Memorandum

CITY OF DALLAS

DATE August 7, 2026

TO Honorable Mayor and Members of the City Council

SUBJECT **FIFA World Cup 2026 Revenues, Economic Impact, and Reimbursements**

The City of Dallas, in close partnership with the North Texas FIFA World Cup 2026 Organizing Committee ("Organizing Committee"), successfully fulfilled its host city obligations, positioning the city to realize significant economic benefits from the large crowds attending FIFA World Cup matches and related events throughout the region. As event activities conclude, City Council Members have requested updates regarding the economic impact of the events. To provide clarity, staff has prepared this memorandum outlining the anticipated timeline and process for financial reconciliation by FIFA, the Organizing Committee, partner organizations, and City staff.

FIFA has advised the Organizing Committee and the City that it is continuing to reconcile attendance figures across all host city event venues, complete the decommissioning of tournament offices and the International Broadcast Center, and finalize event-related expenses. While preliminary indicators demonstrate that the tournament generated substantial benefits for Dallas through increased visitor spending, tourism activity, local tax collections, and broader regional economic growth, the Organizing Committee has requested that the City refrain from releasing forecasted figures until the reconciliation process is complete. Accordingly, staff will focus on reporting verified, actual results as they become available.

Direct Revenue

Dallas will receive revenues related to FIFA World Cup activities from several sources, including the local Hotel Occupancy Tax (HOT) at 7 percent, the local Brimer Bill HOT at 2 percent, Project Financing Zone (PFZ) revenues, Sales Tax, and facility rental agreements for FIFA events.

The City collects local and Brimer Bill HOT revenues with a one-month delay between collection and payment to the City. Sales tax and PFZ revenues generated during FIFA activities are collected by the State and will be reported and distributed according to the State's standard two-month reporting and distribution schedule. Staff received June local HOT and Brimer Bill HOT data in July and expect to receive July data in August. Other June revenue data from the State is anticipated later this month, and July data is expected in September. Updates will be provided to the City Council as information becomes available.

State of Texas Major Events Reimbursement Program

The City of Dallas, in coordination with the Organizing Committee, is also pursuing reimbursement opportunities through the State of Texas Major Events Reimbursement Program ("MERP"). The regional host committee and City staff are currently finalizing the attendance data required for the reimbursement application and anticipate submitting all required documentation to the State by the end of August, ahead of the September 2, 2026, deadline.

Following submission, the State will have 14 days to review and accept the attendance data. Once accepted, the Organizing Committee will be eligible to begin submitting reimbursement requests. Under the MERP process, the State may take up to one year to complete its reimbursement review process and issue payment.

Federal FIFA World Cup 2026 Public Safety Grant Program

In addition to State reimbursement opportunities, the city is participating in the federal FIFA World Cup 2026 public safety grant program, which provides funding to support host cities with public safety, emergency preparedness, and operational needs associated with hosting FIFA World Cup events.

The City's Office of Emergency Management & Crisis Response ("EMCR") is currently documenting eligible public safety-related expenses associated with FIFA World Cup 2026 activities. Once finalized, this information will be submitted to the North Central Texas Council of Governments ("NCTCOG"), which will submit the regional documentation to the State of Texas. Documentation is due to NCTCOG by August 30, 2026.

Next Steps

Staff will continue to monitor and report on final revenue collections, reimbursement proceeds, and economic impact data as additional information becomes available from the State, federal partners, the Organizing Committee, and regional stakeholders. Updates will be provided as revenue reconciliation and reimbursement processes are completed and actual revenues are finalized.

Once all financial and economic data have been received and reconciled, the North Texas FIFA World Cup 2026 Organizing Committee will prepare a comprehensive post-event economic impact report for the region, documenting the overall economic and fiscal outcomes of the tournament. Staff will share the report with the City Council as soon as it is completed and made available by the Organizing Committee.

Should you have any questions or need additional information, please contact Rosa Fleming, Director of Convention and Event Services at rosa.fleming@dallas.gov.

Service First, Now!

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