

Tukwila Welcomes the World 100 Days and Counting

How Tukwila Businesses Can Participate in the Global Soccer Games

March 4, 2026



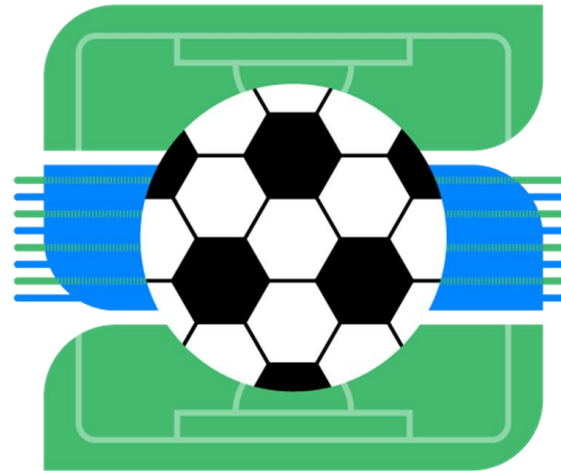
WELCOME

Mayor Tom McLeod
City of Tukwila



EVERYTHING FIFA - UPDATE

Mark Everton
Explore Seattle Southside



TOURNAMENT OVERVIEW

FIFA World Cup 26tm

- International tournament among nations
- June 11 – July 19, 2026 (Seattle June 15 – July 6)
- **Size and Scale**
 - 48 teams, players representing participating countries
 - 18 host cities
 - 104 matches across the continent
 - World's largest spectator event
 - More global fans and viewers than the Super Bowl or Olympics
- **Event Structure**
 - FIFA responsible for all activities inside Seattle Stadium (“Lumen”)
 - FIFA sanctioned Local Organizing Committee (LOC) responsible for LOC activations, events, and activities outside the stadium.



MATCH DATES AT SEATTLE STADIUM

MATCHES AT SEATTLE STADIUM (LUMEN FIELD)

- **6/15/26 – 12:00 PM PST**
BELGIUM vs EGYPT
 - Belgium ranked 9th
 - Egypt ranked 31st (Mo Salah star)
- **6/19/26 – 12:00 PM PST**
USA vs AUSTRALIA
 - USA ranked 15th
- **6/24/26 – 12:00 PM PST**
QATAR vs ITA/IR/WAL/BIH (decision 3/31)
 - Qatar ranked 56th
- **6/26/26 – 8:00 PM PST**
EQYPT vs IRAN (possible change)
 - Iran ranked 20th (travel ban & competition uncertain)
- **7/01/26**
ROUND OF 32 TBD
- **7/06/26**
ROUND OF 16 TBD

BASE CAMP AT SOUNDERS FACILITY

- **Belgium is expected to select the Longacres facility in Renton for their 'Base Camp'.**
- **Egypt is playing 6/21 in Vancouver and 6/26 in Seattle and may choose Renton.**

Whichever team chooses Renton, the Hyatt Regency at Lake Washington has been contracted by FIFA to house the team.

Belgium and Egypt are not expected to draw large numbers of fans to the area.

The other teams playing in Seattle: Australia has chosen Oakland CA & Qatar has chosen Santa Barbara CA as their base camp locations.

Visitors to Our Area

The initial estimate of the number of visitors to the Seattle area ranged up to 750,000 (over 3 weeks) has been clarified – there is expected to be 750,000 people in the Puget Sound Region with an interest in FIFA. Important distinction – there will not be 750,000 unique new visitors in addition to the summer/cruise visitors. Forecasts are estimating similar hotel occupancy as 2025.

Some of the Seattle matches include countries that may be impacted. Fans from Egypt may face a travel ban. Iran (6/26 match) may not participate in the World Cup. FIFA could make Group G a 3-team group or replace Iran with either Iraq, UAE, Bolivia or Surinam.

Seattle's large Seattle Center Fan Festival is being replaced with smaller venues in 4 downtown locations. Greater emphasis is being made for activations throughout the region.

