



2026 FIFA World Cup Pursuit Funding

Host City Selection Process

Presentation to the Orange County BCC
April 23, 2019



2026 FIFA World Cup

Overview

Key Dates

July 10, 2017 – Letter to Mayor Dyer inviting Orlando to submit a Bid for 2026 FIFA World Cup

August 15, 2017 - RFI process begins with **47 cities and 52 stadiums** invited to bid

September 5, 2017 – Orlando submitted a completed RFI along with **40 other cities**

October 4, 2017 – Orlando selected to advance along with **31 other cities**

October 30, 2017 – Orlando receives final bid documents / 7 agreements

November 14, 2017 – Orlando participates in the Bid Committee Workshop

January 19, 2018 – Host City Declaration and Agreements due to United Bid Committee

March 16, 2018 - United Bid Committee submits Bid Book which includes bids from **23 North American cities** (including Orlando) to FIFA

JUNE 13, 2018 – 2026 FIFA WORLD CUP AWARDED TO US, CANADA AND MEXICO UNITED BID over Morocco

January 10, 2019 – Briefed multiple tourism partners including the **CFHLA**

February 11, 2019 – Presented to the **Orange County Sports Incentive Committee**

February 12, 2019 – Presented to the **Orlando World Cup Local Organizing Committee** (150+ C Level Executives invited)

March 11, 2019 – **City of Orlando** Council Workshop

Key Dates

March 14, 2019 – Presented to the **I-Drive Chamber of Commerce**

March 27, 2019 – Presented to the **Orange County TDC**

April 3, 2019 – Presented to **youth soccer leadership from across Greater Orlando**

April 23, 2019 – Present to **Orange County BCC**

June 12, 2019 – 2nd Annual **Celebrating Women in Sports** Luncheon

June 20, 2019 – 25th Anniversary VIP Event / FIFA Women's World Cup Watch Party

July 31, 2019 - **MLS All-Star Game**

2020/2021 – Expect that Official Host Cities will be recommended and selected

2022 – Brand strategy and match schedule released

2023 – Preliminary draw

2024 – Countdown begins with countdown clocks unveiled in each Host City

2025 – Ticket sales launch, final draw and test matches

2026 – Team Workshop and FIFA World Cup

2018 Russia Media Recap

- Estimated **3.572 billion** people watched some official broadcast coverage
- Over half (51.3%) of global population (aged 4 years and over) were captured
- The final was seen live by **1.12 billion** people
- Germany vs. Mexico Group Stage match was seen live by **289.5 million** people
- The 2019 Super Bowl was seen live by **98.2 million** people





Tourism Figures

- **5 million tourists (2.9 million international – 58%)**
visited Russian cities for the 2018 FIFA World Cup

World Cup	Total Attendance	Avg Attendance Per Game
1994 USA <i>Still ranking #1!</i>	3,568,567	68,626
2014 Brazil	3,441,450	53,772
2006 Germany	3,367,000	52,609
2010 South Africa	3,167,984	49,499
2018 Russia	3,080,085	47,371



Unity

Certainty

Opportunity

North American Resume



2026 FIFA World Cup Format

48
TEAMS

80
MATCHES

500m
NEIGHBORS



Host City Candidates

16
HOST CITIES

23
TO SELECT FROM



MODERN, LARGE CAPACITY STADIUMS



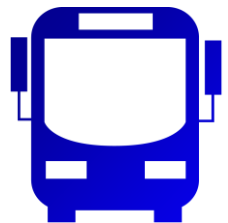
68k+

AVERAGE CAPACITY

(inc. 7 stadiums with 75k+ seats)



State-of-the-art
amenities; technology,
video boards;
continuous upgrades.



Easy access to public
transportation; well-
developed stadium
districts.

