

From: "Levitt, Karen" <karen.levitt@vancouver.ca>

To: "Direct to Mayor and Council - DL"

Date: 4/10/2026

Subject: FWC26 Update

Attachments: CMO - Memo to Council - FWC26 Update - 4-6-26.pdf

Dear Mayor and Council,

The attached memo provides an update on key activities underway as Vancouver prepares to host the FIFA World Cup 26™ (FWC26). At the time of this memo, we are 64 days away from the first Vancouver match. Attached you will find an update on key activities and achievements since you received the last update memo on March 18, 2026.

All the information in this memo is public.

Thanks,

Karen

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

The City of Vancouver acknowledges that it is situated on the traditional territories of the xʷmʷkʷyʷm/Musqueam, Sʷwx_wú7mesh/Squamish and sʷlilwʷtaʷ/Tsleil-Waututh nations

MEMORANDUM

April 10, 2026

TO: Mayor and Council

CC: Donny van Dyk, City Manager
Armin Amrolia, Deputy City Manager
Sandra Singh, Deputy City Manager
Chris Freek, Director of Civic Engagement & Communications
Katrina Leckovic, City Clerk
Teresa Jong, Administrative Services Manager, City Manager's Office
Mellisa Morphy, Director of Policy, Mayor's Office
Trevor Ford, Chief of Staff, Mayor's Office
Jessie Adcock, Host Committee Lead and Chief Delivery Officer

FROM: Karen Levitt
Deputy City Manager

SUBJECT: FWC26 Update

RTS #: N/A

Dear Mayor and Council,

This memo provides an update on key activities underway as Vancouver prepares to host the FIFA World Cup 26™ (FWC26). As the time of this memo, we are 64 days away from the first Vancouver match. Below you will find an update on key activities and achievements since you received the last update memo on March 18, 2026.

All the information in this memo is public.

A. Community/business outreach, stakeholder engagement and media relations

- *Residential and business briefings/consultations.* Since mid-March 2026, the FWC26 Host Committee has hosted approximately 35 meetings and briefings with a broad range of stakeholders and community groups; some highlights are provided below. A more detailed description of community engagement activities to date can be found in the document circulated alongside this memo, entitled "Community and Stakeholder Relations Update, FIFA World Cup 26 Vancouver Host Committee."

- Outreach to stadium-area stakeholders continues, including Costco, Concord, Parq, and neighbouring schools and daycare providers. The objective of this outreach is to build awareness and identify operational issues. Public-facing stadium-area outreach focused on road closures and local access for the seven match days will take place through May.
- The Host Committee held the second of three planned meetings with the Stadium-Area Residential Building Group, to support communication with residential buildings affected by event-related road closures near BC Place. Representatives from approximately 15 buildings attended.
- Through the Host Committee, several all-business information sessions are planned for April and May, with a focus on community activation and transportation. Alongside this, targeted outreach to key business sectors and industry groups is ongoing.
- *Support for small business activations.* Destination Vancouver recently published a [Home Turf Toolkit](#) that is available to the public, providing an off-the-shelf set of marketing materials for businesses within the tourism sector and the broader business community. Along with the marketing materials, this kit also provides clear creative direction and guardrails for marketing that celebrates the FWC26 event in Vancouver, while meeting branding and intellectual property requirements.
- *Upcoming briefings/consultations.* Upcoming briefings and outreach include a consular briefing in early April, a joint City Council Advisory Committee session focused on accessibility with the Accessibility Committee, Persons with Disabilities Advisory Committee and Older Adults and Elders Advisory Committee, and ongoing intergovernmental and operational-level conversations with the Vancouver Fraser Port Authority.
- *Media inquiries.* Between March 14 and March 30, the FWC26 Host Committee's media team responded to 25 media enquiries on the following topics: FIFA Fan Festival, PNE Amphitheatre construction, transportation/mobility, Human Rights Action Plan, safety and security, the Know Before You Go publication, and budget/cost estimates.

B. Event venues

- *BC Place stadium and fan routes.* Stadium and surrounding area preparations continue. The Broadcast Compound is the first part of the site to be developed on the footprint. Test events scheduled in April will provide real-time validation of fan routes, and surrounding area planning and coordination with transportation partners.
- *Broadcasting compound.* In preparation for the FIFA World Cup 2026™, a temporary broadcasting compound is being set up across from BC Place Vancouver. Pacific Boulevard will be closed overnight from 9 pm on April 8 to 5 am on April 9, in order for

the installation of a temporary cable bridge over Pacific Boulevard, that will carry power and broadcast utilities between BC Place and the broadcasting compound.

- *Killarney training site.* Killarney hosted its first test event on April 4th, a closed-friendly match between the Vancouver Rise and Trinity Western. This was the first required test of the pitch, operations and the facility before the tournament, and went smoothly.
- *Mobility planning.* The Final Mobility Plan was submitted to FIFA on March 11th. Work continues in detailed refinement of Stadium and FIFA Fan Festival area traffic management plans. Local traffic access and engagement with businesses and residents remains a priority.

