



**VINIK SPORT & ENTERTAINMENT
MANAGEMENT PROGRAM**

USF MUMA COLLEGE OF BUSINESS



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COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA



Jeff & Penny Vinik: Tampa Bay Lightning Owners, Investors, Patrons of the Arts, Civic Leaders and Philanthropists

Success is second nature to Jeff and Penny Vinik, whether in investments, professional sports or urban development. But the owners of the Tampa Bay Lightning have made an equally indelible mark in another arena: giving back to the community. The impact of their philanthropy reaches throughout the region – and the University of South Florida’s Muma College of Business is grateful to be a recipient of their generosity.

The Viniks have provided more than \$6.6 million in support of the college’s Sport & Entertainment Management program – an initiative that has helped train students for industry careers and given the Lightning hockey franchise and other sports and entertainment venues a pipeline of aspiring executives in the making.

Now, in recognition of all they have done for USF and the Muma College of Business, the dual-degree, sports-focused graduate program will be known as the Vinik Sport and Entertainment Management Program. “Jeff and Penny Vinik are inspirational, charitable civic leaders who love Tampa Bay, USF and the family entertainment business that they lead,” commented USF System President Judy Genshaft. “I can’t think of two more deserving individuals to receive the honor of having this program named after them.”

The Viniks couldn’t be prouder of the research and talent the program has steadily produced. “It has just been fantastic,” Jeff said. “We’ve had great interns and residents who have worked for us, gaining experience for themselves. It’s been an incredible win-win experience.”

In his view, excellent leadership has already vaulted the sport management program into the upper echelon of such undertakings nationwide. “It’s really a well-designed program,” he said. “And it’s going to be one of the best in the country.”

Over the past few years, the Viniks and USF have been mutually supportive partners. Two years ago, Muma College of Business Dean Moez Limayem awarded Jeff with an honorary professorship. He was also honored that year at the annual Celebration of Free Enterprise, the premier fundraising event for the college, attended by hundreds of alumni and business leaders. One particular line in his acceptance speech said it all: “The partnership we have created was meant to be.”

And now, bearing a name steeped in excellence and community support, a new chapter begins.

A Roadmap for Giving

The Viniks have come a long way in their journey to Tampa Bay.

Jeff, a New Jersey native, began his career in investing, eventually founding Vinik Asset Management in Boston. He left the investment industry in 2010 when he moved to Tampa to become the Lightning’s new owner. Since then, the Duke University graduate and Harvard

Business School alumnus has contributed tens of millions of dollars to upgrades of Tampa's Amalie Arena and secured billions in investments toward the development of the surrounding acreage.

He has also acquired nearly 60 acres on the south side of downtown near the arena, with a vision of creating a pedestrian-friendly district where urban residents can live, work and play. The "Water Street Tampa" project, estimated to cost \$3 billion and take 10 years to complete, includes a donation of land on which USF plans to build a health complex that will be home to the USF Health Morsani College of Medicine and Heart Institute.

Under the umbrella of the Vinik Family Foundation and the Lightning Foundation, the Viniks have invested more than \$20 million in Tampa Bay area charities through a variety of initiatives – the most notable being the Lightning Community Heroes Program. The initiative honors local heroes at every Lightning home game by awarding them \$50,000 each for their respective non-profits.

The Viniks recently announced a gift of an additional \$10 million to fund the donations for another five seasons – on top of \$2.5 million to establish the Jeff and Penny Vinik Family Winston Park Boys & Girls Club in East Tampa.

While Jeff forged a landmark career in the financial world, Penny has carved an impressive path of her own after graduating from American University with dual degrees in international relations and finance. She met her future husband while working at an international consulting firm in Cambridge, Mass. and later joined Fidelity Investments. After earning a master's degree in fine arts at Tufts University, Penny developed a growing passion for the arts, eventually becoming a lifetime trustee with Boston's Museum of Fine Arts.

She has continued to support the arts in Tampa, leading multiple community pursuits – from serving on the board of the Tampa Museum of Art to chairing an initiative that enables Tampa Bay artists to display their works in Amalie Arena. Penny also supports various charities and serves as vice president of the board of trustees at Tampa Preparatory School.

About the Vinik Sport & Entertainment Management Program

The program's new name underscores its stature as a top-tier program nationally. For five years, it has produced standout business graduate students who command high-paying jobs in the sports and entertainment industries across the nation. In addition, the program was recently named No. 19 in the world on a list of best graduate programs by *SportBusiness International* magazine.

The trajectory of the program and the Viniks' aspirations for the Tampa community share a common goal: achieving a level of excellence through determined commitment and a clear vision.



The University of South Florida is a top research institution and in its Sport & Entertainment Management program, students and faculty continue to be leaders are breaking new business research ground and connecting that research – and the talent that produced it – to the community in innovative ways.

The program, which offers a master's degree and MBA, boasts a 100 percent job placement rate (within three months of graduation) for the first three cohorts and likely a 100 percent for the class that graduated in the spring. When they graduate, students are ready for decision-making positions that demand a robust understanding of data and analytics.

Every student in the program participates in two residencies in which they immerse themselves in research projects that are guided by an award-winning faculty. The research opens up opportunities to sports franchises and entertainment companies alike. Students and faculty have taken trips to Los Angeles and the United Kingdom to address sport business problems and offer recommendations. In many instances, students end up working for the very corporations with which they intern.

Students work alongside faculty for proprietary research inquiries as well as classroom projects where they tackle ongoing business challenges. Partners include Fox Sports Florida, the Miami Dolphins, the NBA, the New York Mets, the Phoenix Suns, the Pittsburgh Steelers, Ticketmaster and Valspar Championships. That's not to mention the Tampa Bay Rays, the Tampa Bay Buccaneers and the Tampa Bay Lightning.

So the Viniks, like the owners and managers of all those franchises, are keenly familiar with the workings of the program and have hired several graduates over the years to work with the Lightning. They also admire the program's inclusion of a service learning course that teaches the value of giving back to the community, a topic not always addressed in business education at other institutions, but embraced by the Vinik credo.

Under the guidance of founding director William Sutton, the program has continually soared. And with the Viniks' support, there's no telling what new heights it will hit.



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