Overview

Florida Sports Foundation, Incorporated
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# Table of Contents

The Mission ....................................................................................................................... Page 3
The Guidelines ...................................................................................................................... Page 4
The Corporation .................................................................................................................... Page 5
The Board ............................................................................................................................. Page 6
The Staff ............................................................................................................................... Page 9
The Job Descriptions ........................................................................................................ Page 10-21

The Programs ...................................................................................................................... Page 22-32

1. Professional Sports & Specialty License Tags ................................................................. Page 23-25
2. Grant Program ................................................................................................................ Page 25-27
3. Sunshine State Games ..................................................................................................... Page 27
4. Florida Senior Games ..................................................................................................... Page 28
5. Florida Sports Publications ............................................................................................ Page 28-29
6. Florida Sports Commissions .......................................................................................... Page 30
7. Professional Sports Teams Charities ............................................................................. Page 31
8. Franchise Certifications & State Assistance Funds ......................................................... Page 31
9. Florida's Legislative Day Celebrations ......................................................................... Page 31
10. Governor's Baseball Dinner ......................................................................................... Page 32

Appendix ............................................................................................................................. Page 33
The Mission

The Florida Sports Foundation, (FS), is a 501(c)(3) non-profit corporation, serving as the Sports Industry Development Division of Enterprise Florida, Inc., (EFI). The mission of FS is to:

Assist Florida’s communities with securing, hosting and retaining Sporting events and sports related business that generate significant economic impact and Sports Tourism for the state of Florida through the Foundation’s grant programs*, legislative initiatives and Industry Partner service, recognition and development

Provide the citizens of Florida with participation opportunities in Florida’s Sunshine State Games and Florida Senior Games events

Serve as Florida’s leading resource for Sport Tourism research and facts

Assist in the promotion of targeted leisure sports industries in Florida

Assist National and Florida State Governing Bodies to promote amateur sport development through Florida’s Sunshine State Games and hosting events in Florida

*The FS grant programs work to assist communities and organizations in attracting major sporting events. These events are designed to attract out-of-state visitors and generate a significant economic impact. Grants are awarded for events that are projected to have strong economic impacts, a positive return on investment, garner community support and add value to the state of Florida.
The Guidelines for Florida Sports Foundation’s Board Members

The Florida Sports Foundation’s Board of Directors is appointed by Enterprise Florida, Inc. The Board’s role is to share their sports industry expertise and give input, which will assist in the growth and success of the following areas:

- Promote and explore growth opportunities with Florida’s Professional Franchise license plate program
- Assist with growth and development of the Florida Sports Grant Programs by adding valuable input
- Continue to give participation opportunities to encourage Florida’s youth in the Olympic Style Florida Sunshine State Games, and Florida’s seniors in the Florida Senior Games
- Provide Florida’s Sports Industry’s position regarding the sports industry’s legislative issues
- Promotion of Major League Baseball Spring Training in Florida, as well as leisure sports, including Fishing & Boating and Golf
- Provide leadership and assistance in growing and maintain Florida’s sports tourism industry by working with our Florida Sports Commissions, which represent all regions of the state
- Develop attendance and participation policy requirements for all members.
The Corporation

Corporation history: As a corporation created through legislation out of the old Florida Department of Commerce in 1989, FS has always operated as a quasi-public-private corporation for the benefit of the State. This original corporation operated as a direct-support organization of the Office of Tourism, Trade and Economic Development, (OTTED), an agency within the Executive Office of the Governor of the State of Florida. Florida Senate Bill 2156 changed this association effective July 1, 2011. Between July 1st and August 29th, measures were undertaken to dissolve the old Florida Sports Foundation, Inc., doing business as a Section 170(c) not-for-profit corporation, and reorganize and incorporate as a 501(c)(3). Larry Pendleton, the founding President, served for over 20 years before retiring in June 2012.

Controlling Interests: On August 29, 2011, the original corporation merged with, and transferred control to EFI, acting as the principal economic development organization for the State of Florida. Following the merger, the new 501(c)(3) corporation was the surviving entity, assuming all of the assets and liabilities of the original corporation, under the control of EFI. FS continues to operate as a separate corporation with EFI as its sole member. As the corporation’s sole member, one of EFI’s functions is to appoint a Board of Directors to direct the corporation’s business. The appointment of directors, increase in number of directors, the removal of any director, with or without cause, or the filling of any vacancy is the exclusive responsibility of EFI.

Corporate Officers: As the Bylaws state: The officers of the Corporation are appointed by EFI, as the sole member of the Corporation, and shall consist of a FS President, one or more FS Vice Presidents, and a Corporate Secretary and a Corporate Treasurer, and shall serve until their successors are chosen and qualify. The President of the Corporation is authorized to appoint such officers on an interim basis, subject to ratification of the FS Board at its next meeting.


Sunshine Laws: Both the original corporation and EFI were created by Florida laws that prescribed their respective membership, purposes, powers and duties. Therefore, following the merger, FS shall abide by the provisions and requirements of the Sunshine Laws, with all privileges, immunities and exceptions to the Sunshine Laws that are applicable to EFI, (see Appendix #2 and/or http://myfloridalegal.com, which is the site of the Office of the Florida Attorney General).

Purpose: The purpose of FS is to promote social welfare by lessening the burdens of government through the promotion and development of the sports industry and related industries, thereby improving the economic presence of these industries in Florida. This is accomplished by the promotion of amateur athletic participation for the citizens of Florida, and the promotion of Florida as a host for national and international amateur athletic competitions for the purpose of encouraging and increasing the direct and ancillary economic benefits of amateur athletic events and competitions; and assisting in the retention of professional sports franchises.

The Market: The three main markets of the sports industry include professional, amateur and recreational sports. Florida’s professional sports market includes the ten major league sports teams making Florida their home. Florida also has fifteen Major League Baseball teams, otherwise known as Florida’s Grapefruit League, who bring their team’s spring training to Florida every year. Florida is also home to NASCAR, the PGA Tour, the LPGA and the PGA of America. Major League Soccer is the most recent addition to Central Florida. Amateur, recreational sports and physical fitness opportunities abound in golf, boating & fishing, tennis, rowing, swimming, and track and field, just to name a few.
The Board

Corporate Board: All corporate powers will reside under the authority of the FS Board of Directors (hereinafter FS Board), (unless noted within the Articles of Incorporation, or any amendments or Bylaws, or under Florida law). The number of directors can be no less than five and no more than twenty, with the exact number to be determined from time to time by EFI and or legislature.

The FS Board of Directors will manage all business and affairs of the corporation, and may delegate the performance of any duties or the exercise of any powers to such officers and agents as the FS Board may designate from time to time. The FS Board will oversee a President, who shall supervise and exercise general and active management of the administrative business affairs of the FS, and attend to the day-to-day operations of the FS, as directed by the FS Board. An Employment Agreement, drawn between the FS President and the FS Board, will establish the President’s authority, duties, compensation, term and evaluation method.

In addition to general oversight, the FS Board will be responsible for approval and recommendations of the administration of FS programs, as listed herein, as well as any other programs that are assigned to the FS by various state agencies that could affect Florida’s Sports Industry.

Board Structure: The Enterprise Florida President & CEO will appoint the directors of the Corporation.

