September 2019
Department of Economic Opportunity
Monthly Deliverable

Florida Sports Foundation
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301
850.298.6638
Submitted by: Jacqueline D. Hightower

October 17, 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 **September** invoice for the payment of $235,336.00 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) 298-6638 or jhightower@flasports.com.

Sincerely,

Jacqueline

Jacqueline D. Hightower
Director of External Affairs

cc: Angela Suggs
Robert Schlotman
Brandon Boles
Charlotte Cowen

Attachments

Per SB20-004, FY2019-2020 Agreement, ATTACHMENT I, Scope of Work, Paragraph 2, Section #4, Deliverables, Page 26, Monthly Deliverables, and Paragraph #5; per Attachment IV & VI. B. (Page 40), Florida Sports Foundation will receive monthly payments from the Florida Professional Sports Team License Plate Trust Fund annual use fees, (2324), shall each month: (1A) submit an invoice for the license plate proceeds: (1B) document the use of proceeds, and, (2) submit an activity report.

Performance Measures Update:

Grant Program Performance Measures:

Economic Contributions from Granted Events:

- Contributions from grants taking place during the month: Four (4) events, with grant awards totaling $29,675, were scheduled to take place during the month, with a projected out-of-state impact of $4,314,007 and 5,441 out-of-state visitors.
- Paid Grants: During the month, $192,222 was paid to close out ten (10) grants, bringing 123,150 out-of-state visitors and $146,219,031 in out-of-state economic impact.

FYE 2019/20 Grant Program Awards: 37 first-quarter grants were awarded $599,350, and 2 major event grants that will take place in 2021 were contracted for the second payments totaling $500,000. 3 applications were moved to the 2nd quarter, and 2 applications did not reach the minimum impact policy. The 39 awarded grants are projected to bring an adjusted out-of-state economic impact of $189,156,185 and 169,400 out-of-state visitors.

FYE Totals: **# of Grants**: 39 **Awards**: $1,099,350 **Impact:** $189,156,185 **Visitors:** 169,400
Jobs: 1,993

Professional Sports Development Trust Fund:

$462,854.16 is due for July. $218,316.00 is due for August. $235,336 is due for **September**. Total net Pro-Team Tag Revenue for the fiscal year-to-date: $916,506.16.

Florida-based charities pursuant to Section 320.08058(9)(b)(2), FL Statutes: Florida's Nine Professional Sports Teams Tag Charity Payments:

Total teams' charity payments accrued in the 1st quarter: $104,437.29. Payments will be distributed in October 2019.
Total teams' charity amount accrued for this fiscal year-to-date: $104,437.29.

Sports Tourism, Media, Marketing & Public Relations Exposure:

Finance & Administrative Affairs:

- Director of Finance and team launched the enhanced Grant Application and informed the sports commissions of changes.
- Director of Finance and team assisted sports commissions with second-quarter grant applications, partnerships, and the post-event process.

- Director of Finance and team implemented Microsoft Teams for all staff.
- Director of Finance and team worked on reconciling the International Beach Games.
- Director of Finance and team assisted with the onboarding of the Events Administrator.

External Affairs:

- Director of External Affairs planned and coordinated an annual staff planning workshop.
- Director of External Affairs worked with EOG on securing communications from Governor for multiple requests.
- Director of External Affairs continued working with FLHSMV on specialty plate updates for 2 professional teams.
- Director of External Affairs worked with teams and FLHSMV to secure owner data for marketing new designs.
- Director of External Affairs delivered a prototype of new sports medal for Governor's approval.
- Director of External Affairs attended a workshop with FSAE.
- Director of External Affairs participated in monthly meetings with EOG Director of External Affairs.
- Director of External Affairs attended Non-profit Innovation & Optimization (NIO) Fundraising Summit.
- Director of External Affairs met with Visit Sarasota, Atlanta Braves & Art Ovation hotel on GBD sponsorship.

Sports Development:

- Director of Sports Development attended the 2019 SPORTS: The Relationship Conference in Panama City Beach.
- Director of Sports Development activated FSF sponsorship in support of Panama City Beach hosting SPORTS The Relationship Conference.
- Director of Sports Development coordinated the FSF and International Sports Convention – London 2020 partnership for our Industry Partners.
- Director of Sports Development started groundwork with ISC for the participation of FSF Industry partners at the 2020 London convention.
- Director of Sports Development had meetings Air Stream Ventures on bringing in events to Jacksonville and the state.
- Director of Sports Development conducted a planning meeting with 11 participating partners for the Florida Sports Pavilion for TEAMS 19 conference.
- Director of Sports Development worked with Tampa Bay Sports Commission for the hosting of the December 4th Round table in Tamp.
- Director of Sports Development had meetings with AMI Graphics to discuss partnership opportunities.
- Director of Sports Development attended the Connect Sports Advisory council meeting in Palm Beach County.
- Director of Sports Development continued to work on selection of host community for the 2020 Florida Sports Summit.

