

# FLORIDA SPORTS FOUNDATION

October 16, 2017

Demetris Thomas  
Department of Economic Opportunity  
107 E. Madison Street, B-047  
Caldwell Building  
Tallahassee, FL 32399

Dear Demetris:

Attached is the Sports Division monthly report, summary and invoice for funds paid through the Florida Professional Sports Team License Plate use fees as described in F.S. §320.08058 .

Attached with the report and summary is the invoice for the payment of \$137,517.00.

This report and invoice are being transmitted by the Florida Sports Foundation, a division of Enterprise Florida. If you need additional information about the report or invoice amount please contact me at (850) 922-8805 or [ccowen@flsports.com](mailto:ccowen@flsports.com).

Sincerely,

*Charlotte*

Charlotte Cowen  
Director of Administrative Affairs

cc: Angela Suggs  
Robert Schlotman  
Jacob O'Brien  
Amanda Zawadski  
Eva Graham

Attachments



# FLORIDA SPORTS

F O U N D A T I O N

October 16, 2017

Demetris Thomas  
Department of Economic Opportunity  
107 E. Madison Street, B-047  
Caldwell Building  
Tallahassee, FL 32399

**The minimum level of service has been met; therefore, we are submitting our monthly report and invoice based on tag sale receipts determined by the Department of Highway Safety and verified by DEO Finance and Accounting. The following is a summary of accomplishments:**

**Month of September:**

**Florida Sports Foundation's professional sports tag sales revenue use:**

**Professional Sports Development Trust Fund:** Tag revenue due for September: \$137,517.00. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is \$702,628.90.

**Grant Programs, Section 320.08058(9)(b)(1):**

Total Grant Program through September: Thirty-six first-quarter grants were awarded \$427,275, (plus 1 addendum for a 16/17 grant of \$7,500). The 36 awarded grants are projected to bring an out-of-state economic impact of \$165,482,293 and 158,798 out-of-state visitors.

**Florida-based charities pursuant to Section 320.08058(9)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments:** The first quarter charity amount accrued July through September: \$76,372.71, to be paid out in October.

**Sunshine State Games & Florida Senior Games:**

In September: The Sunshine State Games International Beach Games was held on September 30-October 1st. Sport Shooting began competition on September 23rd. Staff completed production of the Florida Senior Games registration book and began distribution. Three Florida Senior Games Series events were held.

**Notice of Payment Should be sent to:**

ccowen@flasports.com  
Florida Sports Foundation, Inc., a division of Enterprise Florida, Inc.  
ATTN: Charlotte Cowen  
101 North Monroe Street, Suite 1000  
Tallahassee, FL 32301  
(850) 922-8805



**Florida Sports Foundation, Incorporated**

101 North Monroe St.  
 Suite 1000  
 Tallahassee, FL 32301

Invoice

Date	Invoice #
9/30/2017	September

Bill To
Dept. of Economic Opportunity Attn: Demetris Thomas 107 E. Madison St, B-047 Caldwell Building Tallahassee FL 32399



Fiscal Year: 2017/2018
Contract #: SB18-004

Quantity	Description	Rate	Amount
1	Miami Dolphins Tag Revenue	19,389.00	19,389.00
1	Jacksonville Jaguars Tag Revenue	9,775.00	9,775.00
1	Tampa Bay Buccaneers Tag Revenue	39,330.00	39,330.00
1	Miami Marlins Tag Revenue	3,519.00	3,519.00
1	Tampa Bay Rays Tag Revenue	5,773.00	5,773.00
1	Miami Heat Tag Revenue	45,471.00	45,471.00
1	Orlando Magic Tag Revenue	3,634.00	3,634.00
1	Tampa Bay Lightning Tag Revenue	7,958.00	7,958.00
1	Florida Panthers Tag Revenue	2,668.00	2,668.00

