

Lee County Sports Development
Monthly Activity Report
January 2015

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	7,151
Collegiate Winter Swim Team Training	389
Perfect Game World Showcase	648
Minnesota Twins Fantasy Camp	1,077
FYSA ODP Trials	830
River, Roots & Ruts Half Marathon	132
Baseball International Showcase	820
AAU Tae Kwon Do	460
Red Sox Official Fantasy Camp	1,075
Wagner Wood Bat	1,125
Ponce DeLeon Baseball Showcase	595

Event Participants

Month Total =	2,053
Collegiate Winter Swim Team Training	152
Perfect Game World Showcase	314
Minnesota Twins Fantasy Camp	138
FYSA ODP Trials	520
River, Roots & Ruts Half Marathon	111
Baseball International Showcase	154
AAU Tae Kwon Do	171
Red Sox Official Fantasy Camp	127
Wagner Wood Bat	240
Ponce DeLeon Baseball Showcase	126

Event Spectators

Month Total =	2,280
Collegiate Winter Swim Team Training	70
Perfect Game World Showcase	496
Minnesota Twins Fantasy Camp	64
FYSA ODP Trials	725
River, Roots & Ruts Half Marathon	65
Baseball International Showcase	174
AAU Tae Kwon Do	289
Red Sox Official Fantasy Camp	75
Wagner Wood Bat	210
Ponce DeLeon Baseball Showcase	112

*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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Direct Impact

Month Total =	\$2,308,072	
Collegiate Winter Swim Team Training		\$167,600
Perfect Game World Showcase		\$183,432
Minnesota Twins Fantasy Camp		\$361,712
FYSA ODP Trials		\$220,500
River, Roots & Ruts Half Marathon		\$36,780
Baseball International Showcase		\$255,120
AAU Tae Kwon Do		\$163,960
Red Sox Official Fantasy Camp		\$388,188
Wagner Wood Bat		\$338,050
Ponce DeLeon Baseball Showcase		\$192,730

Total Direct and Indirect Economic Impact

Month Total =	\$3,854,478	
Collegiate Winter Swim Team Training		\$279,892
Perfect Game World Showcase		\$306,331
Minnesota Twins Fantasy Camp		\$604,059
FYSA ODP Trials		\$368,235
River, Roots & Ruts Half Marathon		\$61,422
Baseball International Showcase		\$426,050
AAU Tae Kwon Do		\$273,812
Red Sox Official Fantasy Camp		\$648,274
Wagner Wood Bat		\$564,544
Ponce DeLeon Baseball Showcase		\$321,859

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