

Lee County Sports Authority
Monthly Activity Report
March 2013

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	7,991
Gene Cusic Collegiate Classic	6,571
USA Sled Hockey	158
Hooters Half Marathon	253
FYSA Region Cup Finals	780
NARCh Spring Qualifiers	229

Event Participants

Month Total =	3,954
Gene Cusic Collegiate Classic	2,943
USA Sled Hockey	80
Hooters Half Marathon	202
FYSA Region Cup Finals	561
NARCh Spring Qualifiers	168

Event Spectators

Month Total =	3,159
Gene Cusic Collegiate Classic	1,438
USA Sled Hockey	130
Hooters Half Marathon	303
FYSA Region Cup Finals	998
NARCh Spring Qualifiers	290

Direct Impact

Month Total =	\$3,311,429
Gene Cusic Collegiate Classic	\$2,761,200
USA Sled Hockey	\$75,832
Hooters Half Marathon	\$95,268
FYSA Region Cup Finals	\$286,349
NARCh Spring Qualifiers	\$92,780

Total Direct and Indirect Economic Impact

Month Total =	\$5,530,086
Gene Cusic Collegiate Classic	\$4,611,204
USA Sled Hockey	\$126,639
Hooters Half Marathon	\$159,097
FYSA Region Cup Finals	\$478,203
NARCh Spring Qualifiers	\$154,943

*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.