

MEMORANDUM OF UNDERSTANDING

A Partnership Between the City of Olympia, the City of Lacey, the City of Tumwater, Thurston County, and the Port of Olympia

For Planning and Managing the Olympia/Lacey Fan Zone for the 2026 FIFA World Cup™

1) Parties

This Memorandum of Understanding (“MOU”) is entered into by and among the City of Olympia, the City of Lacey, the City of Tumwater, Thurston County, and the Port of Olympia (each a “Party,” collectively “the Parties”).

- Supporting Participants: Thurston County Chamber of Commerce, Intercity Transit, Experience Olympia & Beyond, Olympia Downtown Alliance, and the Thurston Economic Development Council

2) Purpose

The Parties share a common purpose to plan, resource, and deliver a central, ticketed, family-friendly Fan Zone on the Port Peninsula during the 2026 FIFA World Cup™, featuring live match viewings, local vendors, music, interactive games, and cultural programming, showcasing Thurston County’s hospitality, culture, and small businesses while strengthening regional identity and economic activity. Attendance is expected to average approximately 2,500 to 5,000 attendees per event day.

3) Background

The Thurston County Chamber of Commerce (Chamber) was requested to lead planning in April 2025, signed the FIFA Fan Zone Playbook NDA in May 2025, and has engaged operations, safety, and threat working groups alongside early partner and funding outreach. The primary site is the Port Peninsula lower lot with blanket-seating grass areas and adjacent facilities, built out for an extended operating window with event days across June–July 2026.

SeattleFWC26 has requested that official Washington Fan Zones operate, at a minimum, on the six Seattle match dates; however, they understand that due to funding constraints, not all dates may be feasible for every Fan Zone. SeattleFWC26 has also approved flexibility to activate for additional USMNT matches and all final matches. All Fan Zone sponsors must meet FIFA approval requirements through SeattleFWC26, and Fan Zone sites must be accessible by transit. SeattleFWC26 has committed to providing the public viewing license.

4) Scope of Work (managed by the Chamber):

- Ticketed live viewing area; stage, screen, audio; vendor village; cultural performances; youth and blanket-seating zones; beer garden; site power, lighting, Wi-Fi, fencing, and site-wide operations.
- Safety and security; ICS/ICC operations; medical/EMS; traffic control, parking, and shuttle integration with Intercity Transit; waste, recycling, compost; and full ADA access.
- Regional marketing and business engagement in alignment with FIFA/SeattleFWC26 Playbook requirements and restrictions.

Event days: **Scheduled for activation for the June 19 USA vs Australia match, with additional activations to be added as funding is secured.** Depending on revenue, opening for an additional three days in a row could increase participation, drive overnight stays, and reduce the burden of setup/takedown after each event date.

If feasible, recommendation would be to open for:

- Friday, June 19: USMNT vs. Australia (Juneteenth-Seattle match)
- Wednesday, June 24: Qatar vs. the winner of UEFA Playoff A (Seattle match)
- Thursday, June 25: USMNT vs. the Winner of UEFA Playoff C (LA match)
- Friday, June 26: Egypt vs. Iran (Pride-Seattle match)

5) Governance & Decision Rights

Lead Organization & PMO.

The Chamber will serve as the lead organization and fiscal/contracting agent for the Fan Zone, staffing a Project Management Office (PMO) to coordinate cross-agency delivery, procure vendors, manage sponsorship strategy, and liaise with SeattleFWC26 under the Playbook NDA.

Committees and Workstreams

Multi-agency workstreams will deliver site operations; safety & security; transportation & parking; waste & sustainability; communications & marketing, and economic development. Each Party will assign staff to relevant workstreams.

1. Site Operations

Responsible for site layout, vendor coordination, infrastructure, and daily operations.

Participants:

- Thurston County Chamber of Commerce and Consultant
- Port of Olympia

2. Safety & Security

Responsible for public safety planning, security staffing, emergency response coordination, and compliance with SeattleFWC26 and applicable safety requirements.

Participants:

- City of Olympia Police Department (OPD) - Lead for planning and execution
- Thurston County Chamber of Commerce and Consultant

- City of Olympia Fire Department (OFD)

- Thurston County EMS & Medic One

3. Transportation & Parking

Responsible for transit coordination, shuttle operations, parking management, and accessibility planning.

Participants:

- Thurston County Chamber of Commerce and Consultant
- City of Olympia
- Intercity Transit

4. Waste & Sustainability

Responsible for waste management, recycling and composting, environmental practices, and sustainability coordination.

Participants:

- Thurston County Chamber of Commerce and Consultant
- City of Olympia
- Port of Olympia

5. Communications & Marketing

Responsible for public information, marketing coordination, event communications, and alignment with regional and jurisdictional messaging.

