



July 27, 2021

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

Dear Ryan:

The included 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 March, 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
Director of External Affairs

cc: Angela Suggs
Matt Guse
Brandon Boles



July 27, 2021

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 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.

FY-to-Date: **# of grants:** 160 **Awards:** \$2,511,967 **Impact:** \$733,552,354 **Visitors:** 965,459 **Jobs:** 11,358

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** (*the 3 million CAP was met in March*). Total accrued this fiscal year: **\$326,086.95**.

Sunshine State Games (SSG) & Florida Senior Games (FSG):

2021 Sunshine State Games successfully hosted in Polk, Alachua, and Clay Counties, with over 3,000 participants. Ongoing planning for Florida Senior Games and director's workshop. Continue to meet with potential sponsors for SSG, FSG and the Florida Sports Summit.

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

TM

2020-21 funding program agreement
between the Department of Economic
Opportunity and the Florida Sports
Foundation

SB21-004 – Florida Sports Foundation

June 2021

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 2020-21, 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 BUSINESS 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	17
Amount of grant awards	\$234,928
Projected impact/revenue	\$137,239,308
Projected number of visitors	159,736

Economic Contributions for Granted Events closed-out during June

Grants Paid	1
Total amount expended per grant awards	\$5,000
Economic impact	\$797,768
Number of visitors	610

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	160
Award amount	\$2,511,967
Economic impact	\$733,552,354
Number of visitors	965,459
Jobs created	11,358

Professional Sports Development Trust

\$0 is due for June 2021

* Note: We reached our \$3,000,000 CAP in the month of March

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	\$133,211.49	October 2020
Quarter 2	\$96,982.50	January 2021
Quarter 3	\$95,892.96	April 2021
Quarter 4	\$0.00	July 2021
Fiscal Year-to-date	\$326,086.95	

** Due to reaching our \$3,000,000 CAP in the month of March, we will not be issuing any charity payments in the 4th quarter*

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
- Enterprise Florida Board of Directors Meeting
- Florida Associations of Counties Conference
- Baseball Americas Qualifier of the XXXII Olympiad
- Florida Historic Capitol Foundation Board Meeting
- Gulf Destinations FAM Trip
- Tourism Economics Oxford Economics Company Directors, Michael Mariano & Greg Pepitone
- Team IP, Blaine Isbell
- USA Baseball President, Mike Gaski
- World Baseball Softball Confederation Vice President, Willi Kaltschmitt
- World Baseball Softball Confederation President, Riccardo Fraccari
- Orange Bowl CEO, Eric Poms
- Pro Consulting Vice President, Neelay K. Bhatt
- Palm Beach County Board of Commissioners District 3 Senior Aide to County Mayor Dave Kerner, David Bernhardt
- Greater Fort Lauderdale Alliance Senior Vice President, David A. Coddington
- St. Lucie County Commissioner District 1, Chris Dzadovsky
- Marriott Resort Palm Beach Singer Island Business Development Manager, RJ Amidon
- Marriott Resort Palm Beach Singer Island General Manager, Roger Amidon

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
- Finalized the FY 21/22 budget and presented to FSF board of directors for approval
- Began year end planning for the FY 20/21 financial audit

External Affairs

Significant Meetings and Activities

- Planned and attended FSF quarterly board of directors meeting
- Prepared FSF board chair's presentation for EFI BOD meeting

- Worked with NASCAR on promotional campaign for newly designed specialty plate
- Continued planning and participation in the Florida Association of Counties conference
- Met with Tampa Bay Buccaneers on new specialty plate marketing plan
- Met w/ WMT team on marketing plan

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Implemented phase 3 of Florida Sports Directory rollout
- Negotiated and concluded our participation for Host City Sports Conference
- Negotiated and concluded our participation for Sportel Conference
- Provided grant program training for new board grant chair
- Met with Connect Sports teams to determine FSF partnership
- Continued planning with Teams Conference team
- Attended Florida Association of Counties conference
- Executed grant payment checks and sent top partners

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Initiated meetings with WMT to optimize websites (Sunshine State Games, Florida Senior Games, Grapefruit League) in an effort to increase reach and market to Floridians who may not be familiar with the events.

Events and Trade Shows

- Participated in monthly meetings with the National Congress of State Games via GoToMeeting.
- Participated in the National Senior Games Association Annual Meeting via Zoom.

Website Traffic

- PlayInFlorida.com, June 2021 traffic for FSF's website was 4,210 visitors and 7,860 page views, with 90.3% (4,082) being new visitors. The most visited pages include the Florida Sports Foundation landing page (16.62%), NASCAR (7.57%) and License Plates (4.92%).
- SunshineStateGames.com, May 2021 traffic was 5,701 visitors and 19,071 page views, with 74.1% (5,164) being new visitors. The most visited pages include Water Polo (20.03%), the Sunshine State Games Landing Page (15.05%), Results (8.12%) and All Sports Schedules (7.16%)

Social Media

- @PlayInFlorida Twitter activity created 6,016 unique impressions.
- @PlayInFlorida had 1,090 profile views and was mentioned on 23 occasions.
- @PlayInFlorida's best tweet, Sunshine State Games Festival Weekend, had 1,222 impressions
- Florida Sports Foundation YouTube page had 5 new videos uploaded – 2021 SSG Alachua County Day 1 (81 views), 2021 SSG Alachua County Festival Day 2 (54 views), SSG Clay County Festival Day 1 (99 views), 2021 Clay County

Festival – Day 2 (231 views) and 2021 Clay County Festival Day 3 (138 views). Videos can be viewed at <https://www.youtube.com/channel/UCE7Gyd3BzBvDFrU1i4ERILw>

Amateur Sports

Sunshine State Games (SSG)

- Conducted the 2021 Sunshine State Games Festivals in Polk, Alachua, and Clay Counties.
- Conducted the 2021 Sunshine State Games Water Polo event in Coral Springs, FL.
- In totality the Sunshine State Games had over 3,100 athletes that have participated in 15 sports.
- Met in person with members of the Panama City Beach Sports Commission to discuss logistics of 2021 SSG International Beach Games.
- Initiated planning for the Sunshine State Games 2022.

Florida Senior Games (FSG)

- Working to secure 2021 FSG venues.
- Continuing the process of executing contracts with sports directors and venues.
- Creating content for the Series Qualifier Workshop.
- Awarded a grant for the Series Qualifier to Port Orange for improvements in the Local Senior Games.

Significant Media Activities and Meetings

N/A

Sponsorships, Development & Fundraising

Activity with Current Sponsors

Activity with Prospective Sponsors

- Met with Borian and discussed potential sponsorship of the 2021 Senior Games
- Met with Visit St. Pete/Clearwater to discuss Florida Sports Summit sponsorship
- Met with Greater Orlando Sports to discuss Florida Sports Summit sponsorship
- Met with Visit Jacksonville to discuss Florida Sports Summit sponsorship
- Met with Florida Sports Coast to discuss Florida Sports Summit sponsorship

~ End~