



Per SB18-004, FY2017-2018, 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, (2226J), 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: Six (6) events, with grant awards totaling \$112,880, were scheduled to take place during the month, with a projected out-of-state impact of \$85,902,933 and 89,550 out-of-state visitors.
- Paid Grants: During the month, \$171,000 was paid to close out sixteen (16) grants, bringing 76,875 out-of-state visitors and \$133,163,265 in out-of-state economic impact.

FYE 2017/18 Grant Program Awards: 36 first-quarter grants were awarded \$427,275, (plus 1 addendum for a 16/17 grant of \$7,500). One was non-contracted, so the total awarded for the first quarter is now 35 with awards totaling \$421,275. The 35 awarded grants are projected to bring an out-of-state economic impact of \$163,884,063 and 55,596 out-of-state visitors. 44 second-quarter grants were awarded \$1,103,150, and are projected to bring an out-of-state economic impact of \$193,790,538 and 242,793 out-of-state visitors. 32 third-quarter grants were awarded \$359,310 and are projected to bring an out-of-state economic impact of \$70,788,673 and 93,823 visitors. 16 fourth-quarter grants were awarded \$543,860, and are projected to bring an out-of-state economic impact of \$190,207,668 and 156,485 visitors.

FY Totals: # of grants: 127 Awards: \$2,427,595 Impact: \$588,670,942 Visitors: 648,697 Jobs: 7,632

Professional Sports Development Trust Fund:

\$213,049 for April was received on June 8th. \$224,687 for May was received on June 18th. \$189,451 is due for Jun#1. \$91,448 is due for Jun#2. Total net Pro-Team Tag Revenue for the fiscal year: \$2,874,909.90.

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: \$76,372.71, which was sent out in October 2017.
 Total team's charity payments accrued in the 2nd quarter: \$80,660.00, which was sent out in January 2018.
 Total team's charity payments accrued in the 3rd quarter: \$77,345.00, which was sent out in April 2018
 Total team's charity payments accrued through June #1: \$68,172.50, which will be sent out in July 2018
 Total team's charity payments accrued through June #2: \$9,940.00, which will be sent out in Oct 2018

Total teams' charity amount accrued for this fiscal year: \$312,490.21

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.

Website Traffic:

- *Flasports.com* June 2018 traffic for FSF's website was 8,494 visitors and 22,698 page views, with 27% being new visitors. The most-visited pages included the Florida Senior Games information page (28% of site traffic), Florida Senior Games daily schedule page (19% of site traffic), and FSG qualifying criteria page (12%).
- *Floridagrapefruitleague.com*: June 2018 traffic was 1,002 visitors and 1,986-page views, with 44% being new visitors.

Social Media:

- @Fla_Sports Twitter activity created 32,400 impressions, gaining eight followers.
- @Fla_Sports had 1,119 profile views, produced 32 unique tweets, and was mentioned on 30 occasions.
- @Fla_Sports' best tweet (about National Championship titles in 2018 by Florida teams) has 10,205 impressions, receiving 34 likes and 16 retweets
- @FlaSpringTrain Twitter activity during the month of June created 4,894 impressions.
- The Florida Sports Foundation Facebook page reached nearly 5,877 users with 14 posts during the month of June, gaining 44 followers.

Media Activity & Impressions:

- Director of Communications designed and distributed flyers for June-based awarded grants and active events receiving grants.
- Director of Communications distributed nine press releases highlight sports tourism, athletic events, and community impact of athletics in the Sunshine state.
- Director of Communications distributed press releases previewing Sunshine State Games' events, including swimming, synchronized swimming, archery, rowing, paddling, track, taekwondo, judo, table tennis, powerlifting, water polo, and badminton.
- Director of Communications distributed press release recapping swimming, synchronized swimming, archery, rowing, paddling, track, taekwondo, judo, table tennis, powerlifting, water polo, and badminton. Games were held in Pinellas, Broward, Miami-Dade, Charlotte, Polk, and Alachua counties.
- Director of Communications did an overhaul review and edit of the FSF website, updating photos, information, graphics, implementing website reconstruction on homepage, staff pages, and board of director pages.
- Director of Communications coded and installed HTML-based email signatures for entire FSF staff.
- Director of Communications created an Integrated Communications plan for the 2018-19 fiscal year.
- Director of Communications connected with SPG and NorthStar to produce facilities guides/magazines for the State of Florida.
- Director of Communications created and distributed a report on the 158 Florida-based MLB draft picks selected in the 2018 MLB draft.
- Director of Communications launched a Communications and Marketing Internship program for FSF, advertised position and connected with Tallahassee-based universities and college about program.
- Director of Communications began implementation of a Florida-based collegiate National Championship winner recognition program.
- Director of Communications created and distribute magazine ads for FRPA and USA Swimming publications.
- Director of Communications attended FSU baseball and softball recognition ceremonies at State Capital building.
- Director of Communications pieced together talking points on World Cup 2026 – United Bid.
- Director of Communications attended and reported on Florida State League All-Star Game (baseball) in Tampa, Fla. Networked with Vance Smith and Nick Familla of the Yankees and Ken Carson of FSL.
- Director of Communications traveled to Pinellas and Charlotte counties for Sunshine State Games, provided media coverage at events.
- Director of Communications attended the CoSIDA/NACDA/NACMA conventions in Washington, D.C. During the convention, DOC connected with Tampa Bay Sports Commission staff.

Program Initiatives:

- The President met with board members in south Florida.
- The President met with Orange Bowl and Super Bowl executives.
- The President met with staff from the Economic Development Department of Austin, TX.
- Staff participated in the Groundbreaking for Sports Complex in Panama City.
- Staff participated in the VISIT Florida Regional Conversations with CEO.
- The President participated in the CONNECT Advisory Board of Directors meeting.
- The President attended the Enterprise Florida Board of Directors meeting.
- The President attended the Florida Association of Counties Annual conference.

Amateur Sports:**Sunshine State Games:**

- Marketing/Promotions:
 1. Sunshine State Games Souvenir Program was produced and will be distributed at all 2018 Sunshine State Games.
 2. Staff finalized the locations & venues for the 2018 Sunshine State Games Calendar.
- Events/Developments:
 1. SSG Manatee/Sarasota Festival was held June 2018 (Sports Offered were Paddling Rowing & Weightlifting)
 2. SSG Alachua County Festival was held in June 2018 (Sports Offered were Archery & Swimming)
 3. SSG Synchronized Swimming was held in Lakeland, FL in June 2018
 4. SSG Charlotte County Festival was held in June 2018 (Sports Offered were Judo, Taekwondo and Track & Field).
 5. SSG Fencing Championships were held in June 2018 in Largo, FL
 6. SSG Table Tennis Championships were held in June 2018 in Lakeland, FL
 7. SSG Water Polo Championships were held in June 2018 in Coral Springs, FL
 8. SSG Badminton Championships were held in June 2018 in Miami Lakes, FL
 9. Logistics/Promotions discussions have been ongoing w/ Pinellas County for SSG-International Beach Games in Sept 2018

Florida Senior Games:

- Marketing/Promotions:
 1. Staff is preparing the 2018 FSG Qualifying Cards to send to fall Florida Senior Games Series Qualifiers.
- Events/Developments:
 1. Staff met with (the Long Center Representative in Pinellas County) regarding Florida Senior Games Partnership.
- National Senior Games Association, (NSGA):
 1. Staff is working with NSGA for the 2019 National Qualifying Events.

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

- Director of Administrative Affairs received the first sponsorship payment from Humana for the Florida Senior Games.

~ End**ENTERPRISE
FLORIDA**