

STATE OF TEXAS §

§ KNOW ALL MEN BY THESE PRESENTS:

COUNTY OF FORT BEND §

**INTERLOCAL AGREEMENT FOR
2026 FIFA WORLD CUP ECONOMIC DEVELOPMENT AND TOURISM PROMOTION**

This Interlocal Agreement (“Agreement”) is made and entered into by and between Fort Bend County (“County”), a political subdivision of the State of Texas, acting by and through the Commissioners Court of Fort Bend County, and the City of Sugar Land (“City”), a home-rule municipality situated in Fort Bend County.

RECITALS

WHEREAS Texas Government Code Ch. 791 and Section 381.004 of the Texas Local Government Code authorize the County to contract with governmental entities to stimulate business and commercial activity; and

WHEREAS, pursuant to Section 381.004 of the Texas Local Government Code, the County is authorized to administer a program for state or local economic development to stimulate business and commercial activity in the County; and

WHEREAS, the City is a premier destination within the County and is officially designated as a Host City Supporter for the 2026 FIFA World Cup (the “Event”); and

WHEREAS, on January 22, 2026, the Fort Bend County Commissioners Court took action to approve an initial Sponsorship Agreement for Economic Development and Tourism in the amount of \$250,000.00 to support the City’s obligations under its Host City Supporter Agreement with the Sports Authority Foundation; and

WHEREAS, the County and City now desire to enter into this standalone Interlocal Agreement to provide an additional \$100,000.00 funding for the Event, which the County has determined will serve a valid public purpose by directly expanding marketing and promotional initiatives designed to stimulate local commerce, increase business activity, and drive economic growth for the County; and

WHEREAS, the Event is expected to attract a significant volume of international and domestic travelers who typically engage in extended stays rather than single-day attendance, thereby directly increasing hotel occupancy and expanding the Hotel Occupancy Tax (HOT) base through sustained overnight stays within both the City and the County; and

WHEREAS, these extended-stay visitors are projected to generate substantial sales tax revenue through increased expenditures at local restaurants, retail establishments, grocery stores, and

area attractions, while also increasing commercial activity at regional airport and transportation hubs; and

WHEREAS, the County finds that this increased visitation and the resulting extended hotel stays provide a direct benefit to the tourism industry by expanding the Hotel Occupancy Tax (HOT) base, thereby enhancing the long-term fiscal health and sustainability of both the City's and the County's HOT funds to support future tourism and convention initiatives;

WHEREAS, the expansion of the HOT fund through tourism promotion relieves the burden on ad valorem taxpayers by providing a dedicated revenue source for tourism-related economic development and promotional activities that might otherwise require funding from general property tax revenues; and

NOW, THEREFORE, in consideration of the mutual covenants and conditions contained herein, the County and the City agree as follows:

I. SCOPE

- A. The City shall utilize the funds provided under this Agreement as set forth in Exhibit A, which is attached hereto and incorporated herein by reference.
- B. The Parties agree that all activities and expenditures under this Agreement serve a legitimate public purpose for stimulating business and commerce within the County, as authorized by Texas Local Government Code § 381.004 and Article III, Section 52 of the Texas Constitution.

II. TERM AND TERMINATION

- A. Term: This Agreement is effective on the date fully executed and terminates upon the fulfillment of all obligations or earlier termination by either party.
- B. Termination Events:
 1. Convenience: Either party may terminate at any time with fifteen (15) days' prior written notice.
 2. Breach: Either party may terminate for a material breach by the other party.
 3. Force Majeure: Either party may terminate if performance becomes impossible due to acts of God, war, pandemic, or government action.
- C. Notice and Cure Period: Prior to termination for breach or default, the alleging party must provide written notice specifying the failure. The receiving party shall have ten (10) business days from receipt of notice to cure the default.
- D. Refund of Sponsorship Payment:
 1. City Refund: If the Agreement is terminated—unless due to a material breach by the County—the City shall refund the unexpended portion of the Sponsorship Payment for any benefits not yet received.
 2. No Refund: No refund is required if the County is the breaching party or if all benefits have been fully delivered to the County prior to termination

III. COMPENSATION

- A. In addition to the funds authorized on January 22, 2026, the County shall provide a one-time additional payment of \$100,000.00 to the City.
- B. Pursuant to Tex. Gov't Code § 791.011(d)(3), the County shall pay this amount from current HOT revenues legally available to the County.
- C. Disbursement shall be made to the City within ten (10) days of Execution of this Agreement.

