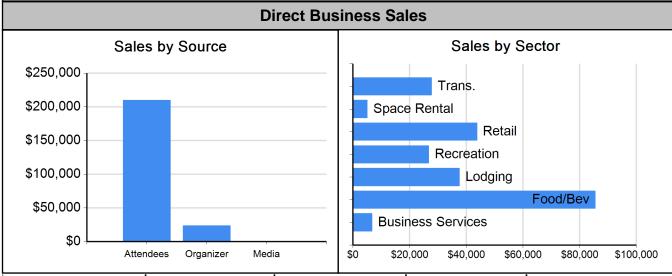
## **Event Impact Summary**

**Destination: Ocala/Marion County Visitors & Convention Bureau** 

<b>Event Parameters</b>		Key Results	
Event Name:	Florida Swims High School Swim Meet	Business Sales (Direct):	\$233,881
Organization:	Florida Swimming Pool Association	Business Sales (Total):	\$341,945
Event Type:	Youth Amateur	Jobs Supported (Direct):	163
Start Date:	10/3/2025	Jobs Supported (Total):	184
End Date:	10/4/2025	Local Taxes (Total):	\$8,108
Overnight Attendees:	416	Net Direct Tax ROI:	\$4,206
Day Attendees:	1249	Estimated Room Demand:	251



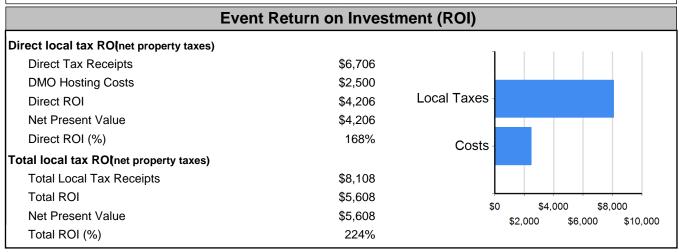
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$37,662	\$0	\$0	\$37,662
Transportation	\$27,398	\$460	\$38	\$27,896
Food & Beverage	\$74,391	\$11,251	\$0	\$85,642
Retail	\$43,877	\$0	\$0	\$43,877
Recreation	\$26,829	\$0	\$0	\$26,829
Space Rental	\$0	\$5,107	\$0	\$5,107
Business Services	\$0	\$6,846	\$22	\$6,868
TOTAL	\$210,158	\$23,664	\$60	\$233,881

## **Event Impact Details**

## **Destination: Ocala/Marion County Visitors & Convention Bureau**

Event Name: Florida Swims High School Swim Meet 2025 Organization: Florida Swimming Pool Association

	Economic Impac	t Details	
	Direct	Indirect/Induced	Total
Business Sales	\$233,881	\$108,063	\$341,945
Personal Income	\$75,263	\$27,514	\$102,777
Jobs Supported			
Persons	163	21	184
Annual FTEs	3	0	3
Taxes and Assessments			
Federal Total	<u>\$20,812</u>	<u>\$8,788</u>	\$29,600
State Total	<u>\$16,103</u>	<u>\$3,436</u>	<u>\$19,539</u>
sales	\$12,173	\$1,621	\$13,794
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$3,929	\$1,815	\$5,745
Local Total (excl. property)	<u>\$6,706</u>	<u>\$1,402</u>	<u>\$8,108</u>
sales	\$3,043	\$405	\$3,449
income	\$0	\$0	\$0
bed	\$1,506	-	\$1,506
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,156	\$996	\$3,153
property tax	\$4,243	\$1,271	\$5,514



Estimated Room Demand Metrics			
Room Nights (total)	251		
Room Pickup (block only)	250		
Peak Rooms	128		
Total Visitor Days	1,565		