

**Lee County Sports Development**  
**Monthly Activity Report**  
**August 2018**

**Estimated Economic Impact\***

Hotel Room Nights Sold

Month Total =	<b>3,992</b>
The Series - Freshman	1,116
The Series - Sophomore	1,032
League Baseball Junior Southeastern Regional	485
Hammerhead Beach Rugby	558
Perfect Game National Showcase 14U	601
Perfect Game FL Top Prospect & Underclass	200

Event Participants

Month Total =	<b>1,165</b>
The Series - Freshman	186
The Series - Sophomore	172
League Baseball Junior Southeastern Regional	119
Hammerhead Beach Rugby	288
Perfect Game National Showcase 14U	267
Perfect Game FL Top Prospect & Underclass	133

Event Spectators

Month Total =	<b>1,990</b>
The Series - Freshman	372
The Series - Sophomore	344
League Baseball Junior Southeastern Regional	204
Hammerhead Beach Rugby	270
Perfect Game National Showcase 14U	534
Perfect Game FL Top Prospect & Underclass	266

Direct Impact

Month Total =	<b>\$1,532,235</b>
The Series - Freshman	\$410,621
The Series - Sophomore	\$378,616
League Baseball Junior Southeastern Regional	\$198,255
Hammerhead Beach Rugby	\$130,444
Perfect Game National Showcase 14U	\$322,520
Perfect Game FL Top Prospect & Underclass	\$91,779

Total Direct and Indirect Economic Impact

Month Total =	<b>\$2,558,830</b>
The Series - Freshman	\$685,737
The Series - Sophomore	\$632,288
League Baseball Junior Southeastern Regional	\$331,086
Hammerhead Beach Rugby	\$217,841
Perfect Game National Showcase 14U	\$538,608
Perfect Game FL Top Prospect & Underclass	\$153,270

\*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.