

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, MARCH 26, 2024

24-0017

SPECIAL CALLED JOINT MEETING OF THE AD HOC COMMITTEE ON PROFESSIONAL  
SPORTS RECRUITMENT AND RETENTION AND ECONOMIC DEVELOPMENT  
COMMITTEE  
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE  
COUNCILMEMBER ZARIN GRACEY, PRESIDING

PRESENT: [5] Gracey, Moreno, Narvaez, Blackmon, Schultz

ABSENT: [2] Resendez, Johnson

The meeting was called to order at 3:34 p.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

The meeting recessed to closed session at 4:37 p.m. and reconvened to open session at 5:20 p.m.

After all business properly brought before the committee had been considered, the meeting adjourned at 5:20 p.m.

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Chair

ATTEST:

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City Secretary Staff

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Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials for this meeting are filed with the City Secretary's Office as EXHIBIT C.

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, MARCH 26, 2024

EXHIBIT A

**RECEIVED**

**2024 MAR 22 PM 6:46**

**CITY SECRETARY  
DALLAS, TEXAS**

**City of Dallas**

*1500 Marilla Street  
Council Chambers, 6th Floor  
Dallas, Texas 75201*

**Public Notice**

**2 4 0 3 0 6**

**POSTED** CITY SECRETARY  
DALLAS, TX



**Special Called Joint Meeting of the  
Council Ad Hoc Committee on  
Professional Sports Recruitment and  
Retention and Council Economic  
Development Committee**

**March 26, 2024**

**3:30 PM**

## 2023 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
<b>ECONOMIC DEVELOPMENT</b> Atkins (C), Narvaez (VC), Arnold, Bazaldua, Ridley, Stewart, West	<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> West (C), Blackmon (VC), Mendelsohn, Moreno, Resendez
<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> Moreno (C), Mendelsohn (VC), Gracey, West, Willis	<b>PARKS, TRAILS, AND THE ENVIRONMENT</b> Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West
<b>PUBLIC SAFETY</b> Mendelsohn (C), Stewart (VC), Atkins, Moreno, Willis	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Bazaldua (C), Resendez (VC), Blackmon, Gracey, Ridley, Schultz, Willis
<b>TRANSPORTATION AND INFRASTRUCTURE</b> Narvaez (C), Gracey (VC), Atkins, Mendelsohn, Resendez, Schultz, Stewart	<b>WORKFORCE, EDUCATION, AND EQUITY</b> Schultz (C), Arnold (VC), Bazaldua, Blackmon, Resendez, Ridley, Willis
<b>AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS</b> Atkins (C), Mendelsohn, Moreno, *Ridley, *Stewart	<b>AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS</b> Mendelsohn (C), Gracey, Johnson, Schultz, Stewart
<b>AD HOC COMMITTEE ON JUDICIAL NOMINATIONS</b> Ridley (C), Resendez, West	<b>AD HOC COMMITTEE ON LEGISLATIVE AFFAIRS</b> Mendelsohn (C), Atkins, Gracey, Narvaez, Stewart
<b>AD HOC COMMITTEE ON PENSIONS</b> Atkins (C), Blackmon, Mendelsohn, Moreno, Resendez, Stewart, West, Willis	<b>AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION</b> Gracey (C), Blackmon, Johnson, Moreno, Narvaez, Resendez, Schultz

(C) – Chair, (VC) – Vice Chair

\* Updated:2/22/24

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

## General Information

The Dallas Council Committees regularly meet on Mondays beginning at 9:00 a.m. and 1:00 p.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council Committee agenda meetings are broadcast live on [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) and on Time Warner City Cable Channel 16.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

## Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

## Información General

Los Comités del Concejo de la Ciudad de Dallas se reúnen regularmente los lunes en la Cámara del consejo en el sexto piso del Ayuntamiento, 1500 Marilla, a partir de las 9:00 a.m. y la 1:00 p.m. Las reuniones de la agenda del Comité del Consejo se transmiten en vivo por la estación de [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) y por cablevisión en la estación *Time Warner City Cable Canal 16*.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

## Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisará al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

## **Handgun Prohibition Notice for Meetings of Governmental Entities**

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

*"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."*

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

*"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."*

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

*"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."*

This Council Committee meeting will be held by video conference and in the Council Chambers, 6th Floor at City Hall. The Public may attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person. The meeting will be broadcast live on Spectrum Cable Channel 16 and online at [bit.ly/cityofdallastv](https://bit.ly/cityofdallastv). The public may also listen to the meeting as an attendee at the following video conference link:

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=m7f110042537d0e7ef54502c08ea352ac>

## Call to Order

## MINUTES

### BRIEFING ITEMS

- A     [24-1139](#)     FIFA World Cup 2026 Update  
                          [Rosa Fleming, Director, Convention & Event Services]  
                          [Craig Davis, Preside & CEO, Visit Dallas]  
                          [Monica Paul, Executive Director, Visit Dallas- Dallas Sports Commission]

**Attachments:**    [Presentation](#)

### Closed Session

Attorney Briefing (Sec. 551.072 and Sec. 551.071 T.O.M.A.)

