



Dallas Park & Recreation

2026 FIFA World Cup



UNITED 2026

A united bid to host the 2026 FIFA World Cup™

Dallas Park and Recreation Board

October 19, 2017

Background

- Federation Internationale de Football Association (FIFA) World Cup is the world's largest single sporting event
 - Global cumulative television audience of over 26 billion
 - 2026 to be the largest World Cup to date with 80 matches, with 48 national teams played in 12-15 venues
 - 60 matches in the USA, 10 in Canada, and 10 in Mexico with all quarterfinals and beyond being in the USA

Background (continued)

1994 FIFA World Cup held in the USA reported \$4 billion in economic impact and still holds record for total number of spectators at 3.6 million

- The Cotton Bowl Stadium at Fair Park hosted six matches, including a quarter final match
- Fair Park also housed the International Broadcast Center for six months and hosted 10,000 media representatives

Background (continued)

- 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 2009 dollars
 - Job creation for a host city was projected to be between 5,000 – 8,000

Background (continued)

- 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.
 - Robert Kraft serves as Honorary Chairman of the United Bid Committee Board of Directors
 - Sunil Gulati is Chairman of the United Bid Committee Board of Directors, which includes representatives of the three North American soccer federations
 - The Executive Director of the United Bid Committee is John Kristick
 - Host Country for 2026 will be selected in June 2018
 - Morocco is the only other country submitting a bid

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 are expected to receive bid specifications and host city agreements from the United Bid Committee
- November 13-17, 2017 – United Bid Committee holds Host City Workshop in Houston
 - Monica Paul – Dallas Sports Commission
 - Jimmy Smith and Dan Hunt – FC Dallas
 - Chad Estes – AT&T Stadium
 - City of Arlington
 - City of Dallas
 - Fair Park/Cotton Bowl

Chronology of Events

- November – December 2017- United Bid Committee Site Visit to Dallas
- January 2018 – Cities submit bid documents to the United Bid Committee
- March 2018 – United Bid Committee submits proposal to host the FIFA World Cup in 2026
- April/May 2018 – FIFA site visits to cities
- June 2018 – FIFA announcement of 2026 host country
- Final cities to host the World Cup will be determined after the host country is awarded

Considerations

- FIFA Fan Fest held in every host city for 30 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
- Both Cotton Bowl Stadium and AT&T Stadium are included in the Dallas bid
- Even if games are played at AT&T Stadium, Dallas will be considered the host city

Next Steps

- Staff to review bid specifications and Host City agreements and attend the Host City Workshop in Houston
- Brief the Park and Recreation Board and City Council on Host City requirements in November and December



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