

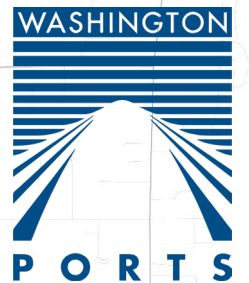
# Washington Public Ports Association

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## World Cup in Washington: Regional Preparations & Long-term Implications

Beth Knox, SeattleFWC26  
Cat Soper, Port of Everett  
Pearse Edwards, SEA-Port of Seattle

WPPA Spring Meeting  
May 19, 2026



**FIFA WORLD CUP 26™**

JUNE 11 — JULY 19



# WELCOMING THE WORLD

**Washington Public Ports Association  
Spring Meeting**  
Tuesday, May 19

Beth Knox  
Board Chair

SeattleFWC26

NO IMAGES MAY BE USED FOR COMMERCIAL PURPOSES.

# FIFA WORLD CUP 26™ AT A GLANCE



**June 11 - July 19, 2026**

39-day tournament



**16 host cities**

1<sup>st</sup> time ever in three countries



**48 teams & 104 matches**

Largest sporting event ever held



**3 billion**

Projected unique viewers of the final



# FIFA WORLD CUP 26 SEATTLE™ WHAT WE KNOW



**6 matches**

June 15, 19, 24, & 26, July 1 & 6



**2 billion**

Global viewers of the six local matches



**U.S. team will play here**

Plus, Australia, Belgium, Egypt, Iran, Qatar & Bosnia & Herzegovina



**23 days until tournament begins**

27 days until FWC26 kickoff in Seattle



# FIFA WORLD CUP SEATTLE™ LOCAL MATCHES



## GROUP STAGE

BELGIUM  V  EGYPT

JUNE 15 - 12:00 PM PT

USA  V  AUSTRALIA

JUNE 19 - 12:00 PM PT

BOSNIA-HERZEGOVINA  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

Full  
match  
schedule



# OFFICIAL EVENTS

## SEATTLE FAN CELEBRATIONS

Distributed model showcases Seattle neighborhoods, better serving residents, businesses, & visiting fans

- **All FREE & open to public**
- Most **open for majority of matches**
- Capacity varies depending on day/location – **up to 15,000+ people**

STAY IN THE LOOP



**More locations & details coming soon**





**FAN ZONE**  
official viewing party in 9 cities

**BASE CAMP**  
team's home between matches

**PRACTICE FIELD**  
where teams practice the day before match at Lumen Field



# SUPER BOWL VICTORY PARADE



- **Single Day Event**
- **~600,000 attendees**
- **\$16.6M Economic Impact**
- **Transit played critical role**
  - **Metro**
  - **Bus**
  - **Link Light Rail**
  - **Shuttle Activity**

# FIFA WORLD CUP 26 SEATTLE™

## SAFETY AND SECURITY



- All Seattle matches **SEAR 2 events**, feds continue to monitor as we get closer & obtain more attendee info
- **Federal Coordination team** led locally by Secret Service, CISA, TSA, and FEMA
- City installing **vehicle ramming mitigation** at Seattle Center & Westlake Park
- Local agencies and National Guard providing **mutual aid support** for law enforcement
- Match day will have **significantly greater security footprint & number of personnel** than Seahawk events
- **Joint Information Center (JIC)** will operate throughout tournament footprint locally

### What to expect during match days

- Security perimeter in effect KO-4 through FW+2
- Significant public & private safety personnel (inclusive of National Guard) in stadium area, Fan Celebrations, and transit centers
- Vehicle inspections within perimeter

# FIFA WORLD CUP 26 SEATTLE™ TRANSPORTATION & MOBILITY



- **No on-site public parking** at stadium
- **Sustainable transportation supported**, projecting roughly 70% of fans will access Seattle Stadium via transit, biking/walking, or rideshare
- **Enhanced transit service** planned in/around Seattle & Fan zones – both match day and non-match day
- **Revive I-5 paused** (restored to full use) during tournament
- **More group travel**, charter buses & private shuttles
- **More travel between Vancouver, BC** with 4 teams in both
- Multi-agency **Know Before You Go** public education campaign began in April, intensifies in May

## What to expect during match days

- Street closures in effect 4 hours prior to kickoff through 2 hours after final whistle
- 8-minute Link headways all day
- King County Metro running Shuttle on Third Ave & enhanced service on other routes
- Enhanced Rideshare & Micromobility geofence at stadium



# CITY OF SEATTLE ZONES OF EXPECTED TRAFFIC IMPACTS

## ZONE 1: STADIUM

## ZONE 2: DOWNTOWN & SODO

## ZONE 3: CITYWIDE

### Zone 1 - Stadium Vicinity

- Match day surge traffic & Street closures
- More of everything – vehicles, pedestrians, bicycles, scooters, and transit usage - near closures and between

### Zone 2 - Downtown and SODO

- More vehicle congestion on Match days
- More pedestrians, bikes & scooters into and around area
- Heavier transit usage
- Additional on-street activations (Vending, Watch Parties, March to the match/fan rallies)

### Zone 3 - Citywide

- International travel between VAN/SEA
- Visitors staying out along I-5/I-90 & other parts of Puget Sound
- Heavier transit usage on Sounder, LINK, public and private bus service, ferries



# Thank you!



**SEATTLE**  
OFFICIAL HOST CITY POSTER ARTIST

**SHOGO OTA**

SCAN TO SIGN UP FOR  
THE LOC'S NEWSLETTER



[seattlefwc26.org/get-involved](https://seattlefwc26.org/get-involved)

FOLLOW THE LOC ON  
SOCIAL MEDIA

@fwc26seattle



#WeAreSeattle  
#Seattle26



[info@sea2026.org](mailto:info@sea2026.org)



