January 22, 2021

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 **December** invoice for the payment of **$372,600.00** is included.

This invoice, along with the included report, is submitted per contract **SB21-004** 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

January 22, 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 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 **December**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$372,600.00**.
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$2,117,784.65**

Grant Programs - Section 320.08058(9)(b)(1)
$372,600.00 is due for December.

FY-to-Date: **# of grants**: 84 **Awards**: $1,460,825 **Impact**: $427,600,322 **Visitors**: 477,580 **Jobs**: 5,619

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: $96,982.50 with a payment disbursement date of January 2021. Total accrued this fiscal year: **$230,193.99**.

Sunshine State Games (SSG) & Florida Senior Games (FSG):
The 2020 Florida Senior Games Festival was held in 6 counties for the first time in its' history. Some 1,850 seniors traveled from 35 states to participate in the this annual event. Awarded and notified Alachua, Polk, and Clay counties SSG host city awards for 2021-2023

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

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

SB21-004 – Florida Sports Foundation

December 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 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 December

Number of events occurring during the month	16
Amount of grant awards	$225,626
Projected impact/revenue	$69,095,430
Projected number of visitors	102,494

Economic Contributions for Granted Events closed-out during December

Grants Paid	11
Total amount expended per grant awards	$632,480
Economic impact	$19,940,564
Number of visitors	17,308

FYE 2020-21 Program Totals-to-Date

Number of Grants Awarded	84
Award amount	$1,460,825
Economic impact	$427,600,322
Number of visitors	477,580
Jobs created	5,619

Professional Sports Development Trust

$372,600.00 is due for **December 2020**

The total net Pro-Team Tag Revenue for the fiscal year-to-date: **$2,117,784.65**

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	$0.00	April 2021
Quarter 4	$0.00	July 2021
Fiscal Year-to-date	$230,193.99	

(Note: 2nd 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 December the following meetings were held:

- FSF Board of Directors Chairman, Jesse Biter
- Enterprise Florida Board of Directors & Stakeholders Meeting
- FSF 2nd Quarter Board of Directors Meeting
- 2020 Florida Senior Games
- 2020-21 Super Bowl LV Host Committee Board Meeting
- Host City 2020 Virtual Conference
- Florida Historic Capitol Foundation Quarterly Board Meeting
- OPPAGA final review meeting
- Stakeholder preparation meeting for Governors Baseball Dinner
- Palm Beach County Sports Commission Executive Director, George Linley
- WMT Chief Operating Officer, Chad Cleveland
- National Fitness Foundation Executive Director, Clay Walker
- Sports management graduate, Donovan Rolle
- Total MM President/COO, Kent Stermon

Finance

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

Significant Meetings and Activities

- Attendance of EFI BOD meeting held virtually in December
- Attendance of FSF BOD Meeting held virtually in December
- Completion of the monthly DEO Report that relates to Finance
- Working on project related to integrating our fixed assets into our accounting system

External Affairs

Significant Meetings and Activities

- Reviewed report and participated in the World Golf Hall of Fame annual review meeting
- Planned and hosted FSF 2nd Quarter Board of Director's Meeting
- Prepared and submitted DEO monthly report
- Hosted planning meeting for 2021 Governor's Baseball Dinner
- Attended the EFI Board of Director's virtual meeting

- Participated in OPPAGA review meeting

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 FY20/21.
- Continued to work with the IT department to update the grant reporting process.
- Hosted call with representatives from Sports ETA 2021 Symposium.
- Hosted call with representatives from Connect Sports 2021 Conference.
- Confirmed dates for Florida Sports Summit and started preparations.
- Met with representatives from SportAccord 2021 Conference

Events and Trade Shows

- N/A

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Contacted local media outlets in Alachua, Pasco, Pinellas, Orange, Polk and Brevard counties to share information on events and locations in their communities for the 2020 Florida Senior Games.
- Distributed Florida Senior Games COVID plan to all venues, sports directors and athletes.
- Provided daily updates of the outcomes of all senior games events and posted on website. Highlighted athletes in multiple age groups and their accomplishments during the games.
- Distributed monthly industry Partner Newsletter.

Events and Trade Shows

- Participated in National Senior Games Association Regional and National Meetings via GoToMeeting.
- Participated in National Congress of State Games National meetings via Zoom.

Website Traffic

- PlayinFlorida.com, December 2020 traffic for FSF's website was 5,704 visitors and 9,517 page views with 89.2% (5,521) being new visitors. The most visited pages include Florida Bowl Games landing page (33.98%), Florida Sports Commissions landing page (15.50%) and Florida Senior Games landing page (7.62%).

Social Media

- @PlayInFlorida Twitter activity created 5,264 unique impressions.
- @PlayInFlorida had 569 profile views, produced 8 unique tweets and was mentioned on 40 occasions.
- @PlayInFlorida's best tweet (closing of 2020 Florida Senior Games) had 738 impressions
- @FlaSpringTrain Twitter activity during December created 2,422 impressions, received 1 mention and had 178 profile visits.
- @FlaSpringTrain's best tweet (Weekend fun at CoolToday Park) had 189 impressions.

Amateur Sports

Sunshine State Games (SSG)

- In response to a bid request, notified Alachua, Polk and Clay counties of our intent to hold Florida Sunshine State Games in their communities for 2021-2023.

Florida Senior Games (FSG)

- The 2020 Florida Senior Games was held December 5-13 with 1,850 participants.
- The 2020 Florida Senior Games was held in 6 different counties in Florida for the first time in its' history to accommodate for COVID-19 restrictions.

Significant Media Activities and Meetings

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Secured Host City Agreements with Pasco and Brevard counties for Florida Senior Games. Potential for $18,000 combined based on post event outcomes

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00479
Date 12/31/2020

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

Fiscal Year	Customer ID	CSFA #	Service Period	Contract #
FY20-21	EFI0002	40.040	December 1 – 31, 2020	SB21-004

Description:	Amount
Pro Tag Rev- December 2020 Receipt Dates: 11/27/20 – 12/28/20 Professional Sports Trust Fund Distribution for the nine Professional Sports Teams License Plates	$372,600.00

Total Due $372,600.00