



City of Sugar Land

Joint SLDC & SL4B Agenda

Sugar Land City Hall
2700 Town Center
Boulevard North
Sugar Land, TX 77479

Tuesday, September 2, 2025

**Joint Meeting of the Sugar Land Development Corporation,
The Governing Body of the City of Sugar Land,
and Sugar Land 4B Corporation
Cane Room 161**

4:00 PM

I. Attention

Members of the City Council, Board and/or Commission may participate in deliberations of posted agenda items through video conferencing means. A quorum of the City Council, Board and/or Commission will be physically present at the above-stated location, and said location is open to the public. Audio/Video of open deliberations will be available for the public to hear/view; and are recorded as per the Texas Open Meetings Act.

The meeting will live stream at <https://youtube.com/live/BWYivOAEc0?feature=share>.

II. Call to Order

III. Public Comment

Pursuant to Texas Government Code section 551.007, citizens are permitted to address the City Council, Board and/or Commission in person with regard to matters posted for consideration on the agenda. Each speaker must complete a "Request to Speak" form and give it to the City Secretary or designee, prior to the beginning of the meeting.

Each speaker is limited to 3 minutes, speakers requiring a translator will have 6 minutes, regardless of the number of agenda items to be addressed. Comments or discussion by City Council, Board, and/or Commission members, will only be made at the time the subject is scheduled for consideration.

For questions or assistance, please contact the Office of the City Secretary (281) 275-2730.

IV. Orientation - Sugar Land Development Corporation

A. Review of and discussion on purpose, roles, responsibilities, and functions of the Sugar Land Development Corporation.

**Jennifer Alexander, Business Development Manager, Colby Millenbruch,
Business Recruitment Manager**

V. Workshop - Joint

A. Review of and discussion on the FIFA World Cup 2026 Host City Supporter Agreement.

Alison Brooks, Assistant Director of Tourism

VI. Resolutions - Sugar Land Development Corporation

A. Consideration of and action on **SUGAR LAND DEVELOPMENT CORPORATION RESOLUTION NO. SLDC-R-25-03: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND DEVELOPMENT CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND A HOST CITY SUPPORTER AGREEMENT BETWEEN THE SPORTS AUTHORITY FOUNDATION AND THE CITY OF SUGAR LAND FOR FIFA WORLD CUP 2026.**

Alison Brooks, Assistant Director of Tourism

VII. Resolutions - Sugar Land 4B Corporation

- A. Consideration of and action on **SUGAR LAND DEVELOPMENT CORPORATION RESOLUTION NO. SL4B-R-25-08**: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND A HOST CITY SUPPORTER AGREEMENT BETWEEN THE SPORTS AUTHORITY FOUNDATION AND THE CITY OF SUGAR LAND FOR FIFA WORLD CUP 2026.

Alison Brooks, Assistant Director of Tourism

VIII. Adjournment

The Sugar Land Development Corporation reserves the right to adjourn into Executive Session at any time during this meeting for the purpose of consultation with the Attorney as authorized by Texas Government Code Sections 551.071 to discuss any of the matters listed above.

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact the City Secretary, (281) 275-2730. Requests for special services must be received 48 hours prior to the meeting time. Reasonable accommodations will be made to assist your needs.

The agenda and supporting documentation is located on the [City Website](#) under meeting agendas.



Sugar Land Development Corporation Agenda Request

September 2, 2025

Agenda Request No: IV.A.

Agenda of: Sugar Land Development Corporation Meeting

Initiated by: Jennifer Alexander, Business Development Manager

Presented by: Jennifer Alexander, Business Development Manager, Colby Millenbruch, Business Recruitment Manager

Responsible Department: Economic Development

Agenda Caption:

Review of and discussion on purpose, roles, responsibilities, and functions of the Sugar Land Development Corporation.

Recommended Action:

Receive orientation for the Sugar Land Development Corporation.

Executive Summary:

As new members are appointed to the Sugar Land Development Corporation Board, orientation and training relative to the role and duty of Board members in the economic development process is necessary to ensure their successful participation in the decision-making process. Additionally, an annual orientation is required per City Council Resolution No. 21-17, which establishes procedures for City boards. The orientation and training will include an overview of economic development, Type A eligible project activities that create or retain primary jobs in the City of Sugar Land, objectives for the Corporation, and proposed uses of Type A sales tax funds - including limitations on use of these funds.

Budget

Expenditure Required: N/A

Current Budget: N/A

Additional Funding: N/A

Funding Source: N/A

Account Number (ORG-OBJ-Project): N/A

Attachments

None



Sugar Land Development Corporation Agenda Request **September 2, 2025**

Agenda Request No: V.A.

