April 21, 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.

In **February**, the Foundation reached the *maximum distribution of* ***$3,500.000.00***; thus, an invoice is not 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

COME PLAY IN FLORIDA
PLAYINFLORIDA.COM

April 19, 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 **March**:

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 **March 2023**

FY-to-Date: **# of grants**: 149 **Amount**: $3,593,818 **Impact**: $920,862,172 **Visitors**: 954,732 **Jobs**: 10,546

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: **$77,598.11**
Total accrued this fiscal year: **$393,227.36**

Sunshine State Games (SSG) & Florida Senior Games (FSG):
The amateur sports team hosted the first event of the 2023 Sunshine State Games, Beach 'N Boards Festival in Cocoa Beach, FL. More than 500 athletes participated in the weekend festival. Registration is remains open for events planned through June. The 2023 Florida Senior Games planning is underway, and many communities are hosting local qualifying events. New sports directors are being onboarded in preparation for the 2023 festival.

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

SB23-004 – Florida Sports Foundation

March 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 March

Number of events occurring during the month	21
Amount of grant awards	$496,487
Projected impact/revenue	$128,766,337
Projected number of visitors	122,007

Economic Contributions for Granted Events closed out during March

Grants Paid	15
Total amount expended per grant awards	$157,501
Economic impact	$34,313,699
Number of visitors	87,127

FY 2022-23 Program Totals-to-Date

Number of Grants Awarded	149
Award amount	$3,593,818
Economic impact	$920,862,172
Number of visitors	954,732
Jobs created	10,546

Professional Sports Development Trust

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	March 2023
Quarter 2	$119,575.00	March 2023
Quarter 3	$77,598.11	March 2023
Quarter 4		
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 **March**, the following meetings were held:

- Florida Sports Foundation Q3 Board of Directors Meeting
- Florida Sports Foundation Roundtable
- Enterprise Florida Board of Directors & Stakeholders Meeting
- Florida Historic Capital Foundation Board Meeting
- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Bryce Hollweg
- Florida Association of Counties Corporate Relations Manager, LaToya Davis
- Greater Orlando Sports Commission President & CEO, Jason Siegel
- Former National Senior Games CEO, Marc Riker
- OPPAGA Staff Director, Emily Leventhal
- OPPAGA Senior Legislative Policy Analyst, Eryn Jones
- OPPAGA Legislative Policy Analyst, Laurelin Haas
- Orange Bowl Chief Administrative Officer, Mitch Morrall

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 March 2023 month-end close processes

External Affairs

Significant Meetings and Activities

- Hosted Third Quarter Board of Directors Meeting
- Launched OPPAGA 3-year review
- Participated in hosting the FSF Roundtable Event
- Meetings with the OWL technology team
- Attended SportsETA Women's Summit

Events and Trade Shows

- N/A

Sports Development/Partnerships Engagement

Significant Meetings and Activities

- Met with Aspire Zone of Qatar
- Met with Destinations International
- Met with Craig Campbell of Visit St. Pete Clearwater
- Met with Jason Aughey of Tampa Bay Sports
- Met with Kieran Easton with "Who We Play For", a heart defect testing company for youth sports
- Met with Mat Ratner (Greater Miami CVB) and Anthony Favata (Florida Marlins)
- Met with International Teqball Federation
- Attended King of the Court Championship in Miami
- Supported the Games Staff in their onsite marketing efforts with the Beach and Boards Fest in Cocoa Beach. This festival, hosted by our partner Visit Space Coast, also served as a location for two Sunshine State Games sports
- Attended Players Championship Dinner as guest of St. Augustine Sports
- Participated in Florida State University Sports Management Career Fair
- Attended 2023 AVP Pro Tour at request of Greater Miami CVB Partners.
- Represented the Sports Development team at the Sunbelt Conference Tournament for Men and Women's Basketball Championship Game at request of Pensacola Sports Partners
- Attended ISC Conference -London
- Attended SportsETA Women's Summit
- Hosted 60+ industry partners at 3rd Quarter Industry Partner Roundtable in Tallahassee in conjunction with Tourism Day at the Capital events
- Finalized FSF and Industry Partners participation at Connect Sports Conference
- Continue to plan for FSF Annual Summit in May
- Met with OPPAGA team
- Represented the Foundation at the Sports ETA State Leaders Community quarterly meeting.

