



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 \$44,590, were scheduled to take place during the month, with a projected out-of-state impact of \$7,496,284 and 14,298 out-of-state visitors.
- Amount/Number of Grants for awards: Thirty-three (33) 3rd Quarter grant applications were received by the January 10th deadline. The Grant Committee met on February 5th, and their recommendations will be presented to the FS Board of Directors in March in Tallahassee.
- Paid Grants: During the month, \$105,540 was paid to close out seven (7) grants, bringing 24,368 out-of-state visitors and \$18,923,503 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:

\$341,228 is for January was received on 2/27/19. \$242,949 is due for February. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,044,814.12.

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: \$72,707.50.00, which was sent out in January 2019.
 Total teams' charity payments accrued in the 3rd quarter-to-date: \$63,497.50, which will be sent out in April 2019.
 Total teams' charity amount accrued for this fiscal year-to-date: \$222,262.40.

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 held staff budget workshops.

External Affairs:

- Director of External Affairs participated in several administrator training sessions for Diligent, board meeting software.

- Director of External Affairs led efforts to coordinate and produce the Governor's Baseball Dinner on 2/17/19.
- Director of External Affairs participated in budget planning meeting.
- Director of External Affairs conducted a site visit for the 2019 Sports Summit in Destin, FL.
- Director of External Affairs met with FLHSMV Director of Motorist Modernization Planning, Mr. Terrance Samuels.
- Director of External Affairs continued to work with the Marlins and Tampa Bay Lightning on specialty plate's redesign.
- Director of External Affairs participated in Tourism Day planning meetings.
- Director of External Affairs participated in Children's Day planning meetings.

Sports Development:

- Director of Sports Development attended the 2019 Connect Sports Diversity Summit in Fort Lauderdale.
- Director of Sports Development engaged in conversations with Patrick Higgins, VP Connect Sports on FSF's participation in the summit and benefits for Florida Sports Commissions.
- Director of Sports Development visited with Columbia County Sports Commission for facility and asset assessment.
- Director of Sports Development continued site visits with Marion County/Ocala Sports. During this time, visits were carried out at Florida Horse Park and the construction of the New World Equestrian Center.
- Director of Sports Development had a meeting with Daytona CVB and their clients: Amateur Athletic Union.
- Director of Sports Development visited with Tampa Bay Sports. Meeting with Tony Diaz and Jason Aughey with a visit of the new complex with 15 soccer fields.
- Director of Sports Development had a meeting with Greater Orlando and the team during which, MLS All Star game was discussed, with the visit of President Carlos Cordero. Rugby League World Cup options and NCAA cycle.
- Director of Sports Development continued the statewide tour with a trip to Pensacola meeting with Ray Palmer, president of Pensacola Sports. Visited the Blue Wahoos stadium.
- Director of Sports Development attended the Panama City Beach Annual Sports meeting as well as visited the construction site of the future 13 field soccer Sports Complex.
- Director of Sports Development had a meeting with Rick Mack of the Association of Chief Executives of Sports to discuss FSF's participation in the April Conference and future hosting opportunities.
- Director of Sports Development had a meeting with the Al Kidd and staff of the National Association of Sports Commissions (NASC) about the teaching of CSEE certification credits at the Florida Sports Foundation Summit in Destin (May). Florida Sports Commissions in attendance will earn 2 credits towards their certifications.
- Director of Sports Development continued the State Sports Asset assessment tour with a Stop in in Jacksonville, visiting the Track and Field facility, the TIAA Stadium and the JJVA Volleyball facilities.

Website Traffic:

- *Flasports.com* February 2019 traffic for FSF's website was 20,372 visitors and 35,761 page views, with 95.4% (19,442) being new visitors. The most-visited pages included the Florida Spring Training landing page (37.7% of site traffic), the 2019 Florida Spring Training Guide (11.18% of site traffic), and Florida Senior Games series qualifier schedule page (5.92%).
- *Floridagrapefruitleague.com*: February 2019 traffic was 32,654 visitors and 81,443 page views, with 71.2% being new visitors.

