



City of Coral Gables
CITY COMMISSION MEETING
MAY 19, 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 July 3, 2026 through July 19, 2026, in connection with the 2026 World Cup and to allow for set-up for sales and crowd control during the entire World Cup event from June 19, 2026 through July 19, 2026.

BRIEF HISTORY:

At the City Commission meeting of May 5, 2026, a resolution approving a world cup event was considered. Commission directed applicant to provide a revised proposal to alleviate concerns at the next commission meeting.

The request has been amended, and the applicant is now requesting amendments to the prior request to include:

- Watch Party set-up within the plaza for a period of 2 weeks.
- Activation of the plaza will be for 11 days.
- Applicant will remove tables and chairs from public plaza area on days where plaza is not activated.
- Applicant will remove
- The proposed set-up includes a large outdoor viewing screen, associated speakers, tents, red umbrellas and canopies for shade and operations, portable restroom facilities, and other supporting equipment necessary to facilitate viewing of televised matches.
- On days the plaza is not activated during the two-week period, the applicant requests that the barricades bordering the plaza be moved in and placed six feet from the covered area in the restaurant space to provide a buffer containment area for restaurant patrons.
- Applicant will increase garbage pick-up to 4 times per week.
- Applicant will clean plaza at the end of each activation day.
- Applicant will not permit public viewing on the plaza after 10 pm, with the exception of overtime games.
- Applicant will limit amount of 10 by 10 tents to 6 (down from 11).
- Applicant requests permission for placement of welcome banners on the building.
- Applicant request placement of a beer bar under the covered portion of the outdoor restaurant space during days the plaza is not activated.

Unlike standard special events, which are limited in duration, the Applicant is requesting approval to maintain a portion of the event set-up in place for the entirety of the two-week period, rather than installing and removing all 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 conditions have been placed in order to be in compliance including the use of police, fire and code enforcement personnel. During the May 5, 2026, City Commission meeting, the Commission requested that the applicant submit a comprehensive site plan and scheduled match calendar for review, both of which have been provided as part of the Special Events application. Although Special Events guidelines typically limit the number of event days permitted at a single location, this request is limited to the continuous placement of event-related infrastructure throughout the tournament period, with event programming taking place intermittently during scheduled match times, as documented in the Special Events application.

The applicant will continue to agree to adhere to the following conditions for the 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 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.