



B U F F A L O B I L L S

2024 COMMUNITY BENEFITS ANNUAL REPORT

FISCAL YEAR 2024 | JULY 29, 2025



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LETTER FROM BILLS CHIEF OPERATING OFFICER PETE GUELLI

On behalf of the Buffalo Bills organization, I am excited to present our Community Benefits Agreement Annual Report for FY 2024. This annual report showcases your incredible impact in supporting our outreach initiatives across Buffalo and Western New York.

Through an extraordinary bond between our organization, its players, and the passionate Bills Mafia, we are committed to transforming lives in our community and reinforcing Buffalo's reputation as the "City of Good Neighbors."

While we strive for championships on the field, our victories take on a deeper meaning when they contribute to the well-being of our community. Our mission transcends the game of football. Your involvement in these initiatives enhances our efforts, and we sincerely appreciate all the players, staff, coaches, and partners who join us in these vital endeavors.

On behalf of the Pegula family, the Buffalo Bills, and the Bills Foundation, we wholeheartedly thank each of you for your unwavering commitment to ensuring that Buffalo not only thrives but continues to grow stronger. Together, we can make a lasting difference.

Pete Guelli, EVP & Chief Operating Officer

A stylized, handwritten signature in black ink, consisting of a large, sweeping 'P' followed by a horizontal line.



COMMUNITY BENEFITS AGREEMENT BACKGROUND AND PURPOSE

The Community Benefits Agreement (the “CBA”), drafted March 29, 2023, among Buffalo Bills, LLC (the “Bills”), Erie County Stadium Corporation (“ECSC”) and the County of Erie (“County”), seeks to ensure participation by all segments of the local community in the economic opportunities available in connection with the design, construction, maintenance and operation of the new Highmark Stadium project (“Project”). Per the terms and conditions of the CBA, the Bills will make an annual Community Investment approximating a value of at least Three Million U.S. Dollars (\$3,000,000.00) to support the social, educational, and economic health of the Region.

Key stakeholders include (i) the Bills; (ii) Bills Stadium and Events Company, LLC (“Developer”); (iii) ECSC; and (iv) the County.

The CBA’s objectives include, among other things: (A) fostering workforce inclusion and diversity in the Project; (B) addressing Prevailing Wage and Living Wage requirements; (C) enhancing supplier diversity and providing County business-priority for supplier and vendor contracts; (D) supporting affordable housing, food insecurity, educational access, social justice, and mental health initiatives in the County; (E) providing for commitments to local civic and other organizations; (F) furthering the Developer’s cooperation in the economic development of the County; and (H) furthering the Developer’s commitment to support youth and community programs in the County.

The Community Benefits Oversight Committee (CBOC), established to provide monitoring, oversight, and accountability in connection with the performance of the CBA, holds meetings in accordance with the New York State (NYS) Open Meetings Law. These meetings are open to the public and, in FY 2024, were hosted at the following locations throughout Erie County:

