

OFFERED BY COUNCILOR RUTHZEE LOUIJEUNE



CITY OF BOSTON

IN THE YEAR TWO THOUSAND TWENTY SIX

ORDER FOR A HEARING TO BRING WORLD CUP ACTIVATIONS AND ECONOMIC ACTIVITY TO BOSTON NEIGHBORHOODS

WHEREAS, Greater Boston will host matches for the 2026 FIFA World Cup, an international event expected to bring hundreds of thousands of visitors and significant global attention to the City and the Commonwealth; *and*

WHEREAS, The City of Boston has announced City Hall Plaza as the site of the official FIFA Fan Festival, building on recent public events and investments intended to support large-scale events; *and*

WHEREAS, City Hall Plaza will serve as the central Fan Festival location, the World Cup experience must be a citywide event, with activation and engagement extending throughout all of Boston's neighborhoods; *and*

WHEREAS, The City can support each neighborhood through watch parties, community block celebrations, and local programming as a way to ensure residents across Boston can participate in the World Cup regardless of location; *and*

WHEREAS, Other FIFA 2026 host cities, including Mexico City, Toronto, Kansas City, and Philadelphia, have specific action plans that are pairing Fan Festivals with satellite watch zones, neighborhood-scale activations, and locally curated events to expand access, manage crowd density, and distribute economic activity; *and*

WHEREAS, Local neighborhood businesses, particularly small, people of color-, women-, veteran-, and locally owned enterprises, must be positioned to contribute to and benefit from major events including proactive outreach, coordination, and technical support; *and*

WHEREAS, Collaborative planning between the City, the Boston 2026 Host Committee, neighborhood organizations, and local businesses can help ensure that World Cup-related activity supports equity goals, strengthens neighborhood economies, and enhances the overall visitor and resident experience; **NOW, THEREFORE BE IT**

ORDERED: That the appropriate committee of the Boston City Council hold a hearing to examine and support the City of Boston's plans for neighborhood activations, including satellite watch zones, neighborhood-based programming, community information sessions, and strategies to meaningfully engage local neighborhood businesses and organizations as partners in a broad citywide World Cup experience.