

City of Coral Gables City Commission Meeting
Agenda Item F-3
May 19, 2026
Public Safety Building, CMR
2151 Salzedo Street, Coral Gables, FL

City Commission

Mayor Vince Lago
Vice Mayor Rhonda Anderson
Commissioner Melissa Castro
Commissioner Ariel Fernandez
Commissioner Richard D. Lara

City Staff

City Attorney, Cristina Suárez
City Manager, Peter Iglesias
City Clerk, Billy Urquia
Assistant City Manager, Carolina Vester
Economic Development Director, Belkys Perez

Public Speaker(s)

Alina Hudak, President and CEO of the FIFA Host Committee

Agenda Item F-3 [Start: 1:44 p.m.]

A Resolution of the City Commission authorizing the temporary installation of the FIFA World Cup 26™ “Trionda” Giant Match Ball installation at Giralda Plaza in collaboration with FIFA World Cup 26™ Miami Host Committee, FIFA, and Adidas; recognizing the City of Coral Gables as the official headquarters location for both the FIFA World Cup 26th Miami Host Committee and FIFA Miami operations; authorizing the City Manager or his or her designee to execute any necessary agreements, permits, and related documents for the installation, maintenance, and removal of the temporary installation; authorizing a temporary encroachment into the public right-of-way, and providing for an effective date. (Sponsored by Mayor Lago)

Mayor Lago: Moving on to item F-3. I apologize for the wait. I know you had a time certain. That's why we're not going to lunch. We're going to hear your item. We're almost at 44 minutes late. So, staff, thank you very much. I apologize for that. Go ahead.

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Assistant City Manager Vester: Good afternoon, Mayor, Commissioners, Vice Mayor, City Manager. Before we get started, we'd like to invite the FIFA Host Committee up with us before we start, and we do have a presentation. We'll keep it very brief.

City Attorney Suarez: Mayor, can I read the resolution to the record? So F-3 is a Resolution of the City Commission authorizing the temporary installation of the FIFA World Cup 26™ “Trionda” Giant Match Ball installation at Giralda Plaza in collaboration with FIFA World Cup 26™ Miami Host Committee, FIFA, and Adidas; recognizing the City of Coral Gables as the official headquarters location for both the FIFA World Cup 26th Miami Host Committee and FIFA Miami operations; authorizing the City Manager or his or her designee to execute any necessary agreements, permits, and related documents for the installation, maintenance, and removal of the temporary installation; authorizing a temporary encroachment into the public right-of-way, and providing for an effective date.

Mayor Lago: Yes, ma'am.

Economic Development Director: Good morning. Good afternoon. Belkys Perez with the Economic Development Department. If you could pull up the PowerPoint. Okay. So, this is a sculpture. This is the donation of a sculpture for Giralda Plaza in celebration of the World Cup. So, the Trionda Matchball, it's the ball that you see there. This is a rendering, though. It's a giant matchball. It's inspired by the iconic Ola Wave, representing the unity and excitement of the tournament. This is the ball that is being used for the World Cup. So, FIFA and Adidas gifted a giant Trionda Matchball to the Miami Host Committee, and the Miami Host Committee has decided to offer it to the City of Coral Gables. Obviously, the FIFA headquarters is located here in Coral Gables, and the Host Committee is also here, so it's really excited that we have this ability to have this ball here on Giralda Plaza. We believe Giralda Plaza is the perfect place for it. We currently have an installation there, and it really drives traffic, and we think that this ball would be even better with all the traffic that we anticipate FIFA's World Cup will have. Our hotels are busy. They're booked already for the World Cup, and so we think this is going to get a lot of traction and a lot of excitement. So, there is a global positioning. Obviously, the World Cup, having that Host Committee again here in Coral Gables is a big factor. There's a tourism engine behind it. There will be a lot of social media interaction with this ball as well. It allows the city to incorporate this type of culture into the community events and promotions, so there's things that we can do once it's installed, and we've talked to, actually, one of the sponsors that we have for Cielo Tejido that is very interested in once this ball is in place to having an activation with children and having a soccer net and having an activation on Giralda Plaza. This has minimal impact for the city. The production, shipping, storage, installation, and removal costs are all covered. The city's responsibility is very limited. It's limited to permitting and insurance and any security that would be needed, and obviously, Giralda Plaza's just a wonderful place to have this activation, and again,

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we're calling more into this sense of community pride and experiencing something aside from having FIFA here, but to have a beautiful sculpture here on Giralda Plaza. This is just an overview of the installation. It is a significant ball. It sits on a base. It's about eight feet tall, and so it's going to be a really nice sculpture to be able to take a picture with, and I think that's it, and I want to turn it over to Alina.

Mayor Lago: How are you? Thank you for being here with us.

Ms. Hudak: Good afternoon, Mr. Mayor and all of the Commissioners.

Mayor Lago: I apologize once again for being so late.