9,500

LUXURY SUITES AND
BOX SEATING

Average per stadium

Orlando Venue Evaluation

D1 Stadiums

Stadium	Score	Meeting minimum requirements	Existing	Adjusted scores	Overall score
New York/New Jersey (opening match & final)	3.9	✓	✓		4.1
Los Angeles (opening match & final)	3.8	✓	✓		
Mexico City (opening match)	3.5	✓	✓		
Dallas (final)	4.1	✓	✓		
Atlanta	4.1	✓	✓		
Baltimore	4.2	✓	✓		
Boston	4.1	✓	✓		
Cincinnati	4.2	✓	✓		
Denver	4.4	✓	✓		
Edmonton	4.2	✓	✓	n/a	
Guadalajara	4.0	✓	✓		
Houston	4.3	✓	✓		
Kansas City	4.2	✓	✓		
Miami	4.3	✓	✓		
Monterrey	4.2	✓	✓		
Montreal	4.2	✓	✓		
Nashville	4.1	✓	✓		
Orlando	4.1	✓	✓		
Philadelphia	4.2	✓	✓		
San Francisco	4.3	✓	✓		
Seattle	4.2	✓	✓		
Toronto	3.9	✓	✓		
Washington D.C.	4.1	✓	✓		
		Twenty three stadiums have met FIFA's core requirements for stadiums, exceeding the minimum requirement of 12 stadiums.	All of the bid's stadiums are existing so no discounts are applied.		

D3 Accommodation

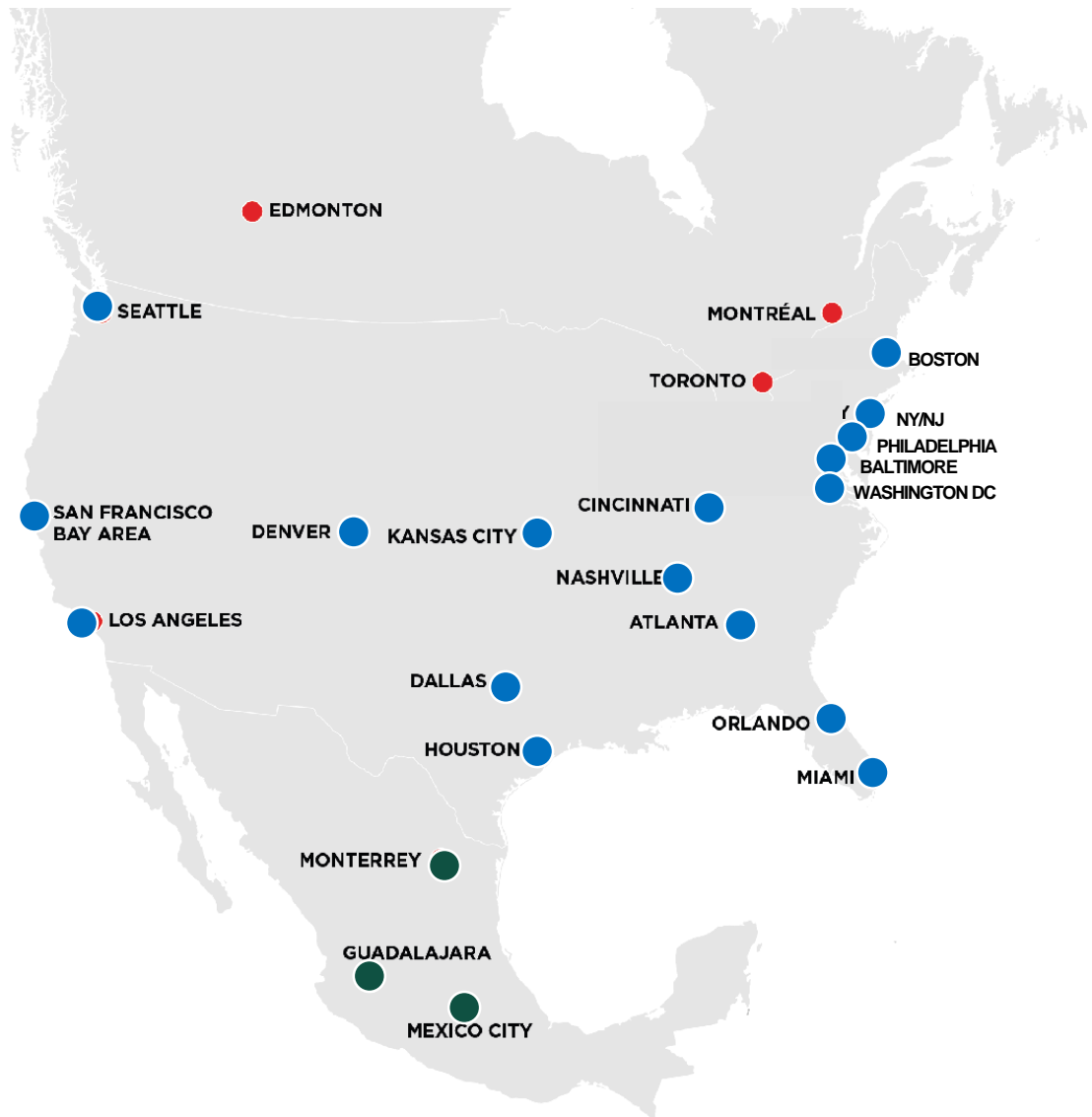
Stadium	General accommodation	FIFA core group	Average score
Los Angeles	5.0	2.3	3.7
Mexico City	5.0	2.5	3.8
Edmonton	2.5	2.6	2.6
Guadalajara	5.0	3.1	4.1
Montreal	3.7	4.1	3.9
Monterrey	3.8	3.1	3.4
Toronto	5.0	3.8	4.4
Baltimore	5.0	4.0	4.5
Cincinnati	4.8	4.0	4.4
Denver	5.0	3.6	4.3
Houston	5.0	3.4	4.2
Kansas City	3.2	3.0	3.1
Miami	5.0	4.0	4.5
Nashville	4.3	3.3	3.8
Orlando	5.0	4.1	4.6
Philadelphia	2.4	4.0	3.2
Seattle	5.0	3.0	4.0
Atlanta	4.7	3.5	4.1
Boston	3.7	3.0	3.4
San Francisco	5.0	3.3	4.2
Washington D.C.	5.0	2.1	3.6
Dallas	5.0	3.6	4.3
New York	5.0	4.0	4.5
		Overall score calculated by adding average scores and dividing by number of stadiums	3.9

