July 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

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August 26, 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 July invoice for the payment of $462,854.16.

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: Sixteen (16) events, with grant awards totaling $277,480, were scheduled to take place during the month, with a projected out-of-state impact of $68,226,833 and 63,566 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.
- Paid Grants: During the month, $169,154 was paid to close out eight (8) grants, bringing 33,760 out-of-state visitors and $28,037,733 in out-of-state economic impact.

Professional Sports Development Trust Fund:

$462,854.16 is due for July. Total net Pro-Team Tag Revenue for the fiscal year-to-date: $462,854.16.

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: $50,310.26, which will be sent out in October 2019.
Total teams' charity amount accrued for this fiscal year-to-date: $50,310.26.

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 Administrative Affairs and team held staff budget meetings.

External Affairs:

- Director of External Affairs met with new EOG Director of External Affairs.
- Director of External Affairs worked with EOG on securing communications from Governor for several publications.
- Director of External Affairs continued working with FLHSMV on specialty plate updates for 3 teams.
- Director of External Affairs continued to work with FLHSMV on specialty plate owner data.
- Director of External Affairs worked on plans for FSF Staff Retreat, FSF Summit and GBD.
- Director of External Affairs worked on August Board of Directors meeting.
- Director of External Affairs worked on report for the August EFI Board of Directors meeting.

Sports Development:

- Director of Sports Development started the process for the selection of a new host community for the 2020-2022 Florida Sports Summit.
- Director of Sports Development started creating a data base of United States based rights holders with all information for future use.
- Director of Sports Development met with Manny Mencia of Enterprise Florida to discuss strategies for implementation of

international plans of marketing Florida as a global sports destination.

- Director of Sports Development met with LOC for Sport Accord to discuss our participation in the December 2019 Sport Accord conference with the TEAM FLORIDA Pavilion.
- Director of Sports Development continued work with other team members on the new partnership package for FSF.
- Director of Sports Development concluded sponsorship for SPORTS -The relationship Conference 2019, to be hosted in Panama City beach.
- Director of Sports Development negotiated partnerships with Florida Sports Coast and Panama City Beach to offer overtime during Connect Sports Conference to support FSF partners attending.
- Director of Sports Development had meetings with USA Anti-Doping Agency to see potential of introducing TrueSport programs in the state.
- Director of Sports Development planned a Team Florida Sports trip to Colombia for FSF, Florida Sports Coast and Kissimmee Sports.
- Director of Sports Development attended MLS All-Star game with a potential future FSF partner.

Website Traffic:

- *Flasports.com* July 2019 traffic for FSF's website was 4,937 visitors and 11,187-page views, with 91.71% (4,528) being new visitors. The most-visited pages included the Florida Games landing page (11.14% of site traffic), Florida Senior Games Series Qualifiers landing page (5.72%), and FSF about us/staff page (5.26% of site traffic).
- *Floridagrapefruitleague.com*: July 2019 traffic was 1,775 visitors and 3,195 page views.

Social Media:

- *@PlayInFlorida Twitter* activity created 17,100 impressions, gaining 7 followers, in July 2019.
- *@PlayInFlorida* had 297 profile views, produced 17 unique tweets, and was mentioned on 14 occasions.
- *@PlayInFlorida*'s best tweet (announcing the July 2019 FSF Granted events) had 1,476 impressions.
- *@FlaSpringTrain Twitter* activity during the month of July created 1,293 impressions, received 1 mention, gained 1 follower and had 53 profile visits.
- The Florida Sports Foundation Facebook page reached 1,860 users with 9 posts during the month of July, gaining 17 followers.
- The Sunshine State Games Facebook page reached 2,921 users with 23 posts during the month of July, gaining 22 followers while producing 767 engagements.
- The Florida Senior Games Facebook page reached nearly 873 users with 3 posts during the month of July, gaining 24 followers while producing 1,532 engagements.

Media Activity & Impressions:

- Communications staff distributed **6** 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 Greater Orlando Sports Commission to distribute Women's World Cup social media posts highlighting watch parties.
- Communications staff worked posted photo gallery featuring a collection of photos from the 2019 National Senior Games, highlighting Florida-based athletes.
- Director of Communications published two photo galleries including Sunshine State Games events.
- Director of Communications designed and released flyer advertising the 16 FSF granted events that took place during July.
- Director of Communications worked with Brian Liotta of Levy Marketing to create 2019 FSG awards.
- Director of Communications partnered with Award4U in Tallahassee and Levy Recognition in Tampa to have SSG awards and FSG Sanctioning Workshop awards created.
- 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 Sunshine State Games events and posted on individual Facebook event page listings.
- Director of Communications gathered participant lists information for all July 2019 SSG events.
- Communications staff participated in interview sessions for potential Fall 2019 Events Management/Communications internship positions.
- Director of Communications met via phone conference with James Peters of MobileCause to further discuss donation platform.
- Director of Communications worked with Rory Sharrock of the Tallahassee Democrat on July 2019 award grants coverage.

