

FIFA World Cup 26™

Pioneer Square Info Session

January 22, 2026

SEATTLEFWC26

LEO FLOR

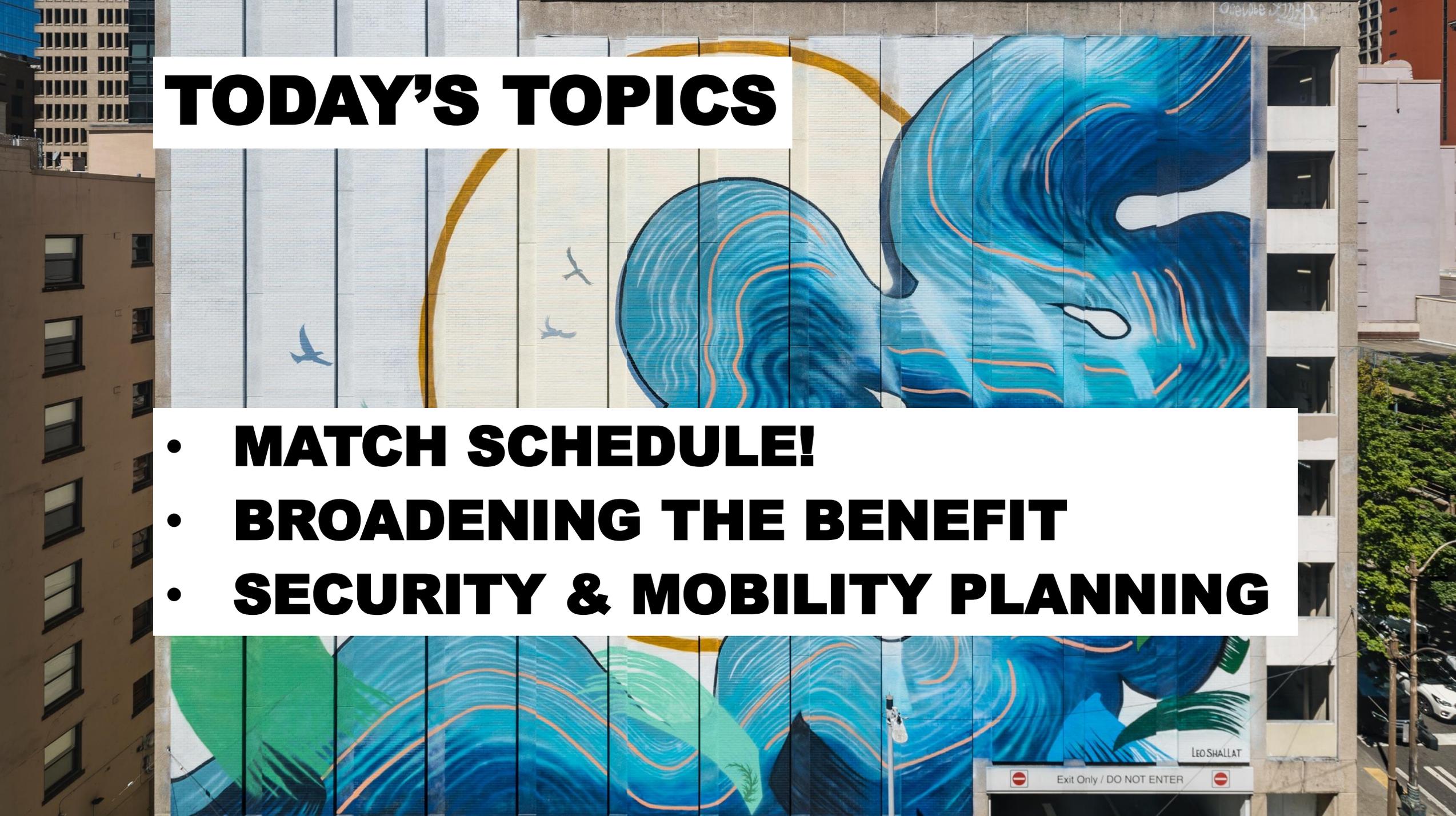
CHIEF LEGACY OFFICER



Poster by Shogo Ota



TODAY'S TOPICS



- **MATCH SCHEDULE!**
- **BROADENING THE BENEFIT**
- **SECURITY & MOBILITY PLANNING**

GETTING WA FIFA READY

FIFA World
Cup 2026

Responsible for running games & coordination across continent; “Inside the Stadium Footprint”

SeattleFWC26
(Local Organizing
Committee)

Lead for local planning, non-FIFA logistics, activations, fundraising, embedding local values

Governments

Providing typical governmental services (transit, traffic control, law enforcement, etc.)

