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NOTICE OF SPECIAL MEETING

To the Members of the Governing Body of the
Unified Government of Wyandotte County/Kansas City, Kansas:

You are hereby notified that a Special Meeting of the Unified Government of Wyandotte County/Kansas City, Kansas, is scheduled to be conducted in a hybrid format on Thursday, July 31, 2025, at 5:00 PM, for a presentation from the World Cup Readiness Task Force in the Commission Chambers, Lobby Level of the Municipal Office Building, 701 N. 7th Street, Kansas City, Kansas. **A copy of the presentation is attached to this notice.**

The public will be able to observe or listen to the special session live on YouTube or UGTV, or through ZOOM; information is below. The public may also view the special session from the Commission Chambers of the Municipal Office Building, 701 N. 7th Street, Kansas City, Kansas.

Please click the link below to join the webinar:

<https://wycokck.zoom.us/j/83361969371>

Webinar ID: 833 6196 9371

Or One tap mobile:

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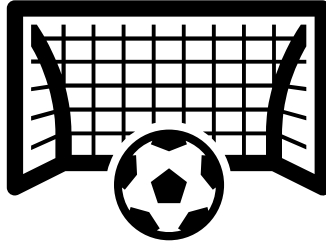
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<https://wycokck.zoom.us/j/kbabx7Gpxs>

Dated this 29th day of July 2025.



MAYOR'S WYANDOTTE COUNTY WORLD CUP READINESS TASK FORCE

Report & Recommendations to Prepare for 2026 FIFA World Cup



APRIL 24, 2025

Task Force created by Tyrone A. Garner, Mayor / CEO
of the Unified Government of Kansas City, KS / Wyandotte County

Co-Chairs

Alan Carr, Visit Kansas City Kansas
David Johnston, Unified Government

Workgroup Leads

Rep. Pam Curtis, Kansas House
Linda Hoskins Sutton, KCKCC
Greg Kindle, WYEDC

Task Force Members

Megan Gilliland, City of Bonner Springs
Sen. David Haley, Kansas Senate
Renee Hadley, KCK Chamber
Dr. Fabiola Riobé, KCKCC
Chief Dennis Rubin, KCK Fire Department

Francisco Litardo, KCK Public Schools
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Ruben Rodriguez, Retired Soccer Coach
Raul Villegas, Soccer Nation KC
Josh Blackford, Sporting KC
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April 24, 2025

To: Mayor Tyrone Garner & Unified Government Commissioners

From: Mayor's Wyandotte County World Cup Readiness Task Force

Subject: Report on Wyandotte County Recommendations for the 2026 FIFA World Cup

Please accept the enclosed report from the Mayor's Wyandotte County World Cup Readiness Task Force. Over the past year, our task force has diligently assessed the opportunities and challenges for Wyandotte County as the Kansas City region prepares to host matches for the 2026 FIFA World Cup.

Our process involved significant community engagement: we held two public comment sessions, reviewed over 50 written submissions and incorporated feedback gathered through our work groups. In total, nearly 100 individuals who live and work in Wyandotte County contributed their insights and ideas to this effort.

This report outlines our recommendations for how Wyandotte County can best prepare for the event, effectively promote local businesses and attractions, and ensure a positive experience for all visitors. It serves as a strategic roadmap rather than a detailed work plan, acknowledging that many specifics from FIFA and KC 2026 are still forthcoming.

Successfully implementing these recommendations will require dedicated champions. We are encouraged by the enthusiasm shown by numerous Wyandotte County civic groups, organizations, institutions, businesses, and neighborhood groups ready to take on this challenge.

We are confident that through continued collaboration and effort, Wyandotte County will be exceptionally prepared to contribute to a successful and memorable 2026 FIFA World Cup. We appreciate your support and look forward to your guidance as we proceed with these preparations.

Sincerely,

The Mayor's Wyandotte County World Cup Readiness Task Force

Executive Summary: Mayor's WYCO World Cup Readiness Task Force Report

Introduction & Objective Mayor Garner established the Mayor's Wyandotte County World Cup Readiness Task Force to strategically prepare the county for the opportunities and challenges presented by the 2026 FIFA World Cup™. Co-hosted by the U.S., Canada, and Mexico, this expanded 48-team tournament (June 11 - July 19, 2026) will see Kansas City host six matches, including a quarterfinal, at Kansas City Stadium (Arrowhead). The Task Force focused on three priorities: ensuring County readiness, promoting local businesses & events, and providing a positive visitor experience.

The Opportunity for Wyandotte County Kansas City's role as a Host City presents a significant opportunity for the entire metropolitan region, including Wyandotte County. Key potential impacts and assets within the county include:

- **Team Base Camp:** High likelihood of a national team selecting the Compass Minerals National Performance Center, bringing the team, staff, media and dedicated fans (potentially arriving late May 2026).
- **Training Site:** Anticipated use of Children's Mercy Park for team practices one day prior to each match Kansas City hosts.
- **Park & Ride:** Possible designation as a Park & Ride location for visitors heading to matches at Arrowhead or FIFA Fan Festival.
- **Economic Impact:** Regionally, KC 2026 projects 650,000 visitors (30-50% international) and a \$650 million direct economic impact. Wyandotte County businesses, particularly in lodging, food/beverage, retail and transportation, stand to benefit significantly, though preparedness is key.

Anticipated Impacts & Considerations

- **Lodging:** Expect full hotel occupancy on peak days and higher hotel rates. A surge in Short-Term Rentals (STRs) is likely, requiring homeowner education on licensing and potential policy adjustments to manage inventory and protect tenants, guided by FIFA's Human Rights Policy framework.
- **Business Operations:** Businesses need to plan for increased demand, potential staffing needs (including language skills), operational adjustments (traffic, supply chain), safety protocols, and leveraging marketing opportunities.
- **Infrastructure & Services:** Increased demand on transportation, security, waste management, and communication networks (mobile/internet) is expected.
- **Community:** Need for resident communication regarding impacts (traffic, parking), engagement in beautification/cleanups, and fostering a welcoming atmosphere.

Task Force Approach & Key Recommendations The Task Force, structured into four workgroups (Marketing & Promotion, On-Site Experience, Neighborhoods & Residents, Business & Workforce), developed comprehensive recommendations to maximize benefits for Wyandotte County. Key themes include:

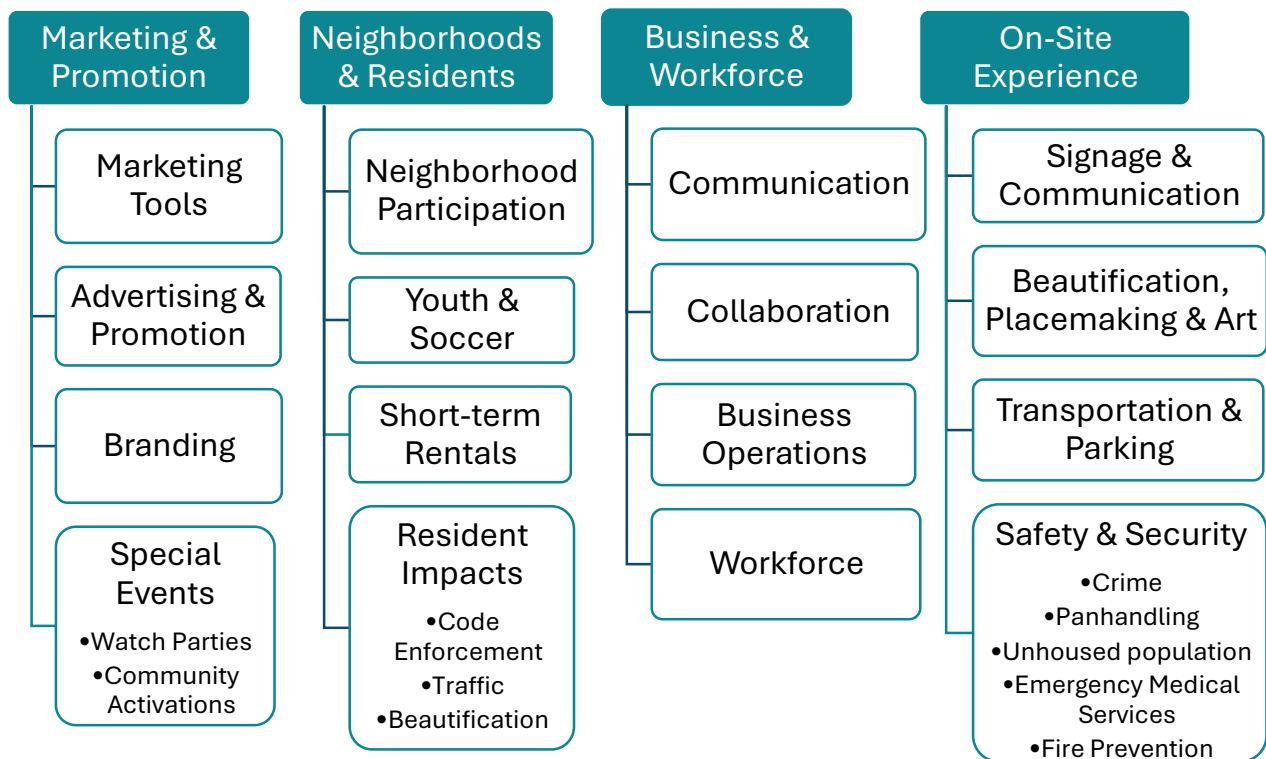
- **Marketing & Branding:** Develop a dedicated World Cup web presence, targeted advertising, PR, highlight KCK's global ties and unique culture (differentiate the two Kansas Cities), and create a distinct community brand/logo. (*BIG IDEA: In-country promotion for the Base Camp team*).
- **Events & Experiences:** Support official FIFA/KC 2026 events, facilitate community watch parties (*BIG IDEA: Memorial Hall as a watch party site*), create pop-up activations and curated tours, and potentially develop an "International Village" or community mural.
- **Neighborhoods & Residents:** Implement a communication plan and resource kit, incentivize cleanups, educate on STRs and consider policy adjustments, manage traffic/parking impacts, enhance code enforcement and beautification efforts, and promote youth soccer/sportsmanship. *BIG IDEA: Grants for neighborhood events.*
- **Business & Workforce:** Establish strong communication channels with businesses, facilitate collaboration with business support organizations, promote local procurement, provide guidance on operations/staffing/safety, address workforce needs (*BIG IDEA: Pilot program connecting students with businesses to help with marketing and online presence*).
- **On-Site Readiness:** Implement wayfinding signage (street banners, potentially large-scale/vacant building graphics), improve multi-language communications (translation tools, cultural training), enhance placemaking (gateways, art, ambassadors, *BIG IDEA: Flag Park*), coordinate beautification (flowers, trash removal, painting), ensure transportation coordination (with KC 2026, identify park-and-ride, improve local routes), and coordinate safety/security regionally and locally.

Conclusion The 2026 FIFA World Cup™ offers a generational opportunity for Wyandotte County. Through proactive planning, collaboration between the Unified Government, businesses, community organizations, and residents, and implementation of the Task Force's recommendations, Wyandotte County can effectively manage the impacts, showcase its unique character, and realize significant economic and community benefits from this global event. Continued effort and collaboration are essential for success.

Opportunity

Key Areas of Focus Mayor Garner created the Mayor’s Wyandotte County World Cup Readiness Task Force to ensure that Wyandotte County is ready to welcome visitors and maximize the opportunity of the 2026 FIFA World Cup. The task force focused on three priorities:

- Ensure Wyandotte County is ready
- Promote Wyandotte County businesses & events to visitors
- Welcome visitors and make sure they have a good experience



Overview: FIFA World Cup 26™ and Kansas City

The FIFA World Cup 26™ marks a significant moment in international sports, representing an expansion and a unique hosting model for the world's most watched sporting event. Co-hosted across **Canada, Mexico, and the United States**, the tournament is scheduled to take place from **June 11 to July 19, 2026**. A major change for this edition is the expansion to **48 participating national teams**, up from the 32-team format used since 1998.

This larger field necessitates a new tournament structure. Teams will be divided into **12 groups of four**. Following the group stage, the top two teams from each group, along with the eight best-performing third-place teams, will advance into a newly created **Round of 32 knockout stage**. This format increases the total number of matches from 64 to 104.

The qualification process spans several years across FIFA's confederations, concluding with playoffs in early 2026. The **Final Draw**, which determines the specific group matchups and clarifies the pathway for each team, is expected to be held in December 2025.

Kansas City was selected as one of the 16 Host Cities across North America. While the matches will be played at **Kansas City Stadium (GEHA Field at Arrowhead Stadium in Kansas City, Missouri)**, the designation and associated activities encompass the entire metropolitan region, including Kansas City, Kansas. Kansas City will host **six matches** in total, providing significant opportunities for fan engagement and economic activity:

- **Group Stage Matches:** June 16, June 20, June 25, and June 27, 2026
- **Round of 32 Match:** July 3, 2026
- **Quarterfinal Match:** July 11, 2026

Beyond the matches themselves, the Kansas City area is also positioned to potentially host national teams for their entire tournament stay through **Team Base Camps**. These camps serve as a headquarters, providing accommodation and training facilities. FIFA has listed several potential sites in the region in its official Team Base Camp brochure:

- **Compass Minerals National Performance Center** (Kansas City, Kansas).
- **KC Current Training Facility** (Riverside, Missouri).
- **Rock Chalk Park** (University of Kansas in Lawrence, Kansas).

The final decision on which Base Camps will be used rests with the qualified teams after the Final Draw, with official confirmations expected closer to the tournament start date in 2026. Hosting World Cup matches, including a coveted quarterfinal, and potentially serving as a base camp, positions the entire Kansas City area for a unique global spotlight.

Anticipated Impact in Wyandotte County

Training Site at Children's Mercy Park

It is anticipated that teams playing in Kansas City will use Children's Mercy Park for practice sessions one day prior to each match. These practices would likely be closed to the public, but open to the media. It's not currently known if there would be public events.

Base Camp at Compass Minerals National Performance Center

Based on the quality of the facility, it is anticipated a team will choose the facility as their base camp to train before the tournament. Currently the hotel FIFA has chosen to house that team is the Sheraton Overland Park.

The facility would be available for the team at least two weeks before the tournament begins, which would put team arrival around the week of May 25, 2026.

If a country chooses Compass Minerals, it is anticipated fans of that country would make Kansas City their home base during the tournament. Fans would seek to stay as close to the venue as possible, so hotels in the Legends area would be highly sought after by that country's fans.

Park & Ride locations

KC 2026 has indicated they plan to use park and ride locations as pick up and drop off points for fans heading to Arrowhead for matches or the FIFA Fan Festival at the National World War I Museum. It is anticipated they will place a site in the western part of the metro off I-70 and/or I-435, probably in Wyandotte County. A specific site has not been identified.

Lodging & Housing Impacts

KC 2026 estimates that hotel room inventory required during the peak days during the tournament will extend as far as 150 miles around the KC metro area. This demand will likely raise hotel rates above typical levels.

Hotels in the metro have started to contract their rooms during the tournament for FIFA/KC 2026 needs for teams, media, sponsors, dignitaries, etc. To date, no hotels in Wyandotte County have contracted their rooms for these purposes, though they could in the future. Regardless, Wyandotte County hotels are expected to be fully occupied during peak dates of the tournament from demand of fans and the public.

This lodging demand across the region will likely push visitors to seek alternative lodging options including short-term rentals, home sharing and camping options. This will likely inspire some homeowners to consider listing rooms in their homes or the entire home as a short-term rental. These property owners are likely not aware of the existing short-term rental ordinance and licensing requirements in Kansas City, Kansas.

