

COUNCIL MEMBERS' MOTION

*For consideration at the Standing Committee on City Finance and Services meeting on
March 11, 2026*

1. A One-Time Extraordinary Grant for Granville Street Activation During FIFA World Cup 2026

Submitted by: Councillor Meiszner and Mayor Sim

WHEREAS

1. The City of Vancouver will soon host seven FIFA World Cup 2026 matches at BC Place, welcoming more than 50,000 ticketed spectators per match and generating significant additional visitor activity throughout the downtown core;
2. Downtown Vancouver will fall within the required 2-kilometre FIFA "Controlled Area" on each match day and the day prior, requiring coordinated planning to support safety, emergency access, and regulated commercial activity;
3. Granville Street between West Georgia Street and Davie Street is proposed to be temporarily pedestrianized from June 11 to July 19, 2026, (39 consecutive days) to enhance pedestrian safety, support local businesses, and create a welcoming public gathering space during the tournament period;
4. The Downtown Vancouver Business Improvement Association, representing approximately 8,000 business and property owners across 90 blocks of the downtown core, has committed to leading marketing, placemaking, beautification, micro-cleaning, and street-level activation initiatives along Granville Street during this period;
5. The City of Vancouver will be responsible for core operational requirements including transit re-routing, street closures, policing, security, sanitation, and general stewardship, while the Downtown Vancouver BIA will assume responsibility for activation programming and related enhancements;
6. FIFA security requirements and limited policing resources restrict large-scale stage concerts or public viewing installations on Granville Street, necessitating a pedestrian-focused activation model emphasizing expanded patios, small-scale performances such as buskers, interactive and "Instagramable" installations, beautification, and enhancements to the public realm that are playful, approachable, accessible, and suitable for all ages;
7. A sustained, free, and inclusive activation will ensure that residents and visitors, including those without match tickets, can participate in the energy and excitement of the tournament and support downtown businesses under the theme "Make Downtown Your Goal";

8. The Downtown Vancouver BIA is the largest Business Improvement Association in Western Canada and has demonstrated expertise and capacity in delivering economic development initiatives and public realm programming at scale;
9. Council has replenished the City's financial reserves over the past several years and may allocate one-time funding for strategic, time-limited initiatives that advance economic vitality, enhance public safety and vibrancy, and showcase Vancouver positively to a global audience; and
10. A one-time extraordinary grant of \$300,000 represents a modest and strategic investment to complement the \$800,000 financial contribution by Downtown Vancouver BIA to support programming on Granville Street FIFA World Cup 2026, help offset the BIA's financial burden and elevate the Granville Street activation from good to great during a once-in-a-generation international event.

THEREFORE BE IT RESOLVED

- A. THAT Council approve a one-time extraordinary grant of up to \$300,000 to the Downtown Vancouver Business Improvement Association, funded from the City's available financial reserves, to complement the BIA's significant financial contribution and offset eligible costs associated with activation, placemaking, beautification, marketing, micro-cleaning, and enhanced stewardship of Granville Street between West Georgia Street and Davie Street during the FIFA World Cup 2026 period (June 11 to July 19, 2026).
- B. THAT Council direct the General Manager of Engineering Services in collaboration with the FWC26 Chief Delivery Officer to work with the Downtown Vancouver Business Improvement Association and enter into a funding agreement outlining eligible expenditures, reporting requirements, and compliance with applicable City policies and FIFA-related regulations.
- C. THAT Council direct City staff to work with the Downtown BIA to arrange for any permits required to enable a Downtown Vancouver Business Improvement Association-led activation initiative taking place during the period in which Vancouver is hosting 2026 FIFA World Cup matches, supported in part by a City of Vancouver grant on the five blocks of Granville Street identified in this motion (West Georgia Street to Davie Street) and, if it is determined that any by-law amendments are needed in order to facilitate the activation initiative, that Council direct the Director of Legal Services to prepare those amendments and bring them forward for enactment by Council.
- D. THAT Council direct staff to report back to Council following the conclusion of the activation period with a summary of outcomes, including activation results, business participation, and opportunities for legacy reuse of installations and public realm improvements.

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