

Branch - Community & Recreation Facilities

Program - Civic Events and Partnerships
Title - FIFA Host City Candidacy

New or Enhanced Service
Unfunded
One Time

Results to be Achieved

Edmonton is selected as an Official Host City for the 2026 FIFA World Cup providing an estimated impact to Alberta of \$618M, the majority of which would be spent in the Edmonton region. As well FIFA is the largest single sporting event in the world and is on par with the Summer Olympics. In 2026 the tournament will expand to 48 teams and 80 matches which is expected to increase viewership from the 3.6 billion people who watched the 2018 World Cup. Community legacies will be realized in a number of areas including recruitment of 3000 volunteers, supporting artists and artisans through Fan Fest activation, and growth of the game by supporting children and youth.

Description

In 2018 the City of Edmonton submitted the signed hosting agreements to be named one of the 23 Candidate Host City in the United Bid between Canada, Mexico and the USA for the 2026 FIFA World Cup. Edmonton has a rich history with FIFA events and hosting the World Cup is a generational opportunity for Edmonton that offers significant economic, reputation and community benefits for our city. As one of two current Canadian Candidate Host cities, this is an important opportunity to support Edmonton's recovery from the pandemic providing \$618M in economic impact for Alberta, the majority of which would be spent in the Edmonton region. The World Cup is the largest single sporting event in the world and with the expanded format in 2026 it is expected to become the most watched event globally. If Edmonton is selected as a host city, which is expected to be announced in Q1/Q2 2022, this funding would support operational needs for the 2022 year and would not be spent unless we are selected as an Official Host City.

Justification

Supported by Council, Edmonton signed the FIFA Host City Agreements in 2018 to be named a Candidate Host City for the 2026 World Cup which means we are legally obligated to move forward in the process if selected as a host city. This is contingent on us securing the necessary financial support from the federal and provincial governments. As per the Host City Agreement we are required to hire a Host City Officer, who will lead the event delivery, no later than June 2022. As well we would need to send a contingent to Qatar to see delivery of the World Cup in December 2022, all part of our requirements if selected as a host city.

incremental	2019				2020				2021				2022			
(\$000)	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs	Exp	Rev	Net	FTEs
Annualization	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Budget	-	-	-	-	-	-	-	-	-	-	-	-	\$500	-	\$500	-
Total	-	-	-	-	-	-	-	-	-	-	-	-	\$500	-	\$500	-