

# TIMELINE AND RECAP



1. World Cup Bid and Guarantor: KCMO signed the original agreement, obligating the city to deliver all FIFA requirements as a FWC '26 Host City. KCMO novated agreement to KC2026 and entered into a guarantee of Host City requirements.
  - i. KC2026 established to raise funds privately and from regional jurisdictions, municipalities
  - ii. KCMO is the only entity to have more than one seat on the KC2026 Board of Directors, and Mayor attends meetings, recognizing role of KCMO as guarantor.
2. May 2024: KCMO City Council approved \$15 million funding agreement and novation of requirements to KC2026
  - i. Funding agreement restrictions:
    1. KCMO funding can only be used for Host City requirements and related expenses
    2. KCMO funding can only be used in KCMO
    3. KCMO funding mandates that the only official FIFA Fan Festival be in KCMO
3. Following novation (completed in June 2024), KC2026 executed Host City Rights Agreement with FIFA to facilitate private fundraising/sponsorships

# LEADING THE WAY TO WELCOME THE WORLD



**SAFETY & SECURITY**



**TRANSPORTATION**



**FAN EXPERIENCE**



**FACILITIES AND  
VENUES**



**ECONOMIC  
ENHANCEMENT**



**HUMAN  
RIGHTS**



**FIFA FAN FESTIVAL**

# THE KC GAME PLAN HUB IS NOW LIVE



## AVAILABLE NOW

- Business Interest Form
- RFI and RFP Opportunities over \$15k
- Readiness Assessment
- KCSourceLink Training Calendar
- MO & KS Collaborator Resources

## COMING SOON!

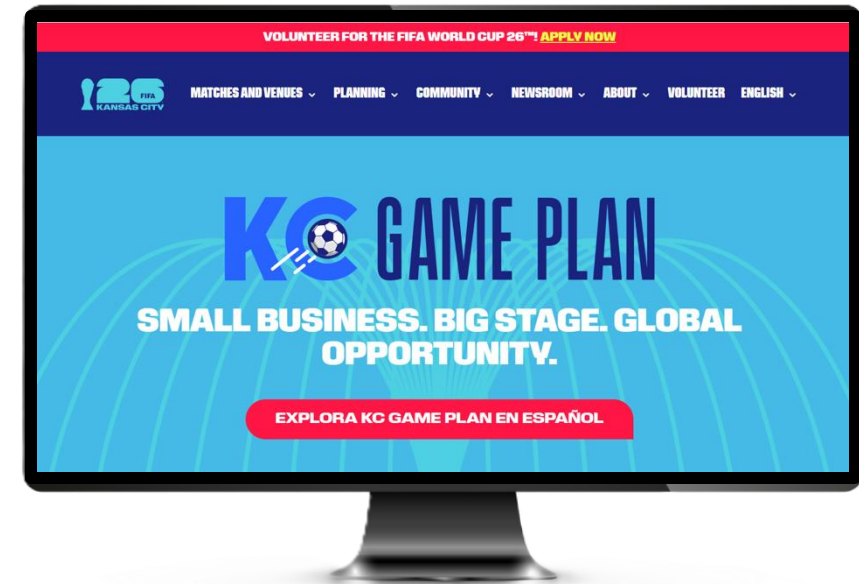
- Small Business Playbook
- Visitor Forecast Heatmaps

## WINTER (After Final Draw)

- Visitor Cultural Insights & Hospitality Training
- Community Events Calendar

## RELEASE IMPACT

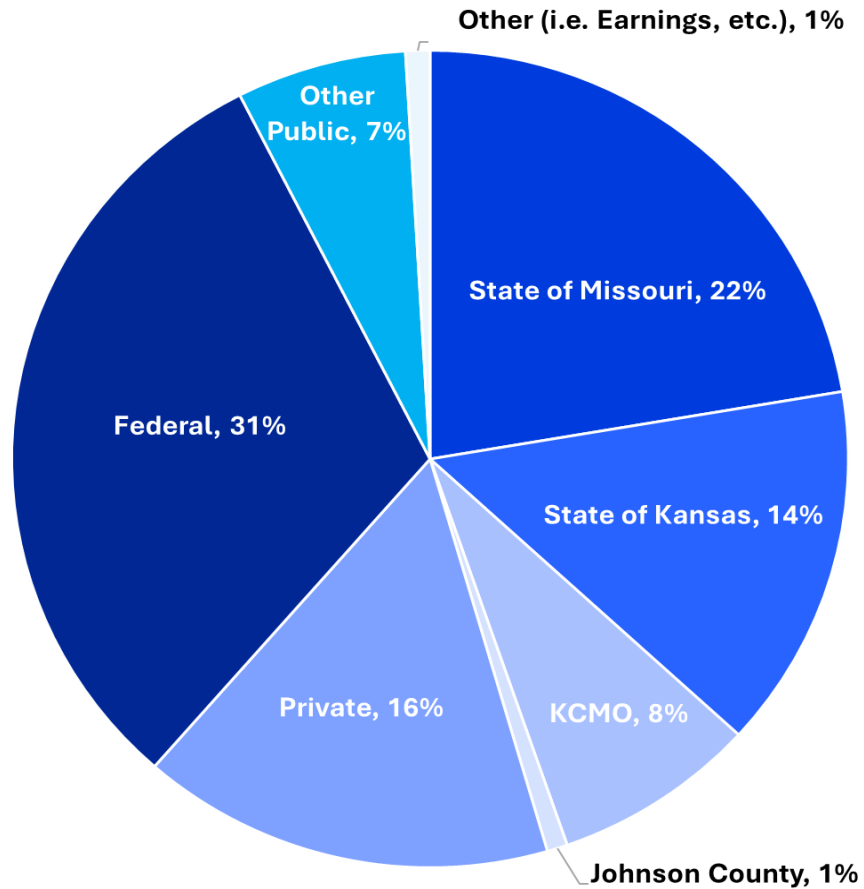
- Over 200 Assessments Completed
- 2,000 Business Interest Form Submissions
- 40+ Mentions
- 40M Earned Media Audience Reached
- META has agreed to host the 1st Digital Marketing Workshop for interested small businesses



