



Per SB18-004, FY2017-2018, ATTACHMENT I, Scope of Work, Section 2, #4, Deliverables, #1, Florida Sports Foundation will receive monthly payments from the Florida Professional Sports Team License Plate Trust Fund revenues, (2250A), 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: Nineteen, (19), events, with grant awards totaling \$636,900, were scheduled to take place during the month, with a projected out-of-state impact of \$88,276,678 and 90,235 out-of-state visitors.
- Amount/Number of Grants for awards: Thirty-seven, (37), 1st Quarter grant applications were received by the July 10th deadline, to be reviewed by the Grant Committee on August 1, 2017. After review, their recommendations will be presented to the FS Board of Directors on August 11, 2017 in Miami. The 37 grants are projected to bring an out-of-state economic impact of \$167,703,811 and 162,208 out-of-state visitors. In addition, a grant from the previous quarter is to be reviewed for an additional \$7,500.
- Paid Grants: During the month, \$142,500 was paid to close out four, (4) grants, bringing 46,517 out-of-state visitors and \$23,489,230 in out-of-state economic impact.

FY 2016/17 FINAL: Grant Program awarded: 41 first-quarter grants were awarded \$741,950, (2 grant contracts were not returned and removed from awarded totals). 34 second-quarter grants were awarded \$2,165,300, \$1.5M is for the 2020 Super Bowl, which had a multi-year payment plan, and not included in this year's budgeted payments. 29 third-quarter grants were awarded \$199,650. 28 fourth-quarter grants were awarded \$434,900. These 132 grants, with awards totaling \$3,541,800 are projected to bring an out-of-state economic impact of \$645,704,749 and 700,170 out-of-state visitors.

Professional Sports Development Trust Fund:

\$208,518.00 was received on July 26, 2017 for the month of June. \$334,605.90 is due for the month of July. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$334,605.90.

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

The total teams' charity amount accrued to fiscal year 16/17: \$303,786.39.
 Total teams' charity payments accrued with the final for June in July: \$46,875.21, which will be sent out in October 2017.
 Total teams' charity amount accrued for this fiscal year-to-date: \$36,370.21

Sports Tourism, Media, Marketing & Public Relations Exposure:

Marketing:

- Director of Marketing assisted 22 sports commissions in grant applications, partnerships and post event process.
- Director of Marketing traveled to Orlando to meet with the marketing team toward combined efforts/resources.
- Director of Marketing continued to meet with VF and Miles Media regrading Golf, Fishing & Boating Guides
- Director of Marketing worked with Sports Business Planning Guide for content articles.
- Director of Marketing worked with the Tampa Bay Lightning regarding possible tag redesign.
- Staff met with DEO and Applicants regarding Brave's Spring Training Facility application.
- Director of Marketing sold ads to sports commissions to fund the Directory and Facilities Guide, met with specialist regarding format and all commissions received requests for updated content and ads and pertinent timelines.
- Director of Marketing assisted OPPAGA with sports facilities' survey.
- Director of Marketing worked with IMG to ensure delivery of audit results.
- Director of Marketing met with Kevin Ettinger of Survey Application regarding upgrade of grant system portal.
- Director of Marketing reviewed survey results from the annual summit and has engaged in discussions with several communities interested in hosting the 2018 FSF Sports Summit.
- Director of Marketing discussed the Governor's baseball dinner with several communities and Board members.

Website Traffic:

- *Flasports.com* June 2017 traffic for www.flasports.com was 11,424 visitors and 31,413 page views.
- *Floridagraperfruitleague.com*: June 2017 traffic was 1,985 visitors and 5,124 page views.

Social Media:

- *@Fla_Sports* Followers on *Twitter* increased by 1% and activity created over 7,800 impressions. *@FlaSpringTrain*. *Twitter* followers increased by 1% during the month of June 2017 and activity during the month and created 5,000 impressions.
- The Florida Sports Foundation Facebook page "*Likes*" increased by 4% and posts during events in July reached over 24,000 users. The Sunshine State Games *Facebook* page *Likes* increased by 1%. The Florida Senior Games Facebook page *Likes* increased by 1%.