**EVERETT FAN ZONE – READY TO  
WELCOME THE WORLD.**

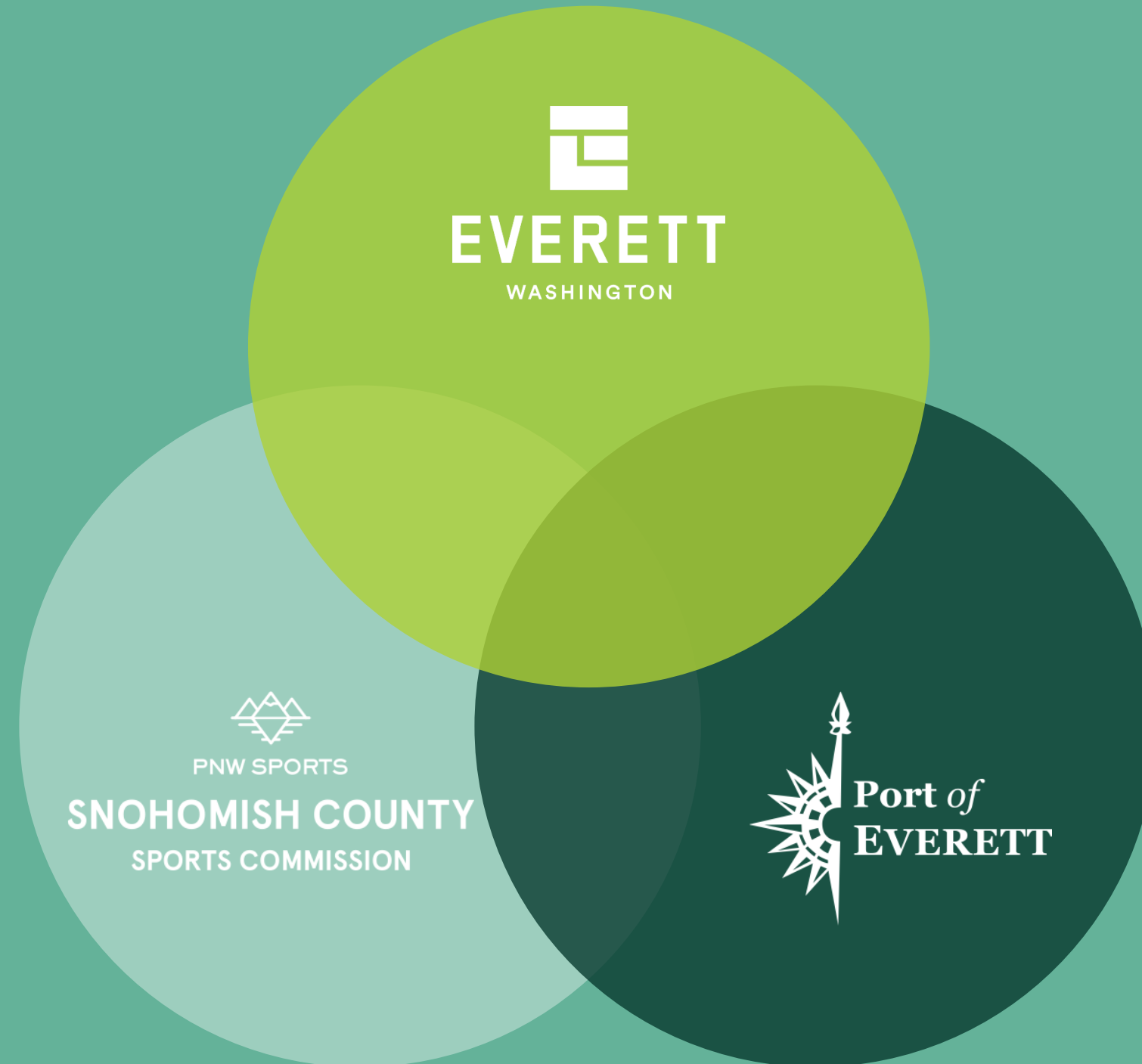


# THE WORLD CUP IS COMING AND EVERETT IS PART OF IT.

- The world's largest sporting event
- Matches in Seattle and Vancouver
- Everett is an **Official Fan Zone city**



# THE PLAYERS



# **THE MAKING OF A FAN ZONE**



# WATCH PARTIES



A Watch Party is a large-scale community event where fans gather in a public space to watch World Cup matches together, enjoy food and drinks, celebrate, and experience cultural programming.

**Success is defined by 3 pillars:**



Remarkable fan experience, right sized to budget and resources



Operational excellence, seamless and safe programming



Broad and positive community impact

# WHAT IT TAKES



# WATERFRONT WATCH PARTIES

This June, the Port of Everett waterfront transforms into a free, all-ages World Cup matchday celebration with:

- Giant Screen
- Food Trucks
- Live Entertainment
- Games and Rides
- Kids' Activities
- Beer Garden
- Free Fan Shuttle
- Safe and Secure



PORT OF EVERETT | BOXCAR PARK | JUNE 11, 12, 18 & 19

**TURNING A MOMENT INTO MOMENTUM**

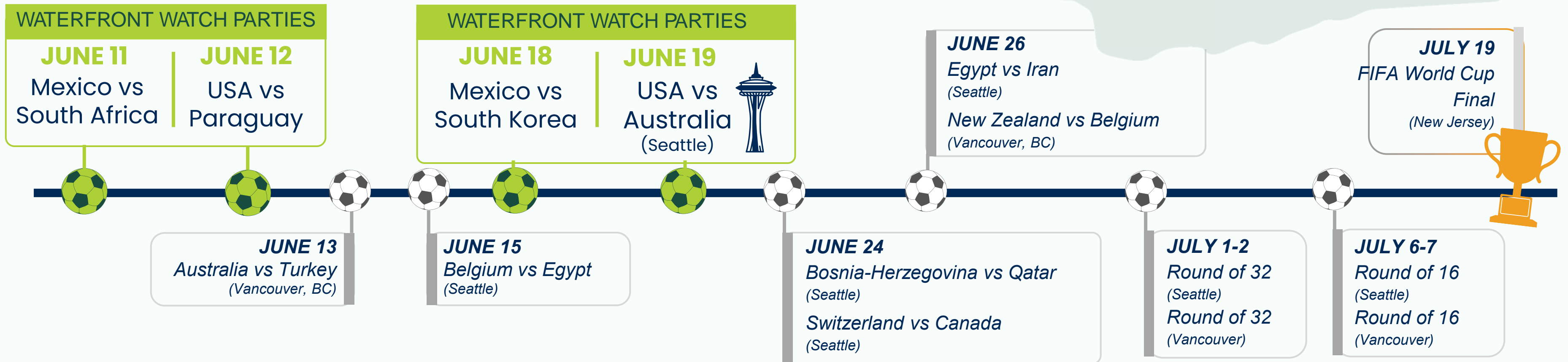
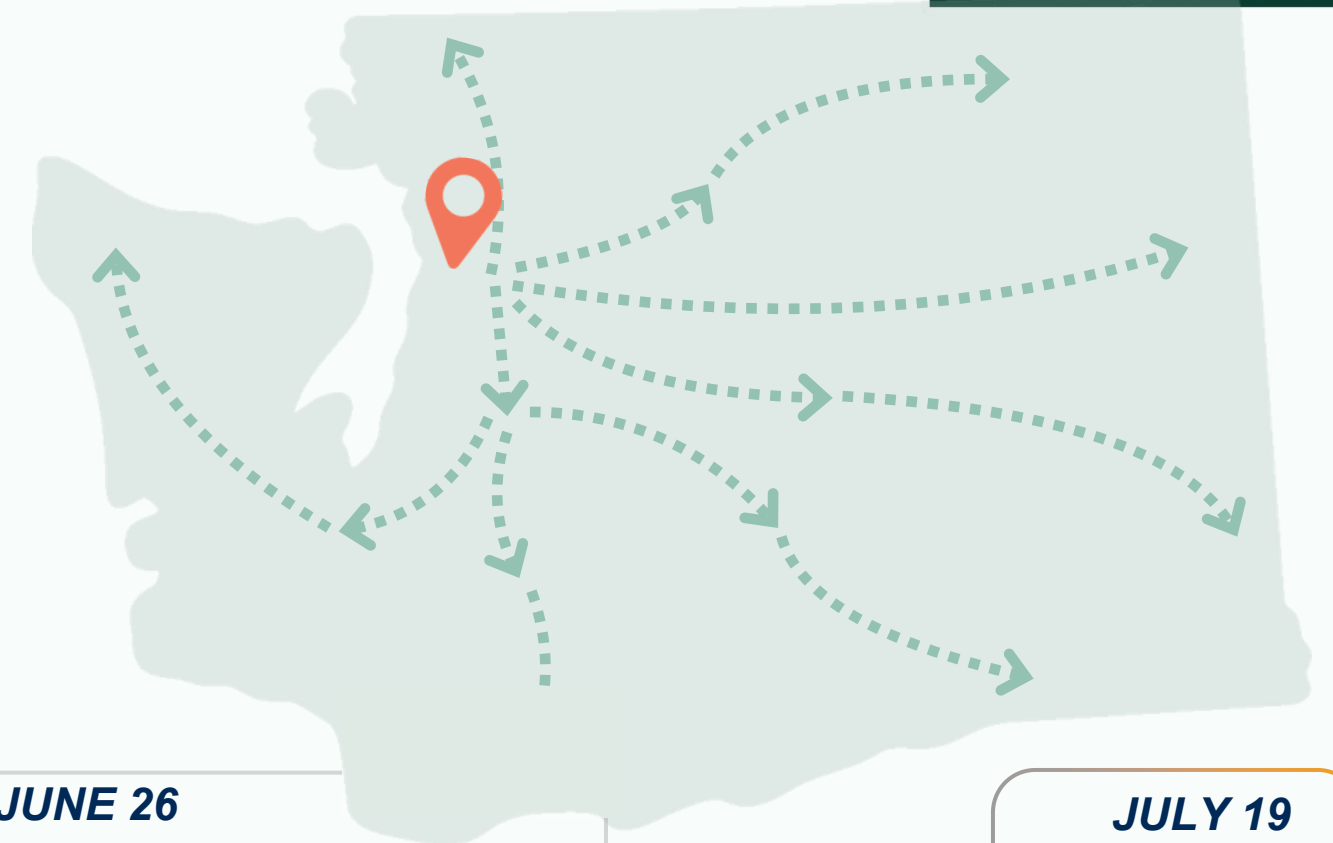
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# WHY IT MATTERS



