



## Florida Sports Foundation Annual Report FY 2017-2018

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Opportunity

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## MISSION

The **Florida Sports Foundation, (FSF)**, is a 501(c)(3) non-profit corporation, serving as the Sports Industry Development Division of Enterprise Florida, Inc., (EFI). The mission of FSF is to:

- 1. Assist Florida's communities with securing, hosting and retaining Sporting events and sports related business that generate significant economic impact and Sports Tourism for the state of Florida through the Foundation's grant programs\*, legislative initiatives and Industry Partner service, recognition and development.**
- 2. Provide the citizens of Florida with participation opportunities in Florida's Sunshine State Games and Florida Senior Games events.**
- 3. Serve as Florida's leading resource for Sport Tourism research and facts.**
- 4. Assist in the promotion of targeted leisure sports industries in Florida.**
- 5. Assist National and Florida State Governing Bodies to promote amateur sport development through Florida's Sunshine State Games and hosting events in Florida.**

\*The FSF grant programs work to assist communities and organizations in attracting major sporting events. These events are designed to attract out-of-state visitors and generate a significant economic impact. Grants are awarded for events that are projected to have strong economic impacts, a positive return on investment, garner community support and add value to the state of Florida.

## OPERATIONS, PROGRAMS AND ACCOMPLISHMENTS

### OPERATIONS

Fiscal Year 2017/18 was a year of change at FSF. FSF added a new president, staff members and Board Chair to name a few. Angela Suggs became President and CEO of FSF on August 7, 2017, and began her tenure by touring the state and meeting with every partner. Her travel included attending her first Board of Directors' meeting just 4 days into her new position on August 11, 2017, where Board Chair Jesse Biter began his term on the Board. Besides the President, FSF currently has 10 full-time employee positions:

1. Vice President of Amateur Sports & Events
2. Director of Administrative Affairs
3. Director of Communications
4. Director of External Affairs
5. Director of Sports Development
6. Event Manager
7. Event Coordinator (two positions)
8. Executive Assistant to the President
9. Finance & Grant Coordinator

The offices of FSF were located in Tallahassee and Clearwater at the beginning of the year, and by mid-year, the Clearwater office was closed and the Amateur Sports Programs moved back to Tallahassee.

### BUDGET

The majority of the budget of FSF is based on State revenue from legislative appropriations, which is appropriated through a contract with the Department of Economic Opportunity, (DEO).

#### Grants, Economic Development & related programs

- FSF's oldest appropriation, from 1995, comes from the Professional Sports Development (PSD) Trust Fund, where the sale of Professional Sports Teams License Plates from 9 pro teams are deposited, (up to \$3 million);
- Grant Program appropriation, \$1,000,000;
- Other specialty tag revenue from the USOC, NASCAR and USTA license plate sales, amounts which vary, based on percentages of sales.

#### Amateur Sports Programs

- Sunshine State Games, \$200,000;
- Florida Senior Games, \$500,000

The PSD trust fund dollars for this year ended at \$2,874,910, an increase over the previous year of 3%, (see Attachment Annual Reports A. 1-3 for the updates on the Budget).

## GRANT PROGRAMS

The FSF's Major Grant Program, is designed to assist communities and host organizations in attracting sports events, which will generate significant out-of-state economic impact for the state of Florida. The Foundation's Board of Directors awards grants on a quarterly basis, and places emphasis on economic impact, return on investment, community support and image value to the state.

The FSF's Small Market Grant Program (SMG) is designed to reach Florida's rural and small market communities, as well as those communities new to the sports industry. It is the intention of the Foundation to assist the small market areas and grow them out of the program in future years.

The FSF's Sport Industry Conference Assistance (SICA) Program is designed to assist communities in attracting legitimate event rights holders to market the state of Florida and generate viable event leads.

## GRANT AWARDS:

In FY 2017-2018, the Florida Sports Foundation partnered with Florida communities to award 127 sporting event grants a total of \$2,435,095, which were projected to attract more than 648,697 new visitors to the state and generate an economic impact worth \$588,670,942. Understanding the importance of sports tourism at the local level, the FSF awarded these grants to 23 industry partners in 8 of 8 regions. 97 of these were scheduled to take place during the FY, and 31 were scheduled to take place beyond the FY. Please see Attachment B.1 & 2 for detailed information on the awarded grants during the year.

