COME PLAY IN FLORIDA
PLAYINFLORIDA.COM

April 13, 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

April 13, 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 **March**:

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 **March 2022**
$103,655.13.00 is outstanding for February

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

March 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 BUSINESS THAT GENERATE SIGNIFICANT ECONOMIC IMPACT AND SPORTS TOURISM FOR THE STATE.

Economic Contributions for Granted Events during March

Number of events occurring during the month	17
Amount of grant awards	$497,299
Projected impact/revenue	$58,443,256
Projected number of visitors	113,392

Economic Contributions for Granted Events closed-out during March

Grants Paid	8
Total amount expended per grant awards	$107,442
Economic impact	$24,693,599
Number of visitors	70,944

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 **March 2022**

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

$103,655.13 is outstanding for February 2022

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 **March** the following meetings were held:

- Florida Sports Foundation Q3 Board of Directors Meeting
- Sportel (Miami) Conference
- Soccerex Americas
- FSF Board of Directors Member, Nyea Sturman
- Sportel Rendez-vous Executive Director, Joanna Merchie
- Tourism Economics Oxford Economics Company Directors, Michael Mariano & Greg Pepitone
- Greater Orlando Sports Commission, Jason Siegel
- Greater Miami Convention and Visitors Bureau, Joe Sotolongo
- Greater Miami Convention and Visitors Bureau, Matt Ratner
- Orange Blossom Classic, Kendra Bullock-Major
- Gadsden County Administrator, Ed Dixon
- Assistant Gadsden County Administrators, Georgette Daniels
- Florida Power and Lights, Sean Helton
- Huddle Group Founder/CEO, Jon Schmeider
- Minnesota Vikings Football Partnership Activation and Special Programs Vice President, Tanya Dreesen
- Suite Experience Group Team and Venue Partnership Vice President, Candy Fuzesy
- Palm Beach County Sports Commission, Michael Zeff
- State Farm, Tonya Baker
- City of Miami Gardens, Mayor Rodney Harris
- City of Miami Gardens, Vernita Nelson
- CONCACAF, Heidi Pellerano
- Miami Police Athletic League, Andra Barnes
- Miami Dolphins, Marcus Bach-Armas
- Louisiana Office of Tourism, Will Bloom
- Louisiana Office of Tourism, Marie Stagg

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 March month-end close processes

External Affairs

Significant Meetings and Activities

- Produced 3rd quarter Board of Directors Meeting
- Produced SSG Cycling event, Miami
- Produced activation elements for the 2022 NSGA
- Met with NSGA, Operations & Volunteer Directors
- Met with Palm Beach County for facilities application
- Met with WMT, Pim Koondel

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Sponsored and manned the FSF booth International Sports Convention
- Continued planning for the 2022 Florida Sports Summit
- Met with David Timms (Chelsea Football Club)
- Met with Robert Datnow – Sports Consultancy
- Met with Philippe Bourdarias – One Plan
- Attended Sportel Sports Conference, *an FSF sponsored event*
- Attended Soccerex, *an FSF sponsored event*
- Met with Steve Shilling – EDP
- Met with Ariel Garcia – Quality
- Met with Connect Sports
- Hosted FSF Grant Committee Meeting
- Attended SportsETA Women's Symposium

Partnership Activations

Communications

Significant Media Activities and Meetings

- Continued to update sunshinestategames.com as event information was completed for the 2022 Sunshine State Games.
- Continued to mail copies of the 2022 Florida Spring Training Guides to individual requestors.
- Compiled daily attendance figures for the 2022 Florida Grapefruit League season once games began on March 17.
- Served as Master of Ceremonies for 2022 Capital City Senior Games Celebration of Athletes.
- 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.
- Supplied Come Play in Florida ad for the 2022 National Senior Games commemorative program.
- Launched 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.
- Provided feedback for the Roger Dean Chevrolet Stadium Renovation Certification Application.

Events and Trade Shows

- N/A

Website Traffic

- PlayinFlorida.com, March 2022 traffic for FSF's website was 7,152 visitors and 11,112 page views, with 91.9% new visitors. The most visited pages include the Florida Spring Training page (22.7%), the Florida Sports Foundation landing page (12.3%), and the License Plate page (6.3%).
- Floridaseniorgames.com, March 2022 traffic was 3,082 visitors and 7,807 page views, with 79.9% being new visitors. The most visited pages include the FSG landing page (27.0%), FSG Local Series Qualifier Schedule page (25,5%), and Florida Senior Games Results page (9.6%).
- SunshineStateGames.com, March 2022 traffic was 2,705 visitors and 7,157 page views. The most visited pages were the SSG Landing Page 29.7), All Sports Schedule page (7.29%), and the SSG Figure Skating page (6.5%).

Social Media

- @PlayInFlorida Twitter activity created 6,372 unique impressions.
- @PlayInFlorida had 897 profile views and was mentioned on 41 occasions.
- @PlayInFlorida's best tweet Avoid on-site registration lines and register online today for the Sunshine State Games Cycling Event, Sunday, March 6, in Miami Gardens. Cyclists of all ages and skill levels can ride 10, 20, and 40K. It's a kickoff event for @jazzgardens, had 662 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
- Secured insurance for relative SSG events
- Submitted donation requests for SSG events

Florida Senior Games (FSG)

- Met with FootGolf CEO, Laura Balestrini
- Met with Leadership of Kappa Alpha Psi Health Commission and Senior Kappas on marketing/promoting Florida Senior Games to their membership
- Participated in 6 recap phone calls with Sports Directors from Florida Senior Games

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~