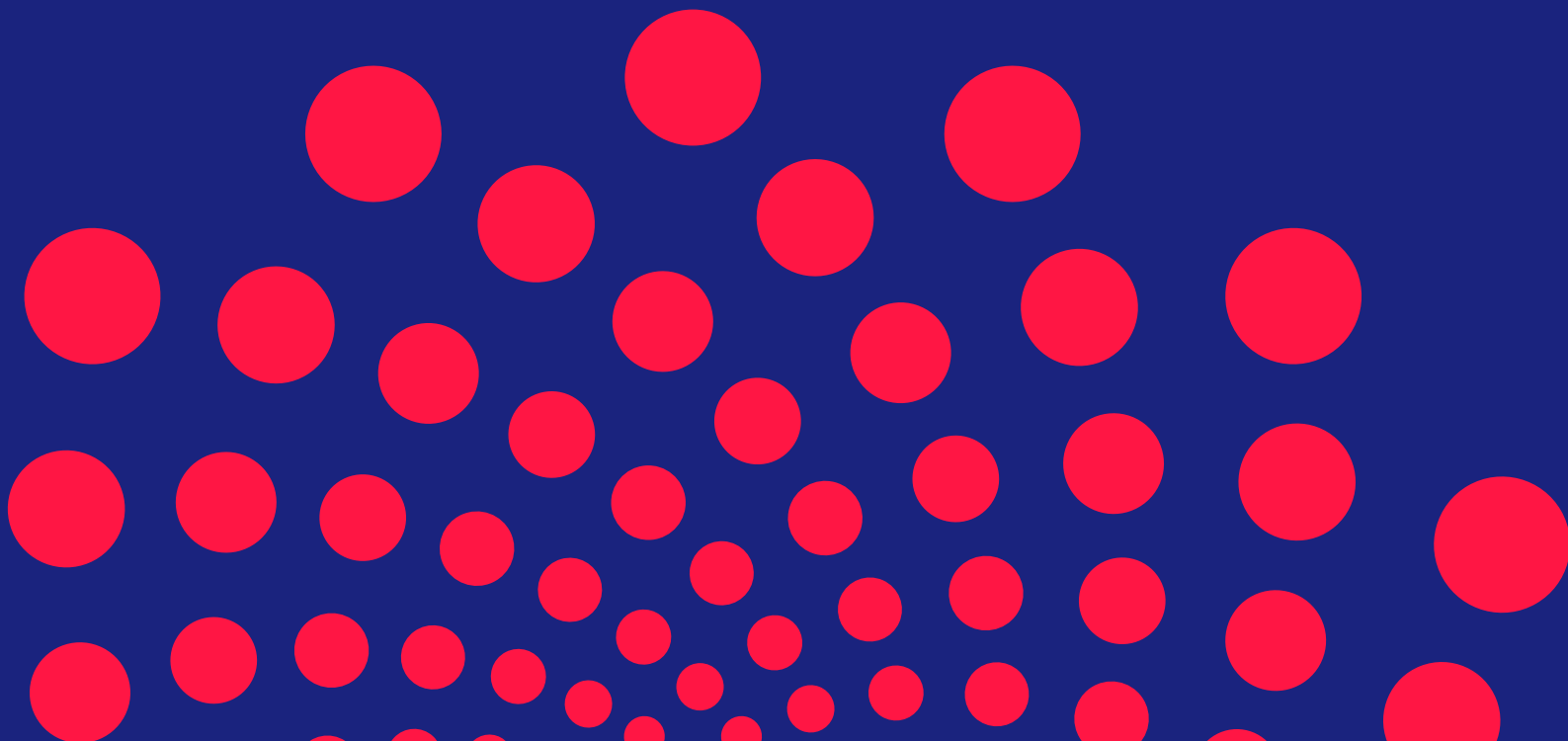


KC 2026 WORLD CUP UPDATE

Kansas House Appropriations Committee

February 27 , 2025 | Lindsey Douglas, Director of Integrated Operations



The background is a solid dark blue. Overlaid on this are several thin, light blue lines that originate from a point on the right side and curve upwards and to the left, creating a sense of motion or a stylized fountain. The lines vary in length and curvature, some reaching towards the top of the frame.

