



May 31, 2023

Ms. Cory Strickland
Department of Economic Opportunity
107 E. Madison St., MSC-80
Caldwell Building
Tallahassee, FL 32399

Dear Cory:

The preceding monthly report is submitted per contract **SB23-004** and demonstrates that the Florida Sports Foundation, a division of Enterprise Florida, has met the minimum performance standards outlined.

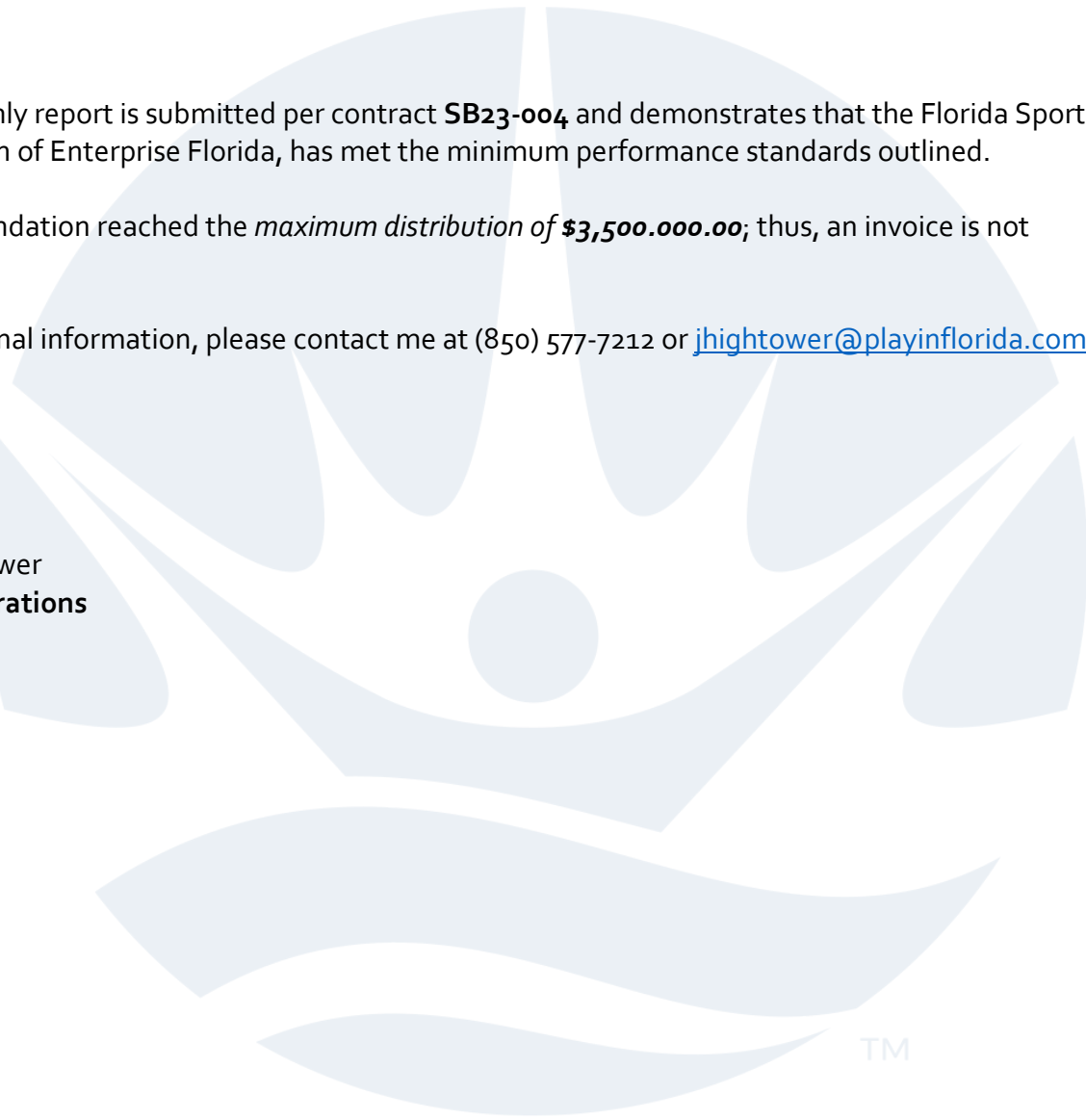
In **February**, the Foundation reached the *maximum distribution of \$3,500,000.00*; thus, an invoice is not included.

If you require additional information, please contact me at (850) 577-7212 or jhightower@playinflorida.com.

Sincerely,

Jacqueline

Jacqueline D. Hightower
Vice President, Operations





May 31, 2023

Ms. Cory Strickland
Department of Economic Opportunity
107 E. Madison St., MSC-80
Caldwell Building
Tallahassee, FL 32399

Greetings, Cory!

The minimum level of service has been met, and we are delighted to 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 – *Cap reached in February*
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$3,500,000.00**

Grant Programs - Section 320.08058(g)(b)(1)
\$0 is due for **April 2023**

FY-to-Date: **# of grants:** 149 **Amount:** \$3,593,818 **Impact:** \$920,862,172 **Visitors:** 954,732 **Jobs:** 10,546

Florida-based charities pursuant to Section 320.08058(g)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments: The charity amount accrued for this quarter-to-date: **\$0**
Total accrued this fiscal year: **\$393,227.36**

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

The amateur sports team hosted the 2023 Sunshine State Games AAU Volleyball Grand Prix. Sixty-nine teams participated in the event. Three SSG events will be hosted in May. The 2023 Florida Senior Games planning is underway, and many communities are hosting local qualifying events. New sports directors are being onboarded in preparation for the 2023 festival.

