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The Monthly Newsletter of the Palm Beach County Sports Commission



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PGA OF AMERICA REVEALS ECONOMIC IMPACT STUDY OF GOLF IN PALM BEACH COUNTY

Home to the PGA of America for 45 years and stretching along Florida's scenic Gold Coast, Palm Beach County is the quintessential golf destination. Golf is a significant industry contributing to the vitality of Palm Beach County's economy. According to the Palm Beach County Golf Economy Report prepared by SRI International, the golf industry generated a total economic impact of \$1.8 billion, supporting nearly 21,000 jobs with \$600 million of wage income. The report highlighted more details regarding the golf industry. The State of Florida carries the banner of owning the largest direct golf economy in the United States. The golf economy is driven by the facilities and the other core industries that produce goods and services used to operate these facilities and play the game. With \$925 million of direct economic activity in Palm Beach County, according to the report, the importance of golf in the county extends beyond the golf facilities themselves. The sheer size of the game of golf makes it a major industry in its own right and a significant contributor of jobs and personal income to Palm Beach County. Golf further enables other key industries in Palm Beach County, such as tourism and real estate development. The continued health and growth of the golf industry has a direct bearing on jobs, commerce, economic development and tax revenues for the community.

"Golf's impact within Palm Beach County mirrors the dynamics of its residents, provides thousands of jobs and forms the foundation in

making South Florida one of the world's primary tourist destinations," said PGA of America Chief Executive Officer Joe Steranka. "Golf is a stable, healthy industry that has a significant impact on America's economic, environmental and social agendas, and nowhere in our country is such a declaration better on display than in Palm Beach County." The study also found that the state of Florida's direct golf economy was \$7.5 billion and indicated that the Florida golf industry generated a total economic impact of \$13.8 billion, supporting over 167,000 jobs with \$4.7 billion of wage income. Palm Beach County is home to over 160 golf courses, three golf resorts and championship events, including the Honda Classic, a PGA Tour event which has been staged in Palm Beach County since 2003. In 2010, the Honda Classic attracted 101,200 attendees, nearly



an eight percent increase from the previous year. The Honda Classic is broadcast in 221 countries and 35 languages. This event exemplifies Palm Beach County as a premier golf destination." "The Honda Classic and PGA National Resort and Spa are proud to be contributing to the Palm Beach County community," said Ken Kennerly, the executive director of the Honda Classic. "The golf industry in this area is truly remarkable when you add up all the factors even beyond the tournaments and golf facilities, such as the Tour Professionals moving to our area, Tour Professional's businesses, off-course retail and PGA National's recent \$50 million renovation."

UPCOMING EVENTS

For a complete listing of all upcoming events check our website at www.PalmBeachSports.com.

American Powerlifting Federation Master, Teen, & Junior Nationals

May 8 & 9, 2010 - Palm Beach Gardens Marriott

The American Powerlifting Federation will bring its Master, Teen, & Junior Nationals to Palm Beach County. The meet will take place at the Palm Beach Gardens Marriott. Both men's and women's divisions will be featured. The meet will crown a champion in bench press, squat, deadlift, and a combination of all lifts for adults, teens, and junior age groups.

NCCAA National Softball Championships

May 13 - 15, 2010 - Lake Catherine Sports Complex

Palm Beach Atlantic University will host the National Christian College Athletic Association Softball Championships at Lake Catherine Sports Complex in Palm Beach Gardens. The tournament features some of the most elite collegiate softball programs in the nation.

Big Shots Sunshine Showcase

May 14 - 16, 2010 - Palm Beach County, FL

Big Shots Sunshine Showcase is an All Star high school aged basketball tournament that will take place at Saint Andrew's High School, West Boca Community High School and several other area high schools. Players will have the opportunity to showcase their team and individual skills to a variety of NCAA coaches who are expected to attend.

7th Annual Fit Kids Triathlon

May 16, 2010 - Gaines Park

The FitKids Triathlon offers kids born from 1996-2006 the opportunity to experience a multi-sport endurance event in a safe and positive environment. Fitness events show children the importance of being active and making healthy lifestyle choices. A USAT membership number is mandatory.

