



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

**2023 COMMUNITY BENEFITS  
ANNUAL REPORT**

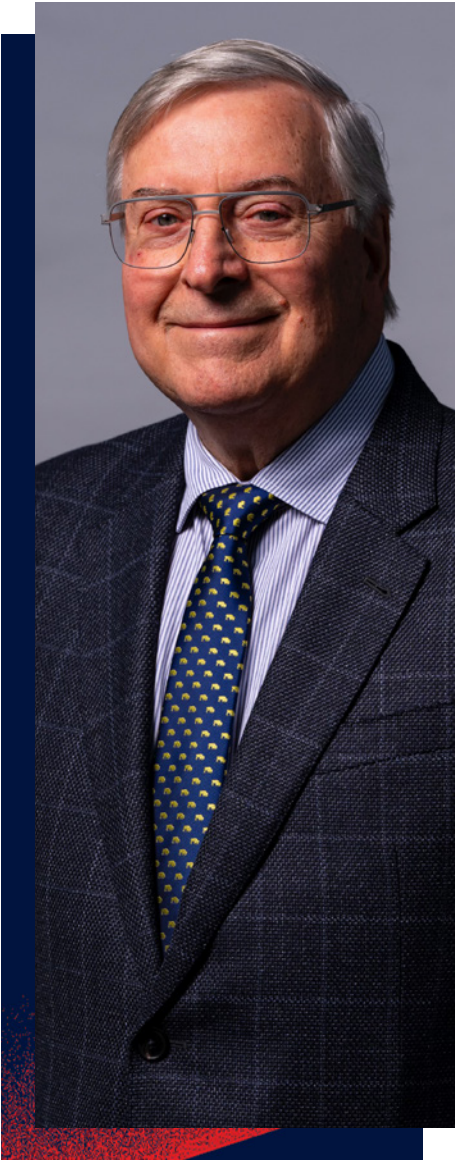
FISCAL YEAR 2023 | JULY 29, 2024



# TABLE OF CONTENTS

<b>Message from the Owner</b>	<b>5</b>
<b>Community Benefits Agreement Background and Purpose</b>	<b>7</b>
<b>Community Investment Fiscal Year 2023</b>	<b>8</b>
<b>Community and Civic Programs</b>	<b>9</b>
Culture and Social Justice Impact	9
Health & Wellness, including Mental Health Initiatives	9
Upward Mobility	10
Local Civic and Other Organizations	10
<b>Economic Development</b>	<b>12</b>
Supplier and Vendor Diversity	12
Small Business Support and Economic Inclusion	12
Erie County Level Up Program	12
Workforce Training and Development, Apprenticeship Participation	13
<b>Youth and Education</b>	<b>15</b>
Afterschool and Sports Programs	15
Education	15
<b>New Highmark Stadium Construction</b>	<b>16</b>
MBE, WBE, SDVOB Participation & Workforce Inclusion and Diversity	16
MWBE and SDVOB Participation	17
Workforce Participation	17
<b>Acknowledgments</b>	<b>18</b>





## MESSAGE FROM THE OWNER

*When my wife, Kim, and I purchased the Bills in 2014, we made a personal commitment to Buffalo and the Western New York region. We were inspired by the passionate fans here, and as owners of the Bills and Sabres, we are dedicated to making a positive impact in this area.*

*While the Bills' primary goal is to win football games, we understand that we are more than just a football team. We are a community, and the unwavering support of this community propels us forward. Although the Bills' on-field success has improved remarkably during the last decade, I'm also very proud of the work our organization has done to serve the needs of our area's people.*

*As part of the community investment coinciding with the building of New Highmark Stadium, the Bills, in close collaboration with New York State and Erie County, are actively working to impact Western New York.*

*This annual report illustrates the impact our organization, including the Bills Foundation, and the Community Benefits Agreement have made and will continue to make on our community. On behalf of the Pegula family and the Buffalo Bills, we thank everyone who continues to strengthen our area and make it a better place to work and live.*

Terry Pegula

A handwritten signature in black ink that reads "Terrence M. Pegula". The signature is written in a cursive, flowing style.



