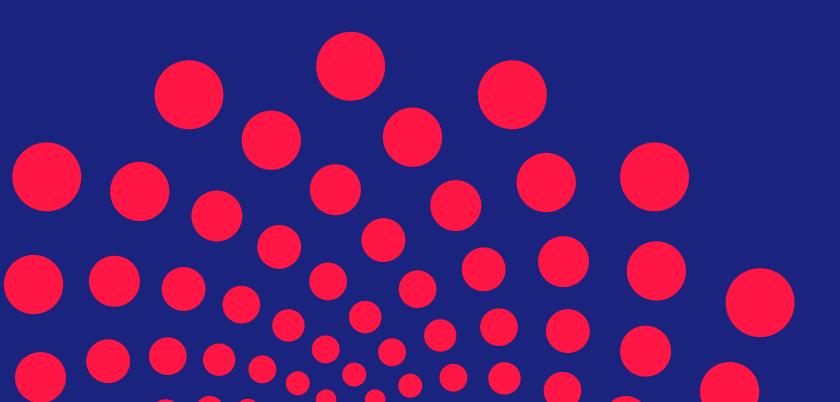
KC 2026 WORLD CUP UPDATE

Kansas House Appropriations Committee

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











THE BEAUTIFUL GAME THE WORLD'S MOST POPULAR SPORT



3.5 BILLION FANS



250 MILLION PLAYERS



200 COUNTRIES

		BAATOU															_			ı											EINAL									
	ZWALLH	GROUP STAGE MATCHES											ROUND OF 32					ROUND OF 16				QUARTER-FINALS					SEMI-FINALS				FINAL BRONZE FINAL									
FIFA	SCHEDULE	Thursday 11 June	Friday 12 June	Saturday 13 June	Sunday 14 June	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June	Friday 19 June	Saturday 20 June	Sunday 21 June	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June	Friday 26 June	Saturday 27 June	Sunday 28 June	Monday 29 June	Tuesday 30 June	Wednesday 1 July	Thursday 2 July	Friday 3 July	Saturday 4 July	Sunday 5 July	Monday 6 July	Tuesday 7 July	Wednesday 8 July	Thursday 9 July	Friday 10 July	Saturday 11 July	Sunday 12 July	Monday 13 July	Tuesday 14 July	Wednesday 15 July	Thursday 16 July	Friday 17 July	Saturday 18 July	19 July
NO	VANCOUVER			D M6					B M27 CAN			G M4Ø			B M51 CAN		G M64						M85 1B V 3 EFGIJ					M96 W85 V W87												
v REGIO	SEATTLE					G M16				D M32 USA	4				в M52		G M63					M82 1G V 3 AEHIJ					M94 W81 V W82													
WESTERN REGION	SAN FRANCISCO BAY AREA			B M8			J M20		4	D M31			J M44			D M6Ø						M81 1D V 3 BEFIJ																		
	LOS ANGELES		M4 USA			G M15	4		в M26			G M39				M59 USA			м73 2А V 2В				M84 1H V 2J								м98 W93 v W94									
	GUADALAJARA	A M2			4				M28 MEX					к M48			н M66																							
NO	MEXICO CITY	M1 MEX		<u> </u>				к М24							A M53 MEX						M79 1A V 3 CEFHI					M92 W79 V W8Ø														
L REGIC	MONTERREY		<u> </u>		F M12						F M36				A M54					M75 1F V 2C													တ				S			06.2024 © FIFA
CENTRAL REGION	HOUSTON				M1Ø			к M23			F M35			K M47			н M65			M76 1C V 2F					м90 W73 V W75				т рау				DAY				DAY			Vinner 10.0
0	DALLAS				F M11			L M22					J M43			F M57		J M7Ø			M78 2E V 2I			м88 2D V 2G			M93 W83 V W84		REST				REST	3	M1Ø1 W97 V W98		REST		A	ange W=V
	KANSAS CITY						M19				E M34					F M58		M69						M87 1K V 3 DEIJL								M100 W95 V W96						4		Subject to ch
	ATLANTA					н М14			A M25			н М38			C M50			к M72				M8Ø 1L V 3 EHIJK						M95 W86 V W88								M102 W99 V W100				
N.	MIAMI					н М13						Н М37			C M49			K M71						м86 1Ј V 2Н								M99 W91 V W92							M103 BRONZE FINAL	
N REGION	TORONTO		B M3 CAN					L M21			E M33			L M46			I М62						M83 2K V 2L										4							
EASTERN	BOSTON			M5			и м18			с мзø				L M45			I М61			M74 1E V 3 ABCDF										M97 W89 V W9Ø										
В	PHILADELPHIA				E M9					с M29			I М42			E M55		L M68							M89 W74 V W77															
	NEW YORK NEW JERSEY			C M7			I М17						I М41			E M56		L M67			M77 1I V 3 CDFGH					M91 W76 V W78														M104 INAL



