



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: Six (6) events, with grant awards totaling \$385,010, were scheduled to take place during the month, with a projected out-of-state impact of \$49,353,881 and 50,521 out-of-state visitors.
- Paid Grants: During the month, \$107,960 was paid to close out seven (7) grants, bringing 97,316 out-of-state visitors and \$119,452,820 in out-of-state economic impact.

FY2018/19 Grant Program Awards: 40 first-quarter grants were awarded \$495,466, (as one has since been cancelled), and 2 major event grants that will take place in 2021 were awarded \$2,600,000 with separate future fiscal year payment contracts. This year's contracted amount for the two major events is \$250,000 each. The 42 awarded grants are projected to bring an adjusted out-of-state economic impact of \$268,540,671 and 175,608 out-of-state visitors.

FY Totals: # of grants: 42 Awards: \$1,034,966 Impact: \$268,540,671 Visitors: 175,608 Jobs: 2,066

Professional Sports Development Trust Fund:

\$223,215.00 for August was deposited on September 26th. \$202,147.00 is due for September. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$791,728.12.

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 1st quarter: \$86,057.40, which will be sent out in October 2018.

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.

External Affairs:

- Director of External Affairs continues to work with the Miami Heat team to plan the release event and promotional campaign for the specialty license plate.
- Director of External Affairs continues to work with the Tampa Bay Lightning team to discuss their specialty tag redesign and promotional campaign.
- Director of External Affairs held a teleconference call with the Orlando Magic to discuss the opportunities for the team specialty plate redesign.
- Director of External Affairs worked with a production company to complete promotional videos for specialty plate commercials.
- Director of External Affairs assisted with coordinating FSF sponsorship and participation in the TEAMS Conference.
- Director of External Affairs assisted with coordinating the Industry Partners Roundtable in Panama City.
- Director of External Affairs attended the Governor's Conference on Tourism.
- Director of External Affairs attended Dreamforce Conference.

- Director of External Affairs met with several advertising and public relations firms to discuss the RFP for the specialty plate awareness campaign.
- Director of External Affairs and team met with Special Olympics executives to discuss the Florida 2022 Special Olympic Games.

Website Traffic:

- *Flasports.com* September 2018 traffic for FSF's website was 8,753 visitors and 26,589 page views, with 89.02% being new visitors. The most-visited pages included the Florida Senior Games information page (17.93% of site traffic), Florida Senior Games daily schedule page (10.93% of site traffic), and FSG qualifying criteria page (7.3%).
- *Floridagrapefruitleague.com*: September 2018 traffic was 4,800 visitors and 6,327-page views, with 86.8% being new visitors.

Social Media:

- *@Fla_Sports* Twitter activity created 17,600 impressions, gaining 15 followers, in September 2018.
- *@Fla_Sports* had 672 profile views, produced 24 unique tweets, and was mentioned on 29 occasions.
- *@Fla_Sports'* best tweet (about listing all FSG Series Qualifying events for the month of September on 9/5/18) had 2,236 impressions
- *@FlaSpringTrain* Twitter activity during the month of September created 2,605 impressions.
- The Florida Sports Foundation Facebook page reached nearly 51,638 users with 12 posts during the month of September, gaining 44 followers.

Media Activity & Impressions:

