

Lee County Sports Authority
Monthly Activity Report
January 2012

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	6,286	
Collegiate Winter Swim Team Training		1,197
River, Roots & Ruts Half Marathon		319
Florida ODP Soccer Super Center		574
Perfect Game World Showcase		743
Marino's Minnesota Twins Fantasy Camp		1,519
GCST Swimming Winter Invitational		506
Bob Wagner's Wood Bat Classic		1,428

Event Participants

Month Total =	2,019	
Collegiate Winter Swim Team Training		468
River, Roots & Ruts Half Marathon		170
Florida ODP Soccer Super Center		287
Perfect Game World Showcase		287
Marino's Minnesota Twins Fantasy Camp		134
GCST Swimming Winter Invitational		418
Bob Wagner's Wood Bat Classic		255

Event Spectators

Month Total =	2,450	
Collegiate Winter Swim Team Training		216
River, Roots & Ruts Half Marathon		255
Florida ODP Soccer Super Center		574
Perfect Game World Showcase		456
Marino's Minnesota Twins Fantasy Camp		134
GCST Swimming Winter Invitational		594
Bob Wagner's Wood Bat Classic		221

Direct Impact

Month Total =	\$2,086,215	
Collegiate Winter Swim Team Training		\$508,468
River, Roots & Ruts Half Marathon		\$86,962
Florida ODP Soccer Super Center		\$181,875
Perfect Game World Showcase		\$310,168
Marino's Minnesota Twins Fantasy Camp		\$366,858
GCST Swimming Winter Invitational		\$211,500
Bob Wagner's Wood Bat Classic		\$420,384

*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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Total Direct and Indirect Economic Impact

Month Total =	\$3,483,978	
Collegiate Winter Swim Team Training		\$849,142
River, Roots & Ruts Half Marathon		\$145,226
Florida ODP Soccer Super Center		\$303,731
Perfect Game World Showcase		\$517,980
Marino's Minnesota Twins Fantasy Camp		\$612,653
GCST Swimming Winter Invitational		\$353,205
Bob Wagner's Wood Bat Classic		\$702,041

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