



Toronto City Hall

100 Queen Street West Toronto, ON M5H 2N2

**FWC3.1 - FIFA World Cup 2026 Toronto: Economic Benefits of Hosting, Soccer for All
Legacy Fund and Community Benefits Plan Updates**

Dear Mayor Chow and Members of the City Council,

The Toronto Community Benefits Network (TCBN) would like to thank the FIFA World Cup 2026 Subcommittee, City Council and the Mayor for supporting a Community Benefits and Social Procurement Plan as part of the FIFA Men's World Cup 2026 (FMWC26). This plan was approved in November 2024 and we are encouraged by the work and progress made by the City of Toronto staff and the FIFA Secretariat in working with the community, labour, training institutions and industry stakeholders to meet its intended objectives.

While the report outlines the FMWC26 and its positive contributions to the GTA with an estimated \$520M in positive contributions to GDP and the creation of 6,600 jobs, in these unprecedented times of economic uncertainty and threats to our economy, such strategies are ever more critical in leveraging the games to maximize inclusive local economic development and benefits to Toronto communities.

Below we outline key strategies for implementation and recommendations for success:

Forecasting and Promoting Employment Opportunities

With the World Cup just 15 months away, the City should begin a centrally coordinated process of publicly promoting employment and procurement opportunities related to the FIFA Men's World Cup 2026. In order to achieve this, we encourage the City to begin forecasting with City divisions, corporations and agencies, existing contractors and suppliers. The City should also review all upcoming FIFA-related contracts to ensure such agreements include minimum targets for local and equitable hiring through the Community Workforce Development program.

The City should also encourage FIFA and its vendors to participate in the Community Workforce Program that could enhance the type and range of jobs both in-lead up, during and post games.

Prioritizing Equitable Youth Employment

Oftentimes, youth are overtrained without access to meaningful employment opportunities. Currently, the city is facing a youth unemployment crisis at 19.8%¹. As such, emphasis and activities should focus on equipping youth with the necessary skills and facilitating coordinated pathways to employment.

¹ Toronto Foundation Vital Signs Report 2024 <https://torontofoundation.ca/vital-signs-2024-work/>

Aligning with the City of Toronto response to US tariffs

The tariffs have highlighted the City of Toronto's urgent need to leverage its purchasing power, not only as a response to the trade war with the US, but as a strategy to strengthen our local economy. The City of Toronto's procurement approach to FIFA2026 should maximize local economic impact including prioritizing contract opportunities for local businesses and diverse suppliers, which align with key pillars of the City's US tariff response. FIFA should also be encouraged to do the same.

Additional strategies should include:

- **Accountability and Transparency:** Embed targets for local procurement and supply chain diversity with processes for working with general contractors and vendors to monitor, track and report outcomes
- **Reviewing contract sizes for purchasing:** Breaking down contracts into smaller, more manageable sizes allows local small and medium-sized businesses, co-operatives and social enterprises to access more contract opportunities.
- **Social value criteria:** Embed social value criteria in contract evaluation awarding additional points to bidders who demonstrate a commitment to fair wages, local and equitable hiring, local suppliers and supply chain diversity and sustainability.
- **Community engagement and outreach:** Develop proactive strategies with FIFA and approved city contractors / vendors for targeted marketing and communications, community engagement and outreach including participation in local trade shows, fairs and events to share and disseminate information on purchasing needs and procurement opportunities related to FIFA World Cup 2026.
- **Removing barriers and systems navigation:** Accelerate processes underway to review the City's procurement process in view of increasing the participation rate of local, small and medium sized businesses, diverse suppliers, co-operatives and social enterprises. Develop tools, resources and programs that remove barriers and provide support in systems navigation to help them be more competitive.

Sincerely,



Rosemarie Powell
Executive Director, Toronto Community Benefits Network