

2024-25 Community Report

B U I L D I N G

CHAMPIONS

O N A N D O F F T H E F I E L D







Dear Friends of the Orange Bowl Committee,

With the college football season underway, it's time to reflect on our past year's accomplishments. We are immensely proud of what we achieved together, and cannot wait for the thrills this season will bring!

As has been our custom since 1935, we once again hosted one of college football's premier bowl games—and for the first time under the expanded 12-team playoff, the **91st Capital One Orange Bowl** served as a College Football Playoff Semifinal, where No. 7 Notre Dame narrowly defeated No. 6 Penn State 27-24 in an electrifying contest.

Additionally, our **Orange Bowl Cares** initiatives continued to strengthen the South Florida community. Some key highlights included:

- The groundbreaking of **Orange Bowl Field at Walt Frazier Park** in Miami Gardens, our latest Legacy Park featuring a brand-new turf field, shaded seating areas, an electronic scoreboard, and winding walking paths.
- The ninth annual **Orange Bowl Florida High School Football Showcase presented by Baptist Health** and the fourth annual **Orange Bowl Florida High School Basketball Showcase**, bringing together high school juniors and seniors with college coaches, opening new pathways to scholarships and financial aid.
- New **Orange Bowl Media Center Makeovers** including Cutler Ridge Elementary in Miami-Dade County, Millennium 6-12 Collegiate Academy in Broward County and Kathryn E. Cunningham/Canal Point Elementary School in Palm Beach County.
- The prestigious **Orange Bowl International Tennis Championships** and the **Tucci Orange Bowl International Youth Regatta**, where exceptional international talent competed in two of the most world-renowned youth sporting events.

Bowl organizations serve as a catalyst for economic growth, community engagement, and local development. Thanks to the annual success of the **Orange Bowl Festival**, together we continue to make a difference for South Florida!

Thank you for your invaluable support. We look forward to sharing another unforgettable year with you!

Sincerely,

Henri Crockett  
President & Chair

Eric Poms  
Chief Executive Officer



Orange Bowl

## 2024-2025 COMMUNITY REPORT

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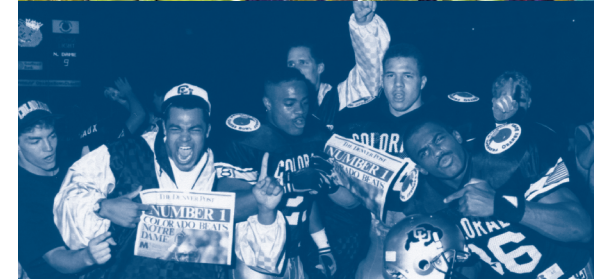
# EXTENDING THE TRADITION

Since its inception in 1935, the Orange Bowl has stood as an iconic cornerstone of collegiate athletics, spotlighting legendary teams, exceptional athletes, and unforgettable moments that have shaped the history of American sports.

Guided by this proud legacy, the Orange Bowl Committee continues to fulfill its mission of inspiring youth, serving the community, and strengthening South Florida's economy by investing in community-focused programs and events. Over the past two decades, the Orange Bowl Cares initiatives have invested more than \$50 million into local neighborhoods, schools, and youth programs, improving quality of life across the region.

Central to these efforts is a volunteer network of more than 400 of South Florida's top business and community leaders, supported by ambassadors and a committed staff. Together, they ensure the Orange Bowl not only celebrates sporting excellence but also fosters lasting civic pride and meaningful economic impact.

Looking ahead, as college football continues to evolve—marked by an expanded playoff format, growing national viewership, and new media partnerships—the Orange Bowl Committee remains committed to innovation and leadership, ensuring this tradition continues to thrive both on and off the field.







# ECONOMIC IMPACT

The 2024-25 Orange Bowl Festival's influence extends well beyond the game, creating significant economic impact through tourism and media exposure that highlights everything South Florida has to offer.



