

A photograph of the Seattle skyline at sunset. The Space Needle is prominent on the left. The sky is a mix of orange, yellow, and blue. The city buildings are silhouetted against the bright sky. A layer of fog or low clouds is visible at the base of the buildings.

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



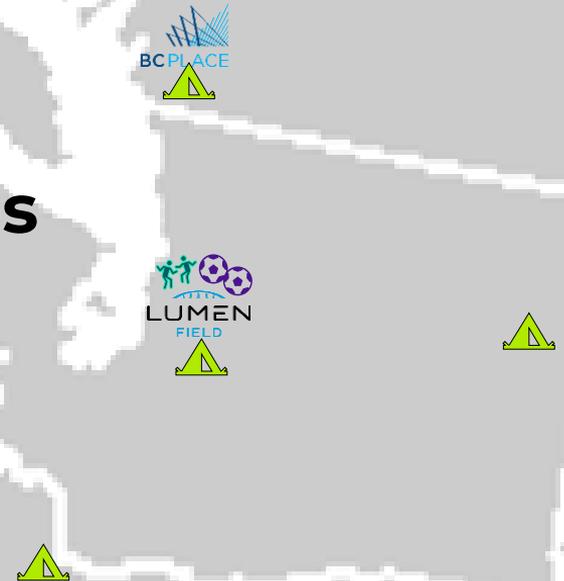
**Proposed
Practice fields:**
UW & SU

