



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



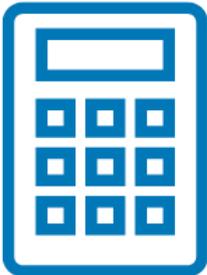
SCOUT – Sports
Planner Matching
Database



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 Estimation
July 29th – August 6th



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 ¹	\$346,900
Total estimated economic impact²	\$977,800

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 vibrant coral reef. The water is a clear, deep blue, revealing the intricate patterns of the coral and sandy seabed. A lone diver is visible in the upper center of the frame. The text "THANK YOU!" is superimposed in large, white, sans-serif capital letters across the middle of the image. The bottom corners of the image show the dark green foliage of trees on a shoreline.

THANK YOU!