# 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.*

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

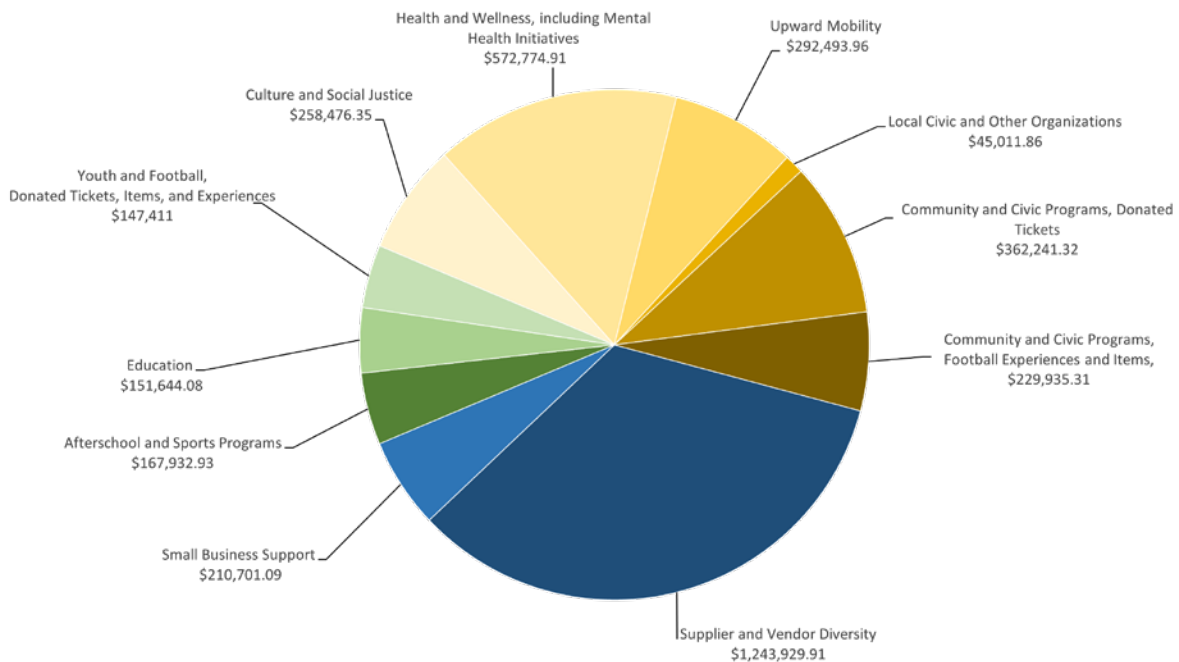
*The CBA’s objectives include, among other things: (A) fostering workforce inclusion and diversity in the Project; (B) addressing Prevailing Wage and Living Wage requirements; (C) enhancing supplier diversity and providing County business-priority for supplier and vendor contracts; (E) supporting affordable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

# COMMUNITY INVESTMENT FISCAL YEAR 2023

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 the surrounding Region. This report covers the fiscal year (FY) 2023 beginning April 1, 2023, and ending March 31, 2024. In FY 2023, the Bills’ Community Investment totaled \$3,682,553. The categories below are specific to the CBA and do not include additional community investments by the Bills that are not part of the CBA.

