



March 9, 2022

Ms. Cory Strickland  
Department of Economic Opportunity  
107 E. Madison St., MSC-80  
Caldwell Building  
Tallahassee, FL 32399

Dear Cory:

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 **\$103,655.13** 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](mailto:jhightower@playinflorida.com).

Sincerely,

*Jacqueline*

Jacqueline D. Hightower  
**Vice President, Administration**

cc: Angela Suggs

TM



March 9, 2022

Ms. Cory Strickland  
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: **\$103,655.13**  
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$3,000,000.00**.

**Grant Programs - Section 320.08058(9)(b)(1)**  
**\$103,655.13** is due for February  
**\$370,599.00** is due for January

FY-to-Date: **# of grants:** 117 **Amount:** \$2,653,890 **Impact:** \$452,879,664 **Visitors:** 811,431 **Jobs:** 9,546

**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: \$51,549.36 with a payment disbursement date of April 2022. Total accrued this fiscal year: \$326,086.96

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

The first 2022 Sunshine State Games event, volleyball was hosted in Orlando, FL. Registration opened for all remaining events. Florida now has more than 1,400 seniors registered for the 2022 National Seniors Games which will be hosted in Broward County. Florida seniors are participating in qualifying events across the State for the 2023 National Senior Games.

**Please send notice of payment to:**

Email: [jhightower@playinflorida.com](mailto: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

Florida Sports Foundation | 101 N. Monroe Street, Suite 1000 Tallahassee, Florida 32301

Office: 850.577.7200 | Toll Free: 866.354.2637 | Fax: 850.577.7204 | Email: [info@playinflorida.com](mailto:info@playinflorida.com) | Website: [playinflorida.com](http://playinflorida.com)

2021-22 funding program agreement  
between the Department of Economic  
Opportunity and the Florida Sports  
Foundation

SB21-004 – Florida  
Sports Foundation  
**February 2022**

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 2021-22, 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	22
Amount of grant awards	\$178,072
Projected impact/revenue	\$39,903,214
Projected number of visitors	131,947

### Economic Contributions for Granted Events closed-out during February

Grants Paid	12
Total amount expended per grant awards	\$93,624
Economic impact	\$206,678,856
Number of visitors	176,810

### FY 2021-22 Program Totals-to-Date

Number of Grants Awarded	117
Award amount	\$2,653,890
Economic impact	\$452,879,664
Number of visitors	811,431
Jobs created	9,546

## Professional Sports Development Trust

\$370,599.00 is due for January 2022.

\$103,655.13 is due for February 2022.

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	\$173,802.19	October 2021
Quarter 2	\$110,875.41	January 2022
Quarter 3	\$51,549.36	April 2022
Quarter 4	\$0.00	July 2022
Fiscal Year-to-date	\$326,086.96	

## 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:

- Sports Express Outdoor Conference
- Project One Five Roundtable
- SEC Press Conference
- Honda Classic
- St. Pete/Clearwater Elite Invitational
- St. Pete/Clearwater Sports & Events, Caleb Peterson
- Palm Beach Sports Commission Executive Director, George Linley
- Orlando Economic Partnership COO & SVP Economic Development, Crystal Sircy
- Sportel Rendez-vous Executive Director, Joanna Merchie
- Pensacola Sports Marketing Manager, Domonique Whitehurst
- Rainey Leadership, Dr. Cheri Rainey
- Miami Dolphins Senior Vice President, Myles Pistorius
- Pensacola Sports Commission President & CEO, Ray Palmer
- Tourism Economics Oxford Economics Company Directors, Michael Mariano & Greg Pepitone

### 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 February month-end close processes

### External Affairs

#### Significant Meetings and Activities

- Continued planning for 3<sup>rd</sup> quarter Board of Directors meeting
- Continued planning for March Sunshine State Games event
- Met with NSGA, Jason Mountain
- Met with Orange Bowl, Ashleigh Faucette
- Met with Tourism Economics, Greg Pepitone
- Met with WMT, Pim Koondel

## Events and Trade Shows

- N/A

## Sports Development

### Significant Meetings and Activities

- Continued planning for upcoming Sportel Conference, Miami, FL
- Continued planning for 2022 Florida Sports Summit
- Met with Northstar Meeting group (Jason Gerwitz & Pete Cirello)
- Met with Kissimmee (John Poole)
- Presented to Masters Students Class – Poland – ISC
- Met with Johnnie Kena – Dutch Soccer Community FC
- Met with Connect Sports – McKitchen
- Initiated planning for upcoming Roundtable with Greater Orlando Sports
- Met with Visit Jacksonville (Sarina Wiechens)
- Met with Clay County (B. Lynn Musselman)
- Distributed the Florida Sports Foundation January/February Industry Newsletter
- Participated in the Networking Fair at the 22nd Annual Florida State University Sport Management Conference

