



May 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](mailto:jhightower@playinflorida.com).

Sincerely,

*Jacqueline*

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

cc: Angela Suggs  
Robert Schlotman  
Brandon Boles

Attachments



May 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 **April**:

**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 April.**

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):**

Planning and announcements of the 2021 Sunshine State Games venues and schedules were distributed. Sport Director's contracted the 2021 FSG were executed and venues selected. The Humana/FSG sponsorship was extended. Two additional sponsors were secured for upcoming events.

**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

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

SB21-004 – Florida  
Sports Foundation  
**April 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 April

Number of events occurring during the month	21
Amount of grant awards	\$401,856
Projected impact/revenue	\$135,034,847
Projected number of visitors	138,545

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

Grants Paid	4
Total amount expended per grant awards	\$27,785
Economic impact	\$7,463,295
Number of visitors	17,766

- *No grants were paid out in March*

### 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	637,238
Jobs created	7,497

## Professional Sports Development Trusts\$

\$0 is due for April 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 4<sup>th</sup> 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 April the following meetings were held:

- FSF Board of Directors Member, Leticia Adams
- Florida Lottery, Secretary John Davis
- Volunteer Florida CEO, Corey Simon
- Florida Historic Capitol Foundation Board of Directors
- April Industry Partners Virtual Roundtable
- NASCAR Senior Director, Cheryl Coxwell
- Wrestle Mania
- Palm Beach Sports Commission Executive Director, George Linley
- Greater Miami Convention and Visitors Bureau, Joe Sotolongo
- Orange Blossom Classic, Kendra Bullock-Major
- Orange Bowl Committee President & CEO, Eric Poms
- Greater Orlando Sports Commission, Jason Siegel
- USSSA Executive Director, Clay Walker
- Florida Senior Games Softball Director, Avis L. Vaught

### 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 March month end close processes
- Continued cross-training with EFI staff on Tag Process
- Held planning meetings with staff in preparation for 21/22 Budget planning

### External Affairs

#### Significant Meetings and Activities

- Participated in FSAE virtual meeting
- Participated in professional development workshp
- Hosted meeting NASCAR on specialty plate campaign
- Hosted meeting with OSC on plate pre-voucher sales
- Hosted meeting with FLHSMV on activation of the FLOW Unit
- Worked on quarterly DEO report and contract amendments

## Events and Trade Shows

- N/A

## Sports Development

### Significant Meetings and Activities

- Soft Launch of the Florida Sports Directory
- Hosted Quarterly Industry Partner Roundtable
- Solidified partnership with Team IP
- Hosted potential event planners at Wrestlemania 37
- Hosted a bid meeting with Nitro Circus for the 2022-2023 Nitro World Games
- Finalized partnership for the Florida Sports mission to Colorado Springs during S.P.O.R.T.S Conference
- Met with Sports ETA to discuss education program for FSF Partners
- Site visits with Jacksonville, Clay County, St Augustine & Sebring partners
- Hosted a meeting with the US Embassy in Cameroon
- Hosted a meeting with NASCAR Foundation

## Events and Trade Shows

- N/A

## Partnership Activations

- N/A

## Communications

### Significant Media Activities and Meetings

## Events and Trade Shows

- Participated in monthly meetings with the National Congress of State Games and the National Senior Games Association via GoToMeeting and Zoom.
- Participated in virtual Esports conference to learn about the possibility of bringing associated events to Florida.

## Website Traffic

- PlayInFlorida.com, April 2021 traffic for FSF's website was 3,823 visitors and 7,750 page views, with 88.8% (3,660) being new visitors. The most visited pages include the Florida Sports Foundation landing page (26.22%), Tampa Bay Buccaneers (5.9%), and License Plates (5.6%).

## Social Media

- @PlayInFlorida Twitter activity created 3,004 unique impressions.
- @PlayInFlorida had 202 profile views and was mentioned on 17 occasions.
- @PlayInFlorida's best tweet, GO Sports #jlastik, had 695 impressions
- @FlaSpringTrain Twitter activity during April created 7,949 impressions, received 11 mention(s), and had 256 profile visits.
- @FlaSpringTrain's best tweet (@FlaSpringTrain home of the Toronto @BlueJays since 1977. The only Spring Training home, @DunedinBeach, the team has ever known. twitter.com/WFLAian/status...) had 474 impressions.

## 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. (April 27-29)
- 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.
- Renewed sponsorship from Team IP.
- Secured sponsorship from Panama City Beach for SSG Beach Games in August 2021.
- Hosted a meeting with TEAMS Sports conference for Florida Pavilion sponsorship opportunities.

#### Activity with Prospective Sponsors

- N/A

~ End~