

# BRAMPTON

CRICKET STADIUM  
DEVELOPMENT PROJECT



## **PUBLIC-PRIVATE PARTNERSHIP**

This consortium proposes to use the CAA lands in exchange for a commitment to constructing a world-class Cricket Stadium surrounded by mixed-use development.

The Stadium would be built privately and would be owned by the City; Additionally, the consortium would take on the operating risk of the stadium. Our group would enter into an agreement with the City on operating standards, capital improvements and community benefits.

## OPTIMAL LOCATION

1. The CAA lands location with an existing arena, on the 400 series highways, within 45 minutes of 6 million people at the centre of the Greater Brampton Area (GBA) is optimal.
2. We are confident in resolving traffic flow, transportation and user group considerations.

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## BRAMPTON 2040 VISION ALIGNMENT

To establish Brampton as Cricket City, our development aligns with the Brampton 2040 Vision: Living the Mosaic is a bold new Vision for the future of Brampton.

It's about the environment, jobs and urban centres, neighbourhoods, transportation, social matters, health, along with arts and culture.

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## **ACUMEN & CAPACITY**

The signatories below represent the most impressive and well-qualified consortium of individuals in North America with the integrity, experience and financial capacity to develop the continent's first world-class major league 20,000+ permanent seat Cricket oval at the epicentre of a multi-purpose sports, entertainment, and residential development on 110 acres that are the CAA lands.



## CARY KAPLAN

Project Partners  
Cosmos Sports & Entertainment

- Cary has been a leading sports & entertainment executive since 1995. As founder and President of Peel-based Cosmos Sports & Entertainment. Cosmos is Canada's leading sports marketing firm specializing in Sales Training, Sponsorship, Naming Rights, Ticket Sales, Marketing, and Revenue Generation.
- Cosmos established and operated Brampton Beast Hockey Club from 2013 - 2020. 680,000 fans attended games.
- Cosmos spearheaded movement of Global T20 Canada from King City to Brampton in 2019.
- Cosmos is Chief Revenue Officer for GT20 managing all revenues (2019, 2022 and beyond).
- Cosmos is a primary negotiator in Gore Meadows discussions.

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## JASPER KUJAVSKY

Project Partners  
Golden Horseshoe Enterprises

- Born and raised in Montreal, Jasper studied and worked in Ottawa, Windsor, and London, Ontario before moving to Hamilton in 1989.
- A lawyer and former full-time development executive in Toronto, Jasper served in the 1990's as a director on the municipally-owned board that used to run Hamilton's three downtown entertainment venues.
- In 2015, Jasper coordinated a private-sector group to fund a comprehensive Hamilton arena renovation study with globally renowned architects BBB.
- The core of that private-sector funding group has now evolved into Hamilton Urban Precinct Entertainment Group (HUPEG) of which Jasper is a founding partner and director. HUPEG has won the contract in Hamilton to take over long-term control of these three iconic Hamilton venues.
- Jasper is also a vice-chair of Hamilton's bid to host the 2030 Commonwealth Games.

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## CARL HIRSH

Project Partners  
Stafford Sports

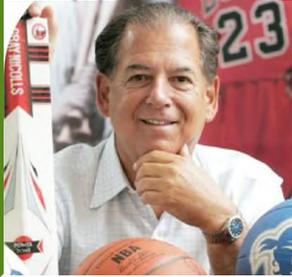
For the past 27 years, Stafford Sports has served as Owners Representative for major sports most iconic projects including: Minute Maid Park, Houston Texas; Climate Pledge Arena, Seattle Washington; Wells Fargo Center, Philadelphia Pennsylvania; Moody Center, Austin Texas; ATT Center, San Antonio Texas.

Our role has been and is currently to represent the Owner (either Private or Public Sector) in all aspects of the development. Initial Studies, Development of operating pro formas, assembly of Design Team, Negotiation of Agreements, hiring of Construction Team, Input into programming and design with an emphasis on operational efficiencies, monitoring of schedules, hiring of staff, serve as ongoing asset manager.

Hirsh had previously served as Executive VP of SMG - responsible for operations at all of its facilities. He then became President/CEO of Spectrum in Philadelphia, and served on the board of the NHL's Philadelphia Flyers.

