

ITEM # 38₍₉₎

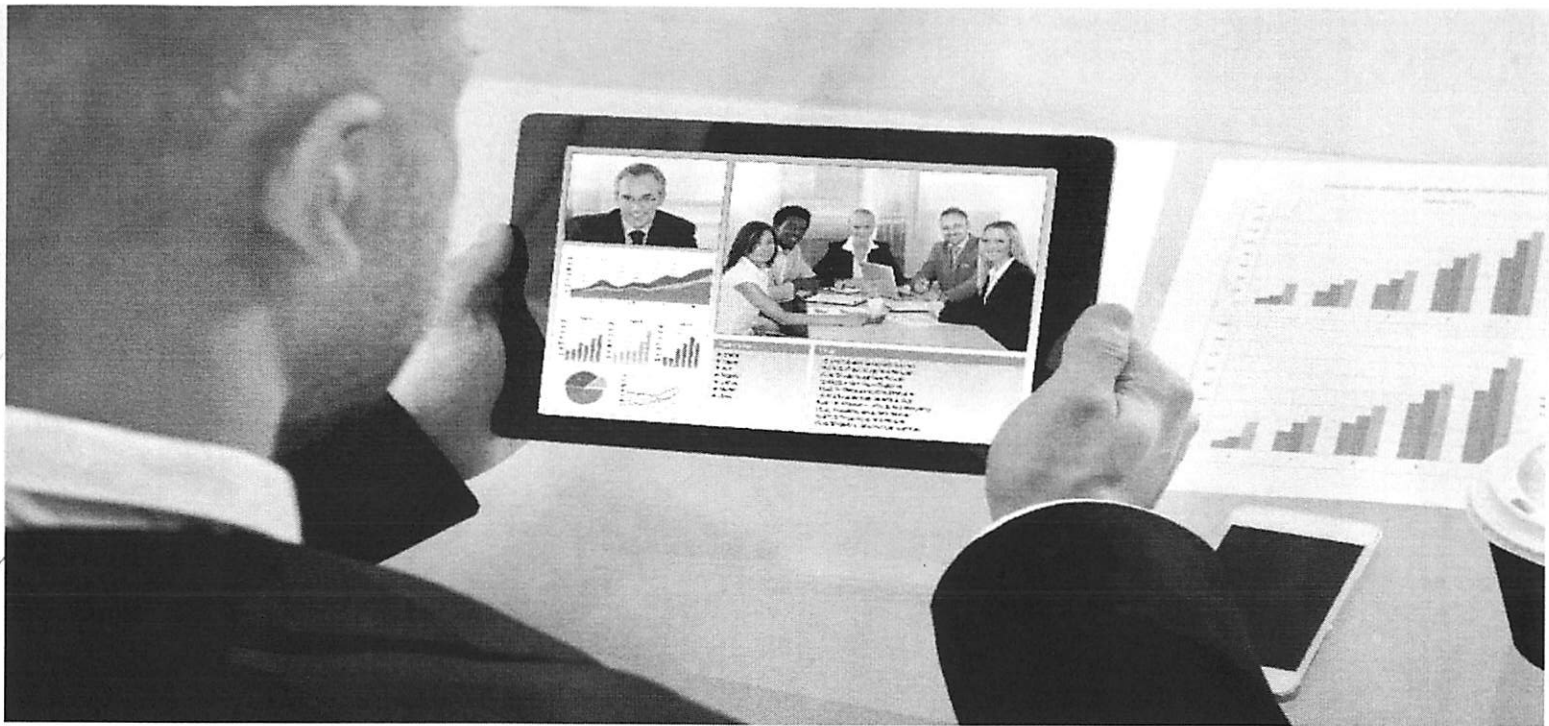
ADDITIONAL MATERIAL

10:00 a.m. Regular Meeting

FEBRUARY 7, 2017

SUBMITTED AT THE REQUEST OF

**COMMISSIONER DALE V.C
HOLNESS**



WORLDWIDE

SPORTS MANAGEMENT GROUP

Business Plan-2017

6400 N . Andrews Ave, Suite 490, Fort Lauderdale, FL 33309
Phone: (954) 971-3265



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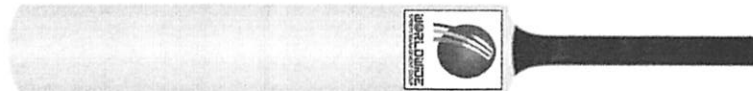
Marketing Approach and Plans

