

Lee County Sports Authority
Monthly Activity Report
March 2012

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	8,847
Gene Cusic Collegiate Classic	6,577
USA Sled Hockey	234
Hooters Half Marathon	170
NARCh Regionals	420
Southwest Florida Strongman Contest	93
FYSA Region C Cup Finals	1,353

Event Participants

Month Total =	4,744
Gene Cusic Collegiate Classic	2,997
USA Sled Hockey	64
Hooters Half Marathon	140
NARCh Regionals	308
Southwest Florida Strongman Contest	35
FYSA Region C Cup Finals	1,200

Event Spectators

Month Total =	4,724
Gene Cusic Collegiate Classic	1,388
USA Sled Hockey	92
Hooters Half Marathon	200
NARCh Regionals	531
Southwest Florida Strongman Contest	105
FYSA Region C Cup Finals	2,408

Direct Impact

Month Total =	\$4,733,243
Gene Cusic Collegiate Classic	\$3,801,901
USA Sled Hockey	\$70,924
Hooters Half Marathon	\$67,540
NARCh Regionals	\$183,662
Southwest Florida Strongman Contest	\$40,000
FYSA Region C Cup Finals	\$569,216

Total Direct and Indirect Economic Impact

Month Total =	\$7,904,517
Gene Cusic Collegiate Classic	\$6,349,175
USA Sled Hockey	\$118,443
Hooters Half Marathon	\$112,792
NARCh Regionals	\$306,716
Southwest Florida Strongman Contest	\$66,800
FYSA Region C Cup Finals	\$950,591

*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.