

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

Date: July 27, 2026

To: City Council

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

Wards: All

SUMMARY

The purpose of this report is to provide an overview of early outcomes from the hosting of the FIFA World Cup 2026™ (FWC26) in Toronto and to respond to direction received from City Council at its meeting on April 22, 2026 ([EX30.5](#)) to provide an update on revenue generated to offset costs with respect to the delivery of FIFA Fan Festival™.

The City's hosting obligations of the FIFA World Cup 2026 were delivered through coordination across internal and external stakeholders and partners including the provincial and federal governments, various private sector entities, and a large number of City Divisions, Agencies and Corporations. Extensive planning ensured that the event was enjoyed in a safe, efficient manner by both residents and visitors, and celebrated by the wide array of diaspora communities and cultural groups that call Toronto home - a true reflection of the '[The World in a City campaign](#)'. This report provides a brief overview of some early outcomes from the event.

While early outcomes demonstrate the successful delivery of Toronto's hosting obligations, staff continue to undertake post-event financial reconciliation activities associated with the FIFA World Cup 2026™, including the verification of revenues and budget offsets related to FIFA Fan Festival™ operations. Staff will report back to City Council once reconciliation activities are complete and final financial information is available, anticipated in early 2027.

RECOMMENDATIONS

The City Manager and the Executive Director, FIFA World Cup 2026 Toronto Secretariat recommend that:

1. City Council receive this report for information.

FINANCIAL IMPACT

Staff continue to undertake post-event financial reconciliation activities associated with FIFA Fan Festival™ operations, including the verification of revenues generated through premium ticketing, sponsorship and partnership agreements, other third-party funding sources, and ticket revenue from the FIFA led kick-off concert. While allocations across cost categories may vary, staff remain confident that the overall budget will be within the City Council approved budget of \$380 million.

On April 27, 2026, the Government of Canada announced a contribution of up to \$45 million toward eligible FIFA World Cup 2026 Toronto costs related to policing and security requirements. Staff are currently assessing the application of this funding within the overall FIFA World Cup 2026 financial framework. To the extent that eligible policing and security expenditures are funded through this federal contribution, City funding sources previously allocated to these costs may become available to support FIFA Fan Festival™ operations or other FIFA World Cup 2026 Toronto hosting requirements.

FIFA Fan Festival™ activities concluded on July 19, 2026 and final expense and revenue reporting from various delivery partners and vendors have not yet been received. As a result, staff are not currently able to confirm the final amount of premium ticketing revenues received, incremental third-party revenues secured, and intergovernmental funding to support FIFA Fan Festival™. Preliminary data indicates that approximately 44% of premium tickets were sold, generating estimated gross revenue of approximately \$5.0M; a final reconciliation of expenses and revenue shares is required to determine revenues that will accrue to the City.

Staff will continue to work with FIFA, event delivery vendors, and funding partners to complete the necessary reconciliation and validation processes. This work will include the reconciliation of revenues and expenses for FIFA Fan Festival™, commercial and hospitality sales, sponsorships and partnership agreements, and intergovernmental funding. A subsequent report will be provided to City Council once all revenues, expenditures, and associated budget offsets have been finalized and independently reconciled in 2027.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the 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

Toronto Stadium

In line with the schedule stipulated in the Host City Agreement, Toronto Stadium (BMO Field) was handed over to FIFA to operate starting May 13, 2026. Over the course of 6 match days, approximately 250,000 fans visited the Stadium, including Toronto residents, and visitors from Ontario, Canada and countries across the world. The overwhelming majority of visitors to the Stadium provided positive feedback about their experiences - preliminary results from surveys conducted by Destination Toronto and Destination Ontario indicates nine out of ten visitors surveyed said they were likely to return to Toronto for leisure travel within the next two years.

With the conclusion of the final match on July 2, 2026, remediation work began immediately. As of July 25, 2026, Toronto Stadium will be handed back to Exhibition Place with Caribbean Carnival and the Canadian National Exhibition to be delivered shortly.

FIFA Fan Festival™

As one of the key initiatives in the Host City Agreement between FIFA and the City of Toronto, the City delivered FIFA Fan Festival™, which was hosted at Fort York National Historic Site and The Bentway:

- Over the course of the event, FIFA Fan Festival™ was visited by approximately 350,000 individuals.
- FIFA Fan Festival™ Toronto hosted 86 performers including 80 Canadian performers (of which 75 were local performers) and 19 cultural acts.
- In addition to the 23 days that the event was originally scheduled to run, FIFA Fan Festival™ opened for 2 additional days on June 28 as Canada advanced to the round of 16 and on July 10 to add another quarter-final match day due to strong public interest.
- Toronto, along with Los Angeles and Mexico City was selected as one of three hosts for a FIFA kick-off concert - delivered in partnership with FIFA, Fort York hosted the kick-off concert on June 10, 2026, which featured live performances from Canadian musicians and included virtual performances from performers in the United States and Mexico.

At its meeting of April 22, 2026, City Council requested an update regarding revenues generated to offset costs associated with the delivery of FIFA Fan Festival™. Staff have commenced the process of reconciling revenues associated with premium ticketing, food and beverage sales, sponsorship agreements and other third-party contributions. Given that FIFA Fan Festival™ activities concluded on July 19 and final financial information has not yet been received from all event delivery partners and vendors, staff are compiling relevant financial information to provide a complete accounting of revenues and offsetting savings. Staff will report back to City Council following completion of the full financial reconciliation process.

Emergency Services Coordination

Toronto Police Service

- FWC26 represented the longest deployment in Toronto Police Service (TPS) history with six weeks of continuous operations.
- Over the duration of the event, 27,145 emergency calls were answered by Communications Services members.
- TPS members successfully monitored and staffed 17 fan and supporter marches with the largest fan march for Portugal drawing more than 18,000 supporters.

