



PALM BEACH SPORTS.COM

GAME ON!



SPORTS IS A MAJOR CONTRIBUTOR TO PALM BEACH COUNTY TOURISM

In this Issue

- Sports Is A Major Contributor To Palm Beach County Tourism
- World Offshore Championships move to Palm Beach County

Corporate Partners



RONALD McDONALD HOUSE CHARITIES OF SOUTH FLORIDA
Celebrating 30 Years



The Palm Beach County Sports Commission (PBCSC) has contributed to a paramount year in sports tourism, proving the sports events industry is a major economic engine for the Palm Beach County economy. At the close of the fiscal year, the PBCSC hosted or supported 113 different sporting events, which generated over 165,000 sports related room nights. The 113 sporting events represent the largest collection reported, since the PBCSC's inception. The total economic impact from the sports events industry is estimated to exceed \$255 million. The PBCSC's efforts to secure and develop a variety of amateur sporting events generated over \$61 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 invested into marketing efforts that bring state, regional, national, and international sporting events to the County. The number of sports related room nights for FY 11-12 produced an estimated \$27 million in hotel

revenue, resulting in a return of \$25 of hotel revenue for every \$1 invested in the PBCSC. Additionally, over \$56 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 (IPC), 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, Palm Beach County Convention Center, South Florida Fairgrounds, and Palm Beach Ice Works. Palm Beach County is also home to 8,000 acres of county parks and recreation facilities, more than 160 golf courses, and 47 miles of beautiful beaches.

(Continued on Page 2)

SPORTS IS A MAJOR CONTRIBUTOR TO PALM BEACH COUNTY TOURISM (CONTINUED)

Palm Beach County has a historic and comprehensive portfolio of events, which include Major League Baseball (MLB) Spring Training, the Winter Equestrian Festival, the Honda Classic, Allianz Championship, the Delray Beach International Tennis Championships, US Open Polo Championships, USA Baseball Junior Olympics, the Olympic Development Program Interregional Soccer Championships the Extreme Volleyball Professionals (EVP) Tour, and the premier collegiate women's lacrosse event, Spring Fling. In addition, the PBCSC actively recruited new business such as the Major League Lacrosse All Star Game, the World Scout League, the USSSA Girls Fastpitch Softball State Championships, the ASA Girls Fastpitch Softball Gold Territorial, the BMX Sunshine State Qualifier, the United States National Netball Championships, and the World Powerlifting Championships. All together, there is an endless 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 tenth straight year and the PGA Champions Tour's Allianz Championship returned for the seventh straight year. Televised nationally in more than 5.1 million households, the Honda Classic created over 5,000 room nights and attracted more than 160,000 spectators. The 2012 edition set records for television viewership and witnessed a 40% increase in attendance, which was the largest turnout in the event's history. Legendary golfer, Tiger Woods, made his first appearance as a professional at the Honda Classic, contributing to the record-setting year. The Allianz Championship was televised in nearly 700,000 households and created over 1,500 room nights for south Palm Beach County hotels. This event continues to grow each year in popularity and attendance. The Breakers hosted the ADT Golf Skills Challenge for the third consecutive year, an all-star competition for the game's best golfers, which was televised in more than 4 million households. The nation's most celebrated amateur golf tournaments, including the Optimist International Junior Golf Championships, the American Junior Golf Association (AJGA) Polo Junior Golf Classic, and the Florida State Golf Association (FSGA) Amateur Championships, took place in Palm Beach County and generated more than 5,400 room nights.

The tennis world made a splash in the county as well in 2012. 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, Michael Chang, and Carlos Moya. In addition to the ATP events, the PBCSC supported nine (9) amateur tennis events, generating 3,500 room nights.



Palm Beach County continues to be a leading destination for amateur baseball in the state of Florida. In addition to aggressive marketing campaigns to attract baseball tournaments, the Sports Commission has developed excellent partnerships with Roger Dean Stadium, Palm Beach County Parks and Recreation, and various municipalities to create a mecca for amateur baseball. The number of state, regional, and national baseball tournaments hosted in the county have more than doubled since 2006. The PBCSC supported 23 amateur baseball tournaments, which generated over 16,000 room nights and \$14 million in economic impact. Additionally, Roger Dean Stadium was once again home to MLB Spring Training and the Florida State League baseball season, which attracted visitors from across the country and contributed to more than \$47 million of economic impact.

