December 21, 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 **November** invoice for the payment of **$216,890.00** 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

December 21, 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 submit 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 **November**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$216,890.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$1,745,184.65**

Grant Programs - Section 320.08058(9)(b)(1)
$216,890.00 is due for November.

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: $56,482.50 with a payment disbursement date of January 2021. Total accrued this fiscal year: **$189,693.99**.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
SSG concluded its precision pistol championship event on November 1. Fervent preparations continued for the upcoming FSG Festival to be held December 5-13 in 6 counties throughout the State.

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

November 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 November 2
Economic Contributions for Granted Events closed-out during November 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 4
Significant Media Activities and Meetings 4
Events and Trade Shows 4
Website Traffic 4
Social Media 4
Amateur Sports 5
Sunshine State Games (SSG) 5
Florida Senior Games (FSG) 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 November

Number of events occurring during the month	13
Amount of grant awards	$198,908
Projected out-of-state impact/revenue	$37,220,666
Projected number of out-of-state visitors	65,842

Economic Contributions for Granted Events closed-out during November

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 paid during November*

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

$216,890.00 is due for **November 2020**

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$1,745,184.65**

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	$56,482.50	January 2021
Quarter 3	$0.00	April 2021
Quarter 4	$0.00	July 2021
Fiscal Year-to-date	$189,693.99	

(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 November the following meetings were held:

- FSF Board of Directors Member, Bill Wickett
- FHSAA Associate Executive Director, Craig Damon
- Sports ETA President & CEO, Al Kidd
- Former FSF President & CEO, Larry Pendleton
- Director, Sports & Entertainment Tourism Greater Miami Convention & Visitors Bureau, Jose Sotolongo
- Chairman of the Super Bowl LV Host Committee, Rodney Barreto
- SBLV Host Committee Monthly Board Meeting
- FSF 2020-21 2nd Quarter Grant Committee Meeting
- GO Sports - Corporate Partner Business Development Update
- FSF 2020-21 2nd Quarter Grant Committee Meeting
- Greater Orlando Youth Task Force Meeting
- Industry Partner Virtual Round Table with Sports Commissions

Finance

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

Significant Meetings and Activities

- Preparation of the Finance Updates and Talking points for the Board Meeting to be held in December
- Completion of the monthly DEO Report that relates to Finance
- Pariticpated in the monthly Industry Partner Virtual Roundtable
- Completed month end close processes for submission to EFI
- Participation in weekly calls with FSF VPO and EFI VP of Finance & Accounting

External Affairs

Significant Meetings and Activities

- Hosted call with the Orange Bowl, Ashleigh Faucette
- Prepared and submitted DEO monthly report
- Hosted call with Miami Marlins, host location for 2021 Governor's Baseball Dinner
- Hosted monthly call with EOG External Affairs
- Participated in Sports ETA State Association group call

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 December 2020 Industry Newsletter
- Hosted Florida Sports Industry Partner Virtual Round Table
- Continued to work with the IT department to update the grant reporting
- Met with representatives from the International Sports Convention
- Met with SportAccord 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 8 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.
- 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 National Convention via Zoom.

Website Traffic

- PlayInFlorida.com, November 2020 traffic for FSF's website was 4,978 visitors and 8,195-page views, with 97.49% (4,853) being new visitors. The most-visited pages included the Florida Senior Games landing page (5.88% of site traffic), the Florida Bowl Games landing page (4.78% of site traffic), and About Us/Staff page (3.56% of site traffic).
- FloridaGrapefruitLeague.com, November 2020 traffic was 922 visitors and 2,720 page views.

Social Media

- @PlayInFlorida Twitter activity created 10,200 impressions, gaining no followers.
- @PlayInFlorida had 99 profile views, produced 19 unique tweets, and was mentioned on 3 occasions.
- @PlayInFlorida's best tweet (Counting down the last month of FSG registration) had 1,229 impressions.
- @FlaSpringTrain Twitter activity during November created 4,680 impressions, received 2 mentions, gained no followers, and had 65 profile visits.
- @FlaSpringTrain's best tweet (Advocating Fan Voting of MLB Postseason awards) had 730 impressions.
- The Florida Sports Foundation Facebook page reached 1,021 users with 5 posts during the month, gaining 2 followers.
- The Florida Senior Games Facebook page reached 3,134 users with 14 news posts during the month, gaining 29 followers while producing 920 engagements.
- The Sunshine State Games Games Facebook page reached 927 users with 6 posts during the month, gaining 9 followers while producing 181 engagements.

Amateur Sports

Sunshine State Games (SSG)

- Precision pistols championship concluded on November 1

Florida Senior Games (FSG)

- Registration is open for the 2020 Florida Senior Games, and participants are signing up.
- Plans finalized for hosting Senior Games Festival in 6 counties, December 5-13.

Significant Media Activities and Meetings

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Finalized plans for 2020 Senior Games with sponsor, Humana

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00476
Date 11/30/2020

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	November 1 – 30, 2020	SB21-004

Description:	Amount
Pro Tag Rev- November 2020 Receipt Dates: 10/30/20 – 11/23/20 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates	$216,890.00

Total Due $216,890.00