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



ARROWHEAD STADIUM

KANSAS CITY

MERCEDES-BENZ STADIUM

ATLANTA

HARD ROCK STADIUM

MAM

I INCOLN FINANCIAL FIFLD

PHILADELPHIA

MET LIFE STADIUN

NEW YORK

GILLETTE STADIUM

BOSTON

ESTADIO BBVA BANCOMER

MONTERREY

ESTADIO AZTECA MEXICO CITY

BC PLACE VANCOUVER

LUMEN FIELD

LEVI'S STADIUM SAN FRANCISCO

SOFI STADIUM LOS ANGELES

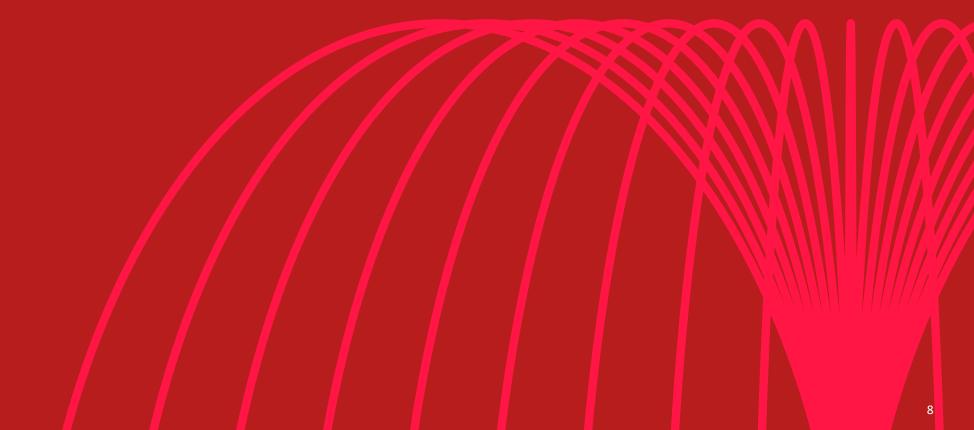
ATST STADIUM DALLAS

NRG STADIUM HOUSTON

ESTADIO AKRON GUADALAJARA



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

ESTIMATED U.S. TRAVEL PROFILE





International visitors
(including non ticket holders)

AGES16-29 **32%**30-49 **46%**50-69 **22%**

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

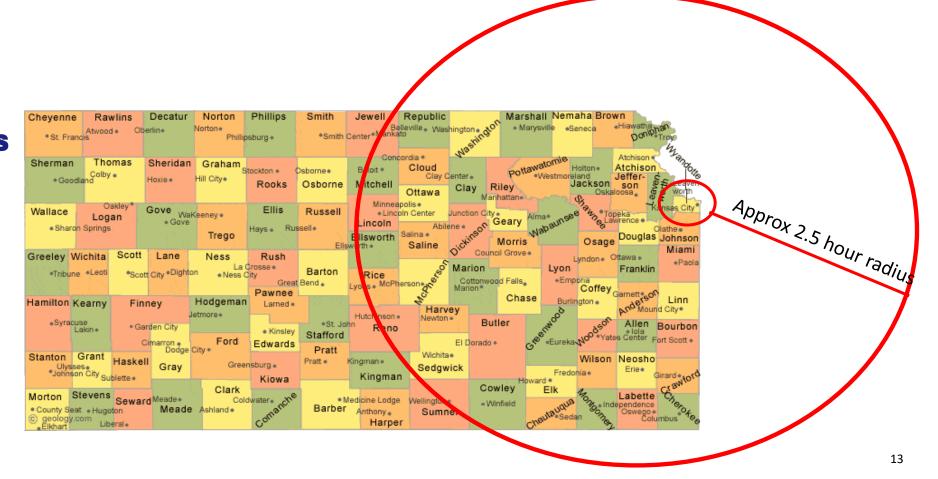
NUMBER OF HOTEL ROOMS

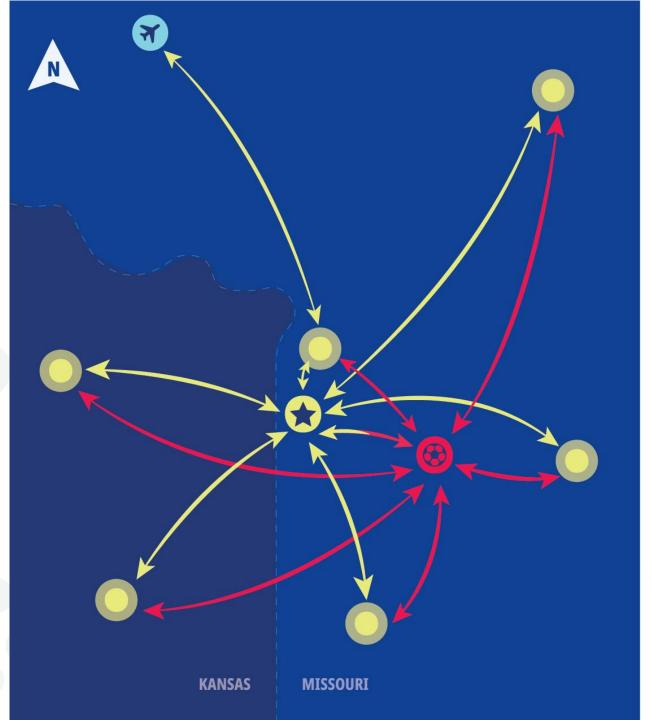
21,830

EST. ECONOMIC IMPACT

\$163.1 MILLION EST. KS STATE TAXES GENERATED

\$10.7 MILLION





This map is a conceptual representation of the types of movements the transportation system could provide.





