

Olympia/Lacey TC Fan Zone 2026 Logistics Outline

1. Vision & Objectives

- **Celebrate global unity and sport** through a local, high-energy, family-friendly celebration of the FIFA World Cup.
- **Showcase Thurston County** to visitors, highlighting local businesses, culture, and attractions.
- **Generate revenue** through sponsorships, vendor fees, merchandise, and concessions.
- **Establish a lasting legacy** of Thurston County's capacity to host major international events.

2. Guiding Principles

The Fan Zone will reflect the values of our community:

- **Human Rights & Safety:** A welcoming and inclusive experience for all
- **Accessibility:** Ensuring the event is open and inviting to every resident
- **Sustainability:** Emphasizing low-waste and low-emissions operations
- **Youth Engagement:** Creating lasting memories in a safe, celebratory environment
- **Cultural Celebration:** Highlighting what makes Thurston County unique
- **Community Unity:** Bringing residents together through shared pride

3. Organizational Structure

Lead Planning Organization: Thurston County Chamber of Commerce

Project Manager: Jennie Foglia-Jones LLC (JFJ)

Additional Consultants:

- Chad Carpenter, Logistics Support for day of events
- Sponsorship Acquisition

4. Dates & Location

Event Dates:

- Monday, June 15, 2026
- Friday, June 19, 2026 (USMNT + Juneteenth)
- Wednesday, June 24, 2026 (Pride)
- Friday, June 26, 2026
- Wednesday, July 1, 2026
- Monday, July 6, 2026

To be considered:

- Tuesday, July 14, 2026 – Semi-Final (played in Dallas)
- Wednesday, July 15, 2026 – Semi-Final (played in Atlanta)
- Saturday, July 18, 2026 – Bronze Final Match (played in Miami)
- Sunday, July 19, 2026 – FINAL Match (played in New York/New Jersey)

Primary Location: Port Peninsula

In-Kind Support for Olympia/Lacey Fan Zone

Thurston County

- On-site health and medical services
- Law enforcement support where needed
- Use of county-owned lots for parking
- Assistance with ADA compliance and accessibility logistics
- Promotional support through city communication channels
- Staff allocation to sit on communications, transportation, waste, and EMS committees
- Designation of an elected official to steering committee
- Encouragement for staff to volunteer at events

Port of Olympia

- Use of Port-owned property for event June 11, 2026 – July
- Use of port facilities for event headquarters and staging
- Port-owned property for event parking
- Use of Port conference room for Incident Command Center (ICC)
- Use of Port cameras for security monitoring
- WIFI at site
- Use of power at site
- Staff allocation to sit on communications and safety/security
- Staff support with logistics for event setup and takedown
- Designation of an elected official to steering committee
- Communications support with marina and property tenants
- Promotional support through city communication channels
- Encouragement for staff to volunteer at events

City of Olympia

- Loan of traffic control equipment and signage
- OPD services for security, crowd management, and traffic control
- OFD services for EMS support
- Waste management equipment and disposal
- Use of city-owned lots for parking

- Staff allocation to sit on communications, transportation, waste, safety/security, and EMS committees
- Designation of an elected official to steering committee
- Waiving of any permitting fees
- Event banner display on city property
- Promotional support through city communication channels
- Encouragement for staff to volunteer at events

City of Lacey

- Promotional support through city communication channels
- Use of city-owned lots for parking
- Law enforcement support where needed
- Staff allocation to sit on communications, transportation, waste, and EMS committees
- Designation of an elected official to steering committee
- Event banner display on city property
- Encouragement for staff to volunteer at events

City of Tumwater

- Promotional support through city communication channels
- Use of city-owned lots for parking
- Law enforcement support where needed
- Staff allocation to sit on communications, transportation, waste, and EMS committees
- Designation of an elected official to steering committee
- Event banner display on city property
- Encouragement for staff to volunteer at events

Community and Organizational Partners

- Experience Olympia & Beyond
- Intercity Transit
- Squaxin Island Tribe
- Nisqually Indian Tribe
- The Confederated Tribes of Chehalis Reservation
- Law enforcement and EMS partners
- Thurston EDC

- Olympia Downtown Alliance
- SeattleFWC26 Committee
- Local Soccer Clubs/Recreational/Community
- Business Community