

FGI Preservation Board World Cup Briefing December 2024

The purpose of this briefing is to provide the Pioneer Square Preservation Board with an overview of the FIFA Club World Cup and FIFA World Cup 26™ matches and activities that will be held at Lumen Field and Event Center in 2025 and 2026. These two global events will dictate a number of projects at the Stadium, six of which will come before the Board for approval. It is our hope to provide an opportunity for questions and answers regarding what will be the largest sporting events in Seattle's history. We are currently in the planning, budget, and design process for the various projects. First & Goal, Inc. wants to give a preview of the events and capital project plans that will come before the Board.

Leading Names to Know

First & Goal, Inc. (FGI)	Operator of Lumen Field & Event Center, charged with World Cup capital project implementation.
Washington State Public Stadium Authority (PSA)	Public owner of Lumen Field & Event Center
Federation Internationale de Football Association (FIFA)	Self-regulatory governing body of international soccer associations and tournament leader
Seattle Local Organizing Committee 2026 (LOC)	Seattle-based not-for-profit organization charged with planning and preparing for the 2026 FIFA World Cup
Seattle Sounders FC	Seattle Major League Soccer (MLS) football club that is competing in and helping to organize Club World Cup in Seattle.

FIFA Club World Cup

June 15 - July 13, 2025

Not to be confused with FIFA World Cup, FIFA **Club** World Cup is an international tournament that will include 32 teams representing the best clubs from the six continental confederations: AFC (Asia), CAF (Africa), Concacaf (North America, Central America and the Caribbean), CONMEBOL (South America), OFC (Oceania) and UEFA (Europe). In other words, FIFA Club World Cup is for club teams while FIFA World Cup is for national teams. An example close to home is that the Seattle Sounders FC will participate in Club World Cup while the U.S. National Men's Team will compete in the FIFA World Cup.

A few details on FIFA Club World Cup:

- The FIFA Club World Cup will run from June 15 to July 13, 2025, in the United States. Seattle has been named as one of the 11 host cities for the tournament.
- There will be six matches hosted at Lumen Field with an estimated attendance range of approximately 40K – 70K each.
- All three of Sounders FC's group stage matches in the tournament will be played at Lumen Field.
- Thirty-one of the 32 teams qualify via the champions pathway (winning their continental champions league) or the ranking pathway (top performing teams within their confederation). The final spot will be awarded to a team from the host country (United States).

Depending on the teams selected to play at Lumen Field, Club World Cup will run the gamut from a standard Seattle Sounders FC match to a full-Stadium event in terms of scale and community impacts. At its highest attendance level, Pioneer Square can expect a similar-sized crowd, neighborhood business customer volumes, and traffic as would occur during a home Seahawks game.

FGI will manage the Club World Cup in the same manner as any other Stadium event.

FIFA World Cup 26™

June – July 2026

FIFA World Cup 26 will be the largest sporting event in history – for the first time there will be three host countries, 16 host cities, 48 teams and 104 matches across an entire continent. With more countries, cities, teams, and games, FIFA World Cup 26 will be the most inclusive in tournament history, engaging millions of fans across 16 unique stadiums and billions worldwide. Additional details:

- The tournament will take place in June and July 2026.
- Lumen Field and Event Center will host 6 matches, each expected to be fully sold out.
- In addition to ticketed match attendees, local organizers expect a significant influx of additional visitors with an expected 750K or more unique guests (including but not limited to match attendees). This will be larger than 6 Super Bowls.
- Hotels will be booked across the state.
- Net profits from stadium operations will go to Washington State Tourism.

