

KANSAS CITY 2026 FIFA World Cup EFFORTS

BACKGROUND

On June 13, 2018, FIFA, soccer's world governing body, awarded the 2026 FIFA World Cup to the United Bid of Canada, Mexico and the United States. The 2026 tournament will consist of 48 nations who will play 80 matches from mid-June to mid-July in 16 cities in North America. It is anticipated that the US cities will each host between 5 and 7 matches.

Kansas City is one of seventeen US cities in contention to be named one of the US Host Cities. This final list is anticipated to be announced by end of Q2 / 2022.

The seventeen short-listed US Cities are:

- Atlanta
- Baltimore
- Boston
- Cincinnati
- Dallas
- Denver
- Houston
- Kansas City
- Los Angeles
- Miami
- Nashville
- New York/New Jersey
- Orlando
- Philadelphia
- San Francisco
- Seattle
- Washington, DC

Arrowhead Stadium will be the competition Venue.

NEXT STEPS

With the anticipated economic impact over \$500 million per Host City, the competition will be fierce to be named one of the ten US Host Cities. Work has begun to ensure that Kansas City has a head start on the selection process, with a depth of planning, preparation and inspirational thought, to distinguish ourselves as a leading candidate!

We are in the final phase of a multi-year bid process. Currently, final bid materials are due to FIFA, by December 31, 2021 and it is anticipated that additional deadlines related to the selection process will be conveyed in early 2022. Kansas City is working diligently to respond to all requests including final bid elements that will result in Kansas City being selected. There are many tasks that need to be accomplished to ensure our success when FIFA begins the final evaluation process.

KANSAS CITY EFFORTS

A formal Kansas City 2026 Host Committee has been organized, with 501 (c) (3) revenues collected to aid in any philanthropic effort. Separately, 501 (c) (6) efforts are dedicated to operational efforts in attracting World Cup games and ancillary events. As of October 2021 there is consideration in pursuing the option to incorporate a separate tax exempt LLC with name of KC2026 to house KC efforts. Currently, the Host Committee is comprised of Trent Armbrust (Chief Strategy Officer, Kansas Department of Commerce); Doug Bach (County Administrator, Unified Government of Wyandotte Co/Kansas City, KS); Lynn Berling-Manuel (President, United Soccer Coaches); Dave Borchardt (Director, Kansas City Sports Commission); Aaron Borns (VP Marketing, Sporting KC); Caleb Clifford (Chief of Staff, Jackson County Executive); Tim Cowden (President & CEO, Kansas City Area Development Council); Katherine Fox (Director, KC2026 FIFA World Cup Bid); Kimiko

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MARY JO SPINO
COUNTY CLERK

Gilmore (Assistant City Manager, KCMO); Shane Hackett (Executive Director, Heartland Soccer Association); Nathan Hermiston (SVP, Visit KC); Mike Kehoe (Lt. Governor, State of Missouri); Matt Kenny (VP, Arrowhead Operations & Events); Jonathan Knecht (SVP, Kansas City Area Development Council); Angie Long (Owner, KC Current); Chris Long (Owner, KC Current); Alfonso Navarro-Bernachi (Head Consul, Consulate of Mexico in Kansas City); Kathy Nelson (President & CEO, Kansas City Sports Commission); Yann Passet (Consultant, KC2026 FIFA World Cup Bid); Brian Platt (City Manager, KCMO); David Pruenete (SVP, Greater Kansas City Chamber of Commerce); Joe Reardon (President & CEO, Greater Kansas City Chamber of Commerce); Jake Reid (President & CEO, Sporting KC); Morgan Said (Chief of Staff, KCMO Mayor's Office); David Toland (Lt. Governor, State of Kansas) Frank White (County Executive, Jackson County)

This group has placed a Bid Director (Katherine Fox) to carry out duties to secure KC as a host site. In the meantime, this group is meeting to carry out operational efforts to manage the bid process. Currently, a part-time Consultant works out of the Sports Commission offices to handle grass roots efforts.

