

FIFA World Cup 2026 UPDATE

Economic Development and
Ad Hoc Committee on Professional
Sports Recruitment and Retention
Special Called Meeting

Rosa Fleming, Director
Convention and Event Services

Craig Davis, President and CEO
Visit Dallas

Monica Paul, Executive Director
Visit Dallas – Dallas Sports Commission



City of Dallas

FIFA World Cup 2026



This briefing provides an overview of the activities completed to-date toward the successful delivery of FIFA World Cup 2026.



Initial Proposal and Presentation



Bid Timeline

- July 2017 - United Bid Committee formed to bid on World Cup 2026
- January 2018 - City of Dallas signed Host City Agreement
- May 2018 - FIFA awarded the 2026 World Cup to Canada, Mexico, and the United States
- July 2020 - Dallas bid presentation to FIFA
- October 2021 - Dallas site visit
- June 2022 - Dallas selected as a Host City
- February 2024 - Match schedule released



Outcomes – FIFA 1994



OUR WORLD CUP HISTORY

1994

World Cup Host City

6

Matches Hosted at the Cotton Bowl in 1994

100

Dallas Cup Alumni have played in 500+ World Cup Matches

HOME

To the International Broadcast Center (IBC)



Overall Outcome



“
**THERE IS NO GREATER
SPORTING EVENT IN THE
WORLD THAN THE FIFA
WORLD CUP**
”

– Dan Hunt,
Dallas 2026 Host City Bid Chairman



Economic Impact History



FIFA Fan Fest held in every Host City. Estimating 34 days in Dallas attracting millions of fans

- 2006 World Cup in Germany had 50,000 fans per City per day
- 2022 World Cup in Qatar average 70,000 fans per day with the largest daily attendance at 98,000

One Host City will be chosen as the site for the International Broadcast Center (IBC)

- Fair Park hosted the IBC in 1994
- IBC hosts 10,000+ broadcast media representatives for six months
- Approximately 172,000 room nights to Dallas
- 1994 IBC economic impact calculated at \$26 million
- 2018 IBC economic impact calculated at \$60 million
- 2022 IBC economic impact estimate was \$65 million



Economic Impact - Actuals and Projections



- 1994 Economic Impact: \$301 million in total economic impact on Dallas
- 2026 Economic Impact: Original projection based on 4 matches of \$415 million
- **Projecting Summer/Fall 2024 for adjusted economic impact projections** based on 9 matches, ancillary events, base camps, training venues, agencies, vendors, commercial affiliates, increased teams, and broadcasters



The Biggest Global Event



EVERYTHING'S BIGGER, EVEN FIFA WORLD CUP 2026 IN



THE BIGGEST GLOBAL EVENT

IS COMING BACK

JUNE 11 // JULY 19 2026	100,000+ International Visitors Per Day
9 MATCHES Host City Dallas	48 TEAMS Participating



Match Schedule Overview – 2024



MATCH SCHEDULE

6/14/26 **GROUP STAGE** 6/30/26 **ROUND OF 32**
6/17/26 **GROUP STAGE** 7/03/26 **ROUND OF 32**
6/22/26 **GROUP STAGE** 7/06/26 **ROUND OF 16**
6/25/26 **GROUP STAGE** 7/14/26 **SEMIFINAL**
6/27/26 **GROUP STAGE**

KEY VENUES

Match Venue: AT&T Stadium (Arlington)

Base Camps: Dallas Baptist University (Dallas)
Toyota Stadium (Frisco)
University of Dallas (Irving)
TCU (Fort Worth)

Training Venues: Cotton Bowl Stadium (Dallas)
SMU (Dallas)

Fan Festival: Fair Park (Dallas)

*Fan Activations: Dallas, Arlington, Fort Worth, Frisco

*International Broadcast Center: KBHCCD (Dallas)

* = Pending Contract Negotiations



Match Schedule Overview – 2024 (cont.)



