June 10, 2020

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 **May** invoice for the payment of $235,497.00 is included.

This invoice, along with the included report, is submitted per contract **SB20-004** 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.

Sincerely,

Jacqueline

Jacqueline D. Hightower
Director of External Affairs

cc: Angela Suggs
Robert Schlotman
Brandon Boles

Attachments

June 10, 2020

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 **May**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$235,497.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$2,941,058.16.**

Grant Programs - Section 320.08058(9)(b)(1)
$235,497.00 is due for **May** and **$163,461.00** is due for **April.**

FY-to-Date: **# of grants**: 84 **Awards**: $1,876,067 **Impact**: $610,702,806 **Visitors**: 422,858 **Jobs**: 4,975

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: $43,365.00 with a payment disbursement date of July 2020. Total accrued this fiscal year: $324,497.29.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, the team worked closely with local organizing groups to facilitate and communicate event changes as a result of the ongoing challenges related to COVID-19. Significant progress made to reschedule the SSG with a new partnership. The team is continuing dialogue with national governing bodies on organizational updates and interacting with FSF constituents.

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

Phone: (850) 577-7212

2019-20 funding program agreement between the Department of Economic Opportunity and the Florida Sports Foundation

SB20-004 – Florida Sports Foundation

May 2020

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 2019-20, SB20-004 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 May

Number of events occurring during the month	3
Amount of grant awards	$23,524
Projected out-of-state impact/revenue	$3,621,843
Projected number of out-of-state visitors	3,763

Economic Contributions for Granted Events closed-out during May

Grants Paid	22
Total amount expended per grant awards	$265,164
Out-of-state economic impact	$102,727,920
Number of out-of-state visitors	102,314

FYE 2019-20 Program Totals-to-Date

Number of Grants Awarded	84
Award amount	$1,876,067
Out-of-state impact	$610,702,806
Number of out-of-state visitors	422,858
Jobs created	4,975

Professional Sports Development Trust

$235,497.00 is due for May and **$163,461.00** is still due for April.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$2,941,058.16.**

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	Delivery date
Quarter 1	$104,437.29	November 2019
Quarter 2	$83,935.00	January 2019
Quarter 3	$92,760.00	April 2020
Quarter 4	$43,365.00	July 2020
Fiscal Year-to-date	$324,497.29	

(Note: 4th Quarter numbers are reflective as to-date)

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:

- FSF Board of Directors Member: Miami Dolphins, Marcus Bach Armas
- FSF Board of Directors Member: Orlando Magic, Nyea Sturman
- FSF Board of Directors Member: Tampa Bay Buccaneers, Caleb Quaid
- FSF Board of Directors Member: Tampa Bay Rays, Rick Nafe
- FSF Board of Directors Member: Walt Disney Parks & Resorts, US., Leticia Adams
- FSF Board of Directors Member: Jacksonville Jaguars, Megha Parekh
- FSF Board of Directors Member: International Speedway Corp., Frank Kelleher
- FSF Board of Directors Member: Sports Marketing Independent Consultant, Mike Dyer
- FSF Board of Directors Member: Orlando City Soccer Club, Kay Rawlins
- FSF Board of Directors Member: Miami Marlins, Claude Delorme
- FSF Board of Directors Member: Tricom Management, Keith Tribble
- FSF Board of Directors Member: Onpoint Sports Strategies, LLC., Kevin Smith
- Tampa Bay Super Bowl Host Committee, Derrick Brooks
- Orange Bowl CEO, Eric Poms
- AAU Vice President, Rusty Buchanan
- AAU President & CEO, Roger Goudy
- Palm Beach County Commission, George Linley
- Florida's Space Coast Office of Tourism, Erinn Stranko, and Kevin Reynolds
- Bradenton Area Sports Commission, Sean Walter
- Greater Miami Convention and Visitors Bureau, Joe Sotolongo
- Experience Kissimmee Sports Commission, John Poole
- Florida Citrus Sports & Events, Inc. Steven Hogan
- Polk County Sports Marketing, Neal Duncan
- Naples, Marco Island, Everglades Convention and Visitors Bureau, Jack Wert
- Greater Orlando Sports Commission, Jason Siegel
- St. Pete Clearwater Sports & Events, Tim Ramsberger
- Tallahassee Sports Council, Amanda Heidecker
- Visit Sebring, Casey Wohl Hartt
- Orlando North Seminole County Sports, Danny Trosset

- Sarasota County Sports Commission, Shelby Connett
- Palm Coast and the Flagler Beaches, Amy Lukasik
- Experience Florida's Sports Coast Adam Thomas & Consuelo Sanchez
- Panama City Beach Convention & Visitors Bureau, Richard Sanders
- Sports Events & Tourism Associations, Al Kidd
- Gainesville Sports Commission, Joleen Cacciatore
- Punta Gorda/ Englewood Beach Visitor & Convention Bureau, Sean Doherty
- Lee County Sports Development, Jeff Mielke
- Greater Fort Lauderdale Sports, Mike Sophia
- National Fitness Foundation, Clay Walker
- Columbia County Sports Commission, Paula Vann/ Alden Rosner
- Director of Government Relations for UF Government and Relations, Samantha Sexton
- Rainey Leadership, Dr. Cheri Rainey
- Clay County Board of County Commissioners, Kimberly Morgan
- VP & Director of Athletics at Florida A&M University, Kortne Gosha

Speaking Engagement:

- Seeds Empowerment Podcast Guest Speaker: Opportunities in Florida's Sports Tourism Industry

Finance

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

Significant Meetings and Activities

- Budget preparaton for the 2020-2021 fiscal year

External Affairs

Significant Meetings and Activities

- Participated in several vendors and industry-related webinars to include:
    - SportsETA State Association Sub-Group
    - VISITFlorida
    - cVent
    - Diligent
- Met with NASCAR representative to initiate their specialty plate redesign.
- Continue to follow legislative activity on specialty plate bills.
- Worked with EOG to schedule meeting with Lt. Governor and professional sports executives.

