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

SB21-004 – Florida Sports Foundation

July 2022

Florida Sports Foundation, Inc.
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Table of Contents

Performance Measures 2
Economic Contributions for Granted Events during June 2
Economic Contributions for Granted Events closed out during June 2
FY 2021-22 Program Totals-to-Date 2
Professional Sports Development Trust 2
Florida's Nine Professional Sports Team License Plate Charity Payments (Florida-based charities pursuant to section 320.08058 (9)(b)(2), Florida Statutes) 3
Sports Tourism, Media, Marketing & Public Relations Exposure 3
Executive Program Activities 3
Finance 3
Significant Meetings and Activities 3
External Affairs 4
Significant Meetings and Activities 4
Events and Trade Shows 4
Sports Development 4
Significant Meetings and Activities 4
Partnership Activations 4
Amateur Sports 5
Sunshine State Games (SSG) 5
Florida Senior Games (FSG) 5
Sponsorships, Development & Fundraising 5
Activity with Current Sponsors 5
Activity with Prospective Sponsors 5

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 July

Number of events occurring during the month	32
Amount of grant awards	$354,577
Projected impact/revenue	$87,615,019
Projected number of visitors	163,550

Economic Contributions for Granted Events closed out during July

Grants Paid	23
Total amount expended per grant awards	$290,834
Economic impact	$87,399,755
Number of visitors	170,711

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**

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	110,305.03	
Quarter 2		
Quarter 3		
Quarter 4		
Fiscal Year-to-date	110,305.03	

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

- FSF Board of Directors Chairman, Jesse Biter
- Alia Strategic Group, Alia Faraj-Johnson
- Tourism Economics Oxford Economics Company Directors, Greg Pepitone
- City of Austin, TX Director of Economic Development, Sylnovia Holt
- Gadsden County City Manager, Ed Dixon
- Gadsden County City Commissioner Kimblin E. NeSmith
- Palm Beach County Administrator, Verdenia Baker
- Broward County Commissioner, Torey Alston
- Wayne County (MI) Commissioner, Alisha Bell
- Florida Association of Counties Deputy Director of Public Policy, Bob McKee
- Premier Girls Fastpitch, Inc. President/CEO, Dan Hay
- Los Angeles Sparks Chief Operating Officer, Natalie White
- Florida Citrus Sports, Steve Hogan
- Orange Bowl Committee, Eric Poms
- Orange Blossom Classic, Kendra Bullock Major
- Florida A&M University Athletics, Michael Smith
- FSF Board Member and Mid-Eastern Athletics Conference Consultant, Lynn Thompson
- FSF Board Member and Orange Blossom Classic Consultant, Keith Tribble
- USSSA Softball, Clay Dickey
- First Tee of Tallahassee, Chuck Urban
- MaSBEC, Veronica Valdez

Speaking Engagement

- Enterprise Florida Minority and Small Business Enterprise Capital Program (Access to Capital Small Business Boot Camp), Orlando, FL

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 July month-end close processes & begin FY22-23 closing processes

External Affairs

Significant Meetings and Activities

- Met with Bono Communications
- Met with Sarah Williams – The Proving Grounds event
- Attended annual Destination International conference
- Met with Orlando City Soccer
- Met with Indian River Tax Collector's staff
- Met with Orange Blossom Classic team

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continued planning the 2022 Florida Sports Summit
- Planned an Industry Partners and Rights Holder event to be held 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 Stoll Strategies the 2022 Florida Sports Summit participation
- Met with EPIC on the 2022 Florida Sports Summit participation
- Met with Host City Conference staff

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued to update sunshinestategames.com and as event information was completed for the 2022 Sunshine State Games.
- Updated the 2022 Florida Senior Games Rule Book.
- Sent follow up survey to Sunshine State Games participants to find out how to better serve Florida's amateur athletes.
- Began work on the 2022-24 Florida Senior Games host community announcement.
- Registered to be an exhibitor at the Tallahassee Senior Center Outdoor Expo on September 12.
- Received copies of 2022 Fish Florida, an official publication of the State of Florida.
- Spoke with Flamingo Magazine about an advertising proposal for the 2022 Florida Senior Games.
- Developed local sponsorship package for 2022 Florida Senior Games.
- Contacted Florida Department of Elder Affairs about the Department Secretary attending a 2022 Florida Senior Games Ribbon Cutting Ceremony.
- Worked with representative from baseball-reference.com to research the top attendances at Florida Grapefruit League parks.
- Began work on copy for the Florida State Guide of the 2023 edition of Sports Planning Guide.
- Provided information for Allegiant Air Sun Seeker Magazine about TD Ballpark and the Toronto Blue Jays Spring Training facility in Dunedin.

Events and Trade Shows

- N/A

Website Traffic

- PlayinFlorida.com, July 2022 traffic for FSF's website was 4,539 visitors and 8,217 page views. The most visited pages include the Florida Sports Foundation landing page (10.7%), the NASCAR page (9.8%) and the Grants (5.4%).
- Floridaseniorgames.com, July 2022 traffic was 2,906 visitors and 9,339 page views. The most visited pages include the FSG landing page (35%), FSG Local Series Qualifier Schedule page (23%), and Florida Senior Games About page (6%).
- SunshineStateGames.com, July 2022 traffic was 2,456 visitors and 5,916 page views. The most visited pages were the SSG Landing Page (58%), the SSG Powerlifting page (5.4%), and the SSG Schedule page (4.7%).

Social Media

- @PlayInFlorida Twitter activity created 2,136 unique impressions.
- @PlayInFlorida had 557 profile views and was mentioned on seven occasions.
- @PlayInFlorida's best tweet was a "Thanks for the Shout Out," to the Orange Blossom Football Classic. Thanks for the shout out, **@orangeblossomfc**. We look forward to seeing you and our partners, **@amazon** and **@MiamiandBeaches** on Labor Day Weekend. A great way to start the 2022 **#PlayInFlorida** College Football Season. with 517 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Reconciled Sunshine State Games budgets
- Launched planning for the 2023 SSG championships
- Met with industry partners for 2024-2026 bid process

Florida Senior Games (FSG)

- Met with the Tim Tebow Foundation on donations
- Attended the Florida Sports Hall of Fame Induction ceremony
- Met with Team IP on promotional items for the 2022 FSG

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~