

From: ["Levitt, Karen" <karen.levitt@vancouver.ca>](mailto:karen.levitt@vancouver.ca)

To: ["Direct to Mayor and Council - DL"](#)

Date: 2/13/2025 9:07:02 AM

Subject: [Memo to Mayor and Council - FWC26 Social Procurement and Inclusive Employment](#)

Attachments: [Memo to Mayor and Council - 2025-02 FWC26 Social Procurement and Inclusive Employment.pdf](#)

Dear Mayor & Council,

Attached please find a memo responding to Council's April 2024 direction to staff to explore opportunities for social procurement and inclusive employment associated with the FIFA World Cup 2026 event.

All the best,

Karen

Karen Levitt, Deputy City Manager (she/her)
karen.levitt@vancouver.ca

The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x̱m̱əθḵəy̱əm/Musqueam, Skwx̱w̱u7mesh/Squamish and səliilwətaɬ/Tsleil-Waututh nations

MEMORANDUM

February 13, 2025

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Armin Amrolia, Deputy City Manager
Sandra Singh, Deputy City Manager
Katrina Leckovic, City Clerk
Maria Pontikis, Chief Communications Officer, CEC
Teresa Jong, Administration Services Manager, City Manager's Office
Mellisa Morphy, Director of Policy, Mayor's Office
Trevor Ford, Chief of Staff, Mayor's Office

FROM: Karen Levitt
Deputy City Manager

SUBJECT: FWC26 Social Procurement and Inclusive Employment

RTS #: N/A

Dear Mayor and Council,

This memo is in response the Council's April 24, 2024 motion, "Kicking Off Community Benefits for the 2026 FIFA World Cup:"

BE IT RESOLVED THAT Council direct staff to work with hosting partners including the Province of BC, PavCo and the Vancouver International Airport to explore community benefit opportunities associated with planning and delivery of the 2026 FIFA World Cup, including but not limited to:

- *Social procurement,*
- *Local procurement,*
- *Local, inclusive employment*
- *The creation of a community benefits plan or community benefits agreement (CBA)*

FURTHER THAT Council direct staff to report back in Q4 2024 with a framework or plan for ensure that the City incorporates community benefit initiatives into the

planning and delivery of the 2026 FIFA World Cup event, and works to collaborate with other FWC26 hosting partners to deliver community benefits.

Agencies involved in hosting the FIFA World Cup 26™

The planning and delivery of the FWC26 event is the responsibility of a consortium of hosting partners, with the key agencies shown in Table 1 below.

TABLE 1. KEY FWC26 HOSTING PARTNERS

AGENCY/ENTITY	ROLE
1. City of Vancouver	<ul style="list-style-type: none"> → Official Host City, with a broad set of obligations, including delivery of the FIFA Fan Festival, FWC26 hospitality program, the volunteer program, and a range of City-led supporting operations and essential services overseen by the FWC26 Vancouver Host Committee → The City and the Vancouver Board of Parks and Recreation are responsible for the delivery of a training site at Killarney Park → Vancouver Police Department is the lead public safety agency
2. BC Pavilion Corporation (PavCo)	→ Stadium venue delivery, outdoor perimeter requirements, obligations to upgrade BC Place to FIFA standards
3. Vancouver Airport Authority (YVR)	→ Airport venue delivery
4. Pacific National Exhibition (PNE)	→ Venue and delivery partner for the FWC26 Fanfest event
5. Province of British Columbia	→ Event funding, legacy investments, Indigenous participation, some delivery elements including event economic, tourism, cultural and Indigenous impact and legacy
6. Government of Canada	→ Funding, legacy investments, some delivery elements
7. FIFA Canada	→ Works with the stadium operators and public authorities to ensure the core deliverables for the FWC26 meet compliance with FIFA standards, and lead coordination and delivery of FIFA activities at the stadium and competition sites
8. RCMP and other public safety agencies	→ Approximately eighteen public safety agencies comprise the Vancouver FWC26 Integrated Safety and Security Unit (ISSU)

AGENCY/ENTITY	ROLE
9. Musqueam Indian Band, Squamish Nation, and Tsleil-Waututh Nation	→ Local First Nations hosts, partners to the FWC26 Vancouver Host Committee
10. Destination Vancouver, Destination BC, Hotel Association of Vancouver	→ Event marketing, tourism impact and legacy
11. Commercial partners	→ Commercial entities who have a sponsorship relationship with FIFA or the City of Vancouver

Delivering the FWC26 event

For the purposes of responding to Council’s April 2024 “Kicking Off Community Benefits for the 2026 FIFA World Cup” motion, it is noted that the City has limited opportunities to engage in social/local procurement and/or inclusive employment. This is because the FWC26 event differs from the 2010 Winter Games in two important ways.

