

Santa Clara Stadium Authority

Informational Report on World Cup 2026 Updates

Jövan Grogan, SCSA Executive Director

September 26, 2023



Item #2E, RTC #23-1110

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Presentation Agenda

1. Background
2. Discuss Stadium Authority/City 2026 Major Events Management Structure
3. Update on External Stakeholder Meetings
 - Bay Area Host Committee (BAHC)
 - Valley Transportation Authority (VTA)
4. Information Sharing Agreement & World Cup 2026 Documents
5. Next Steps



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POST MEETING MATERIAL

Background

World Cup 2026 Guiding Principles

On May 23, 2023, the City Council and Stadium Authority Board adopted the following:

1. Professionally oversee FIFA World Cup 2026 events in a manner that positively highlights the City of Santa Clara and celebrates the rich diversity of Santa Clara's neighborhoods.
2. Attain reimbursement of all event costs, including public safety (pre- and post-event costs).
3. Ensure direct benefits to the Santa Clara community and Santa Clara businesses.
4. Plan and provide for communication and engagement with residential neighborhoods adjacent to Levi's Stadium and other venues that will be utilized for large events.
5. Ensure specific benefits to and involvement of Santa Clara youth and adult soccer programs.
6. Seek revenue generating utilization of the Santa Clara Convention Center and other event and recreation spaces (including college and school facilities) in the City of Santa Clara without any impact to the General Fund.
7. Seek mitigation of City and Stadium Authority financial risks and liabilities.
8. Engage in transparent communication on pre-planning efforts, with periodic progress reports to the City Council, including reports published on the City's website to promote engagement and awareness for residential neighborhoods adjacent to the Stadium and the City as a whole.
9. Pledge that the Santa Clara City Council, Stadium Authority Board, and City staff will follow the law, act ethically and transparently with the expectation that other parties do the same.



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Background

FIFA World Cup 2026



City of Santa Clara
&
Levi's Stadium

3 COUNTRIES
16 CITIES
48 TEAMS



Source: [FIFA.com](https://www.fifa.com) 4

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Background

FIFA World Cup 2026 (Cont.)

EVENTS AND ATTRACTIONS

'26 World Cup host cities frustrated over pace of FIFA preparations

9.18.2023



U.S. host cities are "growing frustrated with the tortured pace" of FIFA's preparations and communications ahead of the 2026 men's World Cup along with a "lack of clarity about their roles in what will be the biggest, and richest, sporting event ever staged on American soil," according to Tariq Panja of the N.Y. TIMES. Cities and stadiums "still do not know" how many matches they will host, or on which dates. Opaque rules about sponsorships have "left local governments unable to secure deals to cover the millions of dollars of public money they have committed to spend." The date of the World Cup's opening game is "still not set." Many officials overseeing World Cup preparations in several

FIFA Delays Have Cities Worried About 2026 World Cup Plans

With about 1,000 days until the opening game of soccer's showcase event, U.S. organizers are waiting for answers, and action, from the sport's governing body.

The Athletic

FIFA's Colin Smith to leave role as World Cup chief operating officer

Report: SoFi could say "so long" to hosting World Cup matches in 2026

By Mike Florio • Published September 22, 2023 12:47 PM

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Sources: [Sports Business Journal](#), [New York Times](#), [NBC Sports](#), and [The Athletic](#) 5

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Background

Tournament Dates & Schedule

Largest ever tournament @ 48 Teams, 16 Cities, and 104 Matches

Projected Dates

Mid June – Mid July
37-39 Day Tournament TBD

Match Allocation

FIFA projected to announce schedule and allocation of matches to each Host City in "Fall" of 2023

Bay Area Matches

Levi's Stadium / Santa Clara may receive anywhere between 3-8 matches.

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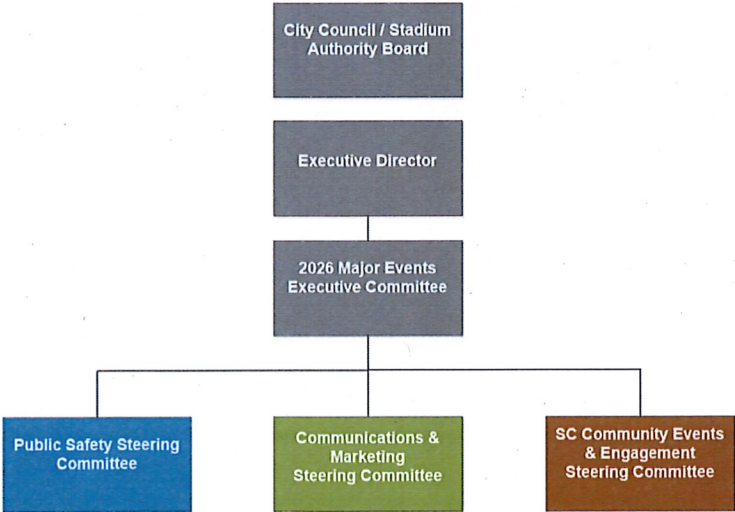
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2026 Major Events Management Structure

