December 27, 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 **November** invoice for the payment of **$295,044.00** 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@playinflorida.com.

Sincerely,

Jacqueline

Jacqueline D. Hightower
Vice President, Administration

cc: Angela Suggs
Matt Guse

December 27, 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 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 **November**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$295,044.00**
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$2,170,165.86.**

Grant Programs - Section 320.08058(9)(b)(1)
$295,044.00 is due for November

FY-to-Date: **# of grants**: 61 **Amount**: $1,739,850 **Impact**: $216,756,501 **Visitors**: 395,221 **Jobs**: 4,650

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: $246,027.60 with a payment disbursement date of October 2021. Total accrued this fiscal year: $246,027.60.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
The team hosted 120 Florida Sports Summit attendees in Flagler County during the month. Florida Senior Games registration closed on 11/15, and final event preparations concluded. Administrative processes for finalizing Amazon's sponsorship of the Sunshine State Games and event planning continued.

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

November 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 November 2
Economic Contributions for Granted Events closed-out during November 2
FY 2021-22 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 4
Sports Development 4
Significant Meetings and Activities 4
Partnership Activations 4
Communications 4
Amateur Sports 4
Sunshine State Games (SSG) 4
Florida Senior Games (FSG) 4
Sponsorships, Development & Fundraising 5
Activity with Current Sponsors 5
Activity with Prospective Sponsors 5

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 November

Number of events occurring during the month	17
Amount of grant awards	$168,182
Projected impact/revenue	$29,678,436
Projected number of visitors	87,666

Economic Contributions for Granted Events closed-out during November

Grants Paid	18
Total amount expended per grant awards	$228,418
Economic impact	$113,620,452
Number of visitors	174,332

FY 2021-22 Program Totals-to-Date

Number of Grants Awarded	61
Award amount	$1,739,850
Economic impact	$216,756,501
Number of visitors	395,221
Jobs created	4,650

Professional Sports Development Trust

$295,044.00 is due for November 2021.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: $2,170,165.86.

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	$72,225.41	January 2022
Quarter 3	$0.00	April 2022
Quarter 4	$0.00	July 2022
Fiscal Year-to-date	$246,027.60	

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 **November** the following meetings were held:

- FSF 2021 Sports Summit
- Greater Orlando Youth Task Force
- Senior Games Preparations
- Rockstar Promotions Beach Volleyball Tour, Alex Kutsy
- US Youth Soccer Director of Competition and Event Operations, Chris Webb
- CEO of the National Basketball Association, Will Waller
- USAV/ USA Volleyball President & CEO, Jamie Davis
- Pensacola Sports Commission President & CEO, Ray Palmer
- Palm Beach Sports Commission Executive Director, George Linley
- UFC Champion Francis Ngannou
- TEAM IP, Blaine Isbell
- Gainesville Sports Commission, Joleen Cacciatore

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 November month-end close processes

External Affairs

Significant Meetings and Activities

- 2021 Florida Sports Summit preparations and production
- Submitted Orange Bowl CFP Semifinal advertisement
- Interviews for FSF Finance Director position
- Meeting with WGHOF on 2022 Induction Ceremony
- Teleconference meeting with CFP Semifinal team
- Attended FSAE Roundtable event
- Meeting w/ EOG External Affairs
- 2021 GBD planning

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Hosted the Annual Florida Sports Summit
- Attended Sports ETA
- Meeting with Pensacola Sports – Ray Palmer
- Meeting With Nigel Fletcher – CEO International Sports Convention
- Florida Sports Summit Suverys & Debrief
- Close out of 2021 Florida Sports Summit paperwork and reports

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Follow up meeting with Amateur Athletic Union on opportunities to collaborate during Florida Sunshine State 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, November 2021 traffic for FSF's website was 11,331 visitors and 17,352 page views, with 89.1% (11,154) being new visitors. The most visited pages include the Florida Sports Foundation landing page (31.63%), the Florida Bowl Games page (31.28%), and the Bucs landing page (3.52%).
- Floridaseniorgames.com, November 2021 traffic was 7,472 visitors and 31,283 page views, with 74.9% (6,629) being new visitors. The most visited pages include the Florida Senior Games landing page (23.95%), All Sports Schedules (12.40%), and Florida Senior Games Registration (6.57%).

Social Media

- @PlayInFlorida Twitter activity created 7,456 unique impressions.
- @PlayInFlorida had 1,240 profile views and was mentioned on 15 occasions.
- @PlayInFlorida's best tweet, Jackie Robinson, had 1,041 impressions

Amateur Sports

Sunshine State Games (SSG)

- Attended Florida Sports Foundation Summit and connected with NGBs and rights holders regarding 2022 Sunshine State Games participation
- Secured additional venues and directors for SSG events
- Initiated contracts for venues and directors for the 2022 Sunshine State Games.

Florida Senior Games (FSG)

- Closed registration for 2021 Florida Senior Games on November 15th. Games will be contested in Broward County from December 2-12, 2021.

- Finalized development of 2022-2024 RFP for Florida Senior Games location.
- Responded to calls and emails concerning the 2021 Games.
- Finalized venues and logistics for the 2021 Games.

Sponsorships, Development & Fundraising

Activity with Current Sponsors

Activity with Prospective Sponsors

- Continued conversations with SSG Title Sponsor, Amazon, for 2022 Florida Sunshine State Games

~ End~

Sales / Invoices

Sales / Invoices SALES00519
Date 11/30/2021

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 - NOV21	$295,044.00

Subtotal	$295,044.00
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$295,044.00