

City of Independence

AGENDA ITEM COVER SHEET

BILL NO. 22-807

Res.No: 6858

Agenda Title:

22-807 - A resolution establishing the Independence FIFA World Cup Advisory Committee.

Recommendations:

Staff recommends approval.

Executive Summary:

The City of Kansas City, Missouri will play host to the FIFA World Cup in 2026. Given the proximity of Independence to this event, the City Council wishes to form an advisory committee to recommend opportunities to capitalize on this international event.

Background:

Kansas City will serve as a regional site for the 2026 FIFA World Cup. The FIFA World Cup is the largest and most prestigious single-sport event in the world and is followed by billions of fans all over the world. Since its inaugural tournament in 1930, the FIFA World Cup has been hosted 21 times. Occurring every 4 years, the 2026 World Cup will be the 23rd tournament and will return to the US for the 2nd time after 1994. The 2026 FIFA World Cup will be jointly hosted by up to 16 cities spread amongst America, Canada & Mexico and will be the first-ever tournament with 48 teams fighting for the title of World Champion. FIFA World Cup 2026 matches will be held at Arrowhead Stadium at the Truman Sports Complex in Jackson County, Missouri.

The FIFA World Cup is also the most widely viewed single sporting event. In 2018, a combined 3.572 billion viewers watched the World Cup and an estimated 6.8 million tourists visited host cities. The FIFA World Cup 2026, which will feature a record 80 matches, will be the first hosted by three countries and the first with 48 participating nations. Host cities can expect up to \$620 million in incremental economic activity as a result of World Cup matches according to a study.

Kansas City's bid represented a bi-state effort that delivered a strategic vision for securing the largest event in Kansas City history in collaboration with many key stakeholders, including proposed training sites, hotel partners and Fan Fest locations.

An inclusive sports city with an unparalleled passion for soccer, Kansas City has earned recognition as the Soccer Capital of America with a growing collection of world-class venues, championship-winning teams and a rich history of hosting international competitions. The Kansas City region has invested more than \$600 million in soccer facilities in the last 15 years – with the KC Current set to open a new training ground next week and a downtown stadium in 2024 – and the KC2026 bid received endorsements from nine youth soccer state associations throughout the Midwest.

Given the prestige of the FIFA World Cup, the City Council wishes to establish an advisory committee that looks to leverage these events in a way that raises the profile of Independence on an international stage while also looking to benefit from the economic impact of this event. It is expected that the committee would provide regular updates and make recommendations to the City Council on how best to leverage the magnitude of the event for the benefit of Independence.

Department: City Manager's Office

Contact Person: Zach Walker

REVIEWERS:

Department

City Managers Office
City Clerk Department
Finance Department
City Managers Office

Action

Approved
Approved
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Approved

Council Action:

Council Action:

ATTACHMENTS:

	Description	Type
▯	Resolution	Resolution