



## Cover Memorandum/Staff Report

---

**File #:** 26-0686

**Agenda Date:** 5/28/2026

**Item #:**

---

**TO:** Development Services Management Group  
**FROM:** Allie Behrman, CPRP, Special Events Manager  
**THROUGH:** Terrence R. Moore, ICMA-CM  
**DATE:** May 28, 2026

APPROVAL OF THE NON-IMPACT EVENT KNOWN AS "PBC FIRE STRONG X WORLD CUP" TO BE HELD ON JULY 19, 2026 AT THE PARKING LOT BETWEEN PUGLIESES WAY AND NE 3RD AVE; AND TO AUTHORIZE THE SPECIAL EVENTS MANAGER TO TAKE ALL ACTIONS NECESSARY TO EFFECTUATE THE SPECIAL EVENT PERMIT

**Recommended Action:**

Special Events Technical Advisory Committee (SETAC) recommends the Development Services Management Group (DSMG) make a motion to approve the special event known as PBC Fire Strong x World Cup to be held on July 19, 2026; and authorize the Special Event Manager (SEM) to take all actions necessary to effectuate the Special Event Permit.

**Background:**

PBC Fire Strong submitted a Special Event Application on March 26, 2026, for the event PBC Fire Strong x World Cup to be held on July 19, 2026 in the parking lot between Puglieses Way and NE 3rd Avenue. This would be the second event being held. It is a charity event for Palm Beach County firefighters and World Cup qualifiers. There will be a screen set up to watch the soccer match as well as cooking on site, alcohol and a DJ. The event will take place from 12:00pm - 10:00pm. The event producer has been given permission to use the parking lot from both the condo association and the owner of the lot. Letters from each are in your back-up documentation. The producers are expecting about 100 people to be in attendance.

**Special Event Technical Advisory Committee (SETAC):**

SETAC recommends DSMG approve the event.  
No special conditions are recommended by SETAC

**Funding Source/Financial Impact:**

There is no financial impact to the city as the producer will be billed for all costs.

**Timing of Request:**

The event is quickly approaching and the producer needs to know if the event is approved.