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- Long Term Forecast
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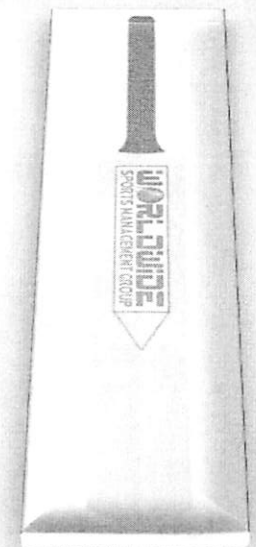
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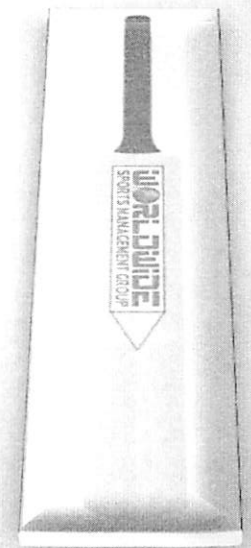
Executive Summary

- Worldwide Sports Management Group is a professional organization formed by the alliance between a group of former world famous and accomplished cricketers and Broward County's successful businessman, Krishna Persaud. Together, they bring deep:
 - 1) Expertise in the area of cricket
 - 2) Solid experience in management of the sport
 - 3) Business expertise required to sustain the operations and guarantee returns
 - 4) Financial pockets to absorb capital expenses and capital injections
- The highly respected management team have years of experience in the organization and promoting of international cricket's events. Worldwide is committed to establishing long term relationships with the County, Cities, as well as sponsors, promoters, corporate and individual business entities. This synergy injected into projects like "Champion of Champions T20," Caribbean Cup T20," and "World All-Stars Classic," will assure continued growth of the sport and related revenue streams. Worldwide will further enhance and develop "CBRP-Lauderhill" as the cricket capital of the USA.



Our Vision

- "Bring international cricket to CBRP in a sustainable manner, providing maximum economic impact, return on investment, community support and image value to the County."
- Mission/Objectives:
- The organization was formed with the following mission/objectives:
 - 1) Make South Florida cricket profitable such that the tax payers dollars spent on the Broward stadium (\$80M) starts seeing guaranteed returns
 - 2) Market stadium internationally to host more games, drive tourism and other sources of revenue to the county
 - 3) Establish anchor tenant at the stadium



Meet The Leadership Team



Krishna Persaud
President

- Well Respected businessman in Florida known for his ability to succeed in large scale projects
- Awarded by the Tampa Bay INDOUS Chamber of Commerce as one of the most successful businessmen of the year in 2007
- Owns a multi-million dollar real estate business in Broward County
- Managed and operated several businesses in Florida



Lawrence Rowe
Leadership

- Lawrence was an elegant batsman with extraordinary talent who became one of the greatest West Indian batsmen. During the West Indies tour to Australia in 1975-76, Rowe was hailed as the best batsman in the world.
- Rowe has the distinction to be one of the only four West Indian batsman to have scored a triple century (302).
- Founder of the Lawrence Rowe International Legends Cricket Tournament



Will Quinn
Leadership

- Formerly of Essentially Group and Essentially, UK, Will had a highly successful career in the managing, hosting, and branding cricket players and events.
- Worked extensively in cricket events in UK, India, New Zealand, South Africa and Australia, Will will provide invaluable expertise in ticketing, hospitality and unique entertainment of the highest caliber.



Ramnaresh Sarwan
Leadership

- Former captain of the West Indies Cricket Team
- A player with rock solid temperament and nerves of steel, Sarwan was one of the leading cricketers to have represented the West Indies.
- Sarwan announced his retirement from international cricket in September, 2016.

Meet The Operations Team

Syed "Bobby" Refaie
Director of Cricket and Marketing

- Well Respected cricketer in the US
- CEO & owner of Xtreme Sports, USA a professional Sports & entertainment management organization, headquartered in Houston, Texas
- Ex Director of Marketing, Pakistan Cricket Board

Roxanne Forte
Director of Cricket Operations

- The Director of Cricket will play a lead role in the development and execution of Worldwide's strategy for cricket within Broward County and internationally, directing the daily operation of the function through the effective management of the department, team operations unit, the efficient deployment of resources and supplies, the control of assigned budgets and the enhancement of Worldwide brand.

