A photograph of the Seattle skyline at sunset. The Space Needle is prominent on the left, and various skyscrapers are visible in the center. The sky is a mix of orange, yellow, and purple, with a layer of fog or clouds at the base of the buildings. The text is overlaid on the top half of the image.

# Seattle FIFA World Cup 2026™

Snohomish County Council

Public Infrastructure & Conservation Committee

April Putney, Chief Strategy Officer  
Seattle FIFA World Cup 26™ Local Organizing Committee (SeattleFWC26)

# **TODAY'S FOCUS**

- 1. Getting WA ready**
- 2. World Cup footprint**
- 3. Statewide experience & benefits**
- 4. Operational planning updates**

# 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



# LOCAL ORGANIZING COMMITTEE

Safety &  
Mobility

Legacy

Community  
Engagement  
& Impacts  
Mitigation

Events & Fan  
Experience



Commercial

Tournament  
Venues

Marketing &  
Communications

Business  
Operations

# FIFA WORLD CUP

## JUNE 11 – JULY 19, 2026



**541** days away

**Largest** sporting event ever staged

**50% fans** in previous World Cups from abroad

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

**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 IN PNW

## JUNE 13 – JULY 7, 2026



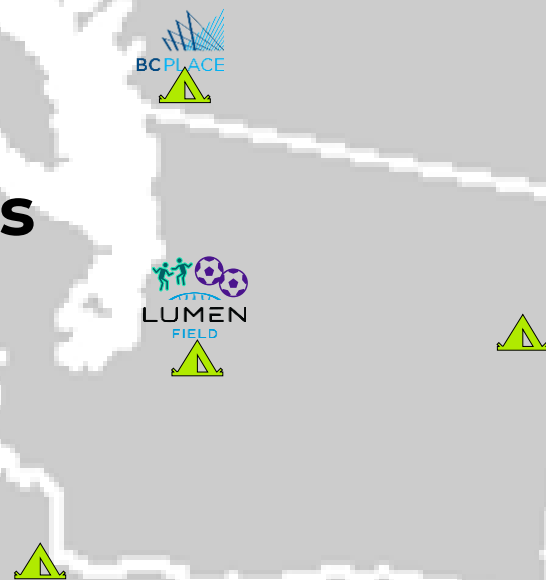
**Proposed  
Practice fields:**  
UW & SU

**Proposed WA  
Base camps:**  
Sounders  
Clubhouse &  
Gonzaga Univ.

**Fan activations:**  
Seattle Center &  
9 cities across WA

**2 Host Cities**  
**13 matches**  
**Up to 25 Teams**  
**5 Proposed Base Camps**

**With Seattle's 6 matches, expect**  
2 billion+ global viewers  
Up to 750k fans visiting





# MATCH SCHEDULE

6/15/26 **GROUP STAGE** 6/26/26 **GROUP STAGE**  
6/19/26 **USA GROUP STAGE** 7/01/26 **ROUND OF 32**  
6/24/26 **GROUP STAGE** 7/06/26 **ROUND OF 16**

Full FWC26 Schedule



MON	TUE	WED	THU	FRI	SAT	SUN
2026			6/11 FWC Kickoff	6/12	6/13 VAN 1	6/14
6/15 SEA 1	6/16	6/17	6/18 VAN 2	6/19 SEA 2 Juneteenth	6/20	6/21 VAN 3
6/22	6/23	6/24 SEA 3 VAN 4	6/25	6/26 SEA 4 VAN 5	6/27 Pride	6/28
6/29	6/30	7/1 SEA 5	7/2 VAN 6	7/3	7/4 Independence Day	7/5
7/6 SEA 6	7/7 VAN 7	7/8	7/9 Quarter Final	7/10 Quarter Final	7/11 Quarter Finals	7/12
7/13	7/14 Semi Final	7/15 Semi Final	7/16	7/17	7/18 Bronze Final	7/19 FWC Final

