



April 15, 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 **March** invoice for the payment of \$279,358.00 is included.

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



April 15, 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 **March**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **\$279,358.00**.

Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$2,542,100.16**

Grant Programs - Section 320.08058(9)(b)(1)

\$279,358.00 is due for **March**.

FY-to-Date: # of grants: 99 Awards: \$498,440 Impact: \$43,196,676 Visitors: 40,312 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: \$92,760.00 with a payment disbursement date of April 2020. Total accrued this fiscal year: \$281,132.29.

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

During the month, staff finalized all of the locations and venues for the 2020 SSG summer events, and published the calendar. SSG Karate-Katsu Challenge was held in Gainesville. Five SSG events were postponed due to COV-19 challenges. Four FSG Series Qualifiers were held.

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

March 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 March	2
Economic Contributions for Granted Events closed-out during March	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	3
Significant Meetings and Activities.....	3
External Affairs	3
Significant Meetings and Activities.....	3
Events and Trade Shows	3
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	4
Website Traffic.....	4
Social Media	4
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 March

Number of events occurring during the month	15
Amount of grant awards	\$141,605
Projected out-of-state impact/revenue	\$199,010,206
Projected number of out-of-state visitors	57,759

Economic Contributions for Granted Events closed-out during March

Grants Paid	16
Total amount expended per grant awards	\$498,440
Out-of-state economic impact	\$43,196,676
Number of out-of-state visitors	40,312

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

\$279,358.00 is due for **March**.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **\$2,542,100.16**.

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	\$92,760.00	April 2020
Quarter 4		
Fiscal Year-to-date	\$281,132.29	

(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 **March** the following meetings were held:

- FSF Board of Directors Member, Kevin Smith
- FSF Board of Directors Member, Frank Gernert
- Tampa Bay Sports Commission CEO/Tampa Bay Super Bowl Host Committee President, Rob Higgins
- Tallahassee Memorial HealthCare Foundation Board of Directors Meeting
- OPPAGA Review Initial Meeting
- Issued organization update communication to Board of Directors
- Issued organization update communication to Florida Sports Commissions
- SPORTEL CEO, Laurent Puons
- Miami Sports Commission, Matt Ratner
- Greater Fort Lauderdale Sports Commission CEO, Mike Sophia
- SportBusiness Commercial Director, Lee Zohlman

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

- SPORTEL Miami Conference Presentation – Teaming Up: The Significance of State and Local Partnerships

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.
- Working to update the grant application website (Salesforce) to eventually utilize its reporting capability.

External Affairs

Significant Meetings and Activities

- Hosted BOD meeting planning teleconference with Jaguars team.
- Followed legislative activity on specialty plate bills and shared updates with Orlando City Soccer team.
- Teleconference with FLHSMV team on new plate legislation and guidelines.

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- FY20/21 budget meeting with Accounting
- Meetings with AAU on strategic partnership
- Continued working with Blue Porch Technology on the Florida Sports Directory and venue guide for 2020
- Communicated updates with industry partners and vendors on COVID-19 and its effects on granted events and the Florida Sport Summit.
- Participated in National State Association meeting organized by Sports ETA to discuss current impact of Coronavirus across the sports industry.

Events and Trade Shows

- Participated at the 2020 **Sportel Conference** in Miami
- Ongoing planning for the 2020 ISC conference in London with partner buy-in.

Partnership Activations

- Onboarded Clay County as a new industry partner

Communications

Significant Media Activities and Meetings

- Distributed 8 press releases highlighting sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, Florida Grapefruit League Spring Training, and Grapefruit League.
- Designed and released flyer advertising the 15 FSF granted events that took place during March.
- In partnership with the Florida Golf Alliance, distributed 30,000 copies of Florida Golf Guide via mail, welcome centers, sports commissions, and golf shows throughout the United States and Canada.
- 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.
- Communications staff partners with Tampa Bay Sports Commission for social media calendar outreach for WrestleMania 36.
- 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.
- Worked with EFI and Games staff on COVID-19 and its effects on event, announcements and updates accordingly.

