

ITEM # 38₍₃₎

ADDITIONAL MATERIAL

10:00 a.m. Regular Meeting

FEBRUARY 7, 2017

SUBMITTED AT THE REQUEST OF

**COMMISSIONER DALE V.C.
HOLNESS**

From: Pete Russell [mailto:pete@cplt20.com]

Sent: Monday, January 09, 2017 4:14 PM

To: Leslie Johnson

Subject: Re: Thank you!

Leslie,

I hope you had a wonderful New Year..

Quick question for you - would Lauderhill be interested in hosting the CPL finals this year?.. To give you a ball park number, we would look for a \$3.5m hosting fee - but based on last year's figures, we will easily return that in terms of economic impact.

Let me know what you think.

Pete

Last update: 23-Jan-2017 8:01 am
Monday, January 23, 2017

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CPL looking for buyer

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Vinode Mamchan

Published: Saturday, January 14, 2017

In an interesting development coming to hand is that the owners of the Caribbean Premier League (CPL) is allegedly looking for the buyer for the tournament.

With the league expected to get underway in the first week of August, Guardian Media understands that talks are in progress with a potential buyer from India but nothing is concrete just yet. CPL has been pumping money into the product since the inception in 2014 and is yet to turn around a profit.



DAMIEN O'DONOHUE

What they have done though is create a product that is now a viable one and a sale at this point in time could fetch them a handsome amount, to offset the funds they would have pumped into the league.

Only last year, all six teams were picked up by owners and prior to this CPL had to bankroll the teams that had no owners. This cost a handsome amount and with regional governments not coming on board as before because of the current economic climate in the Caribbean, the business model has been struggling.

Chief Executive Officer (CEO) Damian O'donohue said that last year would have been a profitable one for the CPL but it was not. He mentioned prior to last year's tournament that CPL had already invested US\$20 million.

He added that even in the long term a realistic profit will be two to three million a year.

With the help of Indian investment the CPL has moved on from humble beginnings, when the marquee sponsors besides Digicel were an electronics store called Courts and a skin tonic called Limacol. The tournament has now attracted much juicier endorsement from Hero Motocorp, the world's largest manufacturer of motorcycles.

That the 2015 trophy was lifted by the Trinidad & Tobago Red Steel was convenient for organisers as that franchise was recently acquired by the owners (Bollywood star Shah Rukh Khan among them) of Kolkata Knight Riders, one of the IPL sides that is as yet unaffected by the current corruption saga hampering that league.

Sports



PHOENIX DECOR-MOTH ORCHID ...

Previous Article

Taylor half-century helps Thunder to dramatic win

Next Article

TTCF unveils strategic plan to take cycling tops

IN CASE YOU MISSED IT.

Brilliant Dottin puts Heat in semifinals



BRISBANE—West Indies star Deandra Dottin showed no ill-effects from a

three-week layoff due to surgery as she lashed a classy half-century in a Player-of-the-Match performance to...

The presence of the past



Researching T&T's past has always been part of artist Joshua Lue Chee Kong's process in creating his work, and now he'll have the opportunity to do so as he has been chosen as the T&T...

Stop putting party before country



At 25 years old, Nikoli Edwards has achieved a lot.

The hotel of hotels—Part II



The hotel soon became THE venue for high-class

entertainment. The dances on Thursday and Saturday nights were proverbial and entrance fee was \$1.20 per head.

T&T Chamber hails crime plan



Gabriel Faria, CEO of T&T Chamber of Industry and Commerce, says the Government's crime plan is a step in the right direction.

Monday 23rd January, 2016



Central Bank not making cents



The one cent coin is to be eliminated from T&T's national currency denominations, while the metal composition of



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Zouks New Owner In Trouble

Fri, Nov 04, 2016

Just about a week since there was a lavish announcement of the purchase of the Zouks franchise of the Hero Caribbean Premier League (CPL), grey clouds appear ready to dump some rain on that party.



Left: Jignesh (Jay) Pandya of the Pennsylvania-based sports development company, Global Sports Ventures, LLC, new owner of the Hero CPL St. Lucia Zouks, is in a stick of bother. Right: The Zouks, led by Darren Sammy, had its best season in the 2016 CPL season.

Jignesh 'Jay' Pandya of Royal Sports Club, based in Philadelphia.

By last weekend, there was a deafening silence when news broke, according to St. Lucia Online News, that Pandya, "is currently facing charges of fraud and operating a ponzi scheme in the US."

The charge of fraud was, according to St. Lucia Online News, brought to the US courts by plaintiff Jagdish Patel against Pandya and another co-accused.

Further information that has come to hand, said that the legal issue stemmed from an alleged financial fraud that has elements of a ponzi scheme.