Participants:

- Thurston County Chamber of Commerce and Consultant
- Experience Olympia & Beyond

Jurisdictional communications staff will support dissemination of information through their respective channels to ensure consistent and coordinated public messaging.

- City of Olympia (communications support)
- City of Lacey (communications support)
- City of Tumwater (communications support)
- Thurston County (communications support)
- Port of Olympia (communications support)

6. Economic Development

Responsible for maximizing local economic impact, coordinating business engagement, and aligning Fan Zone activities with broader regional economic development goals.

Participants:

- Thurston County Chamber of Commerce and Consultant
- Experience Olympia & Beyond
- Participating Jurisdictions
- Olympia Downtown Alliance

6) Roles & Responsibilities

Thurston County Chamber of Commerce (Lead; Contracted Manager).

Program management; cross-jurisdiction coordination; vendor procurement and contracting; sponsorship strategy and sales; compliance with FIFA/Seattle FWC26 Playbook and related NDA; convene Steering and Operations Committees; manage day-of logistics; provide budget tracking and monthly reporting; and deliver after-action evaluation.

Site Location:

The primary Fan Zone site will be located on Port of Olympia property at the Port Plaza. Event use will include the following areas:

- Port Plaza
- 20' X 20' space on the Marine Terminal along the Plaza fenceline for storage of items (tables) between events.

Port of Olympia Responsibilities

The Port of Olympia will support the Olympia–Lacey Fan Zone by providing access to and coordination of Port-owned facilities and operational support, including:

- Providing the Port Plaza associated facilities
- Supporting tenant access protocols during event operations
- Providing and/or augmenting power infrastructure, including spider boxes and/or quiet generators
- Providing Wi-Fi access for streaming purposes
- Providing camera feeds to the Incident Command Center (ICC)
- Hosting the Incident Command Center (ICC) in the Port conference room
- Participating in the following committees:
 - Safety & Security
 - Economic Development
 - Waste & Sustainability
 - Communications & Marketing

City of Olympia Responsibilities

The City of Olympia will support the Olympia–Lacey Fan Zone through coordinated public safety, operational support, and financial participation, including:

- Providing a financial contribution of \$75,000, to be contracted directly with the Thurston County Chamber of Commerce (non-LTAC funds)
- Coordinating public safety functions within City jurisdiction in collaboration with the Thurston County Chamber of Commerce and consultant, including:
 - Olympia Police Department (OPD) lead for public safety planning and coordination, crowd management, and traffic control
 - Olympia Fire Department (OFD) support for emergency medical services
- Loaning traffic control equipment and signage, and providing waste management equipment and disposal support, as available
- Supporting the use of City-owned lots for event-related parking, as available
- Providing permit facilitation and fee waivers, where applicable
- Assigning staff to participate in the following committees:
 - Safety & Security
 - Transportation & Parking
 - Waste & Sustainability
 - Economic Development
 - Assigning staff to help disseminate through City of Olympia channels

City of Lacey Responsibilities

The City of Lacey will support the Olympia–Lacey Fan Zone through coordinated support, including:

- Providing financial support of \$80,000 in LTAC funding

- Assigning staff to help disseminate communications through City of Lacey channels

City of Tumwater Responsibilities

The City of Tumwater will support the Olympia–Lacey Fan Zone through coordinated support, including:

- Providing financial support of \$7,500 in LTAC funding
- Assigning staff to help disseminate communications through City of Tumwater channels

Thurston County Responsibilities

Thurston County will support the Olympia–Lacey Fan Zone through coordinated support, including:

- Providing financial support of \$84,000 in LTAC funding
- Coordinating EMS and emergency management functions in collaboration with the Thurston County Chamber of Commerce and consultant, including support from Thurston County Emergency Management and Medic One - in coordination with OPD and OFD

Acknowledged Supporting Partners (non-signatories).

Thurston County Chamber of Commerce (event planning and execution); Intercity Transit (transportation plan, shuttles, and related funding applications); Experience Olympia & Beyond (destination marketing alignment); law enforcement and EMS agencies; and SeattleFWC26 for Playbook guidance and statewide branding/marketing coordination.

Incident Command.

An Incident Command Center (ICC) will operate from the Port conference room, integrating Port camera feeds and coordinating OPD/OFD, County EMS, and allied agencies. OPD will be lead agency for all public safety and ICC planning/operations.