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## MICHEAL R. ROWE

Project Partners  
Positive Impact

Micheal Rowe is the most highly decorated sports & entertainment venue manager in the world having been named "Facility Manager of the Year" a record four times (1988, 1989, 1994 and 1995) by the international talent and touring publication Performance Magazine. Rowe has also been named as one of The Top 25 Most Influential Sports Figures in New Jersey.

Spanning a career over four decades, Rowe has operated America's biggest sports and entertainment complex; built and executed a televised NCAA basketball Classic atop an active aircraft carrier; designed and planned America's most successful regional sports network; advises clients on how to buy, sell or relocate their professional sports teams; and consults clients every day on how to successfully compete in the sports and entertainment marketplace.

Now, as the President and Founder of Positive Impact, a company that he founded in 1998, Rowe puts his successful experience and passion for the business of sports and entertainment to work, assisting clients with business planning and facility development, event creation, event planning and commercial development with assignments spanning four continents and over seventeen countries. Successful strategic planning, management, asset appreciation and revenue-generation are the core disciplines that Positive Impact delivers to its clients.

Specific to cricket -- Rowe and Positive Impact have toured the world on assignments with a diverse client roster including Advisor to Government of Bermuda in 2005 on their ICC Cricket World Cup bid, Operations Manager for the 2007 ICC Cricket World Cup in the West Indies, President of the 1998 NYC Goodwill Games and Manager of the 1994 St Petersburg Russia Goodwill games and serving as CEO for the proposed American Cricket League in the United States in 2019.



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## RASHPAL BAJWA

President  
Cricket Canada

Born in Jalandhar, Rashpal Bajwa immigrated to Canada in 1996 after completing his Bachelor's Degree in Engineering. He completed his certification in aircraft maintenance engineering from BCIT and now manages his own 15+ employees business.

A sports junkie since birth, Rashpal has played all major sports including cricket. His involvement with Cricket Canada began in 1997 soon after he had become active as a player. In 2008 he was elected to the BCMCL League as a Delegate. Two years later, in 2010 he became the BCMCL's Vice President. By the following year, 2011, Rashpal had become Cricket BC's 2nd Vice President. In 2013, he was elected as Cricket BC President. and was elected Cricket Canada's Vice President in 2016, where he served two terms before assuming the role of President in 2020.

Member of ICC CEC (Chief Executives Committee) from 2021.



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## STATEMENT OF SUPPORT

1. Cricket Canada is confident of at least 130 annual usage dates for International Cricket matches and tournaments.
2. Cricket Canada has full confidence and will only work with Cricket Development Group (CDG) on the National Cricket Stadium.
3. With 2024 World Cup Cricket timeline, urgency is paramount.

## **URGENCY**

This Cricket venue could be a prime candidate to host the 2024 World Cup in the USA/Caribbean if we move quickly and complete the venue in time. The stadium would become the regular home of GT20 Canada, the Canadian National Cricket Program, a future team in a pro North America league, and a destination for the 2030 Commonwealth games (in the event Canada is successful in securing rights to hold this event).

## 2019 GT20 ECONOMIC IMPACT STUDY

Over just 18 days, the Global T20 Cricket event in 2019 drew more than 73,000 in-stadium fans to the City of Brampton and the Province of Ontario. Below are some of the economic impact highlights:

- Created the equivalent of **208.3** full time jobs
- Induced **\$11.2MM** equivalent in wages and salaries
- Generated over **\$2.1MM** in spending on accommodations, food services and restaurants
- The total economic impact resulting from this event is **\$30,828,082** for the City of Brampton and a total of **\$35,713,803** for the Province of Ontario.





# Economic Impact Summary



>28,000 Out-of-Town Fans



\$11.7M in Visitor Direct & Indirect Impact



>\$30M in Total Economic Impact for Brampton

This STEAM model assessment is based on the data provided from the Organizers and represents the outputs from that data

## PERMANENT CRICKET STADIUM- EXTRAPOLATION

- Based on \$30 Million economic impact to Brampton for one 18 day event.
- Estimate from Cricket Canada of a minimum 3 annual international events per year.
- Based on initial 30 year projections.
- Conservative **\$2,700,000,000 (\$2.7 Billion)** economic impact to Brampton.