In addition, there are reports in some cities that have hosted past major events of a rise in evictions as some landlords convert their properties into short-term rentals during the event. Landlords, motivated by the prospect of significantly higher revenues from event-related tourism, convert long-term rental units into short-term rentals. This practice removes vital housing stock from the local market, driving up rents and contributing to the eviction or pricing out of long-term tenants, particularly those in lower-income brackets.

A potential mitigating factor is FIFA's Human Rights Policy, implemented for the first time in a World Cup bidding process for 2026. This required the United Bid (Canada, Mexico, US) and subsequently all 16 selected host cities to develop human rights strategies based on stakeholder engagement and risk assessments. These strategies are expected to address salient risks, including those related to housing, displacement, labor rights, non-discrimination and the welfare of unsheltered populations. KC 2026 is responsible for creating this report for Kansas City.

Business Impacts

The 2026 World Cup presents a significant, "once-in-a-generation" economic opportunity. KC 2026 projects a massive influx of 650,000 visitors in the region over the five-week period for the event. A substantial portion of these visitors (possibly between 30-50%) are expected to be international travelers, many of whom may stay for extended periods of 8-10 days on average. This will result in a projected direct economic impact of approximately \$650 million for the Kansas City region.

This surge in tourism and activity offers substantial potential revenue and exposure for local businesses but also necessitates careful planning. The influx of hundreds of thousands of visitors will create high demand across several sectors. Small businesses stand to benefit significantly but also face the challenge of scaling up operations. The industries expected to see the greatest impact include lodging, food & beverage, retail, entertainment & attractions and transportation. In addition, service providers like translation, security, event staffing, cleaning and equipment rental could see increased demand. As well as vendors and suppliers of the primary impacted businesses. Procurement opportunities also exist with KC 2026 for goods and services needed to host the event.

KC 2026 is working on some modeling to help businesses understand the greatest impact areas and dates. They are also working with state and local organizations serving small businesses to help provide resources to help businesses prepare.

The actual impact on individual businesses in Wyandotte County will vary based on several factors:

- **Location:** Businesses located near key areas (Arrowhead Stadium, downtown Fan Fest zones, hotels, transportation hubs) will likely experience a greater direct impact.
- **Business Type:** As noted above, hospitality, retail, and transportation are poised for the most significant effects.
- **Preparedness:** Businesses that proactively plan, adapt, and engage with event opportunities will likely see greater benefits than those who wait.
- **Marketing & Visibility:** How effectively businesses reach incoming visitors (both domestic and international) will be crucial.
- **Infrastructure & Logistics:** The region's ability to manage transportation (getting fans to/from the airport, hotels, and stadium), lodging capacity, and security will influence the overall visitor experience and spending.
- **Collaboration:** The level of coordination between businesses, local chambers of commerce, and official organizers (KC 2026) will impact the collective success.

Watch Parties

Venues, bars & restaurants throughout Wyandotte County may host watch parties during the tournament. Businesses need to be educated about licensing requirements from FIFA to broadcast World Cup matches, as well as the possibility of drawing large crowds.

One event that is likely to draw large crowds is the Croatia watch parties at St. John's Catholic Club in Strawberry Hill. St. John's is the heart of the local Croatian community. It's famed for hosting passionate watch parties for Croatia's national soccer team during major tournaments. Past events have drawn hundreds, even for matches during overnight hours, solidifying its reputation as the premier local destination for Croatian supporters to experience the games together. Generations gather, clad in iconic checkered jerseys, creating an electric atmosphere fueled by traditional food, beer, and chants of "Hrvatska!"

St. John's is planning for larger, more fervent crowds during the 2026 World Cup. These events would become substantially larger should Croatia play matches in Kansas City or choose the region for its Base Camp.

Recommendations

The Task Force reviewed hundreds of ideas, and while many were impactful, we tried to limit our suggestions to those that are most achievable given limited staff and budget. In most cases, we have not identified the party responsible or required budget for each of these recommendations as this level of analysis was not possible at this time. This would need to be flushed out with any initiatives with which the community wished to move forward.

We have organized our recommendations as follows:

Recommendations: These are ideas we believe would be most impactful and most achievable.

Ideas to Consider: These are ideas worth exploring if a business or organization can be found to champion and fund them.

Big Ideas: These are ideas that will likely take more time, funding and effort, but can have a big impact. We have included Big Ideas as either Recommendations or Ideas to Consider.

These recommendations represent the best available information over the last year. As plans are solidified from FIFA and KC 2026, these suggestions may need to be reconsidered or amended.

Marketing

MARKETING TOOLS: Develop and utilize various marketing tools to promote Wyandotte County as a prime destination to stay and visit during the 2026 FIFA World Cup.
Parties Involved: Visit KCK, UG Communications, etc.

RECOMMENDATIONS

- **Online Presence**
 - ▶ **Website:** Develop a dedicated website to showcase Wyandotte County to visitors. Recommend it be hosted within the Visit KCK website
 - ▶ **Domains:** Secure relevant domains to ensure a cohesive online presence.
 - ▶ **Search:** Optimize search engine presence to attract more visitors.
- **Social media:** Leverage social media platforms and hashtags to engage with a broader audience.
- **Collateral Materials:** Develop maps, brochures & one-sheet that highlight activities in Wyandotte County
- **Events Calendar:** Create & publicize an events calendar for events taking place in Wyandotte County during the World Cup

IDEAS TO CONSIDER

- **App:** Launch a mobile app to enhance visitor experience.
- **BIG IDEA: Social Media Help Center:** Consider recruiting WYCO social media experts & influencers to interact with and answer questions from visitors via social media on key days during the World Cup
- **QR Codes:** Implement QR codes for easy access to information.

PROMOTION: Develop and utilize various tactics and channels to promote Wyandotte County as a prime destination for the 2026 FIFA World Cup.

RECOMMENDATIONS

- **Highlight KCK Global Ties:** Develop a strategy to promote history, culture, businesses and events with ties to countries competing in the tournament.
- **Advertising Campaigns:** Develop an advertising campaign targeted at visitors to Kansas City for the World Cup to get them to spend time in Wyandotte County.
- **Public Relations/Media:** Engage with media outlets to promote WYCO offerings.

- **Asset Promotion:** Promote key assets and events to attract visitors and enhance their experience.
 - ▶ **Neighborhoods/Culture:** Highlight the unique culture and neighborhoods of Wyandotte County.
 - ▶ **Places to Stay:** Promote local hotels, short-term rentals, camping sites and accommodations
 - ▶ **Special Events:** Promote events leading up to and during the World Cup.
 - ▶ **Watch Parties:** Host watch parties to engage the community and visitors.
 - ▶ **Guided/Curated Tours & Experiences:** Offer guided tours and curated experiences to showcase the county.
 - ▶ **Pop-Up Experiences:** Create temporary pop-up experiences to surprise and delight visitors.

IDEAS TO CONSIDER

- **BIG IDEA In-Country Promotion:** Host a media blitz in the country that selects Compass Minerals National Performance Center as their base camp to generate awareness and excitement to come to KCK.

BRANDING: Develop a compelling branding and storytelling strategy to highlight Wyandotte County’s unique attributes.

RECOMMENDATIONS

- **BIG IDEA Community Brand & Logo:** Design a distinctive brand & logo by Third Quarter 2025 that showcases the county to World Cup visitors for use in local signage, marketing & events
- **Storytelling:** Highlight key attributes about Wyandotte County that help define and differentiate WYCO to visitors:
 - ▶ **Cultural Promotion:** Showcase the county’s rich cultural heritage.
 - ▶ **Melting Pot:** Emphasize the diverse and inclusive nature of the community.
 - ▶ **Authentic Experiences:** Promote genuine local experiences.
 - ▶ **Unique Neighborhoods & Festivals:** Promote neighborhoods, local festivals and cultural events.
 - ▶ **Large Attractions:** Highlight major attractions in the area.
 - ▶ **“Kansas City on the Kansas side”:** Differentiate Wyandotte County from Kansas City, MO.
 - ▶ **Experience the World in Our City:** Emphasize the global ties to countries competing in the World Cup.

Special Events

OFFICIAL FIFA EVENTS: Support official FIFA/KC 2026 events taking place in Wyandotte County, like public events that might occur at Team Training site at Children's Mercy Park or any public events at Team Base Camps at Compass Minerals National Performance Center.

WATCH PARTIES: Help publicize and support World Cup watch parties in Wyandotte County while helping organizers understand licensing requirements and restrictions

RECOMMENDATIONS

- **Watch Party List:** Gather information on watch parties taking place in Wyandotte County and include in events calendar for WYCO World Cup website.
- **Licensing Requirements:** Provide information to local businesses about licensing requirements and restrictions to show World Cup matches.
- **BIG IDEA Memorial Hall Watch Party:** Utilize Memorial Hall as a primary public site for watch parties in Wyandotte County with possible street closure on 7th Street for a festival including food trucks and vendors.
- **St. John's Catholic Club Croatia Watch Parties:** Help publicize and support the watch parties at St. John's for Croatia matches. These events are likely to draw large crowds, especially if Croatia plays matches in Kansas City.

COMMUNITY ACTIVATIONS: Implement innovative activation ideas to engage visitors and residents.

RECOMMENDATIONS

- **Key Dates:** Create events/experiences around key dates during the tournament:
 - ▶ Juneteenth (June 19) followed by match in KC on June 20
 - ▶ June 25, USA Match + a match in KC
 - ▶ Independence Day (July 4) with a match in KC on July 3. Note 2026 is the 250th Birthday of the United States.

- **Pop-Up Experiences:** Organize and help promote pop-up experiences to create memorable moments. These could include events like:
 - ▶ **Mini Festivals:** Create smaller gatherings around the county at locations such as futsal courts, parks, businesses, park-and-ride or transit sites. Engage community organizations such as the Latino Arts Foundation.
 - ▶ **Activate Minnesota Ave** with activities and events
 - ▶ **La Placita** or other special events along Central Avenue
 - ▶ **Downtown Bonner Springs** festivals or events
 - ▶ **Legends Outlets** special events or activations

- **Guided/Curated Tours & Experiences:** Offer specialized tours and experiences of neighborhoods and historical sites
 - ▶ **BIG IDEA** Consider having **living history re-enactor among the Quindaro Ruins** to tell the stories of Quindaro, Northeast Heritage Trail, KCK Legacy Trail or at other historical locations throughout Wyandotte County
 - ▶ Host **guided food tours** such as KCK Taco Trail tours, BBQ trail tours, etc.
 - ▶ **Neighborhood tours** offered by companies like Urban Hikes or other organizations
 - ▶ **Special museum tours** showcasing KCK history at sites like Strawberry Hill Museum, National Ag Hall of Fame, Grinter Place, etc.

IDEAS TO CONSIDER

- **BIG IDEA** **Create a community-painted mural** on a high-visibility wall that visitors can help paint during the World Cup.

- **BIG IDEA** **Open Street Events:** Organize open street events along State Avenue or other streets to promote beautification, engage local businesses, and connect areas. During the events, the street would be closed to vehicle traffic to encourage walking and biking.

- **BIG IDEA** **Create an International Village:** Develop an international village to celebrate global cultures in Wyandotte County.

Neighborhoods & Residents

NEIGHBORHOOD ENGAGEMENT: Keep residents informed of impact of events and work to foster community pride to showcase neighborhoods to visitors.

RECOMMENDATIONS

- **Neighborhood Communications Plan & Resource Kit:** Develop a plan and resource kit to communicate with neighborhoods and residents about the World Cup. Detail opportunities, restrictions, and suggestions for neighborhood events and participation. *Possible Parties Involved: UG Communications, Livable Neighborhoods, NBRs, Neighborhood Associations*
- **Community Cleanup Initiatives:** Organize and incentivize community efforts to enhance the appearance of Wyandotte County for World Cup and beyond by encouraging neighborhoods to host trash pickups, mowing and neighborhood beautification. *Possible Parties Involved: UG Building & Logistics, UG Waste Management, Livable Neighborhoods, NBRs and neighborhood associations*
- **BIG IDEA Grants for Special Events:** Allocate grants that neighborhoods or tourism sites can apply for to host events during the World Cup. Recommended grant fund budget of \$25,000-\$50,000.

IDEAS TO CONSIDER

- **Neighborhood Contests:** Develop incentives and contests to encourage community participation in cleanup efforts. Establishing a program offering prizes and contests to motivate neighborhoods to engage in clean-up activities.
- **Adopt a Team:** Explore opportunities for groups or neighborhoods to adopt a team from the tournament.
- **Sister City Engagement:** Look for opportunities to engage existing Sister Cities of countries playing/training in the Kansas City area or playing in the tournament.
- **Neighborhood Events/Open Street Events:** Organize open street events along State Avenue or other streets to promote beautification, engage local businesses, and connect areas. During the events, the street would be closed to vehicle traffic to encourage walking and biking.

YOUTH & SOCCER: Provide opportunities for youth and the community to get involved with soccer in Wyandotte County.

RECOMMENDATIONS

- **BIG IDEA: Sportsmanship Campaign:** Develop a campaign that emphasizes sportsmanship among Wyandotte County youth to boost anti-bullying and anti-racism efforts.
 - ▶ Pursue ties with FIFA’s “Fair Play” initiative
 - ▶ Work to engage local school districts
- **WYCO Soccer Asset Promotion:** Draw attention to existing soccer assets in Wyandotte County for potential events and/or media coverage
 - ▶ Blind Soccer Pitch at Kansas State School for the Blind
 - ▶ USD 500: Banneker Elementary mini pitch
 - ▶ KCKCC soccer team and programs
 - ▶ Local soccer clubs

IDEAS TO CONSIDER

- **Mentorship Programs**
 - ▶ Implement a mentorship program pairing students with soccer professionals to foster development and interest in the sport.
 - ▶ Establish a mentorship program for local coaches to enhance their skills and knowledge.
- **Soccer Clinics or tournaments:** Ask local Soccer Clubs to host clinics in WYCO or tournaments such as a Mini World Cup for youth to participate and represent a country.
- **Youth Engagement:** Engage organizations that work with youth such as daycares, Police Athletic League and local school districts and encourage them to have soccer-related programming during this period
- **BIG IDEA: Pop-Up Soccer Pitch in Neighborhoods:** Create a traveling soccer pitch that can be set up in neighborhoods leading up to and during the World Cup. This pitch could host local matches, clinics, and player appearances.

SHORT-TERM RENTALS & HOUSING: The demand for hotel rooms and accommodations will likely exceed supply, which may motivate residents to offer their properties as short-term rentals.

RECOMMENDATIONS

- **Education & Outreach:** Educate homeowners on Short-term rental (STR) policies and opportunities.
 - ▶ Inform existing and potential applicants of STR requirements through multimedia outreach.
 - ▶ Better harness the advantages of the administrative review process by encouraging residents to rent out an extra room in their home
- **BIG IDEA: Host special application events:** Host events for homeowners to overview policies and application process to become a short-term rental.
- **Tenant Protections:** Protect existing tenants from constructive evictions that would convert housing to STR during World Cup. Consider pausing evictions, adding restrictions on first-time STR applicants and/or placing a moratorium on new non-owner-occupied STR units

IDEAS TO CONSIDER

- **Consider allowing more Short-Term Rentals during World Cup:** Explore lifting current density restrictions, specifically 1 SUP-per-block maximum and/or create a temporary STR status for units only operating during and catering to the World Cup.

RESIDENT IMPACTS: Keep residents and neighborhoods informed about potential impacts during the World Cup due to events and traffic. And encourage residential and neighborhood beautification.

