

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING THE CITY'S SPONSORSHIP OF THE SOUTH FLORIDA COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP GAME (CFPNCG) HOST COMMITTEE FOR EVENTS RELATED TO THE 2026 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP GAME, TO BE HELD ON JANUARY 19, 2026, INCLUDING: (1) A CASH SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$500,000 FOR EVENTS HELD IN MIAMI BEACH; (2) A WAIVER OF THE MIAMI BEACH CONVENTION CENTER FACILITY RENTAL FEES, IN THE AMOUNT NOT TO EXCEED \$850,000; (3) A WAIVER OF CITY SPECIAL EVENT PERMIT FEES, IN AN AMOUNT NOT TO EXCEED \$250,000; (4) A CITY CONTRIBUTION FOR EVENT RELATED PUBLIC SERVICES (POLICE, FIRE AND SANITATION) IN AN AMOUNT NOT TO EXCEED \$300,000; (5) THE CREATION OF A "CLEAN ZONE" WHICH SHALL INCLUDE COMPETING EVENT PROTECTION ON TO BE DETERMINED DATES, WITHIN THE AREA GENERALLY BOUNDED BY 22ND STREET TO THE NORTH, 5TH STREET TO THE SOUTH, JEFFERSON STREET (BETWEEN DADE BLVD AND 15TH STREET) AND WASHINGTON AVENUE (BETWEEN 15TH STREET AND 5TH STREET) TO THE WEST, AND THE ATLANTIC OCEAN TO THE EAST; AND (6) A WAIVER OF EXCLUSIVITY FOR PEPSI BRANDED PRODUCTS; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A SPONSORSHIP AGREEMENT.

**WHEREAS**, on October 18 2017, the City Commission adopted Resolution No. 2017-30057, supporting the South Florida College Football Playoff National Championship Game (CFPNCG) Host Committee's bid to secure the championship game to be held in South Florida in January 2021; and

**WHEREAS**, the 2021 CFPNCG was held in and around Miami and Miami Beach from Friday, January 8, 2021, to Monday, January 11, 2021; due to ongoing COVID restrictions, the game was limited to 20% of stadium capacity; and

**WHEREAS**, in previous years, the Event has generated an attendance of approximately 68,311 in Indianapolis, Indiana in 2021; 76,885 in New Orleans, Louisiana in 2019; 74,814 in Santa Clara, California in 2018; and 77,430 in Atlanta, Georgia in 2017; and

**WHEREAS**, the Event is comparable to other Miami Beach large-scale sporting events that have requested similar City support, including the Super Bowl and WrestleMania; and

**WHEREAS**, the Event will be held in Miami and Miami Beach from Friday, January 15, 2026 to Monday, January 18, 2026; and

**WHEREAS**, the Host Committee will generate an estimated economic impact and media value of approximately \$265 million for the City exceeding previous BCS and CFP national championship games held in Miami; and

**WHEREAS**, on September 13, 2023, the City Commission referred the CFPNCG Host Committee's sponsorship request to the Finance and Economic Resilience Committee for further discussion; and

**WHEREAS**, on September 22, 2023, the Finance and Economic Resiliency Committee reviewed and unanimously recommended approval of the Event's sponsorship request based on the brand exposure and the financial return via increased Resort Tax revenues due to increased hotel room rates, occupancies, and Food and Beverage spends, which would be in the best economic interest of the City; and

**WHEREAS**, the FERC recommended the following at the September 22, 2023 meeting:

1. A waiver of city special event permit fees (application, park usage fees, square footage, vehicle beach access, etc. in the amount not to exceed \$250,000 (specific site plans are not currently known); and
2. A cash sponsorship in the amount of \$500,000, in support of Host Committee events taking place in the City of Miami Beach; and
3. A City contribution for Host Committee event-related public services (police, fire, sanitation) in an amount not to exceed \$300,000; and
4. A waiver of Miami Beach Convention Center facility rental fees in the amount not to exceed \$850,000.00, subject to a Host Committee commitment that this event will be free to the public (residents and non-residents), and provided that this waiver would not include corkage, internet or other applicable fees; and
5. A creation of a "Clean Zone," to provide competing event protection with respect to third-party events requiring a City Special Event permit for dates to be determined, in the area generally bounded by 22nd Street to the north, 5th Street to the south, Jefferson Street (between Dade Blvd and 15th Street) and Washington Avenue (between 15th Street and 5th Street) to the west, and by the Atlantic Ocean to the east; and
6. A waiver of exclusivity for Pepsi branded products; and
7. Sponsorship recognition in favor of the City of Miami Beach, with the City to be recognized on all Host Committee-produced marketing, digital and social collateral as it pertains to any of the foregoing events, and Ten (10) social media posts in support of upcoming events, festivals and / or promotions occurring in Miami Beach outside of Bowl Week (City of Miami Beach to provide the Host Committee with content); and
8. Two (2) tickets for all City of Miami Beach elected officials to all Host Committee initiatives/events taking place within the geographical limits of Miami Beach, and a 25% discount for all Miami Beach residents for initiatives/events that are not free to the public, including the Extra Yard 5K on Sunday, January 18, 2026, and the Taste of the Championship at the Miami Beach Convention Center on Sunday, January 18, 2026; and

9. Waiver of only the City's portion of the applicable Boucher Brothers concession displacement fee for any events located within any Boucher Brothers concession area.

**WHEREAS**, the Event is investing \$30,000 investment at a Miami Beach elementary school in 2025 through the Media Center Makeover initiative with Miami Dade County Public Schools, and will invite Miami Dade County teachers to participate in the Event Foundation's free Extra Yard for Teachers Summit.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby accept the recommendation of the Finance and Economic Resiliency Committee, and approve the City's sponsorship of the South Florida College Football Playoff National Championship Game (CFPNCG) Host Committee for events related to the 2026 College Football Playoff National Championship Game, to be held on January 19, 2026, including: (1) a cash sponsorship in an amount not to exceed \$500,000; (2) a waiver of the Miami Beach Convention Center facility rental fees in the amount not to exceed \$850,000; (3) a waiver of City Special Event permit fees, in an amount not to exceed \$250,000; (4) a City contribution for event related public services (Police, Fire and Sanitation) in an amount not to exceed \$300,000; (5) the creation of a "Clean Zone" which shall include competing event protection on to be determined dates, within the area generally bounded by 22nd Street to the north, 5th Street to the south, Jefferson Street (between Dade Blvd and 15th Street) and Washington Avenue (between 15th Street and 5th Street) to the west, and the Atlantic Ocean to the east; and (6) a waiver of exclusivity for Pepsi branded products; and further authorize the Mayor and City Clerk to execute a sponsorship agreement.


**PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_ 2023.

**ATTEST:**

\_\_\_\_\_  
Dan Gelber, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

**APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION**

  
\_\_\_\_\_  
City Attorney *FA*      10-12-23  
Date