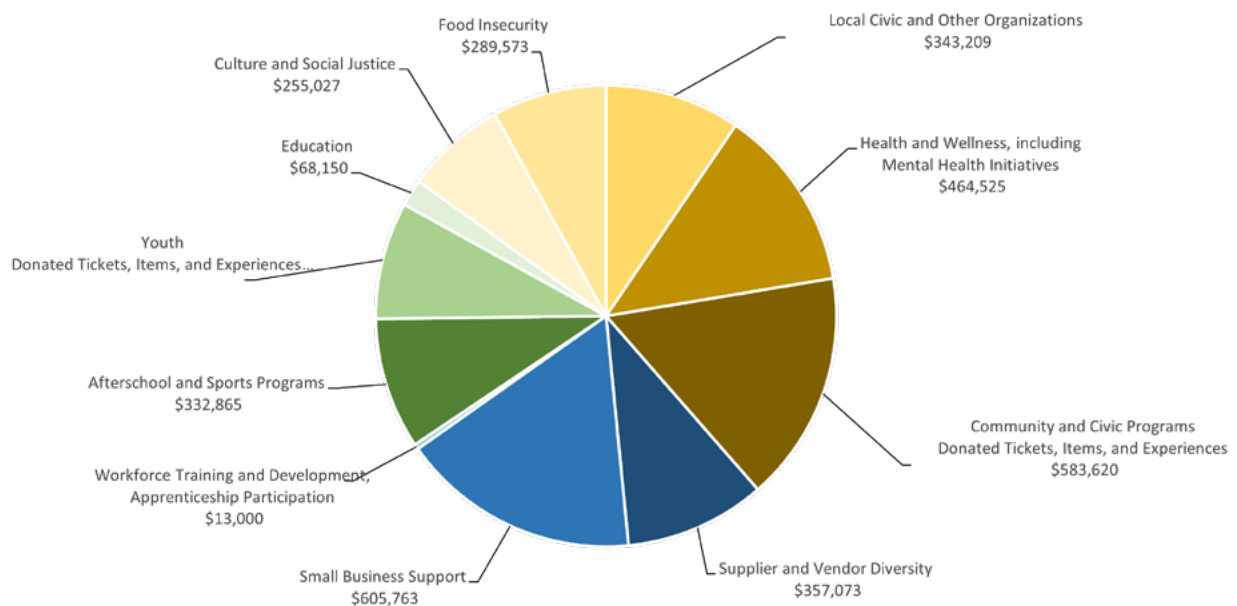
- *April 22, 2024 – Downtown Central Library, Buffalo, NY 14203*
- *July 8, 2024 – Downtown Central Library, Buffalo, NY 14203*
- *August 12, 2024 – SUNY Erie North Campus, Williamsville, NY 14221*
- *September 9, 2024 – SUNY Buffalo State University, Buffalo, NY 14222*
- *October 15, 2024 – Highmark Stadium, Orchard Park, NY 14127*
- *November 12, 2024 – Downtown Central Library, Buffalo, NY 14203*
- *December 9, 2025 – SUNY Erie North Campus, Williamsville, NY 14221*
- *December 10, 2025 – Frank E. Merriweather Jr. Library, Buffalo, NY 14208*
- *January 13, 2025 – SUNY Erie South Campus, Orchard Park, NY 14127*
- *February 24, 2025 – Downtown Central Library, Buffalo, NY 14203*
- *March 17, 2025 – Matt Urban Center, Buffalo, NY 14212*

COMMUNITY INVESTMENT FISCAL YEAR 2024

The CBA represents the ongoing commitment by the Bills to enhance the community's well-being and foster a positive, lasting impact on Erie County and Western New York. This report covers the fiscal year (FY) 2024 beginning April 1, 2024, and ending March 31, 2025. In FY 2024, the Bills' Community Investment totaled \$3,609,228. This report covers only the categories specific to the CBA and does not include all of the Bills' work, donations, and community investments as a whole.

Community and Civic Programs	\$1,935,954
Donated Tickets, Items, and Experiences	\$583,620
Health and Wellness, including Mental Health	\$464,525
Local Civic and Other Organizations	\$343,209
Culture and Social Justice	\$255,027
Food Insecurity	\$289,573
Economic Development	\$975,836
Small Business and Economic Inclusion	\$605,763
Supplier and Vendor Diversity	\$357,073
Workforce Training and Development, Apprenticeship Participation	\$13,000
Youth and Education	\$697,437
Afterschool and Sports Programs	\$332,865
Donated Tickets, Items, and Experiences	\$296,422
Education	\$68,150
Total Community Investment FY 2024	\$3,609,228

