

**From:** ["Singh, Sandra" <Sandra.Singh@vancouver.ca>](mailto:Sandra.Singh@vancouver.ca)  
**To:** ["Direct to Mayor and Council - DL"](#)  
**Date:** 8/27/2025 3:52:42 PM  
**Subject:** CMO – Memo (Council) - FIFA World Cup 2026™ Stadium-Area Community Outreach and Business Engagement (2025-08-27)  
**Attachments:** CMO – Memo (Council) - FIFA World Cup 2026™ Stadium-Area Community Outreach and Business Engagement (2025-08-27).pdf

---

Dear Mayor and Council,

In summary, beginning in early September, the Host Committee will launch public outreach to stadium-area residents, businesses and other key stakeholders to build awareness of FWC26 and provide advance notice of road closures, while also engaging the broader business community around tournament-related opportunities and business planning considerations.

Mail-out notifications are planned for week of September 8, with information sessions taking place on September 24 and 25. Should you have any questions or feedback to share from business or interest holders as it relates to the above, please contact Jessie Adcock, Host City Committee Lead at [jessie.adcock@vancouver.ca](mailto:jessie.adcock@vancouver.ca)

Thank you,  
Sandra

Sandra Singh | Deputy City Manager  
City of Vancouver  
E-mail: [sandra.singh@vancouver.ca](mailto:sandra.singh@vancouver.ca)  
Pronouns: she/her

Assistant: Laura Holvor  
Phone: 604.829.9602  
E-mail: [laura.holvor@vancouver.ca](mailto:laura.holvor@vancouver.ca)  
Pronouns: she/her

*The City of Vancouver acknowledges the unceded homelands of the x̱məθkw̱əy̱m (Musqueam), Sə̱ḻílwitulh (Tsleil-Waututh) Nations.*

## MEMORANDUM

August 27, 2025

TO: Mayor and Council

CC: Karen Levitt, Acting City Manager  
Armin Amrolia, Deputy City Manager  
Katrina Leckovic, City Clerk  
Maria Pontikis, Chief of External Relations  
Teresa Jong, Administration Services Manager, City Manager's Office  
Mellisa Morphy, Director of Policy, Mayor's Office  
Trevor Ford, Chief of Staff, Mayor's Office

FROM: Sandra Singh  
Deputy City Manager

SUBJECT: FIFA World Cup 2026™ Stadium-Area Community Outreach and Business Engagement

RTS #: N/A

---

### PURPOSE

This memo outlines upcoming community outreach and engagement activities for the FIFA World Cup 2026™ (FWC26), focusing on BC Place Vancouver stadium-area.

### DISCUSSION

Beginning in early September, the Host Committee will launch community outreach to stadium-area residents, businesses and stakeholders to build awareness and excitement for FWC26 and provide advance notification of road closures. In parallel, business engagement, supported by the City's Business and Economy Office (BEO), is focusing on informing and activating the broader business community around tournament-related opportunities and business planning considerations.

To support these efforts, staff have prepared key messages to assist in conversations with constituents, included in the appendix.

#### Stadium-Area Community Outreach Activities

As part of planned outreach, the City will be sending postcards to approximately 10,000

residents and other stakeholders in the stadium-area, inviting recipients to learn more about FWC26 by attending an online information session and/or visiting the FWC26 Vancouver website. A separate notice to 2,300 neighbouring businesses will share key details about the tournament and promote the City's [Community Activation Playbook](#).

Other planned stadium-area outreach activities include:

- Briefing for more highly impacted businesses adjacent to the stadium (Sept. 4)
- Online information session for all stadium-area businesses (Sept. 24 from 3-4 pm)
- Online information session for stadium-area residents (Sept. 25 from 6:30-7:30 pm)
- One-on-one meetings with key stakeholders, as needed (ongoing).

The FWC26 Mobility Plan continues to advance, with a Council update expected in the coming months. The information shared in recent sessions reflects the latest available planning, which remains subject to change. As announced last week, the Final Draw (set for December 5, 2025) marks a key milestone, confirming competing teams and match kick-off times.

### Business Engagement Activities

The Host Committee and BEO are working in close collaboration to ensure as much information is made available to the business community as quickly as possible. Regular monthly update meetings are held with the BIAs, and industry-specific engagement will start in the first week of September:

- Briefing for hospitality, tourism and related industry partners (Sept. 2)
- Briefing for the 22 Business Improvement Associations (Sept. 4)
- Destination Vancouver members event (Sept. 22).

Coordination is also ongoing with the broader business and economic ecosystem, including with provincial, regional and local partners, to support an investor engagement strategy that maximises opportunities for local business engagement and economic benefit while showcasing Vancouver's vibrancy and diversity.

### Future Phases of Outreach

Future outreach will continue in phases: Phase 2 (Q4 2025) will focus on engaging residents, businesses and other stakeholders near the FIFA Fan Festival™ and Killarney Park training site. Phase 3 (Q1/Q2 2026) will continue to build excitement, provide key updates, and address operational considerations with impacted groups.

Business and industry engagement will continue at a regular cadence throughout the lead-up to the tournament.

## FINAL REMARKS

Should you have any questions or feedback to share from business or interest holders as it relates to the above, please contact Jessie Adcock, Host City Committee Lead at [jessie.adcock@vancouver.ca](mailto:jessie.adcock@vancouver.ca).

A handwritten signature in black ink, appearing to read "Sandra Singh".

Sandra Singh  
Deputy City Manager

| [sandra.singh@vancouver.ca](mailto:sandra.singh@vancouver.ca)