RECOMMENDATIONS

- **Traffic & Parking:** Develop neighborhood parking plans for areas that could be impacted by World Cup events and inform residents on anticipated parking and traffic impacts.
- **Code Enforcement:** Work with residents and neighborhoods to correct code violations. Prioritize residential and commercial properties along key routes and in anticipated high visitation areas.
- **Beautification:** Encourage residents and neighborhoods to beautify their properties and neighborhoods for the World Cup. Ideas include:
 - ▶ Use existing planters in medians, sidewalks, parks & public areas to plant flowers & plants. Encourage neighborhood associations, churches and local associations to participate.
 - ▶ Encourage painting and repairs of properties along key routes. Identify grants and funding to assist with repairs.
 - ▶ Ensure timely trash removal and discourage public dumping and littering.
- **Neighborhood Resource Center:** Use the Unified Government's Neighborhood Resource Center and Livable Neighborhoods task force as a conduit to get information to neighborhood groups.

Business & Workforce

COMMUNICATION & COLLABORATION: Work with Wyandotte County businesses to be prepared for the 2026 World Cup. *Parties Involved: WYEDC, KCK Chamber, Unified Government, small business assistance organizations*

RECOMMENDATIONS

- **Communications Plan:** Develop a communication plan to inform WYCO businesses about the World Cup.
 - ▶ Develop a list of hospitality-related businesses and survey via Survey Monkey about their interest in engaging in the World Cup and their needs.
 - ▶ Identify specific topics of interest followed by online/in-person webinars to be saved in a common online portal, social media, and other channels.
 - ▶ Cross-market consistent information sharing including community and utility newsletters.
- **BIG IDEA** Establish a **recurring small business roundtable** to engage businesses and share information.
- **Collaboration:** Establish partnerships with local organizations to facilitate business engagement.
 - ▶ Black Mastermind Group
 - ▶ Downtown Shareholders
 - ▶ Express Employment
 - ▶ Hispanic Chamber
 - ▶ KCK Police Department Camera Registry program
 - ▶ Kansas Small Business Development Center
 - ▶ Kansas Commerce
 - ▶ KCK Chamber
 - ▶ K-State 101
 - ▶ Network Kansas
 - ▶ The Toolbox
 - ▶ UG Transit
 - ▶ U.S. Small Business Administration
 - ▶ Alliance Workforce
 - ▶ Workforce Partnership
 - ▶ Wyandotte Economic Development Council
- **Support WYCO business engagement through policy enhancement**
 - ▶ Procurement: Encourage government and public institutions to purchase products for the World Cup through local WYCO businesses.

BUSINESS OPERATIONS: Plan for operational considerations specific to the World Cup.

RECOMMENDATIONS

- **Staffing needs**
 - ▶ Consider peak staffing times and specific roles needed.
 - ▶ Implement training programs that incorporate cultural sensitivity and overcome potential language barriers including translation devices or hiring bilingual staff.
 - ▶ Develop a streamlined onboarding process with clear documentation.
- **Plan strategies for operational disruptions**
 - ▶ Use traffic management apps like Waze, google maps, and HERE WeGo, to stay updated on road closures and best routes.
 - ▶ Partner with nearby facilities for additional parking.
 - ▶ Communicate adjusted hour changes clearly to customers.
 - ▶ Have a plan for power outages or network failures. Monitor and respond to real-time events that could affect your operations.
- **Inform companies of Wage and Hour Considerations**
 - ▶ Regularly review laws to ensure compliance.
 - ▶ Businesses may need to adjust pay rates during the World Cup. Budget for potential overtime costs and understand specific regulations applicable to temporary or seasonal workers.
- **Safety precautions for your business**
 - ▶ Increase security personnel and surveillance. Train staff in managing large crowds.
 - ▶ Establish a direct line of communication with KCKPD. Register your cameras with KCKPD for added security measures.
- **Prepare for international and out-of-town customers.**
 - ▶ Ensure business payment systems are internationally compatible.
 - ▶ Provide information and assistance about local attractions.
 - ▶ Businesses offer special deals during the World Cup. Use surveys and suggestion boxes on how their process is going. Monitor these in real time.
- **Marketing and Promotion**
 - ▶ Plan campaigns that align with the local themes. Create unique promotions in collaboration with other businesses.
 - ▶ Identify the best platforms for your audience. Tailor your messaging to appeal internationally. Track metrics and adjust strategies.

- **Address supply chain demands and plan for peak periods well in advance of the World Cup.**
 - ▶ Work closely with suppliers, confirming they can meet increased demand. Stock up on high-demand items. Prepare for potential delays.
 - ▶ Prepare for critical shortages and be aware of time delays related to tariffs and regulations.
 - ▶ WYEDC will identify local partners that may have available capacity
 - ▶ Businesses communicate with WYEDC for additional logistical support.
- **Developing post-event success for WYCO businesses**
 - ▶ Develop loyalty programs and continue marketing efforts to maintain long-term customers.
 - ▶ Use surveys to gather insights and review performance metrics. Identify areas for improvement and refine strategies.
 - ▶ Strengthen relationships with local businesses and suppliers participating in the event.
 - ▶ Use this opportunity to manage future large events in the county. Keeping your brand visible.

WORKFORCE: Develop workforce solutions to support businesses for the event.

RECOMMENDATIONS

- **Temporary Workforce:** Assess the need for temporary workforce through agencies like Express Employment and Alliance Workforce. Workforce Partnership can assist with long-term employment needs.
- **Employment Partners:** Partner with local organizations working to connect people to employment such as Catholic Charities, Made Men, Workforce Partnership and Connections to Success.
- **Job Opportunities:** Focus on underemployed and unemployed populations to incorporate them into the hiring process.
- **School Engagement:** Work with schools to connect students to work opportunities.
- **BIG IDEA: Pilot Program:** Engage educational partners in a pilot program to connect students in specific academies or programs to small businesses in need of marketing support leading up to the World Cup to create a real-world learning opportunity.

On-Site Experience

SIGNAGE & COMMUNICATION: Implement wayfinding signage and event signage, prioritize those that will have a lasting benefit beyond the World Cup. Work to bridge language barriers and provide multi-language communications and translations. Ensure phone service and internet connections can handle increased demand in key areas.

RECOMMENDATIONS

- **BIG IDEA Wayfinding Signage:** Consider a comprehensive community / neighborhood signage program to install clear and accessible signage throughout the county to guide visitors to key neighborhoods and tourism sites. Due to time constraints, this may need to be temporary for World Cup that could lead to more long-term signage.
- **Street Pole Banners:** Utilize street pole banners to welcome visitors to Wyandotte County
 - ▶ Inventory street poles with existing hardware to hang banners
 - ▶ Develop a plan to utilize street pole banners along streets in key locations
- **Language Translation:** Provide language translation tools for transit workers and frontline hospitality
- **Multi-Language Signage:** Offer signage in multiple languages and encourage restaurants, hotels and attractions to do the same. Incorporate QR codes.
- **Multi-Language Restaurant Menus:** Work with restaurants to translate menus into languages of Team countries
- **Cultural Training:** Provide a comprehensive tool kit detailing Team countries, languages & cultural considerations
- **Mobile Coverage:** Identify locations with weak mobile signals and work with carriers to supplement
- **Broadband and Internet connectivity:** Consider creating hotspots or public Wi-Fi and access in public spaces

IDEAS TO CONSIDER

- **BIG IDEA Large-scale signage:** Consider large-scale signage that would cover an entire wall or facade of a building in one or more locations such as Memorial Hall. Estimated cost: \$1,800-\$3,600 per graphic + \$75 per hour installation.
- **BIG IDEA Vacant Buildings:** Cover windows on vacant buildings in key areas with graphics to promote Wyandotte County. Estimated cost: \$1,500-\$2,400 per graphic + \$75 per hour installation.
- **BIG IDEA: Real-time language translation:** Explore options that could be widely deployed for businesses, public service, emergency services, hospitals, transit, etc.

PLACEMAKING & ART: Encourage and support projects and efforts that will make KCK welcoming and inviting to visitors from around the world.

RECOMMENDATIONS

- **Gateways:** Create welcoming gateways at key entry points. Identify and focus beautification and signature projects at KCK “Gateways”
- **Placemaking:** Create placemaking “mini festival” opportunities with local organizations such as Latino Arts Foundation in public spaces such as schools, transit stops, park-and-ride locations
- **KCK Ambassadors:** Recruit volunteers to assist visitors with finding their way to WYCO sites. Provide T-shirts or identifiable clothing. Look at opportunities to tie into KC 2026 regional plans.
- **Temporary Visitor Center:** Consider opening a temporary visitor center in western Wyandotte County, near Team Base Camp or Village West.
- **BIG IDEA Flag Park:** Identify a location to place flags from the 48 countries competing in the tournament.

IDEAS TO CONSIDER

- **KCK Ethnic Flags:** hang the original ethnic flags on the poles between City Hall and the Courthouse

- **Murals:** paint murals at the key entry points into KCK such as Strawberry Hill (James Street area), 7th Street into downtown, etc.
- **BIG IDEA Grain Silo Murals:** Paint murals on grain silos near southwest Blvd & Rainbow and/or 7th Street near I-70
- **BIG IDEA Interactive Murals:** Use virtual reality to bring existing murals in KCK to life via an app or web-based program.

BEAUTIFICATION: Work to beautify Wyandotte County, especially along key routes and visitation areas by freshening up structures, planting flowers or trees and cleaning up litter. *Possible Parties involved: Unified Government, Visit KCK, Latino Arts Foundation, local school districts, Livable Neighborhoods, Community organizations*

RECOMMENDATIONS

- **Plant Flowers:** Identify key areas and use existing planters in medians, sidewalks, parks & public areas to plant flowers & plants. Encourage neighborhood associations, churches and local associations to participate.
- **Trash Removal:** Develop a plan for timely removal of trash.
- **Painting:** Paint public structures in need along major routes
- **Public Restrooms:** Consider need for public restrooms
- **Code Violations:** Review properties along key routes and work to correct code violations and encourage painting and repairs

IDEAS TO CONSIDER

- **BIG IDEA: Neighborhood Trash Cans:** Install permanent trash cans in areas of high-pedestrian traffic in neighborhoods

TRANSPORTATION & PARKING: Ensure the county is easy to navigate and accessible. *Parties Involved: UG Transit, KC 2026, WYEDC, Visit KCK*

RECOMMENDATIONS

- **Regional coordination** through KC 2026 is a top priority
 - ▶ Identify where and when major gatherings will occur in KCK to coordinate park-and-ride and transportation needs.
 - ▶ Create an event check list to help facilitate coordination of transit, public service, security, etc.
 - ▶ Identify park-and-ride locations and any enhanced service needed to help residents and visitors navigate during the World Cup
- **Improve access into KCK**
 - ▶ Improving access to KCK (particularly the eastern portion) – improve alternate east/west and north/south local (non-highway) routes into KCK.
 - ▶ Provide suggested routes and/or transportation options to reach certain areas
 - ▶ Suggested routes/parking around Village West, Legends, Children’s Mercy Park and base camp locations
 - ▶ A clear way to navigate from KCMO & West Bottoms to downtown KCK (with bridges closed).
 - ▶ A way to navigate from south to KCK with 18th Street closed during World Cup.
- **Bus Shelters:** Consider enhancing bus shelters at key locations
 - ▶ Install signage & graphics
 - ▶ Provide port-a-potties
 - ▶ Wi-Fi hot spots at transit centers
 - ▶ Ambassadors to help visitors navigate
- **Recreational Vehicles:** Identify and publicize parking locations for recreational vehicles
- **Neighborhood Parking:** Develop neighborhood parking plans for areas that could be impacted by World Cup events

SAFETY & SECURITY: *Parties Involved: KC 2026, UG Public Safety & Emergency Management, KCKPD, Sheriff's Office, KCKFD, medical providers*

RECOMMENDATIONS

- **Regional Coordination**
 - ▶ Coordinate regionally with law enforcement, emergency services
- **Local Planning & Preparedness**
 - ▶ Create local WYCO calendar to manage expectations, conflicts and resource needs.
 - ▶ Identify and secure additional capacity with public safety and emergency services needed
 - ▶ Ensure fire preparedness and emergency plans are included in local/neighborhood event planning
 - ▶ Educate local residents on scope of visitors and safety measures
- **Create a safe and welcoming environment**
 - ▶ Develop a plan to reduce and discourage panhandling and loitering.
 - ▶ Develop a plan to address stray animals and educate pet owners about ways to minimize loose and lost pets, particularly with fireworks around July 4.

Appendices

Appendix A: Team Qualification Process The 2026 FIFA World Cup will be the first edition to feature an expanded field of 48 teams, up from 32. This allows for more qualification spots across all confederations. The host countries of Canada, Mexico, and the United States automatically qualify for the tournament.

Seven Teams Have Qualified for the FIFA World Cup *(As of April 2025)*

Africa (CAF)	None
Asia (AFC)	Japan, Iran
Europe (UEFA)	None
North & Central America & Caribbean (CONCACAF)	Hosts: Canada, Mexico & United States
Oceania (OFC)	New Zealand
South America (CONMEBOL)	Argentina

Qualification Process by Confederation:

AFC (Asian Football Confederation)	
Slots:	8 direct spots + 1 inter-confederation playoff spot.
Current Stage:	Third Round (18 teams in 3 groups of 6). Group winners and runners-up qualify directly.
Current Leaders:	Group A: Iran (Q) & Uzbekistan, Group B: South Korea & Jordan, Group C: Japan (Q) & Australia.
Next Key Dates:	Matches scheduled for June 5 & 10, 2025. Further rounds conclude in late 2025.

CAF (Confederation of African Football)	
Slots:	9 direct spots + 1 inter-confederation playoff spot.
Current Stage:	Group Stage (9 groups of 6 teams). Group winners qualify directly.
Current Leaders:	Leaders after Matchday 6 include Egypt, DR Congo, South Africa, Cape Verde, Morocco, Côte d'Ivoire, Algeria, Tunisia, Ghana. Standings vary per group.
Next Key Dates:	Matches resume in September 2025 and conclude in October/November 2025. A playoff among the best runners-up follows.

CONCACAF (Confederation of North, Central America and Caribbean Association Football)	
Slots:	3 direct spots (+ 3 hosts) + 2 inter-confederation playoff spots
Current Stage:	Second Round (30 teams in 6 groups of 5). Top two from each group advance.
Current Leaders:	Entering June 2025 window: Group A: Honduras, Group B: Costa Rica, Group C: Curaçao & Haiti, Group D: Nicaragua & Panama, Group E: Guatemala & Jamaica, Group F: Suriname.
Next Key Dates:	Matches scheduled for June 4-10, 2025. The Third (Final) Round runs from September to November 2025.

CONMEBOL (South American Football Confederation)	
Slots:	6 direct spots + 1 inter-confederation playoff spot
Current Stage:	Single league format (10 teams). Currently ongoing (14 of 18 matches played).
Current Leaders:	Argentina (Q). Ecuador, Uruguay, Brazil, Paraguay, Colombia follow closely in the qualifying positions.
Next Key Dates:	Matches scheduled for June 4 & 9, 2025. Qualification concludes in September 2025.

OFC (Oceania Football Confederation)	
Slots:	1 direct spot + 1 inter-confederation playoff spot
Current Stage:	Qualification concluded in March 2025.
Current Leaders:	New Zealand (Q) secured the direct spot. New Caledonia advanced to the inter-confederation playoff.

UEFA (Union of European Football Associations)	
Slots:	16 direct spots
Current Stage:	Group Stage (12 groups of 4 or 5 teams). Group winners qualify directly.
Current Leaders:	Early leaders after 1-2 matches include teams like Poland, Spain, Portugal, France, England, Germany, Denmark, Austria, Italy, Belgium, Croatia, and Switzerland in their respective groups.
Next Key Dates:	Matches scheduled for June 6-10, 2025. Group stage runs until November 2025. Play-offs in March 2026.