Arvind Reddy
Director - Finance

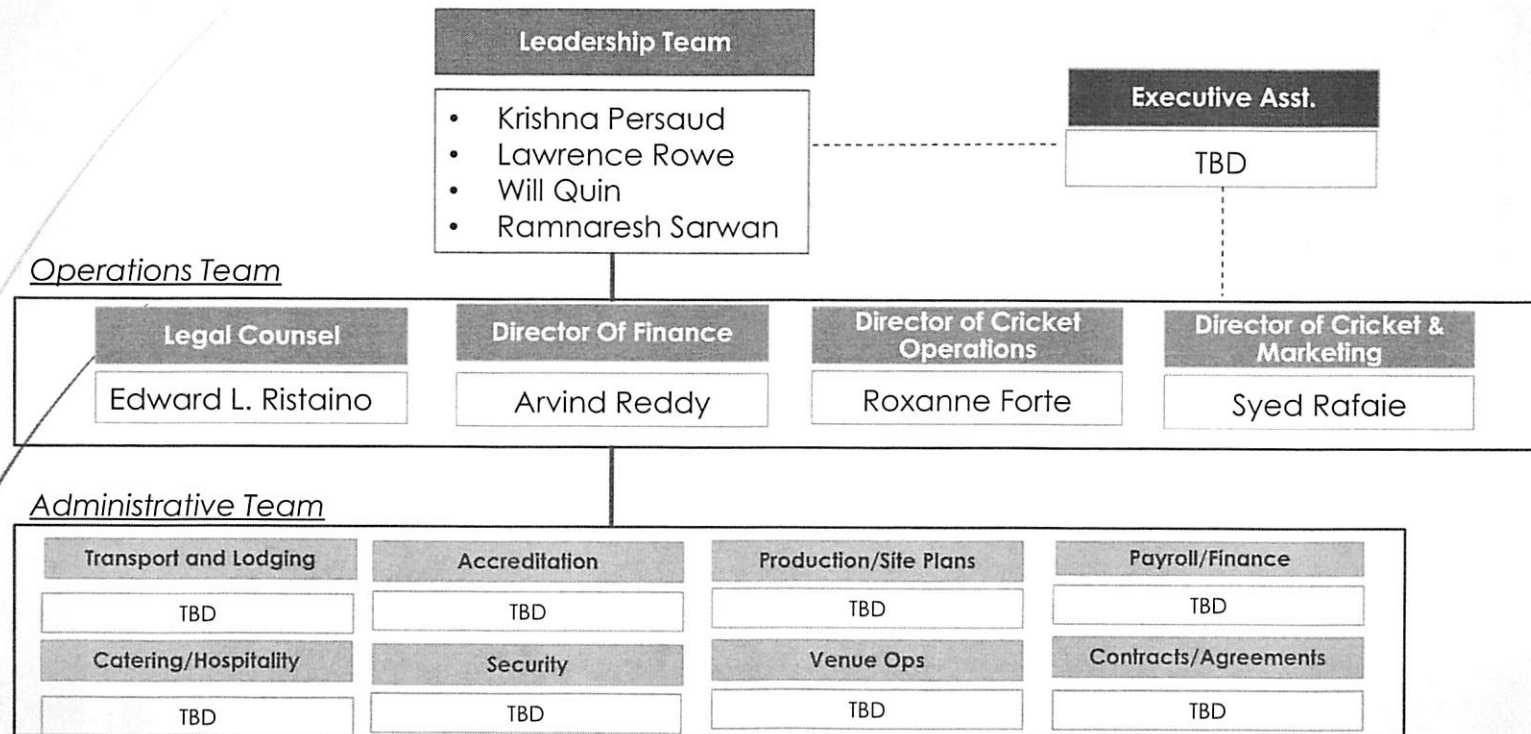
- An experienced and talented strategic leader with real vision, who has successfully led and developed a multi-disciplinary resources function in a high profile, rapidly growing, customer focused organization. Very strong experience of governance, business planning, risk & compliance, evaluation, and impact reporting, an exceptional communicator and have a successful track record in developing and leading high performing teams.

