



King County
Metropolitan King County Council
Committee of the Whole

STAFF REPORT

Agenda Item No.: 5	Date: 2 Nov 2009
Motion No.: 2009-0584	Prepared by: Nick Wagner

SUMMARY

Proposed Motion 2009-0584 (Attachment 1, pp. 5-7 of these materials) would support the City of Seattle in its bid to be one of the host cities for the 2018 or 2022 FIFA¹ World Cup. The motion would also support the effort to achieve the maximum economic and cultural benefit to the region from hosting the World Cup.

BACKGROUND

The FIFA World Cup is an international football (a/k/a soccer) tournament contested by 32 men's national teams, which are drawn, through a series of qualifying tournaments, from an initial field of more than 200.² The World Cup has been held every four years since 1930 (except for 1942 and 1946) and is the biggest sporting event in the world. FIFA estimates that the cumulative worldwide television audience of the 2006 World Cup was 26.29 billion, of whom 715 million watched the final match (including 16.9 million in the U.S.).

The 2006 World Cup was hosted by Germany. In 2010 and 2014, it will be hosted by South Africa and Brazil, respectively. In December of 2010 FIFA will decide which countries will host the 2018 and 2022 World Cups. The other countries with whom the U.S. is competing are listed in Attachment 3 (p. 11 of these materials).

THE U.S. BID

The USA Bid Committee is a non-profit organization that has been created by the U.S. Soccer Federation to prepare a bid for the United States to host the 2018 or 2022 World Cup. The committee will submit its bid to FIFA in May of 2010. The members of the committee's board of directors, one of whom is Seattle Sounders co-owner Drew Carey, are listed in Attachment 4 (p. 13 of these materials).

¹ "The Fédération Internationale de Football Association (FIFA) is an association governed by Swiss law founded in 1904 and based in Zurich. It has 208 member associations and its goal, enshrined in its Statutes, is the constant improvement of football. FIFA employs some 310 people from over 35 nations and is composed of a Congress (legislative body), Executive Committee (executive body), General Secretariat (administrative body) and committees (assisting the Executive Committee)." Source: <http://www.fifa.com/aboutfifa/federation/index.html>.

² There is also a FIFA Women's World Cup. The U.S. women's national team won the 1999 Women's World Cup and took third place in 2003 and 2007. The U.S. hosted the Women's World Cup in 2003.

Seattle is one of 27 U.S. metropolitan areas that are currently competing to be included as host cities in the bid to be submitted by the USA Bid Committee. The others are listed in Attachment 5 (p. 15 of these materials), together with the local stadiums where the World Cup matches would be played.

Although the U.S. hosted the World Cup as recently as 1994, that World Cup is considered by many to have been the most successful World Cup in history. Total attendance at all matches was 3,587,538, and average attendance per match was 68,991—records that, according to the USA Bid Committee, still stand.

The U.S. hosting of the 1994 World Cup was followed by the creation of Major League Soccer (“MLS”) in 1996. The 15 MLS teams now include the Seattle Sounders, which is currently in the MLS playoffs following an inaugural season that set the MLS record for highest average attendance per game at 30,493.

ECONOMIC IMPACT

Besides the honor and prestige associated with hosting the World Cup, there can be a substantial economic benefit to the host country. On October 27 the USA Bid Committee released a study estimating a domestic economic impact of five billion dollars if the U.S. were chosen to host the 2018 or 2022 World Cup. *See* Attachment 6 (pp. 17-20 of these materials).³ The study projects an economic impact of \$400 million to \$600 million (in 2009 dollars) for each host city, assuming there are 12 host cities and five to six matches are played in each.

THE PROPOSED LEGISLATION

Proposed Motion 2009-0584 provides that:

1. King County should assist the City of Seattle in its pursuit of hosting the 2018 or 2022 FIFA World Cup and market King County, the greater Seattle region, and the United States as an attractive host for an international soccer tournament;
2. King County should look for and pursue opportunities to maximize potential economic and cultural benefits to the region from hosting the World Cup and associated activities.

