



February 8, 2018

**TO:** Park Board Chair and Commissioners  
**FROM:** General Manager - Vancouver Board of Parks and Recreation  
**SUBJECT:** United 2026 Bid (FIFA)- Training Site Agreement

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## RECOMMENDATION

- A. THAT the Vancouver Park Board, subject to the below Recommendations, approve the signing and delivery of the Training Site Agreement, Legal Opinion, and any ancillary documents (collectively, a component of the “Vancouver 2026 Bid Documents”) to the Canada Soccer Association (“CSA”) and/or United Bid Committee (“UBC”) in support of their bid (the “2026 Bid”) to have Canada, Mexico and the USA jointly host the FIFA 2026 Men’s World Cup in North America;
- B. THAT the Vancouver Park Board, subject to the below Recommendations, enter into a multi-party cost-sharing agreement (“Multi-Party Agreement”) with the Federal and Provincial Governments (as well as other Canadian candidate cities such as Edmonton, Montreal, and Toronto, and their respective provincial governments, and possibly other bid participants), whereby Canada and/or British Columbia agrees to carry out for the City and the Park Board or reimburse the City and the Park Board for the costs of carrying out those obligations assumed by them signing the Vancouver 2026 Bid Documents (save and except for performing normal City and Park Board services within our normal operating budgetary framework as was done for the 2010 Winter Olympics);
- C. THAT the Vancouver Park Board component of the Vancouver 2026 Bid Documents be delivered on such terms and conditions (“Bid Release Conditions”) as are satisfactory to the City Manager, General Manager of the Park Board, and City Solicitor to ensure that the CSA and UBC are not legally authorized to release them to FIFA as part of the 2026 Bid unless and until such Bid Release Conditions are satisfied;
- D. THAT the Bid Release Conditions be that the City and the Park Board have entered into a Multi-Party Agreement satisfactory to the City Manager, General Manager of the Park Board, and City Solicitor, or the Bid Release Conditions have been modified to the satisfaction of the City Manager, General Manager of the Park Board, and City Solicitor so as to provide to the City and the Park Board substantially the same degree of protection from financial and legal liability to that intended to be achieved by the Multi-Party Agreement;

- E. THAT the City Manager, General Manager of the Park Board, and City Solicitor be authorized to execute and deliver all legal agreements contemplated by the above Recommendations (including for further certainty any related agreements between the City and other bid partners such as BC Pavilion Corporation, TransLink, or other related parties such as CSA, UBC, FIFA or any affiliates of them), and that the City Solicitor be authorized to execute and deliver all legal opinions and any ancillary documents required in connection with the Vancouver 2026 Bid Documents; and
- F. THAT no legal rights or obligations will be created by the execution and delivery of any of the Vancouver 2026 Bid Documents, except to the extent authorized by the City Manager, General Manager of the Park Board, and City Solicitor in accordance with the Bid Release Conditions.

## **POLICY**

As per the [Vancouver Charter](#), the Park Board has exclusive jurisdiction and control over park land use in the City of Vancouver, including any structures, programs and activities, fees, and improvements that occur within designated parks.

## **BACKGROUND**

FIFA is the governing body for international soccer. The FIFA World Cup is the world's largest sporting event with a cumulative global television audience of over 26 billion people. The month-long tournament is held in June/July every four years. FIFA is currently seeking host countries for the 2026 event.

The World Cup was held in the United States for the first time in 1994, resulting in an estimated \$4 billion economic impact. The American audience and international travellers responded positively to the event accounting for 3.6 million spectators, representing ticket sales of 96 percent of the capacity for all nine U.S. host stadiums.

By 2026, FIFA's goal is for two-thirds of the globe - 5.1 billion people - to be soccer fans. For that goal to be met, a great many new fans will need to be sourced from North America. This underlines the huge significance of staging the event here - the implications are not just local, they are global and have the potential to transform the global game.

