City of Dallas

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

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

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

Match Schedule Overview – 2024

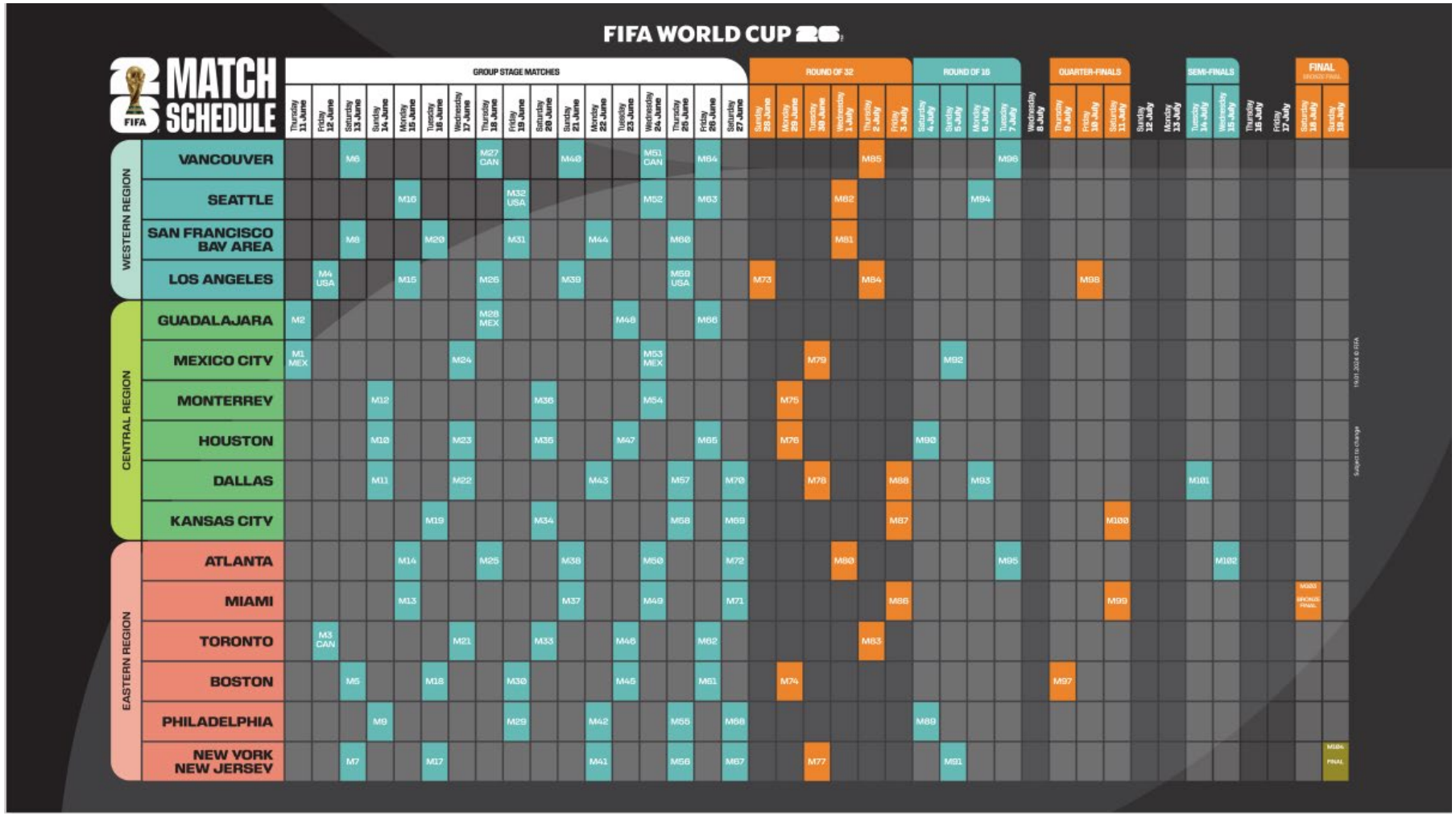
KEY VENUES

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**