<b>Community and Civic Programs</b>	<b>\$1,760,934</b>
Health and Wellness	\$572,775
Donated Tickets	\$362,241
Upward Mobility	\$292,494
Culture and Social Justice	\$258,476
Football Experiences and Donated Items	\$229,935
Local Civic and Other Organizations	\$45,012
<b>Economic Development</b>	<b>\$1,454,631</b>
Supplier and Vendor Diversity	\$1,243,930
Small Business and Economic Inclusion	\$210,701
<b>Youth and Education</b>	<b>\$466,988</b>
Afterschool and Sports Programs	\$167,933
Education	\$151,644
Donated Tickets, Items, and Experiences	\$147,411
<b>Total Community Investment FY 2023</b>	<b>\$3,682,553</b>

## BUFFALO BILLS COMMUNITY INVESTMENT FY 2023





# COMMUNITY AND CIVIC PROGRAMS

The Bills aim to uplift and support the diverse and most vulnerable populations of Western New York through year-round support, resources, volunteer projects, and community engagement. In FY 2023, a Community Investment of \$1,760,934 went toward resources and support in Social Justice, Health & Wellness, Upward Mobility, and Local Civic organizations. The investment in Community and Civic Programs includes ticket donations to various charities valued at \$362,241. Also included within Community and Civic Programs are Football Experiences and Donated Items for local charities valued at \$229,935.

## CULTURE AND SOCIAL JUSTICE IMPACT

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

The Bills are proudly committed to empowering diverse communities and supporting inclusive initiatives in our Region. Through focus on social justice, cultural awareness and celebrations, and other opportunities that create change, the Bills Community Investment totaled \$258,476. Initiatives included:

- Inspire Change<sup>i</sup>
- Community Foundation for Greater Buffalo
- Salute to Service<sup>1</sup>
- Holiday Outreach<sup>1</sup>
- New Stadium Accessibility Planning
- Peacemakers Breakfast
- 5/14 Commemoration<sup>1</sup>
- Black History Month<sup>1</sup>
- Hispanic Heritage Month<sup>1</sup>
- Native American Heritage Month<sup>1</sup>
- United Way Day of Caring<sup>1</sup>
- Women's History Month<sup>1</sup>
- Buffalo Pride<sup>1</sup>
- National Gay Flag Football League

## HEALTH & WELLNESS, INCLUDING MENTAL HEALTH INITIATIVES

*CBA Section 2.(E)*

The Bills support and engage with various health and wellness initiatives and care programs within WNY. In FY 2023, \$572,775 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:

- **Mental Health Awareness Month, You Are Not Alone Campaign**
  - In May of 2023, professional athletes across the city advocated for fans to pay attention to their mental health. Members of the Bills, Sabres and Bandits participated in a campaign to provide attention and focus on mental health. Resources were shared with the public as well.
- **Bills HeartBEAT**
  - Launched the Bills HeartBEAT program and contributed to the American Heart Association with efforts toward improving the chance of surviving cardiac arrest in our community.<sup>1</sup> The Bills also hosted numerous CPR education events for people in the WNY community.
- **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.<sup>1</sup>
- **Make-A-Wish**
  - In collaboration with the Make-A-Wish Foundation, the Bills granted seven (7) wishes in the 2023 season.<sup>1</sup> The Bills also made contributions to Make-A-Wish Western New York.
- **Stop the Violence Coalition**
  - The Bills supported the Stop the Violence Coalition in their efforts to prevent youth gun violence, fostering a safer community for today's and future generations.
- **ECMC Foundation, Inc.**
  - The Bills contributed to the ECMC Foundation to support its mission of providing comprehensive healthcare services to the WNY community.
- **Oishei Children's Hospital of Buffalo**
  - The Bills contributed to support the Children's Hospital of Buffalo, ensuring vital resources for pediatric care.

