

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
2018/2019 SPECIAL EVENT GRANT APPLICATION

Please submit one COMPLETE application in a format using dividers or tabs for the items and Sections of the Application listed below, and one (1) electronic submission copy with all attachments (separated or included in one file?) to:

Tourist Development Council  
c/o Executive Director  
117 W. Duval St., Suite 425  
Jacksonville, FL 32202

(need email)[@coj.net](mailto:coj.net) (consider email such as [TDCgrants@coj.net](mailto:TDCgrants@coj.net))

**Special Events Grants** are TDC grants awarded to Applicants that are hosting or organizing an event in Duval County or surrounding areas that are open to the public, although may charge ticketed admission, where a large number of tourists to Duval County are brought together to watch or participate in an event of limited and fixed duration from a few hours to a few days, and not part of a regular series or occurring more frequently than once a year. Section 125.0104, *Florida Statutes*, defines "**Tourist**" as a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

**Examples of Special Events** include one-time or annual special sporting events, concerts, festivals, air events, aquatic events, motorized events and would include a large congress, trade or fashion show, art events or displays, exhibitions or the like open to the public. Special Events **do not include** invitation only events, private events, member only events, fundraising events, or corporate and trade events. Further, Special Events shall not include commercial events whose primary purpose is for the organizer to sell a product (i.e. boat or car show).

TDC may award **Special Events Grants** to eligible entities based on the grant guidelines available on the TDC web site at <http://www.coj.net/city-council/tourist-development-council/grant-application-policies-and-procedures>.

**Applications** must be completed and submitted in the manner prescribed herein by the applicable grant application cycle deadline, as required by the TDC. Grant cycles and submission deadlines will be posted on the TDC webpage. Applications must be submitted to Visit Jacksonville for review of applicant's marketing plan a minimum of 5

business days prior to the published deadline for submission of the application to the TDC.

**No application will be considered by the TDC unless the completed application is received at least 30 days prior to the TDC meeting at which it is to be considered. Applications will be posted on the TDC webpage and become public records upon submission.**

Special Event Grants shall be limited to the following grant tiers:

- i. **Maximum \$250,000 per Event Award:** These awards are for events designed to attract **25,000 or more tourists** to Duval County, **10,000 or more room nights** in Duval County, or a **combination** of tourists and room nights as outlined in the matrix below. Such grant awards may not exceed \$250,000 per event.

<b>Tourists</b>	<b>Room Nights</b>
25,000	0
20,000	7,000
15,000	7,750
10,000	8,500
5,000	9,250
0	10,000

- ii. **Maximum \$100,000 per Event Award:** These awards are for events designed to attract a minimum of 5,000 tourists to Duval County using publicly or privately owned tourist venues. Such grant awards may not exceed \$100,000 per event.

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## **PART 1 — Eligibility Review**

### **I. Threshold Requirements Review**

Section 125.0104(5)(a)(3), *Florida Statutes*, requires that for grants to be awarded for a special event, that special event must have one of its main purposes be the attraction of tourists to the County. **An Applicant who fails to demonstrate this threshold requirement shall be ineligible to receive Special Events grant**

**funding.** The following questions shall be answered in order for the TDC to determine if the Special Event meets this threshold requirement. **Failure to answer these questions renders you ineligible for any funds. Only if the answers demonstrate that one of the main purposes of the event is attraction of tourists AND the number of tourists and or room nights guaranteed and who actually attend meet the tiered requirements above, will a grant be awarded and if awarded, paid to recipient.**

**(1) Main Purpose Attraction of Tourist Requirement:**

**(a) Who do you anticipate will attend your event and why?** We anticipate fans of both Boise State University and Florida State University. We expect a large crowd because this is the first game of the college football season for both teams.

**(i)** What are the expected demographics of your audience/attendees and where will they come from? Attendees will come from Boise, Tallahassee, and Jacksonville, but we anticipate other FSU fans to travel to Jacksonville for the game due to the ease of getting in via air and ground compared to Tallahassee. See attached heat map of locations of FSU alumni.

**(ii)** What percentage of your audience/attendees will come from outside a 150 mile radius of the County boundaries and what are you relying on to make that assumption? 50%+ This is based on the fact that both universities are located outside of 150 miles.

