

PLAY FAIR ATL: FIFA WORLD CUP WORK SESSION

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People over profit

#26-0265



WHAT IS PLAY FAIR ATL?

Play Fair ATL Press Conference 2025

WHO WE ARE



COMMUNITY EVENTS



IS ATLANTA
READY
FOR
THE WORLD
CUP??



WE'VE BEEN HERE
BEFORE





People over profit

POLICY PLATFORM

FOR THE 2026 WORLD CUP
AND BEYOND

A DIFFERENT VISION FOR THE WORLD CUP

Resolution would affirm
community-led Play Fair
Platform for World Cup

HOW WE EVALUATE “READINESS”



TRANSPARENCY AND ACCOUNTABILITY



BUDGET

2026 World Cup expected to bring economic impact of \$1 billion to Atlanta

2026 FIFA WORLD CUP AND 2025 FIFA CLUB WORLD CUP TAX REVENUES BY FY



- Fiscal impacts will affect both fiscal years 2026 and 2027
 - Allocating on a per game basis and assuming all revenues are recorded within the same month as the activity, with 5 games in FY2026 and 3 games in FY2027
 - Estimated World Cup related tax revenue to the City would be: \$4.1 million in FY2026 and \$2.4 million in FY2027

[Source: 2026 FISCAL CONDITION OF THE CITY,
CITY OF ATLANTA DEPARTMENT OF FINANCE](#)

LABOR



HOUSING

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Airbnb offering \$750 to new hosts in Atlanta during 2026 World Cup

By [Christopher Harris](#)
February 19, 2026 / 4:24 PM EST / CBS Atlanta

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As the countdown to the 2026 FIFA World Cup begins, Airbnb says demand for places to stay is already soaring, and the company is now offering cash incentives to homeowners willing to open their doors.

Airbnb, an official tournament supporter of the FIFA World Cup 2026, announced its largest new-host incentive program to date, offering \$750 to eligible new entire-home hosts in Atlanta and any of the other 15 host cities across the United States, Canada, and Mexico. To qualify,

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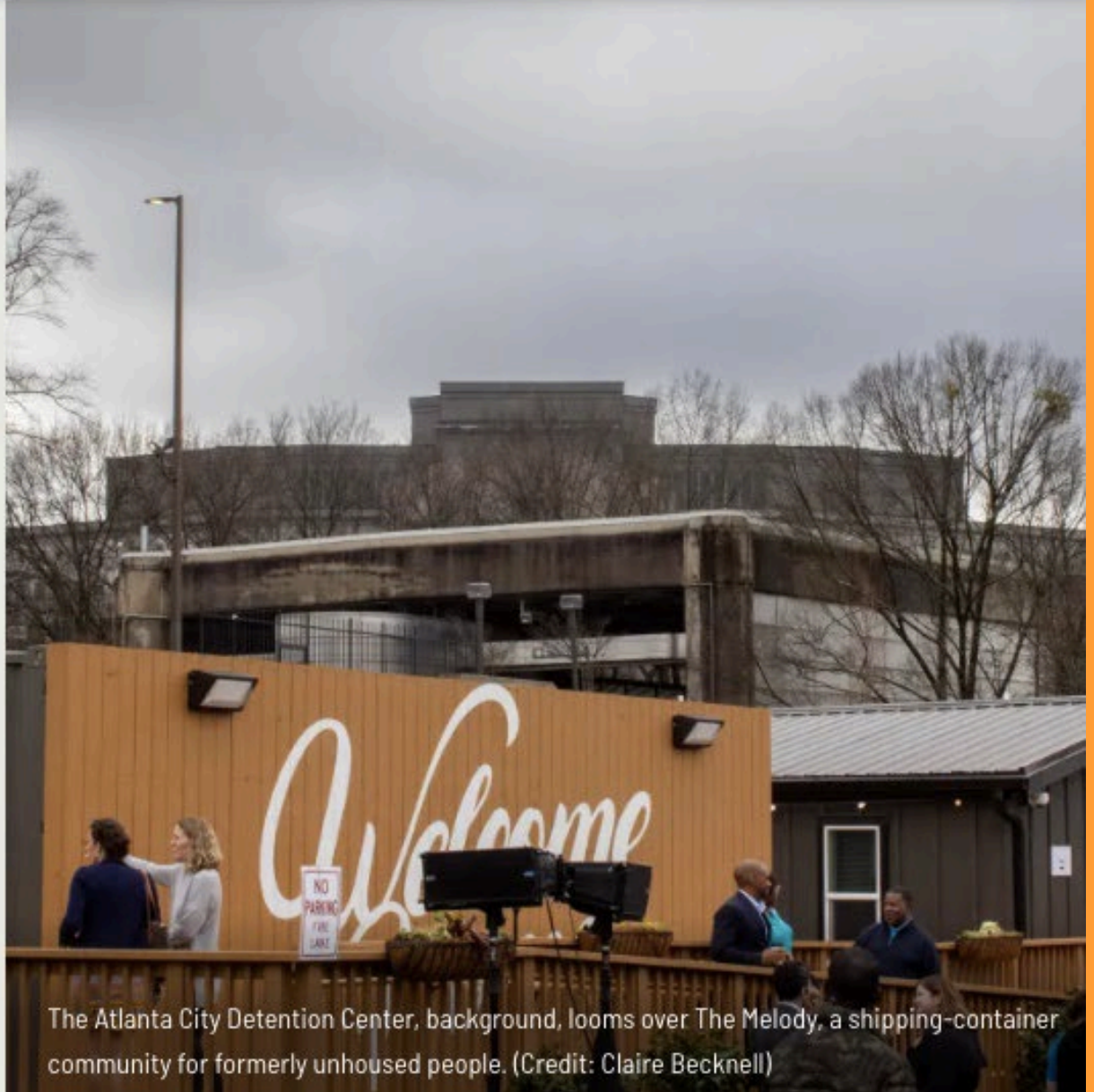
HOUSING AFFORDABILITY

During the '96 Olympics, 'jails became homeless shelters.' Will the World Cup be different?

Unhoused Atlantans fear a familiar playbook to clear the streets as the city gets ready to host global soccer fans.

by **Sean Keenan**
April 1, 2026

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The Atlanta City Detention Center, background, looms over The Melody, a shipping-container community for formerly unhoused people. (Credit: Claire Becknell)

IMMIGRATION



PUBLIC SAFETY



SO... ARE "WE" READY?



WHAT STILL CAN
BE DONE



BEYOND THE WORLD

CLIP

Super Bowl to return to Atlanta in 2028

By Reuters

October 16, 2024 6:50 PM EDT · Updated October 16, 2024

