

Memorandum



CITY OF DALLAS

DATE December 4, 2017

Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson
TO (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott
Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **2026 FIFA World Cup Bid**

On Monday, December 11, you will be briefed on the 2026 FIFA World Cup Bid. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in black ink that reads "Willis Winters".

Willis C. Winters, FAIA, Director
Park and Recreation Department

Attachments

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Biliera Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jo M. (Jody) Puckett, Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors



Dallas Park & Recreation

2026 FIFA World Cup Bid



UNITED 2026

A united bid to host the 2026 FIFA World Cup™

Quality of Life, Arts & Culture Committee
December 11, 2017

Background

- The Dallas Sports Commission (DSC) was created in 2014 to attract, retain and support sports and entertainment events that position Dallas as the premier sports destination and have a positive impact on the economy and quality of life of Dallas residents
- DSC books over 50 events a year and hosts an average of 56 sports events each year in the city and region
- The DSC served as the Local Organizing Committee for the 2017 NCAA Women's Final Four and assisted in the execution of the following regional events:
 - 2016 WWE Wrestle Mania
 - 2015 College Football Playoff National Championship
 - 2014 NCAA Men's Final Four

Background

- The DSC looks to not only secure the bid for the events but successfully execute the event with the site selection organizations from a regional perspective (branding/awareness, airports, training venues, volunteers, transportation, legacy/community initiatives).
- The DSC is currently working on bids for:
 - NCAA Men's Final Four
 - NCAA Women's Final Four for the region
 - 2026 Federation Internationale de Football (FIFA) World Cup

Background

- Federation Internationale de Football Association (FIFA) is the governing body for international soccer
- FIFA World Cup is the world's largest sporting event
 - Global cumulative television audience of over 3.2 billion
 - 80 soccer matches, with 48 national teams playing in 12-16 venues
 - Tournament played in June/July over 35 days every four years
- FIFA is currently seeking host countries for the 2026 FIFA World Cup

Background

- 1994 FIFA World Cup held in the USA
 - \$4 billion in economic impact
 - Still holds the record for the total number of spectators, 3.6 million, representing 96% of the capacity for all U.S. host stadiums
- In addition to Dallas, there were eight other host cities
 - Boston, Chicago, Detroit, Los Angeles, New York, Orlando, San Francisco, and Washington, D.C.
- The Cotton Bowl Stadium at Fair Park hosted six matches
 - Including a quarter final match between The Netherlands and Brazil
- The International Broadcast Center for all 1994 World Cup games was located at Fair Park
 - Operated for six months and hosted 10,000 worldwide television broadcast representatives

Background

- The United Bid Committee (UBC), comprised of a combined North American bid encompassing the United States, Mexico and Canada, is submitting a bid to host the games in North America in 2026.
 - The 2026 World Cup will be the largest to date with 80 matches and 48 national teams playing in 12-16 venues
 - 60 matches in the USA, 10 in Canada, and 10 in Mexico with all quarterfinals and beyond being in the USA
- Cities solicited by the UBC and interested in hosting matches must submit detailed proposals supporting the UBC efforts to bring the games to North America

Background

- UBC is requiring interested cities to deliver executed FIFA-specified Host City, Stadium, Airport and/or Training Site Agreements by January 2018
 - Dallas has been asked to execute the Host City and Training Site Agreements
- Host Country for 2026 will be selected in June 2018
- Morocco is the only other country submitting a bid
- Per Economic Research Associates' economic impact study completed in 2009 for the 2018 World Cup games:
 - Total economic impact for one host city was projected to be between \$300 - \$500 million
 - Job creation for a host city was projected to be between 5,000 - 8,000 for two to eight months

Chronology of Events

- October 4, 2017
 - Of the 41 cities that expressed initial interest, the United Bid Committee named a shortlist of 32 cities:
 - Canada (4): Edmonton, Montréal, Toronto, and Vancouver
 - Mexico (3): Guadalajara, Mexico City and Monterrey
 - United States (25): Atlanta, Baltimore, Boston, Charlotte, Cincinnati, Chicago, Dallas, Denver, Detroit, Houston, Kansas City, Las Vegas, Los Angeles, Miami, Minneapolis, Nashville, New York City, Orlando, Philadelphia, Phoenix, Salt Lake City, San Francisco, Seattle, Tampa, and Washington, D.C.