Term of Board Directors: Per resolution effective at the first Board meeting of the new corporation on November 28, 2011, the FS Board will be appointed for one-year terms, automatically renewable until a successor is appointed.

Removal of Board Directors: A director may be removed with or without cause only by the Enterprise Florida President & CEO.

Chair and Vice Chair: The FS Board may elect from time to time a Chair and/ or Vice Chair. In the event of such election, the Chair of the FS Board shall preside over meetings of the FS Board. In the absence of the Chair, the Vice Chair, if any, shall preside. In the absence of the Vice Chair, the FS Board shall select a director to preside. It was determined in the FS Board meeting on November 28, 2011, that the Chair will serve for a term of two years.

Other Board Officers: Other officers and assistant officers and agents as may be deemed necessary, may be elected or appointed by the FS Board, or such person or persons as the FS Board may designate from time to time. Such as the Board of Director’s Secretary and Treasurer, which may be elected or appointed by the FS Board from time to time. Any two or more offices may be held by the same person.

Ex-Officio Members: The FS Board may offer Ex-Officio member positions to members of the sports industry in Florida or other state, county or local government sectors, who may add value through their feedback and involvement. Ex-Officio members are non-voting members. The FS President is an Ex-Officio member of the FS Board and all committees.

Board Committees: The FS Board, by resolution adopted by a majority, may designate an Executive Board Committee, (Leadership Committee), from among its members, and one or more other committees each of which shall have, and may exercise all the authority of the Board of Directors. A quorum at any meeting of a committee of the FS Board shall consist of a majority of its members, and shall decide its action.

The FS Board, by resolution adopted in accordance with this section, may designate one or more directors as alternate members of any such committee, who may act in the place and instead of any absent member or members at any meeting of such committee.
Elections are held every two years to fill the executive board committee or any other committee so designated. Prior to the year-end FS Board meeting of the year the term ends, the FS President will accept nominations from the FS Board for filling the committee posts.

Currently, the following three committees are in place:

1. **Executive Board Committee:**
   1. Board Chair
   2. Board Vice Chair
   3. Board Treasurer
   4. Board Secretary
   5. Board At-Large

2. **Grant Committee:**
   The FS Board Grant Committee, as designated by the full FS Board, will consist of four directors and the FS President. This committee will review all Grant applications and recommend Grant awards. It is preferable for members to be from different regions of the state.

3. **Finance Committee:**
   The FS Board Finance Committee, as designated by the full FS Board, will consist of three directors and the FS President. This committee will review the finances and budget on a quarterly basis and make financial recommendations to the full Board.

**Board Meetings:** The FS Board, as stated in the Bylaws, is to meet within Florida, no less than three times per year, and currently meets four times a year, (once per quarter), because of the structure of the Grant Program. The FS Fiscal Year parallels with the State of Florida, and begins on July 1st and concludes June 30th. The quarters are divided as follows:

- 1st FY Quarter: July – September
- 2nd FY Quarter: October – December
- 3rd FY Quarter: January – March
- 4th FY Quarter: April – June

**Quorum and Voting:** One-third of directors shall constitute a quorum for transaction of all FS business conducted at Board meetings. The act of the majority of the directors present at a meeting at which a quorum is present shall be the act of the FS Board.

**Board Notices:** Written notice of the time and place is subject to the current Sunshine Laws relating to public meetings. Notice to all directors of all meetings where business is to be transacted can be by either personal delivery, electronic mail with confirmation of receipt or first class mail at least five days before the meeting. All FS Board meeting notices will be placed on the FS website, and advertised in the Florida Department of State’s Administrative Register publications prior to the meeting.

**Consent Agenda:** The FS President will draft a consent agenda for each quarter’s business, and send it out to the Board members three days prior to the meeting. The Consent Agenda consists of a draft agenda, draft minutes from the previous meeting, and a summary of all Grant Applications received during the quarter.

**Board Meeting Minutes:** The Board Meeting minutes are to be taken on site and transcribed by the FS Executive Assistant, or other designated staff in the case of absence. The minutes are then prepared in draft format for the Consent Agenda, and placed in the Board meeting booklet for FS Board approval at the next quarterly meeting.
**Board Conflict of Interest Policy:** Article X of the FS Bylaws, (see Appendix #1), states that a conflict of interest policy must be in place and acknowledged annually by each voting member of the FS Board as follows:

The FS Board will affirm by signature that he or she:
- a. Has received a copy of the conflicts of interest policy
- b. Has read and understands the policy,
- c. Has agreed to comply with the policy, and
- d. Understands the Corporation is charitable and in order to maintain its federal tax exemption, it must engage primarily in activities that accomplish one or more of its tax-exempt purpose.

**Transaction of Business:** The FS business conducted by the FS Board of Directors should only be conducted at an FS Board Meeting, where a quorum presides, or at a FS Board Committee Meeting, where a quorum presides.
The Staff

The FS President: The FS Board has authority to delegate the performance of any duties or the exercise of any powers to such officers and agents as the FS Board may designate from time to time. The position of FS President shall supervise and exercise general and active management of the administrative business affairs of the FS, and attend to the day-to-day operations of the FS, as directed by the FS Board. The FS President is also dually functioning as an Enterprise Florida Senior Vice President.

The FS President shall have the authority to direct, employ and terminate all FS employees and to determine staff compensation, and all other capacities and duties, as stated in the Job Description. The President may engage support service, including, but not limited to, publishers, event managers, public relation and marketing firms, subject to specific guidelines, directives and budgetary limitations as established by the FS Board. The FS President’s duties will also include coordinating the promotion and development of the Florida sports industry for the State of Florida through the EFI Division of Sports Development.

The FS Staff, (excluding the President’s position): The FS Staff will be employed by the FS President, and currently consists of up to eight positions. All (FS Staff) are considered regular, full-time employees of EFI, and therefore, all payroll, (salary ranges and employee benefits), will be administered through EFI. FS pays EFI an administrative fee on a monthly basis for employee support. All employees are to abide by the policies and procedures in place by both corporations. In addition, all performance reviews will be conducted by the employee’s direct report supervisor, and then forwarded to EFI.

1. Director of Administrative Affairs
2. Director of Board Relations & Executive Asst. to the President & CEO
3. Director of Communications
4. Director of Events
5. Director of Marketing & Grants
6. Event Manager
7. Event Coordinator (two positions)
8. Finance & Compliance Assistant

The FS Temporary Employees: Temporary employees are those who work for a specific, temporary timeframe, on an intermittent basis or are classified as an intern. These positions may be paid or unpaid, full or part-time. Employees hired for temporary work are paid at the rate agreed upon when employed and are ineligible for holidays, vacation, sick leave and health and welfare benefits package. Paid temporary employees may participate in the EFI retirement plan, providing eligibility requirements set forth in the plan are met. All temporary employees must go through the EFI Employment Screening process. All performance reviews will be conducted by the FS Staff to whom the Temporary Employee reports.
The Job Descriptions

The following job descriptions are those in place and affective in the FY2017/2018, and are subject to change.
Florida Sports Foundation
President
& Senior Vice President of Enterprise Florida, Inc.

Dual Direct Reporting to:
Florida Sports Foundation Board of Directors
& the President of Enterprise Florida, Inc.

