August 31, 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 **July** invoice for the payment of **$890,987.65** 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

August 31, 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 **July**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$890,987.65**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$890,987.65.**

Grant Programs - Section 320.08058(9)(b)(1)
$890,987.65 is due 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: $96,846.48 with a payment disbursement date of October 2021. Total accrued this fiscal year: $96,846.48.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, the team finalized logistics and planning for the August International Beach Games event. FSG venues were secured and worked directly with the NSG staff on 2022 event planning for Broward County. We continued to develop a new workshop for series qualifier workshop.

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

Phone: (850) 577-7212

2020-21 funding program agreement between the Department of Economic Opportunity and the Florida Sports Foundation

SB21-004 – Florida Sports Foundation

July 2021

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

Submitted by: Jacqueline D. Hightower

Table of Contents

Performance Measures 2
Economic Contributions for Granted Events during July 2
Economic Contributions for Granted Events closed-out during July 2
FYE 2020-21 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 3
Sports Development 4
Significant Meetings and Activities 4
Events and Trade Shows 4
Partnership Activations 4
Communications 4
Amateur Sports 5
Sunshine State Games (SSG) 5
Florida Senior Games (FSG) 5
Significant Media Activities and Meetings 5
Sponsorships, Development & Fundraising 5
Activity with Current Sponsors 5
Activity with Prospective Sponsors 5

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 July

Number of events occurring during the month	21
Amount of grant awards	$263,766
Projected impact/revenue	$58,258,285
Projected number of visitors	107,422

Economic Contributions for Granted Events closed-out during July

Grants Paid	26
Total amount expended per grant awards	$320,217
Economic impact	$80,212,789
Number of visitors	106,289

FYE 2020-21 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.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: $890,987.65.

Florida's Nine Professional Sports Team License Plate Charity Payments

(Florida-based charities pursuant to section 320.08058 (9)(b)(2), Florida Statutes)

Quarter 1	$96,846.48	October 2021
Quarter 2	$0.00	
Quarter 3	$0.00	
Quarter 4	$0.00	
Fiscal Year-to-date	$0.00	

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 **July** the following meetings were held:

- Florida Association of Counties Conference
- NACO (National Fitness Foundation)
- Industry Partner Virtual Round Table
- UCF Assistant Athletics Director, Malik Thomas
- Clash-USA, Bill Christy, Jessica Houser, Caitlin Canderan
- Visit Space Coast, Erinn Strako, Peter Crains, Brian Blanchard
- 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 July month end close processes
- FY 20/21 financial audit

External Affairs

Significant Meetings and Activities

- Coordinated and attended Florida Association of Counties Conference
- Participated in SLP audit entrance conference
- Worked with Tampa Bay Buccaneers on new specialty plate promotions campaign
- Met with Tampa Bay Lightning on marketing plan and redesign discussions
- Met w/ WMT team on marketing plan
- 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
- Onboarded two new board of directors

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Negotiated and concluded our participation for Connect Sports
- Worked with EFI accounting on updating grant processing protocols
- Met with Tourism Economics on economic impact study updates
- Met with Action Face & TeamIP for Connect Sports partnership
- Met with Hammock Beach event planning team on Florida Sports Summit – November 2021
- Met with Visit Space Coast for major grant training
- Produced and delivered Industry Partner Newsletter

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Meeting with FLDOE to discuss opportunities for coordination in the areas of youth fitness and mentorship.

Events and Trade Shows

- Attended and presented at Florida Association of Counties Annual Conference. Presented information on the FSF grant program and targeted communities that do not currently have resources dedicated to sports tourism.
- Participated in monthly meetings with the National Congress of State Games via GoToMeeting.
- Participated in the National Senior Games Association Annual Meeting via Zoom.

Website Traffic

- PlayinFlorida.com, July 2021 traffic for FSF's website was 4,402 visitors and 8,523 page views, with 87.8% (4,145) being new visitors. The most visited pages include the Florida Sports Foundation landing page (22.16%), NASCAR (6.31%) and Florida Senior Games (4.75%).
- SunshineStateGames.com, July 2021 traffic was 2,350 visitors and 5,782 page views, with 82.3% (2,151) being new visitors. The most visited pages include Sunshine State Games landing page (25.42%), Beach Games (7.21%) and All Sports Schedules (6.55%)
- Floridaseniorgames.com, July 2021 traffic was 3,204 visitors and 11,389 page views, with 78.8% (2,947) being new visitors. The most visited pages include Florida Senior Games landing page (30.90%), All Sports Schedules (22.13%) and results (6.61%).

Social Media

- @PlayInFlorida Twitter activity created 5,012 unique impressions.
- @PlayInFlorida had 412 profile views and was mentioned on 3 occasions.
- @PlayInFlorida's best tweet, Congratulations Tampa Bay Lightning had 1,124 impressions

Amateur Sports

Sunshine State Games (SSG)

- Conducted a meeting with Chris O'Brien discussing upcoming International Beach Games 2021.
- Contacted vendors to be in attendance for the 2021 International Beach Games.
- Completing the permitting process for the Beach Soccer event for International Beach Games.
- Executed venue contracts for shooting sports for upcoming Sunshine State Games cycle.

Florida Senior Games (FSG)

- Working to secure 2021 FSG venues.
- Continuing the process of executing contracts with sports directors and venues.
- Creating content for the Series Qualifier Workshop.
- Met with sport director Andy Bernstein to tour a prospective facility for Florida Senior Games 2021.
- Initiated a meeting with Consuello Sanchez regarding requirements to host a future Florida Senior Games.
- Conducted a meeting with Director of Parks and Recreation of Broward County to discuss support for 2021 activities.
- Working with Legacy Travel to secure hotels for the 2021 Florida Senior Games.
- Communicated with National Senior Games staff on providing support for 2021 Florida Senior Games and 2022 National 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 SALES00503
Date 7/31/2021

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 - July21	$890,987.65

Subtotal	$890,987.65
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$890,987.65