



March 20, 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 as outlined.

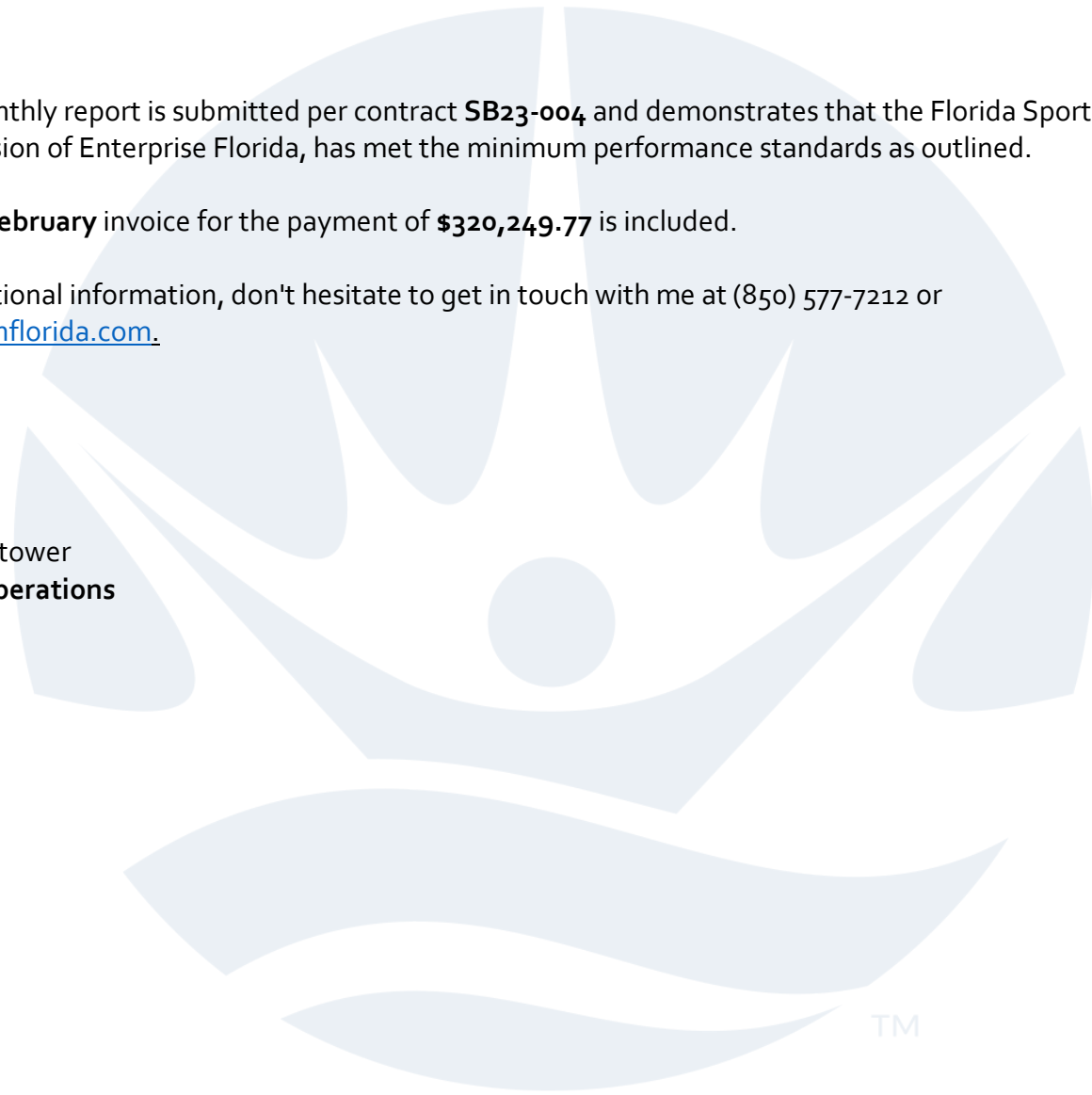
Additionally, the **February** invoice for the payment of **\$320,249.77** is included.

If you require additional information, don't hesitate to get in touch with me at (850) 577-7212 or [jhightower@playinflorida.com](mailto:jhightower@playinflorida.com).

