October 2019
Department of Economic Opportunity
SB20-004 Monthly Deliverable

Florida Sports Foundation
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301
850.577.7212
Submitted by: Jacqueline D. Hightower

November 19, 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 **October** invoice for the payment of $252,885 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

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: Seven (7) events, with grant awards totaling $70,015, were scheduled to take place during the month, with a projected out-of-state impact of $18,616,046 and 26,293 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-three (43) 2nd Quarter grant applications were received by the October 15th deadline. The Grant Committee will meet on November 4th, and their recommendations will be presented to the FS Board of Directors at the November 14th meeting in Tampa.
- Paid Grants: During the month, $85,000 was paid to close out five (5) grants, bringing 24,501 out-of-state visitors and $31,156,985 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**. $252,885.00 is due for **October**. Total net Pro-Team Tag Revenue for the fiscal year-to-date: $1,169,391.16.

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, which will be sent out in November 2019.
Total teams' charity payments accrued in the 2nd quarter-to-date: $27,487.50, which will be sent out in January 2020.
Total teams' charity amount accrued for this fiscal year-to-date: $127,107.74.

Sports Tourism, Media, Marketing & Public Relations Exposure:

Finance & Administrative Affairs:

- Director of Finance and team worked with onboarding the Finance Manager.
- Director of Finance and team assisted sports commissions with second quarter grant applications, partnerships and the post event process.
- Director of Finance and team worked on reconciling the International Beach Games.
- Director of Finance and team worked on contracts & payments for the Florida Senior Games.
- Director of Finance and team worked on partnership contracts and invoicing with the Director of Sports Development.

External Affairs:

- Director of External Affairs attended the Destination Florida Annual Meeting.
- Director of External Affairs worked with the Miami HEAT, Tampa Bay Lightning and Miami Dolphins on securing new plate designs and promotions.
- Director of External Affairs continues to work with sponsors on planning the Governor's Baseball Dinner
- Director of External Affairs worked with vendors to plan the November Board of Directors meeting.
- Director of External Affairs participated in a vendor sponsored FAM Tour as a potential destination for FSF events.
- Director of External Affairs worked with cVent technical team on GBD ticketing application.

Sports Development:

- Director of Sports Development attended Leaders in Sports Week conference in London.
- Director of Sports Development met with the VP of Operations, Anthony Warren of Nitro Circus during London Sports Week.
- Director of Sports Development met with the CEO of The International Sports Convention, Nigel Fletcher and confirmed FSF's President and CEO as speaker.
- Director of Sports Development started groundwork with ISC for the participation of FSF industry partners at the 2020 London convention.
- Director of Sports Development hosted meetings with Swift Esports during Leaders in Sports week in London.
- Director of Sports Development finalized arrangements for the Florida Sports Foundation Pavilion at TEAMS 19 Conference.
- Director of Sports Development continued to work with Tampa Bay Sports commission for the hosting of the December 4th Roundtable in Tampa.
- Director of Sports Development had meetings with Palm Coast and Flagler Beaches as a possible site selection for the 2020 Florida Sports Summit.
- Director of Sports Development started work with Blue Porch Technology on the Florida Sports Directory and Venue Guide.
- Director of Sports Development hosted meetings with several potential new partners and sponsors for the Foundation.

Website Traffic:

- *Flasports.com* October 2019 traffic for FSF's website was 5,768 visitors and 11,625-page views, with 95.09% (5,485) being new visitors. The most-visited pages included the Grapefruit League Spring Training page (13.79% of site traffic), Florida Senior Games landing page (8.6% of site traffic), and Florida Senior Games Series Qualifiers landing page (5.78%).
- *Floridagrapefruitleague.com*: October 2019 traffic was 3,417 visitors and 8,130 page views.

Social Media:

- @*PlayInFlorida Twitter* activity created 20,600 impressions, gaining 2 followers, in October 2019.
- @*PlayInFlorida* had 174 profile views, produced 24 unique tweets, and was mentioned on 18 occasions.
- @*PlayInFlorida*'s best tweet (Highlighting its 7 granted events) had 1,364 impressions.
- @*FlaSpringTrain Twitter* activity during the month of October created 8,688 impressions, received 24 mentions, gained 8 followers and had 252 profile visits.
- The Florida Sports Foundation Facebook page reached 2,225 users with 20 posts during the month of October, gaining 30 followers.
- The Sunshine State Games Facebook page reached 1,088 users with 5 posts during the month of October, gaining 9 followers while producing 1,299 engagements.
- The Florida Senior Games Facebook page reached 2,863 users with 9 posts during the month of October, gaining 19 followers while producing 984 engagements.

