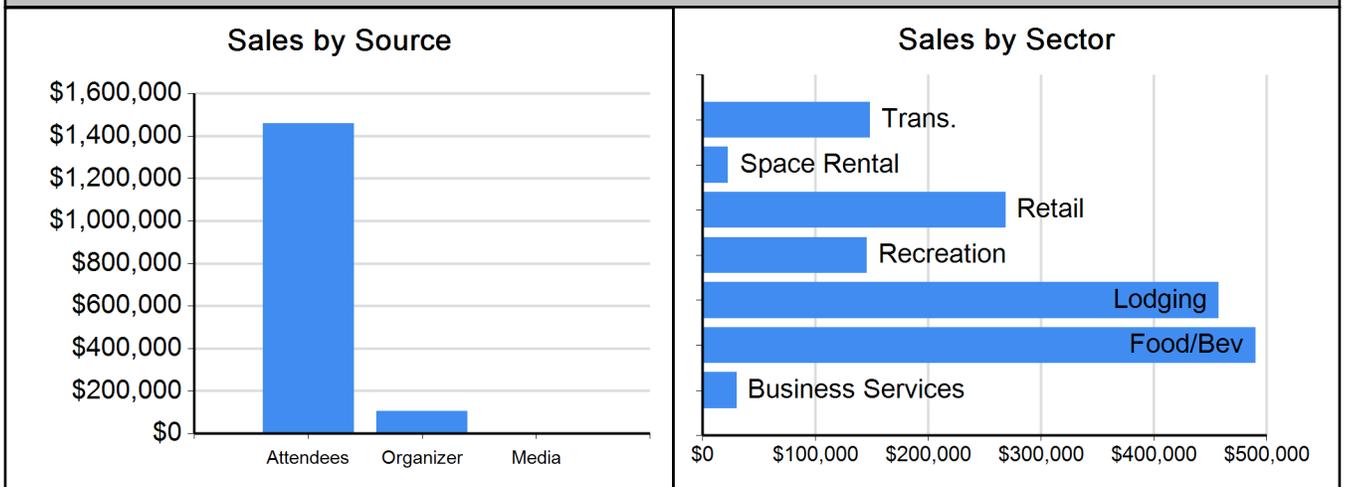


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	USA Swimming Speedo Sectionals	Business Sales (Direct):	\$1,563,494
Organization:	CSF Aquatics	Business Sales (Total):	\$2,266,824
Event Type:	Youth Amateur	Jobs Supported (Direct):	519
Start Date:	6/26/2025	Jobs Supported (Total):	593
End Date:	6/29/2025	Local Taxes (Total):	\$54,969
Overnight Attendees:	2508	Net Direct Tax ROI:	\$21,726
Day Attendees:	132	Estimated Room Demand:	3,051

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$457,613	\$0	\$0	\$457,613
Transportation	\$146,847	\$1,458	\$178	\$148,483
Food & Beverage	\$440,465	\$49,785	\$0	\$490,250
Retail	\$268,581	\$0	\$0	\$268,581
Recreation	\$145,792	\$0	\$0	\$145,792
Space Rental	\$0	\$22,598	\$0	\$22,598
Business Services	\$0	\$30,076	\$101	\$30,177
TOTAL	\$1,459,298	\$103,917	\$279	\$1,563,494

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: USA Swimming Speedo Sectionals 2025

Organization: CSF Aquatics

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$1,563,494	\$703,330	\$2,266,824
Personal Income	\$486,208	\$184,390	\$670,598
Jobs Supported			
Persons	519	74	593
Annual FTEs	17	2	20
Taxes and Assessments			
<u>Federal Total</u>	<u>\$137,198</u>	<u>\$57,805</u>	<u>\$195,003</u>
<u>State Total</u>	<u>\$110,300</u>	<u>\$22,366</u>	<u>\$132,666</u>
sales	\$84,034	\$10,550	\$94,583
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$26,267	\$11,816	\$38,083
<u>Local Total (excl. property)</u>	<u>\$46,726</u>	<u>\$8,243</u>	<u>\$54,969</u>
sales	\$14,006	\$1,758	\$15,764
income	\$0	\$0	\$0
bed	\$18,305	-	\$18,305
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$14,416	\$6,485	\$20,901
property tax	\$28,363	\$8,190	\$36,553

Event Return on Investment (ROI)		
Direct local tax RO(net property taxes)		
Direct Tax Receipts	\$46,726	
DMO Hosting Costs	\$25,000	
Direct ROI	\$21,726	
Net Present Value	\$21,726	
Direct ROI (%)	87%	
Total local tax RO(net property taxes)		
Total Local Tax Receipts	\$54,969	
Total ROI	\$29,969	
Net Present Value	\$29,969	
Total ROI (%)	120%	

Estimated Room Demand Metrics	
Room Nights (total)	3,051
Room Pickup (block only)	2,900
Peak Rooms	929
Total Visitor Days	8,326