**Partners &
vendors**

Prepare venues, support marketing, host local events



FIFA WORLD CUP 26™ MATCH SCHEDULE

GROUP STAGE

BELGIUM  V  EGYPT
JUNE 15 · 12:00 PM PT

USA  V  AUSTRALIA
JUNE 19 · 12:00 PM PT

ITA/NIR/WAL/BIH  V  QATAR
JUNE 24 · 12:00 PM PT

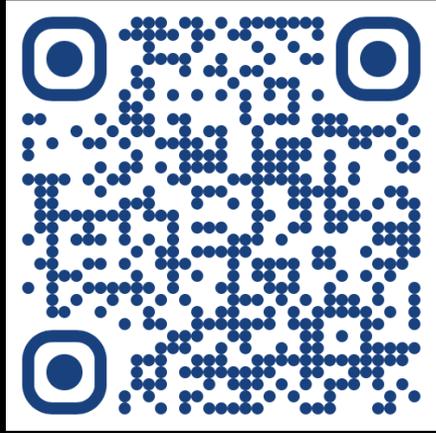
EGYPT  V  IR IRAN
JUNE 26 · 8:00 PM PT

ROUND OF 32

1G  V  3AEHIJ
JULY 1 · 1:00 PM PT

ROUND OF 16

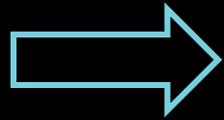
W81  V  W82
JULY 6 · 5:00 PM PT



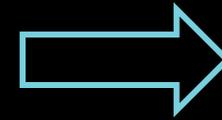
HIGHLIGHTING OUR CITY

BROADENING THE BENEFIT

STOPS



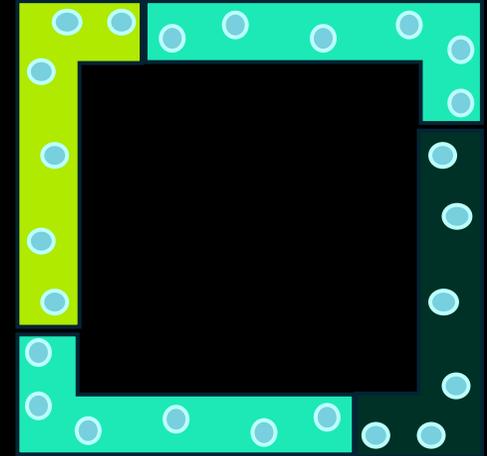
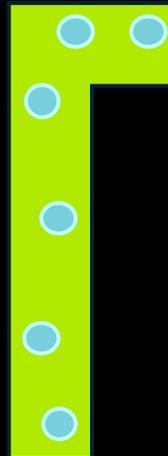
TOURS



LOOPS



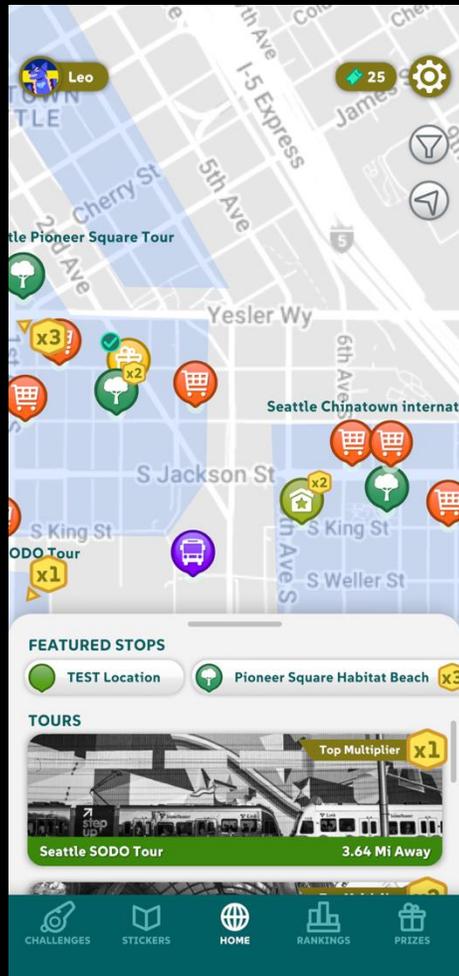
- Public Art
- Small Businesses
- Cultural Institutions
- Key Transit Hubs
- Notable Landmarks & Public Spaces



