

RESOLUTION NO. R2025-XX

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF NORTH MIAMI BEACH, FLORIDA, EXPRESSING FORMAL SUPPORT FOR THE FIFA WORLD CUP 2026 MIAMI HOST COMMITTEE; ESTABLISHING THE “NORTH MIAMI BEACH 2026 WORLD CUP PARTNERSHIP & SUPPORT INITIATIVE” TO ALIGN CITY SERVICES, RESOURCES, AND COMMUNITY PROGRAMMING — INCLUDING WATER SERVICES — WITH REGIONAL TOURNAMENT OPERATIONS, AFFIRMING THE CITY’S COMMITMENT TO COLLABORATION ON PUBLIC SAFETY, TRANSPORTATION, TOURISM, WATER INFRASTRUCTURE, AND COMMUNITY ENGAGEMENT EFFORTS; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the FIFA World Cup is the most prestigious and widely viewed sporting event in the world, held every four years and watched by billions of fans across the globe; and

WHEREAS, the 2026 FIFA World Cup will be jointly hosted by the United States, Mexico and Canada, and will be the first World Cup featuring an expanded format of 48 national teams competing; and

WHEREAS, on June 16, 2022, FIFA announced that the Greater Miami area (Miami-Dade County) has been selected as one of the U.S. host locations for the 2026 World Cup, with multiple tournament matches to be played at Hard Rock Stadium; and

WHEREAS, the 2026 World Cup matches in Miami-Dade County are expected to attract an estimated 600,000 visiting fans to South Florida, along with worldwide media exposure that will showcase our region’s diverse communities on a global stage; and;

WHEREAS, the 2026 FIFA World Cup is projected to generate approximately \$1.5 billion in economic impact for Miami-Dade County, offering significant opportunities for local businesses, job creation, and increased tourism revenue; and

WHEREAS, the City of North Miami Beach (“City”) recognizes the historic significance of this event and the substantial tourism and economic opportunities it brings to our city and the surrounding area, including increased business for local restaurants and retailers, and a unique chance to welcome visitors from around the world; and

WHEREAS, the City is committed to supporting regional World Cup operations by coordinating in-kind contributions in areas where it holds service responsibilities — including water infrastructure, public safety, transportation access, and community engagement — while ensuring that any participation aligns with the City’s adopted policies, interagency agreements, and fiscal stewardship obligations; and

WHEREAS, the City seeks to collaborate with the official Miami 2026 Host Committee and neighboring municipalities to coordinate logistics (including traffic management, transit options, and parking strategies) and to identify opportunities for North Miami Beach to serve as a convenient and welcoming base for World Cup fans, volunteers, or even participating teams' training camps; and

WHEREAS, the City intends to promote community programs and special events in connection with the World Cup – such as public viewing parties, soccer clinics for youth, cultural celebrations, and volunteer recruitment drives – thereby ensuring that our residents actively participate in and benefit from the World Cup experience; and

WHEREAS, the City will explore public-private partnerships and sponsorship opportunities to beautify and prepare North Miami Beach for the influx of visitors (for example, enhancing city signage, lighting, and park facilities), and to assist local businesses in capitalizing on the World Cup through city-led marketing and “welcome” campaigns; and

WHEREAS, the Mayor and City Commission find that it is in the best interests of North Miami Beach to formally support the 2026 FIFA World Cup and to undertake a coordinated municipal initiative to maximize the event's positive impact on our community.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF NORTH MIAMI BEACH, FLORIDA:

Section 1. The City of North Miami Beach hereby enthusiastically pledges its full support and cooperation to ensure the success of World Cup events in South Florida, recognizing the tournament as a once-in-a-lifetime opportunity to showcase our community's spirit and hospitality on an international stage.

