

Lee County Sports Authority
Monthly Activity Report
August 2012

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	1,269
Arm Assassination Arm Wrestling	169
ASA Fast Pitch Southern States	235
USL Beach Soccer	307
Show Ball Baseball	558

Event Participants

Month Total =	804
Arm Assassination Arm Wrestling	83
ASA Fast Pitch Southern States	170
USL Beach Soccer	228
Show Ball Baseball	323

Event Spectators

Month Total =	1,341
Arm Assassination Arm Wrestling	86
ASA Fast Pitch Southern States	300
USL Beach Soccer	385
Show Ball Baseball	570

Direct Impact

Month Total =	\$528,501
Arm Assassination Arm Wrestling	\$44,498
ASA Fast Pitch Southern States	\$85,030
USL Beach Soccer	\$115,782
Show Ball Baseball	\$283,191

Total Direct and Indirect Economic Impact

Month Total =	\$882,597
Arm Assassination Arm Wrestling	\$74,312
ASA Fast Pitch Southern States	\$142,000
USL Beach Soccer	\$193,356
Show Ball Baseball	\$472,929

*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.