

# Seattle FIFA World Cup 2026™

January 20, 2026

## Transportation, Economy, and Environment Committee King County Council

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Seattle FIFA World Cup 26™ Local Organizing Committee (SeattleFWC26)

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Seattle Metropolitan Chamber of Commerce

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# FIFA WORLD CUP 26™

## JUNE 11 – JULY 19, 2026



**142** days away

**Largest** sporting event ever staged

**SEA-VAN** are 2nd closest Host Cities

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

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

### Estimates:

3 billion+ global viewers for Final match  
6 million+ tickets in US

### Seattle specific:

Up to 750k visitors over three weeks  
More than 2 billion global viewers



# FIFA WORLD CUP 26 SEATTLE™ MATCH SCHEDULE



Weekday  
matches only

US Men's  
National Team  
play here on June  
19

Matches on  
Juneteenth &  
kicking off **Pride**  
weekend

## Full match schedule



JUNE 11 - JULY 19, 2026

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



## GROUP STAGE

BELGIUM



V



EGYPT

JUNE 15 - 12:00 PM PT

USA



V



AUSTRALIA

JUNE 19 - 12:00 PM PT

ITA/NIR/WAL/BIH



V



QATAR

JUNE 24 - 12:00 PM PT

EGYPT



V



IR IRAN

JUNE 26 - 8:00 PM PT



## ROUND OF 32

1G



V



3AEHIJ

JULY 1 - 1:00 PM PT

## ROUND OF 16

W81



V



W82

JULY 6 - 5:00 PM PT

# FIFA WORLD CUP 26

# WA FOOT PRINT



Bellingham  
Fan zone

Everett Fan zone

Bremerton  
Fan zone

Seattle Fan Celebration

UW & SU Practice fields  
Lumen Field

Tacoma Fan zone

Renton Base camp

Spokane  
Fan zone &  
GU Base  
camp

Olympia/Lacey  
Fan zone

Yakima Fan zone

Tri-Cities  
Fan zone

Vancouver  
Fan zone

# SEATTLE STADIUM (LUMEN FIELD)

## CURRENT PLANNING PARAMETERS



- Every match at **full capacity**
- **Kickoffs** 12p, 1p, 5p, and 8p
- **More dignitaries**, esp last 2 games
- **Enhanced security protocols** in effect
- **North Lot activities restricted** to ticketed fans
- **No public parking** in garage or North Lot
- Gates open **three hours prior** to kickoff **through two hours after** final whistle
- **No Mariners/FWC26 dual** event days

# FIFA WORLD CUP 26 SEATTLE™



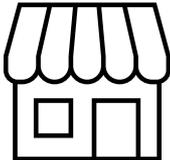
**12pm, 1pm, 5pm, and 8pm kickoffs**

Int'l broadcast, global audience



**Up to 750k fans**

Over the 3 weeks between local matches



**\$929 million economic benefit**

According to Visit Seattle's preliminary estimates

*(Dec. 2024)*



**9 days**

Average stay of international FWC fans in US – not necessarily in WA

# COMMUNITY PLAYBOOKS

## GETTING WA READY FOR 2026



### WATCH PARTY PLAYBOOK

*Helps community organizations navigate FIFA rules and best practices for hosting unofficial FWC26 viewing parties*

PROVIDED BY



RELEASE: AUGUST



### COMMUNITY BRANDING PLAYBOOK

*Provides all organizations customizable digital marketing assets and usage guidance to promote cohesive unofficial branding across city, region and state*