Section 2. The “**North Miami Beach 2026 World Cup Partnership & Support Initiative**” is hereby established. Under this initiative, the City Manager (or designee) is directed to serve as the City's liaison to the Miami-Dade 2026 Host Committee, FIFA representatives, and other relevant agencies. The Interim City Manager shall coordinate City resources as appropriate to assist with World Cup planning and operations – including but not limited to law enforcement and emergency services support, traffic management, Water services, and facilitating any necessary City permits or use of City facilities for official events – provided that any such support is consistent with City policies and that outside entities **reimburse the City for extraordinary costs**, as applicable. The City's participation will be undertaken in a manner that maintains public safety and minimizes disruption to residents.

Section 3. The City will actively collaborate in regional efforts to enhance the **fan and visitor experience** during the World Cup. This includes working with Miami-Dade County to improve mobility — such as coordinating **parking areas, local shuttle services, and transit routes** serving event venues and fan zones — partnering with the Miami Host Committee on uniform signage or wayfinding for visitors, and ensuring North Miami Beach is “visitor-ready.” The City authorizes promotional use of North Miami Beach's name, imagery, and NMB Water in World Cup-related materials and may host official viewing events within City parks or public

spaces, showcasing our community and providing a safe, festive environment for fans to gather.

Section 4. The City encourages **community engagement and legacy programs** in connection with the World Cup. The City will support volunteer recruitment efforts by promoting FIFA’s volunteer program to our residents, and may provide incentives or recognition to North Miami Beach volunteers who contribute to World Cup events. The City will also work with local schools, youth soccer clubs, and cultural organizations to organize **community programming** – such as soccer clinics, tournaments, art, music, and events celebrating the cultures of World Cup nations, and other educational events – thereby ensuring that the World Cup leaves a positive social impact and enduring love of sport among our youth. Furthermore, consistent with World Cup legacy goals, the City will look to advance initiatives such as the **Children’s Bill of Rights in Sports** (to promote safe and inclusive youth sports, following the City of Houston’s example) and other programs that can benefit our community well beyond 2026.

Section 5. The City will engage the North Miami Beach business community in World Cup opportunities. The City’s economic development staff shall assist local businesses in preparing for increased tourism by sharing information on expected visitor demand, encouraging beautification of commercial corridors, and possibly creating a **World Cup local business partnership program** (for example, “NMB Welcomes the World”) to help advertise restaurants, hotels, and shops to incoming visitors. The City intends to work closely with the Greater Miami Convention & Visitors Bureau and Miami-Dade County to include North Miami Beach in regional marketing campaigns for the World Cup, so that our city is promoted to World Cup attendees.

Section 6. The City acknowledges the unique role of NMB Water as a regional utility and sole provider of water service to key facilities, including Hard Rock Stadium, a 2026 World Cup host venue. In coordination with the City Manager’s Office, NMB Water may participate in tournament-related planning and sponsorship efforts that align with the City’s public mission, promote infrastructure readiness, and support community engagement — provided such efforts are fiscally responsible, legally sound, and consistent with the goals of the City’s broader 2026 World Cup support initiative.

Section 7. The Interim City Manager, or their designee, and appropriate City officials are hereby authorized to take all actions necessary to implement the intent of this Resolution, including establishing an oversight committee, developing sponsor vetting criteria, and ensuring compliance with ethical, legal, and procurement standards, to execute the Program as a flagship initiative for North Miami Beach’s 100th anniversary in 2026.

Section 8. This Resolution shall take effect immediately upon adoption.

APPROVED AND ADOPTED by the City of North Miami Beach City Commission at the regular meeting assembled this **17th day of June 2025**.

ATTEST:

ANDRISE BERNARD, MMC
CITY CLERK

MICHAEL JOSEPH
MAYOR

(CITY SEAL)

APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE USE
AND RELIANCE OF THE CITY OF NORTH MIAMI BEACH ONLY:

GREENSPOON MARDER, LLP.

By: _____
CITY ATTORNEYS

Sponsored by: Commissioner Lynn Su