

2022 - 2023 ORANGE BOWL COMMITTEE OFFICERS





Frank Gonzalez Yvonne Johnson-Phillips, M.D Bradley D. Houser President & Chair President Elect 1st Vice Chair





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Hector Tundidor Jr.



John P. (Jack) Seiler Immediate Past President & Chair



Eric L. Poms Chief Executive Officer

2022 - 2023 ORANGE BOWL COMMITTEE BOARD OF DIRECTORS

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Gerald Grant Jr.

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Michael E. Moran Les Pantin

Sean Pittman

Don Slesnick III Mario Trueba

COMMITTEE CHAIR BOARD MEMBERS (EX OFFICIO):

Marion A. Hill Trellance Moore

For the current Board of Directors, please visit orangebowl.org/committee/officers.











MAKING AN IMPACT

The Orange Bowl Committee was created in 1935 with a mission of generating tourism for South Florida through an annual football game, now known as the Capital One Orange Bowl, along with supporting events. Since then, the nonprofit organization has expanded beyond Greater Miami to become a regional cornerstone with an ever-expanding legacy of community impact.

From Lake Okeechobee to the Florida Keys, Orange Bowl promotes championship sporting events, related premier entertainment and other year-round activities to inspire youth, engage the community and enhance the South Florida economy.

For nine decades, Orange Bowl's service and commitment to South Florida has been as diverse as the residents that live here. Whether it is the millions of dollars injected into the local economy by hosting premier athletic competitions, or the support of thousands of students and young athletes through academic programs and community events, Orange Bowl continues to leave an indelible mark on the neighborhoods and people it serves.

Supporting these efforts are more than 400 committee members, 30 full-time staff and roughly 1,000 ambassadors who dedicate their time to make Orange Bowl and our community stronger.

\$40 MILLION

has been committed by Orange Bowl and its partners to improving the South Florida community over the past two decades.

\$1.47 MILLION

in community giveback in 2022-2023

16,500

athletes involved in youth sports programs

\$625,000

dedicated to improving and renovating parks and school media centers last year

33,000

students impacted by education initiatives

\$75,000

raised to support scholarship funds in the past year

\$123,000

dedicated to supporting partner programs and charitable organizations such as Make-A-Wish













YOUTH SPORTS

Orange Bowl Youth Football Alliance

Orange Bowl
Drive for Excellence Girls Golf Program

Orange Bowl Florida High School Football Showcase

Orange Bowl Florida High School Basketball Showcase

Orange Bowl
International Tennis Tournament

Orange Bowl International Youth Sailing Regatta

Orange Bowl Florida Fastpitch Softball Invitational

Orange Bowl Florida Youth Track & Field Invitational





SCHOOL PROGRAMS

Orange Bowl Leadership Academy
Extra Yard for Teachers
Orange Bowl Creative Art Contest

SCHOLARSHIPS

ACC Academic Consortium Collegiate Athletic Scholarship Program

Orange Bowl Beigel-Feis-Hixon Valor Award

Orange Bowl General Chappie James Scholarship

Miami-Dade Public Schools Scholar Athlete

Orange Bowl Albert E. Dotson Sr. Dr. Harold Guinyard Leadership Academy Scholarship





COMMUNITY EVENTS AND PROGRAMS

Orange Bowl Family Fun & Fit Day

Big Buddy Youth Ticket Giveaway to Orange Bowl Events

Disaster Relief

EVENT / PROGRAM SUPPORT

Junior Orange Bowl

Orange Blossom Classic

Lou Groza Place-Kicker Award presented by Orange Bowl

Make-A-Wish of Southern Florida

Special Olympics South Florida

Brian Piccolo Scholar Athlete Awards Banquet

Orange Bowl FCA Prayer Breakfast

Orange Bowl Swim Classic





LEGACY PARK PROJECTS

Orange Bowl Field at Moore Park
Orange Bowl Field at Carter Park
Orange Bowl Field at Ives Estates Park
Orange Bowl Field at Harris Field Park
Orange Bowl Field at Glades Pioneer Park
Orange Bowl Field at Mitchell Moore Park

MAKEOVER PROJECTS
School Learning Center Makeovers





YOUTH SPORTS

Every year, Orange Bowl transforms the lives of thousands of kids through its support of a variety of youth sports programs and initiatives.