PROVIDED BY

VISIT  
**seattle**

RELEASE: SEPTEMBER



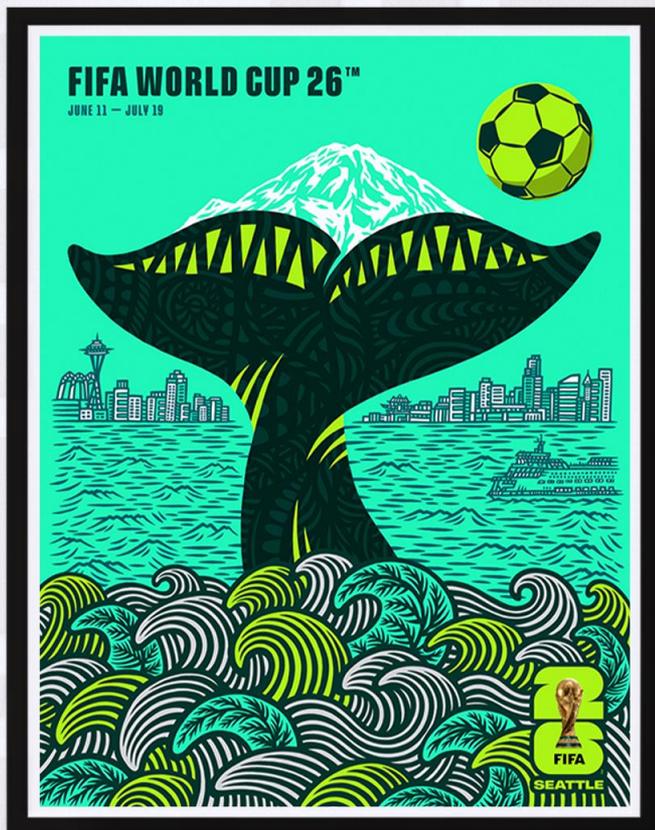
### SMALL BUSINESS MEGAEVENT PLAYBOOK

*Shares guidance, case studies, and strategies to help small businesses benefit from FWC26 activity and sustain operations for future mega-events*

PROVIDED BY



SUMMER ENGAGEMENT,  
RELEASE: NOVEMBER



**SEATTLE**  
OFFICIAL HOST CITY POSTER ARTIST

**SHOGO OTA**

# Thank you!

**FOLLOW THE LOC ON  
SOCIAL MEDIA**

@fwc26seattle



#WeAreSeattle  
#Seattle26

**SCAN TO SIGN UP FOR  
THE LOC'S NEWSLETTER**



 [seattlefwc26.org/get-involved](https://seattlefwc26.org/get-involved)



[info@sea2026.org](mailto:info@sea2026.org)