IN THE CFP ERA, THE ORANGE BOWL HAS GENERATED MORE THAN

# \$1 BILLION

IN TOTAL ECONOMIC IMPACT AND ADDED MEDIA VALUE







# 2025 CFP SEMIFINAL AT THE CAPITAL ONE ORANGE BOWL

DATE:

**JAN 9,  
2025**

ATTENDANCE:

**66,881** SOLD OUT CROWD

SITE:

*Hard Rock Stadium*



**27**

VS

**24**



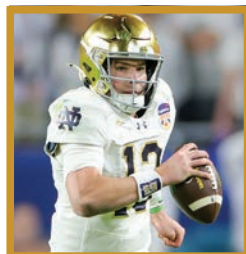
#7 NOTRE DAME

#6 PENN STATE

MATCHUP HISTORY:

**20<sup>th</sup>**

MEETING BETWEEN THE NITTANY LIONS AND THE FIGHTING IRISH, ALBEIT FIRST-EVER ORANGE BOWL MATCHUP. EVEN RECORD IN PRIOR GAMES, 9-9-1.



OFFENSIVE MVP:

RILEY LEONARD (QB, ND)  
15-23, 223 YDS,  
1 TD PASS + 1 RUSH TD



DEFENSIVE MVP:

CHRISTIAN GRAY (CB, ND)  
GAME-CHANGING INT  
WITH :33 LEFT

TOUCHDOWN TRINITY:  
**PSU RB NICHOLAS SINGLETON**  
TIED BOWL RECORD  
WITH 3 RUSHING TDS

PLAYOFF CONTEXT:  
CFP SEMIFINAL  
WINNER  
ADVANCED TO  
THE NATIONAL  
CHAMPIONSHIP



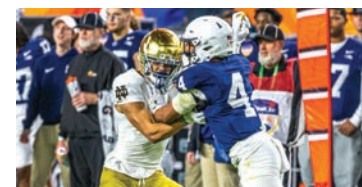
TV AUDIENCE:

**17.8 MILLION** | **ESPN 8.9** HOUSEHOLD RATING

2ND-MOST-WATCHED ORANGE BOWL IN NEARLY 20 YEARS

GAME LENGTH: 3 HR 36 MIN KICKOFF 7:45 PM - END 11:21 PM

Media Exposure Value **\$110.7 MILLION**





# A LEGACY OF CONTRIBUTION

For nearly a century, the Orange Bowl has been more than a game; it's a source of support for South Florida communities. Through Orange Bowl CARES, the organization reinvests proceeds from ticket sales, sponsorships, and fundraising events in the areas that need them most.

Over the past twenty years, the Orange Bowl Committee has directed its resources into four focus areas: **Youth Sports, Education, Community Engagement, and Legacy Programs.** The results are evident – youth leagues, scholarship dollars for students, community festivals that enhance the quality of life for residents, and renovated parks and school media centers that will serve families for decades to come.

**\$1.7**  
**MILLION**

in annual community giveback to the South Florida community



## YOUTH SPORTS

Florida Fastpitch Invitational  
 Florida Youth  
 Track & Field Invitational  
 Girls Golf Program  
 High School Basketball Showcase  
 High School Football Showcase  
 International Tennis Championships  
 International Youth Regatta  
 Sunshine State Lacrosse Games  
 Youth Football Alliance

## EDUCATION

Beigel-Feis-Hixon Valor Award  
 Creative Art Contest  
 Extra Yard for Teachers  
 Leadership Academy  
 Scholarship Support  
 Tag-A-Teacher Program

## COMMUNITY ENGAGEMENT

Beach Run 5K & 10K  
 Big Buddy Program  
 Brian Piccolo Scholar Athlete  
 Awards Banquet  
 Disaster Relief  
 Downtown Countdown  
 Family Fall Fest  
 Family Fun & Fit Day  
 Family Holiday Fest  
 FCA Prayer Breakfast  
 Junior Orange Bowl  
 Lou Groza Place-Kicker Award  
 Orange Blossom Classic  
 Swim Classic

## LEGACY PROGRAMS

Legacy Park Renovations  
 Media Center Makeovers



# YOUTH SPORTS

The Orange Bowl Youth Football Alliance remains the heartbeat of our sports programming, now in its 26th season and serving more than 13,000 young athletes from Lake Okeechobee to the Florida Keys. Add world-class events in tennis and sailing, softball, golf, track and field, lacrosse and swimming, plus high school football and basketball showcases that put students in front of college recruiters. Together, these programs create a rich annual calendar of sporting events designed to open doors to scholarships and healthy lifestyles. Many alumni now suit up on game days, in both college and the NFL, proof that these fields launch big dreams.



