



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: and, (2) an activity report.

Performance Measures Update:

Grant Program Performance Measures:

Economic Contributions from Granted Events:

- Contributions from grants taking place during the month: Four, (4), events, with grant awards totaling \$30,600, were scheduled to take place during the month, with a projected out-of-state impact of \$5,144,839 and 9,255 out-of-state visitors.
- Amount/Number of Grants for awards: Thirty-seven, (37), 1st Quarter grant applications were received by the July 10th deadline, and reviewed by the Grant Committee on August 1, 2017. After review, their recommendations were presented to and awarded by the FS Board of Directors on August 11, 2017 in Miami. However, contracts were pending the August 31st execution of the Florida Sports/Department of Opportunity funding contract. Since the Board meeting, one grant was pulled by the applicant prior to contracting. The 36 remaining grants were contracted on August 31st, and are estimated to bring an out-of-state economic impact of \$165,482,293 and 158,798 out-of-state visitors. In addition, a grant from the previous quarter was approved for an amendment of an additional \$7,500, increasing the grant from \$5,000 to \$12,500. With the amendment, the total awarded this month was \$434,775.
- Paid Grants: During the month, \$173,527 was paid to close out sixteen, (16) grants, bringing 71,459 out-of-state visitors and \$131,463,526 in out-of-state economic impact.

FY 2017/18 to-Date: Grant Program awarded: 36 first-quarter grant applications plus 1 addendum of \$7,500 were awarded a total of \$434,775. The 36 grants, with awards totaling \$427,275, 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. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$565,111.90.

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 August: \$25,055.00, which will be sent out in October 2017.
Total teams' charity amount accrued for this fiscal year-to-date: \$71,930.21

Sports Tourism, Media, Marketing & Public Relations Exposure:

Sports Tourism & Marketing:

- Director of Marketing assisted 23 sports commissions in grant applications, partnerships and post event process.
- Director of Marketing met with Visit Florida and Miles Media regarding Golf, Fishing & Boating Guides
- Director of Marketing met with grant committee regarding 37 grants.
- Director of Marketing executed the FSF Quarterly Board meeting in Miami at Marlin Park.
- Staff participated in DEO and Applicants regarding Brave's Spring Training Facility application for Sarasota.
- Director of Marketing attended Connect Sports in New Orleans and arranged for all sports commissions attending to join in a meet and greet with the new FSF President.
- Director of Marketing assisted EDR with sports facilities' survey.
- Director of Marketing worked with the Orlando Magic staff regarding a tag redesign.
- Director of Marketing participated in conference calls with Urban Land Institute to plan panel discussion on The Sports Performance Industry in Tampa in September
- Director of Marketing provided speaking points and power point slides for President Suggs to present at the August EFI Board meeting.

- Director of Marketing discussed the Governor's baseball dinner with Visit St. Pete.
- Director of Marketing worked with CADE and Associates to rework ads for Senior Games, and World Rowing.

Website Traffic:

- *Flasports.com* August 2017 traffic for www.flasports.com was 10,228 visitors and 32,091 page views.
- *Floridagrapefruitleague.com*: August 2017 traffic was 1,939 visitors and 5,386 page views.

Social Media:

- *@Fla_Sports* Followers on *Twitter* increased by 1% and activity created over 6,700 impressions. *@FlaSpringTrain*. *Twitter* followers increased by 1% during the month of August 2017 and activity during the month and created 5,000 impressions.
- The Florida Sports Foundation Facebook page "*Likes*" increased by 2% and posts during events in August and reached over 17,000 users. The Sunshine State Games *Facebook* page *Likes* increased by 1%. The Florida Senior Games Facebook page *Likes* increased by 1% and posts reached over 4,400 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 press release about SSG International Beach Games registration.
- Director of Communications distributed press release about SSG Sport Shooting Events schedule and registration.
- Director of Communications distributed press release about winners of the Excellence in Sports Tourism Awards presented at FRPA Annual Conference.
- Director of Communications facilitated interviews with Connect Sports and Premier Travel Media with President Angela Suggs.
- Director of Communications provided social media posts from several different meetings, conferences and workshops held throughout the month.

Program Initiatives:

- Director of Communications was a presenter at the 2017 Florida Council on Aging Conference to promote the Florida Senior Games.
- Director of Communications provide letters of support for St. Petersburg-Clearwater Sports & Events for upcoming Water Polo and BMX Cycling events.

Amateur Sports:**Sunshine State Games:**

- Marketing/Promotions:
 1. Staff is promoting Sunshine State Games Sport Shooting.
 2. Staff is working with Rugby Americas North on promotional efforts for SSG – International Beach Games.
 3. Staff is promoting SSG-International Beach Games.
 4. Staff is promoting Sunshine State Games Fall Lacrosse.
- Events/Developments:
 1. Staff met with St. Pete – Clearwater Sports Commission regarding SSG – International Beach Games
 2. Staff met with Sheraton Sand Key Resort regarding SSG-International Beach Games.
 3. Staff met with Gorilla Bench regarding Sunshine State Games and SSG-International Beach Games powerlifting.
 4. Staff met with Global Archery regarding inclusion of Archery Tag to the SSG – International Beach Games.
 5. Staff met with Next Level Sports and conducted site visit of the Sheraton Sand Key Resort.
 6. Staff met with Xtreme LAX and conducted site visit of the IG Center in Vero Beach.
 7. Staff has opened registration for Sunshine State Games Sport Shooting.
- National Congress State Congress, (NCSG):
 1. No NCSG activity in August.

Florida Senior Games:

- Marketing/Promotions:
 1. Staff distributed 2017 FSG Qualifying Cards to fall Florida Senior Games Series Qualifiers.
 2. Director of Communications began production of the 2017 Florida Senior Games Registration Book.

- Events/Developments:
 1. Staff met with North Pinellas YMCA regarding Florida Senior Games Partnership.
 2. Staff met with Town of Belleair regarding Florida Senior Games.
 3. 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.
 4. Staff attended the Florida Recreation and Park Association Annual Conference in Orlando, Florida and had a booth to promote Florida Sports Foundation.
- National Senior Games Association, (NSGA):
 1. Staff met with NSGA officials and St. Pete office on aging regarding upcoming fall prevention day.
 2. Staff participated in panel at the Florida Council on Aging Conference in Orlando, Florida.

Sponsorships, Development & Fundraising Updates

Activity with Current Sponsors:

- Director of Marketing met with SunTrust representative regarding statewide partnership and fund raising opportunities
- Director of Marketing participated in a call with Orange Bowl staff regarding ads

Activity with Prospective Sponsors:

- Director of Marketing sent sponsorship proposal to Molly Hunzinger of TEAZA energy product and Operation Tobacco Free Lifestyle regarding sponsorship.
- Director of Marketing reviewed proposal of sponsorship agreement Sr. Vice President negotiated with Humana.

~ End

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