

**To the Mayor and Members of the City Council****March 31, 2026**

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SUBJECT: CITY PREPARATION FOR FIFA WORLD CUP

The purpose of this Informal Report (IR) is to provide the Mayor and Council with a summary of planning, preparations, and anticipated Council actions related to FIFA World Cup.

Background

The AT&T Stadium in Arlington (renamed Dallas Stadium for World Cup) will host nine World Cup matches from June 14 to July 14, 2026, the most of any venue worldwide. The DFW region expects over 740,000 ticketed attendees, 1.5 million Fan Festival visitors, and thousands of journalists at the International Broadcast Center, generating an estimated \$1.5–\$2.1 billion economic impact. Early tournament matches featuring major teams like Argentina and England are expected to draw significant crowds. It is estimated that Fort Worth will see increased tourism, watch parties, and heavy fan travel through the city on match days.

Planning and Preparations

Planning efforts began in earnest alongside regional partners after AT&T Stadium in Arlington was named a host location in 2022. Last year, the City organized efforts into five work groups: Hospitality, Beautification, Communication and Engagement, Safety and Security, and Infrastructure. All efforts are intended to create a safe and inviting atmosphere for residents and visitors alike.

Hospitality - *Working closely with tourism partners to support resident and visitor experience, lodging, private-sector coordination, wayfinding and signage, and partner engagement.*

The Hospitality Work Group is coordinating with Visit Fort Worth and partners to prepare for World Cup related visitors and ensure event readiness. Forecasting exact numbers remains difficult as it is still outside the booking window for this time period. Current hotel bookings remain typical for this point in the cycle, as World Cup lodging demand usually rises only after fans secure tickets. Increased hotel demand is expected the day before and day of Arlington matches, especially June 21–27 when Argentina plays and major concerts at Dickies Arena occur. National trends indicate U.S. bookings may meet but not exceed expectations, though fan travel from countries like Argentina and England remains strong. Overall, Fort Worth should experience tourism levels similar to its busiest days in 2025, alongside other major summer events, like the Texas FFA State Convention at the Convention Center and Rush concerts at Dickies Arena.

To support a welcoming and celebratory atmosphere during the World Cup, a proposed ordinance would temporarily relax certain restrictions to allow supergraphics for World Cup-related displays within designated World Cup Districts, as further detailed in the *Review and Update of Existing Ordinances and Rules* section of this IR. Additionally, work with partners is ongoing to advance event-specific signage and enhanced transit wayfinding in partnership with Trinity Metro.



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Multiple agencies within the City are collaborating on the development of a World Cup Ambassador program. Ambassadors will be trained to welcome visitors to our community and direct them to our hospitality and transportation assets. City staff will be offered the opportunity to participate as volunteers in the Ambassador program.

Beautification - *Maintaining a clean, safe, welcoming visual environment for residents and visitors across priority travel corridors.*

There will be plenty of opportunities for Fort Worth residents and visitors to engage in either in-person viewing or watch parties. As such, it is important for the City to maintain a safe, clean and welcoming environment.

The Beautification Workgroup, comprised of a cross-departmental team from most City departments, has identified over 50 priority destinations, and the corridors used to travel between locations. Those priority corridors will be the emphasis for pre-event beautification and daily inspections during the event. The corridors have been divided into five sectors (northeast, southeast, southwest, northwest, and central), with ten zones in each sector. Each sector is assigned a weekly inspection day, during which cross departmental teams drive their zones to identify safety and beautification issues such as trash, forestry needs, potholes, or code violations.

Teams report findings through a dedicated MyFW app module, and work orders are assigned to City crews or contractors as appropriate. Inspection teams were trained the week of February 9, with test inspections beginning March 2. Community partners including TXDoT, Downtown Fort Worth Inc., and the City of Arlington are also supporting the beautification effort.

Communication and Engagement - *Coordinating citywide messaging, branding, visitor information, and resident engagement.*

The Communications & Engagement Workgroup is leading a coordinated, citywide strategy to prepare Fort Worth for the World Cup by centralizing messaging, aligning with Visit Fort Worth, and ensuring residents, businesses, and visitors are well-informed and supported. At a high level, this includes proactive public education, clear wayfinding and expectation-setting, and consistent branding across all channels. Core priorities focus on readiness and accessibility—developing emergency communication protocols, translation services, staff training, and integrated engagement opportunities—while positioning Fort Worth as welcoming, organized, and culturally connected to the global event.

Execution spans a multi-channel communications ecosystem, including City News, media relations, paid and digital marketing, social media, and a centralized resident updates hub launching alongside



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the Trophy Tour. Content will guide residents and visitors on logistics (transportation, safety, services), highlight local events and community initiatives, and promote ways to engage—from volunteerism to cultural programming. Internally, the City will activate employees through coordinated communications, ensuring staff are informed, aligned, and ambassadors for the city’s World Cup readiness.

