

OB 2. DISCUSS THE CREATION OF INCENTIVES TO ESTABLISH MIAMI BEACH AS
THE LOCAL HUB FOR WORLD CUP 2026
Applicable Area:



FIFA
MIAMI

#WELCOMETOMIAM!

ECONOMIC IMPACT

THE WORLD CUP WILL BE A CATALYST FOR THE FUTURE GROWTH OF OUR BEAUTIFUL REGION

700,000+ VISITORS

\$1.3 BILLION+ IN ECONOMIC IMPACT

10,000+ JOBS



More Than A Game: Impact & Legacy

PRIORITY AREAS FOR MIAMI '26 LEGACY PROGRAM

Miami views the FIFA World Cup 26™ as an opportunity to expand what legacy means in South Florida across these three strategic pillars:

ACCESS TO FOOTBALL

To provide equitable access to soccer, fostering physical, social, and emotional development in youth.



SUSTAINABILITY

To integrate sustainability into all aspects of the World Cup and promote ocean conservation efforts.



COMMUNITY

To drive economic growth and resilience in the community through business development and engagement.



More Than A Game: Impact & Legacy

ACCESS TO FOOTBALL

With your support, we will create fair access to soccer development programs for our youth by offering the following:

INFRASTRUCTURE DEVELOPMENT

- Building and Renovating Facilities
- Equipment Provision
- Accessible Design

YOUTH PROGRAMMING

- Soccer Clinics and Camps
- After-School Programs
- Scholarships and Grants

COMMUNITY ENGAGEMENT

- Parent and Volunteer Involvement
- Partnerships with Local Organizations
- Equipment giveaways and legend special meet & greets

POTENTIAL PARTNER ORGANIZATIONS



More Than A Game: Impact & Legacy

SUSTAINABILITY

SUSTAINABLE EVENT MANAGEMENT

- Ensure stadiums and facilities meet high environmental standards by focusing on energy efficiency and waste reduction
- Promote the use of public transportation and eco-friendly travel options for fans

ENVIRONMENTAL EDUCATION

- Conduct workshops and educational programs on sustainability and ocean conservation
- Engage schools and youth groups in environmental projects, such as beach clean-ups and conservation campaigns

PARTNERSHIPS AND ADVOCACY

- Partner with local and international organizations dedicated to ocean conservation, including:





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CITY OF MIAMI BEACH PARTNERSHIP

CITY OF MIAMI BEACH PARTNERSHIP BENEFITS

The FIFA World Cup 2026™ Miami Host Committee recognizes the importance of Miami Beach as a key global destination and supports giving back to the residents of Miami Beach.

PUBLIC BENEFIT

LEGACY PROJECTS WITH LASTING IMPACT

As part of our World Cup partnership, we're investing in two key legacy pillars-Access to Play & Sustainability – to benefit the Miami Beach community long after the tournament. The Host Committee will engage in leveraging fundraising and sponsorship revenues to offset City costs to build a high-quality pitch within the City that provides accessible spaces for youth and community engagement in sports. The Host Committee's financial support for the Legacy Project is founded on its fundraising potential to confirm private-sector participation in compliance with the City of Miami Beach's rules and guidelines.

FIFA WORLD CUP MIAMI LAUNCH WEEKEND KICKOFF CONCERT

The Host Committee to produce an opening kickoff concert with top national/international talent on as the inaugural weekend of the first World Cup game played in Miami. A free and open to the public concert on the beachfront. A designated amount of resident front row seating to be provided.

OFFICIAL WATCH PARTY LOCATION

Designating the City of Miami Beach as an official Watch Party location. This is a very limited opportunity. FIFA Broadcaster Partner Telemundo will provide the clean feed for all games required.

CITY OF MIAMI BEACH PARTNERSHIP BENEFITS

The FIFA World Cup 2026™ Miami Host Committee has identified key locations in The City of Miami Beach for high profile media opportunities & activation during the FIFA World Cup 2026.

GLOBAL EXPOSURE

Inclusion in promotional videos and b-roll, shared with over 250 international media outlets, enhancing Miami Beach's visibility as a premier tourist destination worldwide.

BRAND ALIGNMENT WITH FIFA

Associating with a global event like the FIFA World Cup enhances the City's brand prestige, connecting Miami Beach with the energy and excitement of one of the world's most-watched sporting events.

FEATURE IN FIFA'S OFFICIAL "KNOW BEFORE YOU GO" CITIES GUIDE

Position Miami Beach as a must-visit destination within FIFA's trusted guide, offering fans essential travel tips, highlights, and recommendations, ensuring Miami Beach is top of mind for global visitors planning their World Cup Experience. Guide will be available to South Florida residents and over 700,000 visitors.

MEDIA ROW

Designate official FIFA World Cup 2026 Remote Broadcast Locations in Lummus Park for live broadcasts (Similar to the FOX Broadcast and other media outlets positioned on Miami Beach for Super Bowl)
There is an expected credential media attendance of 5,000-20,000. Final numbers in early 2026.