The motion is similar to Seattle City Council Resolution 31160 (Attachment 7, pp. 21-23 of these materials), which was adopted unanimously on October 19 of this year.

AMENDMENT

Amendment 1 (Attachment 2, p. 9 of these material) would make technical corrections to the motion.

³ The study was commissioned by the USA Bid Committee and was conducted by the Economics practice group at AECOM, an international consulting firm that has almost 45,000 employees, serves clients in more than 100 countries, and has annual revenue in excess of six billion dollars.

INVITEES

None

ATTACHMENTS

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Signature Report

October 30, 2009

Motion

Proposed No. 2009-0584.1

Sponsors Ferguson and Constantine

1 A MOTION supporting the city of Seattle in its proposal to
2 host the 2018/2022 Fédération Internationale de Football
3 Association (FIFA) World Cup™.

4
5 WHEREAS, the city of Seattle is one of twenty-seven cities in the United States
6 being considered by the USA Bid Committee, Inc., to host the 2018 or 2022 Fédération
7 Internationale de Football Association (FIFA) World Cup™, and

8 WHEREAS, King County and the greater Seattle area has attracted large,
9 enthusiastic crowds for professional soccer matches since 1976, and

10 WHEREAS, the Seattle Sounders broke Major League Soccer attendance records
11 and merchandise sales in their first season, and

12 WHEREAS, more than one hundred twenty-five thousand young people actively
13 compete in soccer matches on over one thousand soccer fields in King County, including
14 fields in Seattle, Bellevue, Issaquah and cities throughout the county, and

15 WHEREAS, the FIFA World Cup™ will provide King County with a unique
16 opportunity to inspire new generations of soccer enthusiasts, while promoting the region's
17 commitment to recreation and sport, and

Motion

18 WHEREAS, hosting the FIFA World Cup™ will provide prosperity to the region,
19 as the United States received an estimated four billion dollars in economic benefits from
20 hosting the 1994 FIFA World Cup™, and

21 WHEREAS, soccer fans bring significant additional revenue to the host cities"
22 hotels, restaurants, shops and tax revenues, and

23 WHEREAS, King County is home to the training sites of Starfire Sports
24 Complex, located in Tukwila, Virginia Mason Athletic Center, located in Renton, and
25 Seattle University Soccer Stadium and the University of Washington Soccer Stadium,
26 located in Seattle, and

27 WHEREAS, the executive and council share a common goal of promoting King
28 County's stature, diversity, and economic vitality, which will be enhanced by hosting the
29 2018 or 2022 FIFA World Cup™, and

30 WHEREAS, the effectiveness of Seattle's proposal will be enhanced by support,
31 cooperation and information-sharing between the city of Seattle and King County;

32 NOW, THEREFORE, BE IT MOVED by the Council of King County:

33 A. King County should assist the city of Seattle in its pursuit to host the
34 2018/2022 FIFA World Cup™ and market King County, the greater Seattle region and
35 the United States, as an attractive host for an international soccer tournament; and

36 B. King County should look for and pursue opportunities to maximize the

Motion

37 potential economic and cultural benefits to the region by these and all associated
38 activities.

39

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON

ATTEST:

Attachments None

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Nov. 2, 2009

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Sponsor: Ferguson

Proposed No.: 2009-0584

1 **AMENDMENT TO PROPOSED MOTION 2009-0584, VERSION 1**

2 On page 1, line 8, delete “has” and insert “have”

3 On page 2, line 22, delete “tax revenues” and insert “treasury”

4 On page 3, line 37, delete “by” and insert “from”

5 **EFFECT: The changes are technical.**

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Countries Bidding to Host the 2018 or 2022 World Cup

Australia
Belgium-Netherlands
England
Indonesia
Japan
Qatar (2022 only)
Russia
South Korea (2022 only)
Spain-Portugal
United States

