

# THE GAME PLAN

FOR WHEN THE WORLD COMES TO PLAY!



ARLINGTON  
ECONOMIC DEVELOPMENT  
CORPORATION



Arlington's small business guide to  
prepare for the arrival of the World Cup!

# IMPORTANT DISCLAIMER

*This playbook is provided for informational and planning purposes only. The guidance included is intended to help businesses better understand general considerations related to FIFA World Cup 26™, public viewings, marketing, operations, and customer engagement.*

*This document does not constitute legal, financial, tax, or regulatory advice, nor does it replace official guidance from FIFA, broadcast partners, the City of Arlington, or other governing authorities. Requirements related to licensing, permits, trademarks, broadcasting, safety, and operations may vary based on event size, location, and activity type.*

*Businesses are encouraged to:*

- *Review official FIFA guidance.*
- *Confirm local permitting and compliance requirements with the City of Arlington.*
- *Consult legal, financial, or professional advisors as needed before hosting events or making significant operational changes.*



***NOTE: Most links are highlighted in purple text and include a live “Click Here” icon. Select the icon to be directed to the corresponding website.***

# PREPARING ARLINGTON'S SMALL BUSINESSES TO HOST THE WORLD

In the summer of 2026, Arlington will take the global stage as a host city for FIFA World Cup 26™, welcoming visitors from around the world to the Dallas–Fort Worth region. This moment represents more than a series of matches, it is a once-in-a-generation opportunity to showcase Arlington's businesses, culture, and hospitality to an international audience.

Mega-events of this scale bring increased foot traffic, global visibility, and economic activity, but those benefits are not automatic. They require preparation, coordination, and access to clear, practical information. The Game Plan: Arlington Ready was created to help small businesses navigate this moment with confidence.

This guide reflects Arlington's commitment to supporting local entrepreneurs before, during, and after World Cup. It brings together strategies, best practices, and compliance guidance to help businesses prepare operationally, market effectively, engage diverse audiences, host compliant watch parties, and build long-term value beyond the tournament.

Importantly, this Playbook is not just about one event.

It is designed to serve as a repeatable framework, a resource businesses can return to for future mega-events such as major sporting championships, conventions, concerts, and international tourism opportunities often held in the City of Arlington.

By planning ahead and working together, Arlington's small businesses can not only participate in the World Cup moment but help shape the legacy it leaves behind.

# HOW TO USE THIS PLAYBOOK

This Playbook is designed to be flexible, actionable, and easy to use—whether you are a storefront business, restaurant, bar, service provider, nonprofit, or community organization.

You do not need to read this guide from start to finish to benefit from it. Instead, use it as a toolkit, returning to the sections most relevant to your business. Use what fits your business.

## START HERE

- Review the business readiness sections to assess your operations, staffing, and financial preparedness.
- Use the marketing notes to align promotions, hours, and outreach with match days and visitor activity.
- If you plan to host a watch party or public viewing, carefully review the information included here as well as the Watch Party Playbook via the link provided to understand licensing, broadcasting, branding, and permitting requirements.

## PLAN FOR MORE THAN ONE EVENT

Many of the strategies in this Playbook—staff training, cultural engagement, payment flexibility, partnerships, and data tracking—are not unique to FIFA World Cup 26™. Use this guide to:

- Document what works.
- Build repeatable event strategies.
- Strengthening relationships with partners and customers.
- Prepare for future mega-events in Arlington and the DFW region.

## KEEP IT HANDY

This Playbook will be updated as new information becomes available. Businesses are encouraged to bookmark key pages, share relevant sections with staff, and revisit the guide often.

