



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: Twelve (12) events, with grant awards totaling \$208,725, were scheduled to take place during the month, with a projected out-of-state impact of \$33,924,622 and 50,714 out-of-state visitors.
- Amount/Number of Grants for awards: Twenty-four (24) 4th Quarter grant applications were received by the April 10th deadline. The Grant Committee met on May 7th, and their recommendations will be presented to the FS Board of Directors on June 14th in Destin.
- Paid Grants: During the month, \$363,349 was paid to close out eight (8) grants, bringing 58,378 out-of-state visitors and \$55,496,365 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. 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:

\$224,572.00 is due for April. \$225,331.00 is due for May. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,723,682.12.

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, which was sent out in January 2019.
 Total teams' charity payments accrued in the 3rd quarter: \$88,385.00, which was sent out in April 2019.
 Total teams' charity payments accrued in the 4th quarter-to-date: \$48,902.50, which will be sent out in July 2019
 Total teams' charity amount accrued for this fiscal year-to-date: \$296,052.40.

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 and travel workshops.
- Director of Administrative Affairs and team attended the FSF Summit in Destin.

External Affairs:

- Director of External Affairs participated in teleconference call with DEO to discuss FY 19-20 contract.
- Director of External Affairs participated in planning and attended Rights Holders dinner during NASC Symposium.
- Director of External Affairs participated in numerous Florida Sports Summit meetings.
- Director of External Affairs coordinated several aspects of the 2019 Florida Sports Summit.
- Director of External Affairs participated in weekly Summit planning meetings.
- Director of External Affairs worked with Florida Marlins and FLHSMV to utilize the FLOW Unit during a home game.
- Director of External Affairs worked with Florida Marlins and FLHSMV to collect 2017 specialty plate data.
- Director of External Affairs worked with Tampa Bay Lightning to finalize new specialty plate redesign.
- Director of External Affairs Miami Dolphins and FLHSMV on the specialty plate redesign.
- Director of External Affairs planned June Board of Directors meeting.

Sports Development:

- Director of Sports Development had meeting with the Marketing Director of Pan American Sports about possible regional events in the state of Florida.
- Director of Sports Development Attended Sport Accord International Sports Conference in Australia to market and promote the State of Florida as a Global Sports destination to International Federations.
- Director of Sports Development had meetings with the Executive Director of the International Boxing Federation with plans to discuss more about the Continental Qualifiers for the Olympics and PanAm Sports.
- Director of Sports Development had a meeting with the Secretary General of the International Association of Athletic Federations (IAAF) and discussed the World Half Marathon.
- Director of Sports Development had meetings with Nitro Circus for possible events with Camping World Orlando and the soon to be Olympus project for off-road Rally Crosse.
- Director of Sports Development met with the International Jump Rope Federation for the possible hosting of the Pan American Jump Rope Competition.
- Director of Sports Development held meetings with the Communications Director and the 3v3 Director for the International basketball Federation for a possible hosting of the 3v3 World Tour Series in Florida.
- Director of Sports Development also had meetings with The World Flying Disc Federation, World Bowling Federation, International Waterski & Wakeboard Federation & Jiu Jitsu International Federation.
- Director of Sports Development had meetings with the LOC for Sport Accord Regional Pan America.
- Director of Sports Development planned, organized and led the hosting of the Florida Annual Sports Summit in Destin.

Website Traffic:

- *Flasports.com* May 2019 traffic for FSF's website was 7,387 visitors and 16,028 page views, with 89.75% (6630) being new visitors. The most-visited pages included the Sunshine State Games landing page (15.16% of site traffic) and Florida Senior Games landing page (5.65%).
- *Floridagrapefruitleague.com*: May 2019 traffic was 1,311 visitors and 2,677 page views.

Social Media:

- *@PlayInFlorida* Twitter activity created 33,300 impressions, gaining 10 followers, in May 2019.
- *@PlayInFlorida* had 681 profile views, produced 42 unique tweets, and was mentioned on 48 occasions.
- *@PlayInFlorida*'s best tweet (announcing the May 2019 FSF Granted events) had 1,684 impressions.
- *@FlaSpringTrain* Twitter activity during the month of May created 3,330 impressions, received 2 mentions, gained 3 followers and had 100 profile visits.
- The Florida Sports Foundation Facebook page reached nearly 4,368 users with posts during the month of May, gaining 24 followers.

Media Activity & Impressions:

- Communications staff distributed NINE 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 Greater Orlando Sports Commission to write, distribute, and publicize two articles: *Atlético de Madrid to participate in the 2019 MLS All-Star Game presented by Target* and *World Cup: Orlando included in WNT Everywhere Campaign*.
- Director of Communications worked with the National Senior Games on media release elements for Florida Senior Games numbers.
- Director of Communications published six photo galleries including Sunshine State Games events and the Florida Sports Summit.