- Provides staff leadership on City work efforts related to the 2026 events, including public safety, communications and marketing, and Santa Clara community events and engagement.
- **Staff Leadership**
 - Executive Steering Committee
 - Members: Jövan Grogan, City Manager; Glen Googins, City Attorney; Ruth Mizobe Shikada, Retired Annuitant; Sujata Reuter, Chief Assistant City Attorney; Derek Rush, Assistant Police Chief; Christine Jung, Assistant to the City Manager



2026 Major Events Management Structure (Cont.)



Meetings with BAHC



- The Bay Area Host Committee (BAHC) is a non-profit corporation focused on bringing major, world-class events to the Bay Area that drive economic vitality, community-wide engagement, civic pride and global recognition.
- BAHC served as the host for Super Bowl 50 and the 2019 College Football Playoff which were held at Levi's Stadium.
- Staff and BAHC have met on a regular basis to share information and coordinate World Cup 2026 and Super Bowl LX pre-planning efforts.



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Meetings with BAHC

BAHC Early-Stage Planning

- Immediate Focus is on Operations and Field of Play

1. Early Nov 2023 - FIFA Site Visit to focus on:

- Commercial Matters
- Accommodations
- Host City Overview (Stadium, Training Sites, Team Base Camps)
- Match Ops: Stadium, IT, Broadcast, Transportation, Last Mile, Security
- Fan Fest

2. Field of Play

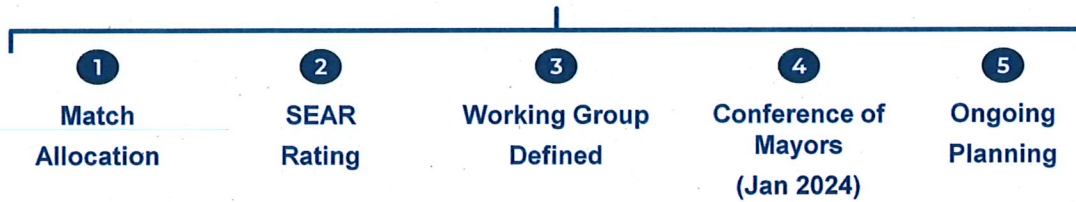
Current pitch at Levi's Stadium of 64m x 105m does not meet FIFA's desired specifications of 68m x 105m. Modifications can be made to meet FIFA's requirements however further analysis and negotiations with FIFA are in-progress.



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Federal Government Integration Various Agencies Represented



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WORLD CUP 2026 DOCUMENTS

- Progress made since May 23, 2023 related to obtaining access to World Cup 2026 documents and detailed information related to operational and infrastructure requirements for Santa Clara and Levi's Stadium
 - However, all pertinent documents have not been received
- Initial review of received documents reveal that significant commitments were made by representatives for the 49ers
- Full extent of commitments unknown until all relevant documents are received and reviewed
- Staff intends to continue to assert SCSA/City positions **and** work towards resolution that protects the community's interest, complies with Measure J and ensures successful World Cup games while not negatively impacting the City and the Stadium Authority



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INFORMATION SHARING AGREEMENT & DOCUMENT RECEIPT AND RELEASE STATUS

Glen Googins, Stadium Authority Counsel



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World Cup 2026 Documents

- In accordance with the Council/Board's May 23, 2023 direction, an Information Sharing Agreement was negotiated and executed (August 1, 2023).
- Agreement establishes a framework for the timely sharing of information relevant to the City hosting World Cup 2026.
- FIFA, BAHC and 49ers obligated to provide City/SCSA all relevant World Cup 2026 agreements and information related to any events scheduled at Levi's Stadium (or elsewhere in the City).



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World Cup 2026 Documents (Cont.)

- Other Key Provisions

- Three different "categories" of documents with varying levels of possession/digital access/public disclosure requirements (depending upon whether City/SCSA are parties or document has impact on City/SCSA resources)
- As allowed by the Public Records Act, "Confidential Information" (e.g., information concerning sensitive public safety issues, ongoing negotiations, or that is considered proprietary) will not be disclosed publicly.
- City/SCSA to identify "Relevant Personnel" with access to documents, subject to execution of a written "Acknowledgement" of Agreement requirements
- City/SCSA will coordinate with FIFA/BAHC/Stadium Manager on any necessary redactions of confidential information and on responses to public requests for documents that contain confidential information.