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 continued to work with Florida media outlets on feature stories about Florida Senior Games athletes at the National Senior Games and the accomplishments of Sunshine State Games athletes.
- Director of Communications distributed press release about Angela Suggs being selected as President and posted to Social Media outlets.
- Director of Communications distributed press release about SSG International Beach Games registration.
- Director of Communications distributed press release about 2017 Florida Senior Games registration.

Program Initiatives:

- Director of Communications worked with Office of the Governor to have letters of congratulations sent to Florida Senior Games athletes who competed in the National Senior Games.
- Director of Communications set up meeting with St. Petersburg/Clearwater Sports and Events to begin planning for the 2018 Governor's Baseball Dinner.
- Director of Communications worked with Office of the Governor for letter of support for Tampa Bay Sports Commission bid for 2021 Super Bowl and Central Florida Sports Commission for 2019 MLS All Star Game.
- FS Sr. VP finalized results of 2017 FSF Sports Summit, communicated with incoming President and developed the 2018 RFP.
- FS Sr. VP met with prospective presenters for 2018 FSF Sports Summit.

Amateur Sports:**Sunshine State Games:**

- Marketing/Promotions:
 1. FS Sr. VP developed promotional materials for SSG – International Beach Games.
 2. FS Sr. VP worked with Rugby Americas North to outline promotional efforts for SSG – International Beach Games.
 3. Staff produced and sent promotional emails for upcoming Sunshine State Games events.
 4. FS Sr. VP developed artwork for table toppers to be distributed to all Applebee's restaurants in Florida.
- Events/Developments:
 1. Sunshine State Games Badminton competition was held July 15-16, 2017. The sport had 54 athletes yielding an estimated \$14,202 economic impact for the community.
 2. FS Sr. VP met with Palm Beach County Sports Commission to discuss post event wrap up for Sunshine State Games.
 3. FS Sr. VP produced SSG post event report and support materials for Palm Beach County.
 4. FS Sr. VP met with St. Leo University officials regarding Sunshine State Games internships.
 5. Staff met with Sheraton Sand Key Resort regarding SSG – International Beach Games.
 6. Staff met with Open Water Sports regarding possible inclusion of Open Water Swim to the Sunshine State Games.
 7. Staff met with Global Archery regarding addition of Archery Tag to the SSG – International Beach Games.
 8. Staff met with Rugby Americas North and conducted site visit of the Sheraton Sand Key Resort.
 9. Staff attended Major Beach Soccer tournament in Cocoa Beach to conduct research for the SSG – International Beach Games.

Florida Senior Games:

- Marketing/Promotions:
 1. Staff distributed 2017 FSG Qualifying Cards to over 10,000 athletes throughout Florida.
 2. FS Sr. VP met Competitor Group regarding advertising opportunities for Florida Senior Games.
 3. FS Sr. VP developed artwork for table toppers to be distributed to all Applebee's restaurants in Florida.
- Events/Developments:
 1. Staff is currently planning the 2017 FSG Series Workshop on August 24, 2017 at the Sheraton Sand Key Resort.
 2. FS Sr. VP met with US Masters Swimming regarding Florida Senior Games Swimming.
- National Senior Games Association, (NSGA):
 1. Staff met with NSGA officials regarding upcoming fall prevention day and Florida Conference on Aging.

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

- FS Sr. VP met with Doherty Enterprises, (Applebee's), regarding their current SSG sponsorship.

Activity with Prospective Sponsors:

- Director of Marketing met with *SunTrust* representative regarding a prospective statewide partnership.
- Director of Marketing met with Molly Hunzinger of *TEAZA Energy Product and Operation Tobacco Free Lifestyle* regarding sponsorship.
- Director of Marketing and EFI staff met to follow up regarding potential sponsorship/partnership opportunities.
- FS Sr. VP met with *Marketing in Color* regarding potential FSG sponsorship.

~ End

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