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GAME ON!



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Sponsors



RECORD YEAR FOR PALM BEACH COUNTY SPORTS COMMISSION WITH 166,000 ROOM NIGHTS

The Palm Beach County Sports Commission (PBCSC) ends its 2009-2010 fiscal year with its most successful year in generating sports tourism since its inception. At the close of the fiscal year, the PBCSC has recorded over 166,000 room nights through its efforts of securing and supporting sports events in Palm Beach County. The number of sports related room nights exceeded the 2008-2009 total by 14%.

The Palm Beach County Sports Commission is a private not-for-profit organization contracted by Palm Beach County to promote and market the county as a sports tourism destination. It receives a portion of its funding through bed tax revenues. Sporting events in Palm Beach County generated over \$185 million in economic impact this past fiscal year. PBCSC generated over \$52 million* in economic impact by securing and supporting amateur sporting events. The number of amateur sports related room nights for FY 09-10 produced an estimated \$22 million in hotel revenue. In turn, PBCSC generated over \$18 in hotel revenue for every \$1 invested into the organization. Additionally, over \$47 of economic impact was generated for every \$1 invested in the PBCSC.



courses, equestrian facilities, premier tennis venues, baseball facilities, aquatic facilities and versatile venues such as the International Polo Club Palm Beach (IPCPB) are key components that make Palm Beach County an ideal sports event destination. In addition to the IPCPB, Palm Beach County is home to some of the nation's premier sporting facilities including Roger Dean Stadium, Delray Beach Tennis Center, Palm Beach International Equestrian Center, Palm Beach International Raceway, National Croquet Center, Lake Okeechobee Outpost, Palm Beach Skate Zone, South Florida Fairgrounds and Palm Beach County Convention Center, in addition to 8,000 acres of county parks and 47 miles of beaches.

Nearly 90 sporting events were supported this past fiscal year. Palm Beach County has a historic and comprehensive portfolio of events including MLB Spring Training, the Winter Equestrian Festival, The Honda Classic, Allianz Championship, Delray Beach International Tennis Championships, U.S. Open Polo Championships, USA Baseball 16 & Under Championships and Spring Fling (women's lacrosse spring training). In addition, PBCSC actively recruited new business such as the AYSO National Games, USSSA Girls

What were the contributing factors for this paramount year? The vast amount of golf

*Based on formulas provided by the Florida Sports Foundation

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RECORD YEAR (CONTINUED)

Fastpitch Softball National Championships, USSSA Girls Basketball State Championships, Under Armour Firecracker Classic, Under Armour Memorial Day Classic and National Wrestling Coaches Association Convention. All together, there is an endless list of new and returning events with diverse sporting opportunities.

Considered to be the blockbuster of all sporting events, the National Football League (NFL) brought the Super Bowl to Sun Life Stadium on February 7, 2010. For the first time in 35 years, the NFL also hosted its annual Pro Bowl in South Florida on January 31. Palm Beach County took advantage of these premier sporting events and partnered with the South Florida Super Bowl Host Committee to host 15 Super Bowl and Pro-Bowl related events over a 10 day period. The benefits were significant, considering that the Pro Bowl and Super Bowl generated over \$25 million of direct spending for the Palm Beach County economy.



The world of professional golf dramatically impacted Palm Beach County once again. The Professional Golf Association's (PGA) Honda Classic returned for the seventh straight year and the PGA Champions Tour's Allianz Championship returned for

the fifth straight year. Televised nationally in more than 1.8 million households, the Honda Classic created over 3,000 room nights and attracted over 101,000 spectators, which was the largest turnout in the event's history. The Allianz Championship was televised in nearly 700,000 households and created over 1,600 room nights for south Palm Beach County hotels. The Breakers hosted the ADT Golf Skills Challenge for the first time, an all-star competition for the game's best golfers, which was televised in more than 1.3 million households. The PGA Tour Qualifying School Finals returned to Palm Beach County for the first time since 2001, attracting 168 golfers, from the seasoned PGA veteran to the aspiring golfer all trying to make the tour. The finals were televised throughout the United States and accounted for over 1,500 room nights.

The tennis world also made a splash in Palm Beach County. For the first time in history, the Association of Tennis Professionals (ATP) hosted both an ATP World Tour and Champions Tour event simultaneously during the Delray Beach International Tennis Championships. Both events were seen around the world and showcased many tennis legends, including John McEnroe and Patrick Rafter. In addition to the ATP events, the PBCSC supported five (5) national amateur events, generating 3,500 room nights for Palm Beach County.

This past year, the PBCSC continued to develop Palm Beach County as a hub for baseball. The PBCSC supported a total of 21 amateur

baseball events in Palm Beach County, which generated over 14,000 room nights and nearly \$14 million of economic impact. Additionally, Roger Dean Stadium was once again home to Major League Baseball (MLB) Spring Training and the Florida State League baseball season, which generated over 24,000 room nights.



The American Youth Soccer Organization (AYSO) National Games and its 220 teams, 3,500 athletes, and 8,000 total participants descended upon Palm Beach County in July. This event was the largest amateur sporting event to take place in Palm Beach County since the National Field Hockey Festival in 2005. This was the first time that the biennial event took place in Florida. The AYSO National Games is one of the largest soccer tournaments in the United States and its contributions to Palm Beach County were enormous. The event generated over 9,000 room nights and \$6 million of economic impact for the Palm Beach County economy.

