June 29, 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

June 29, 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 **May**:

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 **May 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: **$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 hosted Figure Skating, Lacrosse and Artistic Roller Skating during the month. Other remaining events will take place during 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

May 2023

Florida Sports Foundation, Inc.
101 North Monroe Street, Suite 1000
Tallahassee, FL 32301

Submitted by: Jacqueline Hightower

Table of Contents

Performance Measures 2
Economic Contributions for Granted Events during May 2
Economic Contributions for Granted Events closed out during May 2
FY 2022-23 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 Activities 3
Significant Meetings and Activities 3
Events and Trade Shows 3
Sports Development/Partnerships Engagement 4
Significant Meetings and Activities 4
Communications 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 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 May

Number of events occurring during the month	22
Amount of grant awards	$485461
Projected impact/revenue	$135,285,749
Projected number of visitors	97,906

Economic Contributions for Granted Events closed out during May

Grants Paid	14
Total amount expended per grant awards	$256,752
Economic impact	$62,774,387
Number of visitors	100,647

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

- First Tee Board Meeting
- Florida Sports Summit
- Formula 1
- Sportel Miami
- Greater Miami Convention & Visitor Bureau / FIFA Event
- Orange Blossom Classic
- Palm Beach Hall of Fame
- The BDS Agency President, Brian Stanchak
- Florida Association of Counties Corporate Relations Manager, LaToya Davis
- Pensacola Sports Commission President & CEO, Ray Palmer
- Former Florida Sports Foundation President, Larry Pendleton
- Sportel Conference Director, Joanna Merchie
- Orange Blossom Classic, Kendra Bullock-Major
- Greater Orlando Sports Commissions Senior VP of Business Development, Brent Nelson
- Orange Bowl Committee CEO, Eric Poms
- Macork Solutions Director of Operations, Michael Cork
- 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

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
- Met with ERP software vendors to research new systems for HR, payroll, reporting, etc.
- Met with EFI administration on transition planning

Events and Trade Shows

- N/A

Sports Development/Partnerships Engagement

Significant Meetings and Activities

- Finalized planning for the 2023 Annual Florida Sports Summit
- Produced the annual Florida Sports Summit
- Met with Bundesliga Borussia Dortmund
- Met with Sportel Conference representatives
- Attended Sports ETA Symposium in Kansas City
- Met with Indiana Sports Corporation to discuss the formation of a statewide grant program
- Finalized the details of the Florida Sports Foundations programming at the Florida Association of Counties Annual Conference
- Attended the partner networking event with Greater Miami Convention and Visitors Bureau, Treasure Coast Sports, Visit Lauderdale Sports, and Palm Beach County Sports, at the Formula 1 Race in Miami, Florida.
- Planned, coordinated, and attended the Florida Sports Partners Night at Kaufman Park with over 60 partners and rights holders in attendance
- Attended a virtual meeting with US Sailing to discuss the hosting of the US Olympic Trials in Florida
- Represented the Florida Sports Foundation at the Epson Tour event at the request of Discover Lake County Sports

Communications

Significant Media Activities and Meetings

- Continued to update www.sunshinestategames.com with latest information about the 2023 Sunshine State Games
- Completed and distributed 2023 Sunshine State Games Figure Skating Championships Souvenir Program
- Worked with WMT to create and online advertising campaign for Sunshine State Games Canoe/Kayak, Fencing and Pickleball registration.
- Publicized the efforts of the Florida Senior Games Softball teams at the National Senior Games Softball Championships.
- Publicized the efforts of the Sunshine State Games Artistic Roller Skating and Figure Skating athletes.
- Worked with Even Hotel Sales Department, in Pittsburgh, PA, to set up a reception for Florida athletes at the 2023 National Senior Games.
- Provided real-time social media updates at the 2023 Sunshine State Games Artistic Roller-Skating and Figure Skating Championships and the 2023 Florida Sports Summit.

Events and Trade Shows

- Attended the 2023 Sunshine State Games Artistic Roller-Skating Championships
- Attended the 2023 Sunshine State Games Figure Skating Championships and Summer Sunshine Lacrosse Classic
- Attended the F1 Miami Grand Prix along with industry partners from around the state
- Attended and supported a panel discussion at the 2023 Sportel Miami Conference
- Attended the Greater Miami Convention & Visitors Bureau (GMCVB) State of the Travel and Tourism Industry Update at loanDepot Park in Miami
- Hosted and attended the 2023 Florida Sports Summit in Palm Beach, Florida

Website Traffic

- PlayinFlorida.com, May 2023 traffic for FSF's website was 6,251 visitors and 10,940 page views. The most visited pages include the Miami Heat page (29,59%), Florida Sports Foundation landing page (12.32%), and the NASCAR page (4.09%).
- Floridaseniorgames.com, May 2023 traffic was 2,280 visitors and 6,542 page views. The most visited pages include the FSG landing page (21.16%), Florida Senior Games All Sports Schedule page (13.96%), FSG Sport Information page (6.96%).

- SunshineStateGames.com, May 2023 traffic was 8,731 visitors and 26,788 page views. The most visited pages were the SSG Landing page (14.30%), the Figure Skating page (12.77%), Pickleball page (10.15%) and the Taekwondo page (6.85%).

Social Media

- @PlayInFlorida Twitter activity created 2,282 unique impressions and an 8.7% engagement rate.
- Facebook audience reach was 7,293, up over 200% compared to the previous month.
- @PlayInFlorida Twitter activity created 2,282 unique impressions and an 8.7% engagement rate.
- Facebook audience reach was 7,293, up over 200% compared to the previous month.
- @PlayInFlorida's best tweet was "The Sun is shining on the 2023 Florida Sports Summit and #PlayInFlorida. Thanks for a great start to the day with the Sunshine Breakfast, @Visit_PCB." with 314 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Attended Florida Sports Foundation Summit
- Produced Sunshine State Games Figure Skating
- Produced Sunshine State Games Lacrosse Summer Kick Off
- Produced Sunshine State Games Artistic Roller-Skating

Florida Senior Games (FSG)

- Met with Daria Leffell of Hyatt Place, Tampa/Wesley Chapel
- Met with Broward Senior Games Coordinator, Babatunde Epoyun
- Attended and presented during the Head Coach Training Academy, Orlando

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~