# Summary Economic Impacts

## FIFA World Cup 2026 Seattle



**\$652.6M**

**Direct  
Spending  
Impact**



**\$929.0M**

**Total  
Economic  
Impact**



**20,762**

**Total  
Jobs  
Supported**



**\$106.5M**

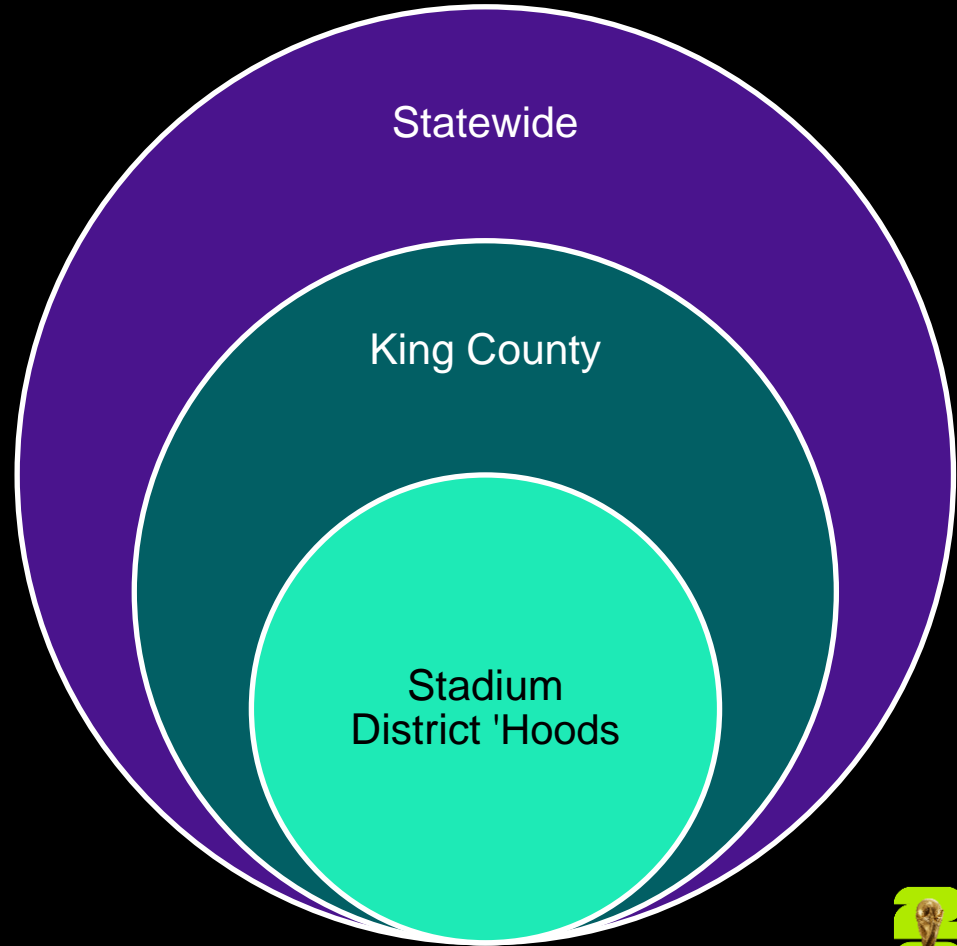
**Total State &  
Local Taxes  
Generated**

*Info provided by Visit Seattle.*



# **SMALL BUSINESS READINESS**

- Statewide small business toolkit
- Training & marketing for businesses statewide
- Statewide small business grants to be distributed by existing mechanisms





# SUPPORTING LOCAL WORKERS

Prevent & mitigate abuses  
from mega-events

Lumen Field **Labor Harmony  
Agreement**

Seattle Fan Celebration **Labor  
Agreement**

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



# STATEWIDE ACTIVATIONS

## Seattle Fan Celebration

- Seattle Center site will hold 15,000-30,000 fans at a time
- Event production services will be broken down to seek small and mid-size companies
- Will include a Locally Made Zone to showcase local small & BIPOC businesses