Requirements:
1. Must possess a Bachelor’s degree, preferably in marketing, public relations, sports administration, business administration or related field.
2. Must have a minimum of three (3) years progressive experience administering sports programs and/or special events, developing corporate partnerships, event marketing and promotions.
3. Must have knowledge of the structure of Florida’s Sports Commissions and Florida’s Major and Regional Grant Programs.
4. Must have experience working with Governmental entities.
5. Must have excellent verbal and written communication skills.

Responsibilities:
1. Coordinating the Promotion and Development of Florida’s fifty-seven (57) billion dollar sports industry for the State of Florida as President of Florida Sports Foundation, (hereinafter FS), and Senior Vice President of the Enterprise Florida, Inc. (hereinafter, EFI) Sports Development division.
2. Supervise and exercise general and active management of the administrative business affairs of the FS with such duties to include, but not limited to, directing, employing and terminating all FS employees, to determine staff compensation, and to engage support service, including, but not limited to, publishers, event managers, public relation and marketing firms, subject to specific guidelines, directives and budgetary limitations as established by the FS Board of Directors; as well as complete assignments by EFI, EOG, DEO.
3. Attend to the day-to-day operations of FS.
4. Create and optimally implement a Strategic Plan and Operating Plan for FS, and a Marketing Plan for the promotion and development of the Florida Sports Industry, including the annual fiscal budget, which, when approved by the FS Board of Directors, will constitute the full operating budget for FS.
5. Provide a quarterly performance accountability report to the Board of Directors of FS and to EFI, and any other requested reports or information.
6. Supervise and undertake those specific efforts necessary to ensure FS compliance with the Sports Division responsibilities in the annual contract between EFI and the Department of Economic Opportunity.
7. Serve as an ex-officio member of the FS Board of Directors, an ex-officio member of the FS Board of Director’s Executive Committee, and as the FS’s liaison to the EFI Board of Directors meetings and the Florida Sports Commissions and Authority offices and Economic Development Organizations.
8. Comply with the FS Articles of Incorporation, by-laws and mission statement; the Florida Public Records Law; the Florida Government in the Sunshine Law; the Florida Code of Ethics for Public Officers and Employees, and all EFI Policies and Procedures.
9. Perform any reasonable duties and responsibilities consistent with the mission of FS at the behest and approval of the FS Board of Directors and the President of EFI.
Florida Sports Foundation
Director of Administrative Affairs

Directly Reports to:
President

Requirements:

1. Must have a minimum of two (2) years of experience in finance management.
2. Needs to possess excellent technical, organizational, verbal and written communication skills.
3. Verification of no criminal history.

Responsibilities:

1. Maintain and manage bank accounts, general ledger, budgets, accounts payable and receivable, and all finance records, contracts, files.
2. Review and manage all Foundation lease agreements and contracts.
4. Verify and document all monetary receipts and deposit all receipts.
5. Process staff related forms, reports and payments.
6. Maintain travel records and coordinate reimbursements to staff and board
7. Administer license tag receipts, fund payments and reports.
8. Dispense royalty and charity payments and reports.
9. Maintain data for reporting to the President, the FS Board of Directors, EFI and the Department of Economic Opportunity, (DEO), regarding tags, grants, budgets, and any contract requirements and any Government entity requests on a monthly, quarterly and annual basis, and upon request.
10. Monitor Public Records requests, and work with Director of Communications to complete all requests and deliver reports to DEO.
11. Manage Human Resources to include assisting with personnel files; processing new employees and interns and staff terminations; assuring that staff is in compliance with policies. Assisting EFI HR Department, as needed.
12. Work closely with the Director of Events to develop the budget and plan all aspects of the Sunshine State Games, (SSG) and the Florida Senior Games, (FSG), and other Amateur Sports events and programs.
13. Develop and maintain corporate and event policies and procedures; financial procedures, work with the Director of Events to develop event management, including timelines, risk management, registration, emergency disaster planning.
14. Manage and work closely with the Director of Events to complete SSG/FSG event-bidding process to include developing bid documents and timelines, communicating event availability, evaluating bid proposals, and selecting host city and finalizing the host city agreements.
15. Develop and manage vendor and merchandise programs.
16. Other duties as assigned by the President
Florida Sports Foundation
Director of Communications

Directly Reports to:
President

Requirements:

1. Bachelor’s degree, preferably in sports administration, business administration, parks & recreation, public relations or related field.
2. Minimum of two (2) years progressive experience in public relations, sports information/journalism.
3. Experience in web site maintenance.
4. Excellent verbal and written communication skills.

Responsibilities:

1. Develop and implement, comprehensive media plan for all FSF events and programs to include pre-event, event and post-event exposure. Includes press releases; results acquisition and distribution; formulating feature stories and on-site contact with local and national media outlets.
2. Manage FSF web site. Includes gathering information from various sports entities in Florida, FSF Staff and FSF Event Staff; posting information to site and including photos and keeping up-to-date.
4. Coordinate the production and distribution of all FSF event (Florida Senior Games and Sunshine State Games) and FSF complimentary publications (PLAY Florida Golf, Florida Fishing and Boating and Florida Spring Training Guide). Both electronic and printed. Work with FSF staff members, graphic artists and printers in production of FSF Events promotional materials including brochures, posters and promotional flyers. Work with FSF staff to produce Florida Sports Directory and Facilities Guide.
5. Assist marketing department in the promotion of FSF sponsors, and overall media related promotions.
6. Work in conjunction with staff to coordinate social media efforts.
7. Maintain for historical purposes all relevant information such as event results, records, highlights, participation numbers, athlete accomplishments, etc. (Florida Senior Games and Sunshine State Games)
8. Coordinate photography needs for each event and maintain photo/video library. Provide photos to electronic and print media outlets upon request.
9. Coordinate Public Relations and Communications for all Florida Sports Foundation events.
10. Assist with promotional programs including license plate promotion and state legislative days.
11. Coordinate writing and distribution of letters of support from the Governor and FSF President for the efforts of Florida’s sports commissions in the bid process of attracting prospective sports events.
12. Promote Sports Industry in Florida through state and national media outlets. Write articles, and assist in coordination of articles, about FSF Programs and the Florida Sports Industry when requested by local and national electronic and print media outlets.
13. Assist with Five-Year Strategic Plan.
14. Assist in all other areas as needed as assigned by President.
Florida Sports Foundation

Director of Events

Directly Reports to:
President

Requirements:

1. Bachelor’s degree, preferably in sports administration, business administration, parks & recreation, public relations or related field.
2. Minimum of three (3) years progressive experience administering sports programs and events, preferably multi-sport.
3. Understanding of the role of sports commissions, preferably, Florida sports commissions.
4. Experience with National Governing Bodies of sports and their state associations.
5. Excellent verbal and written communication skills.

