



COME PLAY IN FLORIDA

PLAYINFLORIDA.COM

January 14, 2022

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

Dear Corey:

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 **December** invoice for the payment of **\$355,580.00** 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@playin florida.com.

Sincerely,

Jacqueline

Jacqueline D. Hightower
Vice President, Administration

cc: Angela Suggs
Matt Guse

TM



January 14, 2022

Ms. Corey 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 **December**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **\$355,580.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$2,525,745.87**.

Grant Programs - Section 320.08058(g)(b)(1)
\$355,580.00 is due for December
\$295,044.00 is outstanding for November

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(g)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments: The charity amount accrued for this quarter-to-date: \$274,537.60 with a payment disbursement date of January 2022. Total accrued this fiscal year: \$274,537.60.

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

The team produced the 2021 Florida Senior Games Festival, 12-4-12 & 12/16-19, in Broward County. Over 2,000 senior athletes participated in 22 sports events. We finalized an agreement with Amazon to sponsor the 2022 Sunshine State Games. Planning for the 2022 Sunshine States Games continues.

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
December 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 2021-22, SB21-004 A3 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 December

Number of events occurring during the month	23
Amount of grant awards	\$324,036
Projected impact/revenue	\$88,714,447
Projected number of visitors	183,446

Economic Contributions for Granted Events closed-out during December

Grants Paid	3
Total amount expended per grant awards	\$14,479
Economic impact	\$1,602,549
Number of visitors	5,808

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

\$295,044.00 is due for November 2021.

\$355,580.00 is due for December 2021.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,525,745.87.

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	\$100,735.41	January 2022
Quarter 3	\$0.00	April 2022
Quarter 4	\$0.00	July 2022
Fiscal Year-to-date	\$274,537.60	

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 **December** the following meetings were held:

- 2021 Florida Senior Games
- Enterprise Florida Board of Directors & Stakeholders Meeting
- FSF Board of Directors Meeting
- Greater Orlando Sports Annual Meeting
- Orange Bowl CFP Semi-Finals
- Florida Historic Capitol Foundation Board of Directors
- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Keith Tribble
- FSF Board of Directors Member, Jarred Diamond
- FSF Board of Directors Member, Sean Flynn
- FSF Board of Directors Member, Bryce Hollweg
- ACC Commissioner, Jim Phillips
- ACC Deputy Commissioner/ Chief Financial Officer Business & Legal Affairs, Ben Tario
- ACC Deputy Commissioner/ Chief of External Affairs, Amy Yakola
- ACC Deputy Commissioner/ Chief of Internal Affairs, Brad Hostetter
- Volunteer Florida CEO, Corey Simon
- Greater Fort Lauderdale Sports, Mike Sophia
- NCAA Executive VP Regulatory Affairs, Stan Wilcox
- Big Ten Conference Commissioner, Kevin Warren
- Rivals Media Founder & CEO, John Cioe
- Orange Bowl Committee CEO, Eric Poms
- Orange Bowl Committee President & Chair, Jack Seiler
- Orange Bowl Committee, Sean Pittman
- Rainey Leadership Learning, Dr. Cheri Rainey
- Total Military Management President & COO, Kent Stermon
- Tourism Economics Oxford Economics Company Directors, Michael Mariano & Greg Pepitone
- Greater Orlando Sports Commission, Jason Siegel
- Orange Blossom Classic, Kendra Bullock-Major
- Miami Police Athletic League, Andre Barnes
- Florida Power & Light Company Sr. Director of Economic Development, Crystal Stiles

- Gray Robinson Attorneys Shareholder, Chris Robinson
- Orlando City Soccer Chief Administrative Officer and General Counsel, Caesar Lopez
- Mission Inn Resort & Club President and General Manager, Bud Beucher
- Greater Orlando Sports Advisory Board, LaTria Graham
- Greater Orlando Sports Advisory Board, Charles Hawkins
- Greater Orlando Sports Advisory Board, Jesse Martinez
- Greater Orlando Sports Advisory Board, Justin Williams
- Greater Orlando Sports Advisory Board, Mike Millay
- Coca-Cola Beverages Florida, Derek Frederickson

