April 16, 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 **March** invoice for the payment of **$240,285.22** 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

April 16, 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 **March**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$240, 285.22**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$3,000,000.00*** (***yearly cap achieved***)

Grant Programs - Section 320.08058(9)(b)(1)
$240,285.22 is due for March.

FY-to-Date: **# of grants**: 116 **Awards**: $1,947,972 **Impact**: $521,282,014 **Visitors**: 637,238 **Jobs**: 7,497

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: $95,892.96 with a payment disbursement date of January 2021. Total accrued this fiscal year: **$326,086.95**.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
Participated in site-visits for 2021 Sunshine State Games venues and finalized calendar. Distributed press release announing opening of registration. Scheduled sports directors training for April. Secured locations and initiated sports directors contracts for the 2021 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

March 2021

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 January 2
Economic Contributions for Granted Events closed-out during January 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
- Stakeholder preparation meeting for Governors Baseball Dinner ..... **Error! Bookmark not defined.**
- Palm Beach County Sports Commission Executive Director, George Linley ..... **Error! Bookmark not defined.**

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 ..... **Error! Bookmark not defined.**
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 March

Number of events occurring during the month	13
Amount of grant awards	$204,609
Projected impact/revenue	$39,446,131
Projected number of visitors	43,232

Economic Contributions for Granted Events closed-out during March

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

- ***No grants were paid out in March***

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	116
Award amount	$1,947,972
Economic impact	$521,282,014
Number of visitors	637,238
Jobs created	7,497

Professional Sports Development Trust$

$240,285.22 is due for **March 2021**

* ***Note: We have reached our $3,000,000 CAP in the month of March***

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$3,000,000.00**

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	$95,892.96	April 2021
Quarter 4	$0.00	July 2021
Fiscal Year-to-date	$326,086.95	

**** Due to reaching our $3,000,000 CAP in the month of March, we will not be issuing any charity payments in the 4th quarter***

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 March the following meetings were held:

- FSF Board of Directors Member, Keith Tribble
- FSF Board of Directors Member, Frank Kellaher
- FSF Board of Directors Member, Jarred Diamond
- Rickards High School Athletic Director, Claudette Farmer
- OnPoint Sports Strategies Founder/CEO, Kevin Smith
- Department of Education, Tony Graham
- Greater Orlando Sports Commission, Jason Siegel
- St. Pete Clearwater Sports & Events, Tim Ramsburger
- EFI Board Meeting
- Rainey Leadership Retreat with Dr. Cheri Rainey
- SBLV Host Committee Monthly Board Meeting
- Greater Orlando Youth Sports Task Force Meeting
- TMH Board of Trustees Meeting
- Florida Sports Foundation Economic Impact Study

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 integration of our fixed assets into our accounting system
- Completion of February month end close processes
- Continued cross-training with EFI staff on Tag Process
- Started the process of consolidating bank accounts that are no longer being utilized
- Attended the Rainey Leadership Retreat with Dr. Cheri Rainey
- Attended the FSF Directors Meetings
- Attended the FSF Travel Training held by EFI
- Attended the two day EFI Virtual All Staff Meetings

External Affairs

Significant Meetings and Activities

- Attended the Rainey Leadership Retreat with Dr. Cheri Rainey

- Attended the FSF Directors Meetings
- Attended the FSF travel training held by EFI
- Attended the two day EFI virtual all staff meetings
- Hosted meeting with NASCAR on new specialty plate rollout plans
- Participated in Tourism Economics – Impact Study meeting

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continuted work on phase 3 of the Florida Sports Directory and prep for soft launch.
- Met with members of the Association of Volleyball Professionals – AVP Pro Tour
- Hosted meeting with US Sports Congress president
- Finalized the process of collecting partnership dues
- Continued to work with team on plans for the SSG International Beach Games.

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Attended Superbowl LV Host Committee Monthly Board Meeting to review preliminary economic impact of event in Hillsborough and surrounding counties
- Meeting with Florida Department of Education to discuss opportunities for engagement of youth via FSF games.
- Meeting Marc Ryker from National Senior Games Association to discuss partnership opportunities during upcoming state and national games.
- Meeting with Florida Recreation and Park Association to discuss partnership opportunities for upcoming FRPA conference (August 2021).

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.
- Participated in the bi-monthly meeting of State Associations

Website Traffic

- PlayinFlorida.com, March 2021 traffic for FSF's website was 4,607 visitors and 8,124 page views with 90.4% (4,485) being new visitors. The most visited pages include the Spring Training landing page (18.9%), Florida Sports Foundation landing page (16.85%) and the License Plate landing page (5.5%).

Social Media

- @PlayInFlorida Twitter activity created 2,462 unique impressions.
- @PlayInFlorida had 411 profile views and was mentioned on 16 occasions.
- @PlayInFlorida's best tweet, Florida Spring Training Schedule, had 137 impressions
- @FlaSpringTrain Twitter activity during March created 27,900 impressions, received 56 mention(s) and had 1,098 profile visits.

- @FlaSpringTrain's best tweet (DAY 11 of 31: 7 scheduled games, 5 day, 2 night: @Marlins v @astros is a throwback to the first game played by the Marlins on March 5, 1993 against Houston. The game was held at the Cocoa Expo Sports Complex in front of a crowd of 6,696 fans.) had 5.002 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Engaged Association of Volleyball Professional (AVP) about potential joint event at SSG International Beach Games.
- Virtual meeting with Panama City Beach Sports Commission to discuss logistics of 2021 SSG International Beach Games.
- Distributed press release announcing the opening of registration for the 2021 Sunshine State Games.
- Sent "Save the Date" to all sports directors for 2021 virtual meeting and training. (April 27-29)
- Continued planning the Sunshine State Games 2021.

Florida Senior Games (FSG)

- Contacted 2021 FSG venues to reserve locations.
- Began process of executing contracts with sports directors and venues.

Significant Media Activities and Meetings

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Contacted Humana to initiate conversations to continue sponsorship of the Florida Senior Games. Current sponsorship ended at the completion of the 2020 Senior Games.
- Renewed sponsorship from Team IP.
- Secured sponsorhsip from Panama City Beach.
- Hosted a meeting with TEAMS Sports conference for Florida Pavillion sponsorship opportunities.

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00490
Date 3/31/2021

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	March 1 – 31, 2021	SB21-004

Description:	Amount
Pro Tag Rev- March 2021 Receipt Dates: 02/24/21 – 03/26/21 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates	$240,285.22

Total Due $240,285.22