



**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 \$70,630, were scheduled to take place during the month, with a projected out-of-state impact of \$13,568,963 and 18,307 out-of-state visitors.
- Amount/Number of Grants for awards: Sixteen (16) 4th Quarter grant applications were received by the April 10<sup>th</sup> deadline. A Grant Committee meeting was held on May 1st to review the applications. Their recommendations were presented to the FS Board of Directors on May 23rd in Jacksonville. All 16 were approved as recommended.
- Paid Grants: During the month, \$727,305 was paid to close out nine (9) grants, bringing 67,173 out-of-state visitors and \$56,736,018 in out-of-state economic impact.

FY 2017/18 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. 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. 16 fourth-quarter grants were awarded \$543,860, and are projected to bring an out-of-state economic impact of \$190,207,668 and 156,485 visitors.

FY Totals: # of grants: 127    Awards: \$2,427,595    Impact: \$588,670,942    Visitors: 648,697    Jobs: 7,632

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

\$213,049 is due for April. \$224,687 is due for May. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,594,010.90.

#### **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 in the 3<sup>rd</sup> quarter: \$77,345.00, which was sent out in April 2018  
 Total team's charity payments accrued through May: \$47,580.00, which will be sent out in July 2018  
 Total teams' charity amount accrued for this fiscal year-to-date: \$281,957.71

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

##### **Administrative Affairs:**

- Director of Administrative Affairs and team assisted sports commissions in grant applications, partnerships and the post event process.

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

- *Flasports.com* May 2018 traffic for FSF's website was 18,294 visitors and 42,698 page views, with 67% being new visitors. The most-visited pages included the Sunshine State Games Sports & Information page (39% of site traffic),

Figure Skating sport page (9% of site traffic), and the hiring announcement article for Jason Hendrix, Director of Communications (9% of all traffic).

- *Floridagrapefruitleague.com*: May 2018 traffic was 1,054 visitors and 2,606-page views, with 86% being new visitors.

#### **Social Media:**

- *@Fla\_Sports Twitter* activity created over 16,600 impressions, gaining seven followers. *@Fla\_Sports* had 1,622 profile views, produced 35 unique tweets, and was mentioned on 54 occasions. *@FlaSpringTrain Twitter* activity during the month of May created 2,063 impressions.
- The Florida Sports Foundation Facebook page reached nearly 2,200 users with 16 posts during the month of May, gaining 11 followers.

#### **Media Activity & Impressions:**

- New Director of Communications was named: Jason Hendrix. Press release was submitted to media outlets.
- Director of Communications designed and distributed new monthly grants awarded flyer.
- Director of Communications distributed press release previewing Sunshine State Games' opening weekend.
- Director of Communications distributed press release recapping the figure skating, basketball, and lacrosse competitions of Sunshine State Games in Alachua, Broward, and Pasco counties.
- Director of Communications worked with Brian D. Stanchak, CEO of the Head Coaches Training Center, on media materials for the conference May 14-16 in Orlando, Fla.
- Director of Communications did an overhaul review and edit of the FSF website, updating photos, information, graphics, etc.
- Director of Communications updated all header/avatar images across all social media platforms.
- Director of Communications attended annual FSF Industry Partners Summit in Jacksonville.
- Director of Communications compiled and published a comprehensive review of FSF Summit, its activities, and speakers.
- Director of Communications distributed press release previewing Sunshine State Games' week two events: paddling, rowing, and Olympic weightlifting.
- Director of Communications established a connection with the Florida State University Sports Management department and scheduled an in-class presentation for the month of June.

#### **Program Initiatives:**

- The President attended the Association of Chief Executives in Sports (ACES) Conference.
- The President attended the 2108 Tourism Appreciation Day & SUNsational Service Courtesy Awards program.
- The President met with Board Member, Jarred Diamond.
- The President participated in the annual Orange Bowl Food & Wine Fundraiser.
- The President delivered a welcome address for the 2018 Head Coaches meeting.
- The President attended the Florida Sports Annual Summit.
- The Foundation sponsored three Florida Senior Games participants attendance at the Women in Sports Celebration.
- The President and staff hosted the 2018 Annual Industry Partners Summit and Quarterly Board of Directors Meeting.

#### **Amateur Sports:**

##### **Sunshine State Games (SSG):**

- Marketing/Promotions:
  1. Sunshine State Games Souvenir Program was produced and will be distributed at all 2018 Sunshine State Games.
  2. Staff finalized the locations & venues for the 2018 Sunshine State Games Calendar.
  3. Staff promoted Sunshine State Games Figure Skating/Basketball/Lacrosse in late May 2018.
  4. Staff is promoting Sarasota County and Alachua County Festivals in June 2018
- Events/Developments:
  1. SSG Figure Skating was held at the Florida Hospital Center Ice (Pasco County) in May 2018.
  2. SSG Basketball was held in Alachua County at (Legacy Park)in May 2018
  3. SSG Lacrosse was held in Broward County, despite torrential downpours, over 117 teams participated..
  4. Logistics/Promotions discussions have been ongoing w/ Pinellas County for SSG-International Beach Games in Sept 2018

**Florida Senior Games (FSG):**

- Marketing/Promotions:
  1. Staff is preparing the 2018 FSG Qualifying Cards to send to fall Florida Senior Games Series Qualifiers.
- Events/Developments:
  1. Staff met with (the Long Center Representative in Pinellas County) regarding Florida Senior Games Partnership.
- National Senior Games Association, (NSGA):
  1. Staff is working with NSGA for the 2019 National Qualifying Events.

**Sponsorships, Development & Fundraising Updates**

**Activity with Prospective Sponsors:**

- The President met with Northstar Meeting executives to discuss partnership opportunities.

**~ End**

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