C. Volunteer program

- *Volunteers corps secured.* Over 1,200 individuals have now accepted a position as a Host City Ambassador with the FIFA-led volunteer program.
- *Volunteer training.* The FWC26 Host Committee Volunteer Team delivered ten role-specific training sessions for local volunteers.
 - Those who do not live locally or were otherwise unable to attend will have this training closer to tournament time.
 - Venue-specific training is under development and will be delivered pre-tournament.

D. Signage, dressing and wayfinding

- *Banners.* Street pole banner installation is scheduled to begin on April 8th, along the key airport-to-Vancouver Convention Centre protocol route.
- *Waterfront Station dressing.* The exterior dressing at Waterfront Station will be installed by April 20, ahead of the FIFA Congress.
- *Dressing for other locations.* Agreements are being finalized with several property owners, including Cadillac Fairview and International Plaza, for dressing several downtown buildings and sites.

E. Public viewing events

- The City's Film and Special Events Office, working in partnership with FIFA Canada and Bell Media, has received 29 applications to stage FWC26 public viewing events across the City, which are currently under review.

F. Human rights

- *Feedback on V1 of the Human Rights Action Plan.* The Host Committee continues to meet with community-serving organizations to receive feedback on its [V1 Draft Host City Human Rights Action Plan](#), including representatives from the BC Human Trafficking

Prevention Network. Targeted outreach to community-serving organizations operating in Vancouver's Downtown, Downtown Eastside and Downtown South neighbourhoods is ongoing.

G. Safety and security

- *BIA safety and security briefing.* The City's Business and Economy Office recently held a safety and security briefing for all Business Improvement Associations.

H. The matches and Fan Fest

- *Schedule update.* All 48 teams playing in the FIFA World Cup 26 are now confirmed, following the conclusion of qualifier matches played on March 31, 2026. Vancouver's schedule is now complete with Türkiye qualifying for the first time in 24 years. Türkiye faces Australia in Vancouver's first match on June 13.
- *FIFA Fan Festival ticket sales.* Pre-sales for premium tickets took place on March 31 and April 1, with limited ticket supplies available to corporate partners, newsletter subscribers and stakeholders on a first-come, first-serve basis. Public sales launched on April 2, with promotion across Host City and partner social media channels, the Host Committee's newsletter (current subscriber base 60,000+), digital ads, and on [the Host Committee's Fan Festival web hub](#).

I. Marketing and events

- *Coca Cola trophy tour.* On April 10 and 11, the Coca-Cola Trophy Tour is starting its cross-Canada journey in Vancouver. This is a free event, that gives members of the public the chance to get a photo with the iconic FIFA World Cup™ original trophy, with music, games, special giveaways and a sampling station.
- *Dear Soccer campaign.* As part of efforts to build awareness and excitement, the FWC26 Host Committee is running the [Dear Soccer campaign](#), inviting the community to submit their memories, traditions and personal connections to the game, with the chance to win one of ten FIFA World Cup prize packs. The inspiring and moving submissions can be viewed on this website.

J. FIFA-related inquiries coming into the City

- *A concierge approach to VIP inquiries coming into the City.* It is anticipated that the City will begin to receive an increasing number of FWC26-related inquiries in the lead-up to the event, with these requests coming from VIPs and other individuals, via multiple channels – including Council members, Park Board Commissioners, executive staff, technical staff, and so on.
 - Examples of these requests could include:
 - a desire to meet with the Mayor or Council members,

- a request to acquire or rent City indoor or outdoor space for a private event,
 - a request for help securing a private space for a private event,
 - and so on.
- To ensure we have a coordinated, efficient response to this, **we ask anyone who receives these requests to direct them to [Siobian Smith](#), Director, Business and Economy Office**. Siobian will serve as a concierge for these requests to ensure that the requestor is directed to the appropriate individual, City department, or external business or agency.
- *Inquiries Referral Guide*. On March 16, 2026, the City Manager's Office shared with Council via email the FIFA World Cup 26 City Council Inquiries Referral Guide, as a resource to support Council in directing inquiries to the right place for efficient resolution.

K. Tourism and economic development

- *Hotel capacity*. It is Destination Vancouver's view that there is sufficient accommodation capacity across the Metro Vancouver region to support increased demand due to FWC26. Between Abbotsford to Nanaimo to Whistler, there are over 22,000 hotel rooms, which supplemented with short-term rentals, should be able to accommodate match day demand spikes.
- *Business development/hosting*. The BC Ministry of Jobs and Economic Growth is leading a business development/ business hosting program.

We will send the next FWC26 update memo to Council toward end-April 2026.

All the best,



Karen Levitt
Deputy City Manager

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