IV. RELATIONSHIP OF PARTIES

- A. The Parties agree that each is an independent contractor. Neither Party, its agents, nor its employees shall be considered an agent or employee of the other.
- B. Insurance Responsibility: Each party shall be responsible for maintaining its own liability and property insurance against losses or liability related to this Agreement.

V. NOTICES

All notices will be in writing and may be delivered by mail, in person, or by email. Notice sent by email must be followed up with a copy sent by regular mail, unless confirmation of the email's receipt by the intended recipient is received by the sender. Mailed notice is deemed received three days after the date of deposit in the United States mail. Unless otherwise provided in this Agreement, all notices will be delivered to the following addresses:

To County:

Fort Bend County
Attn: County Judge
401 Jackson Street
Richmond, Texas 77469

With Copy to: Director of Economic Development

Fort Bend County
Economic Opportunity & Development
245 Commerce Green Blvd, Suite 165
Sugar Land, Texas 77478

City:

City Manager
City of Sugar Land
P. O. Box 110
Sugar Land, Texas 77487

With a copy to: Director of Economic Development

City of Sugar Land
P. O. Box 110
Sugar Land, Texas 77487

VI. INSURANCE & INDEMNIFICATION

- A. Each party shall be responsible for obtaining and maintaining its own liability and property insurance against losses or liability related to this Agreement.
- B. The Parties acknowledge that each party is a political subdivision of the State of Texas. Pursuant to the Interlocal Cooperation Act, each party shall be responsible for its own actions and the acts or omissions of its employees, officers, and agents. Neither party shall be responsible for the acts or omissions of the other party, and nothing in this Agreement shall be construed as a waiver of any governmental immunity available to either party under Texas law.

VII. GOVERNMENTAL IMMUNITY

The Parties do not intend to waive, nor shall be deemed to have waived, any immunity or defense available to them against claims arising in the exercise of governmental powers and functions.

VIII. MISCELLANEOUS PROVISIONS

- A. This Agreement contains the entire Agreement between the parties relating to the rights herein granted and the obligations herein assumed. Any oral representations or modifications concerning this instrument shall be of no force or effect except in a subsequent modification in writing signed by both parties.
- B. This Agreement shall be governed by and constructed in accordance with the laws of the State of Texas.
- C. No assignment of this Agreement or of any right accrued hereunder shall be made, in whole or in part, by either party without the prior written consent of the other party. Venue shall be in Fort Bend County, Texas.
- D. The undersigned officer and/or agents of the parties hereto are the properly authorized officials of the party presented and have the necessary authority to execute this Agreement on behalf of the parties hereto and each party hereby certifies to the other that any necessary approvals have been duly passed and approved and are now in full force and effect.
- E. The parties to this Agreement do not intend by this Agreement that any specific third party may obtain a right by virtue of the execution of performance of this Agreement.
- F. In the event that any one or more of the terms, provisions or conditions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect the other terms, provisions or conditions; and the Agreement shall be construed as if such invalid, illegal, or unenforceable term, provision or condition had never been contained in it.
- G. The parties to this Agreement represent that funds are available from their respective budgets for the current fiscal year for payment of their respective obligations under this Agreement.

IN WITNESS WHEREOF, the parties hereto have signed or have caused their respective names to be signed to multiple counterparts to be effective on the ____ day of _____, 2026.

FORT BEND COUNTY:

CITY OF SUGAR LAND

Daniel Wong,
Fort Bend County Judge

Mike Goodrum,
Sugar Land City Manager

Date: _____

Date: _____

Attest: _____

Attest: _____

Laura Richard
Fort Bend County Clerk

AUDITOR'S CERTIFICATE

I hereby certify that funds are available from current revenues legally available in the amount of \$_____ to accomplish and pay the obligation of Fort Bend County under this Interlocal Agreement.