- Communications staff wrote and distributed article, entitled: Florida Seniors head West for National Games that highlighted Florida's representation in the 2019 National Senior Games in New Mexico.
- Director of Communications designed and released flyer advertising the 12 FSF granted events that took place during May.
- Director of Communications served as a guest lecture with the Florida State University Sport Management master's level class, Professional Development, taught by Dr. Jason Pappas. Also attended quarterly College of Education Young Alumni board meeting.
- Director of Communications worked with GM Peter Masone of the Tampa Bay Cannons to advertise Semi-Pro Ultimate Frisbee match event with SSG Ultimate community.
- Director Communications participated in SafeSport / CSEE course at Florida Sports Summit, receiving his certification.
- Communications staff sent out mass blast email correspondence announcing SSG event deadlines, information, coverage, and more using the FUSE SPORTS platform.
- Director of Communications worked with Brian Liotta of Levy Marketing to create 2019 SSG awards.
- Director of Communications partnered with Award4U in Tallahassee to create 2019 Florida Sports Summit awards and plaques.
- Director of Communications met with Gainesville Sports Commission staff to deliver Senior Games track and field items, discuss upcoming SSG events, partnerships, and internship/local help for Spring/Fall 2019 events.
- Communications staff prepared for, covered, and attended the annual Florida Sports Summit in Destin, Fla.
- Director of Communications submitted sport budgets, contracts, equipment lists, hotel forms, hospitality forms, event work grids, etc. for sports directors for 2019 Sunshine State Games.
- Director of Communications worked with Gary Pergio, of Lake Senior Games, and Lisa Parkyn, of the Villages Senior Games, to conclude Spring portion of FSG calendar, collecting participants and qualifiers lists.
- Communications staff continued populating individual sport descriptions on Florida Senior Games and Sunshine State Games websites.
- Director of Communications created advertisements and flyers for individual 2019 Sunshine State Games events and posted on individual Facebook event page listings.
- Director of Communications conferenced with Richard Ficca, sport director of powerlifting, about the upcoming 2019 Sunshine State Games Powerlifting Championships.
- Director of Communications conferenced with Rich Lansky, sport director of weightlifting, about the upcoming 2019 Sunshine State Games Weightlifting Championships.
- Director of Communications submitted and received completed Certificate of Insurance requests for upcoming 2019 SSG events.
- Director of Communications worked as the FSF staff contact for SSG Taekwondo, Lacrosse, and Weightlifting.
- Director of Communications gathered participant lists information for SSG Volleyball, Taekwondo, Lacrosse, Figure Skating, & Basketball.
- Director of Communications partnered with Consuelo Sanchez of Experience Florida's Sports Coast to create joint advertisement for May 17-19, 2019 events in Pasco County.
- Director of Communications met with Adam Thomas & Consuelo Sanchez of Florida's Sports Coast to discuss opportunities for future SSG events in Pasco County.
- Director of Communications wrote and distributed media release previewing the 2019 Olympic Day celebration at the 2019 Sunshine State Games Figure Skating Championships in Wesley Chapel, Fla. and giving insight to the Spring Lacrosse and Taekwondo events.
- Communications staff participated in interview sessions for potential Summer 2019 Events Management/Communications internship positions.
- Communications staff worked with Art Myers of WCTV to have live coverage/on-camera interview with Marvin Green, Jr. and Walter Dix about Florida Senior Games, National Senior Games, and Floridians compete at the 2019 NSG competition in New Mexico June 14-25, 2019.
- Communications staff worked with Merissa Lynn of Tampa Bay's Fox TV for television of Florida's Senior Games representation at 2019 NSG.
- Communications staff worked with Carolina Cardona of News 6 CBS Orlando for television of Florida's Senior Games representation at 2019 NSG.
- Communications staff sent 12 National Senior Games, Athletes by Area press releases, to 31 industry partners (Local Senior Games and Sports Commissions) and 71 media outlets statewide, between Monday, May 13 and Wednesday, May 15. The press release was a template release with general information about the 2019 National Senior Games and a listing of all athletes from that media market. At least two area athletes were highlighted in each of the 12 releases.

Program Initiatives:

- The President conducted a Florida Sports Foundation Sports Summit preparation meeting with staff.
- The President participated in teleconference call with DEO to discuss FY 19-20 contract.
- The President spoke with President Mike Zimmer. Re: Super Bowl Legacy Project
- The President attended the 2019 Sportel: Sports Decision-makers Summit.
- The President attended the FSF 4th Quarter Grant Committee Meeting.
- The President attended the 2019 Head Coach Training Center.
- The President attended the Florida Sports Foundation Sports Summit.
- The President met with former President Larry Pendleton.
- The President met with Representative Mel Ponder.
- The President spoke with Dr. Rainey. Re: Staff development.
- The Executive Staff attended the 2019 National Association of Sports Commissions Summit.
- The President conducted a Florida Sports Foundation Sports Summit debriefing with staff.
- The President spoke with Amos Buhai. Re: Bringing premier sports to Florida.
- 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 created the 2019 SSG Figure Skating Championships Souvenir Guide.
 2. Staff distributed 2019 FSG and SSG printed materials including posters, brochures, and flyers.
 3. Facebook event pages were created for all of our 2019 SSG events.
- Events/Developments:
 1. Hosted the SSG/AAU Volleyball Championships in Orlando, FL (May 4th)
 2. Hosted the SSG Artistic Rollerskating in Orlando, FL (May 12th)
 3. Hosted SSG Figure Skating in Pasco County (May 17-19)
 4. Hosted SSG Taekwondo Championships in Pasco County (May 18-19)
 5. Hosted SSG/Orange Bowl Lacrosse Championships in Broward County (May 17-19)

Florida Senior Games (FSG):

- Marketing/Promotions:
 1. Staff working to secure venues contracts for the 2019 FSG in Broward County
 2. Staff is promoting our Local Senior Qualifiers and the upcoming FSG in December 2019.
- Events/Developments:
 1. FSG Series Qualifiers will be held again starting in September.

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

- Director of Sports Development worked with FSF industry partners on sponsoring the annual FSF Summit.

Activity with Prospective Sponsors:

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

~ End

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