

## FIFA World Cup 2026 Subcommittee

<b>Meeting No.</b>	3	<b>Contact</b>	Cathrine Regan, Committee Administrator
<b>Meeting Date</b>	Tuesday, March 18, 2025	<b>Phone</b>	416-392-7033
<b>Start Time</b>	9:30 AM	<b>E-mail</b>	exc@toronto.ca
<b>Location</b>	Committee Room 2, City Hall/Video Conference	<b>Chair</b>	Councillor Shelley Carroll

<b>FWC3.1</b>	<b>ACTION</b>	<b>Amended</b>		<b>Ward: All</b>
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### FIFA World Cup 2026 Toronto: Economic Benefits of Hosting, Soccer for All Legacy Fund and Community Benefits Plan Updates

#### Subcommittee Recommendations

The FIFA World Cup 2026 Subcommittee recommends that:

1. City Council increase the 2025 Operating Budget for Non-Program by \$10.7 million gross, fully funded by the Major Special Event Reserve Fund, for the purposes of advancing the Host City Commercial Hospitality Program as a key revenue generation strategy for the FIFA World Cup 2026 Toronto, with funds to be replenished to the reserve fund following the sale of hospitality packages.

2. City Council authorize the Executive Director, FIFA World Cup 2026, Toronto Secretariat, in consultation with the General Manager, Parks and Recreation, to negotiate and enter into agreements to accept donations as part of the Champions Table private sector fundraising program to be provided to the Soccer for All (SFA) Legacy Fund, including for up to 12 (twelve) soccer "mini-pitches" across the City, generally in accordance with the City's Donations to the City of Toronto for Community Benefits Policy, outlining the agreed-upon uses of the donated funds and donor recognition, on such terms and conditions necessary in the opinion of the Executive Director, FIFA World Cup 2026, Toronto Secretariat and in a form satisfactory to the City Solicitor.

3. City Council authorize the Executive Director, FIFA World Cup 2026, Toronto Secretariat, in consultation with the General Manager, Parks and Recreation, to solicit and negotiate a naming rights agreement for the new "Soccer Hub" at Centennial Park generally in accordance with the City of Toronto Individual and Corporate Naming Rights Policy and on such terms and conditions necessary in the opinion of the Executive Director, FIFA World Cup 2026, Toronto Secretariat, and a form satisfactory to the City Solicitor and City Council direct the Executive Director, FIFA World Cup 2026, Toronto Secretariat to report back to the Executive Committee through the FIFA World Cup 2026 Subcommittee for approval to enter into the agreement.

4. City Council request the Executive Director, FIFA World Cup 2026, Toronto Secretariat and the Chief Procurement Officer, where possible, to prioritize Canadian suppliers and increase purchasing opportunities with Indigenous, Black and diverse suppliers and social enterprises.

## Origin

(March 4, 2025) Report from the Executive Director, FIFA World Cup 2026, Toronto Secretariat

## Summary

At its meeting on March 18, 2025, the FIFA World Cup 2026 Subcommittee considered Item [FWC3.1](#) and made recommendations to City Council.

This staff report shares data reflecting the economic, social, and cultural opportunities for the Greater Toronto Area, province, and nation associated with hosting the FIFA World Cup 2026 (FWC26), with a particular focus on leveraging the event for long-term benefits. As a designated host city, Toronto is poised to experience significant economic growth, including boosts in tourism, job creation, and local business activity.

This report also introduces a framework for quarterly reporting on community benefits, emphasizing inclusivity, engagement, and transparency. Key initiatives include tracking local employment opportunities, equity-deserving communities, and fostering community-based events aligned with the global tournament. Being a key component, social procurement ensures that the event contributes to the city's social goals, such as promoting diversity, sustainability, and equity. This report highlights the City's approach to utilizing the procurement process as a tool for positive social impact, benefiting local suppliers, underrepresented groups, and sustainable practices. Through these initiatives, Toronto aims to deliver a FIFA World Cup that leaves a lasting legacy of cultural enrichment and economic vitality.

This report is a coordinated response, providing updates and addressing directives from City Council March 2024 ([EX12.2](#)), led by the FWC26 Toronto Secretariat, in collaboration with Social Development, Finance and Administration, Purchasing and Materials Management, and Parks and Recreation.

## Background Information

(March 4, 2025) Report from the Executive Director, FIFA World Cup 2026, Toronto Secretariat on FIFA World Cup 2026 Toronto: Economic Benefits of Hosting, Soccer for All Legacy Fund and Community Benefits Plan Updates  
(<https://www.toronto.ca/legdocs/mmis/2025/fwc/bgrd/backgroundfile-253733.pdf>)

## Communications

(March 17, 2025) Letter from Rosemarie Powell, Executive Director, Toronto Community Benefits Network (FWC.New)  
(<https://www.toronto.ca/legdocs/mmis/2025/fwc/comm/communicationfile-188165.pdf>)  
(March 17, 2025) Letter from Joseph O'Rourke, Program Manager (Toronto) and Director, Ed Kiwanuka, Program Director (Ontario) and Hossam Khedr, Chief Executive Officer, Canadian Street Soccer Association (FWC.New)  
(<https://www.toronto.ca/legdocs/mmis/2025/fwc/comm/communicationfile-188178.pdf>)