

**Lee County Sports Development**  
**Monthly Activity Report**  
**August 2016**

**Estimated Economic Impact\***

Hotel Room Nights Sold

Month Total =	<b>6,297</b>
The Series - 13U	1,614
The Series - Freshman & Sophomore	2,716
Hammerhead Beach Rugby	605
Fitness Expo	439
Perfect Game Top Prospect & Underclass	240
FL Youth Soccer FPSL	683

Event Participants

Month Total =	<b>1,979</b>
The Series - 13U	289
The Series - Freshman & Sophomore	516
Hammerhead Beach Rugby	312
Fitness Expo	224
Perfect Game Top Prospect & Underclass	145
FL Youth Soccer FPSL	493

Event Spectators

Month Total =	<b>2,957</b>
The Series - 13U	518
The Series - Freshman & Sophomore	842
Hammerhead Beach Rugby	293
Fitness Expo	215
Perfect Game Top Prospect & Underclass	216
FL Youth Soccer FPSL	873

Direct Impact

Month Total =	<b>\$2,264,705</b>
The Series - 13U	\$618,426
The Series - Freshman & Sophomore	\$1,054,634
Hammerhead Beach Rugby	\$141,959
Fitness Expo	\$121,562
Perfect Game Top Prospect & Underclass	\$78,552
FL Youth Soccer FPSL	\$249,572

\*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.

## Lee County Sports Development

### Monthly Activity Report

August 2016

#### Total Direct and Indirect Economic Impact

Month Total =	<b>\$3,782,058</b>	
The Series - 13U		\$1,032,771
The Series - Freshman & Sophomore		\$1,761,239
Hammerhead Beach Rugby		\$237,072
Fitness Expo		\$203,009
Perfect Game Top Prospect & Underclass		\$131,181
FL Youth Soccer FPSL		\$416,786

\*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.