**\$2.3**  
MILLION Estimated Aid Awarded  
Through High School  
Showcases



**MORE THAN**  
**600**  
GIRLS Participated In  
The Orange Bowl Florida  
FastPitch Invitational



**40+**  
COUNTRIES Represented In The  
Tennis Championship  
And Youth Sailing Regatta



**13,000+** Football Players And  
Cheerleaders In OBFYA





# EDUCATION

The Orange Bowl Leadership Academy delivers weekly mentoring and STEM activities, logging more than 100 hours of guided learning each year. Extra Yard for Teachers provides supplies and professional-development stipends, while scholarship programs such as the Beigel-Feis-Hixon Valor Award and Dotson Leadership scholarships have provided more than \$20,000 in tuition support. Whether through art contests for local students or college aid for high schoolers, Orange Bowl keeps education at the center of its mission.



**\$20,000** Awarded In Academic Scholarships



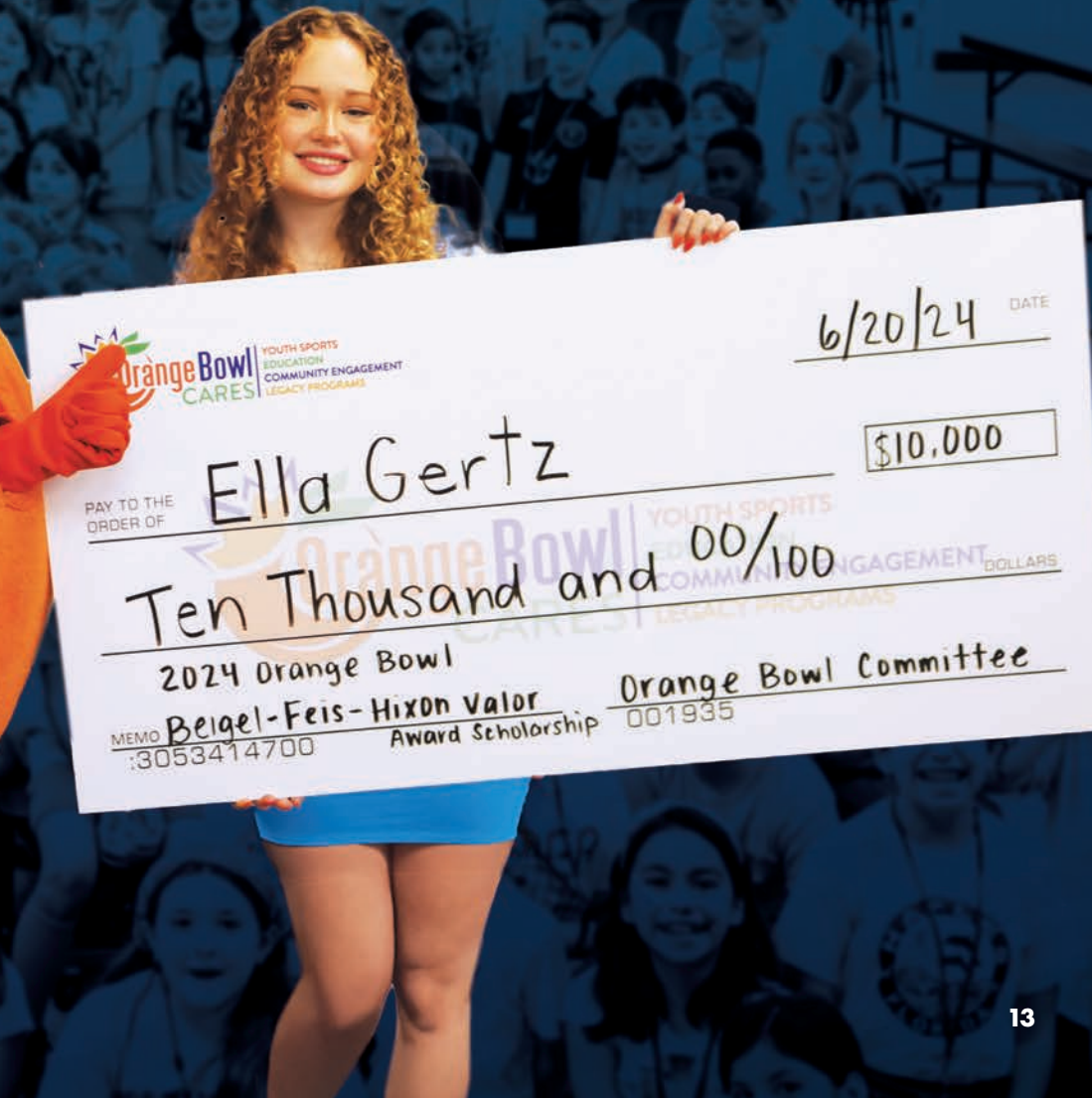
**2,500+** Entries Submitted To The Creative Art Contest