Appendix B: Key Dates

2025 FIFA World Cup Qualification & Tournament Announcements

DATE	EVENT	LOCATION
Jun 4 & 9	CONMEBOL qualification matches	South America
Jun 4, 6, 7 & 10	CONCACAF second-round matches	North, Central America & Caribbean
Jun 5 & 10	AFC qualification matches	Asia
Jun 6-10	UEFA qualification matches	Europe
Sep 1 & 8	CAF qualification matches	Africa
Sep 4-9	UEFA qualification matches	Europe
Sep 9 & 14	CONMEBOL qualification matches	South America
Sep TBD	CONCACAF final-round matches	North, Central America & Caribbean
Oct 6 & 13	CAF qualification matches	Africa
Oct 6-Nov 18	AFC playoffs	Asia
Oct 9-14	UEFA qualification matches	Europe
Oct TBD	CONCACAF final-round matches	North, Central America & Caribbean
Nov 10-18	CAF playoff tournament	Africa
Nov 14-18	UEFA qualification matches	Europe
Nov TBD	CONCACAF final-round matches	North, Central America & Caribbean
Dec 2025	World Cup Draw (projected)	TBD
Jan 2026	Base Camps Announced (projected)	TBD
Mar 2026	Inter-Confederation Playoff	TBD

Inter-Confederation Playoff:

- **Date:** March 2026
- **Format:** Six teams (1 each from AFC, CAF, CONMEBOL, OFC, and 2 from CONCACAF) will compete for the final two World Cup spots.

Note: Information is based on data available up to April 2025. Schedules and standings are subject to change.

2026 FIFA World Cup Schedule & Important Dates

2026 DATES		EVENT	LOCATION
MON	May 25	MEMORIAL DAY	
WK	May 25	Base Camp Team Arrives (projected)	Compass Minerals
WK	Jun 11	FIFA Fan Festival Opens (projected)	National World War I South Lawn
THU	Jun 11	Group A-Team Mexico (match 1)	Estadio Azteca Mexico City
FRI	Jun 12	Group B-Team Canada (match 2)	Toronto Stadium
FRI	Jun 12	Group D-Team USA (match 3)	Los Angeles Stadium
TUE	Jun 16	Group J (match 19)	Kansas City Stadium
THU	Jun 18	Group A-Team Mexico (match 28)	Estadio Guadalajara
FRI	Jun 19	JUNETEENTH	
FRI	Jun 19	Group D-Team USA (match 31)	Seattle Stadium
SAT	Jun 20	Group E (match 34)	Kansas City Stadium
SUN	Jun 21	FATHER'S DAY	
WED	Jun 24	Group A-Team Mexico (match 53)	Estadio Azteca Mexico City
THU	Jun 25	Group F (match 58)	Kansas City Stadium
THU	Jun 25	Group D-Team USA (match 59)	Los Angeles Stadium
SAT	Jun 27	Group J (match 69)	Kansas City Stadium
FRI	Jul 3	Round of 32: Group K Winner vs Group D/E/I/J/L 3rd Pl. (match 87)	Kansas City Stadium
SAT	Jul 4	INDEPENDENCE DAY (USA 250)	
SAT	Jul 11	Quarterfinal: Winner match 95 vs Winner match 96 (match 100)	Kansas City Stadium
TUE	Jul 14	Semi-Final: Winner match 97 vs Winner match 98 (match 101)	Dallas Stadium
WED	Jul 15	Semi-Final: Winner match 99 vs Winner match 100 (match 102)	Atlanta Stadium
SAT	Jul 18	Bronze Final: Loser match 101 v Loser match 102 (match 103)	Miami Stadium
SUN	Jul 19	Final: Winner match 101 vs Winner match 102 (match 104)	New York New Jersey Stadium

Red = Kansas City Events

Appendix C: Recommendations Chart

Marketing

Idea	Description	Lead / Parties Involved	Resources Needed
Marketing Tools			
Visitor Website	Develop dedicated WYCO Visitor website, domain, search	Visit KCK	Visitkck.com microsite, domain, paid search budget (\$5,000)
Social Media	Leverage social media platforms & hashtags to engage with a broader audience.	Visit KCK	Social media strategy, staff time
Collateral Materials	Develop maps, brochures & one-sheets that highlight activities in Wyandotte County	Visit KCK	Printing of collateral pieces (est. budget \$10,000)
Events Calendar	Create & publicize an events calendar for events taking place in Wyandotte County during the World Cup	Visit KCK	Online events calendar at visitkck.com, staff time
Promotion			
Highlight KCK Global Ties	Develop a strategy to promote history, culture, businesses and events with ties to competing countries.	Visit KCK / UG Communications, KCK Chamber, local businesses	Promotional strategy / marketing plan, staff time
Advertising Campaign	Develop an advertising campaign targeted at visitors to Kansas City for the World Cup.	Visit KCK	Paid advertising plan (est. Budget \$25,000)
PR & Media	Engage with media outlets to promote WYCO's offerings.	Visit KCK / UG Communications	Media plan, staff time
Asset Promotion	Promote Neighborhoods/Culture, Places to Stay, Special Events, Watch Parties, Guided/Curated Tours & Experiences, Pop-Up Experiences to visitors	Visit KCK / UG Communications, KCK Chamber, local businesses	Promotional strategy / marketing plan, staff time
Branding			
Community Brand & Logo	BIG IDEA Design a distinctive brand & logo by Third Quarter 2025 that showcases WYCO to World Cup visitors for use in local signage, marketing & events	Visit KCK / UG Communications, design agency	Budget for design agency, budget for logoed amenities & signage (est. Budget \$15,000-\$50,000)
Storytelling	Highlight key attributes about WYCO: Cultural Promotion, Authentic Experiences, Unique Neighborhoods & Festivals, Global Ties.	Visit KCK / UG Communications	Promotional strategy / marketing plan, staff time

Special Events

Idea	Description	Lead / Parties Involved	Resources Needed
Official FIFA Events			
Training Site at Children's Mercy Park	Provide support as needed around Training Site at Children's Mercy Park before each match	KC 2026 / UG, Sporting KC, KCK PD, WYCO Sheriff, KCK FD	TBD
Team Base Camp	Provide support as needed around Base Camp at Compass Minerals National Performance Center	KC 2026 / UG, Sporting KC, KCK PD, WYCO Sheriff, KCK FD	TBD
Park & Ride	Provide support as needed if KC 2026 uses WYCO for Park & Ride location to matches & FIFA Fan Festival	KC 2026 / UG, UG Transit, KCK PD, WYCO Sheriff, KCK FD	TBD
Watch Parties			
Watch Party List	Gather information on watch parties taking place in WYCO	Visit KCK / UG Communications, KCK Chamber, Neighborhoods	staff time
FIFA Licensing Requirements	Provide information to local businesses & orgs about licensing requirements to broadcast World Cup matches	KC 2026 / Visit KCK, KCK Chamber, UG Communications	Licensing info, communications plan, staff time
Watch Parties at Memorial Hall	BIG IDEA Utilize Memorial Hall as a primary public site for watch parties in WYCO with possible street closure on 7 th Street for a festival including food trucks and vendors.	UG / Memorial Hall staff, Visit KCK, local vendors & entertainers, public safety	Event planner, venue, staffing, security, FIFA licensing, technology, concessions/food trucks, signage, sponsors
Croatia Watch Parties at St. John's	Help publicize and support the watch parties at St. John's for Croatia matches. These events are likely to draw large crowds, especially if Croatia plays matches in Kansas City.	St. John's Catholic Club / Visit KCK, public safety	TBD
Community Activations			
Program for key dates	Program for key dates like Juneteenth (June 19), Independence Day (July 4), Team USA matches, Team Mexico matches, etc.	Visit KCK / UG, neighborhoods, businesses & orgs	Promotional strategy / marketing plan, staff time
Pop-Up Experiences	Develop Pop-Up Experiences in key locations Minnesota Ave, La Placita, Downtown Bonner Springs, Legends Outlets, mini festivals in neighborhoods	Visit KCK / UG, neighborhoods, businesses & orgs	Organizers, staff time, budget for events, sponsors
Guided Tours & Experiences	Offer specialized tours and experiences such as food tours, history tours and neighborhood tours.	Visit KCK / UG, neighborhoods, businesses & orgs	Organizers, staff time, budget for events, sponsors
Living History Experience at Quindaro Ruins	BIG IDEA Host events with living history re-enactors to tell the stories of Quindaro or other historic sites in WYCO	TBD / UG, Quindaro Ruins Project Foundation, local stakeholders	Organizer, re-enactors, activities, on-site restrooms, food trucks, security, signage, advertising

Neighborhoods & Residents

Idea	Description	Lead / Parties Involved	Resources Needed
Neighborhood Engagement			
Neighborhood Resource Kit	Develop a neighborhood communications plan and resource kit to communicate with residents about the World Cup to foster a sense of community pride.	TBD / UG Communications, Livable Neighborhoods, NBRs, neighborhood associations	Communications plan, printing costs, staff time
Community Cleanup Initiatives	Organize and incentivize community efforts to enhance the appearance of WYCO for the World Cup and beyond by encouraging neighborhoods to host trash pickups, mowing and neighborhood beautification.	TBD / UG Building & Logistics, UG Waste Management, Livable Neighborhoods, NBRs and neighborhood associations	Organizer, develop plan, funding for materials and/or programming
Grants for Special Events	BIG IDEA Establish a grant fund for events during the World Cup for which neighborhoods or tourism sites can apply.	UG / Livable Neighborhoods, Neighborhood Associations, Tourism Sites	Recommended budget of \$25,000-\$50,000 for grant fund.
Youth & Soccer			
Sportsmanship Campaign	BIG IDEA Develop a campaign from the FIFA Fair Play Code that emphasizes sportsmanship among WYCO youth to boost anti-bullying and anti-racism efforts.	TBD / FIFA Fair Play Code, Local School Districts, Youth Organizations	Organizer, education materials & resources, special events & activities
WYCO Soccer Asset Promotion	Draw attention to soccer assets in WYCO for events or media coverage such Blind Soccer Pitch at Kansas State School for the Blind, USD 500: Banneker Elementary mini pitch, KCKCC soccer team and programs, Local soccer clubs like Santa Fé Wanderers FC & Soccer Nation KC.	Visit KCK / UG Communications, KC 2026, soccer organizations	Promotional strategy / marketing plan, staff time
Short-Term Rentals & Housing			
Education & Outreach	Educate homeowners on short-term rental policies. Inform existing & potential applicants of STR requirements. Better harness advantages of the administrative review process by encouraging residents to rent out a room vs the whole home.	TBD / UG Planning & Zoning, Neighborhood Associations, Homeowners	Promotional strategy, staff time
STR Education Events	BIG IDEA Host events for homeowners to overview policies and application process to become a short-term rental. Allow on-site applications if possible.	TBD / UG Planning & Zoning, Neighborhood Associations, Homeowners	Organizer, location for events, promotion of events, education materials & resources
Tenant Protections	Protect existing tenants from evictions converting housing into STR during World Cup. Consider pausing evictions, restrictions on first-time STR applicants and/or placing a moratorium on new non-owner-occupied STR units.	TBD / UG Planning & Zoning, Neighborhood Associations, Homeowners	Community feedback, temporary ordinance changes, staff time

Resident Impacts			
Traffic & Parking	Develop neighborhood parking plans for areas that could be impacted by World Cup events and inform residents about anticipated parking and traffic impacts.	TBD / UG, Livable Neighborhoods, neighborhood associations	Parking plan, staff time
Code Enforcement	Work with residents and neighborhoods to correct code violations. Prioritize residential and commercial properties along key routes and in anticipated high visitation areas.	TBD / UG, Livable Neighborhoods, NBRs, neighborhood associations	Develop a plan, staff time
Beautification	Encourage residents and neighborhoods to beautify their properties and neighborhoods for the World Cup.	TBD / UG, Livable Neighborhoods, NBRs, neighborhood associations	Promotional strategy, staff time
Flowers & Plants	Use existing planters in medians, sidewalks, parks & public areas to plant flowers & plants. Encourage neighborhood associations, churches and local associations to participate.	TBD / UG, Parks & Rec, Livable Neighborhoods, neighborhood associations, churches & orgs	Staff time, budget for materials
Painting & Repairs	Encourage painting and repairs of properties along key routes. Identify grants and funding to assist with repairs.	TBD / UG, Livable Neighborhoods, NBRs, neighborhood associations	Plan & communications strategy, staff time, possible budget for materials and/or grants
Trash	Ensure timely trash removal and discourage public dumping and littering.	TBD / UG Building & Logistics, UG Waste Management, Livable Neighborhoods, neighborhood associations	Communications plan, staff time
Neighborhood Resource Center	Use UG's Neighborhood Resource Center & Livable Neighborhoods as a conduit to get information to neighborhood groups	TBD / UG Neighborhood Resource Center, LN, NBRs, neighborhood association	Communications plan, staff time

Business & Workforce

Idea	Description	Lead / Parties Involved	Resources Needed
Communication & Collaboration			
Communications Plan	Develop a communication plan to inform WYCO businesses about the World Cup.	TBD / WYEDC, KCK Chamber, UG, small business assistance organizations	Organizer, communications plan, staff time

Small Business Roundtable	BIG IDEA Establish a recurring small business roundtable to engage businesses and share information from local business resource orgs.	TBD / KCK Chamber, WYEDC, The Toolbox, UG	Organizer, communications plan, location, staff time
Collaboration	Establish partnerships with local organizations to facilitate business engagement.	TBD / WYEDC, KCK Chamber, UG, small business assistance organizations	Organizer, develop plan, staff time
Procurement Opportunities	Encourage government and public institutions to purchase products for the World Cup through local WYCO businesses.	TBD / WYEDC, KCK Chamber, UG, small business assistance organizations	Organizer, develop plan, staff time
Business Operations			
Staffing Needs	Assist businesses in identifying peak staffing times and roles needed. Implement training programs that incorporate cultural sensitivity, overcome language barriers. Consider translation devices or bilingual staff.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Business Operation Disruptions	Develop strategies for operational disruptions such as road closures (Use traffic management apps to stay updated on road closures and best routes); parking (Partner with nearby facilities for additional parking); adjusted hours (Communicate operating-hours changes clearly to customers); power & internet outages.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Wage & Pay Considerations	Inform companies of wage and hour considerations as businesses may need to adjust pay rates during the World Cup based on worker demand. Budget for potential overtime costs and understand specific regulations applicable to temporary or seasonal workers.	TBD / WYEDC, KCK Chamber, Kansas Dept Labor, small business assistance organizations	Organizer, develop plan, staff time
Business safety precautions	Increase security personnel and surveillance. Train staff in managing large crowds. Establish a direct line of communication with KCKPD. Register your cameras with KCKPD for added security measures.	TBD / WYEDC, KCK Chamber, small business assistance organizations, KCKPD	Organizer, develop plan, staff time
Prepare for international & out-of-town customers	Ensure business payment systems are internationally compatible. Provide information and assistance about local attractions. Offer special deals during the World Cup. Use surveys and suggestion boxes to evaluate processes and monitor in real time.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time