BUFFALO BILLS COMMUNITY INVESTMENT FY 2024



IN-KIND DONATIONS

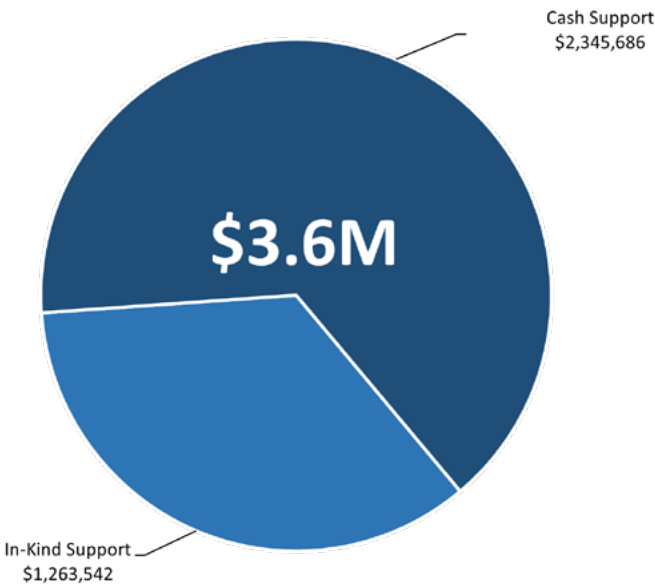
Sports have a remarkable ability to bring people together. From cherishing unforgettable memories with family and friends at a game, participating in one of our many programs for kids at Highmark Stadium, or receiving an autographed jersey from your favorite player, the bond we share in Western New York is unparalleled.

As part of our FY 2024 Community Investment, the Bills proudly contributed \$1,263,542 in in-kind value to various causes and community groups. These contributions, from meaningful resources to memorable experiences, help create access, foster relationships, and support communities across Western New York. By focusing on areas where opportunities are scarce, we are dedicated to making a tangible difference beyond the football field. Together, we can create a more vibrant, connected, and thriving community, fueled by the passion and pride that comes from being a part of Bills football.

In-Kind Support includes:

Donated Tickets	\$748,077
Donated Experiences and Events	\$383,500
Donated Items	\$131,965

BUFFALO BILLS COMMUNITY INVESTMENT FY 2024



COMMUNITY AND CIVIC PROGRAMS

Across Erie County and Western New York, the Bills provide programs, services and support to assist the region's most vulnerable residents. In FY 2024, a Community Investment of \$1,935,954 went toward resources and support in Social Justice, Health & Wellness, Food Insecurity, and Local Civic organizations. The investment in Community and Civic Programs includes in-kind support of donated tickets, items and experiences valued at \$583,620, leveraging football as a platform to support various charitable organizations and civic causes.

CULTURE AND SOCIAL JUSTICE IMPACT

CBA Section 2.(E); Section 3.(a)(5)

We recognize and value the rich diversity of Western New York. Through initiatives focused on social justice, cultural awareness and celebrations, military support and appreciation, as well as other opportunities that create meaningful change, the Bills community investment totaled \$255,027. Initiatives included:

- Black History Month Celebration
- Bills Salute to Service Celebrations and Events
- Buffalo Urban League Gala Sponsor
- Buffalo Votes Programs
- Community Foundation for Greater Buffalo Social Justice Match
- Compete Sports Diversity Council Sponsorship
- Hispanic Heritage Month
- Hispanic Women's League Sponsorship
- Holiday Outreach
- Juneteenth Festival, Inc Sponsorship
- Legacy 5.14 Memorial Scholarship Inc. Sponsorship
- Michigan Street African American Heritage Corridor Sponsorship
- NAACP Medgar Evers Awards Gala Sponsorship
- National Gay Flag Football League Sponsorship
- Native American Heritage Month Celebration
- Native American Community Services of Erie & Niagara Counties Sponsorship
- New Stadium Accessibility Planning Community Meeting
- Peacemakers Breakfast
- United Way Day of Caring
- WNY Women's Foundation Sponsor
- Women's History Month Celebration

HEALTH & WELLNESS, INCLUDING MENTAL HEALTH INITIATIVES

CBA Section 2.(E)

In FY 2024, \$464,525 was invested in resources and support to increase access to essential health resources, improve public health outcomes, and create a supportive environment for mental and physical well-being. These initiatives included:

- **Bills HeartBEAT**
 - Through our efforts with the American Heart Association, Bills HeartBEAT continued its efforts to improving the chance of survival during a cardiac arrest episode in our community. Over 70,000 people participated in hands-only CPR demos at Highmark Stadium. More than 5,000 individuals received CPR training at Buffalo Bills Training Camp, HeartBEAT events, and other local activations, including the Buffalo Public Schools Summit and Niagara Falls High School's Community Tuesday.
- **Crucial Catch**
 - The Bills supported and celebrated the NFL's Crucial Catch initiative, whose mission is to fight cancer through early detection and risk reduction.
- **Make-A-Wish**
 - In collaboration with the Make-A-Wish Foundation, the Bills granted eight (8) wishes in the 2024 season. The Bills also made contributions to Make-A-Wish Western New York.
- **ECMC Foundation, Inc.**
 - The Bills contributed to the ECMC Foundation to support its mission of providing comprehensive healthcare services to the Western New York community.

- **Oishei Children’s Hospital of Buffalo**
 - The Bills contributed to support the Children’s Hospital of Buffalo, ensuring vital resources for pediatric care.
- **Additional support went to:**
 - American Medical Response
 - Bestself Behavioral Health Foundation
 - ConnectLife
 - Andrea Hein Gingerbread House
 - Hillary Grace Foundation
 - Hope Totes
 - Kaely’s Kindness Foundation
 - Kaleida Health Foundation
 - Kevin’s Guest House
 - Pediatric Cancer Collaboration
 - Slow Roll

LOCAL CIVIC AND OTHER ORGANIZATIONS

CBA Section 2.(F)

The Bills support local civic and community-based organizations that provide meaningful benefits to area residents and strengthen the overall community through various services and initiatives. A community investment totaling \$343,209 went toward resources and support for various causes and organizations. These initiatives included:

- **Give 716 Day**
 - Give716 is a collaborative effort between the Buffalo Bills Foundation and the Buffalo Sabres Foundation with the goal of uniting the Western New York Community during an epic day of giving back to support Western New York charities. In 2024, \$1,105,129 was raised for Western New York-based charities.
- **My Cause My Cleats**
 - Buffalo Bills players and coaches wore specially designed sneakers and cleats to raise awareness for a variety of their favorite causes and community organizations, including Oshei Children’s Hospital, The Summit Center, PUNT Pediatric Cancer Collaborative, Tackle Sickle Cell, and Best Self Behavior Health.
- **Additional Support went to:**
 - United Way of Buffalo & Erie County
 - The Salvation Army, Buffalo Area Services
 - Buffalo Olmsted Park Conservancy, Inc
 - Erie County American Legion
 - Erie County Deputy Sheriff’s Badge & Shield Club Inc
 - Erie County Law Enforcement Foundation
 - Firefighter Arno Memorial Foundation
 - Orchard Park Police Foundation
 - Buffalo AKG Art Museum
 - New Era Cap Foundation
 - Project Mona’s House Inc
 - Homespace Corporation
 - Peaceprints of WNY

FOOD INSECURITY

CBA Section 2.(E)

In addition, through direct contributions to the Buffalo Bills Foundation, a community investment of \$289,573 was made to help address food security in Western New York. The Buffalo Bills Foundation is committed to strengthening food systems by investing in organizational capacity building, improving food access in both urban and rural communities, supporting community and economic development, advancing youth programming and nutrition education, and fostering community collaboration.



ECONOMIC DEVELOPMENT

Fueling the economic development and growth of Western New York to create lasting community impact is a key focus. In FY 2024, the Bills invested \$975,836 through inclusive business practices focusing on Supplier and Vendor Diversity, Small Business Support, Workforce Training and Development, and Apprenticeship Participation.