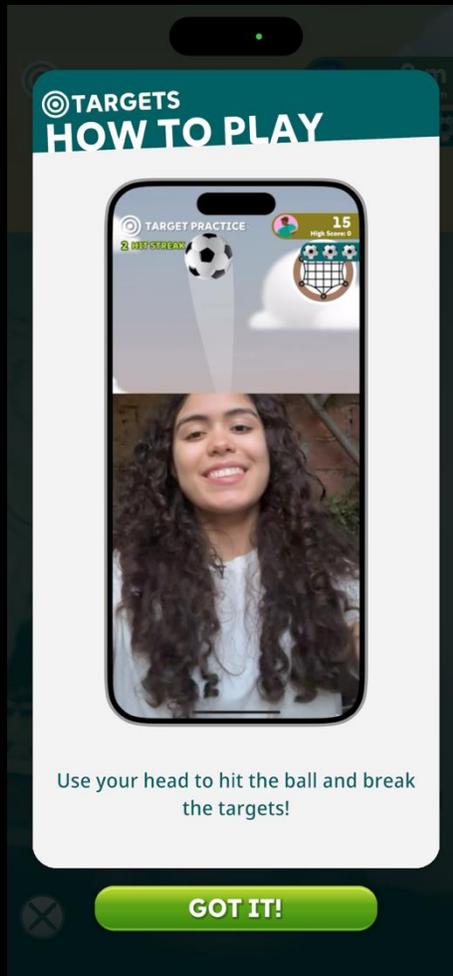
HOW TO PLAY



FREE
DOWNLOAD
MARCH 2026



EXPLORE LOOPS
AND TOURS



PLAY GAMES
AT STOPS



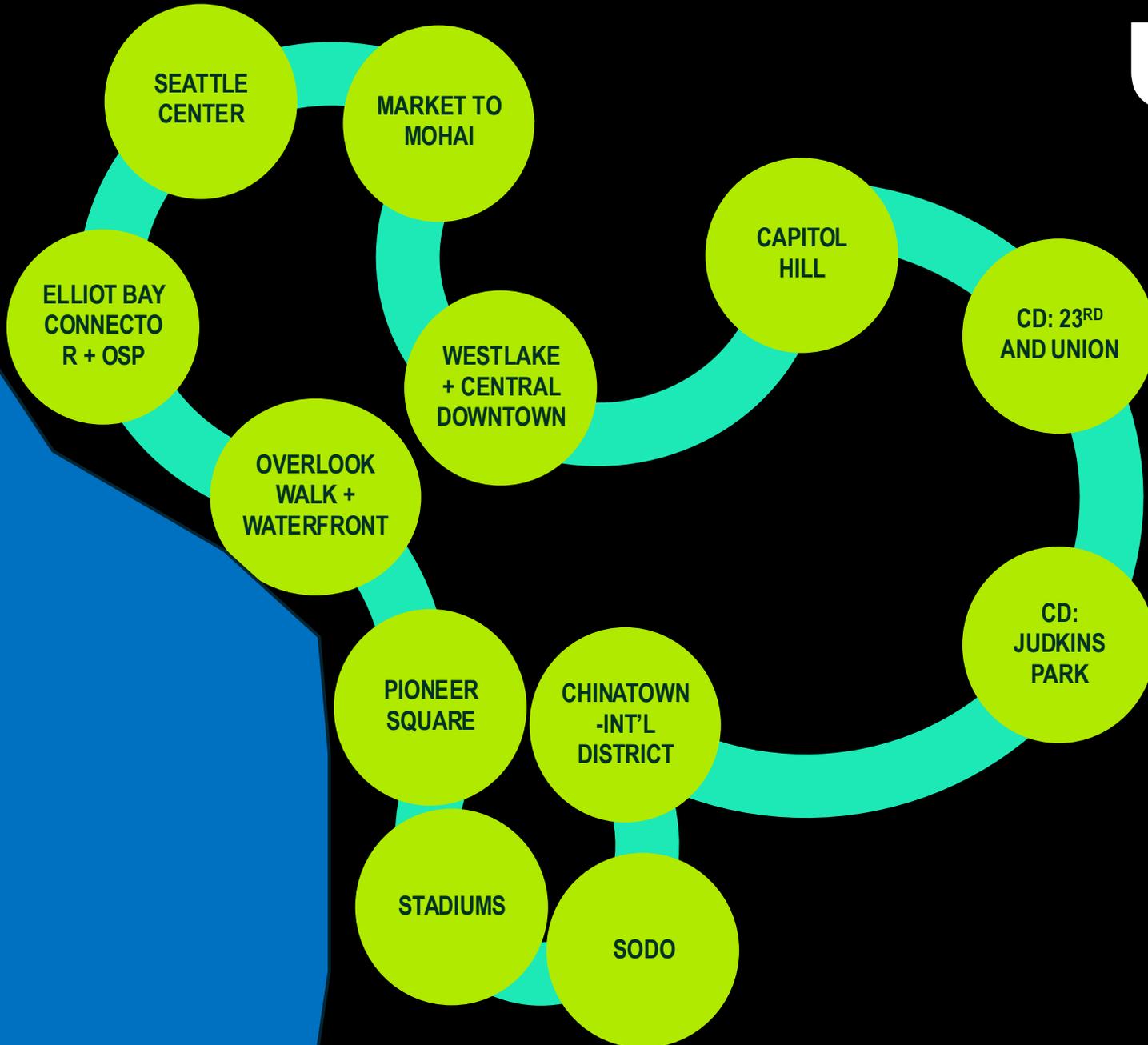
HAVE
FUN!



