December 20, 2019

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 **November** invoice for the payment of $242,236.00 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
Charlotte Cowen

Attachments

December 20, 2019

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 **November**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: $242,236. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is $1,411,627.16.

Grant Programs - Section 320.08058(9)(b)(1)
$242, 236 is due for **November. $916, 506.16,** was received on November 25, 2019, which was the total amount due for July, August, and September. An additional, **$252,885** was received on November 29, 2019, which was due for October.

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: $53,817.50, with a payment disbursement date of January 2020. Total accrued this fiscal year: $153,437.74.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month: Four SSG events were hosted to include: Fall Lacrosse and Three Sports Shooting events. RFP's for 2021-2023 SSG were distributed to Industry Partners. Three series qualifiers were hosted for FSG to include: Ormond Beach Senior Games, Martin County Senior Games and Golden Age 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

November 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 November

Number of events occurring during the month	**20**
Amount of grant awards	$339,188
Projected out-of-state impact/revenue	**$69,967,584**
Projected number of out-of-state visitors	68,753

Economic Contributions for Granted Events closed-out during November

Grants Paid	**8**
Total amount expended per grant awards	$107,500
Out-of-state economic impact	**$34,347,612**
Number of out-of-state visitors	$33,074

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 the November 14th Board of Directors meeting, **43** grant proposals were approved, one grant was provisionally approved, with conditions established for final payment. One of the approved proposals was cancelled, thus leaving **42** awarded grants. The 42 grants awarded totaled $997, 146.

Professional Sports Development Trust

$242, 236 is due for **November. $916, 506.16,** was received on November 25, 2019, which was the total amount due for the months of July, August, and September. An additional, **$252,885** was received on November 29, 2019, which was due for the month of October.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$1, 411,627.16**

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 (to-date)	**$53,817.50**	**January 2019**
Quarter 3		
Quarter 4		
Fiscal Year-to-date	**$153,437.74**	

(Note: 2nd Quarter numbers are reflective as to-date)

Sports Tourism, Media, Marketing & Public Relations Exposure

Executive Program Activities

- Represented the Foundation and Sports Commissions at the 2019 Sports Events & Tourism Association (Sports ETA) Chief Executive Summit in Louisville, KY
    - Engaged in meetings with Florida Sports Commissions
- Meetings with Louisville Sports Commission Vice President of Sports Development, Greg Fante, regarding sports development strategies in Florida and Kentucky
    - Sports ETA President & CEO, Al Kidd, regarding future partnership opportunities
    - Kansas City Sports CVB President & CEO, Kathy Nelson, regarding sports development strategies in Florida and Kansas
    - SiteSearch LLC President Elizabeth Weimer regarding potential industry opportunities
    - Huddle Up Group Founder & CEO, Jon Schmieder, regarding industry trends and analytics
- Florida Sports Hall of Fame Enshrinement ceremony - Orlando, FL
- EFI 2nd Quarter Board of Directors Reception/Meeting
- FSF 2nd Quarter Board of Directors Dinner/Meeting
- Strategy calls with Executive Director of the National Fitness Foundation, Clay Walker, regarding Youth Sports Initiative in Florida
- Met with Sachs Media Group CEO, Ron Sachs
- Met with Florida Citrus Sports CEO Steve Hogan on future opportunities to promote the Pro Bowl
- 2019 Florida Blue Florida Classic: Night of Distinction Award Dinner, Florida Classic Corporate Luncheon and Game – Orlando, FL
- Planning 2020 Governor's Baseball Dinner
- Preparation for 2019-20 College Bowl Season

Finance & Administration Affairs

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

Significant Meetings and Activities

- 2nd Quarter Grant Committee Meeting – November 4, 2019
- 2nd Quarter Board of Directors Meeting – November 13- 14, 2019
- Delivered approved grant contracts
- Negotiated and closed contracts and payments for the 2019 Florida Senior Games
- Revised and submitted new partnership agreements
- Worked with cVent technical team to implement online invoicing for the 2020 Governor's Baseball Dinner
- Worked to onboard new Finance Manager

