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# FIFA World Cup 2026 Update

## City Council Briefing

January 21, 2026

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# Presentation Overview



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- **North Texas FWC Organizing Committee Update** Pages 4-23
- **Next Steps** Pages 24-25

# Background

**City of Dallas Leadership & Implementation:** The City of Dallas has been working with the Visit Dallas Sports Commission, the region, and partners for over three years to bring FIFA to Dallas in a significant way. As this briefing outlines, the city will be a central hub for the International Broadcast Center, Volunteer Center, FIFA Fan Festival, and the largest number of matches in the world.

While the FIFA World Cup 2026 will benefit the entire region, the City of Dallas appreciates playing a central implementation role, with multiple City departments and city partners actively participating in regional committees to ensure coordinated execution and successful delivery of World Cup activities within Dallas. Staff understands that FIFA offers:

- **Global Significance:** The FIFA World Cup 2026 represents a once-in-a-generation opportunity to showcase Dallas and the North Texas region on the world's largest sporting stage, reaching billions of viewers worldwide.
- **Comprehensive Planning Effort:** The City of Dallas, in coordination with the North Texas FWC Organizing Committee, is advancing detailed planning across all major functional areas—including safety, transportation, infrastructure, operations, and community engagement—to ensure a successful and seamless event.



# North Texas FIFA World Cup Organizing Committee Updates

# The Biggest Global Event is Coming to Dallas

The FIFA World Cup 2026 is returning to North Texas for a global moment of historic scale. Dallas previously hosted World Cup matches in 1994 at the Cotton Bowl Stadium, drawing record-breaking crowds for the tournament. The 2026 event will feature 48 teams and nine matches in North Texas, **including a semifinal at Dallas Stadium.**



- **June 11 thru July 19, 2026**
- **48 Teams**
- **9 matches in Dallas including a Semifinal**
- **35+ Day Fan Festival**
- **~\$1.5 - \$2.1 Billion in Economic Impact**

# North Texas is Ready to Welcome the World!



## 6 BILLION FANS

THE WORLD'S SINGLE  
BIGGEST EVENT & MOST  
POPULAR SPORT

## 5,000+

INTERNATIONAL MEDIA  
REPRESENTATIVES IN  
MARKET

## 3.8 Million

DFW VISITORS  
100,000 PER DAY

## \$1.5 - \$2.1 BILLION

EXPECTED ECONOMIC  
IMPACT IN DFW

# The Biggest Global Event is Coming to Dallas

## MATCH VENUE

DALLAS STADIUM (ARLINGTON)

## POTENTIAL BASE CAMPS

MANSFIELD STADIUM (MANSFIELD)

TEXAS CHRISTIAN UNIVERSITY (FORT WORTH)

TOYOTA STADIUM & SOCCER COMPLEX (FRISCO)

UNIVERSITY OF NORTH TEXAS (DENTON)

## VENUE SPECIFIC TRAINING SITES

COTTON BOWL STADIUM (DALLAS)

SOUTHERN METHODIST UNIVERSITY (DALLAS)

## INTERNATIONAL BROADCAST CENTER

KAY BAILEY HUTCHISON CONVENTION CENTER  
(DALLAS)

## FIFA FAN FESTIVAL

FAIR PARK (DALLAS)