**450** Students Impacted By The Leadership Academy



**1,750+** Educators Benefited From Educational Initiatives





# COMMUNITY ENGAGEMENT

The Orange Bowl's community calendar extends far beyond football season. Signature events—such as the Food & Wine Celebration, the Beach Run, and our annual golf tournaments—draw supporters from across South Florida, with proceeds directly reinvested in the community. Beyond these events, we maintain a strong presence year-round through programs like Family Fun & Fit Day, Family Fall Fest, and Family Holiday Fest, which serve families across the region. Our volunteers also dedicate thousands of hours to toy, food, and school supply distributions—transforming generosity into tangible support for those who need it most.

 **4,168**  
TICKETS

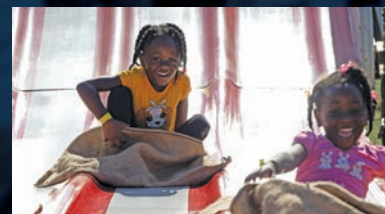
Donated By  
Community Partners  
To The Big Buddy Program

 **3,000+**

Supporters Of  
Fundraising Initiatives

 **2,500+**

Families Impacted Through  
Local Community Events





# LEGACY PROGRAMS

Legacy programs turn temporary excitement into permanent assets. Six Orange Bowl-branded parks, with a seventh under construction, now host football, track and field, and community events for nearly one million residents annually. That reach grows each time a new scoreboard lights up or a fresh turf field opens. Additionally, Media Center Makeovers in more than 30 schools have replaced dated libraries with bright, tech-ready learning hubs. These programs leave an indelible mark on South Florida for years to come.