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USA Bid Committee

Board of Directors

Philip Anschutz, Founding Partner, Major League Soccer

Drew Carey, Host, The Price is Right

Carlos Cordeiro, Vice Chairman (Asia), Goldman Sachs

Landon Donovan, Player, U.S. Men's National Team

Dan Flynn, CEO and General Secretary, U.S. Soccer

Ed Foster-Simeon, President, U.S. Soccer Foundation

Don Garber, Commissioner, Major League Soccer

Sunil Gulati, President, U.S. Soccer, and Chairman, USA Bid Committee

Mia Hamm, Former Player, U.S. Women's National Team

Robert A. Iger, President and CEO, The Walt Disney Company

Dr. Henry A. Kissinger, former U.S. Secretary of State

Robert Kraft, Owner, New England Revolution and New England Patriots

Arnold Schwarzenegger, Governor of California

Donna Shalala, President, University of Miami

Joe Uva, CEO, Univision

Source: <http://www.gousabid.com/pages/the-bid-committee>

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Finalist U.S. Cities and Stadiums

Atlanta, GA – Georgia Dome, 71,250
Baltimore, MD – M&T Bank Stadium, 71,008
Boston, MA – Gillette Stadium, 71,693
Charlotte, NC – Bank of America Stadium, 73,778
Chicago, IL* – Soldier Field, 61,000
Cleveland, OH – Cleveland Browns Stadium, 72,000
Dallas, TX* – Cotton Bowl, 89,000; Cowboys Stadium, 80,000-100,000
Denver, CO – INVESCO Field, 76,125
Detroit, MI – Ford Field, 67,188; Michigan Stadium, 108,000
Houston, TX – Reliant Stadium, 71,500
Indianapolis, IN – Lucas Oil Stadium, 64,200
Jacksonville, FL – Jacksonville Municipal Stadium, 82,000
Kansas City, MO and KS – Arrowhead Stadium, 77,000
Los Angeles, CA* -- Los Angeles Memorial Coliseum, 93,607; Rose Bowl, 92,000
Miami, FL – Land Shark Stadium, 75,540
Nashville, TN – LP Field, 69,143
New York / New Jersey* – New Meadowlands Stadium, 82,000
Orlando, FL* – Florida Citrus Bowl, 65,616
Oakland, CA – Oakland-Alameda County Coliseum, 63,026
Philadelphia, PA – Lincoln Financial Field, 67,594
Phoenix-Glendale, AZ – University of Phoenix Stadium, 71,000
San Diego, CA – Qualcomm Stadium, 70,500
San Francisco, CA* – Stanford Stadium, 85,500

Seattle, WA – Husky Stadium, 72,500; Qwest Field, 67,000

St. Louis, MO – Edward Jones Dome, 67,268
Tampa Bay, FL – Raymond James Stadium, 65,856
Washington, DC* – FedEx Field, 91,704; RFK Stadium, 45,600

*Host city for 1994 World Cup (also: Pontiac, MI; Foxborough, MA)

Sources:

<http://www.gousabid.com/city>

<http://www.gousabid.com/pages/looking-back-to-94>

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Study shows hosting FIFA WORLD CUP™ in 2018 or 2022 could bring In \$5 Billion to United States Economy

Posted on October 26, 2009

Study features three prototype markets and estimates economic impact of \$400-\$600 million per city during 31 days of potential FIFA World Cup™ held in the USA

NEW YORK (October 27, 2009) – The USA Bid Committee today released a study conducted by an independent consulting firm that estimates a conservative domestic economic impact of five billion dollars if the United States is chosen to host the FIFA World Cup™ in 2018 or 2022. The analysis also estimates that between 65,000 and 100,000 total new jobs would be created in the various host cities during the preparation and operation of the tournament in the year of the event. The study was undertaken by the Economics practice at AECOM, formerly Economics Research Associates (ERA), the world's leading international sports and entertainment attraction consulting firm. The research firm previously conducted the economic and community impact analyses for the 1994 FIFA World Cup™ in the United States and multiple studies for the Olympic Games, beginning with the 1984 Summer Games in Los Angeles.