## UPWARD MOBILITY

*CBA Section 2.(G); Section 3.(a)(5)*

The Bills, alongside the Buffalo Bills Foundation, support organizations that are committed to improving the quality of life in our region. In FY 2023, \$292,494 was invested in efforts to address child hunger, increase access to nutritious food for families, and support healthy eating in the Region through both philanthropic investment and support of NFL and team charitable initiatives. These initiatives included:

- **Huddle for Hunger**
  - The Bills and the Bills Foundation support and promote the Huddle for Hunger initiative which raises awareness for the need to improve access to healthy food for all families in Western New York. Thanks to the Huddle for Hunger campaign, charities in the region received a combined \$150,000 in donations from Wegmans and the Bills Foundation.<sup>1</sup>
- **Community Food Drive**
  - The Bills hosted an annual community food drive at Highmark Stadium to benefit FeedMore WNY and a record 35,400 pounds of food was collected.<sup>1</sup>
- **Thanksgiving Blitz**
  - The Bills staff, Women’s Association, and Legends packed and helped distribute over 5,000 Thanksgiving meals to families that FeedMore WNY’s food bank serves.<sup>1</sup>

## 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 of \$45,012 went toward resources and support for various causes. 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 2023, \$1,116,525 was raised for Western New York-based charities.<sup>1</sup>
- **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.<sup>1</sup>



# ECONOMIC DEVELOPMENT

As members of the Western New York Community, the Bills have a significant impact on the vibrancy and economic growth of our Region. In FY 2023, the Bills invested \$1,454,631 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 2023, the Bills entered into contracts with locally based diverse suppliers and vendors totaling \$1,243,930. These suppliers and vendors included:

- Color Tech Painting Contractors
- Crews Control Media
- Eaton Office Supply Co.
- Golden Cup Coffee
- MidCity Office Equipment
- Prentice Office Environments
- Rodriguez Construction Group
- Saia Communications

## SMALL BUSINESS SUPPORT AND ECONOMIC INCLUSION

CBA Section 2.(G)

As a part of efforts focused on Economic Development, \$210,701 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 hiring a full-time Economic Impact Manager, engaging NYS-certified MBE *Modern Times Inc.* as the Project’s Compliance Consultant along with local NYS-certified MWBE *AA Report Writing & Consulting*, and employing local NYS-certified MWBE *Developments by JEM* to serve as the Project’s Community Engagement Coordinator.

## ERIE COUNTY LEVEL UP PROGRAM

CBA Section 2.(G)

In partnership with the Erie County and through the leadership of County Legislature Chairwoman April Baskin, Erie County Level Up initiative was launched. Level Up serves as a County-based wraparound services initiative for business owners who come from disadvantaged backgrounds and operate a business within a low-income zip code across the Western



New York Region. In FY 2023, as a part of the Small Business Support and Economic Inclusion Community Investment, the Bills distributed small business grants totaling \$30,500 to local MWBEs in media, restaurants and retail. These business grants were coupled with programs designed to provide exposure and highlight their goods and services. This program included the following initiatives:

- **Taste of Diversity Program**
  - The Bills worked with Erie County and SUNY Erie to launch the Taste of Diversity, a six-week pilot program which served as a training group for five (5) MBE restaurants to learn to work in a fast-paced shared kitchen in a stadium-like concession setting. Participating restaurants included EM Tea Coffee Cup Café, Golden Cup Coffee, Manna Culinary Group, Radah Baked Goods, and Crenshaw's Chicken & Waffles.
- **Diversity Shop**
  - In partnership with the NHL's Buffalo Sabres and the Bills, eight (8) MBE retailers set up information booths and showcased their products at select Sabres games in KeyBank Center. Participating retailers included Najah Corporation, Skincare Essentials by Jill, Elle James Decor, Black Monarchy, Melanin Skyn Co., Skinny Wick Candle Co., Nikki's Chocolates WNY, and Charm Handmade Jewelry.
- **Legends Hospitality Workshop**
  - The Bills collaborated with Level Up to host an expo and workshop at Highmark Stadium. The unique event provided participants of Level Up the opportunity to present its affiliated businesses to Legends Hospitality, a division of global premium experiences company Legends, that will provide food, beverage and retail offerings at the New Highmark Stadium.

## **WORKFORCE TRAINING AND DEVELOPMENT, APPRENTICESHIP PARTICIPATION**

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

Recognizing that the people of our Region are the backbone of our community, the Bills made significant effort toward workforce development and related initiatives. In FY 2023, the Bills partnered with Erie County and local organizations such as Be Your Own Hero in events focused on workforce development. 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.