Alina Hudak: No, no worries, and it's an honor to be here today before you. Alina Hudak, for the record, President and CEO of the Miami Host Committee, and I'm here with nothing but good news and in the spirit of appreciation to the Manager and to the Assistant City Manager and Belkys for the level of collaboration that we've received. It's important that you understand the role of the Host Committee, very different than FIFA, and I think as a community and as a city, you should be very proud to be the world headquarters for FIFA. In fact, the entire, the most significant global sporting event in the world is being run from the City of Coral Gables two to three blocks away from this destination, so that's an incredible legacy moment for our community, for the city, and as a Host Committee, we're responsible for the implementation of the bid, and what that means is that we've been charged over the last two years in preparation for the World Cup to raise funding for the purposes of providing for the public safety, transportation, mobility, all the event activations related to the World Cup locally here in Miami as we prepare to host the seven matches. I'm led by a volunteer board chaired by Rodney Barreto, also a resident of Coral Gables and his business is headquartered in Coral Gables, and Beau Ferrari, who is his co-chair. So again, an incredible effort over the last two years to prepare for what is now 23 days away. We thank you very much for the opportunity to have this collaboration. I'm here today in support of F-3. I'm also here to share with you the passion that we feel. Again, we operate under an umbrella that has restrictions in terms of our ability to use the intellectual property that FIFA provides us, but we have created for the community and for your businesses to share a campaign that we have fallen in love with, because again, it brings the passion of the sport to our community. It's called One Game, One Passion, and we've made that toolkit available to the city and to your businesses for purposes of being able to use the collateral digital assets and be able to replicate that in our business areas. And I'd like to just close by leaving you with the message of One Game, One Passion and a very short reel that we'd like to share with you and hopefully leave you with the spirit of unity that we believe that World Cup Soccer brings to a community. We should be extremely proud to know that of the seven matches that we're hosting here in Miami, one of the matches is the single most popular ticket in the world, the Colombia-Portugal match, which will take place in our community on June

27th. So, if we could roll that video, and again, thank you very much for the opportunity to be here. Happy to answer any questions about the work that we're doing in the community.

[Video Presentation]

Oh! Oh! Do you feel it?

Oh! That moment. Oh!

Before everything begins. Oh! Oh! Oh! Oh! Before the first whistle. Oh! Time slows down.

Because in that moment, everything else fades away.

In Miami, football's not just played, it's carried. From homes we left, from families we miss, and from dreams that brought us in here.

Every match... Is a way back. Every goal is a memory. And every whistle makes us one.

It's not just a game.

It's to remember who we are. And who we become when we stand together. The truth is, the world can feel divided. But this game reminds us that we are one. One game. One passion.

[End Video Presentation]

Mayor Lago: Amazing. Well done.

Alina Hudak: Thank you. I want to mention a few of our activations. We have a Bayfront Park Fan Festival that will run June 13th through July 5th. 23 days, contiguous activation. Matches being shown for our residents to enjoy for free. We have an activation happening on Miami Beach. A kickoff concert on the opening match of the World Cup which is happening in Mexico. That will be Thursday, June 11th. All of you will be invited to attend. We have an artist that we will reveal on May 24th. We are conflicted at this point from being able to reveal who the artist is. But you will enjoy a beautiful night on Miami Beach. And that opening concert. We have a variety of watch parties that are happening geographically throughout Miami-Dade County as a region. Always supported by, again, a tremendous partnership from Miami-Dade County, the City of Miami Beach, and the City of Miami. They are our funding partners. We have activations for youth to be able to participate in soccer clinics. We've rolled out about 12 clinics in neighborhood parks. And we're about to roll out another six. We have just received support from Broward County. And we will be doing a similar clinic type of activation in Broward County. And in addition to that, we have a variety of smaller activations that are happening throughout the community. Again, the goal being to share the experience of the World Cup for free with as many of our residents, our public, and our visiting tourists as possible. Coral Gables will be the home of multiple FIFA delegations. And your hotels, multiple hotels, are very much a part of that formula. So, again, thank you very

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much. We hope to see you at Fan Festival, at the opening night of our concert, and at all of our activations when possible. Thank you.

Mayor Lago: I wanted to congratulate you once again. You've done an amazing job. Very high profile. You've really shined a positive light on the community. But we have to compliment, you know, something that you have in common in the video was you actually had the FPJorn clock on the video. That, you know, we were so celebrated for that clock. And we got so much support from my colleagues on the Commission that it's funny to see it on your World Cup video. So, that's something very interesting. World class. As a father of two young girls who love soccer, who play soccer competitively, that's all they talk about. World Cup, World Cup, World Cup. And they're excited about it. And we're looking forward to the events here in the City of Coral Gables. And we can't thank you enough for coming here. Thank you.

Alina Hudak: Thank you. Hopefully, you'll support F-3 so we can have Giralda.

Mayor Lago: As a sponsor of the item, you know, I hope my colleagues will support me on that.

Vice Mayor Anderson: I'll move it.

Commissioner Lara: I'll second.

Mayor Lago: Do you have any public comment, Mr. Clerk? All right.

Commissioner Fernandez: Yes.

Commissioner Lara: I just want to say, Alina, that I think you're doing such an amazing job. You and collaboration with the Coral Gables team. What a year. What a year. So, Coral Gables is featured with the national championship game for the national college football. And we were front and center. We didn't win the game. University of Miami didn't. But Coral Gables won for sure. And now to have FIFA. And the way you put it was so profound, right. That the world headquarters of FIFA is located here in our city. And that from this a couple blocks away, it's all being coordinated. The biggest game on planet Earth. It's just an amazing, amazing thing. And you've done such an incredible job.

Alina Hudak: Thank you.

Commissioner Lara: And by the way, when I saw that photo, this activation, and I was curious what this was going to look like. It just came out of me. I said, wow. Because I really think it looks incredible. So, yes.

Alina Hudak: I'm thrilled to be able to bring the "Trionda" here. And I will tell you, 16 host cities. The largest World Cup in the history of FIFA. 104 matches. 48 countries participating.

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Vice Mayor Anderson: Yes. And I'd just like to say, you know, Giraldo Plaza is the perfect place to put it with all the activations we have coming in. This is a great thing. Thank you for bringing it to us. Yes.

Commissioner Castro: I think this would go perfect with the first in France type of item that's coming up in the City Manager items. Wonderful. Thank you. Yes.

Mayor Lago. Yes. Thank you very much. We're going to take one last item.

Assistant City Manager Vester: Could I ask the members of the Commission to humor me to do a quick photo op to show our support for FIFA and the World Cup? If you want to wear your scarves, even better.

Mayor Lago: Okay.