January 10, 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 **December** invoice for the payment of $277,081.00 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
Michelle Roque

Attachments

January 10, 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 **December**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: $277,081. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is $1,688,708.16.

Grant Programs - Section 320.08058(9)(b)(1)
$277,081 is due for **December. $242,236,** is due for **November**.

FY-to-Date: **# of grants**: 81 **Awards**: $2,096,496 **Impact**: $568,796,563 **Visitors**: 407,002 **Jobs**: 4,788

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: $83,935.00, with a payment disbursement date of January 2020. Total accrued this fiscal year: $188,372.29.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month: Hosted the annual Florida Senior Games, presented by Humana in Fort Lauderdale. This annual event was hosted in Broward County as a precursor to the 2021 National Senior Games. The events provided great insight for the National Senior Games staff who attended several events. Staff continued to work on location and venue selections for the SSG Summer Games.

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

December 2019

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 December

Number of events occurring during the month	**19**
Amount of grant awards	$340,682
Projected out-of-state impact/revenue	**$92,801,306**
Projected number of out-of-state visitors	98,277

Economic Contributions for Granted Events closed-out during December

Grants Paid	**5**
Total amount expended per grant awards	$239,575
Out-of-state economic impact	***$4,030,856**
Number of out-of-state visitors	*6,121

FYE 2019-20 Program Totals

Number of Grants Awarded	**81**
Award amount	$2,096,496
Out-of-state impact	**$568,796,563**
Number of out-of-state visitors	407,002
Jobs created	**4,788**

*During December, **5** Grants were closed-out. Of the 5, **2** were prepayment for Major Events, thus did not contribute to the closed out totals. Two Grants during December were voided due to no contract returned, totaling **$28,000**.

Professional Sports Development Trust

$277,081.00 is due for **December.** An outstanding balance of **$242,236,** is due for November.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$1,688,708.16**

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		
Quarter 4		
Fiscal Year-to-date	**$188,372.29**	

(Note: 2nd 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 December the following meetings were held:

- Florida Sports Commissions Executives during the 2019 Regional SportAccord Pan America
- FSF Board of Directors Member, Marcus Bach-Armas
- Miami Super Bowl Host Committee Executive Director, Ray Martinez
- The Shine Group CEO, Angel Williams
- National Senior Games Association, Director of Health and Wellness, Andrew M. Walker
- New York Athletic Club President, James B. Rafferty
- MEAC Senior Associate Commissioner, Sonja Stills
- Southwestern Athletic Conference Senior Woman Administrator, Adeanah Poller

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

- 2019 Regional SportAccord Pan America in Ft. Lauderdale, FL
- 2019 Florida Senior Games Opening ceremony – Lauderdale Lakes, FL
- MEAC Women in Athletics – Atlanta, GA
- 2019 Orange Bowl - Miami, FL

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

- 2020 Governor's Baseball Dinner

Finance

The F&A team continues to deliver timely accounting statements, monthly reports, vendor agreements, and payments.

Significant Meetings and Activities

- Negotiated and closed contracts and payments for the 2019 Florida Senior Games
- Assisted sports commissions with grant applications, partnerships and the post event process.

External Affairs

Significant Meetings and Activities

- Hosted several Governor's Baseball Dinner (GBD) website design teleconference meetings with cVent technical team
- Launched the GBD online website
- Hosted weekly GBD planning calls with Sarasota, Atlanta Braves, and FSF team members
- Met w/ Ryan Fierst, DEO Contract Manager
- Participated in 10-year review of the World Golf Hall of Fame with VisitFlorida and DEO partners

- Worked with Tampa Bay Lightning, Miami Dolphins, and Miami Heat staff to secure FLHSMV FLOW mobile for upcoming events to showcase and sell specialty license plates

Events and Trade Shows

- Attended and arranged Governor's visit to grant sponsored event, 2019 Orange Bowl in Miami Gardens, FL.
- Attended FSAE Workshop

Sports Development

Significant Meetings and Activities

- Met with Skip Gilbert of United States Anti-Doping Agency on future endeavors to encourage and promote TrueSport and Compete Clean in the state of Florida
- Met with Jaime Jimenez of Blue Porch Technology to continue work on the Florida Sports Directory and Venue Guide for the industry
- Met with Nis Hatt of SportAccord during the Regional SportAccord Summit in Fort Lauderdale
- Continued working with Blue Porch Technology on the Florida Sports Directory and venue Guide for 2020
- Continued working with F&A and Enterprise Florida team on the online partnership registration application

Events and Trade Shows

- Hosted the Industry Partner Roundtable in Tampa in collaboration with the Tampa Bay Sports Commission. Twenty-four Industry Partners attended.
- Organized and hosted conference attendees at the Florida Sports Pavilion during Regional SportAccord conference in Fort Lauderdale.

Partnership Activations

- Secured new Industry Partnership with the St. Johns County/St. Augustine.

