



November 21, 2022

Ms. Cory Strickland
Department of Economic Opportunity
107 E. Madison St., MSC-80
Caldwell Building
Tallahassee, FL 32399

The minimum level of service has been met and we delighted to submit our monthly report. The following is a summary of accomplishments for **October**:

Florida Sports Foundation's professional sports tag sales revenue use:

Professional Sports Development Trust Fund: Tag revenue due for the month: **\$390,011.00**
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **\$2,111,232.23**

Grant Programs - Section 320.08058(g)(b)(1)
\$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 due for **October 2022**

FY-to-Date: # of grants: 44 Amount: \$1,182,667 Impact: \$200,133,248 Visitors: 254,006 Jobs: 5,772

Florida-based charities pursuant to Section 320.08058(g)(b)(2), FL Statutes Florida's Nine Professional Sports Teams Tag Charity Payments: The charity amount accrued for this quarter-to-date: **\$42,392.50**
Total accrued this fiscal year: **\$238,446.75**

Sunshine State Games (SSG) & Florida Senior Games (FSG):

Sunshine State Games planning is continuing with dates and locations for many sports established. Florida Senior Games has 23 sports scheduled for December 3-11, 2022, in Pasco County. Currently, 2,330 athletes are registered for the Florida Senior Games.

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

SB23-004 – Florida
Sports Foundation
October 2022

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

Submitted by: Jeff Roberson

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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 October

Number of events occurring during the month	9
Amount of grant awards	\$93,090
Projected impact/revenue	\$17,916,838
Projected number of visitors	23,104

Economic Contributions for Granted Events closed out during October

Grants Paid	22
Total amount expended per grant awards	\$147,033
Economic impact	\$68,746,442
Number of visitors	205,707

FY 2022-23 Program Totals-to-Date

Number of Grants Awarded	44
Award amount	\$1,182,667
Economic impact	\$200,133,248
Number of visitors	254,006
Jobs created	5,772

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 due for **October 2022**

Total: \$2,111,239.23

Florida's Nine Professional Sports Team License Plate Charity Payments (Florida-based charities pursuant to section 320.08058 (g)(b)(2), Florida Statutes)

Total teams' charity payments accrued for the period	Amount	Month Paid Out
Quarter 1	\$196,054.25	
Quarter 2	\$42,392.50	
Quarter 3		
Quarter 4		
Fiscal Year-to-date	\$238,446.75	

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

- Florida Sports Foundation Q1 Board of Directors Meeting
- Enterprise Florida Board of Directors & Stakeholders Meeting
- TMH Board of Trustees Meeting
- Sports ETA 4S & Rights Holder Summit
- SWAC Cross Country Championship
- FSF Board of Directors Chairman, Jesse Biter
- First Tee, Tracey Marple
- Alia Strategic Group, Alia Faraj-Johnson
- SWAC Senior Associate Commissioner, Adeanah Pooler
- SWAC Associate Commissioner Promotions & Strategic Partners, Bryan Hicks
- SWAC Associate Commissioner Promotions Media Relations, Andrew Roberts
- SWAC Associate Commissioner Administration, Reginald Thomas
- SWAC Chief Finance Officer, Aaron Mackey
- SWAC Director Championship, Jasmine Quinn
- SWAC Assistant Director Strategic Communications, Brianna May
- Florida A&M University Interim Athletic Director, Michael Smith
- Greater Orlando Sports Commission President & CEO, Jason Siegel
- Sports ETA 4S & Rights Holder Summit, Bonny Bernat
- Global Institute of Sports Regional Director, Catherine Garrido
- Beyond Pulse Founder, Mark Wilson
- Beach-N-Boards Fest, Mitch Varnes
- Florida Hall of Fame President, Rick Hatcher
- Florida Sports Hall of Fame Vice President, Ginger Kane
- Florida Sports Hall of Fame, Keyna Cory
- Leon County Division of Tourism Director, Kerri Post
- Capital City Chamber of Commerce President, Katrina Tuggerson
- Hudl Sr. Solutions Partner, John McGuigan
- Indiana Sports Corp Director Statewide Initiative & Events, Shannon Sullivan
- Louisiana Office of Tourism Sports & Outdoor Sales Manager, Will Bloom

Speaking Engagement:

- Capital City Chamber of Commerce Economic Impact Breakfast

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 October month-end close processes
- Completion of Q1 DEO Reporting