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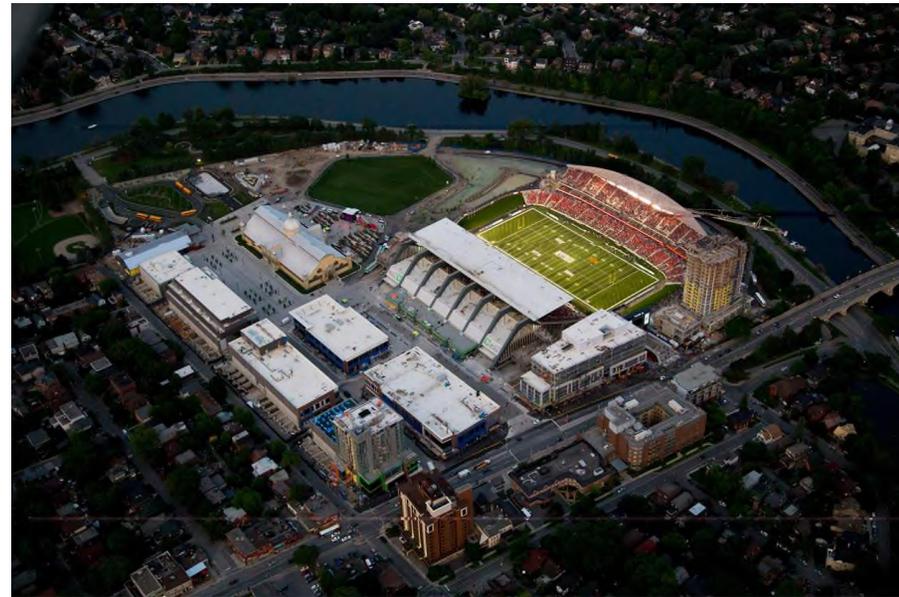




## TAXPAYERS RETURN ON INVESTMENT

This is a long-term win-win model, where the return for the City of Brampton is tax revenues, user fees tourism revenue and international exposure and an asset for the community's quality of life.

Bramptonians will gain great pride in being home to Canadian Cricket coupled with a multi-used development without the financial hardship of public funding.

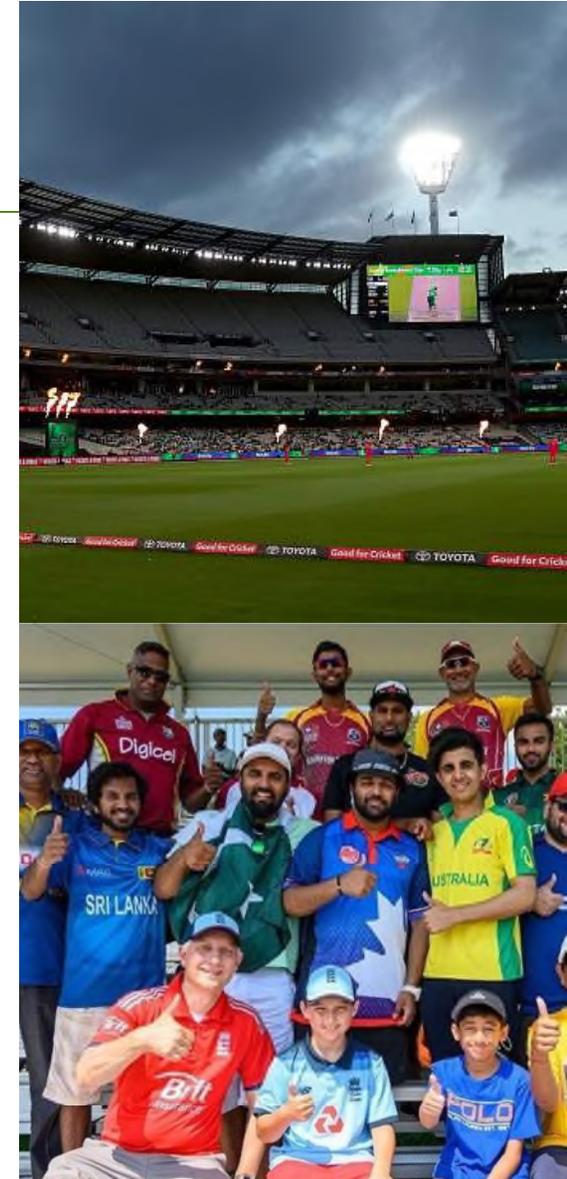


# PROPOSAL

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City provides BDG 60 days period of confidential exclusive negotiations to consummate a MOU that brings this vision to reality.

