



Bellevue Welcomes the World's Soccer Fans

Jesse R. Canedo, Chief Econ. Dev. Officer

Anthony Gill, Corridor Manager

Carl Lunak, Emergency Manager

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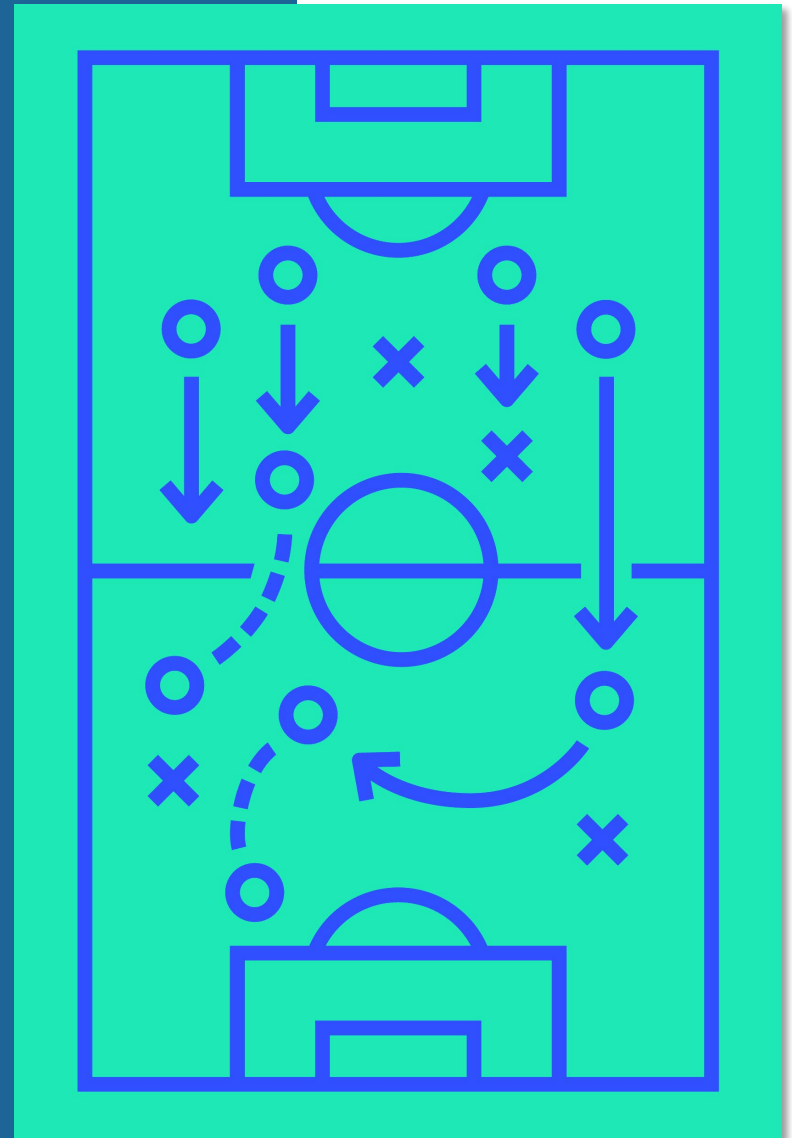
April 14, 2026





Information Only

Staff will present the City's programming plans and readiness work leading up to the FIFA 2026 Men's World Cup.





Agenda

1. Bellevue Programming
2. Mobility & Public Safety
3. Beyond the Stations



Belle the Bobcat with the GOOOOOOOAL!!!

What should we expect?

Leveraging our strengths...