468

DAYS TO GO



THE BEAUTIFUL GAME

THE WORLD'S MOST POPULAR SPORT



3.5 BILLION FANS



250 MILLION PLAYERS



200 COUNTRIES

[illegible]



KANSAS CITY

MATCH SCHEDULE

6/16/26 GROUP STAGE

Tuesday

6/20/26 GROUP STAGE

Saturday

6/25/26 GROUP STAGE

Thursday

6/27/26 GROUP STAGE

Saturday

7/03/26 ROUND OF 32

Friday

7/11/26 QUARTERFINAL

Saturday

PURPOSE

**MAXIMIZE THE POSITIVE MOMENTUM CREATED BY
THE 2026 FIFA WORLD CUP™ TO UNITE, STRENGTHEN,
AND ELEVATE OUR REGION, AND PROPEL KC TO
NEW HEIGHTS IN THE NATION AND THE WORLD.**

DELIVER KANSAS CITY MAGIC

Create a safe, seamless, best-in-class, and distinctly Kansas City experience for the fans, players, and media, that fully engage our communities in the process and encourage visitors to return.

RISE ON THE WORLD STAGE

Showcase to a global audience the vitality of our economy, the richness of our culture, and most importantly, the welcoming character of our people — firmly establishing KC as the heart and capital of the Midwest.

LEAVE A LASTING LEGACY

Generate sustained and long-term cultural and economic impacts in our region's infrastructure, businesses, institutions, and brand, while building our people's capability and confidence to take on the opportunities and challenges of the future.

