



**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: Eight (8) events, with grant awards totaling \$380,181, were scheduled to take place during the month, with a projected out-of-state impact of \$58,795,714 and 68,126 out-of-state visitors.
- Amount/Number of Grants for awards: Thirty-three (33) 3rd Quarter grant applications were received by the January 10<sup>th</sup> deadline. The Grant Committee will meet in February and their recommendations will be presented to the FS Board of Directors in March in Tallahassee.
- Paid Grants: During the month, \$117,000 was paid to close out fifteen (15) grants, bringing 21,646 out-of-state visitors and \$18,035,049 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:**

\$196,121.00 for November was received on January 14th. \$235,727.00 for December was received on January 28th. \$341,228 is due for January. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$1,801,865.12.

#### **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: \$86,057.40, which was sent out in October 2018.  
 Total teams' charity payments accrued in the 2<sup>nd</sup> quarter: \$72,707.50.00, which was sent out in January 2019.  
 Total teams' charity payments accrued in the 3<sup>rd</sup> quarter-to-date: \$37,090.00, which will be sent out in April 2019.  
 Total teams' charity amount accrued for this fiscal year-to-date: \$195,854.90.

#### **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.

##### **External Affairs:**

- Director of External Affairs continued to work with Adam Sacks and other team members 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 convened a conference call with 3M, FLHSMV & Lightning staff to discuss specialty plate design technology.
- 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 specialty plate's redesign.
- Director of External Affairs met with Diligent staff to plan, train and install the application for organizational use.
- Director of External Affairs participated in Tourism Day planning meetings.
- Director of External Affairs participated in Children's Day planning meetings.
- Director of External Affairs hosted Rights Holder at sponsored event.
- Director of External Affairs hosted a teleconference call with Bob Bolton of Fox News.
- Director of External Affairs and Palm Beach County Sports Commission staff met with Kravis Center staff to review details for the Governor's Baseball Dinner.

**Sports Development:**

- Director of Sports Development continued with site visits in Volusia County with the staff of the Daytona Beach Area CVB.
- Director of Sports Development visited with the Executive Director and Staff of Palm Coast & Flagler Beaches, visited facilities and sports venues. Attended the Triple Crown Veteran Day Shootout Lacrosse event.
- Director of Sports Development visited with the Central Florida Sports (Polk County). Visited Lakeland Magic arena and engaged conversations on Sports Accord regional, and International Shooting events.
- Director of Sports Development had a meeting with Visit Orlando to understand their involvement in the AAU Volleyball Nationals.
- Director of Sports Development visited with Kissimmee Sports. Meetings on Sport Accord 2019 in Australia, hosting Domestic as well as International Trade Shows; and the hosting of the FIMBA International Basketball tournament at ESPN Wide World of Sports. Flag Football World Championship Tour
- Director of Sports Development visited the home of US Open Polo Championship in Palm Beach as well as the spring training home of the Nationals and the Astros. Conversations on attending International Trade Shows such as Sport Accord, Sportel and Soccerex.
- Director of Sports Development went to the Historic Dodger Town Sports complex, Vero Beach which host international teams from Japan and Korea. The visit organized by Treasure coast Sports also had a tour of the Metz facility & Babe Ruth.
- Director of Sports Development continued the statewide tour with Space Coast Tourism and had a meeting with senior management of the beautiful USSSA complex which hosted the VIII Women Baseball Softball World Cup with 12 countries in participation.
- Director of Sports Development hosted events rights holders during the 2019 Pro Bowl at Camping World in Orlando. International Slow Pitch Softball, RussMatt Baseball, AAU Basketball, Savage Race, Kissimmee Sports (hosting RussMatt events), FSF Board member, Orlando City Soccer.
- Director of Sports Development had a meeting with Florida Citrus Sports to discuss the possibility of International Sporting events such as the ICC Soccer games, International Soccer Country friendlies, and International rugby events.
- Director of Sports Development visited the Spring Training home of the MN Twins and JetBlue Park which is home of Boston Red Sox while visiting Lee County Sports Commission.
- Director of Sports Development continued the State Sports Asset assessment tour with a Stop in Punta Gorda, Charlotte and meet with the Director Sean Doherty. Visited the construction site of the future 32 Pickleball facility at the Florida South Western University Campus.
- Director of Sports Development has concluded agreements with the National Association of Sports Commissions (NASC) FSF Sponsorship on the 2019 Women in Sports Summit (Tampa) and the National Symposium (Knoxville, TN) with benefits for Florida Sports Commissions Partners.
- Director of Sports Development concluded an agreement with TEAMS Sports Conference for 2019 which will be held in Anaheim, CA with a Pavilion & appointments for Florida Sports Commissions.
- Director of Sports Development engaged in Conversations with Sport Accord Regional LOC on the participation of the State through FSF at the 2019 Pan American Regional conference to be held in Fort Lauderdale.
- Director of Sports Development engaged in conversations on the 2020 International Sports Convention to be held in London, Sportel 2019 (Monaco), Leaders in Sport Summit in London 2019.
- Director of Sports Development attended the 2019 Connect Sport Diversity Summit in Fort Lauderdale

**Website Traffic:**

- *Flasports.com* January 2018 traffic for FSF's website was 15,123 visitors and 31,587 page views, with 92.62% (14,008) being new visitors. The most-visited pages included the Florida Spring Training landing page (18.52% of site traffic), the 2019 Florida Spring Training Guide (11.44% of site traffic), and Florida Senior Games series qualifier schedule page (6.73%).
- *Floridagrapefruitleague.com*: January 2019 traffic was 13,985 visitors and 37,272 page views, with 71.2% being new visitors.