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# APPENDIX



Case Study 1:

# SUN TRUST PARK & BATTERY ATLANTA

Atlanta, GA

The new home of the Atlanta Braves is more than a state-of-the-art ballpark. It redefines the traditional model of a “live, work, play” development as a “play, work, stay” destination. It includes unique shops, housing, restaurants and entertainment venues.

The community offers a 41,500 seat stadium, approximately 500 residences, a boutique hotel and office space. The design respects and embraces the natural topography of the property, using abundant green space to create a park-like setting in an urban environment. It is the first of its kind: a brand new place to be that simultaneously creates a major sports venue and surrounding community, which fits seamlessly together from the first pitch.

On Main Street, restaurants and shops along a spacious boulevard allows visitors and residents to grab a bite to eat and shop for the latest fashions before or after the game. Roads inside the community are open most days, but on game days streets are partially closed to provide a more walkable environment for fans heading to the ballpark.

JLL acted as master developer providing the Atlanta Braves with development advisory, consulting and site selection services and overall project management for the project. This included project management and consulting services for feasibility, due diligence, master planning and capital budget analysis, joint venture RFP solicitation, financial analysis, negotiations, documentation and ongoing oversight.

**Services Provided: Site Selection, Consulting Project Management**

## ATLANTA, SANDY SPRINGS, ROSWELL, GA METROPOLITAN AREA

Population  
5.79MM

Median Age  
36.2

Median Household Income  
\$62,613

Project Size  
82 ACRES

## GREATER TORONTO AREA

Population  
5.92MM

Median Age  
39.0

Median Household Income  
\$78,373

Project Size  
88 ACRES

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Case Study 2:

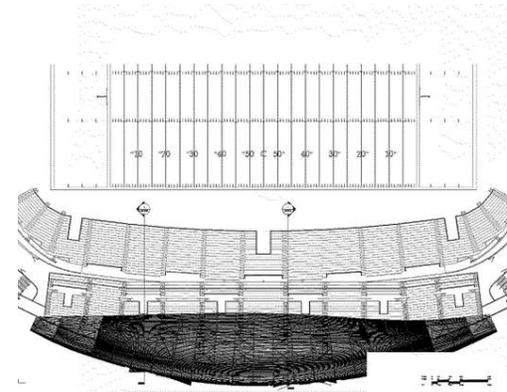
# LANSDOWNE PARK

Ottawa, ON

The Lansdowne Park redevelopment is a public-private partnership redevelopment of the Lansdowne Park fairgrounds in Ottawa, Ontario, Canada. In September 2007, cracks were discovered in Frank Clair Stadium, and a portion of the south-side stands was demolished due to safety concerns. The City of Ottawa subsequently initiated an international design competition to redevelop Lansdowne Park.

The redevelopment plan split into two components after the City rejected the portion of the OSEG proposal regarding the lands bordering the Rideau Canal. OSEG was assigned the precinct around the Stadium and along Bank Street, while a design competition was held for an 'urban park' to be located along the Canal. The OSEG plan envisions two towers along Bank Street, a new set of grandstands at the football stadium and a new residential and commercial precinct to the north of the Stadium.

The new stadium design will provide 22,500 seats for CFL games, and professional soccer matches and will be able to host a variety of other entertainment and sporting events. End zone seating on the grass berms will bring the total seating capacity to 24,000. Additionally, the stadium site will be able to accommodate a temporary expansion of seating to 40,000 for Grey Cup games and large national and international events. The new south stands, together with the refurbished north stands, will create an entirely new experience for the people of Ottawa. To the north a contemporary commercial façade will complement the retail development and on the south a flowing wooden veil faces the park, the canal and the Queen Elizabeth Driveway.