Responsibilities:

1. Plan and direct all aspects of Sunshine State Games (SSG) and Florida Senior Games (FSG) within approved budget.
2. Oversee the execution all contracts related to SSG and FSG events and programs including but not limited to vendors, sport directors, contract labor, Host Cities and sponsors.
3. Overall marketing and promotions of SSG and FSG events and programs.
4. Sponsor development for SSG and FSG events and programs.
5. Work with the Administrative Affairs Director to develop budget and financial procedures for SSG and FSG events and programs.
6. Serve as the liaison to the network of Series Qualifiers (Local Senior Games) throughout Florida.
7. Serve as liaison with National Governing Bodies, their state associations, the National Congress of State Games and the National Senior Games Association to promote amateur sports promotion and development in Florida.
8. Oversee Games staff and provide direction and supervision for the implementation and execution of their job responsibilities and duties.
9. Coordinate event-bidding process with the Administrative Affairs Director to include developing bid documents and timelines, communicating event availability, evaluating bid proposals, and selecting host city and finalizing host city agreement.
10. Assist with the management of the SSG and FSG vendor and merchandise programs.
11. Other duties as assigned by the President.
Florida Sports Foundation  
**Director of Marketing & Grants**

**Directly Reports to:**  
President

**Requirements:**

1. Must possess a bachelor’s degree, preferably in marketing, business administration, journalism, public relations or related field.
2. Must have a minimum of two (2) years of progressive experience in Public Relations, Marketing and Promotions, or Communications, ideally within the sports industry.
3. Be familiar with the network of sports commissions within the state of Florida, and have the ability to work with these commissions in the development and promotion of grants and tags in Florida.
4. Possess excellent verbal and written communication skills.

**Responsibilities:**

Direct and manage the coordination and implementation of the Foundation’s Grant Programs, Tag Promotions, Websites, Social Media, IT Projects, and Publications.

1. **Partnership and Grant Programs**  
   Lead and direct the Foundation’s partnerships and communication with Florida’s Sports Commissions in attracting sporting events to the state of Florida; manage the all grant Programs to include working with the Sports Commissions to increase the State of Florida’s economic impact. Process and prepare applications to provide the Board of Directors and Grant Committee with a summary of grant applications on a quarterly basis; and finalize the post event reports for payment.

2. **Tag Promotions**  
   Implement the marketing and promotions efforts for the sale of all Florida license tags under the Foundation’s administration. Work with each professional team’s marketing, public relations and foundation to optimize professional team specialty

3. **Media: Websites, Social Media, IT Projects, and Publications**  
   Oversee design and maintenance all Foundation websites and digital media; oversee all IT related projects and serve as the liaison to the Foundation’s IT vendors;

4. **Development**  
   Work with current sponsors and partners to ensure contracted deliverables are met and seek new sources for private dollars from partnerships and sponsors including Florida Senior Day and Florida Tourism Day.

5. **Other duties as assigned by the President**
Florida Sports Foundation
Event Manager

Directly Reports to:
Director of Events

Requirements:

1. Bachelor's degree, preferably in sports administration, business administration, parks & recreation, public relations or related field.
2. Minimum of two (2) years progressive experience in event management and/or operations.
3. Excellent organizational skills
4. Excellent verbal and written communication skills.

Responsibilities:

1. Assist with management of administrative functions of FSF office including answering phones, maintaining office equipment and supplies inventory and opening mail and processing entry forms and fees.
2. Manage planning and implementation of Sunshine State Games, (SSG) and Florida Senior Games, (FSG) programs and events.
3. Responsible for overall planning of assigned sports to include, but not limited to:
   A) Maintain regular communication with designated Sport Director and serve as FSF liaison for the each particular sport offered in the SSG/FSG programs.
   B) Collect and organize Sport Director forms; obtain all Sport Director needs/requirements including equipment, supplies, hospitality, volunteers, and registration information.
   C) Become familiar with all aspects of the sport including operational/logistical needs, rules of competition and sport trends in Florida.
   D) Manage registration process and customer service including pre and on-site registration, providing registration updates to sport directors and staff, post event reports, refunds/withdrawals, distribution of athlete surveys, distribution of sport schedules/information answering calls regarding sport.
   E) Obtain and review sport schedules and dissemination to staff and athletes / teams.
   F) Secure competition / event venues, upkeep venue requirements, communicate with event facilities, develop and implement venue set-up / teardown plans and timelines.
   G) Secure sport specific contract services, including timing and results services.
   H) Responsible for sport governing body memberships, sanctions and post event reports, as needed.
   I) Develop operations schedules and timelines.
   J) Manage sport equipment and supply inventory and procurement.
   K) Develop and implement sport specific marketing plan. Identify marketing opportunities include events, conferences, e-marketing, social media and advertising. Develop and distribute sport specific marketing materials.
4. Manage overall Operations including production of operations schedule, operations manuals, securing contract labor, signage plans, emergency/disaster protocol and LOC communications.
5. Manage overall logistics including equipment/supply management, transportation and purchasing.
6. Manage warehouse and maintain inventory.
7. Serve as liaison to Florida Senior Games Series Qualifiers. Responsible for managing sanctioning process, promotion efforts at FSG Series Qualifiers, collecting results, all FSG Series Qualifier communications and organizing the annual FSF Series Workshop.
8. Develop and maintain event contacts and marketing database, including but not limited to Sport Directors, distribution lists, athlete mailing list, Florida Senior Games qualifying lists and all other contact databases or mailing lists.
9. Develop and implement Sunshine State Games and Florida Senior Games volunteer plan, including recruitment, scheduling and communications.
10. Manage Sunshine State Games and Florida Senior Games athlete and staff hotel room blocks including securing hotel contracts, hotel advertising, comp rooms and housing arrangements for staff and officials.
11. Manage Sunshine State Games and Florida Senior Games medical coverage. Serve as the liaison to the Medical Coordinator and provide support by communicating schedule updates, providing requested supplies, managing medical report forms, managing triage center, hospitality and credentialing.

12. Manage athlete goodie bag process including solicitation and tracking of products, working with Vice President-Development to insure sponsor needs are met, working with LOC on assembly and inventory needed.
Florida Sports Foundation
Event Coordinator

Directly Reports to:
Director of Events

Requirements:

1. Bachelor’s degree, preferably in sports administration, business administration, parks & recreation, public relations or related field.
2. Minimum of one (1) year experience in event planning or sport programming.
3. Computer skills: Microsoft Office, Microsoft Outlook and the Internet
4. Excellent organizational and customer service skills
5. Possess excellent verbal and written communication skills

Responsibilities:

1. Provide administrative support to the Foundation office, including opening and logging registration mail and processing entry forms and fees, prior to delivering to the Director of Administrative Affairs.
2. Assist with planning and implementation of Amateur Sports programs and events to include:
   a) Collect and organize Sport Director forms; obtain all Sport Director needs/requirements including equipment, supplies, hospitality, volunteers, and registration information.
   b) Become familiar with all aspects of assigned sports including operational/logistical needs, rules of competition and sport trends in Florida.
   c) Manage registration process and customer service including pre and on-site registration, providing registration updates to sport directors and staff, post event reports, refunds/withdrawals, distribution of athlete surveys, distribution of sport schedules/information answering calls regarding assigned sports.
   d) Disseminate approved competition schedules to staff and athletes / teams.
   e) Execute on-site venue set-up / teardown plans and timelines.
   f) Responsible for sport governing body memberships, sanctions and post event reports, as needed for assigned sports.
   g) Assist with maintaining sport equipment and supply inventory.
   h) Assist with implementing sport specific marketing initiatives to include events, conferences, e-marketing, social media, advertising and distribution of materials.
3. Assist with overall event logistics including equipment/supply management, transportation and purchasing.
4. Assist with maintaining warehouse inventory and organization.
5. Serve as liaison to assigned Florida Senior Games Series Qualifiers. Responsible for coordinating sanctioning process, promotion efforts at FSG Series Qualifiers, collecting results, FSG Series Qualifier communications and assisting with planning the Annual Workshop.
6. Maintain event contacts and marketing database, including but not limited to Sport Directors, distribution lists, athlete mailing list, Florida Senior Games qualifying lists and all other contact databases or mailing lists.
7. Assist with execution of Sunshine State Games and Florida Senior Games volunteer plan, including recruitment, scheduling and communications.
8. Assist with compiling / determining officials/staff housing needs for assigned sports.
9. Assist with athlete goodie bag process including solicitation and tracking of products.
10. Assist in all other duties assigned.
Florida Sports Foundation
Director of Board Relations & Executive Assistant to the President & CEO