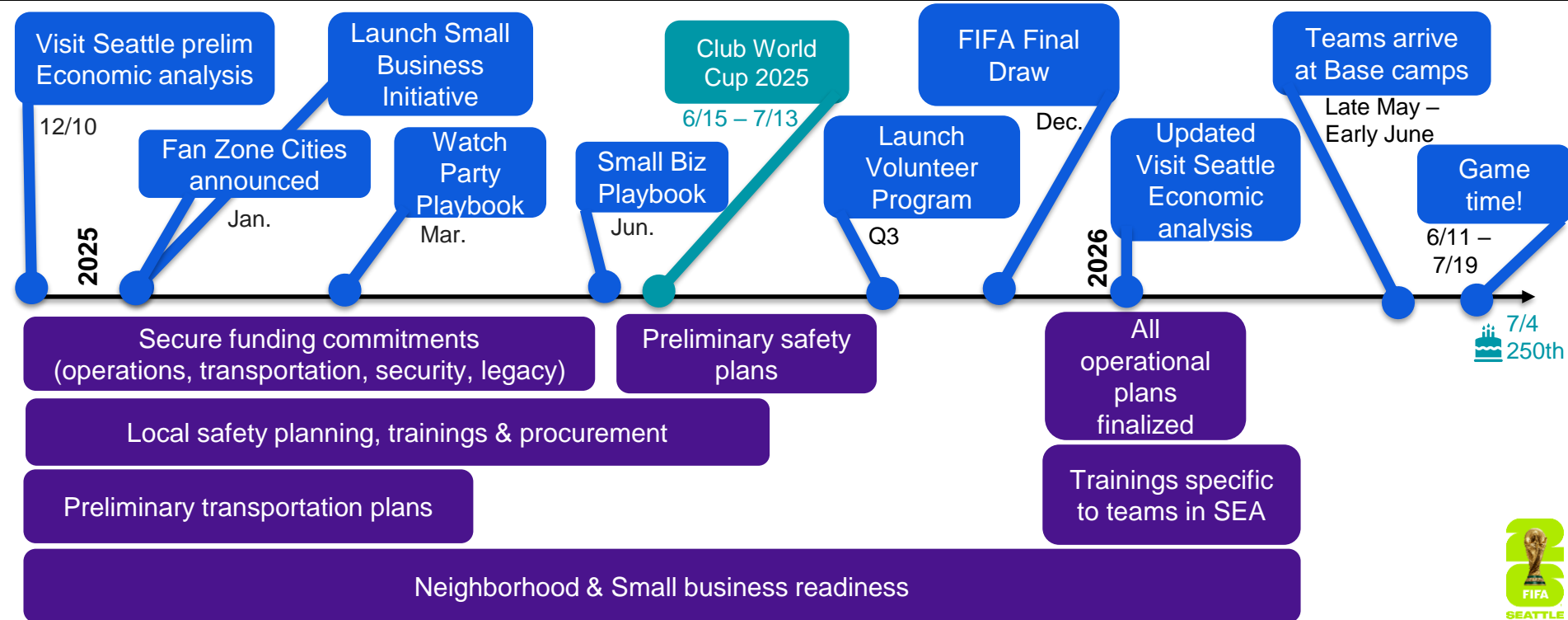
## All of Washington

- 9 cities to be named in January as hosts of official SeattleFWC26 Fan Zones
- Community Playbook to be released in Spring for other regions

