

**Executive Order No 2025-7**

**ESTABLISHING THE DEKALB UNITED SPORTS COMMISSION**

**WHEREAS**, pursuant to Section 13(a) of DeKalb County, Georgia’s Organizational Act, the Chief Executive Officer (“CEO”) has exclusive power to supervise, direct and control the administration of DeKalb County’s government; and

**WHEREAS**, the CEO of DeKalb County believes resident and visitors to metropolitan Atlanta will benefit from the collaborative effort of local governments in hosting large scale events, including sports and other themed events that draw national and international visitors and attention; and

**WHEREAS**, the CEO of DeKalb recognizes the benefit of aligning with other local governments and community partners to ensure a collaborative effort in hosting visitors; and

**WHEREAS**, the CEO of DeKalb recognizes the importance of engaging in a formal structure to focus attention on preparation for known events that include anticipated large crowds of visitors to the region: and

**WHEREAS**, the CEO recognizes the international body that governs the most popular sport in the world is the Fédération Internationale de Football Association (commonly referred to as FIFA) and their biggest event is scheduled to include games hosted in Atlanta, Georgia in 2026; and

**WHEREAS**, the CEO further recognizes the need to prepare for large scale events, with an anticipated massive influx of visitors and fans that may visit DeKalb County by supervising, directing and controlling the administration of DeKalb County’s government in preparation for known events; and

**WHEREAS**, the CEO and various community partners, stakeholders, and neighbors recognize the need to form an official commission to formally collaborate before, during, and after major events; and

**WHEREAS**, the CEO of DeKalb County desires to enact a framework to provide structure and a formal vehicle by which to plan, execute, capitalize, and ensure optimal outcomes for DeKalb County in tourism, hospitality, and economic development, the CEO hereby creates the DeKalb United Sports Commission.

**NOW, THEREFORE**, the Chief Executive Officer hereby issues the following Executive Order:

1. **Creation & Name.** By this Executive Order, the Chief Executive Officer hereby creates the DeKalb United Sports Commission (“DUSC”).
2. **Mission.** Preparing and positioning DeKalb County as a premier destination and key partner for metro Atlanta and regional sporting events. DUSC’s mission is to ensure community safety and leverage sporting events as vehicles to elevate local businesses and showcase the unique assets of DeKalb County to the millions of expected visitors to the region. Through strategic coordination and cross-sector collaboration, the DUSC aims to create a world-class experience for teams, fans, visitors, residents, and global partners—leaving a legacy of growth and unity for our community.
3. **Purpose.** To facilitate formal planning and communication to allow a strategic coordination and cross-sector collaboration between government, transportation, public safety, business, arts, and education.
4. **Specific Focus Areas.** The DUSC shall include seven (7) areas of strategic engagement as follows:
  - a. Planning
  - b. Regional Coordination
  - c. Public Safety & Emergency Management
  - d. Transportation & Infrastructure
  - e. Community Engagement & Transparency
  - f. Marketing, Tourism & Digital Infrastructure
  - g. Economic Development

In addition, a Friends of DeKalb United Sports Commission will be created.

5. **Membership.** The DUSC shall be comprised of voting member, non-voting participating agencies and organizations as members of the Friends of the DeKalb United Sports Commission, nonvoting discretionary participants

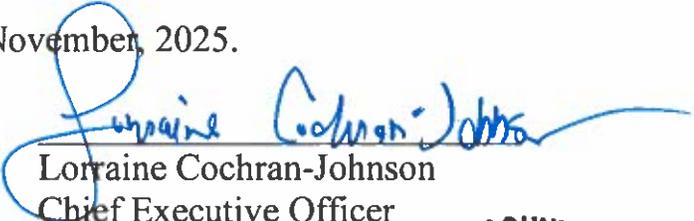
that are invited to attend as necessary by the CEO representing the following entities and/or agencies:

- a. Standing Members with voting privileges:
  - i. Executive Director & CEO of Discover DeKalb
  - ii. One appointed by the Sports Dekalb Board
  - iii. One appointed by the CEO of DeKalb County
  - iv. One appointed by DeKalb County's Board of Commissioners
  - v. One appointed by the DeKalb County Board of Education
  - vi. One appointed by the DeKalb Municipal Association
  - vii. One Representative from the DeKalb County Police Department
  - viii. One Representative from the DeKalb County Fire Department
  - ix. One Representative from the DeKalb Emergency Management Agency
  
- b. Participating Agencies and Organizations with nonvoting privileges and can participate as Friends of the DeKalb United Sports Commission as invited:
  - i. DeKalb House and Senate Delegation to the General Assembly
  - ii. Decide DeKalb
  - iii. Discover DeKalb
  - iv. DeKalb Entertainment Commission
  - v. Soccer in the Streets
  - vi. Georgia Department of Transportation (GDOT)
  - vii. Atlanta Regional Commission (ARC)
  - viii. Metropolitan Atlanta Rapid Transit Authority (MARTA)
  - ix. Each Municipality in DeKalb County (Atlanta, Avondale Estates, Brookhaven, Chamblee, Clarkston, Decatur, Doraville, Dunwoody, Lithonia, Pine Lake, Stone Mountain, Stonecrest, and Tucker)
  - x. Atlanta Convention & Visitors Bureau
  - xi. Local Colleges and Universities in Dekalb County.
  
- c. Discretionary Participants as invited.

6. **Voting and Quorum.** A quorum shall be four (4) voting members. While others may participate, only voting members count toward a quorum and a quorum's approval is required for any recommendations and/or reports.
  
7. **Organizational Meetings.** The DUSC shall meet every month but may meet more frequently if a majority of the voting members elect to do so. At its first regular meeting of each year, the DUSC shall, by majority vote of its full voting membership, elect one (1) of its members to serve as chairperson and (1) member to serve as co-chairperson. Meetings shall be conducted pursuant to the latest edition of Roberts Rules of Order, with advance notice of all scheduled meetings provided to all stakeholders.
  
8. **Timeline.** The timeline for creating the DUSC is as follows:
  - **October 2025:** Executive Order establishing the DeKalb United Sports Commission executed by the CEO of DeKalb County
  - **October 2025:** Membership invitations and nominations solicited from all relevant jurisdictions and partners.
  - **November 2025:** Initial meetings convened; leadership elected.
  - **December 2025:** Strategic planning framework finalized, with first quarterly report prepared for the CEO.
  - **January 2026:** Full activation of DUSC programming in anticipation of the 2026 World Cup and related regional events.
  
9. **Term.** The DUSC shall continue until June 2026.

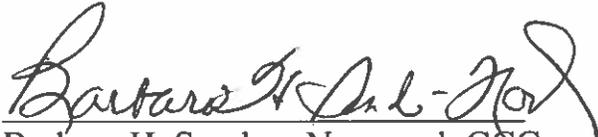
That this Order shall be effective upon signature and remain in effect until June 30, 2026.

**SO ORDERED** this 3rd day of November, 2025.

  
Lorraine Cochran-Johnson  
Chief Executive Officer  
DeKalb County, Georgia



ATTEST:

A handwritten signature in black ink, appearing to read "Barbara H. Sanders-Norwood". The signature is written in a cursive style with a large, sweeping flourish at the end.

Barbara H. Sanders-Norwood, CCC  
Clerk to the Chief Executive Officer and  
Board of Commissioners