



# City of Richmond

## Report to Committee

**To:** General Purposes Committee  
**From:** Marie Fenwick  
Director, Arts, Culture and Heritage Services  
**Re:** **Richmond Celebrates Soccer – Schedule and Funding Allocations**

**Date:** November 24, 2025  
**File:** 11-7400-20-  
FIFA1/2025-Vol 01




### Staff Recommendation

That the Richmond Celebrates Soccer schedule and funding allocations, as detailed in the staff report titled “Richmond Celebrates Soccer – Schedule and Funding Allocations”, dated November 24, 2025, from the Director, Arts, Culture and Heritage be approved.

*CM Fenwick*

Marie Fenwick  
Director, Arts, Culture and Heritage Services  
(604-276-4288)

Att. 1

REPORT CONCURRENCE		
<b>ROUTED TO:</b>	<b>CONCURRENCE</b>	<b>CONCURRENCE OF GENERAL MANAGER</b>
Business Services	<input checked="" type="checkbox"/>	
Finance Department	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Recreation & Sport Services	<input checked="" type="checkbox"/>	
<b>SENIOR STAFF REPORT REVIEW</b>	<b>INITIALS:</b> 	<b>APPROVED BY CAO</b> 

## Staff Report

### Origin

At the Council Meeting held on November 25, 2024, staff presented a report titled “*Response to Referral – Richmond Celebrates FIFA World Cup 26*” dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning.

Council passed the following resolution as a result of this report:

*(1) That the “New Campaign” option to celebrate the Fédération Internationale de Football Association (FIFA) World Cup 2026 (FIFA World Cup 26) in Richmond, as detailed in the staff report titled “Richmond Celebrates FIFA World Cup 26 – Response to Referral,” dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be endorsed for the purposes of continuing with planning and partner engagement;*

*(2) That one-time funding of the associated budget as outlined in the report be considered as part of the 2025 budget process;*

*(3) That staff be directed to bring back the final schedule with all details including funding for each category by the end of 2025; and*

*(4) That up to \$5,000 be allocated, within the existing budget, to each Community Centre to be taken from the Kickoff Events and the Community Events and Viewing Parties aspect of the budget and for the programming to be approved by the City.*

The purpose of this report is to respond to part three and four of the resolution by providing additional information about the schedule and a proposed reallocation of the funding that was approved as part of the 2025 budget process.

This report supports Council’s Strategic Plan 2022–2026 Focus Area #4 Responsible Financial Management and Governance:

*Responsible financial management and efficient use of public resources to meet the needs of the community.*

*4.4 Work with all levels of governments for grant and funding opportunities.*

This report supports Council’s Strategic Plan 2022–2026 Focus Area #6 A Vibrant, Resilient and Active Community:

*Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.*

*6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.*

*6.3 Foster intercultural harmony, community belonging, and social connections.*

This report also supports a number of Council endorsed strategies including the Signature and Community Events Five-Year Plan, the Community Wellness Strategy and the Recreation and Sport Strategy.

## **Analysis**

### Background

In November 2025, Council endorsed the Richmond Celebrates FIFA World Cup '26 (now called Richmond Celebrates Soccer) program. This program includes a range of initiatives including a grant program, a kick-off event, community events and watch parties and a signature event scheduled to take place in Richmond during the FIFA World Cup '26 period from June 12 to July 19, 2026. Since this approval staff have been working on preliminary planning to advance the Council-endorsed program. Council has been receiving regular updates via memos since June 2025 and will continue to do so until the completion of the event in July 2026.

Planning highlights to date include:

- The public-facing name of the program to celebrate FIFA World Cup '26 in Richmond will be "*Richmond Celebrates Soccer*" in order to avoid infringing on FIFA's intellectual property rights;
- Meetings and discussions have been held with Community Associations and Societies to support planning for their Richmond Celebrates Soccer activations;
- Planning for Community Event Kits to support the program is underway;
- Planning for a toolkit to support businesses and non-profit organizations to be part of FIFA World Cup '26 is underway;
- Regular meetings and discussions with the Vancouver FIFA World Cup '26 organizers and other municipalities are underway to stay current with plans for the event in the region; and
- The City has submitted an expression of interest to the Province to help them understand Richmond's plans for FIFA and to ensure the City is eligible for any provincial funding that may become available.

