October 19, 2022

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.

Additionally, the **September** invoice for the payment of **$317,262.00** is included.

If you require additional information, don't hesitate to get in touch with me at (850) 212-9555 or jroberson@playinflorida.com.

Sincerely,

Jeff Roberson

Jeff Roberson
Manager, Sports Operations
Florida Sports Foundation

October 19, 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 **September**:

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

Professional Sports Development Trust Fund: Tag revenue due for the month: **$317,262.00**
Total Pro-Team Tag Net Revenue for this fiscal year-to-date is **$1,721,228.23**

Grant Programs - Section 320.08058(9)(b)(1)
$1,014,806.23 is overdue for **July 2022**
$389,160.00 is overdue for **August 2022**
$317,262.00 is due for **September 2022**

FY-to-Date: **# of grants**: 0 **Amount**: $0 **Impact**: 0 **Visitors**: 0 **Jobs**: 0

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: **$196,054.25**
Total accrued this fiscal year: **$196,054.25**

Sunshine State Games (SSG) & Florida Senior Games (FSG):
The Florida Senior Games, presented by Humana, location was finalized. Planning for both Olympic-style sports festivals is ongoing.

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

SB23-004 – Florida Sports Foundation

September 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 September

Number of events occurring during the month	7
Amount of grant awards	$98,174
Projected impact/revenue	$14,348,752
Projected number of visitors	69,240

Economic Contributions for Granted Events closed out during September

Grants Paid	11
Total amount expended per grant awards	$143,313
Economic impact	$836,496
Number of visitors	94,512

FY 2022-23 Program Totals-to-Date

Number of Grants Awarded	0
Award amount	0
Economic impact	0
Number of visitors	0
Jobs created	0

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 due for **September 2022**

Total: $1,721,228.23

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		
Quarter 3		
Quarter 4		
Fiscal Year-to-date	$196,054.25	

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

- First Tee Tallahassee
- Orange Blossom Classic
- S.P.O.R.T.S. The Relationship Conference
- 2024 US Olympic Team Trials Marathon Site Visit
- Historic Capitol Foundation Board Meeting
- FSF Board of Directors Chairman, Jesse Biter
- FSF Board of Directors Member, Jarred Diamond
- FSF Board of Directors Member, Dan Malasky
- Miami Dolphins Senior Vice President, Myles Pistorius
- Multicultural Business & Community Engagement Vice President, Neki Mohan
- City of Miami Gardens Legislative Analyst, Jamal Engram
- GEMM Development LLC President, Ken Roberts
- American Integrity Staff Counsel, Yumeko Motley
- Huddle Group CEO & Founder, Jon Schmeider
- Huddle Group Director of Partnerships, Cole McKeel
- Greater Miami Convention and Visitors Bureau, Jose Sotolongo
- Florida Hall of Fame President, Rick Hatcher
- Florida Hall of Fame Public Affairs Consultants, Kenya Cory
- Alia Strategic Group, Alia Faraj-Johnson
- Northstar Meeting Group (Sports Travel, TEAMS, Esports Travel), Peter Ciriello
- Greater Orlando Sports Commissions Senior VP of Business Development, Brent Nelson
- Southeastern Network of Athletic Professionals (SNAP), CEO & Founder, Donald Staley
- S.P.O.R.T.S. The Relationship Conference Events & Operations Manager, Stephanie Eckman

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 September month-end close processes

External Affairs

Significant Meetings and Activities

- Attended Orange Blossom Classic events
- Met with Miami Marlins, Caroline O'Conner
- Met with Alia Faraj, Impact Study
- Met with Jim Fritz, JP Morgan
- Met with Orlando City Soccer staff
- Met with Indian River Tax Collector's staff
- Met with Ritz Carlton Sales Team
- Planned Q1 Board of Directors Meeting, September 28

Events and Trade Shows

- N/A

Sports Development

Significant Meetings and Activities

- Continued planning the 2022 Florida Sports Summit
- Hosted an Industry Partners and Rights Holder event in Savannah, GA during S.P.O.R.T.S. Relationship Trade Show
- Met with TEAMS Conference staff for October 2022 plans
- Met with Stoll Strategies the 2022 Florida Sports Summit participation
- Met with EPIC on the 2022 Florida Sports Summit participation
- Planning for S.P.O.R.T.S. The Relationship Conference
- Carried out 1st Quarter Grant Committee Meeting
- Met with Host City staff
- Met International Sports Conference staff

