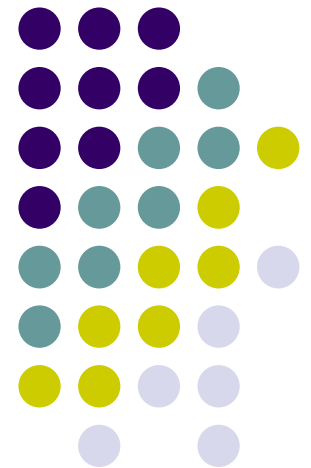


City of Keller Project Cricket 2020

Presented by:
Falcons Cricket Club

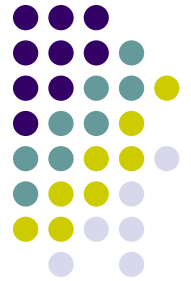




History of Cricket

- One of the oldest sports in the world
 - Origins in 17th century England
 - The second most followed sport
 - over one billion followers throughout the world
 - The sport of gentlemen (but ladies play too!)
 - It's not cricket = it's not fair, unethical
 - Governed in the USA by the United States of America Cricket Association (USACA)
 - Cricket is played in all fifty states.
 - 36 established leagues, 650 clubs and 12,000+ senior players.
 - 27 clubs in the DFW Metroplex
 - Governed by the North Texas Cricket Association (NTCA).
 - Played everywhere, anywhere
-

Cricket is played everywhere



...in the desert...



...on the beach



...on the streets

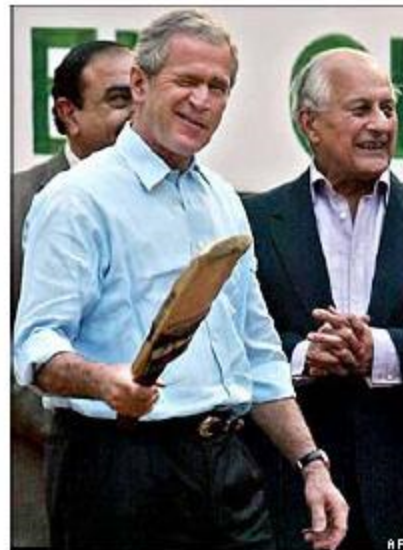
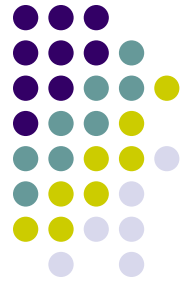


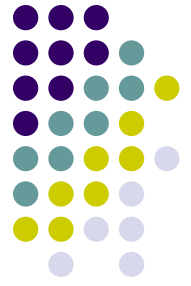
...on the golf course?



...and in Antarctica!

President plays it too...





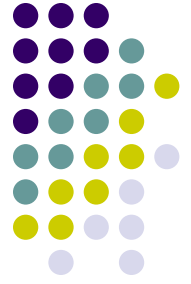
Cost of building the pitch

- Initial Cost:
 - Concrete Slab : \$6000 (\$4.00/sq ft)
 - Outdoor Carpet : \$2500
 - Total Cost : \$8500
-
- The pitch is virtually maintenance free so there is no up keep cost.
 - For the field, there is no requirement other than the mowing of the grass
 - The carpet last 3-4 years and is replaced by the club.



Added Costs

- Canopy for Shade : \$2000
- Aluminum Bleachers Qty 2: \$1000
- Practice Net : \$200 (optional)
- Storage Shed : \$2000 (optional)

