



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: Seven (7) events, with grant awards totaling \$72,629, were scheduled to take place during the month, with a projected out-of-state impact of \$19,884,246 and 27,511 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-two (42) 2nd Quarter grant applications were received by the October 10th deadline. A Grant Committee meeting was held on October 29th to review the applications. Their recommendations will be presented to the FS Board of Directors on December 13th in Sarasota.
- Paid Grants: During the month, \$106,050 was paid to close out eight (8) grants, bringing 41,044 out-of-state visitors and \$32,416,738 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.

FY Totals: # of grants: 42 Awards: \$1,034,966 Impact: \$268,540,671 Visitors: 175,608 Jobs: 2,066

Professional Sports Development Trust Fund:

\$202,147.00 is due for September. \$237,061.00 is due for October. Total net Pro-Team Tag Revenue for the fiscal year-to-date: \$1,028,789.12.

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-to-date: \$25,767.50, which will be sent out in January 2019.
 Total teams' charity amount accrued for this fiscal year-to-date: \$111,824.90.

Sports Tourism, Media, Marketing & Public Relations Exposure:

Administrative Affairs:

- Director of Administrative Affairs and team assisted sports commissions in grant applications, partnerships and the post event process.
- Director of Administrative Affairs and team conducted the October Grant Committee meeting.

External Affairs:

- Director of External Affairs participated in weekly DEO Partnership calls to share updates on Hurricane Michael recovery efforts.
- Director of External Affairs continued work with Miami HEAT and Tampa Bay Lightning on specialty tag redesign and promotional efforts.
- Director of External Affairs worked with legal team to launch efforts to protect intellectual property.

- Director of External Affairs worked with staff to identify the best agency to assist the Foundation with the specialty plate awareness campaign.
- Director of External hosted a teleconference with Miami Marlins executive to kick-off the organization's specialty plate redesign.
- Director of External Affairs worked with CONNECT Women in Sports staff to finalize sponsorship activities for the November event.

Website Traffic:

- *Flasports.com* October 2018 traffic for FSF's website was 10,359 visitors and 26,250 page views, with 86.89% being new visitors. The most-visited pages included the Florida Senior Games information page (41.51% of site traffic), Florida Senior Games daily schedule page (31.19% of site traffic), and FSG qualifying criteria page (13.74%).
- *Floridagrapefruitleague.com*: October 2018 traffic was 7,186 visitors and 9,295-page views, with 88.4% being new visitors.

Social Media:

- *@Fla_Sports Twitter* activity created 17,100 impressions, gaining 37 followers, in October 2018.
- *@Fla_Sports* had 351 profile views, produced 13 unique tweets, and was mentioned on 17 occasions.
- *@Fla_Sports'* best tweet (video and article highlighting day two of the SSG International Beach Games) had 2,312 impressions
- *@FlaSpringTrain Twitter* activity during the month of October created 1,610 impressions.
- The Florida Sports Foundation Facebook page reached nearly 23,248 users with 12 posts during the month of October, gaining 11 followers.

Media Activity & Impressions:

- Communications staff distributed 11 press releases highlight sports tourism, athletic events, and community impact of athletics in the Sunshine State.
- Director of Communications wrote and distributed press release announcing Central Florida Sports Commission's rebranding to Greater Orlando Sports Commission
- Director of Communications compiled and distributed press release and announcement of FSG Series Qualifier events in the state of Florida for October and November 2018.
- Director of Communications continued implementing the Integrated Communications plan for the 2018-19 fiscal year.
- Director of Communications continued 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 created graphics and media outreach in response to Hurricane Michael's effects in Tallahassee.
- Communications staff maintained active records of Florida Senior Games registration page on *fuse sport*.
- Communications staff welcomed two interns to its staff, Evens Orinvil and Sean Su.
- Director of Communications designed and released flyer advertising the seven events that took place during October that were receiving grants.
- Communications staff wrote and distributed a complete highlight of all three days of the SSG International Beach Games in Clearwater, highlighting every event.
- Director of Communications served as a guest lecturer at Florida State University's Professional Development graduate-level class.
- Director of Communications attended the National Congress of State Games and TEAMS conferences in Louisville, Ky.
- Director of Communications presented the Florida "Sunshine State Games" update at the National Congress of State Games conference in Louisville, Ky.
- Director of Communications met with potential event vendors and right's holders at the TEAMS conference in Louisville, Ky.
- Director of Communications attended the Sports Business Journal's Sports Media & Technology Conference in New York City, N.Y.
- Communications staff compiled FSG qualifier mailing lists from local series qualifiers and distributed "Congratulations, You've Qualified" cards to those who qualified at local FSG qualifying events for the State Games.
- Communications office distributed the 2018 Florida Senior Games registration booklets via mail and in-person delivery to potential participants, sports commissions, facilities, and senior groups.
- Director of Communications distributed press release announcing the FHSAA state football championships schedules for 2018.
- Director of Communications distributed press release announcing the deadlines being a month away for Florida Senior Games registration.
- Communications staff announced the 2017 Florida Senior Games Male & Female Athletes of the Year.

