



November 13, 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 \$246,744.00.

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  
Eva Graham

Attachments

**Florida Sports Foundation, Incorporated**

Invoice

101 North Monroe St.  
Suite 1000  
Tallahassee, FL 32301

Date	Invoice #
10/31/2017	17-18-102

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
	Miami Dolphins Tag Revenue for the month of October, 2017	35,926.00	35,926.00
	Jacksonville Jaguars Tag Revenue for the month of October, 2017	17,135.00	17,135.00
	Tampa Bay Buccaneers Tag Revenue for the month of October, 2017	70,955.00	70,955.00
	Miami Marlins Tag Revenue for the month of October, 2017	6,946.00	6,946.00
	Tampa Bay Rays Tag Revenue for the month of October, 2017	9,453.00	9,453.00
	Miami Heat Tag Revenue for the month of October, 2017	83,260.00	83,260.00
	Orlando Magic Tag Revenue for the month of October, 2017	5,842.00	5,842.00
	Tampa Bay Lightning Tag Revenue for the month of October, 2017	13,823.00	13,823.00
	Florida Panthers Tag Revenue for the month of October, 2017	3,404.00	3,404.00
FEID:45-3113933 - CSFA# 40.040-Line Item:2226J Funding:Professional Sports Development Trust Fund		<b>Total</b>	<b>\$246,744.00</b>



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**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 October:**

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

**Professional Sports Development Trust Fund:** Tag revenue due for October: \$246,744.00. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is \$949,372.90.

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

Total Grant Program through October: 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. In October: 47 grant applications were received by the October 10<sup>th</sup> deadline, and reviewed by the Grant Committee on October 30<sup>th</sup>. The grants will be presented to the Board of Directors for a vote on November 10<sup>th</sup>.

**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, which was paid out in October. The charity amount for this month-to-date: \$26,820.00.

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

In October: Staff continued to promote the Sunshine State Games Sport Shooting & Lacrosse fall events. Staff distributed the FSG registration book. Six sport shooting disciplines and four Florida Senior Games Series Qualifiers were held. Staff attended meetings regarding future events, rights holders & possible host cities.

**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: Thirteen, (13), events, with grant awards totaling \$326,000, were scheduled to take place during the month, with a projected out-of-state impact of \$37,573,866 and 60,100 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-seven, (47), 2nd Quarter grant applications were received by the October 10<sup>th</sup> deadline, and reviewed by the Grant Committee on October 30, 2017, at a Grant Committee meeting and Grant Workshop held in Tampa. After review, their recommendations will be presented to the FS Board of Directors on November 10, 2017 in Orlando.
- Paid Grants: During the month, \$433,750 was paid to close out twenty, (20) grants, bringing 96,420 out-of-state visitors and \$96,774,369 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). 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:**

\$565,111.90 was received on October 10<sup>th</sup> for the months of July and August. \$137,517.00 is due for September. \$246,744 is due for October. Total net Pro-Team Tag Revenue for the fiscal year-to-date: 949,372.90.

##### **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 in October: \$26,820.00, which will be sent out in January 2018.  
 Total teams' charity amount accrued for this fiscal year-to-date: \$103,192.71

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

###### **Investor Relations:**

- Director of Marketing assisted 23 sports commissions in grant applications, partnerships and post event process.
- Director of Marketing spoke to the Santa Rosa Tourist Development Council supporting participation in the Florida Sports Foundation.
- Director of Marketing participated in Opportunity Tallahassee to learn more about job growth and Tourism in Tallahassee.
- Director of Marketing participated in conference call with sports commissions to discuss and plan of 2018 Annual Sports Summit
- Director of Marketing completed grant post event reports in DEO quarterly report.
- Director of Marketing worked with Board member/Sports Commissions and Palm Beach regarding plans for the TEAMS Conference and Expo.
- Director of Marketing assisted Miami Super Bowl Committee with payment and invite list for Kick-off party.
- Director of Marketing worked with the Orlando Magic, DHSMV and Florida Panthers regarding Flow Mobile unit
- Director of Marketing prepared presentation and presented for grant workshop in Tampa.
- Director of Marketing secured reimbursement for World Rowing grant award.

**Website Traffic:**

- *Flasports.com* October 2017 traffic for [www.flasports.com](http://www.flasports.com) was 12,985 visitors and 40,532 page views.
- *Floridagrapefruitleague.com*: October 2017 traffic was 3,311 visitors and 11,371 page views.

