February 19, 2020

Ms. Ryan Fierst
Department of Economic Opportunity
107 E. Madison St., MSC-80
Caldwell Building
Tallahassee, FL 32399

Dear Ryan:

Attached is the Sports Division monthly report, summary, and invoice for funds paid through the Florida Professional Sports Team License Plate use fees as described in F.S. §320.08058.

Additionally, the **January** invoice for the payment of $338,376.00 is attached.

This invoice, along with the attached cover letter and report, is submitted per contract **SB20-004** and will demonstrate that the Florida Sports Foundation, a division of Enterprise Florida, has met the minimum performance standards as outlined.

If you require additional information, please contact me at (850) 577-7212 or jhightower@playinflorida.com.

Sincerely,

Jacqueline

Jacqueline D. Hightower
Director of External Affairs

cc: Angela Suggs
Robert Schlotman
Brandon Boles

Attachments

February 19, 2020

Ms. Ryan Fierst
Department of Economic Opportunity
107 E. Madison St., MSC-80
Caldwell Building
Tallahassee, FL 32399

The minimum level of service has been met; therefore, we are submitting our monthly report and invoice based on tag sale receipts determined by the Department of Highway Safety and verified by DEO Finance and Accounting. The following is a summary of accomplishments for **January**:

Florida Sports Foundation's professional sports tag sales revenue use:

Professional Sports Development Trust Fund: Tag revenue due for the month: $338,376.00.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$2,203,352.35**.

Grant Programs - Section 320.08058(9)(b)(1)
$338,376.00 is due for **January.**

FY-to-Date: **# of grants**: 75 **Awards**: $1,991,502 **Impact**: $549,920,282 **Visitors**: 382,680 **Jobs**: 4,502

Florida-based charities pursuant to Section 320.08058(9)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments: The charity amount accrued for this quarter-to-date: $36,780, with a payment disbursement date of April 2020. Total accrued this fiscal year: $225,152.24.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month: Staff worked to secure locations and venues for the 2020 SSG Summer Games and beyond. Additionally, the team prepared to host the SSG Dominoes event, scheduled for February 1. Finally, the team wrapped up reports and vendor payments for the 2019 Florida Senior Games events.

Please send notice of payment to:
Email: jhightower@playinflorida.com

Florida Sports Foundation, Inc., a division of Enterprise Florida, Inc.
ATTN: Jacqueline D. Hightower
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Phone: (850) 577-7212

2019-20 funding program agreement between the Department of Economic Opportunity and the Florida Sports Foundation

SB20-004 – Florida Sports Foundation

January 2020

Florida Sports Foundation, Inc.
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Submitted by: Jacqueline D. Hightower

Table of Contents

Performance Measures 2
Economic Contributions for Granted Events during January 2
Economic Contributions for Granted Events closed-out during January 2
FYE 2019-20 Program Totals-to-Date 2
Professional Sports Development Trust 2
Florida's Nine Professional Sports Team License Plate Charity Payments (Florida-based charities pursuant to section 320.08058 (9)(b)(2), Florida Statutes) 3
Sports Tourism, Media, Marketing & Public Relations Exposure 3
Executive Program Activities 3
Finance 4
Significant Meetings and Activities 4
External Affairs 4
Significant Meetings and Activities 4
Events and Trade Shows 4
Sports Development 4
Significant Meetings and Activities 4
Events and Trade Shows 4
Partnership Activations 4
Communications 4
Significant Media Activities and Meetings 4
Events and Trade Shows 5
Website Traffic 5
Social Media 5
Amateur Sports 5
Sunshine State Games (SSG) 5
Significant Media Activities and Meetings 5
Sponsorships, Development & Fundraising 5
Activity with Current Sponsors 5
Activity with Prospective Sponsors 5

Monthly Activity Report

Submitted pursuant to FY 2019-20, SB20-004 Agreement

Performance Measures

THE SPORTS FOUNDATION CONTINUES TO IDENTIFY EVENTS FOR CONSIDERATION OF GRANT FUNDING AND AWARD MAJOR, REGIONAL, SMALL MARKET AND SPORTS INDUSTRY CONFERENCE ASSISTANCE GRANTS THAT ASSIST FLORIDA COMMUNITIES AND HOST ORGANIZATIONS WITH SECURING, HOSTING AND RETAINING SPORTING EVENTS AND SPORTS-RELATED BUSINESS THAT GENERATE SIGNIFICANT ECONOMIC IMPACT AND SPORTS TOURISM FOR THE STATE.

