



PALM BEACH
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GAME ON!



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SPORTS IS A MAJOR CONTRIBUTOR TO PALM BEACH COUNTY TOURISM



The Palm Beach County Sports Commission (PBCSC) has completed a strong and successful year, proving again that the sports industry is a major economic engine for the Palm Beach County economy. At the close of the fiscal year, the PBCSC has recorded over 154,000 room nights through the efforts of securing and servicing sports events. The total economic impact from the sports events industry is estimated to exceed \$185 million. The PBCSC's efforts to secure a variety of amateur sporting events generated over \$46 million in economic impact for the County.

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. The PBCSC receives a portion of bed tax collections, which are put in marketing efforts that bring state, regional, national, and international sporting events to the County. The number of sports related room nights for FY 10-11 produced an estimated \$23.7 million in hotel revenue. In turn, PBCSC generated over \$22 of hotel revenue for every \$1 invested into the organization. Additionally, over \$44 of economic impact was generated for every \$1 invested in the PBCSC.

What were the contributing factors for this paramount year in sports tourism? The vast amount of golf courses, equestrian facilities,

premier tennis venues, baseball facilities, aquatic complexes and versatile venues, such as the International Polo Club, are key components that make Palm Beach County the ideal sports destination. In addition to the International Polo Club, Palm Beach County is home to some of the nation's premier sports facilities, including Roger



Dean Stadium, the 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 the Palm Beach County Convention Center. Palm Beach County is also home to 8,000 acres of county parks, more than 160 golf courses, and 47 miles of beautiful beaches.

The PBCSC supported 95 sporting events this past fiscal year, which is the most since its inception. Palm Beach County has a historic and comprehensive portfolio of events including, Major League Baseball (MLB) Spring Training, the Winter Equestrian Festival, the Honda Classic, Allianz Championship, Delray Beach International Tennis Championships, US Open Polo Championships, USA Baseball Junior Olympics, and Spring Fling



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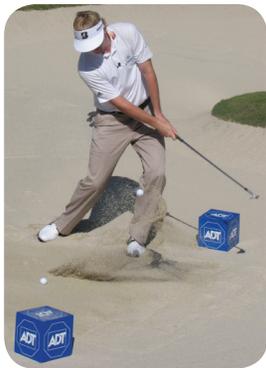


(women's lacrosse spring training). In addition, PBCSC actively recruited new business such as the Extreme Volleyball Professionals (EVP) Tour, the Olympic Development Program Interregional Soccer Championships, USSSA Girls Fastpitch Softball State Championships, USSSA Girls

Basketball State Championships, the BMX Gator Nationals, and the USA Gymnastics Men's State Championships. All together, there is an extensive list of new and returning events with diverse sporting opportunities.



The world of professional golf dramatically impacted Palm Beach County once again. The Professional Golf Association's (PGA) Honda Classic returned for the eighth straight year and the PGA Champions Tour's Allianz Championship returned for the sixth straight year. Televised nationally in more than 3.6 million households, the Honda Classic created over 4,000 room nights and attracted more than 110,000 spectators, which was the largest turnout in the event's history. The Allianz Championship was televised in nearly 700,000 households and created over 1,500 room nights for south Palm Beach County hotels. The Breakers hosted the ADT Golf Skills Challenge for the second consecutive year, an all-star competition for the game's best golfers, which was televised in more than 1.3 million households. The nation's most celebrated amateur golf tournaments, including the Optimist International Junior Golf Championships, the AJGA Polo Junior Golf Classic, and the Big 10 Conference Match Play Championships, took place in Palm Beach County and generated more than 5,000 room nights.



The tennis world made a splash in Palm Beach County. 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 six (6) national amateur events, generating 3,500 room nights for Palm Beach County.



The PBCSC allocated considerable resources to establish Palm Beach County as an elite destination for amateur baseball in the state of Florida. The Sports Commission has partnerships with Roger Dean Stadium, Palm Beach County Parks and Recreation, and various municipalities, in addition to increasing its marketing campaign to attract baseball tournaments. The number of state, regional, and national baseball tournaments hosted in the county have more than doubled since 2006. The PBCSC supported 24 amateur baseball tournaments, which generated over 16,000 room nights and \$14 million in economic impact for Palm Beach County. Additionally, Roger Dean Stadium was once again home to MLB Spring Training and the Florida State League baseball season, which produced 24,000 room nights.



Palm Beach County hosted one of the most competitive girls' soccer tournaments in the United States, during the fall at Florida Atlantic University. The PBCSC won the bid to host the United States Youth Soccer Association (USYA) Olympic Development Program (ODP) Girls Interregional Championship. The top soccer players in the nation formed regional teams and showcased their skills. Many of these girls will be asked to represent the United States during the Olympic Games. The week-long tournament created over 1,000 room nights. Palm Beach County is developing major integrity in the soccer community, and is becoming a leading destination for hosting soccer tournaments. In 2010, Palm Beach County was home to the American Youth Soccer Organization (AYSO) National Games, which marked the first time this biennial event took place in Florida. The AYSO National Games accommodates 220 teams and over 3,500 athletes, which makes it one of the largest amateur soccer tournaments in the world.



