



Memorandum

Date: 5/19/2026
Meeting of: City Council

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Type: Staff Report

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

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DEPARTMENT STAFF:

Planning and Community Development	Seraphie Allen	Deputy Director
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Public Works	Brandon Buehler	Deputy Director
Executive	Kelly Schutz	Communications Manager
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Police	Brian Coats	Deputy Chief
Fire	Ameé Virelle	Deputy Chief
Fire	Nathan Hupp	Emergency Manager

TITLE:
World Cup Planning Update: All Programs and Activities

OVERVIEW STATEMENT:
The staff report on May 19, 2026, will provide an update on planning efforts in preparation for the 2026 World Cup with updates from each of our subgroups.

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information Provide Direction Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
 - Redmond 2050 Comprehensive Plan
 - 2024 Economic Development Strategic Plan
 - 2024 Tourism Development Strategic Plan
 - 2023 Comprehensive Emergency Management Plan

- **Required:**
N/A

- **Council Request:**
N/A

- **Other Key Facts:**

Seattle was selected to host six matches from the FIFA World Cup 26, including USA's second group fixture and two knockout games. These matches take place from June 15 to July 6. Hosting the event is anticipated to leverage more than \$100 million in economic activity. A projected 750,000 visitors will be in the Seattle region to soak up the event atmosphere, with the over 4 billion global viewers who watch the World Cup. With a new transformational transportation system, Redmond should be ready to leverage this opportunity to welcome the World and highlight the City through visitation and global broadcast.

The following planning subgroups have been meeting bi-weekly and implementing applicable programming.

- Watch Parties and Activations - Lead: Economic Development
 - This group focuses on watch party grants and logistics, Fútbol for All Speaker Series, and business activations.
- Communications - Lead: Communications
 - This group focuses on communications plan and strategy, internal and external communications, branding, and Mayor liaison.
- Emergency Preparedness - Lead: Fire Department
 - This group focuses on pre-planning for local and regional response, continuity of government, and coordinated communications.
- Public Safety and Response - Lead: Police Department
 - This group focuses on local and regional response, human trafficking awareness training, threat assessments, and coordinated communications.
- Operations and Logistics - Lead: Parks Department
 - This group focuses on the transportation corridor, maps, sidewalks, traffic flow, cable internet, and other critical operational functions.
- Finance - Lead: Finance Department
 - This group will review the World Cup budget, track, and report expenses.
- Internal City of Redmond - Lead: Planning and Community Development
 - The group activates City of Redmond employees who are interested in leading and supporting staff activities during and leading up to the World Cup. They can also volunteer at city-sponsored events.

OUTCOMES:

The World Cup provides the opportunity for an unforgettable experience for visitors, athletes, and residents by showcasing Redmond's connectivity to the region, celebrating our diverse culture, and fostering an atmosphere of excitement and hospitality. Objectives and outcomes include:

- Brand and Promote Redmond as a Destination
- Attract Visitation and Spending for Economic Impact

- Legacy Coalition Building for District Development and Branding
- Foster Community Pride and Connection
- Safe and Enjoyable Experience for the Redmond Community

Business and Community Meetings

Leveraging the World Cup to build relationships with businesses and the community was a strategy embedded in both the Economic Development and Tourism Development Strategic plans. Last week we hosted Redmond's 5th Quarterly business meeting to bring businesses together for an opportunity to network with city staff, each other, and learn about resources and opportunities. Additionally, last year we launched the Economic Development and Business Resource newsletter that has 1700 subscribers and growing. We have also completed door-to-door business walks with the World Cup, as well as general City resources for businesses.

We are also offering Human Trafficking Prevention Training to businesses and their employees. Any business or community member interested, please email economicdevelopment@redmond.gov to reach the training instructions.

In addition to business outreach, Economic Development staff are also attending a variety of commissions, including the Planning and Parks Commissions, and other public meetings to share what we are doing and how interested community members can participate and help promote Redmond.

Fútbol for All Speaker Series

With sponsorship dollars from Amazon and the Port of Seattle, Redmond has hosted 6 Fútbol for All Speakers. The Series kicked off with a Soccer 101 class with Sounders legend James Riley and friends on Monday, October 27, 2025 and has been followed by Talk Sporty to Me with Jen Mueller, Sports Photography with Corky Trewin, one of the official team photographers for Sounders FC and a graduate of Redmond High School, Kick It with Reign FC with Mayor Birney Interviewing Lauren "Lu" Barnes, History of Soccer in the Northwest with Frank MacDonald and journalist Matt Pentz, and Sounders legends Meet and Greet with Brad Evans and James Riley in partnership with the Redmond Library. A video of the event with Mayor Birney and Reign legend Lu Barnes is available on our City YouTube channel [here](https://youtu.be/fxtuC9ZJUSQ) [<https://youtu.be/fxtuC9ZJUSQ>](https://youtu.be/fxtuC9ZJUSQ).