The findings of the study indicate that the total economic impact projected for any one host city ranges from approximately \$400 million to \$600 million at today's dollar value. That figure is based on 12 host cities staging five to six matches, along with ancillary venues such as the International Broadcast Center (IBC) in one city and FIFA Fan Fest™ in each city. The study also estimates 5,000 to 8,000 jobs would be created in each host city during the event's operation.

“The numbers delivered by this study fully support our initial estimations,” said David Downs, the USA Bid Committee Executive Director. “While the economic impact to our country and our cities during the World Cup will be of vast significance, our goal is to have an even greater impact during the eight to 12 years leading up to the event that will stimulate the development of the game and the soccer economy, both at national and international levels.”

The USA Bid Committee worked with the Economics practice at AECOM to identify three prototype FIFA World Cup™ candidate markets – Phoenix, Atlanta and Washington, D.C. – to serve as guides for the potential economic impact of the FIFA World Cup™ hosted in the U.S. For this specific study, the identified cities correspond to examples of three predefined market types representative of the 27 metro areas under consideration as host cities. Atlanta was used as the prototype for a market that could host the IBC while Washington, D.C. served as an example of a host for the Opening Match or Final Match. The economic impact on the three cities was then factored by analyzing the following six characteristics: resident market demographics, tourist market factors, competitive market dynamics, climate, regional accessibility and prominence as a soccer and overall sports market.

A list of the finalist cities and stadiums, all of which are vying to be included in the USA Bid Committee's formal bid book to FIFA on May 14, 2010, can be found on the bid's official Web page, goUSABid.com. Numerous U.S. markets that did not host matches during the FIFA World Cup™ in 1994 remain under consideration, including Philadelphia, Cleveland, St. Louis, Denver, Seattle and Miami.

From New York City to Los Angeles and Jacksonville to San Diego, the 27 remaining U.S. candidate cities range widely in size and community offerings. The cities are highlighted by 32 stadiums that average nearly 78,000 seats in capacity and represent a wide spectrum of facilities, including venues typically used for college and professional football, featuring open-air, domed and retractable roof venues. All 32 stadiums currently exist or are under construction with eight accommodating between 80,000 and 108,000 fans.

FIFA's criterion requires a candidate host nation to provide a minimum of 12 stadiums and a maximum of 18 capable of seating 40,000 or more spectators. To host the Opening and Final Matches, FIFA requires stadiums have a minimum capacity of 80,000. The U.S. used stadiums in nine cities when it hosted the 1994 FIFA World Cup™.

The total potential impact estimates to each region as a result of a FIFA World Cup™ held in the United States in 2018 or 2022 incorporate several factors, beginning with venue and Fan Fest operations (staffing, utilities and maintenance). The figure also includes projected tourist expenditures surrounding the tournament (accommodation, food and beverage, transportation and retail), plus resident and tourist expenditures attributable to the FIFA Fan Fests. Expenditures made by media personnel in regards to the IBC are included as well, along with temporary stadium overlay expenses.

The IBC will be located in one World Cup host city and serve as the headquarters for national and global media leading up to and during the World Cup. It is estimated that more than 9,000 media and staff will be working out of the IBC for the World Cup, producing an estimated direct impact of more than \$80 million for that host city. That figure includes more than 325,000 visitor nights during the operation of the IBC by accredited media from around the world and employees of FIFA's designated host broadcast coverage provider.

The FIFA Fan Fest™ made a successful debut at the 2006 FIFA World Cup™ in Germany. These public viewing parties enhanced the atmosphere around the 64 tournament matches in 2006 by giving fans an opportunity to experience the community of the FIFA World Cup™ without purchasing a ticket. FIFA Fan Fest™ will continue to be staged in each host city in cooperation with FIFA and its major corporate partners. It is estimated that 18 to 21 million people attended the Fan Fest events in the 12 German host cities over the 31 days of the 2006 tournament. According to the Economics practice at AECOM economic impact study, the prototype U.S. cities would generate from \$29 million to \$37 million each from their Fan Fest events.

