



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: Twelve (12) events, with grant awards totaling \$196,250, were scheduled to take place during the month, with a projected out-of-state impact of \$75,386,225 and 65,298 out-of-state visitors.
- Paid Grants: During the month, \$220,375 was paid to close out thirteen (13) grants, bringing 66,809 out-of-state visitors and \$55,044,565 in out-of-state economic impact.

FY 2017/18 Grant Program Awards-to-Date: 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. 32 third-quarter grants were awarded \$359,310 and are projected to bring an out-of-state economic impact of \$70,788,673 and 93,823 visitors.

Totals-to-date: # of grants: 111 Awards: \$1,883,735 Impact: \$428,463,274 Visitors: 492,212 Jobs: 5,791

Professional Sports Development Trust Fund:

\$290,904 was received on 3/12/18 for January. \$201,940 was received on 3/30/18 for February. \$218,730 is due for March. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,156,274.90.

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: \$76,372.71, which was sent out in October 2017.
 Total team's charity payments accrued in the 2nd quarter: \$80,660.00, which was sent out in January 2018.
 Total team's charity payments accrued through March: \$77,345.00, which will be sent out in April 2018
 Total teams' charity amount accrued for this fiscal year-to-date: \$238,282.71

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 team introduced all the Industry Partners to the new grant application and portal via a WebEx, and letters.

Social Media:

- @Fla_Sports Twitter activity created over 8,000 impressions. @FlaSpringTrain Twitter activity during the month of March created 11,000 impressions.
- The Florida Sports Foundation Facebook page reached nearly 3,000 users with 6 posts during the month of March.
- The Florida Spring Training Guide posted on *Uberflip* was viewed over 3,400 times and downloaded 324 times during the month of March.

Media Activity & Impressions:

- Director of Communications worked with media outlets about the 2018 Florida Spring Training season.
- Director of Communications worked with Downs & St. Germain Research to prepare a plan for data collection for the 2018 Florida Spring Training Economic Impact Survey.
- Director of Communications produced Sunshine State Games and Florida Senior Games promotional posters for distribution statewide.
- Director of Communications worked with production company to produce a Florida Grapefruit League :30 commercial that aired on Sun Sports from March 10-20.
- Director of Communications prepared information and materials for Enterprise Florida Board of Directors meeting and contacted Sunshine State Games and Florida Senior Games athletes to be recognized during the meeting.
- Director of Communications compiled daily Florida Spring Training attendance totals for statewide total.
- Director of Communications worked to reinstate www.nascartags.com for promotional purposes.
- Director of Communications attended Florida State University LYFE program Career Fair for student athletes.
- Director of Communications and President met with publisher of Flamingo Magazine to discuss future promotional partnerships.

Program Initiatives:

- The President attended the IFVB grant funded event.
- The President met with State Surgeon General and Secretary of the Department of Health.
- The President was the keynote speaker at the FSU Diversity & Inclusion Sports Talk Series.
- The President participated in the EFI March Board meeting where the Sports Foundation was featured.
- The President participated in the ONYX Magazine Women of the Move event and was featured in the April edition.
- The President met with the following industry partners and board members:
 - Miami Heat, Jared Diamond
 - NBCUniversal, Howard Tate
 - AARP Florida, Dionne Polite
 - Starbucks, Phillip Laws
 - USTA, Donna Dozier-Gordon
 - Red Bull, Kacey Meagher
 - ATP, Erika Kegler
 - Broward County CVB leadership
 - Palm Beach County Sports Commission team
 - Broward County Sports Commission leadership
 - City of Miami Gardens executive team
- The President hosted an Executive Roundtable for Sports Commissions and Industry Partners.
- The President participated in the NASC Women's Summit
- The President participated in the NCAA Beyond the Baseline series

Amateur Sports:**Sunshine State Games:**

- Marketing/Promotions:
 1. Staff announced the 2018 Sunshine State Games Calendar.
 2. Staff is promoting Sunshine State Games Figure Skating/Basketball/Lacrosse in May 2018.
 3. Staff is promoting Sarasota County and Alachua County Festivals in June 2018
 4. Staff is promoting SSG-International Beach Games in Sept 2018.
- Events/Developments:
 1. Staff met with Florida Hospital Center Ice (Pasco County) regarding hosting SSG Figure Skating in May 2018.
 2. Staff in discussions to host Water Polo at a new site in Clermont, FL for June 2018
 3. Staff in discussion with Lakeland & Gainesville representatives regarding hosting the 2018 SSG Synchronized Swimming Championships in June 2018.

Florida Senior Games:

- Marketing/Promotions:
 1. Staff is preparing the 2018 FSG Qualifying Cards to send to fall Florida Senior Games Series Qualifiers.
 2. Director of Communications began production of the 2018 Florida Senior Games Registration Book.
- National Senior Games Association, (NSGA):
 1. Staff is working with NSGA for the 2019 National Qualifying Events.

Sponsorships, Development & Fundraising Updates

Activity with Current Sponsors:

- Staff worked with Humana regarding first year payment.

~ End

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