The notorious Orange Bowl Youth Football Alliance (OBYFA), which is headed into its 25th year, is home to thousands of youth football players and cheerleaders stretching roughly 150 miles from Lake Okeechobee to Key Largo. Prominent NFL stars including Geno Smith, Dalvin Cook and others launched their football stardom from the OBYFA.

Orange Bowl also supports youth programming in golf (Orange Bowl Drive for Excellence Girls Golf Program), tennis (Orange Bowl International Tennis Championships), sailing (Orange Bowl International Youth Sailing Regatta), softball (Orange Bowl Florida Fastpitch Softball Invitational), track & field (Orange Bowl FLYTAF Invitational), and more.

In 2017, Orange Bowl launched the Orange Bowl Florida High School Football Showcase presented by Baptist Health, and the Orange Bowl Florida High School Basketball Showcase presented by American Airlines in 2021. Both events offer hundreds of student-athletes a unique opportunity to showcase their talents for Division II, III, NAIA and JUCO educational institutions with the goal of playing at the next level and earning a college degree.

13,000

football players and cheerleaders participate in the Orange Bowl Youth Football Alliance







The [Orange Bowl Basketball Showcase] gave me a really good opportunity to play in front of college coaches and an opportunity to play at the next level, which is a dream of mine.

 Orange Bowl Florida High School Basketball Showcase participant

EDUCATION

Orange Bowl continues to provide outstanding educational programs and opportunities for South Florida students and teachers.

For example, the Orange Bowl Leadership Academy (OBLA), an after-school mentoring program for middle school students in Miami-Dade and Broward counties, provides educational and interactive guidance designed to unleash potential and provide inspiration.

In addition, the Orange Bowl Creative Art Contest engages students from kindergarten through high school with an opportunity to win prizes such as tickets to the Capital One Orange Bowl.

Orange Bowl also supports a number of scholarships to assist students in their higher education goals, including the Orange Bowl Beigel-Feis-Hixon Valor Award, which honors the Marjory Stoneman Douglas coaches who lost their lives protecting their colleagues and students in the senseless tragedy that occurred at the Parkland school.

In partnership with the College Football Playoff Foundation, Orange Bowl activates and supports South Florida educators through its Extra Yard for Teachers program that provides professional development, entertainment and recognition to teachers.

25,000

hours dedicated to mentoring students in OBLA in 2022-23







The [OBLA teacher facilitators] are amazing in what they do to support these students. They teach them discipline and dedication... they lift them up at the end of the school day and teach them all that it means to be a leader.

- Penny Shaffer, Orange Bowl Committee Member





COMMUNITY ENGAGEMENT

Orange Bowl's year-round community engagement efforts reach every corner of the South Florida community.

The organization engages directly with local residents by hosting events such as the Sunshine Health Orange Bowl Family Fun & Fit Day presented by PNC Bank; volunteering with organizations at food and supply distributions; and participating in toy drives.

Funds raised from events like the GA Telesis Orange Bowl Golf Tournament presented by First Horizon; the Orange Bowl Food & Wine Celebration presented by Florida Blue; and the AvMed Orange Bowl 5K presented by Celebrity Cruises support local nonprofits including Make-A-Wish Southern Florida, Special Olympics Florida, and Camillus House.

Additionally, Orange Bowl provides support to community partners through events and programs, including the Brian Piccolo Scholar Athlete Awards Banquet and the Junior Orange Bowl.





\$510,000

raised through fundraising events in 2022-2023

We are grateful to the Orange Bowl Committee for their incredible support and generosity. Due to their commitment to Make-A-Wish Southern Florida, we are able to continue to create life-changing wish experiences for hundreds of wish children and their families.

- Norm Wedderburn, Make-A-Wish Southern Florida President & CEO

LEGACY PROGRAMS

Orange Bowl focuses on projects designed to have a lasting impact on the day-to-day lives of South Florida residents, through our Legacy Parks and Media Center Makeovers.

Six parks throughout the tri-county area have undergone transformation and renovation thanks to Orange Bowl and its partners: Moore Park in Miami, Carter Park in Fort Lauderdale, Ives Estates Park in Miami-Dade County, Harris Field Park in Homestead, Glades Pioneer Park in Belle Glade, and Mitchell Moore Park in Pompano Beach. The renovations benefit nearly one million South Floridians annually and include brand new football fields, state-of-the-art facilities, locker rooms, concessions, scoreboards, track & field areas, and more.

