



FULTON
COUNTY

Experience Fulton

2026 World Cup
Preparations

#26-0013



2026 World Cup – Host Cities

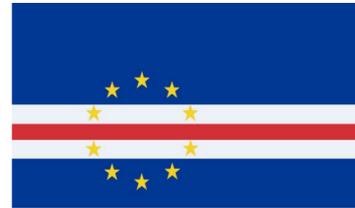


Monday, June 15

Noon



vs.



Thursday, June 18

Noon



vs. TBD

Sunday, June 21

Noon



vs.



Wednesday, June 25

6 p.m.



vs.



Saturday, June 27

7:30 p.m.



vs. TBD

Wednesday, July 1

Noon

TBD

vs.

TBD

Tuesday, July 7

Noon

TBD

vs.

TBD

Wednesday, July 15

3 p.m.

TBD

vs.

TBD

*Semi-Final Match

**ATLANTA
MATCH
SCHEDULE**

2026 World Cup - Projected Impact for Fulton County & Georgia

- **300,000 Expected Visitors**
 - *Also serving as a hub for visitors traveling to other host cities*
- **\$500 Million Economic Impact (statewide)**

2026 Atlanta World Cup Host Committee



Fulton County's Role

- Public Safety Coordination
- Fulton County Assets – Infrastructure & Operations
- Community Engagement, in coordination with non-host cities
- Promote Fulton County as a destination

Public Safety Coordination

- Fulton County Police, Sheriff's Office, the Atlanta-Fulton County Emergency Management Agency (AFCEMA), and Board of Health are participating in regional coordinated public safety planning
- AFCEMA is responsible for several emergency support function areas:
 - Common Operational Picture
 - Emergency Planning
 - Training and Exercises
 - Mass Care and Sheltering
- Fulton County has applied for grant funds to support World Cup public safety (federal funds passed through Georgia Emergency Management Agency)

Infrastructure & Asset Operations – *Fulton County Government Center / Courthouse Complex*

- Over coming weeks and months, recommendations will be made for any potential operational adjustments
- Considerations will include:
 - Street closures
 - Premium parking rates
 - Match day schedules with peak county business activities (example: BOC day / Semi Final Match on July 15)
 - Safety & security

Infrastructure & Asset Operations – *Fulton County Executive Airport at Brown Field*

- Fulton County Executive Airport expects to see significant traffic increase during World Cup (projected 250 – 300 flight operations daily)
- Airport staff are coordinating with Customs for continued compliance with flight inspection requirements

Community Engagement, in coordination with Cities

- Fulton County is coordinating with cities outside of Atlanta for viewing party guidelines and community engagement planning
- External Affairs is working with Arts & Culture, Select Fulton and city partners to create a comprehensive, mobile-friendly event calendar specifically highlighting activities across Fulton County

MARKETING OPPORTUNITY

Capture the attention of residents and visitors to position Fulton County to a premier place to work, live, and visit.

Requested **\$1 million** in FY26 Funding
to activate the Experience Fulton
Campaign.

To include paid advertisement, public
relations, events and activations
across Fulton County, and a
comprehensive mobile Fulton -centric
event calendar.

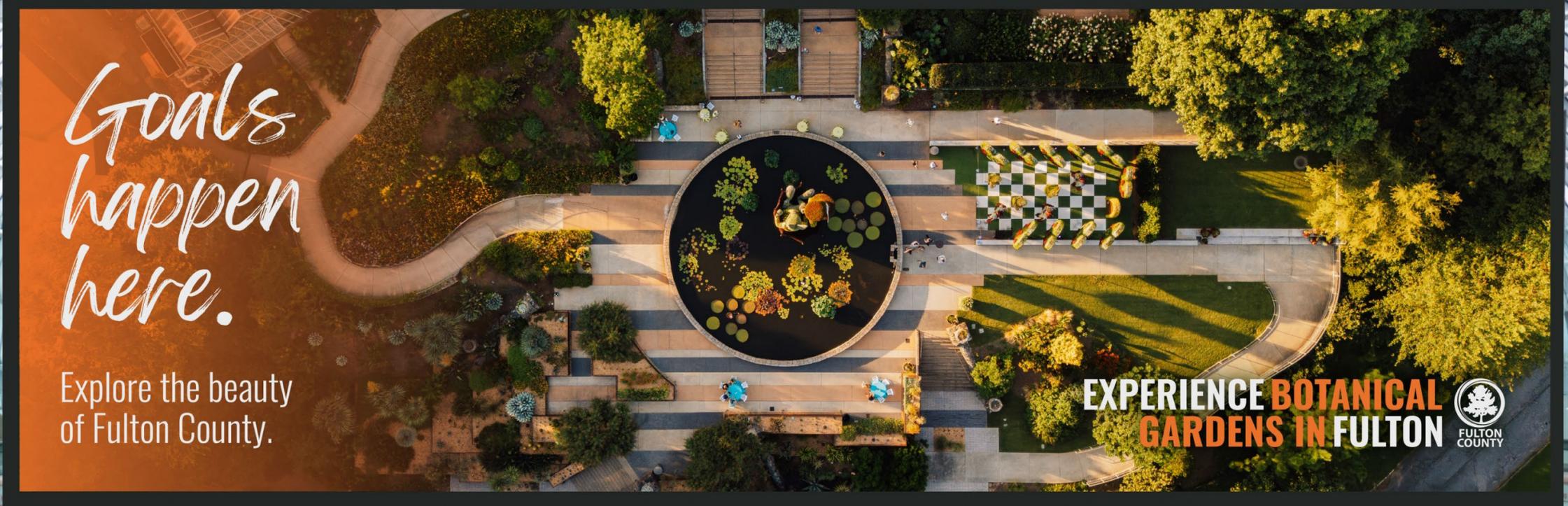
Goals happen here.

Score your best life
in Fulton County.

EXPERIENCE THE
BEAUTIFUL GAME IN FULTON



FULTON
COUNTY



Goals happen here.

Explore the beauty of Fulton County.

EXPERIENCE BOTANICAL GARDENS IN FULTON





PROOF OF CONCEPT: MARTA BUS



PROOF OF CONCEPT: TAXI TOPPER



We'll include different photos and city-specific lines showing the variety of opportunities in each city, from Alpharetta's modern beauty to Roswell's elegant charm.



PROOF OF CONCEPT: GOV'T BUILDING BANNER (ENGLISH / SPANISH)



PROOF OF CONCEPT: GOV'T BUILDING BANNER



PROOF OF CONCEPT: FULTON BRIDGE CONNECTOR VINYL APPLICATION

Focused PREfforts

Inform **Fulton County residents and incoming visitors** about the wide range of experiences available across Fulton's 15 cities, not just Atlanta.

**TRAVEL+
LEISURE**

Georgia-bound soccer fans meet their match in great places to explore within Fulton County



FULTON FANDOM: 15 excursions for southbound soccer fans to explore within Georgia's iconic county

AJC

World Cup makes Fulton residents tourists in their own 15 hometowns

