# August 2019
# Department of Economic Opportunity
# Monthly Deliverable

Florida Sports Foundation
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301
850.298.6638
Submitted by: Jacqueline D. Hightower

September 18, 2019

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.

Attached with the report and summary is the **August** invoice for the payment of $218,316.00.

This report and invoice are being transmitted by the Florida Sports Foundation, a division of Enterprise Florida. If you need additional information about the report or invoice amount, please contact me at (850) 298-6638 or jhightower@flasports.com.

Sincerely,

*Jacqueline*

Jacqueline D. Hightower
Director of External Affairs

cc: Angela Suggs
Robert Schlotman
Brandon Boles
Charlotte Cowen

Attachments

**Per SB20-004, FY2019-2020 Agreement, ATTACHMENT I, Scope of Work, Paragraph 2, Section #4, Deliverables, Page 26, Monthly Deliverables, and Paragraph #5; per Attachment IV & VI. B. (Page 40), Florida Sports Foundation will receive monthly payments from the Florida Professional Sports Team License Plate Trust Fund annual use fees, (2324), shall each month: (1A) submit an invoice for the license plate proceeds: (1B) document the use of proceeds, and, (2) submit an activity report.**

**Performance Measures Update:**

**Grant Program Performance Measures:**

Economic Contributions from Granted Events:

- Contributions from grants taking place during the month: Six (6) events, with grant awards totaling $82,500, were scheduled to take place during the month, with a projected out-of-state impact of $40,095,043 and 36,217 out-of-state visitors.
- Amount/Number of Grants for awards: Forty-two (42) 1st Quarter grant applications were received by the July 10th deadline. The Grant Committee will meet on August 8th, and their recommendations will be presented to the FS Board of Directors at the August 23rd meeting in Miami. The Board awarded 37 grants a total of $599,350. See details below.
- Paid Grants: During the month, $158,887 was paid to close out fifteen (15) grants, bringing 32,551 out-of-state visitors and $32,802,159 in out-of-state economic impact.

FYE 2019/20 Grant Program Awards: 37 first-quarter grants were awarded $599,350, and 2 major event grants that will take place in 2021 were contracted for the second payments totaling $500,000. 3 applications were moved to the 2nd quarter, and 2 applications did not reach the minimum impact policy. The 39 awarded grants are projected to bring an adjusted out-of-state economic impact of $189,156,185 and 169,400 out-of-state visitors.

FYE Totals: **# of Grants**: 39 **Awards**: $1,099,349 **Impact**: $189,156,185 **Visitors**: 169,400
**Jobs**: 1,993

**Professional Sports Development Trust Fund:**

$462,854.16 is due for July. $218,316.00 is due for **August**. Total net Pro-Team Tag Revenue for the fiscal year-to-date: $681,170.16.

**Florida-based charities pursuant to Section 320.08058(9)(b)(2), FL Statutes: Florida's Nine Professional Sports Teams Tag Charity Payments:**

Total teams' charity payments accrued in the 1st quarter-to-date: $74,040.24, which will be sent out in October 2019.
Total teams' charity amount accrued for this fiscal year-to-date: $74,040.24.

**Sports Tourism, Media, Marketing & Public Relations Exposure:**

**Finance & Administrative Affairs:**

- Director of Finance and team assisted sports commissions in grant applications, partnerships and the post event process**.**
- Director of Finance and team attended a Concur conference in Atlanta.
- Director of Administrative Affairs and team attended staff planning and budget meetings.

**External Affairs:**

- Director of External Affairs hosted meeting with Orlando Magic Corporate Sales Manager.
- Director of External Affairs worked with EOG on securing communications from Governor for multiple communications.
- Director of External Affairs continued working with FLHSMV on specialty plate updates for 2 professional teams.
- Director of External Affairs continued to work with FLHSMV on securing specialty plate owner data.
- Director of External Affairs worked on plans for FSF Staff Retreat.
- Director of External Affairs coordinated and hosted August Board of Directors meeting in Miami.
- Director of External Affairs coordinated and met with FSF President and Andre Dawson regarding the 2020 GBD.
- Director of External Affairs worked on report for the August EFI Board of Directors meeting.
- Director of External Affairs conducted multiple vendor meetings as follow-up from cVent conference.
- Director of External Affairs hosted a teleconference meeting with FSF's Cvent Account manager.
- Director of External Affairs ordered sample die for new Governor's Sports Award medal.

