July 16, 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 **June** invoice for the payment of $58,941.83 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

July 16, 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 **June**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$58,941.83**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$3,000,000.**

Grant Programs - Section 320.08058(9)(b)(1)
$58,941.83 is due for **June.**

FY-to-Date: **# of grants**: 97 **Awards**: $2,081,250 **Impact**: $656,453,361 **Visitors**: 484,468 **Jobs**: 5,699

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: $49,771.72 with a payment disbursement date of July 2020. Total accrued this fiscal year: $330,904.01.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
During the month, the team closed a partnership deal with AAU to host the Sunshine State/AAU Jr. Olympics in Brevard County. The events are scheduled July 25 through August 8. The team is continuing dialogue with national governing bodieson 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

June 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 June

Number of events occurring during the month	3
Amount of grant awards	$31,885
Projected out-of-state impact/revenue	$6,607,679
Projected number of out-of-state visitors	7,814

Economic Contributions for Granted Events closed-out during June

Grants Paid	0
Total amount expended per grant awards	$0
Out-of-state economic impact	$0
Number of out-of-state visitors	$0

**** Due to Covid-19, there were delays with the completion of PER's, so no grants were closed/paid out in June**

FYE 2019-20 Program Totals-to-Date

Number of Grants Awarded	97
Award amount	$2,081,250
Out-of-state impact	$656,453,361
Number of out-of-state visitors	484,468
Jobs created	5,699

Professional Sports Development Trust

$58,941.83 is due for **June**. This amount is less than normal as a result of reaching our cap in the month of June. Due to this cap, we were unable to invoice for the full amount reported by HSMV.

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	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	$49,771.72	July 2020
Fiscal Year-to-date	$330,904.01	

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

**** Reaching the $3,000,000 cap in June resulted in the June Charity Total being reduced from $25,537.50 to $6,406.72**

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:

- FSF Board of Directors Chairman: Jesse Biter
- FSF Board of Directors Member: Orlando Magic, Nyea Sturman
- FSF Board of Directors Member: Inter Miami CF, Tim Robbie
- FSF Board of Directors Meeting
- 4th Quarter Grant Committee Meeting
- Florida Complete Count Committee Meeting
- EFI Board of Directors & Stakeholders Meeting
- Florida Professional Sports and Census Call with Lt. Governor Nunez
- AAU Junior Olympics Press Conference
- Performance Evaluation Training for Supervisors
- Lacrosse Tournament Directors Bo Lamont/ Terry Crowley, La Crosse
- Altrua, Melode Smelko/ Allison Duval
- Budget Printing, Crystal Vinson
- Apogee Signs President, Scott Thornton
- 4 Imprint, Dani Couillard
- Greater Orlando Sports Commission, Jason Siegel
- PGA Tour, Marsha Oliver
- City of Lauderhill Commissioner Denise Grant
- The National Council of Youth Sports (NCYS) Wayne Moss
- Active Policy Solutions (Government Affairs Associate) Ryan Cunius/ Trish Sylvia
- St. Pete Clearwater Sports & Events, Tim Ramsberger
- Florida's Space Coast Office of Tourism Erinn Stranko and Kevin Reynolds
- Broward County Commission Representative Chip LaMarca
- The Cushman School CEO, James Knapp
- Inter Miami CF, Dennis Sprenkle
- AAU Vice President, Rusty Buchanan
- Rainey Leadership, Dr. Cheri Rainey
- Esports Amateur Competitors' League, Mike Reddick
- RS Tech (PPE) Andrew Futey
- Sheraton Sand Key Resort CEO, Russ Kimball

- Kontent Incubator, Courtney Scott

Finance

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

Significant Meetings and Activities

- Completion and approval of the FY 2020/2021 Budget
- Focus is on completion of recording all FY 2019/2020 entries to complete EOY processing
- Preparation for the annual audit of FY 2019/2020

External Affairs

Significant Meetings and Activities

- Planned and executed quarterly Board of Directors Meeting.
- Participated in several partner and industry-related webinars to include:
    - SportsETA State Association Group
    - Diligent
    - Zoom Webinar
- Continue to work with Orlando City Soccer, NASCAR and the Lightning on specialty plate program implementation, redesign and promotions.
- Professional development meeting with Rainey Leadership Group.

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 July and the August 2020 Industry Newsletter
- Preparation and hosting of Grant Committee meeting.
- Work with IT department to update grant reporting process.
- Meeting with Tourism Economics to update Impact Calculator with consideration of Day spend/Day visitor and in-state economic impact.
- Follow up training with Dr. Rainey on personal growth of Sport Development staff.
- Orientation for new partners on the Grant Program.
- Continue lead efforts for a successful host of AAU Junior Olympics with Sunshine State Games.
- 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 11 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 represented about upcoming marketing push for Super Bowl LV.
- Communications staff partnered with WebMe Technologies (WMT) to create and launch new Florida Grapefruit League website (redesign).

- 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 National Congress of State Games webinar highlight 2022 National State Games changes amid COVID-19.

Website Traffic

- **PlayInFlorida.com**, June 2020 traffic for FSF's website was **2,707 visitors** and **5,933-page views**, with **95.05% (2,573) being new visitors**. The most-visited pages included the Florida Sports Specialty License Plate page (6.25% of site traffic), the About Us/Staff page (6.12% of site traffic), and the Florida Bowl Games page (5.56% of site traffic).
- **Floridagrapefruitleague.com**, June 2020 traffic was **764 visitors** and **1,270-page views**.

Social Media

- @PlayInFlorida Twitter activity created **6,403 impressions**, gaining **1 follower.**
- @PlayInFlorida had **85 profile views**, produced 10 unique tweets, and was mentioned on 6 occasions.
- @PlayInFlorida's best tweet (highlighting an article about Native Florida Athletes Return to their Sunshine State Games Roots to Inspire Future Stars) had 756 impressions.
- @FlaSpringTrain Twitter activity during June created 6,919 impressions, received 5 mentions, gained 1 follower, and had 25 profile visits.
- The Florida Sports Foundation **Facebook page reached 445 users** with **20 posts** during the month, **gaining 6 followers**.
- The **Florida Senior Games Facebook** page **reached 550 users** with **9 news posts** during the month, **gaining 8 followers** while producing **179 engagements**.
- The **Sunshine State Games Games Facebook** page **reached 698 users** with **9 posts** during the month, **gaining 12 followers** while producing **253 engagements**.

Amateur Sports

Sunshine State Games (SSG)

- The 2020 Sunshine State Games **Fencing Event** scheduled for June 13-14, 2020, has been postponed due to COVID-19. The proposed new date is TBD.
- 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 July 18, 2020.
- The 2020 Sunshine State Games **Baton Twirling Event** 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** has been rescheduled 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.
- Partnership with AAU and FSF was announced June 11, 2020 to produce AAU Junior Olympics in Brevard County July 25-August 8, 2020.

Significant Media Activities and Meetings

- Staff met with AAU organization regarding a potential partnership.
- Staff participated in National Senior Games Regional Meeting via GoToMeeting.

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

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00448
Date 6/30/2020

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

Purchase Order	Customer ID	Salesperson ID	Shipping Method	Payment Terms ID
19/20-448	EFI0002	40.040	Jun 1-30, 2020 (Jun#1)	SB20-004

Description:	Amount
Pro Tag Rev- Jun 20 # 1: Inv 135-145 Receipt Dates: 05/29/20 – 06/22/20 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates For the month of June 2020	$58,941.83

Total Due $58,941.83