

FIFA World Cup 2026 Toronto: Early Outcomes from the Hosting of the FIFA World Cup 2026™

Date: July 22, 2026

To: City Council

From: City Manager and Executive Director, FIFA World Cup 2026 Toronto Secretariat

Wards: All

SUMMARY

The City Manager and the Executive Director, FIFA World Cup 2026 Toronto Secretariat (FWC26 Toronto Secretariat) will submit a supplementary report to City Council before its meeting on July 29, 2026 that will provide an overview of early outcomes from the hosting of the FIFA Word Cup 2026 (FWC26) in Toronto and respond to direction received from City Council at its meeting on April 22, 2026 ([EX30.5](#)) to identify revenue streams to offset FIFA Fan Festival™ related costs.

RECOMMENDATIONS

The City Manager and the Executive Director, FWC26 Toronto Secretariat recommend that:

1. City Council receive this report for information.

FINANCIAL IMPACT

Further information on revenue streams identified to offset FIFA Fan Festival™ related costs will be outlined in the forthcoming supplementary report, as directed by Council at the April 22, 2026 meeting.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial information as presented in the Financial Impact section.

DECISION HISTORY

On May 20, 2026 City Council adopted EX31.7, "Implementation of the Integrated Regional Paramedic Response model and quarterly update on the Community Benefits Plan, Social Procurement and Workforce Development, and Liberty Village and Fort York Neighbourhood Plan", which included draft terms of the Stadium Operating Service Agreement.

<https://secure.toronto.ca/council/agenda-item.do?item=2026.EX31.7>

On April 22, 2026, City Council adopted EX30.5 "FIFA World Cup 2026: Non-Competitive Procurement with the FIFA Fan Festival™ Toronto vendor", which directed City staff to develop options around free general admission tickets for FIFA Fan Festival™ and report to the July 29, 30, 31 meeting of City Council on the amount of revenue received through premium ticketing revenues, the amount and sources of incremental third-party revenues secured for the FIFA Fan Festival and the amount and sources of any savings secured within the FIFA World Cup Toronto budget used to offset the increased \$9.0 million cost of the FIFA Fan Festival.

<https://secure.toronto.ca/council/agenda-item.do?item=2026.EX30.5>

On April 22, 2026 City Council adopted EX30.7, "Temporary Adjustments to Traffic and Parking Regulations", which included the Toronto Mobility Plan and authorities needed to implement it effectively.

<https://secure.toronto.ca/council/agenda-item.do?item=2026.EX30.7>

On May 22, 2025, City Council adopted EX23.17, "Status update of funding from the Federal and Provincial Governments for FIFA World Cup 2026", providing details around negotiations with the provincial government related to service costs for hosting the FIFA World Cup 2026.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX23.17>

On November 4, 2024, City Council adopted EX18.17, "FIFA World Cup 2026 Toronto: Revenue Opportunities to Support Hosting Obligations, Procurement Plan Revisions, and Social Procurement and Community Workforce Development Updates", which reflected changes to the procurement plan and goals for social procurement.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.EX18.17>

On July 24, 2024, City Council adopted EX16.21, "Governance, Community Benefits Plan, Legacy and Program Advisory Framework, FIFA Fan Festival", which provided a general overview of planning, granted authority to enter in agreements with third party groups to receive funds, and accelerate RapidTO transit priorities, all associated with supporting the FIFA World Cup 2026 in Toronto.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.EX16.21>

On March 20, 2024, City Council adopted EX12.2, "Update on Hosting FIFA World Cup 2026", which authorized staff to negotiate and enter into contribution agreements with the Governments of Canada and Ontario in support of FWC26 as well as agreements with the Greater Toronto Airport Authority and Ports Toronto (Billy Bishop Toronto City Airport) reflecting Host City Agreement obligations in support of Toronto's hosting of the FWC26. Through this report City Council also directed report backs on a number of items including revenue plans, children and youth soccer facilities and programs,

community benefits, human rights plans and climate strategy.
<https://secure.toronto.ca/council/agenda-item.do?item=2024.EX12.2>

COMMENTS

A supplementary report will be submitted to City Council before its meeting on July 29, 2026 that will provide an overview of early outcomes from the hosting of the FWC26 in Toronto and respond to Council direction to identify additional revenue streams to offset costs related to delivering FIFA Fan Festival™.

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