SUPPLIER AND VENDOR DIVERSITY

CBA Section 2.(C)

The Bills actively contract with diverse suppliers and vendors, specifically Minority-owned business enterprises ("MBEs"), Women-owned business enterprises ("WBEs"), and Service-Disabled Veteran-owned business enterprises ("SDVOBs"), for operations and services related to our business and facilities. Through FY 2024, the Bills entered into contracts with locally based diverse suppliers and vendors totaling \$357,073. These suppliers and vendors included:

- **Hamburg Overhead Door Inc.**
- **Kleen Windows, Inc**
- **MidCity Office Equipment**
- **Nikki's Chocolates**
- **Pig Belly Entertainment**
- **Rodriguez Construction Group**
- **Saia Communications**
- **Tiede-Zoeller Tile Corporation**

SMALL BUSINESS SUPPORT AND ECONOMIC INCLUSION

CBA Section 2.(G)

As a part of efforts focused on Economic Development, \$605,763 was invested in Small Business Support and Economic Inclusion. The Economic Impact Team was created to promote opportunities related to the construction of the new Highmark Stadium, as well as nurture business growth and development within the Region. This team is a driving force behind the Bills' commitment to economic inclusion and include key additions such as full-time Economic Impact Manager, engaging NYS-certified MBE Modern Times Inc. as the Project's Compliance Consultant along with local NYS-certified MBE/WBE AA Report Writing & Consulting, and employing local NYS-certified MBE/WBE Developments By JEM to serve as the Project's Community Engagement Coordinator.

Through our investment in a dedicated Community Engagement Coordinator, Developments by JEM, a range of programs and services were provided to support small business owners and individuals, including:

- **Community Huddles**
 - In FY 2024, hosted two Community Huddles in East and South Buffalo to share updates and information about the new Highmark Stadium project in support of regional business owners.
- **MBE/WBE Certification workshops**
 - Workshops were designed to assist small regional businesses with their Erie County and NYS MWBE certification applications.
 - 78 small regional businesses registered and were pre-screened, with 44 participating in the program; 21 applicants submitted certification requests, 16 of which were approved and 4 remain pending.
- **Women in Construction Week: Ladies Lunch & Learn**
 - The Ladies Lunch & Learn event brought together approximately 150 participants for an opportunity to connect, gain insights, and be inspired by successful women in the construction industry, with the goal of encouraging career growth and empowering more women to pursue opportunities in the field. Attendees included members of the new stadium project team, tradeswomen, women working across the construction industry in Western New York, and students enrolled in construction and construction-adjacent courses at Regional colleges and universities.

WORKFORCE TRAINING AND DEVELOPMENT, APPRENTICESHIP PARTICIPATION

CBA Section 2.(G); Section 3.(a)(4); Section 3.(k)(i)

Recognizing that the people of the Region are the backbone of the community, the Bills made a community investment of \$13,000 in workforce development and related initiatives, in addition to hands-on involvement and active collaboration in workforce development programming and community groups. This included the continued support and sponsorship for Be Your Own Hero's Career Experience and student programs. Through these events, the Bills provided opportunities for students and job seekers to connect with and pursue careers with area employers, promoting family-sustaining jobs and wages. Supporting and facilitating workforce development initiatives underscores the Bills' commitment to impacting lives on a personal level and fostering economic growth in the Region.

- **Be Your Own Hero Career Experience Fair**

- The Career Experience Fair was held on April 8, 2025. The objective was to help juniors and senior high school students learn more about careers in the trades, civil service and other direct entry careers. Held at Buffalo RiverWorks, 900 students from 36 different area high schools participated and had the opportunity to connect with over 80 employers and training programs representing a variety of industries.

As construction of the new Highmark Stadium continues, plans to incorporate additional design elements will be introduced, such as additional collaboration with the Niagara Frontier Transportation Agency and Erie County on Transportation Improvements, development of Sustainability and Recycling initiatives, as well as a Community Art Program developed collaboratively with local artists.