OFFICIAL SANCTIONING OF FIFA & HOST COMMITTEE REQUESTED CORPORATE OR SPECIAL EVENTS

The Host Committee will provide sanctioning and HC World Cup logo limited usage for Corporate Partners to host events on Miami Beach. This will drive preferred events to the City.

The FIFA World Cup 2026™ Miami Host Committee is respectfully requesting the following support & collaboration from the City of Miami Beach to insure that our community has a successful 2026 FIFA World Cup Miami.

***ESTABLISH A MIAMI BEACH FIFA CLEAN ZONE**

- East to West from Washington Ave to the Beach front (inclusive of Ocean)
- North to South from 5th Street to 22nd Street and the area
- 15th Street to Jefferson to Dade Blvd (Lincoln Rd)
- Harding Ave east to include Ocean between 70th-75th Street (Bandshell & Sand Bowl)

***WAIVER OF SPECIAL EVENT FEES**

Special event application fees, administrative fees, park user fees, square footage fees, vehicle beach access passes, beachfront concession fees.

***IN-KIND SERVICES up to \$500,000**

Police, Fire, Sanitation and other event related City services

***CASH SPONSORSHIP**

\$1.5 million in support of the event.

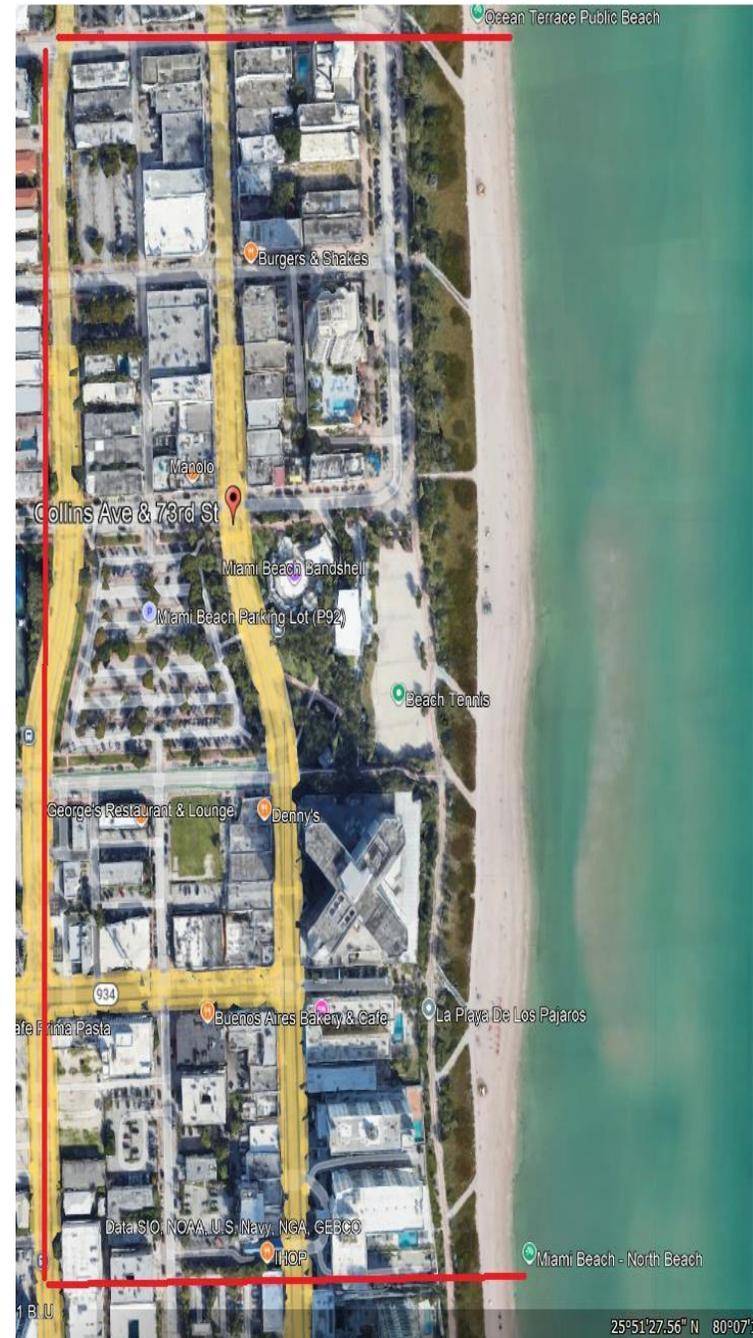
***EVENT SANCTIONING**

Provide the FIFA World Cup 2026 Miami Host Committee with approval rights for any proposed events in the established Clean Zone to insure against ambush marketing & clean zone adherence (Same as Super Bowl 2020).

***WAIVER OF PEPSI EXCLUSIVITY**

Provide a waiver of the Pepsi exclusivity rights during the World Cup activities on Miami Beach

CLEAN ZONE MAPS



JOIN US AND BE A PART OF THE MAGIC!



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-notice/>

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)