# Match Schedule at Dallas Stadium in Arlington

## GROUP STAGE

NETHERLANDS  V  JAPAN

JUNE 14 • 3:00 PM CT

ENGLAND  V  CROATIA

JUNE 17 • 3:00 PM CT

ARGENTINA  V  AUSTRIA

JUNE 22 • 12:00 PM CT

JAPAN  V  UKR/SWE/POL/ALB

JUNE 25 • 6:00 PM CT

JORDAN  V  ARGENTINA

JUNE 27 • 9:00 PM CT

## ROUND OF 32

2E  V  2I

JUNE 30 • 12:00 PM CT

2D  V  2G

JULY 3 • 1:00 PM CT

## ROUND OF 16

W83  V  W84

JULY 6 • 2:00 PM CT

## SEMIFINAL

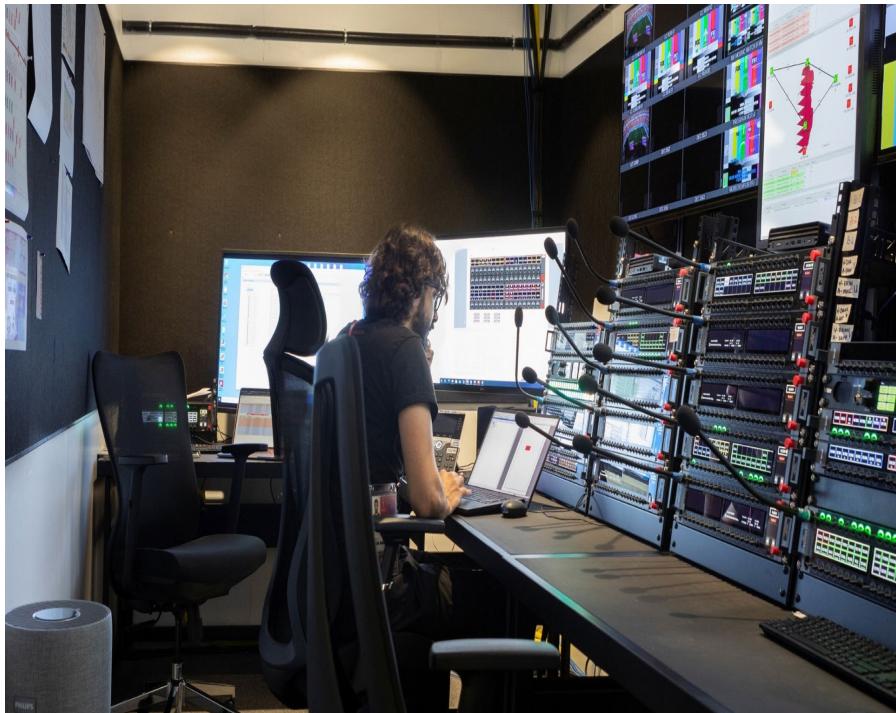
W97  V  W98

JULY 14 • 2:00 PM CT

# Match Schedule

FIFA WORLD CUP 2026											
GROUP STAGE MATCHES											
ROUND OF 32											
ROUND OF 16											
QUARTER-FINALS											
SEM-FINALS											
FINAL											
Match Schedule											
VANCOUVER											
SEATTLE											
SAN FRANCISCO BAY AREA											
LOS ANGELES											
GUADALAJARA											
MEXICO CITY											
MONTERREY											
HOUSTON											
DALLAS											
KANSAS CITY											
ATLANTA											
MIAMI											
TORONTO											
BOSTON											
PHILADELPHIA											
NEW YORK NEW JERSEY											

# International Broadcast Center (IBC)



**The IBC at the Kay Bailey Hutchison Convention Center Dallas is a tremendous moment for the city and a point of pride.**

The IBC will function as the **global hub** for television, radio, and digital coverage of the World Cup, welcoming **thousands of international broadcasters and media professionals** from around the world. Dallas will be at the heart of one of the most watched sporting events on the planet, with broadcasts reaching billions of fans across **more than 200 countries**.

An estimated **3,500+ broadcasters, media, and staff** are expected to make Dallas their home away from home starting in January 2026 and continuing throughout the tournament. The NTFWCOC will operate a Media Center at the KBHCCD for the entire duration of the tournament for those media that are not credentialed for the IBC.

# IBC Operations Timeline & Facility Investments

**Exclusive Use Period:** January 14 – August 24, 2026

## Timeline

**January – Early May:** Build-out & technical installation

**Late May – Final Match:** Broadcast operations

**July 20 – August 24:** Decommissioning

## Completed Facility Investments

- HVAC and roof upgrades
- Power supply & redundancy
- Technical compound build-out
- Hall C Separation wall
- Cargo lifts and lightning protection



**\* Significant Benefit, Limited Access: Although the IBC delivers significant economic and global visibility benefits for Dallas, it is not open to the public and will function as a secure, credentialed facility during operations.**

# FIFA Fan Festival Dallas at Fair Park

**34+ Days (5 Rest Days)**  
**Free and open to the public**

*Operational framework and requirements set by FIFA*

## 3–4 Ticketed Concerts

*Additional details on programming and ticket access will be provided as FIFA finalizes plans over the next few months*