seattle metro chamber

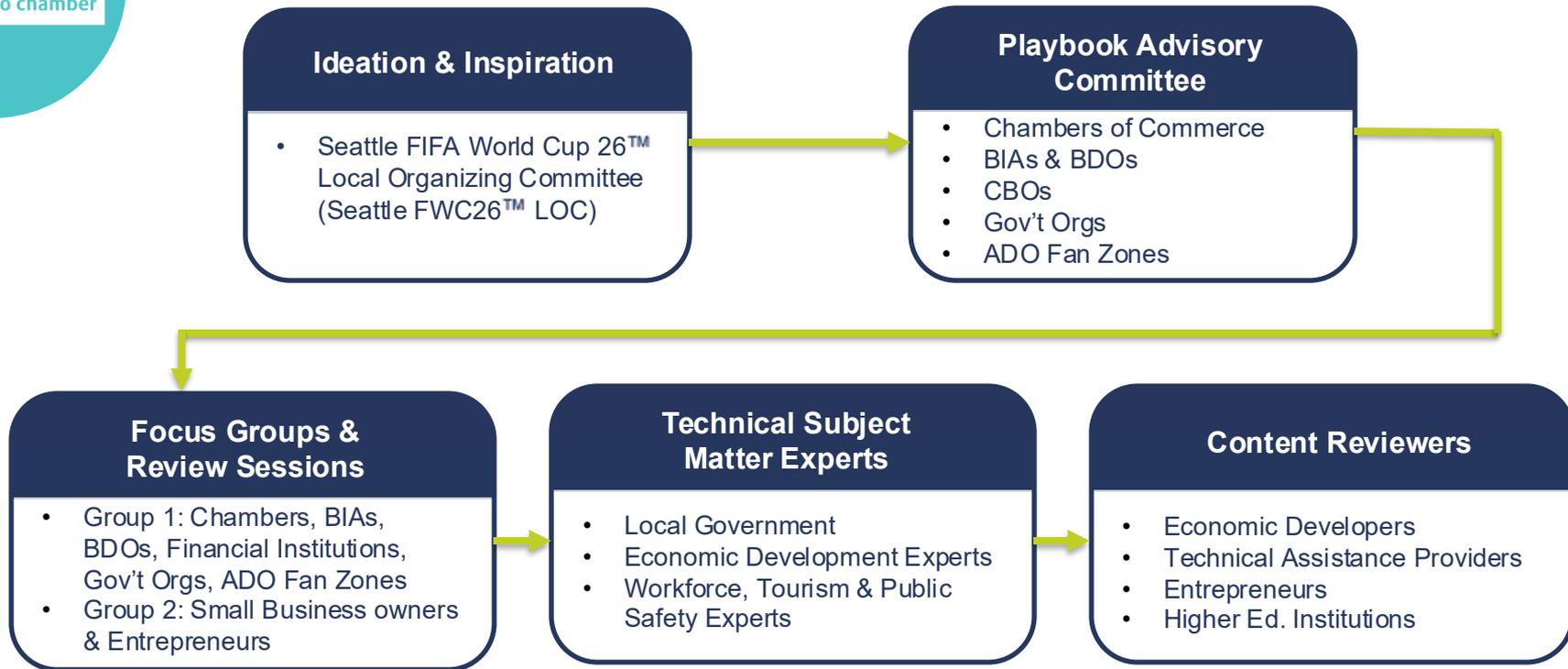


# Small Business Readiness Playbook:

## A Practical Guide for Mega Event Preparation in Washington State

in partnership with the Seattle FIFA World Cup™  
Local Organizing Committee

# Playbook Development Process





# Game Ready, Business Ready

## Table of Contents



Click on section title to jump to section.

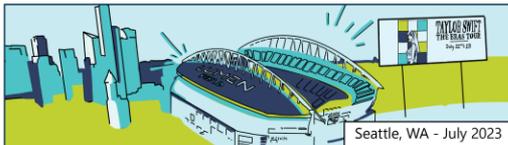
- ✓ Opening Statements
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- 3** SECTION 3  
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- 4** SECTION 4  
Marketing & Promotions
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Special Topics & Safety
- Conclusion & Acknowledgements



# Game Ready, Business Ready

MEGA EVENTS OVERVIEW

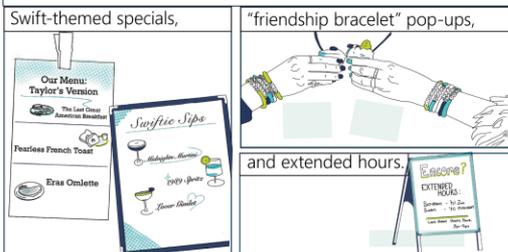
## Taylor Swift "Eras Tour"



Taylor Swift's Eras Tour brought two sold-out shows to Lumen Field. According to the Downtown Seattle Association, the weekend drew 1.15 million visitors to downtown Seattle, the highest two-day total since before the pandemic. The concerts created intense spikes in pedestrian activity, transit use, hotel demand, and pre- and post-event crowd movements across Pioneer Square, Downtown, SoDo, and the stadium district.



Restaurants, cafés, and retailers saw record one-day sales with...

