

BANKING/ FINANCE

Tech Companies, Like College Athletes, Eager to Cash In



SHUTTERSTOCK

The National Collegiate Athletic Association is trying to figure out the details of how college athletes can be compensated for the use of their name, image or likeness.

by Eric Olson

Imagine a major-college quarterback with a sizable social media following who posts entertaining and informative updates about his life on and off the field.

Now imagine a restaurant hiring him as its pitchman and paying him \$500 or \$1,000 each time he posts content with its messaging.

That scenario could become reality as soon as 2021 as the NCAA figures out the details of how college athletes can be compensated for the use of their name, image or likeness.

Blake Lawrence crunched the numbers on earning potential for that imaginary quarterback based on the QB having 40,000 followers on Twitter and 50,000 on Instagram. The co-founder and CEO of athlete marketing platform Opendorse based his projection on a popular college athlete having a market value approximate to that of a retired, well-known pro athlete; active pros command higher fees.

Lawrence said it would be reasonable to assume the quarterback would sign separate deals with 10 local businesses and post a total of 60 to 120 sponsored content messages a year on one of his social media accounts.

“So quickly it’s \$60,000 to \$120,000 a year,” Lawrence said. “You can see how the math adds up pretty quick in terms of opportunities for high level student-athletes to earn a significant sum of money from activating their social and digital media presence on behalf of sponsors in the local community.”

While autograph signing and public appearances have been traditional ways for professional athletes to make extra money, most opportunities now are tied to social media. The bridge between athlete and sponsor will likely be content delivery platforms — a cottage industry of sorts eager to link the two and cash in. And having those platform relationships in place will almost surely be a recruiting tool for schools.

“There’s going to be a whole industry springing up around NIL,” or name, image and likeness, Lawrence said. “There is an ecosystem forming, and the incumbents are jostling and developing

different types of tools and technology, and it’s going to be wild.”

Opendorse and INFLCR (pronounced “Influencer”) will be major players to start, and another company, Greenfly, plans to establish more of a presence in the college market.

All three have contracts with pro teams and leagues as well as college athletic departments. They store and manage content — game photos and videos, for example — that athletes can share on their personal social media accounts. The photos and videos are provided by the teams themselves and through agreements with media organizations.

Athletes can access the content and share it with their followers. The pros use it to promote brands and supplement their income; college athletes will be able to do the same once they get the green light.

“Will some athletes make less than \$1,000 [per year]? Yes. Can some athletes make more than \$100,000? Yes,” INFLCR founder and CEO Jim Cavale said. “Are any millionaires going to be made off this? Very few, if any.”

Opendorse, based in Lincoln, Nebraska, has contracts with 75 colleges in addition to deals with the PGA Tour and players’ unions for the NFL and Major League Baseball, among other entities. INFLCR, based in Birmingham, Alabama, has 100-plus colleges as clients as well as NBA and NFL players, NASCAR drivers and other pro athletes. Greenfly, based in Santa Monica, California, has worked mostly with professional sports, notably baseball.

Once NIL rules go into effect, athletic departments will be under pressure to go all in with opportunities for their athletes or risk watching recruits go elsewhere. The delivery platforms will need to provide transaction management technology that meets NCAA standards for oversight amid concerns about abuses, sham deals and play-for-pay schemes.

An athlete wouldn’t necessarily have to use the platform provided by their school, but going elsewhere would mean paying for it and there could be technical obstacles in reporting transactions to their school.

Eric Olson reports for the Associated Press.



CITY OF DORAL NOTICE OF PUBLIC HEARING

All residents, property owners and other interested parties are hereby notified of a **VIRTUAL LOCAL PLANNING AGENCY MEETING** on **Wednesday, May 13, 2020 beginning at 11:00 AM**, to consider the following amendment to the City of Doral’s Comprehensive Plan, Future Land Use Map. The meeting will be held with the elected officials, administration and City staff participating via video conferencing.

Governor DeSantis’ Executive Order Number 20-69 suspended the requirements of Section 112.286, Florida Statutes and the Florida Sunshine Law, that a quorum to be present in person, and that a local government body meet at a specific public place. The Executive Order also allows local government bodies to utilize communications media technology, such as telephonic and video conferencing for local government body meetings.

Public Comment: members of the public that wish to provide comments may do so by emailing the City Clerk at cityclerk@cityofdoral.com. Comments must be submitted with your name and full address by **Tuesday, May 12, 2020**. The comments will be circulated to the elected officials and administration, as well as remain as a part of the record for the meeting.