## OTTAWA, NATIONAL CAPITAL REGION

Population  
994K

Median Age  
49.3

Median Household Income  
\$85,981

Project Size  
40 ACRES

## GREATER TORONTO AREA

Population  
5.92MM

Median Age  
39.0

Median Household Income  
\$78,373

Project Size  
88 ACRES

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### Case Study 3:

## HAMILTON URBAN PRECINCT PROJECT

Hamilton, ON

Hamilton City Council approved an agreement in June 2021 that sets the stage for millions of dollars in investment in Hamilton's downtown core, while saving municipal taxpayers an estimated \$155 million over 30 years. The approved Downtown Entertainment Precinct master agreement is a 49-year agreement between the City of Hamilton and the Hamilton Urban Precinct Entertainment Group (known as 'the Precinct Group, or HUPEG').

The agreement will see the Precinct Group take over responsibility for the operations and maintenance of the downtown Arena FirstOntario Centre (formerly Copps Coliseum), the FirstOntario Concert Hall (formerly Hamilton Place) and the Hamilton Convention Centre, for a period of 49 years with no monetary contribution from the City.

The Precinct Group's proposed minimum \$50 million renovation of the Arena includes a new exterior façade and video board, comprehensive transformation of the lower bowl, expanded concourse level, and a new flexible curtaining system for the upper bowl balcony.

The renovation also proposes to allow year-round access to street-level activations on York Boulevard which will include a Sports Lounge, an e-Gaming zone, and additional food and beverage offerings in collaboration with local hospitality partners.

In addition to the comprehensive Arena transformation, the Precinct Group's plan includes over \$12.5 million in capital upgrades, expansion and aesthetic enhancements to the existing Hamilton Convention Centre and Concert Hall.

The Precinct Group's plan also includes over \$500 million in auxiliary mixed-use development, including 5% affordable housing in one of the residential developments, on three urban parcels of municipally owned lands the City will be transacting to the Precinct Group for the purpose of redevelopment. The City's contribution to this agreement also includes a new incentive program called the "Downtown Entertainment Precinct Advancement Program".

The Precinct Group is to take over the operations and maintenance of all three entertainment venues on April 1, 2022 with the City retaining ownership of the entertainment lands and facilities.

The Precinct Group is a locally based consortium of private-sector partners led by the Carmen's Group and Mercanti Family and Associates. In September 2021 Precinct Group announced a new joint-venture partnership with global sports venue leader Oak View Group that will deliver a "significantly larger" renovation plan for the downtown Arena.

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## CRICKET OVAL DEVELOPMENT PLAN

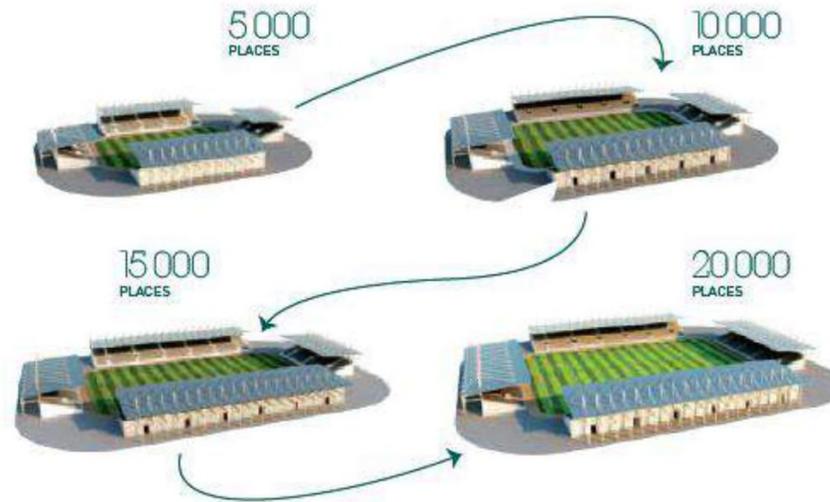
1. Construction of the Oval will cost a minimum \$100M.
2. It will take approximately 18-24 months to build.
3. It is estimated the Stadium project alone should generate at least 750 direct, indirect and induced construction jobs.
4. The design of the stadium will take into account its surrounding community and potential use of space for hospitality purposes on non-event days.
5. Our world renowned design and construction team, working cooperatively with the City, will deliver this project on time and on budget.

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# CRICKET OVAL DEVELOPMENT PLAN



***"IF YOU BUILD IT,  
THEY WILL COME."***





***"IF YOU BUILD IT,  
THEY WILL COME."***