

ITEM #38₍₂₎

**ADDITIONAL MATERIAL
10:00 A.M. REGULAR MEETING
FEBRUARY 7, 2017**

**SUBMITTED AT THE REQUEST OF
PARKS & RECREATION DIVISION**



PARKS AND RECREATION DIVISION • Administrative Offices
950 N.W. 38th St. • Oakland Park, FL 33309-5982 • 954-357-8100 • TTY 954-537-2844 • FAX 954-357-5991

*Winner of the National Gold Medal Award for Excellence in Park and Recreation Management
Accredited by the Commission for Accreditation of Park and Recreation Agencies (CAPRA)*

MEMORANDUM

DATE: February 3, 2017
TO: Board of County Commissioners
FROM:  Dan West, Director, Parks and Recreation Division
SUBJECT: **Proposal for Management of International Cricket Matches at Central Broward Regional Park**

At its December 6, 2016, regular meeting, the Board of County Commissioners ("Board") directed staff to begin negotiations with Mr. Krishna Persaud to enter an agreement with his company, Worldwide Sports Management Group LLC ("Worldwide"). During the discussion, staff was asked to provide additional information related to Central Broward Regional Park performance.

Central Broward Regional Park ("CBRP") opened for public use in 2007 and was the first County regional park located in the central urban corridor. When completed, the 110-acre park included an aquatics center, picnic pavilions, basketball courts, athletic fields, and a Stadium complex with 5,000 covered seats and a Field House with meeting and field-viewing space as well as park offices. Although cricket would be one aspect of its use, the Opening Ceremony Program stated the Stadium was designed and built as a multipurpose facility for a wide range of athletic and entertainment activities. Since its opening, CBRP has demonstrated steady growth and is currently ranked as the fourth-highest revenue-producing park in the County. Overall, the Stadium was booked for more than 270 days last year, and as of this writing, it has been reserved for 209 dates in 2017. For FY17, staff expects the facility to meet or exceed the number of FY16 bookings. See attachments A, B, and C related to CBRP and stadium performance.

DW/lm/ew/ch

Attachments

- A. Summary CBRP budget information from FY08 to FY16
- B. Chart of Revenues for Central Broward Regional Park and the CBRP Stadium since separate POS tracking was initiated in 2011
- C. Summary of booked dates for the Stadium for 2016, and reserved dates thus far for 2017

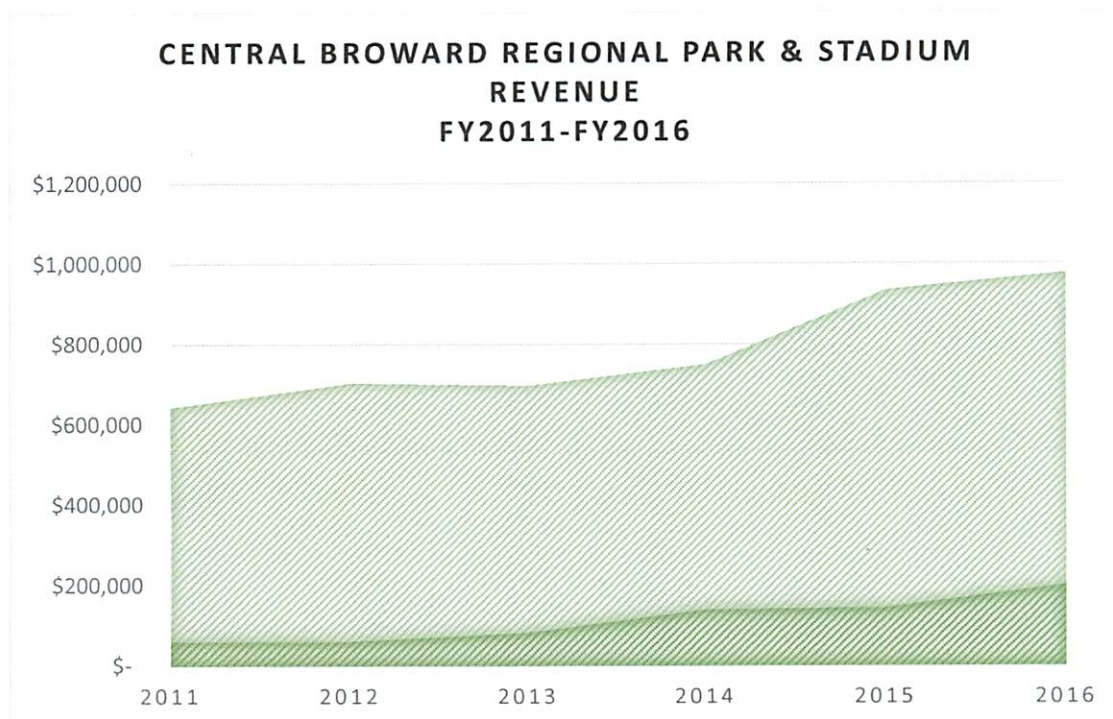
Broward County Board of County Commissioners