Agenda of: Sugar Land Development Corporation Meeting

Initiated by: Alison Brooks, Assistant Director of Tourism

Presented by: Alison Brooks, Assistant Director of Tourism

Responsible Department: Economic Development

Agenda Caption:

Review of and discussion on the FIFA World Cup 2026 Host City Supporter Agreement.

Recommended Action:

Review and discuss the FIFA World Cup 2026 Host City Supporter Agreement

Executive Summary:

In the Summer of 2026, Houston will host seven FIFA World Cup matches over the course of 21 days, being included in one of the largest sporting events in history. As a regional partner, Sugar Land will experience a significant surge in visitors, increased activity, and heightened visibility.

To maximize this opportunity, Visit Sugar Land is pursuing a partnership with the Houston 2026 World Cup Host Committee in the form of a \$2.5 million sponsorship. The agreement would be paid over 3 fiscal years, FY25, FY26, and FY27, from HOT, SLDC, and SL4B. This partnership would position Sugar Land as an official Host City Supporter, giving us a seat at the table and the ability to shape how our city engages with this global event. As a host city supporter, this presents an unprecedented opportunity for Sugar Land to position itself on the global stage, proactively positioning Sugar Land as a welcoming, well-prepared, vibrant destination with compelling experiences that extend far beyond the games.

By securing this partnership with the Houston 2026 World Cup Host Committee, we gain access to a wide range of exclusive benefits, including official FIFA marks (logos, branding, etc.), broadcast licensing, branding rights, and premium ticketing and hospitality assets. These assets will enable us to host official watch parties, launch targeted marketing campaigns, and implement high-impact activations that strategically engage our venues and businesses. These efforts are designed to deliver tangible returns, including increased hotel demand, higher sales and HOT tax revenue, and expanded regional and international visibility for Sugar Land.

Additionally, the sponsorship provides a structured framework for city-wide coordination and preparedness. With a significant influx of people expected in our region, it is in our best interest

to guide activity into planned, city-led activations, not only to enhance the visitor experience, but also to support public safety, traffic flow, and operational logistics across departments. This partnership allows us to approach that effort with clarity, alignment, and strategic intention.

Our activation plan spans key areas of the city, from Sugar Land Town Square and First Colony Mall to Smart Financial Centre, Constellation Field, and Sugar Land Regional Airport. Each activation is designed in partnership with internal departments and external stakeholders, with clear goals to drive visitation, support local business, and tell Sugar Land’s story on a global stage.

Activating our city for the World Cup directly aligns with the City’s recently completed Strategic Action Plan, specifically under the Stimulating Economic Growth All-In. This effort is not just about visibility during a global event, but about using this moment to create legacy and meaningful economic impact for our community.

Ultimately, this is more than a one-time sponsorship. It’s a strategic investment in Sugar Land’s future, one that supports our long-term goals of growing tourism, attracting business, and positioning the city as a premier destination for residents, businesses, and visitors.

Budget

Expenditure Required: N/A

Current Budget: N/A

Additional Funding: N/A

Funding Source: N/A

Account Number (ORG-OBJ-Project): N/A

Attachments

None



Sugar Land Development Corporation Agenda Request September 2, 2025

Agenda Request No: VI.A.

Agenda of: Sugar Land Development Corporation Meeting

Initiated by: Alison Brooks, Assistant Director of Tourism

Presented by: Alison Brooks, Assistant Director of Tourism

Responsible Department: Economic Development

Agenda Caption:

Consideration of and action on **SUGAR LAND DEVELOPMENT CORPORATION RESOLUTION NO. SLDC-R-25-03**: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND DEVELOPMENT CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND A HOST CITY SUPPORTER AGREEMENT BETWEEN THE SPORTS AUTHORITY FOUNDATION AND THE CITY OF SUGAR LAND FOR FIFA WORLD CUP 2026.

Recommended Action:

Consideration of and action on approval of Resolution No. SLDC-R-25-03 , a resolution of the Board of Directors of the Sugar Land Development Corporation approving a request by the City of the Sugar Land to fund a Host City Supporter Agreement between the Sports Authority Foundation and the City of Sugar Land for FIFA World Cup 2026 in the amount of \$1,400,000.00

Executive Summary:

In the summer of 2026, Houston will host seven FIFA World Cup matches over the course of 21 days, welcoming visitors from around the world to one of the largest sporting events in history. As a regional partner, Sugar Land will experience a significant surge in visitors, increased economic activity, and heightened global visibility.

