COME PLAY IN FLORIDA
PLAYINFLORIDA.COM

February 14, 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 **January** invoice for the payment of **$370,599.00** 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
Vice President, Administration

cc: Angela Suggs

February 14, 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 **January**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$370,599.00**
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$2,896,344.87.**

Grant Programs - Section 320.08058(9)(b)(1)
$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: $40,282.50 with a payment disbursement date of April 2022. Total accrued this fiscal year: $324,960.09

Sunshine State Games (SSG) & Florida Senior Games (FSG):
The team is gearing up for 2022 Sunshine State Games. The first event will take place the first weekend in March. Registration opens the week of 2/14. More than 1,300 Florida seniors have qualified and are 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 NSG.

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

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

SB21-004 – Florida Sports Foundation

January

2022

Florida Sports Foundation, Inc.
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Table of Contents

Performance Measures 2
Economic Contributions for Granted Events during January 2
Economic Contributions for Granted Events closed-out during January 2
FY 2021-22 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
Partnership Activations 4
Communications 4
Amateur Sports 5
Sunshine State Games (SSG) 5
Florida Senior Games (FSG) 5
Sponsorships, Development & Fundraising 5
Activity with Current Sponsors 5
Activity with Prospective Sponsors 5

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 January

Number of events occurring during the month	15
Amount of grant awards	$159,430
Projected impact/revenue	$58,301,413
Projected number of visitors	126,882

Economic Contributions for Granted Events closed-out during January

Grants Paid	27
Total amount expended per grant awards	$315,720
Economic impact	$92,138,378
Number of visitors	169,872

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.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: $2,896,344.87.

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	$40,282.50	April 2022
Quarter 4	$0.00	July 2022
Fiscal Year-to-date	$324,960.09	

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:

- Sports ETA Chief Executive Summit
- Alachua County Commission Meeting
- FSF Industry Partners Roundtable
- FSF Board of Directors Member, Megha Parekh
- FSF Board of Directors Member, Bryce Hollweg
- FSF Board of Directors Member, Dan Malasky
- Economics Development Senior Director, Crystal Stiles
- Miami Dolphins Senior Vice President, Myles Pistorius
- Greater Fort Lauderdale Sports, Mike Sophia
- Rivals Media Founder & CEO, John Cioe
- Gainesville Sports Commission, Joleen Cacciatore
- Huddle Group Founder/CEO, Jon Schmieder
- Greater Fort Lauderdale Sports, Mike Sophia
- Pensacola Sports Commission President & CEO, Ray Palmer
- Florida A&M University Vice President and Director of Athletics, Kortne Gosha
- Tourism Economics Oxford Economics Company Directors, Michael Mariano & Greg Pepitone

Speaking Engagement

- University of Miami Law School

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 January month-end close processes

External Affairs

Significant Meetings and Activities

- Prepared and submitted quarterly DEO report

- Met with Miami Marlins team regarding Governor's Baseball Dinner planning
- Met with Michelle Bono of Bono Communications
- Met with Cristal Cole on Amazon partnership
- Completed several professional development online trainings
- Attended FSF Industry Partner Roundtable
- Met with Charla Lucas on 2022 FRPA partnership

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Met with onsite staff for the Industry Partner Roundtable event
- Met with the International Sports Conference team
- Met with Northstar Meeting Group on TEAMS Conference
- Continued planning for upcoming Sportel Conference, Miami, FL
- Hosted an In-Person/Virtual Industry Partner Roundtable at Florida Agricultural & Mechanical University
- Began planning for 2022 Florida Sports Summit

Partnership Activations

Communications

Significant Media Activities and Meetings

- Completed results of qualified athletes for the National Senior Games
- Completed article for upcoming Florida Department of Elder Affairs, Elder Update
- Completed 2022 Florida Grapefruit League Guide
- Updated sunshinestategames.com with 2022 event information

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, January 2021 traffic for FSF's website was 6,544 visitors and 11,014 page views, with 89.3% (6,313) being new visitors. The most visited pages include the Florida Bowl Games page (19.35%), the Florida Sports Foundation landing page (14.47%), and the Florida Spring Training page (6.7%).

- Floridaseniorgames.com, January 2021 traffic was 3,127 visitors and 7,196 page views, with 76.3% (2,819) being new visitors. The most visited pages include the FSG landing page (29.69), FSG Local Series Qualifier Schedule page (21.50%), and Florida Senior Games Results page (10.77%),

- SunshineStateGames.com, January 2021 traffic was 1,322 visitors and 3,144 page views. The most visited pages were the SSG Landing Page (20%), Powerlifting page (15%), and All Sports Schedule page (10%)

Social Media

- @PlayInFlorida Twitter activity created 2,749 unique impressions.

- @PlayInFlorida had 731 profile views and was mentioned on 64 occasions.

- @PlayInFlorida's best tweet, Members of Team #PlayInFlorida representing at the @Sports_ETA Chief Executive Summit in Las Vegas, had 333 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
- Developed workplan for Spring Semester Interns

Florida Senior Games (FSG)

- Launched preparation of RFP for the 2022 Florida Senior Games
- Completed closeout and budget report for the 2021 Florida Senior Games
- Participated in the FSF Industry Roundtable Event

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Met with Amazon team on sponsor benefits and scheduling

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00530
Date 1/31/2022

Florida Sports Foundation Incorporated

101 North Monroe Street
Suite 1000
Tallahassee FL 32301

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

Purchase Order	Customer ID	Salesperson ID	Shipping Method	Payment Terms ID
	EFI0002			NET 30

Description:	Amount
Pro Tag Rev - JAN22	$370,599.00

Subtotal	$370,599.00
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$370,599.00