**(b) How do you plan to promote the event to potential attendees outside a 150 mile radius of the County Boundaries and what percentage of the Marketing Budget is dedicated to outside the**

**region versus local advertising?** Please see attached marketing plan.

**(2) Tourist Attendance and Proof Requirement:**

**(a) Which grant tier do you plan to meet (i.e. Maximum \$250,000 grant or maximum \$100,000 grant)?** We plan to meet the Maximim of \$250,000 grant.

**(i)** What is the amount of the grant you are requesting? \$125,000

**(ii)** How many tourists do you anticipate attending the Special Event and/or how many room nights do you anticipate will be generated? We anticipate 25,000 out of area tourists for this game

**(iii)** How many tourist and or room nights are you guaranteeing? 25,000

**(b) How will you document that your event has met the grant criteria? Please provide detail regarding who will collect the data on attendance how it will be verified and provided to the TFC.**

**(i)** How will you prove the guaranteed room night pick-ups for the event? N/A

or

**(ii)** How will you prove that the guaranteed number of the attendees visited from outside of a 150 mile radius of the County? Ticket sales reports, which include the zip code of the purchaser.

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**\*Failure to answer this question renders you ineligible for any funds\***

## II. Applicant Eligibility Review

Please answer the following eligibility requirements:

1. Are you (the Applicant) noncompliant with a City or County agreement to which the entity is a party?  
 Yes, please identify contract(s):  
 No.
2. Are you (the Applicant) delinquent on taxes or the payment of liens or their debts owed to the City or County?  
 Yes, please identify all delinquencies:  
 No.
3. Are you (the Applicant) noncompliant with the conditions or requirements of a City or County grant award or program in which the entity is a recipient?  
 Yes, please identify the grant award or program:  
 No.

### PLEASE BE ADVISED:

The Applicant shall be ineligible to receive a Special Events Grant if any of the above questions are answered in the affirmative. The Applicant shall be in compliance prior to the TDC's review of this Special Events Grant application if it decides to go forward with the application process.

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## PART 2—Required Documents

### I. Please provide the following documents

- Articles of Incorporation (except government entities)
- IRS Form W-9

- State of Florida Certificate of Solicitation of Contributions (see Florida Statutes Sec. 496.405) (if a not-for-profit)
- Sponsorship package for event
- Complete project event budget including revenue and expenses
- TDC Post-Event Report (for previous TDC grantees only)
- Written authorization for Authorized Agent to act on behalf of Applicant
  - Resolution from the Applicant’s governing board authorizing this application for funds
  - A notarized agent authorization form
- Certification of Grantee is executed (last page of this Application)
- Organization outline, including but not limited to names and addresses of each board member and corporate officer (except government entities)
- Event Marketing Plan

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## **PART 3— General Information**

### **Applicant Information:**

1. Name of Applicant: JAXSPORTS
2. Federal Employer Identification Number: 464011493
3. Phone: 9047981700                      Fax: 9046322080
4. Mailing Address: 1 Gator Bowl Blvd.      City: Jacksonville      State: FL  
Zip: 32202

5. Name of Grant Coordinator: Tom Norton Title: VP of Events  
and Operations

*\*The Grant Coordinator shall be the person who will be in direct contact with TDC and be responsible for administering this grant if awarded.*

6. Contact Information of Grant Coordinator:

Mailing Address: 1 Gator Bowl Blvd. City: Jacksonville State: FL

Zip: 32202

Telephone: 9047985986 Fax: 9046322080 Email:

tom@jaxsports.com

7. Overview of the Applicant, Include following information:

a) Description of Applicant's business and history:

b) Description of Applicant's programs, activities, services, and/or events:

JAXSPORTS' goal is to bring economic impact to the City of Jacksonville through sports. Past JAXSPORTS events include Navy vs. Notre Dame, SEC Women's Basketball, SEC Women's Gymnastics, and Spartan Race.

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## **PART 4—Special Event information**

### **I. General Special Event Information Section**

1. Name of Special Event: Florida State vs. Boise State Football

2. Overall description of Special Event (Attach a detailed Special Event Plan, Event Marketing Plan and itemized budget): The grant request is to assist in the funding ancillary events, and market the weekend to tourists. We will be forming an LOC including business and government leaders of Jacksonville to put together a series of events focusing on the downtown riverfront and beaches to incentivize fans to spend Labor Day weekend in Jacksonville.
  