Discuss or deliberate the commercial or financial information that the city has received from a business prospect ("Project X") that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; and deliberate the offer of a financial or other incentive to such business prospect. [Tex Govt . Code §551.087; and deliberate the lease or use of real property included in the financial incentive as deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with the business prospect (Sec. 551.072 T.O.M.A.); and seek advice of its attorney (Sec. 551.071 T.O.M.A.)

### ADJOURNMENT

**EXECUTIVE SESSION NOTICE**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, MARCH 26, 2024

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 26, 3024

BRIEFING ITEMS

Item A: FIFA World Cup 2026 Update

The following individuals briefed the committee on the item:

- Rosa Fleming, Director, Convention & Event Services;
- Craig Davis, President & CEO, Visit Dallas; and
- Monica Paul, Executive Director, Visit Dallas- Dallas Sports Commission

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MARCH 26, 2024

CLOSED SESSION

- Discuss or deliberate the commercial or financial information that the city has received from a business prospect (“Project X”) that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; and deliberate the offer of a financial or other incentive to such business prospect. [Tex Govt . Code §551.087; and deliberate the lease or use of real property included in the financial incentive as deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with the business prospect (Sec. 551.072 T.O.M.A.); and seek advice of its attorney (Sec. 551.071 T.O.M.A.)

At 4:37 p.m., Chair Gracey announced the executive session of the city council authorized by Chapter 551, “OPEN MEETINGS,” of the (Texas Open Meetings Act) to discuss the following matters:

- Discuss or deliberate the commercial or financial information that the city has received from a business prospect (“Project X”) that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; and deliberate the offer of a financial or other incentive to such business prospect. [Tex Govt . Code §551.087; and deliberate the lease or use of real property included in the financial incentive as deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with the business prospect (Sec. 551.072 T.O.M.A.); and seek advice of its attorney (Sec. 551.071 T.O.M.A.)

The closed session ended and reconvened to open session at 5:20 p.m. No other matters were discussed during the closed session.

MINUTES OF THE CITY COUNCIL COMMITTEE  
TUESDAY, MARCH 26, 2024

EXHIBIT C

# FIFA World Cup 2026 UPDATE

Economic Development and  
Ad Hoc Committee on Professional  
Sports Recruitment and Retention  
Special Called Meeting

Rosa Fleming, Director  
Convention and Event Services

Craig Davis, President and CEO  
Visit Dallas

Monica Paul, Executive Director  
Visit Dallas – Dallas Sports Commission



## City of Dallas

# FIFA World Cup 2026



This briefing provides an overview of the activities completed to-date toward the successful delivery of FIFA World Cup 2026.



# Initial Proposal and Presentation



## Bid Timeline

- July 2017 - United Bid Committee formed to bid on World Cup 2026
- January 2018 - City of Dallas signed Host City Agreement
- May 2018 - FIFA awarded the 2026 World Cup to Canada, Mexico, and the United States
- July 2020 - Dallas bid presentation to FIFA
- October 2021 - Dallas site visit
- June 2022 - Dallas selected as a Host City
- February 2024 - Match schedule released



# Outcomes – FIFA 1994



## OUR WORLD CUP HISTORY

**1994**

World Cup Host City

**6**

Matches Hosted at the Cotton Bowl in 1994

**100**

Dallas Cup Alumni have played in 500+ World Cup Matches

**HOME**

To the International Broadcast Center (IBC)



# Overall Outcome



“  
**THERE IS NO GREATER  
SPORTING EVENT IN THE  
WORLD THAN THE FIFA  
WORLD CUP**  
”

– Dan Hunt,  
Dallas 2026 Host City Bid Chairman



# Economic Impact History



## **FIFA Fan Fest held in every Host City. Estimating 34 days in Dallas attracting millions of fans**

- 2006 World Cup in Germany had 50,000 fans per City per day
- 2022 World Cup in Qatar average 70,000 fans per day with the largest daily attendance at 98,000