Marketing and Promotion	Plan campaigns that align with the local themes. Create unique promotions in collaboration with other businesses. Identify the best platforms for your audience. Tailor your messaging to appeal internationally. Track metrics and adjust strategies.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Supply chain demands	Plan for peak periods well in advance of the World Cup. Work closely with suppliers, confirming they can meet demand. Stock up on high-demand items. Prepare for potential delays and critical shortages. Be aware of delays related to tariffs and regulations. WYEDC will identify local partners that may have available storage capacity.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Post-event success	Develop loyalty programs and marketing to maintain long-term customers. Use surveys to gather insights and review performance metrics. Identify areas for improvement and refine strategies. Strengthen relationships with partners and use the opportunity to manage future large events.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Workforce			
Temporary Workforce	Assess the need for temporary workforce through agencies like Express Employment and Alliance Workforce. Workforce Partnership can assist with long-term employment needs.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time. Budget for employment agency services
Employment Partners	Partner with local organizations working to connect people to employment such as Catholic Charities, Made Men, Workforce Partnership, Connections to Success.	TBD / Catholic Charities, Made Men, Workforce Partnership, Connections to Success	Organizer, develop plan, staff time
Job Opportunities	Focus on underemployed and unemployed populations to incorporate them into the hiring process.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
School Engagement	Work with schools to connect students to work opportunities.	TBD / WYEDC, KCK Chamber, small business orgs, local school districts and colleges	Organizer, develop plan, staff time
Student-Business Support Pilot Program	BIG IDEA Engage educational partners in a pilot program to connect students in specific academies or programs to small businesses in need of marketing support leading up to the World Cup to create a real-world learning opportunity.	TBD / WYEDC, KCK Chamber, small business assistance organizations, local school districts and colleges	Organizer, develop plan, staff time, budget for materials and/or programming

On-Site Experience

Idea	Description	Lead / Parties Involved	Resources Needed
Signage & Communications			
Wayfinding Signage	BIG IDEA Consider a comprehensive community / neighborhood signage program to install clear and accessible signage throughout the county to guide visitors to key neighborhoods and tourism sites. Due to time constraints, this may need to be temporary for World Cup that could lead to more long-term signage.	TBD / UG, Visit KCK, neighborhood associations	Signage plan & design, budget for materials, installation costs
Street Pole Banners	Utilize street pole banners to welcome visitors to Wyandotte County. Inventory poles with existing hardware to hang banners. Develop a plan to utilize street pole banners along streets in key locations	TBD / Visit KCK, UG, neighborhood associations	Design, banners, installation (est. Budget \$50-\$100 per banner + \$75 per hour installation)
Multi-Language Signage	Offer signage in multiple languages and encourage restaurants, hotels and attractions to do the same. Work with restaurants to translate menus into languages of Team countries.	TBD / Visit KCK, KCK Chamber, UG, local businesses	Signage plan & design, budget for materials, staff time
Language Translation	Provide language translation tools for transit workers and frontline hospitality.	TBD / KC 2026, Visit KCK, KCK Chamber, UG Transit	Organizer, develop plan, staff time, budget for translation tool/service
Cultural Training	Provide a comprehensive tool kit detailing Team countries, languages & cultural considerations	TBD / KC 2026, Visit KCK, KCK Chamber, local businesses	Organizer, develop plan, staff time, budget for printing and/or program
Mobile & Internet Connectivity			
Mobile Coverage	Identify locations with weak mobile signals and work with carriers to supplement.	TBD / UG, phone companies	Develop plan, funding for improvements
Broadband & Internet connectivity	Consider creating hotspots or public Wi-Fi and access in public spaces	TBD / UG, phone & internet providers	Develop plan, funding for improvements
Placemaking & Art			
Gateways	Create welcoming gateways at key entry points. Identify and focus beautification and signature projects at KCK "Gateways"	TBD / UG	Develop plan, staff time, funding for improvements
Placemaking	Create placemaking "mini festivals" with local organizations such as Latino Arts Foundation in public spaces such as schools, transit stops, park-and-ride locations	TBD / Neighborhood Assoc, Community organizations, Latino Arts Foundation	Organizer, locations, budget for event expenses

KCK Ambassadors	Recruit volunteers to assist visitors with finding their way to WYCO sites. Provide T-shirts or identifiable clothing. Look at opportunities to tie into KC 2026 regional plans.	Visit KCK / KCK Chamber, Neighborhoods, Community organizations	Organizer, volunteers, budget for materials
Temporary Visitor Center	Consider opening a temporary visitor center in western Wyandotte County, near Team Base Camp or Village West	Visit KCK	Location, staffing
Flag Park	BIG IDEA Identify a location to place flags from the 48 countries in the tournament. Raise flags as teams qualify and remove as they are eliminated.	Visit KCK / UG	Location, flag poles, flags, programming (est. budget \$7,500-\$20,000)
Beautification			
Plant Flowers	Identify key areas and use existing planters in medians, sidewalks, parks & public areas to plant flowers & plants. Encourage neighborhood associations, churches and local associations to participate.	TBD / UG, Parks & Rec, Livable Neighborhoods, Community organizations, churches	Staff time, budget for materials
Trash Removal	Develop a plan for timely removal of trash at activation sites and existing public trash cans.	TBD / UG Public Works, UG Solid Waste Management, Livable Neighborhoods, neighborhood associations	Develop plan, staff time
Painting	Identify and paint public structures in need along major routes.	TBD / UG Community Development, UG Public Works, neighborhoods, churches & orgs	Develop plan, staff time, materials cost
Public Restrooms	Consider need for public restrooms	TBD / UG, neighborhood associations	Develop plan, materials cost, installation & maintenance costs
Code Violations	Review properties along key routes and work to correct code violations and encourage painting and repairs	TBD / UG Neighborhood Resource Center, neighborhood associations	Develop plan, staff time
Traffic & Parking			
Regional coordination	Coordinate with KC 2026 to identify where and when major gatherings will occur in KCK to coordinate park-and-ride and transportation needs. Create an event check list to help facilitate coordination of transit, public service, security, etc. Identify park-and-ride locations and any enhanced service needed to help residents and visitors navigate.	TBD / UG Transit, KC 2026	TBD

Improve access into KCK	Improve access to KCK with bridge closures. Improve alternate east/west and north/south local routes into KCK. Provide suggested routes and/or transport options to reach key areas such as Village West/Base Camp, from Fan Festival through KCMO downtown & West Bottoms, from south to KCK with 18th Street closed.	TBD / UG	TBD
Bus Shelters	Consider enhancing bus shelters at key locations including installing signage & graphics, providing port-a-potties, Wi-Fi hot spots at transit centers, and ambassadors to help visitors navigate.	TBD / UG Transit	Organizer, develop plan, volunteers, budget for event expenses, staff time
Recreational Vehicles	Identify and publicize parking locations for recreational vehicles.	TBD / UG	Develop plan, staff time
Neighborhood Parking	Develop neighborhood parking plans for areas that could be impacted by World Cup events.	TBD / UG, neighborhood groups	Develop plan, staff time
Safety & Security			
Regional Coordination	Coordinate regionally with law enforcement, emergency services	TBD / KC 2026, Emergency Management, KCKPD, Sheriff's Office, KCKFD, medical providers	TBD
Local Planning & Preparedness	Create local WYCO calendar to manage expectations, conflicts and resource needs. Identify and secure additional capacity with public safety and emergency services needed. Ensure fire preparedness and emergency plans are included in local event planning. Educate residents on scope of visitors and safety measures.	TBD / UG Public Safety & Emergency Management, KCKPD, Sheriff's Office, KCKFD, medical providers	TBD
Create a safe and welcoming environment	Develop a plan to reduce and discourage panhandling and loitering.	TBD / UG, KCKPD, Sheriff's Office, KCKFD, homeless services orgs	Organizer, develop plan, staff time
Stray Animals	Develop a plan to address stray animals and educate pet owners about ways to minimize loose and lost pets, particularly with fireworks around July 4.	TBD / KCKPD Animal Services, animal shelters, neighborhood groups	Organizer, develop plan, staff time

Appendix D: Ideas to Consider Chart

Idea	Description	Lead / Parties Involved	Resources Needed
Marketing			
Social Media Help Center	BIG IDEA Recruit WYCO social media experts & influencers to interact with and answer questions from visitors via social media on key days during the World Cup	Visit KCK / interested local orgs, social media experts & agencies	Organizer, volunteers, room with desks/tables, internet & power outlets for multiple users, sponsor
In-Country Media Blitz	BIG IDEA Host a media blitz in the country that selects Compass Minerals as their base camp to generate awareness and excitement for KCK.	Visit KCK / UG, KS Tourism or Commerce, KC 2026, PR support	In-country PR support, in-country media contacts, travel expenses
Events			
Interactive Community Mural	BIG IDEA Create an interactive community mural on a high-visibility wall that visitors can help paint during the World Cup.	TBD / neighborhood associations, arts groups, building owners, UG, Visit KCK	Organizer, location, artist design & creation, paint & supplies, volunteers, sponsor
Open Street Events	BIG IDEA Organize open street events along State Ave, Central Ave, etc. where the street is closed to vehicle traffic to encourage walking and biking.	TBD / UG, neighborhood associations	Organizer, develop plan, volunteers, budget for event expenses
International Village	BIG IDEA Develop an international village to celebrate global cultures in Wyandotte County.	TBD / Visit KCK, KCK Chamber, local businesses, cultural groups	Organizer, develop plan, location, volunteers, budget for event expenses
Neighborhoods & Residents			
Neighborhood Contests	Develop incentives and contests to encourage community participation in cleanup efforts. Establishing a program offering prizes and contests to motivate neighborhoods to engage in clean-up activities.	TBD / Livable Neighborhoods, neighborhood associations, local businesses	Organizer, develop plan, budget for possible prizes, possible sponsor
Adopt a Team	Explore opportunities for groups or neighborhoods to adopt a team from the tournament.	TBD / Livable Neighborhoods, neighborhood associations, local businesses	Organizer, develop plan, budget for possible prizes, possible sponsor

Sister City Engagement	Look for opportunities to engage existing Sister Cities of countries playing/training in the Kansas City area or playing in the tournament	TBD/ UG, neighborhood associations, cultural groups, Visit KCK	Organizer, develop plan, budget for programming
Pop-Up Soccer Pitch in Neighborhoods	BIG IDEA Create a traveling soccer pitch that can be set up in neighborhoods leading up to and during the World Cup. This pitch could host local matches, clinics, and player appearances.	TBD / Livable Neighborhoods, neighborhood associations, local businesses	Sponsor, creation of pitch, staffing for events, budget for materials
Mentorship Programs	Implement a mentorship program pairing students with soccer professionals to foster development and interest in the sport. Establish a mentorship program for local coaches to enhance their skills and knowledge.	TBD/ youth-focused organizations, school districts, colleges, churches	Organizer, develop plan, volunteers, budget for programming
Soccer Clinics or tournaments	Ask local Soccer Clubs to host clinics in WYCO or tournaments such as a Mini World Cup for youth to participate and represent a country.	TBD / local soccer clubs, schools or colleges	Organizer, develop plan, budget for programming
Youth Engagement	Engage organizations that work with youth such as daycares, Police Athletic League and local school districts and encourage them to have soccer-related programming during this period.	TBD/ youth-focused organizations, school districts, churches	Organizer, develop plan, budget for programming
Short-Term Rental Changes	Consider allowing more Short-Term Rentals during World Cup. Explore lifting current density restrictions, specifically 1 SUP-per-block maximum and/or create a temporary STR status for units only operating during the World Cup.	TBD / UG Neighborhood Resource Center, neighborhood associations, homeowners	Community feedback, temporary ordinance changes, staff time
On-Site Experience			
Large-scale signage	BIG IDEA Consider large-scale signage that would cover an entire wall or facade of a building in one or more locations such as Memorial Hall.	TBD / Visit KCK, UG, local businesses or sponsors	Estimated cost: \$1,800-\$3,600 per graphic + \$75 per hour installation.
Vacant Buildings signage	BIG IDEA Cover windows on vacant buildings in key areas with graphics to promote WYCO	TBD / Visit KCK, UG, neighborhood associations, building owners, local businesses or sponsors	Estimated cost: \$1,500-\$2,400 per graphic + \$75 per hour installation.
Real-time language translation	BIG IDEA Explore options that could be widely deployed for businesses, public service, emergency services, hospitals, transit, etc.	TBD / Visit KCK, UG, State of KS, WYEDC, KCK Chamber, local businesses	Organizer, funding for system

KCK Ethnic Flags	Hang the original ethnic flags on the poles between City Hall and the Courthouse	TBD / UG, neighborhood associations, cultural groups	Organizer, cost of flags & installation, staff time
Murals	Paint murals at the key entry points into KCK such as Strawberry Hill (James Street area), 7th Street into downtown, etc.	TBD / neighborhood associations, arts groups, building owners, UG	Locations, artists, cost of materials & labor
Grain Silo Murals	BIG IDEA Paint murals on the grain silos near Southwest Blvd & Rainbow and/or 7th near I-70	TBD / neighborhood associations, arts groups, building owners, UG	Locations, artists, cost of materials & labor
Interactive Murals	BIG IDEA Use virtual reality to bring existing murals in KCK to life via an app or web-based program.	TBD / neighborhood associations, arts groups, building owners, Visit KCK	Organizer, locations, funding or sponsor for programming
Neighborhood Trash Cans	BIG IDEA Install permanent trash cans in areas of high-pedestrian traffic in neighborhoods	TBD / UG, neighborhood associations	Develop plan, cost of trash cans, installation & maintenance



MAYOR'S WYANDOTTE COUNTY WORLD CUP READINESS TASK FORCE

Report & Recommendations to Prepare for 2026 FIFA World Cup



2026 FIFA World Cup

June 11 - July 19, 2026

Expanded to 48 teams (up from 32)
with 104 total matches

16 Venues across
US, Canada & Mexico

Kansas City will host
6 matches including a Quarterfinal

KC 2026 responsible for event planning

Matches at Arrowhead Stadium

FIFA Fan Festival™ at National WWI Museum

Possible Team Base Camps at
Compass Minerals NPC (KCK)
KC Current Training Facility (Riverside)
Rock Chalk Park (Lawrence)

Training Site for matches at
Children's Mercy Park & CPKC Park



2026 World Cup Schedule

Red = Kansas City Events

2026 DATES		EVENT	LOCATION
THU	May 21	Base Camp Team arrives (projected)	Compass Minerals
MON	May 25	MEMORIAL DAY	
WK	Jun 11	FIFA Fan Festival opens (projected)	National World War I South Lawn
THU	Jun 11	Group A-Team Mexico (match 1)	Estadio Azteca Mexico City
FRI	Jun 12	Group B-Team Canada (match 2)	Toronto Stadium
FRI	Jun 12	Group D-Team USA (match 3)	Los Angeles Stadium
TUE	Jun 16	Group J (match 19)	Kansas City Stadium
THU	Jun 18	Group A-Team Mexico (match 28)	Estadio Guadalajara
FRI	Jun 19	JUNETEENTH	
FRI	Jun 19	Group D-Team USA (match 31)	Seattle Stadium
SAT	Jun 20	Group E (match 34)	Kansas City Stadium
SUN	Jun 21	FATHER'S DAY	
WED	Jun 24	Group A-Team Mexico (match 53)	Estadio Azteca Mexico City
THU	Jun 25	Group F (match 58)	Kansas City Stadium
THU	Jun 25	Group D-Team USA (match 59)	Los Angeles Stadium
SAT	Jun 27	Group J (match 69)	Kansas City Stadium
FRI	Jul 3	Round of 32: Group K Winner vs Group D/E/I/J/L 3rd Pl.	Kansas City Stadium
SAT	Jul 4	INDEPENDENCE DAY (USA 250)	
SAT	Jul 11	Quarterfinal: W match 95 vs W match 96 (match 100)	Kansas City Stadium
SUN	Jul 19	Final: Winner match 101 vs Winner match 102 (match 104)	New York New Jersey Stadium

Team Qualification

13 Teams Have Qualified for the 2026 FIFA World Cup (As of June 2025)	
Africa (CAF) = 9 spots + 1 play-in	None
Asia (AFC) = 8 spots + 1 play-in	Japan, Iran, Uzbekistan, Jordan, South Korea, Australia
Europe (UEFA) = 16 spots	None
North & Central America & Caribbean (CONCACAF) = 6 spots + 2 play-in	Hosts: Canada, Mexico & United States
Oceania (OFC) = 1 spot + 1 play-in	New Zealand, Play-in: New Caledonia
South America (CONMEBOL) = 6 spots + 1 play-in	Argentina, Brazil, Ecuador

-----Qualification Rounds-----	-----Team Draw-----	--Inter-Confederation --- -----Playoff-----
June 4-10 Sep 2025 Oct 2025 Nov 2025	Dec 2025 (Projected)	Mar 2026 (2 Teams Qualify)

Wyandotte County Impacts

Economic Impact

- Regionally, KC 2026 projects 650,000 visitors (30-50% international) and a \$650 million direct economic impact.
- Wyandotte County businesses, particularly in lodging, food/beverage, retail and transportation, stand to benefit significantly.

