



REPORT FOR ACTION

FIFA World Cup 2026 Toronto: Updates on the Community Benefits Plan, Social Procurement and Workforce Development, Liberty Village and Fort York Neighbourhood Plan, Legacy Initiatives, Community Grants, and FIFA World Cup 2026 Budget and Revenue Status

Date: January 05, 2026
To: FIFA World Cup 2026 Subcommittee
From: Executive Director, FIFA World Cup 2026 Toronto Secretariat
Wards: All

SUMMARY

The FIFA World Cup 2026™ (FWC26) represents an unprecedented opportunity for the City of Toronto to showcase its global reputation as a diverse, inclusive, and vibrant city. As preparations advance, this report provides an update on several key initiatives supporting Toronto's role as a Host City. It includes the latest progress on the Community Benefits Plan, Social Procurement and Workforce Development, the Liberty Village and Fort York Neighbourhood Plan, Legacy Initiatives, Community Grants, and budget for the FWC26 and revenue status and revenue opportunities.

Together, these updates reflect the City's commitment to ensuring that the benefits of hosting the FWC26 are felt widely across communities, support local economic growth, enhance civic engagement, and strengthen Toronto's position as a world-class destination for major international events. This integrated approach ensures that equity, economic inclusion, and community vibrancy remain at the core of preparations and legacy planning for 2026 and beyond.

This report is a coordinated response, led by the FIFA World Cup 2026 Toronto Secretariat (FWC26 Secretariat), in collaboration with Social Development, Purchasing & Materials Management, Economic Development and Culture, Transportation Services, Toronto Public Health, Parks and Recreation, and Financial Planning.

RECOMMENDATIONS

The Executive Director, FIFA World Cup 2026 Toronto Secretariat recommends that:

1. FIFA World Cup 2026 Subcommittee receive this report for information.

FINANCIAL IMPACT

Within the FWC26 Toronto Secretariat \$380 million budget, funding of \$5 million is included and designated specifically for legacy initiatives. Endorsed by the FWC26 Forever Committee, Appendix 1 includes details around the 21 legacy initiatives being brought forward in this report.

\$1.324 million was previously committed to support the first set of legacy initiatives, including those in support of the Community Benefits Plan.

The total funding for the second set of legacy initiatives identified in this report is \$3.588 million. Funding for these initiatives has been included in the 2026 Staff Prepared Operating Budget for City Manager Services. The transfer of budgets to relevant Divisions and Agencies delivering the initiatives will be requested through upcoming variance reports, as detailed below.

Division/Agencies	Amount	External Organizations
Parks and Recreation	\$600,000*	
Economic Development and Culture	\$1,565,000	\$873,093**
Social Development	\$200,000	

* Inclusive of \$340,000 in program costs and \$260,000 in staffing costs

** Economic Development and Culture will disburse funds to external organizations as identified in the table in Appendix 1

In addition, the FWC26 Secretariat will allocate \$350,000 from the legacy fund to deliver two environmental sustainability initiatives, namely:

- Tri-Sort Stream Stations - \$150,000
- Reusable Cups and Food-ware at FIFA Fan Festival - \$200,000

Including previously committed legacy initiatives and initiatives identified in this report, a total of \$4.912 million has been committed to date, leaving approximately \$88,000 as contingency with respect to the budget allocated for legacy initiatives.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information identified in the Financial Impact Section.

DECISION HISTORY

On December 16, 2025, City Council authorized City staff to conduct a sweepstakes, purchase Host City allocated tickets, and purchase additional hospitality assets to generate revenue for the City of Toronto's hosting of the FIFA World Cup 2026.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.MM35.36>

On November 12, 2025, City Council adopted EX27.10, "FIFA World Cup 2026 Toronto: Legacy Update", approving the Legacy Initiatives brought forward by the FIFA World Cup 2026 Secretariat and directing staff to proceed with necessary interdivisional budget transfers.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX27.10>

At its meeting on September 15, 2025, the FIFA World Cup 2026 Subcommittee considered Item FWC6.1 which served to provide updates on the Community Benefits Plan, Social Procurement and Workforce Development, Liberty Village and Fort York Neighbourhood Plan, Community Activation Plan, FIFA Fan Festival and Volunteer Program.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.FWC6.1>

On July 23, 2025, City Council adopted MM32.26, "CityServeTO - A Youth-based Community Service Initiatives", which authorized funding to community agencies for the Youth Community Service Initiative.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.MM32.36>

On June 17, 2025, Executive Committee adopted EX24.12, "FIFA World Cup 2026 Toronto: Community Benefits Plan Update, Social Procurement and Workforce Development Status, Community Activation Plan, Marketing and Communications Overview, Support for Concurrent Special Events, Principles of Bidding on International Events, and Purchase Order Amendment".

