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## **Economic Impact Analysis Proposal**

**Date:** February 9, 2023

**To:** Kay Brown-Patrick  
Business Manager  
Grand Prairie Texas Economic Development

**Subject:** 2023 Major League Cricket National Championship &  
2024 ICC Men's T20 World Cup

Highland Market Research, LLC (HMR) proposes assistance with the process for the development of the necessary deliverables required to apply for event funding consideration under the Texas Major Event Reimbursement Program (MERP) and/or the Texas Event Trust Fund Program (ETF).

HMR understands that the City of Grand Prairie is currently contemplating applications for two events: the 2023 Major League Cricket (MLC) National Championship and a series of matches within the 2024 ICC Men's T-20 World Cup.

It is anticipated that HMR will assist the City of Grand Prairie with the development and/or consultation of the following deliverables for either or both events currently being considered.

➤ **Event Application**

1. Economic Impact Study (including incremental projections for MERP)
2. Affidavits from Requesting City
3. Event Application
4. Site Selection Letter
5. Endorsement Letter
6. Event Support Contract
7. Anti-Trafficking Plan (MERP only)

➤ **Post-Event Attendance Report**

1. Attendance Verification Certification
2. Required Supporting Documentation

➤ **Disbursement Request**

1. Review of Event Support Contract Requirements
2. Development of Required Documentation
3. Disbursement Request Worksheet
4. Disbursement Request Certification Form

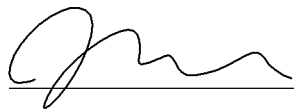
### **Proposed Budget**

At the conclusion of each month, Highland Market Research will submit a detailed invoice for the number of hours worked related to the 2023 MLC National Championship and the 2024 T-20 World Cup. The hourly rate will be billed at \$500 per hour.

This proposal is valid through September 30, 2023, at which time the City of Grand Prairie and HMR can re-evaluate terms and/or extension.

Total professional fees through 10/30/2023 .....not to exceed \$45,000

As the ETF and MERP programs are dynamic and subject to legislative and procedural changes, Highland Market Research reserves the right to amend this proposal in the event of programmatic changes during the process of the event lifecycles. HMR does not guarantee funding under the ETF or MERP programs as final consideration and approval is subject to the State of Texas.



Angie Highland, President & CEO