Partnership Activations

- N/A

Communications

Significant Media Activities and Meetings

- Continued to update sunshinestategames.com as event information was completed for the 2022 Sunshine State Games.
- Assisted in production of the 2022 Florida Senior Games poster/flyer.
- Sent out press release announcing the opening of registration for the 2022 Florida Senior Games, presented by Humana.
- Submitted Nick Gandy nomination for the National Senior Games Board of Directors.
- Began fulfilling sponsorship obligations with Social Media posts for the 2022 Florida Sports Summit.
- Completed 2022-23 agreement with Destination Media to promote Golf and Fishing in the State of Florida.
- Distributed pre-event and event coverage press releases for the 2022 Sunshine State Games International Beach Games.
- Worked with WMT on paid social media campaign to promote the SSG International Beach Games which reached 201,024 total Facebook users and more than 25,000 Instagram users, resulting in 10,926 post engagements (this includes likes, shares, comments, etc.) and 9,294 total clicks.
- Distributed pre-event and event coverage press release for the 2022 Florida Senior Games Softball Qualifier.
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Events and Trade Shows

- Attended the Pasco County Board of County Commissioner's Meeting to announce Florida's Sports Coast as the host of the 2022-24 Florida Senior Games.
- Attended the Florida Senior Games Local Qualifiers and Sport Directors meeting in Wesley Chapel.

- Attended the 2022 Florida Senior Games Softball Qualifier in Leesburg.
- Attended the 2022 Sunshine State Games International Beach Games.
- Participated as an exhibitor at the Tallahassee Senior Center Outdoor Fitness Expo.

Website Traffic

- PlayinFlorida.com, September 2022 traffic for FSF's website was 4,964 visitors and 7,944 page views. The most visited pages include the Florida Sports Foundation landing page (13.42%), the College Football Bowl Games (12.85%) and the About Us page (4.8%).
- Floridaseniorgames.com, September 2022 traffic was 5,988 visitors and 10,005 page views. The most visited pages include the FSG landing page (36%), FSG Local Series Qualifier Schedule page (22%), and Florida Senior Games About page (6%).
- SunshineStateGames.com, September 2022 traffic was 7,753 visitors and 12,446 page views. The most visited pages were the International Beach Games (16%), the SSG Landing Page (6.9%), and the SSG Schedule page (4%).

Social Media

- @PlayInFlorida Twitter activity created 3,177 unique impressions.
- @PlayInFlorida had 707 profile views and was mentioned on 9 occasions.
- @PlayInFlorida's best tweet was "Countdown to Florida Sports Summit is 11 days. Shout out to our Bronze Sponsors. Thanks **@VisitBradenton**, **@MiamiandBeaches**, @GreaterORLSports & **@NorthstarMeets** for your support. The 2022 Summit is October 3-5 at Marriot Singer Island Resort and Spa. **#PlayInFlorida**, with 491 impressions.

Amateur Sports

Sunshine State Games (SSG)

- Hosted International Beach Games
- Reviewed 2024-2026 bids
- Relocated Clay Festival SSG events
- Confirming 2023 Venues

Florida Senior Games (FSG)

- Meeting with Jim Charos of Advent Health Center Ice about Senior League Ice Hockey
- Meeting with Tiffany Beltran the Aquatics Director for Temple Terrace Recreation Center
- Meeting with Dave Creighton of Fox Hollow Golf Club

Sponsorships, Development & Fundraising

Activity with Current Sponsors

- Bronze Level Sponsorship for Summit 2022 (Greater Miami Convention & Visitors Bureau, SportsTravel, Daytona Beach, Visit St. Pete Clearwater, Bradenton, Anna Maria Island Longboat Key, St. Augustine)
- Silver Level Sponsorship for Summit 2022 (Pasco County Board of County Commissioners)
- Premium Level Sponsorship for Summit 2022 (Palm Beach Sports, Pensacola Sports, Panama City)

Activity with Prospective Sponsors

- N/A

~ End~

Sales / Invoices

Sales / Invoices SALES00644
Date 9/30/2022

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	50199	September 2022	SB23-004

Description:	Amount
Pro Tag Rev - Sep22	$317,262.00

FEID: 45-3113933

Subtotal	$317,262.00
Misc	$0.00
Tax	$0.00
Freight	$0.00
Trade Discount	$0.00
Payment	$0.00
Total Due	$317,262.00