



Report to Economic Development Subcommittee

TO: Economic Development Subcommittee

FROM: Kyle Warsinski, Economic Development Director

AGENDA DATE: March 2, 2026

TITLE: UPDATE ON OUTREACH AND ENGAGEMENT FOR 2026 FIFA WORLD CUP

RECOMMENDATION

Staff recommends the Economic Development Subcommittee:

1. Recommend the number of events and dates to be presented to City Council; and
2. Pursue a marketing campaign with local businesses for watch parties and World Cup specials.

PURPOSE

To provide an overview of outreach efforts related to the 2026 FIFA World Cup in accordance with the Moreno Valley Economic Development Strategic Plan.

BACKGROUND

The 2026 FIFA World Cup will be hosted across several cities in North America, including two venues within California, Los Angeles and Santa Clara. While Moreno Valley is not a host city, the event's regional scale presents opportunities for non-host cities to engage residents, support local businesses, and participate in World Cup-related activities through community-oriented programming.

Staff previously explored a range of potential engagement strategies and continues to monitor opportunities that may provide economic, cultural, and community benefits to Moreno Valley.

DISCUSSION

City-Sponsored Watch Parties

While official FIFA programming will not be located in Moreno Valley, FIFA has encouraged non-host cities to consider community-led activities that celebrate the World Cup. These may include locally organized events such as informal watch parties or other community gatherings aligned with the spirit of the tournament, subject to applicable coordination and licensing requirements.

Staff identified two potential match dates: the World Cup Finals on Sunday, July 19 at 12 pm (noon), and two Quarterfinal matches at 2 pm and 6 pm on Saturday, July 11th. Since these matches are in the elimination stage of the tournament, the teams playing in each match are yet to be determined.

The final match on Sunday, July 19, 2026, is scheduled for 12 pm, which conflicts with existing CRC rental reservations by two churches. There is insufficient interior space and parking to accommodate the special event and church services simultaneously on this date.

Staff has determined two potential locations, should the city decide to move forward with these events, each with its own set of costs and staffing requirements:

1. Outdoor Event

Location:	Amphitheater and lower Parking Lot
Attendance:	3,000
Vendors:	Food, Beer Garden, and special vendors
Estimated Cost:	\$90,000 + Police and Fire costs
Limitations:	Subject to inclement weather (heat or rain)

2. Indoor Event

Location:	CRC Ballroom
Attendance:	400 (Pre-registration will be required)
Vendors:	Food and Beer Garden in courtyard
Estimated Cost:	\$6,000 + Police and Fire costs
Limitations:	Food or drinks are not permitted inside the ballroom due to the seating configuration.

The options above for city-sponsored watch parties for one or more World Cup matches are based on research and logistical capabilities from the City's Parks and Community Services Department. As Parks and Community Services will be expected to plan for and operate the event, these options and associated costs should have been presented to the Parks and Community Services Subcommittee. Due to timing constraints, the City Manager will present options to the City Council for consideration and direction on March 17, 2026. Any future event ideas will be presented to the PCS subcommittee, as they are community events.

Community-Based Engagement Opportunities

Economic Development has begun connecting with our local restaurants, bars, and other public gathering businesses to encourage each to host its own FIFA World Cup 2026 watch party. Many have shared their excitement about the World Cup and their plans for watch parties and special offers during the tournament. Staff will continue to connect with our Moreno Valley businesses to encourage participation during this global sporting event.

Economic Development plans to implement a marketing campaign for these events and specials as we near the start of the World Cup. Economic Development will start marketing to these events as we approach the start of the worldwide event in accordance with the many goals of the Economic Development Strategic Plan. The marketing campaign will capitalize on the excitement and momentum generated by being a host country for the World Cup and on the overall support for soccer throughout Southern California. The goal is to take advantage of this window of opportunity to promote Moreno Valley businesses and increase their exposure to new customers and overall patronage.

NEXT STEPS

- Present the recommended dates and number of events to the City Council on March 17, 2026.

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