



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: Eighteen (18) events, with grant awards totaling \$227,616, were scheduled to take place during the month, with a projected out-of-state impact of \$44,943,449 and 42,763 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-two (42) 2nd Quarter grant applications were received by the October 10th deadline. These are still pending and the Grant Committee's recommendations will be presented to the FS Board of Directors on December 13th in Sarasota.
- Paid Grants: During the month, \$40,360 was paid to close out five (5) grants, bringing 15,169 out-of-state visitors and \$7,479,708 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.

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

Professional Sports Development Trust Fund:

\$202,147.00 for September was received on November 19th. \$237,061.00 is due for October. \$196,121.00 is due for November. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$1,224,910.12.

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-to-date: \$47,085.00, which will be sent out in January 2019.
Total teams' charity amount accrued for this fiscal year-to-date: \$133,142.40.

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.
- Director of Administrative Affairs and team met with Florida Citrus Sports in Orlando.

External Affairs:

- Director of External Affairs participated in the CONNECT Women in Sports event in Destin, FL.
- Director of External Affairs held conference call with Al Kidd, President of NASC to discuss standardizing reporting of sports tourism economic impact utilizing DI and Tourism Economics Sports Module EIC.
- 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 several Governor's Baseball Dinner planning calls with Palm Beach County Sports Commission.
- Director of External Affairs teleconferenced with the 2019 Children's Week planning committee.
- Director of External Affairs met with PR Firm to discuss proposal for initiating planning of a value proposition strategy.
- Director of External participated in an all staff team building workshop.
- Director of External participated in a cVent training webinar.
- Director of External affairs initiated a specialty plate redesign with Marlins and continues to work with Tampa Bay Lightning on a redesign.
- Director of External Affairs prepared FSF Chair's remark for the EFI November Board of Directors meeting.

Website Traffic:

- *Flasports.com* November 2018 traffic for FSF's website was 14,035 visitors and 42,773 page views, with 28.91% being new visitors. The most-visited pages included the Florida Senior Games information page (14.93% of site traffic), Florida Senior Games daily schedule page (11.93% of site traffic), and Florida Bowl Games page (6.81%).
- *Floridagrapefruitleague.com*: November 2018 traffic was 8,014 visitors and 10,676 page views, with 87.3% being new visitors.

Social Media:

- *@Fla_Sports* Twitter activity created 36,700 impressions, gaining 7 followers, in November 2018.
- *@Fla_Sports* had 732 profile views, produced 26 unique tweets, and was mentioned on 18 occasions.
- *@Fla_Sports'* best tweet (presenting Florida State Softball its national championship plaque) had 13,400 impressions
- *@FlaSpringTrain* Twitter activity during the month of November created 4,007 impressions.
- The Florida Sports Foundation Facebook page reached nearly 3355 users with 26 posts during the month of November, gaining 29 followers.

Media Activity & Impressions:

- Communications staff distributed 7 press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games.
- Director of Communications wrote and distributed press release reviewing the "Numbers of the 2018 Florida Senior Games"
- Communications staff compiled and released a father-son duo feature about Florida Senior Games Billiards.
- Communications staff wrote and distributed a Veterans Day special article, highlighting Florida Senior Games athlete, Harry Carothers.
- Director of Communications worked with the National Senior Games office to compile and distribute article highlighting an Athlete Fitness Assessments being conducted for free at the Florida Senior Games, presented by Humana.
- Communications teams compiled a feature providing an overview 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 Communications compiled a listing and press release about the 2019 Florida Senior Games Series Qualifiers and created and distributed 4000 brochures to the Florida Senior Games athletes and directors.
- 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*.
- Director of Communications designed and released flyer advertising the seven events that took place during November that were receiving grants.
- Director of Communications served as a guest lecturer at FAMU's fan engagement undergraduate-level class.
- Communications staff compiled FSG qualifier mailing lists from local series qualifiers and distributed "Congratulations, You've Qualified" cards to those who qualified at local FSG qualifying events for the State Games.
- Director of Communications secured videography services for the Florida Senior Games.
- Director of Communications connected twice a week with Humana and Chicago-GOL marketing for Florida Senior Games items and needs.
- Communications staff attend the Florida Sports Hall of Fame Enshrinement in Pensacola, Fla.
- Communications staff attended the NCAA D1 South Regional XC Championships at Apalachee Regional Park in Tallahassee, Fla. This was an FSF grant recipient event.
- Communications team worked with designer Douglas Jessmer to create the 2018 Florida Senior Games, presented by Humana, souvenir guide – printed 3000 copies.