3. Identify the category or categories of expenditures the Applicant is seeking reimbursement for with this Grant. Allowed grant expenditures for Special Events Grants shall be limited to costs associated with: **(i) Venue rental offset, (ii) Expenses associated with marketing outside a 150 mile radius, and (iii) other event expenses.**Event production expenses (i.e. sound for a concert, infrastructure rentals, talent fee), Marketing expenses (see attached marketing plan).
  
4. Specifically identify or describe the types of receipts or other proof of payment the Applicant will submit to the TDC for reimbursement of allowable grant expenditures. We will submit invoices and proof of payment (canceled check) for all allowable expenses.
  
5. Explanation of current need, problem or opportunity and how the Special Events Grant will address these issues: Without this grant, the LOC will not put on any additional events on Labor Day weekend to entice fans to extend their stay.



6. Explain and attach materials or other examples of other Special Events that promoted tourism (not limited to the County) done by the Applicant: JAXPSORTS and its parent company Gator Bowl Sports has a long history of bringing large scale sporting events to the City.
  
7. If the Special Event (or a similar special event) was previously held in the County or another jurisdiction, what were the quantifiable outcomes of the Special Event? Were grant funds provided? If so, how much and how were the funds utilized? Relevant quantifiable outcomes would be the total number of hotel stays for the event, number of tourists, and the number of days staying in or visiting the jurisdiction per tourist): N/A
  
8. What are the relevant timelines for the Special Event? Specifically, but not limited to the following information: when is the event, when will the promotion of the event begin, and what is the deadline for commitment to the event?Game will be played on Saturday, August 31, 2019. Proposed events will occur at a still to be determiend time and day that weekend starting August 30<sup>th</sup> and running through the Labor Day Holiday on September 2<sup>nd</sup>.
  
9. Any other important information about the Special Event:N/A

## **II. Total Tourism Impact Section**

***Objective: Explain how the Special Event or project will drive tourism development, benefits economic prosperity and opportunity for the County.***  
**Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:**

1. **The overall projected direct economic impact:** *What is the Return on Investment (ROI) to the TDC on the event? Specifically, what is the grant amount divided by the number of guaranteed tourists or room nights; are there any other economic tourism benefits?  $\$125,000/25,000 = \$5$*
2. **The anticipated number of attendees outside of 150 mile radius expected to attend the Special Event:** *Does the magnitude of the Special Event and/or the location from which the tourists are coming provide additional or unique tourism benefits (NFL location, direct flight to JAX airport opportunity, major corporate partner, etc.)? We anticipate a large quantity of out of state and South Florida based FSU alums to make this trip due to the ease of getting to Jacksonville compared to Tallahassee. See attached heat map of FSU alumni.*
3. **The projected room night generation from the Special Event:** *Does the potential far exceed the guarantee and is it likely to be realized? We anticipate the game being played in primetime on Saturday night, which should help increase hotel pickup, even for fans traveling from shorter distances.*
4. **Calendar maximization in choosing the date of the Event.** *The game is being held on the opening weekend of college football (Labor Day Weekend). After consulting with Visit Jacksonville, they believe this event*

will help the downtown hotels that do not see a boost from the Labor Day Shootout soccer tournament.

**5. Any special economic benefits to the County from the Special Event.**

**III. Brand Opportunity Section**

***Objective: The Special Event or project will successfully articulate, competitively position, and positively promote the County's brand. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:***

- 1. The creation of a leadership position for the Jacksonville brand:** Is the Special Event a premier event that sets Jacksonville apart from other destinations? This event brings college football's opening weekend back to the city for the first time since 2008. Jacksonville will join Dallas, Orlando, and Atlanta as neutral site game hosts that weekend.
- 2. The utilization of complementary brands that will strengthen the County's leadership position through collaboration or partnership:** Have you collaborated with other complementary brands (local restaurants, attractions, not-for-profits, etc.) to strengthen the event image and brand in a way that further encourages tourism? We will partner with Visit Jacksonville and local restaurant and hotel partners to highlight the various things to do in Jacksonville on Labor Day weekend and beyond.
- 3. The Special Event is in alignment with the updated Jacksonville values and vision of Jacksonville:** Is there significant brand alignment with the