<b>FY 17/18 Awards</b>	Applications Received	Approved	# Awarded	Total Amount Awarded	Total Economic Impact-Projected	Total Out-of-State Visitors-Projected	Estimated Return on Investment
1st Qtr-Major	32	32	<b>30</b>	\$ 413,250	\$ 162,293,864	152,890	\$ 400
1st Qtr-SMG (Minor)	4	4	<b>4</b>	\$ 10,525	\$ 1,141,963	2,281	\$ 109
1st Qtr-SICA (Minor)	1	1	<b>1</b>	\$ 5,000	\$ 448,236	425	\$ 90
2nd Qtr-Major	35	32	<b>32</b>	\$ 1,066,350	\$ 188,328,968	234,604	\$ 177
2nd Qtr-SMG (Minor)	12	12	<b>12</b>	\$ 36,800	\$ 5,461,570	8,189	\$ 148
2nd Qtr-SICA (Minor)	0	0	<b>0</b>	\$ -	\$ -	0	\$ -
3rd Qtr-Major	26	26	<b>26</b>	\$ 332,810	\$ 68,030,456	88,308	\$ 204
3rd Qtr-SMG (Minor)	4	4	<b>4</b>	\$ 19,500	\$ 2,320,633	4,953	\$ 119
3rd Qtr-SICA (Minor)	2	2	<b>2</b>	\$ 7,000	\$ 437,584	562	\$ -
4th Qtr-Major	15	15	<b>15</b>	\$ 538,860	\$ 159,812,143	155,655	\$ 297
4th Qtr-SMG (Minor)	1	1	<b>1</b>	\$ 5,000	\$ 395,525	830	\$ 79
4th Qtr-SICA (Minor)	0	0	<b>0</b>	\$ -	\$ -	0	\$ -
<b>Totals for Year</b>	<b>132</b>	<b>129</b>	<b>127</b>	<b>\$ 2,435,095</b>	<b>\$ 588,670,942</b>	<b>648,697</b>	<b>\$ 242</b>

## AWARDS BY REGION:

Region	# Awarded	Amount Awarded	Projected Out-of-State Impact	# Projected Out-of-State Visitors
Central	29	\$ 896,910	\$ 219,581,977	237,834
Central Eastern	12	\$ 80,625	\$ 45,527,333	76,413
Central Western	10	\$ 496,000	\$ 48,798,937	60,916
North Central	3	\$ 12,400	\$ 1,448,839	3,480
North Eastern	1	\$ 6,550	\$ 1,154,933	2,105
North Western	8	\$ 74,200	\$ 15,033,133	19,277
South Eastern	40	\$ 604,900	\$ 202,794,834	164,264
South Western	24	\$ 263,510	\$ 54,330,956	84,408
<b>Totals by Region for FY 2017/18</b>	<b>127</b>	<b>\$ 2,435,095</b>	<b>\$ 588,670,942</b>	<b>648,697</b>

## COMPLETED GRANTED EVENTS:

### ACTUAL IMPACT:

In FY 2017-2018, FSF invested \$2.4 million in a total of 125 sporting event grants from multiple award years, which took place and were completed during the year. The amount paid out to these grants totaled \$2,498,317, which attracted more than 649,189 new visitors to the state and generated an economic impact worth \$627,168,530. These grants ended with an average ROI of \$251:1, creating 7,638 jobs. Please see Attachment D.2 for detailed information regarding the grants taking place.

FY 17/18 Taking Place	# Paid	Total Amount Paid	Total Economic Impact-Actual	Total Out-of-State Visitors-Actual	Estimated Return on Investment
1st Qtr-Major	22	\$ 673,050	\$ 100,875,293	103,043	\$ 150
1st Qtr-SMG (Minor)	1	\$ 5,000	\$ 865,672	1,684	\$ 173
1st Qtr-SICA (Minor)	1	\$ 5,000	\$ 432,286	350	\$ 86
2nd Qtr-Major	34	\$ 459,459	\$ 117,128,342	186,924	\$ 255
2nd Qtr-SMG (Minor)	5	\$ 13,925	\$ 1,470,609	2,828	\$ 106
2nd Qtr-SICA (Minor)	1	\$ 5,000	\$ 177,942	350	\$ 36
3rd Qtr-Major	23	\$ 991,523	\$ 152,747,100	179,654	\$ 154
3rd Qtr-SMG (Minor)	7	\$ 29,500	\$ 5,213,512	6,733	\$ 177
3rd Qtr-SICA (Minor)	0	\$ -	\$ -	0	\$ -
4th Qtr-Major	22	\$ 287,960	\$ 245,865,379	163,352	\$ 854
4th Qtr-SMG (Minor)	7	\$ 20,900	\$ 2,008,778	3775	\$ 96
4th Qtr-SICA (Minor)	2	\$ 7,000	\$ 383,617	496	\$ 55
<b>Totals for Year</b>	<b>125</b>	<b>\$ 2,498,317</b>	<b>\$ 627,168,530</b>	<b>649,189</b>	<b>\$ 251</b>