The economic impact, earnings and employment figures included in the study are assumed to occur in the calendar year in which the FIFA World Cup™ would take place (2018 or 2022). These numbers do not incorporate additional expenditures and impacts that would occur in the years leading up to the tournament, as the cities and local organizing committees prepare for the event. The analysis also presents its data for 2018 and 2022 based on today's U.S. dollar, but an expected annual inflation of three percent could appropriately be applied to the figures.

“While the quantifiable results of this research are quite impressive, they do not begin to calculate the enormous goodwill and international advertising exposure that each city would receive by means of the billions in cumulative television audience that will tune in for the event worldwide,” added Downs. “We have shared this report with all 27 candidate host cities and envision it serving as a guide for them to develop their own proprietary analysis. Representatives from each candidate city have been encouraged to examine the data and draw their own conclusions based on their city's internal forecasts and economic predictions.”

The United States, Australia, England, Indonesia, Japan and Russia have formally declared their desire to host the FIFA World Cup™ in 2018 or 2022. Netherlands-Belgium and Portugal-Spain have each submitted joint bids for the 2018 and 2022 tournaments, while Qatar and South Korea have applied as candidates to play host only to the tournament in 2022.

All candidates must have their bid applications to FIFA by May 14, 2010. FIFA's 24-member Executive Committee will study the bids, conduct site visits and name the hosts for the 2018 and 2022 tournaments on December 2, 2010, completing a 21-month bid and review process.

ABOUT U.S. SOCCER:

Founded in 1913, U.S. Soccer has helped chart the course for soccer in the USA for more than 95 years as the governing body of the sport. In this time, the Federation's mission statement has been simple and clear: to make soccer, in all its forms, a pre-eminent sport in the United States and to continue the development of soccer at all recreational and competitive levels. To that end, the sport's growth in the past two decades has been nothing short of remarkable as U.S. Soccer's National Teams have continually succeeded on the world stage while also growing the game here in the United States with the support of its members. For more info, visit ussoccer.com.

ABOUT THE USA BID COMMITTEE INC.:

The USA Bid Committee is a non-profit organization created to prepare a successful application to host the FIFA World Cup™ in 2018 or 2022 on behalf of the United States Soccer Federation. The Bid Committee will submit its comprehensive bid to FIFA by May 2010, with FIFA's 24-member Executive Committee making a decision in December 2010. Members of the USA Bid Committee in alphabetical order include Houston

Dynamo and Los Angeles Galaxy owner Philip Anschutz, comedian and Seattle Sounders FC part-owner Drew Carey, former Goldman Sachs Vice Chairman (Asia) Carlos Cordeiro, U.S. Men's National Team player Landon Donovan, Executive Director David Downs, U.S. Soccer CEO and General Secretary Dan Flynn, U.S. Soccer Foundation President Ed Foster-Simeon, Major League Soccer Commissioner Don Garber, U.S. Soccer President and USA Bid Committee Chairman Sunil Gulati, U.S. Women's National Team former player Mia Hamm, Walt Disney Company President and CEO Robert Iger, former U.S. Secretary of State Dr. Henry Kissinger, New England Revolution and New England Patriots owner Robert Kraft, California Gov. Arnold Schwarzenegger, University of Miami President Donna Shalala and Univision CEO Joe Uva. For more info, visit goUSAbid.com.

ABOUT ECONOMICS AT AECOM:

The Economics practice at AECOM (formerly Economics Research Associates) is the world leader in real estate consulting services. They advise clients on economic and financial planning issues for a myriad of commercial land uses, including sports venues and major events, tourism, theme parks, hotels and resorts, complex mixed-use developments as well as economic regeneration schemes. The Economics practice at AECOM has made important contributions to some of the world's most innovative and successful projects. AECOM (NYSE: ACM) is a global provider of professional technical and management support services to a broad range of markets, including transportation, facilities, environmental, energy, water and government. A Fortune 500 company, AECOM employs nearly 45,000 people and serves clients in more than 100 countries and has annual revenue in excess of \$6 billion. For more info, visit www.aecom.com.

