September 30, 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 **August** invoice for the payment of **$364,510.48** 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
Matt Guse

September 30, 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 are submitting 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 **August**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$364,510.48**
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$1,255,498.13.**

Grant Programs - Section 320.08058(9)(b)(1)
$364,510.48 is due **for August**
$680,698.66 is outstanding for **July.**

FY-to-Date: **# of grants**: 0 **Awards**: 0 **Impact**: 0 **Visitors**: 0 **Jobs**: 0

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: $136,467.19 with a payment disbursement date of October 2021. Total accrued this fiscal year: $136,467.19.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, the team continued to work on planning for the International Beach Games. Vendor contracts for the event were secured and city permits applications submitted. FSG registration planning continued with registration launch set for September 1. Venue site visits and sport directors contracts were completed. A new three-year agreement was secured for FSG with current sponsor, Humana.

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

August 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 August

Number of events occurring during the month	7
Amount of grant awards	$111,302
Projected impact/revenue	$22,126,208
Projected number of visitors	37,355

Economic Contributions for Granted Events closed-out during August

Grants Paid	11
Total amount expended per grant awards	$1,448,923
Economic impact	$173,460,815
Number of visitors	130,463

FYE 2021-22 Program Totals-to-Date

Number of Grants Awarded	0
Award amount	$0
Economic impact	$0
Number of visitors	0
Jobs created	0

Professional Sports Development Trust

$890,987.65 is due for July 2021. This amount is larger than normal as it includes the biennial receipts in addition to the regular monthly receipts.
$364,510.48 is due for August 2021.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: $1,255,498.13.

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	$136,467.19	October 2021
Quarter 2	$0.00	January 2022
Quarter 3	$0.00	April 2022
Quarter 4	$0.00	July 2022
Fiscal Year-to-date	$136,467.19	

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 **August** the following meetings were held:

- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Dan Malasky
- EDI Summit
- Tallahassee Annual Community Conference
- Lauderdale Lakes Mayor Hazelle Rogers
- Hula Bowl Jason Davis
- Visit Florida Dana Young
- Federal Reserve Bank of Atlanta, Brittany Birken & Chris Oakley
- Field of Dream Sports Academy, Al Holland
- Former President & CEO of the Florida Sports Foundation, Larry Pendleton
- Connect Sports Conference
- Palm Beach County Commission Executive Director, George Linley

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 August month end close processes

External Affairs

Significant Meetings and Activities

- Attended Florida League of Cities Conference
- Met with Tourism Economics on impact study
- Met with Tampa Bay Lightning on marketing plan and redesign discussions
- Coordinated and attended CONNECT Sports Conference
- Worked with Orange Blossom Classic group sponsorship
- Continued planning of Florida Sports Summit
- Finalized venue and other logistics for 1st quarter board of directors meeting

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Implemented phase 3 of Florida Sports Directory rollout
- Preparation meeting for S.P.O.R.T.S Conference
- Continued work of the Florida Sports Summit website
- Met with the Governor of the Littoral Region in Cameroon
- Hosted the Grant Committee meeting
- Hosted preparation meeting for TEAMS 21 Conference
- Met with the Kadji Sports Academy in Cameroon
- Metg with the Director of Sports – MinSport Cameroon
- Met with PWD Soccer Club - Cameroon
- Met with Cameroon volleyball organization

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Ongoing conversations with FLDOE to develop health and fitness program intended to recognize local school districts for efforts to support the wellbeing of teachers and students.

Events and Trade Shows

- Attended Connect Sports conference in Tampa.
- Attended Florida Recreation and Parks Association annual conference.
- Participated in monthly meetings with the National Congress of State Games via GoToMeeting.

Website Traffic

- PlayinFlorida.com, August 2021 traffic for FSF's website was 5,671 visitors and 9,267 page views, with 90.8% (5,546) being new visitors. The most visited pages include the Bucs landing page (30.83%), Florida Sports Foundation landing page (12.39%) and Florida Senior Games (5.55%).
- SunshineStateGames.com, July 2021 traffic was 1,392 visitors and 3,240 page views, with 85.8% (1,318) being new visitors. The most visited pages include Sunshine State Games landing page (16.42%), All Sports Schedules (8.27%) and Beach Games (6.45%)
- Floridaseniorgames.com, August 2021 traffic was 3,769 visitors and 14,866 page views, with 76.9% (3.408) being new visitors. The most visited pages include Florida Senior Games landing page (32.36%), All Sports Schedules (22.64%) and results (6.92%).

Social Media

- @PlayInFlorida Twitter activity created 2,304 unique impressions.
- @PlayInFlorida had 184 profile views and was mentioned on 3 occasions.
- @PlayInFlorida's best tweet, Spring Training Schedule, had 503 impressions

Amateur Sports

Sunshine State Games (SSG)

- Conducted a International Beach Games 2021 planning meeting.
- Solicited vendors for the 2021 International Beach Games.
- Worked to complete the permitting process Beach Soccer and International Beach Games.
- Executed venue contracts for shooting sports

Florida Senior Games (FSG)

- Continued work to secure 2021 FSG venues.
- Continued executing contracts with sports directors and venues.
- Prepared content for the Series Qualifier Workshop.
- Toured prospective facility for Florida Senior Games 2021.
- Met with industry partner to share requirements for hosting a Florida Senior Games event.
- Hosted a meeting with Broward County to discuss support for 2021 FSG.
- Continued work with Legacy Travel to secure hotels for the 2021 Florida Senior Games.

Significant Media Activities and Meetings

N/A

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Executed new agreement with Humana keeping them as sponsor for the Florida Senior Games for 3 years.

Activity with Prospective Sponsors

N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00505
Date 8/31/2021

Florida Sports Foundation Incorporated

101 North Monroe Street
Suite 1000
Tallahassee FL 32301

Customer: State of FL (DEO) Rev (Tags/Qtrly)
Attn:Ryan Fierst
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 - AUG21	$364,510.48

Subtotal	$364,510.48
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$364,510.48