- **15,000 more visitors** during the tournament
- **\$23M projected economic impact** for Bellevue (from Visit Bellevue)
- Different **profile of visitor**
- Streamlined processes

All the
Action
None of the
Chaos



BELLEVUE
Washington

6 weekday games in Seattle

- Monday, 6/15 - Noon
Belgium vs. Egypt
- Friday, 6/19 - Noon
USA vs. Australia
- Wednesday, 6/24 – Noon
Qatar vs. Bosnia and Herzegovina
- Friday, 6/26 – 8pm
Egypt vs. Iran
- Wednesday, 7/01 – 1pm
Round of 32
- Monday, 7/06 – 5pm
Round of 16

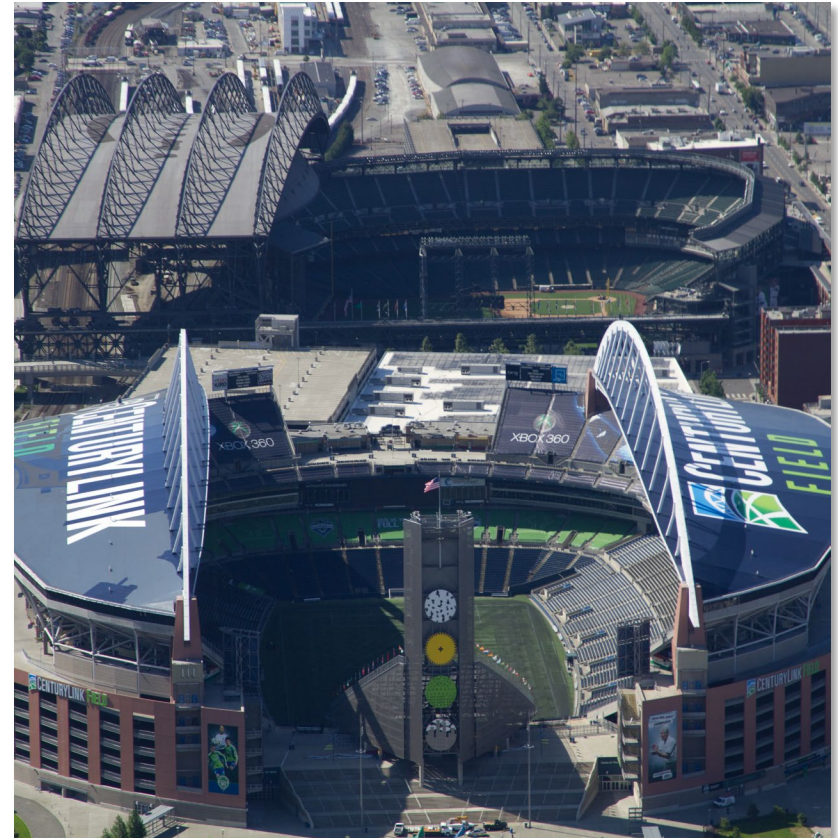


Photo by Jeff Wilcox, Creative Commons

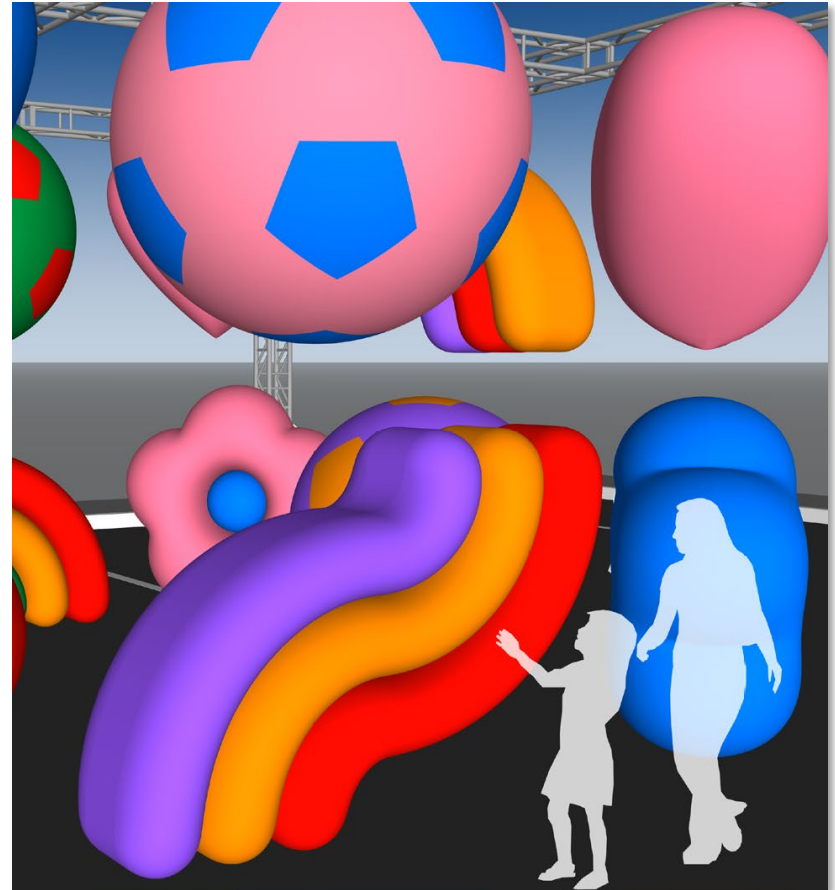


On Seattle Match Days

Game Day	Station Area	Highlighted Activity
June 15: Belgium vs. Egypt, Noon	Downtown Bellevue	Soccer-themed Pop-Up on the Plaza
June 19: USA vs. Australia, Noon (Juneteenth Match)	Downtown Bellevue	Viewing Party along the Grand Connection 11-3pm
	Spring District	Soccer-themed fashion show
June 24: Qatar vs. Bosnia and Herzegovina, Noon	Downtown Bellevue	Soccer-themed Pop-Up on the Plaza
June 26: Egypt vs. Iran, 8pm (Pride Match)	Spring District	Multicultural Celebration , 11am-6pm
	BelRed Arts District	Large Event at BelRed Station
	Downtown Bellevue	Soccer-themed Pop-Up on the Plaza
	South Bellevue	Soccer-themed Pop-Up on the Plaza
July 1: Round of 32, 1pm	Spring District	Summer Market and Concert Series
July 6: Round of 16, 5pm	BelRed Arts District	Art Walk
	South Bellevue	Soccer-themed Pop-Up on the Plaza

Always-on & Multi Day Activities

- Soccer themed **photo opportunities** at four stations
- **Outdoor foosball** downtown
- Grand Connection **flag décor**
- **Wayfinding** at South Bellevue and along Grand Connection



Rendering of BelRed's immersive art installation

Mobility ready

- Bellevue hosts 2.4M overnight visitors annually
- 2 Line now delivers riders directly to the stadium
- Metro & Sound Transit providing supplemental service
- Micromobility & Bellhop



A crowd at Bellevue Downtown Station
