



PALM BEACH
SPORTS.COM

March 2012

GAME ON!



In this Issue

- The Honda Classic and Tiger Woods Swing into Palm Beach County
- Delray Beach To Host First Professional Cycling Event in Palm Beach County
- Spring Break Means Big Business For Palm Beach County
- International Weekend At The International Polo Club
- Major League Baseball Spring Training Returns To Palm Beach County

Sponsors



LYTAL, REITER, SMITH,
IVEY & FRONRATH

TRIAL ATTORNEYS FOR YOUR RIGHTS



GT GreenbergTraurig



RONALD MCDONALD
HOUSE CHARITIES
OF SOUTH FLORIDA

THE HONDA CLASSIC AND TIGER WOODS SWING INTO PALM BEACH COUNTY

The 2012 Honda Classic will be in full swing by Thursday, March 1 as a field of 144 PGA TOUR professionals takes to the links at PGA National Resort and Spa to compete for a total purse of \$5.7 million. This year marks the sixth year the tournament returns to PGA National Resort and Spa and the tenth consecutive year The Honda Classic is taking place in Palm Beach County.

The anticipated field of professional golfers went from superior to historic with the announcement that that the world's most famous golfer and a new resident of Jupiter Island, Tiger Woods, will play at the Honda Classic in Palm Beach Gardens for the first time. "The area is now our home and a place we really like a lot," said Woods. "It's fun to play a home game if you can. I had hoped to add some new events this year, and this is a good one to include on my schedule."

The Honda Classic will be Woods' first professional appearance at PGA National. The tournament will be played March 1-4.



Tiger Woods' star presence will strengthen a stellar constituency of the game's top professionals, including

reigning Masters champion, Charl Schwartzel, reigning U.S. Open champion Rory McIlroy, reigning British Open champion Darren Clarke, and English star Lee Westwood. Westwood is currently ranked No. 2 in the Official World Golf Ranking and McIlroy, is ranked No. 3.



The outstanding field will be tackling a course consistently ranked among the

toughest in tournament conditions. In 2011, PGA National ranked as the second toughest on the PGA Tour at 2.5 strokes over par — just slightly easier than Royal St. George's Golf Club in the British Open. "We obviously are thrilled to have Tiger Woods play in The Honda Classic," Executive Director Ken Kennerly said. "We have worked hard for five years to make this one of the premier events on the PGA TOUR. This is a testament to where the tournament has come, and a testament to Honda's 31 years as the longest-standing sponsor on the PGA TOUR. Woods' is expected to boost attendance, interest and economic impact for Palm Beach County.

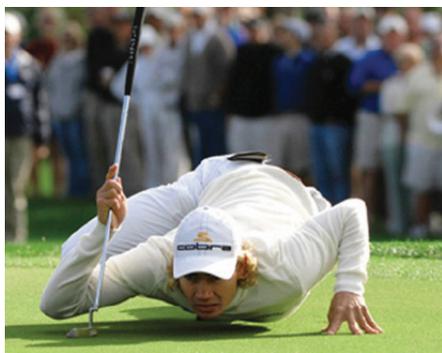


THE HONDA CLASSIC AND TIGER WOODS SWING INTO PALM BEACH COUNTY (CONTINUED)

The Honda Classic has always had a major impact regionally, nationally and internationally. The tournament provides PGA



TOUR excitement to incoming visitors and Palm Beach County residents alike. In 2011, the tournament's contribution to the Palm Beach County economy was significant. Fans, media, sponsors, and players generated 4,000 hotel room nights in addition to more than \$33 million of economic impact. In 2011, over 111,000 spectators attended the tournament, more than a 10% increase from the previous year. Palm Beach County is showcased world-wide as the Honda Classic is televised live on the Golf Channel and NBC



and is internationally distributed to 221 countries, reaching over 570 million households. Woods' participation will undoubtedly boost TV ratings and attendance for the Honda Classic.

