

Item #38₍₅₎

ADDITIONAL MATERIAL

**10:00 a.m. Regular Meeting
FEBUARY 7, 2017**

**SUBMITTED AT THE REQUEST OF
OFFICE of the COUNTY AUDITOR**




COUNTY AUDITOR

115 S. Andrews Avenue, Room 520 • Fort Lauderdale, Florida 33301 • 954-357-7590 • FAX 954-357-7592

February 6, 2017

To: Mayor and Members, Board of County Commissioners

From: Kathie-Ann Ulett, Interim County Auditor 

Subject: Agenda Item 38 – Motion to discuss Board's direction to enter into negotiations with Worldwide Sports Management Group, LLC.

With respect to the above referenced agenda item, we recommend the Board of County Commissioners (Board) direct the County Administrator to:

1. Terminate negotiations with Worldwide Sports Management Group, LLC ("Worldwide") for the management and promotion of international cricket at Central Broward Regional Park (CBRP),
2. Engage a consultant to assist in:
 - a. Developing a long term strategy for use and management of CBRP to include balancing community needs, business opportunities (including cricket), and park restrictions,
 - b. Establishing the potential value of commercial uses of CBRP (including cricket), and
 - c. Soliciting and negotiating appropriate agreements for Board approved commercial uses (including cricket), and
3. If necessary, proceed with an open, competitive solicitation after a determination of the need for a managing entity and the nature and scope of services needed to facilitate expansion of cricket activities at the CBRP.

BASES FOR RECOMMENDATIONS:

- **Worldwide does not meet the requirements of a sole source.**

County policy defines a sole source as the only known vendor or the only reasonable vendor capable of providing a service or commodity to the County¹. In response to the County's recent Request for Information (RFI), solicitation N2113482F1, four firms expressed interest in providing similar services to the County. The Purchasing Director has determined that the Worldwide proposal is not considered a sole source.

- **The value of the cricket rights being negotiated with Worldwide are not yet known.** The cricket stadium at CBRP is the only venue certified by the International Cricket Council (ICC) for one day international play in the United States. The value of rights to manage and promote international cricket at this unique property is not yet known by the County. A consultant will help determine and ultimately negotiate an appropriate value. In addition, open competition may provide the County with greater revenue opportunities; such as higher minimum annual guarantees, revenue sharing, and contributions towards capital improvements.
- **A more deliberate approach to commercial cricket use at CBRP is needed.**
 - **The nature and extent of commercial and public uses at CBRP need to be explored** to ensure an appropriate balance is preserved. For Example, granting exclusive rights to cricket promoters could exclude many other uses. At this point in time, the County has not determined the desired or appropriate level of commercial cricket activity at CBRP.
 - **Understanding relationships within the international cricket community is imperative to long term commercial success.** County staff have worked directly with various cricket entities to bring professional and international events to CBRP. It is not known what impact a third party promoter may have on these relationships. A knowledgeable consultant could provide the County with the needed understanding and ability to develop appropriate relationships.
 - **Organizational changes in professional cricket within the United States have added a degree of uncertainty.** The ICC is the world's governing body for cricket. The United States of America Cricket Association (USACA) was the governing body for ICC sanctioned cricket in the United States from 1965 until 2015 when USACA was suspended by the ICC over significant concerns about governance, finance, reputation, and cricketing activities². The effect of this change on existing and future relationships is unknown. A knowledgeable consultant could assist in guiding the County's future cricket strategy.

¹ Broward County Administrative Code, Chapter 21 - PART XIV – Section 21.8b, Item 72

² <http://www.espnricinfo.com/ci-icc/content/story/891589.html>

- **The County has the time to consider its options**
 - County staff has been increasingly successful in obtaining professional cricket events through direct contact with international cricket organizations while continuing to balance public and other commercial uses of CBRP.
 - County staff manage and rent the CBRP stadium to any organization for individual games or tournaments based on availability. Worldwide may rent the facility on the same basis as other organizations.

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cc: Bertha Henry, County Administrator
Joni Armstrong Coffey, County Attorney
Dan West, Director, Parks & Recreation