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 250th** 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

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

City of Seattle

FIFA SEATTLE

$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

FIFA SEATTLE

LOC Augmented Reality App

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

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

City of Seattle

FIFA SEATTLE

Downtown

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

Citywide

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

SAFETY & SECURITY

GOAL: SAFE & SECURE WORLD CUP EXPERIENCES FOR ALL

City of Seattle

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

<u>Budget requests</u>

DC: $33M: part of 11 City request

WA: $11M

TRANSPORTATION

GOAL: 80% TICKETHOLDERS ARRIVE W/O PERSONAL CAR

City of Seattle

FIFA SEATTLE

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

SDOT prioritizing paving & accessibility projects near stadium; tying into 3rd Avenue nodes

<u>During World Cup</u>

- **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

<u>Budget requests</u>

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)

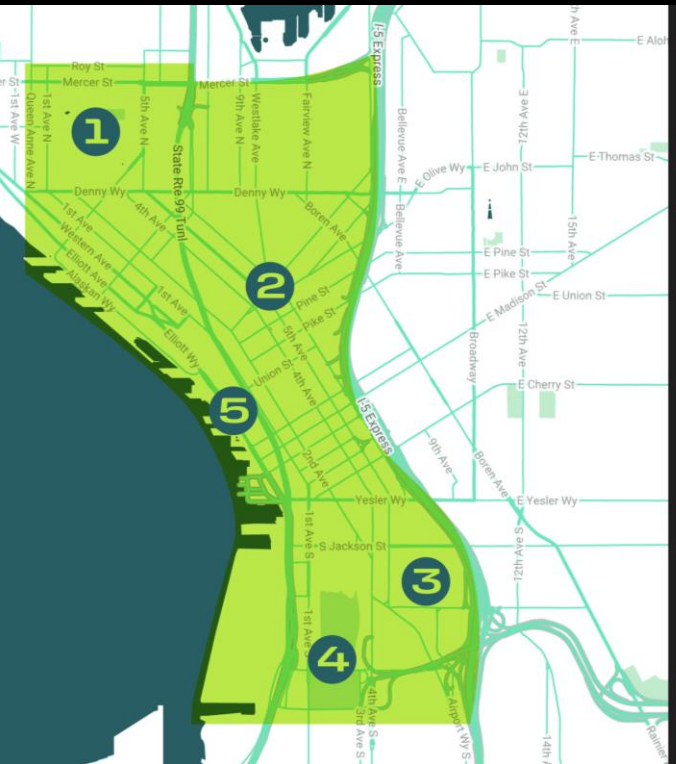
Unofficial (everything else)

BUILDING FOR THE FUTURE

UNITY LOOP & RAVE FOUNDATION'S 26 MORE! PLAYFIELDS

City of Seattle

FIFA SEATTLE



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

FIFA SEATTLE

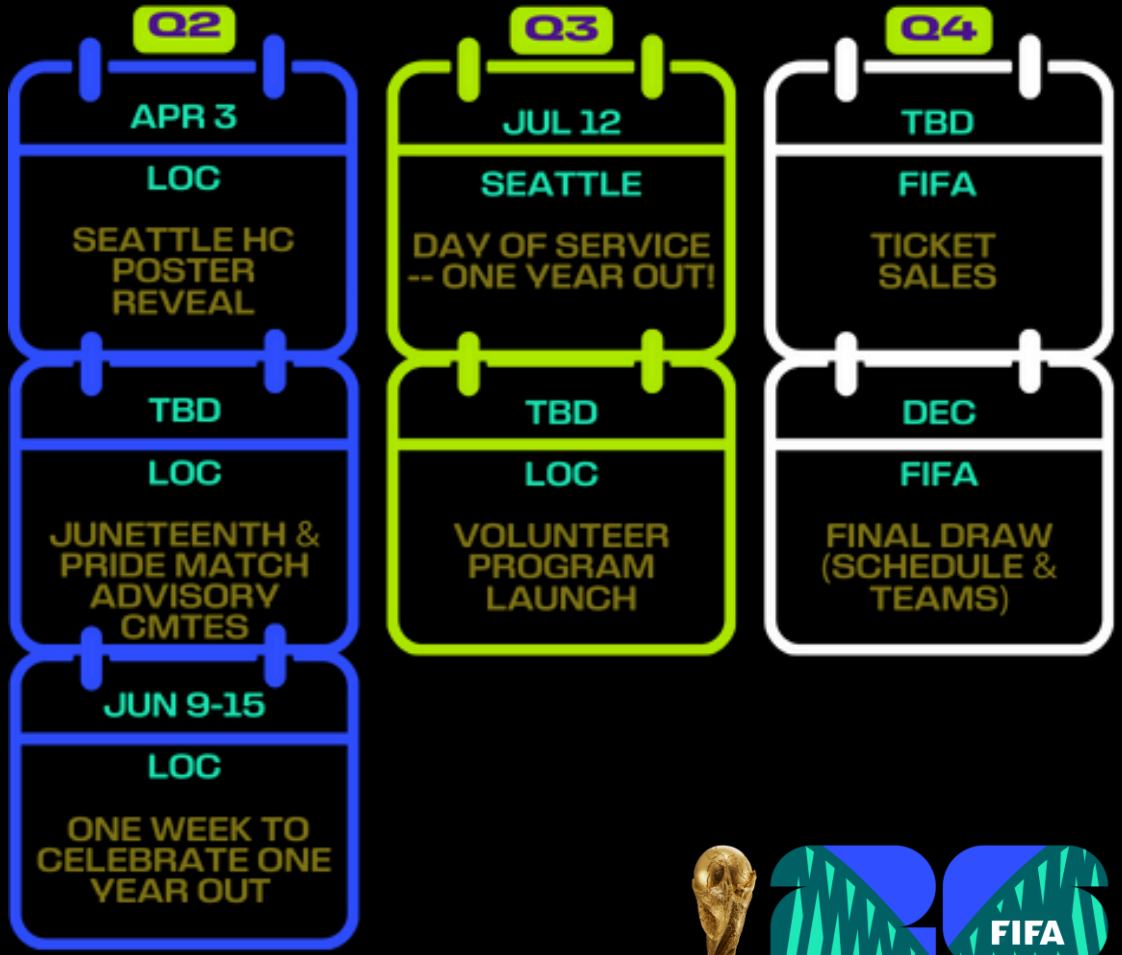
BUILDING FOR THE FUTURE

THIRD AVENUE IMPROVEMENTS

City of Seattle

FIFA SEATTLE

KEY DATES AHEAD



FIFA SEATTLE

WE ARE 26

SEATTLE

Stay engaged!

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#WeAreSeattle
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www.fifa.com/tickets