2026 FIFA WORLD CUP VENUES

BC PLACE
VANCOUVER

LUMEN FIELD
SEATTLE

LEVI'S STADIUM
SAN FRANCISCO

SOFI STADIUM
LOS ANGELES

AT&T STADIUM
DALLAS

NRG STADIUM
HOUSTON

ESTADIO AKRON
GUADALAJARA

BMO FIELD
TORONTO

ARROWHEAD STADIUM
KANSAS CITY

MERCEDES-BENZ STADIUM
ATLANTA

HARD ROCK STADIUM
MIAMI

LINCOLN FINANCIAL FIELD
PHILADELPHIA

MET LIFE STADIUM
NEW YORK

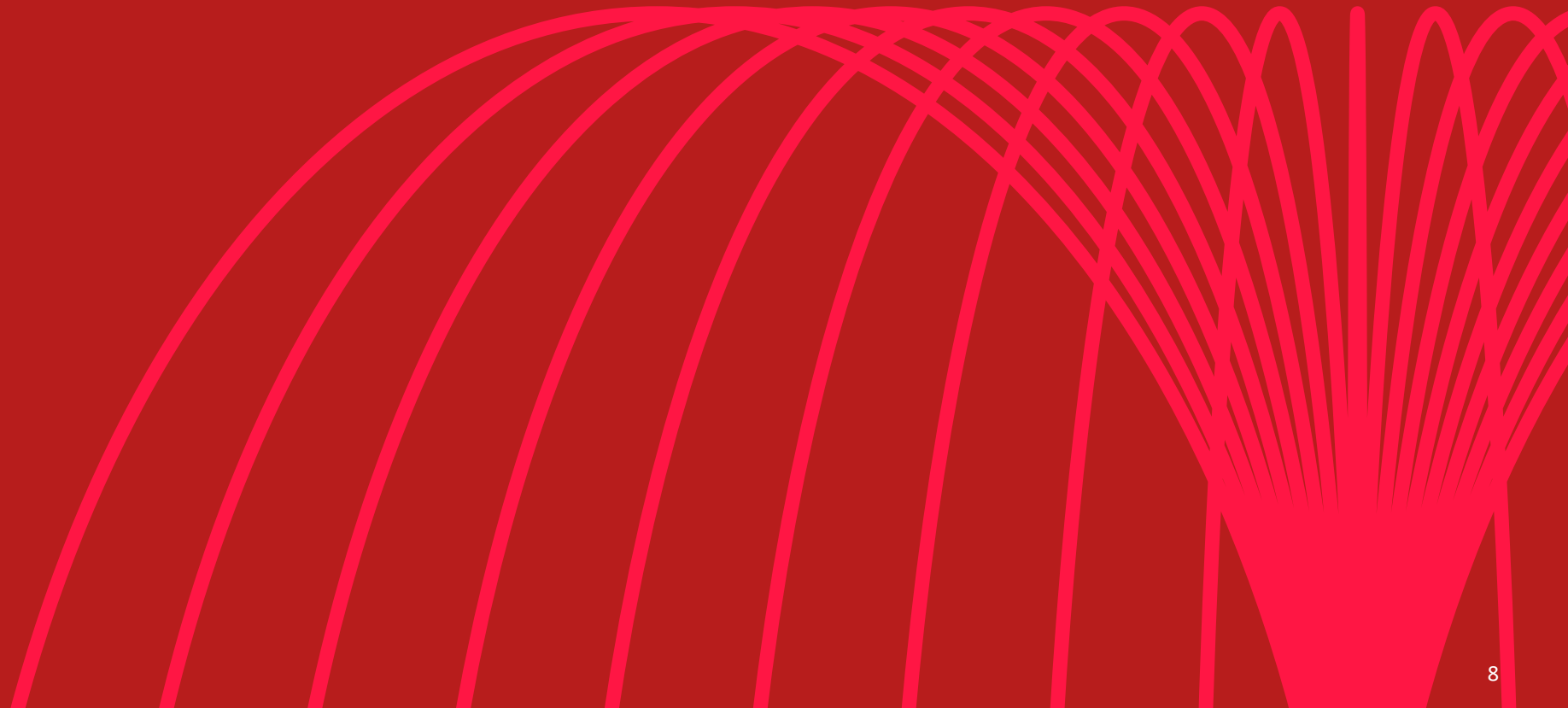
GILLETTE STADIUM
BOSTON

ESTADIO BBVA BANCOMER
MONTERREY

ESTADIO AZTECA
MEXICO CITY



ECONOMIC OPPORTUNITY



WHO WILL BE HERE?

650,000 VISITORS*

- FIFA Officials
- FIFA Contractual Guests
 - Sponsors
 - Media Rights Licensees
 - Member associations, committees
- FIFA Invited Guests
 - Heads of State/Government, Other state/government officials
 - Dignitaries
 - Sports, Business, Entertainment Celebrities
- Ticketed Fans
- Non-ticketed Fans

2.1 MILLION “VISITOR DAYS”*

**Source: VisitKC, “estimates 650,000 unique visits based on total visitor days during the duration of the event in the KC area. Visitor Day” defined as one visitor spending one day (day/overnight) in the destination Figure will be adjusted further with base camps and other future announcements.*



REGIONAL ECONOMIC IMPACT



\$653 MILLION
IN DIRECT EVENT IMPACT*

\$179 M

in direct personal
income generated

DIRECT JOBS SUPPORTED**

73,592
PERSONS

quantifies the number of persons employed
during the event, including FT & PT
employees

6,746
ANNUAL FTEs

annualized figure to measure the FT
equivalent employment supported by the
event

**Destinations International Event Impact Calculator assumes 6 matches hosted; 3.2 persons per room; \$299 avg hotel rate; 80% of overnight attendees arriving by air*

***Does not imply these jobs would not exist apart from the event, only that the event supported these jobs for a specific period*

ESTIMATED U.S. TRAVEL PROFILE



**WE
ARE
2026**



All assumptions are considered as estimations used by FWC2026 for operational planning purposes only

54%

International visitors

(including non ticket holders)