<https://secure.toronto.ca/council/agenda-item.do?item=2025.FWC5.1>

On May 22, 2025, City Council adopted EX23.16, "FIFA World Cup 2026 Toronto: Procurement Plan Update", updating the procurement plan to procure the goods and services required for the delivery of the FIFA World Cup 2026 Toronto.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX23.16>

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 April 23, 2025, City Council adopted CC29.3, "Procurement to Support Activities Funded by the Soccer for All Legacy Fund", authorizing staff to negotiate and enter into agreements for the provision of construction and professional services required to deliver up to 12 mini-pitches across Toronto.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.CC29.3>

On February 26, 2025, Economic and Community Development Committee adopted EC18.6, "Investing In Youth, Empowering Our City's Potential: Creation of a Toronto Youth Employment Program", which requested staff to consider opportunities to achieve a target of up to 10,000 additional summer jobs for young people by 2026.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EC18.6>

On February 5, 2025, City Council adopted EX20.19, "Authorization to Enter into Agreements to Deliver a Successful FIFA World Cup 2026", granting staff the ability to execute agreements with FIFA's exclusive vendors in a timely manner is essential to staying on track and delivering an event that meets both FIFA's standards and our city's expectations.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX20.19>

On December 17, 2024, City Council adopted EC17.2, "A Partnered Approach to Inclusive Economic Development", which requested divisions to apply the principles of Inclusive Economic Development in relevant plans, strategies and programs.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.EC17.2>

On November 14, 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. Council also directed staff to provide a status update and any further recommendations on revenue opportunities to support hosting obligations by the fourth quarter of 2025.

<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 July 24, 2024, City Council adopted EX16.32, "FIFA World Cup 2026: Toronto Host City Procurement Plan", which provided approval to proceed in accordance with the procurement plan to procure the goods and services required for the delivery of FIFA World Cup 2026 set out in Confidential Attachment 1.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.EX16.32>

At its meeting on July 5, 2024, the FIFA World Cup 2026 Subcommittee considered Item FWC1.3 which directed the Executive Director, FIFA World Cup Hosting 2026 to conduct a line-by-line review of the City of Toronto's FIFA World Cup 2026 budget, in consultation with the FIFA Subcommittee Chair, City Divisions and Agencies engaged in delivering the games, and other relevant stakeholders, to identify opportunities to reduce the impact of the games on the City's property tax base and report back to the Subcommittee on the results of this review by October 2024.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.FWC1.1>

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

Community Benefits Plan Updates

Community Workforce Development through FWC26 Procurement

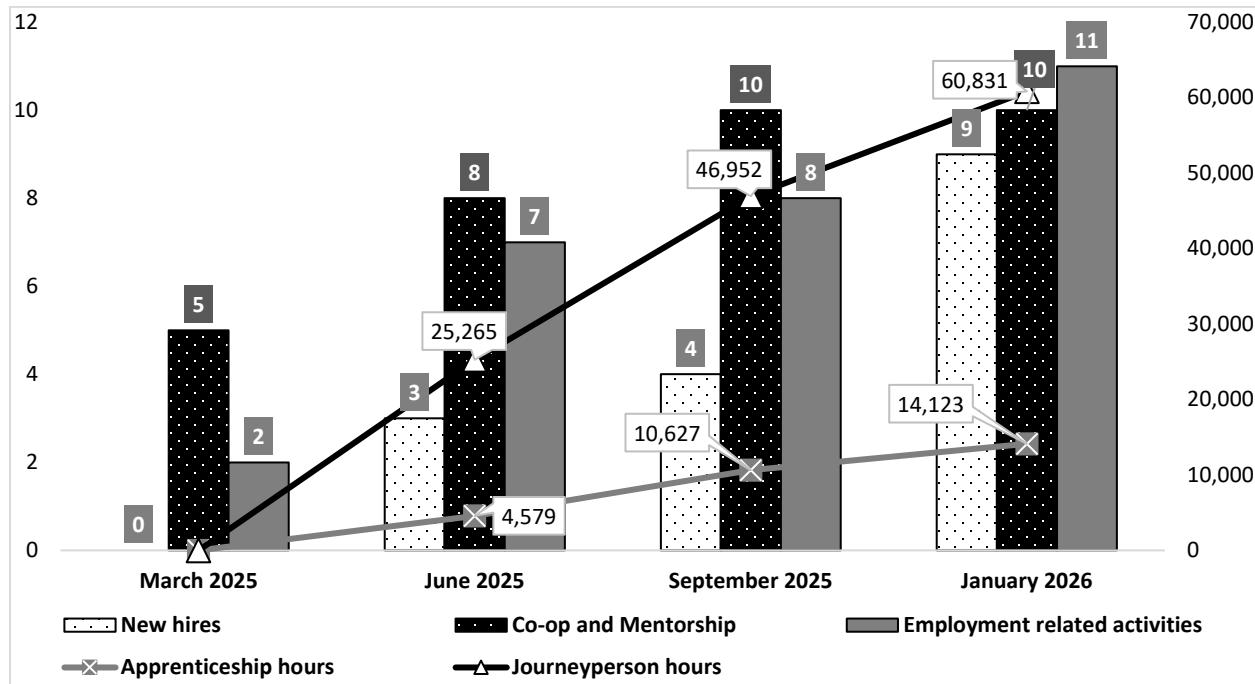
Further to [2025.FWC6.1](#), six procurements with workforce development requirements have been awarded. They include:

- The Centennial Park Soccer Facilities Refresh, awarded to Mopal Construction Limited.
- The Centennial Park Venue Specific Training Site Building for FIFA World Cup 2026, awarded to BDA Inc.
- The "Soccer-for-All" Legacy Mini-Pitches Program, awarded to Govan Brown.
- Construction Management Services at Toronto Stadium in support of the FIFA World Cup 2026 Hosting, awarded to PCL Constructors Canada Inc.
- Temporary Seating Expansion at Toronto Stadium, awarded to Arena Event Services.
- Temporary Hospitality Structures at Toronto Stadium, awarded to Arena Event Services.

Suppliers are making progress on the workforce development targets set during the procurement process. To date, suppliers have reported the following results across all contracts:

- 9 new non-construction related hires;
- 10 co-op student placements or mentorship opportunities;
- 14,123 apprenticeship hours;
- 60,831 journeyperson hours; and
- Participation in 11 networking sessions, learning forums or job fairs.

Figure 1: FWC26 Workforce Development Quarterly Trends



Two additional procurements will include workforce development requirements:

- Event Management Services for the FIFA Fan Festival; and
- Event Security Services for the FIFA World Cup 2026™ Toronto (currently being evaluated).

As contracts are awarded, City staff work with the successful supplier to support the fulfillment of workforce development requirements. Recognizing that target-setting at the bid stage can be challenging, City staff meet with successful suppliers quarterly to review and update their original targets. These meetings also serve as an opportunity to connect suppliers with employment service providers for candidate sourcing, and share information about cooperative learning and internship programs, supplier events and job fairs.

Business Opportunities for Local and Diverse Suppliers through FWC26 Procurement

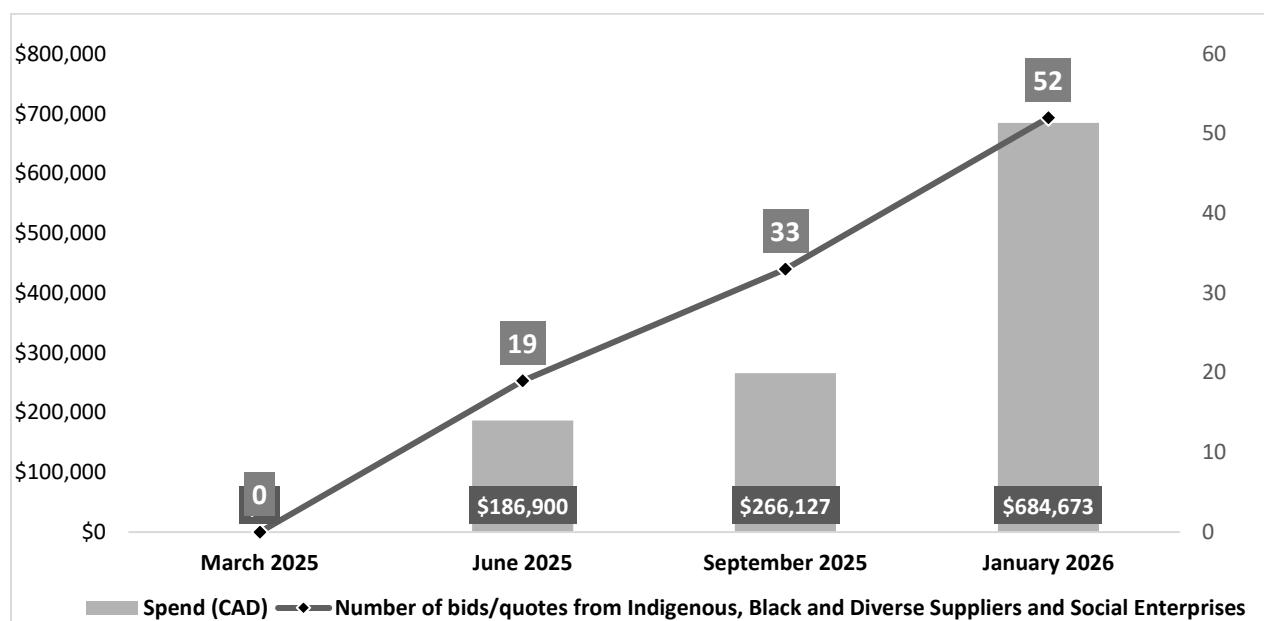
For solicitations valued under \$133,800, the Social Procurement Policy requires staff to include a quotation from a minimum of one Indigenous, Black or Diverse Supplier or Social Enterprise, where feasible. The award goes to the supplier with the lowest quote meeting specifications. In addition to the requirements of the Social Procurement Policy, for FWC26 invitational solicitations, when three or more Indigenous, Black or Diverse Suppliers or Social Enterprises are identified, these solicitations are set aside and only those suppliers are invited to quote. If the second lowest quote meeting specifications is within 10% of the lowest quote and the supplier is an Indigenous, Black or Diverse Supplier or Social Enterprise, the award is made to the Indigenous, Black or Diverse Supplier or Social Enterprise.