7) Financial Framework & Contracting

Contracting Relationship

The Port of Olympia will serve solely as the financial contractor for the approved LTAC funding for the Olympia–Lacey Fan Zone. The Port will make the following LTAC contributions available at the outset to support event planning and operations, with each jurisdiction reimbursing the Port following completion of the event pursuant to a future Interlocal Agreement (ILA):

- City of Lacey: \$80,000
- City of Tumwater: \$7,500
- Thurston County: \$84,000
- **Total LTAC funding: \$171,500**

** The City of Olympia and the Chamber have established a separate agreement for the \$75,000 cash contribution.*

The Port will enter into a professional services agreement with the Thurston County Chamber of Commerce to plan, produce, and manage the Fan Zone. This agreement will include access to the approved LTAC funds. The Chamber will serve as the primary fiscal agent and will contract with vendors for all aspects of event delivery. The Chamber will operate within a budget based on available resources and will seek to secure additional resources as feasible. As expenses are incurred, the Chamber will invoice the Port for reimbursement of eligible costs funded through LTAC. The Port’s financial role is limited to providing access to the approved LTAC funding and does not extend to other funding or financial management responsibilities.

To ensure the reimbursement commitment is binding, the Port and the City of Lacey, City of Tumwater, and Thurston County will execute a future Interlocal Agreement (ILA) formalizing each jurisdiction’s financial obligations and repayment terms related to the advanced LTAC funds.

Revenue & in-kind.

Revenue sources include jurisdictional commitments, sponsorships, vendor fees, merchandise, and concessions managed by the Chamber in coordination with the Parties. In-kind commitments may include site and parking access, ICC facilities, camera access, Wi-Fi/power, traffic control assets, EMS and policing, waste services, staff time, and promotional channels. Branding, signage, and sponsor benefits may be constrained by the FIFA/SeattleFWC26 Playbook.

Budgeting & reporting.

The Chamber will prepare a consolidated budget, provide periodic updates, and reconcile post-event. Sponsorships will be pursued by/through the Chamber and coordinated with the Parties; all sponsors must be Playbook-compliant and approved via SeattleFWC26/FIFA.

No-deficit intent.

The Parties intend to scale scope to available funding and will determine contribution levels and any risk-sharing or backstop mechanisms in their respective funding agreements.

8) Deliverables & Milestones

Key deliverables include:

- Public safety plan (ICS/ICC), transportation/parking/shuttle plan, site & power plans, waste & sustainability plan, accessibility & inclusion plan, vendor marketplace plan, communications & marketing plan, finance & contracts plan.
- Physical infrastructure: stage, screen, audio, power distribution with added circuits/quiet generators, fencing/controlled areas, Wi-Fi, ICC, medical station, compost/recycle stations, traffic control assets, and compliant signage.
- Evaluation report within one month post-event.

Critical deadlines (illustrative; see Exhibit C for detail):

- Nov 15, 2025 – Draft transportation plan to Intercity Transit
- Dec 1, 2025 – Transit funding application due
- February 2, 2026 – Safety/security grant application due (to be submitted by OPD/City of Olympia)
- Q1 2026 – Finalize vendor/sponsor contracting; confirm traffic closures, EMS posture, and ICC protocols
- Early June 2026 – Site build, system tests, and table-top exercises
- June 19–June 26, 2026 – Event days per schedule
- By July 3, 2026 – Site demobilization; begin after-action reporting

9) Safety, Security, and Compliance

The Parties will operate under a multi-agency ICS with an ICC at the Port; participate in SeattleFWC26 threat analysis and SEAR processes; implement ingress/egress and emergency action plans; coordinate anti-trafficking awareness with BEST; and maintain a low-waste operation with visible composting/recycling. All activities will adhere to Playbook restrictions and NDA requirements.

10) Accessibility, Inclusion, and Community

The Parties commit to full ADA access, inclusive programming (e.g., Pride and Juneteenth themes), youth/family zones, culturally representative performances, and shuttle accessibility.

11) Communications & Marketing

Representatives from each Party and the Chamber are committed to early, consistent, and ongoing communication throughout all stages of Fan Zone planning, activation, and post-event evaluation to ensure alignment and timely decision-making.

Communications and marketing activities will be coordinated as a collaborative team, including the Thurston County Chamber of Commerce and consultant, Experience Olympia & Beyond, and the coordinating with communications staff of participating jurisdictions (City of Olympia, City of Lacey, City of Tumwater, Thurston County, and Port of Olympia).

Key responsibilities include:

- Coordinating messaging across jurisdictional channels, including websites, social media, newsletters, and other communications platforms
- Managing on-site signage and banners, as permitted by the Seattle FWC26 Playbook
- Integrating local messaging with Seattle FWC26 SEA & WIN app activations
- Providing regular talking points to decision makers throughout the planning and activation process to ensure consistent and aligned communications

12) Performance Metrics

KPIs include attendance per event day; vendor sales and local business lift; sponsorship revenue; safety metrics; ADA compliance; waste diversion rates; transit/shuttle mode share; lodging impact; satisfaction scores; and media/brand reach.

