

# Kickin' It Community Festival & FIFA Viewing Party

City of Federal Way

March 25, 2026 – Highline Forum



# Federal Way's FIFA World Cup Planned Activities

The City of Federal Way is preparing for FIFA World Cup 26™ this summer with the following initiatives:

- Free 3-day Community Festival - Kickin' It Summer Festival & FIFA Viewing Party
- Civic Plaza Activation
- Partnerships with the Chamber of Commerce for business readiness
- Tourism marketing efforts and an updated VisitFW.org website featuring visitor itineraries



# Kickin' It Festival



## Event Information

- Kickin' It Community Festival & FIFA Viewing Party Festival
- **Event Dates:** 6/19 – 6/21/26
- **Event Location:** Federal Way Performing Arts and Event Center, and city property adjacent to the PAEC

## Event Description

- Kickin' It Festival is a free, multi-day community celebration at the Federal Way Performing Arts and Event Center and surrounding civic campus, created to align with the excitement of the FIFA World Cup 26™
- The festival brings together match watch parties, live music, cultural performances, youth soccer activities, and local vendors to drive tourism, support small businesses, and showcase Federal Way as a vibrant regional destination.

# Kickin' It Overview

## Festival Overview

- **12 matches streamed live**, starting with June 19 Team USA-Australia Match being played in Seattle
- **Viewing options** will include a 700-seat theater, 250-seat pub-style seating, and outdoor beer garden seating.
- **Additional Activities:** carnival games and rides, outdoor stage with live music, food trucks, vendors, soccer tournaments
- **Estimated Attendance:** 30,000 over the three-day festival
- **Admission Type**  Free

## Regional Focus

- Aligned with the FIFA World Cup 26<sup>TM</sup> and matches being played in Seattle, Federal Way's Kickin' It Festival targets regional and out-of-area soccer fans already traveling to the Pacific Northwest, positioning Federal Way as a convenient and festive stop during World Cup activities.
- The multi-day festival schedule of 12 live stream match watch parties, soccer tournaments, and family programming encourages visitors to extend their stay overnight and book local accommodations.

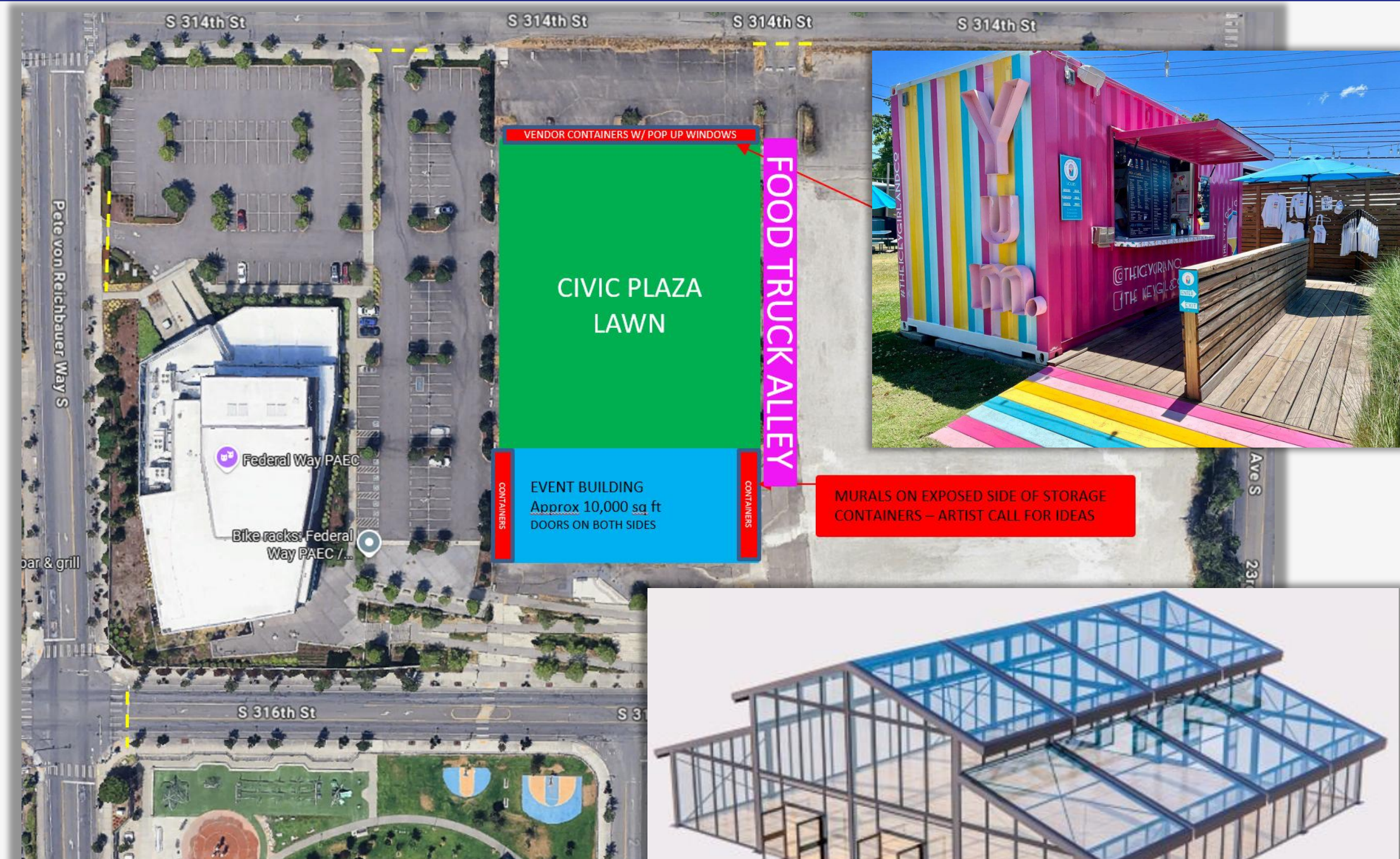


# Civic Plaza Activation

As a companion to the Kickin' It Festival and World Cup, the City is planning an activation of the Town Center 3 (TC3) redevelopment site to include:

- Civic Plaza Lawn
- Semi-permanent event building
- Food Truck Alley
- Vendor containers for pop-up shops

This activation will remain until construction begins on the TC3 site in approximately 1-2 years



# Nov 2025 Kick-off Event for Community



# Questions?



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