To maximize this opportunity, Visit Sugar Land is pursuing a \$2.5 million sponsorship with the Houston 2026 World Cup Host Committee, funded over FY25–FY27 by HOT, SLDC, and SL4B. This investment positions Sugar Land as a Host City Supporter, giving us a direct voice in how we engage with the tournament and a unique platform to showcase our vibrant community and premier hospitality.

Through this partnership, Sugar Land will gain exclusive benefits—including FIFA marks, branding rights, and premium hospitality assets—enabling us to host official watch parties, activate key venues, launch targeted marketing campaigns, and engage the community through volunteer and youth programs.

This is a strategic investment in long-term growth. Activations will drive new visitation, support local businesses, and elevate Sugar Land’s national and international profile while boosting HOT and sales tax revenues. The sponsorship also creates a coordinated framework for public safety, traffic, and operations, ensuring visitors are guided into well-planned, City-led experiences that enhance both the visitor and resident experience.

This effort directly supports the City’s Strategic Action Plan – Stimulating Economic Growth: All In, using the global spotlight to create a lasting legacy well beyond the tournament.

Budget

Expenditure Required: Total Contract Amount: \$2,500,000
 Terms: Funded over FY25, FY26, FY27
 Funding Sources: HOT \$300,000, SLDC \$1,400,000, SL4B \$800,000

Current Budget: SLDC \$1,400,000

Additional Funding: N/A

Funding Source: HOT \$300,000
 SLDC \$1,400,000
 SL4B \$800,000

Fiscal Year	SLDC	SL4B	HOT
FY25	\$550,000	\$250,000	\$100,000
FY26	\$550,000	\$250,000	\$100,000
FY27	\$300,000	\$300,000	\$100,000
Total	\$1,400,000	\$800,000	\$300,000

Account Number (ORG-OBJ-Project): SLDC - 1041185-561005
 SL4B - 7041190-561005
 HOT - 2051175-561005

Attachments

- 2.0 SLDC Resolution - FIFA Sponsorship 8-15-25 (002)

RESOLUTION NO. SLDC-R-25-03

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND DEVELOPMENT CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND A HOST CITY SUPPORTER AGREEMENT BETWEEN THE SPORTS AUTHORITY FOUNDATION AND THE CITY OF SUGAR LAND FOR FIFA WORLD CUP 2026.

WHEREAS, under Section 5.02(a) of the Corporation’s bylaws, the City has requested that the Sugar Land Development Corporation (Corporation) fund a project or activity as described in this Resolution; and

WHEREAS, Section 504.105 of the Texas Local Government Code authorizes the Corporation to spend not more than 10 percent of the corporate revenues for promotional purposes; and

WHEREAS, the Corporation’s Board of Directors finds that the described project or activity is for a promotional purpose as authorized under the Development Corporation Act (Chapters 501 to 505, Local Gov’t Code); NOW, THEREFORE,

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SUGAR LAND DEVELOPMENT CORPORATION:

Section 1. That it adopts the findings, recitals, and defined terms set forth in the preamble to this Resolution.

Section 2. That it approves the City’s request for funding as follows:

Description of Project or Activity: Host City Supporter Agreement for FIFA World Cup 2026

Amount Funded: \$1,400,000.00

Statutory Authorization: A Type A corporation may spend not more than 10 percent of the corporate revenues for promotional purposes.(§ 504.105, Tex. Loc. Gov’t Code).

Section 3. That approval of this Resolution authorizes the City to pay the costs of the project or activity from the Corporation’s funds, as described in this Resolution, as authorized by Section 5.02 of the Corporation’s bylaws.

APPROVED ON _____, 2025.

Stewart Jacobson, President
Sugar Land Development Corporation

ATTEST:

APPROVED AS TO FORM:

DAnn Shea Smith

Linda Mendenhall, City Secretary



Sugar Land Development Corporation Agenda Request September 2, 2025

Agenda Request No: VII.A.

Agenda of: Sugar Land Development Corporation Meeting

Initiated by: Alison Brooks, Assistant Director of Tourism

Presented by: Alison Brooks, Assistant Director of Tourism

Responsible Department: Economic Development

Agenda Caption:

Consideration of and action on SUGAR LAND DEVELOPMENT CORPORATION RESOLUTION NO. SL4B-R-25-08: A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND A HOST CITY SUPPORTER AGREEMENT BETWEEN THE SPORTS AUTHORITY FOUNDATION AND THE CITY OF SUGAR LAND FOR FIFA WORLD CUP 2026.

