

**Lee County Sports Development**  
**Monthly Activity Report**  
**March 2014**

**Estimated Economic Impact\***

Hotel Room Nights Sold

Month Total =	<b>8,620</b>
Gene Cusic Collegiate Classic	6,808
Hooters Half Marathon	238
USA Powerlifting Florida Championships	334
High Hoops Girls Basketball	193
USA Gymnastics Florida Level 7 & 8	1,047

Event Participants

Month Total =	<b>4,407</b>
Gene Cusic Collegiate Classic	3,051
Hooters Half Marathon	190
USA Powerlifting Florida Championships	179
High Hoops Girls Basketball	168
USA Gymnastics Florida Level 7 & 8	819

Event Spectators

Month Total =	<b>3,420</b>
Gene Cusic Collegiate Classic	1,488
Hooters Half Marathon	285
USA Powerlifting Florida Championships	155
High Hoops Girls Basketball	218
USA Gymnastics Florida Level 7 & 8	1,274

Direct Impact

Month Total =	<b>\$3,491,212</b>
Gene Cusic Collegiate Classic	\$2,858,400
Hooters Half Marathon	\$88,725
USA Powerlifting Florida Championships	\$76,976
High Hoops Girls Basketball	\$72,368
USA Gymnastics Florida Level 7 & 8	\$394,743

Total Direct and Indirect Economic Impact

Month Total =	<b>\$5,830,325</b>
Gene Cusic Collegiate Classic	\$4,773,528
Hooters Half Marathon	\$148,171
USA Powerlifting Florida Championships	\$128,550
High Hoops Girls Basketball	\$120,855
USA Gymnastics Florida Level 7 & 8	\$659,221

\*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.