

ITEM #80-A

(Attachment referenced in email has been originally published as Exhibit 2)

ADDITIONAL MATERIAL REGULAR MEETING

JUNE 10, 2025

SUBMITTED AT THE REQUEST OF

MAYOR BEAM FURR

Flintroy, Latasha

To: Cepero, Monica
Cc: Campbell, Kimm; Furr, Beam
Subject: RE: For your consideration

From: Cepero, Monica <MCEPERO@broward.org>
Sent: Sunday, June 8, 2025 8:52 PM
To: Flintroy, Latasha <LFLINTROY@broward.org>
Cc: Campbell, Kimm <KICAMPBELL@broward.org>; Furr, Beam <BFURR@broward.org>
Subject: Fw: For your consideration

FYI - Latasha, please print the below email and the attachment and distribute it as additional material for the Mayor's item related to the Orange Bowl TDT request.

Thank you,
M

Monica Cepero
Broward County Administrator

From: Jerry Plush <JPlush@AmerantBank.com>
Sent: Sunday, June 8, 2025 10:52 AM
To: Cepero, Monica <MCEPERO@broward.org>
Subject: RE: For your consideration

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Here's the presentation - missed attaching this before...

From: Jerry Plush
Sent: Sunday, June 8, 2025 10:46 AM
To: Cepero, Monica <MCEPERO@broward.org>
Subject: For your consideration
Importance: High

Hi Monica!

Hope all is well.

I wanted to write to you to respectfully ask for your consideration regarding an item on this coming Tuesday's meeting agenda. I serve on the Orange Bowl Host Committee for the upcoming national championship game next January, and we are fortunate in 2026 to host both a quarterfinal game on New

Year's Day and then the national championship game on Monday, January 19th at Hard Rock Stadium. As we look for support for this key event that I believe will help boost our local economy (it's on a weekend where we should see a real boost given separation from the holidays) and brings national focus on us, here is a summary of some key points I would ask you to consider about the impact that this game will have (and the OBC has locally) going into the meeting:

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
- 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

I’ve attached the presentation Jack Seiler will be sharing which covers things in greater detail.

Monica, while I realize you and the Commissioners have many different requests that come your way all the time, this is one I hope will be carefully considered as we certainly need and would gratefully welcome the support!

On behalf of the OBC, thanks for reading!

Best,

Jerry

Jerry Plush
Chairman and CEO

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