## 5+ weeks of opportunity

- June 11 – July 19
- Visitors moving across the region
- Before, between and after matches



# THE OPPORTUNITY



**This is our moment**



**Economic  
opportunity**



**Regional and  
global visibility**

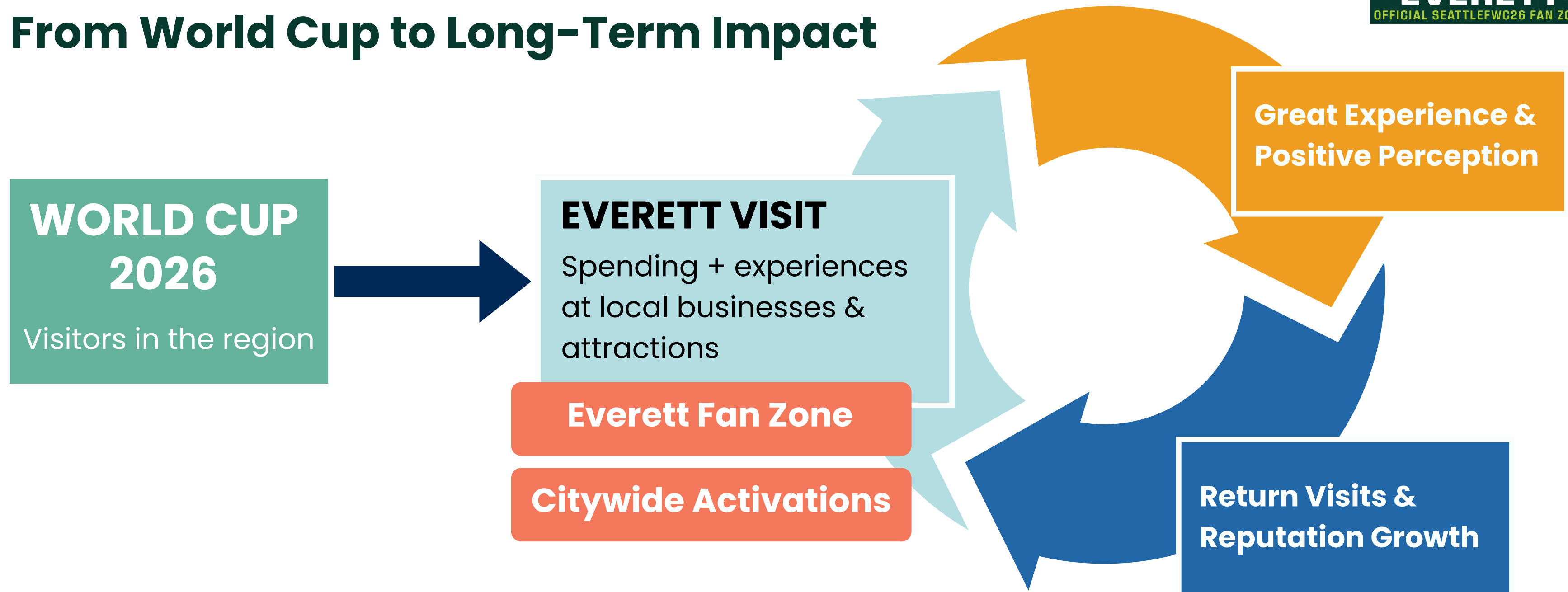


**Energy across  
the city**

# WHAT'S THE GOAL



## From World Cup to Long-Term Impact

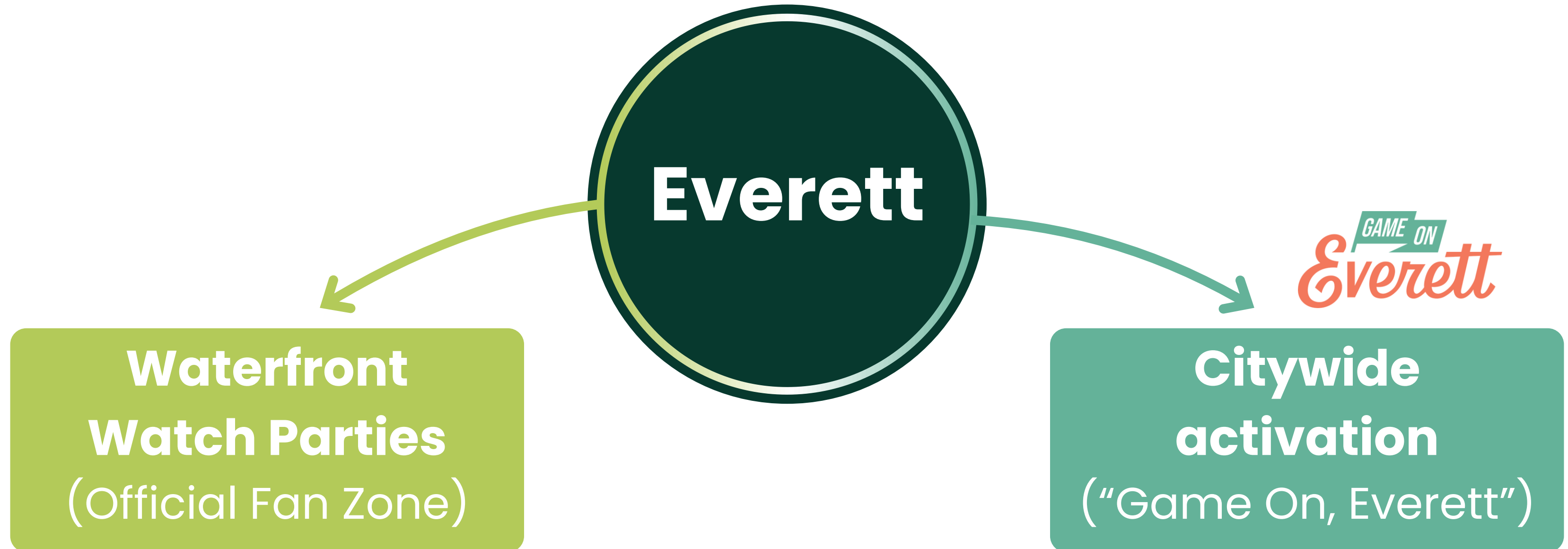


The World Cup brings people here. What we do determines what we make of it.

# EVERETT'S GAME PLAN



**One moment. Two ways to experience it.**



# FAN ZONE BUSINESS ACTIVATION



## Neighborhood Bar or Brewery



- Shows matches
- Runs match-day specials

## Local Retailer



- Themed promotions
- Window displays

