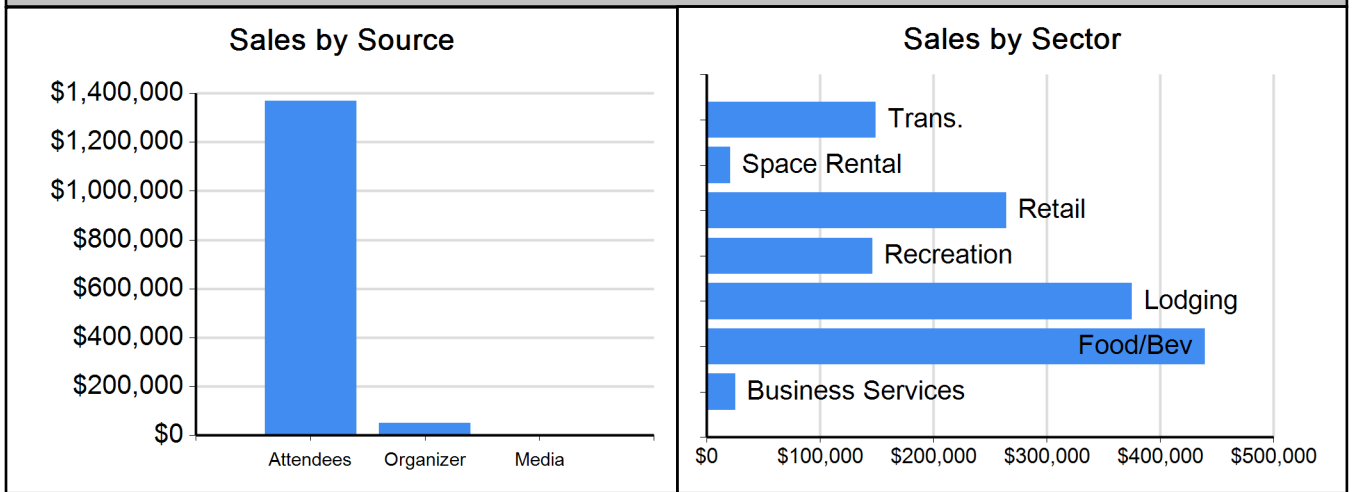


# Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Cal Ripken T-Ball/Rookie B State Tournament	Business Sales (Direct):	\$1,419,822
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$2,063,005
Event Type:	Youth Amateur	Jobs Supported (Direct):	409
Start Date:	6/3/2026	Jobs Supported (Total):	463
End Date:	6/7/2026	Local Taxes (Total):	\$56,058
Overnight Attendees:	840	Net Direct Tax ROI:	\$22,716
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	\$1,479	\$108	\$149,125
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	\$25,085	\$61	\$25,146
<b>TOTAL</b>	<b>\$1,370,033</b>	<b>\$49,620</b>	<b>\$169</b>	<b>\$1,419,822</b>

## 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
<b>Business Sales</b>	\$1,419,822	\$643,183	\$2,063,005
<b>Personal Income</b>	\$439,450	\$165,999	\$605,449
<b>Jobs Supported</b>			
Persons	409	54	463
Annual FTEs	15	2	17
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$124,354</u>	<u>\$52,562</u>	<u>\$176,916</u>
<u>State Total</u>	<u>\$102,353</u>	<u>\$20,453</u>	<u>\$122,806</u>
sales	\$78,500	\$9,648	\$88,147
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$23,853	\$10,806	\$34,659
<u>Local Total (excl. property)</u>	<u>\$47,716</u>	<u>\$8,342</u>	<u>\$56,058</u>
sales	\$19,625	\$2,412	\$22,037
income	\$0	\$0	\$0
bed	\$15,000	-	\$15,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$13,091	\$5,930	\$19,022
property tax	\$25,757	\$7,510	\$33,267

Event Return on Investment (ROI)		
<b>Direct local tax RO(net property taxes)</b>		
Direct Tax Receipts	\$47,716	
DMO Hosting Costs	\$25,000	
Direct ROI	\$22,716	
Net Present Value	\$22,716	
Direct ROI (%)	91%	
<b>Total local tax RO(net property taxes)</b>		
Total Local Tax Receipts	\$56,058	
Total ROI	\$31,058	
Net Present Value	\$31,058	
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