- Communications staff distributed 10 press releases highlight sports tourism, athletic events, and community impact of athletics in the Sunshine State, previewing and wrapping up SSG International Beach Games, and announcing registration for Florida Senior Games.
- Director of Communications met with Jon Brown of Brown Consult, LLC for professional growth, development, and FSF Communications Office review.
- Director of Communications implemented a seven-day Facebook advertising campaign for its Professional Sports License plates 30-second commercials.
- Director of Communications submitted advertisement design for the TEAMS Conference in Louisville, Ky.
- Director of Communications wrote and distributed press release previewing Sunshine State Games Shooting Sport events.
- Director of Communications compiled and distributed press release and announcement of FSG Series Qualifier events in the state of Florida for September 2018.
- Director of Communications implemented approved Integrated Communications plan for the 2018-19 fiscal year.
- Director of Communications continued 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 and distributed a press release announcing the SSG Lacrosse Fall Classic registration and event details.
- Communications staff launched Florida Senior Games registration page on *fuse sport*.
- Director of Communications worked with local Sports Commissions, via a photo submission contest, to choose Sports Planning Guide's cover image for their two volume and 2018-19 magazine and wrote welcome letter.
- Communications staff welcomed two interns to its staff.
- Director of Communications designed and released flyer advertising the six events that took place during September that were receiving grants.
- Director of Communications served as keynote speaker at Florida State University's Sports Management Student Association's monthly meeting for undergraduates and graduates.
- Director of Communications compiled Professional Sports License Plate purchase information and created location heat maps for each of the 12 tags, the sport associations/leagues, and over all state-wide sales.
- Communications staff attended the Florida Senior Games Sanctioning meeting in Clearwater, Fla.
- Communications staff met with the National Senior Games Association staff at their Clearwater offices.
- Communications office distributed the 2018 Florida Senior Games registration booklets via mail and in-person delivery to potential participants, sports commissions, facilities, and senior groups.
- Director of Communications distributed press release announcing the 2019 MLS All-Star Game being held in Orlando, Fla.
- Director of Communications distributed press release announcing Florida Senior Games registration opening.
- Director of Communications designed/created FSF branded playing cards and dominoes for Sunshine State Games and Florida Senior Games competitions.
- Communications and Games staff attended the FSU Sports Management Conference in Tallahassee and spoke with

students during the networking fair. Director of Communications presented at the conference.

- Communications staff created and distributed Florida Senior Games qualifier “Congratulations” cards to 4000 Florida seniors who qualified for the 2018 games in Clearwater.
- Director of Communications created and distributed press release previewing and wrapping up the SSG International Beach Games in Clearwater, Fla.
- Director of Communications composed talking points for the Roundtable meeting in Panama City.
- Director of Communications met with Bob Bolton of Fox Sports South to discuss advertising reports and opportunities with the FSN advertising industry.
- Communications staff attended and worked the SSG International Beach Games in Clearwater, September 28-30.
- Director of Communications attended the Tallahassee Quarterbacks Club meeting on behalf of FSF.
- Communications staff compiled items for the DEO quarter 1 report.

Program Initiatives:

- The President met with VISIT FLORIDA President & CEO, Ken Lawson.
- The President conducted four Weekly Directors’ Meetings.
- The President attended the Enterprise Florida Board of Directors Stakeholders Meeting.
- The President met with President Mike Zimmer. Re: 2020 Miami Super Bowl.
- The President attended the Governor’s Conference on Tourism.
- The President met with FSF Board Member, Kay Rawlins. Re: 2019 MLS All Star Game.
- The President attended the 2019 MLS All Star Game Announcement Press Conference.
- The President met with Dr. Cheri Rainey. Re: Staff Development
- The President met with Jim DeBeaugrine. Re: Special Olympics.
- The President met with President & CEO, Carol Dover.
- The President attended the 2018 Future of Florida Forum.
- The President attended the 2018 SSG International Beach Games.

Amateur Sports:

Sunshine State Games (SSG):

- Marketing/Promotions:
Staff is working to finalize the locations & venues for the 2019 Sunshine State Games Calendar.
- Events/Developments:
 1. Staff held the International Beach Games in Clearwater, FL at the Sand Key Resort, September 28-30, 2019.
 2. Two Sport Shooting events were held in September at the Hernando Sportsman Club and Volusia Hunt & Gun Club.

Florida Senior Games (FSG):

- Marketing/Promotions:
Staff is held the Senior Games Workshop in Clearwater, FL on September 13, 2019. Agenda for the Workshop was finalized. Presentations were done by FSF Staff, Senior Games Sports Directors, City of Clearwater, FUSE Sports and the National Senior Games Association
Staff continued to send out the 2018 FSG Qualifying Cards to fall Florida Senior Games Series Qualifiers.
- Events/Developments:
 1. FSF VP of Amateur Sports attended the Governor’s Conference on Tourism.
 2. 3 Local Senior Games Qualifiers were held in September.

Sponsorships, Development & Fundraising Updates

Activity with Current Sponsors:

- Director of Administrative Affairs sent out one new invoice for the Industry Partner Program.

Activity with Prospective Sponsors:

- Event Staff sent out requests for SSG/FSG partnerships.

~ End

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