- **The Construction Workforce Opportunity Career Fair**
  - An event developed to support community members in discovering and exploring potential career paths in construction was hosted by Erie County in partnership with the Bills on October 14, 2023. Representatives from fourteen (14) of the Buffalo Building Trades participated and 236 people interested in a career in construction attended the Saturday event held at KeyBank Center in downtown Buffalo.
- **Be Your Own Hero Career Expo**
  - Held at Highmark Stadium, nearly 1,000 students from 35 different area high schools participated and had the opportunity to connect with over 80 employers representing a variety of industries. Following the student portion of the event, career seekers were invited to connect with employers for potential job opportunities, of which 40 attended. The Bills served as the key sponsors for the career expo.

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 that will feature local talent.



# YOUTH AND EDUCATION

The Bills have a longstanding commitment to enhancing the education and enrichment of our Region's youth, dedicating financial resources alongside volunteer efforts to make a meaningful impact. In FY 2023, investments totaling \$466,988 went towards supporting Youth and Education. Included in the investments are donated tickets, items and experiences valued at \$147,411.

## AFTERSCHOOL AND SPORTS PROGRAMS

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

In FY 2023, the Bills invested \$167,933 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
- Big Brothers Big Sisters of Erie, Niagara & Southern Tier
- USA Football Summer Blitz<sup>1</sup>
- Bennett High School State Championship Celebration<sup>1</sup>
- Play Football Celebration<sup>1</sup>
- High School Coach of the Week Program<sup>1</sup>
- Tapestry Charter School Field Opening<sup>1</sup>
- Toyota Rookie Club Flag Football Clinic<sup>1</sup>
- Seneca One Buffalo Sports Day<sup>1</sup>
- Gatorade Unified Flag Clinic<sup>1</sup>
- High School Girls Flag Football<sup>1</sup>
- Play-60<sup>1</sup>

## EDUCATION

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

The Bills believe education is the key to success and the organization seeks to provide youth in the community equal access to high-quality education. In FY 2023, the Bills invested \$151,644 toward education-specific initiatives, including scholarships and sponsorships. In addition to scholarship and sponsorship support, Bills staff volunteered to guest lecture, speak to student groups, serve as mentors, and be involved in other programs. These included:

- **Scholarship, Grants and Education Support**
  - Erie Community College Foundation, Inc. for the 5/14 Scholarship Donation
  - 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
  - Friends for a Better Buffalo, Inc. Excellence in Education Awards
- **SUNY Erie: Men of Merit Mentorship Program**
  - Three members of the Bills Leadership Team served as mentors to students enrolled in the SUNY Erie, Men of Merit Mentorship Program in FY 2023.
- **SUNY Erie: Guest Speaker Series**
  - Members of the Bills staff served as guest speakers to students during the Taste of Diversity Series, each Monday. Topics included career exploration, leadership, time management and life skills.
- **SUNY Erie: Sports Management Guest Lecture**
  - Members of the Bills, including Directors and Managers, participated as a speaking panel to SUNY Erie's Sports Management class in the Fall 2023 semester.
- **Scholarships and Funds**
  - The Bills funded and contributed to numerous scholarships and funds in the Region, including SUNY Erie's 5/14 Remembrance Scholarship, Hispanic Heritage Council of WNY's Youth Sports Leadership Award Scholarship, and Lake Erie College of Osteopathic Medicine Scholarship Fund.

