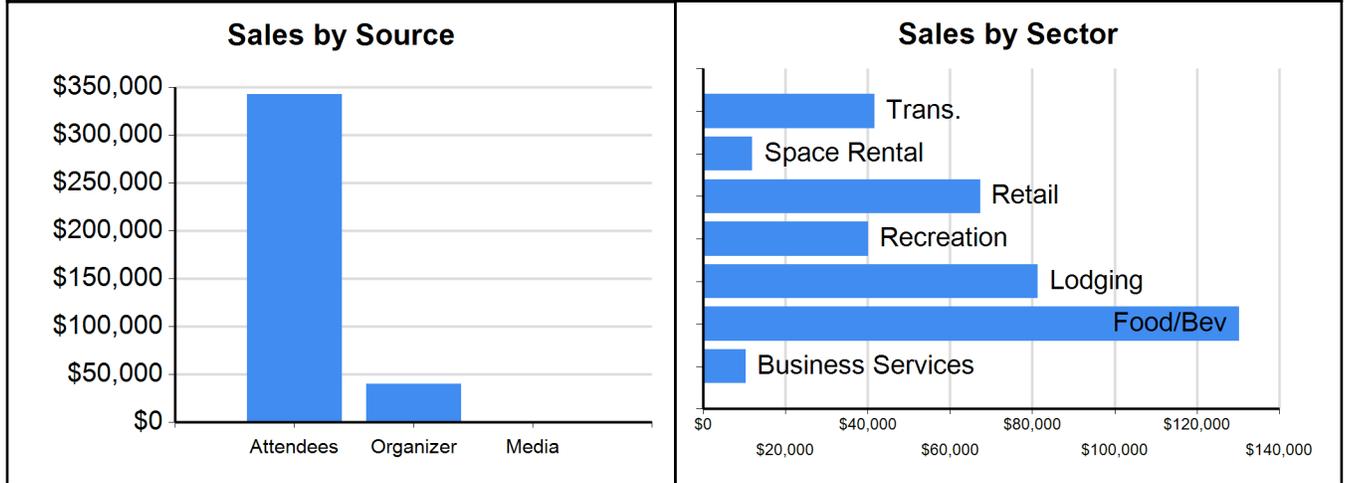


Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Parameters		Key Results	
Event Name:	FSPA High School Invitational Swimming & Diving Meet	Business Sales (Direct):	\$383,311
Organization:	Florida Swimming Pool Association	Business Sales (Total):	\$558,463
Event Type:	Youth Amateur	Jobs Supported (Direct):	266
Start Date:	9/27/2024	Jobs Supported (Total):	303
End Date:	9/28/2024	Local Taxes (Total):	\$12,157
Overnight Attendees:	747	Net Direct Tax ROI:	\$3,804
Day Attendees:	1743	Estimated Room Demand:	543

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$81,405	\$0	\$0	\$81,405
Transportation	\$40,897	\$674	\$58	\$41,628
Food & Beverage	\$113,144	\$17,151	\$0	\$130,295
Retail	\$67,371	\$0	\$0	\$67,371
Recreation	\$40,153	\$0	\$0	\$40,153
Space Rental	\$0	\$12,000	\$0	\$12,000
Business Services	\$0	\$10,425	\$33	\$10,458
TOTAL	\$342,971	\$40,250	\$90	\$383,311

Event Impact Details

Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: FSPA High School Invitational Swimming & Diving Meet 2024

Organization: Florida Swimming Pool Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$383,311	\$175,152	\$558,463
Personal Income	\$120,613	\$45,311	\$165,923
Jobs Supported			
Persons	266	37	303
Annual FTEs	4	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$33,797</u>	<u>\$14,326</u>	<u>\$48,123</u>
<u>State Total</u>	<u>\$26,319</u>	<u>\$5,570</u>	<u>\$31,889</u>
sales	\$19,880	\$2,627	\$22,507
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$6,440	\$2,943	\$9,382
<u>Local Total (excl. property)</u>	<u>\$10,104</u>	<u>\$2,053</u>	<u>\$12,157</u>
sales	\$3,313	\$438	\$3,751
income	\$0	\$0	\$0
bed	\$3,256	-	\$3,256
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,534	\$1,615	\$5,149
property tax	\$6,954	\$2,052	\$9,005

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$10,104	
DMO Hosting Costs	\$6,300	
Direct ROI	\$3,804	
Net Present Value	\$3,804	
Direct ROI (%)	60%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$12,157	
Total ROI	\$5,857	
Net Present Value	\$5,857	
Total ROI (%)	93%	

Estimated Room Demand Metrics	
Room Nights (total)	543
Room Pickup (block only)	450
Peak Rooms	277
Total Visitor Days	2,380