Sincerely,

*Jacqueline*

Jacqueline D. Hightower  
**Vice President, Operations**





March 20, 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 **February**:

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

**Professional Sports Development Trust Fund:** Tag revenue due for the month: **\$320,249.77**  
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)**  
**\$320,249.77** is due for **February 2023**  
**\$358,432.00** is outstanding for **January 2023**

FY-to-Date: **# of grants: 154** **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: **\$77,598.11**  
Total accrued this fiscal year: **\$393,227.36**

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

The amateur sports team continued planning for the 2023 Sunshine State Games. Registration is now open, and the first event was hosted in Brevard County on March 8-12. The 2023 Florida Senior Games planning is underway, and many communities are hosting local qualifying events.

TM

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

SB23-004 – Florida  
Sports Foundation  
**February 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 February

|   |              |
|---|--------------|
| Number of events occurring during the month | 14           |
| Amount of grant awards                      | \$212,546    |
| Projected impact/revenue                    | \$54,365,204 |
| Projected number of visitors                | 70,027       |

### Economic Contributions for Granted Events closed out during February

|  |              |
|--|--------------|
| Grants Paid                            | 7            |
| Total amount expended per grant awards | \$107,802    |
| Economic impact                        | \$51,721,504 |
| Number of visitors                     | 93,550       |

### FY 2022-23 Program Totals-to-Date

|                          |               |
|--------------------------|---------------|
| Number of Grants Awarded | 154           |
| Award amount             | \$3,593,818   |
| Economic impact          | \$920,862,172 |
| Number of visitors       | 954,732       |
| Jobs created             | 10,546        |

## Professional Sports Development Trust

\$320,249.77 is due for February 2023

\$358,432.00 is outstanding for January 2023

The total net ProTeam Tag Revenue for the fiscal year-to-date: \$3,500,000.00 CAP

## 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 |                |
| Quarter 2  | \$119,575.00 |                |
| Quarter 3  | \$77,598.11  |                |
| Quarter 4  |              |                |
| Fiscal Year-to-date                                  | \$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 **February**, the following meetings were held:

- Governor's Baseball Dinner
- NHL All-Star Game
- Honda Classic
- ESPN/Clearwater Elite Invitational
- First Tee Board Meeting
- FSF Board of Directors Member, Bryce Hollweg
- FSF Board of Directors Member, Dan Malasky
- St. Pete/Clearwater Sports & Events, Caleb Peterson
- Palm Beach Sports Commission Executive Director, George Linley
- Miami Dolphins, Hard Rock Stadium & Formula Miami Grand Prix, Senior Vice President, Myles Pistorius
- Don't Blink Home Run Derby Founder, Charles Johnson
- First Tee Executive Director, Tracy Marple
- Alia Strategic Group, Alia Faraj-Johnson
- Florida Hall of Fame President, Rick Hatcher
- Boca Raton Bowl Executive Director, Doug Mosley
- McDonald's Franchise Owner, Ricky Wade
- Cuneo & Security CEO, E.J. Cueno
- Marriott Resort Palm Beach General Manager, Roger Amidon
- Florida Power & Light Company, Eric Silagy

### 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
- Completed of February 2023 month-end close processes

## External Affairs

### Significant Meetings and Activities

- Produced the 2023 Governor's Baseball Dinner
- Destination International Town Hall
- Meetings with EOG & Toronto Blue Jays
- Meeting with MLB alumni
- Worked with Tourism Economics on development of the FSF impact study brochure

### Events and Trade Shows

- N/A

## Sports Development/Partnerships Engagement

### Significant Meetings and Activities

- Met with Dr. Jennifer Stoll for discussion of Stoll Report on statewide tourism funding
- Met with Zartico to discuss research products and possible partner activations
- Met with Team IP to discuss possible partner activations
- Met with American Business Solutions on possible partner activations
- Met with Visit Tallahassee on World Cross Country Championships local organizing committee and board development
- Met with Lee County to discuss grants
- Attended Beach 'N' Boards Festival sponsor planning meeting
- Attended Panama City Beach's Sports annual sports partner workshop
- Attended Governor's Baseball Dinner
- Attended TaxAct Invitational Softball Tournament
- Attended Playeasy webinar to explore partner opportunities
- Hosted 3<sup>rd</sup> Quarter Grant Committee Meeting
- Participated in Sports ETA College Town Community discussion as panel member

### Partnership Activations

- N/A

## Communications

### Significant Media Activities and Meetings

- Printed version of the 2023 Florida Spring Training Guide was received and distribution began to individual requestors from [www.floridagrapefruitleague.com](http://www.floridagrapefruitleague.com), advertisers and other interested parties.
- Produced video highlights of the 2023 Governor's as well as worked with photographer to capture images of the event.
- Continued to update [www.sunshinestategames.com](http://www.sunshinestategames.com) with latest information about the 2023 Sunshine State Games.
- Continued to update [www.floridagrapefruitleague.com](http://www.floridagrapefruitleague.com) to include updated information about the 2023 Florida Spring Training season.
- Began tracking attendance totals of the 2023 Florida Spring Training season with opening game on February 25.
- Worked with Major League Baseball Commissioner's Office and Florida Grapefruit League Florida Operations Directors to ensure attendance at the 2023 Governor's Baseball Dinner.

