

Jacksonville Sports Foundation names Samantha Vance as its new Executive Director

Story by [The Florida Times-Union](#)

Garry Smits, Jacksonville Florida Times-Union

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[Samantha Vance](#), a sports and entertainment consultant and past officer and board member of non-profits in Tallahassee, was named Executive Director of the [Jacksonville Sports Foundation](#) on Monday.

Vance, a Florida State graduate and member of the Tallahassee State College Hall of Fame, will oversee the administrative, financial and strategic area of the JSF, which was formed in early 2024 to coordinate efforts among Visit Jacksonville and the Beaches, the Duval County Tourist Development Council, the City of Jacksonville and other sports entities on the First Coast to attract events that have an impact on the area's economy.



Samantha Vance is the first executive director of the Jacksonville Sports Foundation.

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“Sam will be instrumental in carrying out the Jacksonville Sports Foundation's mission,” said JSF Board President [Michael Corrigan](#) in a statement. “Her extensive experience, along with her dedication to community empowerment and strategic growth, makes her the ideal leader for this organization and we are excited to see how her vision will bring positive change to Jacksonville's sports and community landscape.”

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Vance consulted clients in the NFL, NBA and music industries, and worked with PRO2CEO, supporting athletes and artists in their career transitions.

Vance founded and serves as the board President of [Ladies Learning to Lead](#), a statewide nonprofit that has empowered over 5,000 young women with college and career preparation. She also has been a Commissioner for the Florida Status of Women & Girls and a Gubernatorial-appointed advisor on the Florida Delinquency Prevention State Board.

She was named among [Tallahassee's 25 Women You Need to Know](#) in 2021.

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