The community is rallying around a common brand to welcome World Cup visitors. This was unveiled by Mayor Parker at the December 5 World Cup Draw Party. The bright green Howdy message is being embraced by tourism districts, Trinity Metro, hotels, and others. It was developed by Visit Fort Worth in partnership with the City.

Safety and Security - *Coordinated public safety operations, law enforcement, emergency management, medical response, and protection of critical assets.*

The City is advancing coordinated safety and security preparations with Emergency Management & Communications, Police, Fire, and supporting departments to staff the City’s Joint Emergency Operations Center (JEOC), Intex Fusion Center (IFC), Real Time Crime Center (RTCC), Emergency Communications Center (ECC), and the Traffic Management Center (TMC) at an additional capacity throughout the duration of the tournament. City personnel will be present in the Dallas Joint Operations Center (JOC) to coordinate with regional partners and will have national representation at the International Police Cooperation Center in Virginia. Sustaining a prolonged 37-day activation period at these operating locations will maintain a proactive approach to safety.

The City is also actively participating in regional planning designed to unify preparedness, coordinate security measures, and share situational awareness across the North Texas region. A critical component of this effort are the Regional Expert Planning Teams (EPTs) that have met regularly over the past two years to share information and coordinate planning and resource needs. The EPTs are composed of local jurisdictions, state partners, federal agencies, transportation authorities, and private-sector stakeholders. These groups allow partner agencies to align operational plans, share intelligence, coordinate resource requests, and develop unified response strategies for large-scale events.

Infrastructure - *Ensuring transportation, mobility, and critical infrastructure can meet tournament demands while maintaining citywide service continuity.*

Transport to the Game and Region: Efforts to coordinate with regional partners on the transportation plan for attendees is underway. Plans include shuttling fans to CentrePort Station via the Trinity Railway Express and a bus bridge (once trains reach capacity), with ticketed passengers



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taking coaches from the CentrePort station to the stadium. Commuters will have priority over spectators for space on commuter trains.

Travelers arriving in the Fort Worth–Dallas area on private or charter aircraft will coordinate schedules with Fixed Base Operators, who provide services such as ground transportation and aircraft handling, while international passengers will clear U.S. Customs at designated authorized airports. Other efforts include:

Traffic Congestion Management: Development of gameday protocols, including traffic signal operations and incident management, will manage potential points of congestion. Partners include TxDOT, Trinity Metro, NCTCOG, and Texas A&M Transportation Institute. Train-crossing technology will monitor and manage any blockages at two key train crossings along West 7th Street and North Main.

1. **Capital Project Suspension:** Identification of projects whose timelines overlap with game days will be evaluated for postponement to avoid lane closures in congestion areas.
2. **Rideshare Loading Zones:** Identification of additional rideshare loading zones and bus loading zones around high traffic areas in downtown, West 7th/Cultural district and the Stockyards.
3. **Traffic Control:** Additional Traffic Control Devices (TCD) will prepare for planned and emergency street closure needs. The City is coordinating additional wayfinding signage to help visitors navigate from local streets to state highways.
4. **Data Management:** An online map has been created to centralize World Cup related project information and activities into a shareable, editable, spatial tool for use by partners as a planning and documentation tool. [Online Map Link](#)
5. **Pedestrian Safety:** Crosswalk striping will be refreshed in high-traffic areas near entertainment zones, transportation hubs, and near regional malls.

Estimated City Costs

Cost estimates are based on anticipated staffing related needs and possible FEMA or UASI reimbursements, with departments tracking all World Cup related personnel and operational expenses for potential grant recovery, supported by the Financial Management Services Grants Team. However, these are broad assumptions, and so the estimated costs are based on the early planning efforts of the departments involved.

Below are the estimated costs for the departments who will be providing additional city services during the World Cup event.

(See table on the next page.)



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Department	Personnel	O&M	Estimated Total	*Reimbursable	Projected Cost
Police	\$2,374,577	\$506,100	\$2,880,677	\$2,880,677	\$0
Fire	\$1,761,410	\$0	\$1,761,410	\$1,228,198	\$533,212
TPW	\$100,000	\$764,000	\$864,000	\$150,000	\$714,000
EM&C	\$67,739	\$781,000	\$848,739	\$848,739	\$0
Env. Svs.	\$24,640	\$497,713	\$522,353	\$0	\$522,353
PARD	\$0	\$100,000	\$100,000	\$0	\$100,000
Municipal Courts	\$53,699	\$0	\$53,699	\$0	\$53,699
Grand Total	\$4,382,065	\$2,648,813	\$7,030,878	\$5,107,614	\$1,923,264

**These costs are anticipated to be reimbursable by FEMA or UASI.*

This table represents the funding source for each of the costs.

