June 30, 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

June 30, 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 **May**:

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 **May 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: $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 2022 Sunshine State Games, presented by Amazon launches its month long Olympic-style festivals for Florida residents next month. Over 3K athletes are already registered for the 25 events. More than 1,600 Florida seniors participated in the 2022 National Seniors Games held in Broward County. Florida seniors won over 900 medals in the 21 sports contested.

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

May 2022

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 April 2
Economic Contributions for Granted Events closed out during April 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 4
Significant Meetings and Activities 4
Events and Trade Shows 4
Sports Development 4
Significant Meetings and Activities 4
Partnership Activations 4
Communications 4
Amateur Sports 5
Sunshine State Games (SSG) 5
Florida Senior Games (FSG) 5
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 BUSINESSES THAT GENERATE SIGNIFICANT ECONOMIC IMPACT AND SPORTS TOURISM FOR THE STATE.

Economic Contributions for Granted Events during May

Number of events occurring during the month	19
Amount of grant awards	$779,413
Projected impact/revenue	$152,025,127
Projected number of visitors	342,708

Economic Contributions for Granted Events closed out during May

Grants Paid	0
Total amount expended per grant awards	$0
Economic impact	$0
Number of visitors	0

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

- Sports ETA
- Head Coach Conference
- Formula 1
- National Senior Games
- Connect Sports Diversity
- H.E.L.F. Conference
- Youth Golfers Hall of Fame
- Florida Power and Light, Sean Helton
- Orange Blossom Classic, Kendra Bullock-Major
- Palm Beach Sports Commission Executive Director, George Linley
- First Tee, Tracey Marple
- First Tee, Alia Faraj-Johnson
- FSU Sports Management Student, Deryk Hill
- MGM, Sarah Kirchberg
- Tampa Host Committee, Sheri Brown
- African American Golfer's Hall of Fame, Malachi Knowles
- Tampa Bay Sports Commission Senior Vice President of Sports Tourism, Jason Aughey
- Experience Sports Coast, Consuelo Sanchez
- Visit St. Pete Clearwater, Caleb Peterson
- Andrea Perla, Experience Kissimmee
- Visit Lauderdale Manager, Sports & Entertainment, Gonzalo Rubio and Dawson Pritchett
- BDS Agency President, Brian Stanchak
- Department of Economic Opportunity, Cory Strickland and Christopher Weller

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 May month-end close processes

External Affairs

Significant Meetings and Activities

- Met with Destination International, VP membership
- Met with Amazon partners on Sunshine State Games participation
- Met with Orange Bowl team on Lacrosse sponsorship
- Met with Miami Marlins on Florida Grapefruit League event
- Attend Sports ETA Symposium and FSF industry partner networking activity

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continued to plan for the 2022 Florida Sports Summit in Palm Beach County
- Met with Jason Siegel and the Greater Orlando staff for the planning of the 4th Quarter Industry Partner Meeting
- Attended the Sports ETA Symposium in Dallas, TX promoting Sports Tourism into the State of Florida
- Continued to work with partners promoting the Sports Directory
- Hosted a networking event for industry partners and rights holders participating in Sports ETA Symposium, Fort Worth, Texas.
- Conducted a meeting with Sports Planning Guide, Florida Edition

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.
- Attended 2022 National Senior Games in Greater Fort Lauderdale Area and reported on Florida athlete accomplishments. Contributed 13 stories for the 2022 NSG Daily Digital Newsletter from May 10-23. Worked with National Senior Games staff to utilize Florida athletes for ceremonial purposes including Torch Arrival and Celebration of Athletes.
- Sent 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.
- Produced souvenir program for the 2022 Sunshine State Games Figure Skating Championships.

Events and Trade Shows

- 2022 National Senior Games
- 2022 Broward County Festival (Figure Skating and Track and Field)

Website Traffic

- PlayinFlorida.com, May 2022 traffic for FSF's website was 3,675 visitors and 6,473 page views, with 89.8% new visitors. The most visited pages include the Florida Sports Foundation landing page (18.6%), the About Us page (6.5%) and the Grants page (4.91%).
- Floridaseniorgames.com, May 2022 traffic was 6,178 visitors and 15,654 page views, with 79.8% being new visitors. The most visited pages include the FSG landing page (26%), FSG Local Series Qualifier Schedule page (22%), and Florida Senior Games Results page (13%).
- SunshineStateGames.com, May 2022 traffic was 8,147 visitors and 24,535 page views. The most visited pages were the SSG Landing Page (16.7%), the SSG Figure Skating page (10.0%), and the all sports schedule page (6.0%).

Social Media

- @PlayInFlorida Twitter activity created 4,217 unique impressions.

- @PlayInFlorida had 1,139 profile views and was mentioned on nine occasions.
- @PlayInFlorida's best tweet: #PlayInFlorida joins its Industry Partners at the @Sports_ETA 2022 Facilities Summit in Fort Worth. We join friends from @Visit_Tally, @FLSportsCoast, @MiamiandBeaches, @AirstreamV & @SportsTCSC to share Florida's wealth of sports facilities with fellow sports industry leaders. had 753 impressions.
- With significant activity due to Sunshine State Games and Florida Senior Games events, the Florida Senior Games Facebook page had posts reaching over 15,000 users. The Sunshine State Games Facebook page had posts reaching over 8,600 users. In an effort to increase Sunshine State Games awareness to a different audience, advertising was purchased for the FSF Facebook page reached approximately 150,000 users with 5,416 clicks.

Amateur Sports

Sunshine State Games (SSG)

- Continued to disburse and receive contracts for venues and directors for the 2022 Sunshine State Games
- Finalized medical services for events
- Hosted Figure Skating Championship
- Attended Sports ETA – distributed Sunshine State Games RFP for 2024-2026

Florida Senior Games (FSG)

- Finalized the RFP process for the 2022-2024 Florida Senior Games
- Hosted calls with Florida Senior Games Sports Directors

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~