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Status of Documents

- Currently possess

- Stadium Agreement (full version)
 - Redacted version already provided to Council and the public
 - Un-redacted version to be provided to Council upon receipt of signed "Acknowledgements" and set-up of digital access platform
- Addendum to Stadium Agreement (full version w. Host City Agreement provisions redacted)
 - Awaiting proposed redactions to allow release to Council and the public



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Status of Documents (Cont.)

- **Need/expected soon**

- Host City Agreement and Addendum
 - Currently possess the required submittal "form" but not the actual executed version or the signed Addendum
 - Awaiting finalization of "Intralinks" digital access system
- Proposed Stadium Construction/Renovation Plan
- Proposed allocation of games (Expected this fall/winter)



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Stadium Agreement - Basics

- Redacted version of the Stadium Agreement entered into by the Stadium Manager and United States Soccer Federation, Inc. (USSF) has been released to the public.
- Execution and submittal of the agreement was a requirement to be considered as a "host venue" for the World Cup 2026 event.
- USSF rights/obligations now assumed by a "local" FIFA affiliate.
- Stadium Agreement sets forth FIFA's terms and requirements for stadium infrastructure and operations in connection with the World Cup 2026. It also provides initial terms for allocation of event costs and revenues.



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Stadium Agreement – Basics (Cont.)

- There are multiple provisions that present challenges to the City and SCSA as commitments were made several years ago without City or SCSA's prior input or approval; these terms will need to be addressed going forward.

Examples include:

- Capital improvements required within the Stadium – Unclear what improvements may be required or recommended by FIFA. As such, it is unclear what the associated costs may be and who will be responsible.
- Branding/Signage – FIFA retains exclusive Stadium naming, branding, and advertising rights; but SCSA has existing Naming Rights Agreement.
- Final "Hosting Requirements" – Staff's understanding that this document has not yet been finalized by FIFA. City/SCSA are not in possession of executed Host City Agreement. While not "binding" on the City, there are potential significant responsibilities that will need to be addressed.

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Next Steps

- **Commitment** to continued compliance with Measure J and ensure that the City will be reimbursed for all City-related services and event costs for Levi's Stadium.
- **Obtain** key information on World Cup 2026 matches held at Levi's Stadium (anticipated in Fall/Winter) and hosting requirements that will factor into overall cost and impacts.
- **Launch** negotiations to identify and document responsible parties for City costs.

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Next Steps (Cont.)

- **Continue to advocate and assert** City/SCSA interests to obtain relevant documents, identify all proposed duties, costs and benefits for the event, and determine appropriate roles and responsibilities for all parties to host a successful World Cup 2026 event at Levi's Stadium.



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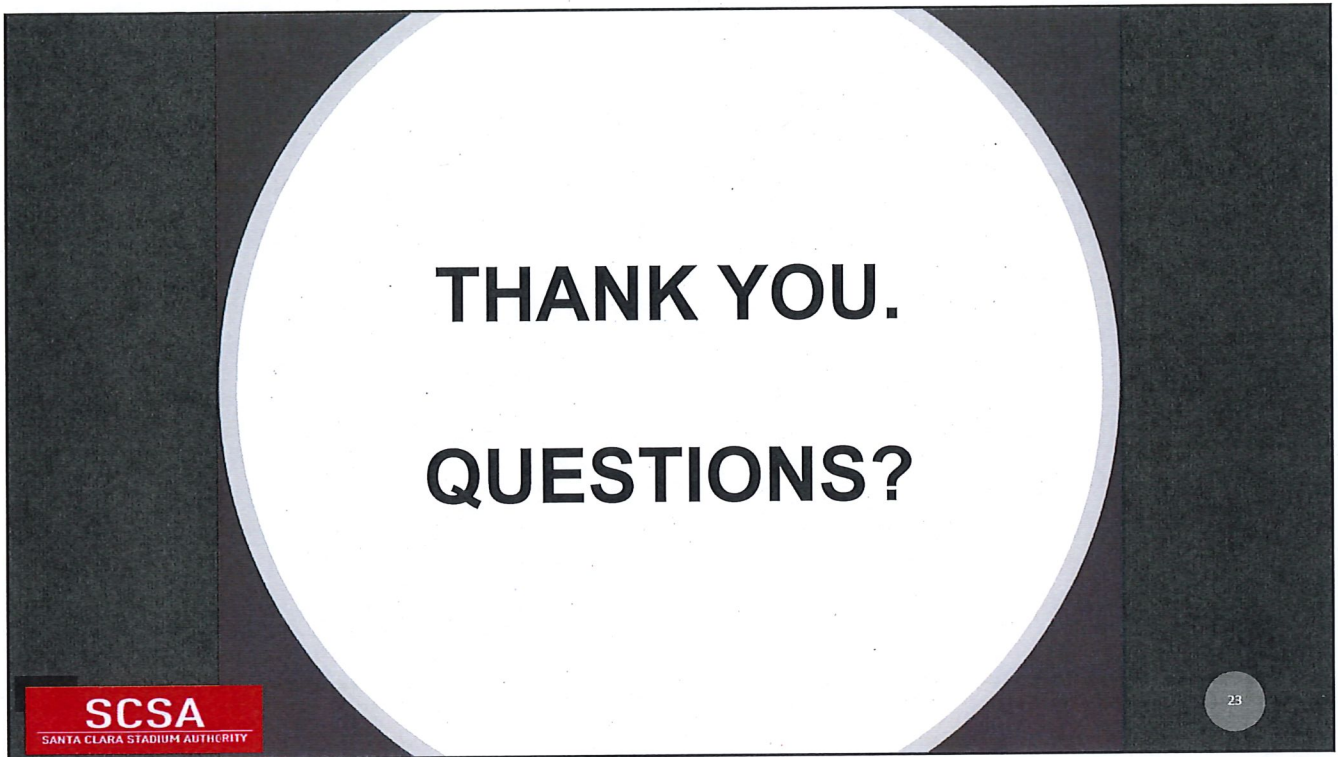
Staff Recommendation