FIFA WORLD CUP 2026

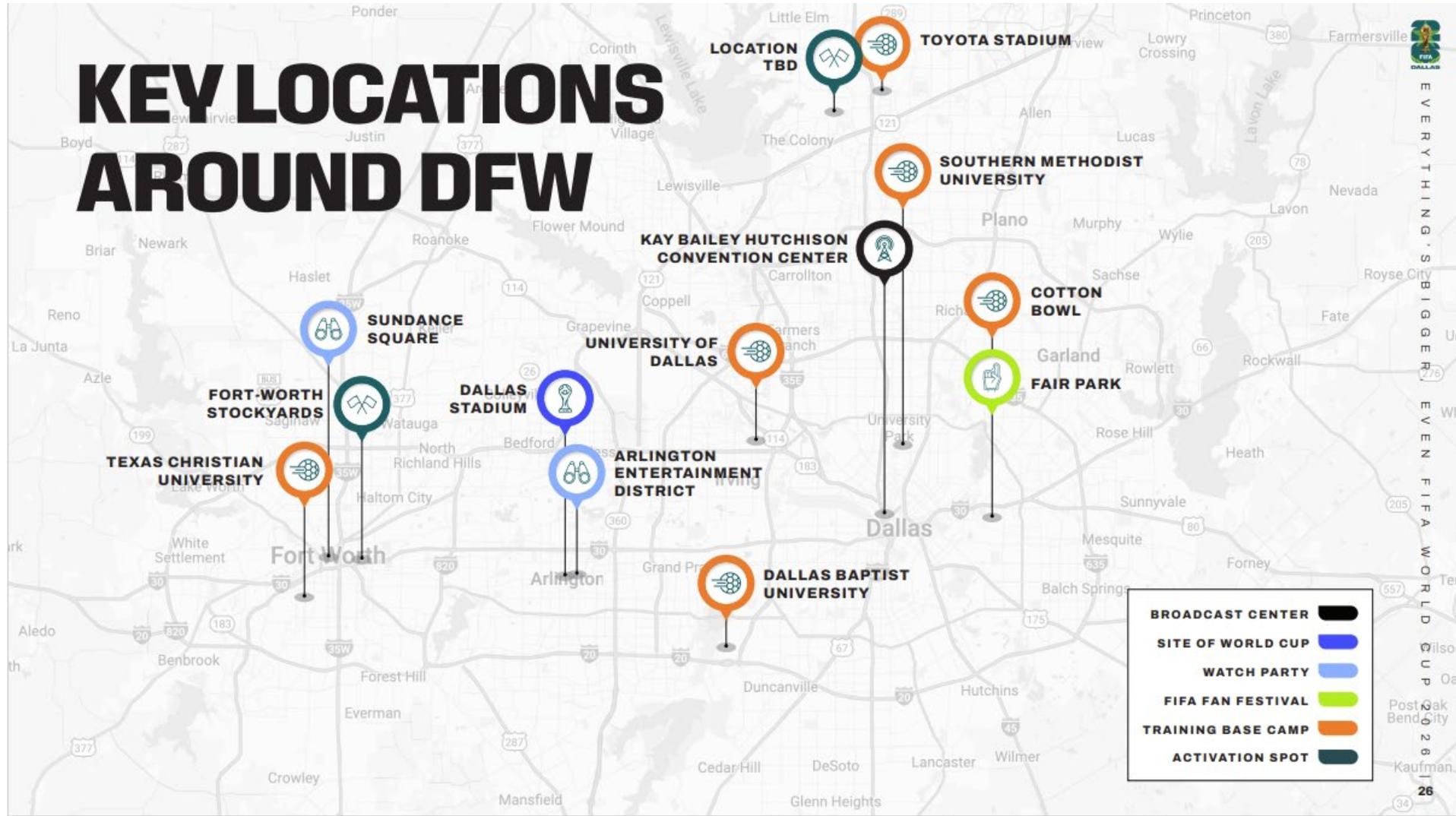
MATCH SCHEDULE

		GROUP STAGE MATCHES														ROUND OF 32				ROUND OF 16				QUARTER-FINALS			SEMI-FINALS			FINAL																			
		Thursday 11 June	Friday 12 June	Saturday 13 June	Sunday 14 June	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June	Friday 19 June	Saturday 20 June	Sunday 21 June	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June	Friday 26 June	Saturday 27 June	Sunday 28 June	Monday 29 June	Tuesday 30 June	Wednesday 1 July	Thursday 2 July	Friday 3 July	Saturday 4 July	Sunday 5 July	Monday 6 July	Tuesday 7 July	Wednesday 8 July	Thursday 9 July	Friday 10 July	Saturday 11 July	Sunday 12 July	Monday 13 July	Tuesday 14 July	Wednesday 15 July	Thursday 16 July	Friday 17 July	Saturday 18 July	Sunday 19 July									
WESTERN REGION	VANCOUVER			M6					M27 CAN			M48			M51 CAN		M54																																
	SEATTLE				M10					M32 USA					M62		M63											M84																					
	SAN FRANCISCO BAY AREA			M8			M20			M31			M44			M66																																	
	LOS ANGELES		M4 USA			M15			M26			M38				M59 USA			M73																														
CENTRAL REGION	GUADALAJARA	M2							M28 MEX					M48			M56																																
	MEXICO CITY	M1 MEX																																															
	MONTERREY				M12						M36					M54																																	
	HOUSTON				M10				M23			M35				M47																																	
	DALLAS					M11																																											
EASTERN REGION	KANSAS CITY						M19					M34				M58																																	
	ATLANTA					M14							M25																																				
	MIAMI							M13																																									
	TORONTO		M3 CAN											M21																																			
	BOSTON			M5																																													
	PHILADELPHIA																																																
	NEW YORK NEW JERSEY				M7																																												

Source: FIFA



Venue Locations – 2024



Committees



- Safety & Security
- Fan Festival & Ancillary Events
- Transportation
- Airports
- Sustainability
- Human Rights
- Workforce/Volunteers
- Hospitality/ Ambassadors
- Marketing & Communications
- Dressing & Signage
- Legacy Programs
- Host City Supporters & Donors



Next Steps



- Economic Impact Updates based on 9 matches
- Federal & State Funding Forecast/ Collaboration
- Host City Supporter & Donor Program
- Brand Protection Guidelines
- Event Testing Models



Future Timing



2024

- Begin Committee Work
- Volunteer Recruitment Begins
- Leadership Development Council Created

2025

- Test Events
- December- Teams & Match-ups determined
- Ancillary Event Schedule determined

2026

- April- Teams finalize Base Camp Selections



WORLD CUP 2014 FIFA DALLAS



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