For all open competitive procurements, staff identify Indigenous, Black and Diverse Suppliers and Social Enterprise that can be invited to bid.

Staff have also identified Indigenous, Black and Diverse Suppliers and Social Enterprises for potential subcontracting opportunities and will continue to work with suppliers to help support the advancement of supply chain diversity as part of the workforce development process.

To date, 52 bids or quotes have been received from Indigenous, Black and Diverse Suppliers and Social Enterprises through invitational and open, competitive procurement processes, low-value purchasing processes and direct purchases. Nineteen awards have been made to Indigenous, Black and Diverse Suppliers and Social Enterprises for a combined spend of \$684,673.

Figure 2: FWC26 Supply Chain Diversity Quarterly Trends



Going Beyond FWC26 Procurement to achieve Community Workforce Development, Skills Training and Employment Readiness

The Community Workforce Development Program continues to advance its goal of ensuring Indigenous, Black and equity-deserving youth gain access to employment, training and career exploration opportunities before, during and after the FIFA World Cup 2026. The Community Workforce Development Program is a key component of the City's FWC26 Community Benefits Plan. Its goals are advanced primarily through Community Benefits Employer Champion partnerships, employment service providers, community organizations and interdivisional collaboration. The activities below provide an update on the program's implementation progress.

Community Benefits Employer Champions

The Social Development division plays an intermediary role by connecting Employer Champions, employment service providers, and community organizations to streamline and expand access to workforce development opportunities for youth.

In December 2025, Maple Leaf Sports & Entertainment (MLSE) began working with a Community Benefits Workforce Intermediary to source candidates for vacant roles, advancing inclusive recruitment pathways for Indigenous, Black and equity-deserving youth. Seven employment service providers are participating in this pilot to support coordinated referrals of youth candidates. The collaboration functions as a pilot to test and refine recruitment processes ahead of a potential Employer Champion designation. A memorandum of understanding between the Social Development division and MLSE is currently under review.

In October 2025, the City collaborated with Wasserman Sports & Entertainment to cascade a summer internship opportunity across the community benefits ecosystem. The opportunity was shared with partners, including the City's Community Benefits Advisory Group and the Toronto FIFA Secretariat-led Program Advisory Body (Community Benefits and Social Procurement), drawing on existing candidate pools to support coordinated referrals. The City's Workforce Intermediary approach facilitated new connections for youth candidates and community partners and expanded access to employment pathways. During the same period, FIFA Canada also launched a dedicated application link for the second intake of its Future Leaders Internship Program.

Monitoring and evaluation activities are underway to assess and capture the early impact of the Community Workforce Development Program on employer engagement, youth outcomes, and system coordination. Data collection through program surveys will inform ongoing program refinement and reporting.

Preparation underway for Youth Career Activation Summit

Planning continues for the Youth Career Activation Summit. This one-day event will highlight tangible career pathways in hospitality, tourism, broadcasting, skilled trades and other FIFA World Cup 2026 related sectors. The summit will connect Indigenous, Black and equity-deserving youth with Employer Champions and employment service providers to strengthen career networks and awareness about employment and training opportunities.

Implementation planning is co-led by the Community Benefits and Youth Development Units in Social Development. Engaging and co-developing the event with youth is a key aspect of the planning approach. Youth input is central to the design and delivery of the event and will be gathered through a Youth Roundtable ahead of the event. Event collaborators include The King's Trust Canada, the Toronto Community Benefits Network, the Toronto Youth Cabinet, and FWC26 Secretariat Program Advisory Body (Community Benefits & Social Procurement). The event will feature industry panel discussions, breakout sessions on skilled trades, communications, engineering, and sports management, as well as interactive exhibits and networking opportunities with community organizations and employment service providers.

Local Neighbourhood Preparations with Liberty Village and Fort York

In June 2025 ([EX24.12](#)), City Council directed the City Manager and the Executive Director, FIFA World Cup 2026 Toronto Secretariat, in consultation with all relevant divisions, to report back to the next FIFA World Cup 2026 Subcommittee meeting on how neighbourhood-specific preparations for Liberty Village and Fort York are being incorporated into planning for the FIFA World Cup 2026.

In response, staff implemented a FIFA World Cup 2026 Neighbourhood Planning Interdivisional Table to coordinate event management, communications, community activation, legacy community improvements and other preparations for the area around the event venues.