The meeting will be broadcasted live for members of the public to view on the City of Doral’s website (<https://www.cityofdoral.com/government/city-clerk/council-meetings>) as well as Channel 77 and Facebook Live.

The City of Doral proposes to adopt the following Resolution:

RESOLUTION No. 20-

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, SITTING AS THE LOCAL PLANNING AGENCY, RECOMMENDING APPROVAL/DENIAL OF, OR GOING FORWARD WITHOUT A RECOMMENDATION, TO TRANSMIT TO THE LOCAL GOVERNING BODY AN AMENDMENT TO THE CITY OF DORAL COMPREHENSIVE PLAN, FUTURE LAND USE MAP (FLUM) TO INCLUDE AND GRAPHICALLY DISPLAY THE “DOWNTOWN ARTS REUSE DISTRICT” OVERLAY BOUNDARIES REFERENCED IN POLICY 2.1.2 ENTITLED “INDUSTRIAL” CATEGORY OF THE FUTURE LAND USE ELEMENT; AND AUTHORIZING THE TRANSMITTAL OF THE FLUM AMENDMENT ADOPTION PACKAGE TO THE STATE LAND PLANNING AGENCY, THE FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY, AND OTHER REQUIRED GOVERNMENTAL REVIEWING AGENCIES PURSUANT TO THE PROVISIONS OF SECTION 163.3184, FLORIDA STATUTES; AND PROVIDING FOR AN EFFECTIVE DATE

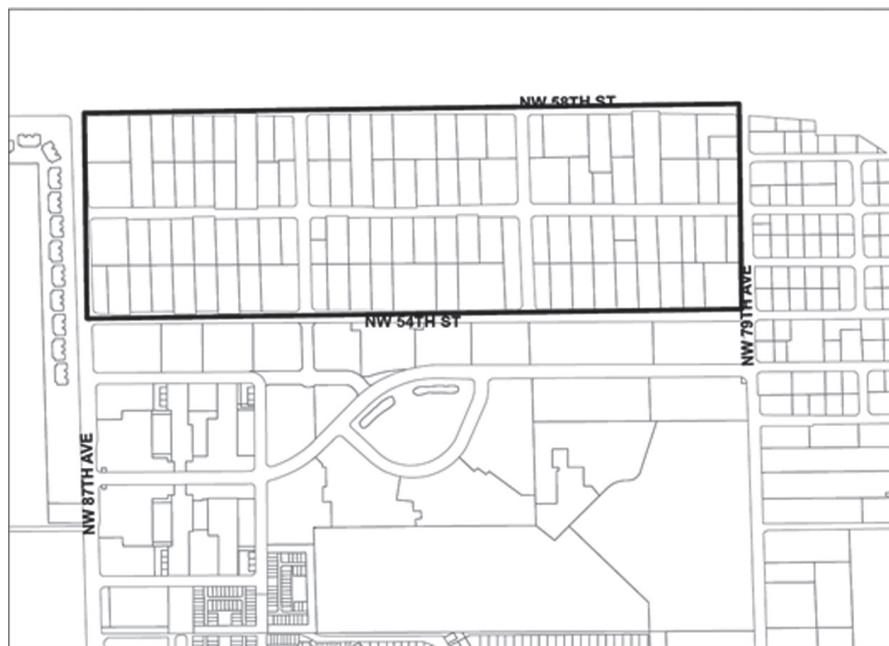
HEARING NO.: 20-05-DOR-01

APPLICANT: City of Doral

LOCATION: Area located north of Downtown Doral, bounded by NW 87th Avenue on the west, NW 58th Street on the north, NW 79th Avenue on the east and NW 54th Street on the south.

REQUEST: The City of Doral (the “Applicant”) is requesting Mayor and City Council approval for an amendment to the City of Doral Comprehensive Plan Future Land Use Map (FLUM) to include and graphically display the “Downtown Arts Reuse District” overlay boundaries referenced in Policy 2.1.2 of the Future Land Use Element.

Location Map



Inquiries regarding the item may be directed to the Planning and Zoning Department at 305-59-DORAL.

Pursuant to Section 286.0105, Florida Statutes If a person decides to appeal any decisions made by the City Council with respect to any matter considered at such meeting or hearing, they will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for introduction or admission of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law. In accordance with the Americans with Disabilities Act, any person who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Planning and Zoning Department at 305-59-DORAL no later than three (3) business days prior to the proceeding.

Connie Diaz, MMC
City Clerk
City of Doral

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