



MAYOR  
**OLIVIA CHOW**

March 20, 2024

Dear Colleagues,

**RE: City Council FIFA World Cup 2026 Steering Team — Structure and Mandate**

Toronto is “the world in a city” and in just two short years we will play host to the world’s game. Hosting six matches during the FIFA World Cup 2026 (FWC26) is a once in a lifetime opportunity to deepen our connection to one another, to stand united in our diversity and make Toronto’s global beacon of hope shine that much brighter.

As we prepare to host this marquee event, we must also strengthen our resolve to make it a success – not only financially, but in the strong and lasting connections it builds across communities, and how we reflect our shared values as we host the world.

It is in that spirit that I am strengthening and clarifying the structure and mandate of some of the internal and advisory bodies that will play a key role in delivering FWC26.

The Executive Steering Committee (ESC), which was first established in 2020, will be expanded and will provide leadership and oversight to the FWC26 Toronto Secretariat. As Mayor, I will serve as Chair, with Deputy Mayor Mike Colle as my alternate. Deputy Mayor McKelvie as well as Councillors Shelley Carroll and Michael Thompson will serve on the ESC as they will play leadership roles on ESC subcommittees. Deputy Mayor Ausma Malik will also be a member of the ESC, as she is Chair of Exhibition Place and the local councillor for the site of the FWC26 games and Fan Fest. In addition to these members, the ESC will include external stakeholders, such as provincial, federal and Indigenous representatives as well as partners who are key to delivering FWC26 in Toronto. I have also tapped former City Councillor and Budget Chief David Soknacki to be the Mayor’s FIFA Envoy. Mr. Soknacki will be working with Toronto’s FWC26 team to help deliver on my commitment to make these games and their legacy open, transparent and accountable to the people of Toronto.

Through the Executive Steering Committee, there will be:

1. A **Champions Table** responsible for fundraising and generating revenue through donations. This table will be a strong contributor to the financial success of these six games by fundraising to offset event costs and fulfil legacy opportunities. Councillor Michael Thompson will be the liaison between the Champions Table and ESC.
2. **FWC26 Forever** (formerly known as the Councillor Liaison Group), is composed of myself, Deputy Mayors Ausma Malik, Jennifer McKelvie and Mike Colle, as well as Councillors Jaye Robinson, Nick Mantas, Michael Thompson and Anthony Perruzza. I will co-chair this group with Deputy Mayor McKelvie. Its new mandate is:
  - a. **Event Promotion:** Be a leading voice in creating a sense of excitement across the city leading up to and during the FWC26
    - i) Be active in media, social media, community meetings and other events of prominence to drive excitement and encourage residents to get involved in various activities surrounding the games.
  - b. **Community Outreach & Legacy Building:** Create strong connections between people and communities across the city to ensure the legacy of FWC26 is a strong sense of belonging created by a shared love of sport.
    - i) Alongside the ESC, develop and execute a comprehensive outreach plan that connects different cultures and communities to drive a lasting legacy of civic pride. The plan should include stakeholders from the business, arts and social services sectors, small business, local residents, amateur and professional sports teams, religious, cultural and other interested organisations.
    - ii) Alongside the ESC, help to define community benefits for local communities and drive their adoption/implementation.
  - c. **Economic Development:** Play a leading role in maximising the economic benefit that the City sees from hosting FWC26. This includes playing a leadership role in the successful design and execution of FanFest alongside local BIAs to ensure that it reflects Toronto's cultural, and culinary diversity.
3. **FWC26 Subcommittee:** Chaired by Budget Chief Shelley Carroll and supported by the FWC26 Secretariat, this subcommittee of Toronto City Council's Executive Committee will review the spending plans and expenditures related to FWC26 to ensure they meet the standards of the residents of Toronto, stay within the prescribed budget for the event,

and make recommendations on the FWC26 budget to Executive Committee. Executive Committee will establish the subcommittee and appoint its membership at an upcoming meeting.

To ensure proper oversight of the budget, the Financial Planning Division has assigned FWC26 to an analyst. This analyst will ensure FWC26 finances are reported on separately from other City budgets and that, when preparing the 2025 and 2026 budgets, the FWC26 budget is transparent with its own Analyst Note that will give Council and the public insight into the FWC26 finances.

In addition to these three key bodies, the FIFA Secretariat is continuing its work to establish the Indigenous Advisory Circle, Community Advisory Committee, and Program Advisory Bodies that will inform key lines of work and advance Toronto's efforts to establish FWC26 legacies.

We have lots of work to do to prepare for this moment on the world stage and the legacy it leaves for our city. I have great confidence in the team that will be working to deliver on these promises. Let's work together to make the FIFA World Cup a resounding success!

Sincerely,



Mayor Olivia Chow