HOW BUSINESSES CAN PARTICIPATE

Derek Speck
City of Tukwila

How Businesses Can Participate



- **Decorations**
- **Offer special promotions and products**
- **Amplify special events**
- **Host special events and experiences**
- **Host soccer watch parties**



Watch Parties & FIFA Regulations

- **Fox & Telemundo**
- **Public Viewing License Categories as Defined by FIFA**
 - **Non-Commercial**
No entry fee; no sponsorships; (includes restaurants, hotels, pubs, clubs, and bars if part of normal venue operations)
 - **Commercial***
Admission charged or sponsorship revenue involved
 - **Special Non-Commercial***
Non-Commercial but with 1,000+ spectators

* FIFA requires a formal license and fee

RESOURCES FOR BUSINESSES

CITY HOSTED EVENTS:

- Viewing lounge in Westfield Southcenter
- Tukwila United Block Party on Baker Boulevard (Saturday, June 13 from 12:00 PM to 9:00 PM)
- Watch parties in Tukwila International Boulevard neighborhood

CITY INFRASTRUCTURE

- Beautification (banners, streets, sidewalks, trails, and parks)
- Increased public safety

BUSINESS SUPPORT

- Business collateral & graphics (stickers, posters, window clings, etc.)
- Promotion through social media
- Promotion at light rail stations
- Business training on Google Business Profile

RESOURCES FOR BUSINESSES

Find resources at www.TukwilaWA.gov/WC2026

LINKS TO:

- Community Brand Playbook (Visit Seattle)
- Watch Party Playbook (Seattle Sports Commission)
- FIFA Viewing License Regulations and Application Portal (FIFA)
- Mega-Event Playbook (Seattle Metropolitan Chamber of Commerce)
- Webinars
- Partners

CITY RESOURCES (Available by April 1):

- Promotional materials (logos, posters, stickers, window clings, etc.)
- Tukwila26 event calendar



Seattle Southside Chamber of Commerce

Burien Des Moines Normandy Park SeaTac Tukwila

ANDREA JONES
ADMINISTRATIVE and EVENTS & PROGRAMS
SPECIALIST



IS YOUR BUSINESS GLOBAL GAMES READY?

Business Permits: Have you obtained any additional permits required for temporary expansions, outdoor operations, special events, or increased customer capacity? Each city has different requirements.

Public Safety: Have you created a plan for ensuring staff, customers, and community safety is top priority. The toolkit has a comprehensive list of:

- Food Safety
- Public Viewing & Safety
- Tukwila City Guidelines



RESOURCES FOR BUSINESSES - SSCC

Seattle Southside Chamber of Commerce: Your Championship Hub for World Cup Prep!

www.seattlesouthsidechamber.com/global-soccer-game-ready



Access the business toolkit and complete the checklist



Register for global soccer games webinar and briefings



Find links for additional resources

RESOURCES FOR BUSINESSES - SSCC

Join the Seattle Southside Chamber and Explore Seattle Southside as we align with key city and business leaders to coordinate readiness plans and help your business seize this opportunity. Want to learn about available resources?

Register now!

UPCOMING WEBINARS

April 14th, 2026

2:30PM – 3:30PM



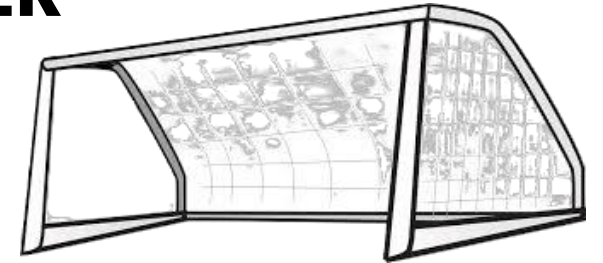
May 12th, 2026

2:30PM – 3:30PM

A promotional graphic for a 'GLOBAL SOCCER GAME WEBINAR'. The title is in large blue letters at the top. Below it is the tagline 'Engage. Enrich. Enhance.' and the Explore Seattle Southside logo. At the bottom is a blue silhouette of a city skyline with the website 'www.SeattleSouthsideChamber.com' overlaid in yellow.

RESOURCES FOR BUSINESSES - SSCC

JOIN THE SEATTLE SOUTHSIDE CHAMBER OF COMMERCE & SCORE YOUR NEXT GOAL



Supercharge Your Network – Connect with **top business leaders, industry experts, and decision-makers** ready to collaborate.

Boost Your Brand Visibility – Stand out with **premium marketing exposure** through Chamber directories, social media spotlights, and event promotions.

Gain a Competitive Edge – Get **business referrals, exclusive sponsorships, and VIP access to high-impact networking events.**

Make Your Voice Heard – Have a **full-time lobbyist and Chamber leadership fighting for pro-business policies** that protect your interests



CONTACT US

For additional assistance, contact us at:

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