

Lee County Sports Authority
Monthly Activity Report
April 2012

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	5,984
Breakaway Roller Hockey	194
Wagner Wood Bat Spring Fling	1,581
SAHOF Ice Hockey	277
YBOA King of the Coast	141
FYSA Region A vs. C Soccer	893
USA Swimming Open Water Nationals	1,400
Lee CTA Level 5 Tennis Tournament	193
USSSA Girl's Basketball Beach Bash	462
JetBlue Corporate Softball Event	843

Event Participants

Month Total =	2,566
Breakaway Roller Hockey	144
Wagner Wood Bat Spring Fling	272
SAHOF Ice Hockey	238
YBOA King of the Coast	80
FYSA Region A vs. C Soccer	646
USA Swimming Open Water Nationals	301
Lee CTA Level 5 Tennis Tournament	51
USSSA Girl's Basketball Beach Bash	264
JetBlue Corporate Softball Event	570

Event Spectators

Month Total =	3,792
Breakaway Roller Hockey	243
Wagner Wood Bat Spring Fling	255
SAHOF Ice Hockey	315
YBOA King of the Coast	132
FYSA Region A vs. C Soccer	1,140
USA Swimming Open Water Nationals	632
Lee CTA Level 5 Tennis Tournament	142
USSSA Girl's Basketball Beach Bash	660
JetBlue Corporate Softball Event	273

*Estimates are based on data collected from event organizers, the Lee County Sports Authority 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 =	\$1,974,993	
Breakaway Roller Hockey		\$84,858
Wagner Wood Bat Spring Fling		\$461,818
SAHOF Ice Hockey		\$126,000
YBOA King of the Coast		\$55,572
FYSA Region A vs. C Soccer		\$380,250
USA Swimming Open Water Nationals		\$382,718
Lee CTA Level 5 Tennis Tournament		\$45,815
USSSA Girl's Basketball Beach Bash		\$207,500
JetBlue Corporate Softball Event		\$230,462

Total Direct and Indirect Economic Impact

Month Total =	\$3,298,238	
Breakaway Roller Hockey		\$141,713
Wagner Wood Bat Spring Fling		\$771,236
SAHOF Ice Hockey		\$210,420
YBOA King of the Coast		\$92,805
FYSA Region A vs. C Soccer		\$635,018
USA Swimming Open Water Nationals		\$639,138
Lee CTA Level 5 Tennis Tournament		\$76,511
USSSA Girl's Basketball Beach Bash		\$346,525
JetBlue Corporate Softball Event		\$384,872

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