## Completed Granted Event Highlights:

### Palm Beach County Sports Commission

The Winter Equestrian Festival was held January 10 - April 1, 2018, brought over 20,000 out-of-state visitors, which resulted in an out-of-state economic impact of over \$99 million.

### Visit Orlando Sports

The 45<sup>th</sup> AAU Girls Jr. National Volleyball Championships were held June 16 - 28, 2018, and brought over 76,000 out-of-state visitors, which resulted in an out-of-state economic impact of over \$97 million.

### Pasco County Sports Commission

The 2017 TORHS 2Hot4Ice National Championships were held July 5 - 12, 2017 and brought over 3,500 out-of-state visitors, which resulted in an out-of-state economic impact of over \$2.7 million.

### Broward County Sports Commission

The FIVB Swatch International Volleyball Major Kickoff was held February 27 - March 4, 2018, and brought over 22,000 out-of-state visitors, which resulted in an out-of-state economic impact of over \$19 million.

### Major Events:

Pro Sports shined on Florida when the granted major events of two All-Star Games and the NFL Pro Bowl took place during the year bringing a combined economic impact of over \$76 million and 70,000 out-of-state visitors.

- Major League Baseball All-Star Game, July 7 - 11, 2017 in Miami
- NFL Pro Bowl 2018, January 28, 2018 in Orlando
- National Hockey League All-Star Weekend, January 26 - 28, 2018 in Tampa

## AMATEUR SPORTS PROGRAMS

### Florida Senior Games (FSG):

In 1992, the first Florida Senior Games State Championships were held in Bradenton. Over the years, the Florida Senior Games continues to grow, and together with the local games, provides fun, fellowship, fitness and competition for Florida's fastest growing age group. The focus of the Senior Games is not winning, but participating. The Florida Senior Games is dedicated to:

- Encouraging and promoting healthy lifestyles for Florida's Seniors
- Providing Florida's Seniors with the opportunity to compete at the local, state and national level
- Providing all senior citizens of Florida with an affordable and quality multi-sport festival they can call their own

Every year, the FSF sanctions the FSG Series Qualifiers in Florida, which lead up to the Florida Senior Games in December. In FY2017/18, 23 Series Qualifiers were held with over 18,000 attendees representing over \$1.4 million in local community impact. The 2017 FSG, held in Pinellas County, saw over 4,000 attendees, with athletes participating in 23 sports, and brought almost \$1 million in local community impact. Athletes came from over 200 Florida cities, 38 states, Puerto Rico, the Bahamas and Canada. The Florida Senior Games also serve as a qualifier for the bi-annual National Senior Games, run by the National Senior Games Association, (2017 was not a qualifying year).

Florida Senior Games Sports - 2017
Archery
Bag Toss
Basketball 3 on 3
Basketball Shooting
Billiards
Bowling
Bowling-Team
Cycling
Golf
Horseshoes
Lawn Bowling
Pickleball
Powerlifting
Race/Power Walks
Racquetball
Road Race-5K
Shuffleboard
Swimming
Table Tennis
Tai Chi
Tennis
Track &Field
Volleyball-Indoor

## FSG Highlights:

While nearly 70 percent of the athletes competing were in the 60-70 age groups, 17 athletes age 90 and over were also registered. The most experienced athletes were Paul Allair, a 96-year-old Shuffleboard player from Clearwater, and 95-year-old Mary Kemp, of Boca Raton, running the 50 and 100 meter dashes of the Track and Field competition.

