



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: Sixteen (16) events, with grant awards totaling \$160,840, were scheduled to take place during the month, with a projected out-of-state impact of \$174,262,443 and 110,454 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 were presented to the FS Board of Directors on March 14th in Tallahassee. All were awarded as presented a total of \$476,635. One has since been cancelled prior to contract, and is not considered an award.
- Paid Grants: During the month, \$247,374 was paid to close out sixteen (16) grants, bringing 80,606 out-of-state visitors and \$59,048,879 in out-of-state economic impact. In addition, the first scheduled payment of \$250,000 for the Super Bowl LV (2021) was made during the month.

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. 32 third-quarter grants were awarded \$466,635, and are projected to bring in an economic impact of \$192,292,210 and 187,687 out-of-state visitors.

FY Totals: # of grants: 114 Awards: \$2,222,001 Impact: \$609,617,555 Visitors: 594,625 Jobs: 6,996

Professional Sports Development Trust Fund:

\$242,949 is due for February. \$228,965.00 is due for March. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,273,779.12.

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: \$88,385.00, which will be sent out in April 2019.
 Total teams' charity amount accrued for this fiscal year-to-date: \$247,149.90.

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 held staff budget workshops.

External Affairs:

- Director of External Affairs held a teleconference with Kapow representatives to discuss event planning opportunities.
- Director of External Affairs worked with Atlanta Braves representatives to coordinate FSF participation in the inaugural game at *CoolToday* Park.
- Director of External Affairs participated in Visit Florida's Tourism Day.
- Director of External Affairs hosted Industry Partners Roundtable Luncheon in Tallahassee.
- Director of External Affairs organized and executed 3rd Quarter Board of Directors Meeting in Tallahassee.
- Director of External Affairs participated in the inaugural game at the new Atlanta Braves facility.
- Director of External Affairs worked with EOG and FSF Board Member to coordinate Governor's visit to Miami Open.
- Director of External Affairs worked with EOG and Tampa Bay Industry Partner to coordinate Governor's visit to the NCAA Women's Final Four.
- Continued planning and coordinating efforts for the 2019 Florida Sports Summit.

Sports Development:

- Director of Sports Development and FSF staff hosted the Quarterly Industry Partner Round Table discussion with the attendance of 19 partners and 36 people.
- Director of Sports Development attended the FSF Board meeting.
- Director of Sports Development attended the Press Conference for the announcement of the 2021 National Senior Games, 2019/2020 Florida Senior Games, and the first Sport Accord Pan America Sports conference in Fort Lauderdale.
- Director of Sports Development held a meeting with the Managing Director of Sport Accord and the LOC chair in preparation for the Industry Partners' participation at the conference.
- Director of Sports Development effected a site visit with Broward County Sports Development.
- Director of Sports Development began planning and coordinating the 2019 Florida Sports Summit.
- Coordinating and planning for the participation of our Industry Partners at the 2019 NASC National Symposium that will take place in Knoxville, Kentucky.
- Director of Sports Development attended the USA vs Ecuador soccer game in support of Orlando 2026 bid for the FIFA world cup.
- Director of Sports Development visited the World Equestrian Center in Ocala and attended the HITS Equestrian Festival.

Website Traffic:

- *Flasports.com* March 2019 traffic for FSF's website was 18,109 visitors and 28,828 page views, with 94.23% (17,065) being new visitors. The most-visited pages included the Florida Spring Training landing page (41.79% of site traffic), the 2019 Florida Spring Training Guide (7.42% of site traffic), and Florida Senior Games series qualifier schedule page (5.33%).
- *Floridagrapefruitleague.com*: March 2019 traffic was 35,960 visitors and 87,087 page views, with 84.6% being new visitors.

Social Media:

- *@PlayInFlorida* Twitter activity created 18,300 impressions, gaining 15 followers, in March 2019.
- *@PlayInFlorida* had 381 profile views, produced 18 unique tweets, and was mentioned on 29 occasions.
- *@PlayInFlorida*'s best tweet (announcing the 2019/2020 Florida Senior Games location) had 2,487 impressions.
- *@FlaSpringTrain* Twitter activity during the month of March created 19,200 impressions, received 139 mentions, gained 11 followers and had 1,053 profile visits.
- The Florida Sports Foundation Facebook page reached nearly 3,063 users with 10 posts during the month of March, gaining 10 followers.

Media Activity & Impressions:

- Communications staff distributed 11 press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, and Grapefruit League.
- Director of Communications worked with the National Senior Games and Greater Fort Lauderdale CVB to announce 2019 & 2020 Florida Senior Games location and dates at a joint press conference with SportAccord and PanAm Games in Fort Lauderdale.
- Director of Communications designed and released flyer advertising the 14 FSF granted events that took place during March.
- Communications staff attended quarterly Industry Partners Roundtable meeting at Florida State University.
- Communications staff attended quarterly Board of Directors meeting at Florida State University.