Directly Reports to:
President

Qualifications

1. Strong organizational skills with attention to detail.
2. Strong interpersonal skills and the ability to build relationships with stakeholders, including staff, board members, and external partners.
3. Excellent written and verbal communication skills.
4. Demonstrated proactive approaches to problem-solving with strong decision-making capability.
5. Highly resourceful team-player, with the ability to also be effective independently.
6. Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest level of customer/client service and response.

Education and Experience Requirements

1. Bachelor's degree required.
2. A minimum of 2 years of experience supporting Executives, preferably in a non-profit organization.
3. Experience and interest in internal and external communications and partnership development.
5. Independent thought and decision making is required.

Roles and Responsibilities

Executive Support
- Completes a broad variety of administrative tasks for the President including: managing an extremely active calendar of appointments; completing expense reports; composing and preparing correspondence that is sometimes confidential; arranging complex and detailed travel plans, itineraries, and agendas; and compiling documents for travel-related meetings.
- Plans, coordinates and ensures the President's schedule is followed.
- Communicates directly, and on behalf of the President, with Board members, industry partners, Foundation staff, and others, on matters related to President's programmatic initiatives.
- Researches, prioritizes, and follows up on incoming issues and concerns addressed to the President, including those of a sensitive or confidential nature. Assists with determining appropriate course of action, referral, or response.
- Provides a bridge for smooth communication between the President's office and internal departments; demonstrating leadership to maintain credibility, trust and support with senior management staff.
- Works closely and effectively with the President to keep him/her well informed of upcoming commitments and responsibilities, following up appropriately.
- Provides leadership to build relationships crucial to the success of the organization, and manages a variety of special projects for the President, some of which may have organizational impact.
- Successfully completes critical aspects of deliverables with a hands-on approach, including drafting acknowledgement letters, personal correspondence, and other tasks as needed.
- Prioritizes conflicting needs; handles matters expeditiously, proactively, and follows-through on projects to successful completion.

Board Support and Liaison
- Serves as the President's administrative liaison to Florida Sports Foundation's Board of Directors.
- Attend quarterly Board of Directors’ meeting.
- Maintains discretion and confidentiality in relationships with all board members.
• Adhere to compliance with applicable rules and regulations set in bylaws regarding board and board committee matters, including advance distribution of materials before meetings in electronic/paper format.

Senior Management Liaison
• Participates as a member of the Executive Team including assisting in scheduling meetings and attending all meetings.
• Assists in coordinating the agenda of senior management team meetings and off-sites, and all-staff meetings.
• Facilitates cross-divisional coordination of travel and outreach plans.

Communications, Partnerships, and Outreach
• Responds to requests for materials regarding the President and the organization in general.
• Edits and completes first drafts for written communications to external stake holders
• Follows up on contacts made by the President and supports the cultivation of ongoing relationships.
• Edits and creates acknowledgement letters from the President.
Florida Sports Foundation
Finance & Compliance Assistant

Directly Reports to:
Director of Administrative Affairs

Requirements:
1. Must possess a Bachelor's degree.
2. Must possess excellent technical, organizational, verbal and written communication skills, excellent word processing skills and strong computer skills.

Responsibilities:
1. Finance:
   a) Provide support for completing staff travel authorization forms and expense reports;
   b) Assist with the grant program: reviewing application documents and contracts, letters and the grant payment process;
   c) Assist with contract creation and review;
   d) Assist with entering tag revenue data from the State revenue website;
   e) Assist with deposits;
   f) Assist with audit preparation;
   g) Assist with budget reports.
2. Compliance:
   a) Review and become familiar with requirements of all Foundation contracts;
   b) Assist with gathering information and preparing documents for Department of Economic Opportunity monthly and quarterly reports.
   c) Assist with preparing reports for the quarterly Board of Directors' meetings.
3. General Administrative Assistance:
   a) Prepare correspondence on behalf of the Director of Administrative Affairs, independently or with oral or written instruction;
   b) Assist with general projects including PowerPoint Presentations, and materials for presentations and legislative requirements.
4. Other duties as assigned.
The Programs

The Programs: Through its programs, FS produces economic impact that is able to encompass all ages and aspects of the state’s sporting opportunities.

1. Professional Sports and Specialty License Tag Programs

2. Grant Program
   - Major & Regional Grant Programs
   - Small Market Grant Program
   - Sports Industry Conference Assistance Program

3. Sunshine State Games for amateur athletes of all ages

4. Florida’s Senior Games State Championships for amateur athletes age 50 and over

5. Florida Sports Publications:
   - A. Florida Golf Magazine & Golf Promotion
   - B. Florida Fishing & Boating Magazine & Fishing Promotion
   - C. Florida Spring Training Guide Publication for 15 Major League Baseball teams
   - D. Florida Sports Directory & Facility Guide
   - E. Florida Sports Industry Economic Impact

6. Partnership with Florida Sports Commissions & Introduction of Sports Tourism Opportunities

7. Professional Sports Teams Charities

8. Assist Professional Sports entities in retaining franchise certifications

9. Florida’s Legislative Day Celebrations

10. Governor’s Baseball Dinner

1. PROFESSIONAL SPORTS AND SPECIAL LICENSE TAG PROGRAMS

A. PROFESSIONAL SPORTS PROGRAM

Professional Sports Teams License Tag Program: In 1994, the Florida Legislature approved the sale of state motor vehicle license tags representing Florida's professional teams. At that time, there were only fifteen specialty tags in the state. As of 2016, there were one hundred twenty-six.

The sale of these tags primarily serves as a revenue source for funding sporting events, i.e. Grant Awards, generating out-of-state economic impact for the state. Secondly, these funds support the Sunshine State Games and the rest of the FS Programs and operations. The funds can fluctuate based on economic trends, and are also under assessment and evaluation by the legislature each year. The Department of Highway Safety and Motor Vehicles, DHSMV, is responsible for accounting for sales and releasing the funds. A report is sent to the FS office three times a week. The last release of each month becomes the cut-off for the revenue for that month, but does not reflect the total sales for the month. It can take up to two weeks to report on a previous month’s sales. The funds are held in a Professional Sports Team License Plate Trust Fund under the control of the Governor’s Office. The Governor’s Office retains an 8% fee for handling, and releases the remainder to the FS, on a monthly basis, pending an activity report. Our monthly activity report details the FS’s impact on the state’s economy through the staff activity involved in its programs.

