Lee County Sports Authority

Monthly Activity Report

November 2014

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total = **25,271**

Roy Hobbs World Series	12,931
Florida Men's Bowling	604
Half Century Softball 60+	1,152
Senior Softball Winte Nationals	6,938
FHSAA Regional Cross Country	231
Fort Myers Marathon	776
International Figure Skating Institute	186
Lightning Center Gymnastics USAG Lvl 1 & 2	1,383
Gulf Coast Showcase Collegiate Basketball	1,070

Event Participants

Month Total = **8,460**

Roy Hobbs World Series	3,791
Florida Men's Bowling	298
Half Century Softball 60+	612
Senior Softball Winte Nationals	1,862
FHSAA Regional Cross Country	324
Fort Myers Marathon	513
International Figure Skating Institute	90
Lightning Center Gymnastics USAG Lvl 1 & 2	685
Gulf Coast Showcase Collegiate Basketball	285

Event Spectators

Month Total = **8,945**

Roy Hobbs World Series	3,598
Florida Men's Bowling	306
Half Century Softball 60+	540
Senior Softball Winte Nationals	1,607
FHSAA Regional Cross Country	600
Fort Myers Marathon	521
International Figure Skating Institute	133
Lightning Center Gymnastics USAG Lvl 1 & 2	1,390
Gulf Coast Showcase Collegiate Basketball	250

*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 = **$11,172,846**

Roy Hobbs World Series	$7,739,589
Florida Men's Bowling	$140,444
Half Century Softball 60+	$250,528
Senior Softball Winte Nationals	$1,960,296
FHSAA Regional Cross Country	$87,818
Fort Myers Marathon	$244,740
International Figure Skating Institute	$63,956
Lightning Center Gymnastics USAG Lvl 1 & 2	$381,975
Gulf Coast Showcase Collegiate Basketball	$303,500

Total Direct and Indirect Economic Impact

Month Total = **$18,658,643**

Roy Hobbs World Series	$12,925,114
Florida Men's Bowling	$234,541
Half Century Softball 60+	$418,382
Senior Softball Winte Nationals	$3,273,694
FHSAA Regional Cross Country	$146,646
Fort Myers Marathon	$408,716
International Figure Skating Institute	$106,807
Lightning Center Gymnastics USAG Lvl 1 & 2	$637,898
Gulf Coast Showcase Collegiate Basketball	$506,845

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