

# City of Redmond World Cup Program Staff Report

May 19, 2026

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A stylized graphic of the American flag, with the stars and stripes rendered in a dynamic, brush-stroke style. The colors are vibrant, with red, white, and blue, and some stripes are dotted with small circles.

**REDMOND**  
IS READY FOR THE WORLD

# Agenda

- **Program Overview**
- **Subgroup Reports**
  - Watch Parties and Activations
  - Public Safety and Emergency Management Response
  - Operations and Logistics
  - Communications
  - Finance
- **Meet me at Marymoor**
- **Council Engagement**



# World Cup 2026

- **June 11 – July 19, 2026**

Anticipated to be the largest sporting event in world history

- **Seattle Match Schedule**

- **Belgium v Egypt** I Group G I June 15
- **USA v Australia** I Group D I June 19
- **Bosnia-Herzegovina v Qatar** I Group D I June 24
- **Egypt v IR Iran** I Group G I June 26
- Knock Out Round of 32 I July 1
- Knock Out Round of 16 I July 6

- **World Cup Final**

Sunday, July 19 New York New Jersey Stadium



# Tourism Trends

- Hotels prices and AirBnb are elevated to roughly double rates with limited supply. May 26 meeting to learn more.

Where to? Redmond, Washington, United St...  
Dates Thu, Jun 18 - Sun, Jun 21  
Travelers 2 travelers, 1 room

All stays Hotels Homes  
300+ properties  
How our sort order works Sort by recommended for you

View in a map

Compare properties Get a side-by-side view of up to 5 properties.

Search by property name  
e.g. Marriott

Filter by

Popular filters

- Hotel (227)
- Breakfast included (188)
- Bellevue (59)
- Reserve now, pay later
- Pet friendly (440)

Total price  
Min \$360 Max \$5,450+

**Archer Hotel Seattle/Redmond**  
Redmond  
Pool  
Extend your World Cup in Redmond  
Off the pitch, Archer is your pre- or post-match getaway near Lumen Field, with comfortable rooms and time to reset.  
9.6 Exceptional  
1,006 reviews  
\$437 nightly  
\$1,481 total  
Total with taxes and fees

**Residence Inn By Marriott Seattle East-redmond**  
Redmond  
Breakfast included Pool  
All-Suite Hotel | Free Hot Breakfast  
Seattle Stadium Access via Lightrail, Woodinville Wine Country, Velodrome&Tech Corridor, Full Kitchen, Pet-Friendly, Outdoor Pool.  
8.8 Excellent  
549 reviews  
\$2,469 nightly  
\$8,348 total  
Total with taxes and fees  
We have 4 left at this price

**Redmond Inn**  
Redmond  
Breakfast included Pool Hot tub  
Fully refundable  
Reserve now, pay later  
8.8 Excellent  
1,270 reviews  
\$336 nightly  
\$1,144 total  
Total with taxes and fees  
Sign in for extra savings

Homes in map area Jun 18 - 21 2 guests Filters Become a host

Guest favorite

Loft in Redmond  
Open Loft in Redmond Core - 92 Walkscore!  
1 bedroom - 1 queen bed  
★ 4.82 (185)  
\$1,475 for 3 nights

Guest favorite

Map showing prices: \$665, \$853, \$1,461, \$1,028, \$1,210, \$674, \$1,475, \$850, \$1,597, \$463, \$976, \$463.



# 2026 World Cup Programming

- Economic Development hosted 5 Quarterly business and community World Cup strategy meetings
- Fútbol for All - Hosted 6 speakers and with 3 more to come by end of June. Attendance of 40-60 people per event.
- Watch Party Grants – 28 grantees will host watch parties between June 11 and July 19, see Events on [Experiencedmond.com](https://www.experiencedmond.com)
- RAVE Foundation and Parks department hosted Free Day of Play at Perrigo Park with 200 free soccer balls for kids.
- Soccer Ambassador program – Hosted 3 quarterly meetings
- Internal City Staff group prepared Soccer 101 pages for our website and will host an online community trivia game.

