

MEMBER'S RESOLUTION

Committee of the Whole (2)

DATE: Tuesday, April 14, 2026

TITLE: VAUGHAN KICKS OFF: PUBLIC SCREENING OF THE 2026
FIFA WORLD CUP

FROM:
Regional Councillor Mario G. Racco

Whereas, the 2026 FIFA World Cup will be held across North America from June 11 to July 19, 2026, with Canada serving as a co-host nation; and

Whereas, the City of Vaughan is home to a diverse and sports-passionate community, with a significant and growing interest in soccer/football at all levels; and

Whereas, in 2025, Vaughan City staff began collaborating with FIFA Canada about the organization's *Canada Celebrates the FIFA World Cup 2026* Caravan program; and

Whereas, the Caravan program is a new, cross-country initiative by FIFA Canada meant to unite communities during the tournament through live match viewings, cultural programming, music, food and family-friendly celebrations; and

Whereas, in March 2026, Canada Celebrates (FIFA26) advised that Vaughan had been selected as an official Caravan stop, scheduled for July 15, 2026, at Assembly Park at the Vaughan Metropolitan Centre (VMC). This event will include the live viewing of the semi-final match at 3 p.m., in addition to programming, food and beverages, and activities; and

Whereas, FIFA issued a global announcement on April 8, revealing all official Caravan stopover locations, including Vaughan. The increased awareness and exposure that the City receives from such announcements, along with the planned ongoing promotions of the Caravan tour and its stop in Vaughan, creates a ripple effect of economic development opportunities. These include increased demand for local hotels, 4restaurants and shopping venues, as well as motivation for overnight stays, all of which will support additional Municipal Accommodation Tax (MAT) revenues.

Whereas, public viewing events for major international sporting competitions have demonstrated proven success in generating community engagement, tourism and economic activity in host cities across Canada and around the world; and

Whereas, hosting public screenings of FIFA World Cup matches presents a unique and time-sensitive opportunity to position Vaughan as a forward-thinking, inclusive and internationally connected city.

It is therefore recommended:

1. That City Council direct staff to undertake preparations to organize and facilitate additional viewing parties of 2026 FIFA World Cup Team Canada matches, in addition to the July 15 semi-final viewing party; and
2. That City staff add all city-led world cup 2026 related activations to the list of approved assets that staff are authorized to enter into sponsorship agreements for under Corporate Policy 09.C.02 "Incoming Sponsorship & Donations"; and
3. That City staff identify City of Vaughan sites to host the additional Team Canada viewing parties; and
4. That the Communications, Marketing and Engagement department be directed to leverage corporate communications to promote public awareness about the additional Team Canada viewing parties being organized and hosted by the City of Vaughan; and
5. That Council directs the Tourism Vaughan Corporation to allocate from the retained earnings, of the corporation derived from the Municipal Accommodation Tax, to fund the additional Team Canada viewing parties proposed in this Member's Resolution.

Financial and Staff Resource Impact

The cost of hosting Team Canada viewing parties is estimated at up to \$22,000 per viewing party event, with the total budget contingent on Team Canada's progression in the tournament. If Team Canada advances to the final championship game, up to seven viewing events may be required.

Eligible expenses include, but are not limited to, security, FIFA public viewing licensing, and potential paid advertising and promotional media. Funding for these expenditures will be drawn from the Municipal Accommodation Tax.

Based on seven games at an estimated \$22,000 per event, the maximum anticipated budget is up to \$154,000.

Attachments:

NA