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**March 8, 2024****Unique Monthly Visitors: 279,127**

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### **Sunburn — The morning read of what’s hot in Florida politics — 3.8.24**

“UFC delivered record-setting \$47.7M economic impact for Miami In 2023” — This Saturday, March 9, UFC returns to Miami for a second consecutive year, as the Kaseya Center hosts UFC 299: O’MALLEY vs. VERA 2. The event will take place with the support of the Miami Downtown Development Authority and the Greater Miami Convention & Visitor’s Bureau. UFC 299 represents a tremendous economic opportunity to the Miami area, as demonstrated by a study conducted by research firm Applied Analysis and released today by UFC. Last April’s UFC 287: PEREIRA vs ADESANYA 2, which marked UFC’s return to Miami for the first time in almost 20 years, generated \$47.7 million in economic impact for the Miami metropolitan area, according to the study.