WIN
PRIZES

UNITY LOOP

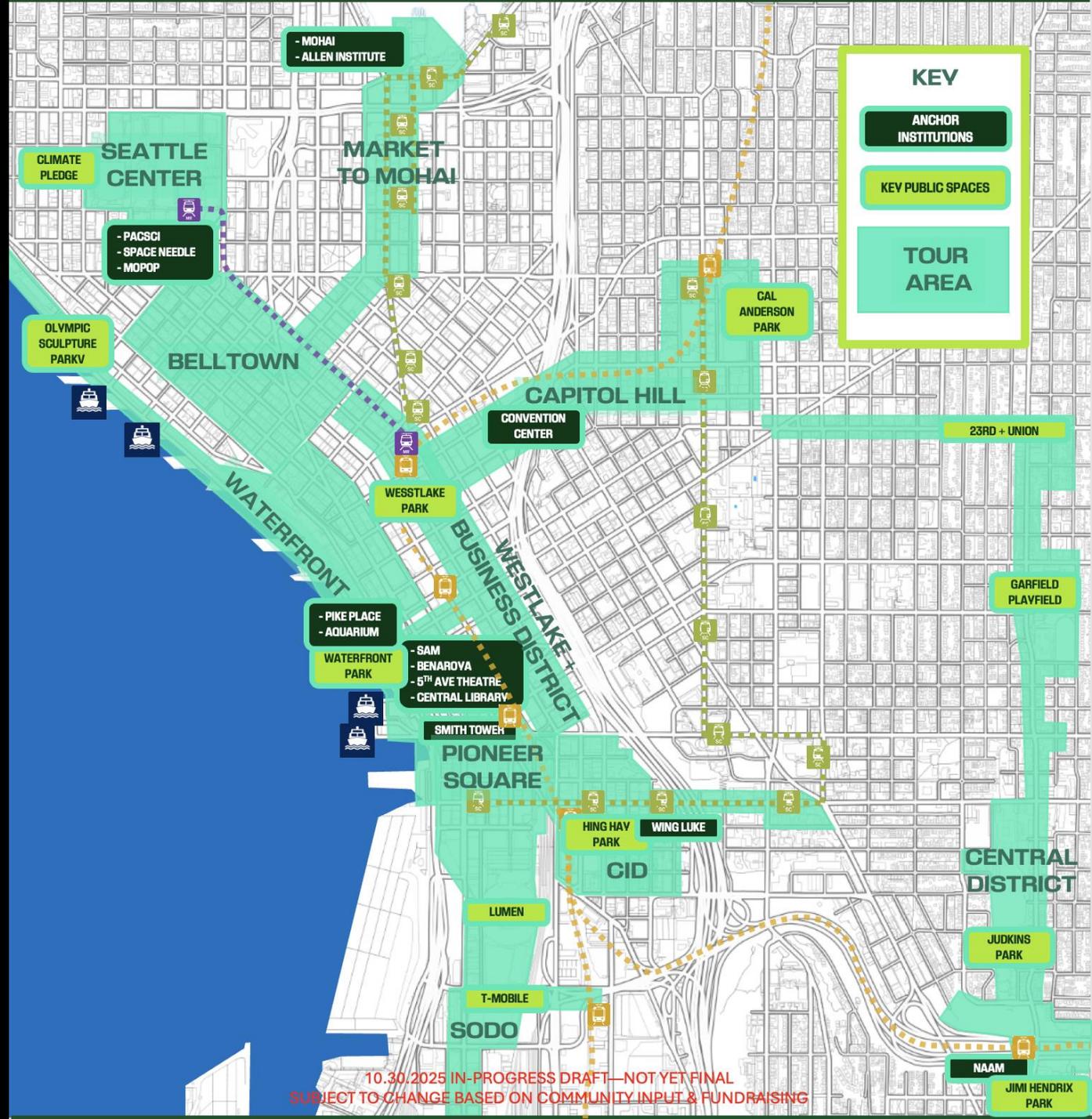
A CURATED PATH
CONNECTING THE ART,
CULTURE, & SOCIAL
HIGHLIGHTS THAT MAKE THE
EMERALD CITY SPARKLE.



CREATED FOR FIFA WORLD CUP 26™, CRAFTED TO LAST FOR YEARS TO COME.

UNITY LOOP

- 15 ANCHOR INSTITUTIONS
- 300 + STOPS
- FULLY INTEGRATED INTO SEA&WIN
- NEW AND TEMPORARY PUBLIC ART
- ALIGNED WITH TRANSIT & ASSESSED FOR ACCESSIBILITY

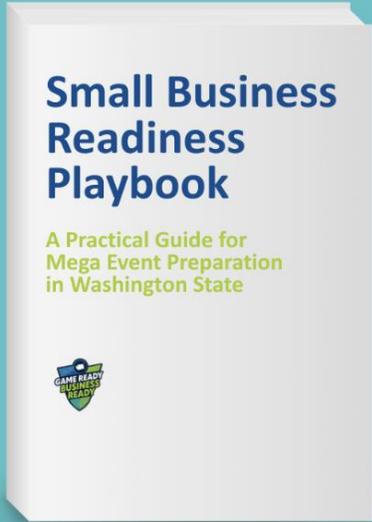


Follow the Flukes!



PLAYBOOKS

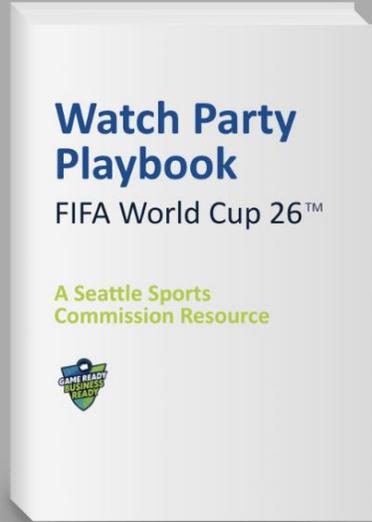
<https://www.seattlechamber.com/world-cup/>



Small Business Megaevent Playbook

What's Inside:

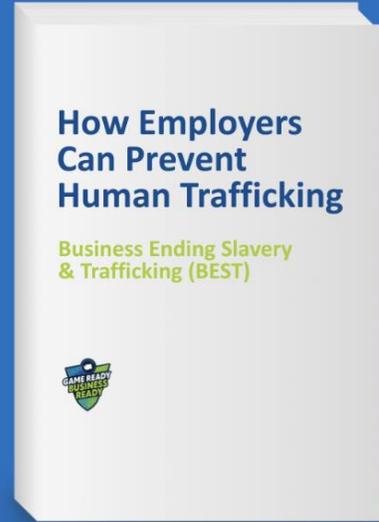
This playbook offers guidance on business readiness, shares real-world case studies and outlines strategies to help small businesses tap into 2026 FIFA World Cup economic opportunities—and thrive beyond the event.



2026 FIFA World Cup Watch Party Playbook, Seattle Sports Commission

What's Inside:

Seattle will host six World Cup matches between June 11 – July 19, 2026. Learn how to host your own World Cup-related event – there are several ways to host your event or watch party depending on the size, location, and scope of your activity.



