

Lee County Sports Authority
Monthly Activity Report
February 2012

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	5,046
Ponce DeLeon Baseball Fantasy Camp	448
NCRHA-SECRHL College Roller Hockey	115
Boston Red Sox Fantasy Camp	907
IPS Showcase Red Sox Scouting Camp	488
AAU Princess Gymnastics	71
USSSA High Hoops Girls Basketball	108
FRPA Regional Summit	138
Roy Hobbs Adult Baseball	1,264
FYSA Region Cup	927
SAHOF State Hockey Tournament	580

Event Participants

Month Total =	1,869
Ponce DeLeon Baseball Fantasy Camp	72
NCRHA-SECRHL College Roller Hockey	78
Boston Red Sox Fantasy Camp	115
IPS Showcase Red Sox Scouting Camp	105
AAU Princess Gymnastics	102
USSSA High Hoops Girls Basketball	72
FRPA Regional Summit	63
Roy Hobbs Adult Baseball	323
FYSA Region Cup	615
SAHOF State Hockey Tournament	324

Event Spectators

Month Total =	3,192
Ponce DeLeon Baseball Fantasy Camp	40
NCRHA-SECRHL College Roller Hockey	75
Boston Red Sox Fantasy Camp	144
IPS Showcase Red Sox Scouting Camp	220
AAU Princess Gymnastics	180
USSSA High Hoops Girls Basketball	144
FRPA Regional Summit	6
Roy Hobbs Adult Baseball	309
FYSA Region Cup	1,238
SAHOF State Hockey Tournament	836

*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 =	\$1,760,463	
Ponce DeLeon Baseball Fantasy Camp		\$137,576
NCRHA-SECRHL College Roller Hockey		\$60,037
Boston Red Sox Fantasy Camp		\$258,755
IPS Showcase Red Sox Scouting Camp		\$142,925
AAU Princess Gymnastics		\$31,625
USSSA High Hoops Girls Basketball		\$47,500
FRPA Regional Summit		\$34,734
Roy Hobbs Adult Baseball		\$386,504
FYSA Region Cup		\$391,163
SAHOF State Hockey Tournament		\$269,644

Total Direct and Indirect Economic Impact

Month Total =	\$2,939,974	
Ponce DeLeon Baseball Fantasy Camp		\$229,752
NCRHA-SECRHL College Roller Hockey		\$100,262
Boston Red Sox Fantasy Camp		\$432,121
IPS Showcase Red Sox Scouting Camp		\$238,685
AAU Princess Gymnastics		\$52,814
USSSA High Hoops Girls Basketball		\$79,325
FRPA Regional Summit		\$58,006
Roy Hobbs Adult Baseball		\$645,462
FYSA Region Cup		\$653,242
SAHOF State Hockey Tournament		\$450,305

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