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Seattle Metropolitan Chamber of Commerce
City of Waitsburg



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Business Readiness and Resiliency

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World Cup Ready | Business Readiness

99,096 businesses in Washington state estimated to be impacted

- Gas stations
- Grocery stores
- Restaurants
- Hotel and lodging
- Transportation
- Arts, entertainment & recreation

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World Cup Ready | Business Readiness



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World Cup Ready | Launching July 1

Playbooks Events Webinars Grant Opportunities FAQ Email Alerts Contact Chamber Home

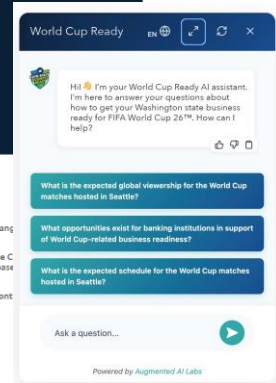


Why You Should Get World Cup Ready

The economic importance of the FIFA World Cup 26 Seattle™ extends beyond the duration of the event, with benefits ranging from long-term economic development and promotion of Washington state on the global stage.

The Seattle Metropolitan Chamber of Commerce is the Seattle Local Organizing Committee's small business liaison. The Chamber provides training, and assistance to small businesses to improve their efficiency, adaptability, and capacity to capitalize on increased events or economic disruptions.

This proactive approach not only safeguards businesses during times of hardship but also positions you to thrive and benefit from the event, creating a lasting legacy of resilience and prosperity.

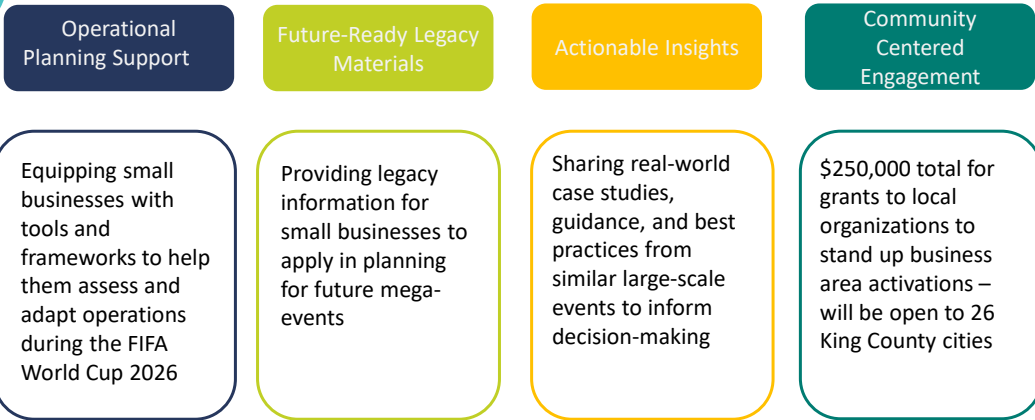


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Small Business Megaevent Playbook



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World Cup Ready | Virtual Briefings

Coming Soon

**World Cup Ready:
World Cup Economic Impact**

Monthly webinars

*Open to all businesses, chambers,
associations, governments, etc.*

Please share!



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How Our Cities Can Celebrate & Prepare



Fan Zone Cities

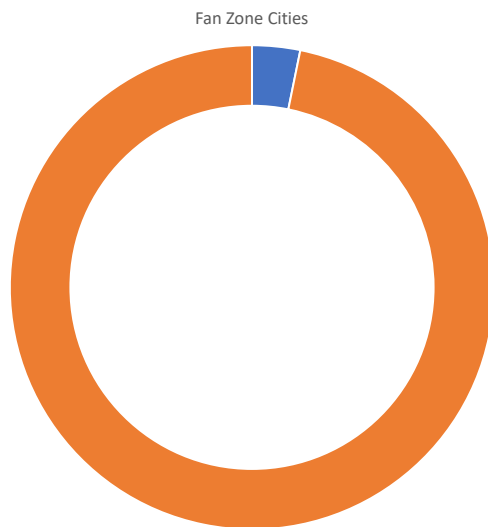
- Bellingham
- Bremerton
 - Everett
- Olympia/Lacey
- Pasco/Richland/Kennewick (Tri-Cities)
 - Spokane
 - Tacoma
- Vancouver
 - Yakima

And of course
Seattle!