We will wrap up this program with the following events:

- Meet Celia Castro-Malaspina, author of "Girls with Goals: How Women's Soccer Took Over the World" and Reign FC legend Lu Barnes May 21st in partnership with Brick and Mortar Books.
- Storytime in Spanish with Sounders legend Jhon Kennedy Hurtado. 11:30 a.m. - 12:30 p.m. on June 6 at the Redmond Library.
- Meet and Greet with Sounders legends Brad Evans and James Riley. 6:00 - 7:30 p.m. on June 22 at Brick and Mortar Books.

Watch Party Grants Program:

The community watch party grant program awarded grants to 28 applicants. Each applicant has been paired with a city staff "relationship managers" to ensure we provide the latest information on watch party best practices and opportunities. Bi-weekly the relationship managers meet to share information, brainstorm opportunities and help troubleshoot challenges.

Watch parties range from small community to larger events. A full list of watch parties can be found at www.experienceredmond.com [<https://www.experienceredmond.com/>](https://www.experienceredmond.com/)

To date, policy, department programming, and activations have included:

Human Trafficking Training

Major international events like the 2026 World Cup bring economic opportunity and global attention, but they can also increase the risk of human trafficking. In preparation, the Redmond Police Department has received specialized training from the FBI to strengthen identification, investigation, and interagency coordination, while the City is advancing a community-focused prevention strategy through partnerships with the Port of Seattle, including the distribution of Redmond-specific awareness materials to local hotels and the development of additional training for the hospitality industry and City staff.

Emergency Management Training

City employees have attended and will continue to attend several key training and exercise opportunities in the region. For training, Emergency Management and Communications staff attended two Public Information Officer-specific courses in April. Staff positions that will be or have the potential to work in the Emergency Operations Center will receive position-specific training administered by OEM, which includes training on updated procedures. Staff continue to work on their regular ongoing NIMS training progression. Staff have participated in or will participate in various regional and local exercises. A joint tabletop exercise with the City of Bellevue and Kirkland occurred on April 6th to prepare staff for various World Cup-specific scenarios, as well as test and validate plans.

Emergency Preparedness

- Launched AlertRedmond
- Text REDMONDREADY TO 888-777

Police Staffing Plan

The Redmond Police Department's 2026 FIFA World Cup staffing plan outlines a coordinated deployment from June 11 through July 19, 2026, designed to maintain normal police services while addressing increased activity related to game day matches, downtown watch parties, and visitor presence. The plan establishes a clear incident command structure, leverages patrol, specialty units, and non-patrol personnel, and uses targeted overtime to enhance visibility, traffic control, and public safety.

Public Safety

- Patrol Staffing Plan (Updated)
- Increased to 6 extra-staffed Patrol officers and 4 Traffic officers on game days
- Staffing managed via zones 1-4, aligned with light-rail stations
- Traffic Control Plan
- Zone 1 (Downtown Station)
- Barricades/officers at intersections along NE 76th adjacent to rail track
- Zone 2 (Marymoor Village Station)
- Barricade/officer at NE 70th and 176th-Garage entrance
- Officer traffic control as necessary-Redmond Way and NE 70th
- Ride-share drop off zone:
 - Possible drop off location include: H-Mart property Marymoor Park
- Scottsdale PD (PGA)
- HB 1515-Expanded Alcohol Service
- Downtown business interest
- RBG, Palmers & Topsy Cow

Expanded Alcohol Service (HB 1515)

The City is pursuing an expanded alcohol service permit under House Bill 1515, which allows local jurisdictions to authorize temporary extension of alcohol service into public rights-of-way for community events while ensuring appropriate public safety and oversight. If granted, the permit would enable participating businesses to extend outdoor

service from May 1 through the end of the year. Individual establishments must submit event plans to the City and the Washington Liquor and Cannabis Board for approval as part of this opportunity.

Fire Staffing Plan

Fire Operations is an integral component of regional preparedness, supporting coordinated response across King County through established mutual- and automatic-aid frameworks. This includes pre-scheduled operational assignments to Strike Teams, Task Forces, King County Office of Emergency Management Emergency Support Function operations, and Zone One Coordinator roles. These assignments are executed with the intent of maintaining continuous threat and risk assessments and ensuring the availability of rapid-response, scalable resources capable of supporting incidents across local jurisdictions and countywide communities.

