

From: ["Levitt, Karen" <karen.levitt@vancouver.ca>](mailto:karen.levitt@vancouver.ca)  
To: ["Direct to Mayor and Council"](#)  
Date: 7/18/2025 1:15:09 PM  
Subject: CBC Inquiry: Vancouver-FIFA agreement

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Dear Mayor and Council,

In response to Councillor Kirby-Yung's question below concerning clarifying the path toward providing more certainty for local business and for supporting them through FIFA, I can confirm that staff have started proactive outreach to businesses and residents in the stadium area. We're ramping up these efforts between now and September, which will include postcard notifications, community information sessions and targeted outreach.

As staff is still in the early stages of this outreach, we recommend declining media interviews on this topic for now, as specific details are still being finalized. Below are some questions/key messages that reflect what recently has been shared publicly. For detailed media inquiries, please direct to [media@vancouver.ca](mailto:media@vancouver.ca).

**What is the Controlled Area and how will it impact businesses there?**

- The Controlled Area is outlined as a 2 km radius around BC Place Vancouver and a 100 m radius around the FIFA Fan Festival™ at Hastings Park. On Match Days and the days surrounding, extra diligence will be applied to ensure the area is safe, secure and free from unauthorized marketing. Road closures and impacts will be minimized on non-match days. The City is working with partners like TransLink, Vancouver Police, and YVR Airport to manage traffic and keep people moving safely.
- The Vancouver Host Committee is required under the Host City Agreement to support FIFA's global brand protection program. This includes educating the public and preventing unauthorized commercial activity. However, as excitement builds toward the FIFA World Cup 26™, the Vancouver Host City team is committed to ensuring our community can be engaged in the tournament in ways that reflect our local pride, creativity, and diversity while protecting the integrity of FIFA's global brand.
- Over the past year, we've been actively engaging with major businesses around the Stadium, and we're now ramping up our outreach to include local businesses, stakeholders, and residents as part of our broader community engagement efforts. We will also be sharing some comprehensive community activation guidelines as part of those efforts.

**Regarding the City sharing some comprehensive community activation guidelines in relation to the Controlled Area. Do any guidelines exist at the moment you can share? Are you still in the process of writing them? Do you have a timeline for their release?**

- At this time the guidelines are still under development. We look forward to engaging with local businesses and community stakeholders in the coming months as we finalize these details.

**Can you confirm whether any businesses will be required to temporarily close on match days?**

- No businesses will be required to close during or due to the FIFA World Cup 26™. To accommodate an event of this magnitude, there will be road closures and traffic calming measures around BC Place to ensure the stadium can operate effectively on match days. Pedestrian access to surrounding businesses

- will be retained.
- We will be working with businesses to help minimize disruptions while we plan to celebrate the hosting of this event in the City.

Should you have any questions about the above, please reach out to me directly.

Thanks,

Karen

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**Karen Levitt**, Deputy City Manager  
karen.levitt@vancouver.ca

The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm/Musqueam, Skwx̱w̱u817 \_wú7mesh/Squamish and səliłwətał/Tsleil-Waututh nations

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**From:** Kirby-Yung, Sarah <[Sarah.Kirby-Yung@vancouver.ca](mailto:Sarah.Kirby-Yung@vancouver.ca)>  
**Sent:** Friday, July 18, 2025 10:58 AM  
**To:** Pontikis, Maria <[Maria.Pontikis@vancouver.ca](mailto:Maria.Pontikis@vancouver.ca)>; Frankcom, Zoe <[Zoe.Frankcom@vancouver.ca](mailto:Zoe.Frankcom@vancouver.ca)>; Verrall, Taylor <[Taylor.Verrall@vancouver.ca](mailto:Taylor.Verrall@vancouver.ca)>; Levitt, Karen <[karen.levitt@vancouver.ca](mailto:karen.levitt@vancouver.ca)>  
**Subject:** Fw: CBC Inquiry: Vancouver-FIFA agreement

Hi there,

Sharing this media enquiry that I've received from CBC.

Clearly there is and will be growing interest.

Can you advise what the path is towards being able to provide more certainty for local business and for supporting them through FIFA?

thank you,

Sarah

Councillor Sarah Kirby-Yung

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**From:** Laurence Watt <[laurence.watt@cbc.ca](mailto:laurence.watt@cbc.ca)>  
**Sent:** Friday, July 18, 2025 10:47 AM  
**To:** Kirby-Yung, Sarah <[Sarah.Kirby-Yung@vancouver.ca](mailto:Sarah.Kirby-Yung@vancouver.ca)>  
**Subject:** CBC Inquiry: Vancouver-FIFA agreement

**City of Vancouver Warning - This message is from an external sender**

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Report  
Suspicious

I hope you're doing well. I'm reaching out to talk about the 2026 World Cup coming to Vancouver...

I've obtained a statement from the Vancouver Host City Committee that says a 2-kilometre "Controlled Area" will be established around BC Place stadium during the World Cup. I received this statement (pasted below) in wake of the [Vancouver-FIFA agreement being made public](#).

Would you be free for an interview? Generally, we'd like to ask about:

- The Controlled Area... What do we know? What might it entail? What can people expect? When can we expect to learn more?
- How is the City balancing demands from FIFA with potential concerns from businesses and locals?
- What is the City doing now to prepare?

Please let me know. Ideally we'd be looking to arrange a pre-taped Zoom interview today or arrange a live interview on The Early Edition Monday.

Here is the statement I obtained from the Vancouver Host City Committee:

*The Controlled Area is outlined as a 2 km radius around BC Place Vancouver and a 100 m radius around the FIFA Fan Festival™ at Hastings Park. On Match Days and the days surrounding, extra diligence will be applied to ensure the area is safe, secure and free from unauthorized marketing. Road closures and impacts will be minimized on non-match days. The City is working with partners like TransLink, Vancouver Police, and YVR Airport to manage traffic and keep people moving safely.*

*The Vancouver Host Committee is required under the Host City Agreement to support FIFA's global brand protection program. This includes educating the public and preventing unauthorized commercial activity. However, as excitement builds toward the FIFA World Cup 26™, the Vancouver Host City team is committed to ensuring our community can be engaged in the tournament in ways that reflect our local pride, creativity, and diversity while protecting the integrity of FIFA's global brand.*

*Over the past year, we've been actively engaging with major businesses around the Stadium, and we're now ramping up our outreach to include local businesses, stakeholders, and residents as part of our broader community engagement efforts. We will also be sharing some comprehensive community activation guidelines as part of those efforts.*

Thanks,

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## Laurence Watt

Associate Producer, Director [The Early Edition](#)

CBC/Radio-Canada

236.501.6573 (c)