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 were asked to represent the United States during the Olympic Games. The weeklong tournament created over 1,000 room nights. Palm Beach County is developing major integrity in the soccer community. The American Youth Soccer Organization (AYSO) hosted its state championships in Wellington and the Palm Beach Cup, a Florida Youth Soccer Association (FYSA) sanctioned tournament, occupied several fields



SPORTS IS A MAJOR CONTRIBUTOR TO PALM BEACH COUNTY TOURISM (CONTINUED)

in Palm Beach Gardens. Combined, these soccer tournaments feature more than 200 soccer teams.

The PBCSC is developing the sport of softball in a similar manner to amateur baseball. In 2012, the PBCSC hosted 8 softball tournaments, which generated 2,480 room nights and over \$2 million of economic impact. Organizations such as the Amateur Softball Association of America (ASA), the United States Specialty Sports Association (USSSA) have adopted Palm Beach County as a host for major state and regional tournaments. In addition to girls fastpitch, the PBCSC partnered with the Florida Half Century Amateur Softball Association to host a men's slow pitch state tournament, which featured over 900 senior players. The PBCSC will continue to look for opportunities to develop tourism and economic benefits through the sport of softball.

Lacrosse continues to be the fastest growing participatory sport in the state. The PBCSC is making a concentrated effort to take advantage of the sport's popularity to enhance tourism. The Sports Commission supported five (5) national lacrosse tournaments that generated over 3,600 room



nights and nearly \$3.5 million in economic impact. The Sports Commission brought both the nation's premier collegiate lacrosse tournament and the marquee professional lacrosse event to Palm Beach County. Spring Fling, a collegiate women's lacrosse event, invited more than 30 collegiate programs and featured a match-up between perennial lacrosse powers, Notre Dame and Yale, which competed in front of a packed house at the Seacrest Soccer Complex.

Major League Lacrosse (MLL) partnered with the PBCSC and Florida Atlantic University (FAU) to bring the 2012 Major League Lacrosse All-Star game to Palm Beach County and the new FAU Stadium. The All-Star Game was televised live on ESPN 2, representing the first event to showcase the new FAU Stadium on national television. Palm Beach County's bid to host the Major League Lacrosse All-Star game is a special occasion. Prior to the All Star Game, MLL never hosted an event in Florida. Over 7,800 people attended the All Star Game. In 2012, the PBCSC will work with MLL on the possibility of bringing a professional franchise to Palm Beach County.



The remarkable efforts of the PBCSC were recognized by the sports industry. Sports Events Media Group, the leading industry publication focused exclusively on helping sports event planners produce excellent competitions in the United States and Canada announced the PBCSC as a recipient of the 2012 Readers' Choice Award. Sports event professionals were asked to name the sports commission, convention and visitors bureau, or sports venue that they believe displayed exemplary creativity and professionalism toward the groups they host.



The PBCSC continues to strive for excellence and is always looking toward the future. During the upcoming fiscal year, an array of new events will be coming to Palm Beach County, including the world's largest field hockey tournament.

The PBCSC won the bid to host the 2012 and 2013 National Hockey Festival at the International Polo Club. The event will bring 220 teams, 4,000 athletes, and 8,000 total participants to Palm Beach County during the Thanksgiving weekend. More than 12,000 hotel room nights and \$9 million of direct visitor spending will be generated from this single event. This will be a landmark occasion for the Palm Beach County sports scene.

The PBCSC brings a diversified collection of both amateur and professional athletic events. 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 selections of events to ever take place in South Florida.



WORLD OFFSHORE CHAMPIONSHIPS MOVE TO PALM BEACH COUNTY

The World Offshore Championship will come to the coasts of Palm Beach County for the first time on October 18-21, 2012. This premier powerboat racing event is sanctioned by the Offshore Powerboat Association (OPA). The World Offshore Championship represents the climatic race of the OPA season, which spans over 5 months, from May to October. The event, which consists of 2 days of boat testing (Thursday, October 18 & Saturday, October 20) and 2 days of racing (Friday, October 19 & Sunday, October 21), will represent the first powerboat race to take place in the town of



Jupiter and Juno Beach. Races will take place at noon and 2pm during race days.

The course begins at Carlin Park in Jupiter and travels just south of the Juno Beach Pier, completing a 5 1/2 mile course consisting of 12 laps. The action takes place 150 yards offshore and has been compared to "NASCAR" on water. Approximately 50 teams are expected to race at speeds that vary from 70 to 170mph, with race boats ranging from turbine catamarans to single engine V-bottoms. For more information call the Palm Beach County Sports Commission at (561) 233-3180.

CORPORATE PARTNERS



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

WWW.PALMBEACHSPORTS.COM