### Richmond Celebrates Soccer Grant Program

The Richmond Celebrates Soccer Grant program, formerly called the Richmond Kicks Grant Program, would offer funding opportunities for Richmond neighbourhoods and community organizations to come together between June 12 and July 19, 2026, to celebrate FIFA World Cup '26. The application process and eligibility criteria would be in alignment with the Council-approved 2026 Richmond Community Celebration Grant Program and the 2026 Richmond Neighbourhood Block Party Program.

In addition to the existing grant criteria, staff are proposing adding the following additional criteria to the Richmond Celebrates Soccer Grant Program:

- Richmond Community Celebration Grant – Richmond Celebrates Soccer Stream:
  - Event must take place between June 12 and July 19, 2026;
  - The grant applicant can apply for up to \$2,000; and
  - Event must celebrate soccer/FIFA World Cup '26.

As with other Community Celebration Grants, Richmond-based non-profit groups, Richmond-based non-profit faith-based groups, Parent Advisory Councils and Student Councils would be eligible to apply for this stream.

- Richmond Neighbourhood Block Party – Richmond Celebrates Soccer Stream:
  - Event must take place between June 12 and July 19, 2026;
  - The grant applicants can apply for up to \$500; and
  - Block party must celebrate soccer/FIFA World Cup '26.

As with the other Neighbourhood Block Party Grants, two Richmond-based residents living in the same neighbourhood, street or block, and/or strata (e.g., a Richmond Block Watch Captain and a neighbour in the same block, or two neighbours on the same street) would be eligible to apply for this stream.

Community Events and Block Parties associated with a political party are ineligible.

#### Richmond Celebrates Soccer Event Program

Based around the FIFA World Cup '26 game schedule between June 11 and July 19, 2026, staff have developed a schedule of programs and events as detailed in Attachment 1. This schedule includes a Kick-Off Event, the nine Community Recreation Association/Society Events and the Signature Event. In addition to these events, additional dates will be added based on programs developed and implemented by other groups in the community, many of which may be supported by either the Richmond Community Celebration Grant or the Richmond Neighbourhood Block Party – Richmond Celebrates Soccer streams of these programs.

#### Richmond Celebrates Soccer Kick-Off Event

The Richmond Celebrates Soccer program will launch with an event at the Richmond Olympic Oval on World Soccer Day. In partnership with Richmond School District No. 38, students will be invited to celebrate soccer with tours of the Richmond Olympic Experience (ROX), soccer instruction, and additional soccer themed activities during school hours.

After the school program is completed, the public will be invited to watch FIFA matches, enjoy entertainment and soccer activities, and a BBQ.

The estimated attendance for this event is 1,500 students during the day and 1,500 participants during the evening.

### Community Recreation Association/Society Program

As per Council's direction, staff have worked with each of the nine Community Recreation Associations/Societies to host a community soccer celebration in alignment with a FIFA match with the support of a grant of up to \$5,000 per event. The proposed events are detailed in Attachment 1. Each event includes a variety of activities based on the priorities of the individual Associations/Societies. Each Association/Society has also been encouraged to engage with the local soccer community to expand the soccer experience at each event.

For each of these events, the City will provide the Association/Society with the *Richmond Celebrates Soccer Event Kit*, a license to broadcast the game, and a viewing screen, including technical support for set up and take down of the screen to ensure a successful event.

### Richmond Celebrates Soccer Signature Event

The Richmond Celebrates Soccer program will wrap up to coincide with the FIFA World Cup Final '26 on Sunday, July 19, 2026. The Signature Event program will be a full day celebration, time to be determined based on FIFA match schedule. The Signature Event will be held at Aberdeen Neighbourhood Park and offer opportunities to watch the FIFA World Cup Final '26 on the big screen. The Signature Event will also include a variety of soccer-themed demonstrations, crafts and activities, a community vendor market, local performers, and food trucks.

Over 50 volunteers will support the event with an estimated 350 hours of volunteer time.

The estimated attendance for this event is 5,000–10,000 participants.

### Revised Funding Allocation and Funding Source

In order to respond to Council's direction to provide up to \$5,000 to each of the nine Community Recreation Associations/Societies, and with the additional planning work has been completed since the endorsement of the program in November 2024, staff propose the following allocation of the budget.