# MATCH SCHEDULE

## GROUP STAGE

6/14/26 NETHERLANDS V. JAPAN

6/17/26 ENGLAND V. CROATIA

6/22/26 ARGENTINA V. AUSTRIA

6/25/26 JAPAN V. UKR/SWE/POL/ALB

6/27/26 JORDAN V. ARGENTINA

## ROUND OF 32

6/30/26 2E V. 2I

7/03/26 2D V. 2G

## ROUND OF 16

7/06/26 W83 V. W84

## SEMIFINAL

7/14/26 W97 V. W98

# TABLE OF CONTENTS

**1**

**BUSINESS READINESS**

**2**

**MARKETING & PROMOTIONS**

**3**

**ENGAGING WITH FIFA**

**4**

**IMPORTANT CONTACTS**



# ***BUSINESS READINESS***



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This section is designed to help your business prepare for the surge of visitors and activity that comes with major global events like the FIFA World Cup. Inside, you'll find practical tips on getting your business ready to serve new and diverse customers, creating simple promotions to attract visitors, and strengthening your online presence so people can easily find you.

# ARLINGTON-READY BUSINESS CHECKLIST

- ✓ Verify licenses, permits, and insurance.
- ✓ Audit staffing levels and recruit temporary or multilingual staff.
- ✓ Prepare for higher supply costs, secure short-term financing if needed.
- ✓ Operations are ready for a surge in demand.
- ✓ Staff are informed, trained, and supported.
- ✓ Your team knows match schedules, peak rush windows, and how to serve international visitors efficiently and clearly. Roles are defined, communication is tight, and staff are prepared for longer shifts and higher volumes.
- ✓ Financial and inventory planning reflects event-level demand.
- ✓ You're ready to adapt in real time on match days.

## MAXIMIZE CUSTOMER EXPERIENCE

- Optimize hours on match days.
- Host themed trivia or fan nights.
- Partner with DJs for live music inspired by World Cup nations.
- Create photo booths and fan walls.
- Offer jersey-wearer discounts.
- Host cultural celebrations tied to participating nations.
- Decorate with soccer-themed murals or banners.
- Screen soccer films or documentaries.
- Offer grab-and-go or mobile options.

## SUSTAINABILITY & LEGACY STRATEGY

- Collect emails or social follows to retain new visitors.
- Repurpose this PLAYBOOK for future mega-events.
- Strengthening partnerships with local businesses.

## QUICK "BUSINESS READY" REVIEW

### Staffing

- Add extra coverage for peak times
- Crosstrain staff
- Build backup plans for delays and absences

### Cash Flow

- Prepare for higher upfront costs
- Keep extra change on hand
- Test POS, chip readers, and mobile wallets

### Inventory

- Order early for high demand items
- Avoid over-stocking perishables  
Confirm backup suppliers

### Customer Experience

- Clear signage + pricing
- Updated Google listing, website, & social media
- ADA access + varied payment options
- Short, simple menus during peak surges

# TECHNOLOGY

Technology makes or breaks customer experience during a mega event. Slow payments, dropped Wi-Fi, or system failures can quickly turn visitors away. Preparing now ensures you can handle higher demand smoothly and securely.

## FOCUS ON FOUR AREAS

Upgrade your POS: Ensure your system processes transactions quickly and supports mobile wallets and tap-to-pay options.	Enable mobile ordering: Offer customers the convenience of ordering ahead, especially important for visitors on tight schedules.
Provide guest Wi-Fi: Reliable Wi-Fi keeps customers connected, encourages social sharing, and supports mobile payment apps.	Strengthen cybersecurity: Use strong passwords, enable multi-factor authentication, and train staff to recognize phishing attempts.  <b>Strengthen your cybersecurity   U.S. Small Business Administration</b>



## TECHNOLOGY TOOLS FOR SMALL BUSINESSES

AI tools can help with marketing, planning, customer engagement, and administrative tasks.

### ***Grow with Google***

Free AI-powered tools and training for small businesses

### ***Microsoft 365 for Small Business***

Productivity and security tools

### ***Amazon Small Business Academy***

Free digital commerce training

### ***AWS Think Big for Small Business***

Technical assistance for small and minority-owned firms



# KEY POINTS

1

World Cup activity can drive sharp revenue spikes—but also higher labor, supply, and operating costs. Inventory, staffing, and cash flow planning should anticipate both sides of that equation.

