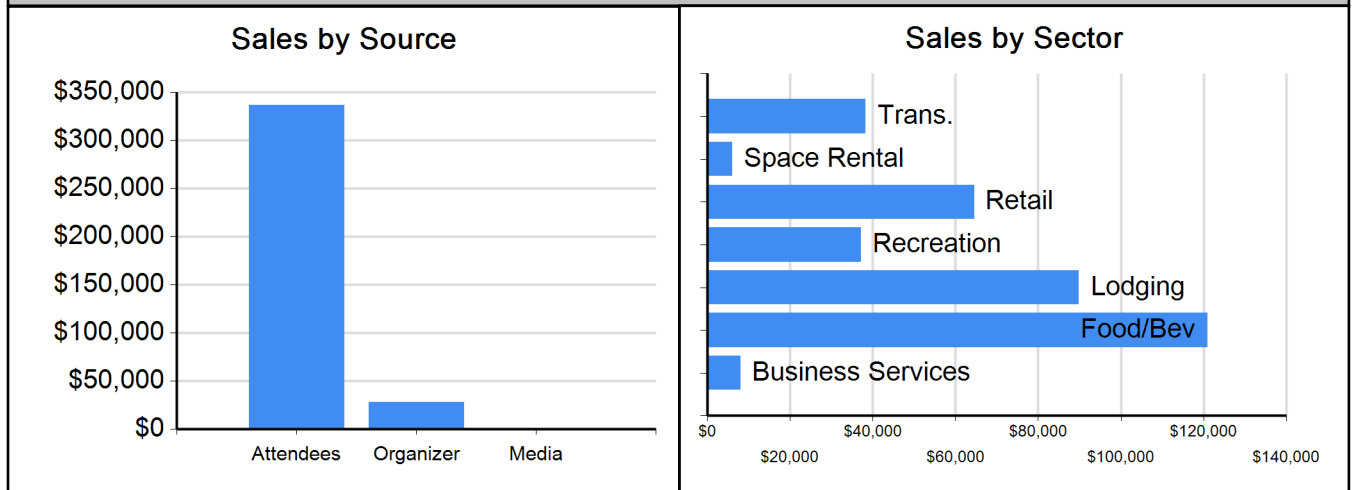


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	AYF Football Southeast Regional Championship	Business Sales (Direct):	\$364,963
Organization:	Central Florida Youth Tackle Football, INC	Business Sales (Total):	\$530,633
Event Type:	Youth Amateur	Jobs Supported (Direct):	197
Start Date:	11/14/2025	Jobs Supported (Total):	224
End Date:	11/16/2025	Local Taxes (Total):	\$13,966
Overnight Attendees:	588	Net Direct Tax ROI:	\$7,817
Day Attendees:	882	Estimated Room Demand:	599

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$89,804	\$0	\$0	\$89,804
Transportation	\$37,698	\$609	\$47	\$38,354
Food & Beverage	\$107,690	\$13,215	\$0	\$120,905
Retail	\$64,641	\$0	\$0	\$64,641
Recreation	\$37,169	\$0	\$0	\$37,169
Space Rental	\$0	\$5,998	\$0	\$5,998
Business Services	\$0	\$8,065	\$27	\$8,092
TOTAL	\$337,002	\$27,887	\$74	\$364,963

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: AYF Football Southeast Regional Championship 2025

Organization: Central Florida Youth Tackle Football, INC

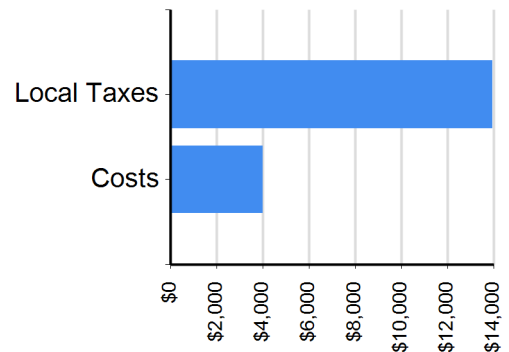
Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$364,963	\$165,670	\$530,633
Personal Income	\$114,964	\$42,983	\$157,947
Jobs Supported			
Persons	197	27	224
Annual FTEs	4	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$32,193</u>	<u>\$13,565</u>	<u>\$45,758</u>
<u>State Total</u>	<u>\$25,570</u>	<u>\$5,268</u>	<u>\$30,838</u>
sales	\$19,438	\$2,485	\$21,923
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,131	\$2,783	\$8,915
<u>Local Total (excl. property)</u>	<u>\$11,817</u>	<u>\$2,149</u>	<u>\$13,966</u>
sales	\$4,860	\$621	\$5,481
income	\$0	\$0	\$0
bed	\$3,592	-	\$3,592
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,365	\$1,528	\$4,893
property tax	\$6,621	\$1,936	\$8,557

Event Return on Investment (ROI)

Direct local tax RO(net property taxes)

Direct Tax Receipts	\$11,817
DMO Hosting Costs	\$4,000
Direct ROI	\$7,817
Net Present Value	\$7,817
Direct ROI (%)	195%



Total local tax RO(net property taxes)

Total Local Tax Receipts	\$13,966
Total ROI	\$9,966
Net Present Value	\$9,966
Total ROI (%)	249%

Estimated Room Demand Metrics

Room Nights (total)	599
Room Pickup (block only)	400
Peak Rooms	218
Total Visitor Days	2,146