



UNITED AS ONE

The United Bid to Host the 2026 FIFA World Cup™

Bid Overview Presentation | Vancouver City Council
January 30, 2018



UNITED AS ONE

**ONE EVENT.
THREE NATIONS.
A WORLD OF OPPORTUNITY.**



9 matches



Most Successful FIFA Fan Zone at a Women's World Cup





**THE FIFA
WORLD
CUP™**

80

Matches

2000+

Countries

100,000

Staff & Volunteers

48

Finalists

45

days

134

days

3059

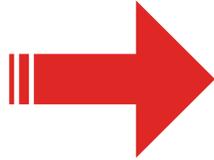
days

CANADA

JULY 2017

CITIES INVITED TO PROCESS

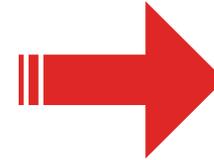
Edmonton, Alberta
Calgary, Alberta
Regina, Saskatchewan
Ottawa, Ontario
Toronto, Ontario
Montréal, Québec
Vancouver, BC



SEPT 2017

RFI RESPONSES SUBMITTED

Edmonton, Alberta
Calgary, Alberta
Ottawa, Ontario
Toronto, Ontario
Montréal, Québec
Vancouver, BC



OCT 2017

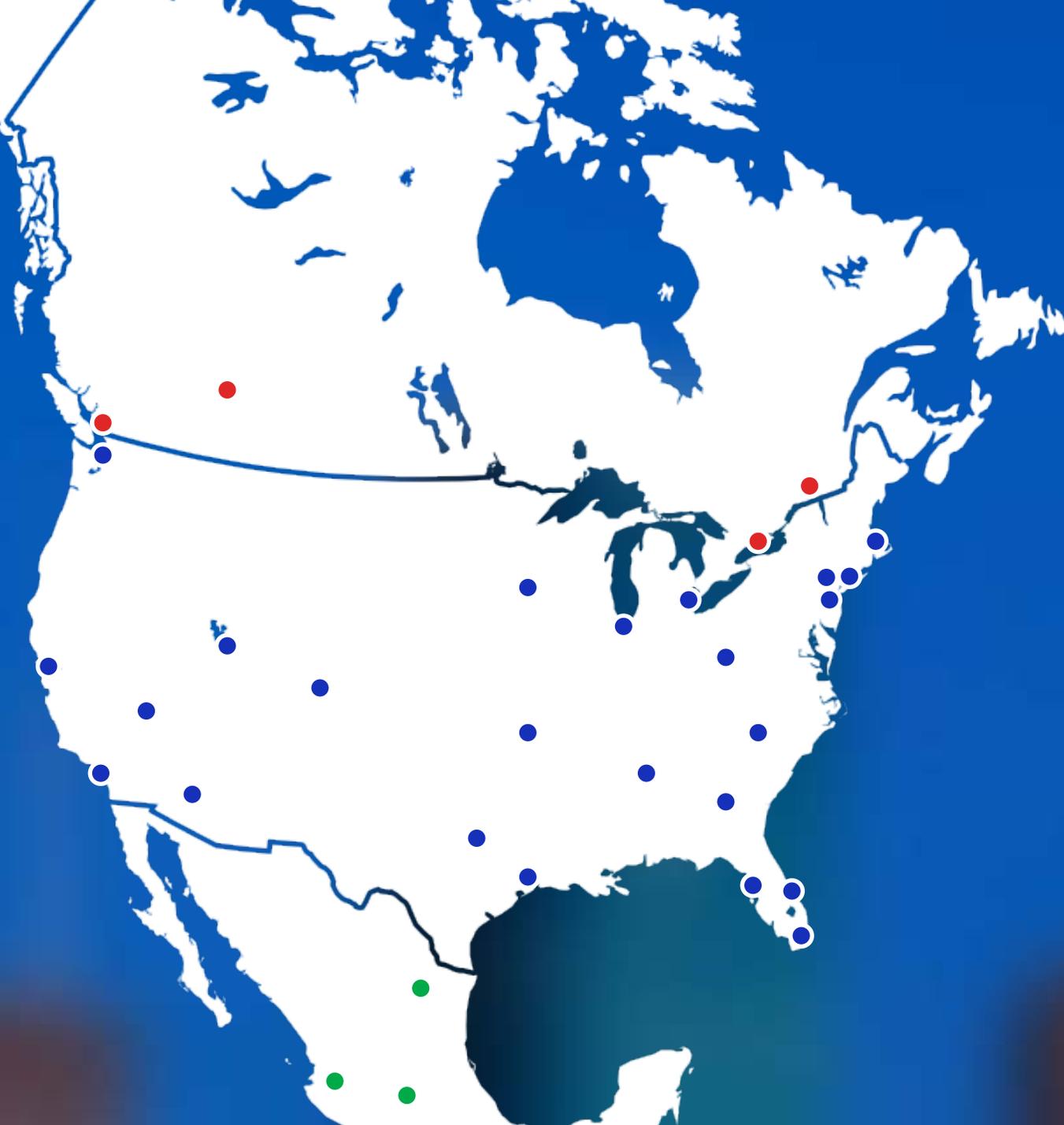
ANNOUNCED SHORTLIST

Edmonton, Alberta
Toronto, Ontario
Montréal, Québec
VANCOUVER, BC

Host City
Candidates

32

Host City
Candidates



CANADA

Edmonton, Alberta
Montréal, Québec
Toronto, Ontario
Vancouver, BC

MEXICO

Guadalajara, Jalisco
Mexico City, Mexico
Monterrey, Nuevo León

USA

Atlanta, GA
Baltimore, MD
Boston, MA
Charlotte, NC
Cincinnati, OH
Chicago, IL
Dallas, TX
Denver, CO
Detroit, MI

Houston, TX
Kansas City, MO
Las Vegas, NV
Los Angeles, CA
Miami, FL
Minneapolis, MN
Nashville, TN
New York/New Jersey
Orlando, FL

Philadelphia, PA
Phoenix, AZ
Salt Lake City, UT
San Francisco (Bay Area)
Seattle, WA
Tampa, FL
Washington, DC

32

Host City
Candidates

10

MATCHES IN CANADA

**CANADA SOCCER HAS
COMMITTED TO A
MINIMUM 2 HOST CITIES:
1 – WEST
1 – EAST**

10

MATCHES IN MEXICO

60

MATCHES IN THE US

HOSTING HISTORY

FIFA EXPERIENCE – 2015 WOMEN'S WORLD CUP

WORLD-CLASS STADIUM

AIRPORT: INTERNATIONAL CONNECTIVITY

LEGACY: CANADA SOCCER HOSTING PARTNERSHIP

COMMUNITY: DIVERSE AND WELCOMING

WESTERN CORRIDOR

SPORT HOSTING VANCOUVER PARTNERSHIP



STRENGTHS

WHY BID?

- Substantial economic and media impact
- Opportunity for community engagement and legacy
- Ability to host the World Cup
- The successful resume of hosting global events in Vancouver

Economic Impact

2026 World Cup could drive ~ \$170M in net economic output across each Municipal mainstay



