

Lee County Sports Development
Monthly Activity Report
April 2013

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	7,251
FYSA Division II Cup A vs. C	780
Perfect Game High School Baseball	238
NCRHA Inline Hockey National Championships	2,288
YBOA Basketball King of the Coast	101
High Hoops Girls Basketball	224
Beach Tennis Invitational	646
Open Water Swimming Festival	871
FYSA State Cup Girls 16U, 17U & 18U	780
Florida Flag Football Series	458
USA Rugby South Finals	426
USTA/LLCTA Designated BG-16 Tennis	100
NAIA Sun Conference Baseball Finals	339

Event Participants

Month Total =	3,859
FYSA Division II Cup A vs. C	561
Perfect Game High School Baseball	133
NCRHA Inline Hockey National Championships	825
YBOA Basketball King of the Coast	70
High Hoops Girls Basketball	196
Beach Tennis Invitational	189
Open Water Swimming Festival	425
FYSA State Cup Girls 16U, 17U & 18U	561
Florida Flag Football Series	352
USA Rugby South Finals	352
USTA/LLCTA Designated BG-16 Tennis	50
NAIA Sun Conference Baseball Finals	145

Event Spectators

Month Total =	5,332
FYSA Division II Cup A vs. C	998
Perfect Game High School Baseball	248
NCRHA Inline Hockey National Championships	700
YBOA Basketball King of the Coast	92
High Hoops Girls Basketball	252
Beach Tennis Invitational	296
Open Water Swimming Festival	620
FYSA State Cup Girls 16U, 17U & 18U	998
Florida Flag Football Series	335
USA Rugby South Finals	499
USTA/LLCTA Designated BG-16 Tennis	100
NAIA Sun Conference Baseball Finals	194

*Estimates are based on data collected from event organizers, the Lee County Sports Authority 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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Direct Impact

Month Total =	\$3,365,400	
FYSA Division II Cup A vs. C		\$286,349
Perfect Game High School Baseball		\$111,211
NCRHA Inline Hockey National Championships	\$1,393,568	
YBOA Basketball King of the Coast		\$37,525
High Hoops Girls Basketball		\$84,396
Beach Tennis Invitational		\$299,680
Open Water Swimming Festival		\$310,698
FYSA State Cup Girls 16U, 17U & 18U		\$286,349
Florida Flag Football Series		\$151,448
USA Rugby South Finals		\$229,190
USTA/LLCTA Designated BG-16 Tennis		\$28,750
NAIA Sun Conference Baseball Finals		\$146,236

Total Direct and Indirect Economic Impact

Month Total =	\$5,620,219	
FYSA Division II Cup A vs. C		\$478,203
Perfect Game High School Baseball		\$185,723
NCRHA Inline Hockey National Championships	\$2,327,259	
YBOA Basketball King of the Coast		\$62,667
High Hoops Girls Basketball		\$140,941
Beach Tennis Invitational		\$500,466
Open Water Swimming Festival		\$518,865
FYSA State Cup Girls 16U, 17U & 18U		\$478,203
Florida Flag Football Series		\$252,918
USA Rugby South Finals		\$382,747
USTA/LLCTA Designated BG-16 Tennis		\$48,013
NAIA Sun Conference Baseball Finals		\$244,214

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