**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

\$929.0M

20,762

\$106.5M

**Direct
Spending
Impact**

**Total
Economic
Impact**

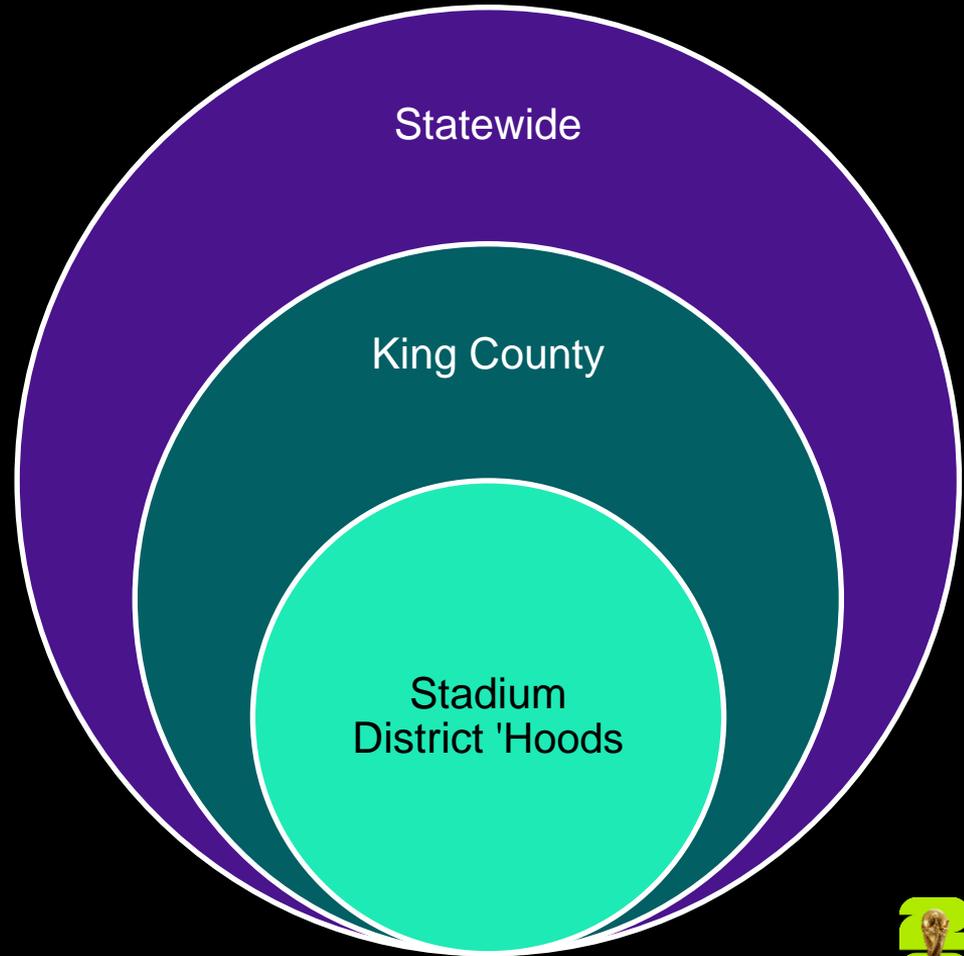
**Total
Jobs
Supported**

**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

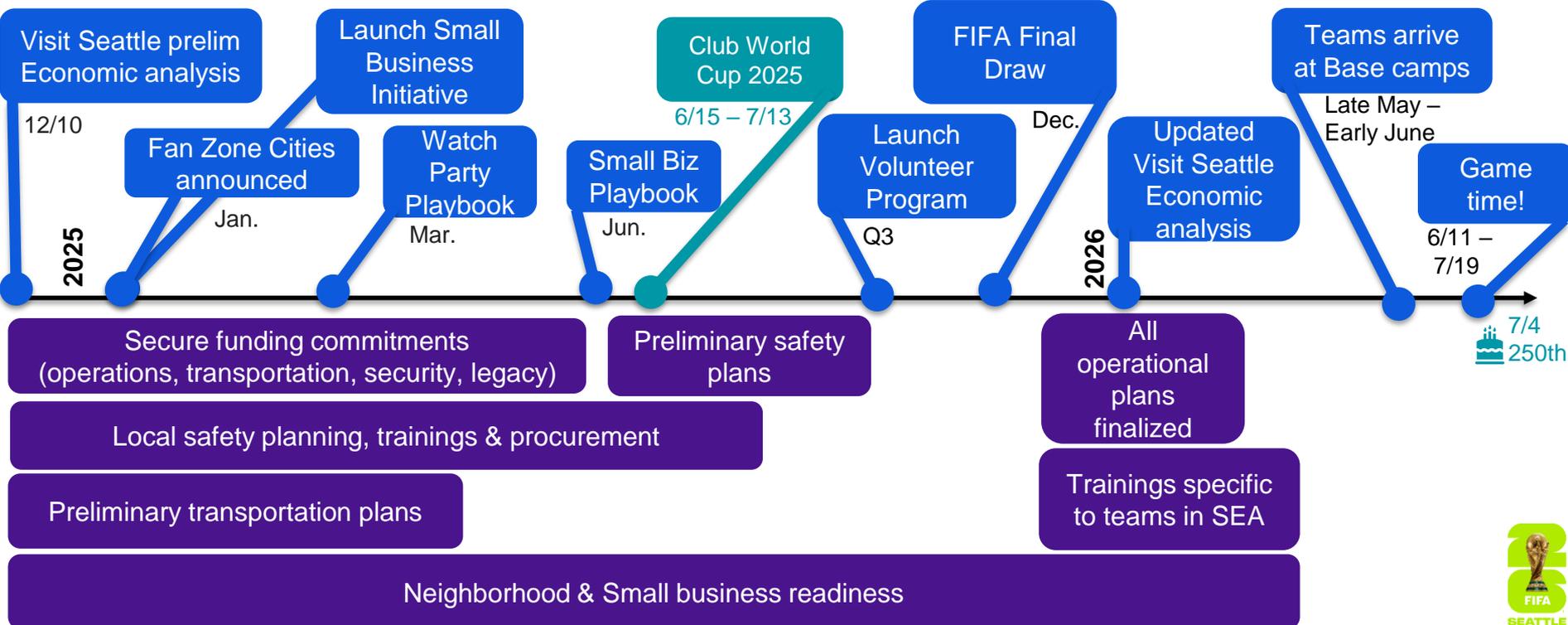
- 9 cities to be named in January as hosts of official SeattleFWC26 Fan Zones
- Community Playbook to be released in Spring for other regions



