May 19, 2022

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

Dear Cory:

The attached monthly report is submitted per contract **SB21-004** and demonstrates that the Florida Sports Foundation, a division of Enterprise Florida, has met the minimum performance standards as outlined.

In February, the Foundation reached the maximum distribution of $3,000.000.00; thus, an invoice is not included.

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

May 19, 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 and we delighted to submit our monthly report. The following is a summary of accomplishments for **April**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$0**
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)
$0 is due for **April 2022**
$425,000 is outstanding for 3rd Quarter

FY-to-Date: **# of grants**: 168 **Amount**: $3,434,887 **Impact**: $546,004,534 **Visitors**: 1,135.483 **Jobs**: 13,359

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: $326,089.96

Sunshine State Games (SSG) & Florida Senior Games (FSG):
The team continues to prepare for 2022 Sunshine State Games. The bulk of the activities will occur in May and June. Registration is currently open. 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

April 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 BUSINESSES THAT GENERATE SIGNIFICANT ECONOMIC IMPACT AND SPORTS TOURISM FOR THE STATE.

Economic Contributions for Granted Events during April

Number of events occurring during the month	19
Amount of grant awards	$111,681
Projected impact/revenue	$86,410,176
Projected number of visitors	60,856

Economic Contributions for Granted Events closed out during April

Grants Paid	8
Total amount expended per grant awards	$5,014,443
Economic impact	$4,564,443
Number of visitors	22,912

FY 2021-22 Program Totals-to-Date

Number of Grants Awarded	168
Award amount	$3,434,887
Economic impact	$546,044,534
Number of visitors	1,135,483
Jobs created	13,359

Professional Sports Development Trust

$0 is due for **April 2022**

**** Note: We reached our $3,000,000 CAP in February***

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 **April,** the following meetings were held:

- FSF Board of Directors Member, Marcus Bach-Armas
- Florida Power and Light, Sean Helton
- Visit Florida, Dana Young
- Destinations International, Julie Holman

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 April month-end close processes

External Affairs

Significant Meetings and Activities

- Met with Bono Communications re: Amazon sponsorship
- Met with Destination International membership group
- Produced activation elements for the 2022 NSGA
- Attended the Sports ETA Women In Sports Symposium

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continued planning for the 2022 Florida Sports Summit
- Met with Jason Siegel and the Greater Orlando staff for the planning of the 4th Quarter Industry Partner Meeting
- Attended the Sports ETA Women In Sports Symposium, Minneapolis, Minnesota
- Continue to work with partners promoting the Sports Directory
- Planned a networking event for industry partners participating in Sports ETA Symposium, Fort Worth, Texas.

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued to update sunshinestategames.com as event information was completed for the 2022 Sunshine State Games.
- Continued to work with the National Senior Games Association to identify Florida Senior Games athletes for various duties (media activities, flag bearers for Celebration of Athletes) during the 2022 National Senior Games in Fort Lauderdale.
- Notified local media outlets about athletes from their area competing in the 2022 National Senior Games.
- Sent weekly press releases and email blasts to previous and potential Sunshine State Games athletes informing them about registration for the 2022 Sunshine State Games and updates about the Games.
- Began production on souvenir program for the 2022 Sunshine State Games Figure Skating Championships.
- Produced Humana Proof of Performance report for the 2021 Florida Senior Games.
- Assisted Florida's Space Coast in promoting its annual Tourism Banquet event.

Events and Trade Shows

- N/A

Website Traffic

- PlayinFlorida.com, April 2022 traffic for FSF's website was 3,402 visitors and 5,255 page views, with 89.8% new visitors. The most visited pages include the Florida Sports Foundation landing page (14.24%), the Florida Spring Training page (7.42%), and the Grants page (5.66%).
- Floridaseniorgames.com, April 2022 traffic was 3,189 visitors and 8,160 page views, with 79.8% being new visitors. The most visited pages include the FSG landing page (28.3%), FSG Local Series Qualifier Schedule page (22.5%), and Florida Senior Games Results page (11.86%).
- SunshineStateGames.com, April 2022 traffic was 3,686 visitors and 10,877 page views. The most visited pages were the SSG Landing Page 20.2), the SSG Figure Skating page (12.3%), and the All Sports Schedule page (7.1%).

Social Media

- @PlayInFlorida Twitter activity created 5,487 unique impressions.
- @PlayInFlorida had 453 profile views and was mentioned on six occasions.
- @PlayInFlorida's best tweet: Join @FLSportsCoast for its Annual Tourism Banquet, featuring Thaddeus Bullard, a.k.a WWE Global Ambassador, @TitusONeilWWE, as the keynote speaker. The Hyatt Place Wesley Chapel hosts the event on May 5, 2022, from 5:00-8:00 p.m. had 1,869 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
- Finalized medical services for events
- Placed orders for SSG event hospitality
- Assembled and shipped participant swag to local destinations

Florida Senior Games (FSG)

- Met with the United States Padel Association President, Marcos Del Pilar
- Met with Chris Frazier of the Fiesta Restaurant Group re: FSG sponsorship
- Hosted two post-event calls with Florida Senior Games Sport Directors
- Initiated the RFP process for the 2022-2024 Florida Senior Games

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~