



December 12, 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 \$240,350.00.

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  
Amanda Zawadski

Attachments



December 12, 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 November:**

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

**Professional Sports Development Trust Fund:** Tag revenue due for November: \$240,350.00. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is \$1,189,722.90.

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

Total Grant Program through November: Grant Program awarded: 36 first-quarter grants were awarded \$427,275, (plus 1 addendum for a 16/17 grant of \$7,500). One was non-contracted, so the total awarded for the first quarter is now 35 with awards totaling \$421,275. The 35 awarded grants are projected to bring an out-of-state economic impact of \$163,884,063 and 55,596 out-of-state visitors. 44 second-quarter grants were awarded \$1,103,150, and are projected to bring an out-of-state economic impact of \$193,790,538 and 242,793 out-of-state visitors.

The projected totals-to-date: #: 79 grants awarded \$1,524,425; Impact: \$357,674,601; Visitors: 398,389; Jobs: 4,687

**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 November: \$76,372.71, which was paid out in October. The charity amount for this month-to-date: \$52,645.00. Total fiscal year-to-date: \$129,317.71.

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

In November: Staff concluded the Sunshine State Games Lacrosse Fall Classic and Sport Shooting events. Staff continued to promote the remaining FSG Series Qualifiers and FSG 2017 registration. Staff held meetings finalizing the FSG 2017 and regarding the upcoming 2018 events.

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

ccowen@flsports.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



**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), shall each month: (1A) submit an invoice for the license plate proceeds: (1B) document the use of proceeds, and, (2) submit a monthly activity report.**

#### Performance Measures Update:

#### **Grant Program Performance Measures:**

##### Economic Contributions from Granted Events:

- Contributions from grants taking place during the month: Twelve, (12), events, with grant awards totaling \$173,000, were scheduled to take place during the month, with a projected out-of-state impact of \$31,232,771 and 40,047 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-eight, (48), 2nd Quarter grant applications were received by the October 10<sup>th</sup> deadline. One was withdrawn prior to the Grant Committee meeting on October 30, 2017, held at a Grant Committee meeting and Grant Workshop in Tampa. After review, their recommendations were presented to the FS Board of Directors on November 10, 2017 in Orlando. The Board awarded forty-four, (44), grants a total of \$1,103,150.
- Paid Grants: During the month, \$91,600 was paid to close out 8, (8) grants, bringing 31,576 out-of-state visitors and \$24,154,097 in out-of-state economic impact.

FY 2017/18-to-Date: Grant Program awarded: 36 first-quarter grants were awarded \$427,275, (plus 1 addendum for a 16/17 grant of \$7,500). One was non-contracted, so the total awarded for the first quarter is now 35 with awards totaling \$421,275. The 35 awarded grants are projected to bring an out-of-state economic impact of \$163,884,063 and 55,596 out-of-state visitors. 44 second-quarter grants were awarded \$1,103,150, and are projected to bring an out-of-state economic impact of \$193,790,538 and 242,793 out-of-state visitors.

The totals-to-date: #: 79 Awards: \$1,524,425 Impact: \$357,674,601 Visitors: 398,389 Jobs: 4,687

#### **Professional Sports Development Trust Fund:**

\$137,517 was received on November 2nd for the month of September. \$246,744 is due for October. \$240,350 is due for November. Total net Pro-Team Tag Revenue for the fiscal year-to-date: 1,189,722.90.

#### **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 the 1<sup>st</sup> quarter September: \$76,372.71, which was sent out in October 2017.

Total team's charity payments accrued through November: \$52,645.00, which will be sent out in January 2018.

Total teams' charity amount accrued for this fiscal year-to-date: \$129,317.71

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

##### **Administrative Affairs:**

- Director of Administrative Affairs and team assisted 25 sports commissions in grant applications, partnerships and post event process.
- Director of Administrative Affairs communicated with Board members regarding the quarterly reports presented at the November 10<sup>th</sup> Board meeting.

##### **Website Traffic:**

- *Flasports.com* November 2017 traffic for [www.flasports.com](http://www.flasports.com) was 18,565 visitors and 52,923 page views, with 63% being new visitors.
- *Floridagrapefruitleague.com*: November 2017 traffic was 5,665 visitors and 21,209 page views, with 73% being new visitors

**Social Media:**

- @Fla\_Sports Twitter activity created over 6,500 impressions. @FlaSpringTrain. Twitter activity during the month of October created 15,000 impressions.
- The Florida Sports Foundation Facebook page reached nearly 12,600 users with 13 posts during the month of October. The Florida Senior Games Facebook page posts reached over 4,500 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 distributed weekly Florida Football Update to show the impact of College and Professional Football in the state.
- Director of Communications collected SSG Sport Shooting results and posted on website.
- Director of Communications distributed press releases with up-to-date information about 2017 Florida Senior Games and the athletes competing. Stories were generated in the Leesburg Daily Commercial, South Lake News, Monocle Magazine, The Villages Daily Sun, Villages Daily News, Lakeland Ledger, Orlando Sentinel, Clearwater Beacon, WTVT-Tampa, WFTS-Tampa and Tallahassee Democrat.
- Director of Communications provided social media posts from several different meetings, conferences and workshops held throughout the month.
- Director of Communications facilitated interviews with Florida Senior Games athletes identified as Humana Game Changers with Florida media outlets as part of sponsorship.
- Director of Communications worked with freelance writers for articles about the 2018 Florida Spring Training season.
- Director of Communications worked to have new FSF logo stationery completed.
- Director of Communications completed production of 2017 Florida Senior Games Souvenir Program.
- Director of Communications continued work on 2018-19 Florida Sports Directory and Facilities Guide and 2018 Florida Spring Training Guide.
- Director of Communications worked with Sports Event Magazine to provide info about Florida Sports Tourism.

