

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.