



# PNC2116254R1, CBRP Soccer Concession Programming Partner



FLORIDA



INTERNATIONAL CENTER OF  
EUROPEAN FOOTBALL



**FLORIDA CLUB  
SOCCER LEAGUE**

**beIN SPORTS**

# OUR UNIQUE SOCCER PROJECT

## THE ONLY SOCCER SCHOOL IN FLORIDA WITH A REAL PLAYER'S DEVELOPEMENT PATH

### PSG ACADEMY FLORIDA

- ▶ FOR PLAYERS FROM 6 TO 18
- ▶ Competitive & Recreational
- ▶ Direct access to the **Official Program of the Paris Saint-Germain**
- ▶ 2000+ players in Florida (Homestead - Miami - Plantation - Pembroke Pines - West Palm Beach)

### PARIS SAINT-GERMAIN FC

- ▶ PSG Cup
- ▶ French Youth tournaments
- ▶ Visiting Academy Directors

### ICEF (INTERNATIONAL CENTER OF EUROPEAN FOOTBALL)

- ▶ Scholarships for PSG Florida Players
- ▶ FOR PLAYERS FROM 15 AND +
- ▶ Professional Soccer Training Center
- ▶ 1 year Pro Career Programs
- ▶ Scouting sessions from European Clubs

### FC MIAMI CITY

- ▶ One and only in Miami Dade County
- ▶ Competition in Premier Development League (PDL)
- ▶ FOR PLAYERS FROM 17 AND +
- ▶ Fueling MLS teams with promising players
- ▶ In Partnership with the French League 1

### EVIAN THONON FC

- ▶ Former Ligue 1 professional Team
- ▶ Elite Youth Teams from U15 to Senior
- ▶ Teams in French National League





# THREEFOLD APPROACH TO CBR UTILIZATION

Our approach is to use CBR:

1. Home to the **Florida Club Soccer League – beIN Sports**
2. Home to the **Paris Saint-Germain Excellence Center for North America and Caribbean**
3. Home to the **ICEF – International Center of European Football USA Branch**

# FLORIDA CLUB SOCCER LEAGUE beIN SPORTS

The BeIN Sports Florida Club Soccer League is a world-class youth soccer competition for players between U8 and U19, providing professional environment and great exposure to soccer players and soccer enthusiasts in Florida: Clubs / Teams, Players and Parents.

The League, focused on long-term player' development is a full 7-month season starting October to end in May enabling full attendance of the stadium all-year long.

This league challenges the players and soccer clubs from Florida in a premium and enriching environment offering them the highest level of competition and unique opportunities with the support and expertise of BeIN sports.

BeIN Sports is a sports television network that airs international sports content and primarily top level soccer, featuring exclusive coverage of La Liga, Ligue 1, and Serie A, along with content from other premium leagues in Europe.

BeIN Sports brings its expertise to the Florida Club Soccer league with premium content production and professional tools for the coaches and players to take their game to the next level and get exposure

- **Visibility and exposure of the competition and facilities** through BeIN sports network and dedicated online channel and app, but also through geotargeted marketing & communication campaigns online and on social media.
- **Unique content production of the players and teams in the stadium:** players exposure with interviews, tv shows, game streaming, video shooting / behind the scenes / photo shooting of all the teams and players, training data, etc.
- **Entertainment:** opening ceremony in the stadium, rewards for the best players, etc.



# PARIS SAINT-GERMAIN EXCELLENCE CENTER for North America and Caribbean

Under North America and Caribbean expansion plans directed by Paris Saint-Germain FC Headquarters in Paris, we are seeking the ideal location in the United States to open the PSG Excellence Center, the main hub for training and methodology delivery to all the PSG Academies in the territory of North American and Caribbean.

The Excellence Center will be the regular destination of PSG Academy coaches and technical staff to get their PSG methodology training for at least 4 weeks every year for each of the senior technical representatives of each PSG Academy in the territory.

In addition, it will be the main hub for international PSG soccer events to identify and scout players of the territory.

The PSG Excellence Center in Broward County will bring a significant economic impact for the County in terms of airfares, hotels and restaurants driven by the regular soccer methodology training sessions and seminars as well as PSG ID camps.

# ICEF – INTERNATIONAL CENTER OF EUROPEAN FOOTBALL – US BRANCH

Designed for the serious, talented, and committed student-athlete, ICEF, the International Center of European Football, is a world class and all-inclusive professional soccer center. ICEF develops high-potential soccer players with a single clearly defined goal: to kickstart their professional soccer careers with exposure to top professional organizations and prestigious universities around the world.

**ICEF USA will be launched in August 2019 in partnership with ICEF to offer a world class soccer residential program in South Florida.** Delivering the same soccer curriculum as in France, ICEF USA will attract (i) those American players (from USA and Latin America) who are not willing to live in Europe for a school year or more as well as (ii) those international players who are seeking to get exposure to US Colleges and pursue a scholarship opportunity leveraging on their soccer skills. These young athletes will be living in Broward County and will attend local high schools creating the opportunity for Broward County to become a destination of choice for residential soccer programs.

In addition, ICEF USA will also host the annual **ICEF International Cup**, a highly competitive soccer tournament for international soccer teams. This prestigious international tournament will attract international teams in the region for 5 days every year.



# PROJECT AND APPROACH

The objective of bringing the beIN Sports league to CBR is to create a youth soccer destination for South Florida which is family friendly. Every weekend there will be league soccer games and entertainment for families and siblings of the players.



There is a substantial need to improve the concession facility as well as allow food trucks in the premises to offer a variety of food and drinks choice. A capital investment will be made by PSG Academy Florida to ensure that appropriate shaded seating areas will be installed alongside fields 1 to 4 as well as a comfortable outdoor dining area will be arranged.

We shall partner with the County to ensure that we can optimize the utilization of the Tropical Splash Water Park in connection with beIN League events.



# INVESTMENT AND FINANCE PLAN

We have appointed an Architectural Firm with the limited scope of reviewing the site and propose an intervention plan.

According to the Firm's parametric estimate the capital expenditure needed is **\$220,000.00**, which would include:


1. Purchase and installation of a 4 sets of high quality durable 10 rows elevated bleachers with UV shade covers for an investment of \$60,000.
2. Purchase and installation of a seating and dining area for \$30,000.
3. Intervention on the Stadium main building, ground floor, to improve the locker rooms and update the overall fixtures and furniture for \$70,000.
4. Intervention on the Stadium main building, first floor, to improve the overall fixtures and furniture but leaving the current layout for \$32,000.
5. Intervention on the Stadium main building, exterior outdoor, to improve the overall appearance and customize some elements for \$8,000.
6. Fields customization and general outdoor improvements for \$20,000.

Our financial offer to the County is the following (per year):

1. **Guaranteed rental fee** for the main stadium and 4 soccer fields (1 to 4) for 12 months:  
**\$240,000.00;**
2. **25% on food and beverage concession's gross sales**, including the ones operated by third party food trucks;
3. **30% on merchandising** sold in the premises;
4. **30% on any tickets** sold for soccer games and soccer events.



# GUARANTEES ON PAYMENTS



The principal owner of PSG Academy Florida has been already screened 2 years ago by the NASL, under the guidelines of the US Soccer Federation, in order to qualify for being eligible to own a Soccer Club participating to US Soccer Federation Division II Sanctioned League, with a requirement of a net equity in excess of \$25 million.

The financial commitments to the County will be guaranteed by letter of credit issued by a primary private bank, being either UBS or Goldman Sachs.

**THANK YOU**

**WE WELCOME YOUR QUESTIONS**



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