

Memorandum



CITY OF DALLAS

DATE August 2, 2024

TO Honorable Members of the City Council Economic Development Committee: Tennell Atkins (Chair), Omar Narvaez (Vice Chair), Carolyn King Arnold, Adam Bazaldua, Paul Ridley, Chad West, and Kathy Stewart

SUBJECT **Update – Dallas Preparations for FIFA World Cup 2026**

City staff has intensified efforts to prepare and plan for the FIFA World Cup 2026. Over the next two years, extensive planning will be crucial to successfully host the world's most watched sporting event. Dallas will host nine matches, including a semi-final game – more than any other city in the country.

A core team comprised of City staff, the Visit Dallas Sports Commission, Inspire Dallas, and Oak View Group (OVG) has been collaborating closely with FIFA on initial planning efforts.

Additionally, two former City executives have joined the effort. Brett Wilkinson, former Government Affairs Director, will serve as a FIFA Public Affairs Specialist in the Convention and Event Services (CES) Department, and Rocky Vaz, former Office of Emergency Management (OEM) Director, will focus on safety and security aspects for World Cup 2026 and will be working directly for the Visit Dallas Sports Commission.

City staff continues discussions with FIFA regarding the International Broadcast Center (IBC), which is proposed to be located at the Kay Bailey Hutchison Convention Center Dallas (KBHCCD). CES staff are using these discussion points to finalize the IBC Venue Agreement, in collaboration with the City Attorney's Office and Oak View Group. Given that the IBC will host broadcasters from around the world, staff are ensuring that all necessary requirements for accommodating the IBC are met, while coordinating closely with Inspire Dallas and Oak View Group to adhere to the KBHCCD Master Plan schedule.

CES, along with executive staff and directors or their delegates who will be involved in FIFA activities, have commenced monthly internal meetings at city hall to plan for World Cup 2026. Additionally, several regional committees have been established to support World Cup efforts, covering areas such as safety and security, fan festivals and ancillary events, transportation, airports, sustainability, human rights, workforce and volunteers, hospitality and ambassadors, marketing and communications, dressing and signage, legacy programs, and host city supporters and donors. Regional committees host these meetings throughout the Metroplex. Departments such as CES, OEM, Office of Environmental Quality and Sustainability (OEQS), Transportation (TRN) and Aviation (AVI) are actively participating in these monthly, regional, external stakeholder and interdepartmental meetings. An organizational chart with that includes FIFA and regional

DATE August 1, 2024
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PAGE **2 of 2**

representatives and city staff is under development. Staff will share the organizational chart in the next update.

Staff are also monitoring federal and state funding efforts, including federal appropriations to support U.S. host cities, which will not likely be awarded until after the November 2024 election. Additionally, host cities are seeking Major Event Trust Fund assistance from the state, for which an application has already been submitted. Major Event Trust Fund applications are completed by Visit Dallas for all major events as part of their contractual duties to incentivize the hosting of large events within the city and region. The Dallas Sports Commission is currently working with FIFA representatives to update the Economic Impact assessment of FIFA World Cup 2026 on Dallas. Once numbers are updated, which should be this fall, information will be submitted to the State to determine funding levels. Staff will keep the City Council informed of these funding efforts and will share updated Economic Impact assessment numbers once they become available.

In a more recent development, the City is identifying a proposed location for the Main Ticketing Center (MTC), a critical component of the ticketing operations for the World Cup. This is a requirement for all host cities. The MTC is often a fan's first point of physical contact for the event. As such, the location, construction, design and accessibility of the facility are critical to the event's success. FIFA has provided specifications and expressed a preference that the facility be located in or near downtown Dallas, ideally with close proximity to public transportation. Additionally, the MTC should have adequate and accessible parking. While FIFA requires the space be provided complimentary, FIFA will cover the expense of any infrastructure needs, as well as operation of the MTC. City staff are collaborating with the Dallas Sports Commission to identify a suitable location and will continue to update the City Council on progress regarding the MTC.

We remain committed to keeping the City Council informed about Dallas's preparations for the 2026 FIFA World Cup. Should you have any questions, please feel free to contact me or Rosa Fleming, director of Convention and Events Services.

Service First, Now!



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