External Affairs

Significant Meetings and Activities

- 2nd Quarter Board of Directors Meeting – November 12-14, 2019 hosted in Tampa, FL
- Launched distribution of holiday cards to industry partners
- Completed and received design and delivery of 2020 Governor's Baseball Dinner printed invitations
- Hosted several Governor's Baseball Dinner (GBD) website design teleconference meetings with cVent technical team
- Hosted weekly GBD planning calls with Sarasota, Atlanta Braves, and FSF team members
- 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/sponsored CONNECT Women in Sports Tourism Conference, November 3-6, 2019 in Tucson, AZ
- Conducted site-visit at the Hammock Beach Resort, location of the 2020 Florida Sports Summit

Sports Development

Significant Meetings and Activities

- Met with EventConnect President and Vice President to discuss participation/sponsorship opportunities for the 2020 Florida Sports Summit.
- Met with the staff of Sports ETA to discuss sponsorship opportunities for the 2020 Florida Sports Summit to include providing an educational component of offering a CSEE certification course during the Summit.
- Met with Sales Team of Northstar Meeting Group to discuss sponsorship/ partnership for TEAMS 2020 Conference.
- 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

- Coordinated and hosted the Florida Sports Pavilion at the TEAMS Conference in Anaheim, CA along with ten industry partners and 15 attending members.
- Together with the Director of External Affairs, visited and held meetings with Palm Coast and Flagler Beaches Sports Commission on the 2020 Florida Sports Summit. We reviewed the meeting and event spaces at Hammock Beach Resort and MarineLand to determine appropriate venue spaces for activities.
- Attended and co-sponsored an event during Host City Conference in Glasgow, Ireland with Greater Miami CVB. During the conference, I participated in a panel discussion and promoted the state of Florida as a global sports destination and invited rights holders to bring their events and ***COME PLAY IN FLORIDA***.

Partnership Activations

- Finalized sponsorship and arrangements for the Florida Sports Foundation Pavilion at the first-ever Regional SportsAccord to be hosted in Fort Lauderdale, FL during December 2019.
- Finalized arrangements with the Tampa Bay Sports Commission to host the Florida Industry Partners Roundtable in Tampa, FL on December 4th.

Communications

Significant Media Activities and Meetings

- Distributed nine 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 November.
- Worked with Brian Liotta of Levy Marketing to create 2019 FSG awards.
- Continued to work on populating individual sport descriptions on Florida Senior Games website.
- Distributed advertisements and flyers for individual 2019 Florida Senior Games events and posted on individual Facebook event page listings.
- Gathered participant lists information for all November 2019 SSG Lacrosse and FSG Series Qualifier events, Ormond Bay, Golden Age Games, and Martin County 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 Host City.
- Continued to work on updates/production of the Communications Production Guide for 2019-2020.
- Partnered with Director of Sports Development, to produce updated 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 Doug Jessmer to create 2019 Florida Senior Games Souvenir Guide for 2019 Florida Senior Games.
- Created and distributed November Newsletter.
- 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 plan sport executions for 2019 Florida Senior Games 5K Road Race and Track & Field events.
- Worked with Tyler Breaman of the Villages Daily Sun newspaper and Paige Townley of SportsEvents magazine for coverage of 2019 Florida Senior Games and Florida Sports Highlight.
- Partnered with Eric Moore of SPG magazine to publish Florida community highlights, magazine cover images, and welcome letter.
- Constructed support letter for Pensacola Sports and Ray Palmer for hosting the SunBelt Basketball Championships in 2021, 2022, & 2023.
- Partnered with Plaid Park to create TEAMS 10 and SportAccord conference booth creative and designs.
- Worked with writer representing Allegiant Airlines Sunseeker magazine for an article about Florida Spring Training Facilities and the 2020 Florida Grapefruit League season.
- Worked with Director of Arizona Cactus League to coordinate a workshop and reception bringing together representatives from Spring Training teams, facilities, and communities from both states and the MLB Winter Meetings in San Diego, Calif.
- Worked with a representative from Golin PR to identify a Spanish-speaking athlete for Hispanic media opportunities.
- Met with Lauderdale Lakes Mayor Hazelle Rogers and staff for preparations for 2019 Florida Senior Games ribbon-cutting ceremony on December 6.

