November 16, 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 **October** invoice for the payment of **$302,749.00** 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

November 16, 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 **October**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$302,749.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$1,528,294.66**

Grant Programs - Section 320.08058(9)(b)(1)
$296,976.00 for September remains outstanding.
$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(9)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments: The charity amount accrued for this quarter-to-date: $32,907.50 with a payment disbursement date of October 2020. Total accrued this fiscal year: **$166,118.99**.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, bids for 2021 SSG were reviewed and locations selected. Preparation for the Fall LaCrosse continued. Registration mains open for the 2020 Florida Senior Games Festival and preparation 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

SB21-004 – Florida Sports Foundation

October 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, 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 October

Number of events occurring during the month	11
Amount of grant awards	$66,469
Projected out-of-state impact/revenue	$17,512,676
Projected number of out-of-state visitors	45,124

Economic Contributions for Granted Events closed-out during October

Grants Paid	1
Total amount expended per grant awards	$1,500
Out-of-state economic impact	$230,407
Number of out-of-state visitors	792

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
$247,871.00 is due for **August 2020**.
$296,976.00 is due for **September 2020**
$302,749.00 is due for **October 2020**

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$1,528,294.66**

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	$32,907.50	January 2021
Quarter 3	$0.00	April 2021
Quarter 4	$0.00	July 2021
Fiscal Year-to-date	$166,118.99	

(Note: 2nd 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 October the following meetings were held:

- 2020-21 Super Bowl LV Host Committee Board Meeting
- 2023-2026 NCAA Championships Host City Announcement
- 2020 Florida Chamber of Commerce Future of Florida Forum
- Industry Partner Virtual Round Table with Sports Commissions
- Onpoint Sports Strategies Founder & CEO, Kevin Smith
- Orange Bowl Committee President & Chair, Sean Pittman
- Humana Head of Partnerships, Michael Miller
- Preparation call for 2021 Governors Baseball Dinner
- Tallahassee Memorial Health Care Foundation President & Chief Advancement Officer, Nigel Allen
- Rainey Leadership, Dr. Cheri Rainey
- Palm Beach County Sports Commission Executive Director, George Linley
- Florida Black Sports Hall of Fame, Debrah McCullon
- Greater Orlando Sports Commission President & CEO Jason Siegel & Senior VP of Events Jennifer Lastik

Finance

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

Significant Meetings and Activities

- Prepared Cash Analysis of grant funds for the Grant Committee
- Completion of the quarterly DEO Report
- Completion of the monthly DEO Report
- Paritipcated in the monthly Industry Partner Virtual Roundtable
- Participated in the online training session for the new NBA Royalty website

External Affairs

Significant Meetings and Activities

- Hosted application enhancement update call with Diligent representative
- Prepared and submitted DEO monthly report
- Hosted call with Miami Marlins, host location for 2021 Governor's Baseball Dinner

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 November 2020 Industry Newsletter
- Hosted Florida Sports Industry Partner Virtual Round Table
- Continued to work with the IT department to update the grant reporting process.
- Met with Skip Gilbert – CEO US Youth Soccer, guest speaker for November Round Table
- Hosted the Grant Committee meeting
- Met with Host City Sports Conference representatives
- Met with International Sports Convention representatives

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Distributed **9** 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.

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.
- Communications staff attended National Senior Games Association National Convention forums via Zoom.
- Communications staff partnered with 7 sports commissions to create talking points highlighting the NCAA Championships Hosts announcement for 2023-2026 events awarded to hosting groups in Florida.

Website Traffic

- **PlayInFlorida.com**, October 2020 traffic for FSF's website was **3,206 visitors** and **7,302-page views**, with **95.38% (3,058) being new visitors**. The most-visited pages included the Florida Senior Games landing page (8.13% of site traffic), the Florida Sports Specialty License Plate page (4.79% of site traffic), and About Us/Staff page (3.99% of site traffic).
- **Floridagrapefruitleague.com**, October 2020 traffic was **1,039 visitors** and **2,693 page views**.

Social Media

- @PlayInFlorida Twitter activity created **8,032 impressions**, gaining **3 followers.**
- @PlayInFlorida had **135 profile views**, produced 19 unique tweets, and was mentioned on 7 occasions.
- @PlayInFlorida's best tweet (Honoring Angela Suggs on National Boss Day) had 1,281 impressions.
- @FlaSpringTrain Twitter activity during October created 12,300 impressions, received 8 mentions, gained 9 followers, and had 112 profile visits.

- @FlaSpringTrain's best tweet (Previewing the 2020 World Series between Tampa Bay Rays and Los Angeles Dodgers) had 1,416 impressions.
- The Florida Sports Foundation **Facebook page reached 1,103 users** with **9 posts** during the month, **gaining 3 followers**.
- The **Florida Senior Games Facebook** page **reached 2,784 users** with **13 news posts** during the month, **gaining 21 followers** while producing **777 engagements**.
- The **Sunshine State Games Games Facebook** page **reached 507 users** with **5 posts** during the month, **gaining 6 followers** while producing **79 engagements**.

Amateur Sports

Sunshine State Games (SSG)

- Shooting sports events were held on October 10, Geneva, FL, and October 31, in New Smyrna Beach.
- Reviewed bids and awarded events to host the 21-23 Sunshine State Games to Alachua, Polk, and Clay.
- Hosted meetings with several community sports divisions on increasing events.

Florida Senior Games (FSG)

- Registration is open for the 2020 Florida Senior Games, and participants are signing up.
- All venues for the 2020 Florida Senior Games are finalized.
- The Games Staff is coordinating with the participating Host Cities.
- The Games Staff is working on Sport Director contracts.

Significant Media Activities and Meetings

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00472
Date 10/31/2020

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	October 1 – 31, 2020	SB21-004

Description:	Amount
Pro Tag Rev- October 2020 Receipt Dates: 09/30/20 – 10/28/20 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates	$302,749.00

Total Due $302,749.00