- Director of Communications worked with Ashleigh Faucette of the Orange Bowl for media materials featuring FSF.
- Director of Communications began the creation process for a poster for the 2019 Florida Senior Games Series Qualifiers.
- Communications staff attended Leadership Seminar with Dr. Carol Rainey
- Director of Communications presented Florida State University's softball team with its 2018 NCAA Women's College World Series National Championship plaque.
- Communications team presented Chipola College's baseball team with its 2018 NJCAA National Championships plaque.
- Director of Communications traveled to Clearwater to construct and map the 2018 Florida Senior Games 5K Road Race and Power/Race Walk course.
- Communications staff worked with freelance journalist on a story about Florida Grapefruit League for the Feb.-March 2019 edition of Allegiant Airline's Sunseeker magazine.

Program Initiatives:

- The President spoke with National Association of Sports Commissions President & CEO Al Kidd. Re: Women's Summit and Symposium sponsorship.
- The President attended Connect SPORTS: Women in Sports Tourism Forum.
- The President conducted weekly one-on-one meetings with senior staff.
- The President attended weekly staff meetings with Enterprise Florida.
- The President spoke with Palm Beach County Sports Commission Executive Director George Linley. Re: 2019 Governor's Baseball Dinner.
- The President met with Heidi Otway. Re: Foundation marketing strategy.
- The President attended a Team Building Workshop with Dr. Cheri Rainey. Re: Staff Development.
- The President spoke with Palm Beach County Sports Commission Executive Director George Linley. Re: 2019 Governor's Baseball Dinner. 2nd
- The President hired the Director of Sports Development.
- The President & Executive Staff met with the Enterprise Florida Orlando Office.
- The President & Executive Staff met with Florida Citrus Sports CEO Steve Hogan. Re: Grant Request
- The President attended the FAMU Night of Distinction Award Reception. Re: Award Recipient.
- The President attended the Enterprise Florida Board of Directors Reception.
- The President attended the Enterprise Florida Executive Committee Meeting.
- The President attended Enterprise Florida's Board of Director's meeting in Orlando.
- The President spoke attended a meeting with Enterprise Florida. Re: Board Meeting Follow-up
- The President spoke with North Highland. Re: Marketing Plan

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

- Marketing/Promotions:
 1. Staff is working to finalize the locations & venues for the 2019 Sunshine State Games Calendar. The complete Calendar should be in place by early January.
- Events/Developments:
 1. Two Shooting Sports Festival Games were held at Skyway Trap & Skeet in St. Pete.
 2. Lacrosse Fall Classic was held November 3 & 4th at South County Park in Vero Beach.

Florida Senior Games (FSG):

- Marketing/Promotions:
 1. Staff has finalized all logistics & contracts associated with for the Senior Games that will be held in Clearwater on Dec. 1-9th.
 2. Staff is in conversations with South Florida (Broward County) about hosting the Senior Games in 2019.
 3. Staff prepared the 2019 FSG Qualifying Brochure for distribution electronically, manually, as well as through mailers.
- Events/Developments:
 1. Three Local Senior Games events were held in November: Ormond Beach (Volusia), Martin County & Golden Age Games (Seminole).

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. We are expecting over 2,500 athletes and they will participate in 17 different venues.

Activity with Prospective Sponsors:

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

~ End

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