July 13, 2022

Ms. Cory Strickland
Department of Economic Opportunity
107 E. Madison St., MSC-80
Caldwell Building
Tallahassee, FL 32399

Dear Cory:

The included monthly report is submitted per contract **SB21-004 A3** 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

July 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 **June**:

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 **June 2022**

FY-to-Date: **# of grants**: 169 **Amount**: $3,434,887 **Impact**: $546,044,534 **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: $0. No payments are due during this quarter. Total accrued this fiscal year: $326,089.96

Sunshine State Games (SSG) & Florida Senior Games (FSG):
The 2022 Sunshine State Games, presented by Amazon completed its month long Olympic-style festivals for Florida residents. Over 6K athletes participated in 28 events across the State. Pasco County was selected as the host destination for the 2022-24 Florida Senior Games. Event locations and sport directors are currently being identified.

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

June 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 BUSINESSES THAT GENERATE SIGNIFICANT ECONOMIC IMPACT AND SPORTS TOURISM FOR THE STATE.

Economic Contributions for Granted Events during June

Number of events occurring during the month	12
Amount of grant awards	$61,704
Projected impact/revenue	$10,769,374
Projected number of visitors	45,041

Economic Contributions for Granted Events closed out during June

Grants Paid	33
Total amount expended per grant awards	$317,448
Economic impact	$126,041,796
Number of visitors	256287

FY 2021-22 Program Totals-to-Date

Number of Grants Awarded	169
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 **June 2022**

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

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 **June,** the following meetings were held:

- Florida Sports Foundation Q4 Board of Directors Meeting
- FSF Board of Directors Chairman, Jesse Biter
- Sunshine State Games
- First Tee, Tracey Marple
- Alia Strategic Group, Alia Faraj-Johnson
- Tourism Economics Oxford Economics Company Director, Greg Pepitone
- SWAC Senior Associate Commissioner, Adeanah Pooler

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 June month-end close processes & begin FY21-22 closing processes

External Affairs

Significant Meetings and Activities

- Met with Bono Communications
- Met with Alia Strategic Group
- Met with Tourism Economics
- Hosted the 4th Quarter Board of Directors Meeting
- Met with Caroline O'Connor – Miami Marlins
- Met with Florida Parks & Recreation Association
- Met with Nick Starling – The Ranger Leadership and Policy Center

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Planning stages for the 2022 Florida Sports Summit in Palm Beach County
- Hosted the 4th Quarter Industry Partner Round Table in conjunction with the Greater Orlando Sports Commission
- Attended the E-Sports Travel Summit in Daytona Beach, FL
- Continued to work with partners promoting the Sports Directory
- Attended a USA Teqball Tour event
- Attended the Florida Association of Counties Conference
- Met with Blue Porch Technology
- Met with TEAMS Conference staff for October 2022 plans

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued to update sunshinestategames.com as event information was completed for the 2022 Sunshine State Games.
- Gathered information about 14 events of the 2022 Sunshine State Games, presented by Amazon, over four weekends, and reported on Florida athlete accomplishments. Contributed 13 stories for www.sunshinestategames.com, in the form of event previews, featuring athletes to compete, or daily wrapups of the event activities. Posted results of competitions to sunshinestategames.com.
- Previews and wrapups were sent to a variety of email distribution lists, to approximately 400 recipients.
- Produced over 30 social media posts featuring information and photographs of Sunshine State Games athletes and events.

Events and Trade Shows

- 2022 Sunshine State Games Alachua County Festival (Archery, Fencing, Swimming
- 2022 Sunshine State Games Clay County Festival (Canoe/Kayak, Pickleball, Ultimate)
- 2022 Sunshine State Games Polk County Festival (Judo, Taekwondo, Table Tennis, Water Skiing)
- 2022 Sunshine State Games Broward County Festival (Powerlifting, Water Polo)

Website Traffic

- PlayinFlorida.com, June 2022 traffic for FSF's website was 3,506 visitors and 6,270 page views, with 89.8% new visitors. The most visited pages include the Florida Sports Foundation landing page (13.2%), the NASCAR page (6.7%) and the About Us page (5.9%).
- Floridaseniorgames.com, June 2022 traffic was 2,299 visitors and 7,251 page views, with 79.8% being new visitors. The most visited pages include the FSG landing page (35%), FSG Local Series Qualifier Schedule page (24%), and Florida Senior Games About page (6%).
- SunshineStateGames.com, June 2022 traffic was 8,744 visitors and 26,799 page views. The most visited pages were the SSG Landing Page (13.8%), the SSG Water Polo page (7.90%), and the SSG Taekwondo page (7.7%).

Social Media

- @PlayInFlorida Twitter activity created 2,172 unique impressions.
- @PlayInFlorida had 899 profile views and was mentioned on seven occasions.
- @PlayInFlorida's best tweet was a congratulatory message to the @MiamiandBeaches for securing a Miami as a host city for the 2026 World Cup with 450 impressions.
- With significant activity due to Sunshine State Games events, the Sunshine State Games Facebook page had posts reaching 10,077 users, resulting in nearly 900 page visits and 59 new likes.

Amateur Sports

Sunshine State Games (SSG)

- Produced 16 Sunshine State Games Championships
- Closed out 21-22 SSG Budget
- Reconciled all Sunshine State Games individual sport budgets

Florida Senior Games (FSG)

- Officially notified Pasco County of award for the 2022-2024 Florida Senior Games
- Met with St. Johns County regarding Senior Games Qualifier events
- Met with representative of the Zephyrhills Shuffleboard Club regarding the 2022 FSG competition

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- Secured 50 Teqball tables to be donated to communities throughout the state of Florida

~ End~