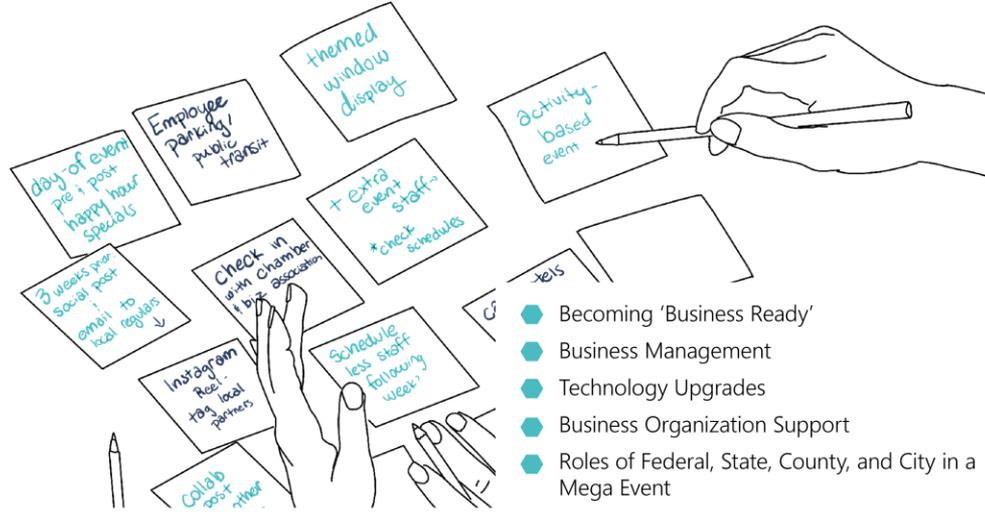


### Key Impacts:

- Downtown hotels generated \$7.4 million in revenue over the weekend.
- Restaurants downtown saw 30% increase in sales compared to typical summer weekends.
- Quick-service, grab-and-go, and small themed items performed best.
- Businesses that over-ordered large "Swift weekend" merchandise were left with excess stock.
- Pre-event dining drove the most revenue, with long lines forming hours before each show and limited spending afterward.
- Retailers selling outfits, accessories, and fan-culture items saw major spikes in foot traffic, with some reporting their strongest weekend of the year.
- Craft stores and small vendors selling friendship-bracelet supplies connected to fan culture saw unusually high sell-through.
- Partnering with community organizers and business support organizations helped increase business activation.
- Activity extended well beyond the stadium area, with businesses downtown by the airport and even by the border crossings reporting an influx of activity.



# Game Ready, Business Ready



## 2 Business Readiness

Click on any topic title to jump to topic.

- Becoming 'Business Ready'
- Business Management
- Technology Upgrades
- Business Organization Support
- Roles of Federal, State, County, and City in a Mega Event
- Permits During Mega Events
- Freelancers, Independent and Solo Entrepreneurs
- Contract and Temporary Work During Mega Events
- Conclusion and 2026 Game Day Ready Resources: Business Readiness



# Game Ready, Business Ready

BUSINESS MANAGEMENT



## Quick "Business Ready" Checklist

### Staffing

- Add extra coverage for peak times
- Cross-train staff
- Build backup plans for delays and absences

### Cash Flow

- Prepare for higher upfront costs
- Keep extra change on hand
- Test POS, chip readers, and mobile wallets

### Inventory

- Order early for fast-moving items
- Avoid over-stocking perishables
- Confirm backup suppliers

### Customer Experience

- Clear signage + pricing
- Updated Google listing, website, & social media
- ADA access + varied payment options
- Short, simple menus during peak surges



### A word of caution:

Some businesses tend to over-prepare by either ordering excessive stock or hiring too many staff members for crowds that never arrive. To strike the right balance, consider the following strategies:

- Utilize city and tourism forecasts
- Engage with neighboring businesses
- Concentrate on flexible, high-margin products that can be utilized after the event

## Business Management

A business continuity and management plan helps you stay open when something goes wrong such as power outages, delivery delays, blocked streets, or staffing disruptions. A simple plan ensures your team knows what to do, who to call, and how to stay operational during a mega event.



