

Lee County Sports Development
Monthly Activity Report
March 2017

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	8,456
Gene Cusic Collegiate Classic - Baseball	3,737
Gene Cusic Collegiate Classic - Softball	2,387
Statewide Amateur Hockey of Florida	219
Hooters Half Marathon	189
FYSA President's Cup Cape Coral	564
FYSA President's Cup Kelly Road	893
AAU Florida Gymnastics Qualifier South Div	467

Event Participants

Month Total =	3,776
Gene Cusic Collegiate Classic - Baseball	1,269
Gene Cusic Collegiate Classic - Softball	810
Statewide Amateur Hockey of Florida	187
Hooters Half Marathon	126
FYSA President's Cup Cape Coral	408
FYSA President's Cup Kelly Road	646
AAU Florida Gymnastics Qualifier South Div	330

Event Spectators

Month Total =	4,843
Gene Cusic Collegiate Classic - Baseball	1,222
Gene Cusic Collegiate Classic - Softball	781
Statewide Amateur Hockey of Florida	251
Hooters Half Marathon	126
FYSA President's Cup Cape Coral	720
FYSA President's Cup Kelly Road	1,140
AAU Florida Gymnastics Qualifier South Div	603

Direct Impact

Month Total =	\$3,857,476
Gene Cusic Collegiate Classic - Baseball	\$1,820,534
Gene Cusic Collegiate Classic - Softball	\$1,177,446
Statewide Amateur Hockey of Florida	\$86,263
Hooters Half Marathon	\$68,792
FYSA President's Cup Cape Coral	\$204,872
FYSA President's Cup Kelly Road	\$323,214
AAU Florida Gymnastics Qualifier South Div	\$176,355

*Estimates are based on data collected from event organizers, the Lee County Sports Development and the SOC. Economic impact figures are derived using a model supported by the Florida Sports Foundation. All estimations are based on historical trends.

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Total Direct and Indirect Economic Impact

Month Total =	\$6,441,987	
Gene Cusic Collegiate Classic - Baseball		\$3,040,292
Gene Cusic Collegiate Classic - Softball		\$1,966,335
Statewide Amateur Hockey of Florida		\$144,060
Hooters Half Marathon		\$114,883
FYSA President's Cup Cape Coral		\$342,136
FYSA President's Cup Kelly Road		\$539,767
AAU Florida Gymnastics Qualifier South Div		\$294,514

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