The Neighbourhood Table includes representatives from key divisions including the FIFA World Cup 2026 Toronto Secretariat, Transportation Services, Communications Division, and Economic Development and Culture, along with the local Councillor. Other Divisions such as Parks and Recreation, Solid Waste Management Services, the Toronto Transit Commission, Social Development, and Toronto Emergency Management will attend as needed.

The goal of the Neighbourhood Table is for Liberty Village and Fort York stakeholders and residents to be informed of and well-prepared for Toronto's hosting of the FIFA World Cup 2026 and FIFA Fan Festival in their neighbourhoods, before, during and after the games.

To deliver on the above, the Neighbourhood Table has met on three occasions with a fourth meeting planned for early January 2026. In addition, in partnership with the Communications Division and Transportation Services, the FWC26 Toronto Secretariat hosted a preliminary engagement session with representative residents from the Liberty Village and Fort York neighbourhoods on October 27, 2025. A subsequent public engagement session was held on November 22, 2025, with a third session to be held in late January 2026.

In parallel the FWC26 Toronto Secretariat and the Economic Development and Culture Division have been in regular contact with the local Business Improvement Areas (BIAs) to ensure local business concerns and issues are heard and addressed.

A number of updates and inputs will be forthcoming over the coming months, including a Community Engagement Plan that identifies a point person, engagement tactics, and communication cadence. A Mobility Plan is under development and will be brought forward to the March 30, 2026 FWC26 Subcommittee meeting, which will address planning elements such as parking mitigation measures and ingress and egress from the neighbourhood. Other planning considerations will include neighbourhood activation strategies, event management (covering noise, waste, security, and crowd management), and the integration of legacy projects.

Further updates from meetings of the Neighbourhood Table and public engagement sessions with residents of Fort York and Liberty Village will be provided to the FIFA World Cup 2026 Subcommittee.

Legacy Initiatives

In November 2025 ([EX27.10](#)), the FWC26 Toronto Secretariat provided City Council with details on an initial set of legacy initiatives. Working with five Program Advisory Bodies (representing five legacy pillars), a second set of legacy initiatives have been identified, details of which are included in Appendix 1. These programs, projects and opportunities have been reviewed and endorsed by the FWC26 Forever Committee.

The 21 initiatives included in Appendix 1 collectively represent \$3.588 million, bringing the total amount committed from the legacy fund to \$4.912 million.

Community Grants Update

The Community Celebration Support Fund (CCSF), delivered by the City's Economic Development and Culture Division (EDC), supports free, accessible, community-driven cultural events, aligned with Toronto's "World in a City" theme, taking place from June 11 to July 19, 2026. The CCSF attracted strong interest during its extended four-month application period, receiving 189 submissions requesting \$5.5 million in funding against an initial budget of \$1.2 million. To help meet this demand, the City increased the funding envelope to \$1.7 million. In total, 63 applications were approved, ensuring at least one funded project in every ward.

Successful applicants include not-for-profit community and arts organizations and Business Improvement Areas (BIAs), with projects ranging from single-day events to multi-week activations. Applications were evaluated against published criteria, including community vibrancy, impact, engagement, organizational capacity, and project feasibility. Following communication with local Councillors, all applicants were notified of the outcome in December 2025 and unsuccessful applicants were invited to request feedback throughout January 2026. Funding agreements with successful applicants will be developed over December and January, with funding set to flow to recipients in Q1 2026.

FIFA World Cup 2026 Budget and Revenue Status

In March 2025, ([EX21.15](#)) City Council reaffirmed its commitment to deliver FIFA World Cup 2026 within its \$380 million budget. In May 2025, ([EX23.17](#)) City Council introduced a \$340 million temporary spending restriction on the FWC26 budget, until such time as the City of Toronto has identified savings, secured intergovernmental funding or other sources of revenue to fund FWC26 Toronto's full \$380 million budget that do not include impacts on the property tax base - staff are operating in alignment with this direction.

The total estimated cost of hosting the FIFA World Cup 2026 in Toronto, including operating and capital costs, remains unchanged at \$380.0 million gross, as captured in Table 1 below.

Table 1: Total Budget FWC26 by Funding Source as of December 15, 2025

(In \$000s)	Total for FWC2026
Intergovernmental Funding	
Provincial Grant	97,000
Federal Grant	104,340
Total Intergovernmental Funding	201,340
City Funding	
Reserve Funding	79,940
Municipal Accommodation Tax	56,600
Commercial Rights Sales and Rental Fees	34,620
Other Funding	7,500
Total City Funding	178,660
Total FWC2026 Funding	380,000

*In the event that the cash component of the Provincial Grant is lower than \$97M, options for replacement funding and/or reducing costs will be explored to bridge the shortfall.

Table 2 provides an overview of annual estimated costs in support of the delivery of hosting FWC26.