Events and Trade Shows

- Attended the **Michigan Golf Show** in Novi, Michigan, as an exhibitor and distributed 1,000 Come Play in Florida Fast Facts flyers, 660 Grapefruit League Guides, and 1,100 Florida Guide Guides.

Website Traffic

- **PlayInFlorida.com**, March 2020 traffic for FSF's website was **4,443 visitors** and **8,451 page views**, with **94.58% (4,202) being new visitors**. The most-visited pages included the Florida Grapefruit League Spring Training page (25.89% of site traffic), the Florida Senior Games Series Qualifiers Listing page (4.85% of site traffic), and the About Us/Staff page (4.83% of site traffic).
- **Floridagrapefruitleague.com**, March 2020 traffic was **16,455 visitors** and **38,880-page views**.

Social Media

- @PlayInFlorida Twitter activity created **9,061 impressions**, gaining **4 followers**.
- @PlayInFlorida had **64 profile views**, produced 10 unique tweets, and was mentioned on 11 occasions.
- @PlayInFlorida's best tweet (Announcing the Sunshine State Games schedule adjustments) had 1,286 impressions.
- @FlaSpringTrain Twitter activity during March created 16,900 impressions, received 109 mentions, gained 15 followers, and had 466 profile visits.
- The Florida Sports Foundation **Facebook page reached 1,803 users** with **11 posts** during the month, **gaining 12 followers**.
- The **Sunshine State Games Facebook page reached 1,388 users** with **10 news posts** and **5 event posts** during the month, **gaining 29 followers** while producing **1,178 engagements**.

- The **Florida Senior Games Facebook** page reached **945 users** with **2 posts** during the month, **gaining 7 followers** while producing **549 engagements**.

Amateur Sports

Sunshine State Games (SSG)

- The 2020 Sunshine State Games **Karate-Katsu Challenge** was held March 8, 2020 in Gainesville, FL.
- Partnered with Communications to formulate a plan and messaging for COVID-19 and its effects on events, and disseminate that information to our partners, venues, and all affiliated with SSG.
- The 2020 Sunshine State Games **Baton Twirling** event scheduled for March 14, 2020 has been postponed due to COVID-19. The proposed new date will be July 25, 2020 with the venue TBD.
- The 2020 Sunshine State Games **Pickleball** event scheduled for March 14-15, 2020 has been postponed due to COVID-19. The proposed new date will be October 3-4, 2020.
- The 2020 Sunshine State Games **Ninja Challenge** event scheduled for March 28, 2020 has been postponed due to COVID-19. The proposed new date will be TBD.
- The 2020 Sunshine State Games **Soccer** event scheduled for March 28-29, 2020 has been postponed due to COVID-19. The proposed new date will be May 9-10, 2020 pending approval from venue.
- The 2020 Sunshine State Games **Baton Volleyball** event scheduled for March 28-29, 2020 has been postponed due to COVID-19. The proposed new date will be June 13-14, 2020.
- Staff continued to work on finalizing the locations and venues for the 2020 Summer Games and working on the amended schedule due to COVID-19.
- The 6 proposals submitted for the SSG Request for Proposal (RFP) for 2021-2023 are under review.

Significant Media Activities and Meetings

- Staff met with AAU organization regarding a potential partnership in the future.
- Staff met with Visit St. Pete/Clearwater regarding International Beach Games and continued partnership.

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Publix provided gift card for nutritional supplements for the SSG.

Activity with Prospective Sponsors

- Activities largely suspended due to Covid-19 impacts.

~ End~



Sales / Invoices

Page 1/1
Sales / Invoices SALES00435
Date 03/31/2020

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
19/20-435	EFI0002	40.040	Mar 1-31, 2020	SB20-004	
Description: Pro-Tag Rev-Mar: INV#96-109 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of March 2020.					\$279,358.00

Total \$279,358.00