



**Amateur Sports Regional Roundtable
Fri. Nov. 16, 2012**

Breakdown of Business

List of Different Sports hosted annually

- Softball
- Baseball
- Aquatics
- Running
- Football
- Gymnastics
- BMX
- Soccer
- Golf
- Volleyball
- Lacrosse
- Bowling

New Events for 2012-2013

Tap 'N' Run 4K



Land Rover TriRock Clearwater



Color Run

THE COLOR RUN™

ISA World Singles Championships



USBC Tournament



ASA 18U Gold Softball Tournament



ST. PETERSBURG
CLEARWATER
SPORTS COMMISSION

Attraction and Retention of Sports Tourism Partners

- Facilities
- Hotels within proximity to venue
- Team Needs (Laundry Facilities, Ice, Etc.)
- Value Added Packages

Partnerships

- Chambers
- Cities
- Clients
- Facilities
- Hotels



Sports Industry Trends

- Endurance
- Non traditional
- Lacrosse
- New Facilities



Sports Tourism Impact to Pinellas County

FY '09-'10

FY '10-'11

FY '11-'12

Total Room Nights:

95,494

Total Room Nights:

89,991

Total Room Nights:

93,839

Economic Impact:

\$23,117,740.93

Economic Impact:

\$21,041,481.20

Economic Impact:

\$22,249,357.05

Looking to the Future