Pandya is said to be the founder of the Rohan Group of companies, 'a real estate venture with over 100 combined commercial and retail properties that employs in excess of 1,200 people'.

In welcoming the purchase of Zouks, Mr. Damien O'Donohoe, CEO of the Hero CPL, said then: "Today is a landmark day for the Zouks franchise, and indeed for the Hero CPL, and is further evidence of the growing stature of the biggest party in sport both in the Caribbean and internationally."

It appears that the Hero CPL was attracted to Pandya because of his recent (September 29) acquisition of exclusive licensing rights for a Franchised T20 Professional Cricket League, by the United States of America Cricket Association.

There has been, up to press time Wednesday, no reaction to this recent development by the Hero CPL administration.

Weekly Highlights

FrontPage

- SVGCC Environmental Club installs Solar PV System
- UN envoy reflects

Headline

- Increased gov't spending in 2017
- DEAD: THREE VINCENIAN STUDENTS
- SVG: A billion dollars in debt
- Kemellus Boyea recovering well

Local

- Pension payments increase: A problem
- Surplus recorded in 2016
- National Council of Women deeply saddened
- VINLEC overhauls unit at Union Island plant
- Sad day for Dennie family

Sports

- Active year for table tennis players
- Shallow, Walters slam T20 centuries
- SVG to compete again in the USA
- Football TD optimistic
- SVGFF holds Futsal course for coaches
- Volleyball elections stalled ... Interim committee gets extension
- Inter-Community Football
- Vineyard
- Small island... big plan
- Dear George
- Tell her it's over
- Sex, sex and more sex
- Not ready for marriage

Newspaper Reader

- The Vincentian-PDF-02.03.2017

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Desorae Giles-Smith, DCM
Kennie Hobbs, Jr., ACM

CITY ATTORNEY
Earl Hall, Esq.

CITY CLERK
Andrea Anderson

RICHARD J. KAPLAN
Mayor

January 20, 2017

Worldwide Sports Management Group
Krishna Persaud, President
6400 N. Andrews Ave., Suite #490
Fort Lauderdale, FL 33309

Dear Mr. Persaud,

It was a pleasure to meet you and your staff from Worldwide a few weeks ago.

Since our meeting I have better understanding of your vision. Your plan to actively market and operate the cricket activities at the stadium at CBRP is definitely needed. Seeking occupants, tournaments, sponsors, and regular renters will ultimately bring economic returns to the City as we had always hoped.

Your understanding of the local market will ideally secure our City businesses the commerce from the increased traffic to the stadium. Lauderhill as you know has utilized many resources and started countless initiatives to put Lauderhill on the map where we ultimately have become "The Cricket Capital of the United State of America."

If there is anything my office can do to assist in your transition please do not hesitate to reach out. Best wishes again.

Sincerely,

A handwritten signature in blue ink, appearing to read "RJ Kaplan".

Richard J. Kaplan
Mayor of Lauderhill

MAYOR
Richard J. Kaplan, Esq.

VICE MAYOR
Ken Thurston

COMMISSIONERS
M. Margaret Bates
Hayward J. Benson, Jr., Ed.D.
Howard Berger

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Kennie Hobbs, Jr., ACM

CITY ATTORNEY
Earl Hall, Esq.

CITY CLERK
Andrea Anderson

ADMINISTRATION

January 23rd, 2017

Worldwide Sports Management Group, LLC
Mr. Krishna Persaud, President
6400 N. Andrews Ave
Suite 490
Fort Lauderdale, FL 33309

Dear Mr. Persaud,

Thanks for the opportunity to meet with you and others from Worldwide Sports Management Group. I was excited to hear about your plans and goals for the stadium and I am delighted that you have undertaken the task to manage, promote and host games at the Central Broward Regional Park.

As we discussed, our City has a long and rich history with the development of cricket in the U.S., and the City of Lauderhill is known as the "Cricket Capital of the USA." The City of Lauderhill is committed to providing support of your organization and events that assist in strengthening our communities. Your exclusive management of the facilities will be the catalyst in the further development of the economic potentials for the City of Lauderhill and the surrounding communities.

Sincerely,

Charles "Chuck" Faranda
City Manager

Technology Frontiers (India) Pvt. Ltd.

DIGITAL HOUSE Plot No : 38, Developed Plot Industrial Estate,
Perungudi, Chennai - 600 096, Tamilnadu, India.

