



May 20, 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 **April** invoice for the payment of \$163,461.00 is included.

This invoice, along with the attached cover letter and 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](mailto:jhightower@playinflorida.com).

Sincerely,

*Jacqueline*

Jacqueline D. Hightower  
**Director of External Affairs**

cc: Angela Suggs  
Robert Schlotman  
Brandon Boles

Attachments



May 20, 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 **April**:

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

**Professional Sports Development Trust Fund:** Tag revenue due for the month: **\$163,461.00**.

Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$2,706,561.16**.

**Grant Programs - Section 320.08058(9)(b)(1)**

**\$163,461.00** is due for **April**.

FY-to-Date: # of grants: 86 Awards: \$1,890,749 Impact: \$617,570,107 Visitors: 431,664 Jobs: 5,078

**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: \$17,767.50 with a payment disbursement date of July 2020. Total accrued this fiscal year: \$298,899.79.

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

During the month, staff worked closely with local organizing groups to facilitate and communicate event changes due to the ongoing challenges related to COVID-19. Staff is continuing dialogue with national governing bodies on organizational updates and communicating with FSF constituents.

**Please send notice of payment to:**

Email: [jhightower@playinflorida.com](mailto: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  
**April 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 April

Number of events occurring during the month	8
Amount of grant awards	\$63,096
Projected out-of-state impact/revenue	\$27,554,517
Projected number of out-of-state visitors	23,070

### Economic Contributions for Granted Events closed-out during April

Grants Paid	5
Total amount expended per grant awards	\$103,595
Out-of-state economic impact	\$28,341,665
Number of out-of-state visitors	37,871

### FYE 2019-20 Program Totals-to-Date

Number of Grants Awarded	86
Award amount	\$1,890,749
Out-of-state impact	\$617,570,107
Number of out-of-state visitors	431,664
Jobs created	5,078

## Professional Sports Development Trust

\$163,461.00 is due for April.

The total net Pro-Team Tag Revenue for the fiscal year-to-date: \$2,706,561.16.

## 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	17,767.50	July 2020
Fiscal Year-to-date	\$298,899.79	

(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 **April** the following meetings were held:

- OPPAGA Review Meeting
- Endeavor/VP of Government Relations, Amos Buhai
- COVID-19's Impact on Florida Vacation Rentals' & DMO Webinar
- Visit Florida President & CEO, Dana Young
- Destination of Florida Executive Director, Robert Skrob
- Huddle Up Group Founder & CEO, Jon Schmieder
- Miles Partnership Senior VP, Nate Huff
- PGA Tour Director of Community Outreach, Marsha Oliver
- Humana Head of Partnerships, Michael Miller
- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Frank Gernert
- FSF Board of Directors Member, Bill Wickett

### Finance

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

### Significant Meetings and Activities

- Assisted sports development with grants, partnerships, and the post-event process.
- Continued work on updating and utilizing the grant application website (Salesforce) for better reporting capability.

### External Affairs

#### Significant Meetings and Activities

- Participated in several vendors and industry-related webinars to include:
  - SportsETA State Association Sub-Group
  - VISITFlorida
  - cVent
  - Diligent
  - Connect Sports – Women in Sports
- Continue to follow legislative activity on specialty plate bills.
- Prepared and submitted the 3<sup>rd</sup> Quarter DEO report.

## 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.
- Communicated updates with industry partners and vendors on COVID-19 and its effects on granted events and the Florida Sport Summit.
- Participated in the National State Association meeting organized by Sports ETA to discuss the current impact of Coronavirus across the sports industry.
- 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 16 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.
- 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

- N/A

## Website Traffic

- **PlayInFlorida.com**, April 2020 traffic for FSF's website was **2,293 visitors** and **5,449-page views**, with **94.55% (2,168) being new visitors**. The most-visited pages included the Florida Grapefruit League Spring Training page (5.12% of site traffic), the Florida Specialty Plate Information page (4.94% of site traffic), and the About Us/Staff page (4.79% of site traffic).
- **Floridagrapefruitleague.com**, April 2020 traffic was **2,643 visitors** and **4,361-page views**.

## Social Media

- @PlayInFlorida Twitter activity created **13,500 impressions**, gaining **12 followers**.
- @PlayInFlorida had **193 profile views**, produced 18 unique tweets, and was mentioned on 24 occasions.
- @PlayInFlorida's best tweet (featuring an article about Florida Senior Games athlete Ethel Lehmann) had 3,580 impressions.
- @FlaSpringTrain Twitter activity during April created 8,268 impressions, received 24 mentions, gained 1 follower, and had 233 profile visits.
- The Florida Sports Foundation **Facebook page reached 915 users** with **5 posts** during the month, **gaining 10 followers**.
- The **Sunshine State Games Facebook page reached 1,547 users** with **14 news posts** and **7 event posts** during the month, **gaining 7 followers** while producing **672 engagements**.
- The **Florida Senior Games Facebook page reached 1,031 users** with **2 posts** during the month, **gaining 9 followers** while producing **342 engagements**.

## Amateur Sports

### Sunshine State Games (SSG)

- The 2020 Sunshine State Games **Footgolf Event** scheduled for May 9, 2020, has been postponed due to COVID-19. The proposed new date will be TBA.
- The 2020 Sunshine State Games **Artistic Roller Skating Event** scheduled for May 9, 2020, has been postponed due to COVID-19. The proposed new date will be TBA.
- The 2020 Sunshine State Games **Taekwondo Event** scheduled for April 25-26, 2020, has been postponed due to COVID-19. The proposed new date will be TBA.
- The 2020 Sunshine State Games **Figure Skating Event** scheduled for May 15-17, 2020, has been canceled due to COVID-19.
- The 2020 Sunshine State Games **Powerlifting Event** scheduled for May 30, 2020, has been canceled due to COVID-19.
- The 2020 Sunshine State Games **Table Tennis Event** scheduled for June 6-7, 2020, has been canceled due to COVID-19.
- The 2020 Sunshine State Games **Archery Event** scheduled for June 13-14, 2020, has been canceled due to COVID-19.
- The 2020 Sunshine State Games **Water Polo Event** scheduled for June 26-28, 2020, has been canceled due to COVID-19.
- The 2020 Sunshine State Games **Soccer** event scheduled for May 9-10, 2020, has been postponed due to COVID-19. The proposed new date will be TBA.
- 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 in the future.
- Staff met with Sheraton Sand Key Resort regarding International Beach Games and continued 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

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Sales / Invoices SALES00441  
Date 4/30/2020

## 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

INV#	Customer ID	CSFA #	Service Period	Contract #
19/20-441	EFI0002	40.040	Apr 1-30, 2020	SB20-004
<b>Description:</b> Pro Tag Rev - Apr20: INV#110-122 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates For the month of April 2020.				<b>Amount</b> \$163,461.00

Total \$163,461.00