Florida has nine professional sports teams’ license tags through four leagues:
1. NFL: Jacksonville Jaguars
2. NFL: Miami Dolphins
3. NFL: Tampa Bay Buccaneers
4. MLB: Miami Marlins
5. MLB: Tampa Bay Rays
6. NBA: Miami Heat
7. NBA: Orlando Magic
8. NHL: Florida Panthers
9. NHL: Tampa Bay Lightning

At a cost of $25.00 each year, fans can purchase their favorite team tag for their motor vehicles. To generate the sale of these tags, the FS participates in several promotion functions every year promoting the tag and its respective team. Promotions include the design, printing and mailing informational pieces to season ticket holders through the teams, and to current tag owners through local tag agencies. The goal of the tag promotion is to generate new sales as well as retain current tag owners. In addition to funding the programs of the FS, $2.50 from the proceeds from the sale of each professional team plate goes back to charitable organizations designated by the individual teams. The FS also pays royalties to the leagues for the MLB and NBA tags. We maintain contracts with these two leagues, which require certificates of insurance and royalty reporting each month. The NFL and NHL no longer require the FS to pay royalties.

Since these funds are also the primary source of income for all of the programs of FS, it is important to safeguard them by providing a high economic impact return on investment in our reports, and to counterbalance the promotion efforts against the results. Marketing has included:
- Supplying the teams with printed flyers, which can be inserted in their season ticket holders mail outs
- We have attended team fan days
- Purchased advertising on team websites
- Placed ads in our publications
- We have supplied the Tampa Bay area tag agencies flyers to be inserted into their tag renewal mailings
In the eight fiscal years below, we see just how the economic downturn affected sales, and how it is beginning to improve. The chart below shows how the total revenue fluctuated over the period:

![Pro-Sports Team Tag Revenue Received by Fiscal Year](chart)

In the following information and charts, we can see how both the economic downturn and team success can affect the number of tag sales over the same period:

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<tbody>
<tr>
<td>Dolphins</td>
<td>20,295</td>
<td>19,859</td>
<td>18,763</td>
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<td>17,414</td>
<td>17,534</td>
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<td>Marlins</td>
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<td>2,644</td>
<td>2,452</td>
<td>2,559</td>
<td>2,393</td>
<td>2,713</td>
<td>2,770</td>
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<tr>
<td>Heat</td>
<td>19,711</td>
<td>24,672</td>
<td>28,182</td>
<td>34,209</td>
<td>40,665</td>
<td>41,561</td>
<td>42,423</td>
<td>40,723</td>
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<tr>
<td>Magic</td>
<td>3,930</td>
<td>4,299</td>
<td>4,284</td>
<td>3,880</td>
<td>3,778</td>
<td>3,635</td>
<td>3,528</td>
<td>3,409</td>
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<tr>
<td>Buccaneers</td>
<td>30,910</td>
<td>29,806</td>
<td>27,863</td>
<td>26,634</td>
<td>25,336</td>
<td>24,167</td>
<td>27,481</td>
<td>32,178</td>
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<tr>
<td>Lightning</td>
<td>4,360</td>
<td>4,372</td>
<td>4,820</td>
<td>4,747</td>
<td>4,931</td>
<td>5,494</td>
<td>6,388</td>
<td>7,329</td>
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<tr>
<td>Panthers</td>
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<td>2,378</td>
<td>2,272</td>
<td>2,278</td>
<td>2,187</td>
<td>2,135</td>
<td>2,219</td>
<td>2,179</td>
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<tr>
<td>Jaguars</td>
<td>10,366</td>
<td>10,217</td>
<td>9,799</td>
<td>9,398</td>
<td>9,131</td>
<td>9,313</td>
<td>9,425</td>
<td>9,492</td>
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<tr>
<td>Rays</td>
<td>2,924</td>
<td>3,734</td>
<td>4,230</td>
<td>4,653</td>
<td>5,281</td>
<td>5,487</td>
<td>5,411</td>
<td>5,294</td>
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<tr>
<td>Totals</td>
<td>97,648</td>
<td>101,981</td>
<td>102,664</td>
<td>106,336</td>
<td>111,116</td>
<td>112,040</td>
<td>117,425</td>
<td>121,513</td>
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</table>
B. SPECIALTY LICENSE TAG PROGRAMS:

The three FS Specialty License Tag Administration Programs were created by the Florida Legislature to assist in specific areas of the sports industry.

1. United States Olympic Spirit license tag:
The FS began administration of Florida's Olympic Spirit license plate in 1999/2000, which is sold for an additional $15 per plate. Per Legislative statute, FS receives the revenue funds from the DHSMV and forwards 50% to the United States Olympic Committee, (USOC), in Colorado Springs, CO. From its portion, the USOC has created a fund to support Florida Olympic hopefuls. FS then uses the remaining 50% of proceeds to support Florida's Sunshine State Games.

2. NASCAR license tag: FS receives a 5% administrative fee and 15% of revenue for the FS Grant Program. The NASCAR Foundation receives a 10% royalty, a 50% charity and the remaining 20% goes into a marketing fund for use by the NASCAR Foundation.

3. PLAY TENNIS license tag: FS receives a 5% administrative fee and the remaining 95% goes to the USTA Florida Section Foundation, which helps Floridians of all ages improve their health and quality of life through the game of tennis.

The following chart shows the difference between the three specialty tags sales per fiscal year. The Tennis tag began selling in October 2008.

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<td>USOC</td>
<td>7,475</td>
<td>7,281</td>
<td>6,881</td>
<td>6,815</td>
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<td>6,292</td>
<td>6,104</td>
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<td>NASCAR</td>
<td>3,197</td>
<td>3,214</td>
<td>3,221</td>
<td>3,262</td>
<td>3,197</td>
<td>3,256</td>
<td>3,588</td>
<td>3,760</td>
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<tr>
<td>TENNIS</td>
<td>1,684</td>
<td>2,116</td>
<td>2,390</td>
<td>2,693</td>
<td>2,888</td>
<td>3,181</td>
<td>3,396</td>
<td>3613</td>
</tr>
</tbody>
</table>

2. GRANT PROGRAM

The Florida Sports Foundation’s Grant Program, (Major & Regional) is designed to assist communities and host organizations in attracting sports events, which will generate significant out-of-state economic impact for the state of Florida. The Foundation’s Board of Directors awards grants on a quarterly basis, and places emphasis on economic impact, return on investment, community support and image value to the state. Events that will be considered for grant funding include amateur or professional athletic events, or other categories approved by the Foundation’s FS Board. The Foundation’s Board of Directors awards grants on a quarterly basis, and places emphasis on economic impact, return on investment, community support and image value to the state. Events that will be considered for grant funding include amateur or professional athletic events, or other categories approved by the Foundation’s FS Board. The Foundation’s Grant program operates through its Sports Industry Partnership program, which encompasses all regions of the state of Florida. Events will not be considered for any of the Foundation’s Grant Programs if the event also receives funding from the state of Florida, its agency or state private partner, for the purpose of economic development or economic impact and/or tourism incentives. To be considered for a Grant award, the event must generate at least $500,000 in out-of-state economic impact. For events that generate over $5 million in out-of-state economic impact, the applicant may be required to give a presentation to the Foundation’s Board of Directors at a regularly scheduled Board Meeting.
Application Process:
Grant applications are received on a quarterly basis, and applications are due no later than the deadlines listed below. If the deadline falls on a weekend, then the applications are due the Friday before the deadline.

