

City of Redmond World Cup Program Staff Report

October 7, 2025

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Agenda

Program Overview and Opportunities

Subgroup Reports

- Watch Parties/Activations
- Communications
- Emergency Preparedness
- Public Safety Response
- Operations and Logistics



World Cup 2026

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June 11 - July 19, 2026

Anticipated to be the largest sporting event in world history

Seattle Match Schedule

June 15 Group Stage
June 19 USA Group Stage
June 24 Group Stage
June 26 Group Stage
July 1 Round of 32
July 6 Round of 16

World Cup Final

Sunday, July 19 New York New Jersey Stadium



Region Opportunity



From Visit Seattle

- 750K visitors expected in the region
 - 50% will be international visitors
- Average stay is 9 days
- 2 - 3 billion viewers
- \$652.6 M Direct spending impact
- \$929.0 M Total economic impact
- \$106.5 M Total state and local taxes generated

*Redmond easily accessible via light rail and the first stop on the line to Seattle Stadium (Lumen Field)



Redmond is Ready for the World

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City of Redmond's Investment of \$2 Million Dollars Will:

- Brand and Promote Redmond as a Destination
- Attract Visitation and Spending for Economic Impact
- Provide Legacy Coalition Building for District Development and Branding
- Foster Community Pride and Connection
- Create a Safe and Enjoyable Experience for the Redmond Community

Activities to Date

World Cup Community Questionnaire

- Launched World Cup community questionnaire for businesses, community members, and community organizations

Are You Match Ready Business and Community Meeting

- Presentations from Sounders Legend Brad Evans and Seattle FWC26 Local Organizing Committee SVP Dylan Ordoñez
- 50+ business owners and community members attended

Club World Cup Watch Party at Redmond Town Center

- Kickoff event for City of Redmond's year long campaign
- Sounders legend Jhon Kennedy Hurtado attended
- 250+ attendees
- Business specials at Redmond Town Center
- City booths
- Coverage on KIRO7 news





Upcoming Programing

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Wednesday, Oct. 8

- Small Business and community strategy and information session - Sounders Legend Brad Evans, FIFA 2026 Local Organizing Committee, and FIFA Seattle Director

October/November

- Community Viewing Party Grants open
- Fútbol for All Speaker Series launches
 - Soccer 101 class - Oct. 27
- Ambassador kick off meeting

Friday, Dec. 5

- World Cup Draw Watch Party



Watch Parties in 2026

Community Watch Parties with city grant support

**"Meet Me at Marymoor"
World Cup Watch Party
at Marymoor Park
July 19, 2026**

Communications

Near-term goal: Socialize Redmond's World Cup campaign and activities within the wider community

- Successful initial rollout of branding and campaign; follow-up media pitches
- Leading "Soccer Stories" engagement program
- Developing leadership factsheet – updated monthly for city leaders





Emergency Preparedness and Public Safety Response

Emergency Preparedness (Fire)

- Emergency Support Function review and Strengths/Weaknesses/Opportunities/Threats analysis
- Create a World Cup-specific Incident Action Plan as an annex to the Comprehensive Emergency Management Plan
- Identify and facilitate a citywide tabletop exercise
- Identify department/Emergency Support Function specific training and resource needs
- Develop Community Volunteers
- Public Education messaging

Public Safety Response (Police)

- Objectives developed
- Anti-Human Trafficking Training
- In-house Fusion Center Analyst
- Safety & Security Plan

Operations and Logistics

Parks/Public Works Department

- Legacy sign installation
- Wayfinding and signage

Planning Department

- Regional Mobility Grant micro-shuttle & shared parking
- Short-Term Rental updates





How Council Can Get Involved

- Promote Redmond's Ready for the World programming
- Attend events – represent the City and share feedback from the event
- Share what you are hearing from constituents about World Cup
- Be aware and share emergency procedures and trainings



Thank You



Questions?