SCOPE OF WORK

- **Develop a budget:** Develop, and keep updated, comprehensive budgets that include both revenue and expenses over the life of this project. Budgets will be shared amongst all funding organizations (Jackson County, KCK, KCMO, SKC, VisitKC – called the Funders).
- **Establish LLC:** Engage 3rd party entities to provide guidance and assistance with respect to establishing a KC2026 LLC to be fully incorporated upon being named a host city.
- **Human Rights:** Develop comprehensive and meaningful engagement process with regional stakeholders to assess potential human rights-related risks and opportunities associated with hosting FIFA 2026 World Cup games in Kansas City.
- **Arrowhead Stadium Field Modifications:** The Arrowhead field must be widened to meet FIFA dimensions. Working with the Chiefs and a local sports architect, develop conceptual plans, schedules & cost estimates to advance the project to a point FIFA can have no concerns about this work.
- **Public Transportation Plan:** FIFA requires free public transportation to the Venue on Game Day. FIFA scored Kansas City lowest of all US cities in this category, however we believe the scoring was based on a Euro-Centric view of requiring permanent rail transport. We have developed and can easily implement an alternative to this philosophy, without building permanent infrastructure, and still successfully achieve FIFA's goals. By working with the KCATA, local and industry experts, we will demonstrate our plan can efficiently and cost effectively transport our visitors, locals, and event staff between the City Center, MCI, Arrowhead Stadium and remote park & ride sites.
- **Accommodations Inventory Analysis:** FIFA ranked Kansas City lowest of all 17 US Cities in accommodation. However, Kansas City's hotel inventory is rapidly increasing, with several new projects announced since the bid was submitted, and with new projects announced almost every month. Working with Visit KC, the KCK CVB, and the City of KCMO, update and confirm all accommodation options including the newly registered units listed on sites such as Airbnb & VRBO.

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- **Develop FIFA FAN FEST 2.0:** The FIFA Fan Fest (FFF) is a free, public viewing area open every day of the competition. It was first introduced at the 2006 FIFA World Cup in Germany and was a huge success. Each successive host country has repeated a very similar concept. Kansas City has the world's best sports architects and planners. Working with a diverse local team, develop an updated, next-generation version of the FFF as a way to demonstrate Kansas City's leadership and ability of contribute to the growth of the game world-wide.
 - **Build Local and Regional Public Support:** FIFA and the United 2026 Organizing Committee needs to understand and feel the great enthusiasm our region has for soccer. A fast and simple petition process was launched immediately after June's FIFA selection of the United Bid. Work with the entire community and region to obtain at least 250,000 signatures prior to the Inspection Tour.
 - **Build Government and Civic Support:** Although there is much excitement around the bid, there is also many questions. Prepare and execute a local government and civic campaign to inspire and educate our communities about the benefits of hosting and share ways to become involved in the efforts.
 - **Plan the Inspection Tour:** FIFA and the United 2026 Organizing Committee can be expected to visit Kansas City to inspect our facilities and meet with our governmental, civic and soccer leadership prior to the final decision. This group works to lead the planning and execution of this tour.
 - **Host & Sellout Big Matches:** Work with the Sports Commission, the Chiefs and Sporting to make Kansas City and Arrowhead competitive to host the large international competitions and the yearly summer exhibition matches at Arrowhead - and then inspire the community to sell them out!
 - **Fundraise:** Planning and implementing the above efforts will take money. In addition, there will be financial obligations the local host committee will have as part of being a Host City. Coordinate a wide-reaching fundraising campaign to cover the immediate costs as well as begin to contribute to the eventual hosting costs. These funds will be placed in a newly created, event acquisition account, restricted solely to World Cup efforts, account held by the Greater Kansas City Sports Commission (called the Fund).

SCHEDULE

This work began December 15, 2018. It is anticipated the final Host City announcement will be made by June 30, 2022. The original agreement was for a 12-month period spanning December 15, 2018 through December 14, 2019. At the conclusion of the original 12-month period, this agreement was extended (by approval from all funding organizations) to cover the period between December 15, 2019 through December 14, 2020. It was then extended for an additional year to cover the period between December 15, 2020 through December 14, 2021. This document serves as a FINAL extension to the agreement and will be in place from December 15, 2021 through the date upon which FIFA announces the Host Cities for the 2026 World Cup (anticipated to occur by June 30, 2022) at which point, if KC2026 is named a Host City, a new, independent agreement will be executed.