In collaboration with the College Football Playoff Foundation and other key partners, Orange Bowl has renovated more than 30 school media centers in South Florida's tri-county area, providing new modernized classroom furniture and equipment to encourage a more creative environment. These spaces benefit approximately 30,000 students and teachers in Miami-Dade, Broward and Palm Beach counties each year.

\$25 MILLION

has been committed by Orange Bowl and its partners to legacy programs







These enhancements [of Orange Bowl Field at Mitchell Moore Park] will only bolster the opportunity these children have to enrich their lives through sports on a state-of-the-art Orange Bowl Field.

- Pompano Beach Mayor Rex Hardin



YEAR IN REVIEW

Orange Bowl hosted a robust portfolio of annual events in 2022-23, thanks to the support of committee members, sponsors, community partners, dedicated volunteers and staff. From sports competitions that generated significant economic impact to fundraising events and community programs, Orange Bowl's presence in the South Florida community remained steadfast.



Orange Bowl Swim Classic

Jacobs Aquatic Center, Key Largo



American Airlines

Orange Bowl Florida High School **Basketball Showcase** presented by American Airlines

David Posnack Jewish Community Center, Davie



Florida Blue

Orange Bowl Food & Wine Celebration presented by Florida Blue

Broward County Convention Center, Fort Lauderdale



Orange Bowl Florida Youth Track & Field Invitational

Ansin Sports Complex, Miramar, FL



Sunshine Health Orange Bowl Family Fun & Fit Day presented by **PNC Bank**

Orange Bowl Field at Carter Park, Fort Lauderdale



Orange Bowl Youth Football Alliance Cheer Championships

> Nova Southeastern University, Davie



Capital One Orange Bowl Kickoff Party Hosted By Seminole Hard Rock Hotel Hollywood

> **Seminole Hard Rock** Hotel, Hollywood



AvMed **Orange Bowl 5k** presented by **Celebrity Cruises**

South Pointe Park, Miami Beach



Orange Bowl International Tennis Championships

Frank Veltri Tennis Center at Plantation Central Park, Plantation



AutoNation Orange Bowl Basketball Classic

FLA Live Arena, Sunrise

MAY JUN JUL

AUG SEP OCT



City Of Fort Lauderdale Orange Bowl Downtown Countdown

Downtown Fort Lauderdale



Orange Bowl Florida High School **Football Showcase** presented by **Baptist Health**

St. Thomas University, Miami Gardens



Orange Bowl Florida Fastpitch Invitational

Palmetto Bay Park, Palmetto Bay



APR

Ga Telesis Orange Bowl Golf Tournament presented by First Horizon

> Doral Golf Resort, Doral



Sunshine State Lacrosse Games presented by **Orange Bowl**

Gardens North County District Park, Palm Beach Gardens



Orange Bowl Youth Football **Alliance Park** Of The Week

OBYFA Parks South Florida



Lou Groza **Collegiate Place Kicker Award Celebration** presented by **Orange Bowl**

> West Palm Beach Marriott



First Tee Doral Junior **Golf Classic** presented by **Orange Bowl**

Biltmore Golf Course, Coral Gables



DEC

Orange Bowl International Youth Regatta

Coral Reef Yacht Club, **Coconut Grove**



AvMed Orange Bowl Coaches Luncheon presented by AutoNation

Jungle Island, Miami



Miami Gardens

Hard Rock Stadium











CAPITAL ONE ORANGE BOWL

Under the lights at Hard Rock Stadium just before the new year, Tennessee's redshirt-senior quarterback, Joe Milton III, led the No. 6 Volunteers to a dominating 31-14 victory over No. 7 Clemson in the 2022 Capital One Orange Bowl.

The matchup made for a very orange Orange Bowl (both teams have it as their primary color) and the first-ever meeting between head coaches Josh Heupel and Dabo Swinney.

This was the Volunteers first Orange Bowl win since 1939, culminating in an 11-win season for the first time since 2001.





MVP

TENNESSEE

• 251 PASSING YARDS

JOE MILTON III • QB

• THREE TOUCHDOWNS

63,912
IN ATTENDANCE

a sellout crowd at Hard Rock Stadium for the big game



2022 - 2023 COMMUNITY REPORT











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