



March 16, 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 **February** invoice for the payment of \$235,658.00 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



March 16, 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 **February**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: \$235,658.00.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$2,262,742.16**

Grant Programs - Section 320.08058(9)(b)(1)
\$338,376.00 is due for **January** and **\$235, 658.00** is due for **February**.

FY-to-Date: # of grants: 99 Awards: \$2,311,602 Impact: \$710,709,983 Visitors: 518,349 Jobs: 6,098

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: \$62,395.00 with a payment disbursement date of April 2020. Total accrued this fiscal year: \$250,767.29.

Sunshine State Games (SSG) & Florida Senior Games (FSG):

During the month: Staff completed the 2020 SSG calendar and distributed. The first event, SSG Dominoes was held on February 1. RFP's were distributed for future FSG and SSG 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
February 2020

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

Submitted by: Jacqueline D. Hightower

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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 February

Number of events occurring during the month	11
Amount of grant awards	\$1,613,491
Projected out-of-state impact/revenue	\$132,198,749
Projected number of out-of-state visitors	98,721

Economic Contributions for Granted Events closed-out during February

Grants Paid	1
Total amount expended per grant awards	\$38,425
Out-of-state economic impact	\$6,293,265
Number of out-of-state visitors	2,567

FYE 2019-20 Program Totals-to-Date

Number of Grants Awarded	99
Award amount	\$2,311,602
Out-of-state impact	\$710,709,983
Number of out-of-state visitors	518,349
Jobs created	6,098

Professional Sports Development Trust

\$235,658.00 is due for February. \$338,376.00 is due for January.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,262,742.16.

Florida's Nine Professional Sports Team License Plate Charity Payments (Florida-based charities pursuant to section 320.08058 (g)(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	62,395.00	April 2020
Quarter 4		
Fiscal Year-to-date	\$250,767.29	

(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 February the following meetings were held:

- Sports Events & Tourism Association (Sports ETA), President & CEO, Al Kidd
- Greater Orlando Sports, President & CEO, Jason Siegel
- X Prize Foundation, Chairman, Peter Diamandis
- U.S. Olympic & Paralympic Committee, Sr. Associate General Counsel, Megan Berg
- Florida A&M University, Senior Woman Administrator of FAMU Athletics, Karai Lockley
- FSF Board of Directors Member, Bill Wickett

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

- Super Bowl LIV - Miami, FL
- Miami Super Bowl Host Committee Handoff Press Conference - Miami, FL
- 2020 Governor's Baseball Dinner – Sarasota, FL
- FSF Quarterly Board of Directors Meeting - Sarasota, FL
- Connect: Travel - Orlando, FL

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

- 2020 Florida Sports Summit - Palm Coast & Flagler Beaches

Finance

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

Significant Meetings and Activities

- Assisted sports commissions with grants, partnerships and the post event process.
- The Board of Directors met on February 17th and awarded 24 grants for a total of \$320,100.

External Affairs

Significant Meetings and Activities

- Produced and attended the annual Governor's Baseball Dinner on 2/16 in Sarasota, FL.
- Planned and executed Quarterly Board of Directors meeting, 2/17 in Sarasota, FL.
- Hosted several planning meetings related to the Governor's Baseball Dinner.
- Met w/ Megan Berg, Sr. Associate General Counsel, USOC regarding state programming.

Events and Trade Shows

- Governor's Baseball Dinner, 2/17.

Sports Development

Significant Meetings and Activities

- Attended the Governor's Baseball Dinner in Sarasota.
- Attended the FSF Board meeting in Sarasota.
- Meetings with AAU on strategic partnership.
- Continued working with Blue Porch Technology on the Florida Sports Directory and venue guide for 2020
- Working with partners after the launch of the FSF Partnership online registration and renewal portal.