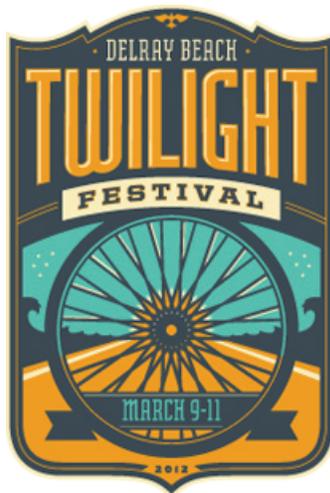
While the Honda Classic strives to provide Palm Beach County with

a premier professional sporting event, the ultimate goal is to positively impact youth in need through charitable endeavors. The event has raised nearly \$19 million for charities since its inception.

Although the official tournament does not begin until Thursday, there is a week-long schedule of events and activities including a pro-am tournament, golf clinics, practice rounds, children's activities and an "after play" concert series. For additional event information, ticket packages and commitment list of PGA TOUR professionals, please visit www.thehondaclassic.com.



DELRAY BEACH TO HOST FIRST PROFESSIONAL CYCLING EVENT IN PALM BEACH COUNTY



Palm Beach County is home to many professional sporting events, which include the PGA Tour, the Association of Tennis Professionals (ATP) Tour, Major League Baseball, and several professional volleyball tournaments. On March 10, the sport of cycling will be added to the portfolio of professional sporting events that take place in Palm Beach County. USA Cycling will host the first race of the USA Crit Championship Series, the Twilight Festival, in downtown Delray Beach on Saturday, March 10.

Criterion races take place on a short loop course, typically less than a mile. Cyclists repeat the loop in a timed race (90 minutes). The Twilight Festival features a 1 kilometer closed course on Atlantic Ave. This inaugural race is the first race on the USA Crits Championship Series, which features a total of 12 races across the country. A total of 10 professional men's teams and 5 professional women's teams are expected to compete. Each team features 6 to 12 cyclists.

The Twilight Festival is unique for cycling. The race will occur under the lights of beautiful Delray Beach. The women's pro race will begin at 6:15pm and the men's pro race will begin at 7:15pm. A health and wellness expo, amateur cycling races, and a 5K run will accompany the full speed pro crit races.

Cycling enthusiasts from across the region are expected to visit Delray Beach to experience the inaugural race. Hotels, restaurants, and local merchants will certainly experience a significant boost in business, as Delray Beach will be spotlighted by the cycling world this March.



Whether it's watching the Marlins and Cardinals play during Spring Training Baseball, Tiger Woods swinging the golf clubs during the Honda Classic, tennis professionals contending for an ATP World Tour Championship, or the best cyclists in the nation competing in a thrilling speed race, Palm Beach County is a hotbed for some of the best action in professional sports.

SPRING BREAK MEANS BIG BUSINESS IN PALM BEACH COUNTY

Spring break creates niche markets within the sports travel industry for Palm Beach County. The Palm Beach County Sports Commission works diligently to attract collegiate sports teams from across the nation to practice and compete during their spring breaks.

Three such events; The Palm Beach Challenge, Spring Fling and the FAU Spring Break Golf Championships will take place during the month of March, creating over 4,000 room nights and an estimated \$2 million of economic impact for Palm Beach County. Similar to hosting Major League Baseball Spring Training at Roger Dean Stadium, Palm Beach County also has a spring training forum for college baseball, the Palm Beach Challenge. This event attracts over 50 NCAA, NAIA and NJCAA collegiate baseball teams from 12 different states and Canada to play over 120 baseball games in 30 days. The month-long event will take place at the Santaluces Athletic Complex in Lantana, the former Spring Training facility for Major League Baseball's Montreal Expos, from February 24-March 23, 2012. In addition to great collegiate talent, the event brings numerous Major League Baseball scouts. Over 30 players from this event are expected to be drafted this year.