Ed Sturdivant, Fort Bend County Auditor

Reviewed:



Carlos Guzman
Director
Economic Opportunity & Development

Exhibit A: Hotel Occupancy Tax Funded Project Application Submitted by City

Exhibit A:
Hotel Occupancy Tax Funded Project
Application Submitted by City

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, Fort Bend County collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 and Chapter 352 of the Tax Code states that the use of HOT funds is limited to:**

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which most participants are tourists. The event must substantially increase economic activity at hotels within the county or its vicinity.
- g) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

County Policy: Fort Bend County accepts applications from groups, cities, and businesses whose program fits into one or more of the above categories. All requests for funds should be submitted in writing accompanied by the official application.

Based on the application, the Office of Economic Opportunity & Development will make a recommendation to the Fort Bend County Commissioners Court. The FBC Commissioners Court will make the final decision on any request.

Important Notice: Submission of a completed application does not constitute funding approval. The Fort Bend County Office of Economic Opportunity and Development will evaluate each application based on the details provided, the event’s historical performance (if applicable), its potential for growth within Fort Bend County, and the availability of funds.

For instance, while an applicant may request \$20,000 in grant support, the submission alone does not guarantee that any portion of that amount—full or partial—will be awarded.

In addition, all projects proposed for Hotel Occupancy Tax (HOT) funds require a supermajority vote for approval. This is defined as more than just a simply majority of members present. Please see below:

Number Members Attending Meeting	Super Majority Votes Needed	
5	4	
4	3	
3	3	
(less than 3)	N/A	No quorum

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to the area. If an event will not generate any meaningful hotel night activity, it is not eligible for receipt of hotel occupancy tax funds. Events can prove this potential to generate overnight visitors by:

- a) **historic information on the number of room nights used during previous years of the same events;**
- b) **current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event;**
- c) **historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, guest directories, or other sources; and/or**
- d) **examples of the planned marketing of the programs and activities that will likely generate overnight visitors to local lodging properties from this event.**

All applicants must generate a minimum of twenty (20) nights. Organizations are encouraged to work with the County and/or FBC municipalities to secure room blocks and tracking links. Only hotels located within Fort Bend County will be included towards the Room Nights count.

Evaluation Considerations

The following information will be considered during evaluation:

- Submission of a complete application;
- Eligibility under Texas Tax Code Sec 351 & 352;
- Financial stability of the Organization;
- Event or Organization history within Fort Bend County or prior host cities;
 - Fort Bend County reserves the right to require a background check on the Event producer(s) and /or Organization. If required, an authorization to release information and associated fees will apply.
- Alignment with Fort Bend County's mission, values and priorities;
- Potential of applicant to achieve project/event goals;
- Projected economic impact to the County with the inclusion or the production of hotel Room Nights; and
- Potential for significant return on investment.

Fort Bend County Application

ORGANIZATION

Name Visit Sugar Land (City of Sugar Land)
Incorporation Date 2011
Mailing Address 2700 Town Center Blvd N
City Sugar Land State TX Zip 77479
Phone 281-910-0223 Email abrooks@sugarlandtx.gov
Website visitsugarlandtx.com

CHECK ONE

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
 Government Entity
 School/Educational Organization
 For Profit Organization
 Other (Please specify) _____

Purpose/Mission of your Organization:

Visit Sugar Land is the Destination Management Organization for the City of Sugar Land. Visit Sugar Land's mission is to promote Sugar Land as a premier destination for leisure travel, meetings, sports, and events in order to increase visitation, hotel occupancy, and economic impact. Through strategic marketing, partnerships, and destination development efforts, Visit Sugar Land supports the local convention and hotel industry and strengthens the visitor economy for the benefit of Sugar Land and the greater Fort Bend County region.