**Social Media:**

- *@Fla\_Sports* Twitter activity created 14,500 impressions, gaining 4 followers, in January 2019.
- *@Fla\_Sports* had 381 profile views, produced 4 unique tweets, and was mentioned on 5 occasions.
- *@Fla\_Sports'* best tweet (announcing the 2019 Governor's Baseball Dinner) had 2,008 impressions.
- *@FlaSpringTrain* Twitter activity during the month of January created 17,700 impressions, received 12 mentions, gained 29 followers and had 779 profile visits.
- The FSF Facebook page reached nearly 3,678 users with 4 posts during the month of January, gaining 22 followers.

**Media Activity & Impressions:**

- Communications staff distributed five 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.
- Communications staff attended the National Senior Games Association's annual conference in Louisville, Ky.
- Director of Communication compiled and distribute press release announcing the 2019 Governor's Baseball Dinner in West Palm Beach, Fla.
- Director of Communications designed and released flyer advertising the eight events that took place during January that were receiving grants.
- Director of Communications worked with Jason Paha of Sports Planning Guide to receive and distribute the Florida SPG magazine throughout the state of Florida.
- Communications staff composed and released an article highlighting Doug Covert, of Tallahassee, in the article entitled *Covert returns to roots for Florida Senior Games, presented by Humana*.
- Director of Communications composed and released article announcing the 2019 FSG Series Qualifiers and the launching start February 2, 2019.
- Director of Communications worked with Elsbeth of Charlotte Park (Panama City) to release article entitled *Panama City Beach to Become the Center of Soccer in the Southeast* that announced the progress about the upcoming parks in the area.
- Director of Communications created a Governor's Baseball Dinner media request credentials landing page and constructed media policy for the event.
- Director of Communications worked with Games staff to compile list of medal winners for mail distribution.
- Director of Communications worked with Florida Footage to compile Florida Senior Games highlight reel for the nine-day event.
- 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 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 met with new Enterprise Florida, Inc. CEO Jamal Sowell.
- Director of Communications worked with Gary Curreri of the Sun Sentinel on post-Florida Senior Games article.
- Director of Communications worked with NSGA staff to publicize 2019 National Senior Games.
- Director of Communications connected with Kathleen Fitzgerald of the Oklahoma Senior Games.
- Director of Communications worked with EFI communications staff, Sean Helton and Kathleen Keenan, to launch TrendKite media relations and reporting system.
- Communications staff competed production of the 2019 Florida Spring Training Guide and distributed 20,000 copies throughout Florida, the United States, Canada, and with the 15 MLB teams located in the Sunshine State.
- Communications staff provided Florida Spring Training photos for AAA Living - Local Travel Pages Florida.
- Communications staff provided Florida Spring Training article for Play Florida Golf.

**Program Initiatives:**

- The President spoke with Geoff Lofsted. Re: Board of Director's
- The President spoke with Al Kidd. Re: National Association of Sports Commissions
- The President spoke with Kevin Smith. Re: Perfect Games
- The President attended the Governor's Inauguration.
- The President attended the Stakeholder Engagement Focus Group. Re: FAMU Athletics
- The President met with Bethune Cookman's Vice President for Intercollegiate Athletics, Lynn Thompson. Re: Sports Development.
- The President attended the Enterprise Florida: Board of Directors Conference Call.
- The President attended the EFI Leadership Meeting in Orlando.
- The President spoke with John Schnatz. Re: NFL Pro Bowl
- The President conducted weekly one-on-one meetings with senior staff.
- The President spoke with Board Chair Jesse Biter. Re Foundation Updates
- The President attended a Mid-Eastern Athletic Conference Dinner Reception. Re: Sports development.
- The President attended the 2019 NCAA Convention in Orlando.
- The President hosted rights' holders and BOD members at the NFL Pro Bowl in Orlando.
- The President met with former FSF President Larry Pendleton.
- 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 90% of the locations and venues for the 2019 Sunshine State Games Calendar. The complete calendar will be available on Feb 8<sup>th</sup>.
  2. Staff worked on two new partnerships for the Sunshine States Games with Katsu Dojo in Gainesville, FL for a Karate Event in March and with the Tallahassee Elite Club for a Soccer Event here in April.
- Events/Developments:
  1. Staff prepared for the SSG Dominoes Championship to be held in February in N. Lauderdale.

**Florida Senior Games (FSG):**

- Marketing/Promotions:
  1. Staff finalized all results associated with for the Florida Senior Games 2018.
  2. Staff is finalizing details with (Broward County) regarding hosting the Senior Games in Dec. of 2019, 2020 & 2021. Hoping to make an Official Announcement via Press Release in February.
  3. Staff completed the 2019 FSG Qualifying Brochure for distribution electronically, manually, as well as, through mailers.
- National Senior Games Association, (NSGA):
  1. Staff attended the NSGA Annual Meeting in Louisville, KY on January 24-27.

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

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

~ End

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