13) Term & Termination

This MOU becomes effective upon last signature and remains in effect through completion of the 2026 Fan Zone program and post-event reconciliation and reporting, no later than October 31, 2026, unless amended or terminated earlier by mutual written agreement of the Parties.

14) Amendments

This MOU may be amended or modified by written agreement of all Parties.

15) Relationship of the Parties; Non-Binding Nature

This MOU reflects the Parties' intent to cooperate; it is not legally binding and does not create enforceable obligations. Binding commitments, including scopes, deliverables, compensation, insurance/indemnity, and public records provisions, will be memorialized in a separate contract between the Port of Olympia and the Chamber.

Signatures (for intent to proceed under this MOU)

City of Olympia

Name: _____ Title: _____

Signature: _____ Date: _____

City of Lacey

Name: _____ Title: _____

Signature: _____ Date: _____

City of Tumwater

Name: _____ Title: _____

Signature: _____ Date: _____

Thurston County

Name: _____ Title: _____

Signature: _____ Date: _____

Port of Olympia

Name: _____ Title: _____

Signature: _____ Date: _____

Exhibit A — Event Days & SeattleFWC26 Requirements (Summary)

- Minimum operation: SeattleFWC26 has requested that official Washington Fan Zones operate, at a minimum, on the six Seattle match dates; however, they understand that due to funding constraints, not all dates may be feasible for every Fan Zone. SeattleFWC26 has also approved flexibility to activate for additional USMNT matches and all final matches. All Fan Zone sponsors must meet FIFA approval requirements through SeattleFWC26, and Fan Zone sites must be accessible by transit; all Fan Zone sponsors require FIFA approval coordinated via SeattleFWC26.
- SeattleFWC26 has committed to providing the public viewing license.

Exhibit B — Objectives & Guiding Principles

Deliver a safe, inclusive, high-quality Fan Zone that unites the community through global sport; showcases local business, culture, and attractions; builds capacity to host future major events; and generates revenue (sponsorships, vendor fees, merchandise, concessions).

Guiding principles:

- Human rights & safety
- Accessibility
- Sustainability
- Youth engagement
- Cultural celebration
- Community unity

SMART objectives include:

- Average attendance of ~5,000 per event day with ≥90% satisfaction
- Zero major incidents; multi-agency ICS/ICC
- ADA access including themed days (Pride, Juneteenth) and youth/family zones
- Low-waste operations with composting and recycling visible on-site
- Meet near-term grant and transit planning deadlines; adhere to FIFA/Seattle FWC26 Playbook requirements

Exhibit C — Key Deliverables & Milestones

- Plans: public safety/ICS/ICC; transportation & parking & shuttles; site & power; waste & sustainability; accessibility & inclusion; vendor marketplace; communications & marketing; finance & contracts.
- Infrastructure: stage/screen/audio; power distribution (quiet generators as needed); fencing/controlled areas; Wi-Fi; ICC; medical station; compost/recycle stations; traffic control assets; compliant signage/dressing.

- Schedule (illustrative): Nov 15 draft transportation plan; Dec 1 transit application; February 2026 security grant; Q1 2026 finalize sponsors/vendors and safety posture; early June build & tests; June 19–June 26 events; by July 3, 2026, demobilization; after-action report by October 31, 2026

Exhibit D — Funding & Contributions

- **Cash contributions:**

- City of Olympia: \$75,000
- City of Lacey: \$80,000 (LTAC)
- City of Tumwater: \$7,500 (LTAC)
- Thurston County: \$84,000 (LTAC)

- **In-kind contributions:**

- Port of Olympia:
- Site (Port Plaza)
- Power (hookup and spider boxes/generators, if needed)
- Wi-Fi
- Parking lots
- Road closure to allowable traffic only (activation dates only)
- Conference room for ICC
- Staffing support
- City of Olympia:
- OPD/OFD staffing and support for planning and day of needs
- Waste staffing planning and support; equipment
- Barricades and other signage/traffic control equipment
- Transportation assistance/planning
- Parking lots (if needed)
- Staffing support
- City of Lacey:
- Staffing support, as needed
- City of Tumwater:
- Staffing support, as needed
- Thurston County:
- Thurston EMS/Medic One staffing and planning support
- Staffing support, as needed
- Sponsorships & vendor revenue: led by the Chamber; Playbook-compliant and coordinated with SeattleFWC26/FIFA.