### Quick Actions:

**Identify likely risks:** traffic delays, power loss, internet disruption, supply issues.

**Set up backups:** alternate suppliers, backup delivery plans, emergency equipment (chargers, hotspots, flashlights).

**List emergency contacts:** staff, suppliers, landlord, utilities, local emergency services.

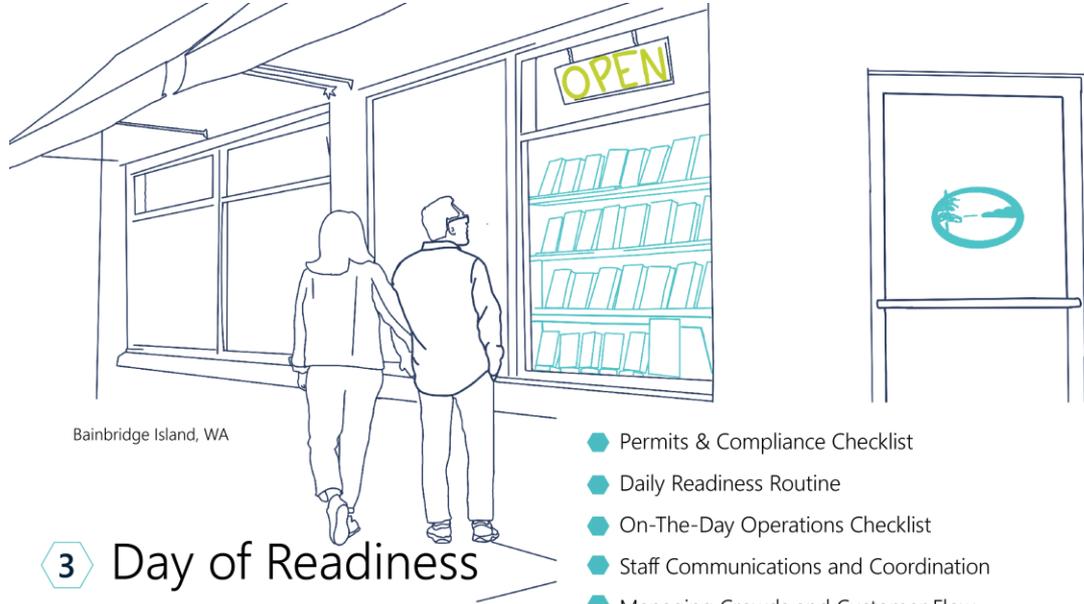
**Plan communication:** group text, backup messaging app, offline instructions.

**Review with your team:** walk through "what if" scenarios before event week.

**Download a free business continuity plan** template from [Impact Washington](#) or the [Washington State Emergency Management Division](#), and fill out at least the first two pages with your staff this month.



# Game Ready, Business Ready



Bainbridge Island, WA

## 3 Day of Readiness

Click on any topic title to jump to topic.

- Permits & Compliance Checklist
- Daily Readiness Routine
- On-The-Day Operations Checklist
- Staff Communications and Coordination
- Managing Crowds and Customer Flow
- Freelancers, Solo Entrepreneurs, pop up vendors and Day of Sellers
- Conclusion Day-of Readiness



# Game Ready, Business Ready

DAY OF READINESS

## Staff Communication & Coordination

Clear and consistent communication is key to a successful mega event day. With large crowds and possible disruptions, businesses should emphasize staff coordination, emergency readiness, and morale-boosting check-ins. Schedule quick team huddles before opening. Use this time to reinforce expectations, review updates, and confirm responsibilities.

### Team Checklist:

- Conduct morning huddle** (share updates and assignments)
- Verify radios**, headsets, or group messaging apps are working
- Share and post emergency contacts** (owners, managers, local police, fire)
- Identify staff "point person"** for quick decisions during the day if managerial staff are not around
- Confirm closing/clean-up** responsibilities before shifts start
- Schedule brief mid-shift check-in** for adjustments and morale

