

# Ocala/Marion County VCB

Economic Impact Estimate 2025  
Cal Ripken 8U/Babe Ruth 16-18  
World Series  
August 1<sup>st</sup> – 8<sup>th</sup>



# DIRECT SPENDING

\$687,700<sup>1</sup>

People who **live outside** of Marion County spent \$687,700 during Cal Ripken 8U/Babe Ruth 16-18 World Series.

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<sup>1</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping and “other” expenses.

# TOTAL ECONOMIC IMPACT

# \$1,038,400

Total estimated economic impact from Cal Ripken 8U/Babe Ruth 16-18 World

Series

|  |                    |
|--|--------------------|
| Direct expenditures                                | \$687,700          |
| Indirect & induced economic impact <sup>1</sup>    | \$350,700          |
| <b>Total estimated economic impact<sup>2</sup></b> | <b>\$1,038,400</b> |

<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.

# OUT-OF-COUNTY VISITORS

# 1,160<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 1,160 individuals from outside Marion County who attended Cal Ripken 8U/Babe Ruth 16-18 World Series .

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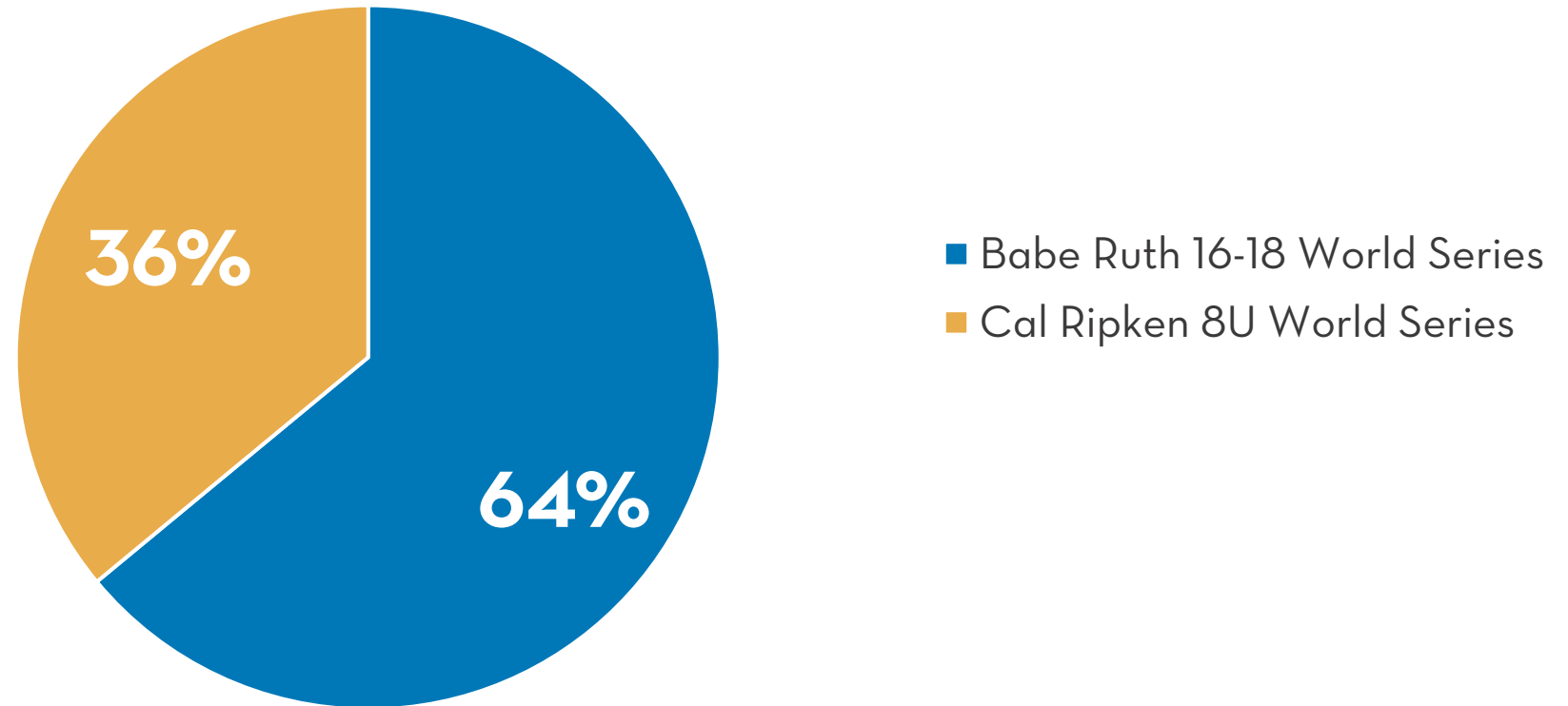
<sup>1</sup>An event participant figure of 1,659 attendees was reported by Cal Ripken 8U/Babe Ruth 16-18 World Series. Downs & St. Germain Research estimates there were 1,160 total unique attendees from out of town, including spectators,

Vendors and staff. The number of unique attendees directly impacts the direct spending at the event.

# 1,680

Attendees who live outside of Marion County spent 1,680 nights in hotels, motels, etc. while attending Cal Ripken 8U/Babe Ruth 16-18 World Series .

# EVENT ATTENDANCE



**64%** of attendees Babe Ruth 16-18 World Series while **36%** of attendees participated in the Cal Ripken 8U World Series

# METHODOLOGY

- » The economic impact was based on data from the following sources:
- Interviews conducted by Downs & St. Germain Research with 110 attendees of Cal Ripken 8U/Babe Ruth 16-18 World Series
  - Attendance estimates provided by Cal Ripken 8U/Babe Ruth 16-18 World Series
  - Marion County VCB Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



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