2

Mega-events move fast. Transportation patterns can shift, weather can change, security protocols can tighten, and streets or access points may close with little notice. Businesses that stay flexible and communicate quickly will perform best.

3

Mega-event visitors behave differently than everyday customers. They arrive hours before matches, stay late, travel in groups, follow fan rituals (tailgating, jersey days, merch hunts, photo ops, social media meetups), and move between the Entertainment District, Downtown Arlington, hotels, and nearby corridors throughout the day.

4

Are you prepared for lines outside the door before and after matches? Can your POS process transactions quickly during peak periods? Can your kitchen, service counter, or back-of-house keep pace? Do you have contingency plans if staffing or deliveries are delayed?

5

Visitors don't know Arlington the way locals do. Clear signage, visible entrances, simple menus, straightforward pricing, and easy ordering all help convert foot traffic into customers.

# Make it happen.



**BUSINESS LOANS AT**

**0%** INTEREST RATE

**APPLY TODAY!**

For more information and to apply, visit



[Arlington 0% Loan | LiftFund](#)

## City of Arlington 0% Interest Loan Program

The City of Arlington and LiftFund are partnering to support small business owners and aspiring entrepreneurs with funding to reach their business goals.

- Fixed interest rate of 0%
- Small business loan for up to \$100,000
- For for-profit small businesses located in or relocating to Arlington city limits

### FUNDS MAY BE USED FOR

- Startup expenses
- Inventory
- Payroll
- Business growth and expansion
- Equipment and machinery
- Working capital for business related expenses

1-888-215-2373  
info@liftfund.com  
f X @LiftFundUS



*LiftFund small business loans are subject to credit approval, underwriting guidelines and availability of funds. Other fees may apply.*

# PERMITTING

## Permitting Restrictions Near Match Times

In advance of FIFA World Cup 2026™ events at AT&T Stadium, the Arlington the City Council adopted a temporary resolution that denies special event and temporary outdoor event permits within parts of the Entertainment District on:

- The day before each World Cup match; and
- The day of each World Cup match.

The prohibition on permits includes the area between Center Street, Lamar Boulevard, Ballpark Way and Division Street.

If not located within the above-mentioned restricted area or not being proposed the day before or day of a match, below are the most common permits small businesses may need in Arlington during large events:

Street Use / Sidewalk Café / Outdoor Display – For outdoor seating, tents, retail displays, or vending in the right-of-way

Special Event Permits – Required if your activation affects streets, parks, plazas, or needs city services (barricades, waste, staffing). Even small pop-ups may qualify.

\*Please note setting up on a sidewalk for any purpose would be prohibited.

As a general guideline: expect you need a permit if you plan to operate outdoors, change your footprint, use the sidewalk or street, host an activation, serve food or alcohol in a new way, or add temporary structures. The most common pitfalls during mega events include applying too late, assuming small changes don't require approval, letting licenses lapse, expanding outdoors without permission, and failing to post required permits on-site.

## OBTAINING A LOCAL CITY ALCOHOL PERMIT

### New Permits

1. Register online at [www.arlingtonpermits.com](http://www.arlingtonpermits.com) to create a new account and provide the business information to begin routing process with the City Secretary's Office and the Planning and Development Services for approval.
2. You will receive email notification regarding approval or denial. You will receive this notification in approximately 7 to 10 business days from the date of application.
3. If approved, pay required fees online or at One Start Center.



4. Complete application with TABC.
5. Licenses must be posted in a prominent place, visible to the customers of the establishment.

#### Renewal Permits:

1. Process payments online or in person at the One Start Center (which will require either a copy of the renewal letter or having the city license number).
2. Pay required fees online or at One Start Center.
3. Print your own license or the city will mail it to you.

If you are holding a special event you may need to apply for a temporary permit. Before applying for your temporary alcohol permit, please check with Planning and Development Services at the One Start Center online and/or contact a representative at 817-459-6502. To ensure that you have the correct permits, you will need to check with the local TABC office to ensure compliance.