Recommended Action:

Consideration of and action on approval of resolution No. SL4B-R-25-08 , a resolution of the board of directors of the Sugar Land 4b Corporation approving a request by the City of the Sugar Land to fund a Host City Supporter Agreement between the Sports Authority Foundation and the City of Sugar Land for FIFA World Cup 2026 in the amount of \$1,400,000.00

Executive Summary:

In the summer of 2026, Houston will host seven FIFA World Cup matches over the course of 21 days, welcoming visitors from around the world to one of the largest sporting events in history. As a regional partner, Sugar Land will experience a significant surge in visitors, increased economic activity, and heightened global visibility.

To maximize this opportunity, Visit Sugar Land is pursuing a \$2.5 million sponsorship with the Houston 2026 World Cup Host Committee, funded over FY25–FY27 by HOT, SLDC, and SL4B. This investment positions Sugar Land as a Host City Supporter, giving us a direct voice in how we engage with the tournament and a unique platform to showcase our vibrant community and premier hospitality.

Through this partnership, Sugar Land will gain exclusive benefits—including FIFA marks, branding rights, and premium hospitality assets—enabling us to host official watch parties, activate key venues, launch targeted marketing campaigns, and engage the community through volunteer and youth programs.

This is a strategic investment in long-term growth. Activations will drive new visitation, support local businesses, and elevate Sugar Land’s national and international profile while boosting HOT and sales tax revenues. The sponsorship also creates a coordinated framework for public safety, traffic, and operations, ensuring visitors are guided into well-planned, city-led experiences that enhance both the visitor and resident experience.

This effort directly supports the City’s Strategic Action Plan – Stimulating Economic Growth: All In, using the global spotlight to create a lasting legacy well beyond the tournament.

Budget

Expenditure Required: Total Contract Amount: \$2,500,000
 Terms: Funded over FY25, FY26, FY27
 Funding Sources: HOT \$300,000, SLDC \$1,400,000, SL4B \$800,000

Current Budget: SL4B \$800,000

Additional Funding: N/A

Funding Source: HOT \$300,000
 SLDC \$1,400,000
 SL4B \$800,000

Fiscal Year	SLDC	SL4B	HOT
FY25	\$550,000	\$250,000	\$100,000
FY26	\$550,000	\$250,000	\$100,000
FY27	\$300,000	\$300,000	\$100,000
Total	\$1,400,000	\$800,000	\$300,000

Account Number (ORG-OBJ-Project): SLDC - 1041185-561005
 SL4B - 7041190-561005
 HOT - 2051175-561005

Attachments

1. 1.0 SL4B Resolution - FIFA Sponsorship 8-15-25

RESOLUTION NO. SL4B-R-25-08

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SUGAR LAND 4B CORPORATION APPROVING A REQUEST BY THE CITY OF SUGAR LAND TO FUND A HOST CITY SUPPORTER AGREEMENT BETWEEN THE SPORTS AUTHORITY FOUNDATION AND THE CITY OF SUGAR LAND FOR FIFA WORLD CUP 2026.

WHEREAS, under Section 5.02(a) of the Corporation’s bylaws, the City has requested that the Sugar Land 4B Corporation (Corporation) fund a project or activity as described in this Resolution; and

WHEREAS, Section 505.103 of the Texas Local Government Code authorizes the Corporation to spend not more than 10 percent of the corporate revenues for promotional purposes; and

WHEREAS, the Corporation’s Board of Directors finds that the described project or activity is for a promotional purpose as authorized under the Development Corporation Act (Chapters 501 to 505, Local Gov’t Code); NOW, THEREFORE,

**BE IT RESOLVED BY THE BOARD OF DIRECTORS
OF THE SUGAR LAND 4B CORPORATION:**

Section 1. That it adopts the findings, recitals, and defined terms set forth in the preamble to this Resolution.

Section 2. That it approves the City’s request for funding as follows:

Description of Project or Activity: Host City Supporter Agreement for FIFA World Cup 2026

Amount Funded: \$800,000.00

Statutory Authorization: A Type B corporation may spend not more than 10 percent of the corporate revenues for promotional purposes.(§ 505.103, Tex. Loc. Gov’t Code).

Section 3. That approval of this Resolution authorizes the City to pay the costs of the project or activity from the Corporation’s funds, as described in this Resolution, as authorized by Section 5.02 of the Corporation’s bylaws.

APPROVED ON _____, 2025.

Kurt Kirchof, President
Sugar Land 4B Corporation

ATTEST:

APPROVED AS TO FORM:

DAnn Shea Smith

Linda Mendenhall, City Secretary