



February 28, 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.

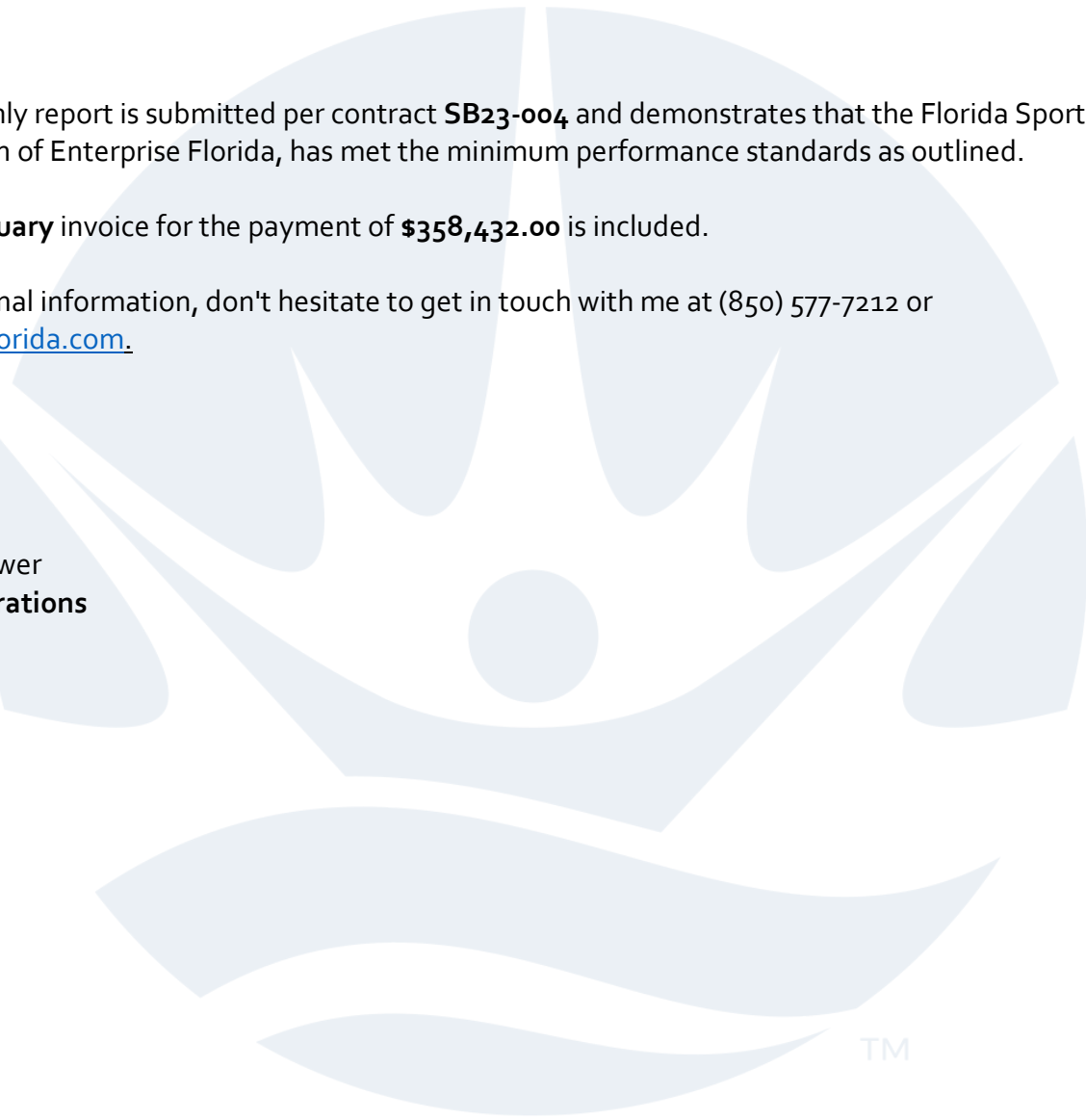
Additionally, the **January** invoice for the payment of **\$358,432.00** is included.

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

Sincerely,

Jacqueline

Jacqueline D. Hightower
Vice President, Operations





January 26, 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 **January**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **\$358,432.00**
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$3,179,750.23**

Grant Programs - Section 320.08058(g)(b)(1)
\$358,432.00 is due 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: **\$119,575.00**
Total accrued this fiscal year: **\$356,657.45**

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

The amateur sports team continued planning for the 2023 Sunshine State Games. Registration is scheduled to open in February with the first event on March 8 in Brevard County. The 2022 Florida Senior Games financials were closed out and results were submitted to the National Senior Games office for athletes who qualified for the 2023 national event to be held in Pittsburgh, PA.