How Employers Can Prevent Human Trafficking

What's Inside:

As FWC26 approaches, fans from around the world will be traveling to Fan Zone Cities across Washington. With the anticipated influx of tourists, it is essential that businesses start preparing now for an increased risk of human trafficking. Businesses Ending Slavery and Trafficking (BEST) provides accessible and impactful human trafficking prevention training courses that can be used in any industry. Learn more here.

SEA26

Community Brand





| JUNE | | | | | | |
|-------------------------------|-----------------------|-----|------------------------------|---------------|-----------------------|-----------------|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| Seattle U Commencement (Tent) | | | | OPENING MATCH | | UW Commencement |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| | BEL v EGY 12:00 PM PT | | Last Day SPS | | USA v AUS 12:00 PM PT | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| | | | PLAYOFF A' v QAT 12:00 PM PT | | EGY v IRN 8:00 PM PT | Pride |
| 28 | 29 | 30 | | | | |
| Pride | | | | | | |

| JULY | | | | | | |
|-------------|--|-----------|---|--------------|--------------|-----------------------|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | 1 | 2 | 3 | 4 |
| | | | 1 st G v 3 rd AEJH 1:00 PM PT | | | Seafair Summer Fourth |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| | W81 ² v W82 ³ 5:00 PM PT | | | QUARTERFINAL | QUARTERFINAL | QUARTERFINAL (X2) |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| | | SEMIFINAL | SEMIFINAL | | | BRONZE FINAL |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| FINAL MATCH | | | | | | |
| 26 | 27 | 28 | 29 | 30 | 31 | |

