



City of Coral Gables
CITY COMMISSION MEETING
MAY 5, 2026

ITEM TITLE:

A Resolution authorizing Satchmo Blues Bar and Grill, Inc. d/b/a Fritz & Franz Bierhaus to utilize the public space and maintain a temporary Soccer Watch Party set-up at the plaza located at 60 Merrick Way from June 11, 2026 through July 19, 2026, in connection with the 2026 FIFA World Cup.

BRIEF HISTORY:

Satchmo Blues Bar and Grill, Inc. d/b/a Fritz & Franz Bierhaus is requesting approval to utilize the public plaza located at 60 Merrick Way in connection with the 2026 FIFA World Cup. The event is scheduled to take place from June 11, 2026, through July 19, 2026.

The request is specifically to allow the installation and continuous placement of a Soccer Watch Party set-up within the plaza for the duration of the six-week tournament. The proposed set-up includes a large outdoor viewing screen, associated speakers, tents and canopies for shade and operations, portable restroom facilities, and other supporting equipment necessary to facilitate viewing of televised matches.

Unlike standard special events, which are limited in duration, the Applicant is requesting approval to maintain the event set-up in place for the entirety of the tournament period, rather than installing and removing equipment daily. The applicant has indicated that similar events have been successfully conducted in prior years and is seeking to replicate this format for the 2026 World Cup.

This request has been reviewed by the City's Special Events Committee and is in compliance with applicable City guidelines. While Special Events guidelines typically limit the number of event days at a location, this request is limited to the continuous placement of event infrastructure, with active event programming occurring intermittently throughout the tournament. Event activities will occur only during scheduled match times, as indicated in the Special Event application attached hereto as Exhibit A.

The applicant will adhere to the following conditions for the 6 week-long event:

1. Event activities shall be limited to scheduled match times as approved by the City.
2. All equipment, including the viewing screen, speakers, tents, canopies, and portable restrooms, shall remain within the approved plaza area.
3. Amplified sound shall comply with all applicable City noise regulations.
4. The applicant shall be responsible for maintaining the area in a clean and safe condition, including regular servicing of portable restrooms and trash removal.

5. Off-Duty police will be hired by the applicant for games scheduled to have high attendance. If City staff deems the match to be a high attendance game, the applicant is required to hire police.
6. Failure to comply with any conditions may result in suspension or revocation of the permit.

This request has been reviewed by the City's Special Events Committee.

Based on approved special events guidelines, applicant accepts that the "special event" can only occur during the 6 weeks on which the selected matches will be televised.

ATTACHMENT(S):

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.	\$		
Total:	\$		

Fiscal Impact: Not applicable. The applicant is responsible for all costs related to the event set-up, equipment, operations, permits, and any required services. The resolution only authorizes the temporary use and continuous placement of the event set-up within the public plaza during the approved event period.

BUSINESS IMPACT:

The proposed Soccer Watch Party is expected to have a positive business impact by increasing foot traffic and activity in the downtown area during the 2026 FIFA World Cup period. The event may support nearby businesses, including restaurants and retail establishments, through increased patronage associated with match viewings. Additionally, the activation of the public plaza contributes to overall economic vibrancy and enhances the City's ability to attract visitors during a globally recognized event. The applicant will be responsible for all event-related costs, and normal business operations in the surrounding area are expected to continue without disruption.