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Attachment A: Summary CBRP Budget Information from Fiscal Year 2008 to Fiscal Year 2016

Central Broward Regional Park Budget Information FY 2008 - FY 2016				
Fiscal Year	Park Operating Budget	Park Actual Expenses	Park Revenues (RecTrac - includes Stadium Revenues)	Stadium Revenues (RecTrac)
2008	\$1,544,583	n/a	n/a	n/a
2009	\$2,119,620	n/a	n/a	n/a
2010	\$1,765,696	n/a	\$598,725	\$0
2011	\$1,944,863	\$1,743,964	\$642,617	\$60,732
2012	\$1,821,792	\$1,693,230	\$703,984	\$60,929
2013	\$1,771,789	\$1,707,978	\$697,284	\$83,030
2014	\$2,079,031	\$1,939,565	\$750,375	\$133,468
2015	\$2,084,360	\$2,132,180	\$934,009	\$144,082
2016	\$2,538,686	\$2,422,270	\$976,799	\$201,473
NOTES:				
1) Park opened November 9, 2007.				
2) CBRP did not use RecTrac in 2010 or 2011. Revenue amounts taken from ledgers.				
3) Stadium Revenues not tracked until 2011.				
4) Stadium Revenues per RecTrac reflect rental of the Stadium only and do not include ancillary revenues from the rentals. Revenues from fees including but not limited to admissions, barricades, labor, concessions, alcohol, VIP viewing room, stage, and Showmobile are collected but are not reflected in this Stadium Revenues report due to the limitations of the RecTrac point-of-sale system. For large stadium events, other park facilities (shelters, water park, and athletic fields) are often rented by the event organizer and these rentals are not reflected in the Stadium Revenues information.				

Attachment B: Chart of Revenues for Central Broward Regional Park and the CBRP Stadium since separate point-of-sale system tracking was enabled in 2011



This chart illustrates the steady growth of revenues at Central Broward Regional Park since 2011, and is represented by the entire shaded area, both light and dark. The darker area at the bottom of the chart illustrates the proportionally increasing revenue from Stadium rentals. The ability to track revenue for Stadium rentals was added to RecTrac, the point-of-sale system used by Parks, in 2011. As such, the separate revenue tracking information is unavailable prior to 2011. Data for the above chart is derived from Attachment A: Summary CBRP Budget Information.

**Central Broward Regional Park Revenue
Attributed to Cricket Events during FY16**

\$163,743

Includes rentals of the Stadium and other associated facilities for cricket events such as pavilions, sports fields, and the water park. The amount also includes stadium lighting, the cricket curator, cricket pitch preparation, relining, rentals of the VIP viewing rooms, barricades, concessions, and alcohol fees. The amount excludes revenues from admissions and rentals of the stage and Showmobile. (Result of staff research; unaudited.)

Attachment C: Summary of booked dates for the Stadium for Fiscal Year 2016, and reserved dates thus far for Fiscal Year 2017

**Central Broward Regional Park and Stadium
FY16 Stadium Reservations
Including FY17 Bookings as of January 25, 2017**

Sport	FY16 Number of days booked	FY17 Reservations in process
Soccer	226	158
Cricket	30	33
Football	5	2
Special Events	10	16
Total	271	209