

Lee County Sports Development
Monthly Activity Report
July 2013

Estimated Economic Impact*

Hotel Room Nights Sold

| | |
|--|---------------|
| Month Total = | 26,206 |
| Perfect Game BCS 16U & WWBA 14U Finals | 6,160 |
| USTA Bush Florida Open | |
| Perfect Game BCS 14U & 15U Finals | 6,158 |
| Big Shot Hoops Boys Basketball | 210 |
| Akeline Roller Hockey | 223 |
| USSSA Girl's State A Fast Pitch Softball | 1,190 |
| Perfect Game BCS 17U Finals | 5,662 |
| Perfect Game BCS 12U Finals | 848 |
| Hammerhead Beach Rugby | 583 |
| AAU Baseball National Championships | 3,463 |
| Beach Soccer Invitational | 659 |
| Little League Softball South Regionals | 1,050 |

Event Participants

| | |
|--|--------------|
| Month Total = | 8,436 |
| Perfect Game BCS 16U & WWBA 14U Finals | 2,108 |
| USTA Bush Florida Open | |
| Perfect Game BCS 14U & 15U Finals | 1,818 |
| Big Shot Hoops Boys Basketball | 182 |
| Akeline Roller Hockey | 156 |
| USSSA Girl's State A Fast Pitch Softball | 700 |
| Perfect Game BCS 17U Finals | 1,463 |
| Perfect Game BCS 12U Finals | 238 |
| Hammerhead Beach Rugby | 455 |
| AAU Baseball National Championships | 714 |
| Beach Soccer Invitational | 362 |
| Little League Softball South Regionals | 240 |

Event Spectators

| | |
|--|---------------|
| Month Total = | 11,724 |
| Perfect Game BCS 16U & WWBA 14U Finals | 2,820 |
| USTA Bush Florida Open | |
| Perfect Game BCS 14U & 15U Finals | 2,288 |
| Big Shot Hoops Boys Basketball | 238 |
| Akeline Roller Hockey | 290 |
| USSSA Girl's State A Fast Pitch Softball | 1,204 |
| Perfect Game BCS 17U Finals | 1,773 |
| Perfect Game BCS 12U Finals | 440 |
| Hammerhead Beach Rugby | 420 |
| AAU Baseball National Championships | 1,265 |
| Beach Soccer Invitational | 626 |
| Little League Softball South Regionals | 360 |

*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.

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Direct Impact

| | | |
|--|---------------------|-------------|
| Month Total = | \$11,629,714 | |
| Perfect Game BCS 16U & WWBA 14U Finals | | \$2,700,780 |
| USTA Bush Florida Open | | |
| Perfect Game BCS 14U & 15U Finals | | \$2,762,780 |
| Big Shot Hoops Boys Basketball | | \$78,032 |
| Akeline Roller Hockey | | \$84,208 |
| USSSA Girl's State A Fast Pitch Softball | | \$436,000 |
| Perfect Game BCS 17U Finals | | \$2,499,114 |
| Perfect Game BCS 12U Finals | | \$415,765 |
| Hammerhead Beach Rugby | | \$201,700 |
| AAU Baseball National Championships | | \$1,700,863 |
| Beach Soccer Invitational | | \$228,940 |
| Little League Softball South Regionals | | \$521,532 |

Total Direct and Indirect Economic Impact

| | | |
|--|---------------------|-------------|
| Month Total = | \$19,421,622 | |
| Perfect Game BCS 16U & WWBA 14U Finals | | \$4,510,303 |
| USTA Bush Florida Open | | |
| Perfect Game BCS 14U & 15U Finals | | \$4,613,843 |
| Big Shot Hoops Boys Basketball | | \$130,313 |
| Akeline Roller Hockey | | \$140,627 |
| USSSA Girl's State A Fast Pitch Softball | | \$728,120 |
| Perfect Game BCS 17U Finals | | \$4,173,520 |
| Perfect Game BCS 12U Finals | | \$694,328 |
| Hammerhead Beach Rugby | | \$336,839 |
| AAU Baseball National Championships | | \$2,840,441 |
| Beach Soccer Invitational | | \$382,330 |
| Little League Softball South Regionals | | \$870,958 |

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