Phone : +91-44-6647 5677 / 6647 5678 / Fax : +91-44-66475655/6647 5656

CIN NO : U72300TN1996PTC036958

E-mail: contact@techfront.in Website: www.techfront.in



Dale V.C. Holness
Comissioner, District 9
Broward County, Florida
USA
Date: January 18, 2017

Subject: Suggested upgrades for Central Broward Regional Park Cricket Stadium

Dear Sir:

I am writing on behalf of Technology Frontiers India Pvt Ltd, based of Chennai India. We are a leading company in design, development and management of digital System for Sports and Entertainment industry. We are the official digital partners to leading sports bodies like International Cricket Council, Board of Control for Cricket in India, Indian Premier League, Sri Lanka Cricket, FIFA, ATP & WTA Tennis, European PGA, leading Football clubs in Europe and Middle East, English Premier League, Common Wealth, Asian Games to name a few.

Techfront's LED Display Solutions include Video Screens, Perimeter Boards, Mid- Tier Boards, Score Boards, BOLITE. Techfront deploys advanced technology called Go Green Technology. It is an integrated Multiple Engineering Technology Innovation to build responsible technology aligned to Go Green concept, adopting Corporate Social Responsibility (CSR). The Go Green Technology helps in reduction of power consumption of LED and also in reducing Greenhouse gas emissions.

Recently, during our visit to the Broward Regional Park Cricket Stadium we noticed that certain are upgrades are necessary to be done in order to bring Broward Regional Park Cricket Stadium at par with the International Standards. I am listing down these upgrades for your kind perusal.

1. Super Sopper / Dryer / water proof ground cover
2. Additional High Mast Metal Haide lamp to get 1800 Nits at centre as current lights do not give throw at the pitch area.
3. Additional Bleacher Seating with full back seats
4. Hospitality provision (a/c marquees double deck)
5. Ticketing platform (to be maintained and managed locally)
6. Installation of state of art high definition video screen including 2 large linear score boards as per ICC standard requirements with Kshertra software

Further, the construction of building (60ft x 30ft) on the North side to also include the following :

1. Media center
2. Hospitality Boxes
3. Commentary center

Technology Frontiers (India) Pvt. Ltd.

DIGITAL HOUSE Plot No : 38, Developed Plot Industrial Estate,
Perungudi, Chennai - 600 096, Tamilnadu, India.

Phone : +91-44-6647 5677 / 6647 5678 / Fax : +91-44-66475655/6647 5656

CIN NO : U72300TN1996PTC036958

E-mail: contact@techfront.in Website: www.techfront.in



4. Anti-Doping
5. 3rd Umpire
6. Video/Scoring
7. Central Command Post
8. Camera Platform
9. Concessions
10. Bathrooms

My Company, is best equipped to deliver the suggested improvements above as we are pioneers of delivering the same worldwide.

I would request you to consider my proposal and give me an opportunity to meet with you in person to have detailed discussion on the matter.

Looking forward to your response.

A handwritten signature in black ink, which appears to read "Bhairav Shanth".

Bhairav Shanth
Business Head, Technology Frontiers India Pvt Ltd



Broward County Commission Regular Meeting

40.

Meeting Date: 12/06/2016

Director's Name: Barbara Sharief

Department: County Commission

Information

Requested Action

MOTION TO DISCUSS Proposal to host international cricket tournaments at Broward County Central Regional Park. (Mayor Sharief)

(Per the Tuesday Morning Memorandum, Commissioner Holness requested to be added as a co-sponsor to this item.)

ACTION: (T-12:34 PM) Following Board discussion, the Board directed staff to draft a proposal to provide terms of an agreement as a sole source contract and to also draft a proposal based on waiving the procurement code. (Refer to minutes for full discussion.)

VOTE: 9-0.

Why Action is Necessary

Action would authorize the County Administrator to take all necessary administrative actions required to implement an agreement between Worldwide Sports Management and Broward County.

What Action Accomplishes

An agreement between Worldwide Sports to have a minimum of three multi-day international cricket tournament matches annually in Broward County beginning in 2017 and for a license to program these events in the Broward County Central Regional Park.

Is this Action Goal Related

Previous Action Taken

Summary Explanation/Background

Broward County Central Regional Park's principle feature is a championship cricket stadium built to international specifications. Having regularly scheduled international cricket events will require significant marketing and business development resources. Worldwide Sports Management Group (Worldwide) is offering to market cricket tournaments to bring in international teams and leagues to Broward County. Examples are World T20 Championship featuring championship teams from Pakistan Super League (PSL), Caribbean Premier League (CPL), and Bangladesh Premier League (BPL). Worldwide commits to placing a priority on local vendors and CBE businesses and will make sure those vendors are timely paid. Worldwide will coordinate with Broward County to utilize vendors from approved vendor lists. Worldwide has submitted a proposal and draft agreement for the County's consideration (Exhibit Nos. 1 and 2).