## Neighborhood Group or HOA



- Party in the cul-de-sac

# PROGRESS TO THE PITCH



# PROCESS + TIMELINE



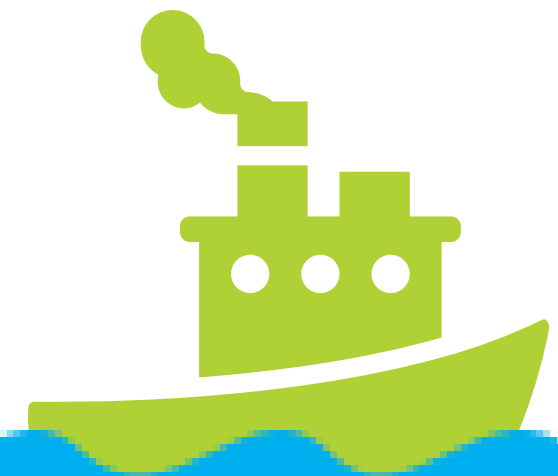
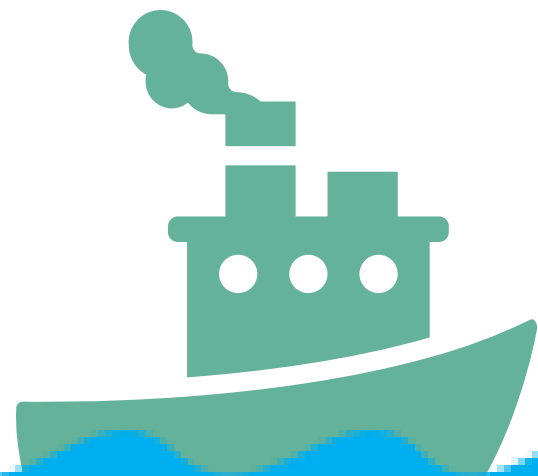
2025

*We are here*

June 2026



# ALL BOATS RISE WITH THE TIDE



plus many more ...

# COMMITTEES



**OPERATIONS +  
LOGISTICS**

**SAFETY**

**PROGRAMMING**

**FUNDING +  
SPONSORS**

**MARKETING +  
COMMUNICATIONS**

# **PATHWAY TO THE PITCH**



# FAN ZONE FRONT + CENTER



**EVERETT**  
OFFICIAL SEATTLEFWC26 FAN ZONE

**WATERFRONT WATCH PARTIES**  
EVERETT IS AN OFFICIAL SEATTLEFWC26 FAN ZONE.

Giant Screens	Food Trucks
Live Entertainment	Kids' Activities
Beer Garden	Free Shuttle

[LEARN MORE](#)

# WATERFRONT ACTIVATIONS



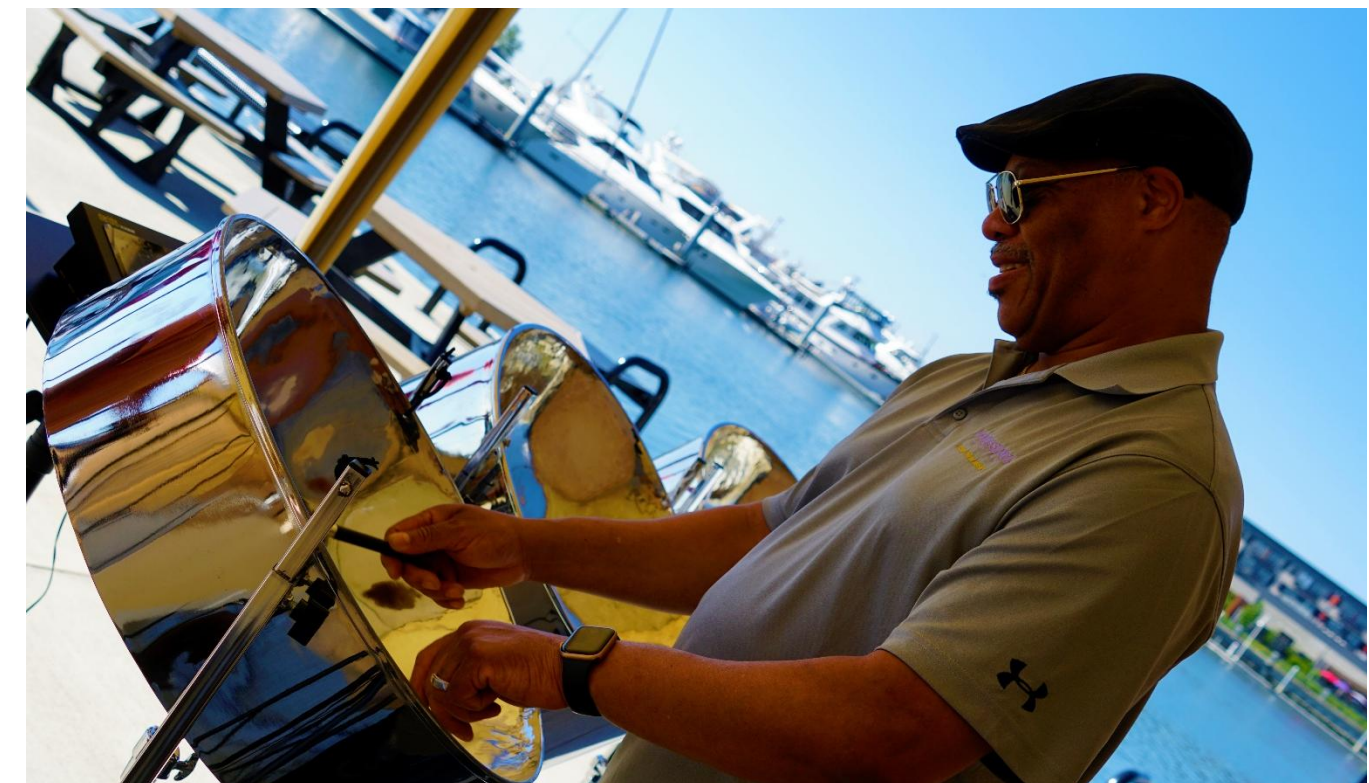
## Bingo!!!