Edward L. Ristaino
Legal Counsel

- Edward L. Ristaino is a partner in Akerman's Corporate Practice Group and chair of the Sports Law Practice. He has a broad-based corporate practice with particular emphasis on the representation of professional sports teams and sports venues, arenas and stadiums, and municipal and county governments in connection with public funding for development of sports venues, arenas and stadiums.



Organization Chart



OVERVIEW OF CRICKET IN THE USA

- Broward County is second most populous county in Florida with over 1.7 million residents, including thousands of residents of Caribbean descent, along with many other enthusiasts from other cricket playing nations.
- In the past decade, the sport of cricket has undergone a meteoric rise from the community parks to become a main event in the USA. The catalyst for this huge momentum is the success of the new T20 format. The new three-hour spectacle featuring cheerleaders and entertainment has revolutionized the sport and its fan base to fit within the lucrative American sports market.
- It is estimated that there are more than 100,000 active cricket players in the U.S.
- There are more than 500 cricket clubs and more than 45 cricket leagues in the United States.
- An estimated 6 million cricket fans reside in the United States from cricket-playing countries—including Australia, Bangladesh, the United Kingdom, New Zealand, India, Pakistan, South Africa, Sri Lanka and the island-nations of the West Indies.





Marketing Approach and Plans

Central Broward Regional Park is a unique stadium in itself with the distinction to be the only venue in the USA to be certified for international cricket by the International Cricket Council (ICC). Over the past eight (8) years, we have seen the birth and rise of one of the greatest marketing phenomenon in sports-formation of the Indian Premier League (IPL). More than just cricket, it was the whole business and marketing angle to it which made it so popular.

Worldwide will institute a robust marketing campaign combining cricket with the great exceptional Greater Fort Lauderdale weather, entertainment and shopping to make CBRP a successful destination. This combination of cricket, great weather and shopping will create huge economic boost to the Broward County businesses and brand.

Worldwide and Central Broward Regional Park will become household names within the membership of the ICC Full members. Worldwide will establish partnerships with the Associate Members of the ICC and the various cricket boards within the WICB and UK. Worldwide will foster partnership with the different tour operators within UK, Australia, South Africa and India.

The aim of the marketing and promotion plan will be to brand CBRP as a world class facility internationally that will encourage more teams to visit and attract more spectators to increase the attendance at games and functions.

Projected Tournaments 2017-2022

Name	Cost
Two ICC Full Members-Florida Cup	
Champion of Champions T20	
Caribbean T20 Championship (Shell Shield)	
World All-Stars Classic	
Cricket Legends Festival	
Pakistan Super League (PSL)	