YOUTH AND EDUCATION

Youth and Education continues to be a focus for the Bills, with a FY 2024 community investment of \$693,437 dedicated to supporting programs and services benefiting our Region's youth. This investment reflects a long-standing commitment to advancing educational opportunities and enrichment through a combination of financial support and volunteer involvement and includes in-kind contributions of donated tickets, items, and experiences valued at \$296,422.

AFTERSCHOOL AND SPORTS PROGRAMS

CBA Section 2.(H); Section 5.(f); Section 5.(j); Section 5.(a)

In FY 2024, the Bills invested \$332,865 to support a variety of afterschool and sports programs. We offered a wide range of opportunities for a diverse group of youth to engage in enriching and community-based activities, including tackle and flag football. Additionally, the Bills facilitated and managed the use of their facilities by community organizations and schools, ensuring that these spaces are available for sporting events and activities that benefit the broader community.

- Boys & Girls Club of Buffalo
- Play Football Celebration
- High School Coach of the Week Program
- Toyota Rookie Club Flag Football Clinic
- Gigi's Playhouse
- Gatorade Unified Flag Clinic
- High School Girls Flag Football
- Play-60

EDUCATION

CBA Section 2.(E); Section 3.(5); Section 3.(k)(ii); Section 3.(k)(iii); Section 3.(k)(iv); Section 3.(l)(iv)

In FY 2024, the Bills invested \$68,150 in education-specific initiatives, including scholarships and sponsorships. Beyond financial support, Bills staff also contributed their time and expertise by guest lecturing, speaking to student groups, mentoring, and participating in various education-focused programs. These included:

- **Full Team Community Takeover**
 - On May 22, 2024 the Buffalo Bills participated in a one-of-a-kind event as the team visited 12 local schools simultaneously for a surprise community initiative. 85 players and coaches participated with over 9,000 students impacted. Each school had unique experiences that included a panel discussion, field day activities, small group discussions, gardening, and much more. Each school ended with a school parade led by the players and coaches.
- **Scholarship, Grants and Education Support**
 - Erie Community College Foundation, Inc. for the 5/14 Scholarship Donation
 - Friends for a Better Buffalo, Inc. Excellence in Education Awards
 - Hispanic Heritage Council of WNY, Youth Sports Leadership Award Scholarship
 - LECOM Scholarship Fund and Back to School Program
 - Riverside High School Touchdown for Teachers
 - Thurman Thomas Family Foundation

NEW HIGHMARK STADIUM CONSTRUCTION

MBE, WBE, SDVOB PARTICIPATION & WORKFORCE INCLUSION AND DIVERSITY

CBA Section 2.(A); Section 3.(d)

As construction progresses on the new Highmark Stadium, the Bills, alongside project management firm Legends Project Development, and construction manager Gilbane|Turner, remain committed to utilizing good faith efforts in achieving the project's Minority-owned Business Enterprise (MBE), Women-owned Business Enterprise (WBE), and Service-Disabled Veteran-Owned Business (SDVOB) participation goals, as well as broader workforce diversity objectives. Through FY 2024, Empire State Development's Office of Contractor and Supplier Diversity has reported project spending of:

- \$131,546,355 with MBEs
- \$96,599,583 with WBEs
- \$33,745,769 with SDVOBs

MWBE AND SDVOB PARTICIPATION

CBA Section 3.(d)

The Bills are committed to achieving its goals set for Minority-owned Business Enterprise (MBE), Women-owned Business Enterprise (WBE) and Service-Disabled Veteran Owned Businesses (SDVOB) utilization. To support these objectives, the Project has implemented targeted resources, processes, and outreach efforts designed to expand access and opportunity. To date, the Project has awarded or committed over 324 contracts to certified MWBE and SDVOB firms. Of these, 193 are with businesses classified as Regional, defined in CBA Section 1.(n) as firms located within a 100-mile radius of Orchard Park, New York. The following breakdown reflects our ongoing effort to engage diverse businesses across Western New York:

