



Administrative Report

H.14., File # 26-0636

Meeting Date: 5/19/2026

To: MAYOR AND CITY COUNCIL

From: ELIZABETH HAUSE, COMMUNITY SERVICES DIRECTOR

TITLE

APPROVE A LICENSE AGREEMENT WITH HARLEM IS POPPIN LLC FOR FIFA WORLD CUP 2026 WATCH PARTY SCREENING EQUIPMENT AND ADVERTISING OPERATIONS AT THE SEASIDE LAGOON

EXECUTIVE SUMMARY

The Fédération Internationale de Football Association (FIFA) World Cup 2026 will take place from June 11, 2026 through July 19, 2026. In anticipation of the tournament, staff explored opportunities to activate the Seaside Lagoon as a community gathering space for public viewing of World Cup matches while maintaining regular summer Lagoon operations.

Following evaluation of multiple operational and equipment options, staff identified Harlem is Poppin LLC (HiP) as the preferred partner to provide, install, operate, and then remove a temporary large-format LED video screen and related audio/visual equipment at the Seaside Lagoon during the tournament period. HiP was introduced to the City by Jumbotron.

Under the proposed License Agreement, HiP would provide all equipment and operational support at no direct cost to the City in exchange for the exclusive right to sell advertising content displayed on the screen during non-match periods. The Seaside Lagoon would otherwise remain open for normal summer activities and recreational programming throughout the tournament period.

Staff recommends the City Council approve the proposed License Agreement with Harlem is Poppin LLC for FIFA World Cup 2026 watch party equipment and advertising operations at the Seaside Lagoon.

BACKGROUND

As part of ongoing discussions regarding activation opportunities surrounding the FIFA World Cup 2026 tournament, the City's Olympics and Special Events Subcommittee met several times with staff to evaluate potential options for hosting public watch party programming at the Seaside Lagoon. Discussions included consideration of temporary equipment rental, direct equipment purchase, expanded Lagoon programming opportunities, food and beverage offerings, revised entry fee structures intended to offset operational costs, and other operational concepts intended to make a World Cup activation financially feasible.

Staff subsequently reached out to multiple screen and audio vendors to better understand the cost

associated with temporary or permanent large-format video installations. Staff found that temporary rental costs generally began at approximately \$40,000 per day, while permanent purchase options for comparable equipment ranged from approximately \$100,000 to upwards of \$200,000, exclusive of installation, operations, maintenance, security, staffing, and programming costs. Given the short implementation timeline associated with the upcoming tournament and the substantial operational costs associated with a City-led program, staff continued evaluating alternative partnership opportunities.

HiP was introduced to the City by Jumbotron as a potential partner capable of independently providing the required equipment and operational support through an advertising-supported model. Following discussions with staff, HiP proposed installing and operating a temporary LED video screen and associated equipment at the Seaside Lagoon during the World Cup tournament period in exchange for the exclusive right to sell advertising content displayed on the screen during non-match periods.

Under the proposed License Agreement, HiP would be responsible for providing all equipment, installation, staffing, operations, maintenance, and removal at no direct cost to the City. HiP would also secure the Licensing rights required by FIFA. The City would retain operational oversight of the Seaside Lagoon and overall event programming while continuing normal summer Lagoon activities throughout the tournament period.

The proposed operational schedule has been intentionally structured to balance community access, operational feasibility, and neighborhood compatibility. Most World Cup matches would be shown during regular operating hours, while matches beginning at 7:00 p.m. or later generally would not be displayed unless involving the United States or Mexico national teams. This limitation is intended to ensure the City can adequately staff the facility, maintain safe operations, and minimize potential impacts associated with nighttime lighting and amplified sound.

Staff believes the proposed partnership structure represents the most practical and financially feasible option available within the limited timeframe before the tournament begins. The Agreement allows the City to offer a unique community amenity associated with the FIFA World Cup while avoiding the substantial direct costs associated with equipment rental or purchase.

Staff recommends the City Council approve the License Agreement with Harlem is Poppin LLC for temporary FIFA World Cup 2026 watch party equipment and advertising operations at the Seaside Lagoon. A signed copy of the License Agreement will be provided as a Blue Folder item prior to the Council meeting.

COORDINATION

The Community Services Department coordinated this item with the City Manager's Office. The City Attorney's Office approved the Agreement as to form.

FISCAL IMPACT

There is no direct fiscal impact associated with the proposed License Agreement. Harlem is Poppin LLC would provide, install, operate, maintain, and remove all equipment at its sole cost and expense. The City would continue to provide normal Seaside Lagoon staffing and operations consistent with standard summer programming activities, including the regular collection of facility entry fees.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Agmt - Harlem Is Poppin, LLC - Signed Copy to be included as a Blue Folder Item