**Sports Development:**

- Director of Sports Development travelled to Colombia with Kissimmee Sports and Florida Sports Coast to meet with sports events planners and rights holders as an outcome from the Florida Sports Summit May 2019.
- Director of Sports Development had a meeting the executives of Santé Fe soccer team in Bogota about Santa Fe cup which will be in Kissimmee.
- Director of Sports Development had meetings with the executives of Atletico National soccer team in Colombia.
- Director of Sports Development had meetings the Colombia Volleyball Federation as a prospect to train in Sports Coast.
- Director of Sports Development had meetings with the Director of the Bogota sports festival.
- Director of Sports Development conducted and planned the Florida Sports Pavilion for TEAMS 19 conference.
- Director of Sports Development organized the announcement of the press-release for FSF and The International Sports Convention partnership for 2020 in London.
- Director of Sports Development attended and presented at the FSF Board meeting on the FSF's international plans and outcomes.
- Director of Sports Development worked in finance to invoice Sports Commissions for TEAMS 19 Pavilion.
- Director of Sports Development had meetings with the Executive director of USA Triathlon as they explore interest in hosting the work games in Sarasota.
- Director of Sports Development attended Connect Sports Conference.
- Director of Sports Development coordinated partnerships with Panama City Beach and Florida Sports Coast to sponsor overtime at Connect Sports conference.
- Director of Sports Development worked with FSF team to create and enhance FSF partnership deck.

**Website Traffic:**

- *Flasports.com* August 2019 traffic for FSF's website was 5,615 visitors and 11,547-page views, with 92.12% (5,173) being new visitors. The most-visited pages included the Florida Games landing page (11.06% of site traffic), Florida Senior Games Series Qualifiers landing page (8.00%), and Grapefruit League Spring Training page (6.46% of site traffic).
- *Floridagrapefruitleague.com*: August 2019 traffic was 2,895 visitors and 4,615-page views.

**Social Media:**

- *@PlayInFlorida Twitter* activity created 12,100 impressions, gaining 14 followers, in August 2019.
- *@PlayInFlorida* had 162 profile views, produced 14 unique tweets, and was mentioned on 8 occasions.
- *@PlayInFlorida*'s best tweet (congratulating staffer Jason Hendrix on being named an FSU Notable Nole) had 1,384 impressions.
- *@FlaSpringTrain Twitter* activity during the month of August created 2,216 impressions, received 1 mention, gained 1 follower and had 92 profile visits.
- The Florida Sports Foundation Facebook page reached 2,243 users with 11 posts during the month of August, gaining 19 followers.
- The Sunshine State Games Facebook page reached 1,639 users with 4 posts during the month of August, gaining 8 followers while producing 247 engagements.
- The Florida Senior Games Facebook page reached nearly 1,746 users with 8 posts during the month of August, gaining 27 followers while producing 2,965 engagements.

**Media Activity & Impressions:**

- Communications staff distributed **11** press releases highlight sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, and Grapefruit League.
- Director of Communications worked with ChallengeDAYTONA to publicize the 2019 Junior Challenge Triathlon in Daytona Beach, Fla.
- Director of Communications published two photo galleries including Sunshine State Games events.
- Director of Communications designed and released flyer advertising the 6 FSF granted events that took place during August.
- Director of Communications worked with Brian Liotta of Levy Marketing to create 2019 FSG awards.
- Communications staff continued populating individual sport descriptions on Florida Senior Games and Sunshine State Games websites.
- Director of Communications created advertisements and flyers for individual 2019 Florida Senior Games events and posted on individual Facebook event page listings.
- Director of Communications gathered participant lists information for all August 2019 SSG events.
- Director of Communications continued work with EFI IT department and ECR group to pull off website shift from FLASports.com to PlayInFlorida.com.
- Director of Communications compiled event information for grant award with Greater Fort Lauderdale/Broward County for Water Polo and Lacrosse events.
- Director of Communications worked with Tyler Breaman of the Villages Daily Sun newspaper on Florida Senior Games – softball championships coverage.
- Communications staff produced and distributed article, photos, and results from the 2019 Florida Senior Games Softball Championships in Leesburg, Fla.
- Director of Communications worked with Gary Jones of Florida Golf Alliance to produce *Play Golf in Florida* advertisements, propaganda article, and logo design to combined FSF/FGA.
- Director of Communications produced propaganda ad and advertisement for 2019 SSG International Beach Games, announced registration, and published preview article about event.
- Director of Communications created and submitted full-page ad of the 2019 FSG Shuffleboard Championships with the Florida Shuffleboard Association.

- Director of Communications wrote and published announcement about NFL Pro Bowl returning to Orlando in 2020.
- Director of Communications published hotel listings and page on FSG website for 2019 event in Fort Lauderdale.
- Director of Communications created and distributed social media "themed" posts highlighting College Color Days, SSG International Beach Games, Notable Nole award, National Bowling Day, 2019 FSG Registration.
- Director of Communications announced 2019 Florida Senior Games event schedule, locations, and registration opening and distributed to previous participants, the Games community, and media.
- Communications staff announced 2020 Florida Grapefruit League schedule.
- Communications staff announced and publicized the 2018 FSG Athlete of the Year award winners, naming Deb Harrison and Brian Hankerson the recipients of this year's awards.
- Director of Communications created a draft copy of the Communications Production Guide for 2019-2020.
- Communications Staff attended and manned a booth at 2019 Florida Council on Aging Conference, in Orlando, promoting the Florida Senior Games.
- Communications Staff partnered with Doug Jessmer to produce the 2019 Florida Senior Games, presented by Humana, Registration Book.
- Communications staff worked with National Senior Games staff to identify Florida Senior Games athletes to participate in Wellness Conference in Orlando.
- Communications staff posted 2020 Florida Spring Training schedules and updated info for all 15 Florida Grapefruit League teams on floridagrapefruitleague.com.
- Communications staff assisted with production of 2020 Governor's Baseball Dinner promotional materials.

