

TO: City Council
FROM: Kelly Adams, Assistant City Administrator
DATE: March 3, 2026
SUBJECT: Regional Memorandum of Understanding (MOU) with Cities of Olympia, Lacey, Thurston County and Port of Olympia for Planning and Managing the Olympia/Lacey Fan Zone for the 2026 FIFA World Cup

1) Recommended Action:

Authorize the Mayor to sign the Memorandum of Understanding (MOU) with the City of Olympia, City of Lacey, Thurston County, and the Port of Olympia to plan, resource, and deliver a 2026 FIFA World Cup Fan Zone event.

2) Background:

The 2026 Fédération Internationale de Football Association (FIFA) World Cup soccer competition will be hosted in North America, with Seattle selected as a host city for several matches. Nine locations in Washington State are designated as official Fan Zones by the Seattle FIFA Local Organizing Committee. In 2025, the City of Tumwater was invited to participate in the planning and funding of the Olympia-Lacey Fan Zone. On September 2, 2025, the City Council authorized City Administrator Lisa Parks to submit an application to the Lodging Tax Advisory Committee (LTAC) for funding in the amount of \$50,000 to support the effort. On September 29, 2025, the LTAC approved \$7,500. Council adopted the LTAC funding recommendation on October 21, 2025.

Significant regional contributions for the Olympia-Lacey Fan Zone include:

- \$80,000 from the City of Lacey lodging tax funds
- \$84,000 from Thurston County lodging tax funds
- \$75,000 from the City of Olympia in direct allocation
- In-kind contribution of the Port of Olympia property to host events

The next step in the regional planning process is to approve a single Memorandum of Understanding (MOU) (Attachment A) that consolidates the expectations and contributions of the local funding partners and participants. The Thurston County Chamber of Commerce serves as the lead organization on behalf of the Cities and the County. Consultant Jennie Foglia-Jones leads the Chamber's efforts in project management, fiscal/contract issues, vendor procurement, sponsorship strategy, and communication with SeattleFCW26.

Jennie Foglia-Jones and Chamber President/CEO, David Schaffert, will present an update to Council and be available to answer any questions.

3) Policy Support:

Strategic Priorities & Goals 2026-2032

Focus Area:

Pursue and support targeted growth and economic development.

4) Alternatives:

- Pursue an exclusive agreement with the Thurston Chamber of Commerce that does not include regional partners.

5) Fiscal Notes:

\$7,500 in pre-approved Lodging Tax funding

6) Attachments:

- A. Regional MOU for Planning and Managing the Olympia/Lacey Fan Zone for the 2026 FIFA World Cup