



**Per SB18-004, FY2018-2019-Amendment, 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, (2235), 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: Fourteen (14) events, with grant awards totaling \$188,050, were scheduled to take place during the month, with a projected out-of-state impact of \$49,024,749 and 52,559 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-six (46) 1st Quarter grant applications were received by the July 10<sup>th</sup> deadline. A Grant Committee meeting was held on July 24<sup>th</sup>, with no quorum, and rescheduled on August 9<sup>th</sup> to review the applications. Their recommendations will be presented to the FS Board of Directors on August 9<sup>th</sup> in Daytona Beach.
- Paid Grants: During the month, \$89,149 was paid to close out eleven (11) grants, bringing 30,536 out-of-state visitors and \$53,501,896 in out-of-state economic impact.

FYE 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:

\$189,451 for June #1 and \$91,448 for Jun#2 was received on July 27<sup>th</sup>. \$366,366.12 is due for July. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$366,366.12.

#### 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-to-date: \$39,822.40, which will be sent out in October 2018.  
Total teams' charity amount accrued for this fiscal year-to-date: \$39,822.40

#### 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* July 2018 traffic for FSF's website was 6,997 visitors and 17,251 page views, with 16% being new visitors. The most-visited pages included the Florida Senior Games information page (13.4% of site traffic), Florida Senior Games daily schedule page (7.3% of site traffic), and FSG qualifying criteria page (7.21%).
- *Floridagrapefruitleague.com*: July 2018 traffic was 1,692 visitors and 4,276-page views, with 90% being new visitors.

**Social Media:**

- @Fla\_Sports Twitter activity created 19,600 impressions, losing 101 followers.\*\*
- @Fla\_Sports had 831 profile views, produced 22 unique tweets, and was mentioned on 37 occasions.
- @Fla\_Sports' best tweet (about Florida-based talent in the 89<sup>th</sup> Annual MLB All-Star Game) had 3,640 impressions
- @FlaSpringTrain Twitter activity during the month of July created 5,193 impressions.
- The Florida Sports Foundation Facebook page reached nearly 4,365 users with 11 posts during the month of July, gaining 36 followers.

*\*\*Note: all social media outlets underwent a government-assisted cleaning, purging spam/fake/unverified accounts on their individual platforms in July. This results in significant follower losses throughout the world on social media accounts.*

**Media Activity & Impressions:**

- Director of Communications designed and distributed flyers for July-based awarded grants and active events receiving grants.
- Director of Communications distributed five press releases highlight sports tourism, athletic events, and community impact of athletics in the Sunshine State.
- Director of Communications distributed press release previewing Sunshine State Games Boxing Championships in Fort Lauderdale
- Director of Communications distributed press release recapping Sunshine State Games Boxing Championships
- Director of Communications continued an overhaul review and edit of the FSF website, updating photos, information, graphics, implementing website reconstruction on homepage, staff pages, and board of director pages.
- Director of Communications created an Integrated Communications plan for the 2018-19 fiscal year.
- Director of Communications connected with SPG and NorthStar to produce facilities guides/magazines for the State of Florida.
- Director of Communications created and distributed a report on the Florida's impact in Major League Baseball and its 16 Sunshine State-based players that competed in the 89<sup>th</sup> Annual All-Star Game in Washington, DC.
- Director of Communications launched a Communications and Marketing Internship program for FSF, advertised position with LinkedIn, Handshake, and on FLASports.com, and connected with Tallahassee-based universities and colleges as well as Sports Information Directors across the state of Florida about program.
- Director of Communications produced plaques for a Florida-based collegiate National Championship winner recognition program that will be implemented in August.
- Director of Communications created and distribute magazine ads for USA Swimming publications.
- Director of Communications traveled to Broward and Palm Beach counties for Sunshine State Games, provided media coverage at events.
- Director of Communications produced Volunteers Wanted flyers for International Beach Games, Sunshine State Games, and Florida Senior Games.
- Director of Communications connected with the Gainesville Sports Commission staff, including Emily Grissom and Kevin Houseknecht, at their Gainesville office.
- Director of Communications connected with Ocala/Marion County Visitors & Convention Bureau staff, including Corry Locke and Loretta Shaffer, at their Ocala office.
- Director of Communications wrote and distributed press release and graphics reviewing the 2018 MLB Florida Spring Training Economic Impact Study done by Downs and St. Germain Research of Tallahassee.
- Director of Communications met with Jon Brown of Brown Consult, LLC for professional growth, development, and FSF Communications Office review.
- Director of Communications connected with Fox Sports South, Xfinity, Spectrum, and Bright House on future advertising opportunities with FSF's specialty tag program in commercial and digital billboard form.
- Director of Communications secured new Sunshine State Games and Florida Senior Games website provider with WebMe Technologies (WMT) and opened connection with James Casteline, business and project manager at WMT.
- Director of Communications met with Dr. Sarah Price of FAMU to set up potential internship pipeline.
- Director of Communications interview with Selena Chavis of SportsEvents Magazine about sports industry sponsorships and today's battle within the industry to land and keep them.
- Director of Communications secured media coverage by Gary Curreri of the Sun Sentinel for the Sunshine State Games Boxing Championships. DOC also interviewed with Curreri about SSG opportunities.
- Director of Communications compiled and updated quarterly Fast Facts for the DEO.
- Director of Communications met with Nelson Mongiovi of VISIT FLORIDA to discuss marketing plans, strategies, and partnership opportunities.
- Communications office delivered outdated FSF hard drives to Lutheran Social Services for a donation.

- Communications office updated Florida Senior Games sport text for use on website for online registration and for use in the FSG Registration Book.
- Communications office advised 2019 National Senior Games Host Committee Chair about visiting 2018 Florida Senior Games to promote Albuquerque and the 2019 National Senior Games.
- Communications office updated FSF website to include past results of Florida Senior Games and Sunshine State Games.
- Communications office submitted article to Elder Update for September/October issue promoting Florida Senior Games Series Qualifiers taking place between September and November and registration for the 2018 Florida Senior Games.

**Program Initiatives:**

- The President was keynote speaker during the FAMU Freshman Sports Identity & Leadership Workshop
- The President met with several industry vendors & suppliers.
- The President and staff hosted a meeting with VISIT Florida Chief Marketing Officer
- The President met with Visit Tampa Bay and Mango Media representatives re: 2019 Governor's Baseball Dinner planning.
- The President on-boarded newly appointed Board of Directors.

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

- Marketing/Promotions:
  1. Sunshine State Games Souvenir Program was produced and were distributed at all 2018 Sunshine State Games.
  2. Staff is working to finalize the locations & venues for the 2019 Sunshine State Games Calendar.
- Events/Developments:
  1. SSG Boxing event took place in Fort Lauderdale, FL at Joseph Carter Park. There were over 102 participants.
- National Congress of State Games, (NCSG):
  1. NCSG 2019 Registration was completed.

**Florida Senior Games:**

- 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 Current Sponsors:**

- Director of Administrative Affairs and staff sent out invoices for the Industry Partnership Program.

~ End

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