- Note and file the informational report on World Cup 2026 updates.

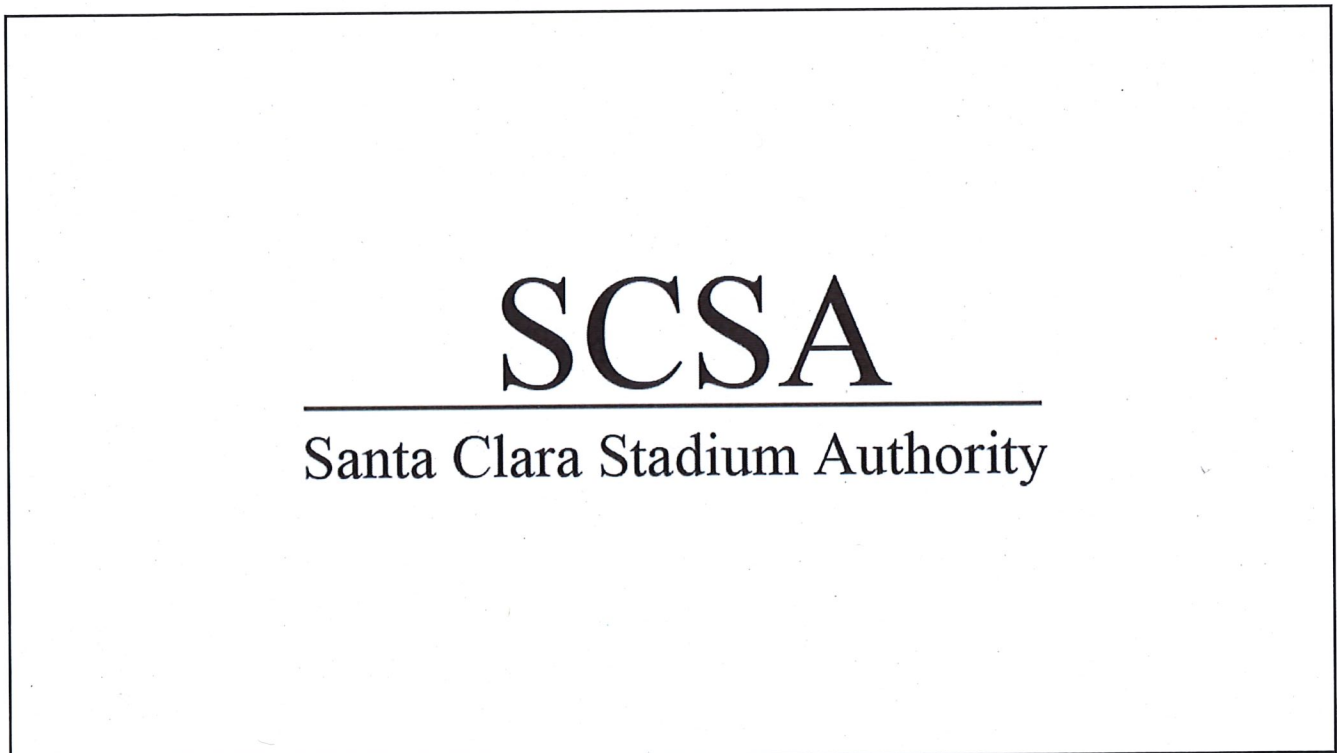


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