

**Lee County Sports Development**  
**Monthly Activity Report**  
**February 2015**

**Estimated Economic Impact\***

Hotel Room Nights Sold

Month Total =	<b>4,608</b>
AAU Grade School Basketball	534
FYSA Region Cup	357
Roy Hobbs Spring Baseball	1,790
AAU Trampoline & Tumbling	887
FYSA Region Cup	545
Indy Pro Showcase Baseball	186
SAHOF State Hockey	309

Event Participants

Month Total =	<b>2,204</b>
AAU Grade School Basketball	392
FYSA Region Cup	255
Roy Hobbs Spring Baseball	459
AAU Trampoline & Tumbling	476
FYSA Region Cup	391
Indy Pro Showcase Baseball	63
SAHOF State Hockey	168

Event Spectators

Month Total =	<b>3,540</b>
AAU Grade School Basketball	675
FYSA Region Cup	458
Roy Hobbs Spring Baseball	436
AAU Trampoline & Tumbling	855
FYSA Region Cup	698
Indy Pro Showcase Baseball	123
SAHOF State Hockey	295

Direct Impact

Month Total =	<b>\$1,601,096</b>
AAU Grade School Basketball	\$194,644
FYSA Region Cup	\$134,695
Roy Hobbs Spring Baseball	\$534,148
AAU Trampoline & Tumbling	\$349,506
FYSA Region Cup	\$204,319
Indy Pro Showcase Baseball	\$82,508
SAHOF State Hockey	\$101,276

\*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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Total Direct and Indirect Economic Impact

Month Total =	<b>\$2,673,830</b>	
AAU Grade School Basketball		\$325,055
FYSA Region Cup		\$224,941
Roy Hobbs Spring Baseball		\$892,027
AAU Trampoline & Tumbling		\$583,675
FYSA Region Cup		\$341,213
Indy Pro Showcase Baseball		\$137,788
SAHOF State Hockey		\$169,131

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