## Community Days

*Planned in coordination with local school districts and community organizations to support youth and community engagement*

*Live match viewing will feature giant screens broadcasting World Cup matches, headline musical performances, and cultural showcases. Enjoy food and drink, interactive zones, and a community focus with special programming, including Independence Day concerts.*

## Local Participation Opportunities

*Requests For Information are being posted and distributed for local vendors, partners, and programming opportunities*

# FIFA Fan Festival Dallas at Fair Park – Layout



**FANFESTIVAL**  
2026  
FAIR PARK  
DALLAS TX



**SITE  
OVERVIEW**  
Preliminary 05Nov2025



City of Dallas

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# Volunteer Center Fair Park's Food & Fiber Building

## VOLUNTEER TRYOUTS

- Final day for tryouts is January 31, with 7,100 tryouts attended as of January 8
- An additional 3K sessions scheduled for January
- Started conducting Virtual Tryouts for domestic applicants who live more than 300 miles away

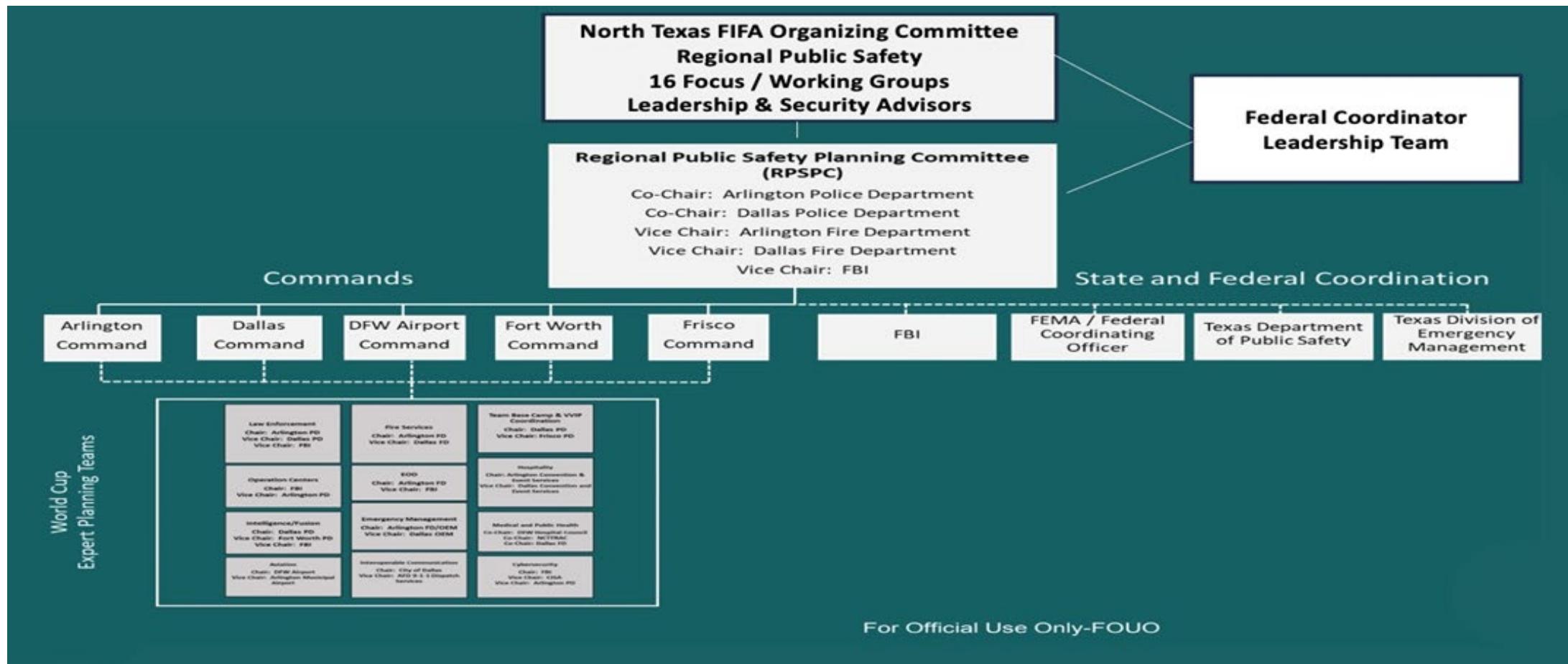
## VOLUNTEER CENTER OPERATIONS

- Open Wednesday - Sunday for the rest of January (Volunteer Tryouts)
- Will reopen in March for the Volunteer Training phase



