



## Ocala/Marion County Visitors and Convention Bureau

### Parks and Recreation's Role in Tourism



PARK  
MANAGEMENT  
INSTITUTE





# Unique Selling Proposition (USP) with Key Products and Services

Current USP: To discover Ocala/Marion County is to discover an unexpected Florida.

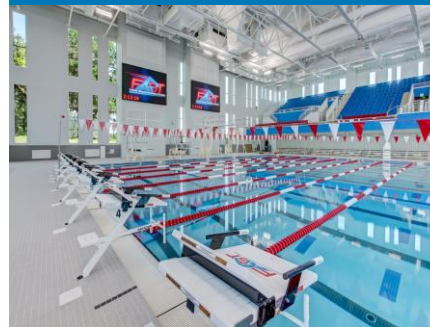
Outdoor and Nature Based Recreation



Equine Activities



Sports Activities



Convenient Location



Communities with Southern Hospitality



Event Funding



Visitors Center



Downtowns Developing as Destinations



# Funding Programs

## ROOM NIGHT GENERATING EVENTS

- Ocala/Marion County has a funding program to help fund eligible events.
- All events must take place in Ocala/Marion County and attract overnight visitors.
- Maximum Funded Reimbursement: \$25,000

## MARKETING ASSISTANCE

- Ocala/Marion County has a marketing assistance program to help tourism-related businesses enhance their marketing opportunities.
- Maximum Funded Reimbursement: \$5,000

# Tradeshows

- 2 member group sales team with 1 dedicated support position
- Attend over 14 large scale tradeshows annually
- Host site visits to bring planners into Ocala/Marion County
- In 2023, the total economic impact of events was **more than \$79M**





# Sports Marketing Promotional Video



# Proactive Sales Tools



SCOUT – Sports  
Planner Matching  
Database



MINT+ - Meeting Planner  
Matching Database



iDSS – Cloud Based  
CRM



Destinations International  
–  
Event Impact Calculator



Threshold 360

# Threshold 360 – Shocker Park





# Threshold 360 – Rotary Sportsplex



# 2023 Cal Ripken 8U, 9U, 11U World Series

Economic Impact Estima  
July 29<sup>th</sup> – August 6<sup>th</sup>



# World Series by the Numbers

- 22 teams
- 7 different states
  - 3 teams from the Bahamas
- 264 players
- 66 coaches
- 14 umpires
- 4 fields
- Average high temperature: 94
- Average humidity: 98
- 1.71 inches of rain
- Numbers of rainouts: 0



## Total Economic Impact

# \$977,800

Total estimated economic impact from  
the 2023 Cal Ripken World Series

Direct expenditures	\$630,900
Indirect & induced economic impact <sup>1</sup>	\$346,900
<hr/>	
<b>Total estimated economic impact<sup>2</sup></b>	<b>\$977,800</b>

## Out-of-County Visitors



# 1,430

Including overnight visitors, day trippers and participants, there were 1,430 individuals from outside Marion County who attended the 2023 Cal Ripken World Series.

## Room Nights Generated



# 1,450

Attendees who live outside of Marion County spent 1,450 nights in hotels, motels, RV Parks and Campgrounds, etc. while attending the 2023 Cal Ripken World Series.



# 2023 Cal Ripken World Series Highlight Video





An aerial photograph of a coral reef in clear, turquoise water. A large, dense school of small fish is visible, swimming in a circular pattern over a dark, textured coral reef. The water transitions from a deep blue over the reef to a lighter turquoise further out. The bottom of the frame shows the dark green canopy of trees along the shoreline.

THANK YOU!