- Director of Communications worked with Tyler Breaman of the Villages Daily Sun newspaper on Florida Grapefruit League year-in-review coverage.
- Director of Communications worked with Steven Gabrielle to produce and publish 2019 SSG Figure Skating video highlight reel. Posted on website and shared via social media outlets.
- Director of Communications partnered with Askia Jones and Gandy Printers to produce Come Play in Florida marketing brochure.,
- Director of Communications created and submitted/distributed FRPA ad for upcoming Conference booklet.
- 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 created and distributed three social media "themed" posts highlighting the 4th of July, World Emoji Day, and Vacations.
- Communications staff compiled nominations and collected votes for the 2018 FSG Athlete of the Year awards, naming Deb Harrison and Brian Hankerson the recipients of this year's awards.
- Director of Communications compiled "Tour of Florida" photos and submitted to VISIT FLORIDA. Images are to serve as examples of sporting events in Florida throughout the last year.
- Director of Communications created a draft copy of the Communications Production Guide for 2019-2020.
- Director of Communications compiled and submitted Q1 2019-2020 DEO Fast Facts for the Florida Sports Foundation. Communications Staff secured exhibitor spot at 2019 Florida Council on Aging Conference, in Orlando, to promote the Florida Senior Games.
- Communications Staff worked with five different regional publications of "Lifestyles Over 50," to secure articles about athlete accomplishments at the National Senior Games.
- Communications Staff provided article about Florida athlete accomplishments at the National Senior Games to the Florida Department of Elder Affairs "Elder Update."
- Communications Staff began production of 2019 Florida Senior Games, presented by Humana, Registration Book.

Program Initiatives:

- The President conducted a Florida Sports Foundation budget meeting with staff.
- The President spoke with Manny Mencia. Re: Enterprise Florida Miami Office
- The President attended NCYS Youth Sports Day in Washington, D.C.
- The President spoke with Katherine Russo. Re: National Fitness Foundation partnership
- The President spoke with Clay Walker. Re: National Fitness Foundation partnership
- The President spoke with Lynn Byers. Re: FSF IT updates
- The President spoke with Mara Gabineri. Re: FSF Overview & Governor's Baseball Dinner
- The President spoke with Matt Johnson. Re; Connect Sports partnership
- The President met with Michael Cork. Re: FSF Contract
- The President spoke with Andres Focil. Re: WMT-FSF Contract
- The President spoke with Patrick Lawlor. Re: Florida Sports Foundation Board of Directors Meeting Update.
- The President conducted a senior staff meeting. Re: DEO Contract
- The President spoke with Dr. Pamella Dana. Re: Florida Sports Foundation Board of Directors Meeting Update.
- The President spoke with Maria Nardi. Re: Miami Super Bowl Legacy Project
- The President spoke with Dr. Joanne Fava. Re: Florida Sports Foundation Board of Directors Meeting Update.
- The President met with DOE Commissioner Corcoran. Re: Florida Youth Sports Initiative
- 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. Hosted the SSG/FFFL Flag Football championships in Land O Lakes (July 13-14)
  2. Staff working on RFP (Request for Proposal) Documents for SSG 2020 Games
  3. Staff met with Sheraton Sand Key Resort Personnel about International Beach Games (25th-26th)

Florida Senior Games (FSG):

- Marketing/Promotions:
  1. Staff working to secure venues contracts for the 2019 FSG in Broward County
  2. Staff is promoting our Local Senior Qualifiers and the upcoming FSG in December 2019.
- Events/Developments:
  1. FSG Series Qualifiers will be held again starting in September.

Sponsorships, Development & Fundraising Updates

Activity with Prospective Sponsors:

- Event Staff sent proposals to potential SSG/FSG partnerships for 2019.

~ End

ENTERPRISE FLORIDA

August 26, 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 July:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: $462,854.16. Total Pro-Team Tag Net Revenue for this fiscal year-to-date is $462,854.16.

Grant Programs, Section 320.08058(9)(b)(1)
FYE 2019/20 Grant Program Awards: 37 first-quarter grant applications were received by the July 10th deadline, a grant committee meeting is to be held on August 8th, and their recommendations will be presented to the Board of Directors on August 23rd in Miami.

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: $50,310.26, to be paid out in October. Total accrued this fiscal year: $50,310.26.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month: Staff hosted the Flag Football championships in Land O Lakes, and continued to work on finalizing the remaining fall and 2020 events. Staff is promoting the 2019 FSG local Senior Games Series Qualifiers and the State Championship in December.

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 #310
Date 7/31/2019

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 #
2019/20-310	EFI0002	40.040	July 1 - 31, 2019	SB20-004

Description:	Amount
Pro-Tag Revenue-Jul-19: INV#01-08 Professional Sports Development Trust Fund Distribution for the nine Professional Sports Teams License Plates for the month of July, 2019	$462,854.16

Total Due $462,854.16

Line Item: 2324 Funding: Professional Sports Development Trust Fund