



Dear Downtown Stakeholder,

As you may know, Dallas is set to take the global stage as a host city for the **FIFA World Cup 2026** — one of the most watched sporting events in the world. With hundreds of thousands of visitors expected and billions watching across the globe, this is an unprecedented opportunity to showcase the vitality, pride, and spirit of our city — starting right here in Downtown Dallas. All eyes will be on Dallas, as we are hosting the **International Broadcast Center** right here in Downtown Dallas. Thousands of journalists and reporters will be in Downtown starting in May.

At Downtown Dallas, Inc., we are working closely with city partners and stakeholders to ensure that our urban core reflects the energy and excellence of this international moment. As a key property owner, your participation is critical.

We are asking for your support in preparing your property for this world-class event by ensuring your buildings and properties are **FIFA World Cup 2026™** ready:

- **Cleaning and maintaining building exteriors, windows, and sidewalks**
- **Enhancing landscaping and curb appeal around your building and parking lots**
- **Removing graffiti or outdated signage**
- **Replacing old or tattered American and State of Texas flags**
- **Activating storefronts and vacant spaces with art, lighting, or temporary pop-ups**
- **Exploring temporary or long-term enhancements that add color, culture, and vibrancy**
- **We've provided a comprehensive storefront refresh and safety checklist**

These efforts not only ensure a welcoming environment for visitors, but they also contribute to the long-term economic health and aesthetic value of our district.

Downtown is our city's front door. Let's make sure it reflects the pride we have in our community and the exciting future we're building together.



If you have questions, ideas, or would like to collaborate on activation projects, please reach out to **Shalissa Perry** at perry@downtowndallas.com . We are happy to assist with guidance, coordination, or potential resources.

Thank you for being an essential part of what makes Downtown Dallas shine.

Sincerely,

A handwritten signature in blue ink that reads "Jennifer Scripps". The signature is written in a cursive, flowing style.

Jennifer Scripps

President & CEO

Downtown Dallas, Inc.