Photo by Bellevue Downtown Association

Expanded Regional Service

Sound Transit FIFA World Cup 26 Highlights

Modal and Service Operations



1 2 Link

Crosslake Connection opens March 28th!

1 and 2 Lines service every 8min until 1am on gamedays



S N Sounder

Gameday special event Sounder service (details varies by game start time), ongoing coordination with BNSF and Amtrak



T T Line

12-min headways all day on gamedays

Expanded service span for evening matches, matching Sounder schedule



ST Express

ST Express service adds post-game for gamedays, ongoing coordination with partners

Overnight Pilot Service between Airport and Downtown Seattle starts in March



Rail Contingency

Temporary Charter bus support for rail contingency for tournament

Partnership with Transportation Network Companies for accessible vehicles

Public Safety

- **“One City” Planning Team**
 - All Bellevue departments
 - Key stakeholders
 - Meeting monthly
- **Regional Coordination**
 - Regional FIFA Planning Symposium
 - Lumen Field Meeting
 - Ongoing coordination with Seattle, King County, and WA State
- **Emergency Exercises**
 - Regional First Responder & Emergency Operations Center (EOC) Tabletop Exercises
 - Policy Exercise with Department Directors



COB Staff facilitating a regional training

Public Safety



- **Planning considerations**
 - Transportation / public transit impacts
 - Staffing preparations / concerns
 - Team / FIFA plans
 - Mutual aid requests from partners
- **Emergency Operations Center**
 - Partial activation - will fluctuate throughout the tournament
 - Level based on: Bellevue events, department needs, city impacts, support needs from regional partners

Beyond the Stations: Small Business Resources



- The region's ***Megaevents Readiness Playbook*** includes resources for modifying operations, planning watch parties, and preventing trafficking.
- **Free one-on-one advising is available** to help businesses take best advantage.

