

FLORIDA SPORTS FAST FACTS

(Current as of January 1, 2020)

Florida's sports industry has grown to an estimated \$57.4 billion per year industry, supporting more than 588,000 jobs for Floridians while attracting more than 16 million international and out-of-state visitors annually.²

Since 1999, the Florida Sports Foundation has helped to increase the number of sports industry partners in Florida from 12 to 31. The sports industry partners are primarily responsible for Florida's sports event economic development. Through more than 2,800 sporting activities across Florida, the 31 partners attract more than 5.3 billion non-resident visitors annually, expending more than \$3.3 billion.¹

Sports Development and Tourism

- A water enthusiast's wonderland, Florida offers 1,000 miles of coastline, 12,000 miles of fishable rivers and streams, and nearly 8,000 natural lakes, providing an economic footprint that totals \$7.5 billion and accounts for 81,000 jobs within the fishing and boating industries.¹
- Florida remains the #1 destination for golf, accounting for 12% of the United States' golf economy, with its more than 1,100 golf courses. In the Sunshine State, golf accounts for more than \$16.5 billion and 170,000 total jobs and \$764 million in revenues flowing to state and local governments.¹
- Florida is home to 10 major professional sports franchises in five major sports leagues: Major League Baseball, the National Hockey League, National Football League, National Basketball Association, and Major League Soccer and is home to NASCAR, the PGA Tour, the LPGA, and the PGA of America. The Sunshine State is home to nine Professional Sports championships, including three Super Bowl titles, three NBA Finals Champions, two MLB championships, and one Stanley Cup Champion.²
- Professional Sports has an economic footprint of \$5.3 billion and accounts for more than 50,000 jobs. More than \$2.5 billion of this footprint is associated with the impacts of non-resident visitor expenditures.¹

Grant Program

- Since the grant program's inception in fiscal year 1995-96, Florida Sports Foundation has provided more than 1,715 major and regional grants (amounting to more than \$37.4 million) to support sporting events in Florida, resulting in more than \$6.9 billion in new out-of-state economic impact.²
- During the 2018-19 fiscal year, the Florida Sports Foundation's Grant Program awarded \$2,508,401 to 137 events throughout the state. These events are estimated to produce an out of state economic impact of \$676,387,674 while creating 8,072 jobs and attracting 686,132 visitors.²

Florida Grapefruit League

- The Florida Grapefruit League's Spring Training lends an economic impact of \$687.1 million. Of this, nearly \$480.6 million in sales were driven by non-resident visitor spending, generating more than 7,152 jobs. Florida is home to 15 of the 30 MLB clubs' spring training programs.³
- During the 2019 Florida Spring Training season, February 22-March 26, 1,445,362 fans attended 229 games, with an average of 6,312 people per game. Since the year 2000, a total of 31,097,343 fans have attended MLB Spring Training games in Florida.²

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Specialty Plates

- Through its specialty plate program, the Florida Sports Foundation has contributed more than \$5.7 million to Professional Sports teams' designated youth charities through the sale of professional sports license plates. The program dates back to 1995.²
- A total of 72,878 specialty plates, through revenue-based reporting, were purchased during the 2019-20 fiscal year through the end of the second quarter.²

Amateur Sports

- Since the 1999 Sunshine State Games and the Florida Senior Games State Championships transition to Florida Sports, amateur sports opportunities have been provided for more than 567,000 athletes of all ages through the annual Olympic-style Sports Festivals. The in-state Amateur Sports programs provide more than \$11 million annually in economic impact to more than 30 local communities.²
- As of 2017, amateur sports, recreation, and collegiate athletics bring more than 7 million visitors annually, with an economic impact of \$43.5 billion and nearly 443,000 jobs.¹

(*Florida Sports Foundation*, a division of Enterprise Florida, Inc., serves as the state's lead organization in promoting and developing Florida's sports industry. For more information, visit www.playinflorida.com.)

Footnote key:

1-HEXAD Analytics Impact Study, 2017

2-Florida Sports Foundation, 2020

3-MLB Florida Spring Training Economic Impact Study, 2018