FEID:45-3113933 - CSFA# 40.040-Line Item:2226J Funding:Professional Sports Development Trust Fund	<b>Total</b>	<b>\$137,517.00</b>
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**Per SB18-004, FY2017-2018, ATTACHMENT I, Scope of Work, Paragraph 2, Section #4, Monthly Deliverables, Paragraph #5, Florida Sports Foundation will receive monthly payments from the Florida Professional Sports Team License Plate Trust Fund revenues, (2226J), upon receipt of: (1) an original invoice (2) an detailed monthly activity report and (3) a summary of accomplishments.**

Performance Measures Update:

**Grant Program Performance Measures:**

Economic Contributions from Granted Events:

- Contributions from grants taking place during the month: Two, (2), events, with grant awards totaling \$27,000, were scheduled to take place during the month, with a projected out-of-state impact of \$4,405,649 and 6,706 out-of-state visitors.
- Paid Grants: During the month, \$112,500 was paid to close out eleven, (11) grants, bringing 102,410 out-of-state visitors and \$72,519,337 in out-of-state economic impact.

FY 2017/18-to-Date: Grant Program awarded: Thirty-six, (36), first-quarter grants were awarded \$427,275, (plus 1 addendum for a 16/17 grant of \$7,500). The 36 awarded grants are projected to bring an out-of-state economic impact of \$165,482,293 and 158,798 out-of-state visitors.

**Professional Sports Development Trust Fund:**

\$334,605.90 is due for the month of July. \$230,506.00 is due for the month of August. \$137,517.00 is due for September. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$702,628.90.

**Florida-based charities pursuant to Section 320.08058(9)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments:**

Total teams' charity payments accrued in September: \$14,947.50, which will be sent out in October 2017.  
Total teams' charity amount accrued for this fiscal year-to-date: \$76,372.71

**Sports Tourism, Media, Marketing & Public Relations Exposure:**

**Investor Relations:**

- Director of Marketing assisted 19 sports commissions in grant applications, partnerships and post event process.
- Director of Marketing held conference call with CHUTE representatives regarding multi-platform social media
- Director of Marketing worked with DEO regarding Atlanta Braves/Sarasota MLB Spring Training facility.
- Director of Marketing completed all grant reports in DEO annual report summary.
- Director of Marketing worked with Board member/Sports Commissions and Palm Beach regarding plans for the ACES conference during hurricane Irma.
- Director of Marketing reviewed recently filed legislation pertaining to state funding of facilities HB 15 and 6005
- Director of Marketing worked with the Orlando Magic regarding sponsorships and Board meeting event
- Director of Marketing participated in conference calls with Urban Land Institute to plan panel discussion on The Sports Performance Industry in Tampa and contingency plans for Hurricane Irma.
- Director of Marketing worked with EFI regarding Sarasota Rowing invoices from 2014
- Director of Marketing worked with Board members. Sports commissions regarding TEAMS conference and a Florida event.

**Website Traffic:**

- *Flasports.com* August 2017 traffic for [www.flasports.com](http://www.flasports.com) was 11,098 visitors and 34,381 page views.
- *Floridagrapefruitleague.com*: August 2017 traffic was 1,815 visitors and 5,074 page views.

**Social Media:**

- @Fla\_Sports Followers on *Twitter* increased by 1% and activity created over 9,200 impressions. @FlaSpringTrain. *Twitter* followers increased by 1% during the month of August 2017 and activity during the month and created 6,000 impressions.
- The Florida Sports Foundation Facebook page "*Likes*" increased by 1% and posts during events in August and reached over 5,700 users. The Sunshine State Games Facebook page *Likes* increased by 2% and posts reached over 5,000 users. The Florida Senior Games Facebook page *Likes* increased by 1% and posts reached over 2,000 users.