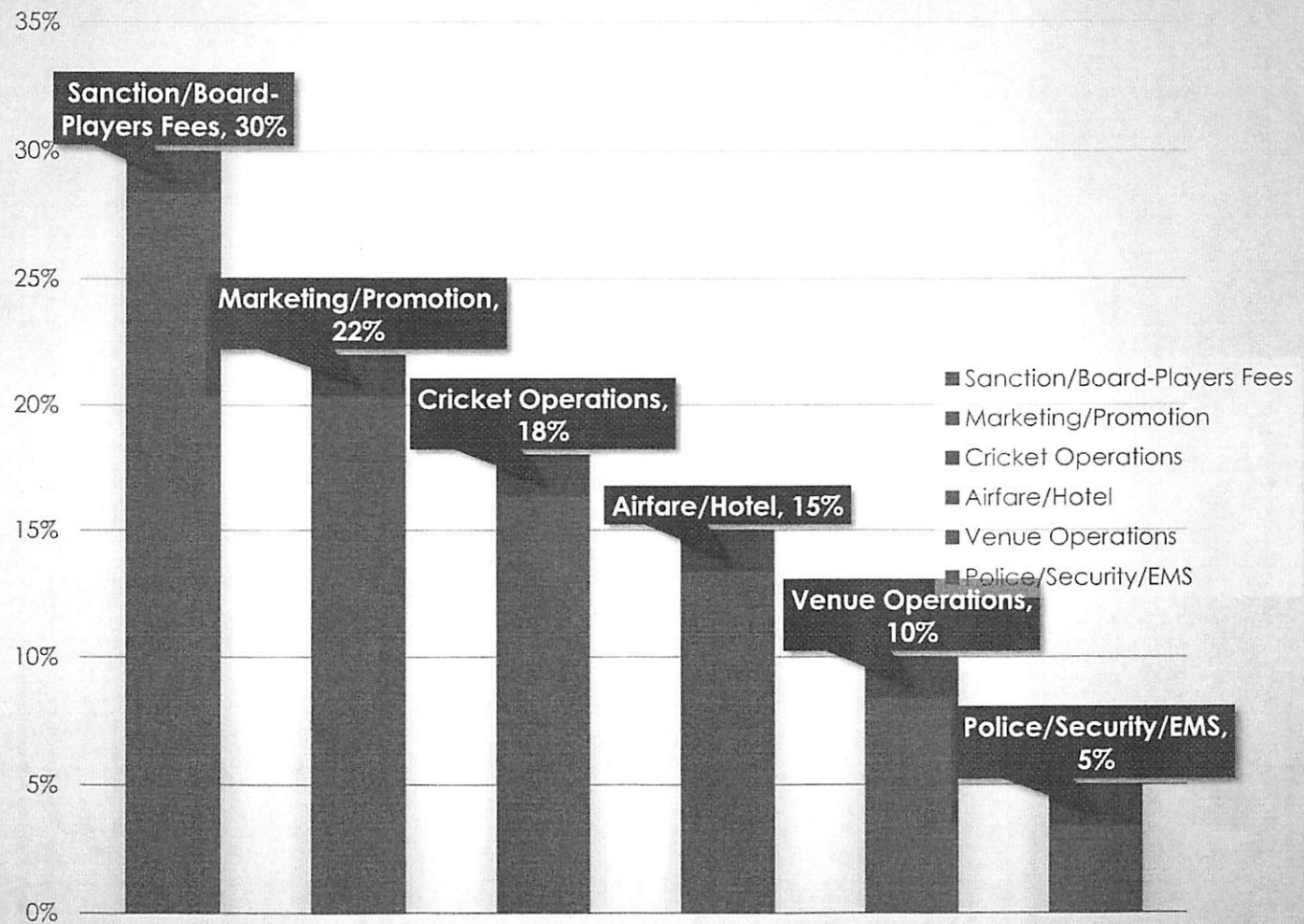
Capital Improvements 90 days & Beyond

Name	Cost
Super Sopper	
Sight Screens	
Covers (water proof)	
Media Center	
Corporate/Hospitality Suites	
Camera Buildouts	
Upgrade Scoreboard/Replay Screen	

