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

SB21-004 – Florida Sports Foundation

August 2022

Florida Sports Foundation, Inc.
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Monthly Activity Report

Submitted pursuant to FY 2021-22, 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 BUSINESSES THAT GENERATE SIGNIFICANT ECONOMIC IMPACT AND SPORTS TOURISM FOR THE STATE.

Economic Contributions for Granted Events during August

Number of events occurring during the month	9
Amount of grant awards	$179,536
Projected impact/revenue	$37,890,884
Projected number of visitors	68,244

Economic Contributions for Granted Events closed out during August

Grants Paid	6
Total amount expended per grant awards	$156,198
Economic impact	$6,755,533
Number of visitors	36,198

FY 2022-23 Program Totals-to-Date

Number of Grants Awarded	0
Award amount	0
Economic impact	0
Number of visitors	0
Jobs created	0

Professional Sports Development Trust

$1,014,806.23 is due for **July 2022**
$389,160.00 is due for **August 2022**

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	154,730.79	
Quarter 2		
Quarter 3		
Quarter 4		
Fiscal Year-to-date	154,730.79	

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 August, the following meetings were held:

- CFP Announcement
- Connect Sports
- Esports/LGBTQ+ Express Conference
- First Tee Tallahassee
- Orange Bowl Committee, Eric Poms
- Orange Blossom Classic, Kendra Bullock Major
- MaSBEC, Veronica Valdez
- Greater Orlando Sports Commission, Jason Siegel
- Orange Bowl Chief Marketing Officer, Goldwyn Bertrand Harper Jr.
- National Air Race, Greg Fox
- Andromeda eSports President & CEO, Eddie Chang
- Aquatik Director of Growth, Sarah DeToma
- APT Municipal Business Development, Jon A. Yapo
- NJCAA Director DEI, Kevin Thomas
- NJCAA Executive Director, Jeff White
- Panda Global CEO, Dr. Alan Bunney
- Panda Global Sales & Marketing Partnerships, Justin Varghese
- Spacetime Strategies, Miriam Wagliardo
- Birmingham, Tonia Whatley
- Birmingham, Cynthia McIntosh
- Blerdcon, Hilton George
- Collison Series/Community Gaming, Joe Cribari
- Experience Florida's Sports Coast, Consuelo Sanchez
- Explore Utah Valley, Mike Behle
- Explore Utah Valley CVB, Blair Clark
- Gay & Lesbian Tennis Alliance, Daniel Merrithew
- Glass City Center, Carol DuPuis
- Heard Global, Taylor Presson
- Heard Global, Mark Consiglio
- HPN Global, Neil Johnson
- MGM Resorts, Sarah Kirchberg

- Modern Military Association of America, Jennifer Dane
- Multiple National Center for Chronic Disease Prevention & Health, Brian Williams
- Ocean Center Daytona Beach, Patrick Blankenship
- Orange County Sports Commission, Rashika Patel
- Playfly Esports/NACE Starleague, Jake Amodio
- Tempe Tourism Office, Luchie Javelosa
- Travel Salem, Angie Onyewuchi
- Tualatin Valley/ Washington County Visitors Association
- United States Esports Federation, David Geddes
- Visit Bakerfield, Matt Billingsley
- Visit Bakerfield, Evangelina Medina
- Visit El Paso, Coles Webber
- Visit Franklin, Nate Gaw
- Visit Toledo, Carol Dupuis
- World Karting Association, Kevin Williams

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 Aug month-end close processes

External Affairs

Significant Meetings and Activities

- Met with Bono Communications
- Met with Jacksonville Jaguars, Whitney Meyer
- Participated in Visit Florida's Tourism Marketing webinar
- Met with Orlando City Soccer staff
- Met with Indian River Tax Collector's staff
- Met with Orange Blossom Classic team
- Attended Governor's Conference on Tourism

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continued planning the 2022 Florida Sports Summit
- Hosted an Industry Partners and Rights Holder event in Detroit, MI during Connect Sports Trade Show
- Met with TEAMS Conference staff for October 2022 plans
- Coordinated Teqball equipment donations to industry partners throughout the state
- Met with Eloy Amazon with 4global Sports
- Met with Stoll Strategies the 2022 Florida Sports Summit participation
- Held a meeting with all TEAMS participants for Florida Booth
- Met with EPIC on the 2022 Florida Sports Summit participation
- Planning for S.P.O.R.T.S. The Relationship Conference
- Met with Marc Weinroth and Caroline O'Connor for Grant Committee positions
- Planned 1st Quarter Grant Committee Meeting
- Onboarding process for new Grant Committee Members Marc Weinroth and Caroline O' Connor

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued work on copy for the Florida State Guide of the 2023 edition of Sports Planning Guide.
- Sent out press release to announce the 2022 thru 2024 Florida Senior Games to be held in Florida's Sports Coast / Pasco County.
- Worked with Florida's Sports Coast PR Agency, Giant Noise, to maximize media coverage of announcement.
- Assisted with the Sunshine State Games Amazon sponsorship follow up letter and information package.
- Worked with Greater Orlando Sports Commission to set up parameters to publicize early ticket sales for the 2023 NCAA Basketball Tournament in Orlando.
- Assisted in production of 2022 SSG International Beach Games poster/flyer
- Wrote story about Oliver Austin, a Tallahassee archer, for the Tallahassee Democrat Active Living section
- Submitted story about Woody Kerns, a Fort Lauderdale swimmer, for the Department of Elder Affairs Elder Update.
- Sent out Press Release announcing the 2022 Sunshine State Games International Beach Games.

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Events and Trade Shows

- Attended the Pasco County Tourist Development Council Meeting to announce Florida's Sports Coast as the host of the 2022 thru 2024 Florida Senior Games.
- Attended the Florida Recreation and Parks Association (FRPA) Annual Conference as an exhibitor and speaker. Gave a presentation titled Using Amateur Sports as an Economic Driver to Communities.

Website Traffic

- PlayinFlorida.com, August 2022 traffic for FSF's website was 5,142 visitors and 9,196 page views. The most visited pages include the Florida Sports Foundation landing page (10.57%), the NASCAR page (7.38%) and the College Football Bowl Games (6.4%).
- Floridaseniorgames.com, August 2022 traffic was 4,681 visitors and 17,694 page views. The most visited pages include the FSG landing page (36%), FSG Local Series Qualifier Schedule page (23%), and Florida Senior Games About page (6%).
- SunshineStateGames.com, August 2022 traffic was 3,132 visitors and 5,336 page views. The most visited pages were the SSG Landing Page (9%), the International Beach Games (8%), SSG Powerlifting page (6%), and the SSG Schedule page (5%).

Social Media

- @PlayInFlorida Twitter activity created 1,277 unique impressions.
- @PlayInFlorida had 323 profile views and was mentioned on 20 occasions.
- @PlayInFlorida's best tweet was "Congratulations to Pasco County Parks, Recreation and Natural Resources on its Excellence in Sports Tourism/Small Market Award, presented at the 2022 **@FRPA** Annual Conference, in conjunction with the FSF. **#PlayInFlorida** **#flsportscoast**, with 195 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Initiated planning for the 2023 SSG championships
- Met with industry partners for 2024-2026 bid process
- Reviewed 2024-2026 bids
- Relocated Clay Festival SSG events

Florida Senior Games (FSG)

- Met with Amanda Derby from Florida Avenue Brewing Company

- Met with Tim Patituce of Rock and Brew Restaurant
- Met with Taryn Sousa from Residence Inn Tampa-Wesley Chapel

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~