

# Mayor and Council Communication

**DATE:** 06/09/26

**M&C FILE NUMBER:** M&C 26-0460

**LOG NAME:** 34SUNDANCE FIFA WORLD CUP WAIVER OF FEES

## **SUBJECT**

(CD 9) Authorize Waiver of Parking Meter Rental Fees in an Amount Up to \$20,000.00 for Outdoor Event Permit Applicant Sundance Square Management, LLC Resulting from Street Closures to Support an Approximate Five-Week FIFA World Cup Event, and Find that Such Waivers Serve a Public Purpose and Adequate Controls are in Place

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## **RECOMMENDATION:**

It is recommended that the City Council:

1. Authorize waiver of parking meter rental fees in an amount up to \$20,000.00 for Outdoor Event Permit applicant Sundance Square Management, LLC resulting from street closures to support an approximate five-week FIFA World Cup event; and
2. Find that the waiver of parking meter rental fees serves a public purpose and adequate controls are in place to ensure the public purpose is met.

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## **DISCUSSION:**

The purpose of this Mayor & Council Communication (M&C) is to authorize waiver of parking meter rental fees for Outdoor Event Permit applicant Sundance Square Management, LLC (Sundance Square) resulting from street closures to support an approximate five-week FIFA World Cup event; and to find that the waivers serve a public purpose and adequate controls are in place to ensure the public purpose is met. Sundance Square has requested waiver of the parking meter rental fees, with an estimate of \$15,852.00. With this M&C, Council will authorize the waiver of said fees in an amount up to \$20,000.00.

Sundance Square has submitted an outdoor events permit application for a multi-week free to the public FIFA World Cup celebration running June 10 through July 20, 2026. The activation includes large outdoor viewing screens broadcasting all FIFA World Cup matches (not just those occurring in Dallas) in English and Spanish, recurring daily programming including food trucks, music between matches (ending at 10PM or 1AM depending on game times), soccer related activations, and a professional fireworks display (July 4th only). The event footprint, street closures (daily 8AM to 1AM), and activation areas are similar to previous Sundance First Saturday events.

City departments have been engaged in planning since March, with recurring coordination meetings underway. Planning includes contingency if crowd sizes surge and additional resources may be needed.

Sundance Square is planning to incur costs to staff off-duty officers operating within the event perimeter. Although they do not anticipate requesting or needing to pay for Fort Worth Fire Department (FWFD) Emergency Management Services (EMS) operations daily, this will be evaluated in accordance with special events ordinance. Planned public safety staffing and resource deployments will be re-evaluated after the first weekend and weekly thereafter.

By approval of this M&C, the City Council finds that the waiver of the parking meter rental fees serves a public purpose because this project is a collaboration between the City and Sundance Square that furthers a public purpose by facilitating greater attendance and economic impact from the World Cup, stimulating local commerce, supporting tourism, and reinforcing the City's role as an attractive host for major international events. The City Council finds that adequate contractual controls are in place to carry out such public purpose in the form of the City's outdoor events ordinance, the City's permit requirements, and the terms of the application.

A Form 1295 is not required because: This M&C does not request approval of a contract with a business entity.

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## **FISCAL INFORMATION / CERTIFICATION:**

The Director of Finance certifies that upon approval of the above recommendations and waiver of fees, a loss in the amount up to \$20,000.00 in revenue will occur during Fiscal Year 2026 upon the waiver being officially granted.

**Originating Business Unit Head:**

Sonny Saxton 682-362-3914

**Additional Information Contact:**

Brian Albertson 682-402-1665