Economic Impacts
Net economic output
 A measure of total contribution to economic activity

Matches¹

Match Spectators

Fan Fest Attendees

Worker Earnings

Jobs Supported

Visitor Spending

Total direct impact

Total indirect impact

Total induced impact

Total Net Economic Output

Municipal mainstay

3

150 K

250 K

\$40 M

1.0 K

\$20 M

\$90 M

\$40 M

\$40 M

\$170 M



80

5,950 K

14,600 K

\$1,190 M

43 K

\$1,030 M

\$2,740 M

\$1,000 M

\$1,520 M

\$5,270 M

- Boston Consulting Group (BCG) Economic Impact Report provided
- BCG estimates that individual host cities would see between \$160 - \$620 million in incremental economic activity
- Translates to a net benefit of approximately \$90 - \$480 million per city



EIGHT YEAR RUNWAY

LEGACY

HOSTING STRATEGY

OFFICIAL DRAW
FIFA CONGRESS + CONFERENCES
CONCACAF EVENTS

GROW THE GAME

BC SOCCER
VANCOUVER WHITECAPS
NATIONAL TEAMS

TIMELINE – EXPEDITED PROCESS

March 16, 2018

United Bid Committee to submit bid to host to FIFA

June 13, 2018

FIFA to announce host of the 2026 World Cup

June 30, 2020

2026 FIFA World Cup Entity recommends 12-16 Official Host Cities

2021

Confirmation of Official Host Cities by FIFA
(12-16 Official Host Cities expected)

- 1 - Host City Agreement**
- 2 - Training Site Agreement**
- 3 - Airport Authority Agreement**
- 4 - Stadium Agreement**



Vision Statement



Legal Opinion



Government Guarantees

Obligations (per Host City Agreement)

FIFA Fan Fest and Legacy Programs (Potential opportunity to leverage other public investments)	Estimated: \$10M - \$20M
City Services (Operational Support during World Cup)	<i>Incremental service costs anticipated (Staff will report back)</i>
Safety and Security	Normal Operating Budget
Staff Support	Redeployment of staff
Training Sites	Rental fee recovery

- Provincial and Federal Government Support
- Multi-party Agreement
- Finalizing bid documents
- United Bid submission to FIFA

NEXT STEPS

KEN CRETNEY
CHAIR – BOARD OF DIRECTORS
TOURISM VANCOUVER

KJELD BRODSGAARD
PRESIDENT
BC SOCCER

BOB LENARDUZZI
PRESIDENT
VANCOUVER WHITECAPS FC



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