



NOTICE OF MOTION

Date: August 19, 2025
To: Mayor and Council
From: Councillor Ron Polillo and Councillor Cori Ramsay
Subject: FIFA World Cup Viewing Watch Parties in June and July 2026
Attachments: <https://vancouver.sun.com/news/fifaworld-cup-hosting-costs-bc-624-million>

The date for this motion to be considered is at the **September 17, 2025** regular council meeting.

RECOMMENDATION:

1. That Council direct staff to work with Tourism Prince George, Downtown Business Improvement Association, Prince George Youth Soccer, and Prince George Soccer Association to plan and execute a FIFA World Cup community outdoor watch parties at Canada Games Plaza in June and July of 2026.
2. That Council direct staff to return a future report with an event budget for approval.

DISCUSSION:

The FIFA World Cup is the biggest sporting event in the world and for the first time ever, Canada is co-hosting the international men's soccer championship with Vancouver hosting 7 games, including 2 team Canada games at BC Place! This exciting tournament will take place from June 11 to July 19, 2026. With the Container Market and other activities already happening at Canada Game Plaza, outdoor watch parties would be great community events to be added to the schedule.

According to a recent article from the Vancouver Sun, "the gross costs are expected to be offset by \$448 million to \$478 million of estimated revenues and recoveries." Additionally, an assessment by FIFA claims the time preparing for and hosting the tournament could create upwards of \$1.7 billion in economic benefit to BC, including a \$980 million increase to GDP and \$610 million in labour income.

Hosting watch parties for each of the games could create a trickle effect for economic development and hosting watch parties may generate economic activity for downtown creating added benefit for downtown businesses.

Hosting community, family-friendly outdoor events that activate our downtown spaces align with council's strategic priorities and will showcase our national pride for the world's most popular sport.

The parties should include music, food trucks, and be "free" for all to attend. Considerations for a family-friendly entertainment area, and beer garden could also enhance the event. Proposed dates would be all of Team Canada's opening round games (June 12th, June 18th and June 24th) plus any additional further rounds. The final watch party would be the World Cup Final on Sunday July 19th.

We believe opportunity exists for pre-game advertisements and sponsorship to assist with cost recovery for the event. Costs not recovered through sponsorship for hosting these parties could potentially be covered by Civic Events budget or the Council contingency fund.

Respectfully submitted,



Councillor Ron Polillo



Councillor Cori Ramsay