

Lee County Sports Development
Monthly Activity Report
July 2014

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	37,935
USSSA Girl's State A Fast Pitch Softball	2,669
Perfect Game BCB 14U & 15U Finals	8,228
North American Roller Hockey Championships	10,976
Perfect Game BCS 17U & 18U Finals	6,352
Perfect Game Florida State Championships	4,272
Little League Softball South Regionals	2,030
Hammerhead Beach Rugby	500
Perfect Game World Series 14U, 15U & 16U	1,784
USA Swimming Southern Zone LC Meet	1,124

Event Participants

Month Total =	13,586
USSSA Girl's State A Fast Pitch Softball	1,302
Perfect Game BCB 14U & 15U Finals	2,805
North American Roller Hockey Championships	3,882
Perfect Game BCS 17U & 18U Finals	2,159
Perfect Game Florida State Championships	1,445
Little League Softball South Regionals	464
Hammerhead Beach Rugby	390
Perfect Game World Series 14U, 15U & 16U	663
USA Swimming Southern Zone LC Meet	476

Event Spectators

Month Total =	18,708
USSSA Girl's State A Fast Pitch Softball	2,257
Perfect Game BCB 14U & 15U Finals	3,778
North American Roller Hockey Championships	4,959
Perfect Game BCS 17U & 18U Finals	2,923
Perfect Game Florida State Championships	1,973
Little League Softball South Regionals	696
Hammerhead Beach Rugby	390
Perfect Game World Series 14U, 15U & 16U	923
USA Swimming Southern Zone LC Meet	809

Direct Impact

Month Total =	\$16,893,091
USSSA Girl's State A Fast Pitch Softball	\$981,546
Perfect Game BCB 14U & 15U Finals	\$3,665,350
North American Roller Hockey Championships	\$5,369,245
Perfect Game BCS 17U & 18U Finals	\$2,787,750
Perfect Game Florida State Championships	\$1,525,200
Little League Softball South Regionals	\$1,011,098
Hammerhead Beach Rugby	\$172,800
Perfect Game World Series 14U, 15U & 16U	\$801,087
USA Swimming Southern Zone LC Meet	\$579,015

*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 =	\$28,211,463	
USSSA Girl's State A Fast Pitch Softball		\$1,639,182
Perfect Game BCB 14U & 15U Finals		\$6,121,135
North American Roller Hockey Championships		\$8,966,639
Perfect Game BCS 17U & 18U Finals		\$4,655,543
Perfect Game Florida State Championships		\$2,547,084
Little League Softball South Regionals		\$1,688,534
Hammerhead Beach Rugby		\$288,576
Perfect Game World Series 14U, 15U & 16U		\$1,337,815
USA Swimming Southern Zone LC Meet		\$966,955

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