County's Water Life brand or one of the TDC's focus areas: Water & Outdoors, Sporting Events, or Arts, Culture and History? Sporting Events

4. **The means of exposure of the Jacksonville brand:** How will you advertise or promote the Jacksonville brand (i.e. national or international television broadcast)? See "Marketing Assets" section of the attached marketing plan.
5. **The integration and visibility of destination marketing logos, imagery, or media coverage:** Will Jacksonville as a destination be marketed during the event, or in advertisements or promotions for the event? If so, how will it be marketed and in what market(s)? What is the value of such promotion? Is our logo used in the event advertising or other marketing? See "Marketing Assets" section of the attached marketing plan.

#### IV. Marketing Plan Section

***Objective: The Special Event or program demonstrates the necessary marketing plan requirements. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:***

- 1. The types of marketing approaches being used:** What type of marketing will be utilized to attract tourists to the event? Explain the timeframes each marketing element is projected to run. Where will such marketing be conducted, specifically outside 150 mile radius of the County, and who are the target audiences? Identify the types of marketing you plan to use, i.e. traditional advertising, electronic and social media, public relations and earned media, collaborative, partnership and influence marketing. See attached marketing plan.
- 2. The plan is innovative or unique:** If applicable, describe how the marketing plan is innovative or unique. We will use data and geo targeting to serve digital ads to fans of both football teams.

## V. Stewardship Section

***Objective: The Special Event or project has leverage opportunities for the County. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:***

- 1. The use of City, County-owned public venues:** The use of County-owned public venues is a benefit to the County. Will the Special Event utilize a County-owned facility, park or other venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in which tourists might be inclined to visit at a time other than at the Special Event? TIAA Bank Field, Daily's Place
- 2. The use of local attractions or area assets:** Will the Special Event utilize a local attraction or museum as a venue? Identify all area assets that will be utilized and describe how they will be promoted. Is the venue one in

which tourists might be inclined to visit at a time other than at the Special Event? N/A

3. **Potential business opportunities:** Identify any and all potential business opportunities for area assets in collaboration or conjunction with the Special Event. Possible opportunities include catering, hotel rooms, transportation, and party rentals.
4. **The importance of the funding for securing the Special Event:** If the funding isn't provided, will the Special Event be held somewhere else or will it be canceled? The football game is not dependant on the funding, but the LOC will not host any significant ancillary events if the funding is not granted.
5. **The competition for the Special Event:** Could the Special Event be hosted at a private venue or similar public venue outside of the County? If so, identify the other venues and destinations where the Special Event could be held. Yes. This game was originally scheduled for Tallahassee.
6. **Utilization of local talent, suppliers, service providers, or subcontractors:** Identify all local talent, suppliers, subcontractors, and other local service providers utilized in the Special Event. We will make best efforts to give priority to local vendors.

## VI. Quality of Life Impact Section

*Objective: The Special Event enhances the quality of life for the community. Answer in narrative form in the space provided. If you require more space, please attach additional pages, identified accordingly. The answer must address the following factors, where applicable:*

1. **The use of any underused venues:** Identify any underused venues in the County you will utilize as part of the Special Event and how you will utilize them. N/A

**2. Engagement of the community:** Please include, if applicable your civic, social and/or legacy impact plan that gives back to the community.

Some examples are:

- (a) Providing free music, theatre, artistic or community outreach clinics;
- (b) Creating a recycling initiative or youth initiative; such as donations of goods or services; T-Shirts recycled to a local not-for-profit; swag bags donated to local charities;
- (c) Utilizing programs for underserved youth, mothers and children, programs for job creation from not-for-profits; or
- (d) Providing services to enhance or improve a community center, a park or building a playground; and
- (e) Donating event tickets to a particular not-for-profit or community group.

We anticipate running a "Send a child to the game" program similar to the Bowl game. For this program tickets are donated to underserved children in Duval County.

