



Business Readiness and Resiliency

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World Cup Ready | Business Readiness





Small Business MEGAEVENT Playbook

Operational Planning Support

Equipping small businesses with tools and frameworks to help them assess and adapt operations during the FIFA World Cup 2026

Future-Ready Legacy Materials

Providing legacy information for small businesses to apply in planning for future mega-events

Actionable Insights

Sharing real-world case studies, guidance, and best practices from similar large-scale events to inform decision-making

Community Centered Engagement

- *Small businesses*
- *Technical assistance providers*
- *Business associations (Chambers, BIAs, downtown groups)*

World Cup Ready | King County



Utilizing investment from King County Government to increase and expand current Community Business Connector Services.



Community Business
Connector Outreach

Leverage Council's community investment to attract other public and private funding partners.

Business District
Activation Grants

Spotlight businesses and activations in 10+ King County cities including unincorporated and rural areas.

Business Diversity
Stories