



**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: Eleven (11) events, with grant awards totaling \$785,100, were scheduled to take place during the month, with a projected out-of-state impact of \$60,871,785 and 89,003 out-of-state visitors.
- Amount/Number of Grants for awards: Thirty-two (32) 3rd Quarter grant applications were received by the January 10<sup>th</sup> deadline. A Grant Committee meeting was held on January 30<sup>th</sup> to review the applications. Their recommendations will be presented to the FS Board of Directors on February 16th in Tampa.
- Paid Grants: During the month, \$48,100 was paid to close out eight (8) grants, bringing 14,875 out-of-state visitors and \$8,137,671 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.

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

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

\$240,350 was received on 01/04/18 for November. \$254,978.00 is due for December. \$290,904.00 is due for January. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$1,735,604.90.

#### **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: \$76,372.71, which was sent out in October 2017.  
 Total team's charity payments accrued in the 2<sup>nd</sup> quarter: \$80,660.00, which was sent out in January 2018.  
 Total team's charity payments accrued through January: \$31,620.00, which will be sent out in April 2018  
 Total teams' charity amount accrued for this fiscal year-to-date: \$160,937.71

#### **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 and staff produced reports and held the 3<sup>rd</sup> quarter grant conference call on January 30<sup>th</sup>.

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

- *Flasports.com* January 2018 traffic for [www.flasports.com](http://www.flasports.com) was 17,513 visitors and 48,166 page views, with 86% being new visitors. The most-visited pages included the Florida Spring Training page (25% of site traffic) the Florida Senior Games Series Qualifier page (8% of all January traffic).
- *Floridagrapefruitleague.com*: January 2018 traffic was 15,076 visitors and 59,889 page views, with 86% being new visitors.

**Social Media:**

- @Fla\_Sports Twitter activity created over 10,800 impressions. @FlaSpringTrain Twitter activity during the month of December created 14,800 impressions.
- The Florida Sports Foundation Facebook page reached nearly 3,500 users with 12 posts during the month of January. The Florida Senior Games Facebook page posts reached over 4,400 users with 11 posts.
- The Florida Spring Training Guide was posted on *Uberflip* on January 16 and was viewed over 2,500 times and downloaded over 400 times during the month of January.

**Media Activity & Impressions:**

- Director of Communications worked with freelance writers for articles about the 2018 Florida Spring Training season.
- Director of Communications worked with statewide media on athlete follow up stories from 2017 Florida Senior Games.
- Director of Communications completed work on 2018 Florida Spring Training Guide and began distribution with delivery on January 20.
- Director of Communications sent out press release regarding the 2018 Governor's Baseball Dinner and promoted the event on the FSF social media outlets.
- Director of Communications secured Downs & St. Germain Research to conduct 2018 Florida Spring Training Economic Impact Survey.
- Director of Communications participated in Florida Tourism Day activities
- Director of Communications participated in Florida Senior Day activities and arranged television interview with a local senior athlete.
- Director of Communications attended the 2018 National Senior Games Association Conference in Albuquerque, New Mexico
- Director of Communications secured Governor's Letter of Support for Nathan Benderson Park bid for Under 23 World Rowing Championships
- Director of Communications participated in Capital City Senior Games Torch Run Ceremonies.
- Director of Communications worked with Major League Baseball Communications Office to secure Commissioner's appearance at the 2018 Governor's Baseball Dinner.
- Director of Communications reviewed the City of Dunedin Application for Spring Training Funding and delivered approved application to Department of Economic Opportunity.
- Director of Communications worked with Flamingo Magazine on advertisement for print and website for March issue promoting Florida Sports License Plates.

**Program Initiatives:**

- The President attended the USTA One Year Anniversary meeting.
- The President attended Senate committee meetings.
- The President met with VISIT Tallahassee staff.
- The President met with regional Sports Commissions in south Florida.
- The President made multiple facility site visits for SSG and FSG.
- The President attended VISIT Florida's Tourism Day.
- The President conducted a review of proposals and selected a vendor for the 2018 MLB economic impact study.
- The President participated in a PGA Tour with Governor Scott.
- The President attended several grant funded events.

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

- Marketing/Promotions:
  1. Staff announced the 2018 Sunshine State Games calendar.
  2. Staff is working with all sports directors, commissions and hosts informing them of staff changes and preparing for upcoming events.
- Events/Developments:
  1. Staff prepared for the 2018 SSG Dominoes tournament to be held at Somerset Prep Academy Charter on February 3, 2018.
  2. Staff visited two sites in Broward County for the upcoming SSG Water Polo Championships.
  3. Staff visited the Florida Center Ice Center in Wesley Chapel for the upcoming SSG Figure Skating Championships.
  4. Staff met with the Treasure Coast Sports Commission regarding future sites for SSG Lacrosse.

**Florida Senior Games:**

- Events/Developments:
  1. Staff is working with sports directors for upcoming Florida Senior Games.
  2. Staff assisted local senior games with equipment funding.
- NSGA Conference
  1. Staff attended the 2018 National Senior Games Association Conference in Albuquerque, New Mexico

**Sponsorships, Development & Fundraising Updates**

**Activity with Current Sponsors:**

- President scheduled a meeting with Humana to discuss the Florida Senior Games partnership.

**Activity with Prospective Sponsors:**

- Farm Bureau Insurance and Fanatics came on as sponsors of the 2018 Governor's Baseball Dinner, held in partnership with Visit St. Pete Clearwater and Florida Sports Hall of Fame.

**~ End**

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