Disclose/Summarize any significant, planned organizational changes and describe their potential impact on the Event for which funds are requested:

N/A

REPRESENTATIVE COMPLETING THE APPLICATION

Name Alison Brooks
Title Assistant Director of Tourism
Mailing Address 2700 Town Center Blvd N
City Sugar Land State TX Zip 77479
Phone 281-910-0223 Email abrooks@sugarlandtx.gov

PRIMARY POINT OF CONTACT

Name Alison Brooks
Title Assistant Director of Tourism
Mailing Address 2700 Town Center Blvd N
City Sugar Land State TX Zip 77479
Phone 281-910-0223 Email abrooks@sugarlandtx.gov

EVENT INFORMATION

Name See Attached

Start Date 7/11/2026 End Date 7/19/2026
 Event Location Sugar Land, TX various locations
 Website URL visitsugarlandtx.com
 Facebook URL facebook.com/visitsugarland
 Twitter (X) URL x.com/visitsugarland
 Instagram URL @visitsugarland
 Other social media accounts where Event will be promoted:

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the county or its vicinity. Amount requested under this category: \$ 100,000
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____
- e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the county or its vicinity.** Amount requested under this category: \$ _____

WRITTEN NARRATIVE OF EVENT

- **Event Overview:** Provide a comprehensive description of the event for which funding is being requested, including its scope, primary goals, specific objectives, intended audience, and historical background—such as previous host cities.
- **Tourism and Industry Impact:** Explain how the event will actively contribute to the growth of tourism and support the hotel and convention sectors within Fort Bend County.
- **Alignment with Organizational Mission:** Describe how the event supports and advances your organization’s strategic priorities and long-term objectives.
- **Event Schedule and Activities:** Present a detailed itinerary of planned activities, including any applicable admission fees and the proposed timeline, if available at the time of submission.
- **Attendance and Visitor Metrics:** Include projected attendance figures, estimated number of contracted hotel room nights, and anticipated percentages of both out-of-town and overnight visitors.
- **Future Growth and Expansion Plans:** Outline your vision for expanding the event in Fort Bend County in the coming years, if applicable. If the event has been held previously, provide historical attendance data and other relevant metrics that demonstrate its impact and reach.
- **Promotional Strategy for Local Engagement:** Detail the strategies and outreach efforts intended to attract both residents and visitors, thereby enhancing tourism and community participation in Fort Bend County.

REQUIRED DOCUMENTATION FOR EVENT

- **Marketing Plan:** The plan must outline key elements such as visual content, central messaging, intended audience, scheduled release dates for advertising, public relations, and event-related materials. The plan should also detail the selected marketing channels (e.g., digital platforms, print publications, television, radio) and include a breakdown of the budget allocated for media placements.
- **Proposed Event Operating Budget:** A detailed budget illustrating financial planning and long-term viability of the event for which funding is being sought
- **Confirmed and Pending Sponsorships:** A current list of event sponsors, including all participating organizations—municipal, governmental, or otherwise. Each entry should specify the sponsor's name, the amount of funding requested, and the status of the sponsorship (confirmed or pending).

METRICS TO EVALUATE SUCCESS

- **Success Evaluation Criteria:** Provide metrics that will be used to assess the effectiveness and impact of the event. If funding is awarded, the organization will be expected to submit a final report detailing the extent to which the event’s objectives were met.

ACKNOWLEDGEMENT

Please initial the following to confirm acknowledgement:

AB The Event “directly enhances and promotes tourism AND the convention and hotel industry.” (Tax Code, Section 351 and 352).

AB Fort Bend County will be recognized as an official sponsor in all marketing materials to indicate award of the grant.

AB Organization will comply with Fort Bend County’s Grant policy in executing the Event for which funds were received.

AB A final report detailing the success of the Event as measured against identified metrics will be provided to Fort Bend County no later than sixty (60) days post-event or the last day of the breakdown date.

AB Organization understands Advertising and Promotional grants are awarded on a reimbursement basis after the Event takes place and receipts of proof of advertisement and promotion are provided in the final report/summary.

AB Willing to sign an authorization to release information form for the purposes of conducting a background check on Event producers and/or Organization.

I hereby confirm that all information contained in and additional documents supplied for this application are true and complete as of the date of this application. I acknowledge that I am authorized on behalf of the application Organization to complete and submit this application and the additional documentation requested herein. I acknowledge that all funding granted through this program will be used exclusively for the purposes described in this application and in compliance with **Texas Tax Code, Section 351 and 352**. I have read and understand the Fort Bend County’s policy and acknowledge that the County may, at its sole discretion, amend the criteria and policy it utilizes to evaluate HOT Funds grant requests.

