

Lee County Sports Development
Monthly Activity Report
March 2014

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	8,808
Gene Cusic Collegiate Classic	6,689
Estero Open Disc Golf Tournament	90
USA Gymnastics Florida Lvl 8, 9 & 10	1,083
High Hoops Girls Basketball	112
Crippen Cup Open Water Swimming	126
FYSA Region A vs Region C Cup	708

Event Participants

Month Total =	4,525
Gene Cusic Collegiate Classic	2,997
Estero Open Disc Golf Tournament	36
USA Gymnastics Florida Lvl 8, 9 & 10	837
High Hoops Girls Basketball	98
Crippen Cup Open Water Swimming	47
FYSA Region A vs Region C Cup	510

Event Spectators

Month Total =	3,914
Gene Cusic Collegiate Classic	1,463
Estero Open Disc Golf Tournament	54
USA Gymnastics Florida Lvl 8, 9 & 10	1,328
High Hoops Girls Basketball	126
Crippen Cup Open Water Swimming	37
FYSA Region A vs Region C Cup	906

Direct Impact

Month Total =	\$3,603,447
Gene Cusic Collegiate Classic	\$2,809,800
Estero Open Disc Golf Tournament	\$25,910
USA Gymnastics Florida Lvl 8, 9 & 10	\$415,889
High Hoops Girls Basketball	\$43,948
Crippen Cup Open Water Swimming	\$46,510
FYSA Region A vs Region C Cup	\$261,390

Total Direct and Indirect Economic Impact

Month Total =	\$6,017,757
Gene Cusic Collegiate Classic	\$4,692,366
Estero Open Disc Golf Tournament	\$43,270
USA Gymnastics Florida Lvl 8, 9 & 10	\$694,535
High Hoops Girls Basketball	\$73,393
Crippen Cup Open Water Swimming	\$77,672
FYSA Region A vs Region C Cup	\$436,521

*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.