# Key Dates and Partnerships

## Key Dates:

- May 21: Fútbol for All - Girls with Goals at Brick and Mortar Books | 6:00 – 7:30 p.m.
- May 27: Soccer Ambassador meeting | 9:30 a.m.
- June 12: Legacy Sign reveal | 2 p.m.
- June 12: Redmond Town Center Watch Party Kick Off | 5 p.m.
- June 22: Fútbol for All - Meet and Greet with Brad Evans and James Riley at Brick and Mortar Books | 6:00 – 7:30 p.m.
- July 19: Meet Me at Marymoor Community Soccer Celebration! (World Cup Final Match)

## Partnerships:

- Amazon
- Port of Seattle
- Community Grants
- LED screen- Amazon and Redmond Town Center
- RAVE Foundation
- King County Parks



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# Public Safety and Emergency Management Response

## Fire Department

- EMS e-bikes added as a new resource to help crews reach patients quickly in crowded, remote, or hard-to-access locations during FIFA World Cup and other major events

## Emergency Management

- Conducted regional tabletop exercise and participated in several training opportunities.
- Launched AlertRedmond

## Police Department

- Staffing: Match days use on-duty patrol plus 6 OT; non-match days use on-duty patrol plus 3 non-patrol staff.
- Command & Deployment: Led by Patrol, Traffic, RTIC/UAS, CID/Analysts, SWAT QRF, Bikes, Comms, Mutual Aid, and Logistics, with focus on high-visibility patrol, bike teams, traffic control, and real-time situational awareness.
- Traffic & Events: Light-rail traffic plans, coordinated signage/wayfinding at key sites, and Marymoor watch-party support with 5 OT positions.



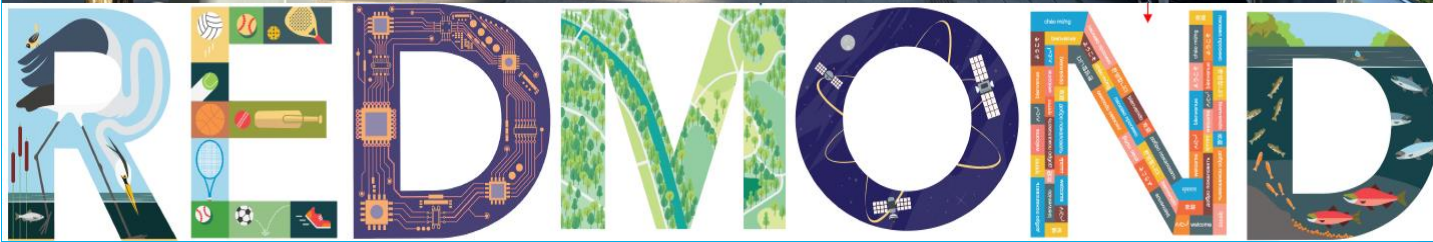
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# Operations and Logistics

Parks/Public Works Department/  
Planning

- Expanded Alcohol Process
- Staff at Downtown Redmond Station
  - Sound Transit ambassadors
- Legacy sign unveiling – June 12
- Three new pedestrian scrambles installed at Cleveland and Leary, 161<sup>st</sup>, and 164<sup>th</sup>.
- 88/100 Banners Installed in Downtown and Overlake
- Facilitating traffic and parking congestion management
- Redlink



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# Communications

- Continuing Soccer Stories, Fútbol for All promotion.
- Legacy Sign event and celebration communications.
- Producing World Cup-related reels and social – both promotional and OEM-specific.
- News releases: refreshing media familiarity with overall Redmond is Ready for the World programming and announcing Community Grant recipients.
- Meet Me At Marymoor communications and promotion.
- HB 1515 communications, including presence on World Cup business resource webpage.
- BEST training communications to familiarize business community with opportunities to prepare ahead of events.