Table 2: Estimated Financial Impacts as of December 15, 2025

FIFA WORLD CUP 2026 OPERATING COSTS							
\$ Million	2021	2022	2023	2024	2025	2026	2027
Revenues	0.17	0.42	1.74	6.03	27.93	190.00	0.05
Gross Expenditures	0.17	0.42	1.74	6.03	27.93	190.00	0.05
Net	-	-	-	-	-	-	-
FIFA WORLD CUP 2026 CAPITAL COSTS							
\$ Million	2021	2022	2023	2024	2025	2026	2027
Gross Expenditures	0.00	0.00	3.69	18.10	84.81	47.04	0.00
Debt	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FIFA WORLD CUP 2026 TOTAL COSTS							
\$ Million	2021	2022	2023	2024	2025	2026	2027
Gross Expenditures	0.17	0.42	5.43	24.13	112.75	237.04	0.05
Funding	0.17	0.42	5.43	24.13	112.75	237.04	0.05
Net/Debt	-	-	-	-	-	-	-

In keeping with the Federal Policy for Hosting International Sport Events in Canada, the Governments of Canada and Ontario are expected to contribute up to two-thirds of this amount - an approximate total of \$201.3 million. In addition, the cost of hosting the FWC26 will be partially offset through access to commercial rights and related revenue opportunities delegated by FIFA to event organizers, such as the City of Toronto.

In March 2025, the Government of Canada committed \$104.34 million to assist Toronto in hosting the World Cup matches. This funding will cover both operational and capital expenses, including infrastructure enhancements and event logistics. All federal

services related to hosting the FIFA World Cup 2026 will be absorbed by the federal government as part of regular business and excluded from the contribution agreement.

The City of Toronto and the Province of Ontario are in negotiations to solidify and execute the contribution agreement between the two governments, formalizing the \$97 million contribution for the FIFA World Cup 2026. The Province of Ontario's funding is intended to provide cash to the City to offset tournament expenses, including capital infrastructure and legacy investments, and is inclusive of any provincial services, like policing, transportation, and health care, required to meet the City of Toronto's contractual obligations with FIFA. In the event that the cash component of provincial funding is under \$97 million, options for replacement funding and/or reducing costs will be explored to bridge the shortfall.

Revenue Status

At its meeting on November 14, 2024 ([EX18.17](#)), City Council directed staff to provide a status update and any further recommendations on revenue opportunities to support hosting obligations by the fourth quarter of 2025. At this time, Host City planning requirements and hosting obligations for FWC26 are fully funded by intergovernmental funding contributions, a temporary increase to the Municipal Accommodation Tax (MAT) as approved by City Council, as well as additional City funding sources, without impact on the existing property tax base.

Temporary Increase to the Municipal Accommodation Tax

At its meeting on November 14, 2024 ([EX18.17](#)), City Council approved a temporary increase to the Municipal Accommodation Tax (MAT) from 6 percent to 8.5 percent effective June 1, 2025 to July 31, 2026, and directed the Chief Financial Officer and Treasurer to include the additional revenue towards FIFA World Cup 2026 related costs in the 2025 and 2026 Budgets for the Mayor's consideration as part of future budget processes. The incremental revenue expected to be generated, and allocated in support of FWC26, was \$56.6 million over 2025 and 2026.

Staff continue to monitor the performance of the MAT. To date, MAT is performing slightly favourably against the 2025 Budget. The latest update which was presented in the Operating Variance Report for the Nine Months Ended September 30, 2025, was considered by City Council on December 16, 2025 ([EX28.13](#)). Staff will consider opportunities to allocate any additional favourable revenue to FWC26 through future variance reporting.

Update on Commercial Revenue

As previously communicated to City Council via [EX18.17](#) in November 2024, the FWC26 is unique in allowing for the possibility for business and community leaders to engage their key stakeholders through commercial and corporate opportunities in the region they call home. As approved by City Council in March 2025 ([EX21.15](#)), MLSE has been contracted by the City to act as the City's Commercial Rights Sales Agent, as a part of the overall Host City Commercial Revenue Strategy. On behalf of the City, MLSE is in market selling supporter packages, including experience offerings such as:

- FIFA World Cup 26™ match tickets
- Hospitality and VIP experiences
- Access to many of Toronto's ancillary events during the tournament
- Invitations to key FIFA ancillary events at Toronto Stadium
- Access and activation opportunities at Toronto's FIFA Fan Festival
- Opportunity for Host City Supporters to deliver FWC26 legacy programs

In March 2025 ([EX21.15](#)), City Council authorized the purchase of \$10.7 million for the Host City Commercial Hospitality Program, as a strategy to generate revenue for the hosting of FWC26. Since then, MLSE has been bundling these assets (private suites and premium lounge tickets) into Host City Supporter and Host City Hospitality packages. The inventory is largely sold out at this stage.

