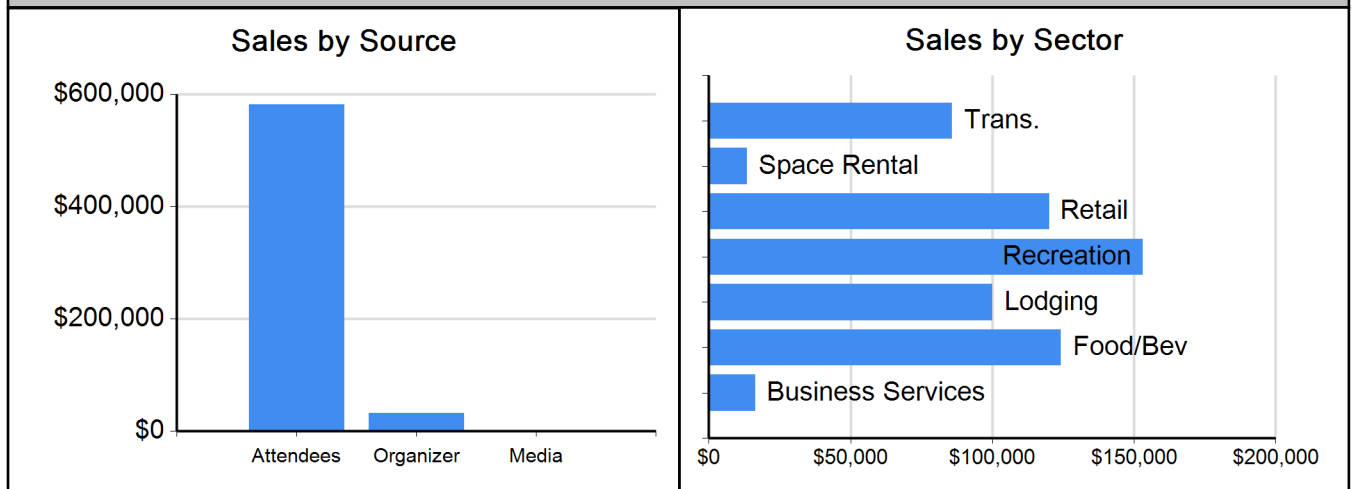


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	Cal Ripken Rookie World Series	Business Sales (Direct):	\$613,247
Organization:	Cal Ripken Baseball	Business Sales (Total):	\$898,265
Event Type:	Championships	Jobs Supported (Direct):	122
Start Date:	8/1/2025	Jobs Supported (Total):	140
End Date:	8/9/2025	Local Taxes (Total):	\$21,703
Overnight Attendees:	315	Net Direct Tax ROI:	\$13,006
Day Attendees:	105	Estimated Room Demand:	800

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$100,000	\$0	\$0	\$100,000
Transportation	\$85,819	\$0	\$57	\$85,876
Food & Beverage	\$122,533	\$1,703	\$0	\$124,236
Retail	\$120,057	\$0	\$0	\$120,057
Recreation	\$153,153	\$0	\$0	\$153,153
Space Rental	\$0	\$13,393	\$0	\$13,393
Business Services	\$0	\$16,404	\$129	\$16,533
TOTAL	\$581,561	\$31,500	\$186	\$613,247

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: Cal Ripken Rookie World Series 2025

Organization: Cal Ripken Baseball

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$613,247	\$285,018	\$898,265
Personal Income	\$186,644	\$71,335	\$257,979
Jobs Supported			
Persons	122	19	140
Annual FTEs	7	1	8
Taxes and Assessments			
<u>Federal Total</u>	<u>\$53,350</u>	<u>\$23,039</u>	<u>\$76,389</u>
<u>State Total</u>	<u>\$43,711</u>	<u>\$9,064</u>	<u>\$52,775</u>
sales	\$33,409	\$4,275	\$37,684
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$10,303	\$4,788	\$15,091
<u>Local Total (excl. property)</u>	<u>\$18,006</u>	<u>\$3,697</u>	<u>\$21,703</u>
sales	\$8,352	\$1,069	\$9,421
income	\$0	\$0	\$0
bed	\$4,000	-	\$4,000
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,654	\$2,628	\$8,282
property tax	\$11,125	\$3,360	\$14,485

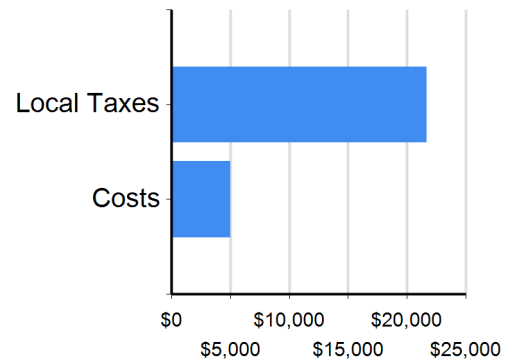
Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

Direct Tax Receipts	\$18,006
DMO Hosting Costs	\$5,000
Direct ROI	\$13,006
Net Present Value	\$13,006
Direct ROI (%)	260%

Total local tax RO(net property taxes)

Total Local Tax Receipts	\$21,703
Total ROI	\$16,703
Net Present Value	\$16,703
Total ROI (%)	334%



Estimated Room Demand Metrics

Room Nights (total)	800
Room Pickup (block only)	800
Peak Rooms	105
Total Visitor Days	2,463