

ITEM #80-B

**ADDITIONAL MATERIAL
REGULAR MEETING**

JUNE 10, 2025

**SUBMITTED AT THE REQUEST OF
COUNTY ADMINISTRATION**

From: [Cepero, Monica](#)
To: [Flintroy, Latasha](#)
Subject: Fw: Orange Bowl Committee College Football Playoff Championship Game support request.
Date: Monday, June 9, 2025 1:26:37 PM

Please distribute this as additional material for item number 80 as well.

Thank you,

M

Monica Cepero
County Administrator
Broward County, Florida

From: Newton Sanon <nsanon@oicsfl.org>
Sent: Monday, June 9, 2025 9:30 AM
To: Cepero, Monica <MCEPERO@broward.org>
Cc: Eric Poms <epoms@orangebowl.org>; henri@crockettfoundation.org <henri@crockettfoundation.org>; Jack Seiler <jseiler@sszrlaw.com>
Subject: Orange Bowl Committee College Football Playoff Championship Game support request.

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Good morning Monica,

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I appreciate the time this morning to talk about our support request for this year's College Football National Championship game. To follow our conversation, below you will find a few highlights that we believe makes the case for and supports our continued partnership with Broward County.

As the Chair of our Community Outreach efforts for the Orange Bowl, though proud of the monetary investments made in our community, it is the literal impact to the youth that continue to make me proud to be associated with an organization who truly gives make. We hope to have your support and certainly do feel free to call me with any questions.

Newton

College Football Playoff National Championship Game

- Played at a neutral site
- Awarded through a bid process
- Twice held in South Florida – 2021 (impacted by COVID) and again in 2026

National Championship Game Host Committee

- Collaborative community effort led by a diverse group of South Florida leaders; Orange Bowl Committee is the lead entity
- Comprised of many Broward County leaders and led by former City of Fort Lauderdale Mayor Jack Seiler

National Championship – Economic Impact

- 2021 College Football Playoff National Championship Game does not have a comparable economic impact study due to COVID
- The last national championship Game – 2013 BCS National Championship Game produced a \$230 million total economic impact and added media value
- Also as reference, the last three semifinal games (2015, 2018 and 2021) staged at the Capital One Orange Bowl have produced a collective \$756.4 million total economic impact and added media value

National Championship – Communications

- Host Committee will feature Broward County as an “Official Community Partner”
- Communications strategies include website, print/media/social media, signage and décor, electronic fan guide, Host Committee newsletter and in-stadium gameday marketing

Community Programs – Orange Bowl Committee Legacy Gifts Projects in Broward County

- Orange Bowl Field at Carter Park in Fort Lauderdale (\$1.5MM) – District 8 / Robert McKenzie
- Orange Bowl Field at Mitchell Moore Park in Pompano Beach (\$1.5MM) – District 4 / Lamar Fisher

Jimmy Evert Tennis Center in Fort Lauderdale (\$1.5MM) –
District 4 / Lamar Fisher

Community Programs – Orange Bowl Committee / Host Committee
Education Initiatives in Broward County

- Extra Yard for Teachers Innovation Learning Space Makeover Program (2024-25 – 2027-28 school years)
- Broward County Public Schools (BCPS) and the Orange Bowl Committee / Host Committee – matched \$500k for a total \$1,000,000 investment in ten (10) school media centers
 - Seven (7) Middle Schools - \$120,000 per school project
 1. Millennium 6-12 Collegiate Academy in Tamarac (\$120k) – District 3 / Michael Udine
 2. Bair Middle School in Sunrise (\$120k) – District 9 / Hazelle Rogers
 3. Apollo Middle School in Hollywood (\$120k) – District 7 – Alexandra Davis

Note: Remaining four middle schools to be determined by BCPS
 - Three (3) Elementary Schools - \$40,000 per school project
Note: three elementary schools to be determined by BCPS
 - Broward County Host Committee STEM Day
- Field trip for 125 Broward County students
- Held on Sat, Apr 5 at War Memorial Auditorium in Fort Lauderdale – District 4 / Lamar Fisher

Community Programs – Orange Bowl Committee / Host Committee
Community Engagement in Broward County

- Host Committee Community Celebration
- Will be held on the morning of Sat, Oct 11 at Mitchell Moore Park – District 4 / Lamar Fisher
- The event is free to the public and is centered on a food distribution and also encourages families to maintain an active and healthy lifestyle
 - Orange Bowl Family Fun and Fit Day
- Will be held on the morning of Sat, Aug 2 at Carter Park – District 8 / Robert McKenzie
- The event is free to the public and is centered on a back-to-school supplies distribution and encourages families to maintain an active and healthy lifestyle
 - Volunteer Program
- Opportunities for Broward residents to participate in the volunteer program for both the Orange Bowl and the 2026 College Football

Playoff National Championship Game

Host Committee Events in Broward County

- Host Committee Kickoff Luncheon
- Interactive luncheon for Broward corporate community with program centered on sports dignitaries
- Will be held on Wed, Nov 12 at War Memorial Auditorium in Fort Lauderdale – District 4 / Lamar Fisher
 - Host Committee Championship Kickoff Party
- Community celebration to celebrate the kickoff festivities leading up to the 2026 College Football Playoff National Championship Game
- Will be held on Fri, Jan 9 at Seminole Hard Rock in Hollywood – District 6 / Beam Furr
 - University Bands – Event Outing
- Entertainment for the university bands from both participating teams in the 2026 College Football Playoff National Championship Game (approximately 1,000 people)
- Will be held on Sat, Jan 17 at Dave & Buster's in Hollywood – District 6 / Beam Furr

Funding Request

- Investment - \$1MM

Newton