

RESOLUTION NO. 26R-03-88

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL, FLORIDA, APPROVING A SPONSORSHIP AGREEMENT BETWEEN BROWARD COUNTY AND THE CITY OF LAUDERHILL RELATED TO THE “BROWARD WELCOMES THE WORLD” INITIATIVE AND EVENTS ASSOCIATED WITH THE 2026 FIFA WORLD CUP; ACCEPTING SPONSORSHIP FUNDING IN AN AMOUNT NOT TO EXCEED ONE HUNDRED TWENTY-FIVE THOUSAND DOLLARS (\$125,000.00) ON A REIMBURSEMENT BASIS; AUTHORIZING THE CITY TO ADMINISTER MUNICIPAL SUBAWARDS TO PARTICIPATING BROWARD COUNTY MUNICIPALITIES; ACKNOWLEDGING THE REQUIRED ONE-TO-ONE (1:1) MATCHING CONTRIBUTIONS APPLICABLE TO THE CITY AND PARTICIPATING MUNICIPAL SUBRECIPIENTS; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT AND RELATED DOCUMENTS, AND TO ADMINISTER, ALLOCATE, APPROVE, AND EXPEND FUNDING CONSISTENT WITH THE TERMS OF THE AGREEMENT AND THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE. (REQUESTED BY VICE MAYOR, RICHARD CAMPBELL)

WHEREAS, the 2026 FIFA World Cup presents a unique opportunity to promote tourism, economic development, cultural engagement, and municipal collaboration throughout Broward County; and

WHEREAS, the “Broward Welcomes the World” Initiative was developed as a coordinated countywide activation strategy intended to position Broward County as a premier destination for international visitors, soccer fans, residents, and corporate partners through a series of World Cup-related public events and activations; and

WHEREAS, the City of Lauderhill, in collaboration with Broward County municipalities, developed a regional framework that includes public watch parties, youth soccer clinics and matches, fan zones, cultural activations, and community engagement programming intended to collectively create a vibrant countywide experience; and

WHEREAS, Broward County has approved sponsorship funding to the City of Lauderhill in an amount not to exceed One Hundred Twenty-Five Thousand Dollars (\$125,000.00), on a reimbursement basis, for eligible World Cup-related events and activities pursuant to a Sponsorship Agreement between Broward County and the City of Lauderhill; and

WHEREAS, the Sponsorship Agreement authorizes the City of Lauderhill to administer municipal subawards to participating Broward County municipalities for qualifying World Cup-related events and activations, subject to applicable reimbursement, matching, branding, reporting, and operational requirements; and

WHEREAS, the Broward Welcomes the World Initiative contemplates participation by up to ten (10) Broward County municipalities, with an aggregate municipal subaward pool of up to Sixty-Five Thousand Dollars (\$65,000.00), distributed on a reimbursement basis among participating municipalities that execute the required Memorandum of Understanding and comply with applicable program requirements; and

WHEREAS, the Initiative further includes the Broward Welcomes the World Signature Kickoff Event anticipated occurring on June 7, 2026, at Central Broward Park and Broward County Stadium, consisting of free public programming including soccer-related activities, entertainment, fan engagement zones, youth activations, and related community activities intended to promote tourism, economic activity, and regional engagement; and

WHEREAS, pursuant to the Sponsorship Agreement and Broward Welcomes the World Initiative framework, the City of Lauderhill and participating municipal subrecipients are each required to provide and document a minimum one-to-one (1:1) matching contribution for eligible World Cup-related events and activations as a condition of reimbursement eligibility; and

WHEREAS, the Broward Welcomes the World Initiative framework contemplates a minimum City of Lauderhill investment of Sixty Thousand Dollars (\$60,000.00) associated with the Broward Welcomes the World Signature Kickoff Event, together with additional eligible City expenditures and municipal subawards as may be approved and administered consistent with the Sponsorship Agreement and Initiative framework; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF LAUDERHILL, FLORIDA:

Section 1. Approval of Agreement. The Sponsorship Agreement between Broward County and the City of Lauderhill related to the “Broward Welcomes the World” Initiative and 2026 FIFA World Cup-related events, attached hereto as Exhibit “A,” is hereby approved, and the City hereby accepts sponsorship funding in an amount not to exceed One Hundred Twenty-Five Thousand Dollars (\$125,000.00), subject to the terms and conditions set forth therein.

Section 2. Match Requirement. The City Commission acknowledges and approves the requirement that the City of Lauderhill and participating municipal subrecipients provide and document a minimum one-to-one (1:1) matching contribution, consistent with the Sponsorship Agreement and applicable subaward requirements, for eligible expenditures associated with the Broward Welcomes the World Initiative and related World Cup events and activations.

Section 3. Municipal Subawards. The City Manager, or designee, is hereby authorized to administer and execute municipal subaward documentation, including Memoranda of

Understanding, Letters of Intent, reimbursement documentation, and related administrative materials, with participating Broward County municipalities consistent with the Broward Welcomes the World Initiative framework and the Sponsorship Agreement approved herein.

Section 4. Authorization. The City Manager is hereby authorized to execute the Sponsorship Agreement in the form attached hereto, together with such non-material modifications, exhibits, extensions, subaward documentation, reimbursement approvals, and ancillary documents as may be approved as to form by the City Attorney and necessary to effectuate the intent of this Resolution.

Section 5. Funding Administration. The City Manager is further authorized to administer, allocate, approve, and expend, subject to applicable procurement requirements, budget availability, reimbursement eligibility, and the terms of the Sponsorship Agreement, an aggregate amount not to exceed One Hundred Twenty-Five Thousand Dollars (\$125,000.00) in connection with the Broward Welcomes the World Initiative, including eligible City expenditures and participating municipal subawards.

Section 6. Effective Date. This Resolution shall take effect immediately upon adoption.

DATED this ____ day of _____, 2026.

PASSED AND ADOPTED on first reading this ____ day of _____, 2026.

PRESIDING OFFICER

ATTEST:

CITY CLERK

MOTION _____
SECOND _____

M. DUNN _____
R. CAMPBELL _____
J. HODGSON _____
S. MARTIN _____
D. GRANT _____

Approved as to Form

Hans Ottinot
City Attorney