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

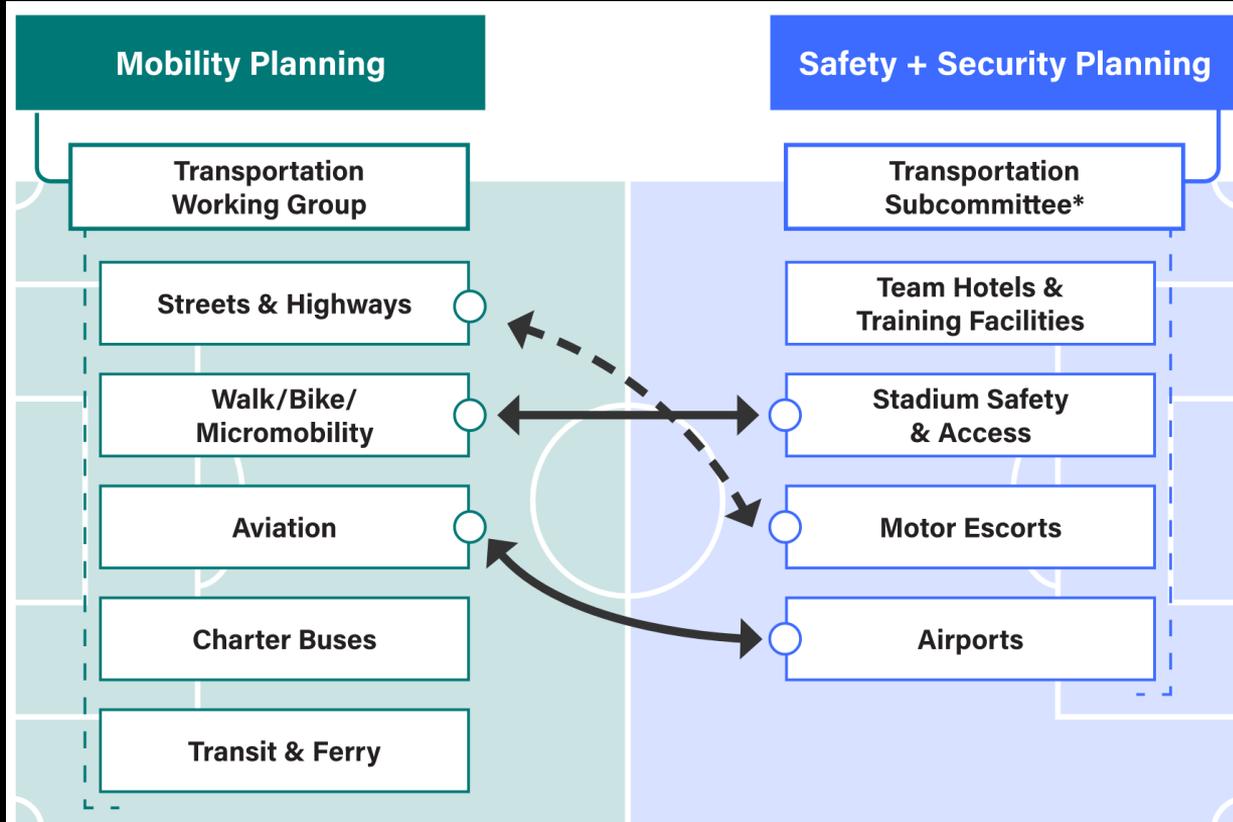
Security and
Motor Escorts

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

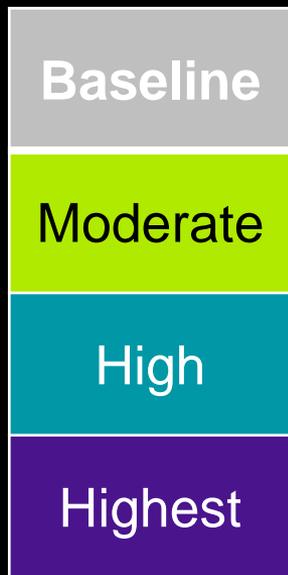
- Supporting discussions between FIFA and SEA, KCI, PAE
- Teams and match officials likely SEA or KCI
- VIPs potentially at all three airports
- Spectators primarily through SEA

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



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

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**WE
ARE
2026**
SEATTLE

Stay engaged!



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www.fifa.com/tickets