**Media Activity & Impressions:**

- Director of Communications continued the Monthly Partner Update with a distribution of over 800 direct emails and the capability of reaching 5,000 viewers through social media.
- Director of Communications contributed Senior Games-related article for Tallahassee Democrat, "Active Living and Florida Department of Elder Affairs Elder Update.
- Director of Communications provided pre-event publicity and attended SSG International Beach Games, providing daily reports to media and social media updates.
- Director of Communications worked with Premier Travel Media about Florida Sports Foundation and State of Florida sports industry information in Sports Travel Guide.
- Director of Communications published weekly Florida Football Central Updates and distributed statewide.
- Director of Communications assisted EFI staff with World Rowing Championships information for their presence at the event.
- Director of Communications distributed press release about the start of SSG Sport Shooting Events schedule and registration.
- Director of Communications continued production of 2017-18 Florida Sports Directory and Facilities Guide.

**Program Initiatives:**

- The President met with senior staff of several Sports Commissions throughout the State.
- The President met with the Governor's Baseball Dinner planning committee in Tampa.
- The President was a presenter at the Focus on Women Conference held in Mobile, AL.
- The President met with Board Members, Industry Partners, City and County staff throughout the State.
- The President attended the Future of Florida Forum in Orlando.
- The President attended the World Rowing Championship in Sarasota.

**Amateur Sports:****Sunshine State Games:**

- Marketing/Promotions:
  1. Staff is promoting Sunshine State Games Sport Shooting.
  2. Staff is promoting SSG-International Beach Games.
  3. Staff is promoting Sunshine State Games Fall Lacrosse.
- Events/Developments:
  1. SSG Sport Shooting began with International Pistol competition at Hernando Sportsman's Club on September 23, 2017. Three (3) disciplines of shooting competition were conducted including Bullseye Pistol, and USPSA totaling 315 attendees this month. Sport Shooting will continue through November 2017.
  2. SSG International Beach Games was held September 30-October 1, 2017 at the Sheraton Sand Key in Clearwater Beach, Florida. Beach Tennis, Beach Powerlifting, Beach Ultimate, Beach Super Weight Throw, and Scottish Heavy Athletics competitions were held with a total of 949 attendees yielding a direct estimated economic impact of \$179,892.
  3. Staff met with Sheraton Sand Key Resort regarding SSG-International Beach Games.
  4. Staff met with Florida Hospital Center Ice regarding the possibility of hosting 2018 SSG Figure Skating.
  5. Staff met with City of Largo regarding the possibility of hosting 2018 SSG Synchronized Swimming Championships.
- National Congress State Congress, (NCSG):
  1. No NCSG activity in September.

**Florida Senior Games:**

- Marketing/Promotions:
  1. Staff is promoting the Florida Senior Games.
  2. Staff is promoting the Florida Senior Games Series.
  3. Director of Communications and staff completed production of the 2017 Florida Senior Games Registration Book.

- Events/Developments:
  1. Palm Coast & Flagler Beaches Senior Games was held September 14-24 2017. A total of 306 attendees participated yielding an estimated direct economic impact of \$34,425 for the community.
  2. Pensacola Senior Games was held September 9-24, 2017. A total of 700 attendees participated yielding an estimated direct economic impact of \$78,750 for the community.
  3. Gainesville Senior Games was held September 22-30 2017. A total of 772 attendees participated yielding an estimated direct economic impact of \$86,850 for the community.
  4. Staff met with Countryside Country Club regarding hosting 2017 Florida Senior Games Tennis Championships.
  5. Staff met with City of Clearwater regarding Florida Senior Games.
- National Senior Games Association, (NSGA):
  1. Staff partnered with NSGA officials and St. Pete office on aging for fall prevention day.

#### **Sponsorships, Development & Fundraising Updates**

##### **Activity with Current Sponsors:**

- Director of Marketing worked with FSF staff and Orange Bowl staff regarding ads for 2018.

##### **Activity with Prospective Sponsors:**

- Director of Marketing reviewed proposal of Humana sponsorship agreement with all staff.
- Director of Marketing worked with Seth at Dynasty Sports Marketing regarding a revenue sharing partnership

~ End

A Division of  
**ENTERPRISE  
FLORIDA**