AGES

16-29 **32%**

30-49 **46%**

50-69 **22%**

41%

of International
visitors speak
English

Male **63%**

Visitors owning a
credit or debit card

68%

Average
international
visitor stay in US

**9.7
days**

POSSIBLE TEAM BASE CAMPS + HOTELS



HOTELS: KANSAS

NUMBER OF HOTEL ROOMS

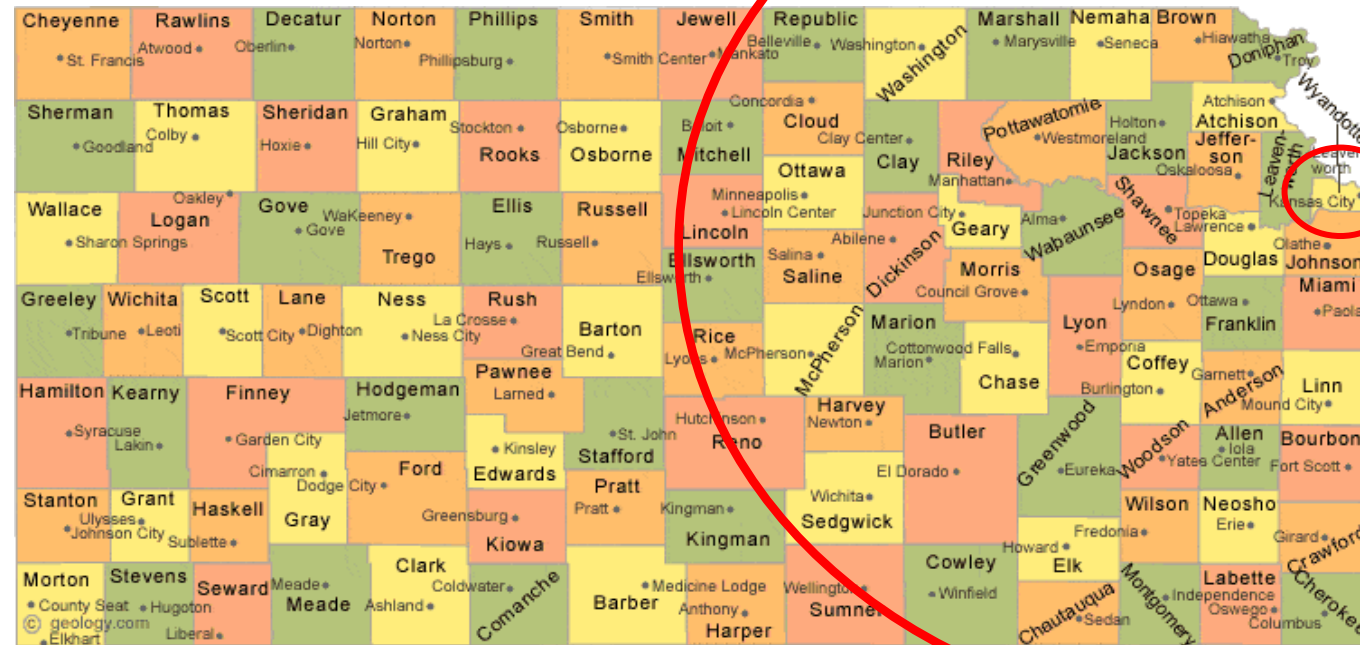
21,830

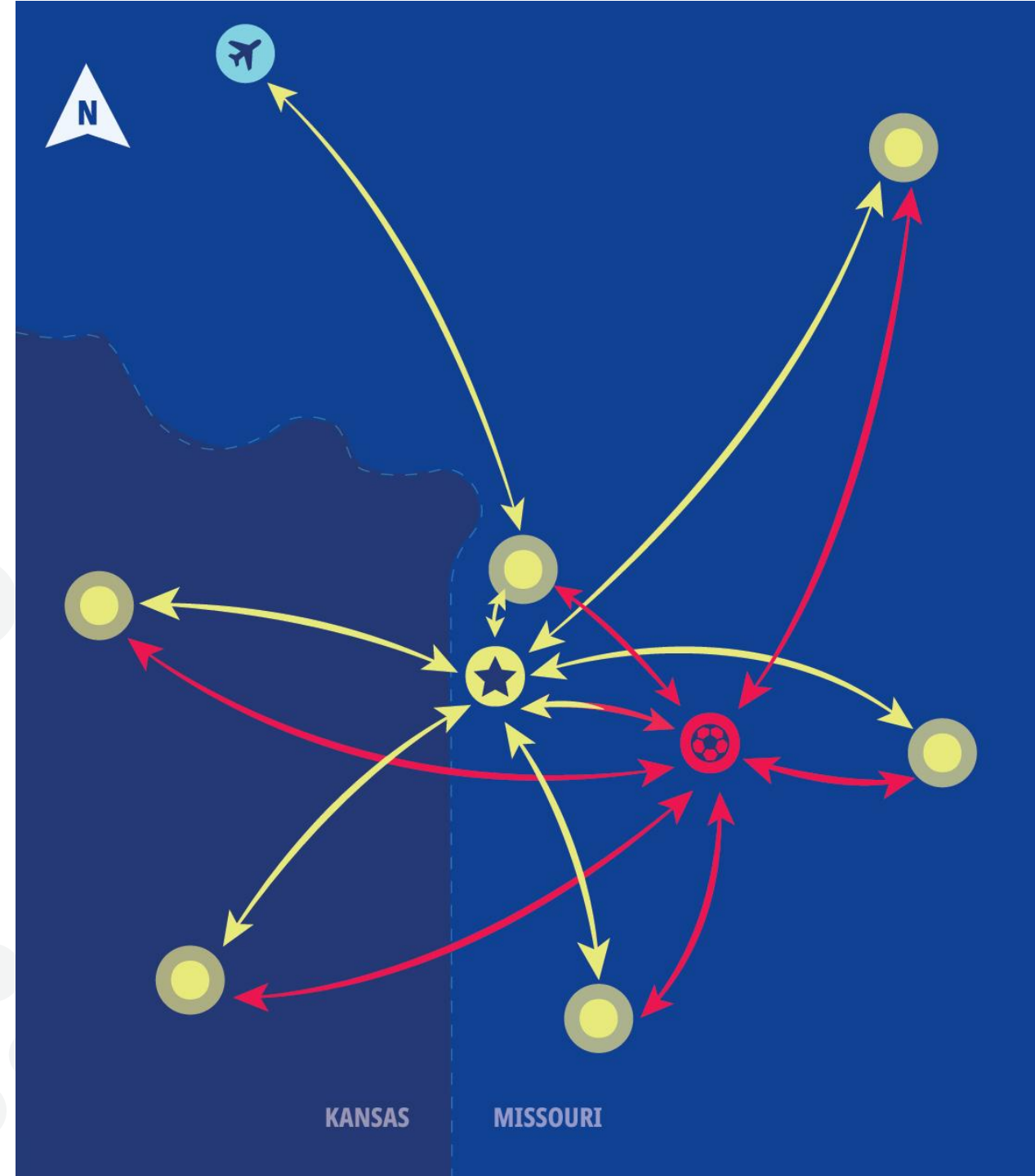