### Partnership Activations

## Communications

### Significant Media Activities and Meetings

- Distributed printed copies of the 2022 Florida Grapefruit League Guide and posted to [floridagrapefruitleague.com](http://floridagrapefruitleague.com) website.
- Directed several media outlets to 2018 Florida Grapefruit League Economic Impact Survey, including Wall Street Journal and others, during current MLB Lockout.
- Served as volunteer media specialist at FSF granted event, the St. Pete Elite Inviational College Softball Tournament.
- Wrote preview and posted results from Sunshine State Games/AAU Grand Prix Volleyball Championships.
- Worked with Industry Partners to promote events in their areas, on FSF social media platforms, including Snowbird Classic Baseball, in Port Charlotte, a Table Tennis event in Polk County and soccer events in Orlando.
- Printed a 2022 Florida Senior Games Qualification Information card to share with Local Senior Games Qualifiers to include oin athlete goodie bags and have available at local events.
- Secured digital files of 2022 Florida Golf Guide and placed on [playinflorida.com](http://playinflorida.com) among the listing of free Florida sports guides.
- Worked with sports development staff to combine several mailing lists into one list with over 1,600 recipients to receive FSF Industry Partner Newsletter.
- Worked with National Senior Games Communications Director and Press Marketing to identify Florida athletes to feature for coverage of 2022 National Senior Games.
- Continued to update [sunshinestategames.com](http://sunshinestategames.com) as event information was completed for the 2022 Sunshine State Games.

### Events and Trade Shows

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

## Website Traffic

- PlayInFlorida.com, February 2022 traffic for FSF's website was 5,365 visitors and 8,567 page views, with 91.1% (5,237) being new visitors. The most visited pages include the Florida Sports Foundation landing page (16.09%), and the Florida Spring Training page (14.23%).
- Floridaseniorgames.com, February 2022 traffic was 3,318 visitors and 8,021 page views, with 80.8% (3,0162,819) being new visitors. The most visited pages include the FSG landing page (26.39), FSG Local Series Qualifier Schedule page (23.16%), and Florida Senior Games Results page (13.32%).
- SunshineStateGames.com, February 2022 traffic was 1,857 visitors and 4,700 page views. The most visited pages were the SSG Landing Page (16%), and All Sports Schedule page (9%).

## Social Media

- @PlayInFlorida Twitter activity created 8,271 unique impressions.
- @PlayInFlorida had 681 profile views and was mentioned on 22 occasions.
- @PlayInFlorida's best tweet FSF President Angela Suggs threw out the first pitch on the final day of the [@SPCEliteInvite](#) before the LSU/Texas Tech game, had 2,158 impressions

## Amateur Sports

### Sunshine State Games (SSG)

- Secured additional venues and directors for SSG events
- Continued to disburse and receive contracts for venues and directors for the 2022 Sunshine State Games
- Sent out budgets for sporting events
- Insurance for certain events have been requested and received
- Sunshine State Games Volleyball event in Orlando
- Donation requests for games are in process

### Florida Senior Games (FSG)

- Met with National Senior Games, Jason Mountain
- Worked on National Senior Games ad and program book letter
- Provided support for other internal amateur sports activities

## Sponsorships, Development & Fundraising

### Activity with Current Sponsors

- N/A

### Activity with Prospective Sponsors

- N/A

~ End~



# Sales / Invoices

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Sales / Invoices SALES00544  
Date 2/28/2022

## Florida Sports Foundation Incorporated

101 North Monroe Street  
Suite 1000  
Tallahassee FL 32301

**Customer:** State of FL (DEO) Rev (Tags/Qtrly)  
Attn: Cory Strickland (SB21-004)  
107 East Madison Street  
Tallahassee FL 32399

Purchase Order	Customer ID	Salesperson ID	Shipping Method	Payment Terms ID
	EFI0002			NET 30
<b>Description:</b> Pro Tag Rev - FEB22				<b>Amount</b> \$103,655.13

<b>Subtotal</b>	\$103,655.13
<b>Misc</b>	\$0.00
<b>Tax</b>	\$0.00
<b>Freight</b>	\$0.00
<b>Trade Discount</b>	\$0.00
<b>Payment</b>	\$0.00
<b>Total Due</b>	\$103,655.13