



Finance and Administrative Services Department

PURCHASING DIVISION

115 S. Andrews Avenue, Room 212 • Fort Lauderdale, Florida 33301 • 954-357-6066 • FAX 954-357-8535

Date: February 2, 2017

To: Broward County Board of County Commissioners

Thru: Bertha Henry, County Administrator

A handwritten signature in blue ink, appearing to read "Bertha H. Henry", is written over the "Thru:" line.

From: Brenda J. Billingsley, Director
Purchasing Division

BRENDA
BILLINGSLEY

Digitally signed by BRENDA BILLINGSLEY
DN: dc=cty, dc=broward, dc=bc,
ou=Organization, ou=BCC, ou=PU,
o=Users, cn=BRENDA BILLINGSLEY
Date: 2017.02.02 15:25:16 -05'00'

Re: Sole Source Research for Promotion & Management of International Cricket Events at the Central Broward Regional Park Stadium

On December 6, 2016, Item No. 40, the Board discussed an unsolicited offer submitted by Worldwide Sports Management Group, LLC (Worldwide), to promote and market international cricket tournaments at Central Broward Regional Park (CBRP).

After discussion by the Board, staff was directed to negotiate with Worldwide and research if Worldwide was a sole source for these services. As part of staff's research to determine if Worldwide was a sole source, the Purchasing Division advertised a Request for Information (RFI) No. N2113482F1, Promotion & Management for International Cricket Events in BidSync on December 23, 2016. The RFI process is used to research potential vendors, gather additional information on a potential project or solution, and assess the general market to confirm competition.

The RFI requested interested firms to submit 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), including contact information and capabilities. The RFI did not include any evaluation criteria since the County is not evaluating vendors, only identifying other potential vendors that could compete for these services.

In addition to vendors being notified by BidSync, the Purchasing Division e-mailed and called potential vendors identified by the Parks and Recreation Division that could be interested and capable of providing similar services.

The RFI responses were due January 9, 2017. Four responses were received: CPL US OpCo Limited (Caribbean Premier League); Cricket Council USA, Inc.; Global Sports Ventures, LLC; and Pitch International, LLP.

The RFI shows that there are at least four additional firms, including one local firm, interested in competing for these services at CBRP. Each of the four responding firms described varying levels of expertise related to bringing or managing national or international cricket events to the CBRP Stadium. At least three of the four firms described expertise in promoting and marketing large scale sporting events. Two of the firms have previous experience at bringing or managing a cricket

Broward County Board of County Commissioners

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event specifically at CBRP (Caribbean Premier League and Cricket Council USA, Inc.) Additionally, Pitch International LLP assisted as a consultant to Caribbean Premier League for the event held at CBRP.

Based on the responses received through the RFI process it has been determined that there are other potential vendors available to compete for the services offered by Worldwide. Therefore, the unsolicited proposal offered by Worldwide is not considered a sole source.

If the Board determines that continuing the negotiations with Worldwide is in the best interest of the County, a waiver of the Procurement Code will be necessary.

BJB/CM/lg

Attachment: Litigation History

c: George Tablack, CPA, Chief Financial Officer
Glenn Miller, Assistant County Attorney, Office of the County Attorney
Glenn Marcos, Assistant Director, Purchasing Division
Connie Mangan, Purchasing Manager, Purchasing Division



954-357-7600 · FAX 954-357-7641

MEMORANDUM

DATE: February 2, 2017

TO: Connie Mangan, Purchasing Manager
Purchasing Division

FROM: Sharon V. Thorsen, Senior Assistant County Attorney
Office of the County Attorney

RE: **Litigation History – RFI N2113482F1-Promotion & Management for International Cricket Events**

At your request, I reviewed the litigation history for the following businesses that responded to the RFI N2113482F1:

1. CPL US OpCo Limited (Caribbean Premier League)
2. Cricket Council USA, Inc.
3. Global Sports Ventures, LLC
4. Pitch International, LLP

An organizational name search for each business in the Clerks of Courts' websites for Broward County, Miami-Dade County, and Palm Beach County was performed. A search was also done on the PACER Federal Court database for federal cases and on the County Attorney's database for cases involving the County. The search did not reveal any cases.

If you have any questions or comments, please do not hesitate to contact me.

SVT:dmv