August 31, 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 **July** invoice for the payment of **$680,698.66** 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

August 31, 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 **July**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$680,698.66**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$680,698.66.**

Grant Programs - Section 320.08058(9)(b)(1)
$680,698.66 is due for **July.**
$58,941.83 is outstanding for **June.**

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: $73,988.99 with a payment disbursement date of October 2020. Total accrued this fiscal year: $73,988.99.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, the SSG-AAU Jr. Olympics was launched in Brevard County. The event kicked-off with bowling, paddleboard, volleyball, and swimming. Other events will launch during August and conclude on August 8. Planning for the 2020 Florida Senior Games is ongoing.

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

July 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 July

Number of events occurring during the month	8
Amount of grant awards	$137,797
Projected out-of-state impact/revenue	$128,953,756
Projected number of out-of-state visitors	94,686

Economic Contributions for Granted Events closed-out during July

Grants Paid	21
Total amount expended per grant awards	$1,249,420
Out-of-state economic impact	$300,208,350
Number of out-of-state visitors	205,422

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 07/31/2020***

Professional Sports Development Trust

$58,941.83 is still due for **June 2020**. This amount is less than normal as a result of reaching our cap in the month of June. Due to this cap, we were unable to invoice for the full amount reported by HSMV.

$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.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$680,698.66.**

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	$73,988.99	October 2020
Quarter 2	$0.00	January 2021
Quarter 3	$0.00	April 2021
Quarter 4	$0.00	July 2021
Fiscal Year-to-date	$73,988.99	

(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 July the following meetings were held:

-
- Industry Partner Virtual Round Table with Sports Commissions
- AAU Jr Olympics/Sunshine State Games Planning & Activating
- FSF Board of Directors Member: International Speedway Corp., Frank Kelleher
- Active Policy Solutions (Government Affairs Associate) Ryan Cunius/ Terri Lakowski
- Rainey Institute Leadership, Dr. Cheri Rainey
- Gary Jones (President/CEO of Florida Golf Alliance)
- St. Pete Clearwater Sports & Events, Tim Ramsberger
- Greater Orlando Sports Commission, Jason Siegel, Chris Carmody & Jennifer Lastik
- Greater Fort Lauderdale Sports, Michael Sophia
- Chief Executive Officer at Sheraton Sand Key Resort, Russ Kimball
- Florida Golf Alliance, Gary Ewen

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.
- Assisted Sports Development with the payment of 21 grants during July 2020 and updating SalesForce.

External Affairs

Significant Meetings and Activities

- Hosted meeting with Jacksonville Jaguars on AEW specialty plate application process.
- Hosted meeting with Tampa Bay Bucs on specialty plate marketing/promotions opportunities.
- Met w/ EOG External Affairs for monthly updates.
- Participated in several partner and industry-related webinars to include:
    - FSAE
    - Diligent – Board Leadership
- Prepared and submitted DEO 4th Quarter report.
- Prepared Legislative Budget Requests (LBR) 2020-21 proposals
- 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 July and the August 2020 Industry Newsletter
- Hosted first Industry Partner Virtual Round Table event.
- Continued to work with the IT department to update the grant reporting process.
- Hosted orientation for new partners on the grant program.
- Continued to lead efforts for a successful host of AAU Junior Olympics with Sunshine State Games.
- Participated in weekly webinars for the Economic Impact Calculator organized by Tourism Economics.

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Distributed 11 press releases highlighting sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, 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 representative about the upcoming marketing push for Super Bowl LV.
- Communications staff partnered with WebMe Technologies (WMT) to successfully launch the Florida Grapefruit League website's redesign, debuting on July 3, 2020.
- Partnered with Games staff and Amateur Athletic Union (AAU) to update Sunshine State Games schedule, sport descriptions, creation of event flyers, and event posting pages on Facebook for 2020 games as changes were made due to the COVID-19 pandemic.
- 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.

Website Traffic

- **PlayInFlorida.com**, July 2020 traffic for FSF's website was **2,491 visitors** and **5,533-page views**, with **95.95% (2,390) being new visitors**. The most-visited pages included the Florida Sports Specialty License Plate page (6.23% of site traffic), the About Us/Staff page (4.83% of site traffic), and the Florida Senior Games landing page (4.28% of site traffic).
- **Floridagrapefruitleague.com**, July 2020 traffic was **928 visitors** and **1,940-page views**.

Social Media

- @PlayInFlorida Twitter activity created **6,391 impressions**, gaining **2 followers.**
- @PlayInFlorida had **64 profile views**, produced 12 unique tweets, and was mentioned on 8 occasions.
- @PlayInFlorida's best tweet (previewing the SSG Virtual Baton Twirling competition and Canoe/Kayak Marathon Championships) had 819 impressions.

- @FlaSpringTrain Twitter activity during July created 7,812 impressions, received 7 mentions, gained 10 followers, and had 62 profile visits.
- The Florida Sports Foundation **Facebook page reached 351 users** with **12 posts** during the month, **gaining 11 followers**.
- The **Florida Senior Games Facebook** page **reached 757 users** with **6 news posts** during the month, **gaining 8 followers** while producing **174 engagements**.
- The **Sunshine State Games Games Facebook** page **reached 1,920 users** with **24 posts** during the month, **gaining 21 followers** while producing **326 engagements**.

Amateur Sports

Sunshine State Games (SSG)

- The 2020 Sunshine State Games Baton Twirling competition was held on July 18-20, 2020, virtually.
- The 2020 Sunshine State Games Canoe/Kayak Marathon event was held on July 18, 2020.
- Partnership with AAU and FSF produced the AAU Junior Olympics in Brevard County, July 25-August 8, 2020.
- The 2020 Sunshine State Games Bowling Tournament was held on July 29, 2020.

Significant Media Activities and Meetings

- Staff held several meetings with Amateur Athletic Union (AAU) regarding the partnership and 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 SALES00456
Date 7/31/2020

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	July 1 – 31, 2020	SB20-004

Description:	Amount
Pro Tag Rev- July 2020 Receipt Dates: 07/07/20 – 07/29/20 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates	$680,698.66

Total Due $680,698.66