



**VINIK SPORT & ENTERTAINMENT  
MANAGEMENT PROGRAM**

USF MUMA COLLEGE OF BUSINESS



## 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

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.

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