Infrastructure

Emergency notifications: Text REDMONDREADY TO 888-777

Ped Scrambles: Public Works has installed three new ped scrambles along Cleveland Ave in Downtown Redmond at 164th, Leary Way, and 161st. These enhancements will provide a safer, lower-stress experience for pedestrians as we all enjoy World Cup festivities. Ped Scrambles allow people to cross the street in any direction when the walk signs go on, giving them the right of way in every direction at periodic intervals while car traffic is completely halted. You can find out more information about pedestrian safety and Ped Scrambles by visiting [Walking Redmond | Redmond, WA](https://www.redmond.gov/244/Walking)
<<https://www.redmond.gov/244/Walking>>

Mobile Barriers: Public Works purchased a fleet of mobile barriers that will be available for use during community events and block parties should the need arise to provide pedestrian safety and security during World Cup celebrations.

Operations and Logistics

Parks/Public Works Department

- Legacy sign installation
- 5/7 concrete letters are complete (install planned for May).
- Summer event tracker
- Volunteer Fair
- All 3/3 New Pedestrian Scrambles Installed at CLE/164, CLE/LEARY, CLE/161.

Planning Department

- Redlink launched with over 2000+ riders in the first eight weeks of operations
- Banners (100+) around the city main streets

Soccer Stories

Soccer Stories are live, and we continue to invite Redmond residents and community members to submit their own personal accounts about how soccer and Redmond have shaped them. Stories are shared in written format on redmond.gov, with select stories shared via the City's social accounts.

Portable LED Screen:

Thanks to generous funding by Amazon, a portable screen has been delivered for use at Redmond Town Center. Redmond Town Center and City staff were trained on screen operations, and it was used for Old Firehouse celebration on April 4.

Short Term Rentals

On December 2, 2025, the Council updated Short Short-Term Rental Code, and since staff has implemented and educated the public on these regulations, including two webinars in partnership with Airbnb to inform current and

interested operators [Short-Term Rentals | Redmond, WA <https://www.redmond.gov/2301/Short-Term-Rentals>](https://www.redmond.gov/2301/Short-Term-Rentals)

Legacy Sign Project:

As part of celebrating the World Cup’s impact in the region, the City of Redmond will create a legacy installation in Downtown Park. Led by the Parks Department, the project will add oversized REDMOND letters as a permanent park feature and new point of interest for visitors and residents alike, giving a community rallying point and building lasting city pride. There will be a legacy sign reveal event on June 12th.

Meet me at Marymoor - World Cup final watch party

The City of Redmond is hosting a celebration for the Final Match of the World Cup at the Marymoor Concert venue. This has been a great opportunity to partner with King County Parks and Cascade Music Group (produces of the concerts at Marymoor Park). King County Parks has waived permit fees as a sponsor and Cascade Music Group is working with staff to prioritize Redmond food and beverage vendors also creating a great business development opportunity for local businesses. Seahawks sideline reporter Jen Mueller will MC the day with local performers, community booths, Sounder and Reign legends, and a celebration of community and culture as it culminates a summer of soccer. The marketing strategy is in place to launch in May. We welcome your support in promoting the event.

Internal City Staff Subgroup

The internal staff subgroup consists of staff from across the city who share a love of soccer. They have planned optional staff activities such as attending a Sounders or Reign match, lunch and learn with World Cup Trivia, host cities poster display, and Soccer 101 webpage for our Redmond is Ready for the World webpages. They assisted Communications with creating a staff video highlighting different city programs preparing for World Cup.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
May 2025-July 2026
- **Outreach Methods and Results:**
Meetings, questionnaire and individual stakeholder outreach
- **Feedback Summary:**
Redmond residents and businesses who have completed the questionnaire are very excited for the World Cup and activities that will be planned in Redmond.

BUDGET IMPACT:

Total Cost:
\$2,000,000.00

Approved in current biennial budget: **Yes** **No** **N/A**

Budget Offer Number:
0000311

Budget Priority:
Vibrant and Connected

Other budget impacts or additional costs: Yes No N/A

If yes, explain:

N/A

Funding source(s):

General Fund, Grants

- \$135,000 Sponsorship from Amazon for 2025 Club World Cup and other World Cup activities
- \$110,000 Sponsorship from Amazon for 2026 World Cup Programming activities
- \$100,000 State of Washington Grant
- \$30,000 Port of Seattle Grant
- On February 2nd, City staff submitted a state grant application for potential emergency and police overtime related to the World Cup activities. City staff received news that we were not awarded the grant due to the number of applications and the focus on cities with fan zones.

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
10/7/2025	Business Meeting	Receive Information
2/17/2026	Business Meeting	Receive Information

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	Business Meeting-TBD	N/A

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: World Cup Council Staff Report 5.19.26