Humana began their partnership with FSF during the year to be the presenting sponsor of the Florida Senior Games through 2020. Humana's commitment to the Florida Senior Games represents a natural progression as Humana has been the presenting sponsor of the National Senior Games since 2007 and partners with various state games nationwide. In 2017, Humana honored four Florida Senior Games athletes as Humana Game Changers for exemplifying healthy aging and providing encouragement, motivation and inspiration for all seniors to start with being healthy. Since launching the program in 2013, Humana has recognized 52 athletes ages 50 to 94 nationwide. The four honorees are: Shirley Chase, 92, Swimming; Brian Hankerson, 58, Track & Field; Leurene Hildebrand, 85, Track & Field; and Charles Madge, 90, Golf.

## Sunshine State Games (SSG):

The State of Florida created the Sunshine State Games to provide Florida's citizens an Olympic-style sports festival they can call their own. The Sunshine State Games, now in its fourth decade of competition, is the nation's oldest State Games and is Florida's largest and longest standing multi-sport festival. The mission of the Games is to provide quality competition for Florida's amateur athletes of all ages and skill levels. In FY2017/18, over 26,000 attendees took part in 37 sporting events in over 20 different communities, bringing over \$6.6 million in local community impact.

Sunshine State Games Sports 2017/2018
Badminton (July)
Sport Shooting-USPSA (Fall)
Sport Shooting-Intl Pistol (Fall)
Sport Shooting-Bullseye Pistol (Fall)
Scottish Heavy Athletics (Fall)
Beach Powerlifting (Fall)
Beach Tennis (Fall)
Beach Ultimate (Fall)
Beach Super Weight Throw
Sport Shooting-Int'l Air Rifle
Sport Shooting-Int'l Double Trap
Sport Shooting-Rimfire
Sport Shooting-Int'l Wobble Trap
Sport Shooting-Metallic
Sport Shooting-Smallbore 3P
Sport Shooting-Smallbore Prone
Sport Shooting-Fun Pistol

Lacrosse Fall Classic (Fall)
Dominoes (Feb)
Volleyball (April)
Figure Skating (May)
Lacrosse-Broward (May)
Basketball (May)
Archery (June)
Fencing (June)
Judo (June)
Powerlifting (June)
Paddling Marathon & Sprint (June)
Rowing
Swimming (June)
Synchro Swim (June)
Table Tennis (June)
TaeKwonDo (June)
Track & Field (June)
Water Polo (June)
Weightlifting (June)



## **SSG Highlights:**

At the 2018 SSG Track and Field Championships, in Port Charlotte, Dr. Brian Hickey, a professor in the Florida A&M Department of Health and Physical Education joined an elite group of amateur athletes when he received his 2017 Sunshine State Games Male Athlete of the Year Award.

The 2017 Female Athlete of the Year, Angelica Ramirez, from Melbourne was honored at SSG's 2018 archery competition, held at the Easton Newberry Complex, in Alachua County in June.

Please see Attachment D.1 & 3 for detailed information on the FSG & SSG outcomes.

## SPORTS DEVELOPMENT

The FSF promotes Florida as a sports tourism destination through a coordinated effort with Florida's network of Sports Commissions and Industry Partners; Florida hosts hundreds of thousands of visitors in thousands of events, in hundreds of sports each year. The FSF promotes the State of Florida and our sports commissions and partners nationally through industry trade shows, industry publications, and directly to event owners.

### **Florida Sports Commissions & Industry Partners**

1. Bradenton Area Sports Commission
2. Broward County Sports Development
3. Central Florida Sports Commission
4. Citrus County Sports Development
5. Columbia County Sports Commission
6. Daytona Beach Area CVB – Halifax
7. Emerald Coast CVB, (Okaloosa County)
8. Experience Kissimmee (Osceola County)
9. Florida Citrus Sports & Events
10. Florida's Space Coast Office of Tourism
11. Gainesville Sports Commission
12. Greater Miami-Dade CVB
13. Jacksonville Sports
14. Lee County Sports Development
15. Naples, Marco Island & Everglades CVB, (Collier County)
16. Ocala/Marion County Sports Commission
17. Palm Beach County Sports Commission
18. Palm Coast and the Flagler Beaches
19. Panama City Beach CVB – Sports Development
20. Pasco County Sports Commission
21. Pensacola Sports
22. Polk County Sports Marketing
23. Punta Gorda/Englewood Beach VCB, (Charlotte County)
24. Santa Rosa County BOCC – Sports Development
25. Sarasota County Sports Commission
26. St. Petersburg/Clearwater Sports Commission
27. Tallahassee Sports Council
28. Tampa Bay Sports Commission
29. Treasure Coast Sports Commission
30. Visit Orlando Sports