## **VII. Multiple Years Funding Section**

***Objective: Determine whether the Applicant received consecutive TDC funding last year and in prior years.***

If so, list all years you received funding from TDC and the amount of each prior year's grant:

N/A

## PART 5—Certification

I, (print name) Richard M Catlett, as (Title) Pres/CEO, acting with authority from and on behalf of, (Applicant) JAXSPORTS, the entity applying for this Special Event Grant, have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

**I certify that the Applicant is in compliance with all City and County agreements to which the Applicant is a party, is in compliance with the conditions or requirements of all City and County grant awards or programs in which the Applicant is a recipient and is not delinquent on taxes or the payment of liens or other debt owed to the City or County.**

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the Duval County Tourist Development Council are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the Duval County Tourist Development Council and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought. Further, I guarantee that Applicant will abide by the TDC Special Events Grant Guidelines and all local, state and federal regulations as they apply.

I further acknowledge my understanding that the Duval County Tourist Development Council in making a Special Events Grant does not assume any liability or responsibility for the ultimate financial profitability of the special event for which the grant is awarded. The Duval County Tourist Development Council, unless otherwise specifically stated, is only a financial contributor to the Special Event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such Special Event. The



Duval County Tourist Development Council is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.

Richard M. Catlett

Signature

Richard M. Catlett

Type/Print Name

President + CEO

Title

10/31/18

Date



## 2019 Florida State vs. Boise State Neutral Site Game MARKETING PLAN



VS



LABOR DAY WEEKEND 2019

**Objective:** To generate awareness and sell tickets to the 2019 FSU vs Boise State game which will be held in Jacksonville on Labor Day Weekend. The football game which will be held on Saturday provide the perfect opportunity to invite out-of-market fans to spend Labor Day Weekend in Jacksonville.

### **Target Demographics\*:**

- Out-of-market Florida State Alumni (70% of total spend)
  - See Florida State Alumni maps attached
    - Map 1: In-state Florida State Alumni
    - Map 2: Out-of-state Florida State Alumni
- Boise State Fan Base (15% of total spend)
- Football Fans within 6 hour drive of Jacksonville, FL (15% of total spend)

*\*Percentage of spend is an estimate and will be adjusted based on engagement and success rate of each level of the marketing campaign.*

### **MEDIA & ADVERTISING PLAN**

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Media plan will include, but not limited to:

- **Social & Digital Media**
  1. **Digital Media Campaign (35% of budget)**
    - Targeted Display using unstructured data in a customized blend to include:
      - a. Geo-optimization
      - b. Geo-fencing
      - c. Site Retargeting
      - d. Keyword Contextual
      - e. Keyword Search
    - Content: Game awareness, ticket sales, Labor Day Weekend in JAX
    - Geo-fence: FSU / Boise Games (2018); Boise, ID; FSU Alumni Markets



## 2019 Florida State vs. Boise State Neutral Site Game MARKETING PLAN

### **Social Media Campaign (35% of budget)**

- I. Campaign will run via Facebook, Instagram, and YouTube
  1. Audience 1:
    - a. FSU Football, Boise State Football, FSU Alumni, Boise State Alumni, behavioral specific
    - b. Geographic: Outside Jacksonville DMA, up to 6 hours away; Boise, ID
  2. Audience 2:
    - a. Pixel will be placed on the FSU vs Boise State Microsite enabling social ads to mirror the audience who is gathering information about the game
  3. Campaign components:
    - a. Sponsored content
    - b. Advertisement
  4. Content: Game Awareness, Ticket Sales, Labor Day Weekend in JAX

### **2. Contesting (20% of budget)**

- I. Develop enter-to-win opportunities focused on the game, destination, experiences
  1. Prize includes: Game tickets, hotel stay, event passes
- II. Contest to be built and deployed via Umbel with media spend behind it to generate engagement and click-throughs
- III. Contest entrants have the ability to opt-in for more communication regarding game, destination, experience
- IV. Ability to place contest engagers back in digital, social, email cycle begins



## 2019 Florida State vs. Boise State Neutral Site Game MARKETING PLAN

### **UNIVERSITY CROSS PROMOTION**

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- I. **Email Marketing Campaign (10% of budget)**  
Work with FSU and Boise State marketing departments to deploy email campaigns about tickets, destination and travel to all fans and then segmented by behavior
  
- II. **University Athletic Websites**
  
- III. **University Social Media Channels**
  - a. FSU Football
    - Twitter followers: 383,700 followers
    - Instagram followers: 311,000 followers
    - Facebook followers: 600,703 followers
  