Events and Trade Shows

- Met with Sports ETA staff to discuss 2020 partnership.
- Met with Northstar Meeting group for TEAMS 20' partnership.
- Met with Flagler Beach on 2020 Florida Sports Summit.
- Met with Connect Sports for Connect 2020.
- Ongoing planning for the 2020 ISC conference in London with partner buy-in.
- Ongoing planning for the 2020 FSF Sports Summit. Website and online registration was launched. Email invitations were sent to prospect attendees.

Partnership Activations

- Onboarded Visit Sebring, St Augustine and Visit South Walton as new Industry Partners.

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 11 FSF granted events that took place during February.
- 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.
- Distributed 20,000 copies of 2020 Spring Training Florida Grapefruit League Guide via mail, welcome centers, sports commissions, and 12 ballparks throughout Florida; also distributed electronically.
- Worked with Vicki Dean and Tom O'Neil of the Sarasota Herald Tribune newspaper for coverage of Governor's Baseball Dinner.
- Communications staff partners with Tampa Bay Sports Commission for social media calendar outreach for 2020 NCAA D1 Men's Basketball 1st and 2nd Rounds, March 19-21.
- 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

Website Traffic

- **PlayInFlorida.com**, February 2020 traffic for FSF's website was **9,009 visitors** and **15,440 page views**, with **97.24% (8,760) being new visitors**. The most-visited pages included the Florida Grapefruit League Spring Training page (35.88% of site traffic), the About Us/Staff page (4.19% of site traffic), and Florida Senior Games Series Qualifiers Listing page (3.23% of site traffic).
- **Floridagrapefruitleague.com**, February 2020 traffic was **33,082 visitors** and **80,097-page views**.

Social Media

- @PlayInFlorida Twitter activity created **10,200 impressions**, gaining **14 followers**.
- @PlayInFlorida had **80 profile views**, produced 10 unique tweets, and was mentioned on 50 occasions.

- @PlayInFlorida's best tweet (Covering the Highlight article and Photo Gallery of 2020 Governor's Baseball Dinner) had 1,094 impressions.
- @FlaSpringTrain Twitter activity during February created 28,100 impressions, received 92 mentions, gained 66 followers, and had 797 profile visits.
- The Florida Sports Foundation **Facebook page reached 1,522 users with 10 posts** during the month, **gaining 10 followers**.
- The **Sunshine State Games Facebook page reached 1,593 users with 2 event posts** during the month, **gaining 13 followers** while producing **2,109 engagements**.
- The **Florida Senior Games Facebook page reached 993 users with 2 posts** during the month, **gaining 7 followers** while producing **1,043 engagements**.

Amateur Sports

Sunshine State Games (SSG)

- The 2020 Sunshine State Games schedule is complete and posted on the website.
- The 2020 Sunshine State Games began with the Dominoes Championship on February 1, 2020 held in Sunrise, FL.

Significant Media Activities and Meetings

- Staff continued to work on finalizing the locations and venues for the 2020 Summer Games and released the final schedule.
- SSG Request for Proposal (RFP) for 2021-2023 concluded with 6 proposals submitted.

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- New Sponsorship of \$2,500 with Kissimmee Sports.
- New Sponsorship of \$5,000 with Visit Jacksonville.

Activity with Prospective Sponsors

- Games staff have been in contact with Sol Harris/Day, FINN Partners, Wawa, Costco, Jolyn and Swimzone to discuss sponsorship, vendor, and donation opportunities for FSG/SSG.
- Fort Lauderdale Industry Partner to sponsor Summit Open Party.
- Flagler Beach Industry Partner to sponsor Summit Welcome Reception.
- Daytona Industry Partner to sponsor Summit Game day.
- Greater Orlando to Sponsor Keynote Luncheon during Summit

~ End~

**ENTERPRISE
FLORIDA**

Sales / Invoices

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Sales / Invoices SALES00427
Date 02/28/2020

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 #	Amount
19/20-427	EFI0002	40.040	Feb 1-29, 2020	SB20-004	
Description: Pro-Tag Rev-Feb: INV#84-95 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of February 2020.					\$235,658.00

Total \$235,658.00