**Program Initiatives:**

- The President conducted a Florida Sports Foundation budget meeting with staff.
- The President spoke with Rodney Barreto. Re: Miami Super Bowl
- The President spoke with Jesse Biter. Re: Florida Sports Foundation BOD Meeting
- The President attended the Florida Sports Foundation Board of Director's Meeting in Miami.
- The President attended the Enterprise Florida Board of Director's Meeting in Jacksonville.
- The President spoke with Rob Higgins. Re: Tampa Bay Super Bowl
- The President conducted a senior staff meeting. Re: DEO Contract
- The President spoke with Kevin Smith. Re: Miami Super Bowl
- The President conducted a staff meeting. Re: Games operations and budget
- The President met with Andre Dawson. Re: Governor's Baseball Dinner
- The President attended weekly staff meetings with Enterprise Florida.
- The President conducted weekly staff meetings with the Foundation.
- The President conducted weekly staff meetings with senior staff.
- The President conducted a monthly Foundation communications meeting.

**Amateur Sports:**

**Sunshine State Games (SSG):**

- Marketing/Promotions:
  1. Staff working with Sports Directors to secure dates for SSG 2020
- Events/Developments:
  1. Staff Attended the Annual FRPA Conference in Orlando to Promote Our Games (SSG &FSG)
  2. Staff working on RFP (Request for Proposal) Documents for SSG 2020 Games
  3. Staff finalized logistics w/ Sheraton Sand Key Resort Personnel about International Beach Games (9/28-30)

**Florida Senior Games (FSG):**

- Marketing/Promotions:
  1. Staff secured all venues for the 2019 FSG in Broward County
  2. Staff is promoting our Local Senior Qualifiers that will resume in September.
- Events/Developments:
  1. An Exhibition Event was held for Senior Games Ballroom Dancing in Sarasota, FL (8/2-3)
  2. Staff Attended the Florida Council on Aging Conference in Orlando to Promote the upcoming Florida Senior Games.

**Sponsorships, Development & Fundraising Updates**

**Activity with <u>Current</u> Sponsors:**

- Director of Sports Development worked with 11 FSF partners to secure sponsorship for the Florida Sports Pavilion for TEAMS 19' Conference in Anaheim, CA

**Activity with Prospective Sponsors:**

- Events Staff submitted a proposal to Panera Bread for the 2019 FSG.
- Director of Sports Development is in the process of securing a new Event Planning Partner (Silver level sponsorship) for the Foundation.
- Director of Sports Development is working with Industry Partners to secure sponsorship for the 2019 Regional Sports Accord Summit in Fort Lauderdale. This sponsorship is for the Florida Sports Pavilion for exhibition.

**~ End**

ENTERPRISE FLORIDA

September 18, 2019

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 the month of **August**:

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

**Professional Sports Development Trust Fund:** Tag revenue due for the month: $218,316.00. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is $681,170.16

**Grant Programs - Section 320.08058(9)(b)(1)**
FYE 2019/20 Grant Program Awards: 37 first-quarter grants were awarded at $599,350. 2 major grants awarded for events that will take place in 2021 were contracted for second payments totaling $500,000.

FY-to-Date: **# of grants**: 39 **Awards**: $1,099,349 **Impact**: $189,156,185 **Visitors**: 169,400 **Jobs**: 1,993

**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: $74,040.24, to be paid out in October. Total accrued this fiscal year: $74,040.24.

**Sunshine State Games (SSG) & Florida Senior Games (FSG):**
During the month: Staff finalized the locations and venues for the 2019 SSG events and the 2019 FSG. Additionally, staff worked on RFP's for the 2020 SSG. Staff attended the annual FRPA Conference to promote SSG & FSG.

**Notice of Payment Should be sent to:**
Email: jhightower@flasports.com

Florida Sports Foundation, Inc., a division of Enterprise Florida, Inc.
**ATTN: Jacqueline D. Hightower**
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Phone: (850) 298-6638

# Sales / Invoices


**Sales / Invoices** SALES0328
**Date** 8/31/2019

**Florida Sports Foundation Incorporated**
**101 North Monroe Street**
**Suite 1000**
**Tallahassee FL 32301**

**Customer:** Department of Economic Opportunity
Attn: Ryan Fierst
107 East Madison Street, MSC-80
Caldwell Building
Tallahassee FL 32399

| Invoice # | Customer ID | CSFA # | Service Period | Contract # |
|---|---|---|---|---|
| **2019/20-328** | **EFI0002** | **40.040** | **08/01-31/19** | **SB20-004** |

| **Description:** | **Amount** |
|---|---|
| ProTag Rev-Aug-19 (#09-20)<br>Pro-Tag Revenue-Aug-19: Inv# 09-20<br>Professional Sports Development Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of August, 2019 | $218,316.00 |

**Total Due** **$218,316.00**