

Lee County Sports Authority
Monthly Activity Report
January 2014

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	6,371
Collegiate Winter Swim Team Training	680
Perfect Game World Showcase	756
Minnesota Twins Fantasy Camp	1,120
River, Roots & Ruts Half Marathon	223
Bob Wagner's Wood Bat Classic	1,050
Red Sox Official Fantasy Camp	1,237
Baseball International Showcase	800
High Hoops Girls Basketball	112
Ponce DeLeon Baseball Showcase	393

Event Participants

Month Total =	1,647
Collegiate Winter Swim Team Training	266
Perfect Game World Showcase	368
Minnesota Twins Fantasy Camp	150
River, Roots & Ruts Half Marathon	147
Bob Wagner's Wood Bat Classic	225
Red Sox Official Fantasy Camp	159
Baseball International Showcase	150
High Hoops Girls Basketball	98
Ponce DeLeon Baseball Showcase	84

Event Spectators

Month Total =	1,521
Collegiate Winter Swim Team Training	123
Perfect Game World Showcase	577
Minnesota Twins Fantasy Camp	60
River, Roots & Ruts Half Marathon	150
Bob Wagner's Wood Bat Classic	195
Red Sox Official Fantasy Camp	73
Baseball International Showcase	170
High Hoops Girls Basketball	126
Ponce DeLeon Baseball Showcase	47

*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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Direct Impact

Month Total =	\$2,137,621	
Collegiate Winter Swim Team Training		\$299,300
Perfect Game World Showcase		\$220,928
Minnesota Twins Fantasy Camp		\$373,560
River, Roots & Ruts Half Marathon		\$56,641
Bob Wagner's Wood Bat Classic		\$321,000
Red Sox Official Fantasy Camp		\$434,788
Baseball International Showcase		\$251,700
High Hoops Girls Basketball		\$41,448
Ponce DeLeon Baseball Showcase		\$138,256

Total Direct and Indirect Economic Impact

Month Total =	\$3,569,827	
Collegiate Winter Swim Team Training		\$499,831
Perfect Game World Showcase		\$368,950
Minnesota Twins Fantasy Camp		\$623,845
River, Roots & Ruts Half Marathon		\$94,590
Bob Wagner's Wood Bat Classic		\$536,070
Red Sox Official Fantasy Camp		\$726,096
Baseball International Showcase		\$420,339
High Hoops Girls Basketball		\$69,218
Ponce DeLeon Baseball Showcase		\$230,888

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