Economic Contributions for Granted Events during January

Number of events occurring during the month	**9**
Amount of grant awards	**$385,760**
Projected out-of-state impact/revenue	**$54,090,000**
Projected number of out-of-state visitors	**56,935**

Economic Contributions for Granted Events closed-out during January

Grants Paid	**0**
Total amount expended per grant awards	**$0**
Out-of-state economic impact	**$0**
Number of out-of-state visitors	**0**

FYE 2019-20 Program Totals-to-Date

Number of Grants Awarded	**75**
Award amount	**$1,991,502**
Out-of-state impact	**$549,920,282**
Number of out-of-state visitors	**382,680**
Jobs created	**4,502**

Professional Sports Development Trust

$338,376.00 is due for January. November and December funds were received in January.
The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$2,203,352.35.**

Florida's Nine Professional Sports Team License Plate Charity Payments

(Florida-based charities pursuant to section 320.08058 (9)(b)(2), Florida Statutes)

Total teams' charity payments accrued for the period	Amount	Delivery date
Quarter 1	**$104,437.29**	**November 2019**
Quarter 2	**$83,935.00**	**January 2019**
Quarter 3	**36,780.00**	**April 2020**
Quarter 4		
Fiscal Year-to-date	**$225,152.24**	

(Note: 3rd Quarter numbers are reflective as to-date)

Sports Tourism, Media, Marketing & Public Relations Exposure

Executive Program Activities

The President continues to meet with industry executives and organizations to advance the mission of the Foundation.

During January the following meetings were held:

- PGA Tour, Senior Director, Community Outreach, Marsha Oliver
- Visit Jacksonville, National Account Manager – Sports & Hobby, Tom Norton
- Airstream Ventures CEO, Alan Verlander
- FSF Board of Directors Chairman, Jesse Biter
- Visit Tallahassee Director of Sports, Amanda Heidecker
- Visit Orlando, Chief Sales Officer, Mike Waterman
- Louisiana Office of Tourism, Sports and Outdoor Sales Manager, Will Bloom
- Atlanta Braves, Chairman, Terry McGuirk
- FSF Board of Directors Member, Frank Gernert
- City of Lauderhill Commissioner Denise Grant
- AAU of the US, President & CEO, Dr. Roger Goudy
- Pauley Management, Inc. Government Affairs & Public Relations President, Eddy Pauley
- From the Inside-Out School of Etiquette, CEO, Jackie Vernon-Thompson
- FSF Board of Directors Member, Kevin Smith

The Foundation was represented (or the President represented the Foundation) at key industry events, to include:

- 2020 Annual Associated Industries of Florida Reception - Tallahassee, FL
- 2020 Lauderhill Business Brunch - Lauderhill, FL
- Tampa Super Bowl Executive Committee Meeting – Tampa, FL
- Florida Sports Foundation Industry Partners Dinner - Tallahassee, FL
- EFI Board of Directors Meeting/Reception - Tallahassee, FL
- 2020 Women's Empowerment Brunch – Orlando, FL
- 2020 NFL Pro Bowl – Orlando, FL
- FSF 3rd Quarter Grant Committee Meeting – Tallahassee, FL
- 2020 Senior Day Reception – Tallahassee, FL
- 2020 The Sports Power Brunch – Miami, FL
- Tampa SB Exec. Committee: Future Cities – Miami, FL
- Miami Host Committee Welcome Reception – Miami, FL

Ongoing planning initiatives for signature sports events taking place within the State includes:

- 2020 Governor's Baseball Dinner

Finance

The Finance team continues to deliver timely accounting statements, reports, vendor agreements, and payments.

Significant Meetings and Activities

- Closed contracts and payments for the 2019 Florida Senior Games
- Assisted sports commissions with grant applications for the January 10th deadline, partnerships and the post event process.
- Hosted the 3rd quarter Grant Committee meeting on January 28th, and prepared for the February Board meeting.

External Affairs

Significant Meetings and Activities

- Visited CoolToday Park with vendors participating in the Governor's Baseball Dinner.
- Hosted weekly GBD planning calls with Sarasota, Atlanta Braves, and FSF team members.
- Worked with consultant to produce collateral for Governor's Baseball Dinner.
- Participated in pre-planning activities related to Visit Florida – Tourism Day.
- Worked with sports development staff and cVent to create Florida Sports Summit website.
- Worked to prepare materials for February Board of Directors meeting.
- Worked with Tampa Bay Lightning and Miami Dolphins staff to secure FLHSMV FLOW mobile for upcoming events to showcase and sell specialty license plates.

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Attended the staff kick-off meeting in Tallahassee to discuss the goals, objectives and plan of action of the organization.
- Attended the EFI Board meeting in Tallahassee.
- Attended Tourism Day in Tallahassee.
- Continued working with Blue Porch Technology on the Florida Sports Directory and venue guide for 2020
- Finalized the online registration/renewal portal for partnerships.
- Meetings with Nitro Circus events
- Continue to work with Cvent on the website for the Florida Sports Summit 2020.
- Started work with the host partner for the 2020 Summit.