SEATTLE MATCHES

NOTABLE NON-SEATTLE MATCHES

Holiday/Observed Holiday

Number of Matches Per Day

Match in Vancouver

Seattle Mariners Home Game

Revive I-5 Work

Number of Cruise Ship Sailings

AAA Local Events

Expected Intensity Level*

Baseline High

Moderate Highest

Match Notes

¹ Winner of UEFA Path A: ITA / NIR / WAL / BIH

² Match 81: 1st Group D v 3rd Groups B/E/F/I/J

³ Match 82: 1st Group G v 3rd Groups A/E/H/I/J

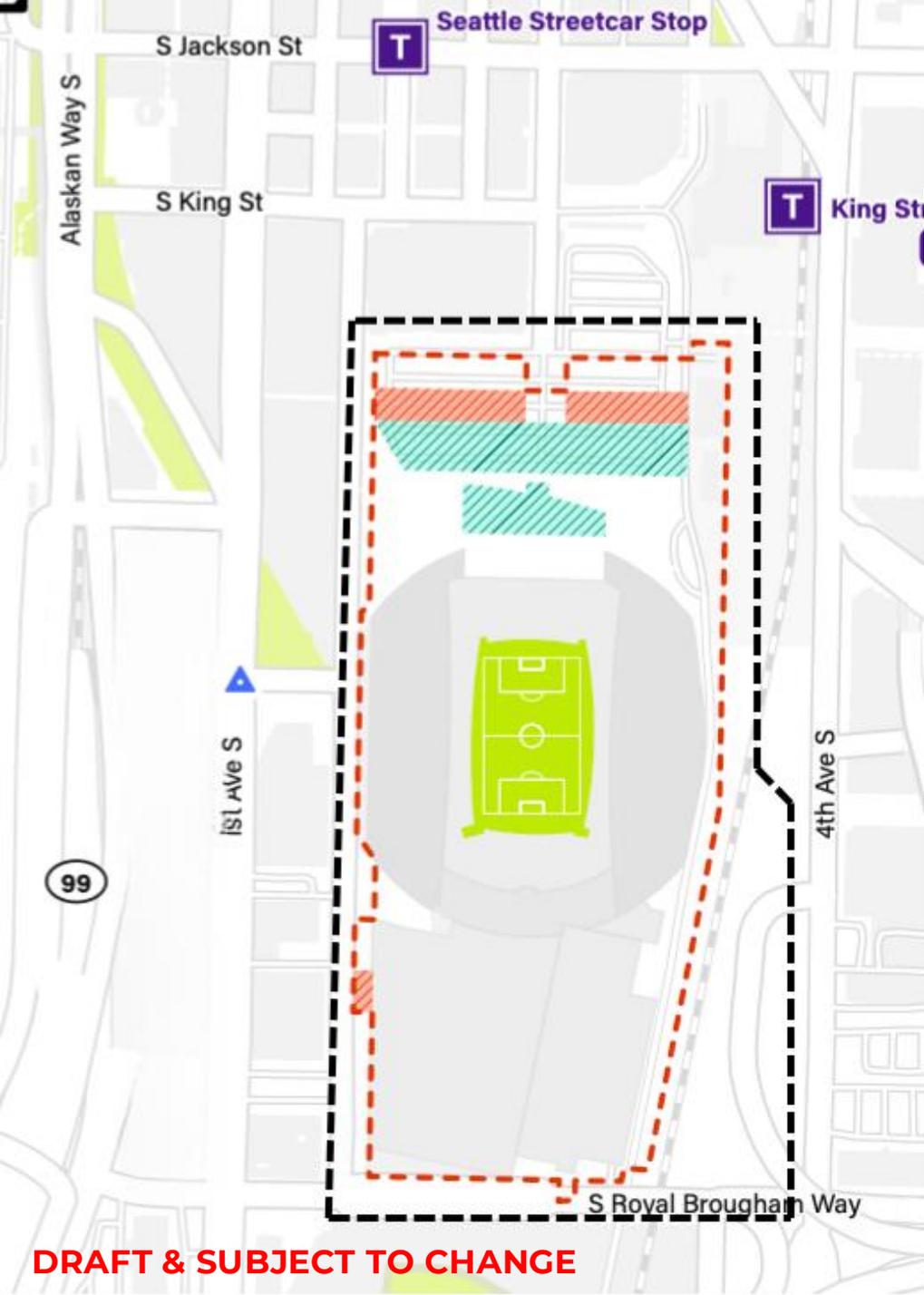
STADIUM AREA OPERATIONS

THE FIFA FACTOR



- ✓ **More fans from out of area:** staying in hotels downtown & places connected by transit; Likely longer stays.
- ✓ **More dignitaries:** VVIPs, Heads of state, etc. means enhanced security perimeters
- ✓ **More charter buses:** more spectator groups arriving together by chartered buses & private shuttles
- ✓ **Restricted entrances:** majority of fans required to enter via north gates
- ✓ **Longer event:** Stadium will remain open, with food & beverage, until 2 hours after the final whistle

SAFETY PERIMETERS



Stadium Perimeter (red dashed line)

- Lumen Field's outer property boundary
- Fenced & locked down from May 15 to July 13

Security Perimeter (black dashed line)

- Match days only – starts 5 hours before kickoff, ends 2 hours after final whistle
- Enforced through combination of security personnel & portable barriers/fencing
- Occidental's perimeter runs through middle of street to allow non-ticketed access to businesses

Match day restrictions operational

- 12pm kickoff – in effect 7am-4pm
- 1pm kickoff – in effect 8am-5pm
- 5pm kickoff – in effect 12pm-9pm
- 8pm kickoff – in effect 3pm-12am

DRAFT & SUBJECT
TO CHANGE

FEEDBACK TO
LIAISONS!

MATCH DAY
ONLY

ANTICIPATED TRAFFIC
CLOSURES

12PM KICKOFF – IN EFFECT 7AM-4PM
1PM KICKOFF – IN EFFECT 8AM-5PM
5PM KICKOFF – IN EFFECT 12PM-9PM
8PM KICKOFF – IN EFFECT 3PM-12AM

- **Red street closures** for regular traffic in both directions with exceptions noted below
- **Green solid street remains open** in one direction west on Yesler, south on 1st Ave S, west on S Dearborn St
- **Green dotted Ferry & Rideshare circulation allowed** S Jackson & S Dearborn
- **Green checkered Bus only restrictions** on Royal Brougham; 2nd Ave S; S Main St; south on 2nd Ave Ext S; east on S Jackson St
- **Royal Brougham Way** open for FIFA credentialed vehicles only (between 1st Ave S & 3rd Ave S)