2022-23 funding program agreement
between the Department of Economic
Opportunity and the Florida Sports
Foundation

SB23-004 – Florida
Sports Foundation
April 2023

Florida Sports Foundation, Inc.
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Submitted by: Jacqueline Hightower

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Monthly Activity Report

Submitted pursuant to FY 2022-23, SB23-004 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 BUSINESSES 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	22
Amount of grant awards	\$485,461
Projected impact/revenue	\$135,285,749
Projected number of visitors	97,906

Economic Contributions for Granted Events closed out during April

Grants Paid	14
Total amount expended per grant awards	\$256,752
Economic impact	\$62,774,387
Number of visitors	100,647

FY 2022-23 Program Totals-to-Date

Number of Grants Awarded	149
Award amount	\$3,593,818
Economic impact	\$920,862,172
Number of visitors	954,732
Jobs created	10,546

Professional Sports Development Trust

The total net ProTeam Tag Revenue for the fiscal year-to-date: \$3,500,000.00 CAP
No payment due.

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	\$196,054.25	March 2023
Quarter 2	\$119,575.00	March 2023
Quarter 3	\$77,598.11	March 2023
Quarter 4	0	Revenue Cap Met
Fiscal Year-to-date	\$393,227.36	\$393,227.36

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:

- 2023 CEO Summit
- 2023 Connect Spring
- 2023 Orange Bowl Presentation
- Larry Pendleton
- FSF Board of Directors Member, Dan Malasky
- Leon County Commissioners Chairman, Nick Maddox
- Electrical & Computer Resources CTO, Don Gross
- Orange Bowl Chief Administrative Officer, Mitch Morrall
- Orange Bowl Committee CEO, Eric Poms
- Orange Bowl Director Executive Operations, Megan Conrath
- Sportel Conference Director, Joanna Merchie
- Buchanan Ingersoll & Rooney Principal Government Relations, Michael Grissom
- Bono Communications & Marketing LLC, Michelle Bono

Speaking Engagement:

- 220 Quarterback Club

Finance Activities

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

Significant Meetings and Activities

- Completed of the monthly DEO Report for areas related to Finance, Grants, and Tags
- Met with ERP software vendors to research new systems for HR, payroll, reporting, etc.

External Affairs

Significant Meetings and Activities

- Met with DOH on DOE partnership wellness activities for youth
- Met with Bono Communications on youth wellness activities programming and promotions
- Met with Orlando Magic, Laura Cutchens
- Met with Tampa Bay Lightning and Hillsborough County on August promotion

Events and Trade Shows

- N/A

Sports Development/Partnerships Engagement

Significant Meetings and Activities

- Met with International Teqball Federation
- Continued to plan for FSF Annual Summit to be held in May
- Meetings with Borussia Dortmund Soccer Club of Germany
- Met with Sportel Conference representatives
- Attended Connect Spring Marketplace
- Met with Sports Brand Strategy of London
- Met with Aspire Zone Qatar Foundation
- Met with RevelXP representatives
- Attended the Sports ETA Annual Membership meeting
- Presented at the 20/20 Quarterback Club luncheon
- Met with Game On+ representatives
- Participated in final site visit to venues for the 2024 Florida Sports Summit
- Participated in St. Thomas University's Sports Administration 50th Anniversary Career Fair & Expo

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued to update www.sunshinestategames.com with latest information about the 2023 Sunshine State Games
- Edited the 2023 Sunshine State Games Figure Skating Championships Souvenir Program
- Compiled 2023 Florida Spring Training Attendance figures statewide and prepared press release for distribution
- Prepared press release about the Sunshine State Games Volleyball Championships for distribution
- Worked with Visit Panama City Beach Sports to help publicize the NAIA Beach Volleyball Championships
- The Fish Florida Alliance sent out a monthly newsletter to over 100,000 subscribers
- The Florida Golf Alliance sent out a monthly newsletter to over 350,000 subscribers
- Attended the virtual National Senior Games Southeast Regional Meeting.

Events and Trade Shows

- Attended The Villages Senior Games Opening Day Event

Website Traffic

- PlayInFlorida.com, April 2023 traffic for FSF's website was 4,757 visitors and 8,271 page views. The most visited pages include the Florida Sports Foundation landing page (16.0%), Miami Heat page (12.8%) and the Florida Spring Training and Grants pages (4.2%).
- Floridaseniorgames.com, April 2023 traffic was 2,843 visitors and 8,039 page views. The most visited pages include the FSG landing page (20.0%), Florida Senior Games All Sports Schedule page (17.6%), FSG Results page (11.7%).
- SunshineStateGames.com, April 2023 traffic was 3,273 visitors and 8,518 page views. The most visited pages were the SSG Landing page (15.8%), the Figure Skating page (14.8%), all Sports Schedule page (9.4%) and the Taekwondo page (7.0%).

Social Media

- @PlayInFlorida Twitter activity created 4,342 unique impressions, 376 profile visits and 10 mentions

- @PlayInFlorida's best tweet was "Thanks, [@jarrodjillion](#) for supporting [@OrlandoCitySC](#) and Florida's \$146.5 billion sports industry. Each year the tag program generates over \$250,000 for youth charities and supports major and regional sports events throughout Florida. Be like Jarrod and buy a tag." with 1,131 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Hosted the 2023 Sunshine State Games AAU Volleyball Grand Prix
- Met with vendors to secure location for SSG Water Polo
- Met with Florida Panthers team to create the figure skating practice schedules

Florida Senior Games (FSG)

- Hosted Florida Senior Games Triathlon in Cocoa Beach, FL
- Attended National Senior Games Regional Meeting
- Attended the Florida Sports Hall of Fame Baseball Gala

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~