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continued working with Blue Porch Technology on the Florida Sports Directory and venue guide for 2020. We are now in the testing phase of the project.
- Started work on the June and the July 2020 Industry Newsletter
- Finalized and launched website registration for partners.
- Met with Huddle Up Group on partnership opportunities for conducting webinars with rights holders.
- Met with the United States Specialty Sports Association (USSSA) and Space Coast on post-event assessment of the 70 teams youth baseball event.
- Participated in weekly webinars for the Economic Impact Calculator organized by Tourism Economics.

Events and Trade Shows

- N/A

Partnership Activations

Communications

Significant Media Activities and Meetings

- Distributed 12 press releases highlighting sports tourism, athletic events, and community impact of athletics through the Florida Senior Games, Sunshine State Games, and events throughout Florida.
- Communications staff partnered with Tampa Bay Sports Commission and the Tampa Bay Super Bowl LV Host Committee for the Social QB Draft program, featuring TEAM FOREVER.
- Communications staff met with TEAM FOREVER representatives about upcoming marketing push for Super Bowl LV.
- Partnered with Games staff to update Sunshine State Games schedule, sport descriptions, creation of event flyers, and event posting pages on Facebook for 2020 games as changes were made due to the COVID-19 pandemic.
- Worked with EFI and Games staff on COVID-19 communications and its effects on events, announcements, and updates accordingly.

Events and Trade Shows

- Communications staff took part in National Senior Games Association Regional and National meetings via GoToMeeting.
- Communications staff took part in the Coronavirus and Youth Sports webinar hosted by the Aspen Institute.

Website Traffic

- **PlayInFlorida.com**, May 2020 traffic for FSF's website was **3,150 visitors** and **5,998-page views**, with **96.29% (3,033) being new visitors**. The most-visited pages included the Florida's Bowl Games page (10.84% of site traffic), the Florida Specialty Plate Information page (6.04% of site traffic), and the About Us/Staff page (4.52% of site traffic).
- **Floridagrapefruitleague.com**, May 2020 traffic was **852 visitors** and **1,356-page views**.

Social Media

- @PlayInFlorida Twitter activity created **8,270 impressions**, gaining **1 follower.**
- @PlayInFlorida had **137 profile views**, produced 18 unique tweets, and was mentioned on 9 occasions.
- @PlayInFlorida's best tweet (featuring an article about Florida Senior Games director Tim Austin) had 592 impressions.
- @FlaSpringTrain Twitter activity during May created 7,106 impressions, received 7 mentions, gained 1 follower, and had 42 profile visits.
- The Florida Sports Foundation **Facebook page reached 1,203 users** with **6 posts** during the month, **gaining 15 followers**.
- The **Sunshine State Games Facebook** page **reached 855 users** with **4 news posts** during the month, **gaining 6 followers** while producing **309 engagements**.
- The **Florida Senior Games Facebook** page **reached 1,121 users** with **9 posts** during the month, **gaining 9 followers** while producing **283 engagements**.

Amateur Sports

Sunshine State Games (SSG)

- The 2020 Sunshine State Games **Swimming Event** scheduled for June 5-7, 2020, has been canceled due to COVID-19.
- The 2020 Sunshine State Games **BMX Event** scheduled for June 6, 2020, has been canceled due to COVID-19. The proposed new date will be TBD.
- The 2020 Sunshine State Games **Ice Hockey Event** scheduled for May 22-25, 2020, has been postponed due to COVID-19. The proposed new date will be TBD.
- The 2020 Sunshine State Games **Fencing Event** scheduled for June 13-14, 2020, has been postponed due to COVID-19. The proposed new date will be July 31, 2020.

- The 2020 Sunshine State Games **Canoe/Kayak Marathon Event** scheduled for June 7, 2020, has been postponed due to COVID-19. The proposed new date will be TBD.
- The 2020 Sunshine State Games **Synchronized Swimming Event** scheduled for June 12-14 30, 2020, has been canceled due to COVID-19.
- The 2020 Sunshine State Games **Baton Twirling Event** scheduled for March 14, 2020, 2020, has been rescheduled due to COVID-19. The proposed new date will be July 18-20, 2020, and will be held virtually.
- The 2020 Sunshine State Games **Archery Event** scheduled for June 13- 14, 2020, has been rescheduled has been postponed due to COVID-19. The proposed new date will be August 8, 2020.
- Staff continued to work on finalizing the locations and venues for the 2020 Summer Games and working on the amended schedule due to COVID-19.

Significant Media Activities and Meetings

- Staff met with AAU organization regarding a potential partnership.
- Staff met with Grand Orlando Resort to establish a potential partnership.

Sponsorships, Development & Fundraising

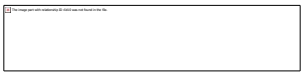
Activity with Current Sponsors

- Worked with Humana to prepare for the Florida Senior Games 2020 recommendations and suggestions.

Activity with Prospective Sponsors

- Activities primarily suspended due to Covid-19 impacts.

~ End~



Sales / Invoices

Sales / Invoices SALES00444
Date 5/31/2020

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
Tallahassee FL 32399

Purchase Order	Customer ID	Salesperson ID	Shipping Method	Payment Terms ID
19/20-444	EFI0002	40.040	May 1-31, 2020	SB20-004

Description:	Amount
Pro Tag Rev - May20: INV 123-134 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates For the month of May 2020.	$235,497.00

Total $235,497.00