**Social Media:**

- @Fla\_Sports Twitter activity created over 13,700 impressions. @FlaSpringTrain. Twitter activity during the month of October created 9,100 impressions.
- The Florida Sports Foundation Facebook page reached nearly 14,000 users with 12 posts during the month of October. The Florida Senior Games Facebook page posts reached over 3,000 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 distributed weekly Florida Football Update to show the impact of College and Professional Football in the state.
- Director of Communications attended SSG International Beach Games and reported results to media and through social media.
- Director of Communications worked with Sarasota County officials to facilitate the FSF's participation in the Atlanta Braves Spring Training Stadium groundbreaking event.
- Director of Communications collected SSG Sport Shooting results and posted on website.
- Director of Communications weekly distributed press releases about 2017 Florida Senior Games.
- Director of Communications completed work with Premier Travel Media on Florida section of annual sports guide.
- Director of Communications provided social media posts from several different meetings, conferences and workshops held throughout the month.
- Director of Communications identified several Florida Senior Games athletes from major Florida media markets as Humana Game Changers as part of sponsorship.
- Director of Communications worked with writer/editor from Lifestyles after 50 about an article promoting the 2017 Florida Senior Games and athletes competing.
- Director of Communications worked with freelance writers for articles about the 2018 Florida Spring Training season.

**Program Initiatives:**

- The President continued her Listening Tour and met with key stakeholders throughout the State.
- The President conducted a Grants Workshop for the Board of Directors.
- The President attended 4S NASC Summit and met with NASC President.
- The President attended and provided remarks at Atlanta Braves Groundbreaking Ceremony in North Port.
- The President provided welcome remarks for TEAMS conference.
- The President hosted an all staff meeting with Board Chair.

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

- Marketing/Promotions:
  1. Staff is promoting Sunshine State Games Sport Shooting.
  2. Staff is promoting Sunshine State Games Lacrosse
- Events/Developments:
  1. SSG Sport Shooting held six (6) disciplines in October which included Air Rifle, Rimfire Benchrest, Smallbore Metallic, 3 position Rifle, Rifle Prone and a Fun Pistol Match totaling 255 total attendees. Sport shooting will continue through November 2017.
  2. Staff met with Gainesville Sports Commission regarding the possibility of hosting 2018 SSG Ultimate Championships.
  3. Staff attended the Teams '17 conference and met with potential events rights holders for possible inclusion into the Sunshine State Games.
  4. Staff met with Pasco County Tourism Development regarding the possibility of hosting 2018 SSG Figure Skating and Rugby.
- National Congress State Congress, (NCSG):
  1. Staff attended the National Congress of State Games annual Symposium

**Florida Senior Games:**

- Marketing/Promotions:
  1. Staff distributed 2017 FSG registration book to all Florida Senior Games Series Qualifiers.
  2. Staff is working with GMR Marketing on Florida Senior Games/Humana Promotions
  3. Director of Communications began production of the 2017 Florida Senior Games program.
- Events/Developments:
  1. Staff met with North Pinellas YMCA regarding Florida Senior Games Partnership.
  2. Staff met with Humana regarding Florida Senior Games sponsorship signage.
  3. Staff met with Countryside Country Club regarding Florida Senior Games.
  4. Staff met with City of Clearwater Officials regarding Florida Senior Games Road Race
  5. Staff met with Pinellas County Officials regarding Florida Senior Games Cycling Time Trials.
  6. Jacksonville Senior Games was held October 2-14. A total of 458 attendees yielding an estimated economic impact of \$57,250 for the community.
  7. Tampa Bay Senior Games was held October 2-20. A total of 1,160 attendees yielding an estimated economic impact of \$145,000 for the community.
  8. Cutler Bay Games was held October 16-20. Participation numbers have not yet been reported.
  9. Ormond Beach Senior Games was held October 21-28. Participation numbers have not yet been reported.
- National Senior Games Association, (NSGA):
  1. No NSGA activities in October.

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

- Director of Marketing contributed to Orange Bowl print ads for the 2018 Game Program.
- Director of Marketing signed sponsorship agreement with Visit Florida for Florida Tourism Day.
- Director of Marketing finalized and executed the sponsorship contract with Humana.
- Director of Marketing worked with the Communications team and Coyne PR to facilitate Humana Game Changers.

**Activity with Prospective Sponsors:**

- Director of Marketing worked with Mobile Cause, Airbnb, TOC regarding initial sponsorship discussions.

~ End

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FLORIDA**