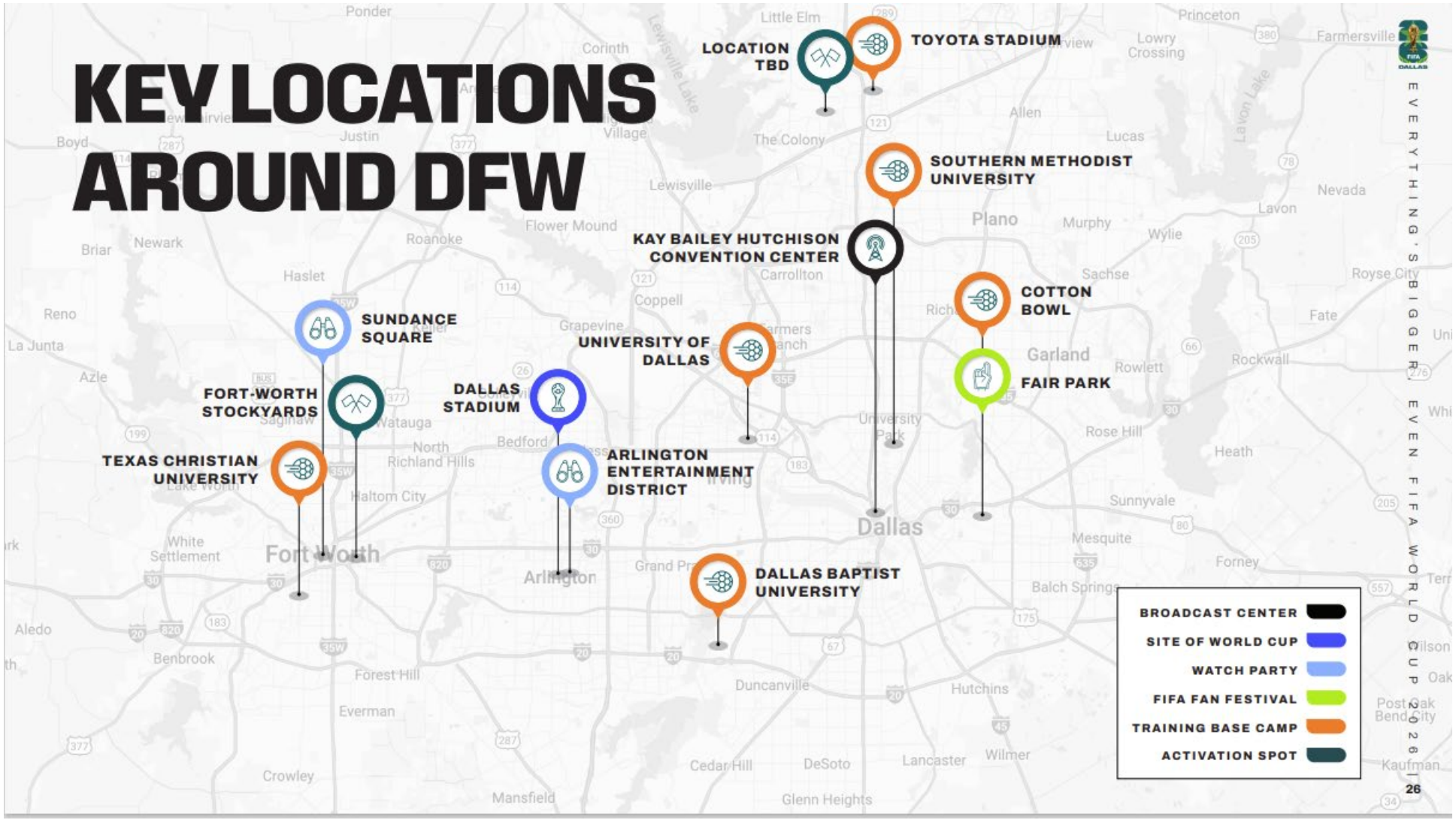
***International Broadcast Center: KBHCCD (Dallas)**

*** = Pending Contract Negotiations**

Match Schedule Overview – 2024 (cont.)



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

WE ARE

FIFA

DALLAS

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