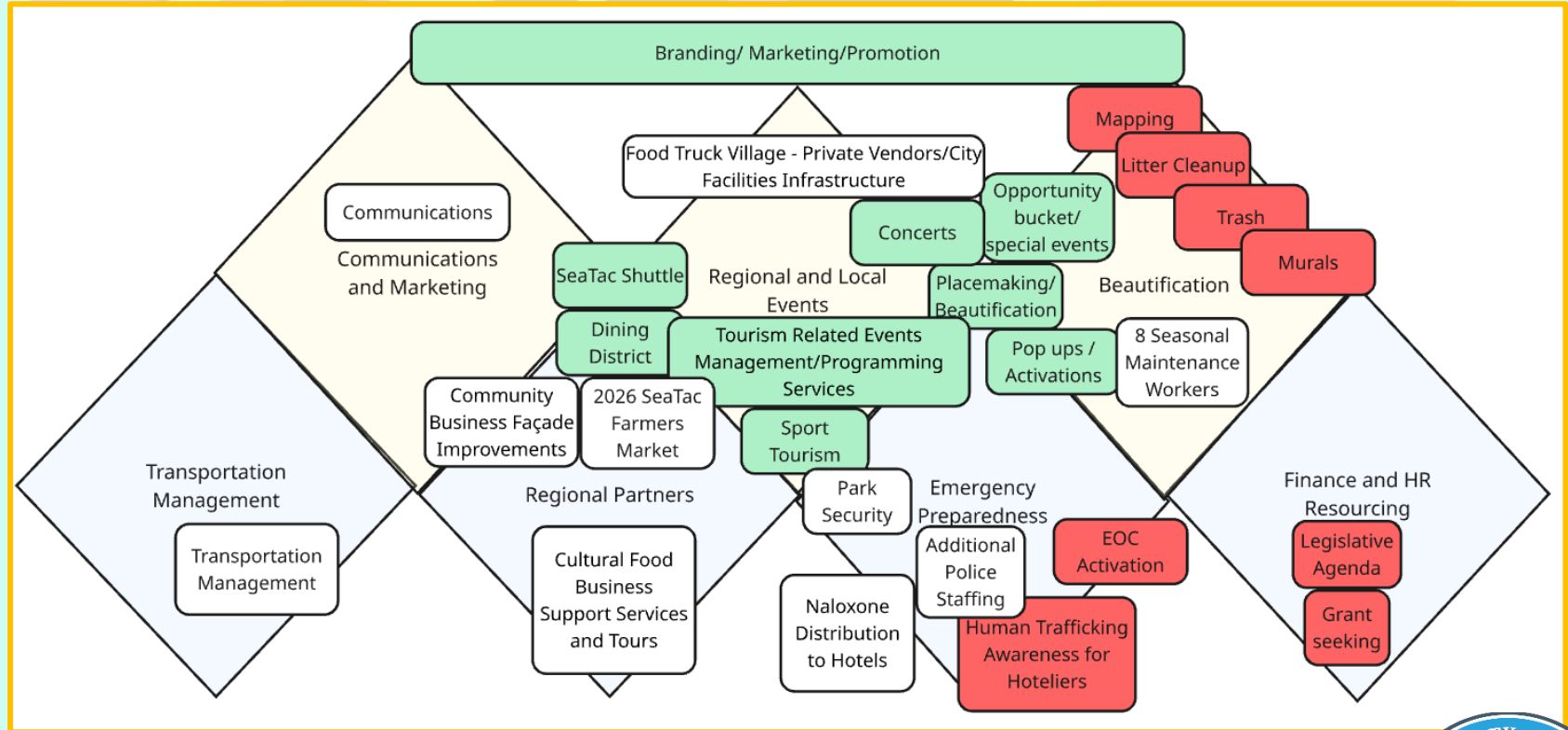





# FIFA UPDATE



# FIFA UPDATE: OVERALL STATUS

## PROJECT STATUS SUMMARY

Project	Status
Community safety (police, EOC, Naloxone, etc)	
Beautification (litter, murals, vegetation, façade)	
Activation sites (Food truck village, viewing locations)	
Showcase cultural small businesses / marketing	
Transportation Management	
Communications (resident / local business)	
Additional seasonal staffing	
Additional security	

-  - On track
-  - Needs attention
-  - Not on track



# FIFA UPDATE: COMMUNITY ENGAGEMENT

## SUMMARY

- Resident first messaging: Facebook, Nextdoor, TikTok, Instagram, website
- Three phases: Prepare, activate, and legacy
  - Current tagline: *SeaTac: Where the World Arrives*
- Documentary style content
  - Capturing Bullpen transformation in real time
- Coordinated storytelling – International Dining District, State of the City, Bullpen re-opening
- Legacy phase: frames City's FIFA investments (wayfinding, activations, beautification, etc) as permanent community improvements



# FIFA UDPATE: SITE ACTIVATIONS



176<sup>th</sup> & International Blvd (Kiss & Ride)



# FIFA UDPATE: SITE ACTIVATIONS



18400 International Blvd (former Chase)



# FIFA UDPATE: SITE ACTIVATIONS



International Dining District (former Bullpen Site)



