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PALM BEACH COUNTY SPORTS COMMISSION APPROVES OVER \$70,000 IN GRANTS

The Palm Beach County Sports Commission (PBCSC) has approved over \$70,000 in grants for upcoming sporting events. The events are expected to boost Palm Beach County tourism from November 2010 – April 2011. The total estimated economic impact the events are anticipated to bring is close to \$38.8 million with approximately 9,435 room nights. The upcoming events include:

The four day tournament has veteran players participating in an eight man field with round robin style play. The estimated economic impact for the Tennis Championships is \$3,955,968 with approximately 1,000 room nights.

Scheduled to take place at the PGA National Resort and Spa on February 28-March 6, 2011 is The Honda Classic. The Honda Classic, a PGA Tour event which has been played in Palm Beach County since 2003, is expected to draw more than 100,000 attendees and over 2,700 room nights. In addition to the spectators who attend the tournament, the Honda Classic is broadcast in 221 countries and 35 languages. According to a report from The Honda Classic, the 2010 event had a direct economic impact in Palm Beach County of over \$32 million.

The Chris Evert/Raymond James Pro-Celebrity Tennis Classic is scheduled to take place on November 5-7, 2010. The Tennis Classic is in its 21st year and has raised more than \$18 million for drug abuse and child neglect in Florida. The two day event will give the PBCSC a unique opportunity to showcase Palm Beach County to a wide range of tennis stars, professional athletes and celebrities. The estimated economic impact for this event is \$676,296 with an estimated 150 room nights.



Spring Fling (Women's Lacrosse) will be back in Palm Beach County for the eighth year in 2011.

The Delray Beach International Tennis Championships is being held on February 18-27, 2011 at the Delray Beach Tennis Center. The Tennis Championships is a professional men's tournament and is one of only twelve events held in North America. The nine day tournament is seen nationally and internationally and has a draw of thirty-two world class tennis players. In conjunction with the Championships, the Delray Beach Tennis Center is holding the only ATP Championship Tour event in the United States on February 18-22, 2011.

The event will take place at Lake Lytal Park and Mirasol Park on March 1-28, 2011. Spring Fling is the largest spring training event for lacrosse in the United States. Practice games and sanctioned NCAA games will be held for NCAA colleges during each of the schools' spring breaks. The anticipated economic impact for Spring Fling is \$1,375,900 with an estimated 2,040 room nights.

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GRANTS (CONTINUED)

The Santaluces Athletic Complex will host the Palm Beach Challenge on March 4-24, 2011. The event is a collegiate level spring training forum with games for NCAA and NCJAA baseball teams. Approximately 50-60 teams are scheduled to take part in the Challenge. The event is projected to bring an estimated economic impact of \$2,066,200 and 2,600 room nights to Palm Beach County.



For the 21st year, the Florida Open International Wheelchair Tennis Championships is taking place in Palm Beach County at Patch Reef Park in Boca Raton on April 6-10, 2011. The Tennis Championships is sanctioned by the International Tennis Federation (ITF) and the United

States Tennis Association (USTA). Arriving from twenty-five countries, the world's 200 best players will travel to Palm Beach County for the event. This four day event is expected to generate \$119,816 in economic impact and approximately 445 room nights.

The USTA Boys' and Girls' National Spring Tennis Championships is scheduled to take place at the Delray Beach Tennis Center, Delray Swim & Racquet Club and the Boca West Country Club on April 10-16, 2011. The USTA Tennis Championships is the highest level junior tennis tournament sanctioned by the USTA with a field of players 12 years of age and younger. A total of 256 of the highest ranked junior players in both singles and doubles play will travel to Palm Beach County to play a minimum of four games in four days. The estimated economic impact is \$727,500 with a projected 600 room nights.

These seven events highlight just some of the premier venues that Palm Beach County has to offer. In addition, these grant funded events serve the mission of the Palm Beach County Sports Commission: To attract sporting events and other sports-related activities to Palm Beach County to enhance occupancy of hotel room nights, to maximize the positive economic impact of these events and activities on the Palm Beach County economy, and to utilize the events and activities to promote the image of Palm Beach County as a tourist destination on a national and international level.

PALM BEACH COUNTY HOSTS 2010 CEO GOLFERS WORLD CHALLENGE

World Trade Center (WTC) Palm Beach is proud to announce they are hosting the 2010 U.S. Regional Semi-Final match for the CEO Golfers World Challenge. Boca Raton, Florida is one of five locations holding a regional semi-final match. Italy, Germany, Holland and Abu Dhabi round out the semi-final locations.



The U.S. Regional Semi-Finals will be held from October 9-11, 2010 at the Boca Raton Resort and Golf Club. Eight winners

will be invited to attend the Championship round at Trump International from November 8-11, 2010 to face eight winners from each semi-final match. Trump International was named the number one golf course by Florida Golf Magazine and made the Top 50 list in Golf Digest. "The opportunity to host global business leaders while showcasing the Palm Beaches provides unique opportunities. The abundance of financial knowledge, expertise, and talent in our county, combined with its superb lifestyle invites rewarding international partnerships," said Al Zucaro, the Chairman of WTC Palm Beach.