  - b. Boise State Football
    - Twitter followers: 84,800 followers
    - Instagram followers: 11,400 followers
    - Facebook followers: 132,057 followers
  
  - c. JAXSPORTS
    - Twitter followers: 3,309 followers
    - Instagram followers: 973 followers
    - Facebook followers: 2,118 followers

### **MARKETING ASSETS**

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- I. **In-game exposure**
  - a. Visit Jacksonville logo placement on Field Wall
  - b. Placement in script for Visit Jacksonville promotion
  
- II. **National Television**
  - a. JAXSPORTS anticipates significant promotion leading up to the game on the network as this will be the launch weekend for the ACC Network in partnership with ESPN
  
  - b. JAXSPORTS will work with network to provide b-roll footage and beauty shots of Jacksonville for use in broadcast





## 2019 Florida State vs. Boise State Neutral Site Game MARKETING PLAN

### **JACKSONVILLE, FL NAME LISTING**

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Jacksonville, FL will be listed by name on the following (but not limited to):

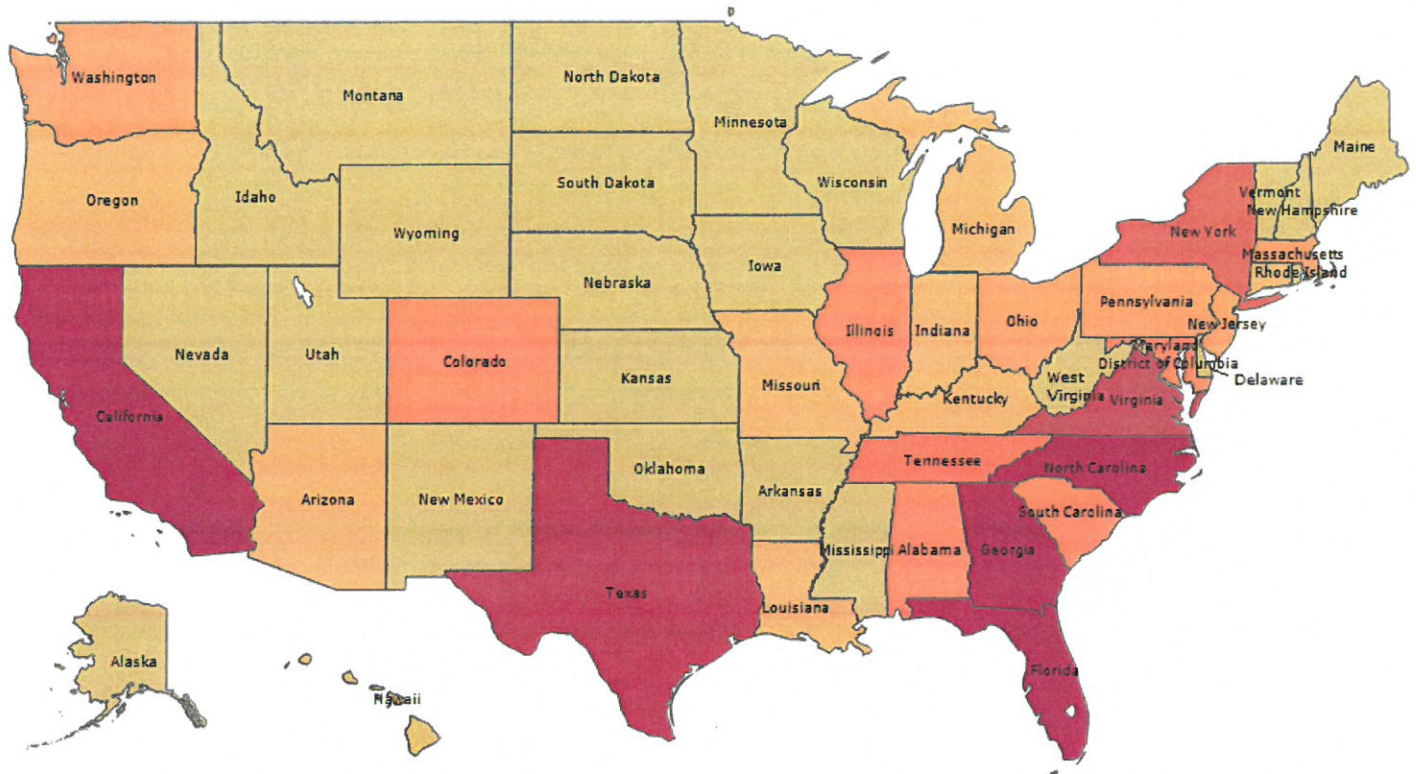
- a. All game related advertising and promotion
- b. All television promotion and in-broadcast
- c. ACC and Florida State Football Media Guide
- d. Mountain West and Boise State Football Media Guide

