



Ensuring Toronto's local summer festivals benefit from the World Cup

Date: April 14, 2025

To: City Council

From: Mayor Olivia Chow

RECOMMENDATIONS

The Mayor recommends that:

1. City Council affirm the expectation that existing special events across Toronto continue to be permitted during the FIFA World Cup 2026 Toronto; and
2. City Council direct the City Manager, Emergency Services, and additional City staff as appropriate to coordinate to ensure the smooth operations of all summer events taking place during the FIFA World Cup 2026, including special consideration of traffic operations, transit accessibility, and safety.

SUMMARY AND COMMENTS

Every summer, Toronto's streets come alive with festivals. In all corners of our City, people celebrate their cultures, communities and our common bonds as Torontonians. As Mayor, I spend a great deal of time each summer participating in these festivals and witnessing first-hand the cultural and economic value they bring. Our wonderful BIAs and local community organizations deserve a great deal of credit for delivering these festivals we all enjoy, each year.

Since the pandemic, many of these local events have struggled to raise funds to cover their costs. That's why I was proud to announce the Special Event Stabilization Initiative to support 81 festivals in 2024, and will soon share details of funding support for 2025. Our annual festival season is a critical part of the \$8.4 billion in tourism spending our City sees each year.

With the 2026 FIFA World Cup coming to Toronto next summer, many festival organizers see an opportunity to bring in more people and partake in the spirit of the World Cup festivities. Given the expected scale of the World Cup festivities and our annual festival season, I am asking that staff work with festival organizers and relevant city divisions to coordinate and ensure the festivals we love to attend each year can continue to run while the World Cup is on.

SIGNATURE

Oliva Chow
Mayor