**Volunteer Center Ribbon Cutting**

# Safety & Security



# Dallas and Regional Transportation and Mobility

## Dallas

- **Dallas-Based Testing & Readiness:** Several elements of the transportation system were tested locally during the Goodyear Cotton Bowl Classic on December 31 to evaluate traffic flow, transit utilization, and operational coordination.
- **Fan Festival & Event Operations:** Coordinating with Dallas Police Department to plan vehicle access, pedestrian routing, and traffic management for Fan Festival activities and other Dallas-based events.
- **Wayfinding & Signage:** Developing consistent wayfinding and signage across key Dallas transportation hubs, venues, and activity areas to support visitors and residents.

## Regional

- **Regional Transportation Planning:** Final regional transportation plan, inclusive of City of Dallas operations and event impacts, due to FIFA by the end of March
- **Scenario Planning & Exercises:** NCTCOG will conduct additional tabletop exercises through May, with City of Dallas departments actively participating to refine local response and coordination.
- **Transit Coordination:** Working with DART, Trinity Metro, and TRE on the use of CentrePort Station, bus services, and rail passes to support match-day ticket holders, broadcasters, media, and volunteers traveling to and from Dallas venues and events.
- **Full System Pilot:** A comprehensive pilot test of the transportation system, including Dallas-specific routes and operations, is scheduled for late April/May

# Human Rights

**Version 1 of the Human Rights Plan will be released on February 16. The final version is expected to be available in May, pending FIFA approvals.**

**Additionally, training materials on human trafficking and accessibility, as well as free speech toolkits, will also be available for download on the Host Committee website starting February 16, alongside Version 1 of the Plan.**

## Action Plan Items:

- Automated Responsible Contracting Policy through a Bid Management System for registrants of North Texas Business Connect.
- Establishing a worker center in FIFA Fan Festival for grievance redress and upskilling opportunities
- Human Trafficking and Accessibility Trainings have been rolled out through North Central Council of Governments throughout the region
- Free speech toolkits have been developed for the region, including guidance on the verification and management of designated free speech zones
- The City is coordinating with regional homeless response coalitions to ensure humane, compassionate, and lawful actions in the event of any intersection with the FIFA Dallas footprint
- Social media and other media platforms are being utilized to highlight and address multiple human rights initiatives and public awareness efforts tied to the World Cup

# Dallas Sustainability and Community Impact Initiatives

The 2026 FIFA World Cup is more than just a sporting event—it's an opportunity for Dallas to lead by example in the global movement for environmental stewardship and social responsibility. Through collaboration with FIFA, local authorities, and the community, the FIFA World Cup 26 Dallas will set a new standard for sustainability in major international events. Together, we can make the FIFA World Cup 26 not only a historic moment in sport but also a pivotal milestone for a sustainable future.

- **Improve Air Quality & Urban Canopy:** Tree planting and air quality initiatives in Dallas neighborhoods
- **Create Green Youth Ambassadors:** Community education and Green Ambassador certifications with local schools
- **Divert and Manage Waste:** Improved recycling, composting, and waste strategies at events and facilities
- **Reduce Food Waste and Recover Food:** Collaboration with nonprofits to minimize food waste in Dallas
- **Activate Community Clean Ups & Nature Challenges:** City-led clean-ups and environmental challenges in parks and neighborhoods
- **Engage with Youth & Volunteers:** Programs and volunteer opportunities for youth in Dallas communities
- **Conserve Water Conservation:** Promoting water-efficient practices aligned with Dallas sustainability goals



# Legacy



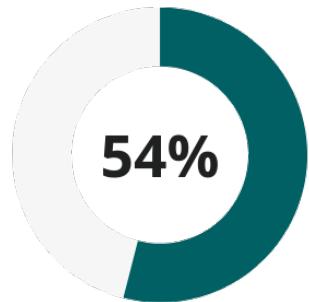
## IMMEDIATE BENEFITS FOR SELECTED DALLAS SITES

- Safe, active spaces for youth, green spaces, public art
- Improved air quality and reduced urban heat
- Community engagement and neighborhood pride

## FIFA'S LONG-TERM LEGACY FOR DALLAS

- Permanent green infrastructure benefiting generations
- Established youth development programs
- New standards for urban sustainability
- ***For the initial mini-pitch dedications, two locations have been selected within the city of Dallas for completion by May 2026***
- Legacy project locations are determined by the Host City Legacy Committee and are dependent on available funding.
  - Additional locations will be identified in late spring, and the digital *Community Engagement Playbook* provides residents with an opportunity to submit locations for consideration for post-2026 execution.