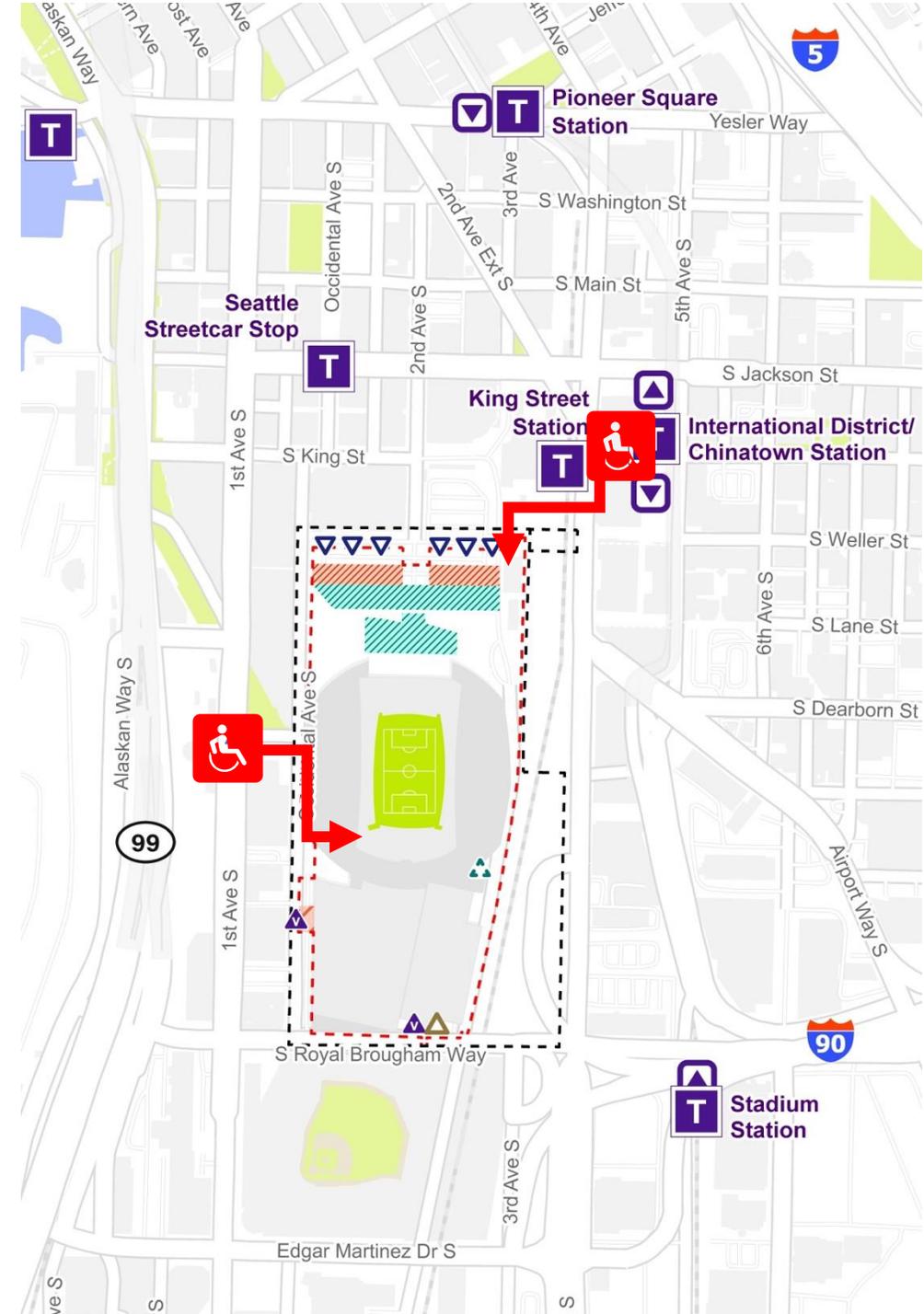


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MATCH
DAY
ONLY

ACCESSIBILITY

- **Planning visit:** [Wheel the World landing page](#)
- **Rideshare/Vehicle drop off:** at 1st Ave S & Charles Street
- **Transit:** Use CID Station; Metro shuttle will be available to bring fans to the ADA drop-off

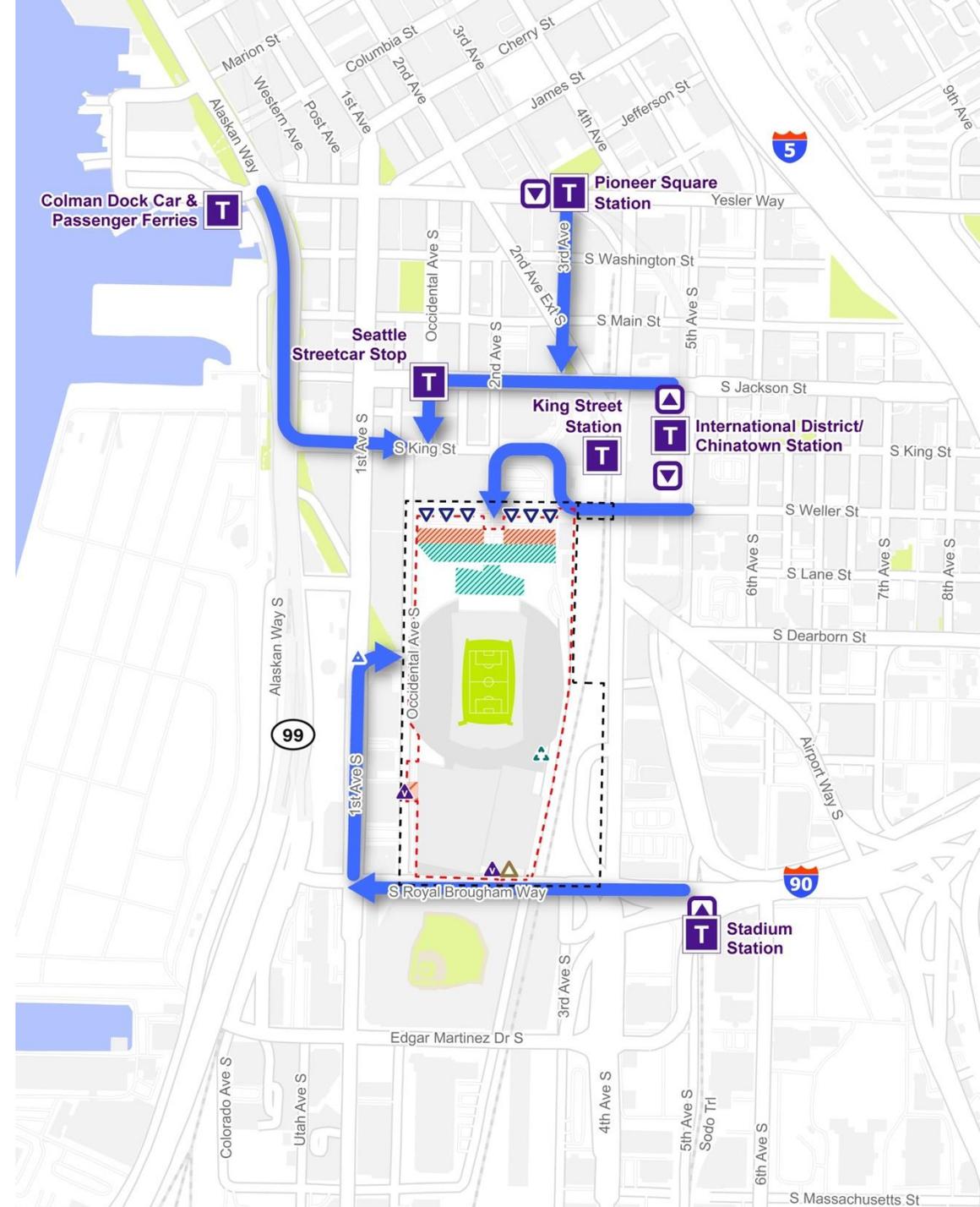


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MATCH DAY ONLY

PEDESTRIAN FLOW

- Preferred paths still being determined by SPD & SDOT
- Most fans are required to enter stadium via & queue in North Lot
- Visual ticket checks at Royal Brougham pedestrian overpass – people w/o ticket will be directed south of T-Mobile