In March 2025 ([EX21.15](#)), Council also authorized the collection of donations to the City in support of the Soccer for All (SFA) Legacy Program - an initiative to create more play spaces and free programming for equity-deserving communities. This includes plans to build up to 12 soccer mini-pitches across the City. As a result of fundraising efforts via philanthropic donations secured by the Champions Table for the SFA Legacy Program, to date nearly 47% of the Champions Table \$15 million target has been raised, and construction has started on mini-pitches in 3 parks (Grandravine Park, Amesbury Park, and Scarborough Village Park), with work slated to begin on a fourth park (Apted Park).

Additional Commercial Revenue Streams

Sweepstakes

On December 16, 2025 ([MM35.36](#)), City Council authorized staff to execute a sweepstakes, offering Ontario residents the chance to win tickets to one of the six FWC26 games that will be held in Toronto to support the City's fundraising target.

Part of the revenue generation strategy to support legacy and operations of the event, the funds raised will be used to support the Soccer for All Legacy Program (mini-pitches, soccer hub at Centennial Park and free programming).

The sweepstakes will launch in late January 2026 and conclude by March 2026.

Hospitality Assets

Representing an expansion of the Host City Commercial Hospitality Program strategy, on December 16, 2025 ([MM35.36](#)), City Council authorized the purchase of additional hospitality assets which will be bundled with existing hospitality assets and used to generate additional commercial revenue.

Host City Allocated Tickets

On December 16, 2025 ([MM35.36](#)), City Council authorized the purchase of 3,546 tickets (1.5% of the stadium capacity) representing the full allocation of tickets available to the City as a FWC26 Host City. For Toronto, this results in 591 tickets per match for a total of 3,546 tickets across the 6 matches to be held in Toronto. To date, 1,594

(approximately 45%) of these tickets have been allocated to and/or included in commercial sales packages. The cost for these tickets is accounted for as a commercial sales expense and paid for from revenue generated from sales/donations. Use of the remaining 1,952 (3,546 less 1,594) tickets is to be determined by the City, with the primary use to be expansion of the commercial sales program, representing a significant revenue generating opportunity for the City.

Additional revenue opportunities include:

- Merchandise (profit sharing on FWC26 Toronto branded merchandise)
- FWC26 music royalty fees

Conclusion

With the support of both internal and external delivery partners, significant progress continues to be made in preparation for Toronto's hosting of the FIFA World Cup 2026. Excitement and momentum continue to build as we look to welcome the world next summer.

CONTACT

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SIGNATURE

Sharon Bollenbach
Executive Director, FIFA World Cup 2026 Toronto Secretariat

ATTACHMENTS

Appendix 1 - FWC26 Legacy Initiatives by Legacy Pillar

APPENDIX 1 - FWC26 Legacy Initiatives by Legacy Pillar

The initiatives listed below represent the second set of legacy initiatives endorsed by the FWC26 Forever Committee and the appropriate Program Advisory Bodies. Details of the initial set of legacy initiatives were provided to City Council in November 2025 ([EX27.10](#)).

Title	Description	Reach	Cost
Sport, Physical Activity, Health & Wellness			
FIFA Fan Festival Visits	The FIFA Fan Festival Visits program will provide more than 12,800 Toronto children and youth from Summer Camps and Enhanced Youth Spaces with equitable access to FIFA World Cup 2026 festivities. Through organized group visits, participants will experience the excitement of this once-in-a-lifetime event.	City-wide; 12,800+ children and youth.	\$140,000
Soccer Community of Practice	Development of a city-wide network uniting clubs, coaches, and community organizations to strengthen equity, learning, and pathways for women, girls, and equity-deserving participants in soccer—launched through a 2026 Soccer Symposium and sustained beyond FWC26.	City-wide; sector-wide impact across Toronto's soccer ecosystem.	\$25,000
Blind Soccer Structure Development	Funding to expand Blind Soccer in Toronto by recruiting new athletes, training coaches and referees, and establishing two new Blind Soccer clubs, strengthening parasport participation and long-term program sustainability.	Multi-neighbourhood; disability and parasport community impact.	\$26,000
Refugee Soccer Tournament	Up to 2 years of funding for the Refugee Soccer Cup, an annual newcomer soccer tournament. Expanded to include youth employment readiness training and pathways into Toronto's sport and recreation sector.	Multi-neighbourhood; high-impact engagement with refugee and newcomer communities.	\$62,030