1) July 10 – for approval at the 1st fiscal quarterly meeting of the FS Board. These events must be held after October 1st of the same year.
2) October 10 – for approval at the 2nd fiscal quarterly meeting of the FS Board. These events must be held after January 1st of the following year.
3) January 10 – for approval at the 3rd fiscal quarterly meeting of the FS Board. These events must be held after April 1st of the same year.
4) April 10 – for approval at the 4th fiscal quarterly meeting of the FS Board. These events must be held after July 1st of the same year.

FS Staff will close the application deadline and review all applications received. A summary of each application is created along with a summary chart of all grant requests. The Grant Summaries are provided to the Grant Committee at a Committee meeting established with a meeting notice. Once the Grant Committee reviews and approves a list of awards, the summary documents become a part of the consent agenda, to be considered by the full Board at the next meeting.

Grant Program History:
Since the grant program’s inception in fiscal year 1995-96, and as of FYE16/17, FS has awarded funding for 1,370 grants, (amounting to more than $30.3 million), to support sporting events in Florida. The overall return on the total investment, (ROI), for the completed grants, has been commended by OPPAGA.

Here are some highlighted events hosted in Florida through the Major Grant program:

Pro Sports hosted:
- Two NHL All-Star games: 1999 & 2003;
- 2010 & 2017 NFL Pro Bowl;
- 2012 NBA All-Star game;
- 2017 MLG All-Star game;

College Sports hosted:
- 2008 & 2015 NCAA Women’s Final Four;
- 2009 NCAA Women’s Volleyball Championships;
- 2009 SEC Men’s Basketball Championships;
- 2007 ACC Men’s Basketball Championships;
- 2012 & 2015 NCAA Frozen Four;
- 2015 NCAA Women’s Final Four
- 2015-16 College Playoff Semifinal Games
- 2016 NCAA Division I Men’s Frozen Four
- 2017 College Football National Championship

These are some of the Amateur Sports Championships hosted in Florida through the Grant program:

International, National and Regional Championships for Swimming, Diving, Tennis, Track & Field, Baseball, Basketball, Judo, Taekwondo, Ultimate, Field Hockey, Ice Hockey, Youth Flag & Touch Football, Rugby, Rowing, Cheerleading, Synchronized Swimming, Paintball Sports, Wrestling, Volleyball, Beach Volleyball,
Fishing, Boating, Rodeo, BMX, Karate, Fast-Pitch & Slow-Pitch Softball, Golf, Soccer, Roller Hockey, Baton Twirling, Water Polo, Lacrosse and several races, including Triathlons, ½ Marathons and Ironman competitions.

**Small Market Grant Program**

The FS Small Market Grant Program (SMG) is designed to reach Florida’s rural and small market communities, as well as those communities new to the sports industry. It is the intention of the Foundation to assist the small market areas and grow them out of the program in future years. Each year, the Foundation will evaluate the designated areas, which may result in reclassification.

The Program operates through its Sports Industry Partnership program, which encompasses all regions of the state of Florida. This program was created to assist events that generally will not exceed $500,000 in out-of-state economic impact, by offering a grant award not to exceed $5,000.

**Sports Industry Conference Assistance Program**

The FS Sport Industry Conference Assistance (SICA) Program was designed to assist communities in attracting legitimate event rights holders to market the state of Florida and generate viable event leads. Conferences that will be considered for assistance include tradeshows, conferences or association meetings whose attendees include legitimate event rights holders and decision makers willing to conduct business in Florida. The Program operates through its Sports Industry Partnership program, which encompasses all regions of the state of Florida.

3. **SUNSHINE STATE GAMES**

In 1979, Governor Bob Graham formulated plans to create a Sunshine State Commission on Sports to promote amateur athletics and organized a statewide Olympic-style sports festival called the Sunshine State Games, (SSG). In 1999, the Governor approved legislation, which transferred the SSG program to the FS. Since then, FS has been providing Floridians the incentive to train and an opportunity to compete in the SSG, which offers competition in a wide variety of sports for athletes of all ages.

With the mission to develop future Olympians in the state of Florida, the FS partners with many statewide / national governing bodies to focus each sport’s format with the current development philosophies of that sport. The FS is a member of the National Congress of State Games, (NCSG). The NCSG produces the State Games of America, a nationwide Olympic-style sports festival open to all medalists from any recognized State Games throughout the nation, and is a recognized member of the United States Olympic Committee.

The economic contributions to the communities that host the Games is well over $5,000,000 every year, which only increases the value of the SSG, as well as physical fitness and well-being to Florida’s citizens.

All FS staff members have a part in the success of the FS Games Programs, but the detailed organization between the host communities, Sport Directors, Venues, Volunteers and Athletes is the main responsibility of the Event Managers, overseen by the Sr. Vice President.
4. **FLORIDA’S SENIOR GAMES**

Florida’s Senior Games, (FSG), movement began when the Golden Age Games were created in Sanford in 1974. The Golden Age Games prompted several other Florida communities to follow suit in creating competitions for their senior athletes. More and more communities developed local Senior Games. Now, these Florida local Senior Games, called Florida Senior Games Series, serve as qualifiers for the FSG, which serves as a State Championship. The Florida Senior Games Series established a system of qualification involving FS sanctioning the Senior Games Series throughout the State. This system promotes local Senior Games throughout the state as qualifying events for the State Championships, encouraging top athletes and greater senior activity and participation throughout the US and internationally. In 1992, the first Florida Senior Games State Championships, (Senior Games), took place in Bradenton, Florida.

The FSG program, local and State Championship, moved to FS along with the Sunshine State Games in 1999. Since that time, the FS has grown the FSG from 1,200 athletes the first year to well over 2,000 annually. Over the years, the FSG continues to grow, and together with the local games, provides fun, fellowship, fitness and competition for Florida’s fastest growing age group. Florida Senior Games Series are held throughout the year primarily in the spring and fall months, and have an attendance of almost 20,000 annually. The annual economic contribution of the FSG program to the state is over $2.5 million.

Producing an event of this magnitude requires the support of many volunteers and organizations. The FS has formed many partnerships throughout the FSG program with host communities, community based organizations and statewide and national sport governing bodies.

The FS is a member of the National Senior Games Association, (NSGA), which is a recognized member of the Olympic family. The NSGA produces the National Senior Games, which is open to athletes meeting the qualification requirements at each of the state Senior Games throughout the nation. The FS Senior Vice President has served on the NSGA Board of Directors since 2003, is current Chairman of the Board of Directors.

5. **FLORIDA SPORTS PUBLICATIONS**

The FS produces complimentary publications for distribution on a statewide, nationwide and international level. Their intention is to showcase the state’s sports tourism opportunities. All publications are available in digital format on the FS website. The top draws and featured publications are:

A. **Florida Golf** (150,000 circulation)
B. **Florida Fishing & Boating** (100,000 circulation)
C. **Florida Spring Training Guide** (100,000 circulation)
D. **Florida Sports Directory & Facilities Guide**
E. **Florida Sports Industry Economic Impact**

A. **FLORIDA GOLF MAGAZINE & GOLF PROMOTION &**
B. **FLORIDA FISHING & BOATING MAGAZINE & FISHING PROMOTION**

The Florida Golf and the Florida Fishing & Boating magazines are published annually and are distributed throughout the year. The primary distribution of the Golf magazine is through the Florida Golf program, through which, the FS promotes the state as the ideal golf destination.