@Port of Everett's Waterfront Place

BINGO BASH RUNS FROM JUNE 1 - JUNE 30, 2026. ORDER THE FEATURED DRINKS\* AND GET YOUR STAMPS. SEE BACK FOR DETAILS.

WE'RE HOSTING FREE, ALL-AGES WORLD CUP WATCH PARTIES ON THE WATERFRONT—BRINGING THE GAME TO ONE OF THE MOST BEAUTIFUL AND ICONIC SETTINGS IN WASHINGTON.

PORT OF EVERETT • BOXCAR PARK • JUNE 11, 12, 18 & 19 • ALL AGES



YOU CHOOSE	<i>Anthony's Homeport Everett</i>	<i>Jetty Bar &amp; Grille</i>	YOU CHOOSE	<i>South Fork Baking Co.</i>
<i>Rustic Cork Wine Bar</i>	<i>Seas the Day Cafe</i>	YOU CHOOSE	<i>Lombardi's Italian</i>	YOU CHOOSE
<i>Bluewater Distilling</i>	YOU CHOOSE	<b>FREE</b>	<i>Scuttlebutt Family Pub</i>	<i>Menchie's at the Marina</i>
<i>Tapped Public House</i>	<i>The Muse Whiskey &amp; Coffee</i>	<i>The Net Shed</i>	<i>Sound &amp; Summit Brewing</i>	YOU CHOOSE
YOU CHOOSE	<i>Anthony's Woodfire Grill</i>	<i>Marina Azul</i>	YOU CHOOSE	<i>Fisherman Jack's</i>

\*NON-ALCOHOLIC DRINK OPTIONS AVAILABLE AT PARTICIPATING LOCATIONS; ASK YOUR SERVER.

# CONNECTIONS



## Air



PAE + SEA

## Land

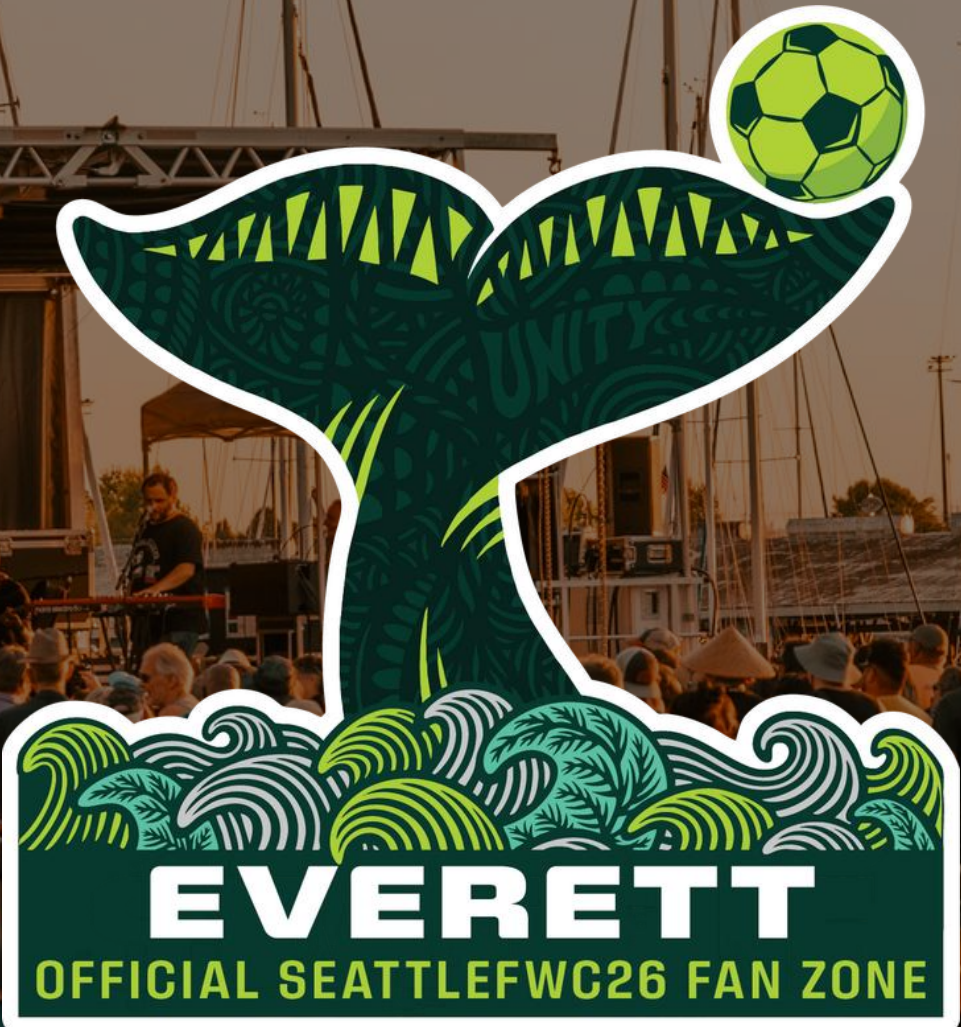


Transit + Shuttles

## Sea



New! Harbor Hopper  
Pilot Program



**EVERETT**  
OFFICIAL SEATTLEFWC26 FAN ZONE

**Thank you!**





# FWC26 Update | WPPA Spring Meeting



# FIFA World Cup 2026 SEA Airport Mission

Provide a safe, efficient and enjoyable travel experience at SEA for fans, FIFA Clients, and teams during the FIFA World Cup tournament in 2026



