

Lee County Sports Development
Monthly Activity Report
March 2016

Estimated Economic Impact*

Hotel Room Nights Sold

Month Total =	6,925	
Gene Cusic Collegiate Classic		5,741
Hooters Half Marathon		203
USAG Florida Gymnastics Lvl. 6, 9, 10		981

Event Participants

Month Total =	3,568	
Gene Cusic Collegiate Classic		2,565
Hooters Half Marathon		203
USAG Florida Gymnastics Lvl. 6, 9, 10		800

Event Spectators

Month Total =	2,627	
Gene Cusic Collegiate Classic		1,263
Hooters Half Marathon		203
USAG Florida Gymnastics Lvl. 6, 9, 10		1,161

Direct Impact

Month Total =	\$2,975,963	
Gene Cusic Collegiate Classic		\$2,514,456
Hooters Half Marathon		\$82,763
USAG Florida Gymnastics Lvl. 6, 9, 10		\$378,744

Total Direct and Indirect Economic Impact

Month Total =	\$4,969,859	
Gene Cusic Collegiate Classic		\$4,199,142
Hooters Half Marathon		\$138,215
USAG Florida Gymnastics Lvl. 6, 9, 10		\$632,502

*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.