



November 15, 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 **September** invoice for the payment of **\$343,482.00** 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](mailto:jhightower@playinflorida.com).

Sincerely,

*Jacqueline*

Jacqueline D. Hightower  
**Vice President, Administration**

cc: Angela Suggs  
Matt Guse



November 15, 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 **September**:

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

**Professional Sports Development Trust Fund:** Tag revenue due for the month: **\$343,482.00**  
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$1,598,980.13**.

**Grant Programs - Section 320.08058(9)(b)(1)**  
**\$343,482.00 is due 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:** \$215,917,290 **Visitors:** 390,982 **Jobs:** 4,600

**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: \$173,802.19 with a payment disbursement date of October 2021. Total accrued this fiscal year: \$173,802.19.

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

During the month, the team met with representatives in Alachua, Polk, Clay and Hillsborough Counties on hosting upcoming SSG events and secured SSG sponsorship with Amazon. Opened 2021 FSG registration for December Festival and hosted workshop for Sports Directors.

**Please send notice of payment to:**

Email: [jhightower@playinflorida.com](mailto:jhightower@playinflorida.com)

Florida Sports Foundation, Inc., a division of Enterprise Florida, Inc.

**ATTN: Jacqueline D. Hightower**

101 North Monroe Street, Suite 1000

2021-22 funding program agreement  
between the Department of Economic  
Opportunity and the Florida Sports  
Foundation

SB21-004 – Florida  
Sports Foundation  
**September 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 September

Number of events occurring during the month	6
Amount of grant awards	\$68,388
Projected impact/revenue	\$8,481,858
Projected number of visitors	52,653

### Economic Contributions for Granted Events closed-out during September

Grants Paid	1
Total amount expended per grant awards	\$3,757
Economic impact	\$265,528
Number of visitors	307

### FY 2021-22 Program Totals-to-Date

Number of Grants Awarded	61
Award amount	\$1,739,850
Economic impact	\$215,917,290
Number of visitors	390,982
Jobs created	4,600

## Professional Sports Development Trust

\$343,482.00 is due for September 2021.

\$364,510.48 is due for August 2021.

\$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: \$1,598,980.13.

## 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	\$0.00	January 2022
Quarter 3	\$0.00	April 2022
Quarter 4	\$0.00	July 2022
Fiscal Year-to-date	\$173,802.19	

## 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 **September**, the following meetings were held:

- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Megha Parekh
- Florida Sports Foundation Board of Directors Meeting
- Enterprise Florida Board of Directors & Stakeholders Meeting
- Florida Historic Capitol Foundation Quarterly Board Meeting
- FSF 1st Quarter Grant Committee Meeting
- FIFA World Cup Site Visit (Orlando)
- FIFA World Cup Site Visit (Miami)
- Connect Sports
- Orange Blossom Classic
- Florida A&M University Career Symposium
- Governor's Conference on Tourism
- Spoke with Students at Shenandoah University
- NDS USA Founder & CEO, Danny Gaekwad
- Amirt Ocean Resort & Residences, Nick Gold and Dilip Barot
- DuCon Construction CEO, Ernest F. DuBose II
- Special Olympics USA Games Orlando 2022 President/CEO, Joe Dzaluk
- Visit Orlando Preside & CEO, Casandra Matej, CDME
- Clay County Director of Tourism & Film Development, Kimberly Morgan
- Orlando City Soccer, SVP of Marketing & Branding (Specialty Plates)
- Orlando City Soccer Chief Administrative Officer & General Counsel, Caesar Lopez
- St. Thomas University Assistant Professor, Laura Courtley-Todd
- Inter Miami VP of Marketing, Community & Fan Engagement, Chris Allan
- Concacaf General Secretary, Philippe Moggio
- Orlando City Soccer/ Minnesota Viking Executive Vice President-Public Affairs, Lester Bagley
- Shumaker, Loop & Kendrick, LLP Attorney at Law Michael Taaffe
- City of Sarasota Mayor, Hagen Brody

## Finance

The Finance team continues to deliver timely accounting statements, reports, vendor agreements, and payments.