## Sports Development Highlights:

### **Florida Sports Annual Summit**

The FSF invites our partners to attend the Florida Sports Foundation's annual Summit, where representatives of the nation's top sports event rights holders present their events. This year's Summit was held in Jacksonville May 21<sup>st</sup> - May 23<sup>rd</sup>. FSF presented awards to partners and held workshops with over 20 event rights holders.

### **Legislative Days**

The FSF participates in and invites our partners to join and support the annual Legislative Days held during the Legislative Session every year:

Golf Day at the Capitol

Tourism Day at the Capitol

Florida Senior Day at the Capitol

### **Governor's Baseball Dinner**

FSF hosts a dinner prior to the beginning of the Florida Spring Training season. The event is supported by Major League Baseball and is a celebration of Major League and Minor League Baseball in the state of Florida featuring guest speakers, including the Governor. The 2018 Governor's Baseball Dinner was held February 15, 2018 at Tropicana Field to celebrate another season of Major League Baseball Florida Spring Training. The dinner was attended by more than 250 guests held on the outfield turf of Tropicana Field.

### **Leading Resource for Sports Tourism Research and Facts**

Over the years, FSF has contracted with various well-known and prominent research firms to provide professional and advanced statistical analysis of the Sports Industry's value to the state of Florida. The most recent overall sports industry study, (done every 3 years), was completed by the Hexad Analytics in January 2017, and revealed a total economic impact of \$57.4 billion for the state.

In FY2017/18, FSF contracted with Downs and St. Germain Research to complete an impact study of Florida's Spring Training. The Florida Grapefruit League takes place annually during the Major League Baseball Spring Training season and features 15 MLB teams in 12 cities. The 2018 Florida Grapefruit League study showed an economic impact of \$687.1 million for the State of Florida.

#### 2018 Key Findings:

- Fans attending: 6,318 average fans per game, totaling 1,497,306 fans
- Jobs created: 7,152 accounting for \$253.5 million in wages
- Paid accommodations: 355,590 room nights
- Total economic impact: \$687.1 million

## MEASURES AND OUTCOMES

### Annual Measures Update:

The chart below summarizes the outcomes of the Fiscal Year 2017/18, showing an increase over the standards. Please see Annual Report Attachment D for the full report.

The Amateur Sports events of the Sunshine State Games and the Florida Senior Games are holding steady year after year, and we were able to exceed the standards by 159% and 123%.

The granted events held during the year again exceeded the standards as set by 314% and 216%.

<b>FY 2017/2018 Summary: Final Performance Measures</b>	<b>Standards</b>	<b>Total Outcome</b>
<b>1. Florida Sunshine State Games and Florida Senior Games State Championships (In-State)</b>		
Economic contributions to communities as a result of hosting Florida's Senior State Games and Sunshine State Games Championships	\$7,000,000	\$11,146,513
Number of participants, (athletes & families), competing in & attending Florida's Senior State Games and Sunshine State Games Championships	40,000	49,276
<b>2. Regional and Major Sporting Event Grants (Out-of-State)</b>		
Economic contributions from Florida Sports Foundation sponsored sporting event grants	\$200,000,000	\$627,168,530
Number of attendees at the sponsored grant events	300,000	649,189

## Attachments:

The following reports are separate documents per section.

- A. Annual Report on the Budget
  - 1. Professional Sports Development Trust Fund as compared to the Budget
  - 2. Fiscal report comparison of the original budget by quarter and year
  - 3. Report comparison of the original budget of State funds by quarter and year
  - 4. Unbudgeted Income and Expense
- B. Annual Report on the Grant and Charity Programs
  - 1. Status Report on the Grant & Charity Programs
  - 2. All Grants awarded for the Fiscal Year
  - 3. Distribution of funds to Florida Based Charities during Fiscal Year
- C. Annual Report on the Trust Fund
- D. Annual Report on the Measures
  - 1. Final Report on the Annual Measures
  - 2. Detailed information regarding the economic impact of granted events
  - 3. Detailed information regarding Sports Activities

*A Division of*

