

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. Canada will host ten matches in three cities, Mexico will also host 10 matches in 3 cities. The United States will host 60 matches in 10 cities. It is anticipated that the 10 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 10 US Host Cities. This final list is anticipated to be announced in 2020.

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. Swope Soccer Village, Children's Mercy Park, Park University's Julian Field and The University of Kansas Hospital Training Complex have been nominated to serve as Venue Training Sites and the National Development Center at Pinnacle has been nominated to serve as a Team Base Camp.

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 the leading candidate!

Currently there is newly published criteria, due to FIFA, by November 15, 2020 and additional deadlines of January 31, 2021 related to the selection process. More detailed information and bid response as well as site visits will continue through the calendar year of 2021. 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 and the United 2026 Committee jointly 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 2020 there is consideration in pursuing the option to incorporate a separate tax exempt LLC with name of KC 2026 to house KC efforts. Currently, the Host

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MARY JO SPINO
COUNTY CLERK

Committee is comprised of Doug Bach – Unified Government of Wyandotte Co/Kansas City, KS County Administrator; Lynn Berling-Manuel – United Soccer Coaches President & CEO; Jason Fulvi – Visit KC President & CEO; Shane Hackett – Heartland Soccer Association Executive Director; Matt Kenny – KC Chiefs VP of Stadium Services & Events; Donna Maize – City of KCMO Assistant City Manager; Kathy Nelson – KC Sports Commission & Foundation President & CEO; Penny Postoak – Johnson County Manager; Joe Reardon, Greater KC Chamber of Commerce President & CEO; Jake Reid – Sporting KC President & CEO; Frank White – Jackson County Executive; Rick Usher – KCMO Assistant City Manager.

This group is working towards placing a Bid Director to carry out duties to secure KC as a host site. In the meantime, this group is meeting to carry out operational efforts. Currently, a part-time KC2026 Strategic Manager works out of the Sports Commission offices to handle week to week grass roots efforts. Any Bid Director hired would report to this executive group.

SCOPE OF WORK

There are two categories of initiatives: **Strategic Efforts** (these efforts refer to winning by bidding, meaning the efforts benefit our city and metropolitan area regardless of the final bid result). With these efforts we flesh out our hosting concept and demonstrate that Kansas City can help grow the game of soccer greater than our competitors; and **Tactical Efforts**, where we address our technical weaknesses as noted by FIFA in their bid report and make sure that all concerns have been eliminated. It is important to note there will be additional efforts needed as FIFA & United 2026 issue specific information requests and hosting proposals.

Strategic Efforts:

- **Grow the Beautiful Game:** The United Bid was conceived as a way to grow soccer's interest and participation across our three nations. It is my belief that the cities and regions that have the strongest foundations on which to build this growth will be selected as Host Cities. Kansas City is one of these cities. We must do more than rest on what we have built as a region. Working with a broad coalition of soccer and community leaders, we must come together and develop an 8-year strategic plan to grow the game, to make it more inclusive of all communities, and affordable for all who wish to play. Then we must begin to implement this plan. When we do this, we will have cracked the magical code that US Soccer seeks and will cement Kansas City at the forefront of thought leadership, to go along with our leadership in youth participation, and facility development.
- **Celebrate our Rich Diversity:** Our region is home to over to a hundred different languages and an equal number of rich cultures. We need to tell this story, embrace it and celebrate it, locally and nationally. We can work to educate our community about our special neighborhoods and cultures that often come together through their mutual celebration of soccer so that the game can be a unifying force within our community. In this way we can help to overcome misperceptions about the lack of diversity in the Midwest.
- **Soccer as opportunity for elementary education curriculum:** With the potential to host competing nations from every continent of the world, we have the opportunity to use soccer as way to create exciting youth education and physical exercise programs. By preparing a diverse and easy to implement curriculum, we can create a link between exercise and learning that will benefit generations to come.

Tactical Effort:

- **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 (KCK, KCMO, SKC, VisitKC – called the Funders)
- **Human Rights:** Develop comprehensive and meaningful engagement process with city-level 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.
- **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.

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- **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, so that the enthusiasm of FIFA's awarding the World Cup to North America is not lost, and so that sufficient time can be allotted to successfully accomplish the above work. It is anticipated the final Host City announcement will be made late year in 2021. This agreement will be for a 12-month period. At the conclusion of the original 12-month period, this agreement can be extended to the Host City decision date, upon agreement of all funding organizations. This document serves as the SECOND extension to the above period and covers the period between December 15, 2020 through December 14, 2021.

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. Note – these funds were discontinued

In March of 2020 due to coronavirus pandemic,

- 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 held in restricted account by Sporting KC

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:

City of Kansas City, MO - Dated

DocuSigned by:
Richard Usher
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Unified Government of WyCo/KCKS - Dated

DocuSigned by:
Doug Bach
3713DB54503D43D...

VisitKC - Dated

DocuSigned by:
Jason Pulvi
D653BFD58B604DF...

Sporting KC - Dated

DocuSigned by:
Jake Reid
5858BA5E8FBF496...

Kathy Nelson - Dated
President & CEO, Kansas City Sports Commission

DocuSigned by:
Kathy Nelson
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REVENUE CERTIFICATE

There is a balance otherwise unencumbered 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.

9-29-2001
Date



Director of Finance and Purchasing
Account No. 001 1005 56790
\$15,000.00

CT 100521001



WE BRING IT.
SportKC.org

Addendum A

July 14, 2021

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 will be joining in efforts to secure 2026 World Cup festivities to the Kansas City metropolitan area. They will participate, beginning August 1, 2021 at the sum of \$3,000 per month, billed in quarterly installments. They will join the parties on the original document, attached. All terms of original document apply. This original document expires December 2021 at which time Jackson County will have the option to renew.

Accepted by:

Frank White, County Executive

Jackson County, Missouri

APPROVED AS TO FORM

County Counselor

ATTEST:

Clerk of the County Legislature