Under Armour JTAA Memorial Day Classic

May 28 - 31, 2010 - Roger Dean Stadium

Under Armour JTAA Memorial Day Classic will feature 16U - 18U athletes that will play 4 round robin games, with a 5 game guarantee at Roger Dean Stadium in Jupiter, Florida. Players must use wood or wood composite bats. This event is marketed to college recruiters and professional scouts. Scouting reports on top players will be submitted to Baseball America. Participating players will strongly be considered for the Under Armour All America Game.

USSSA State Basketball Tournament

June 4 - 6, 2010 - Palm Beach County, FL

This year, Palm Beach County has been selected to host the 2010 USSSA Girls State Basketball Tournament. This tournament has very strong attendance, bringing in teams from all over the state to compete for the USSSA State Title in their respective age brackets. This event brings anywhere from 60 - 80 teams from around the State of Florida, with an expected total attendance for the weekend to exceed 2,100 - 2,800.

ANQUAN BOLDIN HOSTS 6TH ANNUAL Q FESTIVAL WEEKEND



Anquan Boldin, Pahokee native and NFL All-Pro receiver, hosted the sixth annual Q-Festival Weekend on April 16-18 throughout Palm Beach County. The charity event consisted of the Q81 Charity Golf Classic, which took place on the Champions Course at PGA National Resort & Spa, a celebrity basketball game at the Pahokee high school gymnasium and the Family Fun Day in the Park at Pahokee's Anquan Boldin Stadium. Several former and present NFL stars made appearances during the weekend to support the event. The Q-Festival weekend raises funds to promote the Anquan Boldin Foundation, which is a 501(c)3 non-profit organization formed in September 2004. The foundation's mission is to expand the educational and life opportunities of underprivileged children. "Q-Fest is a lot of fun, and it's my way of giving back to my home community who supported me while growing up and through my career," Boldin said.

The Palm Beach County Sports Commission developed an interactive football clinic during Family Fun Day at the Park. The Sports Commission implemented a four station clinic allowing youth the opportunity to test their agility, speed and other skills that are essential to the game of football. Approximately 600 children passed through the interactive clinic.



PALM BEACH ATLANTIC HOSTS NCCAA SOFTBALL CHAMPIONSHIPS

After winning the National Christian College Athletic Association (NCCAA) Softball Championship in 2009, the Palm Beach Atlantic University softball team has only one goal in 2010, which is to simply repeat. The defending champions will host the championships for the third straight year, which is set to take place at the Lake Catherine Sports Complex on May 13-15. The Sailfish, which finished its regular season with a 34-11 record, will be a favorite to bring home the championship again in front of their home crowd. Matching up the best softball teams throughout the nation, the NCCAA National Championship is a chance for the top programs in the country to showcase their teams and vie for a championship title. The NCCAA was established in 1968 to promote athletic competition among Christian-based colleges and universities. Over 40 colleges and universities are members of the NCCAA.



SUMMER MEANS THE RETURN OF AMERICA'S NATIONAL PASTIME

Palm Beach County is a hub for baseball, America's national pastime, throughout the entire summer. Approximately 370 teams involving over 5,800 athletes will descend on Palm Beach County to compete in 10 major baseball tournaments on a national, regional or state level. The players, coaches and general participants will occupy an estimated 6,000 hotel room nights and generate over \$2 million of economic impact for Palm Beach County. Due to the outstanding baseball facilities, the tropical climate and a strong resume of prestigious baseball events, Palm Beach County has a competitive advantage when it comes to hosting baseball tournaments.



Few communities have baseball venues such as Palm Beach County. Roger Dean Stadium, located in Jupiter, is home to the Florida Marlins and the St. Louis Cardinals during the Major League Baseball spring training season. Roger Dean Stadium is one of the premier spring training baseball complexes in

Florida, consisting of a 7,000 seat stadium and 12 supplementary fields, which makes it capable of hosting any type of tournament. Palm Beach County is also home to the Santaluces Athletic Complex, the former spring training facility for the Montreal Expos. Located in Lantana, this complex maintains a quad of four major league baseball size fields.

