

From: ["Levitt, Karen" <karen.levitt@vancouver.ca>](mailto:karen.levitt@vancouver.ca)  
To: ["Direct to Mayor and Council - DL"](#)  
Date: 7/21/2025 3:11:44 PM  
Subject: Emerging Issue: Impacts to businesses during FWC26 (CMO) (July 21, 2025)

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Dear Mayor and Council,

As you may have seen in recent Daily Closed Media Call Summaries, last week's FOI release including the FWC26 Host City Agreement, has received recent media attention. In response, staff have prepared a brief package with key messages, key facts and relevant Q&As that may be helpful to you in media interviews or conversations with stakeholders and constituents.

### **Issue in brief**

- Following last week's FOI release, recent media coverage has contributed to confusion among the public and local businesses regarding the implications of FIFA-related requirements within the controlled zone.
- This has led to misinformation, specifically incorrect claims that businesses will be required to close during FIFA World Cup 26™, which is not accurate.

### **Key messages**

Below are some key messages, should you wish to use them:

- There is no requirement for businesses within the Controlled Area to close during FIFA World Cup 26™. Operations will continue, with pedestrian access maintained on match days.
- To ensure we can fully celebrate an event of this magnitude, road closures will occur around BC Place Vancouver on match days to support safe pedestrian movement. These closures will be limited on non-match days. Further information will be shared publicly well in advance.
- 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.

### **Facts and myths**

- **Myth:** Businesses will be required to close during the FIFA World Cup 26™.

**Fact:** Businesses will not be required to close during or because of the FIFA World Cup 26™. While there will be road closures and traffic calming measures around BC Place on match days to support safe and efficient stadium operations, pedestrian access to surrounding businesses will be maintained. The City is committed to keeping residents and businesses informed and will share detailed information well in advance as planning progresses.

- **Myth:** The City isn't engaging with businesses about FIFA World Cup 26™.

**Fact:** The City has been actively engaging with major businesses near the stadium for over a year and is ramping up broader outreach in the coming months. We're committed to working closely with the business community to understand concerns and explore opportunities.

- **Myth:** Roads will be closed throughout the FIFA World Cup 26™.

**Fact:** On match days, there will be road closures around the stadium to ensure safe crowd movement and to maintain security. On non-match days, most roads will remain open; however, select closures will stay in place due to the ongoing event footprint and security requirements. We are actively working through traffic management planning and will share more details as they become available.

## Questions and answers

### • Is the Host City Agreement Public?

- The City of Vancouver is committed to transparency and the freedom of public information.
- In certain circumstances, the City is contractually and/or legally obligated to keep specific information confidential. For major sporting events, certain information is not publicly disclosed for safety and security reasons, as is the case for the FIFA World Cup 26™ Host City Agreement.
- The City follows BC's Freedom of Information legislation when it receives requests.
- The City considers the proactive release of documents once they've been shared with applicants under the Freedom of Information and Protection of Privacy Act. This process typically takes up to 60 days.

### • Will businesses within the controlled area have to close?

- The Controlled Area covers a 2 km radius surrounding BC Place Vancouver and a 100 m radius around the FIFA Fan Festival™ at Hastings Park.
- Businesses will not 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.

- To help protect FIFA's brand during FIFA World Cup 26™, brand protection rules will apply in the area and local businesses must avoid using FIFA logos or branding, or giving the impression of an official connection, unless they're officially licensed. The City is working on easy-to-follow guidance to help businesses understand what they can and can't do.
- 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.
- **The agreement mentions "no sales of public foods" in the Controlled Area. What does this mean? Does it apply to restaurants?**
  - The focus of the FIFA restrictions in the controlled area are to prevent unauthorized commercial activity and ambush marketing during the FIFA World Cup 26™, not to restrict normal business operations.
  - The City is working closely with FIFA to minimize impacts and will provide clear guidance to businesses well in advance.
- **Will the City engage with businesses through this process?**
  - The City has been in conversation with major businesses surrounding the stadium over the past year regarding impacts and are ramping up our community engagement efforts over the coming months.
  - Our intention is to work closely with the business community to better understand any concerns or considerations they may have and bring those perspectives back into our operational planning where possible.
  - Additionally, we are identifying potential opportunities for businesses, such as working closely with our marketing partners, Destination BC, Destination Vancouver and the Hotel Association of Vancouver, to support preparation within the hospitality sector.
- **What roads will be closed during the event?**
  - On match days, there will be road closures around the stadium to ensure safe crowd movement and to maintain security.
  - On non-match days, most roads will remain open; however, select closures will stay in place due to the ongoing event footprint and security requirements.
  - We are actively working through traffic management planning and will share more details as they become available.

## **Communications approach**

- The City will respond to media questions regarding the Host City Agreement for FWC26, working with FIFA, the Province and PavCo where appropriate.

- Due to the legal complexities of this file and the City's commitments to our hosting partners, staff strongly recommend that all media requests are directed back to staff via the City's media inbox at [media@vancouver.ca](mailto:media@vancouver.ca).

If you have any questions about the foregoing, please reach out to Maria at [maria.pontikis@vancouver.ca](mailto:maria.pontikis@vancouver.ca).

Thanks,

Karen