

Lee County Sports Development
Monthly Activity Report
April 2014

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	5,720
Perfect Game High School Baseball	521
USSSA Girls Basketball Sunshine Qualifier	325
Florida Half Century 60+	227
FYSA Girls ODP Soccer	976
Wagner Wood Bat SW Florida Spring Fling	156
USA Swimming Open Water Festival	572
NARCh Florida Qualifier	362
Florida Flag Football Series	331
FYSA State Cup Girls 14U-17U	630
A-Sun Conference Sand Volleyball Champs.	164
Beach Tennis USA Beach Slam	996
YBOA Basketball King of the Coast	81
USTA Junior Tennis FL Level 5	137
USSSA Fast Pitch Battle of the Bats	242

Event Participants

Month Total =	3,267
Perfect Game High School Baseball	440
USSSA Girls Basketball Sunshine Qualifier	238
Florida Half Century 60+	117
FYSA Girls ODP Soccer	574
Wagner Wood Bat SW Florida Spring Fling	39
USA Swimming Open Water Festival	198
NARCh Florida Qualifier	266
Florida Flag Football Series	266
FYSA State Cup Girls 14U-17U	462
A-Sun Conference Sand Volleyball Champs.	56
Beach Tennis USA Beach Slam	243
YBOA Basketball King of the Coast	70
USTA Junior Tennis FL Level 5	88
USSSA Fast Pitch Battle of the Bats	210

*Estimates are based on data collected from event organizers, 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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Event Spectators

Month Total =	4,612
Perfect Game High School Baseball	602
USSSA Girls Basketball Sunshine Qualifier	412
Florida Half Century 60+	110
FYSA Girls ODP Soccer	988
Wagner Wood Bat SW Florida Spring Fling	39
USA Swimming Open Water Festival	183
NARCh Florida Qualifier	458
Florida Flag Football Series	230
FYSA State Cup Girls 14U-17U	798
A-Sun Conference Sand Volleyball Champs.	53
Beach Tennis USA Beach Slam	255
YBOA Basketball King of the Coast	92
USTA Junior Tennis FL Level 5	118
USSSA Fast Pitch Battle of the Bats	274

Direct Impact

Month Total =	\$1,963,895
Perfect Game High School Baseball	\$245,324
USSSA Girls Basketball Sunshine Qualifier	\$122,616
Florida Half Century 60+	\$40,694
FYSA Girls ODP Soccer	\$357,460
Wagner Wood Bat SW Florida Spring Fling	\$51,800
USA Swimming Open Water Festival	\$143,709
NARCh Florida Qualifier	\$146,352
Florida Flag Football Series	\$112,316
FYSA State Cup Girls 14U-17U	\$232,784
A-Sun Conference Sand Volleyball Champs.	\$40,510
Beach Tennis USA Beach Slam	\$310,200
YBOA Basketball King of the Coast	\$30,920
USTA Junior Tennis FL Level 5	\$40,050
USSSA Fast Pitch Battle of the Bats	\$89,160

Total Direct and Indirect Economic Impact

Month Total =	\$3,279,705
Perfect Game High School Baseball	\$409,691
USSSA Girls Basketball Sunshine Qualifier	\$204,769
Florida Half Century 60+	\$67,959
FYSA Girls ODP Soccer	\$596,958
Wagner Wood Bat SW Florida Spring Fling	\$86,506
USA Swimming Open Water Festival	\$239,994
NARCh Florida Qualifier	\$244,408
Florida Flag Football Series	\$187,568
FYSA State Cup Girls 14U-17U	\$388,749
A-Sun Conference Sand Volleyball Champs.	\$67,652
Beach Tennis USA Beach Slam	\$518,034
YBOA Basketball King of the Coast	\$51,636
USTA Junior Tennis FL Level 5	\$66,884
USSSA Fast Pitch Battle of the Bats	\$148,897

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