



Independence FIFA World Cup Advisory Committee

March 11, 2025 11:00 AM,

Independence Chamber of Commerce, 210 W. Truman Road, Independence, MO

WELCOME

1. Approval of February 2025 minutes

NEW BUSINESS

1. Update from Events group
2. Update from Communications group
3. Update from Policy group
4. Parade of Hearts

OTHER BUSINESS

ADJOURNMENT

FIFA Meeting Minutes

2/11/25

The meeting was held via Teams and in person at the Independence Chamber of Commerce.

Samantha Morris discussed information she received at the three different meetings she attended last week.

- The entire event will be 38 days long
- There will be 48 teams in the event, with 104 matches.
- The matches at Arrowhead will be on June 16th, 20th, 25th and 27th
- The final game will be on July 11th, which will be a quarter-final game.
- Over half will be international visitors will be age 30-49
- 41% of visitors will be able to speak English
- Portuguese has been added to the list of languages
- The average stay for visitors will be 9.7 days.
- 32% of the visitors will be coming without a debit or credit card – will need a policy on money

Transportation – Independence Center has been nominated as one of FIFA's points of contact for stop-and-go. This ensures people who park here will have a ride to the stadium. This transit will go to FanFest and Arrowhead.

Eileen heard that Independence would be a bus storage but Sam will clarify this.

In early December we will find out what teams will play here and which areas will be selected for base camps. We are confident our area will get one base camp, possibly two. Possible sites are Lawrence, Sporting KC and KC Current.

Hospitality – tipping is not customary for these visitors. We need to talk with restaurants to communicate this with staff so they can be prepared.

Events and planning – We have been advised not to use QR codes. There is a significant security threat with these as criminals will put a fake QR code over the original.

KC 2026 discussed using an app instead of QR codes. That app will give information on area events.

Theme - Lydia Calderson, Communications Dept., has been brought on to help with branding. The Communications Dept. is working on building information within the City website for this.

Kicking it with Independence will be the theme, however we would also like to choose Trail to the Trophy as an overall theme. Jeff O'Neill suggested we make it an actual trail of trophies to help people get to events.

Samantha Morris shared a timeline spreadsheet

February:

- Develop/finalize branding
- Determine budget
- Create a website and social media
- Select dates for events
- Licensing /cable Dahmer arena
- Park and ride location submission
- Contract school district to discuss bus service

March:

- City Council updates and policy recommendations
- Meeting with the Chamber of Commerce
- Vendor outreach for watch parties, events and celebrations
- HQ locations during this time so people have a central location to go to for information or if they have a problem. Maybe Independence Center? Also, a location on the square.

April:

- Meeting with CIDs
- Discussion on Legacy Project

Other important dates for this event:

- July 14 & 15 semi-finals
- Finals are July 18th

The committee will need to provide a preliminary budget to the City Council in March.

We can do private sponsorships to help generate revenue for the budget.

Licensing fee will be the biggest cost to the City.

Meeting was adjourned at 12:05 p.m.