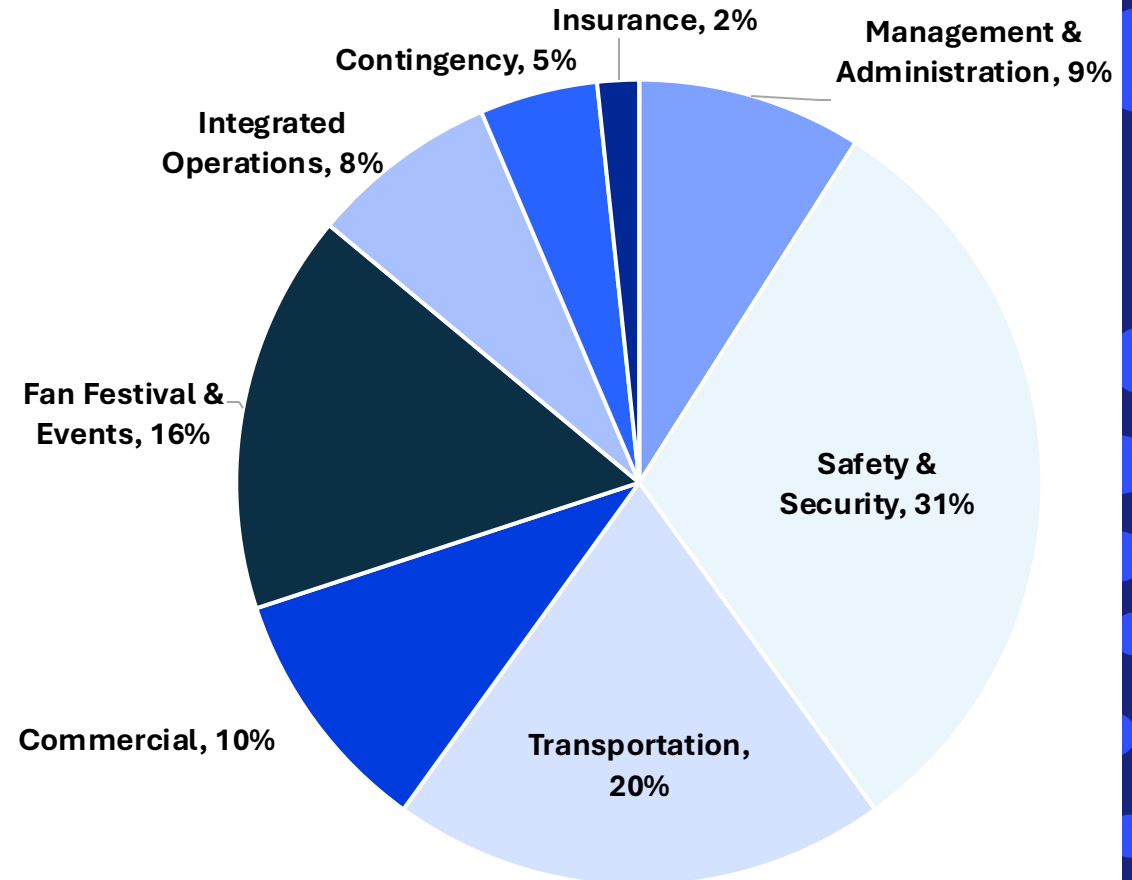
# FINANCIAL OVERVIEW



## Projected Revenue Sources



## Projected Expense Drivers



# WHAT COMES NEXT



- FFF Render Reveal – October 28<sup>th</sup> at 11am, National WWI Museum & Memorial
- Volunteer Center Grand Opening – Late November

**Final Draw – December 5<sup>th</sup> at 11am CT**



Official Matchups and Broadcast Windows will be published 24-48 hours after the draw

 Indicates groups that will play in the group stage in Kansas City

<b>GROUP A</b> MEXICO (MEX)	A1 A2 A3 A4	<b>GROUP B</b> CANADA (CAN)	B1 B2 B3 B4	<b>GROUP C</b>	C1 C2 C3 C4	<b>GROUP D</b> USA (USA)	D1 D2 D3 D4	<b>GROUP E</b>	E1 E2 E3 E4	<b>GROUP F</b>	F1 F2 F3 F4
<b>GROUP G</b>	G1 G2 G3 G4	<b>GROUP H</b>	H1 H2 H3 H4	<b>GROUP I</b>	I1 I2 I3 I4	<b>GROUP J</b>	J1 J2 J3 J4	<b>GROUP K</b>	K1 K2 K3 K4	<b>GROUP L</b>	L1 L2 L3 L4