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 December month-end close processes

External Affairs

Significant Meetings and Activities

- Produced FSF Quarterly Board of Directors meeting, Dec. 7
- Staffed the 2021 Florida Senior Games Pickleball Tournament
- 2021 Orange Bowl planning meetings
- 2022 Governor's Baseball Dinner planning meetings
- Prepared EFI Sports Update for quarterly board meeting
- Teleconference meeting with iHeart Media, Leon Williamson
- Reviewed and submitted evaluation of World Golf Hall of Fame annual certification
- Meetings w/ EOG External Affairs

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Attended US Sports Congress
- Met with Visit Lake – Steven Clenney
- Met with Nigel Fletcher – CEO International Sports Convention
- Closed out 2021 Florida Sports Summit paperwork and reports
- Planning for January 2022 Industry Partner Roundtable event
- Started planning for the FSF industry partner newsletter
- Hosted potential rights holders at Orange Bowl
- Met with Mike Sophia – Visit Laurderdale
- Met with Mark Riker – National Senior Games
- Met with Mat Ratner – Greater Miami CVB

Partnership Activations

- Initiated talks with professional sports teams for Sportel Conference sponsorship

Communications

Significant Media Activities and Meetings

- Worked with Growing Bolder for feature stories/ideas, prior to and on-site, at the 2021 Florida Senior Games
- Worked with ad agency for Kohler, sponsor of National Senior Games, for story ideas prior to 2021 Florida Senior Games
- Worked with ad agency for Humana to identify Florida Senior Games athletes for national publications
- Distributed daily updates to Florida and Senior-oriented media outlets, industry partners, Florida Senior Games Local Qualifiers staff and Sport Directors, during the 2021 Florida Senior Games

Events and Trade Shows

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

Website Traffic

- PlayInFlorida.com, December 2021 traffic for FSF's website was 16,570 visitors and 22,284 page views, with 90.3% (16,373) being new visitors. The most visited pages include the Florida Bowl Games page (67.94%), Florida Sports Foundation landing page (6.3%), the and the Bucs landing page (2.8%).
- Floridaseniorgames.com, December 2021 traffic was 7,709 visitors and 37,087 page views, with 70.7% (6,611) being new visitors. The most visited pages include Florida Senior Games Results page (20.5%), FSG landing page (20.4%), Pickleball (9.9%) and All Sports Schedules (9.5%) and Track and Field (4.87%).

Social Media

- @PlayInFlorida Twitter activity created 2,263 unique impressions.
- @PlayInFlorida had 685 profile views and was mentioned on 63 occasions.
- @PlayInFlorida's best tweet, By the Numbers at the Florida Senior Games, had 200 impressions
- During December, while the Florida Senior Games were taking place, the FSG Facebook page featured 31 total posts with a reach of 5,085 viewers.

Amateur Sports

Sunshine State Games (SSG)

- Secured additional venues and directors for SSG events
- Initiated contracts for venues and directors for 2022 Sunshine State Games
- Developed workplan for Spring Semester Interns
- Continued work on securing remaining dates and locations for SSG events

Florida Senior Games (FSG)

- Produced the Florida Senior Festival, December 4-12, 2021 & December 16-19, 2021
- Finalized development of 2022-2024 RFP for Florida Senior Games locations
- Met with Broward County Senior Games Coordinator
- Visited Horseshoe Sports Director at the Horseshoe venue re: future FSG opportunities

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Publix Supermarket donated \$250 to Florida Senior Games

Activity with Prospective Sponsors

- Finalized agreement with SSG Title Sponsor, Amazon, for 2022 Florida Sunshine State Games.

~ End~

Sales / Invoices

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Sales / Invoices SALES00526
Date 12/31/2021

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: Pro Tag Rev - DEC21				Amount \$355,580.00

Subtotal	\$355,580.00
Misc	\$0.00
Tax	\$0.00
Freight	\$0.00
Trade Discount	\$0.00
Payment	\$0.00
Total Due	\$355,580.00