**Program Initiatives:**

- The President and team participated in a DEO conference call, along with Visit Florida regarding the review of the 15/16 report from the Professional Golf Hall of Fame Facility, World Golf Village.
- The President and staff attended the November 10<sup>th</sup> Board of Directors meeting in Orlando at the Orlando City Soccer Stadium.
- The President met with OPPAGA staff.
- The President met with industry partners throughout the State.
- The President attended Enterprise Florida's Board of Directors meeting in Jacksonville.

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

- Marketing/Promotions:
  1. Staff is promoting Sunshine State Games Sport Shooting.
  2. Staff is promoting Sunshine State Games Fall Lacrosse.
- Events/Developments:
  1. Sunshine State Games final events of the 2017 calendar concluded. A total of 9,200 athletes competed in the Sunshine State Games this calendar year.
  2. Sunshine State Games Lacrosse – Fall Classic was held November 4-5, 2017 in Vero Beach, Florida. A total of 35 teams participated yielding an estimated \$315,000 in direct impact.
  3. Sunshine State Games Sport Shooting concluded with a total of 300 attendees yielding an estimated direct impact of 97,175 for the communities.
  4. Director of Events met with Sheraton Sand Key Resort and Visit Clearwater/St. Pete regarding 2018 SSG-International Beach Games.
  5. Director of Events met with Florida Hospital Center Ice and Pasco County officials regarding the 2018 SSG Figure Skating Championships.
  6. Staff met with City of Largo regarding the possibility of hosting 2018 SSG Synchronized Swimming Championships.

**Florida Senior Games:**

- Marketing/Promotions:
  1. Staff continued to promote remaining FSG Series Qualifiers and Florida Senior Games registration.
  2. Staff began working on producing 2017 promotional materials.
- Events/Developments:
  1. Martin County Senior Games was held October 28 – November 5, 2017. Participation numbers have not yet been reported.
  2. Golden Age Games was held November 4-11, 2017. Participation numbers have not yet been reported.
  3. Director of Events met with GMR regarding Humana signage for the Florida Senior Games.
  4. Director of Events and Track & Field event management met with Dunedin High School regarding Florida Senior Games Track & Field Championships.
  5. Director of Events met with North Pinellas YMCA regarding Florida Senior Games Road Race and Reindeer Run Partnership.
  6. Staff met with Countryside Country Club regarding Florida Senior Games Golf Championships.
  7. Staff met with Highland Recreation Complex regarding Florida Senior Games Basketball Shooting and 3on3 competition.
  8. Director of Events met with Innisbrook Tennis Center regarding hosting the Florida Senior Games Tennis Championships.
  9. Staff met with Hard 2 Guard Basketball in regards to providing volunteers for FSG Basketball, Swimming, and Volleyball.
  10. Director of Events met with City of Clearwater officials regarding Florida Senior Games Cycling Road Race.
  11. Staff met with new Florida Senior Games Pickleball Director.
  12. Staff met with new Florida Senior Games Tennis Director.
  13. Registration closed for the 2017 Florida Senior Games with an estimated 2,000 participants.
  14. Staff conducted the 2017 FSG Series Workshop for Florida Senior Games Series Qualifiers and sport leaders at the Sheraton Sand Key Resort in Clearwater, Florida.
  15. Staff attended the Florida Recreation and Park Association Annual Conference in Orlando, Florida and had a booth to promote Florida Sports Foundation.

**Sponsorships, Development & Fundraising Updates****Activity with Current Sponsors:**

- Director of Communications and team worked with Coyne PR to facilitate Humana Game Changers, and created a press release regarding the announcement of the partnership at the 2017 Florida Senior Games in Clearwater.

**~ End****ENTERPRISE  
FLORIDA**

**Florida Sports Foundation, Incorporated**

Invoice

101 North Monroe St.  
Suite 1000  
Tallahassee, FL 32301

Date	Invoice #
11/30/2017	17-18-103

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
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Quantity	Description	Rate	Amount
1	Professional Sports Development Trust Fund Distribution for the nine Professional Sports Teams Licence Plates for the month of November 2017.	240,350.00	240,350.00
FEID:45-3113933 - CSFA# 40.040-Line Item:2226J Funding:Professional Sports Development Trust Fund		<b>Total</b>	<b>\$240,350.00</b>

Phone # 850-922-8805

ccowen@flasports.com

www.flasports.com