The remarkable efforts of the PBCSC were recognized by the sports industry. Sports Travel Magazine selected the Palm Beach Challenge as a finalist for the Best College Sports Event Series or Circuit, which automatically qualifies the Palm Beach Challenge as a nominee for the Sports Event of the Year. The Palm Beach Challenge is a college



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baseball spring training event, which takes place at the Santaluces Athletic Complex in Lantana during the entire month of March. Approximately 60 NCAA Division I & II

college baseball programs travel across the country to participate. The PBCSC partnered with Palm Beach County Parks and Recreation to bring the Palm Beach Challenge to the County in 2004. The PBCSC assists with event production and has worked diligently to grow team participation. In 2011, the Palm Beach Challenge is being honored with other marquee college sporting events, including the NCAA Men's Basketball Tournament and the NCAA Division I Lacrosse Championship.



The PBCSC continues to strive for excellence and is always looking toward the future. The PBCSC finished the fiscal year with one of its most successful achievements this decade. After a detailed site visit, several meetings, and a competitive bid process, Palm Beach County was awarded the right to host the 2012 and 2013 USA Field Hockey (USAFH)

National Hockey Festival. This is the largest field hockey tournament in the world. The event will bring 230 teams, 4,000 athletes, and 8,000 total participants to Palm Beach County during the Thanksgiving weekend. Currently, the event takes place in Phoenix, which reported \$9.2 million of direct visitor spending and 12,466 room nights from hosting the National Hockey Festival this past November. Palm Beach County has hosted a version of the National Hockey Festival seven (7) previous times with their last appearance taking place in 2005. USA Field Hockey will return with an event that has significantly grown in player participation as well as the economic benefits that it brings to a community. This is a landmark occasion for Palm Beach County



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. Despite a challenging 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.

PERFECT GAME BRINGS ITS WORLD CHAMPIONSHIPS TO PALM BEACH COUNTY



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 United States. Perfect Game World Wood

Bat Association (WWBA) World Championships will be returning for the tenth time in eleven years. This event is conducted under Perfect Game USA and will take place at Roger Dean Stadium in Jupiter, FL from October 20-24, 2011. Roger Dean Stadium is a world class baseball complex, and the home to the Jupiter Hammerheads and Palm Beach Cardinals minor league teams and the Florida Marlins and St. Louis Cardinals Major League Baseball teams during spring training.

This 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. 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 3,000 room nights and \$1 million in economic impact for Palm Beach County.



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. However, college players and free agents are invited to attend showcases to hone their talents and abilities and have a better opportunity to play in the majors. Many of today's top MLB players have come from Perfect Game USA; Jason Heyward (Atlanta Braves), Drew Storen (Washington Nationals), Brian McCann (Atlanta Braves), Domonic Brown (Philadelphia Phillies), Cameron Maybin (San Diego Padres), BJ Upton (Tampa Bay Rays), and David Wright (New York Mets), just to name a few.

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

FAU FOOTBALL BEGINS INAUGURAL SEASON AT THE NEW STADIUM



Florida Atlantic University (FAU) will kick-off the 2011 college football season at the new FAU Stadium this October. Although FAU steps into the program's second decade of college football,

2011 marks the inaugural season for the new \$70 million FAU Stadium. Located in beautiful Boca Raton, this state-of-the-art stadium will have a seating capacity of 30,000.

As FAU opens the new Stadium with a Sunbelt Conference game against Western Kentucky University on October 15, 2011, this will be one of the most important days in FAU football history. The stadium features 6,000 premium seats; including 24 suites, 26 loge boxes, 1,000 premier club seats and 4,000 priority club seats, with the latest, state-of-the art amenities. "Bring it home," said Craig

Angelos, FAU's Athletics Director. "The football team has played 10 seasons away from home. The Owls will come home to play in an on-campus stadium that will be unmatched by anyone. This is 13 years in the making, and I encourage all to purchase season tickets today. It will be an historic opportunity for FAU and its surrounding communities."

After the inaugural game at the new stadium, FAU will play host to Middle Tennessee State University on Saturday, October 22 and Arkansas State University on Saturday, November 5. The regular-season schedule will wrap up with home games against the University of Alabama Birmingham (UAB) on Saturday, November 26, and the University of Louisiana Monroe (ULM) on December 3.

FAU Football – 2011 Home Schedule

Oct.	15	Western Kentucky
Oct.	22	Middle Tennessee State
Nov.	5	Arkansas State
Nov.	26	UAB
Dec.	3	ULM

Purchase tickets at Fausports.com

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