

**NB 13. DISCUSS THE CREATION OF INCENTIVES TO ESTABLISH MIAMI BEACH AS
THE LOCAL HUB FOR WORLD CUP 2026**

Applicable Area:

MIAMI BEACH

COMMISSION MEMORANDUM

TO:	Honorable Mayor and Members of the City Commission
FROM:	Commissioner Joseph Magazine
DATE:	July 24, 2024
TITLE:	REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AND THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO DISCUSS THE CREATION OF INCENTIVES TO ESTABLISH MIAMI BEACH AS THE LOCAL HUB FOR WORLD CUP 2026.

RECOMMENDATION

N/A

BACKGROUND/HISTORY

ANALYSIS

Please place on the July 24, 2024, agenda a dual referral to the and the Finance and Economic Resiliency Committee (the "FERC") and the Public Safety and Neighborhood Quality of Life Committee (the "PSNQLC") to discuss the creation of incentives to establish Miami Beach (the "City") as the local hub for the World Cup 2026.

As you are aware, the 2026 FIFA World Cup is set to be one of the largest and most widely viewed sporting events in the world. The tournament presents a unique opportunity for host cities to showcase their cultural vibrancy, economic potential, and hospitality. Miami Beach, with its rich heritage, stunning beaches, and dynamic community, stands as an ideal candidate to become a central hub for this monumental event. I would like to have a discussion with my colleagues on the FERC and the PSNQLC concerning incentives we can implement to make this a reality.

As we continue to seek opportunities to elevate the profile of Miami Beach on the global stage and enhance the quality of life for our residents, I believe that pursuing this initiative could drive economic benefits, foster community pride, and help to further develop our brand as a premier global destination.

The Administration should be prepared to discuss at Committee possible economic incentives, any necessary public safety enhancements, and programs to involve local businesses

FISCAL IMPACT STATEMENT

N/A

Does this Ordinance require a Business Impact Estimate?
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

N/A

CONCLUSION

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

Office of Commissioner Joseph Magazine

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Ref: FERC/PSNQLC - Create Incentives to Establish Miami Beach as Local Hub for World Cup 2026. (Magazine)