KC Stadium (Arrowhead)



FIFA Fan Festival™



Conceptual Areas for Park-and-Ride



Kansas City International Airport

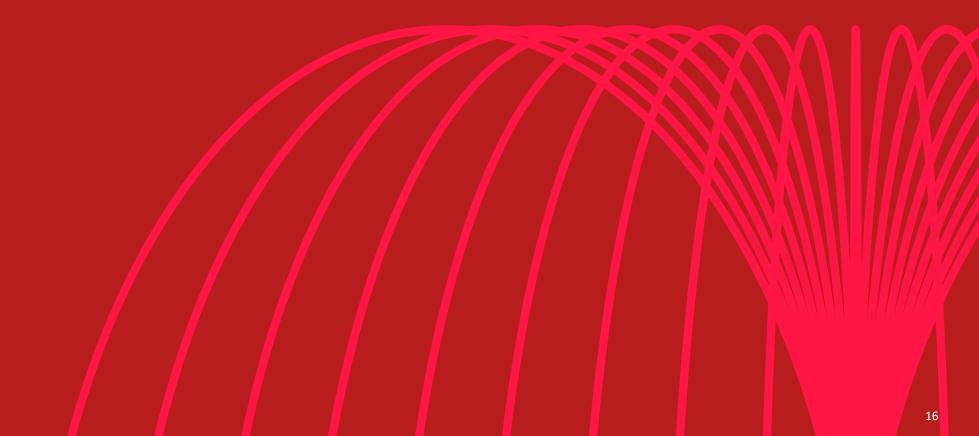


KC Stadium (Arrowhead) Bus Connection



FIFA Fan Festival™ Bus Connection

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		

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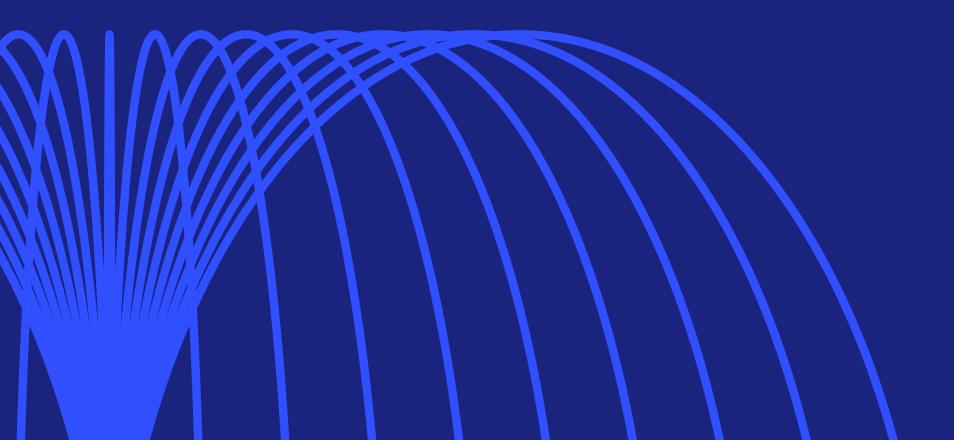
KANSAS FUNDING USES



\$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.

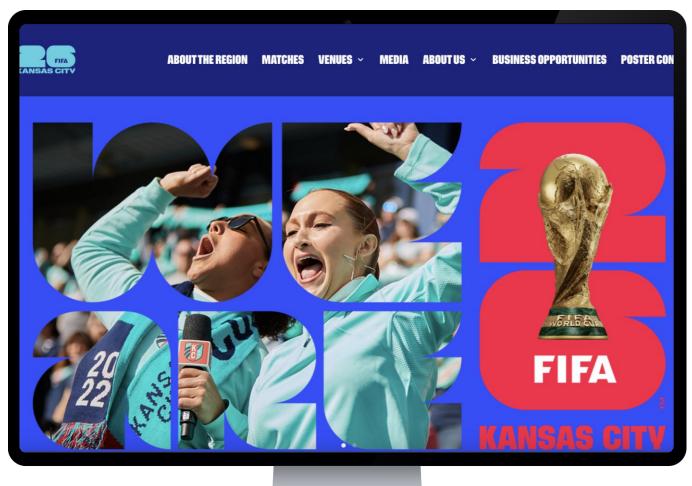
STAY INFORMED





KC2026 WEBSITE

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





FOLLOW THE JOURNEY TO 2026



@FWC26KANSASCITY



@KANSAS CITYWORLD CUP 2026



@FWC26KANSASCITY



@Kansas City FWC 26