### ***United Bid to Host***

For the first time in the history of the World Cup, three soccer associations from three different countries have collaborated to bid as one entity, the United Bid Committee (UBC). In April 2017, Canada Soccer, US Soccer and the Mexican Soccer Federation signed an agreement to bid together. Partners at CONCACAF (the Confederation of North, Central American and Caribbean Association Football), have endorsed the concept.

In 2026, the FIFA World Cup will be even bigger - 200+ countries will compete in qualification, 48 teams will win through to the tournament (currently the format sees 32 finalists) and there will be a total of 80 matches hosted. The UBC expects that as many as 100,000 people, many of them volunteers, will become involved in the staging of the event.

A 2026 World Cup in North America is estimated to bring more than \$5B (USD) in new economic activity to North America, which translates to a net benefit of greater than \$3B from a host cost-benefit perspective. “Free advertising” from global media exposure is estimated to add up to more than \$4.6M in equivalent advertising value per televised match on average for a city.

The UBC solicited interested cities across the three countries in July 2017. The Vancouver Host City Bid Advisory Group, through the Sport Hosting Vancouver partnership, responded to the Request for Information (RFI) indicating the City’s interest in being considered as one of the host cities in the bid to hold the games in Canada. Of the 42 cities who participated in the RFI, the City of Vancouver was selected as one of 4 Canadian cities to be considered by the UBC, along with 25 cities in the U.S. and 3 cities in Mexico.

Vancouver was selected as a Canadian Host City Candidate, along with Edmonton, Toronto and Montreal. It is anticipated that Vancouver would host 3 to 5 games if the bid is successful and if Vancouver is selected as an Official Host City. The host nation(s) for the 2026 World Cup will be named by FIFA in June 2018, and individual host cities will be selected in 2021.

FIFA will not publically declare Official Host Cities until 2021. Until that time, Vancouver will continue to participate in the competitive bid process and receive further clarity on the scope of work for the obligations required in the Host City Agreement and Training Site Agreement. Vancouver will also continue discussions with various levels of government to confirm how each party will contribute to the 2026 FIFA World Cup.

#### ***Public Engagement - Host City Bid Advisory Group***

A Host City Bid Advisory Group that includes representation from key stakeholders in the community has been formed and includes BC Soccer, Vancouver Whitecaps FC, Tourism Vancouver, Vancouver Hotel Destination Association, PavCo, City of Vancouver (including Park Board and Vancouver Police Department), Destination BC, Translink, Vancouver International Airport and the Ministry of Tourism, Arts and Culture.

## **DISCUSSION**

### ***Why Bid?***

The 2026 FIFA World Cup will be a once-in-a-lifetime opportunity to host another global event in Vancouver. This is an opportunity to present our beautiful and diverse city, and promote what is unique about Vancouver and the people who live, work and play here. The exposure presented by the World Cup will form lasting impressions for visitors and broadcast viewers, further solidifying Vancouver’s reputation as a world-class event host and destination.

- **Substantial economic and media impact** - The United 2026 Bid Committee commissioned a study by the Boston Consulting Group (BCG) to analyze the potential economic impact of hosting the 2026 FIFA World Cup in North America. Broadly, the study provides the United 2026 Bid Committee with a tool to help demonstrate the many different benefits associated with hosting a FIFA World Cup across Canada, Mexico and the United States. BCG estimates that individual host cities could see between \$160 and \$620 million in incremental economic activity (which translates to a net benefit of approximately \$90 to \$480 million per city).

- **Opportunity for community engagement and legacy** - For the City of Vancouver and the Park Board, hosting the 2026 FIFA World Cup must be much more than what is hosted inside the stadium or what the score of the match is. The FIFA World Cup represents an opportunity to inspire and engage our citizens, reaching people who have no interest in soccer otherwise. For hundreds and millions of people around the world, the sport of 'football' is the ultimate cultural expression.