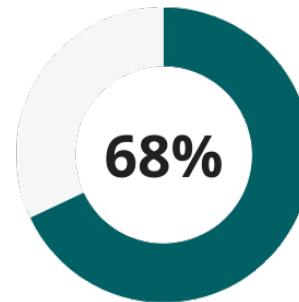
# FIFA Dallas Visitor Demographics



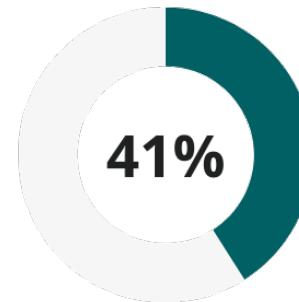
INTERNATIONAL VISITORS  
INCL. NON-TICKET HOLDERS



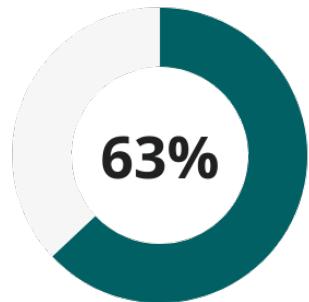
DAYS ON AVG INTERNATIONAL  
VISITOR STAYS IN USA



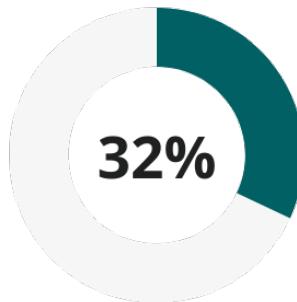
VISITORS OWNING A  
CREDIT OR DEBIT CARD



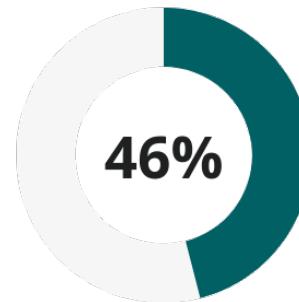
OF INTERNATIONAL  
VISITORS SPEAK ENGLISH



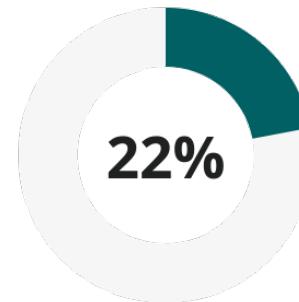
OF VISITORS ARE MALE



AGE  
16 - 29



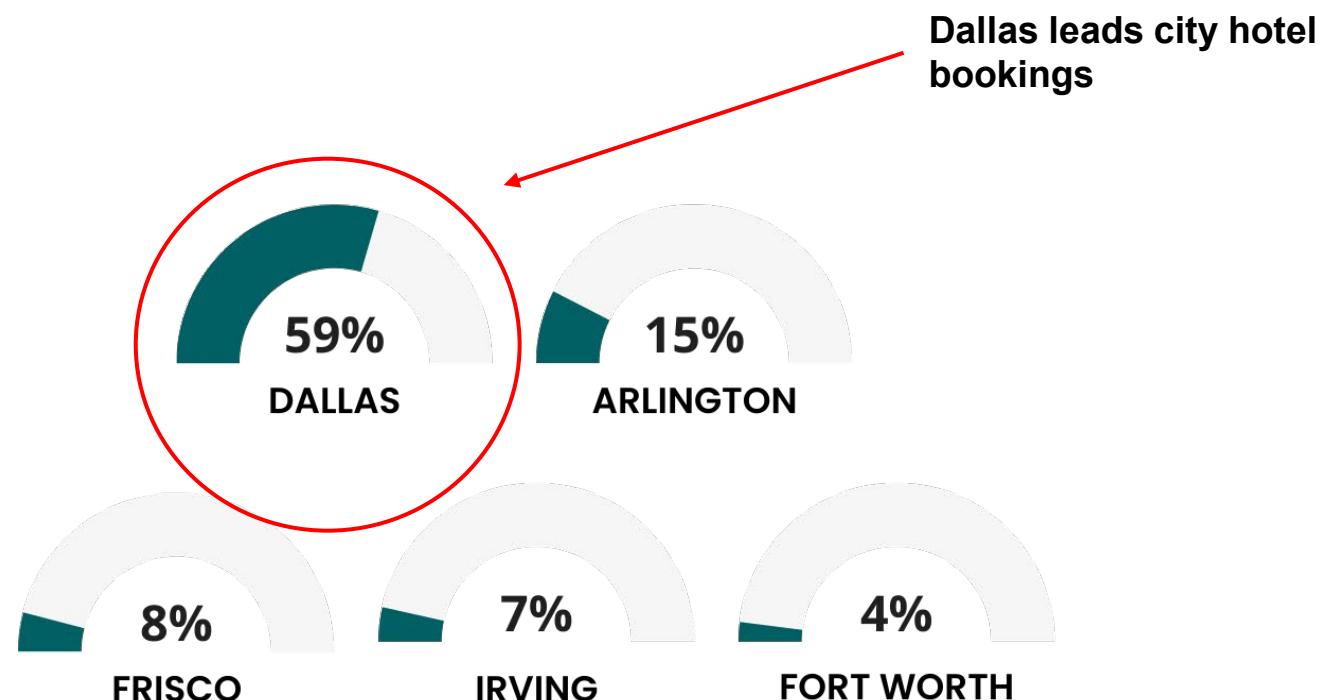
AGE  
30 - 49



AGE  
50 - 69

# North Texas Accommodation Numbers

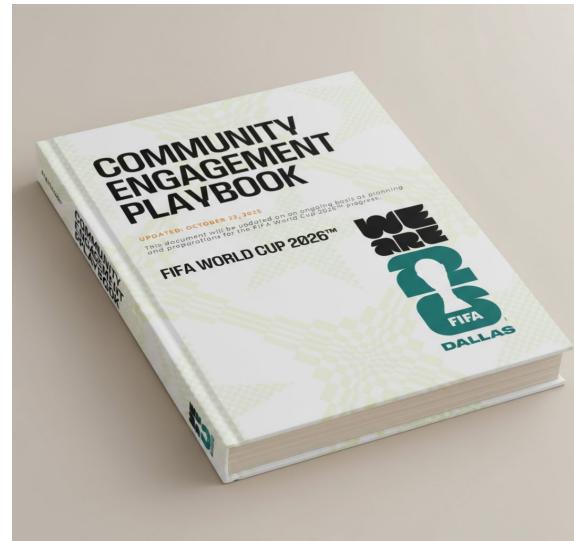
During the primary reservation period of May 15 - June 19, 2026, over 7,500 rooms have been reserved in the FIFA blocks. 60 hotels contracted in North Texas and **30 hotels within the city of Dallas**. *This does not include additional spectator or ancillary blocks.*



# Community Engagement Playbook

The FIFA World Cup is coming, and North Texas is ready to shine on the global stage. This once-in-a-lifetime event is more than matches, it's an opportunity to showcase Texas hospitality, celebrate our diverse communities, and inspire local pride.

This “digital playbook” provides resources and direction, in real time, to help businesses, nonprofits, and community leaders turn this worldwide celebration into a true hometown moment.



## Ongoing Community Engagement Roadshow

- Dallas Black Chamber of Commerce
- Cedar Springs Merchant Association
- Community Media Roundtable
- Pointe South Business Group
- Uptown PID
- Visit Dallas Neighborhood Task Force



*English & Spanish*

The playbook is available at: [www.dallasfc26.com](http://www.dallasfc26.com)



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# Next Steps

# Next Steps for City Council Awareness

- Host a City Council tour of the International Broadcast Center before the center becomes fully operational
- Provide regular updates to the City Council as key milestones are reached and planning advances
- Sustain community and stakeholder engagement, ensuring Dallas residents and businesses remain informed and involved
- Continue coordinated planning efforts across all City departments and the North Texas FIFA World Cup Organizing Committee



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