



Independence FIFA World Cup Advisory Committee

December 10, 2024 11:00 AM,

WELCOME

NEW BUSINESS

1. Approval of minutes from November 12th meeting
2. Election of a Co-Chair
3. Branding
4. Sub-Committee Break Outs and Brain Storming

ADJOURNMENT

Independence FIFA World Cup Advisory Committee
Meeting Minutes for 11/12/24

11:04 meeting is called to order by Eileen Weir, Chairperson

JJ Kuntz motioned to approve the minutes from the last meeting.

Seconded by Angie Jeudy; Angie Jeudy 2nd

All in favor; no nays - Minutes approved

There are 575 days to until the first game on June 11, 2026.

The first game in Kansas City will be on June 16th.

Matches will run through July 19th.

Matches will be held in the United States, Canada and Mexico.

There will be 104 matches this time which is double from the last World Cup.

The match schedule includes six games in Kansas City.

A quarter-final game will be played in Kansas City.

Games will be held on:

June 12th

June 19th

June 25th - KC will host a match and the US is playing. This will be a big day.

This a huge opportunity to promote the Kansas City area, specifically Independence.

Purpose of the Board:

- Unite the region
- We need to improve travel
- Have a great fan fest
- Rise on the World stage

How many people can we expect?

- 250,000 from start to finish
- Officials and fans
- 2.1 million

Average of 9-day stay for ticket holders

Economic impact:

- MO has 36,000 hotel rooms within a 2.5 hour radius.
- KS holds 21% of those rooms
- Hotel rooms alone \$490M in MO stay plus food
- \$20.7 M in sales tax
- Visit KC Group is researching and coming up with these numbers

Transportation:

- Biggest opportunity, we don't have mass transit
- Regional collaboration includes KC KC ATA, etc
- Hired a contractor for travel consultancy
- Buses will be used.

What can be done to help promote this event?

- Build bus depots
- Have pop-up bars
- Have depots at restaurants and other entertainment districts

Questions to address:

- What about places around here where you can put up screens and have tailgate parties away from Arrowhead?
- Regulated UBER?
- Who from the city is working on the transportation group?
- Will we have park n rides from Independence?
- Other modes of transportation for people to get to the matches?

Integrity 9 is working on packages and resource opportunities.

The region is bordering states

Competition venue is Arrowhead

Hospitality village

Practices will occur at Children's Mercy Park

People can go watch as long as teams agree.

Base camp federations or local teams will set up their homes for the event

There will be three practice facilities in the area that include RockChalk Park, the KC
Current practice facilities I Riverside and Compass Park

Possible concerns:

Countries that have issues with other countries.

Human Rights are an issue they are working on as well.

QR code for people to click on if there is a problem?

Fan Fest will be at Liberty Memorial (south side)

- 20-25,000 people (holds)
- Security is a huge piece of the budget
- Shift from day time family-friendly to nighttime watch parties
- Concerts as well

Safety and Security:

- A full-time Safety and Security Director will be hired
- FIFA has 18 areas of focus
- Will need to work with all local fire and police agencies

Sign up on KCFWC26.com to get more information and stay up on information coming in.

Opportunities to put Independence on the map.

- Promote things here in Independence – put together daytime tours or things for people to do.
- Family-friendly will be a big piece of it.
- Hotel, restaurants and businesses will need to be prepared for the crowd
- Royals will be playing during this time. FIFA will work with them in coordinating schedules and promoting Royals games.
- Utilization of Cable Dahmer Arena for events

Next meeting will be on December 10th 11 a.m. to noon

Motion to adjourn by Michael Young

Seconded by [unknown]

Meeting adjourned