Regional MWBE/SDVOB Contracts or OCSD-4 Commitments	
< \$24,999	39
\$25,000 – \$49,999	12
\$50,000 – \$99,999	16
\$100,000 – \$249,999	29
\$250,000 – \$499,999	25
\$500,000 – \$1,000,000	25
Total <= \$1,000,000	146



Additionally, below is a list of prime contractors and associated utilization commitments through Proposal Release 1-4:

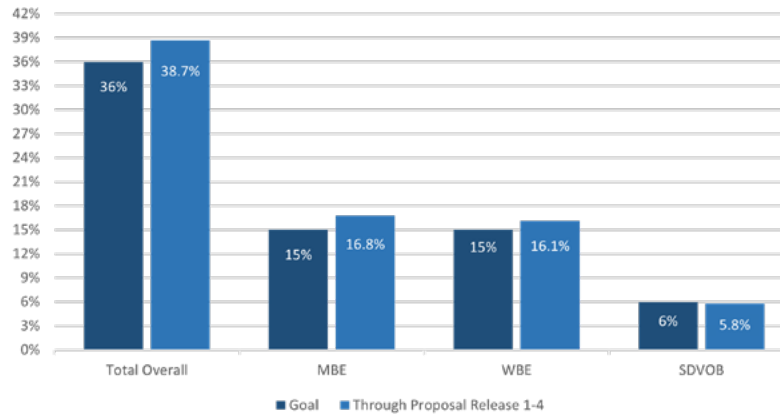
Allegheny Millwork Inc.
 Baker Concrete Construction, Inc.
Billitier Electric, Inc.
 Builders Hardware
 Celtic Sheet Metal, Inc. (WBE)
 Cives Steel Company
 Crown Corr
 Crystal Steel Fabricators, Inc. (MBE)
D.V. Brown & Associates
 Design Communications Ltd.
 Executive Group
 F. W. Sims, LLC
 FCS Group (MBE)
Ferguson Electric / E-J Electric JV
 George M. Raymond Co.

GP Flooring Solutions (WBE)
Hamburg Overhead Door, Inc. (WBE)
Heritage Contract Flooring, LLC
 High Concrete Group
 Irwin Seating Group
 Island International Enterprises, LLC
Jameson Roofing
John W. Danforth Company
Mark Cerrone, Inc.
 MTN Inc.
Pinto Construction Services, Inc.
 PJP Installers, Inc. (MBE)
 R. W. Sidley, Inc.
R.W Painting (WBE)
 Rael Automatic Sprinkler Co., Inc.

Roger & Sons Concrete, Inc. (MBE)
 Rommel Fence, LLC (WBE)
 SCG Fields, LLC
 Schindler Elevator Corporation
Scrufari Construction Co., LLC
 Sightline Commercial Solutions LLC
 Source Blue
 SubAir Systems
Superior Steel Door and Trim Co., Inc. (WBE)
 SwimEx, Inc. (WBE)
Thomas Johnson, Inc.
Tiede Zoeller (SDVOB)
Union Concrete & Construction Corp.
 William H. Lane Inc.

**Bold indicates the firm is Regional*

UTILIZATION COMMITMENTS



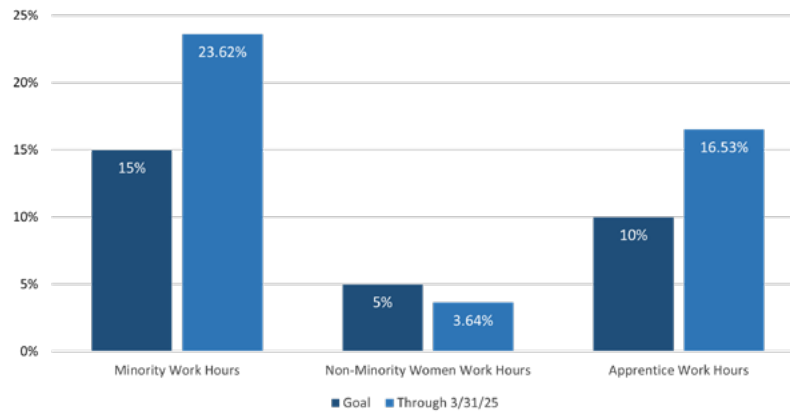
*Utilization targets are based on specific goals as further described in the Construction Coordinating Agreement.