- Director of Communications served as a guest lecturer with the Florida State University Sport Management master's level class, Professional Development, taught by Dr. Jason Pappas.
- Communications staff participated in Concur Training with Finance/Business department staff.
- Director of Communications submitted sport budgets and contracts for sports directors for 2019 Sunshine State Games.
- Communications staff attended and covered Capital City Senior Games events throughout Tallahassee.
- Director of Communications attended the Florida Tourism Day events at the Capitol, Civic Center, and downtown Tallahassee region.
- Communications staff attended and canvased at the Florida Senior Day (March 27) at the State Capitol.
- Director of Communications attended and took photos at FSU vs. FAMU softball game where FSF CEO/President Angela Suggs threw out the first pitch.
- Communications staff worked with Greater Orlando and USA Soccer to promote USA vs. Ecuador match in Orlando on March 21.
- Communications staff compiled daily attendance figures for Florida Spring Training Games and posted on schedule page of floridagrapefruitleague.com and for use of total Florida Spring Training attendance announcement.
- Communications staff sent out copies of 2019 Florida Spring Training Guide to distribution points around the state and to individual requestors.
- Communications staff secured television advertising time on Fox and Sun Sports Florida for Florida Spring Training promos and License plate promos.
- Communications staff provided Bid Letters of Support for Sarasota Sports Commission and Palm Beach County Sports Commission.

Program Initiatives:

- The President attended the Women on the Move (ONYX) luncheon. Re: Keynote Speaker
- The President attended PGA Honda Classic. Re: Meeting with Palm Beach Sports Commission
- The President met with Dr. Genyne Boston. Re: Public relations opportunity
- The President met with Senator Rick Scott. Re: Federal partnership opportunity
- The President met with Meeting w/ U.S. Rep. Al Lawson. Re: Federal partnership opportunity
- The President attended the SIGA Special Session - Female Leadership in Sport. Re: Sports development
- The President met with Meeting w/ Katherine Russo. Re: Gov. Desantis D.C. staff
- The President met with Joe Briggs. Re: NFL Players Association
- The President met with Super Bowl LIV Host City committee. Re: Super Bowl LIV
- The President conducted weekly one-on-one meetings with senior staff.
- The President hosted the Industry Partner Roundtable & Luncheon.
- The President spoke with Board Chair Jesse Biter. Re: Foundation Updates
- The President attended the FL Tourism Day. Re: Speaker
- The Executive staff hosted the Florida Sports Foundation's Quarterly Board of Director's meeting.
- The President attended the Florida Sports Foundation Board of Director's Chairman's Dinner
- The President attended the LINKS Conference. Re: Speaker
- The President attended the FCBSL Scholarship Gala.
- The President attended the FSU vs FAMU Softball. Re: Threw out First Pitch
- The President attended the U.S Men's National Soccer Team vs. Ecuador Friendly Match. Re: World Cup committee meeting
- The President visited the World Equestrian Center.
- The President attended the Atlanta Braves vs. Rays Spring Training Game. Re: Sports development
- The President spoke with Mike Zimmer. Re: Super Bowl LIV Legacy Project
- The President attended weekly staff meetings with Enterprise Florida.
- The President conducted daily 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 SSG Calendar.
 2. Director of Communications officially launched the Foundation's two new websites for Sunshine State Games and Florida Senior Games. Accompanied launch with social media and press release outreach.
 3. Director of Communications worked with Betty Stark to create and compile a draft of the 2019 SSG Figure Skating Championships Souvenir Guide.
 4. Director of Communications enacted distribution plan for the 2019 FSG and SSG printed materials including posters, brochures, and flyers.
 5. Director of Communications wrote and distributed 2019 SSG Karate Katsu Challenge pre- and post-event articles.
 6. Director of Communications worked with USA Water Polo to advertise 2019 SSG Water Polo Championship event in May.
 7. Director of Communications created Facebook event pages for 28 of the 36 2019 SSG events.
- Events/Developments:
 1. SSG Soccer Championships were held March 30th-31st in Tallahassee with 2,075 participants.
 2. Director of Communications announced and published the 2019 SSG calendar and media release.
 3. Director of Communications provided media coverage at the SSG Soccer Championships in Tallahassee, Fla.

Florida Senior Games (FSG):

- Marketing/Promotions:
 1. Director of Communications announced April FSG Series Qualifier events being held in Clermont and The Villages.
 2. Communications staff submitted FSG athlete feature for the Department of Elder Affairs Elder Update.
- Events/Developments:
 1. Four FSG Series Qualifiers were held in March in Palm Beach County, Leon County, Charlotte County, and Orange County.

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

- Staff worked with the representatives at 4imprint for in-kind items.

Activity with Prospective Sponsors:

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

~ End

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