EST. ECONOMIC IMPACT

\$163.1 MILLION

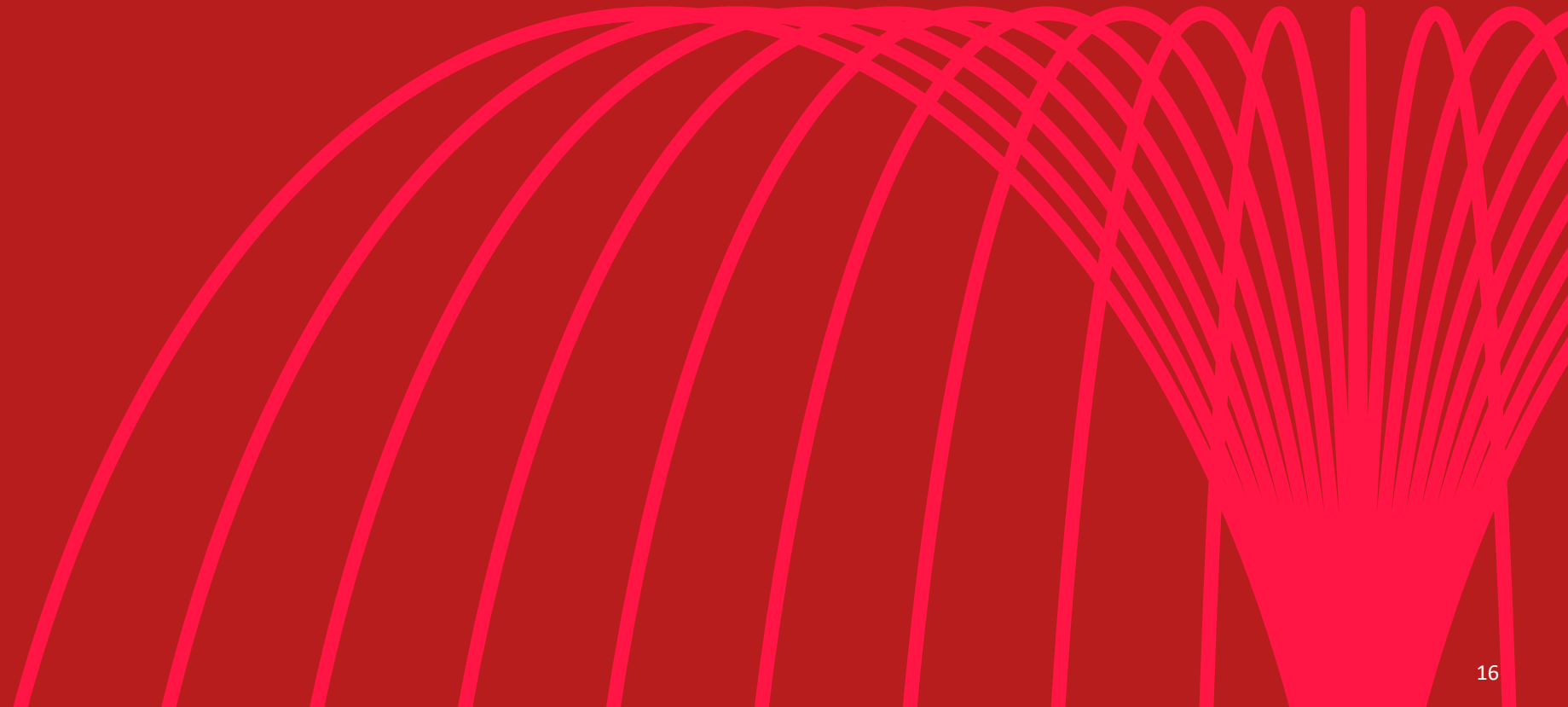
EST. KS STATE TAXES GENERATED

\$10.7 MILLION





KANSAS RESOURCE SUPPORT



CURRENT PUBLIC FUNDING



KC2026 COMMITTED PUBLIC FUNDS (as of 2/27/2025)		
SOURCE	AMOUNT (Millions)	NOTES
State of Missouri	\$67.5	\$42.5m set aside for stadium improvements; \$7.5m for transportation, marketing, and general event support projects; \$17.5m for planning and logistics related to the 2026 World Cup
State of Kansas	\$27.4	\$10m FY25; \$17.4m FY26
Kansas City, MO	\$15	\$5m/year for three years; must be used in Kansas City, MO and for Host City Obligations only
Johnson County, KS	\$1.5	FY25
TOTAL:	\$111.4	
Note: Additional revenues are anticipated.		

