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

SB23-004 – Florida Sports Foundation

November 2022

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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 November

Number of events occurring during the month	15
Amount of grant awards	$185,518
Projected impact/revenue	$39,133,657
Projected number of visitors	52,027

Economic Contributions for Granted Events closed out during November

Grants Paid	17
Total amount expended per grant awards	$352,417
Economic impact	$91,080,575
Number of visitors	217,840

FY 2022-23 Program Totals-to-Date

Number of Grants Awarded	99
Award amount	$2,546,984
Economic impact	$560,497,710
Number of visitors	604,369
Jobs created	7,252

Professional Sports Development Trust

$1,014,806.23 is overdue for **July 2022**
$389,160.00 is overdue for **August 2022**
$317,262.00 is overdue for **September 2022**
$390,011.00 is overdue for **October 2022**
$280,991.00 is due for **November 2022**

Total: $2,392,230.23

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	$72,935.00	
Quarter 3		
Quarter 4		
Fiscal Year-to-date	$268,989.25	

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

- 2nd Quarter Grant Meeting
- Florida Hall of Fame Board Meeting
- Host City
- FSF Board of Directors Member, Lynn Thompson
- Florida Association of Counties Corporate Relations Manager, LaToya Davis
- Louisiana Office of Tourism Sports & Outdoor Sales Manager, Will Bloom
- SWAC Senior Associate Commissioner, Adeanah Pooler
- Florida Hall of Fame President, Rick Hatcher
- IOC Honorary Member, Sir Craig Reedie GBE
- World Baseball Softball Confederation Secretary General, Beng Choo Low
- International Federation of Sport Climbing Secretary General, Debra Gawrych
- U.S. Soccer Foundation VP of Marketing & Communications, Jennifer Arnold
- Deloitte's Sports Business Group Head of Economic Growth, Alice John
- Deloitte, Managing Partner Olympic, Paralympic & Major Events Practice, John Tweardy
- Greater Miami Convention and Tourism Bureau Associate Director for Sports Tourism, Mathew Ratner
- World Athletics Head of Events, Toni Jorba
- Centre for Sports & Human Rights Chief Innovation Partnership Officer, David Grevemberg CBE

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 November month-end close processes

External Affairs

Significant Meetings and Activities

- Ongoing planning for 2nd quarter board of director's meeting
- Met with Florida Association of Counties – L. Adams
- Met with Orange Bowl staff – J. Mas
- Attended Marriott Customer Appreciation event

- Ongoing planning for Governor's Baseball Dinner event
- Completed employee handbook preparation and member satisfaction survey training
- Completed SafeSport training

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Spoke at Host City Trade Show with Greater Miami
- Met with Antony Warren from Supercross
- Met with Mater Obor from Teqball
- Met with Host City for future partnerships
- Hosted Grant committee meeting
- Preparation for 2nd Quarter Virtual Round Table
- Met with Destinations Florida for future partnership
- Attended Destinations Florida Annual Meeting

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued to update floridaseniorgames.com as event information was completed for the 2022 Florida Senior Games.
- Sent out press releases and updates to prospective Florida Senior Games athletes about the 2022 Games registration.
- Communicated with Florida Senior Games presenting sponsor, Humana, about activations at the 2022 Florida Senior Games.
- Contributed Sunshine State Games and Florida Senior Games Successes to the DEO Annual Communications Report.
- Contributed to the Enterprise Florida End of Year Accomplishments Press Release.
- Worked with local partners to plan 2022 Florida Senior Games Opening Ceremony.
- Worked to secure photographers and videographers for the 2022 Florida Senior Games.
- Communicated with Florida Senior Games athletes with email blasts with information about specific sports as their events approached.
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Events and Trade Shows

- Attended the 2022 National Senior Games Association (NSGA) Annual Meeting in Pittsburgh, PA. Received $8,500 National Senior Games Rebate Check for 1,600 athletes who competed in the 2022 National Senior Games in Fort Lauderdale.

Website Traffic

- PlayinFlorida.com, November 2022 traffic for FSF's website was 8,317 visitors and 11,986 page views. The most visited pages include the College Football Bowl Games (51.70%), the Florida Sports Foundation landing page (7.21%), and the Florida Spring Training Baseball page (4.66%).
- Floridaseniorgames.com, November 2022 traffic was 8,439 visitors and 16,989 page views. The most visited pages include the FSG landing page (18.90%), FSG Pickleball page (10.03%), and Florida Senior Games All Sports Schedule page (9.475%).

- SunshineStateGames.com, November 2022 traffic was 1,092 visitors and 2,018 page views. The most visited pages were the SSG landing page (17.54%), the SSG Fall Lacrosse Classic page (16.95%) and the Powerlifting page (12.04%).

Social Media

- @PlayInFlorida Twitter activity created 1,736 unique impressions.
- @PlayInFlorida had 350 profile views and was mentioned on 15 occasions.
- @PlayInFlorida's best tweet was "**#PlayInFlorida** and **@MiamiandBeaches** is sharing with the world, "How Major Events can Benefit Host Cities," at the 2022 **@Host_City** Conference and Expo in Glasgow, Scotland. Rights holders, hosts, organizers, suppliers and sponsors will hear the about the successes of Florida." with 439 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Hosted Precision Pistol event in Pinellas County
- Hosted LED Light Saber event in Orange County
- Conducted a site visit for the 2023-2026 Sunshine State Games in Charlotte and Hillsborough counties
- Participated in meetings with National Governing Bodies

Florida Senior Games (FSG)

- Attended the National Senior Games Conference in Pittsburgh, PA
- Meeting with Orange County Parks & Recreation-Sheryl Fleming
- Meeting with University of North Florida Deputy AD-Ervin Lewis

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- N/A

Activity with Prospective Sponsors

- N/A

~ End~