Both Roger Dean Stadium and the Santaluces Athletic Complex will host one of the largest baseball events in the nation, the USA Baseball 16 & under Championships, scheduled for June 19-26. The Palm Beach County Sports Commission has partnered with USA Baseball for the last ten years to host the most prestigious baseball tournament in the nation for the 15 and 16 year old age group. USA Baseball uses this tournament to recruit and select players to field its national team, which will represent the United States during international play, including the Youth Pan American Championships. The event includes 72 teams and 1,200 athletes competing in 264 games. The tournament is expected to generate 4,000 room nights and approximately \$1.4 million in economic impact. This year will mark the 10th consecutive year USA Baseball has made Palm Beach County its home.



The Palm Beach County Sports Commission worked with Team One Baseball to bring three of its seven Under Armour Team One National Tournaments to Palm Beach County. Roger Dean Stadium will host the Under Armour Memorial Day Classic on May 28-31, the Under Armour Southeast Regional on June 11-15 and the Under Armour Firecracker Classic on July 1-5. This series of

wood bat tournaments attract high level 18 & under and 16 & under travel teams from across the country. Following the talented athletes are a substantial number of Major League Baseball and collegiate baseball scouts. These tournaments should attract 90 local and traveling teams, creating nearly 700 room nights and \$300,000 of economic impact for Palm Beach County.

Whether it is wood bats or metal bats, highly talented travel teams or little leaguers just learning to play the game, baseball fields across Palm Beach County will be active this summer. America's pastime will have a presence that is not easily replicated anywhere else throughout the United States. These baseball events promote Palm Beach County as an elite youth baseball destination and are significant contributors to the sports tourism industry.

Event	Date	Venue	# of Teams	Estimated Economic Impact	Projected Room Nights	Athletes
Triple Crown Baseball Memorial Day Madness	May 28-31	Roger Dean Stadium	40	\$87,500	250	600
Under Armour Memorial Day Classic	May 28-31	Roger Dean Stadium	30	\$35,000	100	450
Under Armour Southeast Regional	June 11-15	Roger Dean Stadium	40	\$140,000	400	600
Coast to Coast Baseball Showcase	June 14-19	Roger Dean Stadium	16	\$70,000	200	320
Father's Day Baseball Extravaganza	June 15-20	PGA Park	50	\$105,000	300	750
USA Baseball 16U Championships	June 19-26	Roger Dean Stadium	72	\$1,400,000	4,000	1,200
Prospectwire FL State Baseball Finals (16U)	June 30-July 4	Santaluces Athletic Complex	24	\$70,000	200	400
Under Armour Baseball Firecracker Classic	July 1-5	Roger Dean Stadium	24	\$52,500	150	360
Cal Ripken Rookie State Tournament	July 3-6	PGA Park	50	\$70,000	200	750
Prospectwire FL State Baseball Finals (18U)	August 4-8	Santaluces Athletic Complex	24	\$70,000	200	400
Totals			370	\$2,100,000	6,000	5,830

All numbers are estimates provided by the event producers.

PALM BEACH COUNTY TO HOSTS TWO MAJOR BASKETBALL TOURNAMENTS

Palm Beach County will host two major amateur basketball tournaments this summer. The Big Shots Sunshine Showcase will return for the second consecutive year on May 14-16, filling up various high school gymnasiums from Boca Raton to Jupiter. Big Shots Sunshine Showcase is an all-star high school aged basketball tournament, which is one of 14 NCAA exposure events taking place around the country this summer. This event will give area and regional players the opportunity to showcase their team and individual skills to a variety of NCAA coaches. The showcase opens the door for collegiate basketball opportunities to a large number of high school players. In addition to the high school competition, Big Shots will partner with the United States Specialty Sports Association (USSSA)



to conduct a youth tournament in the 12 & under to 8 & under divisions. In addition to the May tournament, Palm Beach County will host the USSSA Girl's Basketball State Championships on June 4-6 at Lynn University and several area high schools. This tournament will crown state champions for several age divisions, which include grades 3-8 (8U & 13U). The championships are expected to attract at least 60 teams from across the state of Florida. Both tournaments will attract over 140 teams. Tournament organizers estimate over 1,500 room nights and \$500,000 of economic impact generated for Palm Beach County. For more information on both tournaments, visit www.bigshots1.tv and www.flahoops.org

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