The remarkable results and efforts of the PBCSC were recognized by the sports industry. *SportsEvents* magazine named the Palm Beach County Sports Commission one of the top 50 places to watch in the sports travel industry. Recipients for this reader's choice award were nominated by event planners, rights holder and national governing bodies located throughout the United States. The destinations, fields, and facilities that were selected earned the industry's vote for providing exemplary service, hospitality and physical amenities that sports event planners today expect from a host community. The PBCSC was one of only five sports destination organizations listed from the state of Florida. This accomplishment is quite impressive when considering the number of sports commissions, convention and visitors bureaus, foundations, resorts and other sports organizations that were eligible for this recognition.

	FY 08-09	FY 09-10	+/- %
Room Nights	144,751	166,047	+ 14.7%
Bids	22	26	+ 18.2%
Grant Funded Events	34	34	+ 0%
Total Events Assisted	82	89	+ 8.5%

The above shows how the PBCSC has exceeded its performance measures from the previous year.

The PBCSC continues to promote and market Palm Beach County as a sports tourism destination. The PBCSC brings a diversified collection of both amateur and professional athletic events to Palm Beach County. Despite a difficult economic landscape, Palm

Beach County realized one of its most successful years in terms of sports tourism. The list of sporting events and activities that occurred over the last year was one of the greatest selection of events to ever take place in South Florida.

INFLUX OF VISITORS AND SPENDING TO IMPACT LAKE OKEECHOBEE REGION

Over 2,500 spectators are expected to venture to the western part of Palm Beach County for a unique and extraordinary event that could generate a projected \$500,000 in economic impact. The Palm Beach County Sports Commission is partnering with the Treasure Coast Boat Racing Association to host the Gator Classic at Lake Okeechobee Outpost in the City of Pahokee, October 23-24, 2010.



The Gator Classic, sanctioned by the American Powerboat Association, is an inboard boat race featuring Hydroplanes, Flat Bottoms, Jersey Speed Skiffs and Vintage racing boats that run four to five inches off the water, reaching speeds of 80-160

mph. The course is a one mile oval, with the race consisting of five laps around the course. Event Director, Jessica O'Connor, says, "Loggerhead Club and Marina and the City of Pahokee have an exceptional site right on the shores of Lake Okeechobee. Teams from all over the country and Florida residents are excited to see the return of the thunder on Lake Okeechobee. The water will be fast--both racers and fans better hold on tight. We are hoping to see a few one mile records drop."

Currently, 150 boat teams from the US and Canada are committed to race in the classic and vintage divisions. Another component of the event is a vintage boat show taking place at the Loggerhead Club and Marina—Lake Okeechobee, which was recently rebuilt and opened in 2009. "We are excited to bring such a unique event to the City of Pahokee and Palm Beach County. Hosting the Gator



Classic at Lake Okeechobee Outpost is a true measure of the vast sports tourism opportunities readily available throughout Palm Beach County," said Patty Dent, President of Palm Beach County Sports Commission.

The schedule of events begins on Friday, October 22 with the vintage boat show, trophy display and free viewing of the Miss Madison movie starring James Caviezel. Racing will take place on Saturday, October 23 and Sunday, October 24. The event times for Saturday and Sunday are 10am-5pm and gates open at 9am. Ticket pricing begins at \$15 and children under 12 receive free general admission tickets. VIP, pit passes and two-day passes are available. For ticket purchasing information, venue directions and additional information on the Gator Classic, visit www.gatorclassic.com.



Not only does the Gator Classic bring a unique event to the county but the Lake Okeechobee Outpost is a one-of-a-kind-venue. Lake Okeechobee has a rich Florida history and legends of Spanish settlers and Calusa tribesman dating back to the 1800's. The venue allows for those attending the event to come by car, motorcycle, RV or boat. Additionally, Lake Okeechobee Outpost offers over 100 lakefront camping amenities including cabins, campsites and RV hookups. For reservations, contact the Lake Okeechobee Outpost at 800-335-6560 or visit www.lakeokeechobeeoutpost.com.

PERFECT GAME WWBA WORLD CHAMPIONSHIPS

Over 1,500 athletes participating on 80 of the top elite travel baseball teams from across the US, Canada and Latin America will visit Palm Beach County to compete in one of the most competitive amateur baseball tournaments in the country. The Perfect Game World Wood Bat Association (WWBA) World Championships will be returning to Palm Beach County for the ninth time in 10 years. This event is a property of Perfect Game USA and will take place at Roger Dean Stadium in Jupiter, FL from October 21 – 25, 2010. Roger Dean Stadium is a world class training facility and the home to the Jupiter Hammerheads and Palm Beach Cardinals minor league teams and the Florida Marlins and St. Louis Cardinals spring training teams.

The tournament attracts a strong following of major league baseball scouts due to the high level of talent that will compete. This is a pool play tournament where each team is guaranteed a four game minimum. Pool play starts on Thursday with games played on Friday, Saturday and Sunday. Sunday starts the championship round with the final championship games played on Monday. With the anticipated number of teams projected to stay a minimum of three nights each, the event is expected to generate over 2,500 room nights and \$1 million in economic impact for Palm Beach County.

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PERFECT GAME WWBA WORLD CHAMPIONSHIPS (CONTINUED)



Perfect Game USA is the largest amateur baseball scouting service, hosting more than 100 showcases and tournaments each year. The majority of the players scouted within Perfect Game USA are high school baseball players from the age of 14-18.

include: Jason Heyward (Atlanta Braves), Drew Storen (Washington Nationals), Brian McCann (Atlanta Braves), Domonic Brown (Philadelphia Phillies), Cameron Maybin (Florida Marlins), BJ Upton (Tampa Bay Rays), and David Wright (New York Mets), among other very talented players.

Journey to Roger Dean Stadium at the end of October to see some of the best high school baseball players in the country take the field to bring a day of high action and anticipation for the future of the country's young and rising baseball stars.

Many of today's top MLB players have competed in the Perfect Game WWBA World Championships. A few of these players

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