# SEA FWC26 Working Groups

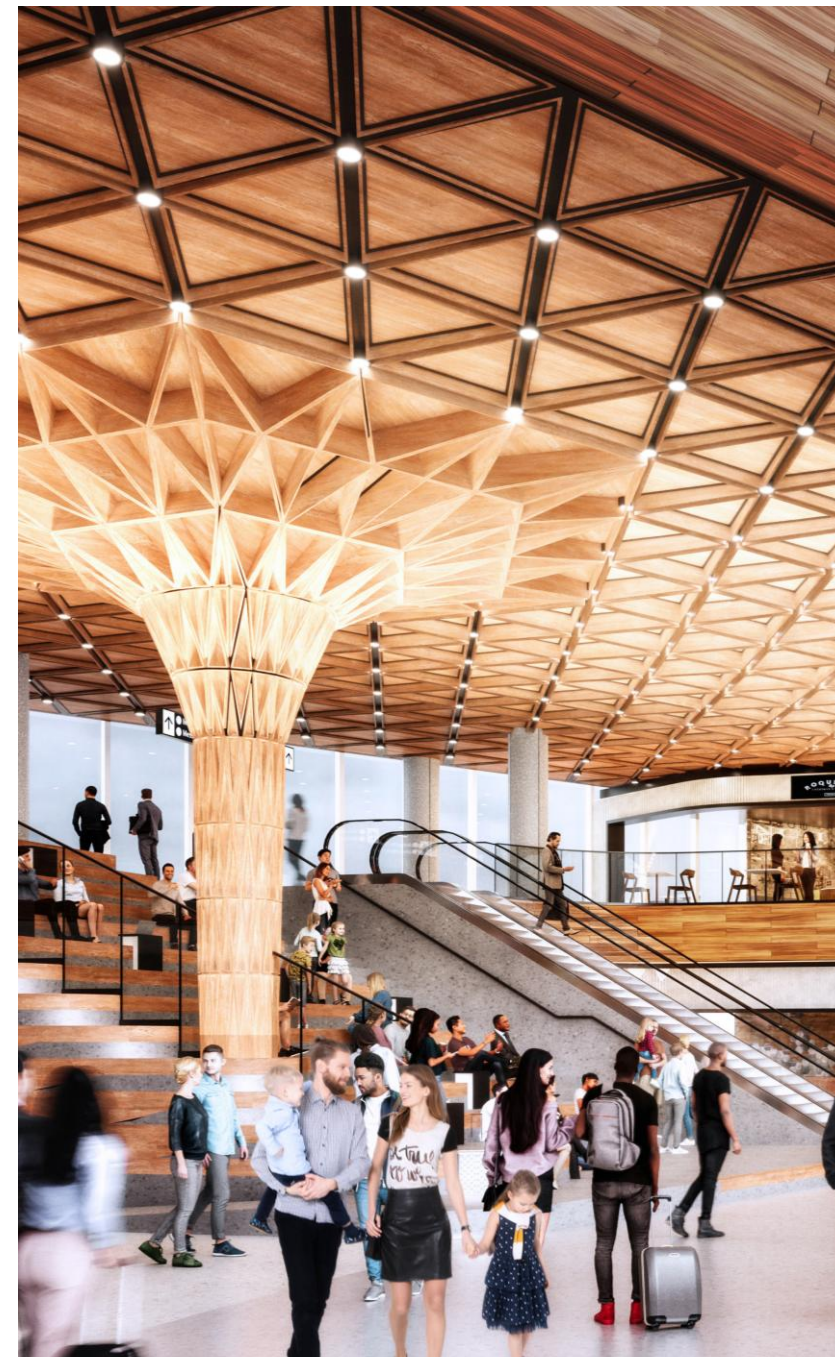
- Safety/Security Working Group
- Airport Coordination Working Group
- Elevated Experiences Working Group
- Terminal Efficiencies Working Group Leads
- Ground Transportation
- SEA Experience Partners



# Getting the Airport Ready for the World: Upgrade SEA



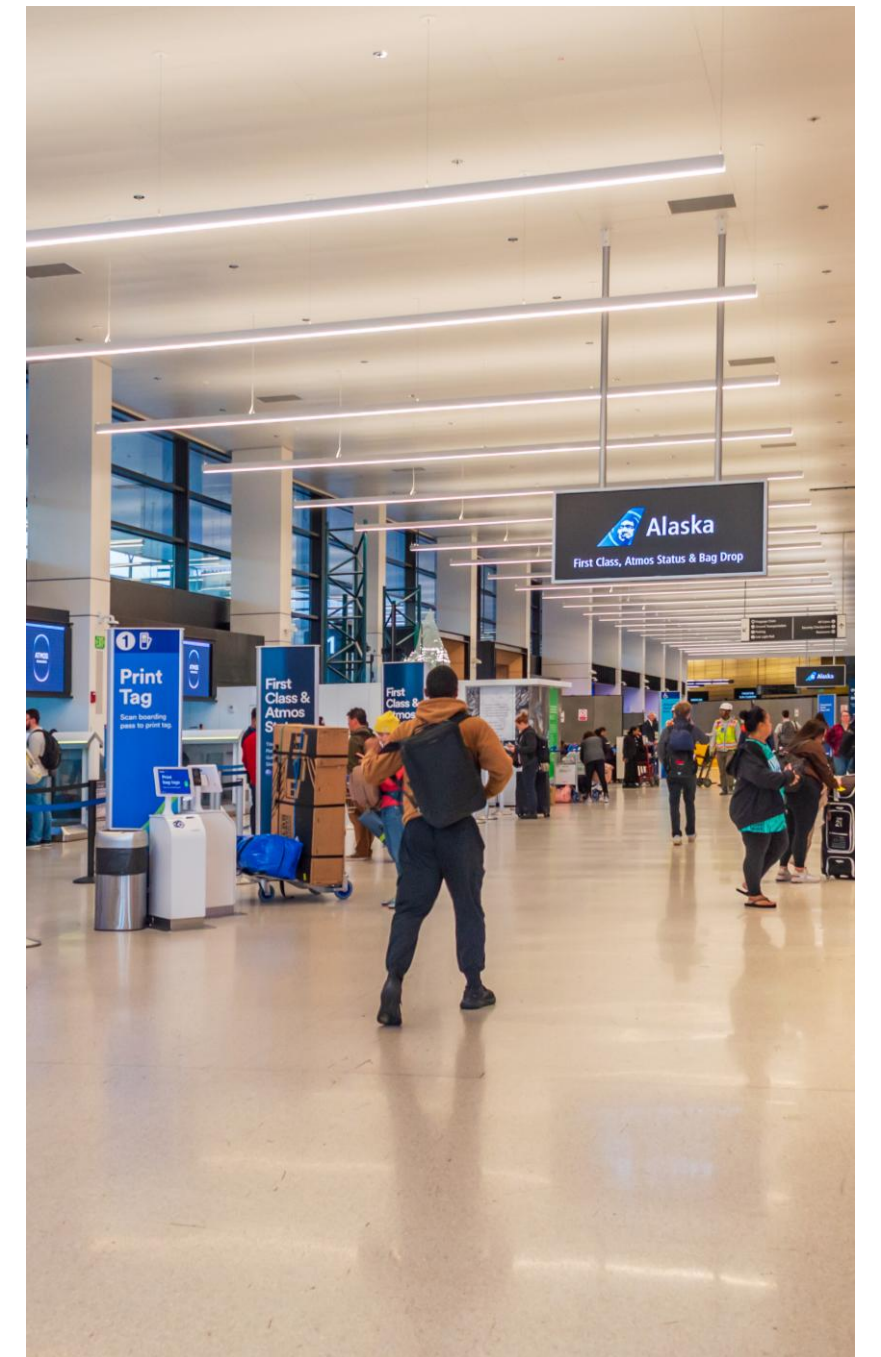
**Checkpoint 1 Relocation**  
Opened Q2 2025