The CEO Golfers organization is the world's leader in competition that caters exclusively to Chairmen, Presidents, CEO's, senior level management and owners of companies. The CEO Golfers World Challenge is supported by the leading cultural, sports, economic, tourism, government, media and hospitality entities in Palm Beach County. CEO Golfers is a not-for-profit association that strives to bring better fiscal understanding, efficiency and productivity to the Palm Beach County area.

Palm Beach County is home to over 160 golf courses. The Palm Beach County Sports Commission (PBCSC) promotes these facilities and Palm Beach County year-round, as premier golf destinations. In addition, PBCSC partners with prestigious events such as The Honda Classic and Allianz Championship to generate over \$30 million in economic impact for the county. Golf is a significant industry contributing to the vitality of the county's economy. According to the Palm Beach County Golf Economy Report prepared by SRI International, in 2007 the golf industry generated a total economic impact of \$1.8 billion in the state of Florida, with \$925 million within Palm Beach County

For more information or to enter the U.S. Regional Semi-Finals CEO Golfers World Challenge please visit www.ceogolfers.org.

MARTIN GRAMATICA TO SERVE AS KEYNOTE SPEAKER FOR THE 2010 LOU GROZA COLLEGIATE PLACE-KICKER AWARD BANQUET

The Palm Beach County Sports Commission is proud to announce Martin Gramatica as the keynote speaker for the 2010 Lou Groza Collegiate Place-Kicker Award Banquet, taking place at the Kravis Center in West Palm Beach on December 7, 2010. Gramatica will also present the award during The Home Depot ESPNU College Football Awards Show broadcast live from Orlando, Florida on December 9, 2010.

Gramatica was the 1997 Lou Groza Award recipient following his stellar junior season at Kansas State University. The Gramatica family relocated from Argentina to the U.S. in 1984. Martin Gramatica grew up playing soccer and did not kick an American football until his senior year at La Belle High School in La Belle, Florida. After an impressive season, he was recruited by Kansas State University where his kicking career soared.

Gramatica had a banner year in '97, making 19 of 20 field goals, including three of more than 50 yards, and 37 of 38 extra points. He made history at K-State with a 65-yard field goal and became only the fourth Wildcat to be named an All-America. Throughout his collegiate career he made 54 out of 70 field goals and 187 of 192 PATs, earning a school record 349 points in four seasons. He also set the single-season school record with 135 points. Martin was a first-team All-America choice by the Associated Press both his junior and senior years.

Martin Gramatica has had a storied career in the NFL where he is respected as one of the best kickers in the game. He was selected in the third round of the 1999 NFL Draft by the Tampa Bay



Buccaneers. During his rookie season, he led all NFL rookies with 106 points and was named to the All-Rookie Team by Pro Football Weekly, College and Pro Football Newsweekly and Football Digest. The following season he earned a Pro Bowl nod and was selected to the Associated Press All-Pro second team as he broke or tied six Buccaneer single-season kicking records. In 2002, he set single-season team records for successful field goals (32) and points (128), and became the first Argentinean-American in history to win a Super Bowl when Tampa Bay won Super Bowl XXXVII. In 2003, he led the Buccaneers in points for the fifth straight season, totaling 81 points. Gramatica played nine seasons in the NFL including stints with the Tampa Bay Buccaneers ('99-'04), the Indianapolis Colts ('04, '06), the Dallas Cowboys ('06) and the New Orleans Saints ('07-'08).

“We are honored to have such a remarkable and notable keynote speaker for the 2010 Lou Groza Award Banquet,” says Lou Groza Committee Chair, Bill Davis. “We are very privileged to have a previous award recipient participate in this special occasion.”

In 1992, The Palm Beach County Sports Commission established the Lou Groza Collegiate Place-Kicker Award. This award, presented by the Orange Bowl Committee, is given annually to the nation's top collegiate place-kicker as determined by a voting panel of FBS-Division I head coaches, sports writers and sportscasters from across the country, conference representatives, professional kickers and previous winners. The 2010 pre-season watch list was released on August 20 and can be found at LouGrozaAward.com, along with the season long watch list and “Stars of the Week” releases.

IN THE COMMUNITY...

The Palm Beach County Sports Commission (PBCSC) was out and about at several community events during the month of August. On August 12, PBCSC had an exhibit table at John I. Leonard High School where there was the opportunity to interact with hundreds of area physical education and health teachers to promote the Palm Beach County Sports Commission mission and its programs. Later that afternoon, the PBCSC attended the Dolphins Pep Rally at the Mizner Amphitheater in Downtown Boca Raton, where it was announced that all Dolphins away games will be shown at the Amphitheater.



On the topic of football, the PBCSC promoted the Lou Groza Collegiate Place-Kicker Award at the 20th Annual College Football Roast presented by the Kiwanis Club of Palm Beach Gardens. In addition, the PBCSC was on-site at the ESPN 760 College Football Kick-off with ESPN Game Day Host and Broadcaster, Kirk Herbstreit. During the Q & A, Herbstreit was asked who the best college kicker would be for the 2010 football season. His projection on who to watch: Alex Henery of Nebraska and Kai Forbath from UCLA. Be sure to follow LouGrozaAward.com all season long to see if Herbstreit's projection pans out!

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