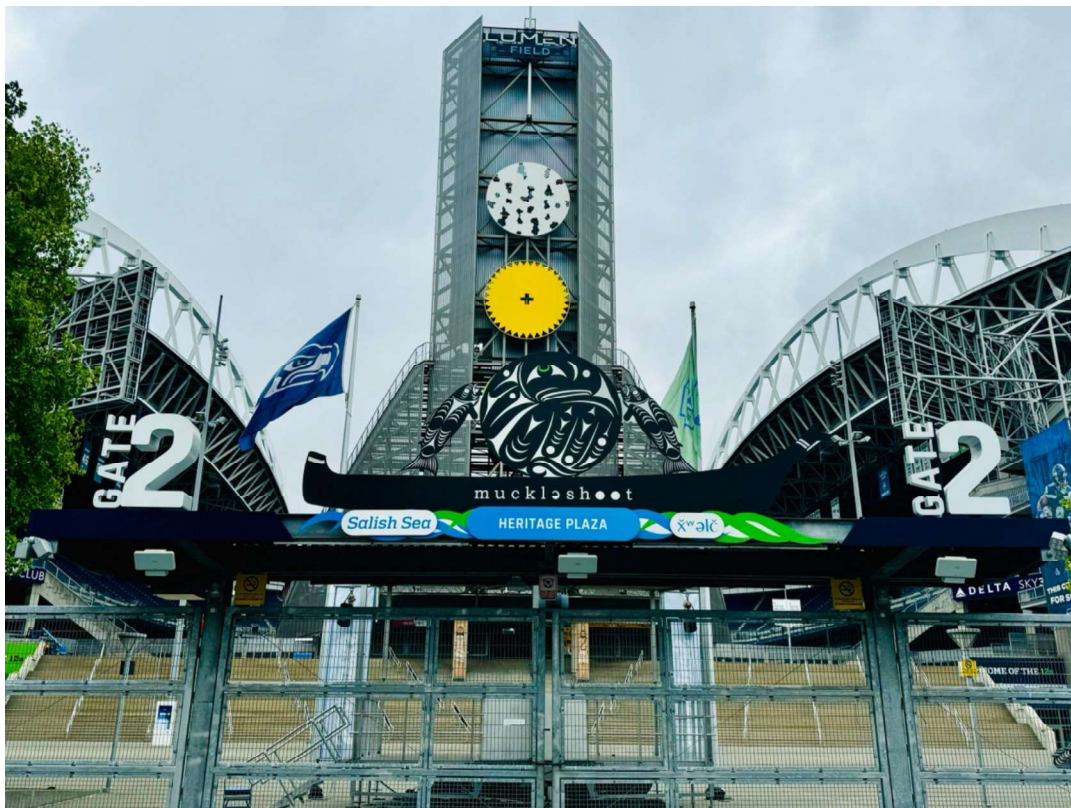
FIFA World Cup 2026 will be a very different experience than the Club World Cup for Pioneer Square and other Seattle neighborhoods. Rather than a standard, FGI-managed event, the in-stadium World Cup matches will be entirely managed by FIFA and enjoyed by fans participating all across Washington State. A World Cup 2026 Local Organizing Committee (LOC) has been formed to plan and coordinate citywide and statewide fan engagement and activations. The LOC is working with FIFA, local governments, the State,

the Public Stadium Authority, FGI, and others to coordinate and prepare team practice facilities, fan engagement and activations, and public transportation and security.

FGI is responsible for ensuring that FIFA's stadium requirements are met. This means there will be capital improvement project work on the Stadium site, some of which will fall under the purview of the Pioneer Square Preservation Board. Initial projects will include, the repaving of the Stadium North Lot, along with installation of a better lighting system, as well as the demolition of the defunct Kingdome cooling towers.

Lumen Field World Cup Projects

There are numerous projects currently in various stages of planning, design, and implementation related to the World Cup and Club World Cup. Board members may recall the approval of new gate and wayfinding signage in 2023. These are the kind of important enhancements that will make navigating the stadium much easier for visitors who are unfamiliar with the venue.



New gate signage was approved by the Preservation Board in 2023.

In the coming weeks and months, FGI will bring forward five capital projects for Preservation Board approval and the PSA and LOC will submit one art project:

1. North Lot Safety / Modernization

- Parking lot resurfacing, restriping, lighting upgrade and event power infrastructure

2. Event Logistics & Staging - Phase 1

- Kingdome cooling tower demolition & surface leveling

3. HVAC Replacement – Fluid Coolers

- Replace existing fluid coolers with new, more efficient equipment

4. Ground Preparation

- Enhancements and beautification to the site / grounds

5. Clean Site Project

- Temporary removal & reinstallation of all corporate partner branding signage.

6. Art Installation

- A donation from the Seattle Local Organizing Committee to the Public Stadium Authority representing the spirit of the games and commemorating Lumen Field's role as one of sixteen host stadiums for World Cup 2026.

We look forward to presenting the details of these projects as our design work is completed. This is an exciting time for local and international soccer fans as we present Seattle on the world stage. We appreciate the hard work and attention to detail of the Preservation Board and Board staff on all of our projects in Pioneer Square's historic district. Together we will facilitate a series of events like no other in our region's history. From world class soccer competition to expansive economic opportunities, Club World Cup and World Cup 26 will create memories not soon to be forgotten. With the Board's partnership, FGI and Lumen Field will be ready.