External Affairs

Significant Meetings and Activities

- Hosted rescheduled Board of Directors Meeting – October 18, 2022
- Orlando City Soccer & Indian River Tax Collectors Meetings
- FLHSMV Meetings – Paula Stanfield
- Tampa Bay Lightning Meeting – Jay Feaster and staff
- Toronto Blue Jays Meeting – GBD planning

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Hosted the Florida Pavilion at the TEAMS Sports Conference in Oklahoma City
- Met with TEAMS Conference staff for Florida Pavilion
- Met with Palm Beach Industry Partners for TEAMS Conference in 2023
- Met with Summit destination host to reschedule the Florida Sports Summit
- Meeting with Adam Soroka from Host City
- Met with Wilco for King of the Court Beach event in Miami Beach

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.
- Began production of the 2022 Florida Senior Games Souvenir Program.
- Sent out press releases and updates to prospective Florida Senior Games athletes about the 2022 Games registration.
- Assisted the Greater Orlando Sports Commission in promoting 2023 March Madness, NCAA Tournament in Orlando.
- Communicated with Florida Department of Elder Affairs about having the Secretary attend the 2022 Florida Senior Games Opening Ceremony in Pasco County.
- Worked with Local Senior Games Series Qualifiers to collect sanctioning applications for the 2023 Local Senior Games Calendar of Events.
- Worked with the Florida Sports Hall of Fame to promote the 2022 Enshrinement Ceremony and FSF Sponsorship.

- Communicated with Sports Pittsburgh to promote the 2023 National Senior Games at the 2022 Florida Senior Games, a qualifier for the 2023 National Games.
- Communicated with new Communications and Marketing Managers with Florida's Sports Coast to promote the 2022 Florida Senior Games.

Events and Trade Shows

- N/A

Website Traffic

- PlayInFlorida.com, October 2022 traffic for FSF's website was 4,884 visitors and 8,862 page views. The most visited pages include the College Football Bowl Games (19.43%), the Florida Sports Foundation landing page (11.34%), and the About Us page (5.18%).
- Floridaseniorgames.com, October 2022 traffic was 6,997 visitors and 30,436 page views. The most visited pages include the FSG landing page (29.10%), FSG Local Series Qualifier Schedule page (15.38%), and Florida Senior Games About page (7.15%).
- SunshineStateGames.com, October 2022 traffic was 1,362 visitors and 2701 page views. The most visited pages were the SSG Landing Page (17.8%), the SSG Powerlifting page (12.184%) and the SSG Fall Lacrosse event page (11.6%).

Social Media

- @PlayInFlorida Twitter activity created 2,851 unique impressions.
- @PlayInFlorida had 905 profile views and was mentioned on 33 occasions.
- @PlayInFlorida's best tweet was "Congratulations to the 8 Post-Season Bound [@FlaSpringTraining](#) teams. Keep up the good work [@Braves](#), [@Mets](#), [@Phillies](#), [@Cardinals](#), [@Yankees](#), [@BlueJays](#), [@RaysBaseball](#) and [@astros](#). The Wild Card Series begins Friday. More at atmlb.com/3T1sFns" with 427 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Hosted USPSA Sport Shooting event
- Attended TEAMS Sports Conference and met with National Governing Bodies
- Met with industry partners to discuss hosting State Games of America
- Received RFPs for hosting different sporting championships
- Set up site visits for November

Florida Senior Games (FSG)

- Attended TEAMS Sports Conference and met with National Governing Bodies
- Met with Jeremiah Burns of Archway Promotions
- Met with Chip Hofler of North Carolina Amateur Sports

Sponsorships, Development & Fundraising

Activity with Current Sponsors

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

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Sales / Invoices SALES00662
Date 10/31/2022

Florida Sports Foundation Incorporated

101 North Monroe Street
Suite 1000
Tallahassee FL 32301

Customer: State of FL (DEO) Rev (Tags/Qtrly)
Attn: Cory Strickland
107 East Madison Street
Tallahassee FL 32399

Purchase Order	Customer ID	Agreement #	Billing Period	Contract #
FY22/23	EFI0002	S0199	October 2022	SB23-004
Description: Pro Tag Rev - Oct22 Professional Sports Development Fund				Amount \$390,011.00
FEID: 45-3113933				

Subtotal	\$390,011.00
Misc	\$0.00
Tax	\$0.00
Freight	\$0.00
Trade Discount	\$0.00
Payment	\$0.00
Total Due	\$390,011.00