



October 22, 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 **September** invoice for the payment of **\$296,976.00** is included.

This invoice, along with the included report, is submitted per contract **SB21-004** 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



October 22, 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 **September**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **\$296,976.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$1,225,545.66**.

Grant Programs - Section 320.08058(g)(b)(1)
\$247,871.00 for August remains outstanding.
\$680,698.66 for July remains outstanding.

FY-to-Date: **# of grants:** 38 **Awards:** \$466,338 **Impact:** \$167,684,911 **Visitors:** 211,659 **Jobs:** 2,490

Florida-based charities pursuant to Section 320.08058(g)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments: The charity amount accrued for this quarter-to-date: \$133,211.49 with a payment disbursement date of October 2020. Total accrued this fiscal year: **\$133,211.49**.

Sunshine State Games (SSG) & Florida Senior Games (FSG):

During the month, a workshop was held to update Sport Directors on protocols for the 2020-21 editions of FSG and SSG. Registration opened for the 2020 Florida Senior Games Festival. A meeting was held with the 2020 FSG sponsor, Humana.

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

SB21-004 – Florida
Sports Foundation
September 2020

Florida Sports Foundation, Inc.
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Submitted by: Jacqueline D. Hightower

Table of Contents

Performance Measures	2
Economic Contributions for Granted Events during July.....	2
Economic Contributions for Granted Events closed-out during July	2
FYE 2020-21 Program Totals-to-Date	2
Professional Sports Development Trust	2
Florida’s Nine Professional Sports Team License Plate Charity Payments (Florida-based charities pursuant to section 320.08058 (9)(b)(2), Florida Statutes).....	3
Sports Tourism, Media, Marketing & Public Relations Exposure	3
Executive Program Activities.....	3
Finance	3
Significant Meetings and Activities.....	3
External Affairs	3
Significant Meetings and Activities.....	3
Events and Trade Shows	4
Sports Development	4
Significant Meetings and Activities.....	4
Events and Trade Shows	4
Partnership Activations	4
Communications	Error! Bookmark not defined.
Significant Media Activities and Meetings	Error! Bookmark not defined.
Events and Trade Shows	Error! Bookmark not defined.
Website Traffic.....	Error! Bookmark not defined.
Social Media	Error! Bookmark not defined.
Amateur Sports.....	4
Sunshine State Games (SSG).....	5
Significant Media Activities and Meetings	5
Sponsorships, Development & Fundraising	5
Activity with Current Sponsors	5
Activity with Prospective Sponsors.....	5



Monthly Activity Report

Submitted pursuant to FY 2020-21, SB21-004 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 September

Number of events occurring during the month	3
Amount of grant awards	\$21,886
Projected out-of-state impact/revenue	\$4,733,792
Projected number of out-of-state visitors	8,851

Economic Contributions for Granted Events closed-out during September

Grants Paid	7
Total amount expended per grant awards	\$102,685
Out-of-state economic impact	\$161,716,865
Number of out-of-state visitors	35,725

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	38
Award amount	\$466,338
Out-of-state impact	\$167,684,911
Number of out-of-state visitors	211,659
Jobs created	2,490

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.

\$296,976.00 is due for September 2020

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **\$1,225,545.66**

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	\$133,211.49	October 2020
Quarter 2	\$0.00	January 2021
Quarter 3	\$0.00	April 2021
Quarter 4	\$0.00	July 2021
Fiscal Year-to-date	\$133,211.49	

(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 September the following meetings were held:

- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Bill Wickett
- FSF 2020-21 1st Quarter Grant Committee Meeting
- FSF Board of Directors Meeting
- Enterprise Florida Executive Committee Meeting
- Enterprise Florida Board of Directors & Stakeholders Meeting
- Industry Partner Virtual Round Table with Sports Commissions
- FRPA Conference
- Women Final Four Bid Presentation
- Saint Thomas University President, David A. Armstrong
- Humana Head of Partnerships, Michael Miller
- Orange Bowl Committee President & CEO, Eric Poms
- AAU Jr Olympics Vice President, Rusty Buchanan
- FHSAA Associate Executive Director, Craig Damon
- Recent Sports Degree Graduate, Harrison Tancer

