February 26, 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 **January** invoice for the payment of **$387,067.13** 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

February 26, 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 **January**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$387,067.13**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$2,504,851.78**

Grant Programs - Section 320.08058(9)(b)(1)
$387,067.13 is due for January.

FY-to-Date: **# of grants**: 79 **Awards**: $1,437,953 **Impact**: $417,911,853 **Visitors**: 464,082 **Jobs**: 5,460

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: $96,982.50 with a payment disbursement date of January 2021. Total accrued this fiscal year: **$272,266.50**.

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 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

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

SB21-004 – Florida Sports Foundation

January 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 January

Number of events occurring during the month	13
Amount of grant awards	$1,247,092
Projected impact/revenue	$148,527,213
Projected number of visitors	127,064

Economic Contributions for Granted Events closed-out during January

Grants Paid	0
Total amount expended per grant awards	$0
Economic impact	$0
Number of visitors	0

** No grants were paid out in the month of January*

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	79
Award amount	$1,437,953
Economic impact	$417,911,853
Number of visitors	464,082
Jobs created	5,460

Professional Sports Development Trust

$387,067.13 is due for **January 2021**

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$2,504,851.78**

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	$96,982.50	January 2021
Quarter 3	$42,072.51	April 2021
Quarter 4	$0.00	July 2021
Fiscal Year-to-date	$272,266.50	

(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 January the following meetings were held:

- 2021 College Football Playoff National Championship
- 2021 Super Bowl LV Host Committee Board Meeting
- "Welcome Presser" SBLV Press Conference
- FSF Board of Directors Chairman, Adam Jones
- 4Front VP Innovation, Brian Gainor
- Preparation call for 2021 Governors Baseball Dinner
- Career Development with Alanna Dickey
- Greater Orlando Youth Sports Survey
- City of Miami Community Affairs Liaison, Mark Stallworth
- AAU Jr Olympics Vice President, Jennings "Rusty" Buchanan

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
- Completion of the 2nd Quarter DEO Report for areas related to Finance, Grants and Tags
- Working on project related to integrating our fixed assets into our accounting system
- Processed disposal of old assets to clean up Fixed Assets in preparation for integration
- Attended FSF All Staff meeting to discuss individual and team goals for this calendar year
- Worked with EFI accounting staff on 1099-NEC and 1099-MISC reporting
- Worked on analysis of revenues/expenses through Q2 as it relates to our Sunshine State Games and Senior Games
- Attended discussions regarding our Q3 Grant applications and providing cash analysis for our grant program
- Attended the required annual Legal, HR, and IT Security trainings (held virtually)
- Completion of the Finance Updates for the Q3 BOD Meeting

External Affairs

Significant Meetings and Activities

- Hosted partners and potential partners during the CFP in Miami,FL
- Hosted partners and potential partners during Orange Bowl in Miami, FL
- Prepared and submitted DEO monthly report

- Conducted a site visit for the 2021 Governor's Baseball Dinner location venue
- Participated in Sports ETA State Association meeting
- Participated in annual HR, legal and IT training
- 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.
- Continued to work with the IT department to update the grant reporting process.
- Hosted call with representatives from Sports ETA 2021 Symposium.
- Hosted The Honorable Consult of the Netherlands during CFP in Miami, FL.
- Presented FSF activities at the Dutch Orange Forum.
- 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

- Developed 2021 Florida Grapefruit League Spring Training guide to highlight spring training locations as destination events for fans located in and outside of the State of Florida.
- Completed and submitted timely the results of the 2020 Florida Senior Games to the National Senior Games Association.
- Updated floridaseniorgames.com with 2021 Senior Games Qualifiers.
- Advertised the benefits of purchasing sports related license plates at both the Orange Bowl and College National Championship.

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, January 2021 traffic for FSF's website was 4,587 visitors and 8,889 page views with 89.5% (4,426) being new visitors. The most visited pages include Florida Sports Foundation landing page (14.10%), Florida Bowl Games landing page (12.48%) and the Spring Training landing page (8.94%).

Social Media

- @PlayInFlorida Twitter activity created 1,800 unique impressions.
- @PlayInFlorida had 233 profile views and was mentioned on 178 occasions.
- @PlayInFlorida's best tweet had 92 impressions
- @FlaSpringTrain Twitter activity during January created 5,475 impressions, received 2 mention(s) and had 587 profile visits.

- @FlaSpringTrain's best tweet (Here's a chance to work at CoolToday Park for the 2021 Florida Spring Training season.) had 806 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Set up site visits with Alachua, Clay and Polk counties to see potential venues for Sunshine State Games 2021.
- Working on the registration platform for Sunshine State Games 2021.
- Set up 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.

Florida Senior Games (FSG)

- Secured location for 2021 Florida Senior Games. (Broward County)
- Contacted sports directors to confirm availability for 2021 Florida Senior Games

Significant Media Activities and Meetings

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Secured Host City Agreements with Pasco and Brevard counties for Florida Senior Games. Potential for $18,000 combined based on post event outcomes

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00484
Date 1/31/2021

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	January 1 – 31, 2021	SB21-004

Description:	Amount
Pro Tag Rev- January 2021 Receipt Dates: 01/01/21 – 01/27/21 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates	$387,067.13

Total Due $387,067.13