Events and Trade Shows

- Communications staff attended the Florida Sports Hall of Fame Enshrinement Ceremony in Orlando, Fla.

Website Traffic

- **PlayInFlorida.com,** November 2019 traffic for FSF's website was **5,844 visitors** and **10,429-page views**, with **94.54% (5,525) being new visitors**. The most-visited pages included the Florida Bowl Games page (22.09% of site traffic), Florida Grapefruit League Spring Training page (19.64% of site traffic), and Florida Senior Games landing page (15.78% of site traffic).
- **Floridagrapefruitleague.com,** November 2019 traffic was **3,942 visitors** and **10,167-page views**.

Social Media

- @PlayInFlorida Twitter activity created **15,700 impressions**, gaining **2 followers**
- @PlayInFlorida had **169 profile views**, produced 25 unique tweets, and was mentioned on 11 occasions.
- @PlayInFlorida's best tweet (Highlighting FSF's involvement in Host City Glasgow) had 1,482 impressions.
- @FlaSpringTrain Twitter activity during November created 10,200 impressions, received 12 mentions, gained 7 followers, and had 265 profile visits.
- The Florida Sports Foundation **Facebook page reached 1,709 users** with **18 posts** during the month, **gaining 21 followers**.
- The **Sunshine State Games Facebook** page **reached 607 users** with **7 posts** during the month, **gaining 9 followers** while producing **1,223 engagements**.
- The **Florida Senior Games Facebook** page **reached 1,617 users** with **13 posts** during the month, **gaining 19 followers** while producing **566 engagements**.

Amateur Sports

Sunshine State Games (SSG)

Events

- Fall Lacrosse was hosted in Vero Beach, FL (November 2-3)
- Sports Shooting (Precision Pistol,) took place in Clearwater, FL (November 3)
- Sports Shooting (International Style Trap) took place in St. Petersburg, FL (November 9)
- Sports Shooting (USPSA) took place in New Smyrna Beach, FL (November 30)
- SSG Request for Proposal (RFP) for 2021-2023 was completed and will be presented at FSF Industry Partners Roundtable in December

Series Qualifiers

- N/A

Florida Senior Games (FSG)

Events

- Finalized all logistics for producing the 2109 Florida Senior Games which will launch on December 6th in Broward County
- Registered 1500 participants for Senior Games events
- Worked with local partners to finalized plans for Opening Ceremony which will take place on Friday, December 6th in Lauderdale Lakes, FL

Series Qualifiers Held

- **Ormond Beach Senior Games -** October 25 - November 2 - Ormond Beach, FL
- **Martin County Senior Games -** October 26 - November 1-3- Stuart, FL
- **Golden Age Games -** November 2-10 - Sanford, FL

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Worked with FSG presenting sponsor, Humana, to create events to recognize athletes' accomplishments throughout the festival.

Activity with Prospective Sponsors

- Hosted call with a representative from Johnson & Johnson to discuss sponsorship opportunities for FSG
- Sports Development Director continues efforts to secure corporate sponsorship through Hilton properties
- Sports Development Director continues to secure Industry Partners for the Regional SportAccord – Florida Pavilion

Partnership Activations

- Secured gift card from Publix Supermarket.
- Secured produce for FSG athletes from Costco
- Secured water for track & field event from WaWa
- Secured new service partner, Gold level sponsorship ($5K) from TEAM-IP for the Florida Sports Summit

~ End~

ENTERPRISE FLORIDA

Sales / Invoices

Sales / Invoices SALES00384
Date 11/30/2019

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 #
19/20-384	EFI0002	40.040	Nov. 1-30, 2019	SB20-004

Description:	Amount
Pro-Tag Rev-Nov: INV#47-59 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of November, 2019	$242,236.00

Subtotal	$242,236.00
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$242,236.00

Line Item: 2324 Funding: Professional Sports Development Trust Fund

Foundation FEID: 45-3113933 - Phone: 850-577-7213 – Email: mroque@playinflorida.com