- Communications and Games staff attended the FSU Sports Management Conference in Tallahassee and spoke with students during the networking fair. Director of Communications presented at the conference.
- Director of Communications distributed press release on behalf of the Orlando Apollos, announcing the 2019 Alliance of American Football schedule and team.
- Director of Communications attended the Tallahassee Quarterbacks Club meeting on behalf of FSF.
- Director of Communications secured photography services for the Florida Senior Games.
- Director of Communications continued collaborative work with WMT for the SSG and FSG website creations.
- Director of Communications connected with Humana and Chicago-GOL marketing for Florida Senior Games items and needs.
- Director of Communications attended the NJCAA Region 8/FCSAA XC Championships at Apalachee Regional Park in Tallahassee, Fla.
- Communications staff wrote and distributed press release congratulating the Boston Red Sox on winning their fourth MLB World Series in 15 years.
- Communications staff wrote feature articles about Florida Senior Games athletes for publication in the Department of Elder Affairs, *Elder Update*, and the Tallahassee Senior Center's, *Active Living*.

Program Initiatives:

- The President attended the 2018 TEAMS Conference in Louisville, KY.
- The President conducted Weekly Directors' Meetings.
- The President conducted weekly one-on-one meetings with senior staff.
- The President met with Florida Sports Hall of Fame President, Wayne Hogan. Re: 2018 Florida Hall of Fame
- The President attended the NASC 4S Summit in Cleveland, OH.
- The President met with Dr. Cheri Rainey. Re: Staff Development
- Executive Staff met with City of Tallahassee Parks & Recreation. Re: Community Fitness
- Executive Staff met with City of Tallahassee Senior Center. Re: Community Fitness
- The President attended the monthly DEO partnership phone call.
- The President met with George Linley. Re: 2019 Governor's Baseball Dinner.
- The President spoke with WMT. Re: Marketing Plan & Web Development.
- The President conducted an interview for the Director of Sports Development position.
- The President spoke with President Carol Dover. Re: post-hurricane recovery.

Amateur Sports:

Sunshine State Games (SSG):

- Marketing/Promotions:
 1. Staff prepared for the Fall Lacrosse Classic to be held in November at the Treasure Coast.
 2. Staff worked to finalize the locations & venues for the 2019 Sunshine State Games Calendar.
- Events/Developments:
 1. Four Shooting Sports Festival Games were held at Hollywood Rifle & Pistol Club.

Florida Senior Games (FSG):

- Marketing/Promotions:
 1. Staff finalized all logistics associated with for the Senior Games that will be held in Clearwater on Dec. 1-9th.
 2. Staff is in conversations with South Florida (Broward County) about hosting the Senior Games in 2019.
 3. Staff prepared the 2019 FSG Qualifying Brochure for distribution electronically, as well as through mailers.
- Events/Developments:
 1. Four Local Senior Games events were held in October: Jacksonville, Tampa Bay, Broward County & Cutler Bay.

Sponsorships, Development & Fundraising Updates

Activity with Prospective Sponsors:

- Event Staff sent out requests for SSG/FSG partnerships.

~ End

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