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued to distribute printed version of the 2023 Florida Spring Training Guide to individual requestors from www.floridagrapefruitleague.com and other interested parties.
- Continued to update www.sunshinestategames.com with latest information about the 2023 Sunshine State Games.
- Continued to update www.floridagrapefruitleague.com to include updated information about the 2023 Florida Spring Training season.
- Continued tracking attendance totals of the 2023 Florida Spring Training season through the conclusion of the season on March 28.
- Edited the 2023 Sunshine State Games promotional flyers to be distributed and used in social media posts and email blasts.
- Created and populated individual event pages for sports on the Sunshine State Games Facebook page.
- Contributed a Florida Senior Games article, about the 2023 Fall Qualifying Golf opportunities for the 2023 Florida Senior Games, to be included in the Spring/Summer online version of Play Florida Golf.

Events and Trade Shows

- Attended Spring Training Game at Roger Dean Chevrolet Stadium
- Attended Sunshine State Games events at Beach N Boards Festival
- Served as the Emcee of the Capital City Senior Games Celebration of Athletes
- Attended Florida Sports Hall of Fame Baseball, Bourbon and Cigars Event in Tampa
- Attended Spring Training Game at Steinbrenner Field
- Play Florida Golf was represented at Golf Shows in Novi/Detroit, Michigan (3/3-5) and Boston, Massachusetts (3/17-19). An estimated total of 46,000 golfers were in attendance at these shows.

Website Traffic

- PlayinFlorida.com, March 2023 traffic for FSF's website was 8,254 visitors and 13,307 page views. The most visited pages include the Florida Spring Training (28%),the Miami Heat page (10.4%) and the Florida Sports Foundation landing page (10.3%),.
- Floridaseniorgames.com, March 2023 traffic was 3,118 visitors and 8,505 page views. The most visited pages include the FSG landing page (23.3%), Florida Senior Games All Sports Schedule page (17.6%), FSG Results page (9.9%).
- SunshineStateGames.com, March 2023 traffic was 2,653 visitors and 6,526 page views. The most visited pages were the SSG Landing page (18.9%), the Figure Skating page (14.8%), all Sports Schedule page (6.6%) and the Powerlifting page (6.5%).
- It should also be noted floridagrapefruitleague.com had 53,210 visitors and 132,835 page views in March, 2023. More than 140,000 visitors came to the site for Florida Grapefruit League information between December 2022 and March 2023.

Social Media

- @PlayInFlorida Twitter activity created 2,916 unique impressions, 542 profile visits and 101 mentions
- @PlayInFlorida's best tweet was "Sports Industry Professionals from across Florida are in Tallahassee for the #PlayInFlorida Industry Partners Roundtable. On the agenda was the state's $146.5B Economic Impact Survey for FY 2019/20 & 2020/21 and the growth of Apalachee Regional Cross Country Park in Leon County." with 449 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Hosted the 2023 Sunshine State Games Directors Workshop
- Site Visit to Gainesville's Celebration Point Indoor Track and Field Facility/Multipurpose Facility
- Intern interviews and onboarding
- Hosted Open Water Swim and Stand-Up Paddle board as part of the Beach 'N Boards Fest

Florida Senior Games (FSG)

- Met with organizers of the Dominos Tournament for 2023 Florida Senior Games
- Onboarded new sports directors for Florida Senior Games
- Met with Sarah Vande Berg Tennis Center staff

Sponsorships, Development & Fundraising

Activity with Current Sponsors

Activity with Prospective Sponsors

- Submitted sponsorship request to Publix for Sunshine State Games

~ End~