WORKFORCE PARTICIPATION

CBA Section 2.(a)

Active involvement of the current workforce is a crucial component of the Project, alongside efforts to equip and prepare the next generation of skilled workers for ongoing and future opportunities.

WORKFORCE PARTICIPATION



PUBLIC ART PROGRAM

CBA Section 3.(1)(iii)

The Buffalo Bills announced the launch of a Public Art Program at new Highmark Stadium in February of 2025. The Bills' organization is committed to creating and expanding a public art program at new Highmark Stadium and dedicating resources to its growth and diversification. One way to achieve this objective is to create a permanent art presence at Highmark Stadium, which is scheduled to open in 2026, through the Buffalo Bills Public Art Program. The program will reflect the city's diverse demographics, team and fan engagement, and welcome travelers of all backgrounds to experience artwork in an inclusive environment.

The Public Art Program seeks to commission professional visual artists, or artist teams, to create site-specific public artwork at new Highmark Stadium. This artwork will be thematic, public-facing, and part of the permanent collection at the stadium. Through an open Call for Artists Request for Qualifications (RFQ) and Request for Proposals (RFP) process, the Public Art Program will solicit applicants, review portfolios, and select qualified artists or artist teams who can innovatively and thoughtfully design within the context of the new stadium. Over three separate Calls for Artists, the Buffalo Bills Public Art Program will seek sculptural ceiling art, murals, and wall-based artworks of various sizes and budgets to be curated on all stadium levels.

The Buffalo Bills Public Art Program at new Highmark Stadium is dedicated to an equitable art procurement process. Calls for Artists within the stadium will follow national best practice standards for public art, receptive Q&A, transparent details, and public sharing, and allow opportunities for professional artists locally, regionally, and those with strong ties to Buffalo, at various skill levels and budget ranges.

The selected artworks will be installed ahead of the stadium's opening, following timelines that vary based on each piece's location and installation complexity.



LOOKING AHEAD

As part of its responsibilities in the Community Benefits Agreement (CBA), the Community Benefits Oversight Committee (CBOC) held its first public hearing on December 10, 2024, at the Frank E. Merriweather Jr. Library in Buffalo, NY. This hearing provided an opportunity to reflect on the achievements of the fiscal year 2023, gather community input, and discuss community priorities for the upcoming year.

Through public comments and discussion, the CBOC and Developer collaborated to identify community vulnerabilities and priorities, with a strong emphasis on supporting youth and young adults throughout Western New York. These Fiscal Year 2025 priorities include, but are not limited to: youth employment, job training for youth, youth apprenticeships, mentoring/life skills coaching for youth, financial literacy for youth, wrap around supports (including transportation, food, and housing) for youth, youth mental health, youth sports, after school programming, access to cultural spaces for youth, and any other opportunities for youth and young adults in the Region.

The progress made through the CBA to date reflects the dedication and collaboration of many partners across Western New York. We extend our sincere thanks to the State of New York, Governor Kathy Hochul, and Erie County Executive Mark Poloncarz for their leadership and continued support. We are also grateful to the National Football League and Commissioner Roger Goodell for their ongoing partnership and commitment to Western New York.

We recognize and applaud the front-line community leaders, players, coaches, and staff who pour their time, energy, and passion into building stronger, healthier communities. Most importantly, we thank the incredible people of Western New York for your trust, active participation, and for welcoming us into the heart of your community. Together, we are building a brighter future, one in which we all succeed.

To join us in this important journey or to share your own community priorities, please visit the Buffalo Bills' Community Benefits Agreement webpage:

<https://www.buffalobills.com/new-stadium/community-benefits-agreement>.

Let's work together to make a lasting impact!

