A silhouette of the Seattle skyline at sunset, featuring the Space Needle and various skyscrapers against a backdrop of orange and pink clouds. The city is partially obscured by a layer of fog or low clouds.

# Seattle FIFA World Cup 2026™

March 31, 2025

Seattle City Council Briefing

Mayor's Office, City of Seattle  
Seattle FIFA World Cup 26™ Local Organizing Committee (SeattleFWC26)

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# Today's presentation

1. **Background**
2. **Planning Goals**
3. **Moving Forward**

# FIFA WORLD CUP 26™

## JUNE 11 – JULY 19, 2026



**436** days away

**Largest** sporting event ever staged

**SEA-VAN** are two of closest Host Cities

Overlaps with **America's 250<sup>th</sup>** on July 4th

**104 matches**  
**48 Teams**  
**3 Host Countries**  
**16 Cities**

**Estimated:**  
3 billion+ global viewers for Final match  
6 million+ ticketed visitors to US



# FIFA WORLD CUP 26

## CASCADIA FOOTPRINT: 6/13-7/7



### SEA Practice fields

- University of WA
- Seattle University

### Proposed base camps

- **Renton** (Sounders Clubhouse) &
- **Spokane** (Gonzaga University)
- **Boise, ID** (Boise State University)
- TBD in **Vancouver, BC**
- TBD in **Portland, OR**

### Official SEA fan events

- Seattle Fan Celebration @ Seattle Center
- 9 Fan zones across WA

**2 Host Cities**  
**13 Matches**  
**Up to 24 Teams**

**Between SEA/VAN**  
4 billion+ global viewers  
Up to 1.6 million visitors



# FIFA WORLD CUP 26 SEATTLE™ WHAT WE KNOW



**USA + up to 11**  
national teams will  
play here

**No MLB/FWC26**  
dual event days

**FIFA Club World**  
**Cup 25™** more like  
a Seahawks game  
than FWC26 match

## Full match schedule



### JUNE 11 - JULY 19, 2026

THU	FRI	SAT	SUN	MON	TUE	WED
11 OPENING MATCH	12 USMNT		14		16	17
		20		22	23	
25 USMNT		27		28	29	30 
	3		5			8
9	10	11	12	13	SEMI-FINALS	
16	17					

# GETTING WA FIFA READY

**FIFA** World  
Cup 2026

Responsible for running games & coordination across continent; “Inside the Stadium Footprint”

**SeattleFWC26**  
(Local Organizing  
Committee)

Lead for local planning, non-FIFA logistics, activations, fundraising

**Governments**

Providing typical governmental services (transit, traffic control, law enforcement, etc.)

**Partners &  
vendors**

Prepare venues, support marketing, host local events



# SIX LEGACY PILLARS

## Human Rights

Safe & inclusive: workers, residents, visitors

## Sustainability

Promote zero waste/emissions strategies

## Accessibility

The most accessible sport in WA

## Community

Global focus for local, long-term progress

## Culture

Showcase our art, identity, and history

## Children

What will today's 8 y/o remember in 2046?





# ECONOMIC BENEFITS SHARING PROSPERITY



**\$929M**  
TOTAL ECONOMIC  
IMPACT



**\$106.5M**  
STATE & LOCAL  
TAXES GENERATED




**20,762**  
LOCAL JOBS  
SUPPORTED

*Estimates provided by Visit Seattle*



**LABOR STANDARDS  
AGREEMENT  
WITH MLK LABOR**



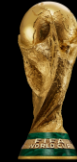
Funding Partners: SeattleFWC26, Washington State Department of Commerce, Washington State Public Stadium Authority, King County, private contributions



# ECONOMIC BENEFITS SHARING PROSPERITY



City of Seattle



## LOC Augmented Reality App

- Tool to disperse tourism around city & state
- Unity loop, Central District, Capitol Hill, & Fan zones
- Win swag & prizes



City of Seattle

# PROTECTING HUMAN RIGHTS



**Prevent & mitigate abuses** from mega-events

**Advisory Committees** to inform SeattleFWC26 approach

Lumen Field **Labor Harmony Agreement** & Seattle Fan Celebration **Labor Standards Agreement**

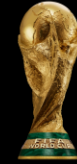
**Workforce development,** training & recruitment for high demand event-related jobs

