

Date: January 23, 2026

To: **Mayor and Council**

Name and title: Andy Beesley, Director Civic Facilities and Events

Subject: FIFA World Cup Watch Party Update

Attachment(s): None

## Recommendation(s):

That Council APPROVES:

1. Staff applying for a grant of up to \$50,000; and
2. Up to \$8,900 in funding from the Major Events Reserve Fund, should the grant application be successful;

for FIFA World Cup community celebrations, as described in the report dated January 23, 2026 from the Director of Civic Facilities and Events, titled "FIFA World Cup Watch Party Update".

## Purpose:

To provide Council with an update on information received from the Expression of Interest application and grants available to host FIFA World Cup watch parties and/or celebrations, and direct staff to host an event.

## Background:

Council directed Administration to submit an Expression of Interest to the Province regarding grant funding. Municipalities that submitted an Expression of Interest were provided with an information session for the '2026 Community Event Support Fund' grant. This application is open until Feb 6, 2026 for municipalities and First Nations that are interested in celebrating FIFA World Cup '26.

## Discussion:

Staff have considered the two grant options from the Province and recommend applying for the up-to-\$50,000 grant to host a community event(s) with partners during the FIFA World Cup - between June 11, 2026 and July 19, 2026. The \$50,000 Provincial grant may cover up to 85% of eligible expenses. A larger grant for up-to-\$150,000 is also available for events with more than 1,000 per day. The \$150,000 Provincial grant may cover up to 75% of eligible expenses.

All events would be free to the public and focus on celebrating soccer, sport, art, community and multiculturalism. Several organizations, such as Tourism PG and PG Youth Soccer Association, have already expressed support for the event and are eager to be involved in both the planning and implementation.

## Financial Considerations:

15% of eligible expenses for the event must be covered by the municipality; approximately \$8,900 if the full \$50,000 grant is awarded. Staff recommend using the Major Events Reserve Fund or the current Event Services operating budget.

Document Number:

Strategic Priorities:

**Economic Diversity and Growth:** Build a strong, diverse and resilient economy.

**Social Health and Well-Being:** Promote the use of public spaces as places for outdoor community connection.

Summary and conclusion:

FIFA World Cup 2026 is a once-in-a-generation opportunity for Canada. With provincial grant funding available to support community celebrations across B.C., this free event will bring people together through entertainment while highlighting soccer, sport, art, and the vibrant multicultural character of our community.

Respectfully submitted:

Andy Beesley, Director Civic Facilities and Events

Prepared by: Debbie Heywood, Manager, Event Services

Approved:

Walter Babicz, City Manager

Meeting date: 2026/02/02