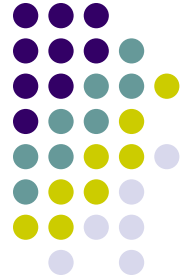


Added Cost

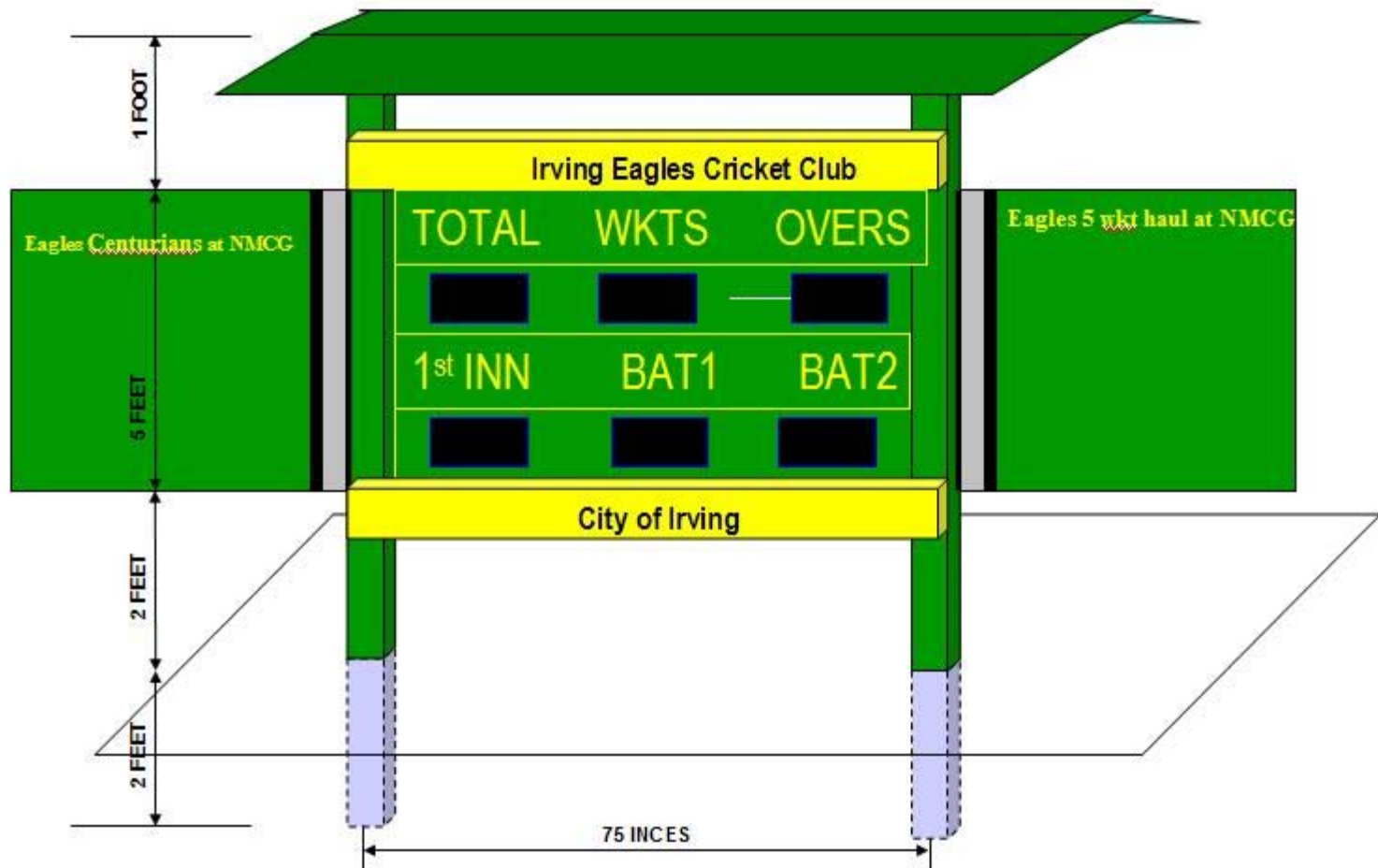
- Scoreboard: \$500 (optional)
- Side screen : \$500 (optional)
- Portable Pottie : Monthly expense \$\$



Canopy for shade



Example of Scorecard





Pitch Dimensions

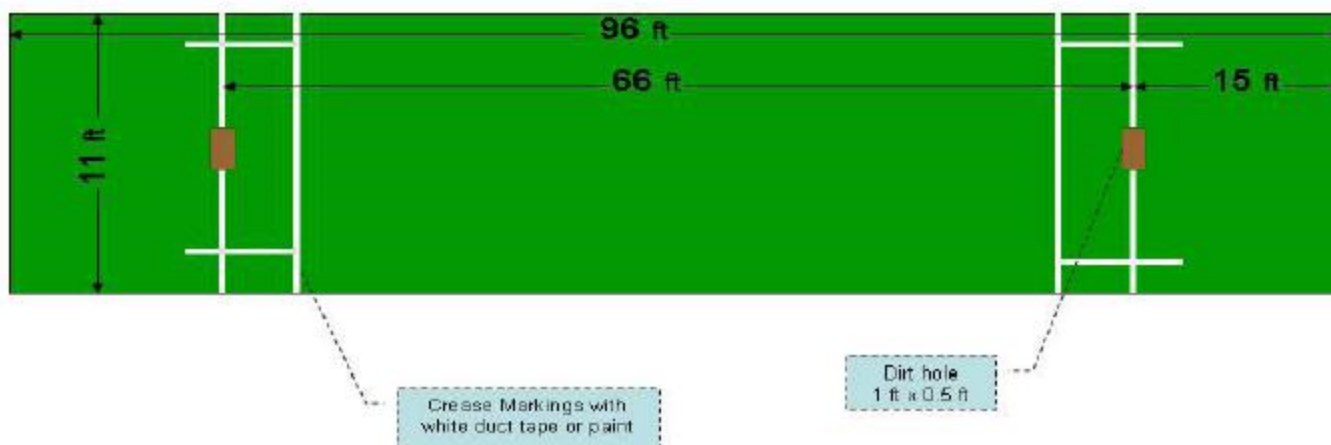
Dimensions of an 'Astroturf on Concrete' Cricket Pitch

- **Concrete Slab**

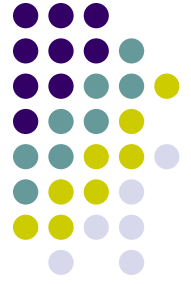
- 96 ft x 11 ft concrete slab without expansion joints
- Two 1 ft X 0.5 ft dirt holes to erect wooden stumps

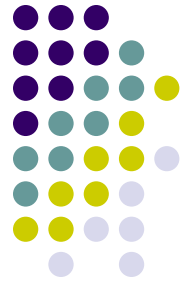
- **Astroturf**

- 128 sq yards of any outdoor carpet in green color



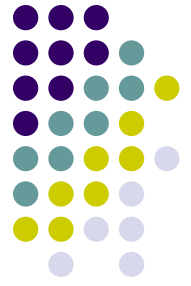
How will it look ?





Increased Revenues for City business

- Generate additional revenues for City of Keller business
- Inter-city, Regional and National tournaments will bring out of town visitors generating tourism dollars
- Develop a new business segment interest catering to a particular market segment – more ethnic restaurants.



Need your support

- We will project your business
- NTCA has approx 15000 members
- Word of mouth marketing
- Will hold youth clinics to promote the sport among kids