Alison Brooks
Print Name

5/1/26
Date

Assistant Director of Tourism
Title

ABrooks
Signature

Please Submit to:

(Office of Economic Opportunity and Development, 245 Commerce Green Blvd, Suite 165,
Sugar Land, TX 77478

FIFA World Cup 2026 Initiatives

The Houston region is expected to experience a significant economic boost from the 2026 FIFA World Cup, with projections estimating more than \$1.5 billion in regional economic activity, the arrival of over 500,000 visitors, support for thousands of jobs, and substantial spending across hotels, dining, retail, and local businesses. Houston will host 7 official matches, along with daily fan festivals and international media presence, positioning the greater Houston area as a global destination for several weeks.

As a result, tourism impacts will extend well beyond the City of Houston and into surrounding communities. Sugar Land is expected to play a critical role in absorbing visitor demand, particularly for overnight stays, dining, entertainment, and off-match-day experiences.

Visit Sugar Land is the exclusive Official Host City Supporter for the region, uniquely positioning the City of Sugar Land—and Fort Bend County—as a primary hub for World Cup–related visitor experiences outside of Houston. Through a coordinated series of high-level events, activations, and initiatives, Visit Sugar Land seeks to leverage this designation to capture regional visitation, drive hotel room nights within Fort Bend County, and reinvest Hotel Occupancy Tax funds into programs that directly promote tourism and economic development.

Event & Initiative Summary

The following summary outlines the primary categories of World Cup–related events and initiatives planned by Visit Sugar Land. Activities are strategically framed around tourism promotion, visitor engagement, and economic impact.

Planned initiatives include:

- **World Cup Watch Parties & Fan Experiences**
Large-scale, family-friendly watch parties and fan experiences hosted at major tourism hubs. These events are designed to attract regional and out-of-town visitors seeking an alternative to Houston match venues, encourage overnight stays, and drive spending at nearby hotels, restaurants, and retail businesses.
- **Youth Soccer Clinics & Sports Programming**
Youth-focused soccer clinics and related sports programming hosted in partnership with local facilities and organizations. These activities are intended to attract visiting families, support sports-related travel, and extend length of stay in Fort Bend County during the tournament period.

- **Visitor Engagement & Destination Activations**

Supplemental activations across major tourism venues and attractions that enhance the visitor experience, promote Sugar Land as a welcoming Host City Supporter destination, and encourage repeat visitation throughout the World Cup window.

Collectively, these event categories are designed to complement Houston-hosted matches and fan festivals while positioning Sugar Land and Fort Bend County as a key regional destination for lodging, dining, entertainment, and community engagement during the 2026 FIFA World Cup.

Marketing & Promotion Strategy

All marketing and promotional efforts associated with these World Cup–related events and initiatives will be led by Visit Sugar Land in its capacity as an Official Host City Supporter. Marketing will be executed in close alignment with FIFA brand guidelines and Host City Committee requirements.

Marketing initiatives will focus on driving overnight visitation, increasing length of stay, and positioning Fort Bend County as a key regional destination during the World Cup period. Efforts may include digital marketing, regional and national media outreach, visitor-facing content, destination storytelling, and coordinated promotions with hotels, venues, attractions, and tourism partners.

All promotional activities funded through Hotel Occupancy Tax resources will be designed to directly promote tourism and the hotel and convention industry within Fort Bend County and will comply with Texas Tax Code Chapters 351 and 352, as well as Fort Bend County HOT funding policies.

Regional Tourism & Economic Impact

Collectively, these initiatives are designed to not only complement the large influx of visitors to the region driven by the World Cup, but increase length of stay, and ancillary spending across lodging, dining, retail, and entertainment before, during, and after Houston match dates, and strengthen tourism infrastructure and destination awareness.

Visit Sugar Land will track attendance, hotel room night production, marketing reach, and partner engagement and will provide a post-event report in accordance with Fort Bend County HOT funding requirements.