### **WEBSITE EXPOSURE**

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- a. **FSU vs Boise State Microsite:** Development of microsite solely focused on the FSU vs Boise State Neutral Site Football Game.
  - Site will include, but not limited to:
    - 1. Destination information:
      - a. Travel and Hotel Information
      - b. Things to Do
      - c. Restaurants & Entertainment
      - d. Direct links to Visit Jacksonville's site
      - e. City Transportation Guide
    - 2. Game Ticket and Parking Information
    - 3. Labor Day Weekend Schedule of Events
    - 4. Stadium Policies
    - 5. Media Information
- b. **JAXSPORTS Website:**
  - Front page story from January 1, 2019 – Game Day
  - Visit Jacksonville logo on Stay, Eat and Play pages with link to home page

## Residence of Alumni by State

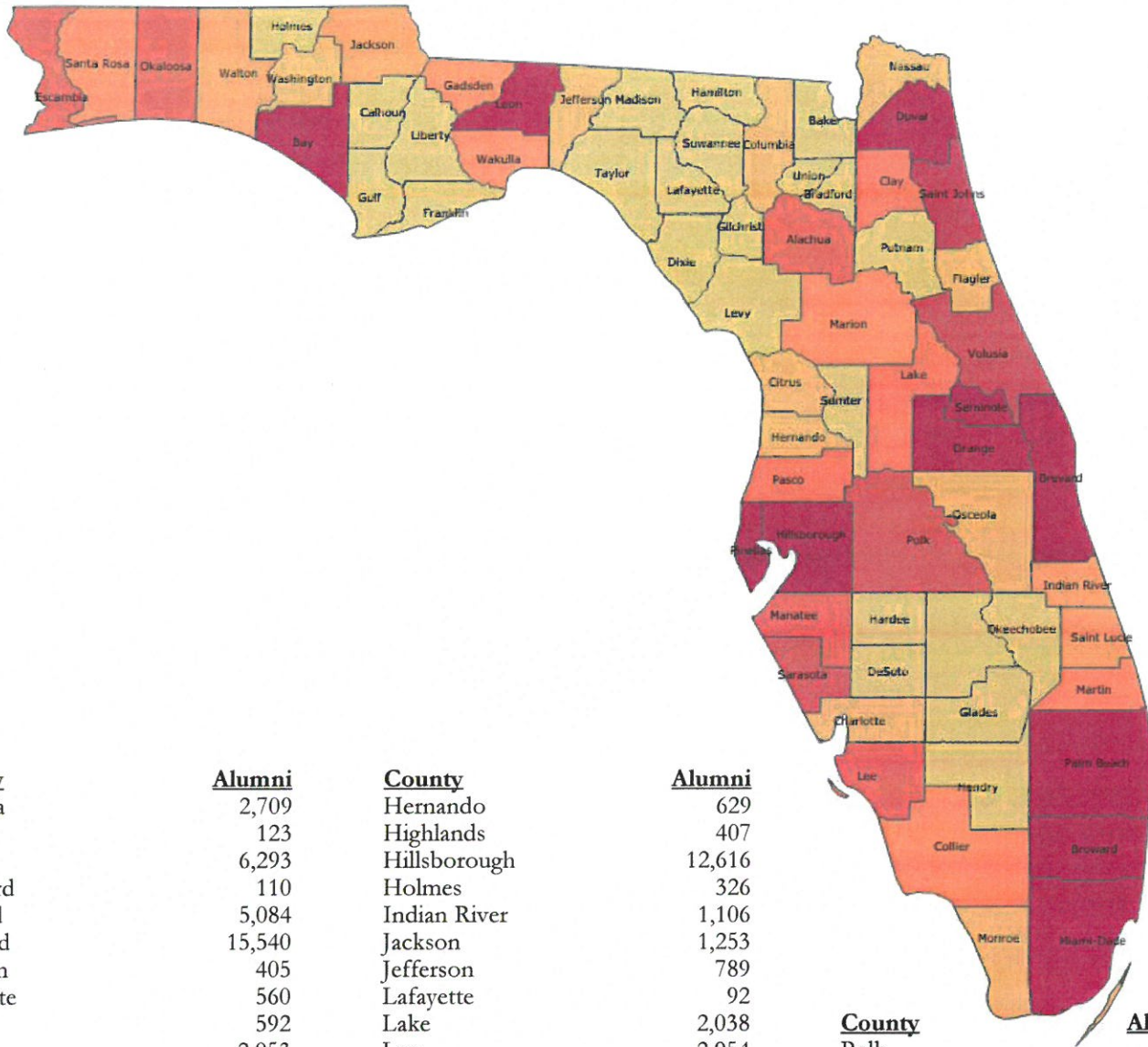


<u>State</u>	<u>Alumni</u>	<u>State</u>	<u>Alumni</u>	<u>State</u>	<u>Alumni</u>
Alabama	3,786	Maryland	3,372	South Carolina	3,551
Alaska	256	Massachusetts	2,006	South Dakota	106
Arizona	1,651	Michigan	1,418	Tennessee	4,113
Arkansas	631	Minnesota	855	Texas	8,461
California	8,649	Mississippi	952	Utah	545
Colorado	3,610	Missouri	1,174	Vermont	225
Connecticut	1,119	Montana	243	Virginia	7,112
Delaware	267	Nebraska	257	Washington	2,155
District of Columbia	1,001	Nevada	714	West Virginia	310
Florida	203,428	New Hampshire	414	Wisconsin	792
Georgia	20,664	New Jersey	2,231	Wyoming	131
Hawaii	402	New Mexico	585		
Idaho	252	New York	5,267	Military APO/FPO	525
Illinois	2,899	North Carolina	8,950	Guam	11