Finance

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

Significant Meetings and Activities

- Completion of the FY 2019/2020 annual audit.
- Assisted with grant activities related to newly awarded and paid out grants

External Affairs

Significant Meetings and Activities

- Coordinated and produced quarterly Board of Directors meeting
- Prepared Board Chair's remarks for Enterprise Florida's quarterly Board of Directors Meeting
- Hosted several Diligent training sessions with Board members
- Participated in monthly meeting with Sports ETA State Association Group
- Prepared and submitted DEO monthly report.
- Participated in monthly Industry Partner Virtual Roundtable

- Prepared and produced quarterly Board of Directors meeting

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 September 2020 Industry Newsletter.
- Hosted Florida Sports Industry Partner Virtual Round Table including Florida Lt. Governor Nunez.
- Continued to work with the IT department to update the grant reporting process.
- Met with FSU Sports Department Chair.
- Met with the Honorary Consul for the Kingdom of Netherlands to discuss the Orange Sports Forum.
- Met 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 **16** 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.
- 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.
- Communications staff participated and carried out the Florida Senior Games Sanctioning Workshop with Local Series Qualifier representatives.

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**, September 2020 traffic for FSF's website was **2,934 visitors** and **6,545-page views**, with **95.71% (2,808) being new visitors**. The most-visited pages included the About Us/Staff page (5.93% of site traffic), the Florida Sports Specialty License Plate page (5.78% of site traffic), and Florida Senior Games Series Qualifier landing page (5.45% of site traffic).
- **Floridagrapefruitleague.com**, September 2020 traffic was **2,854 visitors** and **2,378 page views**.

Social Media

- @PlayInFlorida Twitter activity created **36,200 impressions**, gaining **5 followers**.
- @PlayInFlorida had **224 profile views**, produced 29 unique tweets, and was mentioned on 11 occasions.
- @PlayInFlorida's best tweet (Honoring the Florida Senior Games Most Experienced/Aged athletes) had 3,591 impressions.
- @FlaSpringTrain Twitter activity during September created 5,022 impressions, received 3 mentions, gained 1 follower, and had 107 profile visits.
- @FlaSpringTrain's best tweet (Announcing the 2021 FGL Season Schedule) had 1,416 impressions.

- The Florida Sports Foundation **Facebook page reached 743 users with 28 posts during the month, gaining 6 followers.**
- The **Florida Senior Games Facebook page reached 1,668 users with 11 news posts during the month, gaining 17 followers** while producing **504 engagements.**
- The **Sunshine State Games Games Facebook page reached 559 users with 12 posts during the month, gaining 4 followers** while producing **124 engagements.**

Amateur Sports

Sunshine State Games (SSG)

- Announced Sport Shooting events in conjunction with registration information for other SSG events.

Florida Senior Games (FSG)

- Registration opened for the 2020 Florida Senior Games.
- The Games Staff is finalizing venues for the 2020 Florida Senior Games.
- The Games Staff is working on Sport Directors contracts.

Significant Media Activities and Meetings

- The Games Staff conducted various meetings with Pasco County, Alachua County, City of Clearwater, Brevard County, City of Orlando, and Clay County to discuss venue options.
- Games Staff conducted 3 virtual Series Qualifier Workshops providing information for 2020 Florida Senior Games and beyond.

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Games Staff met with Humana to discuss protocols for 2020 Florida Senior Games.

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Page 1/1
Sales / Invoices SALES00467
Date 9/30/2020

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	September 1 - 30, 2020	SB20-004
Description:				Amount
Pro Tag Rev- September 2020				
Receipt Dates: 08/28/20 - 09/28/20				
Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates				\$296,976.00

Total Due \$296,976.00