Communications

Significant Media Activities and Meetings

- Distributed 24 press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, and Grapefruit League.
- Designed and released flyer advertising the 19 FSF granted events that took place during December.
- Gathered participant lists information for all November 2019 SSG Shooting Sports and 2019 Florida Senior Games.
- Worked with Gary Jones of Florida Golf Alliance to piece together the Winter/Spring 2020 Play Golf in Florida Guide.
- Created content and images for social media postings about Regional SportAccord PanAmerica.
- Continued to work on updates/production of the Communications Production Guide for 2019-2020.
- Partnered with Director of Sports Development, to update Sports Commissions and Industry Partner communication information lists and page on the website.
- Assisted with the production of 2020 Governor's Baseball Dinner promotional materials.
- Partnered with Maureen (Mo) Gonzalez of FINN Marketing/Media to push Media Opportunities and buyout plans for the 2019 Florida Senior Games.
- Updated 2020 Spring Training Florida Grapefruit League schedule online.
- Partnered with Marc Zimmerman, Tony Tussing, and Reggie Washington to execute events for 2019 Florida Senior Games 5K Road Race and Track & Field events.
- Worked with Tyler Breaman of the Villages Daily Sun newspaper and Gary Curreri of the Sun Sentinel newspaper for coverage of 2019 Florida Senior Games and Florida Sports Highlight.
- Partnered with Plaid Park to create SportAccord conference booth creative and designs.
- Worked with Kary Weston of ABC 10, Kirk Gimenez of CW 39, Bernadette O'Grady of NBC 5/Fox29, Louis Aguirre of ABC 25, and Chris Gress of NBC 6 for television coverage of the 2019 Florida Senior Games.
- Worked with Golin PR, on behalf of Humana, to identify Florida Senior Games athletes for photo shoot with Tim Tadder, during 2019 Games.
- Provided article for January 2020 edition of the Florida Department of Elder Affairs Elder Update.
- Provided article for January 2020 edition of Tallahassee Democrat Active Living.

- Worked with Cactus League Executive Director Bridget Binsbacher to plan and carry out meeting of team personnel from Florida and Arizona Spring Training personnel at 2019 MLB Winter Meetings.

Events and Trade Shows

- Communications staff attended the 2019 Florida Senior Games presented by Humana in Fort Lauderdale, Fla.
- Communications staff organized and executed Opening Ceremony/Ribbon Cutting Ceremony of the 2019 Florida Senior Games presented by Humana in Lauderdale Lakes, Fla., with Mayor Hazelle Rogers and staff.

Website Traffic

- **PlayInFlorida.com,** December 2019 traffic for FSF's website was **7,268 visitors** and **12,383-page views**, with **96.64% (7,024) being new visitors**. The most-visited pages included the Florida Bowl Games page (48.72% of site traffic), Florida Grapefruit League Spring Training page (12.40% of site traffic), and Florida Senior Games landing page (3.55% of site traffic).
- **Floridagrapefruitleague.com,** December 2019 traffic was **6,010 visitors** and **15,398-page views**.

Social Media

- @PlayInFlorida Twitter activity created 3**1,600 impressions**, gaining **4 followers**
- @PlayInFlorida had **395 profile views**, produced 65 unique tweets, and was mentioned on 43 occasions.
- @PlayInFlorida's best tweet (Highlighting the first 6 days of the 2019 Florida Senior Games) had 1,106 impressions.
- @FlaSpringTrain Twitter activity during December created 4,700 impressions, received 3 mentions, gained 3 followers, and had 150 profile visits.
- The Florida Sports Foundation **Facebook page reached 1,201 users** with **10 posts** during the month, **gaining 9 followers**.
- The **Sunshine State Games Facebook** page **reached 203 users** with **1 post** during the month, **gaining 6 followers** while producing **1,456 engagements**.
- The **Florida Senior Games Facebook** page **reached 4,010 users** with **67 posts** during the month, **gaining 39 followers** while producing **3,164 engagements**.

Amateur Sports

Sunshine State Games (SSG)

Events

- Staff is working to finalize the locations and venues for the 2020 Summer Games. The schedule should be completed by mid-January.
- SSG Request for Proposal (RFP) for 2021-2023 was completed and will be distributed by mid-January at FSF Industry Partners

Florida Senior Games (FSG)

Events

- Produced the annual Florida Senior Games on December 6-15, 2019 in Broward County
- 24 Events were offered and those were held at 17 different venues throughout the County
- FSG Opening Ceremony was held on Friday, December 6th in Lauderdale Lakes, FL hosted by Mayor Hazel Rogers and attended by Senator Perry Thurston. The Leadership from The Greater Ft. Lauderdale sports Commission was in attendance as well.
- National Senior Games Association (NSGA) leadership team members , to include President Marc Riker, attended a variety of events throughout the week to gauge possible venues for the National Senior Games which will be held in Ft. Lauderdale in 2021

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Worked with FSG presenting sponsor, Humana, to create events/opportunities that recognized athletes' accomplishments throughout the festival.

Activity with Prospective Sponsors

- Sports Development Director engaged in conversation with Team Travel Source for sponsorship of the 2020 Florida Sports Summit.
- External Affairs continues to solicit sponsors for the Governor's Baseball Dinner.

~ End~

ENTERPRISE FLORIDA

Sales / Invoices

Sales / Invoices SALES00392
Date 12/31/2019

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 #
19/20-392	EFI0002	40.040	Dec. 1-31, 2019	SB20-004

Description:	Amount
Pro-Tag Rev-Nov: INV#60-70 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of December, 2019	$277,081.00

Subtotal	$277,081.00
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$277,081.00

Line Item: 2324 Funding: Professional Sports Development Trust Fund