# 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 Project, Bills Stadium & Events Company, alongside project management firm, Legends Project Development, and construction manager, Gilbane|Turner, continue to use good faith efforts to achieve the MBE, WBE, and SDVOB business participation and workforce diversity goals for the project. Below are highlights of the initiatives and processes implemented with the objective of maximizing participation:

- Before the Project kicked off, Stakeholder Briefings and Contractor Information Sessions were held virtually and in Buffalo, NY and Orchard Park, NY to provide an overview of the Project, procurement process information, and mechanisms for attendees to register their interest in participating.
- Maintenance of a user-friendly Project website, [buffalobillsnewstadium.com](http://buffalobillsnewstadium.com), to serve as a central hub for Project-related activities. The website allows firms to register their interest and enroll to receive notifications for procurement opportunities at all tiers. The Project website also serves as a comprehensive resource center, housing Frequently Asked Questions, links to supporting resources, details on upcoming events, and information on how to best get involved. Additionally, businesses interested in construction opportunities who may have questions about the procurement process are able to fill out an inquiry form and receive a response from the team within two business days. The website is a valuable tool used to disseminate information, foster transparency, and promote engagement with stakeholders throughout the Project's lifecycle.
- NYS-Certified MBE Modern Times Inc. and local NYS-Certified MWBE AARWC serving as our Compliance Consultant as well as local NYS-Certified MWBE Developments by JEM serving as our Community Coordinator.
- Initiated proactive outreach via notifications, advertisements, and e-blasts. Before publicizing an advertisement of a Request for Proposal (RFP) announcement, initial notifications, including work details, key dates, and materials for stakeholder distribution, are shared with designated representatives from ECSC, EC, and other local small, women, and minority business organizations to circulate with firms and members that may be interested in participating in the Project
- Utilizing various advertising channels, including digital versions of prominent publications including the *Buffalo News*, *Challenger Community News*, *Niagara Gazette*, *Buffalo Criterion*, *Panorama Hispano News*, and the *NYS Contract Reporter*.
- Hosting ten (10) Meet the Primes sessions for networking and establishing connections between prime contractors and potential lower-tier subcontractors, vendors, suppliers, and professional services providers. Meet the Primes sessions and the interactions that occur at them are essential for building relationships, exploring potential partnerships, and creating opportunities for local businesses.
- Hosting eight community Opportunity and Awareness Huddles in East Buffalo, Tonawanda, Lackawanna, Kenmore, West Side Buffalo, and West Seneca with additional sessions in 2024 planned. These events are instrumental in providing the latest information on the Project, offering invaluable tools and resources to support lower-tier subcontractors, vendors, suppliers, and professional service providers in their journey to convert opportunities into active roles on the Project.
- The Project has implemented procurement specific best practices and Good Faith Efforts to explicitly support outreach to and engagement with MBE, WBE and SDVOB firms interested in opportunities on the Project. These processes include unbundling work packages, where appropriate, to a size and scope that will ensure MBE, WBE and SDVOB firms can participate and be successful.





## MWBE AND SDVOB PARTICIPATION

CBA Section 3.(d)

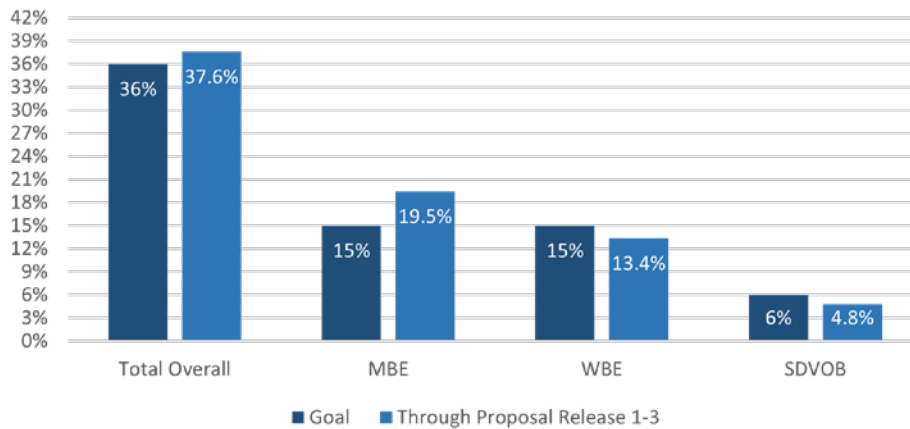
The Bills are committed to achieving our goals set for Minority-owned Business Enterprise (MBE), Women-owned Business Enterprise (WBE) and Service-Disabled Veteran Owned Businesses (SDVOB) utilization. To date, we have offered resources, established processes and provided opportunities to contribute to these efforts. Below is a list of prime contractors and the associated utilization commitments through Proposal Release 1-3:

Baker Concrete Construction, Inc.  
 Celtic Sheet Metal, Inc.  
 Cives Steel Company  
 Crown Corr  
 Crystal Steel Fabricators, Inc.  
 D.V. Brown & Associates  
 F. W. Sims, LLC  
 Ferguson Electric / E-J Electric JV  
 George M. Raymond Co.

High Concrete Group  
 Irwin  
 Island International Enterprises, LLC  
 John W. Danforth Company  
 Mark Cerrone, Inc.  
 Pinto Construction Services, Inc.  
 PJP Installers, Inc.  
 R.W. Sidley, Inc.  
 Rael Automatic Sprinkler Co., Inc.

Roger & Sons Concrete, Inc.  
 SCG Fields, LLC  
 Schindler Elevator Corporation  
 Sightline Commercial Solutions LLC  
 SubAir Systems  
 SwimEx, Inc.  
 Thomas Johnson, Inc.  
 Union Concrete & Construction Corp.  
 William H. Lane Inc.

## UTILIZATION COMMITMENTS



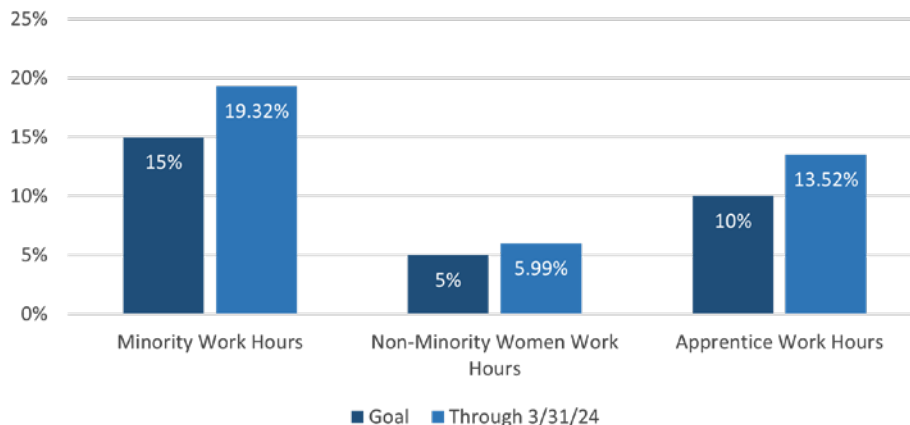
\*Utilization targets are based on specific goals as further described in the Construction Coordination Agreement. Proposal Releases 3.5 and 4 are not detailed in this data set.

## WORKFORCE PARTICIPATION

CBA Section 2.(a)

A vital part of the Project involves participation of the current workforce encouraging the training and preparation of the new workforce.

## WORKFORCE PARTICIPATION



# ACKNOWLEDGMENTS

*The Community Benefits Agreement and the positive outcomes are a testament to the collective effort of many organizations, groups, and leaders. We want to give special recognition to our stakeholders: the State of New York, Governor Kathleen Hochul, and Erie County Executive Mark Poloncarz. Thank you to the National Football League and Commissioner Roger Goodell. We also thank the front-line community leaders, players, coaches, and staff who pour time, energy, and resources into our community. Lastly, we thank our community for allowing us to be a part of the WNY Region. Together, we all win.*

<sup>1</sup>Refer to "Bills in the Community 2023-2024 Community Impact Report" for additional information.