1. **Collaborative model.** For FWC26, while the FWC26 Vancouver Host Committee plays a central role in overseeing legal obligations, managing deliverables, and connecting parties, there is no single entity responsible for the full range of end-to-end scope as VANOC was for the 2010 Winter Games. For FWC26, while the hosting partners listed in Table 1 are coordinating, collaborating and aligning their work, each agency is responsible their own respective procurements and employment arrangements, each is managing their own event-related budget, and each is accountable to their own respective decision-makers.
2. **No new venues.** Part of delivering the 2010 Winter Games entailed building a number of significant new venues, including the Olympic Athletes’ Village and the Hillcrest Community Centre in Vancouver, the Sliding Centre and the Olympic Park in Whistler. In addition to these event venues, there were a number of very large ancillary capital projects undertaken in preparation for the event: the expansion of the Vancouver Convention Centre, upgrades to the Vancouver-Whistler highway, and development of the Canada Line. By comparison, the only significant capital projects associated with the FWC26 event are upgrades to Killarney Park to create a training site (the responsibility of the City), and upgrades to BC Place stadium to meet FIFA standards (the responsibility of PavCo).

The fact that procurement and employment responsibilities are spread across several separate agencies, and that there are limited capital projects, means that community benefit opportunities related to social/local procurement and inclusive employment within the City’s control are quite limited.

Potential community procurement and employment benefits

The City's FWC26 Host Committee team has consulted staff from the Government of BC, PavCo, YVR, and the PNE to collectively identify potential social/local procurement and inclusive employment opportunities.

As each agency's respective team moves from the event planning phase into event delivery phase, City staff will continue to encourage our hosting partners to pursue social/local procurement and inclusive employment opportunities, and where possible, will provide support enable this.

The following outlines four potential avenues for securing local/social employment and/or inclusive procurement opportunities associated with the FWC26 event.

Merchandising opportunities (procurement)

FIFA has granted the City rights to merchandise some local products – meaning these products would be labelled with the Vancouver FWC26 logo, and some of the proceeds of these sales would be applied to offset the event costs. To advance the merchandising program, staff are planning to conduct a market call in Q2-2025, which will give local manufacturers the opportunity to compete for this opportunity. It is important to note here that FIFA Canada has the final say as to which products will be chosen, but staff will strive to include for FIFA consideration some local manufacturers that would meet the intent of Council's April 2024 motion.

Low-barrier employment for public services (employment)

Staff will be exploring the feasibility of creating employment opportunities for individuals facing barriers to traditional employment, to provide event-time public services. To this end, the City has existing contracts and programs that can possibly be leveraged to provide these opportunities. Staff will be undertaking analysis to determine the cost and feasibility of doing so, and as well will be encouraging our FWC26 hosting partners to leverage any similar opportunities they might have. Examples include:

- traffic management services, including traffic control, flagging and guiding of motorists and pedestrians through work sites and/or lane closures, and
- the City's street cleaning grant program, which historically have been used to fund community organizations that provide waste-picking and sorting services at City sites and at special events (in 2024, the City granted \$2.6 million, providing 73,000 low-barrier employment hours).

Supporting small business networking (procurement)

While the City does not have primary responsibility for either tourism or economic impact and legacy, staff will explore whether it would be worthwhile for the City and/or hosting partners to collaborate with Business Improvement Areas and other interested parties to

host sessions for local small businesses to identify opportunities for partnerships among themselves concerning FIFA-related procurements.

Local vendor list (procurement)

The City is in the midst of developing a register of local suppliers arranged by relevant themes (e.g., hospitality, placemaking, social enterprise, etc.), to be shared with FIFA and commercial sponsors for their event-related procurements.

Wider economic benefits of the FWC26 event

The Province of BC has provided the [following estimate of economic benefits](#) of the FWC26 event, to attract an estimated 350,000 visitors to BC Place during the tournament. During the tournament and the subsequent five years (2026-2031), the Province projects that as a result of the event:

- \$1 billion will be added to provincial GDP,
- over 1 million incremental out-of-province visitors, and
- over \$1 billion in incremental visitor-spending.

[FIFA Canada's economic impact estimates](#), based upon work done by Deloitte Canada, projects that between June 2023 and August 2026, preparing for and hosting the FIFA World Cup 26 will contribute:

- \$2 billion to the Canadian gross domestic product (GDP),
- \$1.3 billion to Canadian labour income, and
- to the creation and preservation of 24,100 jobs across the country over this period.

Measurement and Reporting

The FWC26 Host Committee is developing tracking and reporting tools for a wide range of performance categories associated with the event, that will include community benefits associated such as local/inclusive procurement and hiring. This information will be reported out to Council and the public at appropriate intervals.

All the best,
Karen



Karen Levitt
Deputy City Manager

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