Official FIFA Events

- **Team Base Camp:** High likelihood of a national team selecting Compass Minerals National Performance Center, bringing the team, staff, media and fans.
- **Training Site:** Anticipated use of Children's Mercy Park for team practices one day prior to each match Kansas City hosts.

Anticipated Impacts

- **Lodging:** Expect full hotel occupancy on peak days and higher hotel rates. A surge in Short-Term Rentals is likely, requiring homeowner education on licensing & potential policy adjustments to manage inventory and protect tenants from possible evictions.
- **Business Operations:** Plan for possible increased demand, staffing needs (including language skills), operational adjustments (traffic, supply chain), safety protocols, and leveraging marketing opportunities.
- **Infrastructure & Services:** Increased demand on transportation, security, waste management & communication networks (mobile/internet) possible.
- **Community:** Need for resident communication regarding impacts (traffic, parking), engagement in beautification/cleanups, and fostering a welcoming atmosphere.



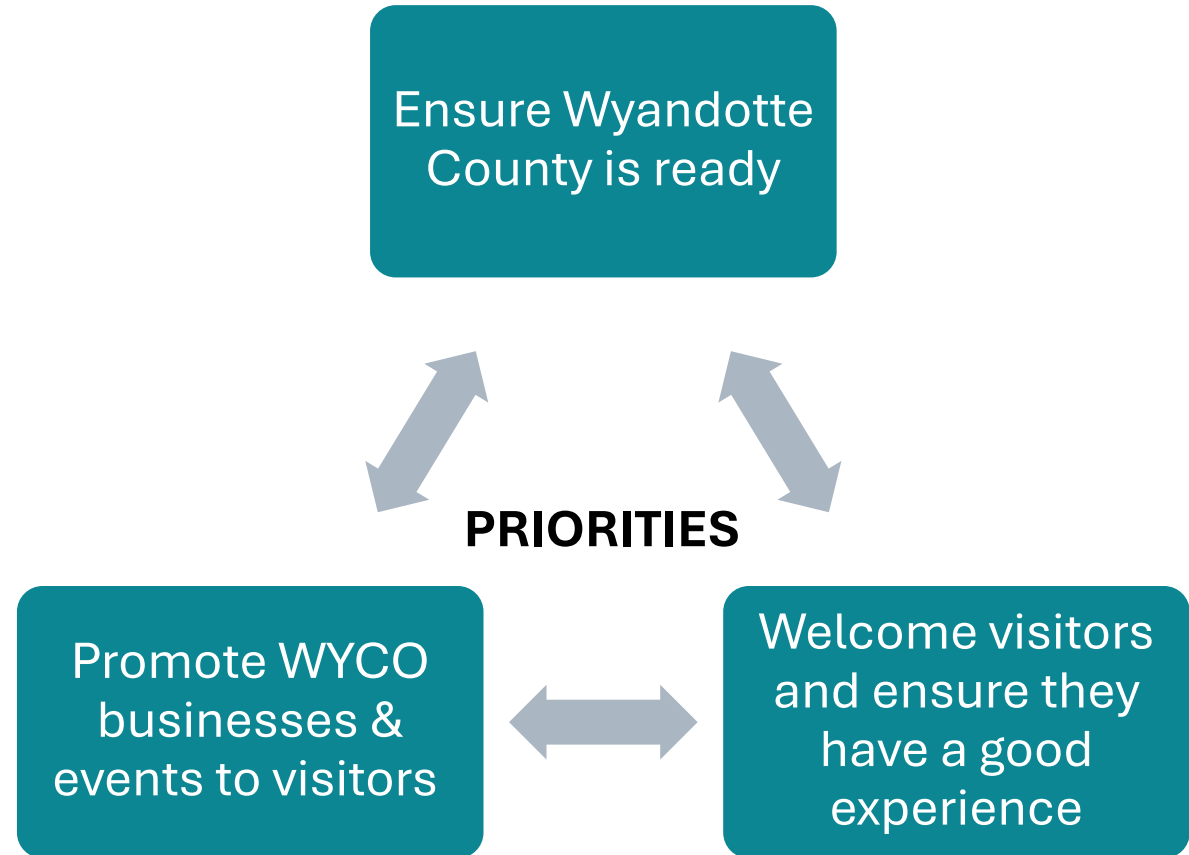
MAYOR'S WYANDOTTE COUNTY WORLD CUP READINESS TASK FORCE

Report & Recommendations to Prepare for 2026 FIFA World Cup



Task Force Purpose

The Mayor's Wyandotte County World Cup Readiness Task Force was created by Mayor Garner to ensure that Wyandotte County is ready to welcome visitors and maximize the opportunity of the 2026 FIFA World Cup.



Mayor's Task Force Members

Task force created by Tyrone A. Garner, Mayor / CEO
of the Unified Government of Kansas City, KS / Wyandotte County

Co-Chairs

Alan Carr, Visit Kansas City Kansas
David Johnston, Unified Government

Task Force Members

Megan Gilliland, City of Bonner Springs
Sen. David Haley, Kansas Senate
Renee Hadley, KCK Chamber
Dr. Fabiola Riobé, KCKCC
Chief Dennis Rubin, KCK Fire Department

Workgroup Leads

Rep. Pam Curtis, Kansas House
Linda Hoskins Sutton, KCKCC
Greg Kindle, WYEDC

Francisco Litardo, KCK Public Schools
Chief Karl Oakman, KCKPD
Ruben Rodriguez, Retired Soccer Coach
Raul Villegas, Soccer Nation KC
Josh Blackford, Sporting KC
Sheriff Daniel Soptic, WYCO Sheriff's Office

Task Force Process

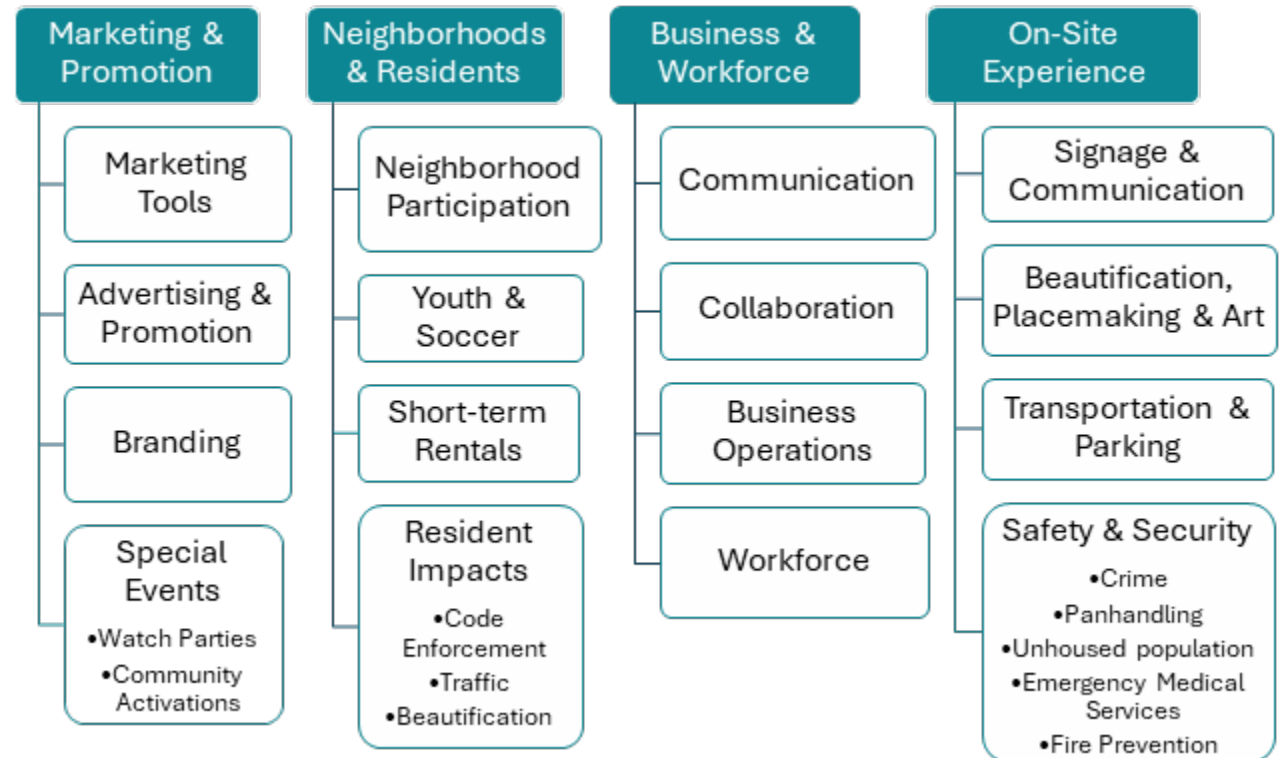
Held **two public comment sessions**

Received more than **50 idea submissions** from the public

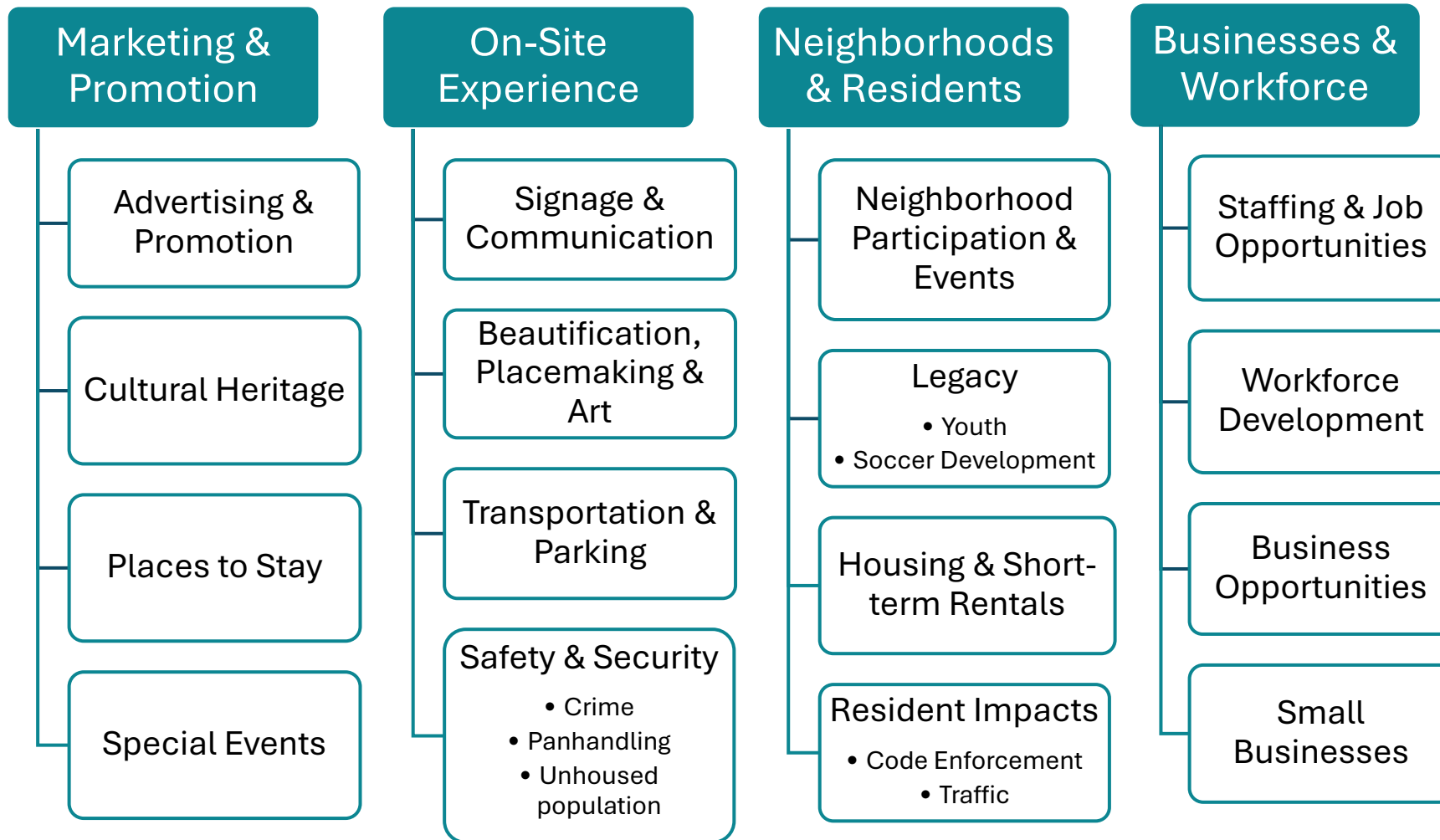
Reviewed **100s of suggestions** in Workgroups

Nearly **100 individuals from Wyandotte County** participated in Workgroups

Four Workgroups



Work Groups



Recommendations

Recommendations: These are ideas we believe would be most impactful and most achievable.

Ideas to Consider: These are ideas worth exploring if a business or organization can be found to champion and fund them.

Big Ideas: These are ideas that will likely take more time, funding and effort, but can have a big impact. We have included Big Ideas as either Recommendations or Ideas to Consider.

These recommendations represent the best available information over the last year. As plans are solidified from FIFA and KC 2026, these suggestions may need to be reconsidered or amended.

Special Events

On-Site Experience

Neighborhoods & Residents

Business & Workforce

Marketing

Mayor's Task Force Report



MAYOR'S WYANDOTTE COUNTY WORLD CUP READINESS TASK FORCE

Report & Recommendations to Prepare for 2026 FIFA World Cup



APRIL 24, 2025

Task Force created by Tyrone A. Garner, Mayor / CEO
of the Unified Government of Kansas City, KS / Wyandotte County

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Fundraising

**Visit KCK will lead an effort to raise private dollars to support
World Cup legacy projects**

Visitor Experience
Community Betterment
Business Readiness
Special Events



Special Events

Official Events: Support FIFA/KC 2026 events at KCK training site & base camp.

Watch Parties: List/support local parties (inform on licensing). BIG IDEA: Utilize Memorial Hall as a main public WYCO watch party site. Support St. John's Croatia watch parties.

Community Activations: Create events around key dates (Juneteenth, July 4). Organize Pop-Up Experiences and Guided Tours (food, history, neighborhoods). BIG IDEA: Living history experiences. BIG IDEAS TO CONSIDER: community mural, Open Street Events, International Village.