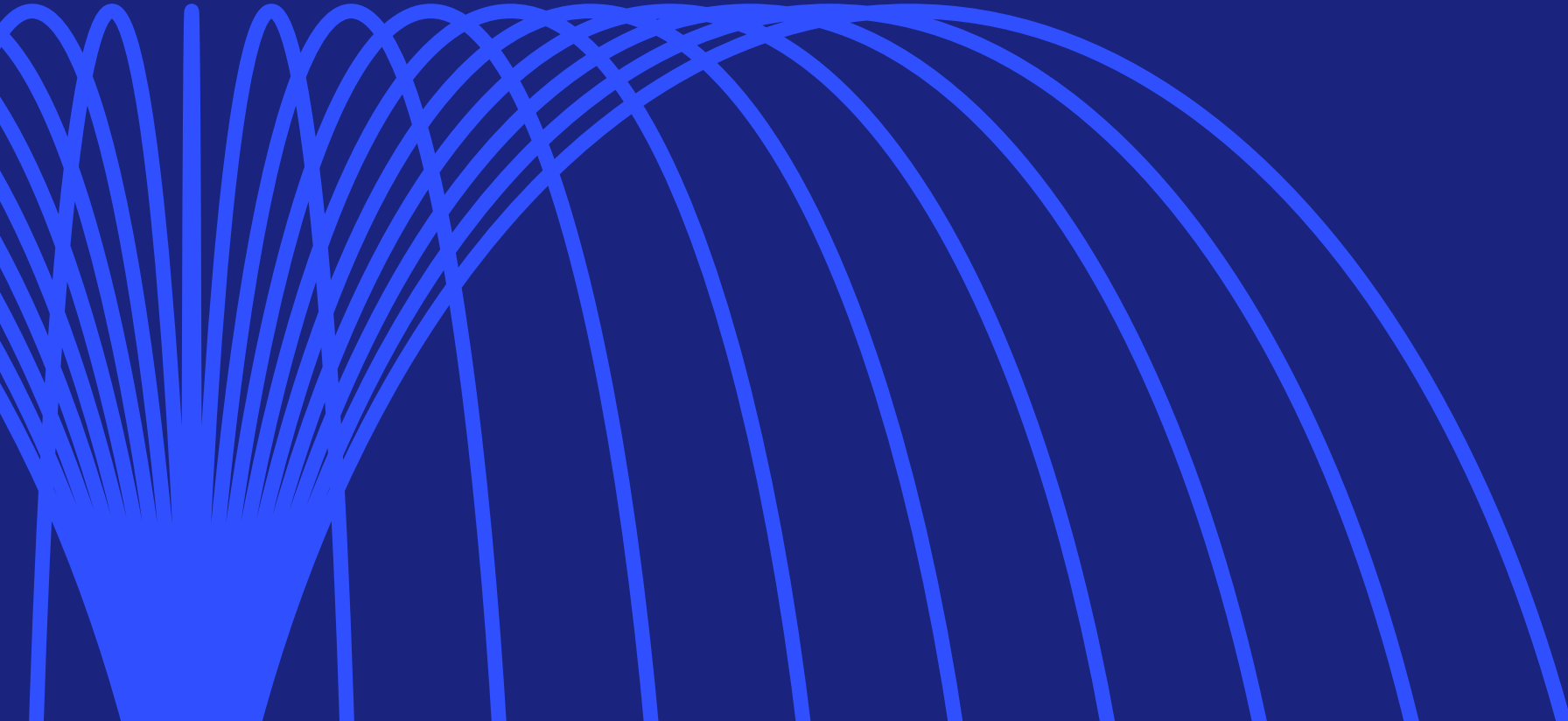
KANSAS FUNDING USES



\$27.4 M IN KANSAS FUNDING

- Resources will be used to benefit Kansas in delivering the World Cup for the region.
- Areas of use include Safety and Security, Transportation, Commercial, Legacy, Insurance, Operations, and some contingency for these areas.
- Agreement with the Kansas Department of Commerce has been finalized.
- No funds have been requested under the agreement.

STAY INFORMED



KC2026 WEBSITE

- Quarterly Newsletter Sign-Up
- Business Opportunities
- Matches and Venues
- Newsroom
- Community Initiatives
- About the Region
- Countdown Clock



FOLLOW THE JOURNEY TO 2026



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[WORLD CUP 2026](#)



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[@Kansas City FWC 26](#)

WE
ARE