Working Arrangements

- A work-space has been provided by the Greater Kansas City Sports Commission (Commission) at 2600 Grand Blvd – Suite 100. The Commission will provide an operating space which includes equipment and minimal office supplies as needed. The Commission will provide an email address @sportkc.org. Cloud based storage will be provided. All documents will be saved to this site so that others from the host committee will have access to these files. Access to other meeting spaces – including conference rooms as needed will be provided.
- Any expenses incurred will be reimbursed from the above mentioned fund. If there are not sufficient funds in this account for reimbursement, reimbursement will be granted at such time that funds are available, or through a contribution directly from the Funders. Any reimbursable expenses must be approved in advance by the Sports Commission.

CONTRIBUTION OF MONIES TO RESTRICTED WORLD CUP FUND

- VisitKC - \$1,000 payable monthly. Funds deposited in restricted World Cup account held at UMB by Kansas City Sports Commission.
- Unified Government - \$3,000 payable monthly. Funds deposited in restricted World Cup account held at UMB by Kansas City Sports Commission
- KCMO - \$3,000 payable monthly or one annual payment of \$36,000. Funds deposited in restricted World Cup account held at UMB by Kansas City Sports Commission
- Sporting KC - \$3,000 payable monthly. Funds deposited in restricted World Cup account held at UMB by Kansas City Sports Commission
- Jackson County, Missouri - \$3,000 payable monthly, quarterly or annually. Funds deposited in restricted World Cup account held at UMB by Kansas City Sports Commission

Note – all above funds will be accumulated in restricted World Cup Fund to be utilized only for Strategic and Tactical efforts related to securing World Cup Events in Kansas City (this could include compensation / consulting paid to staff or an individual named as Executive Director for above efforts)

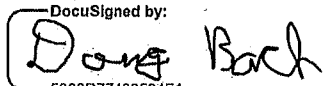
Please see attached current support documentation from FIFA regarding bid submission.

Accepted by:

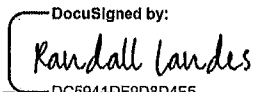
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Unified Government of WyCo/KCKS Dated

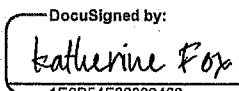
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VisitKC Dated

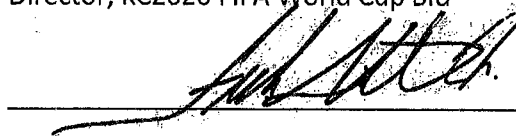
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Sporting KC Dated

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Katherine Fox Dated
Director, KC2026 FIFA World Cup Bid


6.17.2022

Frank White, County Executive Dated

Jackson County, Missouri



WE BRING IT.
SportKC.org

Addendum A

May 31, 2022

Jackson County, Missouri

415 East 12th Street – 2nd Floor

Kansas City, MO 64106

cclifford@jacksongov.org

Attn: Caleb Clifford, Chief of Staff

Jackson County, Missouri joins efforts to secure 2026 World Cup festivities to the Kansas City metropolitan area. This addendum is for the period, beginning January 1, 2022 through June 30, 2022 at the sum of \$2,500 per month, or \$15,000. On approximately June 16, 2022 FIFA will announce 2026 World Cup locations. Jackson County will join the parties on the original document, attached. All terms of original document apply.

Accepted by:

Frank White, County Executive

Jackson County, Missouri

APPROVED AS TO FORM

County Counselor

ATTEST:

Clerk of the County Legislature

REVENUE CERTIFICATE

There is a balance otherwise unencountered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation of \$15,000.00 which is hereby authorized.

6-16-2017
Date

[Signature]
Director of Finance and Purchasing
Account No. 001-1005-56790
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