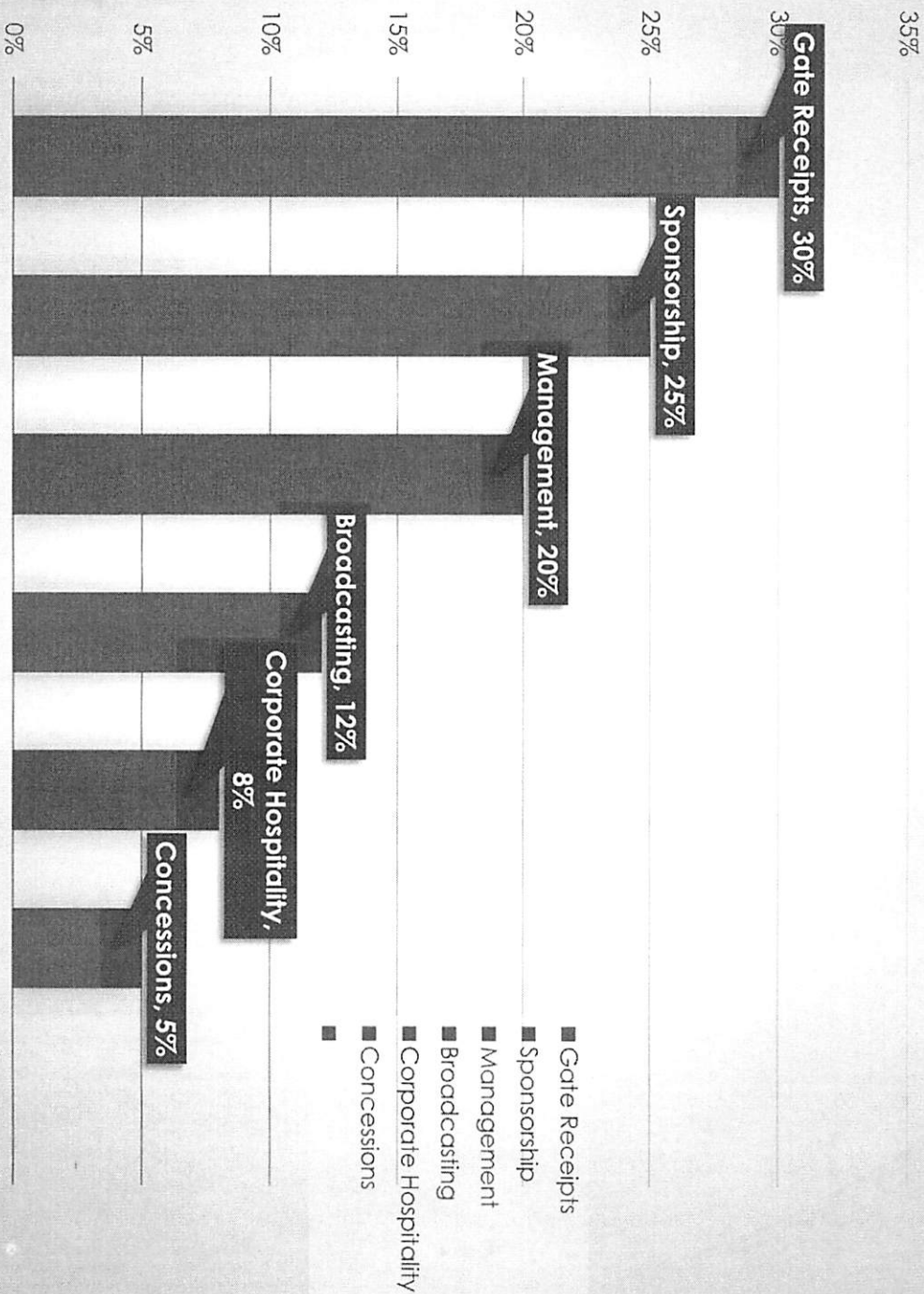
Projected Tournament Revenue and Expense

Major Revenue		Major Expenses	
Tournament Broadcasting Rights		Sanction Fees	
Tournament Sponsorship		Board & Players Fees	
Team Sponsorship		Airfare and Hotel	
Gate Receipts		Police/Private Security	
In-Stadia Advertising		Marketing/Branding	
Merchandise Sales		Administrative & Event Management Fees	
Concessions		Match Day Operation Fees	
Corporate Hospitality		Venue Operations	

Tournament Projected Expenses



Tournament Projected Revenue



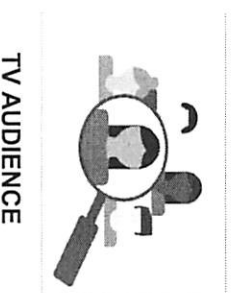
WORLDWIDE PROJECTED DEEP DIRECT ECONOMIC IMPACT

DIRECT IMPACT

*Total Direct Economic Impact
Worldwide tournament for the
Broward County economy*

DIRECT SPEND + INCREMENTAL SPEND + LOCAL TAXES + IMAGE VALUE =

BENEFITS TO BROWARD COUNTY:





Target Markets

- Members of the ICC.
- Regional Boards of the WICB
- Estimated 6 million cricket fans residing in USA
- New Xgeneration within the USA
- Corporate USA and beyond
- Canada



Action Program

- Initiate long term agreements with ICC for sanction of tournaments
- Initiate long term agreements with USACA for sanctioning and hosting of international and national tournaments
- Agreement with ICC Full Members to utilize CBRP as a designated neutral venue
- Long term agreement with WICB to host regional games
- Agreement with CPL to anchor franchise at CBRP
- Worldwide seeks anticipated profit margin between 5%-8% per tournament



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If you have any questions, require further clarification, or would like to address any other issue, please contact Krishna Persaud by telephone at 561-756-5438 or Kpersaud61@gmail.com