

Broward Welcomes the World

Funding Request to Broward County - Tourism & Visitor Development Support

Funding Request: \$250,000

The City of Lauderhill in collaboration with Deerfield Beach, Lauderdale Lakes, North Lauderdale, Miramar, Ft Lauderdale and other Broward County municipalities is seeking **\$250,000 in tourism and visitor development funding** to support a county-aligned activation strategy tied to the upcoming World Cup matches in Miami Gardens.

This initiative is designed to position Broward County as a **destination for visitors, fans, and sponsors** during the World Cup period, while driving measurable economic impact for local businesses and communities.

Total Project Investment: \$500,000

This is structured as a **public-private, multi-city collaboration**:

- **\$250,000 – Requested County Funding**
- **\$250,000 – City Contributions (Participating municipalities)**

City contributions will include both **cash and in-kind support**, such as:

- Venue usage (parks and public facilities) - \$ 50,000
- Police, fire, and EMS support - \$45,000
- Permitting and logistics coordination - \$25,000
- Event staffing and operations - \$55,000
- Printing, signage, and promotion - \$75,000

County Funds will be utilized to offset costs related to the Signature Broward Kickoff event and to underwrite countywide promotion and multi-city activation.

Signature Broward Kickoff Event – \$100,000

A cornerstone of this initiative will be a **large-scale, signature event on June 7th** at the **Central Broward Regional Park**.

This event will serve as a **quasi-kickoff for Broward County's World Cup activation**, designed to:

- Generate early momentum ahead of the tournament window
- Attract regional and out-of-county visitors
- Showcase Broward as a vibrant, welcoming destination
- Engage local businesses, vendors, and sponsors

Event elements may include:

- Large-format watch party environment
- Cultural performances and entertainment
- Food truck and vendor marketplace
- Youth and family-friendly soccer activations
- Sponsor and brand activations

Countywide Promotion & Multi-City Activation – \$150,000

The remaining funds will support a coordinated, countywide campaign to promote participating cities and drive sustained engagement throughout the World Cup period.

Key Components:

1. Multi-City Event Promotion

- Watch parties hosted across participating cities
- Community events and cultural programming
- Business networking and themed activations

2. “Passport to Broward” Program

- Digital coupon and discount platform
- Incentivizes visitors to explore multiple cities
- Drives measurable spending at local businesses

3. Marketing & Visitor Attraction

- Targeted digital advertising (including Miami-Dade visitors)
- Social media campaigns and influencer partnerships
- Hotel and hospitality outreach
- Event listings and centralized calendar

4. Small Business Engagement

- Local merchant participation (restaurants, retail, services)
- Promotional offers and bundled experiences
- Increased foot traffic and visibility

Economic Development Intent

This initiative is designed to capture a portion of the **estimated 1 million visitors expected to travel to Miami-Dade County** during the World Cup period.



The strategy is simple and practical:

- **Divert visitor traffic into Broward County**
- Extend visitor stays and spending beyond the host city
- Provide accessible, safe, and engaging experiences closer to where visitors are staying
- Ensure that **Broward residents and businesses directly benefit** from this global event

Projected Impact



Additional benefits to the County include:

- Increased hotel, restaurant, and retail activity
- Regional brand visibility for Broward County

- Measurable engagement through digital participation and event tracking

Why This Matters for Broward County

While Broward is not hosting World Cup matches, it is uniquely positioned to benefit from:

- **Hotel and lodging overflow**
- **Pre- and post-game visitor demand**
- **Regional sponsor activation opportunities**
- **Local economic stimulation across multiple municipalities**

This initiative ensures Broward County is not a bystander—but an **active participant in the economic opportunity created by the World Cup.**

Conclusion

The **Broward Welcomes the World** initiative is a ready-to-execute, collaborative model that:

- Leverages existing municipal resources
- Engages multiple cities under one unified campaign
- Drives tourism, spending, and visibility
- Provides measurable outcomes tied to County priorities

We welcome the opportunity to partner with Broward County to bring this vision to life and maximize the economic impact of this global event for our communities.