## **One Host City will be chosen as the site for the International Broadcast Center (IBC)**

- Fair Park hosted the IBC in 1994
- IBC hosts 10,000+ broadcast media representatives for six months
- Approximately 172,000 room nights to Dallas
- 1994 IBC economic impact calculated at \$26 million
- 2018 IBC economic impact calculated at \$60 million
- 2022 IBC economic impact estimate was \$65 million



# Economic Impact - Actuals and Projections



- 1994 Economic Impact: \$301 million in total economic impact on Dallas
- 2026 Economic Impact: Original projection based on 4 matches of \$415 million
- **Projecting Summer/Fall 2024 for adjusted economic impact projections** based on 9 matches, ancillary events, base camps, training venues, agencies, vendors, commercial affiliates, increased teams, and broadcasters



# The Biggest Global Event



EVERYTHING'S BIGGER, EVEN FIFA WORLD CUP 2026 IN



## THE BIGGEST GLOBAL EVENT

IS COMING BACK

JUNE 11 // // // // // 19 2026	100,000+ International Visitors Per Day
9 MATCHES Host City Dallas	48 TEAMS Participating



# Match Schedule Overview – 2024



## MATCH SCHEDULE

6/14/26 **GROUP STAGE**    6/30/26 **ROUND OF 32**  
6/17/26 **GROUP STAGE**    7/03/26 **ROUND OF 32**  
6/22/26 **GROUP STAGE**    7/06/26 **ROUND OF 16**  
6/25/26 **GROUP STAGE**    7/14/26 **SEMIFINAL**  
6/27/26 **GROUP STAGE**

### KEY VENUES

Match Venue:        AT&T Stadium (Arlington)

Base Camps:        Dallas Baptist University (Dallas)  
Toyota Stadium (Frisco)  
University of Dallas (Irving)  
TCU (Fort Worth)

Training Venues:    Cotton Bowl Stadium (Dallas)  
SMU (Dallas)

Fan Festival:        Fair Park (Dallas)

\*Fan Activations:   Dallas, Arlington, Fort Worth, Frisco

\*International Broadcast Center: KBHCCD (Dallas)

\* = Pending Contract Negotiations



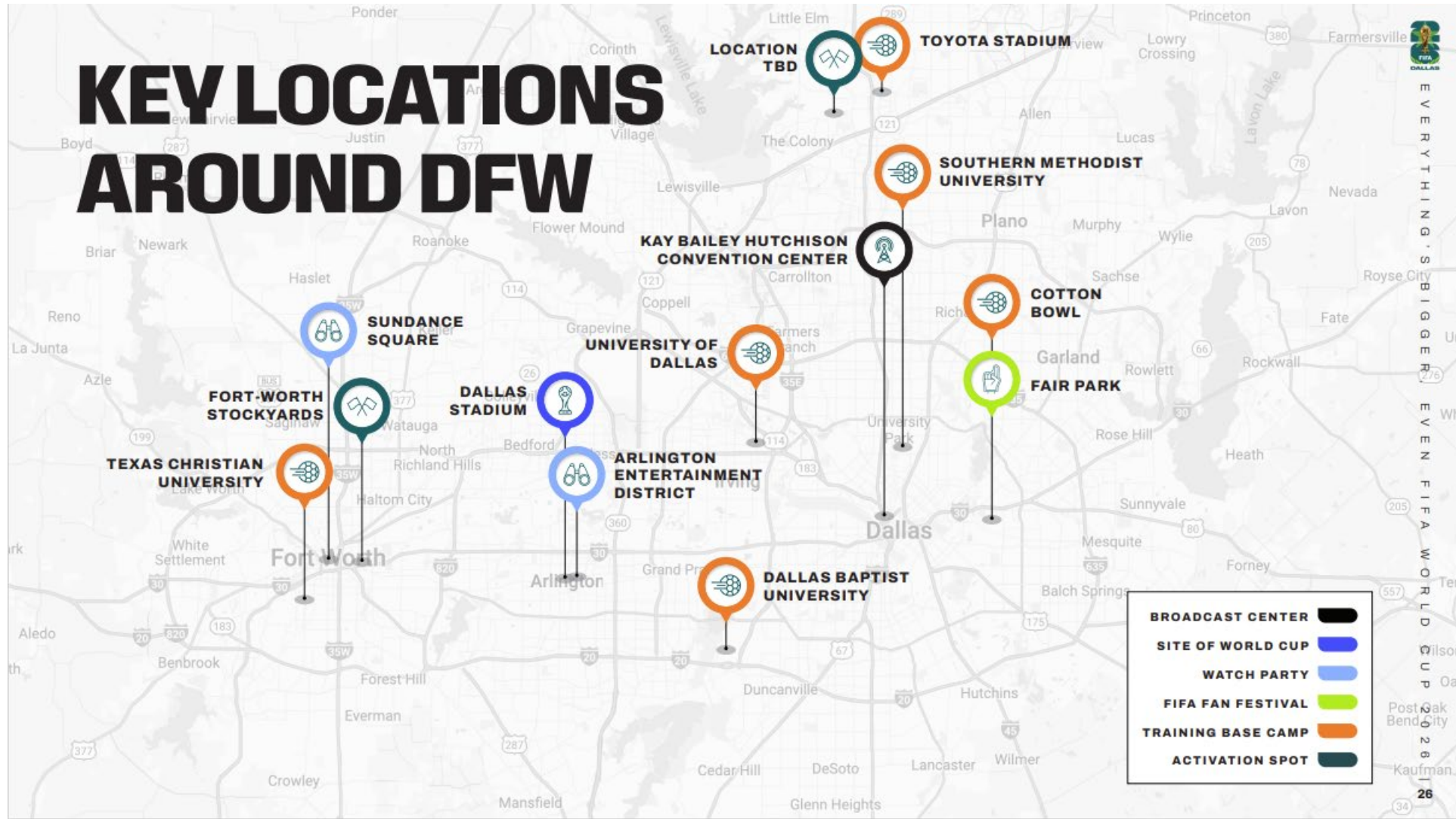
# Match Schedule Overview – 2024 (cont.)



