



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: Twenty (20) events, with grant awards totaling \$715,100, were scheduled to take place during the month, with a projected out-of-state impact of \$142,028,336 and 145,176 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-two (42) 2nd Quarter grant applications were received by the October 10th deadline. The Grant Committee's recommendations were presented to the FS Board of Directors on December 13th in Sarasota. Two were withdrawn before vote or contracting; the Board awarded Forty, (40) grants a total of \$720,400.
- Paid Grants: During the month, \$300,000 was paid to close out one (1) grant, bringing 40,450 out-of-state visitors and \$55,747,835 in out-of-state economic impact.

FYE 2018/19 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. 40 second-quarter grants were awarded \$720,400, and are projected to bring in an economic impact of \$148,784,675 and 231,330 out-of-state visitors.

FY Totals: # of grants: 82 Awards: \$1,755,366 Impact: \$417,325,346 Visitors: 406,938 Jobs: 4,788

Professional Sports Development Trust Fund:

\$237,061 for October was received on December 12th. \$196,121.00 is due for November. \$235,727.00 is due for December. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$1,460,637.12.

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 was sent out in October 2018.
 Total teams' charity payments accrued in the 2nd quarter: \$72,707.50, which will be sent out in January 2019.
 Total teams' charity amount accrued for this fiscal year-to-date: \$158,764.90.

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.
- Director of Administrative Affairs and team attended the Board of Directors' meeting in Sarasota.

External Affairs:

- Director of External Affairs prepared and executed all aspects of the December quarterly Board of Directors meeting.
- Director of External Affairs continued to work with Adam Sacks, President/CEO of Tourism Economics to integrate the sports module EIC into the FSF grant application.
- Director of External Affairs hosted weekly Governor's Baseball Dinner planning calls with Palm Beach County Sports

Commission.

- Director of External Affairs worked with graphics team on creating GBD assets.
- Director of External Affairs teleconferenced with the 2019 Children's Week planning committee.
- Director of External Affairs continued to work with the Marlins and Tampa Bay Lightning on a redesign.
- Director of External Affairs worked with Miami HEAT on acquiring the FLOW Unit for future home games.
- Director of External Affairs packaged and mailed over 500 holiday greeting cards to industry partners and other FSF friends.

Website Traffic:

- *Flasports.com* December 2018 traffic for FSF's website was 21,138 visitors and 56,708 page views, with 88.29% (18,663) being new visitors. The most-visited pages included the Florida Bowl Games information page (16.42% of site traffic), Florida Senior Games landing page (11.11% of site traffic), and Florida Senior Games daily schedule page (8.26%).
- *Floridagrapefruitleague.com*: December 2018 traffic was 5,850 visitors and 13,224 page views, with 71.2% being new visitors.

Social Media:

- *@Fla_Sports* Twitter activity created 26,800 impressions, gaining 16 followers, in December 2018.
- *@Fla_Sports* had 1,614 profile views, produced 51 unique tweets, and was mentioned on 12 occasions.
- *@Fla_Sports'* best tweet (congratulating Tampa, Barry, and FSU on winning national titles) had 2,297 impressions
- *@FlaSpringTrain* Twitter activity during the month of December created 3,478 impressions.
- The Florida Sports Foundation Facebook page reached nearly 2,459 users with 15 posts during the month of December, gaining 21 followers.

Media Activity & Impressions:

- Communications staff distributed 12 press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games.
- Communications staff traveled to Clearwater to work the 2018 Florida Senior Games, presented by Humana, Dec. 1-9.
- Director of Communications worked with the National Senior Games office to distribute article highlighting an Athlete Fitness Assessments being conducted for free at the Florida Senior Games, presented by Humana.
- Communications staff compiled daily articles (9 days) highlighting the Florida Senior Games, including:
 - Six Sports Kick off Opening Day of the 2018 Florida Senior Games, presented by Humana
 - First Weekend of 2018 Florida Senior Games concludes with epic finish in Swimming Pool and Perfect Game in Bowling
 - Florida Senior Games Table Tennis Welcomes Well-Traveled Paralympic Athlete on Day 3
 - Over 175 Golfers Tee It Up Tuesday at the 2018 Florida Senior Games
 - Mixed Doubles Tennis Spotlights Competitive Nature and Sportsmanship of Senior Athletes
 - Fast Riders, Quick Pickleballers and Celebration of Athletes Highlight Day Six of the 2018 Florida Senior Games
 - Humana Game Changer Claudette Braswell Uses Focus and Accuracy to Win Florida Senior Games Gold
 - Race Walker Celebrates Anniversary of Becoming an Amputee with Gold Medal Performance
 - 2018 Florida Senior Games, presented by Humana, Comes to A Conclusion in Clearwater
- Communications teams compiled a feature providing a post-event wrap up of the 2018 Florida Senior Games, presented by Humana that hosted 2,500+ athletes age 50 and over in action in Clearwater from December 1-9.
- Director of Communication compiled and distribute press release highlighting the Sunshine State celebrating the three Collegiate National Titles won during the fall 2018 semester, bringing Florida's 2018 total to 15.
- Director of Communications worked with Fox 13 Tampa (Jennifer Evans) to get TV coverage on Good Morning Tampa Bay for the Florida Senior Games on December 1.
- Director of Communications appeared on Central Florida's Sports Central TV Show on PGTV #333, advertising the Florida Senior Games.
- Director of Communications worked with WFLA NBC 8 Tampa to get TV coverage on Good Day Tampa Bay for the Florida Senior Games on December 5.
- Director of Communications worked with Caitlin Johnston of the Tampa Bay Times newspaper for Florida Senior Games coverage.
- Director of Communications worked with Tyler Breaman of the Villages Daily Sun newspaper for Florida Senior Games coverage.
- Director of Communications worked with Keith Pearlman of the Villages Daily Sun newspaper for Florida Senior Games coverage.
- Director of Communications worked with Steve Day of the Villages Daily Sun newspaper for Florida Senior Games coverage.