### Events and Trade Shows

- Attended the Polk Senior Games Opening Ceremony
- Attended Detroit Tigers Spring Training Game
- Attended Orange Blossom Classic Table Tennis Tournament in Lakeland

- Play Florida Golf was represented at Golf Shows in Toronto (February 3-5), Grand Rapids, MI (February 10-12) and Chicago (February 24-26). A total of 64,000 golfers were in attendance at these shows.

## Website Traffic

- PlayInFlorida.com, February 2023 traffic for FSF's website was 8,541 visitors and 13,077 page views. The most visited pages include the Florida Spring Training (33.13%), the Florida Sports Foundation landing page (9.13%), and the Miami Heat page (7.78%).
- Floridaseniorgames.com, February 2023 traffic was 2,679 visitors and 7,542 page views. The most visited pages include the FSG landing page (26.35%), Florida Senior Games All Sports Schedule page (19.12%), FSG Results page (9.27%).
- SunshineStateGames.com, February 2023 traffic was 1,840 visitors and 4,283 page views. The most visited pages were the SSG Landing page (20.71), the Figure Skating page (9.01%), all Sports Schedule page (7.70%) and the Powerlifting page (7.80%).
- It should also be noted floridagrapefruitleague.com had 55,980 visitors and 160,425 page views in February, 2023. On the opening weekend of the 2023 Florida Spring Training season, the site had over 4,000 visitors daily between February 25-28, with a high of 5,157 on Sunday, February 26.

## Social Media

- @PlayInFlorida Twitter activity created 5,668 unique impressions, 182 profile visits and 169 mentions
- @PlayInFlorida's best tweet was "Only one week left to buy tickets to the 2023 Governor's Baseball Dinner, Feb. 16, at TD Ballpark in [@DunedinBeach](#) [@VSPC](#). 2-time World Series winning manager, Cito Gaston will be recognized as a "Legend of the Game." Tix available through Feb. 10" with 1,382 impressions.

## Amateur Sports

### Sunshine State Games (SSG)

- Ongoing planning and organizing of the 2023 edition of the Sunshine State Games
- Worked with staff on insurance certifications for SSG
- Ongoing planning for the 2024-2026 Sunshine State Games

### Florida Senior Games (FSG)

- National Senior Games Planning Meeting
- Meeting with NBA alumni for FSG involvement
- Meeting with Pasco County high school athletic director for FSG student volunteers

## Sponsorships, Development & Fundraising

### Activity with Current Sponsors

- Worked with Sponsorship United to establish an account

### Activity with Prospective Sponsors

- N/A

~ End~



# Sales / Invoices

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Sales / Invoices SALES00747  
Date 2/28/2023

## Florida Sports Foundation Incorporated

101 North Monroe Street  
Suite 1000  
Tallahassee FL 32301

**Customer:** State of FL (DEO) Rev (Tags/Qtrly)  
Attn: Cory Strickland  
107 East Madison Street  
Tallahassee FL 32399

| Purchase Order   | Customer ID | Agreement # | Billing Period | Contract #                    |
|--|-------------|-------------|----------------|-------------------------------|
| FY22/23  | EFI0002     | S0199       | February 2023  | SB23-004                      |
| <b>Description:</b><br>Pro Tag Rev - Feb23<br>Professional Sports Development Fund<br>FEID: 45-3113933 |             |             |                | <b>Amount</b><br>\$320,249.77 |

|                       |              |
|-----------------------|--------------|
| <b>Subtotal</b>       | \$320,249.77 |
| <b>Misc</b>           | \$0.00       |
| <b>Tax</b>            | \$0.00       |
| <b>Freight</b>        | \$0.00       |
| <b>Trade Discount</b> | \$0.00       |
| <b>Payment</b>        | \$0.00       |
| <b>Total Due</b>      | \$320,249.77 |