July 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 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

July 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 **June**:

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(9)(b)(1)
$0 is due for**June 2023**

FY-to-Date: **# of grants**: 176 **Amount**: $3,888,122 **Impact**: $1,016,487,245 **Visitors**: 1,011,442 **Jobs**: 11,899

Florida-based charities pursuant to Section 320.08058(9)(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 festivals in Alachua, Orange, Polk, and Charlotte Counties, eleven sporting events were produced with more than 3,000 athletes competing. Florida seniors are gearing up for the National Senior Games to be hosted in Pittsburgh, PA in July. More than 600 seniors from the Sunshine Sate have registerd for the Games.

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

SB23-004 – Florida Sports Foundation

June 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 June

Number of events occurring during the month	27
Amount of grant awards	$294,304
Projected impact/revenue	$54,146,316
Projected number of visitors	70,809

Economic Contributions for Granted Events closed out during June

Grants Paid	19
Total amount expended per grant awards	$256,231
Economic impact	$95,625,073
Number of visitors	56,710

FY 2022-23 Program Totals-to-Date

Number of Grants Awarded	176
Award amount	$3,888,122
Economic impact	$1,016,487,245
Number of visitors	1,011,442
Jobs created	11,899

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

- Florida Sports Foundation Q4 Board of Directors Meeting
- Florida Sports Hall of Fame Board Meeting
- Teams Europe
- First Tee Board Meeting
- NACDA
- Orange Bowl Committee CEO, Eric Poms
- Orange Bowl Board Member, Sean Pittman
- Northstar Meetings Group Sports Division/Sports Travel, VP/Executive Editor & Publisher Jason Gewirtz
- NFL UK General Manager, Henry Hodgson
- Women's Rugby World Cup 2025 Managing Director, Sarah Massey
- World Rugby Executive Director Member, Bob Latham
- Major League Baseball VP of Global Business Development, Charlie Hill

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 FY 23/24 Budget
- Attended Q4 Board of Directors Meeting

Events and Trade Shows

- N/A

Sports Development/Partnerships Engagement

Significant Meetings and Activities

- Met with CEO of All One Sports
- Met with Sports Innovation Conference (Germany)
- Met with USTA
- Attended the Teams EU conference
- Planning programming for Connect trade show
- Met with Team IP about programming for TEAMS 23' in Palm Beach County
- Met with the Department of Education to explore collaborative programming between our two organizations
- Met with GameOn to arrange guest speaking engagements for the partnership

- Hosted the 4th quarter grant review committee meeting
- Met with PlayEasy to discuss future partnership with the Foundation
- Met with EventConnect to discuss partnership opportunities
- Met with organizers of the Clasico Colombiano, an international soccer event looking to host games in Florida
- Met with the Palm Beach Sports team to discuss partnership and execution for activations at TEAMS Conference 2024
- Met with NetSuite and Fluxx to review possible new grant management system
- Spoke at the International Association of Golf Tour Operators (IAGTO) North American Conference hosted in Pasco County by FSF partners Experience Sports Coast
- Met with the Fresh from Florida organization (Florida Department of Agriculture)
- Worked with Destination International to fine tune the economic impact calculator
- Presented the Florida Sports Foundation Small Market Venue of the Year Award to the Jackie Robinson Training Complex at the Indian River County Commission meeting

Communications

Significant Media Activities and Meetings

- Maintained comprehensive schedule and event information on www.sunshinestategames.com for the 2023 Sunshine State Games
- Publicized the efforts of the Sunshine State Games through press releases, social media channels and website stories.
- Met with Florida Department of Education to develop program encouraging healthy living to students.
- Met for Florida Department of Elder Affairs to discuss partnership with their volunteers and the Florida Senior Games.
- Met with the staff from Sports Planning Guide (SPG) to kick off production plans for the 2024 guide. This partnership comes at no cost to the Foundation and is a value-added opportunity for our partners.
- Worked with National Senior Games staff on several issues involving Florida Senior Games athletes at the 2023 National Senior Games.
- Worked with The Villages Daily Sun and Growing Bolder identifying Florida Senior Gems athletes at the 2023 National Senior Games.
- Worked with the Florida Sports Hall of Fame to share the announcement about the 2023 Class of Inductees.

Events and Trade Shows

- Attended and supported the 2023 Sunshine State Games in Charlotte, Alachua, Polk and Orange County
- Developed presentation for staff attending the 2023 Florida Association of Counties Annual Conference.
- Met with industry partner Team IP for theme concept and promotional items for 2023 TEAMS Conference to be held in Palm Beach in October.

Website Traffic

- PlayinFlorida.com, June 2023 traffic for FSF's website was 5,873 visitors and 10,345 page views. The most visited pages include the Miami Heat page (20.84%), Florida Sports Foundation landing page (10.66%), and the specialty license plate landing page (7.36%).
- FloridaSeniorGames.com, June 2023 traffic was 2,092 visitors and 6,665 page views. The most visited pages include the FSG landing page (22.19%), Florida Senior Games All Sports Schedule page (12.51%), and the overall results page (9.80%).
- SunshineStateGames.com, June 2023 traffic was 8,731 visitors and 26,788 page views. The most visited pages were the SSG Landing page (17.13%), the Water Polo page (12.97%), Taekwondo page (11.75%) and the schedule of events page (7.09%).

Social Media

- @PlayInFlorida Twitter activity generated over 1,600 unique impressions and an 1.6% engagement rate.
- Facebook audience reach was 3,324 including 834 new visitors.
- @PlayInFlorida's best tweet was "Congratulations to the 8 athletes of the 2023 @FlaSportsHOF class to be inducted at the @FloridaTheatre November 8 in Jax. The class represents 6 different sports and includes NBA, Olympic and NFL standouts." with 237 impressions and 3.8% engagement rate.
- During the busy month of June for the Sunshine State Games, 28 Facebook posts, on the Sunshine State Games page, featuring athlete achievements, reached 21,454 viewers and created 3,754 engagements.
- Promoted health benefits of physical activity via the State Surgeon General, Florida Department of Health and Florida Department of Education through social media outreach. In June, these posts combined to produce 387 unique impressions and 25 engagements.

Sunshine State Games (SSG)

- Produced 13 Sunshine State Games championship events
- Completed post event reports
- Reconciled financials for SSG activities

Florida Senior Games (FSG)

- Met with Visit Jacksonville, Jeanne Goldschmidt
- Met with Cvent, Ian McDonald
- Sponsored and attended 6th annual Florida Sports Hall of Fame Golf Tournament

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~