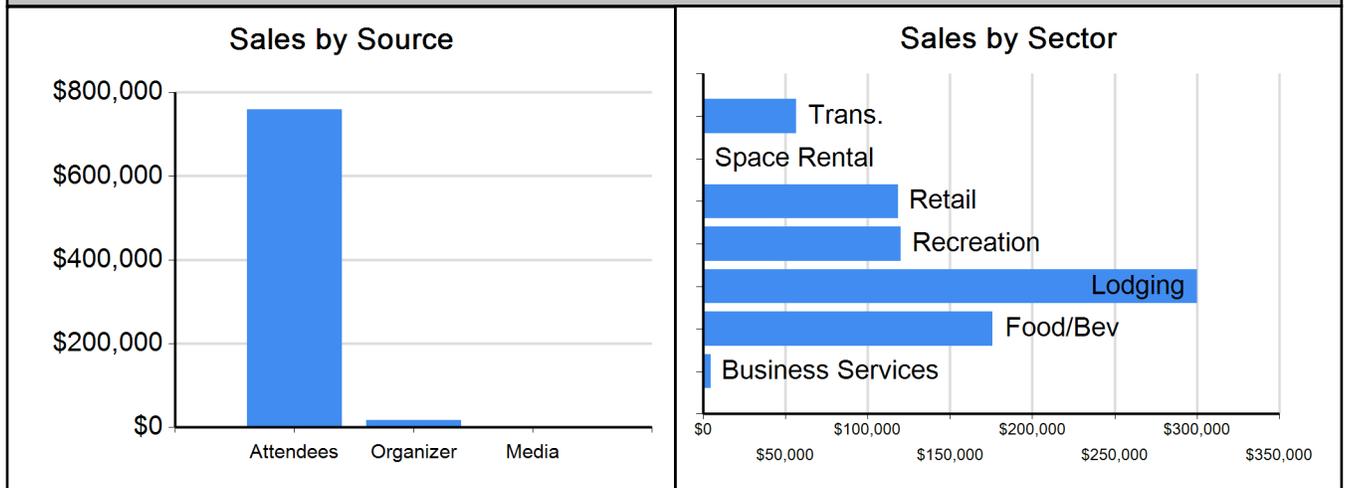


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Big East Swimming and Diving Championships	Business Sales (Direct):	\$775,624
Organization:	Big East Conference Inc.	Business Sales (Total):	\$1,117,655
Event Type:	College	Jobs Supported (Direct):	216
Start Date:	2/17/2026	Jobs Supported (Total):	251
End Date:	2/21/2026	Local Taxes (Total):	\$34,434
Overnight Attendees:	809	Net Direct Tax ROI:	\$19,998
Day Attendees:	539	Estimated Room Demand:	2,000

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$300,000	\$0	\$0	\$300,000
Transportation	\$56,562	\$67	\$91	\$56,719
Food & Beverage	\$163,788	\$12,183	\$0	\$175,971
Retail	\$118,380	\$0	\$0	\$118,380
Recreation	\$120,014	\$0	\$0	\$120,014
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$4,437	\$102	\$4,540
<b>TOTAL</b>	<b>\$758,744</b>	<b>\$16,687</b>	<b>\$193</b>	<b>\$775,624</b>

## Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Big East Swimming and Diving Championships 2026

Organization: Big East Conference Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$775,624	\$342,031	\$1,117,655
<b>Personal Income</b>	\$236,598	\$91,979	\$328,577
<b>Jobs Supported</b>			
Persons	216	34	251
Annual FTEs	8	1	9
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$67,537</u>	<u>\$28,374</u>	<u>\$95,911</u>
<u>State Total</u>	<u>\$56,417</u>	<u>\$10,877</u>	<u>\$67,294</u>
sales	\$43,387	\$5,130	\$48,517
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$13,031	\$5,746	\$18,777
<u>Local Total (excl. property)</u>	<u>\$29,998</u>	<u>\$4,436</u>	<u>\$34,434</u>
sales	\$10,847	\$1,283	\$12,129
income	\$0	\$0	\$0
bed	\$12,000	-	\$12,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$7,152	\$3,154	\$10,305
property tax	\$14,071	\$3,952	\$18,023

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$29,998	<p>Local Taxes</p> <p>Costs</p>
DMO Hosting Costs	\$10,000	
Direct ROI	\$19,998	
Net Present Value	\$19,597	
Direct ROI (%)	200%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$34,434	
Total ROI	\$24,434	
Net Present Value	\$23,944	
Total ROI (%)	244%	

Estimated Room Demand Metrics	
Room Nights (total)	2,000
Room Pickup (block only)	2,000
Peak Rooms	506
Total Visitor Days	3,523