**C Concourse Expansion**  
Opens 2026



**Checkpoint 6 Dedication**  
Reopened 2025



**SEA Gateway Project**  
Opening 2025-2026

# West Coast Travel

- FWC26 match schedule facilitates travel for fans to follow teams
- Airport Coordination: regional airports (especially Boeing Field) will be needed to accommodate charters and private jets
- Limited air service additions; potential use of larger planes on popular routes
- Uncertainties around some international flights continue (e.g. Qatar plans for several fan charters to SEA and BFI)

## FWC26 West Coast Matches Group Stage

**6/12**

**Los Angeles**  
Match #1

**6/13**

**Vancouver**  
Match #1  
**San Francisco**  
Match #1

**6/15**

**Seattle**  
Match #1  
**Los Angeles**  
Match #2

**6/16**

**San Francisco**  
Match #2

**6/18**

**Vancouver**  
Match #2  
**Los Angeles**  
Match #3

**6/19**

**Seattle**  
Match #2  
**San Francisco**  
Match #3

**6/21**

**Vancouver**  
Match #3  
**Los Angeles**  
Match #4

**6/22**

**San Francisco**  
Match #4

**6/24**

**Vancouver**  
Match #4  
**Seattle**  
Match #3

**6/25**

**San Francisco**  
Match #5  
**Los Angeles**  
Match #5

**6/26**

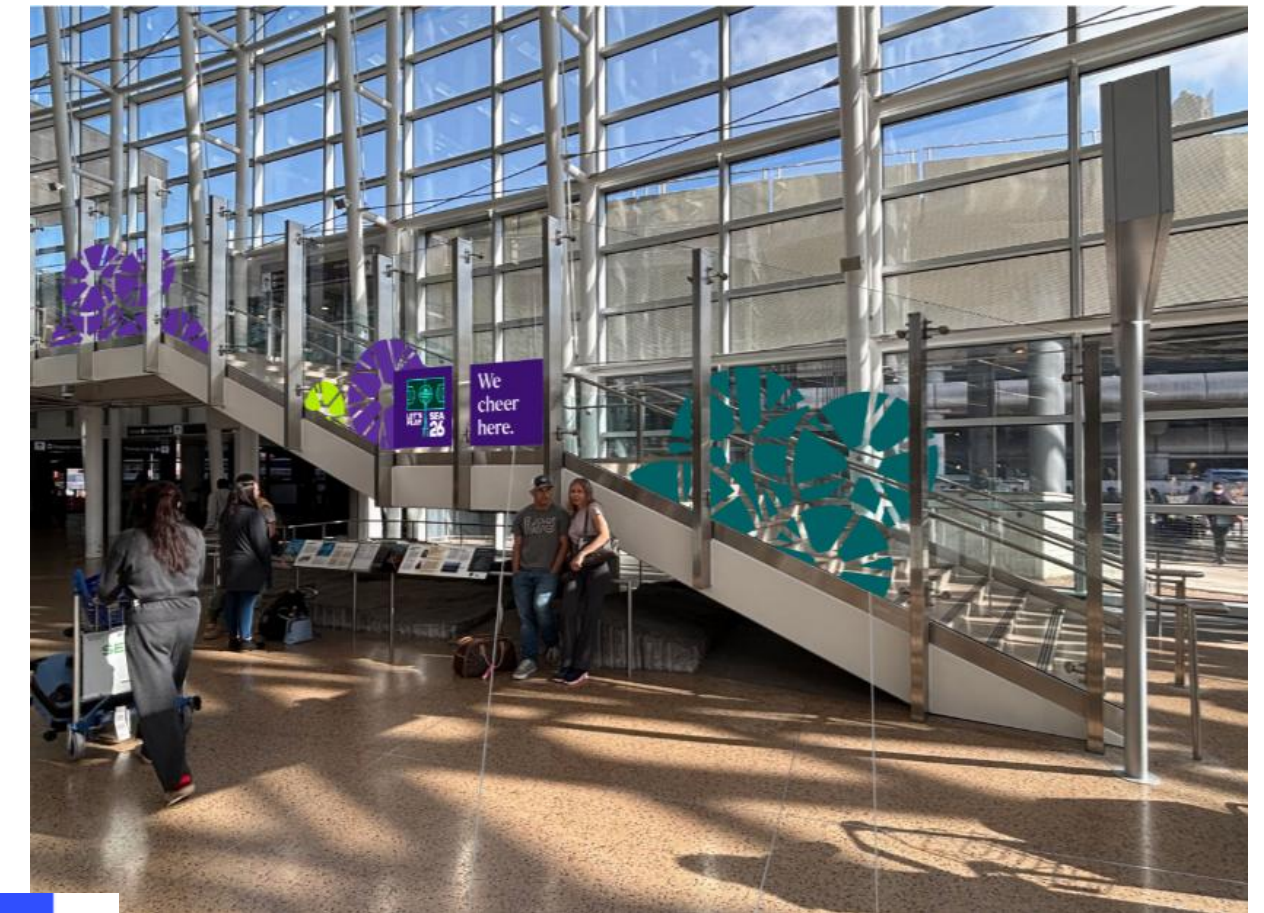
**Vancouver**  
Match #5  
**Seattle**  
Match #4

# Safety/Security

- Safety is the Airport's Top Priority
- Given heightened visibility, Port Police will be employing best practices for counter terrorism, crowd control, and helpful signage
- Port Police is partnering closely with all law enforcement entities and federal agencies
- FIFA Security is sharing intelligence with Local Organizing Committees and Airports
- Port is leading airport-focused exercises and participating in regional/state exercises