 **\$2.3**  
MILLION

Dedicated To The  
New Walt Frazier Park

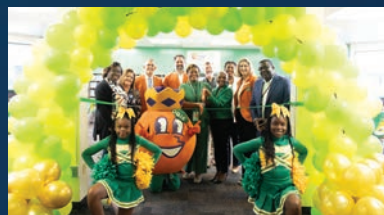


**3,800**

Students Impacted  
Through Media Center  
Makeovers

**\$125,000**

Contributed To Renovating  
Media Centers Throughout  
South Florida







# OUR FOOTPRINT

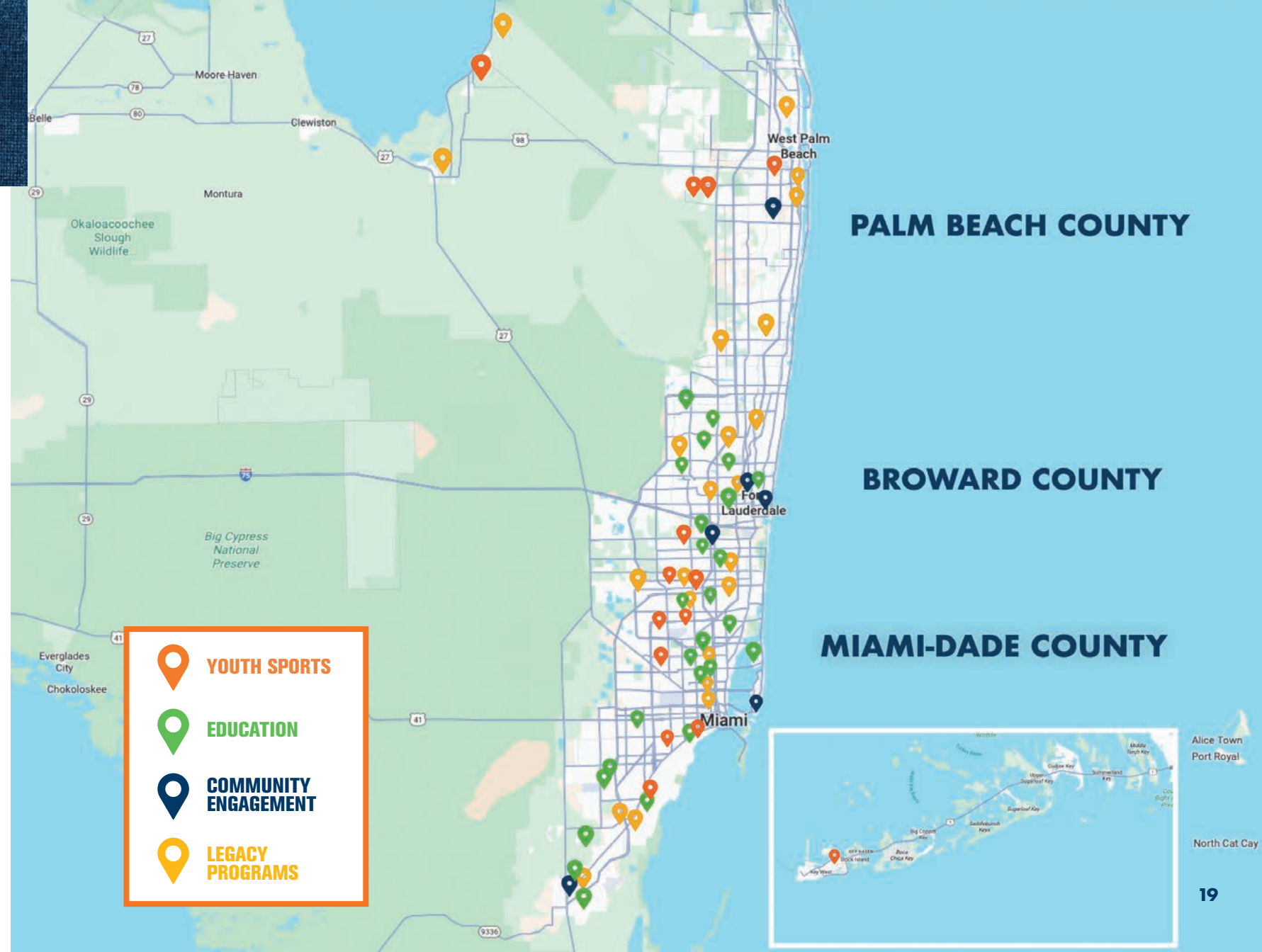
The Orange Bowl's commitment to community impact spans the entire South Florida region, creating a vast and meaningful footprint that extends as far north as Lake Okeechobee all the way down to the southernmost tip of Key West.

Through a diverse array of programs, the organization ensures its influence is felt all across Miami-Dade, Broward and Palm Beach counties.

This enduring dedication demonstrates that the Orange Bowl's legacy is built not just on athletic excellence, but on a powerful mission of service, leaving a permanent and positive mark on the very fabric of South Florida.

Orange Bowl's footprint stretches approximately

# 240 MILES







# 2024-2025 ORANGE BOWL COMMITTEE

## COMMITTEE OFFICERS



**Bradley D. Houser**  
President & Chair



**Henri W. Crockett**  
President-Elect



**Michael E. Moran**  
1st Vice Chair



**Hector Tundidor Jr.**  
2nd Vice Chair



**Suzanne Amaducci**  
Secretary



**Salo Sredni**  
Treasurer



**Yvonne Johnson-Phillips, M.D.**  
Immediate Past  
President & Chair



**Eric L. Poms**  
Chief Executive  
Officer

## BOARD OF DIRECTORS

Ronald Albert Jr.

Christine M. Barney

Luis E. Boué

Shawn D. Crews

Angel Gallinal

Xavier E. Gonzalez

Melissa Gracey

David R. Heffernan

Jose Antonio Hernandez-Solaun

Marlon A. Hill

Vicki H. Matthews

Les Pantin

Sean Pittman

Jose C. Romano

Newton B. Sanon

Don Slesnick III

## COMMITTEE CHAIR BOARD MEMBERS (EX OFFICIO):

Robert Christophe (Chris) Frazier

Maria A. Harrison

Jeffrey T. Robert







## **2024-25 Community Report**



**ORANGEBOWL.ORG**

**@ORANGEBOWL**

**@ORANGEBOWLCARES**

**#CAPITALLONEORANGEBOWL**