Spring Fling, the largest spring training event in the country for women's collegiate lacrosse and secondary prep schools, is scheduled to take place from March 3-17, 2012 at Lake Lytal Park in West Palm Beach and the Seacrest Soccer Complex in Delray Beach. Spring Fling will showcase NCAA teams, as well as several prep schools, predominately from the northeast. Many of the top lacrosse programs in the country have competed at Spring Fling, including many Final Four teams from all three NCAA collegiate divisions. Perennial lacrosse powerhouses, Notre Dame and Yale, will compete for bragging rights during the 2012 edition of Spring Fling.

Florida Atlantic University will host its Annual Spring Break Golf Championships from March 23-25, 2012 at the Fountains Country Club in Lake Worth. The tournament will feature 17 NCAA Division I schools, including Florida State, Ohio State, Michigan State, Wisconsin, and Connecticut. Although the event is in its



early stages, it has displayed some of the best collegiate golf programs in the nation.

Since 2004, collegiate spring training events have generated over 31,000 hotel room nights and more than \$18 million of economic impact to Palm Beach County. The Palm Beach County Sports Commission will continue explore the spring break market in order to positively impact the local economy.

The tropical environment of Palm Beach County is a major asset in promoting the area as a sports tourism and spring break destination.

INTERNATIONAL WEEKEND AT THE INTERNATIONAL POLO CLUB



The International Polo Club (IPC) maintains a world-class polo facility, which is home to the most competitive and prestigious polo events in the nation. IPC is home to 200 acres of pristine land consisting of eight (8) polo fields and an array of superlative

amenities, including a private health club with a pool and tennis courts. The polo season at IPC features a series of renowned polo tournaments and is home to the only high goal season in the United States, which includes the US Open Polo Championships. The International Polo Club has proven to be an ideal location for other prominent national tournaments. IPC hosted the American Youth Soccer Organizations (AYSO) National Games in July of 2010, which is one of the largest amateur soccer tournaments in the world. IPC will host the world's largest field hockey tournament, the USA Field Hockey – National Hockey Festival, this coming November.

IPC will bring the world of international sports together on Friday, March 16 through Sunday, March 18, during its 2nd Annual International Weekend. The United States, Great Britain, and Ireland will compete in a variety of sporting events, which include rugby, croquet, cricket, golf, tennis, and polo. One of these countries will be crowned the international champion during this spectacular weekend of sports. Admission is only \$10 per day and children under the age of 14 may enter for free. The event begins at 9am and concludes at 7pm each day (8pm on Saturday). For more information visit www.internationalpoloclub.com.

MAJOR LEAGUE BASEBALL SPRING TRAINING RETURNS TO PALM BEACH COUNTY

Major League Baseball (MLB) Spring Training returns to Palm Beach County as the World Series Champion St. Louis Cardinals and the new look Miami Marlins play a total of 28 games in the Grapefruit League at Roger Dean Stadium in Jupiter. The season will witness the Marlins and Cardinals competing against some of the most talented teams in Major League Baseball. Perennial playoff contenders, such as the Boston Red Sox, Detroit Tigers, Minnesota Twins, and New York Mets will roll into Palm Beach County.



number is expected to dramatically increase due to the Marlin's new image and the opportunity to see the Cardinals defend their World Championship. Roger Dean Stadium is a \$28 million complex specifically designed to house two Major League Baseball teams. The complex is a state-of-the-art facility. Roger Dean Stadium is the only stadium in the country to host two minor league teams as well as the only stadium in Florida to host two MLB teams during spring training. The 7,000 seat stadium features luxury skybox seating, permanent seating, parking and concessions.

Spring Training is a giant contributor to the Palm Beach County economy. The two MLB teams generate more than \$40 million of economic impact and 10,000 hotel room nights. Last year, the two teams attracted over 163,000 spectators. The combined attendance

Tickets can be purchased at the Roger Dean Stadium ticket office, via Ticketmaster at (800) 745-3000, or visit rogerdeanstadium.com

CORPORATE SPONSORS



PALM BEACH COUNTY



SPORTS COMMISSION

1555 Palm Beach Lakes Blvd., Suite 930
West Palm Beach, FL 33401
Tel: (561) 233-3180 Fax: (561) 233-3125