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

SB23-004 – Florida
Sports Foundation
January 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 January

Number of events occurring during the month	23
Amount of grant awards	\$356,301
Projected impact/revenue	\$190,415,130
Projected number of visitors	182,022

Economic Contributions for Granted Events closed out during January

Grants Paid	19
Total amount expended per grant awards	\$239,929
Economic impact	\$56,830,298
Number of visitors	75,756

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

\$358,432.00 is due for January 2023

The total net ProTeam Tag Revenue for the fiscal year-to-date: \$3,179,750.23

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	\$41,028.20	
Quarter 4		
Fiscal Year-to-date	\$356,657.45	

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 **January**, the following meetings were held:

- Florida Sports Hall of Fame Board Meeting
- TMH Foundation Board of Trustees Meeting
- Hub International, Jeffrey Kiser
- FSF Board of Directors Member, Bryce Hollweg
- Marriott International Area Sales Executive Eastern Region, Michelle Wilson
- For the Table Hospitality Managing Partner, Matt Thompson
- Leon County Commissioners, Nick Maddox
- Miami Dolphins, Hard Rock Stadium & Formula Miami Grand Prix, Senior Vice President, Myles Pistorius
- Macork Solutions Director of Operations, Michael Cork
- Roane Consulting Group Managing Director, Melvin Roane Jr.
- First Tee Executive Director, Tracy Marple

Speaking Engagement:

- University of Miami Law School

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 January 2023 month-end close processes

External Affairs

Significant Meetings and Activities

- Ongoing planning for the 2023 Governor's Baseball Dinner
- Ongoing planning for 3rd quarter board of directors
- Meeting with corporate insurance broker, HUB International
- Completed and submitted DEO monthly report
- Attended FSAE Planners Showcase, Tallahassee, FL

Events and Trade Shows

- N/A

Sports Development/Partnerships Engagement

Significant Meetings and Activities

- Conducted planning meeting with International Sports Convention (ISC)
- Worked on Industry Partner Newsletter to be released in February
- Met with Wilco from King of the Court
- Attended Sports Express Conference
- Attended planning meeting for TEAMS 23 with NorthStar Meeting Group
- Planning for 3rd Quarter Grant Committee Meeting

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Submitted Florida Senior Games results to the National Senior Games Association for Florida qualified athletes to be able to register for the 2023 National Senior Games.
- Continued production of the 2023 Florida Spring Training Guide.
- Joined meetings for the 2023 Governor's Baseball Dinner.
- Communicated with Major League Baseball Commissioner's Office about their participation at the Governor's Baseball Dinner.
- Attended National Senior Games Regional Meeting
- Updated www.sunshinestategames.com to include updated information about the 2023 Sunshine State Games.
- Updated www.floridagrapefruitleague.com to include updated information about the 2023 Florida Spring Training season.
- Compiled results of 2022 Florida Senior Games Athlete Survey.

Events and Trade Shows

- N/A

Website Traffic

- PlayInFlorida.com, January 2023 traffic for FSF's website was 7,907 visitors and 12,268 page views. The most visited pages include the Florida Spring Training (18.8%), College Football Bowl Games (15.3%), the Florida Sports Foundation landing page (10.3%), and the Miami Heat page (8.5%).
- Floridaseniorgames.com, January 2023 traffic was 3,034 visitors and 8,592 page views. The most visited pages include the FSG landing page (29.2%), Florida Senior Games All Sports Schedule page (20.8%), FSG Results page (10.4%).
- SunshineStateGames.com, January 2023 traffic was 1,367 visitors and 3,235 page views. The most visited pages were the SSG Landing page (23%), the Figure Skating page (11%), the all Sports Schedule page (9%) and the Powerlifting page (6%).

Social Media

- @PlayInFlorida Twitter activity created 3,186 unique impressions.
- @PlayInFlorida's best tweet was "The Grand Opening of the Alachua County Sports and Events Center make it the latest contributor to the [#PlayInFlorida](https://twitter.com/PlayInFlorida) Sports Industry. Find many amateur events at the Jimmy Carnes Track in Gainesville. Congratulations to all involved in this project." with 1,150 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Finalized sports directors for SSG 2023 events

- Worked with Communications to develop news release for 2023 SSG schedule
- Opened registration for 2023 Sunshine State Games

Florida Senior Games (FSG)

- Participated in the opening ceremony for new indoor track facility, Gainesville, FL
- Completed and submitted FSG post event report to Pasco County TDC
- Closed out 2022 FSG finances and reporting

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

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Sales / Invoices SALES00740
Date 1/31/2023

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	January 2023	SB23-004
Description: Pro Tag Rev - Jan23 Professional Sports Development Fund FEID: 45-3113933				Amount \$358,432.00

Subtotal	\$358,432.00
Misc	\$0.00
Tax	\$0.00
Freight	\$0.00
Trade Discount	\$0.00
Payment	\$0.00
Total Due	\$358,432.00