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Source: <http://www.gousabid.com/news/entry/study-shows-hosting-fifa-world-cup-in-2018-or-2022-could-bring-in-5-billion/>



City of Seattle Legislative Information Service

Information retrieved on October 28, 2009 11:00 AM

Resolution Number: 31160

A RESOLUTION supporting the City of Seattle's proposal to host the 2018/2022 Federation Internationale de Football Association (FIFA) **World Cup**(tm).

Date introduced/referred: September 14, 2009

Date adopted: October 19, 2009

Status: Adopted

Vote: 9-0

Committee: Full Council

Sponsor: CONLIN

Index Terms: INTERGOVERNMENTAL-RELATIONS, STATING-POLICY, SPORTS, SOCCER

Text

RESOLUTION _____

A RESOLUTION supporting the City of Seattle's proposal to host the 2018/2022 Federation Internationale de Football Association (FIFA) World Cup(tm) .

WHEREAS, the City of Seattle is one of twenty-seven cities in the United States being considered by the USA Bid Committee, Inc. to host the 2018 or 2022 Federation Internationale de Football Association (FIFA) World Cup(tm); and

WHEREAS, Seattle has attracted large, enthusiastic crowds for professional matches since 1976 when the Seattle Sounders broke Major League Soccer attendance records and merchandise sales in their first season; and

WHEREAS, more than 125,000 young people actively compete in soccer matches around Washington State and the FIFA World Cup(tm) will provide Seattle with a unique opportunity to inspire new generations of soccer enthusiasts, while promoting Seattle's commitment to recreation and sport; and

WHEREAS, the United States received an estimated \$4 billion in economic benefits from hosting the 1994 FIFA World Cup(tm), and soccer fans bring significant additional revenue to the host cities' hotels, restaurants, shops, and tax coffers; and

WHEREAS, the Mayor and City Council share a common goal of promoting Seattle's stature, diversity, and economic vitality, which will be enhanced by hosting the 2018 or 2022 FIFA World Cup(tm); and

WHEREAS, the 2018 or 2022 FIFA Confederations Cup, a major international tournament in its own right, will also be played in the host cities' venues; and

WHEREAS, the Seattle Host Committee will bring local leaders from government, international corporations, global marketing campaigns, community development associations, the hospitality industry, and professional sports franchises together to ensure Seattle maximizes the economic, cultural, and social benefits of being a FIFA World Cup(tm) host city, while promoting FIFA's goals of corporate and social responsibility and environmental awareness; and

WHEREAS, FIFA will determine final host countries for 2018 and 2022 by December 2010 and, along with the USA Bid Committee, will determine final host cities five years prior to the event; and

WHEREAS, the effectiveness of Seattle's proposal will be enhanced by cooperation and information-sharing between the Seattle City Council and Mayor's Office; and

WHEREAS, the Mayor and Council continue to support the intent originally set forth in Resolution 30340, including the desire to provide information on major events so City staff can purposefully plan for associated fiscal impacts; NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SEATTLE, THE MAYOR CONCURRING, THAT:

Section 1. The City of Seattle should continue its pursuit to host the 2018/2022 FIFA World Cup(tm) and market Seattle, and the United States, as an attractive host for an international soccer tournament; and

Section 2. The City of Seattle should continue to evaluate the proposal to host the 2018/2022 FIFA World Cup(tm) using the requirements set forth in Resolution No. 30340, which includes an evaluation of the potential financial exposure to the city; agreements with event organizers for reimbursement of security or other costs; the city's role; event costs; and educational, cultural, and economic benefits to the city.

Adopted by the City Council the ____ day of _____, 2009, and signed by me in open session in authentication of its adoption this _____ day of _____, 2009.

President _____ of the City Council

THE MAYOR CONCURRING:

Gregory J. Nickels, Mayor

Filed by me this ____ day of _____, 2009.

City Clerk

August 29, 2009
Version #3

