



**City of Dallas**

# **FIFA World Cup 2026 Update**

**Ad Hoc Committee on  
Professional Sports  
Recruitment and Retention**

**December 2, 2024**

Monica Paul, Executive Director  
Visit Dallas – Dallas Sports Commission

# Marketing/Communications



## • Host City Poster

- All submissions were due on November 11. Currently have sixty submissions although some did not meet the guidelines provided in the toolkit.
- There is a group of ten judges from Dallas, Fort Worth, Arlington, Frisco, and the Organizing Committee that will be reviewing all submissions to narrow down to the top three
  - Selected submission will then be presented to FIFA for a decision on 1st through 3rd place.
- Final submissions were due to FIFA on November 29.



# FIFA Fan Festival



- FIFA Fan Festival team was in Dallas at the State Fair for a site visit, including representatives from C3 Present, OVG, and the North Texas FWC Organizing Committee.
- First draft of the FIFA Fan Festival site visit plan was due on November 8 and work can now begin to expand planning as it relates to safety, security, transportation, and revenue projections.



# Safety and Security



Regional planning meetings for 2025 are in the process of being set, which include eighteen focus groups, to begin the planning process coming out of an October Safety and Security workshop in Atlanta.



# Transportation



The North Central Texas Council of Governments issued an RFP for a consultant to put together a Mobility Plan that is due on March 31, 2025.



# Government Relations/Legislative Affairs



- Emergency Funding request for all 11 US host cities was made to the Congressional Appropriations committee.
- Dallas, in collaboration with the Houston Host Committee, is reaching out to all of the Texas delegation to communicate the importance and impact for both cities.



# Host City Footprint/Additional Venue Needs



- **Fleet Depot:** FIFA came in for site visits on November 26 to view Lone Star Park in Grand Prairie and a potential secondary option at DFW International Airport.
- **Volunteer Center:** After discussion with FIFA on the time period needs, space may only be needed from November 2025 to July 2026. With the revised space, it is possible to utilize the Food and Fiber Building or Embarcadero Building at Fair Park.
- **Ticket Centers:** Still in review with FIFA on options. The top two prospects at this point are the Eddie Bernice Johnson Union Station and the Greyhound Terminal/Building. Currently, continuing to identify other locations throughout the region for the smaller ticket center.



# Human Rights



- Held first workshop on October 31 with over 125 attendees from throughout the region.
- Working group is continuing to refine the stakeholder list.
- Next virtual workshop with FIFA tentatively scheduled for January 22, 2025, with the final stakeholder list due to FIFA by January 31, 2025.



# Accommodations



- Hosted a virtual townhall meeting with over 350 hotels and regional CVB representatives in attendance.
- By year end 2024, anticipate having hotels identified with designations (broadcast, media, commercial affiliate, teams, etc.) for FIFA to be able to share and to develop additional transportation and safety and security planning.



# Fundraising



- **Event Trust Fund:** Collaborating with economist to get updated numbers by March 2025.
- **Host City Supporter Program:** Conducted preliminary meetings and communications with McDonald's, Anheuser Bush, Bank of America, VISA, Choctaw, Coca-Cola Southwest, UT Southwestern, Frito Lay with additional meetings planned by year end.



# Upcoming Key Dates 2024



- November 29 - Final Poster design submitted to FIFA.
- December 3 - Film Permitting Questionnaire due. (Done)
- December 2 - Venue Series and Suite Ticket plans sales process begins.
- December 11- Dallas City Council meeting with recommended IBC joinder approval and announcement
- December 12 - Dallas 2026 Press Conference
- December 13 - Dallas 2026 Host City Supporter & Community Champion Donor Event
- January 17 - Environmental Annual Report Due





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