Table 1 – Richmond Celebrates Soccer Proposed Revised Funding Allocation

Area	Proposed Richmond Celebrates Soccer Allocation	Funding Source
Kick-Off Event <ul style="list-style-type: none"> <li>- Event programming including entertainment and site activations</li> <li>- Safety and security including first aid</li> <li>- Volunteer resources including refreshments and recognition</li> </ul>	\$10,000	City of Richmond
Community Events and Viewing Parties (Community Recreation Association/Society Events) <ul style="list-style-type: none"> <li>- Up to \$5,000 allocated to each of the nine Community Recreation Associations/Societies to deliver programs described in Attachment 1</li> </ul>	\$45,000	City of Richmond
Richmond Kicks Grant Program (Stream 1 and 2) <ul style="list-style-type: none"> <li>- All funds to be distributed to successful Community Celebration Grant applicants (to be approved by Council) and successful Neighbourhood Block Party Applicants</li> </ul>	\$35,000	City of Richmond / Tourism Richmond
Signature Event <ul style="list-style-type: none"> <li>- Event infrastructure rentals and delivery costs including tents, fencing, portable washrooms, tables, chairs, and power</li> <li>- Labour costs for site preparation including set up and take down</li> <li>- Event programming including site décor, entertainment, and site activations</li> <li>- Volunteer resources including refreshments and recognition</li> <li>- Traffic control and road closure</li> <li>- Safety and security including first aid and security guards</li> </ul>	\$180,000	Tourism Richmond
Technical Needs and Activation Kit <ul style="list-style-type: none"> <li>- Viewing licence</li> <li>- Screen rentals and technical support including a/v technician for the 11 viewing events detailed in Attachment 1</li> </ul>	\$150,000	City of Richmond / Tourism Richmond

Area	Proposed Richmond Celebrates Soccer Allocation	Funding Source
- Activation Kit for Community Events including tables, chairs, umbrellas, tents, generator, small screen and projector, activity kits		
Event Production <ul style="list-style-type: none"> <li>- Richmond Celebrates Soccer signage and banners</li> <li>- Temporary staff to support event planning and delivery</li> <li>- Deliveries to Community Events and Viewing Parties</li> </ul>	\$125,000	City of Richmond / Tourism Richmond
Marketing and Materials <ul style="list-style-type: none"> <li>- Advertising buys to support the overall Richmond Celebrates Soccer campaign including social media advertising, posters, and other marketing materials</li> </ul>	\$30,000	City of Richmond / Tourism Richmond
Contingency	\$25,000 **	City of Richmond / Tourism Richmond
<b>Total</b>	<b>\$600,000</b>	

\*\*The contingency would be used under the following circumstances:

- To cover costs related to unanticipated weather events (e.g., clean up related to a windstorm or heavy rain, additional shade related to a heat event);
- To cover costs related to additional safety and security measures (e.g., additional security in response to new intelligence); and
- To cover unanticipated rental costs (e.g., a portable washroom is vandalized at an event, or a tent added due to inclement weather).

The General Manager, Parks, Recreation and Culture, would preapprove any expenses to be charged to contingency.

#### FIFA Viewing Rights

While FIFA has not yet released costs related to viewing rights, they have released information in regards to the categories for viewing rights. Given this information, it is anticipated that the Community Events and Viewing Parties will not be required to pay a licence fee to view FIFA matches. The cost for the licensing fee for the Signature and Kick off event is unknown at this time.

\$20,000 has been allocated in the program budget for this expense. Should the cost of licensing fees be greater than budgeted, staff will inform Council prior to moving forward with the events.

Table 2 - Public Viewing Events Categories

Category	What it Covers	FIFA License Required
Non-Commercial	Regular business operations like bars, restaurants, and hotels showing matches as part of their normal service  Small community events under 1,000 people  No ticket sales or sponsors	No (No fee)
Special Non-Commercial	Larger free events with over 1,000 people  Hosted by public institutions (e.g., churches, universities, municipalities)  No sponsorship or ticketing	Yes (License & possible technical fees)
Commercial	Any event with ticket sales, sponsorship, or commercial promotion  Includes paid entry, branded activations, or any activity designed for commercial gain	Yes (License, fees, and restrictions)

### **Financial Impact**

Funding of \$600,000 was approved as part of the 2025 budget process with \$200,000 from the Rate Stabilization Account and \$400,000 from Tourism Richmond and the Richmond Hotel Association.