- Director of Communications worked with Alex Kushel of the Sun Sentinel newspaper for Florida Senior Games coverage.
- Director of Communications worked with Paul Jenkins of the Daily Commercial newspaper for Florida Senior Games coverage.
- Communications staff worked with Ray Beasock of the Lake Ledger newspaper for Florida Senior Games coverage.
- Director of Communications served as the Sport Director and Event Coordinator for the Florida Senior Games' track & field and 5K road race/power walk/race walk events.
- Director of Communications continued implementing the Integrated Communications plan for the 2018-19 fiscal year.
- Director of Communications continued construction of new Florida Senior Games and Sunshine State Games websites with WebMe Technologies, Inc. (WMT).
- Communications staff maintained active records of Florida Senior Games registration page on *fuse sport*
- Communications staff maintained compiled results from competition at the Florida Senior Games in the *fuse sport* system
- Director of Communications designed and released flyer advertising the nine events that took place during December that were receiving grants.
- Director of Communications served as a guest lecturer at FSU's graduate-level sport and the media class.
- Director of Communications worked directly with the Florida Footage videography team to cover the Florida Senior Games.
- Director of Communications connected twice a week with Humana and Chicago-GOL marketing for Florida Senior Games items and needs. Also worked hand-in-hand with the team to put on the FSG Celebration of Athletes event on December 6 at the Long Center in Clearwater.
- Director of Communications worked with Ashleigh Faucette of the Orange Bowl for media materials featuring FSF.
- Communications staff distributed press release announcing the Florida Sports Foundation addition of Kim McDougal to its Board of Directors.
- Director of Communications worked with design company on the creation process for a poster for the 2019 Florida Senior Games Series Qualifiers.
- Director of Communications attended the Capital One Orange Bowl in Miami, Fla.
- Director of Communications compiled the DEO 2nd Quarter report.
- Communications staff began production of the 2019 Florida Spring Training Guide.
- Communications staff produced a "brag sheet", to include with all EFI departments for the Governor Transition Team that included FSF accomplishments over the last eight years.

Program Initiatives:

- The President attended US Sports Congress in Daytona.
- The President attended 2018 Senior Games in Clearwater.
- The President spoke at the Humana Celebration of Athletes Reception in Clearwater.
- The President met with Bethune Cookman's Vice President for Intercollegiate Athletics, Lynn Thompson. Re: Sports Development.
- The President attended the Enterprise Florida: Executive Committee Conference Call.
- The President spoke with Mackenzie Kitchin. Re: Connect Sports sponsorship
- The President met with Jon Siner. Re: International Sports Development.
- The President conducted weekly one-on-one meetings with senior staff.
- The President attended the 2018 Women in Athletics Professional Development Workshop in Atlanta, GA.
- The President attended Florida Sports Foundation 4th Quarter Board Meeting in Sarasota.
- The President conducted a 2018 Senior Games post event meeting.
- The President spoke with Bill Wickett. Re: Tampa Bay Sports.
- The President spoke with Robert Woody. Re: PAL partnership.
- The President met with FL Chamber President Mark Wilson. Re: partnership meeting/meet & greet.
- The President attended the Enterprise Florida: Executive Committee Conference Call.
- The President met with Orange Bowl Committee in Miami. Re: Orange Bowl.
- The President attended Orange Bowl President's Dinner in Miami.
- The President attended weekly staff meetings with Enterprise Florida.

Amateur Sports:**Sunshine State Games (SSG):**

- Marketing/Promotions:
 1. Staff is worked to finalize the locations & venues for the 2019 Sunshine State Games Calendar. The complete Calendar should be in place by mid-January

Florida Senior Games (FSG):

- Marketing/Promotions:
 1. Staff finalized all logistics associated with for the Florida Senior Games that was be held in Clearwater on Dec. 1-9.
 2. Staff visited South Florida (Broward County) to discuss hosting the Senior Games in December of 2019.
 3. Staff started to prepare the 2019 FSG Qualifying Brochure for distribution electronically, manually, as well as through mailers.
- Events/Developments:
 1. The Annual Florida Senior Games was held December 1-9, 2018 in Pinellas County (Clearwater, FL)
 2. There were over 2600 Individual Seniors (50+) that participated in 25 different events in 17 different venues throughout the Clearwater area.
 3. Along with our presenting sponsor, Humana, we (FSF) hosted a “Celebration of Athletes” event on Thursday, December 7th that set the tone by promoting what these games are really about: Healthy Lifestyles and Staying Active.
 4. Staff met with Visit St. Pete/Clearwater to THANK them in person to for their commitment to the Games over the past three years while being in the Clearwater area.
- National Senior Games Association, (NSGA):
 1. Staff is working with NSGA for regarding submittal for our 2018 FSG results

Sponsorships, Development & Fundraising Updates**Activity with Current Sponsors:**

- Staff worked with the representatives at Humana and Visit/St.Pete about “FULFILLMENT” things that needed to be in place for the Florida Senior Games which will take place December 1-9, 2018 in the Pinellas County/Clearwater area.

Activity with Prospective Sponsors:

- Event Staff are looking at potential SSG/FSG partnerships for 2019.

~ End

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