Media Activity & Impressions:

- Communications staff distributed **11** 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 a photo gallery of the SSG Precision Pistol event.
- Director of Communications designed and released flyer advertising the 7 FSF granted events that took place during October.
- 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 distributed 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 November 2019 SSG sport shooting & 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 and helped with distribution communications of the new URL, email, and phone number shifts.
- Director of Communications worked with Gary Jones of Florida Golf Alliance to create and publish the Winter/Spring 2020 *Play Golf in Florida* Florida Golf Guide.
- Director of Communications created and submitted full-page ad for Host City.
- Director of Communications continued updates/production of the Communications Production Guide for 2019-2020.
- 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 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 represented FSF at the FSU Adulting 101 job fair and community service initiative.
- Communications staff assisted with production of 2020 Governor's Baseball Dinner promotional materials.
- 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.
- Director of Communications created and distributed October Newsletter.
- Director of Communications attended the Grand Opening of the Panama City Beach Sports Complex in Panama City Beach, Fla.
- Communications staff met with Volunteer Florida to partner in the volunteer outreach initiative.
- Communications staff created, distributed, and collected post-event survey for the 2019 SSG International Beach Games.
- Communications staff posted graphics, articles, and social media posts about the Grapefruit League's success in the MLB playoffs and Washington Nationals winning the 2019 World Series.
- Communications staff partnered with Maureen (Mo) Gonzalez of FINN Marketing/Media to push Media Opportunities and buyout plans for the 2019 Florida Senior Games.
- Director of Communications partnered Visit PCB and IRONMAN to publish two graphics, two media releases, and logo usage at event.
- Communications staff updated 2020 Spring Training Florida Grapefruit League schedule online.

Program Initiatives:

- The President attended 2019 Sports & Diversity Inclusion Symposium.
- 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: Destination Florida partnership
- 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 is working with Sports Directors to secure dates for SSG 2020. This is nearly 90% complete.
- Events/Developments:
  1. Several SSG shooting events (Bullseye Pistol, Bigbore/Smallbore, International Style Double Tap and Precision Pistol) took place at various locations in the Central Florida area. (Hernando and Seminole Counties)
  2. Worked to finalize a Request for Proposal (RFP) for the 2021-23 Summer Sunshine State Games

Florida Senior Games (FSG):

- Marketing/Promotions:
  1. Staff secured 99% of the required venues to host the 2019 FSG in Broward County. We are close to finalizing the cycling venue which will complete the venue criteria.
  2. We are actively promoting Local Senior Qualifiers that will continue through November.
- Events/Developments:
  1. Finalizing the Operations/Logistics Plan for this year's FSG 2019
  2. Working with local Community Advocates in Broward County for an Opening Ceremony Event (Dec. 6, 2019)
  3. Working with Humana Reps on a Celebration of Athletes Event (possibly Dec. 12, 2019)
  4. Secured all contracts for venues and sports director's for FSG 2019
  5. Staff partnered w/ Volunteer Florida to solicit local support for FSG'19. A website portal was created and itis up and running.
  6. Two workshops will be provided for local volunteers prior to and during FSG on Dec 4th and 11th

Sponsorships, Development & Fundraising Updates

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

- The Director of Sports Development secured a new Service partner as a Gold Sponsor for $5,000 sponsorship – AMI Graphics.
- The Director of Sports Development secured a new Service partner as a Gold Sponsor for $5,000 sponsorship – Caribe International.

Activity with Prospective Sponsors:

- Games Staff submitted several proposals to solicit FSG partnerships for 2019, (i.e., Costco, Publix and Walmart).
- Games Staff is working with local food operators in Broward County for possible in-kind products for FSG 2019
- The Director of Sports Development is working with Industry Partners to secure sponsorships for the Florida Sports Pavilion at Regional Sports Accord in Fort Lauderdale in December.

~ End

ENTERPRISE FLORIDA

November 19, 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 **October**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: $252,885. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is $1,169,391.16.

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 the first quarter:$104,437.29. $27,487.50 was acccured for the month of October. Total accrued this fiscal year: $127,107.74.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month: Staff worked to finalize planning for the 2019 FSG. Venue locations and personnel contracts were completed. Planning is underway for the 2020 edition of the SSG with nearly 90% of required venues and dates confirmed. Request for Proposals are being finalized for hosting the 2021-23 summer edition of the SSG.

Notice of Payment Should be sent 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

Sales / Invoices

Sales / Invoices SALES00373
Date 10/31/2019

Florida Sports Foundation Incorporated

101 North Monroe Street
Suite 1000
Tallahassee FL 32301

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

INV #	Customer ID	CSFA #	Service Period	Contract #
19/20-373	EFI0002	40.040	Oct 1-31, 2019	SB20-004

Description:	Amount
Pro-Tag Revenue-Oct: INV#33-46 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of October, 2019	$252,885.00

Total Due $252,885.00