November 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 **October** invoice for the payment of **$276,141.74** 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

November 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 **October**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$276,141.76**
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$1,875,121.87.**

Grant Programs - Section 320.08058(9)(b)(1)
$276,141.74 is due for October
$343,482.00 is outstanding for **September**
$364,510.48 is outstanding for **August**
$680,698.66 is outstanding for **July**

FY-to-Date: **# of grants**: 61 **Amount**: $1,739,850 **Impact**: $216,756,501 **Visitors**: 395,211 **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: $30,015.41 with a payment disbursement date of October 2021. Total accrued this fiscal year: $203,817.60.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, the team continued registration push for the December FSG Festival and finalized logistics for the upcoming event. Additionally, National Governing Bodies (NGBs) were contacted in reference to hosting multiple sports events in conjunction with the 2022 SSG. RFPs were submitted for 2022 SSG events.

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

October 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 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 October

Number of events occurring during the month	19
Amount of grant awards	$138,233
Projected impact/revenue	$24,536,752
Projected number of visitors	81,439

Economic Contributions for Granted Events closed-out during October

Grants Paid	1
Total amount expended per grant awards	$1,250
Economic impact	$344,482
Number of visitors	1397

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

$276,141.74 is due for October 2021
$343,482.00 is due for September 2021.
$364,510.48 is outstanding for August 2021.
$890,987.65 is outstanding 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: $1,875,121.87.

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	$30,015.41	January 2022
Quarter 3	$0.00	April 2022
Quarter 4	$0.00	July 2022
Fiscal Year-to-date	$203,817.60	

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 October the following meetings were held:

- Sportel (Monaco) Conference
- S.P.O.R.T.S. The Relationship Conference
- Sports ETA Conference
- SWAC Commissioner, Charles McClelland
- AAU Vice President, Rusty Buchanan
- Montgomery Chamber Senior National Sales Manager, Aquan Robinson
- Coastal Mississippi Sports & Events Development Manager, Marquez Singleton
- Greater Miami Convention and Visitors Bureau, Joe Sotolongo
- Total Military Management President & COO, Kent Stermon
- Florida A&M University Vice President and Director of Athletics, Kortne Gosha
- ESL Gaming Vice President, Richard Jakab
- Blast E-sports VP of Distribution & Programming, Alexander Lewin
- She Sports Switzerland Chairman, Marisa Reich
- America's Cup Managing Director, Steven Nuttal
- International Sports Convention Project Manager, Oscar Ponti

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 October month-end close processes

External Affairs

Significant Meetings and Activities

- Meeting with iHeart Media
- Sports Summit planning meetings
- 2022 Governor's Baseball Dinner planning meeting
- Meeting with WGHOF on 2022 Induction Ceremony
- Submitted AD for Florida Trend magazine
- Attend FSAE Roundtable event
- Teleconference meeting with WMT

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Prepared for attendance and sponsorship of the S.P.O.R.T.S Conference
- Hosted multiple planning meetings for the Florida Sports Summit
- Attended TEAMS 21 sports conference and managed the Team Florida booth
- Held meetings with the Ministry of Sports – Cameroon, the US Embassy – Cameroon, and Cameroon Volleyball
- Held sponsorship opportunity meetings with Connect Sports and Team Travel Source

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Received proposal from FLDOE on fitness challenge and how FLDOE and FSF can coordinate to engage K-12 students and educators throughout Florida. Additional meetings scheduled to continue refinement of plan.
- 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, October 2021 traffic for FSF's website was 6,194 visitors and 11,300 page views, with 89.6% (6,027) being new visitors. The most visited pages include the Florida Sports Foundation landing page (20.33%), the Florida Bowl Games page (13.54%) and the Bucs landing page (8.51%).
- Floridaseniorgames.com, October 2021 traffic was 5,489 visitors and 27,222 page views, with 72.3% (4,799) being new visitors. The most visited pages include Florida Senior Games landing page (32.77%), All Sports Schedules (16.30%) and Florida Senior Games Registration (6.58%).

Social Media

- @PlayInFlorida Twitter activity created 2,525 unique impressions.
- @PlayInFlorida had 184 profile views and was mentioned on 2 occasions.
- @PlayInFlorida's best tweet, FSF Sports Summit, had 627 impressions

Amateur Sports

Sunshine State Games (SSG)

- Contacted NGBs of multiple sports to gauge interest in hosting events in Florida. NGBs contacted represented handball, light saber, rock climbing and beach rugby.
- Continue to work with Clay county to confirm the dates for the 2022 Sunshine State Games.
- Secured additional venues and directors for SSG events throughout the state in 2022.

Florida Senior Games (FSG)

- Continued registration push via social and traditional media venues. Games will be contested in Broward County December 2-12, 2021.
- Began 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

- Secured $2,500 Florida Sports Summit sponsorship from CONNECT Sports
- Secured $5,000 Florida Sports Summit sponsorship from Visit Jax
- Secured $2,500 Florida Sports Summit sponsorship from TEAM IP

Activity with Prospective Sponsors

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

~ End~

Sales / Invoices

Sales / Invoices SALES00514
Date 10/31/2021

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 - OCT21	$276,141.74

Subtotal	$276,141.74
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$276,141.74