

## **Olympia/Lacey/Thurston County Fan Zone 2026**

### **A Global Celebration on the Port of Olympia Peninsula**

In summer 2026, the world's attention will turn to the United States, Canada, and Mexico as they host the largest sporting event in history, an international soccer tournament watched by billions. The 2022 final alone reached more than half the world's population.

Thurston County has a unique opportunity to bring this global excitement to our own backyard. Our region has been selected as one of only nine official Fan Zones in Washington State, an honor that will bring significant visibility and economic opportunity to our community.

### **A Jurisdictional Collaboration with Chamber Leadership**

Recognizing the scope and potential of this opportunity, the Cities of Olympia, Lacey, Tumwater, Thurston County, and the Port of Olympia have come together in a unified regional effort to make the Olympia/Lacey/Thurston County Fan Zone a reality.

At the request of these jurisdictions, the Thurston County Chamber of Commerce has been asked to serve as the lead entity for planning and implementation. Through an Interlocal Agreement (ILA), the Chamber will manage project coordination, business engagement, marketing, and event execution, working in close partnership with all public partners.

### **Event Overview**

**Location:** Port of Olympia Peninsula

The Port Peninsula will be transformed into a vibrant, family-friendly festival space. The Fan Zone will feature live match broadcasts alongside:

- Food and beverage vendors
- Cultural showcases and community programming
- Sponsor activations
- Family-friendly entertainment

### **Economic Impact**

This event presents a powerful opportunity to boost regional tourism, support local business, and elevate Thurston County's visibility on the global stage.

We anticipate:

- Increased hotel occupancy (“heads in beds”)
- Enhanced revenue for restaurants, retailers, and service providers
- Strong regional branding and visitor draw

Business engagement will include:

- Promotional toolkits and signage
- Business-readiness workshops
- A coordinated regional marketing campaign to draw visitors across the region

## 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

## Funding Request

To bring this regional vision to life, we respectfully request:

- \$375,000 from each participating jurisdiction (City of Olympia, City of Lacey, City of Tumwater, Thurston County)
- Payments disbursed quarterly over the project timeline
- In-kind contributions including staffing, services, and equipment

*A detailed budget is attached. Projections are currently 90% refined, with ongoing adjustments expected as planning continues.*

## Confirmed Match Activation Dates

The Fan Zone will be fully activated on the following tournament match days:

- Monday, June 15

- Friday, June 19
- Wednesday, June 24
- Friday, June 26
- Wednesday, July 1
- Monday, July 6

(Times to be confirmed by late 2025; expected match windows range from 12 PM to 7 PM.)

### **Optional Match Activation Dates**

It is recommended that the Fan Zone also be activated on the following dates, as these matches, culminating in the final, will be on a broader world stage and are expected to draw the largest global viewership and local engagement.

- Tuesday, July 14 (Semi-Final Match)
- Wednesday, July 15 (Semi-Final Match)
- Saturday, July 18 (Bronze Final Match)
- Sunday, July 19 (Final match)

### **A Global Moment. A Local Celebration.**

This is more than just an event; it's a moment to unite our communities, support our local economy, and showcase Thurston County to the world.

With your support, we can deliver a world-class experience that celebrates community, culture, and commerce, right here at home.