Special Events: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Official FIFA Events			
Training Site at Children's Mercy Park	Provide support as needed around Training Site at Children's Mercy Park before each match	KC 2026 / UG, Sporting KC, KCKPD, WYCO Sheriff, KCKFD	TBD
Team Base Camp	Provide support as needed around Base Camp at Compass Minerals National Performance Center	KC 2026 / UG, Sporting KC, KCKPD, WYCO Sheriff, KCKFD	TBD
Park & Ride	Provide support as needed if KC 2026 uses WYCO for Park & Ride location to matches & FIFA Fan Fest	KC 2026 / UG, UG Transit, KCKPD, WYCO Sheriff, KCKFD	TBD
Watch Parties			
Watch Party List	Gather information on watch parties taking place in WYCO	Visit KCK / UG Communications, KCK Chamber, Neighborhoods	staff time
FIFA Licensing Requirements	Provide information to local businesses & orgs about licensing requirements to broadcast World Cup matches	KC 2026 / Visit KCK, KCK Chamber, UG Communications	Licensing info, communications plan, staff time
Watch Parties at Memorial Hall	BIG IDEA Utilize Memorial Hall as a primary public site for watch parties in WYCO with possible street closure on 7 th Street for a festival including food trucks and vendors.	UG / Memorial Hall staff, Visit KCK, local vendors & entertainers, public safety	Event planner, venue, staffing, security, FIFA licensing, technology, concessions/food trucks, signage, sponsors
Croatia Watch Parties at St. John's	Help publicize and support the watch parties at St. John's for Croatia matches. These events are likely to draw large crowds, especially if Croatia plays matches in Kansas City.	St. John's Catholic Club / Visit KCK, public safety	TBD

Special Events: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Recommendations: Community Activations			
Program for key dates	Program for key dates like Juneteenth (June 19), Independence Day (July 4), Team USA matches, Team Mexico matches, etc.	Visit KCK / UG, neighborhoods, businesses & orgs	Promotional strategy / marketing plan, staff time
Pop-Up Experiences	Develop Pop-Up Experiences in key locations Minnesota Ave, La Placita, Downtown Bonner Springs, Legends Outlets, mini festivals in neighborhoods	Visit KCK / UG, neighborhoods, businesses & orgs	Organizers, staff time, budget for events, sponsors
Guided Tours & Experiences	Offer specialized tours and experiences such as food tours, history tours and neighborhood tours.	Visit KCK / UG, neighborhoods, businesses & orgs	Organizers, staff time, budget for events, sponsors
Living History Experience at Quindaro Ruins	BIG IDEA Host events with living history re-enactors to tell the stories of Quindaro or other historic sites in WYCO	TBD / UG, Quindaro Ruins Project Foundation, local stakeholders	Organizer, re-enactors, activities, on-site restrooms, food trucks, security, signage, advertising

Special Events: Ideas to Consider

Idea	Description	Lead / Parties Involved	Resources Needed
Ideas to Consider			
Interactive Community Mural	BIG IDEA Create an interactive community mural on a high-visibility wall that visitors can help paint during the World Cup.	TBD / neighborhood associations, arts groups, building owners, UG, Visit KCK	Organizer, location, artist design & creation, paint & supplies, volunteers, sponsor
Open Street Events	BIG IDEA Organize open street events along State Ave, Central Ave, etc. where the street is closed to vehicle traffic to encourage walking and biking.	TBD / UG, neighborhood associations	Organizer, develop plan, volunteers, budget for event expenses
International Village	BIG IDEA Develop an international village to celebrate global cultures in Wyandotte County.	TBD / Visit KCK, KCK Chamber, local businesses, cultural groups	Organizer, develop plan, location, volunteers, budget for event expenses

On-Site Experience



"WELCOME" by Prayitno / Thank you for (12 millions +) view is licensed under [CC BY 2.0](#).

On-Site Experience

Signage/Communication: BIG IDEA: Comprehensive Wayfinding Signage program. Use street pole banners. Provide language translation tools/training. Multi-language signage/menus. Address mobile/internet connectivity issues. BIG IDEAS: Large-scale/vacant building signage, real-time translation system.

Placemaking/Art: Create welcoming Gateways. Organize Placemaking "mini festivals". Recruit KCK Ambassadors. Consider temporary Visitor Center. BIG IDEA: Flag Park for competing countries. Ideas to Consider: KCK Ethnic Flags, Murals. BIG IDEAS TO CONSIDER: Grain silo murals, Interactive Murals.

Beautification: Plant flowers, plan trash removal, paint public structures, consider public restrooms, address code violations. BIG IDEA: Neighborhood Trash Cans.

Transportation/Parking: Coordinate regionally via KC 2026 (top priority). Identify park-and-ride needs. Improve access into KCK (alternate routes, suggested navigation). Enhance bus shelters. Publicize RV parking. Develop neighborhood parking plans.

Safety/Security: Coordinate regionally. Local planning (WYCO calendar, securing extra capacity). Ensure fire preparedness. Educate residents on safety. Plan to reduce panhandling/loitering. Address stray animals.

On-Site Experience: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Signage & Communications			
Wayfinding Signage	BIG IDEA Consider a comprehensive community / neighborhood signage program to install clear and accessible signage throughout the county to guide visitors to key neighborhoods and tourism sites. Due to time constraints, this may need to be temporary to lead to more long-term signage.	TBD / UG, Visit KCK, neighborhood associations	Signage plan & design, budget for materials, installation costs
Street Pole Banners	Utilize street pole banners to welcome visitors to Wyandotte County. Inventory poles with existing hardware to hang banners. Develop a plan to utilize street pole banners along streets in key locations	TBD / Visit KCK, UG, neighborhood associations	Design, banners, installation (est. Budget \$50-\$100 per banner + \$75 per hour installation)
Multi-Language Signage	Offer signage in multiple languages and encourage restaurants, hotels and attractions to do the same. Work with restaurants to translate menus into languages of Team countries.	TBD / Visit KCK, KCK Chamber, UG, local businesses	Signage plan & design, budget for materials, staff time
Language Translation	Provide language translation tools for transit workers and frontline hospitality.	TBD / KC 2026, Visit KCK, KCK Chamber, UG Transit	Organizer, develop plan, staff time, budget for translation tool/service
Cultural Training	Provide a comprehensive tool kit detailing Team countries, languages & cultural considerations	TBD / KC 2026, Visit KCK, KCK Chamber, local businesses	Organizer, develop plan, staff time, budget for printing and/or program

On-Site Experience: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Mobile & Internet Connectivity			
Mobile Coverage	Identify locations with weak mobile signals and work with carriers to supplement.	TBD / UG, phone companies	Develop plan, funding for improvements
Broadband & Internet	Consider creating hotspots or public Wi-Fi and access in public spaces to increase connectivity	TBD / UG, phone & internet providers	Develop plan, funding for improvements
Placemaking & Art			
Gateways	Create welcoming gateways at key entry points. Identify and focus beautification and signature projects at KCK “Gateways”	TBD / UG, neighborhoods	Develop plan, staff time, funding for improvements
Placemaking	Create placemaking “mini festivals” with local organizations such as Latino Arts Foundation in public spaces such as schools, transit stops, park-and-ride locations	TBD / Neighborhood Assoc, Community organizations, Latino Arts Foundation	Organizer, locations, budget for event expenses
KCK Ambassadors	Recruit volunteers to assist visitors with finding their way to WYCO sites. Provide T-shirts or identifiable clothing. Look at opportunities to tie into KC 2026 regional plans.	Visit KCK / KCK Chamber, Neighborhoods, Community organizations	Organizer, volunteers, budget for materials
Temporary Visitor Center	Consider opening a temporary visitor center near Team Base Camp or Village West	Visit KCK	Location, staffing
Flag Park	BIG IDEA Identify a location to place flags from the 48 countries in the tournament. Raise flags as teams qualify and remove as they are eliminated.	Visit KCK / UG	Location, flag poles, flags, programming (est. budget \$7,500-\$20,000)

On-Site Experience: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Beautification			
Plant Flowers	Identify key areas and use existing planters in medians, sidewalks, parks & public areas to plant flowers & plants. Encourage neighborhood associations, churches and local associations to participate.	TBD / UG, Parks & Rec, Livable Neighborhoods, Community organizations, churches	Staff time, budget for materials
Trash Removal	Develop a plan for timely removal of trash at activation sites and existing public trash cans.	TBD / UG Public Works, UG Solid Waste Management, Livable Neighborhoods, neighborhood associations	Develop plan, staff time
Painting	Identify and paint public structures in need along major routes.	TBD / UG Community Development, UG Public Works, neighborhoods, churches & orgs	Develop plan, staff time, materials cost
Public Restrooms	Consider need for public restrooms	TBD / UG, neighborhood associations	Develop plan, materials cost, installation & maintenance costs
Code Violations	Review properties along key routes and work to correct code violations and encourage painting and repairs	TBD / UG Neighborhood Resource Center, neighborhood associations	Develop plan, staff time

On-Site Experience: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Traffic & Parking			
Regional coordination	Coordinate with KC 2026 to identify where and when major gatherings will occur in KCK to coordinate park-and-ride and transportation needs. Create an event check list to help facilitate coordination of transit, public service, security, etc. Identify park-and-ride locations & enhanced service needs to help residents & visitors navigate.	TBD / UG Transit, KC 2026	TBD
Improve access into KCK	Improve access to KCK with bridge closures. Improve alternate east/west and north/south local routes into KCK. Provide suggested routes and/or transport options to reach key areas such as Village West/Base Camp, from Fan Festival, from south to KCK with 18th Street closed.	TBD / UG	TBD
Bus Shelters	Consider enhancing bus shelters at key locations including installing signage & graphics, providing port-a-potties, Wi-Fi hot spots at transit centers, and ambassadors to help visitors navigate.	TBD / UG Transit	Organizer, develop plan, volunteers, budget for event expenses, staff time
Recreational Vehicles	Identify and publicize parking locations for recreational vehicles.	TBD / UG	Develop plan, staff time
Neighborhood Parking	Develop neighborhood parking plans for areas that could be impacted by World Cup events.	TBD / UG, neighborhood groups	Develop plan, staff time

On-Site Experience: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Safety & Security			
Regional Coordination	Coordinate regionally with law enforcement, emergency services	TBD / KC 2026, Emergency Management, KCKPD, Sheriff's Office, KCKFD, medical providers	TBD
Local Planning & Preparedness	Create local WYCO calendar to manage expectations, conflicts and resource needs. Identify and secure additional capacity with public safety and emergency services needed. Ensure fire preparedness and emergency plans are included in local event planning. Educate residents on scope of visitors and safety measures.	TBD / UG Public Safety & Emergency Management, KCKPD, Sheriff's Office, KCKFD, medical providers	TBD
Create a safe and welcoming environment	Develop a plan to reduce and discourage panhandling and loitering.	TBD / UG, KCKPD, Sheriff's Office, KCKFD, homeless services orgs	Organizer, develop plan, staff time
Stray Animals	Develop a plan to address stray animals and educate pet owners about ways to minimize loose and lost pets, particularly with fireworks around July 4.	TBD / KCKPD Animal Services, animal shelters, neighborhood groups	Organizer, develop plan, staff time

On-Site Experience: Ideas to Consider

Idea	Description	Lead / Parties Involved	Resources Needed
Large-scale signage	BIG IDEA Consider large-scale signage that would cover an entire wall or facade of a building in one or more locations such as Memorial Hall.	TBD / Visit KCK, UG, local businesses or sponsors	Estimated cost: \$1,800-\$3,600 per graphic + \$75 per hour installation.
Vacant Buildings signage	BIG IDEA Cover windows on vacant buildings in key areas with graphics to promote WYCO	TBD / Visit KCK, UG, neighborhood associations, building owners, local businesses or sponsors	Estimated cost: \$1,500-\$2,400 per graphic + \$75 per hour installation.
Real-time language translation	BIG IDEA Explore options that could be widely deployed for businesses, public service, emergency services, hospitals, transit, etc.	TBD / Visit KCK, UG, State of KS, WYEDC, KCK Chamber, local businesses	Organizer, funding for system
KCK Ethnic Flags	Hang the original ethnic flags on the poles between City Hall and the Courthouse	TBD / UG, neighborhood associations, cultural groups	Organizer, cost of flags & installation, staff time
Murals	Paint murals at the key entry points into KCK such as Strawberry Hill (James Street area), 7th Street into downtown, etc.	TBD / neighborhood associations, arts groups, building owners, UG	Locations, artists, cost of materials & labor

On-Site Experience: Ideas to Consider

Idea	Description	Lead / Parties Involved	Resources Needed
Grain Silo Murals	BIG IDEA Paint murals on the grain silos near Southwest Blvd & Rainbow and/or 7th near I-70	TBD / neighborhood associations, arts groups, building owners, UG	Locations, artists, cost of materials & labor
Interactive Murals	BIG IDEA Use virtual reality to bring existing murals in KCK to life via an app or web-based program.	TBD / neighborhood associations, arts groups, building owners, Visit KCK	Organizer, locations, funding or sponsor for programming
Neighborhood Trash Cans	BIG IDEA Install permanent trash cans in areas of high-pedestrian traffic in neighborhoods	TBD / UG, neighborhood associations	Develop plan, cost of trash cans, installation & maintenance

Neighborhoods and Residents

Engagement: Develop resident communication/resource kit. Organize community cleanups. BIG IDEA: Grants for neighborhood/tourism site events. Ideas to Consider: Contests, Adopt a Team, Sister City engagement.

Youth & Soccer: Promote KCK soccer assets. BIG IDEA: Sportsmanship Campaign (anti-bullying/racism, tied to FIFA Fair Play). Ideas to Consider: Mentorships, clinics/tournaments, engaging youth groups. BIG IDEA TO CONSIDER: Pop-Up Soccer Pitch.

Resident Impacts: Develop neighborhood traffic/parking plans. Prioritize code enforcement along key routes. Encourage property beautification (flowers, painting, trash removal).

Housing: Educate homeowners on Short-Term Rental policies. BIG IDEA: Host STR application events. Protect tenants from eviction due to STR conversion. Idea to Consider: Consider temporary STR policy changes.