Megaevents Playbook:
seattlechamber.com/world-cup

One-on-one advising:
communitybusinessconnector.com



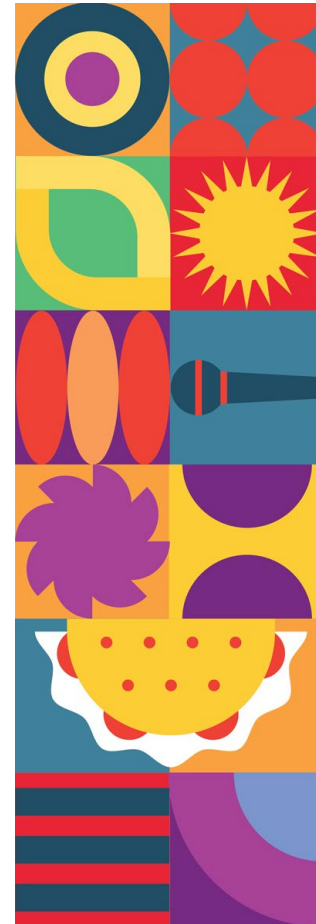
Business
resources



Beyond the Stations: Community Programming Fund



- Focus on small-scale activities, markets, and the **FIFA World Cup™**.
- Received 102 applications totaling more than \$1 million in requests.
- Awardee list will be available soon at bellevuewa.gov/cpf.



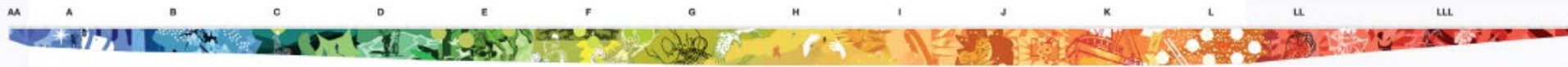
Beyond the Stations : Long-term Civic Improvements



- Bellevue's largest mural in the BelRed Arts District
- Utility box wraps
- Public art cleaning
- Touch-ups along Grand Connection — painted light poles, restored benches, new plantings



Snippets of a new Mural in BelRed



Beyond the Stations: “Community Connections”



Rolling out this month:

- Improvements for **small community activations**:
 - Checklist builder
 - “Predefined” locations
- Simplified approach to hosting **neighborhood block parties**, starting this spring:
 - Resources and marketing support from Neighborhoods group
 - Permitting walkthrough/demo
 - Neighbor notification
 - Site plan tool