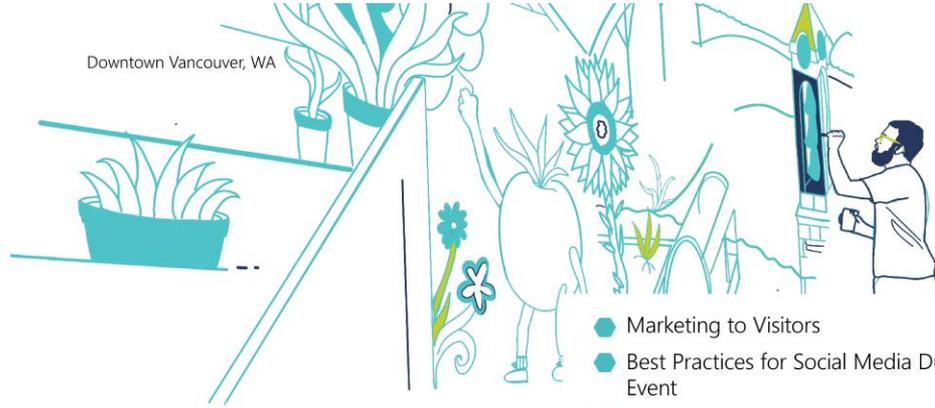


A low-tech hack is to **lamine your checklists and use dry-erase markers** so they can be reused daily during the event period. However, customized digital tools for managing to-do lists and workflows can also be useful for some businesses.





# Game Ready, Business Ready



- Marketing to Visitors
- Best Practices for Social Media During a Mega Event
- Privacy Considerations for Small Businesses
- Promotions & Campaign Opportunities
- Partnering with Neighborhoods
- Working with Local Media
- Enhancing Customer Experience
- Using Official Logos
- Conclusion and 2026 Game Day Ready Resources: Marketing and Promotions



## 4 Marketing & Promotions

Click on any topic title to jump to topic.



# Game Ready, Business Ready

Tacoma Narrows Bridge, WA



## 5 Special Topics & Safety

Click on any topic title to jump to topic.

- Security Planning
- Public Safety Resources
- National Guard & Emergency Support
- Scams & Fraud Prevention
- Human Trafficking Prevention
- Weather Event or Natural Disaster
- Hate Crimes
- Disorderly Conduct & Health Crises: What Businesses Need to Know
- Conclusion & 2026 Game Day Resources

# Game Ready, Business Ready



## Becoming 'Business Ready'

Being business ready means your business can welcome visitors, handle higher demand, adjust quickly to changing conditions, and turn event-driven traffic into revenue without overwhelming your team or disrupting regular operations.

### What it Means to be Business Ready

- **You know who the visitors are and what they want:** Event crowds behave differently than regular customers. They arrive early and stay longer, travel in groups, follow rituals (friendship bracelets, tailgating, merch hunting, themed outfits), and spend across multiple neighborhoods.
- **Your operations can handle a surge:** Are you prepared for a line out the door? Can your Point-of-Sale run fast enough? Can your kitchen or back-of-house keep up? Do you have backups if a delivery is late?
- **Your staff is prepared and supported:** Make sure your team knows peak times and how to serve visitors quickly and clearly.
- **Your customer experience is easy for visitors:** Visitors don't know your neighborhood. Clear signage and convenient options help bring them in the door.
- **Your financial and inventory planning matches demand:** Events bring both a revenue spike and a cost spike.
- **You can adapt quickly on the day-of:** Conditions can change fast, including transit delays, weather shifts, security adjustments, and last-minute closures.

### Quick "Business Ready" Checklist

#### Staffing

- Add extra coverage for peak times
- Cross train staff
- Build Backup plan for delays and absences

#### Cash Flow

- Prepare for higher upfront costs
- Keep extra change on hand
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#### Inventory

- Order early for fast-moving items
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- Confirm backup suppliers

#### Customer Experience

- Post clear signage + pricing
- Update Google listing & social media
- Check ADA access & other payment options
- Create short, simple menus for peak surges



#### Beware of over-preparing (ordering too much stock, over-staffing)

To find the right balance, use city and tourism forecasts, coordinate with neighboring businesses, and scale inventory gradually. Focus on high-margin or flexible products, and lean on Washington State's ORIA business liaisons for help planning your specific needs.



# Game Ready, Business Ready

**Get the Megaevent Playbook here!**





# World Cup Ready: Small Business Mega Event Playbook Workshop

[Register Here!](#)

