September 23, 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 **August** invoice for the payment of **$247,871.00** is included.

This invoice, along with the included 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

September 23, 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 **August**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$247,871.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$247,871.00.**

Grant Programs - Section 320.08058(9)(b)(1)
$247,871.00 is due for **August.**
$680,698.66 for **July remains outstanding.**

FY-to-Date: **# of grants**: 0 **Awards**: 0 **Impact**: 0 **Visitors**: 0 **Jobs**: 0

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: $100,931.48 with a payment disbursement date of October 2020. Total accrued this fiscal year: $100,931.48.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, the FSG schedule is being updated to commodate the multi-city format for the upcoming festival. The SSG International Beach Volleyball event scheduled for September has been canceled.

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

2020-21 funding program agreement between the Department of Economic Opportunity and the Florida Sports Foundation

SB20-004 – Florida Sports Foundation

August 2020

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 2020-21, 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 August

Number of events occurring during the month	5
Amount of grant awards	$50,500
Projected out-of-state impact/revenue	$13,226,432
Projected number of out-of-state visitors	13,402

Economic Contributions for Granted Events closed-out during August

Grants Paid	0
Total amount expended per grant awards	$0
Out-of-state economic impact	$0
Number of out-of-state visitors	0

***** No grants were paid/closed-out during August***

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	0
Award amount	$0
Out-of-state impact	$0
Number of out-of-state visitors	0
Jobs created	0

***** No grants have been awarded yet during FY 20/21 through 08/31/2020***

Professional Sports Development Trust

$680,698.66 is due for **July 2020**. This amount is larger than normal as it includes the biennial receipts in addition to the regular monthly receipts.
$247,871.00 is due for August 2020.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$928,569.66.**

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	Month Paid Out
Quarter 1	$100,931.48	October 2020
Quarter 2	$0.00	January 2021
Quarter 3	$0.00	April 2021
Quarter 4	$0.00	July 2021
Fiscal Year-to-date	$100,931.48	

(Note: 1st 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 August the following meetings were held:

- AAU Jr Olympics
- FSF Staff Evaluations
- Greater Orlando Youth Task Force
- Industry Partner Virtual Round Table with Sports Commissions
- Florida Golf Alliance, Gary Jones
- Greater Fort Lauderdale Convention & Visitor Bureau, Ed Simon
- Seminole County Sports, Danny Trosset, Jordan Lyda, David Broussard
- Greater Fort Lauderdale Convention & Visitors Bureau EVP, Ed Simon

Team IP VP of Corporation Division, Blaine Isbell

Finance

The Finance team continues to deliver timely accounting statements, reports, vendor agreements, and payments.

Significant Meetings and Activities

- Focus is on the FY 2019/2020 annual audit.

External Affairs

Significant Meetings and Activities

- Participated in several partner and industry-related webinars to include:
  - Diligent – Board Leadership
  - Sports ETA
- Prepared and submitted DEO monthly report.
- Participated in Industry Partner Virtual Roundtable

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continued working with Blue Porch Technology on the Florida Sports Directory and Venue guide for 2020. The project is now at the testing phase.
- Completed work on the August 2020 Industry Newsletter.
- Hosted Florida Sports Industry Partner Virtual Round Table with 85 participants.
- Continued to work with the IT department to update the grant reporting process.
- Met with FSU Sports Department Chair
- Met with the Hononary Consul for the Kingdom of Netherlands to discuss the Orange Sports Forum
- Meeting with NorthStar Meeting group to discuss TEAMS 20 Conference.

