



January 17, 2018

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 December invoice for the payment of \$254,978.00.

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.

Sincerely,

Charlotte

Charlotte Cowen
Director of Administrative Affairs

cc: Angela Suggs
Robert Schlotman
Amanda Zawadski

Attachments



January 17, 2018

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 December:

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

Professional Sports Development Trust Fund: Tag revenue due for December: \$254,978.00. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is \$1,444,700.90.

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

Total Grant Program through December: Grant Program awards: 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.

Totals: # Grants Awarded: 79 Awards: \$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: \$76,372.71, paid out in October. The charity amount for this quarter-end: \$80,660.00, to be paid out in January. Total accrued this fiscal year-to-date: \$157,032.71.

Sunshine State Games & Florida Senior Games:

In December: Staff developed promotional materials for the upcoming SSG events and the 2018 FSG promotional materials. Staff held the Florida Senior Games in December, with over 2,000 athletes in attendance. Staff held meetings in regards to venues, upcoming Games, conferences and promotions.

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



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: Eighteen, (18), events, with grant awards totaling \$243,875, were scheduled to take place during the month, with a projected out-of-state impact of \$57,040,471 and 87,545 out-of-state visitors.
- Paid Grants: During the month, \$33,600 was paid to close out four (4) grants, bringing 14,359 out-of-state visitors and \$8,745,257 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:

\$246,744 was received on 12/05/17 for October. \$240,350 is due for November. \$254,978.00 is due for December. Total net Pro-Team Tag Revenue for the fiscal year-to-date: 1,444,700.90.

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 1st quarter September: \$76,372.71, which was sent out in October 2017.
 Total team's charity payments accrued through December: \$80,660.00, which will be sent out in January 2018.
 Total teams' charity amount accrued for this fiscal year-to-date: \$157,032.71

Sports Tourism, Media, Marketing & Public Relations Exposure:

Administrative Affairs:

- Director of Administrative Affairs and team assisted sports commissions in grant applications, partnerships and post event process.
- Director of Administrative Affairs communicated with the grant committee Chair regarding the upcoming 3rd quarter grant conference call in January, and the meeting was noticed.

Website Traffic:

- *Flasports.com* December 2017 traffic for www.flasports.com was 26,088 visitors and 62,854 page views, with 70% being new visitors. The most-visited pages included the Florida's Bowl Game page (23% of all pages visited in December), three different Florida Senior Games pages (26% of all December traffic) and the Florida Spring Training page (7% of site traffic).
- *Floridagrapefruitleague.com*: December 2017 traffic was 7,370 visitors and 24,121 page views, with 80% being new visitors.

Social Media:

- @Fla_Sports Twitter activity created over 7,700 impressions. @FlaSpringTrain Twitter activity during the month of December created 7,300 impressions.
- The Florida Sports Foundation Facebook page reached nearly 3,500 users with 16 posts during the month of December. The Florida Senior Games Facebook page posts reached over 11,000 users with 29 posts.
- Photos at the Florida Senior Games were posted at the Florida Sports Foundation SmugMug photo sharing site and were publicized on social media and in daily press release. Photos downloaded to the site were viewed over 12,000 times in December.

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 distributed daily press releases and results reporting during the Florida Senior Games resulting in articles published in over 20 documented media outlets. The outlets included: Tampa Bay Times, Leesburg Daily Commercial, WMFE Radio-Orlando, Fox 35 TV- Orlando, InJupiter Magazine, Florida Department of Elder Affairs Elder Update, Lifestyles After 50, Tallahassee Democrat Active Living, ABC Action News-Tampa/St. Pete, The Villages Daily Sun, The Villages Daily News, Clearwater Beacon, Orlando Sentinel, South Lake Tablet, Highlands News-Sun, Tallahassee Democrat, Lakeland Ledger, Ocala Star-Banner, Florida Times-Union, South Florida Sun Sentinel, WTSP-TV – Tampa/St. Pete,
- Director of Communications worked with freelance writers for articles about the 2018 Florida Spring Training season.
- Director of Communications continued work on 2018-19 Florida Sports Directory and Facilities Guide and 2018 Florida Spring Training Guide.

Program Initiatives:

- The President met with Leon County Tax Collector to discuss opportunities to promote team specialty license tags.
- The President met with VISITFL Chief Marketing Officer to discuss golf and fishing marketing opportunities.
- The President met with DEO Chancellor Lyons to discuss a 2018 wellness education program.
- The President met with OPPAGA staff to review and affirm the program evaluation report.
- The President attended Florida Senior Games events.
- The President attended the CONNECT Women in Sports Conference.
- The President moderated the Women in Athletics panel discussion during the MEAC conference.
- The President met with Grapefruit League team, Atlanta Braves at their new facility in Atlanta, GA.
- The President met with industry partners throughout the State to include:
 - City of Fort Lauderdale
 - Broward County Sports Commission
 - Miami Dade Sport Commission
 - Orange Bowl Committee
 - National Football League
 - Super Bowl LIV committee
 - Miami Dolphins
 - Miami Marlins
- The President met with Rep. Mike Miller and Senator Randolph Bracy to discuss efforts to gain support for the legislature's approval of a new team specialty license tag.

Amateur Sports:**Sunshine State Games:**

- Marketing/Promotions:
 1. Staff is working on 2018 Sunshine State Games promotional materials.
- Events/Developments:
 1. Staff met with VSPC officials to make plans for 2018 Sunshine State Games.
 2. Director of Events met with Charlotte County officials to confirm plans for 2018 Sunshine State Games.
 3. Director of Events met with Gainesville Sports Commission to discuss 2018 Sunshine State Games.

Florida Senior Games:

- Marketing/Promotions:
 1. Staff is working on 2018 Florida Senior Games Promotional materials.

- Events/Developments:
 1. Florida Senior Games was held December 2-10, 2017 in Pinellas County, Florida. With 4,190 attendees yielding an estimated direct economic impact of \$999,000.
 2. FY16-17 – 2nd Quarter Series Qualifiers totaled 3,496 attendees yielding an estimated direct economic impact of \$437,000 for their communities.
 3. 2018 Florida Senior Games Series schedule was announced.
 4. Staff met with City of Clearwater regarding FSG cycling road race.
 5. Staff met with YMCA of North Pinellas to wrap-up FSG and Reindeer Run partnership.
 6. Staff met with Countryside Country Club to wrap-up FSG and secure facility for 2017.
 7. Staff met with Dunedin High School regarding Florida Senior Games Partnership.

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

- The President met with SunTrust Bank and they delivered a check for \$5,000 for this fiscal year's sponsorship.

~ End

**ENTERPRISE
FLORIDA**

Florida Sports Foundation, Incorporated

Invoice

101 North Monroe St.
Suite 1000
Tallahassee, FL 32301

Date	Invoice #
12/31/2017	17-18-104

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
	Professional Sports Development Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of December 2017.	254,978.00	254,978.00
FEID:45-3113933 - CSFA# 40.040-Line Item:2226J Funding:Professional Sports Development Trust Fund		Total	\$254,978.00