Cases of each publication are also sent to the five Florida Welcome Centers for a high distribution to out-of-state visitors traveling into the State of Florida by car. The welcome centers are at the three busiest southbound highways Interstates 95 and 75, and U.S. Highway 231, and eastbound at Interstate 10. A Welcome Center is also located at the Florida Capitol in Tallahassee.

Through VISIT FLORIDA, both publications are also distributed internationally at offices in London, Frankfurt and Tokyo. Copies are also sent to Canadian offices of Visit Florida.
Requests for publications are also received at the FS office by individuals, chambers of commerce, convention & visitors bureaus and travel services from around the state and nationwide.

C. **FLORIDA SPRING TRAINING GUIDE PUBLICATION / PROGRAM & MOBILE APP**
Spring Training Baseball in Florida dates back to 1888 and since that time, almost every Major League team has called Florida home for spring training. During the 2013 season, more than 1.6 million baseball fans attended a Spring Training game in Florida. Spring Training in Florida contributes more than $750 million to the state in economic impact, according to a survey published in 2009.

The Florida Spring Training Guide is published annually in late January/early February and distributed prior to and throughout the Spring Training season in March. The Florida Spring Training Guides are distributed by mail and at Florida’s 15 Major League Baseball Spring Training sites throughout the state. Many times, baseball fans will pick up the guides while attending a game and call to request one the following year.

The FS also released a mobile app for the Florida Grapefruit League including team schedules, links to purchase tickets, game time information, and social interaction.

D. **FLORIDA SPORTS DIRECTORY & FACILITIES GUIDE**
The Florida Sports Directory and Facilities Guide is produced every two years by FS and provides a comprehensive guide to Florida’s sports destination opportunities. The Guide provides contact information for amateur, professional, and collegiate sports as well as sport facilities and events held in every region of Florida. The Foundation distributes the guides to sports organizations and event owners across the nation, digitally and/or in print.

E. **FLORIDA SPORTS INDUSTRY ECONOMIC IMPACT**
Every three years FS has contracted with various well-known and prominent research firms to provide professional and advanced statistical analysis of the Sports Industry’s value to the state of Florida.
6. PARTNERSHIP WITH FLORIDA SPORTS COMMISSIONS & INTRODUCTION OF SPORTS TOURISM OPPORTUNITIES

The FS promotes Florida as a sports tourism destination through a coordinated effort with Florida’s network of Sports Commissions; Florida hosts hundreds of thousands of visitors, thousands of events in hundreds of sports each year. The FS promotes the State of Florida and our sports commission partners nationally through industry trade shows, industry publications, and directly to event owners through the publication of the Florida Sports Directory and Facilities Guide.

The FS hosts an annual Sports Summit, a multiple day conference where members of our Sports Commissions, as well as 20-30 representatives and event directors of National Governing Bodies in Sports, meet to network and discuss future opportunities to bring sporting events to the state of Florida.

In addition to providing a coordinated marketing approach that introduces Florida and our network of Sports Commissions, the FS works to foster and develop new sports commissions in communities that currently are not actively working to attract sports event business. FS has increased the number of Sports Commissions from 12 to 29 since 1999.

**Florida Sports Commissions**

1. Bradenton Area Sports Commission
2. Broward County Sports Development
3. Central Florida Sports Commission
4. Citrus County Sports Development
5. Columbia County Sports Commission
6. Daytona Beach Area Convention & Visitor Bureau – Halifax
7. Emerald Coast Convention & Visitors Bureau (Okaloosa County)
8. Gainesville Sports Commission
9. Jacksonville Sports
10. Experience Kissimmee (Osceola County)
11. Lee County Sports Development
12. Greater Miami-Dade CVB
13. Naples, Marco Island & Everglades CVB, (Collier County)
14. Ocala/Marion County Sports Commission
15. Palm Beach County Sports Commission
16. Palm Coast and the Flagler Beaches
17. Panama City Beach CVB – Sports Development
18. Pasco County Sports Commission
19. Pensacola Sports
20. Polk County Sports Marketing
21. Punta Gorda/Englewood Beach Visitor & Convention Bureau (Charlotte County)
22. Santa Rosa County BOCC – Sports Development
23. Sarasota County Sports Commission
24. Florida’s Space Coast Office of Tourism
25. St. Petersburg/Clearwater Sports Commission
26. Tallahassee Sports Council
27. Tampa Bay Sports Commission
28. Treasure Coast Sports Commission
29. Visit Orlando Sports
7. **Provide Assistance to the Professional Sports Teams Charities**

The fans not only support their favorite team by purchasing a tag, but also support their team's charity. As touched on earlier, $2.50 per tag is sent to each team's designated charity on a quarterly basis. At over 100,000 tags per year, support is over $250,000 each year.

The charities are as listed below:
1. Florida Panthers Foundation
2. Jacksonville Jaguars Foundation
3. Marlins Foundation, Inc.
4. Miami Dolphins Foundation
5. Miami Heat Charitable Fund
6. Orlando Magic Youth Foundation
7. Rays Baseball Foundation, Inc.
8. Bucs Care Foundation
9. The Lightning Foundation, Inc.

8. **Assist Professional Sports Entities in Retaining Franchise Certifications**

The FS assists EFI and the Department of Economic Opportunity, (DEO), in certifying new and in retaining current professional sports franchises in the state. FS is noted specifically in Senate Bill 406: 2013-42, Section 1, (2), 7, 4 as assisting with the following seven Statutes:
1. 288.1162 Professional Sports Franchises
2. 288.11621 Spring Training Baseball Franchises
3. 288.1166 Professional Sports Facility; designation as shelter site for the homeless; establishment of local programs.
5. 288.1168 Professional Golf Hall of Fame Facility.
6. 288.1169 International Game Fish Association World Center Facility.
7. 288.1171 Motorsports Entertainment Complex; definitions; certification; duties.

9. **Florida’s Legislative Day Celebrations**

The FS participates in and supports the annual Legislative Days to recognize and celebrate these events:
1. Florida Senior Day at the Capitol
2. Golf Day at the Capitol
3. Florida Sports Day at the Capitol
4. Tourism Day at the Capitol
5. Fishing & Boating Day at the Capitol
10. **GOVERNOR’S BASEBALL DINNER**

When requested by the Office of the Governor, FS hosts a dinner prior to the beginning of the Florida Spring Training season. The event is supported by Major League Baseball and is a celebration of Major League and Minor League Baseball in the state of Florida featuring guest speakers, including the Governor.

11. **LEADING RESOURCE FOR SPORTS TOURISM RESEARCH & FACTS**

Over the years, FS has contracted with various well-known and prominent research firms to provide professional and advanced statistical analysis of the Sports Industry’s value to the state of Florida. The most recent study, which was completed by the Hexad Analytics in January 2017, revealed a total economic impact of $57.4 billion. The study highlighted the major components of sporting and recreational activities in Florida, including Amateur Sports, Professional Sports, College Athletics, Fishing, Hunting & Wildlife, Golf, Pari-Mutuels, Parks & Recreation and the Equine Industry.
Appendix

1. FS Board of Directors Conflict of Interest Policy

2. Florida’s Sunshine Law Information