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Distributed 15 press releases highlighting sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, Florida Grapefruit League, and events throughout Florida.
- Communications staff partnered with Tampa Bay Sports Commission and the Tampa Bay Super Bowl LV Host Committee for the Social QB Draft program, featuring TEAM FOREVER.
- Communications staff met with TEAM FOREVER represented about upcoming marketing push for Super Bowl LV.
- Communications staff partnered with WebMe Technologies (WMT) to successfully launch the Florida Grapefruit League website's redesign. Site debuted on August 3, 2020.
- Partnered with Games staff and Amateur Athletic Union (AAU) to cover and publicize the Junior Olympics/Sunshine State Games in Brevard County.
- Worked with EFI and Games staff on COVID-19 communications and its effects on events, announcements, and updates accordingly.
- Communications staff, in partnership with Development team, distributed its monthly newsletter.

Events and Trade Shows

- Communications staff took part in National Senior Games Association Regional and National meetings via GoToMeeting.
- Communications staff took part in National Congress of State Games 50 States check-in meeting via Zoom.

Website Traffic

- **PlayInFlorida.com**, August 2020 traffic for FSF's website was **2,254 visitors** and **5,533-page views**, with **94.98% (2,141) being new visitors**. The most-visited pages included the Florida Senior Games Series Qualifier landing page (6.84% of site traffic), Florida Sports Specialty License Plate page (6.70% of site traffic), and the About Us/Staff page (5.32% of site traffic).
- **Floridagrapefruitleague.com**, August 2020 traffic was **9693 visitors** and **1,624 page views**.

Social Media

- @PlayInFlorida Twitter activity created **17,119 impressions**, gaining **10 followers.**
- @PlayInFlorida had 8**6 profile views**, produced 24 unique tweets, and was mentioned on 7 occasions.
- @PlayInFlorida's best tweet (Celebrating #NationalTellAJokeDay) had 1,181 impressions.
- @FlaSpringTrain Twitter activity during August created 8,938 impressions, received 8 mentions, gained 2 followers, and had 81 profile visits.
- The Florida Sports Foundation **Facebook page reached 585 users** with **20 posts** during the month**, gaining 7 followers**.

- The **Florida Senior Games Facebook** page **reached 747 users** with **12 news posts** during the month, **gaining 10 followers** while producing **264 engagements**.
- The **Sunshine State Games Games Facebook** page **reached 1,286 users** with **33 posts** during the month, **gaining 13 followers** while producing **494 engagements**.

Amateur Sports

Sunshine State Games (SSG)

- The 2020 Sunshine State Games AAU Junior Olympics Beach Volleyball competition was held from July 28-August 2, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics Swimming competition was held from July 30-August 1, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics Karate competition was held on August 1, 2020.

- The 2020 Sunshine State Games AAU Junior Olympics Basketball competition was held from July 30-August 2, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics Track and Field competition was held from August 5-August 8, 2020.
- The 2020 Sunshine State Games Footgolf competition was held on August 8, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics Presidents Youth Fitness Program event was held on August 8, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics Taekwondo competition was held on August 8, 2020.
- The 2020 Sunshine State Games Archery competition was held from August 8-9, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics 7 vs. 7 competition was held from August 8-9, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics Lacrosse competition was held from August 8-9, 2020.
- The 2020 Sunshine State Games AAU Junior Olympics Soccer competition was held from August 8-9, 2020.
- International Beach Games was cancelled due to COVID-19.

Florida Senior Games (FSG)

- The 2020 Florida Senior Games has issued an Request For Proposal to relocate host city due to Covid-19.
- The Games Staff had meetings with Space Coast and Gainesville Convention Visitor Bureaus to discuss options for upcoming Florida Senior Games.
- The Games Staff is working on Sport Directors contracts.

Significant Media Activities and Meetings

- Staff held several meetings with Amateur Athletic Union (AAU) regarding the production planning for the SSG-AAU Junior Olympics in Brevard County.

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00462
Date 8/31/2020

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

Fiscal Year	Customer ID	CSFA #	Service Period	Contract #
FY 20-21	EFI0002	40.040	August 1 – 31, 2020	SB20-004

Description:	Amount
Pro Tag Rev- August 2020 Receipt Dates: 07/31/20 – 08/26/20 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates	$247,871.00

Total Due $247,871.00