City Selections

3 CANADA

10 UNITED STATES

3 MEXICO



Estimating Costs



FIFA Fan Fest

\$1-5M¹

Per City

Real Estate
IT Infrastructure
Venue Preparation
Entertainment



Traffic & Transportation

\$12-32M

Per City

Increased Transport Capacity
Shuttle Systems
Subsidized Public Transportation
Displacement of Locals



Marketing & Beautification

\$2-4M

Per City

Host City Dressing
Host City Beautification
Host City Promotion
Waste Management



Safety & Security

\$16-42M

Per City

Police Escorts
Game Day Security
Fan Fest Security
Increased Public Security

*Assumes cities are able to cover 50% of total cost by securing funding from FIFA subsidies, sponsors, and/or private partnership; actual cost of FF estimated at \$2-\$10M per city (Source: BCG Analysis)

Base Drivers



- Projected dates is **June/July 2026**
- Should Orlando be chosen to host **3 to 5 matches**, it is estimated that each **match would be sold out at a forecasted capacity of 70K**
- Additional hosting opportunities (outside of World Cup match play):
 - **Qualifying Matches for 2022 and 2026**
 - **Test Match/Tournament in 2025**
 - **Team Base Camps**
 - **Referee Base Camps**
 - **Competition Related Events**
 - Preliminary Draw
 - Final Draw
 - FWC Team Workshop
 - FIFA Congress
- FIFA initially blocked over **50K rooms** at headquarter hotels, **6K rooms** at each of the four team hotels and **13K rooms** at the venue hotel. **This does not include any fan hotel rooms**
- Projected economic impact for a host city ranges from approximately **\$600 million to \$800 million**

Be Ready

Organize Stakeholders

Stay Pro-Active

Address Weaknesses

Sharpen Pencils

Be Smart



Request for Pursuit Funding



1. APPROVAL AND EXECUTION OF AGREEMENT BETWEEN ORANGE COUNTY, FLORIDA AND CENTRAL FLORIDA SPORTS COMMISSION, INC. 2026 FIFA WORLD CUP PURSUIT FUNDING.

2. APPROVAL AND EXECUTION OF NINTH ADDENDUM TO 2007 TOURISM PROMOTION AGREEMENT BETWEEN ORANGE COUNTY, FLORIDA AND ORLANDO/ORANGE COUNTY CONVENTION & VISITORS BUREAU, INC.