		FIFA WORLD CUP 2026																																																	
		GROUP STAGE MATCHES														ROUND OF 32				ROUND OF 16				QUARTER-FINALS			SEMI-FINALS		FINAL																						
		Thursday 11 June	Friday 12 June	Saturday 13 June	Sunday 14 June	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June	Friday 19 June	Saturday 20 June	Sunday 21 June	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June	Friday 26 June	Saturday 27 June	Sunday 28 June	Monday 29 June	Tuesday 30 June	Wednesday 1 July	Thursday 2 July	Friday 3 July	Saturday 4 July	Sunday 5 July	Monday 6 July	Tuesday 7 July	Wednesday 8 July	Thursday 9 July	Friday 10 July	Saturday 11 July	Sunday 12 July	Monday 13 July	Tuesday 14 July	Wednesday 15 July	Thursday 16 July	Friday 17 July	Saturday 18 July	Sunday 19 July											
WESTERN REGION	VANCOUVER			M6					M27 CAN			M48			M51 CAN		M54																																		
	SEATTLE				M10					M32 USA					M62		M63																																		
	SAN FRANCISCO BAY AREA				M8			M20			M31			M44			M66																																		
	LOS ANGELES									M4 USA			M15			M26		M38																																	
CENTRAL REGION	GUADALAJARA		M2																																																
	MEXICO CITY																																																		
	MONTERREY																																																		
	HOUSTON																																																		
	DALLAS																																																		
EASTERN REGION	KANSAS CITY																																																		
	ATLANTA																																																		
	MIAMI																																																		
	TORONTO																																																		
	BOSTON																																																		
	PHILADELPHIA																																																		
	NEW YORK NEW JERSEY																																																		



# Venue Locations – 2024



# Committees



- Safety & Security
- Fan Festival & Ancillary Events
- Transportation
- Airports
- Sustainability
- Human Rights
- Workforce/Volunteers
- Hospitality/ Ambassadors
- Marketing & Communications
- Dressing & Signage
- Legacy Programs
- Host City Supporters & Donors



# Next Steps



- Economic Impact Updates based on 9 matches
- Federal & State Funding Forecast/ Collaboration
- Host City Supporter & Donor Program
- Brand Protection Guidelines
- Event Testing Models



# Future Timing



## 2024

- Begin Committee Work
- Volunteer Recruitment Begins
- Leadership Development Council Created

## 2025

- Test Events
- December- Teams & Match-ups determined
- Ancillary Event Schedule determined

## 2026

- April- Teams finalize Base Camp Selections



# WORLD CUP 2014 FIFA DALLAS



# FIFA World Cup 2026 UPDATE

Economic Development and  
Ad Hoc Committee on Professional  
Sports Recruitment and Retention  
Special Called Meeting

Rosa Fleming, Director  
Convention and Event Services

Craig Davis, President and CEO  
Visit Dallas

Monica Paul, Executive Director  
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