

**FIFA**

**WORLD CUP**

**2026**

USA · MEX · CAN

# FIFA WORLD CUP 2026

## PUBLIC ENGAGEMENT STRATEGY



# BACKGROUND & OPPORTUNITY



## HOST CITY

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Los Angeles designated as FIFA 2026 host city. SoFi Stadium in Inglewood serves as primary venue for tournament matches.



## MANHATTAN BEACH

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The Westdrift Manhattan Beach Hotel selected to host World Cup teams, placing our City on an international stage.



## FIFA PROGRAM

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FIFA's Public Engagement Program offers complimentary official World Cup artwork and branding for community public displays.



# STAFF RECOMMENDATIONS

01

## STREET POLE BANNER PROGRAM

- Authorize purchase, printing & installation of World Cup street pole banners
- Choose one of four tiered deployment options based on budget & visibility goals
- Program artwork provided free by FIFA ; City only pays for printing & installation

Estimated cost: \$124 per



City Manager  
MANHATTAN BEACH

FIFA WORLD CUP 2026  
MARCH 3, 2026

02

## POST-TOURNAMENT BANNER SALE

- Approve future sale of street pole banners after conclusion of the tournament
- Banner sales to offset potential General Fund expenditures
- Opportunity to recover portion of initial investment
- Creates lasting community mementos from historic event

# TIERED DEPLOYMENT OPTIONS

## TIER 1

### Priority Corridors

Banners

60-80

Est. Cost

\$7,440-\$9,920

Sepulveda Blvd ·  
Rosecrans Ave ·  
Downtown MB · North  
MB

## TIER 2

### Secondary Corridors

Banners

70-90

Est. Cost

\$8,680-\$11,160

Tier 1 + Parkview  
Ave · Manhattan  
Beach Marriot Drive

## TIER 3

### Park Corridors

Banners

90-110

Est. Cost

\$11,160-\$13,640

Tiers 1-2 + MB Blvd  
(Polliwog Park) ·  
Valley Drive (Live  
Oak Park)

## TIER 4

### Soccer Fields

Banners

100-120

Est. Cost

\$12,400-\$14,880

Tiers 1-3 + Marine  
Ave Park · Manhattan  
Village Fields



# FISCAL IMPLICATIONS

\$0

Cost for FIFA  
Artwork & Branding

\$124

Cost Per  
Banner (printing +  
install)

\$9,000

Available in  
Management Services  
Budget

## Cost Summary by Tier

TIER	DESCRIPTION	APPROX. BANNERS	ESTIMATED COST
<b>Tier 1</b>	Priority Corridors	60-80	\$7,440-\$9,920
<b>Tier 2</b>	Secondary Corridors	70-90	\$8,680-\$11,160
<b>Tier 3</b>	Park Corridors	90-110	\$11,160-\$13,640
<b>Tier 4</b>	Soccer Fields	100-120	\$12,400-\$14,880



# ADDITIONAL CONSIDERATIONS

## PUBLIC WATCH PARTIES

*Subcommittee recommends AGAINST hosting City-organized watch parties due to:*

- Safety & security requirements: significant police, crowd control, and emergency medical presence required
- Staffing demands: multiple departments impacted during busy summer season
- Note: Businesses may host group entertainment under MBMC § 4.20 with appropriate permits

## BANNER POLICY NOTES

- MB Municipal Code § 9.60 limits banner display to 14 days
- City Council may allow longer display for Public Service Announcements on a case-by-case basis
- Artwork is professionally designed and provided free by FIFA
- Post-tournament banner sales opportunity to recoup costs for residents and businesses



# LOOKING AHEAD



## **FIFA WORLD CUP 2026**

Street pole banner program represents our initial community engagement response for this historic tournament hosted at SoFi Stadium in Inglewood.



## **2028 OLYMPIC TORCH RUN**

City has submitted application to participate in the Olympic torch run for the 2028 LA Olympics & Paralympics. Awaiting response from LA28.



## **2028 OLYMPICS & PARALYMPICS**

Staff will return to City Council with additional recommendations for broader community engagement opportunities related to the 2028 Games.



# COUNCIL DIRECTION REQUESTED

## **AUTHORIZE THE STREET POLE BANNER PROGRAM**

1. Select a tier (Tier 1-4) based on desired visibility & budget
2. Approve the future sale of street pole banners after the conclusion of the tournament to offset General Fund expenditures
3. Authorize the street pole banners to be displayed for longer than 14 days