Should additional funding be received through grants and/or sponsorship, it will be used for budget relief. All sponsorship would need to be in compliance with FIFA World Cup '26 guidelines.

### **Conclusion**

The proposed schedule of events for Richmond Celebrates Soccer has been developed to ensure a wide range of activities are available for residents and visitors across Richmond throughout the FIFA World Cup '26 period. Additionally, the proposed funding allocation has been revised in



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response to Council's direction to ensure each Community Recreation Association/Society has access to up to \$5,000 of funding for programs in their community and with consideration to additional planning work that has been completed since November 2024. The proposed program and schedule of events will encourage broad participation and celebrate Richmond's diverse neighbourhoods.



Dee Bowley-Cowan  
Program Manager, Events  
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Att. 1: Proposed Richmond Celebrates Soccer Event Program

## Proposed Richmond Celebrates Soccer Event Program

The table below provides the location, date and a brief description of the proposed Richmond Celebrates Soccer event program.

Each of the Associations/Societies have submitted a proposal that has been reviewed by staff and have demonstrated a realistic plan and budget for their proposed events. All of the Associations/Societies have requested \$5,000 to support their event.

All the events below will be free and open to the public, will have access to a large screen provided by the City to broadcast soccer matches and feature a mix of soccer themed activities and programming.

Event	Organizer/ Partner	Location	Date	Event Description
World Soccer Day Kick-Off Event	City of Richmond, Richmond Olympic Oval, and Richmond School District No. 38	Richmond Olympic Oval	June 12, 2026	<p><b>Overview:</b> The City and the Richmond Olympic Oval will invite Richmond School District No. 38 classrooms to an event to explore the Richmond Olympic Experience (ROX), celebrate soccer with field instruction, music, and activities during school hours. After the school program is completed, the public will be invited to view FIFA games on the fields, enjoy cultural entertainment and a BBQ.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• School-registered soccer activities and instruction</li> <li>• School education visits of the ROX</li> <li>• Foosball Canada Tournament – professional and amateur</li> <li>• Viewing of the FIFA games</li> <li>• After the school event, Public BBQ and soccer activities</li> <li>• The City's soccer event kit activities</li> </ul> <p><b>Estimated Attendance:</b></p> <ul style="list-style-type: none"> <li>• 1,500 participants for the school program</li> <li>• 1,500 participants for the public program</li> </ul>

Event	Organizer/ Partner	Location	Date	Event Description
Hamilton's Soccer Slam	Hamilton Community Association	Hamilton Community Park	June 14, 2026	<p><b>Overview:</b> Hamilton Community Association Richmond Celebrates Soccer event will include an outdoor viewing party and family-friendly activities.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Food and beverage trucks with picnic seating</li> <li>• Inflatable attractions: ball races, iBubble soccer, soccer dome ball bounce</li> <li>• Soccer-themed craft stations</li> </ul> <p><b>Estimated Attendance:</b> Up to 1,000 participants</p>
Minoru Match Day Meet-up	Minoru Senior Society	Minoru Park at the Minoru Centre for Active Living Plaza	June 18, 2026	<p><b>Overview:</b> A vibrant community event bringing people together to celebrate soccer through entertainment and cultural activities.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Soccer themed activities and crafts</li> <li>• Live entertainment and performances</li> <li>• Community partner activations</li> <li>• Focus on play, culture, and connection</li> </ul> <p><b>Estimated Attendance:</b> Up to 1,000 participants</p>
City Centre Celebrates Soccer	City Centre Community Association	Garden City Community Park	June 21, 2026	<p><b>Overview:</b> A dual celebration of soccer and Indigenous culture with interactive activities and learning opportunities.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Traditional Indigenous games and cedar weaving</li> <li>• Indigenous food offerings, including Bannock</li> <li>• Soccer activities: soccer dart board, arts and crafts</li> <li>• Partnership with local Indigenous organizations and celebration of Indigenous athletes</li> </ul> <p><b>Estimated Attendance:</b> Up to 1,000 participants</p>