Website Traffic:

- *Flasports.com* September 2019 traffic for FSF's website was 5,437 visitors and 11,132-page views, with 92.73% (5,042) being new visitors. The most-visited pages included the Florida Games landing page (12.72% of site traffic), Grapefruit League Spring Training page (8.56% of site traffic), and Florida Senior Games Series Qualifiers landing page (7.43%).
- *Floridagrapefruitleague.com*: September 2019 traffic was 2,044 visitors and 4,932 page views.

Social Media:

- *@PlayInFlorida Twitter* activity created 34,100 impressions, gaining 24 followers in September 2019.
- *@PlayInFlorida* had 329 profile views, produced 36 unique tweets, and was mentioned on 31 occasions.

- *@PlayInFlorida*'s best tweet (Thanking Sheraton Sand Key Resort for being the 2019 SSG International Beach Games host) had 2,488 impressions.
- *@FlaSpringTrain Twitter* activity during September created 1,217 impressions, received 2 mentions, gained 3 followers and had 139 profile visits.
- The Florida Sports Foundation Facebook page reached 2,122 users with 4 posts during September, gaining 19 followers.
- The Sunshine State Games Facebook page reached 4,340 users with 29 posts during September, gaining 34 followers while producing 1,280 engagements.
- The Florida Senior Games Facebook page reached 903 users with 16 posts during September, gaining 16 followers while producing 337 engagements.

Media Activity & Impressions:

- Communications staff distributed 12 press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, and Grapefruit League.
- Director of Communications published two photo galleries, including Sunshine State Games events, Beach Games & Bullseye Pistol.
- Director of Communications designed and released flyer advertising the 4 FSF granted events that took place during September.
- Director of Communications worked with Brian Liotta of Levy Marketing to create 2019 FSG awards.
- Communications staff continued populating individual sport descriptions on Florida Senior Games and Sunshine State Games websites.
- Director of Communications created advertisements and flyers for individual 2019 Florida Senior Games events and posted on individual Facebook event page listings.
- Director of Communications gathered participant lists information for all September 2019 SSG & FSG Series Qualifier events.
- Director of Communications completed work with EFI IT department and ECR group to pull off-website shift from FLASports.com to PlayInFlorida.com.
- Director of Communications worked with Gary Jones of Florida Golf Alliance to distribute *Play Golf in Florida* Florida Golf Guide.
- Director of Communications produced articles, photo galleries, propaganda ads, and advertisements for 2019 SSG International Beach Games.
- Director of Communications created and submitted a full-page ad for TEAMS 19.
- Director of Communications published hotel listings and page on FSG website for 2019 event in Fort Lauderdale.
- Director of Communications announced 2019 Florida Senior Games event schedule, locations, and registration opening and distributed to previous participants, the Games community, and media.
- Director of Communications continued updates/production of the Communications Production Guide for 2019-2020.
- Director of Communications was recognized by Florida State University as a Notable Nole Alumni for 2019.
- Director of Communications partnered with Liese Abili, FSF Director of Development, to produce updated Sports Commissions and Industry Partner communication information lists and page on website.
- Director of Communications partnered with Visit St. Pete/Clearwater staff for production and signage plans for 2019 SSG International Beach Games.
- Communications staff participated in All Staff, staff retreat in Destin, Fla.
- Director of Communications met with Dr. Timothy Baghurst of FSU COACHING program to talk about SSG and FSG opportunities in the future.
- Director of Communications served as a guest speaker at the FSU Sports Management Student Association monthly meeting, taught as a guest lecturer for Dr. Jason Pappas' Leadership seminar for masters, and attended the 2019 Askew awards banquet where he was honored as a Notable Nole.

- Communications staff partnered with Florida Footage and Greg Wagner Photography to capture imagery, publish visual content, and archive the 2019 SSG International Beach Games event in Clearwater.
- Communications staff assisted with the production of 2020 Governor's Baseball Dinner promotional materials.
- Communications staff partnered with Askia Jones to create 20' x 8' conference booth creative for production for TEAMS 19 and Connect Conference.
- Communications staff partnered with WFLA NBC Channel 8 in Tampa for TV coverage of the 2019 SSG International Beach Games in Clearwater. – Diane Bonilla was the direct contact.
- Communications staff partnered with ABC Bay News 9 in Tampa for TV coverage of the 2019 SSG International Beach Games in Clearwater.
- Communications staff distributed 2019 Florida Senior Games Registration Books to prospective athletes, Local Senior Games Series Qualifiers, host facilities, and other senior advocacy organizations in Broward County to promote upcoming Games.
- Communications staff contributed an article about Gary Perigo, Florida Senior Games athlete and Series Qualifier Director, to the Elder Update, the publication of the Florida Department of Elder Affairs.

