

Lee County Sports Authority
Monthly Activity Report
May 2012

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	11,180
NAIA Sun Conference Baseball Championship	405
Too Hot for Ice Hockey Tournament	176
USSSA Boys High Hoops	1,170
GCST Trials Qualifier	1,036
NHSGA Girls National Championships	429
Half Century Softball	389
Perfect Game WWBA Memorial Day Classic	5,902
Greater Fort Myers Dog Show	1,673

Event Participants

Month Total =	5,669
NAIA Sun Conference Baseball Championship	174
Too Hot for Ice Hockey Tournament	132
USSSA Boys High Hoops	900
GCST Trials Qualifier	342
NHSGA Girls National Championships	180
Half Century Softball	407
Perfect Game WWBA Memorial Day Classic	2,877
Greater Fort Myers Dog Show	657

Event Spectators

Month Total =	9,212
NAIA Sun Conference Baseball Championship	231
Too Hot for Ice Hockey Tournament	220
USSSA Boys High Hoops	1,440
GCST Trials Qualifier	694
NHSGA Girls National Championships	249
Half Century Softball	370
Perfect Game WWBA Memorial Day Classic	4,992
Greater Fort Myers Dog Show	1,016

Direct Impact

Month Total =	\$4,232,100
NAIA Sun Conference Baseball Championship	\$221,008
Too Hot for Ice Hockey Tournament	\$41,125
USSSA Boys High Hoops	\$496,300
GCST Trials Qualifier	\$237,610
NHSGA Girls National Championships	\$166,301
Half Century Softball	\$101,125
Perfect Game WWBA Memorial Day Classic	\$2,522,476
Greater Fort Myers Dog Show	\$446,155

*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 =	\$7,067,608	
NAIA Sun Conference Baseball Championship		\$369,083
Too Hot for Ice Hockey Tournament		\$68,679
USSSA Boys High Hoops		\$828,821
GCST Trials Qualifier		\$396,809
NHSGA Girls National Championships		\$277,723
Half Century Softball		\$168,879
Perfect Game WWBA Memorial Day Classic		\$4,212,535
Greater Fort Myers Dog Show		\$745,079

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