Funding Source	Personnel	O&M	Estimated Total	*Reimbursable	Projected Cost
General Fund	\$2,801,217	\$1,562,100	\$4,363,317	\$3,651,406	\$711,911
CCPD	\$1,027,734	\$0	\$1,027,734	\$1,027,734	\$0
EMS	\$428,474	\$0	\$428,474	\$428,474	\$0
Environmental Protection Fund	\$24,640	\$497,713	\$522,353	\$0	\$522,353
Municipal Parking Fund	\$0	\$301,000	\$301,000	\$0	\$301,000
Capital	\$100,000	\$288,000	\$388,000	\$0	\$388,000
Grand Total	\$4,382,065	\$2,648,813	\$7,030,878	\$5,107,614	\$1,923,264

**These costs are anticipated to be reimbursable by FEMA or UASI.*

Except for reimbursable costs, departments have been instructed to adjust departmental expenses to ensure departments are able to execute the plan for the event with minimal impact on normal operations, both in terms of service and costs.

The table below represents costs planned by Visit Fort Worth for advertising, including measurement of World Cup visitation and economic impact, public relations, media engagement, community activation, and supergraphics.

Funding Source	Personnel	O&M	Estimated Total	*Reimbursable	Projected Cost
Fort Worth Promotion and Development Fund Grant	\$0	\$750,000	\$750,000	\$0	\$750,000
Culture and Tourism Fund	\$0	\$1,250,000	\$1,250,000	\$0	\$1,250,000
Grand Total	\$0	\$2,000,000	\$2,000,000	\$0	\$2,000,000

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SUBJECT: CITY PREPARATION FOR FIFA WORLD CUP**Review and Update of Existing Ordinances and Rules**

The proposed ordinance on the March 31, 2026, Council Agenda creates temporary World Cup Districts and provides narrowly tailored, time-limited regulatory relief, primarily for signage, during the FIFA World Cup 2026 period (June 1, 2026 – July 27, 2026, World Cup Period). The measure supports economic development, tourism, and a celebratory atmosphere in anticipation of increased visitor traffic to Fort Worth resulting from World Cup matches, while protecting public health, safety, welfare, and community aesthetics. Key Features of the Proposed Ordinance include:

- Four (4) temporary World Cup Districts in areas expecting the highest visitor activity, specifically:
 - Stockyards National Historic District
 - Sundance Square / Downtown District
 - West 7th Cultural District
 - Near Southside District
- Narrowly tailored, time-limited signage flexibility (June 1–July 27, 2026) exclusively for World Cup related content and temporary displays.
- The ordinance temporarily relaxes selected provisions of Chapter 29 (Signs) and Zoning Ordinance Appendix A, Chapter 6, Article 4 only for World Cup-Related Displays (temporary signs, banners, flags, pennants, murals, inflatables, fence signs, etc., that primarily promote, celebrate, or relate to the World Cup).
- Expands allowable temporary signage types to include “supergraphic” signage. Such signage will be permitted to provide for large-format, temporary graphics deployed on prominent building façades or event infrastructure during the World Cup Period to create a unified visual environment, guide visitors, and support time-limited activations.

Major relaxations and allowances include:

- Expedited permit review by Development Services Department
- Suspension of Historic and Cultural Landmarks Commission, Urban Design Commission, and Downtown Design Review Board approvals during the period
- Historic structures: Requires Historic Preservation Office approval for attachment methods
- Expanded permit-exempt options (e.g., increased size allowance for window signs with no first-floor restriction; pennants; A-Frame/T-Frame signs with size and placement limits)
- Flexible temporary signs (area limited to building façade; safety requirements for combustible materials; right-of-way placement restrictions)
- Engineer certification required for larger, taller, or higher-elevation temporary signs
- Special allowance to allow off-premise supergraphic signs in the World Cup Districts (up to 450 sq ft, World Cup-themed, minimum 80% non-textual graphics, limited sponsorship text, no freeway orientation, no covering windows or architectural features, external illumination permitted).



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- All World Cup related signage must be removed by July 27, 2026, with enforcement for noncompliance.
- Any offense under the proposed ordinance is a Class C misdemeanor punishable by a fine not to exceed \$500.00.
- The Outdoor Events Ordinance permitting processes remain unchanged.

For questions regarding this information, please contact Sonny Saxton, Director of Emergency Management & Communications.

**Jesus "Jay" Chapa
City Manager**