# SEATTLE FAN CELEBRATION

**GOAL: PRIMARY FAN EXPERIENCE OUTSIDE OF LUMEN,  
15K-30K FANS DAILY FROM JUNE 11 TO JULY 6  
(SUBJECT TO FUNDING)**



City of Seattle



## **CEN getting campus ready**

- Bollards
- Beautification

## **Coordination with other major campus events**

- Pride
- Naturalization Ceremony
- Festal

## **LOC Vendors**

- RFP now for event team
- RFP in Q2 for food and beverage



# COMMUNITY ACTIVATIONS



## Downtown

- **FIFA** - Lumen
- **LOC** - Seattle Fan Celebration @ Seattle Center

## Citywide

- **City-led**
- **Neighborhood mini-celebrations**  
\$500k in grants



City of Seattle

# SAFETY & SECURITY

*GOAL: SAFE & SECURE WORLD CUP EXPERIENCES FOR ALL*



**Vehicle ramming mitigation** at  
CEN, Westlake, start PPM

**SPD, SFD, OEM coordination**  
**ongoing** with LOC, County, State,  
Federal government

**Seeking statewide mutual aid**

**18 working groups**

**Budget requests**

**DC: \$33M:** part of 11 City request

**WA: \$11M**



# TRANSPORTATION

*GOAL: 80% TICKETHOLDERS ARRIVE W/O PERSONAL CAR*



**Extensive coordination and planning with SDOT, Metro, Sound Transit, WSDOT**

**SDOT prioritizing paving & accessibility projects near stadium; tying into 3<sup>rd</sup> Avenue nodes**

## During World Cup

- **Metro circulator bus** connecting Lumen Field, CID, Waterfront, CEN
- **Elliot Bay Connector** provides new walking/biking corridor between CEN and Lumen Field

**5 working groups**

## Budget requests

**DC: \$12.5M**

- \$2.5M Third Ave revitalization
- \$10M Regional priorities

**WA: \$10M**

- \$8M Transit service
- \$2M Pedestrian improvements (\$1M to SEA)



# PERMITTING



**Citywide  
coordination to  
create streamlined  
process for all  
needed permits**

## Events

**Official** (FIFA, LOC,  
Lumen, UW, SU)

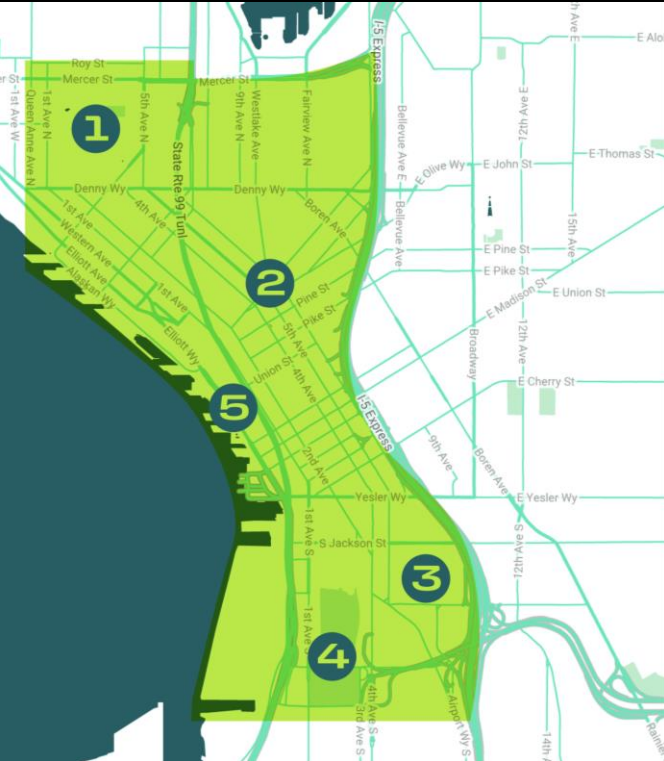
**Unofficial** (everything  
else)

# BUILDING FOR THE FUTURE



City of Seattle

## UNITY LOOP & RAVE FOUNDATION'S 26 MORE! PLAYFIELDS



1. SEATTLE CENTER
2. WESTLAKE PARK
3. C/ID
4. SEATTLE STADIUM
5. SEATTLE WATERFRONT





# BUILDING FOR THE FUTURE

## WESTLAKE & OCCIDENTAL PARKS



City of Seattle



# BUILDING FOR THE FUTURE

## *THIRD AVENUE IMPROVEMENTS*



City of Seattle



# KEY DATES AHEAD

Q2
APR 3 LOC SEATTLE HC POSTER REVEAL
TBD LOC JUNETEENTH & PRIDE MATCH ADVISORY CMTES
JUN 9-15 LOC ONE WEEK TO CELEBRATE ONE YEAR OUT

Q3
JUL 12 SEATTLE DAY OF SERVICE -- ONE YEAR OUT!
TBD LOC VOLUNTEER PROGRAM LAUNCH

Q4
TBD FIFA TICKET SALES
DEC FIFA FINAL DRAW (SCHEDULE & TEAMS)



**WE  
ARE  
2026**  
**SEATTLE**

## Stay engaged!



[www.seattlefwc26.org](http://www.seattlefwc26.org)



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