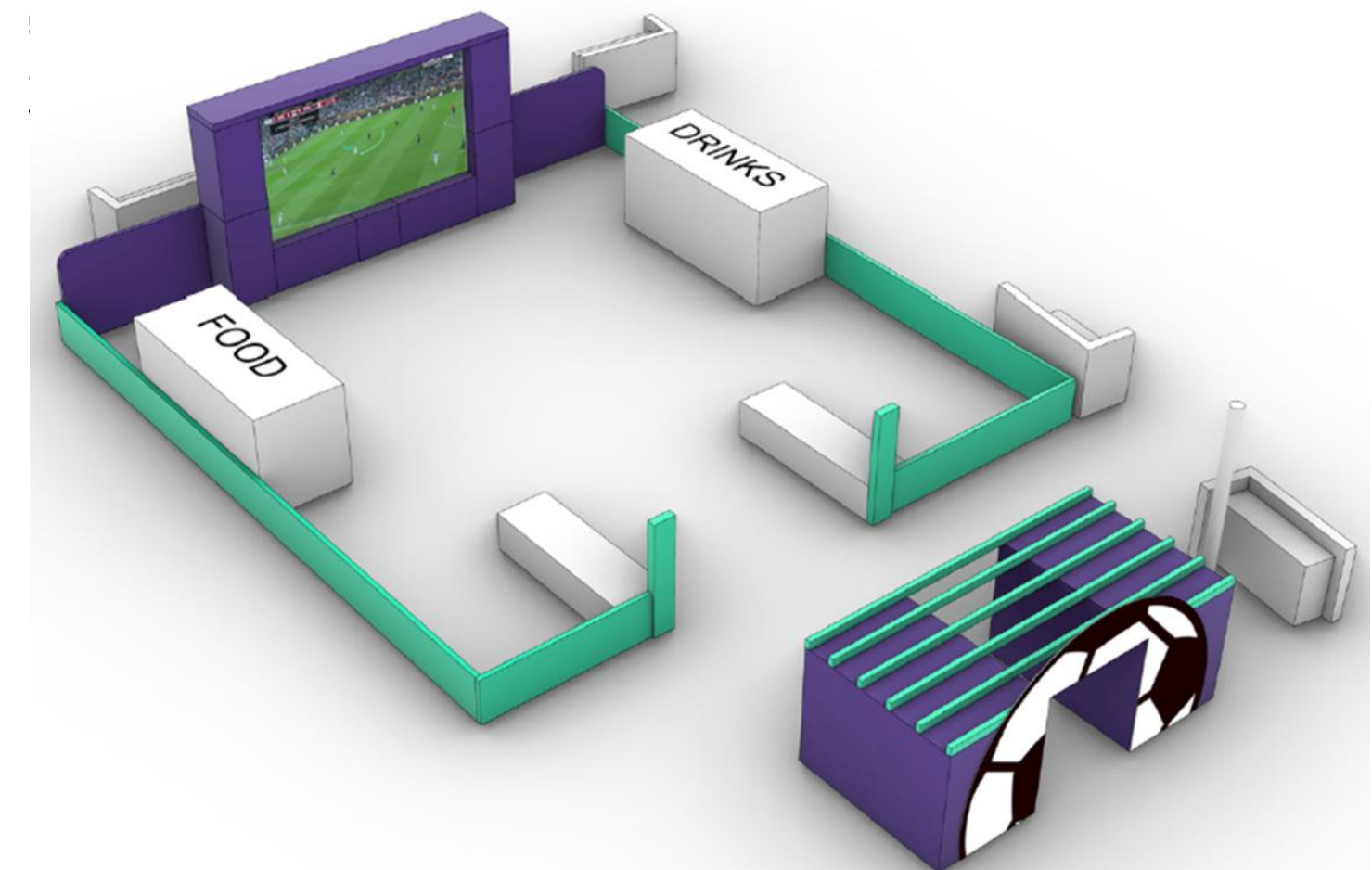
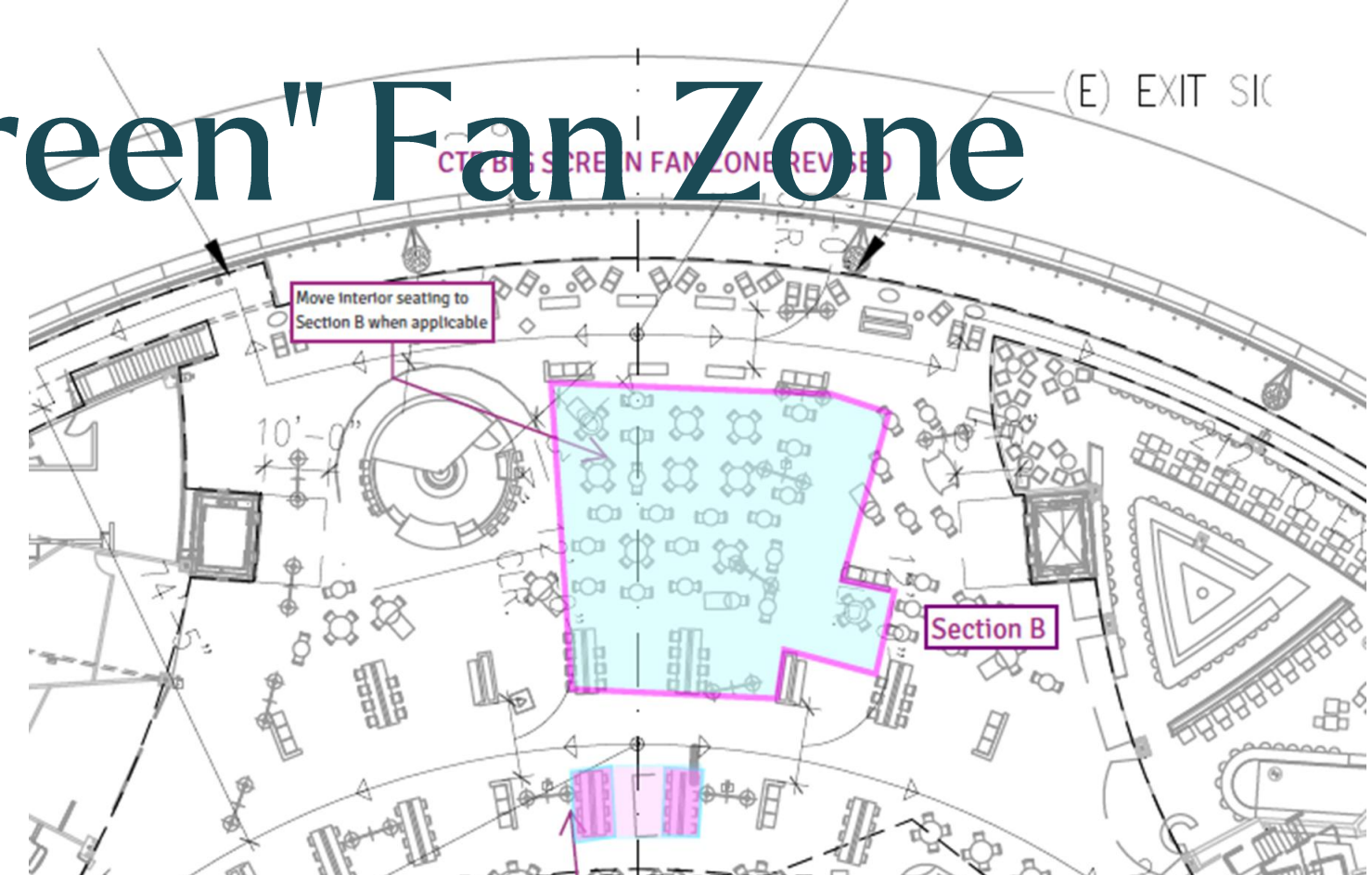


# Welcome & Wayfinding Signage



# Spectator "Big Screen" Fan Zone

- Location: Central Terminal
- Dates: June 11–July 19, 2026
- Sponsors: ReachTV, Coca-Cola, ADR Tenants, TBD.
- Activities to include:
  - Large screen playing the games.
  - Coke Experiential Zone with games.
  - Food tastings provided by ADR tenants.
  - Brand Ambassadors for Coke providing merchandise and beverages.



# Maritime Work Groups

## Waterfront Operations

- Cruise has 47 calls during tournament
- June 19 is a critical date
  - Norwegian @ Pier 66
  - Classic Yachts @ BHM
  - Potential closure of Alaskan Way
  - Mariners v Boston @ 7pm
  - Yacht Moorage inquiries