# ROADMAP TO FIFA WORLD CUP 2026

Planning &  
Preparations

Milestones &  
Events





# Transportation Working Groups

*Our framework for effective decision-making*

## SEATTLE FWC26 LOC



### Transportation Working Group (TWG)

Cross mode coordination via Subgroup Report  
Outs and FIFAWC26 and LOC Updates

Monthly TWG Meeting



### Modal Subgroups

Discussion of Functional Topics tailored to mode

Walk/Bike/  
Micromobility

Transit &  
Ferry

Aviation

Streets &  
Highways

Charter  
Buses



### Functional Topics

Functional Topics Common to all

Operations

Wayfinding

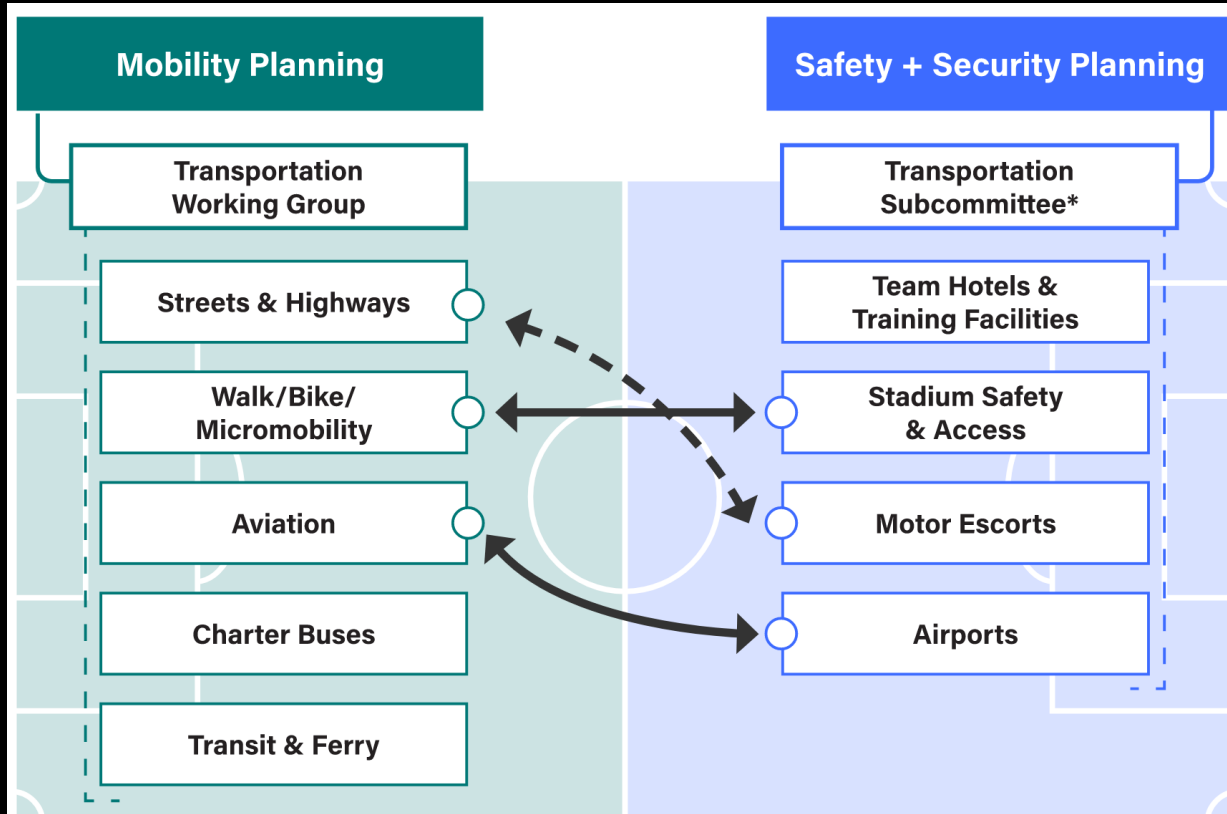
Security and  
Motor Escorts

Traffic Control &  
Curbspace

Communications

# Fan & Match-related Movements

*Relationship between planning for Mobility and Safety & Security*



*\*One of several proposed subcommittees to align with DHS planning focus areas*

# Mobility Plan



## Drafting a Mobility Plan

- Assumes no non-ADA public parking at Lumen Field

## Inputs/decisions still in-progress

- Stadium area security plan - coordinating with security planning team (SPD et al) as that influences mobility plan near the stadium
- Team & match official hotel locations
- Charter bus staging location (non-team)

# Other Mobility Planning Activities



## **Airport Arrivals and Departures**

- Supporting discussions between FIFA and SEA, KCI, PAE
- Teams and match officials likely SEA or KCI
- VIPs potentially at all three airports
- Spectators primarily through SEA

## **Seattle to Vancouver Travel**

- FIFA and DHS are coordinating on border crossing
- WSDOT plans to avoid lane & ramp closures on I-5 around back-to-back matches



**DRAFT**

## EXPECTED TRAFFIC INTENSITY LEVEL

Baseline
Moderate
High
Highest

**\*\*Based on area  
events, match  
schedule, and travel  
patterns**

MON	TUE	WED	THU	FRI	SAT	SUN
6/8	6/9	6/10	6/11 FWC Kickoff	6/12	6/13 VAN 1	6/14
6/15 SEA 1	6/16	6/17	6/18 VAN 2	6/19 SEA 2	6/20	6/21 VAN 3
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7/13	7/14 Semi Final	7/15 Semi Final	7/16	7/17	7/18 Bronze Final	7/19 FWC Final



## Stay engaged!



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



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[#Seattle26](#)



[www.fifa.com/tickets](http://www.fifa.com/tickets)