



ANTHONY BOLANTE | PSBJ

Seattle Fan Celebration.

The subcontractors and the cost of the contracts might not be determined anytime soon, though.

“The revenue, income and the receivables and the payables on the event are all still being worked out at the moment,” Connors says.

Much of the planning for the World Cup in Seattle is still evolving. Organizers say that’s intentional.

Beth Knox, CEO of Seattle Sports Commission and a co-chair of SeattleFWC26 calls the World Cup “a unique animal” that does not move in the typical “cadence and planning timeline” due to its feature of being a once-in-a-generation event.

It requires “practical and frugal approach,” Knox says. “So that you are stewarding the sponsorship dollars, the public dollars, the donations well. We are consistently re-forecasting the budget as public funding gets confirmed or sponsors commit, donors make their contributions. We recast that budget to home in on what we can execute on.”

SeattleFWC26 could not disclose any details on the bidding process or how many total contracts may be up for grabs until next summer. But that’s not because the committee is withholding the information.

“It’s because we don’t have the information,” Knox says. “It’s natural to think, ‘Oh, they’re holding back information, or the communication is slow,’ when that is not the case at all. As FIFA gives us information, we communicate that out to our stakeholders in the community.”

CONTINUED ON PAGE A6

From left, Seattle Reign FC defender Lauren Barnes, FIFA SeattleFWC26 CEO Peter Tomozawa, and Seattle Sounders FC goalkeeper Stefan Frei unveil artist Shogo Ota’s winning artwork at a ceremony in Pioneer Square on April 3.