

## **Solicitation N2113482F1**

### **Request for Information: Promotion & Management for International Cricket Events**

### **Bid Designation: Public**



**Broward County Board of County Commissioners**

## Bid N2113482F1

### Request for Information: Promotion & Management for International Cricket Events

Bid Number N2113482F1  
 Bid Title Request for Information: Promotion & Management for International Cricket Events  
 Bid Start Date Dec 23, 2016 12:35:52 PM EST  
 Bid End Date Jan 9, 2017 5:00:00 PM EST

Bid Contact Connie Mangan  
 Purchasing Manager  
 Purchasing Division  
 954-357-6336  
 cmangan@broward.org

Bid Contact Latoya Clark  
 Purchasing Agent  
 Purchasing  
 954-357-6066  
 lclark@broward.org

Contract Duration **Not Applicable**  
 Contract Renewal Not Applicable  
 Prices Good for **Not Applicable**

Bid Comments **The purpose of the Request for Information (RFI) is to locate experienced vendors that may be interested in becoming the promotion and management firm for international cricket matches at the Central Broward Regional Park stadium. This RFI is not a request for pricing or a commitment to contract with your firm; it is only to gather information about potential vendors.**

**Promotion & Management for International Cricket Events:** Broward County, through it's Park and Recreation Division, owns and operates Central Broward Regional Park, located in Lauderhill, FL. The park includes a multi-purpose sports complex that can hold up to 5,000 spectators in a covered stadium and additional seating for 15,000 spectators. The stadium is designed to host a variety of sporting and other events and has the field dimensions and pitch to include international cricket tournaments. Currently, this is the only cricket stadium in the United States certified by the International Cricket Council (ICC). The County is seeking to increase the amount of international cricket tournaments hosted at the Park. Refer to the attachment for additional information.

All questions or clarification inquiries regarding this Request for Information should be submitted through BidSync. This RFI will remain posted until the due date and time indicated. If a Vendor is interested or capable of providing the above services, Vendor must respond through BidSync, and attach any relevant documents as part of their response, including vendor's contact information, capabilities, and experience (including length of time providing these services).

#### Item Response Form

Item **N2113482F1--01-01 - Request for Information: Promotion & Management for International Cricket Events**  
 Quantity **1 n/a**  
 Prices are not requested for this item.

Broward County Board of  
County Commissioners

Delivery Location

**Broward County Board of County Commissioners**

No Location Specified

**Qty 1**

**Description**

No price requested.



## Promotion and Management for International Cricket Matches at Broward County's Central Broward Regional Park

### History:

Broward County (County), through its Parks and Recreation Division, owns and operates Central Broward Regional Park (the "Park"), located in Lauderhill, FL. The Park includes a sports complex, the featured amenity being a multi-purpose, 5,000 seat stadium with covered seating and additional seating for 15,000 spectators. Other stadium amenities include a large, two-story building with large windowed areas for field events viewing, locker rooms, restrooms, and limited, "VIP" seating area. The stadium is designed to host a variety of sporting and other events, and has the field dimensions and pitch to include international cricket tournaments. Currently, this is the only cricket stadium in the United States certified by the International Cricket Council (ICC). The Park also has several covered picnic pavilions of varying sizes, and a number of different athletic fields and courts, plus an aquatic center.

Refer to the following website for additional information:

<http://www.broward.org/Parks/CentralBrowardRegionalPark/Pages/Default.aspx>

### Objective:

The stadium receives many bookings, primarily for soccer training and matches. Presently, the stadium/stadium field is booked for approximately 300 days a year. Although cricket matches have been a smaller portion of the overall stadium bookings, the County would like to increase the number of international cricket matches held at the stadium.

### Purpose:

**The purpose of the Request for Information (RFI) is to locate vendors that may be interested in becoming the promotion and management firm for international cricket matches at the stadium. This RFI is not a request for pricing or a commitment to contract with your firm; it is only to gather information about potential vendors.**

### Scope of Work/Responsibilities:

The County would expect a promotion and management firm to secure and schedule multiple, high-quality international cricket matches annually, featuring high-level professional, international teams.

A promotion and management firm would be responsible for any or all of the following:

- a. Negotiating and securing international teams for matches at the Park for single or multi-day events. The firm would be responsible for all fees to reach agreements to bring international cricket matches to the stadium.
- b. Paying and/or coordinating the following:
  - i. travel arrangements for the teams and staff;
  - ii. staffing (administrative, operational, and maintenance);
  - iii. ticketing, parking, security, city permits, customer relations, food, beverages, and souvenirs sales for the matches; and
  - iv. post-match clean-up and trash removal.
- c. Promoting matches, through local, national, and international marketing outreach efforts.
- d. Managing the stadium and field maintenance relating to or arising out of the cricket matches.
- e. Capital and other improvements needed at the stadium for international cricket events.

The County wishes to ensure that the promotion and management of international cricket matches' harmonizes with the existing theme and quality of stadium and Park operations. The firm would need to work closely with the Park/stadium management to coordinate events' scheduling, logistics, and administrative functions. Additionally, the firm would need to comply with revenue reporting and payments, carrying appropriate insurance and bonding, and other contractual obligations with the County.

The County would not expect to incur costs for cricket matches under this promotion and management relationship. The County would negotiate a fee structure with a promotion and management firm in exchange for international cricket matches at the Park.

Another aspect the County would be interested in, is to have an international cricket team that is a member of an international, professional league, to use the Park as a home stadium. The County already has anchor tenants' relationships at the stadium with an American professional soccer league team and with a training academy for an international professional soccer organization. The County would like to add a third team/organization tenant for international cricket.

**Response:**

Interested firms should submit their nonbinding letters of introduction, with examples of previous experience (including promoting, operating, and/or coordinating one or more similar types of events at sports venues, such as arenas or stadiums). Vendor must respond through BidSync, and attach any relevant documents as part of their response, including contact information, capabilities, and experience (including length of time providing these services).

**The County will review all responses received, and a solicitation may or may not be competitively advertised.**

## Question and Answers for Bid #N2113482F1 - Request for Information: Promotion & Management for International Cricket Events

### Overall Bid Questions

There are no questions associated with this bid.