Chronology of Events

- October 16, 2017
 - Shortlisted cities received bid specifications and Host City agreements from the United Bid Committee
- November 13-17, 2017
 - United Bid Committee held a Host City Workshop in Houston
- January 2018
 - Cities submit bid documents and Host City Declaration to the United Bid Committee
- March 2018
 - United Bid Committee submits proposal to host the FIFA World Cup in 2026

Chronology of Events

- April/May 2018
 - FIFA site visits to cities
- June 2018
 - FIFA announcement of 2026 host country
- 2020/2021
 - Final cities to host the World Cup will be determined after the winning bid is awarded

Other Considerations

- FIFA Fan Fest held in every host city for 35 days
 - 2006 World Cup in Germany had 50,000 fans per city per day attendance
- International Broadcast Center (IBC) – Only one IBC in the country chosen
 - Fair Park hosted the IBC in 1994
 - IBC open for six months and hosts 10,000 media representatives
- AT&T Stadium is the proposed stadium venue and Cotton Bowl Stadium is a proposed Training Site and Base Camp venue.
- Fair Park is proposed for Fan Fest and IBC for 2026.
- MoneyGram Athletic Complex is being considered for a Training Site.

Host City Agreement

- The Host City Agreement establishes general requirements that the City, in conjunction with the United States Soccer Federation, must comply with, at its own cost and expense, once a host city is selected (Hosting Requirements)
- The specific Hosting Requirements are in a separate document that is to be incorporated into the Host City Agreement and are subject to change and, to a certain extent, may be negotiated with FIFA once the City has been selected to host

Host City Agreement

- Hosting Requirements, may include, but are not limited to:
 - All infrastructure to support the games
 - Facilities for the media center and operations center
 - Stadium and training sites
 - Outdoor advertising and media
 - Traffic management system including public transportation access
 - Crowd management program
 - Safety, security and fire protection
 - Banners and decorations promoting the games
 - FIFA Fan Fest, a spectator event held in the Host City on every game day
 - Funding to support events

Host City Agreement

- FIFA-specified Host City Contractual Terms
 - Indemnification of FIFA, any subsidiary of FIFA or the United States Soccer Federation, resulting from any breach of the Agreement by the City or any action or omission by the City
 - To the extent permitted by law, the City waives all claims against FIFA, any subsidiary of FIFA or the United States Soccer Federation
 - The Agreement is governed by and interpreted in accordance with the laws of Switzerland
 - Binding arbitration in Zurich, pursuant to Swiss Rules of International Arbitration
 - Contract will commence on the date of execution and expire on September 30th of the year of the games
 - If stadium is not located within the sole municipal jurisdiction of a Host City, then upon request by FIFA, the city where the stadium is located must become a part to the Host City Agreement or agree to be fully bound to all terms and conditions of Host City Agreement

Training Site Agreement

- FIFA-specified Training Site Agreement Contractual Terms
 - Made available one month prior to the start of the Training Site Use and two weeks following the end of the Training Site Use Period
 - Exclusive use by FIFA and others as authorized by FIFA
 - Free and clear of advertising, marketing, promotion, merchandising and brand identification
 - Must comply with FIFA's technical, security, infrastructure, equipment and other requirements
 - Field of play shall not be visible from any surrounding public or private buildings
 - A press conference room and “flash” interview facilities
 - Fields of play must be a grass playing surface and shall remain in optimal condition throughout

Training Site Agreement

- FIFA-specified Training Site Agreement Contractual Terms
 - Hire and pay for such number of sufficiently trained personnel as deemed necessary by FIFA
 - Indemnification of FIFA and all affiliates and acceptance of all liability
 - Entitled to determine and/or change the name of the training site stadium to any non-commercial name only during the FIFA World Cup Tournament
 - Transfer free of charge any training site intellectual rights
 - Any costs and expenses incurred, in excess of the rental fee shall be borne by the City of Dallas
 - FIFA shall have sole right to determine the definition, structure, strategy and concept for the exploitation, use, implementation and activation of marketing rights

Legal and Business Issues

- City of Dallas, in conjunction with the United States Soccer Federation, will seek to negotiate additional contract terms following notification that North America has been chosen as the Host Country and Dallas as a Host City that will provide flexibility and stipulate the specifics, among other things, of:
 - Infrastructure costs
 - Hospitality box seating requirements and costs
 - Insurance coverage costs
 - Technological improvement costs
 - Other costs and expenses

Funding Options

- State of Texas Major Event Trust Fund
- Partner with Dallas Sports Commission to raise funds to offset costs for hosting the games
- Partner with the UBC and/or other Host Cities to offset costs or liabilities for hosting the games

Host City Economic Benefit

- FIFA Fan Fest held in every Host City for 35 days attracting millions of fans
 - 2006 World Cup in Germany had 50,000 fans per City per day
- 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 is \$65 million
- Economic Impact of World Cup Matches
 - Six to eight matches with over \$415 million in economic impact

Next Steps

- January 10, 2018
 - Council consideration of authorizing City Manager to enter into FIFA-specified Host City and Training Site Agreements
 - The Airport Agreement will be between United Bid Committee and the DFW Airport Authority
- January 2018
 - Cities submit bid documents and Host City Declaration to the United Bid Committee
- March 2018
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Next Steps

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