Events and Trade Shows

- Hosted 8 sports commission partners during Tourism Day in Tallahassee.
- Hosted Olympic athletes, rights holders and sponsor partners during the 2020 NFL Pro Bowl in Orlando.

Partnership Activations

- Hosted meeting with Visit Sebring to discuss industry partnership

Communications

Significant Media Activities and Meetings

- Distributed 4 press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, Governor's Baseball Dinner, and Grapefruit League.
- Designed and released flyer advertising the nine FSF granted events that took place during January.
- Worked with Gary Jones of Florida Golf Alliance to piece together the Winter/Spring 2020 Play Golf in Florida Guide.

- Partnered with Director of Sports Development, to update Industry, Service, and Hospitality Partnership pages and communication information lists on the website.
- Finalized creation and production of the 2020 Spring Training Florida Grapefruit League Guide; distributed electronically.
- Worked with Tyler Breaman of the Villages Daily Sun newspaper for coverage of Florida Sports Highlight in 2020.
- Communications staff partners with GO Sports on NCAA bid submission Letter of Support.
- Communications staff partnered with Palm Real Estate Florida to distribute Florida Golf Guide at upcoming shows throughout United States.
- Created and distributed 600 *Come Play in Florida* infographic flyers at Florida Tourism Day, highlighting the Fast Facts of Sports Development and Tourism in the Sunshine State.
- Partnered with Games staff to update Sunshine State Games schedule, sport descriptions, creation of event flyers, and event posting pages on Facebook for 2020 games.

Events and Trade Shows

- Communications staff attended the 2020 Florida Senior Day pre-event reception and dinner at the Florida State University Center Club.
- Communications staff attended and manned a booth at the 2020 Florida Senior Day at the Capitol in Tallahassee.
- Communications staff participated in 2020 Strategic Vision staff retreat and planning session.
- Communications staff attended the Enterprise Florida, Inc. Third Quarter Board Meeting.

Website Traffic

- **PlayInFlorida.com,** January 2019 traffic for FSF's website was **8,368 visitors** and **14,549-page views**, with **97.17% (8,131) being new visitors**. The most-visited pages included the Florida Grapefruit League Spring Training page (30.69% of site traffic), the Florida Bowl Games page (8.72% of site traffic), and Florida Senior Games Series Qualifiers Listing page (5.19% of site traffic).
- **Floridagrapefruitleague.com,** January 2019 traffic was **14,732 visitors** and **38,401-page views**.

Social Media

- @PlayInFlorida Twitter activity created **17,800 impressions**, gaining **12 followers.**
- @PlayInFlorida had **214 profile views**, produced 17 unique tweets, and was mentioned on 19 occasions.
- @PlayInFlorida's best tweet (Announcing the 2020 Governor's Baseball Dinner) had 1,608 impressions.
- @FlaSpringTrain Twitter activity during January created 17,700 impressions, received 21 mentions, gained 26 followers, and had 493 profile visits.
- The Florida Sports Foundation **Facebook page reached 1,368 users** with **11 posts** during the month, **gaining 12 followers**.
- The **Sunshine State Games Facebook** page **reached 1,292 users** with **12 event posts** during the month, **gaining 12 followers** while producing **2,268 engagements**.
- The **Florida Senior Games Facebook** page **reached 1,202 users** with **7 posts** during the month, **gaining 14 followers** while producing **2,218 engagements**.

Amateur Sports

Sunshine State Games (SSG)

Significant Media Activities and Meetings

- Staff continued to work on finalizing the locations and venues for the 2020 Summer Games. The calendar is scheduled to be released mid-February.
- SSG Request for Proposal (RFP) for 2021-2023 was completed and distributed to Sports Commissions and Partners throughout the state.

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Hosted 8 sports commission partners during Tourism Day in Tallahassee.
- Hosted Olympic athletes, rights holders and sponsor partners during the 2020 NFL Pro Bowl in Orlando.

Activity with Prospective Sponsors

- Games staff met with Crown Car to discuss sponsorship opportunities for SSG.
- Hosted meeting with Visit Sebring to discuss industry partnership

~ End~

ENTERPRISE FLORIDA

Sales / Invoices

Florida Sports Foundation Incorporated
101 North Monroe Street
Suite 1000
Tallahassee FL 32301

Customer: Department of Economic Opportunity
Attn: Ryan Fierst
107 East Madison Street
Tallahassee FL 32399

INV#	Customer ID	CSFA #	Service Period	Contract #
19/20-401	EFI0002	40.040	Jan 1-31, 2020	SB20-004

Description:	Amount
Pro-Tag Rev-Dec: INV#71-83 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of January 2020.	$338,376.00

Total $338,376.00

Line Item: 2324 Funding: Professional Sports Development Trust Fund