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

SB21-004 – Florida Sports Foundation

May 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 May

Number of events occurring during the month	17
Amount of grant awards	$103,896
Projected impact/revenue	$25,856,762
Projected number of visitors	47,210

Economic Contributions for Granted Events closed-out during May

Grants Paid	17
Total amount expended per grant awards	$241,489
Economic impact	$77,427,497
Number of visitors	133,382

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	116
Award amount	$1,947,972
Economic impact	$521,282,014
Number of visitors	642,574
Jobs created	7,560

Professional Sports Development Trust$

$0 is due for **May 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 **May** the following meetings were held:

- FSF 2020-2021 4th Quarter Grant Committee Meeting
- Leadership Tallahassee Graduation
- Sports Express (Myrtle Beach, SC)
- Connect Sports (Las Vegas, NV)
- Greater Orlando Youth Sports Task Force
- Cedar Rock Yachting Club CEO, Thomas Abraham
- PGA Tour, Marsha Oliver
- The Hula Bowl General Counsel, Jason Davis
- Palm Beach Sports Commission Executive Director, George Linley
- Perfect Games, Angel Natal & Kevin Smith
- Sunshine Sports Council, Matt Dunn
- Perfect Games, VP Taylor McCollough
- USA Dodgeball, Mark Acomb

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 April month end close processes
- Worked with FSF leadership to consolidate staff requests for FY 21/22 budget

External Affairs

Significant Meetings and Activities

- Continued planning 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
- Planned FAC conference participation
- Participated in professional development activity with Hallie Jackson

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Phase 3 of Florida Sports Directory
- Meeting with huddle up group
- Grant Program training with new Grant Chair
- Meeting with Connect Sports
- Meeting with Visit Jacksonville
- Hosted the grant committee meeting
- Preparation for FAC
- Hosted a meeting with the US Embassy in Cameroon

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

N/A

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, May 2021 traffic for FSF's website was 4,101 visitors and 7,247 page views, with 90.3% (3,988) being new visitors. The most visited pages include the Florida Sports Foundation landing page (19.62%), License Plates (6.03%) and About Us (4.20%).
- SunshineStateGames.com, May 2021 traffic was 6,266 visitors and 19,265 page views, with 77% (5,864) being new visitors. The most visited pages in the Sunshine State Games Landing Page (15.16%), Taekwondo (12.01%) and All Sports Schedules (9.70%)

Social Media

- @PlayInFlorida Twitter activity created 3,373 unique impressions.
- @PlayInFlorida had 303 profile views and was mentioned on 4 occasions.
- @PlayInFlorida's best tweet, Opening Day of Baseball, had 300 impressions
- Florida Sports Foundation YouTube page had 2 new videos uploaded – 2021 SSG Polk County Day 1 (147 views) and 2021 SS Polk County Festival Day 2 (212 views). Videos can be viewed at https://www.youtube.com/channel/UCE7Gyd3BzBvDFrU1i4ERILw

Amateur Sports

Sunshine State Games (SSG)

- Engaged the Association of Volleyball Professional (AVP) about potential joint events at SSG International Beach Games.
- Hosted virtual meeting with Panama City Beach Sports Commission to discuss logistics of 2021 SSG International Beach Games.
- Distributed a press release announcing the opening of registration for the 2021 Sunshine State Games.

- Sent "Save the Date" to all sports directors for 2021 virtual meeting and training.
- Continued planning the Sunshine State Games 2021.
- Worked with Polk, Alachua, and Clay Counties finalizing details for the 2021 Sunshine State Games Festival.

Florida Senior Games (FSG)

- Worked to secure 2021 FSG venues.
- Began the process of executing contracts with sports directors and venues.

Significant Media Activities and Meetings

- Conducted virtual meeting/training with all contracted Sports Directors to share updates and changes to the contracting process. Provided opportunity for all Directors to become Safe Sport certified.

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Contacted Humana to confirm their continued sponsorship of the Florida Senior Games. The current support ended at the completion of the 2020 Senior Games.
- Secured sponsorship from Panama City Beach for SSG Beach Games in August 2021.

Activity with Prospective Sponsors

- N/A

~ End~

June 30, 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
Robert Schlotman
Brandon Boles

Attachments

June 30, 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 **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.

FY-to-Date: **# of grants**: 116 **Awards**: $1,947,972 **Impact**: $521,282,014 **Visitors**: 637,238 **Jobs**: 7,497

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):
Continued to meet with vendors and potential sponsors for the 2021 and 2022 Sunshine State Games events. Continued to recruit, train and secure sport directors for the 2021 Florida Senior Games. The Humana/FSG sponsorship was extended. Two additional sponsors were secured for upcoming events.

Please send notice of payment to:
Email: jhightower@playinflorida.com

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