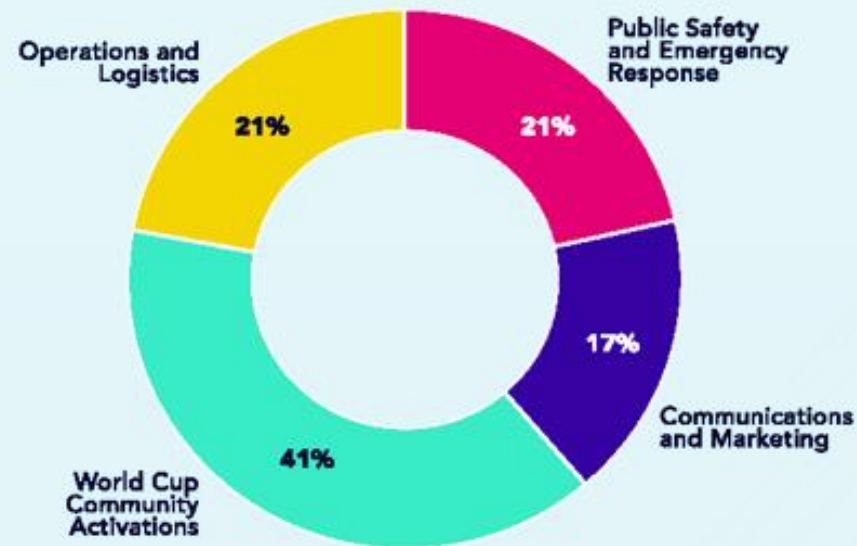
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# Finance

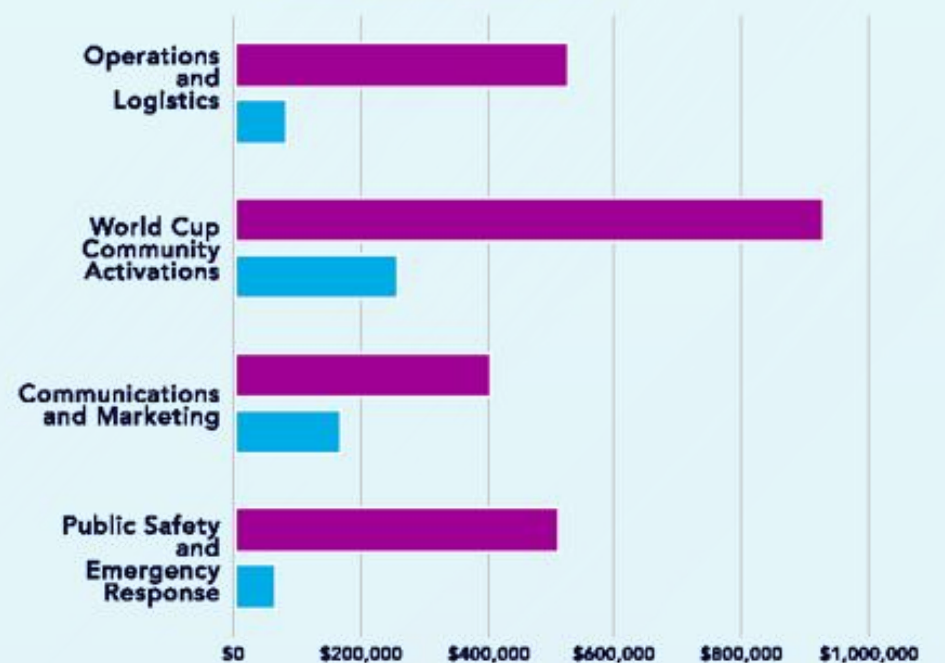
WORLD CUP BUDGET



WORLD CUP BUDGET



BUDGET VS. ACTUAL



- Grant and Sponsorship Awarded: \$395,000



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# Meet Me at Marymoor

Sunday, July 19 10 am to 3 pm

Meet Me at Marymoor is a family friendly, multicultural event to celebrate the culmination of World Cup.

Our event will offer music, stage performances, and food and beverage for purchase at various food trucks and is hosted by the City of Redmond and King County Parks.

- Attendees will watch the match on a large LED screen set up on the concert stage.
- Tickets are free.



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# How to get involved?

- Visit [Redmond.gov/Soccer](http://Redmond.gov/Soccer) to stay informed
- Tell your soccer story
- Attend events and bring friends
- Promote "Meet Me at Marymoor"
- Text **REDMONDREADY** to **888777**



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# Questions?



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