Neighborhoods and Residents

Short-Term Rentals

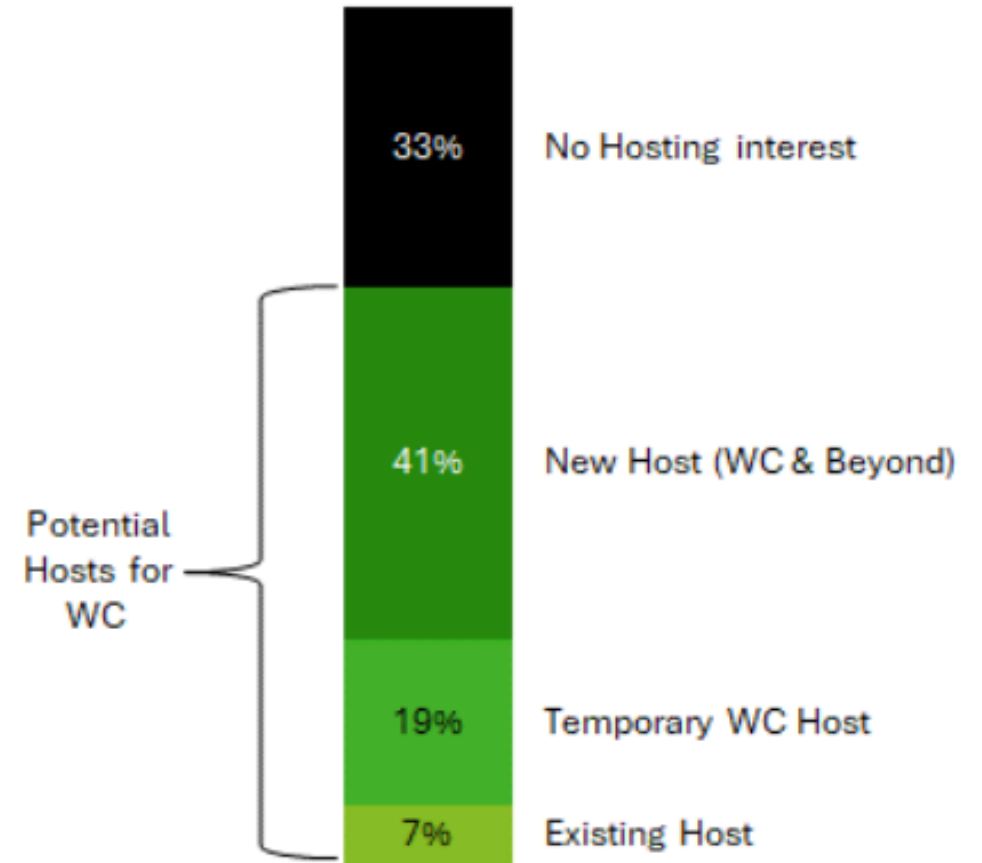
Projected Airbnb Hosts during and after the World Cup in Kansas City

According to a study commissioned by Airbnb on World Cup impacts in KC:

67% of individuals in the KC metro are willing to rent their property on Airbnb during the World Cup

11,000 visitors are projected to stay in KC area Airbnbs

The average KC Airbnb host is projected to earn **\$3,500** during World Cup



Source: Survey by Deloitte

Neighborhoods & Residents: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Neighborhood Engagement			
Neighborhood Resource Kit	Develop a neighborhood communications plan and resource kit to communicate with residents about the World Cup to foster community pride.	TBD / UG Communications, Livable Neighborhoods, neighborhood associations	Communications plan, printing costs, staff time
Community Cleanup Initiatives	Organize and incentivize community efforts to enhance the appearance of WYCO for the World Cup and beyond by encouraging neighborhoods to host trash pickups, mowing and neighborhood beautification.	TBD / UG Building & Logistics, UG Waste Management, Livable Neighborhoods, NBRs and neighborhood associations	Organizer, develop plan, funding for materials and/or programming
Grants for Special Events	BIG IDEA Establish a grant fund for events during the World Cup for which neighborhoods or tourism sites can apply.	UG / Livable Neighborhoods, Neighborhood Associations, Tourism Sites	Recommended budget of \$25,000-\$50,000 for grant fund.
Youth & Soccer			
Sportsman-ship Campaign	BIG IDEA Develop a sportsmanship campaign from the FIFA Fair Play Code among WYCO youth to boost anti-bullying and anti-racism efforts.	TBD / FIFA Fair Play Code, Local School Districts, Youth Organizations	Organizer, education materials & resources, special events & activities
WYCO Soccer Asset Promotion	Draw attention to soccer assets in WYCO such as Blind Soccer Pitch at KS State School for the Blind, USD 500: Banneker Elementary mini pitch, Sporting KC, KCKCC soccer, Local soccer clubs like Santa Fé Wanderers FC & Soccer Nation KC.	Visit KCK / UG Communications, KC 2026, soccer organizations	Promotional strategy / marketing plan, staff time

Neighborhoods & Residents: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Short-Term Rentals & Housing			
Education & Outreach	Educate homeowners on STR policies. Inform existing and potential applicants of STR requirements. Better harness the advantages of the administrative review process by encouraging residents to rent out an extra room in their home vs the whole home.	TBD / UG Planning & Zoning, Neighborhood Associations, Homeowners	Promotional strategy, staff time
Short-Term Rental Education Events	BIG IDEA Host events for homeowners to overview policies and application process to become a STR. Allow on-site applications if possible.	TBD / UG Planning & Zoning, Neighborhood Associations, Homeowners	Organizer, location for events, promotion of events, education materials & resources
Resident Impacts			
Traffic & Parking	Develop neighborhood parking plans for areas impacted by World Cup events & inform residents about anticipated parking and traffic impacts.	TBD / UG, Livable Neighborhoods, neighborhood associations	Parking plan, staff time
Code Enforcement	Work with residents and neighborhoods to correct code violations. Prioritize residential and commercial properties along key routes and in anticipated high visitation areas.	TBD / UG, Livable Neighborhoods, NBRs, neighborhood associations	Develop a plan, staff time

Neighborhoods & Residents: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Resident Impacts cont.			
Beautification	Encourage residents and neighborhoods to beautify their properties and neighborhoods.	TBD / UG, Livable Neighborhoods, NBRs, neighborhood associations	Promotional strategy, staff time
Flowers & Plants	Use existing planters in medians, sidewalks, parks & public areas to plant flowers & plants. Encourage neighborhood associations, churches and local associations to participate.	TBD / UG, Parks & Rec, Livable Neighborhoods, neighborhood associations, churches & orgs	Staff time, budget for materials
Painting & Repairs	Encourage painting and repairs of properties along key routes. Identify grants and funding to assist with repairs.	TBD / UG, Livable Neighborhoods, NBRs, neighborhood associations	Plan & communications strategy, staff time, possible budget for materials and/or grants
Trash	Ensure timely trash removal and discourage public dumping and littering.	TBD / UG Building & Logistics, UG Waste Management, neighborhood associations	Communications plan, staff time
Neighborhood Resource Center	Use the UG's Neighborhood Resource Center and Livable Neighborhoods as a conduit to get information to neighborhood groups	TBD / UG Neighborhood Resource Center, Livable Neighborhoods, NBRs, neighborhood associations	Communications plan, staff time

Neighborhoods & Residents: Ideas to Consider

Idea	Description	Lead / Parties Involved	Resources Needed
Neighborhood Contests	Develop incentives and contests to encourage community participation in cleanup efforts. Establishing a program offering prizes and contests to motivate neighborhoods to engage in clean-up activities.	TBD / Livable Neighborhoods, neighborhood associations, local businesses	Organizer, develop plan, budget for possible prizes, possible sponsor
Adopt a Team	Explore opportunities for groups or neighborhoods to adopt a team from the tournament.	TBD / Livable Neighborhoods, neighborhood associations, local businesses	Organizer, develop plan, budget for possible prizes, possible sponsor
Sister City Engagement	Look for opportunities to engage existing Sister Cities of countries playing/training in the Kansas City area or playing in the tournament	TBD/ UG, neighborhood associations, cultural groups, Visit KCK	Organizer, develop plan, budget for programming
Pop-Up Soccer Pitch in Neighborhoods	BIG IDEA Create a traveling soccer pitch that can be set up in neighborhoods leading up to and during World Cup to host local matches, clinics and player appearances.	TBD / Livable Neighborhoods, neighborhood associations, local businesses	Sponsor, creation of pitch, staffing for events, budget for materials

Neighborhoods & Residents: Ideas to Consider

Idea	Description	Lead / Parties Involved	Resources Needed
Mentorship Programs	Implement a mentorship program pairing students with soccer professionals to foster development and interest in the sport. Establish a mentorship program for local coaches to enhance their skills & knowledge.	TBD/ youth-focused organizations, school districts, colleges, churches	Organizer, develop plan, volunteers, budget for programming
Soccer Clinics or tournaments	Ask local Soccer Clubs to host clinics in WYCO or tournaments such as a Mini World Cup for youth to represent a country.	TBD / local soccer clubs, schools or colleges	Organizer, develop plan, budget for programming
Youth Engagement	Engage organizations that work with youth such as daycares, Police Athletic League and local school districts and encourage them to have soccer-related programming.	TBD/ youth-focused organizations, school districts, churches	Organizer, develop plan, budget for programming
Short-Term Rental Changes	Consider allowing more Short-Term Rentals during World Cup. Explore lifting current density restrictions, specifically 1 SUP-per-block maximum and/or create a temporary STR status for units only operating during the World Cup.	TBD / UG Neighborhood Resource Center, neighborhood associations, homeowners	Community feedback, temporary ordinance changes

Business and Workforce

Wyandotte County Business Survey



Business and Workforce

Communication/Collaboration: Develop business communication plan. Partner with local support orgs. Encourage local procurement. BIG IDEA: Recurring Small Business Roundtable.

Business Operations: Address staffing needs (training, language). Plan for disruptions (traffic, parking, utilities). Inform on wage/hour rules. Enhance safety (security, KCKPD link). Prepare for international customers (payments, info). Plan marketing/promotions. Manage supply chain demands. Develop post-event success strategies.

Workforce: Assess temporary needs. Partner with employment orgs. Focus on underemployed/unemployed. Connect schools to work opportunities. BIG IDEA: Pilot program connecting students to small businesses for marketing support.

Business & Workforce: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Communication & Collaboration			
Communication Plan	Develop a communication plan to inform WYCO businesses about the World Cup.	TBD / WYEDC, KCK Chamber, UG, small business assistance orgs	Organizer, communications plan, staff time
Small Business Roundtable	BIG IDEA Establish a recurring small business roundtable to engage businesses and share information from local business resource orgs.	TBD / KCK Chamber, WYEDC, The Toolbox, UG	Organizer, communications plan, location, staff time
Collaboration	Establish partnerships with local organizations to facilitate business engagement.	TBD / WYEDC, KCK Chamber, UG, small business assistance orgs	Organizer, develop plan, staff time
Procurement Opportunities	Encourage government and public institutions to purchase products for the World Cup through local WYCO businesses.	TBD / WYEDC, KCK Chamber, UG, small business assistance orgs	Organizer, develop plan, staff time
Business Operations			
Staffing Needs	Assist businesses in identifying peak staffing times and roles needed. Implement training programs that incorporate cultural sensitivity, overcome language barriers. Consider translation devices or bilingual staff.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time

Business & Workforce: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Business Operations cont.			
Business Operation Disruptions	Develop strategies for operational disruptions such as road closures (Use traffic management apps to stay updated on road closures and best routes); parking (Partner with nearby facilities); adjusted hours (Communicate operating-hours changes to customers); power & internet outages.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Wage & Pay Considerations	Inform companies of wage and hour considerations as businesses may need to adjust pay rates during the World Cup based on worker demand. Budget for potential overtime costs and understand specific regulations applicable to temporary or seasonal workers.	TBD / WYEDC, KCK Chamber, Kansas Dept Labor, small business assistance organizations	Organizer, develop plan, staff time
Business safety precautions	Increase security personnel & surveillance. Train staff in managing crowds. Establish a direct line of communication with KCKPD. Register cameras with KCKPD for added security measures.	TBD / WYEDC, KCK Chamber, small business assistance organizations, KCKPD	Organizer, develop plan, staff time
Prepare for international & out-of-town customers	Ensure payment systems are internationally compatible. Provide information and assistance about local attractions. Offer special deals during the World Cup. Use surveys and suggestion boxes to evaluate processes and monitor in real time.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time

Business & Workforce: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Business Operations cont.			
Marketing and Promotion	Plan campaigns that align with the local themes. Create unique promotions with other businesses. Identify the best platforms for your audience. Tailor your messaging to appeal internationally. Track metrics and adjust strategies.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Supply chain demands	Plan for peak periods well in advance of the World Cup. Work closely with suppliers, confirming they can meet demand. Stock up on high-demand items. Prepare for potential delays and critical shortages. Be aware of delays related to tariffs and regulations. WYEDC will identify local partners that may have available storage capacity.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time
Post-event success	Develop loyalty programs and marketing to maintain long-term customers. Use surveys to gather insights and review performance metrics. Identify areas for improvement and refine strategies. Strengthen relationships with partners and use the opportunity to manage future large events.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time

Business & Workforce: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Workforce			
Temporary Workforce	Assess the need for temporary workforce through agencies like Express Employment and Alliance Workforce. Workforce Partnership can assist with long-term employment needs.	TBD / WYEDC, KCK Chamber, small business assistance organizations	Organizer, develop plan, staff time. Budget for employment agency services
Employment Partners	Partner with local organizations working to connect people to employment such as Catholic Charities, Made Men, Workforce Partnership, Connections to Success.	TBD / Catholic Charities, Made Men, Workforce Partnership, Connections to Success	Organizer, develop plan, staff time
Job Opportunities	Focus on underemployed and unemployed populations to incorporate them into the hiring process.	TBD / WYEDC, KCK Chamber, small business assistance orgs	Organizer, develop plan, staff time
School Engagement	Work with schools to connect students to work opportunities.	TBD / WYEDC, KCK Chamber, small biz orgs, school districts & colleges	Organizer, develop plan, staff time
Student-Business Support Pilot Program	BIG IDEA Engage educational partners in a pilot program to connect students in specific academies or programs to small businesses in need of marketing support leading up to the World Cup to create a real-world learning opportunity.	TBD / WYEDC, KCK Chamber, small business assistance orgs, local school districts and colleges	Organizer, develop plan, staff time, budget for materials and/or programming

Marketing

World Cup Visitor Profile



Marketing

Marketing Tools: Develop dedicated KCK World Cup website, use social media, create maps/brochures, publicize events calendar.

Promotion: Highlight KCK's global ties, run targeted ads, engage media, promote assets (neighborhoods, events, tours). BIG IDEA TO CONSIDER: In-Country Promotion for potential Base Camp team.

Branding: BIG IDEA: Design a distinct WYCO brand/logo for event. Tell KCK's story: diverse culture, authentic experiences, unique neighborhoods, differentiating from KCMO.

Marketing: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Marketing Tools			
Visitor Website	Develop dedicated WYCO Visitor website, domain, search	Visit KCK	Visitkck.com microsite, domain, paid search budget (\$5,000)
Social Media	Leverage social media platforms & hashtags to engage with a broader audience.	Visit KCK	Social media strategy, staff time
Collateral Materials	Develop maps, brochures & one-sheets that highlight activities in Wyandotte County	Visit KCK	Printing of collateral pieces (est. budget \$10,000)
Events Calendar	Create & publicize an events calendar for events taking place in Wyandotte County during the World Cup	Visit KCK	Online events calendar at visitkck.com, staff time
Promotion			
Highlight KCK Global Ties	Develop a strategy to promote history, culture, businesses and events with ties to competing countries.	Visit KCK / UG Communications, KCK Chamber, local businesses	Promotional strategy / marketing plan, staff time
Advertising Campaign	Develop an advertising campaign targeted at visitors to Kansas City for the World Cup.	Visit KCK	Paid advertising plan (est. Budget \$25,000)
PR & Media	Pitch media outlets on WYCO's offerings.	Visit KCK / UG Communications	Media plan, staff time
Asset Promotion	Promote Neighborhoods/Culture, Places to Stay, Special Events, Watch Parties, Guided/Curated Tours & Experiences, Pop-Up Experiences to visitors	Visit KCK / UG Communications, KCK Chamber, local businesses	Promotional strategy / marketing plan, staff time

Marketing: Recommendations

Idea	Description	Lead / Parties Involved	Resources Needed
Branding			
Community Brand & Logo	BIG IDEA Design a distinctive brand & logo by Third Quarter 2025 that showcases WYCO to World Cup visitors for use in local signage, marketing & events	Visit KCK / UG Communications, design agency	Budget for design agency, budget for logoed amenities & signage (est. Budget \$15,000-\$50,000)
Storytelling	Highlight WYCO key attributes: Cultural Promotion, Authentic Experiences, Unique Neighborhoods & Festivals, Global Ties.	Visit KCK / UG Communications	Promotional strategy / marketing plan, staff time

Marketing: Ideas to Consider

Idea	Description	Lead / Parties Involved	Resources Needed
Ideas to Consider			
Social Media Help Center	BIG IDEA Recruit WYCO social media experts & influencers to interact with and answer questions from visitors via social media on key days during the World Cup	Visit KCK / interested local orgs, social media experts & agencies	Organizer, volunteers, room with desks/tables, internet & power outlets for multiple users, sponsor
In-Country Media Blitz	BIG IDEA Host a media blitz in the country that selects Compass Minerals as their base camp to generate awareness and excitement for KCK.	Visit KCK / UG, KS Tourism or Commerce, KC 2026, PR support	In-country PR support, in-country media contacts, travel expenses



MAYOR'S WYANDOTTE COUNTY WORLD CUP READINESS TASK FORCE

Report & Recommendations to Prepare for 2026 FIFA World Cup