Toronto Paramedic Services

- Toronto Paramedic Services responded to approximately 550 requests for medical care at Toronto Stadium, the FIFA Fan Festival™ Toronto, and in the last mile response zone throughout FWC26 events in Toronto.
- On-site medical clinics at Toronto Stadium and the FIFA Fan Festival™ Toronto, staffed by Sunnybrook Hospital physicians and Toronto paramedics, provided care for attendees with non-urgent medical needs, reducing ambulance transports to local emergency departments.
- In addition, communities in Toronto were supported by Toronto Paramedic Services' Integrated Regional Response Model, a proactive partnership with Peel, York, and Durham Regional Paramedic Services. Through this agreement, approximately 570 calls were attended to by regional paramedic resources strategically deployed during periods of increased demand, helping maintain ambulance availability, reduce pressure on frontline services, and support reliable emergency medical care throughout FIFA World Cup 2026™ events in Toronto.

Toronto Fire Services

- During the FIFA World Cup 2026™ events in Toronto, Toronto Fire Services (TFS) responded to 1,835 events.
- These events include fire suppression, hazards and medical public safety incidents.
- TFS provided FIFA Fan Festival™ Toronto with two misting fans and two aerial trucks with misting nozzles to provide relief from the heat.

Toronto Mobility Plan & Congestion Management

The Toronto Mobility Plan, approved by City Council ([EX30.7](#)), successfully supported the movement of hundreds of thousands of residents and visitors during FIFA World Cup 2026 by prioritizing transit, walking, and cycling while minimizing traffic congestion. Residents and visitors embraced these travel options:

- Around Toronto Stadium, a shift away from driving was even more evident. On match days with favourable weather, pedestrian volumes increased by 70 to 160 percent above baseline while cycling volumes increased by 25 to 140 percent above baseline.
- Across Toronto's six match days approximately 85,000 riders used the TTC routes serving Toronto Stadium, FIFA Fan Festival™, and the last mile area. In total, the matches generated nearly 160,000 ridership at Exhibition GO Station, over 25,000 per match. Together these underscore the success of the transit first approach.

- Even with the full closure of Lake Shore Boulevard and temporary operational closures on the Gardiner Expressway and throughout downtown, Toronto kept moving. Average travel times across the city remained largely consistent with normal conditions, and travel on the Gardiner Expressway was generally in line with typical travel times.

Throughout the tournament, the City and its partners deployed strategies to actively manage traffic and transportation issues as they arose, including the use of traffic agents, paid duty officers, targeted road closures and co-locating operations staff in a coordinated operations centre.

Travel Demand Management (TDM) was also key to the success of the plan. In the lead up to the tournament, City staff provided advice and guidance to thousands of businesses and institutions to help them plan ahead for the impacts associated with the tournament, as well as ensuring more general messaging was shared with the public.

These initial findings indicate that the Toronto Mobility Plan successfully enhanced mobility for both residents and visitors while maintaining overall system reliability. Reduced vehicle volumes alongside increased transit and active transportation usage demonstrated that residents and visitors followed advice and avoided driving where possible. The results show that Toronto can move hundreds of thousands of people in different ways without reliance on personal motor vehicles and without generating gridlock conditions, highlighting Toronto's ability to successfully support major international events while maintaining an efficient and reliable transportation network.

Volunteer Program

The City, in partnership with Humber College and FIFA, co-delivered a highly successful Volunteer Program, with volunteers providing critical support at a number of FWC26 event venues including Toronto Stadium and FIFA Fan Festival™, in addition to assisting residents and visitors with wayfinding at key transit nodes in downtown Toronto and the last mile area:

- Of the 16 Host Cities, Toronto received the largest volume of applications to the Volunteer Program, totalling 248,000.
- Of the 248,000 applicants, 2,500 volunteers were selected to perform various functions critical to delivering a successful event.

Next Steps

Over the coming months a number of steps will be taken by staff to complete post tournament wrap-up and to finalize reporting.

Intergovernmental Funding and Cost sharing:

- Finalize eligible FIFA Fan Festival™ costs and revenues within the Government of Canada and Government of Ontario contribution agreements.

- Finalize cost-sharing and reimbursement arrangements related to the Government of Canada's \$45 million contribution announced on April 27, 2026, for eligible FIFA Fan Festival™ costs specific to security and policing.

Budget Reconciliation:

- Complete reconciliation of FIFA Fan Festival™ expenses and revenues, including premium ticketing, , sponsorship contributions, and other third-party funding sources, including any budgetary savings.
- Complete reconciliation of Host City Commercial sales generated to support FWC26 Toronto.
- Finalize reconciliation of expenses and revenues with FIFA with respect to the FIFA led kick-off concert held.
- Finalize reconciliation of expenses and revenues between FIFA, Maple Leaf Sports & Entertainment, Exhibition Place, and the City related to the planning and delivery of infrastructure and activities at Toronto Stadium.
- Ascertain final incremental Municipal Accommodation Tax (MAT) collected during the temporary MAT increase period. (14-month period starting June 2025),

Final Financial Results and Reporting:

- Complete budget reconciliation to determine the final expenditures and revenues associated with hosting the FIFA World Cup 2026™.
- Report final financial results, including any budgetary offsets and savings, to City Council in early 2027.

Economic Impact:

- Assess the economic impact of hosting the FIFA World Cup 2026™ in Toronto in collaboration with internal and external partners.
- Incorporate findings into future reporting to City Council.

CONTACT

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SIGNATURE

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