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Not Fan Zone Cities



■ Fan Zone cities ■ Not Fan Zone Cities



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Goal

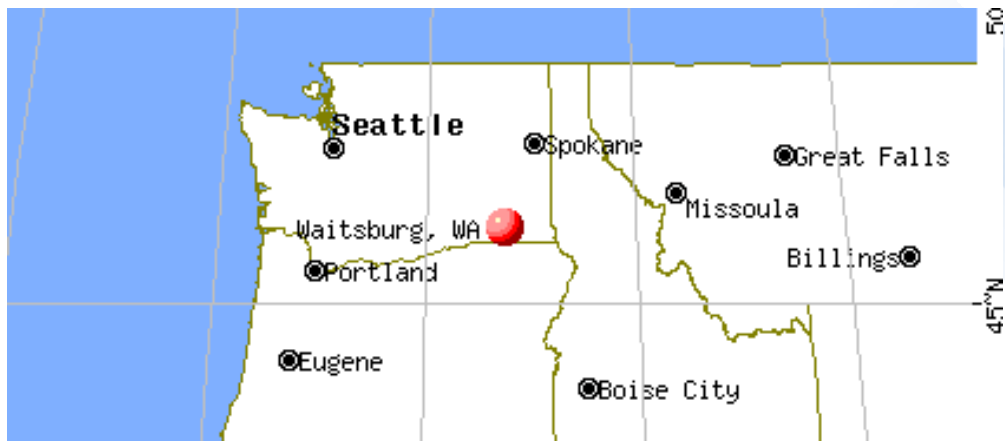
Activate the entire state through base camps and fan zones.

Organizers anticipate an additional 750,000 people in the Puget Sound region, with anticipation that visitors will want to explore all that our state has to offer while they are here.



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Bill Rodgers image



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Things I'm Thinking About: Infrastructure

- Ensure your local businesses have World Cup Ready resources
- Public bathrooms/facilities are cleaned and well-stocked
- Adjust roadway or construction project timelines and communicate as needed



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Ideas

- Rooter bus to nearby Fan Zone cities activities – take a delegation from your city
- Light up city and community buildings at night to show excitement
- So much social media fun



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Libation Zones



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Expanded Outdoor Alcohol Service

- Available to all cities and towns in Washington
- Establishments that already have a liquor license and brick-and-mortar location
- Expanded service for businesses that share a common area
- Available through Dec. 31, 2027



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Events on a Publicly Owned Civic Campus in Certain Cities

- Available to cities with 220,000+ population
- Multiple licensees, including special occasion licensees like nonprofits, sharing one civic campus
- No more than 25 events per year, up to seven of which may be multiday events
- Through Dec. 31, 2027



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Fan Zone Cities: Single Multiday Event in Certain Jurisdictions

- Any city, town, county, port authority that has been designated as a fan zone or host city can request outdoor and indoor expanded alcohol service, under the same rules and requirements as the Publicly Owned Civic Campuses
- Only valid in June and July 2026
- If your Fan Zone city is smaller than 220,000, you can operate under the conditions of the Publicly Owned Civic Campus



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Answering Community Questions

A libation zone does **not** mean:

- There is no perimeter to contain alcohol consumption
- Free-flowing alcohol sales that can be consumed off premises or in the streets
- No security
- Businesses can circumvent local laws



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Moving Forward

- Work with your chamber of commerce, economic development arm and businesses today
- Don't activate yet – law took effect but no rules from LCB yet