



City of Lauderhill

City Commission
Chambers at City Hall
5581 W. Oakland Park
Blvd.
Lauderhill, FL, 33313
www.lauderhill-fl.gov

File Details

File Number: 25R-6228

File ID: 25R-6228

Type: Resolution

Status: Agenda Ready

Version: 1

Reference:

In Control: City Commission Meeting

File Created: 06/25/2025

File Name:

Final Action:

Title: RESOLUTION NO. 25R-06-113: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL APPROVING THE SPONSORSHIP OF MAJOR LEAGUE CRICKET GAMES BY TEST MANAGEMENT GROUP, LLC, FOR FEE WAIVERS AND IN-KIND SERVICES NOT TO EXCEED \$100,000; AND PROVIDING FOR AN EFFECTIVE DATE (REQUESTED BY CITY MANAGER KENNIE HOBBS, JR.).

Notes:

Sponsors:

Enactment Date:

Attachments: RES 25R-06-113 approving sponsorship of Cricket Games, MLC - Recommendation Memo, Test Management Group, LLC Letter, Test Management Group, LLC Letter for Games on July 31 & Aug 2-3, Broward County Parks Special Event Information Packet, LPAC Associated Costs, LPAC Associated Costs July 31 & Aug 2-3, Building Permit Invoice, Public Safety Details - July, Agenda Request Memo_2025 Cricket at CBP Waive Fee Request

Enactment Number:

Contact:

Hearing Date:

* **Drafter:** vgarricks@laudershill-fl.gov

Effective Date:

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 25R-6228

RESOLUTION NO. 25R-06-113: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL APPROVING THE SPONSORSHIP OF MAJOR LEAGUE CRICKET GAMES BY TEST MANAGEMENT GROUP, LLC, FOR FEE WAIVERS AND IN-KIND SERVICES NOT TO EXCEED \$100,000; AND PROVIDING

FOR AN EFFECTIVE DATE (REQUESTED BY CITY MANAGER KENNIE HOBBS, JR.).

Request Action:

Request Commission Approval for the fee waivers for an amount not to exceed \$100,000.00.

Need Summary Explanation/ Background:

With the City of Lauderhill known as the Cricket Capital of the USA, the City intends to continue supporting high caliber, well-attended games & continue the partnerships that fuel the sport in the City of Lauderhill. With this year's sponsorship, the City of Lauderhill would be provided in return:

1. City of Lauderhill as a named sponsor and includes the City of Lauderhill logo on the Event website and social media platforms
2. Two (2) twenty (:20) second City of Lauderhill promotional vignettes per game - MLC and City of Lauderhill social media collabs
3. Two prominent signs at main gates and concessions area including City of Lauderhill logo at City of Lauderhill's expense
4. City of Lauderhill virtual logo on the field to be visible on TV
5. Four vinyl banners with the City of Lauderhill logo on the inner northern fence perimeter (2 on each side), adjacent to the existing Broward County Branding to be visible on TV
6. Two step and repeat banners displaying the City of Lauderhill logo in the exterior park perimeter fence and stadium perimeter fence at City of Lauderhill's expense
7. MLC will make reasonable efforts with attendees/players during their registration to tag
8. City of Lauderhill and #Cricket Capital USA on their Instagram, Facebook, and Twitter posts during the Event
9. MLC tag #City of Lauderhill and #Cricket Capital USA on their social media posts before, during, and after the Event
10. MLC will provide Event statistics and messaging points to City of Lauderhill for use in City of Lauderhill sales and marketing efforts.

Cost Summary/ Fiscal Impact:

Associated costs for the 2025 Cricket Games at CBP to include: Fire & Police's Public Safety Details for the games & practices & the City's Building Permit Fees would be waived. The applicant, Test Management, would be required to pay for the LPAC's Parking Lot rental fees, County & State Building Permit Fees (all non-City fees) as well as any Police detail fees if an outside agency/another City is needed to cover the City's required staffing.

The City Manager recommends approving the Fee Waiver Request Forms (2) for the scheduled 2025 Cricket Games at Central Broward Park in July & August 2025.

Attachments:

Number all attachments consecutively.

Budget Code Number(s): _____

Procurement Information: [check all that apply]

- | | | |
|--|--|--------------------------------|
| <input type="checkbox"/> RFP/Bid | <input type="checkbox"/> Emergency Purchase | <input type="checkbox"/> SBE |
| <input type="checkbox"/> Proposal/Quote Preference | <input type="checkbox"/> State Grant Funds | <input type="checkbox"/> Local |
| <input type="checkbox"/> Piggyback Contract | <input type="checkbox"/> Federal Grant Funds | |
| <input type="checkbox"/> Sole Source | <input type="checkbox"/> Matching Required | |