Event	Organizer/ Partner	Location	Date	Event Description
Thompson Community Picnic	Thompson Community Association	Thompson/ Burnett Community Park	June 24, 2026	<p><b>Overview:</b> A soccer-themed twist on the annual community picnic featuring global soccer spirit and cultural performances.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Soccer Zone: Mini Obstacle Course, Goalkeeper Challenge, Target Kick Wall</li> <li>• Roving freestyle soccer performers</li> <li>• Live entertainment: multicultural music, halftime dance show</li> <li>• Community partner booths with soccer-inspired activities</li> <li>• International soccer anthems and cultural showcases</li> </ul> <p><b>Estimated Attendance:</b></p> <ul style="list-style-type: none"> <li>• Up to 1,000 participants</li> </ul>
Burkeville Daze	Sea Island Community Association	Burkeville Neighbourhood Park	June 28, 2026	<p><b>Overview:</b> A community event highlighting soccer excitement through interactive activities.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Soccer drills and creative art stations</li> <li>• Community partner booths with soccer-themed activities</li> <li>• Fun for all ages with active and creative experiences</li> </ul> <p><b>Estimated Attendance:</b> Up to 1,000 participants</p>
The Cambie Kick-Off	East Richmond Community Association	Cambie Community Centre Outdoor Plaza and King George Park/Cambie Community Park	July 7, 2026	<p><b>Overview:</b> A lively community soccer celebration with entertainment, food, and skill challenges.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Soccer skill challenges</li> <li>• Live music and DJ</li> <li>• Food trucks, concession, and local vendors</li> <li>• Face painting and children's activities</li> <li>• Raffles and giveaways</li> </ul> <p><b>Estimated Attendance:</b> Up to 1,000 participants</p>

Event	Organizer/ Partner	Location	Date	Event Description
Richmond Celebrates Soccer – West Fest	West Richmond Community Association	Hugh Boyd Community Park	July 14, 2026	<p><b>Overview:</b> A free community festival celebrating soccer with activities for all ages.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Art stations, giant games, inflatables</li> <li>• Live performances and sensory play stations</li> <li>• Balloon twisting and soccer-themed activities</li> <li>• Free hot dog BBQ</li> </ul> <p><b>Estimated Attendance:</b></p> <ul style="list-style-type: none"> <li>• Up to 1,000 participants</li> </ul>
The South Arm Neighbourhood Block Party	South Arm Community Association	South Arm Community Park	July 15, 2026	<p><b>Overview:</b> A community block party promoting connection and soccer excitement with diverse activities and entertainment.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Inflatable soccer zone</li> <li>• Entertainment and live performances</li> <li>• Food trucks</li> <li>• Community partner booths and local non-profits</li> <li>• All ages and skill recreational soccer games</li> </ul> <p><b>Estimated Attendance:</b></p> <ul style="list-style-type: none"> <li>• Up to 1,000 participants</li> </ul>
Steveston Soccer Social	Steveston Community Society	Steveston Community Park	July 18, 2026	<p><b>Overview:</b> A community event designed to bring people together to celebrate soccer.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Recreational soccer games for all ages and skill levels</li> <li>• Engagement with local soccer organizations</li> <li>• Food trucks offering a variety of options and a beer garden</li> <li>• Promotes community spirit and soccer enthusiasm</li> </ul> <p><b>Estimated Attendance:</b></p> <ul style="list-style-type: none"> <li>• Up to 1,000 participants</li> </ul>

Event	Organizer/ Partner	Location	Date	Event Description
Signature Final Event – Name to be determined	TBD	Aberdeen Neighbourhood Park	July 19, 2026	<p><b>Overview:</b> The city of Richmond will host a signature cultural event featuring soccer-themed programming with local soccer clubs, community activations, live performances, family-friendly activities, and public match viewing.</p> <p><b>Activities &amp; Highlights:</b></p> <ul style="list-style-type: none"> <li>• Local community performances and roving entertainment</li> <li>• Engagement with local soccer organizations</li> <li>• The City's soccer event kit activities</li> <li>• Soccer demonstrations</li> <li>• Food trucks offering a variety of game day foods from a variety of cultures</li> <li>• Promotes community spirit and soccer enthusiasm activities</li> <li>• Watch party – view the FIFA World Cup'26 Final on a big screen</li> <li>• Shuttle bus and wheel watch</li> <li>• Soccer art activities such as create your community flag</li> <li>• Richmond Celebrates Soccer selfie station</li> </ul> <p><b>Estimated Attendance:</b></p> <ul style="list-style-type: none"> <li>• 5,000 – 10,000 participants</li> </ul>