The initial phase of this bid and all discussions to date with Provincial and Federal Governments have focused on operational obligations as they relate to the Host City Agreements and Federal Government Guarantees. Should the UBC be successful in winning the bid for CONCACAF to host the 2026 FIFA World Cup, further discussions with the Provincial and Federal Governments will continue in the next phase of the strategic planning process that will focus on investments for a sustainable legacy

- **Ability to host the event** - Without the three nation United Bid collaboration, Canada would likely never have the opportunity to host a FIFA World Cup on its own. We simply do not have the stadiums and other supporting infrastructure required to welcome this event to our country alone. The joint bid is more compelling than if any one country tried to host independently.
- **The successful resume of hosting global events in Vancouver and the small impact hosting would have on the daily lives of residents** - This event builds on Vancouver's existing event hosting strengths and creates a foundation for economic, social and cultural legacies. Further, given that there are only a few games and some training sites in operation, the disruption to the city would be in line with other major events hosted in and around BC Place stadium.

### ***Hosting Agreements***

In order for the UBC to comply with FIFA's requirements for a compliant bid submission by March 16, 2018, the UBC needs fully executed bid documents signed by each applicable Host City and its bid partners. For the City of Vancouver and the Park Board, this is a signed Host City Agreement, Host City Declaration, and Training Site Agreement. Vancouver City Council reviewed and approved the execution of the first two items on January 30, 2018; the Park Board is the signatory for the latter agreement. For other partners such as YVR, this means a signed Airport Authority Agreement, and for BC Place Stadium/BC Pavilion Corporation, this means a signed Stadium Authority Agreement.

### ***Training Site Agreement***

As a Host City, Vancouver, through the Park Board, would be responsible for providing venue specific training sites near the host stadium and team accommodations. For bidding purposes, Vancouver must propose four venue options, with the assumption that two would be chosen to serve as training venues during the tournament.

The costs associated with providing these training sites would include support facilities (media centre, locker rooms, etc.), perimeter fencing, clean venue (free of any marketing or advertising), safety and security of the venues and spectator seating. All costs associated with the training sites will be recovered as part of the Training Site Rental Fee (as described below).

To date, four Park Board locations have been identified as potential training site venues for the competition, including:

1. Memorial South;
2. Trillium Fields;
3. Empire Fields; and
4. Jericho Field.

The Park Board's VanPlay team has been engaged as part of the bid process to discuss and ensure that potential synergies associated with hosting the 2026 FIFA World Cup are identified and carefully considered in the Park Board's master plan development work.

### ***Training Site Rental Fee***

As part of the Training Site Agreement, a Training Site Rental Fee will allow for all obligations outlined to be deemed recoverable, including city services and security for the duration that the competition requires the facilities. Exclusive use of the selected training sites would be granted 14 days prior to the start of the tournament until the last match is played in the Host City (potentially 45 days).

### **SUMMARY**

Hosting a World Cup in Canada would not be possible without the opportunity of a United Bid within North America. The joint bid is more compelling than if any one country attempted to host independently. All four Canadian candidate Host Cities are collaborating and working together to win the bid for Canada.

The next eight years can be used to initiate and deliver exciting legacies in the pre-World Cup period, but equally important, measures must be taken to sustain these changes long after the competition is over; this will be the true success in hosting the World Cup.

The expedited bid process for the 2026 competition has created a unique scenario, with many details remaining to be addressed. The bidding for matches to be hosted in Vancouver will not conclude until an Official Host City announcement in 2021. The United Bid will be submitted with more candidate host cities than required to host the 2026 FIFA World Cup. The submission presented to FIFA in March 2018 will include more candidate host cities than required, and will be reduced to 12 to 16 cities by FIFA in 2021.

The City of Vancouver and the Park Board, along with Host City Bid Advisory Group members are excited to be a part of this process, and staff will continue to work with partners to deliver the ultimate objective of hosting official matches of the FIFA World Cup in 2026.

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