Indiana	1,124	North Dakota	112	Puerto Rico	211
Iowa	363	Ohio	2,102	U.S. Virgin Islands	35
Kansas	539	Oklahoma	552	Foreign	1,699
Kentucky	1,141	Oregon	1,129	State/Country Unknown	26,281
Louisiana	1,504	Pennsylvania	2,548	Deceased	<u>26,948</u>
Maine	364	Rhode Island	283	<b>Total - All Alumni</b>	<b>372,025</b>

Source: Florida State University Alumni Association – April 2018



## Residence of Alumni by Florida County



<u>County</u>	<u>Alumni</u>	<u>County</u>	<u>Alumni</u>	<u>County</u>	<u>Alumni</u>
Alachua	2,709	Hernando	629	Polk	3,295
Baker	123	Highlands	407	Putnam	332
Bay	6,293	Hillsborough	12,616	St. Johns	4,172
Bradford	110	Holmes	326	St. Lucie	1,131
Brevard	5,084	Indian River	1,106	Santa Rosa	1,735
Broward	15,540	Jackson	1,253	Sarasota	3,123
Calhoun	405	Jefferson	789	Seminole	5,412
Charlotte	560	Lafayette	92	Sumter	390
Citrus	592	Lake	2,038	Suwannee	464
Clay	2,053	Lee	2,954	Taylor	475
Collier	1,668	Leon	39,221	Union	51
Columbia	588	Levy	185	Volusia	3,644
Miami-Dade	12,816	Liberty	264	Wakulla	1,697
De Soto	66	Madison	363	Walton	1,049
Dixie	71	Manatee	2,652	Washington	529
Duval	11,274	Marion	1,844	Florida – County Unknown	638
Escambia	2,974	Martin	1,614	<b>Total - Fla Residents</b>	<b>203,427</b>
Flagler	526	Monroe	648		
Franklin	298	Nassau	706		
Gadsden	1,812	Okaloosa	2,691		
Gilchrist	114	Okeechobee	118		
Glades	24	Orange	11,224		
Gulf	353	Osceola	931		
Hamilton	83	Palm Beach	12,004		
Hardee	88	Pasco	2,491		
Hendry	96	Pinellas	9,804		

Source: Florida State University Alumni Association – April 2018