Program Initiatives:

- The President attended Becker's Women's Luncheon.
- The President conducted an FSF Strategic Update & Workshop.
- The President attended the S.P.O.R.T.S The Relationship Conference.
- The President spoke with Wayne Hogan. Re: Florida Sports Hall of Fame
- The President participated in the Wonder Women Podcast.
- The President spoke with Dana Young. Re: Visit Florida partnership
- The President spoke with Robert Skrob. Re: FADMO partnership
- The President attended the National Youth Sports Strategy.
- The President spoke with Clay Walker. Re: National Youth Sports Pledge
- The President attended the CONNECT Executive Advisory Board Meeting.
- The President attended the ICABA Career & Business Summit.
- The President conducted a staff meeting. Re: Games operations and budget
- The President attended weekly staff meetings with Enterprise Florida.
- The President conducted weekly staff meetings with the Foundation.
- The President conducted weekly staff meetings with senior staff.
- The President conducted a monthly Foundation communications meeting.

Amateur Sports:

Sunshine State Games (SSG):

- Marketing/Promotions:
  1. Staff working with Sports Directors to secure dates for SSG 2020. This is nearly 90% complete.
- Events/Developments:
  1. SSG International Beach Games were hosted at the Sheraton Sandkey Resort in Clearwater Beach, FL(Sept. 28-30). Over 1,100 attendess were present for the event.

Florida Senior Games (FSG):

- Marketing/Promotions:
  1. Staff secured all venues for the 2019 FSG in Broward County
  2. Staff is promoting our Local Senior Qualifiers that will continue through November.

- Events/Developments:
  1. Staff conducted three (3) webinars for FSG Sport Directors & Local Hosts of State Qualifiers (9/12-13) to discuss workshop topics relevant to hosting their respective local Games in 2020.

Sponsorships, Development & Fundraising Updates

Activity with <u>Current</u> Sponsors:

- The Director of Sports Development brought in a new Silver partner for $5,000 sponsorship – AMI Graphics.

Activity with Prospective Sponsors:

- Games Staff sent several proposals to potential SSG/FSG partnerships for 2019. Most of them were through the respective company's website portal.
- The Director of Sports Development is Working in Industry Partners to secure sponsorship for the Florida Pavilion at Regional Sports Accord in Fort Lauderdale
- The Director of External Affairs met with Visit Sarasota, Art Ovation Hotel & the Atlanta Braves to secure sponsorship for the 2020 Governor's Baseball Dinner.

~ End

ENTERPRISE FLORIDA

October 17, 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 the month of **September**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: $235,336. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is $916,506.16.

Grant Programs - Section 320.08058(9)(b)(1)
FYE 2019/20 Grant Program Awards: 37 first-quarter grants were awarded at $599,350. 2 major grants awarded for events that will take place in 2021 were contracted for second payments totaling $500,000.

FY-to-Date: **# of grants**: 39 **Awards**: $1,099,350 **Impact**: $189,156,185 **Visitors**: 169,400 **Jobs**: 1,993

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: $104,437.29, to be paid out in October. Total accrued this fiscal year: $104,437.29.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month: Staff secured 90% of the venues required to host the 2020 SSG events. All venue locations are confirmed for 2019 FSG. Staff attended the annual FRPA Conference to promote SSG & FSG. Three training webinars were hosted for Senior Games sport directors and host of the state qualifiers.

Notice of Payment Should be sent to:
Email: jhightower@flasports.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) 298-6638

Sales / Invoices

Sales / Invoices SALES00335
Date 9/30/2019

Florida Sports Foundation Incorporated

101 North Monroe Street
Suite 1000
Tallahassee FL 32301

Customer: Department of Economic Opportunity
Attn: Ryan Fierst
107 East Madison St. MSC-80
Caldwell Building
Tallahassee FL 32399

INV #	Customer ID	CSFA #	Service Period	Contract #
19/20-335	EFI0002	40.040	Sept 1-30, 2019	SB20-004

Description:	Amount
Pro-Tag Revenue-Sep: INV#21-32 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of September, 2019	$235,336.00

Total Due $235,336.00