### Significant Meetings and Activities

- Completion of the monthly & quarterly DEO Report for areas related to Finance, Grants, and Tags
- Completion of September month-end close processes

## External Affairs

### Significant Meetings and Activities

- Coordinated and attended Orange Blossom Classic sponsored event
- Attended the Governor's Conference on Tourism
- Onboarding new board member from the Tampa Bay Lightning
- Wrapped up CONNECT Sports Conference activities
- Worked with team on FLHSMV audit
- Met with Tourism Economics on the FSF impact study
- Participated in FSAE sponsored event
- Coordinated and prepared materials for Enterprise Florida Board of Directors meeting
- Coordinated and attended Florida Sports Foundation Board of Directors meeting

### 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

- Ongoing conversations with FLDOE to develop health and fitness program intended to recognize local school districts for efforts to support the wellbeing of teachers and students.
- Meeting with Amateur Athletic Union on opportunities to collaborate during Florida Sunshine State Games.

### Events and Trade Shows

- Attended Connect Sports conference in Tampa.
- Attended TEAMS conference in Atlantic City New Jersey.
- Participated in monthly meetings with the National Congress of State Games via GoToMeeting.

### Website Traffic

- PlayinFlorida.com, September 2021 traffic for FSF's website was 5,192 visitors and 9,349 page views, with 87.5% (4,979) being new visitors. The most visited pages include the Bucs landing page (18.70%), Florida Sports Foundation landing page (13.98%) and Florida Senior Games (6.85%).

- Floridaseniorgames.com, September 2021 traffic was 5,263 visitors and 25,013 page views, with 74.5% (4,768) being new visitors. The most visited pages include Florida Senior Games landing page (31.35%), All Sports Schedules (22.65%) and results (5.53%).

## Social Media

- @PlayInFlorida Twitter activity created 4,057 unique impressions.
- @PlayInFlorida had 257 profile views and was mentioned on 3 occasions.
- @PlayInFlorida's best tweet, FIFA Visit Orlando, had 905 impressions

## Amateur Sports

### Sunshine State Games (SSG)

- Met with Gainesville CVB to establish dates for the 2022 Sunshine State Games for Alachua County festival
- Met with Airstream Ventures and Clay County CVB to discuss dates and sports for Sunshine State Games 2022
- Met with Polk County CVB to solidify dates and sports for Sunshine State Games 2022
- Tentative dates for Sunshine State Games 2022 are May 21-June 11, 2022 (Alachua), June 10-12, 2022 (Clay), and June 17-19, 2022 (Polk)
- Attended TEAMS Conference in Atlantic City, NJ, and held meetings with Tampa CVB (Jason Aughey), Tallahassee CVB (Joseph Piotrowski), Lee County CVB (Jeff Mielke), Daytona Beach CVB (Linda McMahon)
- Spoke with National Governing Bodies of prospective sports to add to Sunshine State Games at Congress of State Games in Atlantic City, NJ

### Florida Senior Games (FSG)

- Continued work to secure 2021 FSG venues and executing contracts with sports directors and venues
- Hosted the 2021 Series Qualifier Workshop on September 22, 2021, via Zoom with 23 participants
- Completed a site visit for multiple sports for the 2021 Florida Senior Games festival
- Hosted meetings with local universities and schools regarding volunteer support for FSG
- Attended a meeting with Broward County Convention Visitors Bureau to discuss support for 2021 FSG
- Finalizing with Legacy Travel the hotels for the 2021 Florida Senior Games
- Participated in St. Thomas University's Annual Networking Reception to solicit volunteers for FSG and inform them about internship opportunities
- Attended the TEAMS/ National Congress of State Games conference in Atlantic City, NJ
- Participated as a panelist during the National Congress of State Games

### Significant Media Activities and Meetings

N/A

## 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

- Initiated conversations with potential Title Sponsor, Amazon, for 2022 Florida Sunshine State Games

~ End~



# Sales / Invoices

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Sales / Invoices SALES00505  
Date 9/30/2021

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: Pro Tag Rev - SEP21				Amount \$343,482.00

Subtotal	\$343,482.00
Misc	\$0.00
Tax	\$0.00
Freight	\$0.00
Trade Discount	\$0.00
Payment	\$0.00
Total Due	\$343,482.00