Source of Additional Information

Fiscal Impact

Attachments

Exhibit 1 - Worldwide Sports Management Group's Proposal

Marketing / Business Development Support

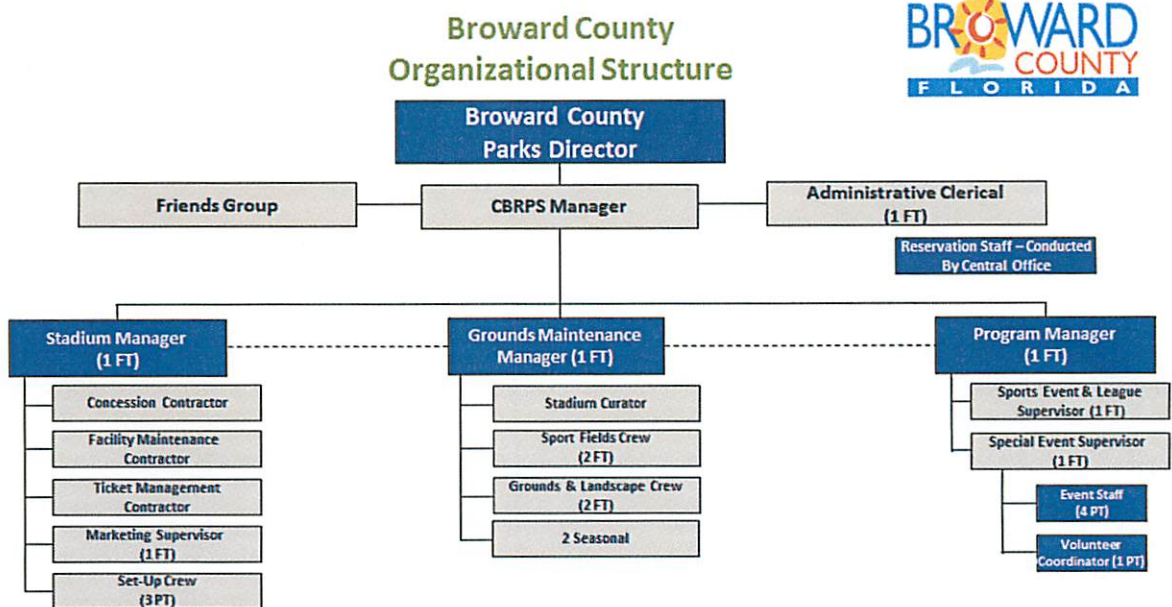
A signature complex of this nature merits significant marketing and business development resources allocated to it in order to maximize its potential to the fullest. To that end, the Consulting team strongly recommends that personnel dedicated to marketing and business development, separate from facility management, be employed by the Sports Complex.

OPERATIONAL REQUIREMENTS

The operational requirements given are dynamic in nature and will vary based on the type and extent of additional programming and offerings that will be offered at the Sports Complex. Thus, the organizational structure below is meant primarily to serve as a guideline and a living tool that can be adapted according to the future plans at the Sports Complex.

The key recommendations included within this are:

1. Creating a Manager Position to oversee the entire complex operations
2. Creating a Stadium Curator position to prepare and manage the cricket pitch for the only ICC sanctioned cricket stadium in USA
3. Dedicated Marketing and Business Development support



- Differences between pricing in Fort Lauderdale/area facilities from Broward County facilities
- Evaluate gate receipt fee
- Stadium marketing and promotions
 - Convention and Visitor's Bureau or external marketing company needed to market stadium for sports and event use
 - Stadium needs its own distinctive name
 - Create a destination for cultural tourism
 - Contact with homeowners' association is essential
- Demographics, types of sports attracted are important
- Evaluate concessions
 - Exceptions must be made to accommodate larger tourism-focused special events
 - Concessionaire needs to be conscious of cultural, religious and dietary circumstances
- Facility upgrades / modifications
 - TV lights not adequate
 - Fields need to be renovated/reworked
 - Need more shade trees
 - Lack of parking space, particularly for special events, limits use
- Police and fire protection charges are too great to be feasible
 - Better assessment of security needs is required – How much is enough?

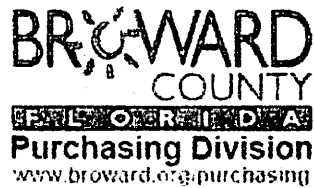
POTENTIAL OPPORTUNITIES

- Cricket
 - International games and exhibitions
 - Cricket camps and clinics
 - 20/20 cricket league games in association with Cricket Holdings America
 - American College Cricket Regional Tournament to complement the National Tournament
 - Create a home team attachment to better promote the facility
 - Home office of USA Cricket Association ("USACA")
 - Training for English county cricket players during their winter season
 - Training grounds for U.S. national team players
 - Cricket Hall of Fame

Solicitation N2113482F1

Request for Information: Promotion & Management for International Cricket Events

Bid Designation: Public



Broward County Board of County Commissioners

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 its Park and Recreation Division, owns and operates Central Broward Regional Park, located in Lauderdale, 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.