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MATCH DAY ONLY

SOUND TRANSIT

- **Link:** ticketed fans encouraged to utilize stations **based on destination & origin**
 - **PSQ:** arriving from north or heading north post match
 - **ID/C:** arriving from east or heading east post match
 - **Stadium:** arriving from south or heading south post match
- **Sounder:** riders required to enter Lumen Field via Weller Street bridge, not direct from platform like at Seahawk games

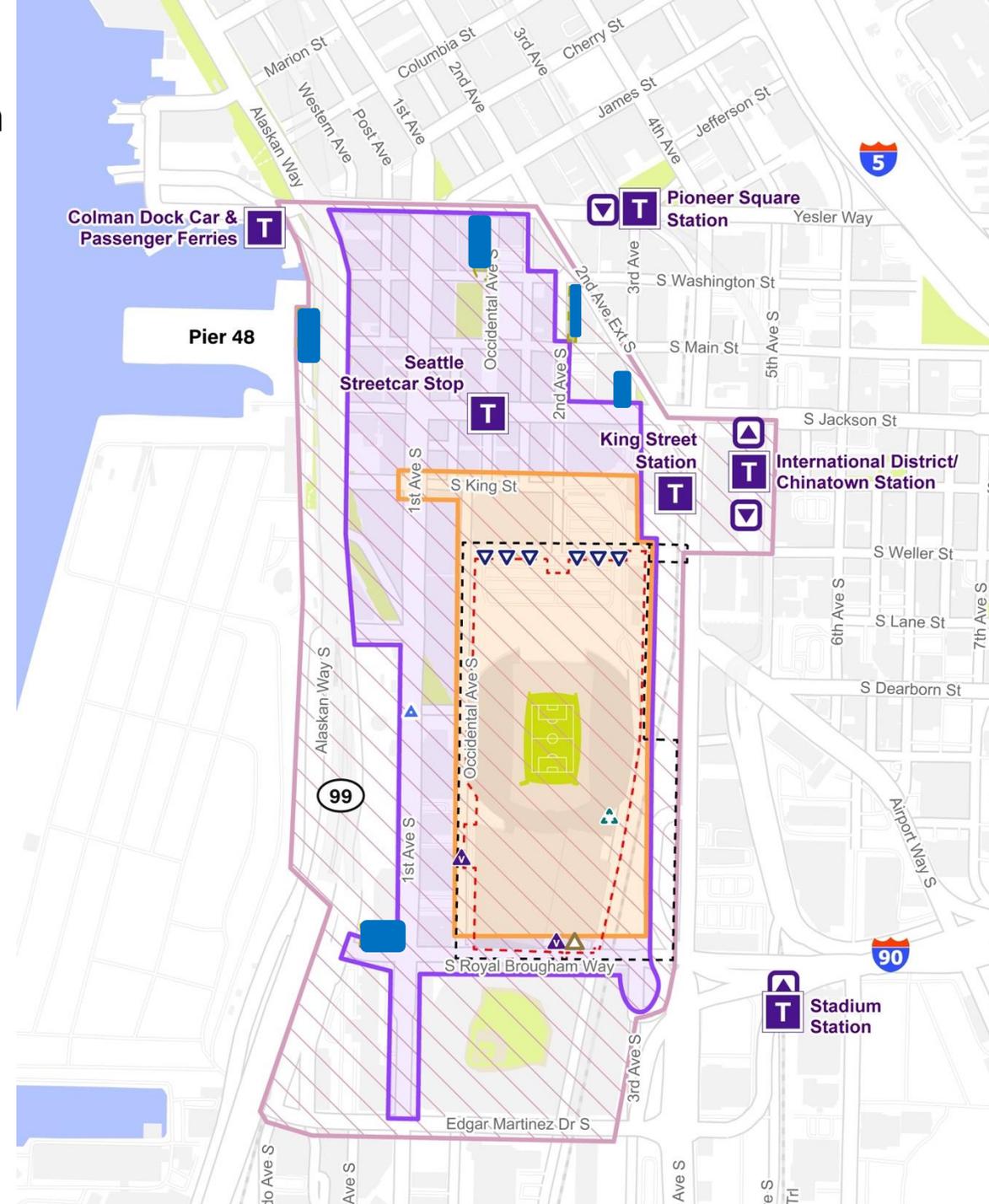


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MATCH DAY ONLY

MICROMOBILITY RESTRICTIONS

- No parking or operations within **Orange Zone**
- Speed restricted to 8mph in **Purple Zone**
- **Blue** shows proposed Staffed Parking Corrals, Bike valet, and/or unstaffed ROW spaces
- Parking permitted in designated spots only within the **Purple Crosshatch**



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MATCH DAY ONLY

RIDESHARE RESTRICTIONS

- Temporary Rideshare staging lot is proposed in upland portion of Pier 48, with possible taxi-stand immediately south
- No pick-up or drop offs within the **blue zone** – pins can be dropped anywhere outside this zone.
- ADA drop offs on 1st Ave S & Charles Street



**WLF
ARE
203
TM
SEATTLE**