Social Media:

- *The @Fla_Sports social media handles on Facebook, Twitter, and Instagram were changed to @PlayInFlorida on February 13, 2019.*
- *@PlayInFlorida Twitter activity created 8,421 impressions, gaining 16 followers, in February 2019.*
- *@PlayInFlorida had 683 profile views, produced 4 unique tweets, and was mentioned on 19 occasions.*
- *@PlayInFlorida's best tweet (covering MLB Grapefruit League Media Day) had 985 impressions.*
- *@FlaSpringTrain Twitter activity during the month of February created 21,300 impressions, received 133 mentions, gained 115 followers and had 1,537 profile visits.*
- *The Florida Sports Foundation Facebook page reached nearly 3,684 users with 7 posts during the month of February, gaining 18 followers.*

Media Activity & Impressions:

- Communications staff distributed two press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games.
- Director of Communications worked with the National Senior Games office to solidify Florida Senior Games qualifications and results.
- Director of Communication compiled and distribute press release regarding media and press information for the 2019

- Governor's Baseball Dinner in West Palm Beach, Fla.
- Director of Communications designed and released flyer advertising the six events that took place during February that were receiving grants.
- Director of Communications maintained and monitored media activity for the Governor's Baseball Dinner media request credentials landing page and distributed media credential request approvals.
- Communications staff attended the Tampa Bay Rays Fanfest at Tropicana Field, distributed Grapefruit League Spring Training Guides and Rays Specialty Plate information.
- Director of Communications continued construction of new Florida Senior Games and Sunshine State Games websites with WebMe Technologies, Inc. (WMT) and pushed into "soft launch" stage for public use.
- Communications staff maintained active records of Florida Senior Games registration page on *fuse sport*
- Director of Communications continued to work with Askia Jones on the creation process for a poster for the 2019 Florida Senior Games Series Qualifiers.
- Director of Communications continued to work with Askia Jones on the creation process for a poster for the 2019 Sunshine State Games poster and brochure.
- Director of Communications worked with NSGA staff to publicize 2019 National Senior Games – Guide to Florida media release.
- Director of Communications worked with EFI communications staff, Sean Helton and Kathleen Keenan, to utilize new TrendKite media relations and reporting system.
- Communications staff completed the distribution of 20,000 copies of the 2019 Florida Spring Training Guide throughout Florida, the United States, Canada, and with the 15 MLB teams located in the Sunshine State.
- Communications staff worked with Sport Directors to construct individual sports descriptions for Sunshine State Games.
- Director of Communications met with Florida State University School's athletic director, Tyrone McGriff about mentorship opportunities in the Leon County community.
- Director of Communications worked with Rick Maese of the Washington Post on Florida Climate article.
- Director of Communications corresponded with Emmett Hall of the South Florida Sun Sentinel for coverage of the 2019 Sunshine State Games Dominoes event in Tamarac.
- Director of Communications worked with Barbara Sylvester of USA Rowing on t-shirt advertisement of the Sunshine State Games.
- Director of Communications corresponded with John Haughey of Watch Dog Florida on Spring training impact study article materials.
- Communications staff covered the 2019 Governor's Baseball Dinner in West Palm Beach.
- Director of Communications worked with Gandy Printing to produce 2019 FSG and SSG printed materials including posters, brochures, and flyers.

Program Initiatives:

- The President met with current and future Super Bowl host committees.
- The President attended FSF Grant Committee Meeting-3rd Qtr.
- The President met with President & CEO Carol Dover. Re: Partnership opportunity
- The President met with CEO Dana Young. Re: Partnership opportunity
- The President met with Governor Desantis senior team. Re: Introduction of Foundation
- The President met with Grants Coordinator Candidates.
- The President spoke with President Mike Zimmer. Re: Super Bowl host committee
- The President attended the EFI Performance Evaluation Training.
- The President attended the 2019 Governor's Baseball Dinner.
- The President conducted weekly one-on-one meetings with senior staff.
- The President spoke with Board Chair Jesse Biter. Re: Foundation Updates
- The President met with the Palm Beach County Sports Commission. Re: Governor's Baseball Dinner debriefing
- The Executive staff met with DMV's Terrance Samuel. Re: electronic tag purchases
- The President attended the Women Do Great Things Everyday event.
- The President attended the Women on the Move Reception.
- The President attended weekly staff meetings with Enterprise Florida.
- The President conducted weekly staff meetings with the Foundation.
- The President conducted a monthly Foundation communications meeting.

Amateur Sports:

Sunshine State Games (SSG):

- Marketing/Promotions:
 1. Staff finalized the locations and venues for the 2019 Sunshine State Games Calendar.
 2. Staff completed design of the 2019 SSG Brochures and Posters for printing
- Events/Developments:
 1. Staff held the SSG Dominoes Championship on February 2nd in N. Lauderdale with over 100 participants.

Florida Senior Games (FSG):

- Events/Developments:
 1. Five (5) Local Senior Games Qualifiers were held in February in Sarasota, Pinellas County, Polk County, Lee County and Highlands.
 2. Staff met with Greater Fort Lauderdale Sports Development and received a LOI to host the Florida Senior Games in 2019 and 2020.

Sponsorships, Development & Fundraising Updates

Activity with Prospective Sponsors:

- Event Staff sent proposals to potential SSG/FSG partnerships for 2019.

~ End

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