

DRAFT Santa Clara City Council/Stadium Authority Board Guiding Principles for FIFA World Cup 2026 Events

May 23, 2023

As the governing body for the City of Santa Clara and the Santa Clara Stadium Authority, the City Council/Stadium Authority Board desires to establish the following Guiding Principles for FIFA World Cup 2026 events held in Santa Clara.

1. Professionally oversee FIFA World Cup 2026 events in a manner that positively highlights the City of Santa Clara and celebrates the rich diversity of the Santa Clara's neighborhoods.
2. Obtain reimbursement of City of Santa Clara event costs, (including pre-planning and post-event expenses).
3. Ensure direct benefits to the Santa Clara community and Santa Clara businesses.
4. Plan and provide for communication and engagement with residential neighborhoods adjacent to Levi's Stadium and other venues that will be utilized for large events.
5. Ensure specific benefits to and involvement of Santa Clara youth and adult soccer programs.
6. Seek revenue generating utilization of the Santa Clara Convention Center and other event and recreation spaces (including college and school facilities) in the City of Santa Clara without any impact to the General Fund.
7. Seek mitigation of City and Stadium Authority financial risks and liabilities.
8. Engage in transparent communication on pre-planning efforts, with periodic progress reports to the City Council, including reports published on the City's website to promote engagement and awareness for residential neighborhoods adjacent to the Stadium and the City as a whole.

The aforementioned principles shall be used by all City/Stadium Authority staff and representatives, as they work with FIFA, the Bay Area Host Committee, Stadium Management, and other parties to negotiate the terms and conditions for events held at Levi's Stadium and other venues in the City. The principles are not listed in any order of priority – each is critically important to the success and viability of the proposed FIFA World Cup 2026 events to be held in the City of Santa Clara.