



March 30, 2021

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 **February** invoice for the payment of **\$254,863.00** 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



March 30, 2021

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 **February**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **\$254,863.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$2,759,714.78**

Grant Programs - Section 320.08058(g)(b)(1)
\$254,863.00 is due for February.

FY-to-Date: **# of grants:** 120 **Awards:** \$1,977,472 **Impact:** \$535,089,128 **Visitors:** 659,626 **Jobs:** 7,760

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: \$96,982.50 with a payment disbursement date of January 2021. Total accrued this fiscal year: **\$299,969.00**.

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

Participated in site-visits for 2021 Sunshine State Games venues and worked to finalize registration platform. Secured locations and sport directors availability for 2021 Florida Senior Games Festival. Sponsorship opportunities are continuously explored with a variety of private and public entities.

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

TM

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

SB21-004 – Florida
Sports Foundation
February 2021

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 February

Number of events occurring during the month	13
Amount of grant awards	\$1,583,532
Projected impact/revenue	\$137,331.800
Projected number of visitors	119,038

Economic Contributions for Granted Events closed-out during February

Grants Paid	8
Total amount expended per grant awards	\$34,777
Economic impact	\$3,653,627
Number of visitors	8,117

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	120
Award amount	\$1,977,472
Economic impact	\$535,089,128
Number of visitors	659,626
Jobs created	7,760

Professional Sports Development Trusts\$

\$254,863.00 is due for February 2021

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **\$2,759,714.78**

Florida's Nine Professional Sports Team License Plate Charity Payments (Florida-based charities pursuant to section 320.08058 (g)(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	\$96,982.50	January 2021
Quarter 3	\$69,775.01	April 2021
Quarter 4	\$0.00	July 2021
Fiscal Year-to-date	\$299,969.00	

(Note: 3rd 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 February the following meetings were held:

- 2021 Super Bowl LV
- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Bill Wickett
- FSF Board of Directors Meeting 3rd Quarter
- Play Treasure Coast Sports Tourism President & CEO, Rick Hatcher
- FSF 2020-2021 3rd Quarter Grant Committee Meeting
- Florida Historic Capital Museum Virtual Voices & Votes Tour
- Tallahassee Ford Lincoln Partnership Meeting, James McRae
- PGA Master Professional Player Development, Anthony G. Stepney
- Rainey Leadership Learning, Dr Cheri Rainey

Finance

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

Significant Meetings and Activities

- Completion of the monthly DEO Report for areas related to Finance, Grants and Tags
- Working on project related to integrating our fixed assets into our accounting system
- Completion of January month end close processes
- Started cross-training with EFI staff on Tag Process
- Completion of final grant cash analysis for Grant Committee Meeting held 02/15/21
- Attended FSF BOD meeting held on 02/23/21
- Attended Benefits Open Enrollment meeting 02/25/21

External Affairs

Significant Meetings and Activities

- Organized and hosted the 3rd Quarter Board of Directors meeting
- Hosted partners and potential partners during the Super Bowl in Tampa, FL
- Prepared and submitted DEO monthly report
- Participated in FSF team leadership workshop
- Participated in Sports ETA State Association meeting
- Participated in benefits open enrollment meeting
- Participated in monthly meeting w/ EOG External Affairs

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Moved into Phase 3 of the Florida Sports Directory and Venue guide for FY20/21 development and testing.
- Coordinated and hosted the Grant Committee meeting
- Hosted call with representatives from Connest Sports
- Finalized the process of collecting Partnership Dues
- Worked with Games to have meetings with National Governing Bodies.
- Hosted call with Flagler Beaches for the 2021 Florida Sports Summit.
- Onboarded Visit Jacksonville as a new industry partner.

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Distributed 10,000 2021 Florida Grapefruit League Spring Training guides to highlight spring training locations as destination events to fans and Florida Visitor Centers.
- Met with the National Governing Body of the following sports to discuss partnership opportunities:
 - USA BMX
 - USA Fencing
 - USA Soccer
 - USA Triathlon
 - USA Volleyball
 - USA Archery
- Sent contracts to host Sunshine State Games to Alachua, Clay and Polk counties.
- Conducted site visit to Panama City Beach to determine if it is a potential host for International Beach Games in 2021.
- Advertised the benefits of purchasing sports related license plates at the Superbowl in Tampa, FL.

Events and Trade Shows

- Participated in monthly meetings with the National Congress of State Games and the National Senior Games Association via GoToMeeting and Zoom.

Website Traffic

- PlayInFlorida.com, February 2021 traffic for FSF's website was 5,752 visitors and 10,298 page views with 83.9% (5,614) being new visitors. The most visited pages include Florida Sports Foundation landing page (18.51%) and the Spring Training landing page (14.65%).

Social Media

- @PlayInFlorida Twitter activity created 4,903 unique impressions.
- @PlayInFlorida had 273 profile views and was mentioned on 164 occasions.
- @PlayInFlorida's best tweet, Tampa Bay Buccaneers Superbowl Victory, had 1,167 impressions
- @FlaSpringTrain Twitter activity during February created 21,300 impressions, received 63 mention(s) and had 1,901 profile visits.

- @FlaSpringTrain's best tweet (Take in a bit of Baseball history from a local in [@VisitSarasota](#). "Buck O'Neil: Right on Time," is on view through March 20 at the Robert L. Taylor Community Complex. Sponsored by the [@Orioles](#), it is on loan from the [@NLBMuseumKC](#). bit.ly/2NO4NHo pic.twitter.com/U4gjOAXnoJ) had 4,455 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Games Staff went to Panama City for site visit for prospective venues for 2021 International Beach Game.
- Opened registration for Sunshine State Games 2021.
- Fuse Registration professional development session to train Games related staff on the platform.
- Finalizing details with facilities in Alachua, Clay and Polk counties for 2021.
- Planning the Sunshine State Games 2021.
- Outlining the details for 2021 Sport Directors Meeting.
- Games Staff went to Clay County for site visit for prospective venues for Sunshine State Games 2021 Festival.

Florida Senior Games (FSG)

- Secured location for 2021 Florida Senior Games. (Broward County)
- Contacted sports directors to confirm availability for 2021 Florida Senior Games
- Planning and finalizing details for venues for 2021 Florida Senior Games in Broward County.

Significant Media Activities and Meetings

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Received commitments from Alachua, Clay and Polk counties to provide monetary and in-kind support for the 2021 Sunshine State Games. Specifics of support will be included in 2021 Host City Agreement(s).
- Secured \$5,000 sponsorship for Florida Sports Summit with Panama City Beach

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

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Sales / Invoices SALES00486
Date 2/28/2021

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 #
FY20-21	EFI0002	40.040	February 1 - 28, 2021	SB21-004
Description: Pro Tag Rev- February 2021 Receipt Dates: 01/27/21 - 02/19/21 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates				Amount \$254,863.00

Total Due \$254,863.00