Title	Description	Reach	Cost
Canada Street Soccer	Seeking City endorsement, facility access, and funding to showcase and expand street soccer programming for people experiencing homelessness and underserved neighbourhoods.	City-wide; high-impact engagement with underserved and high-priority neighbourhoods.	\$150,000
Human Rights, EDI, Anti-Racism			
Child Rights in Sports School Curriculum	Finalize and pilot a Grades 4–8 Child Rights in Sport Curriculum that promotes child rights, equity, and environmental responsibility through World Cup-related learning and youth engagement across Toronto.	City-wide; hundreds of students and educators across multiple neighbourhoods.	\$25,000
Accessibility Playbook	Development of an Accessibility in Events Playbook—an applied guide that provides tools, checklists, and training to help event organizers plan and deliver fully inclusive, accessible events across Toronto. Benefits residents, visitors, and equity-deserving communities by improving inclusion and reducing barriers.	City-wide; enhances accessibility standards across hundreds of events each year.	\$100,000
Environmental Sustainability			
Zero Food Waste – Food Rescue	Implementation and development of a City-wide policy to eliminate food waste at major events through mandatory rescue planning, vendor standards, digital redistribution, and onsite Second Harvest services – starting with FWC26 and the FIFA Fan Festival.	City-wide; high-volume events; broad environmental and community impact.	\$210,163

Title	Description	Reach	Cost
Be Sun Safe	An enhanced sun safety program by offering sunscreen, re-usable shade structures, and awareness for residents and visitors. The campaign promotes a safer, healthier fan experience and encourages long-term sun-smart habits.	City-wide; tens of thousands of fans and multi-neighbourhood legacy impact.	\$100,000
Tri-Sort Stream Stations	A new tri-sort stream station program will be implemented to support three-stream waste collection—landfill, recycling, and organics—with the explicit goal of improving diversion rates at Toronto Stadium by reducing contamination maximizing recovery of recyclable and organic materials during FWC26 and future major events.	City-wide benefit and for thousands of fans and visitors at the Toronto Stadium; on-going benefits for future major events and informing City waste-diversion policy and event operations standards.	\$150,000
Reusable Cups and Food-ware at FIFA Fan Festival	A reusable cup and food ware program will be implemented at the FIFA Fan Festival to significantly reduce single-use waste and support a more sustainable fan experience. By replacing disposable cups, plates, and food containers with durable, reusable alternatives, the program minimizes waste generation and reduces overall reliance on landfill and recycling systems.	City-wide benefit and for thousands of visitors at the FIFA Fan Festival; on-going benefits for future major events and informing City waste-diversion policy and event operations standards.	\$200,000
Tourism & Economic Development			
Marine Transport Pilot	Capital support for new boat shuttle service across Toronto's waterfront to connect FWC26 programming. Enhances waterfront access.	City-wide benefit for waterfront access.	\$100,000

Title	Description	Reach	Cost
Info To Go	Activate INFOTOGO, a mobile tourism information program, to welcome visitors during FIFA World Cup 2026™. Deploy two branded INFOTOGO mobile visitor centres to provide personalized visitor services during the tournament.	City-wide benefits for residents, businesses and visitors.	\$265,000
Expanding Markets for Canadian Tourism	Dedicated program for priority markets such as: UK, Germany, and others; for an in-depth exploration of Toronto's key tourism assets and its overall tourism offering.	Engage over 100 tourism professionals in Canada and at least 50 key decision-makers and media from abroad. Feature over twenty Toronto neighbourhoods and dozens of small businesses.	\$150,000
TradeTO World in a City Trade Diversification Forum	Host a trade diversification summit with partners to help Toronto small and medium enterprises increase exporter education enter new global markets linked to participating FWC26 nations.	Sector-specific (business/export ecosystem). City-wide benefits.	\$250,000
Soccer Innovation Hub	Create a Soccer Innovation Hub at Toronto Metropolitan University to incubate soccer-focused startups, expand research, and scale globally.	Sector-specific (sport/tech entrepreneurship); high national/international visibility.	\$300,000
Arts & Culture			
The World in a City - Music For All	A cross-divisional program linking artists with local youth for music and video workshops, inspired by Playing for Change, culminating in a The World in a City - Music for All video celebrating Toronto's diverse communities and the FWC26 Host City experience.	City-wide; multi-neighbourhood youth engagement.	\$75,000

Title	Description	Reach	Cost
Toronto For All Outdoor Mural Program	Support Toronto's renowned street art tradition by funding outdoor murals that promote the FWC26 'The World in a City' theme and enhance neighbourhood identity.	Multi-neighbourhood benefits; city-wide visibility.	\$200,000
The World in a City Illuminated: Projections at the Canada Malting Silos	An immersive projection-mapping installation on the Canada Malting Silos that amplifies local creative talent and positions the waterfront silos as an iconic cultural landmark.	City-wide cultural destination; high visitor draw.	\$300,000
Toronto Festivals Association	Establish a Festivals Association to strengthen coordination, capacity, and sustainability across Toronto's festival sector.	Sector-specific; city-wide impact on festivals reaching millions annually.	\$200,000
Under The Gardiner Intersections	Transform Gardiner–Lake Shore intersections (up to 2) into welcoming gateways linking Fort York and waterfront paths, with paint and vinyl treatments that enhance wayfinding and elevate the FWC26 visitor experience.	Multi-neighbourhood / City-wide resident and visitor impact.	\$300,000