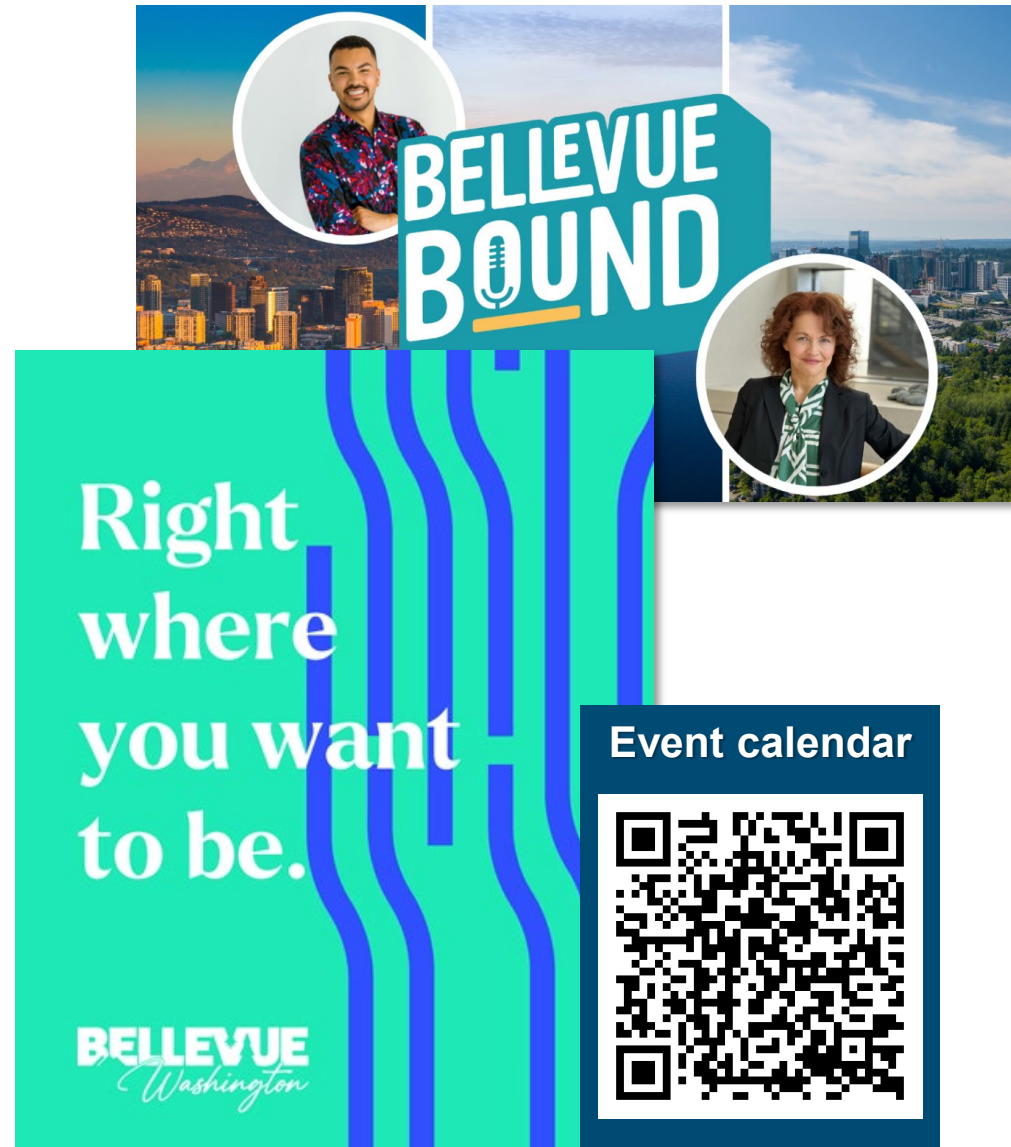
Info on
block parties



Getting the Word Out

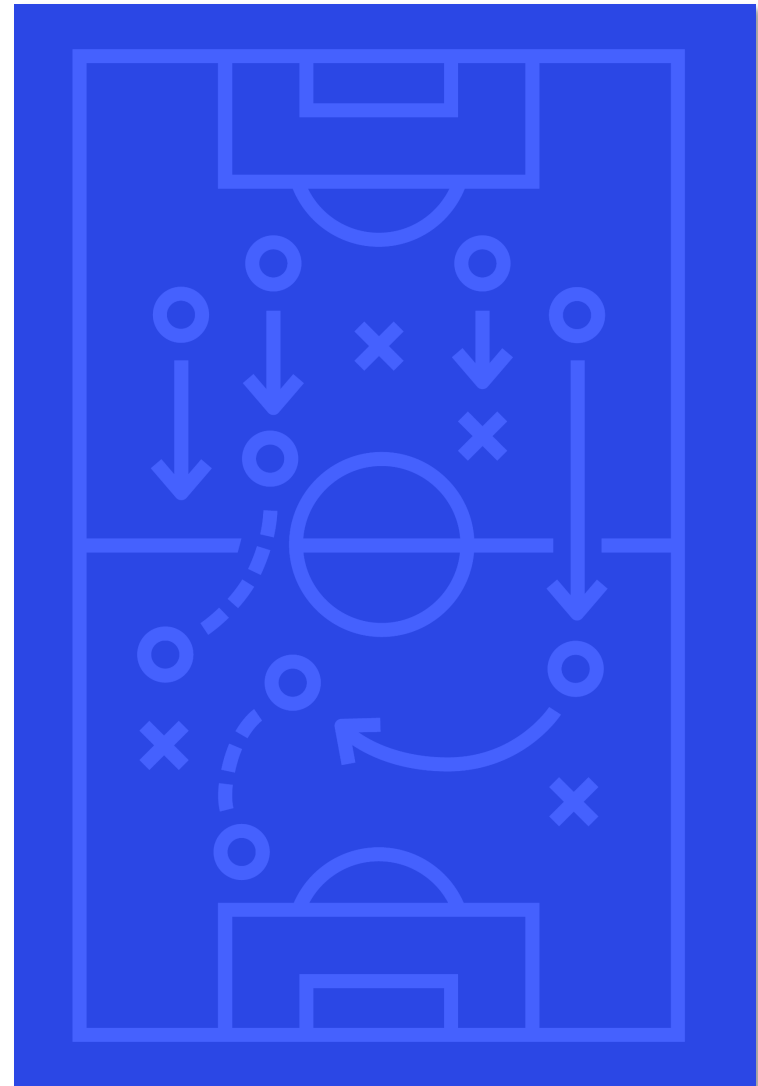
Marketing

- Event and activation calendar at **visitbellevue.com**.
- Community brand guide
- Visit Bellevue's paid and organic marketing
- Resources for small businesses



