

RESOLUTION NO. 64 - 2021

EXPRESSING the Mayor and Council's desire and intent to modify applicable laws, regulations, policies, and procedures, and for the City to process and issue necessary permits, concessions, and licenses, in a timely, appropriate, and expedient manner, as necessary to accommodate the needs of the Federation Internationale de Football Association (FIFA), its subsidiaries, US Soccer, local organizing committees, and their commercial affiliates and partners in their efforts to provide a safe, clean, and engaging fan experience in connection with 2026 FIFA World Cup matches and related activities and events held in the City of Cincinnati.

WHEREAS, the 2026 FIFA World Cup, which will be the largest in FIFA World Cup history, will be hosted across North America, with matches split among cities in the United States, Mexico, and Canada, with at least 10 cities in the United States hosting matches; and

WHEREAS, the City of Cincinnati ("the City") is one of 17 United States cities that is being considered to host 2026 FIFA World Cup matches; and

WHEREAS, according to The Boston Consulting Group ("BCG"), a leading global management consulting firm that conducted a study regarding the impacts of hosting the 2026 FIFA World Cup, hosting the 2026 World Cup could generate up to 40,000 jobs and approximately \$160 to \$620 million in incremental economic activity, which would mean a net benefit of approximately \$90 to \$480 million for each host city after accounting for potential public costs; and

WHEREAS, BCG also determined that hosting the FIFA World Cup would bring significant, longer-term economic benefits, such as global media exposure that could increase tourism beyond the 2026 FIFA World Cup; and

WHEREAS, the City faces intense competition to host any of the 2026 FIFA World Cup matches, and the City needs to provide the best economic, cultural, and social opportunity to be selected to host World Cup matches; and

WHEREAS, in serving as a hospitable host city for 2026 FIFA World Cup matches and related activities and events, the City has a substantial interest in ensuring the matches, activities, and events are well planned and effectively executed to solidify the City's reputation as a destination for national and international events; and

WHEREAS, the City expects that assisting the Federation Internationale de Football Association (FIFA), its subsidiaries, US Soccer, local organizing committees, and their commercial affiliates and partners in delivering a world-class experience for residents, fans, and visitors and ensuring security, traffic safety, and cleanliness will require special regulation and

permitting for the areas in which 2026 FIFA World Cup matches and related activities and events take place; and

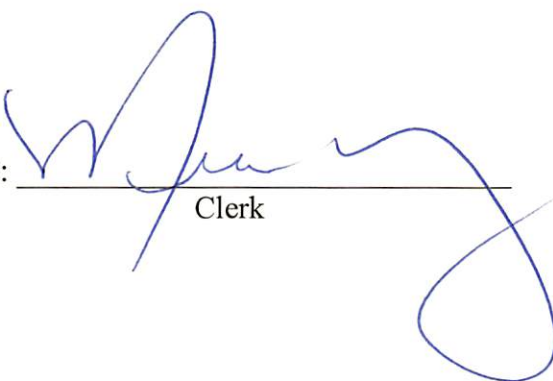
WHEREAS, the City anticipates that the effective regulation and permitting of these areas will require the modification of applicable laws, regulations, policies, and procedures to provide for a successful event, and the City resolves to undertake such modifications as necessary; now therefore,

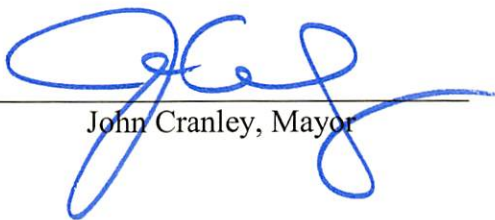
BE IT RESOLVED by the Council of the City of Cincinnati, State of Ohio:

Section 1. That the Mayor and this Council hereby express their desire and intent to modify applicable laws, regulations, policies, and procedures, and for the City to process and issue necessary permits, concessions, and licenses in a timely, appropriate, and expedient manner, as necessary to accommodate the needs of the Federation Internationale de Football Association (FIFA), its subsidiaries, US Soccer, a local organizing committee, and their commercial affiliates and partners in their efforts to provide a safe, clean, and engaging fan experience in connection with 2026 FIFA World Cup matches and related activities and events held in the City of Cincinnati.

Section 2. That this resolution be spread upon the minutes of Council.

Passed: December 8, 2021

Attest: 
Clerk


John Cranley, Mayor