Next Steps

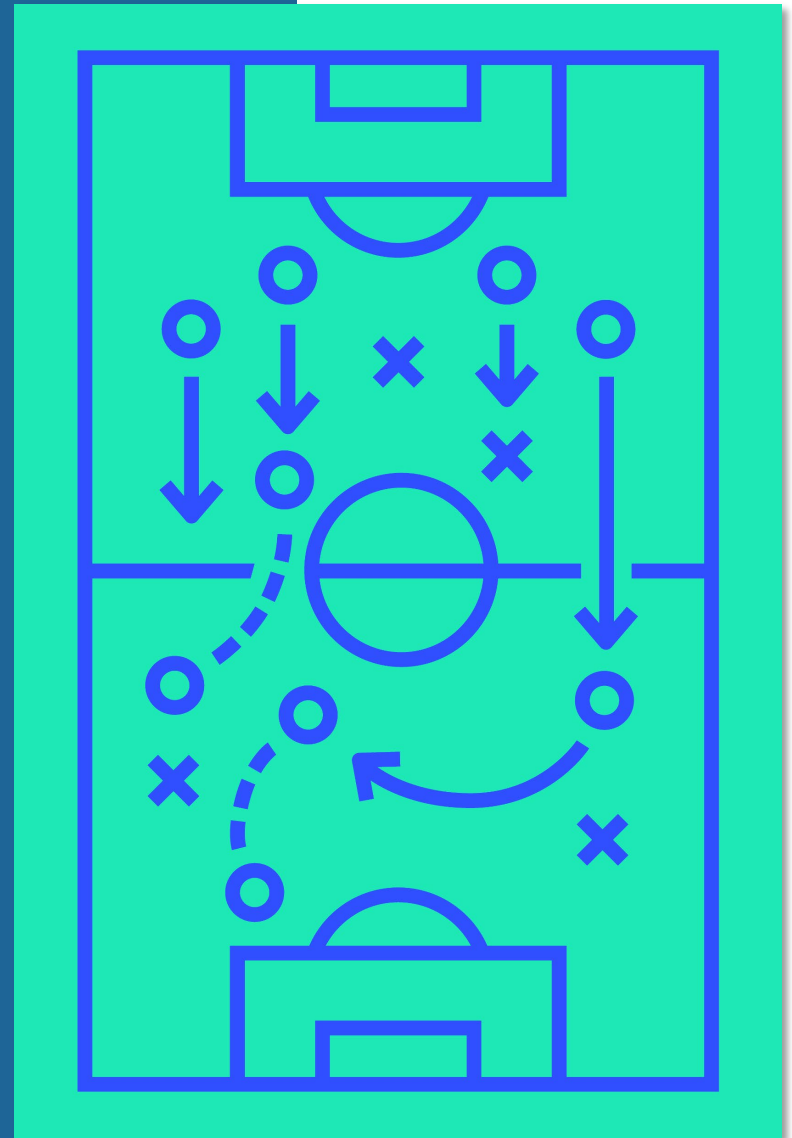
1. Local Organizing Committee presentation to Council 4/28/26
2. Human trafficking awareness and training for businesses
3. Continue business readiness support





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