#### Special Event Parking Program

The city has a Special Event Parking Lot Permit Program that allows property owners or operators to provide paid parking during large events, such as sports games, festivals, or gatherings, if they meet certain requirements and apply for a permit. This is often used by businesses or entrepreneurs who want to provide parking for event crowds.



#### Key points:

- Permits are for temporary event parking (not regular business use).
- Lots must meet city safety, surface, and lighting standards.
- Annual renewal and compliance with parking plans is required.

Businesses near event areas (like Downtown or near AT&T Stadium) sometimes use this permit to operate private paid parking as a small entrepreneurial activity during large city events. You may continue operating your business as usual during this time.

Visit [World Cup Info for Businesses](#) for more information on permitting.





# ***MARKETING & PROMOTIONS***



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This section helps your business connect with visitors and make the most of the increased activity that comes with major events. You will find guidance on reaching different types of customers, creating simple promotions, and strengthening your online presence. It also explains how to celebrate the spirit of an event without violating trademark or logo rules. The goal is to help your business stand out, be welcoming, and turn event excitement into new opportunities.

# MARKETING AND PROMOTIONS CHECKLIST

## Operations & Visibility

- ✓ Refresh signage and online listings.
- ✓ Extend hours for match days.
- ✓ Add multilingual signage and global decor.
- ✓ Display international flags to celebrate diversity.
- ✓ Create themed specials and combos.
- ✓ Incorporate soccer visuals into menus or packaging.
- ✓ Feature fan shout-outs or trivia on social media.
- ✓ Update your Google Business Profile and social media.
- ✓ Target ads to visitors staying in local hotels or Airbnb's.
- ✓ Use hashtags: #FWC26Arlington, #ArlingtonEats, #ShopArlington

## PROGRAMMING & FAN EXPERIENCE BEST PRACTICES

- Pre-match music, cultural performances, or DJs.
- Food and drinks inspired by participating countries.
- Photo booths, fan walls, and prediction boards.
- Family-friendly activities during daytime matches.
- Clear signage and welcoming, inclusive messaging.

## TARGET THE GLOBAL AUDIENCE

- Translate your marketing materials or menus to align with likely fan demographics.
- Add QR codes to link to Google Translate menus or promotional pages.

## COMMUNITY COLLABORATION

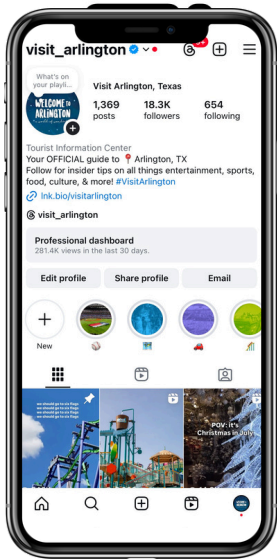
- Contact the Arlington Chambers and Downtown Arlington to be included in visitor guides.
- Offer discounts or specials to fans with event tickets, media badges, or World Cup credentials.
- Partner with nearby businesses for joint promotions, like a restaurant and retail store sharing foot traffic.

## MARKETING TO VISITORS:

Large events bring a mix of customers, from locals to domestic and international visitors, each with different expectations. Before investing time or money in marketing, be clear about who you're trying to reach. Effective marketing should be simple, clear, and welcoming. When possible, use multiple languages, culturally inclusive images, and platforms visitors already rely on, such as social media, travel guides, and neighborhood maps.

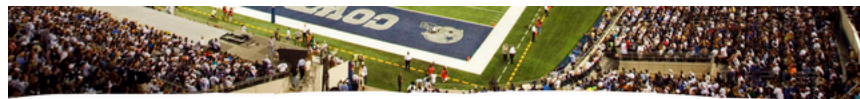
# MARKETING OPPORTUNITIES

The Arlington Convention & Visitors Bureau (ACVB) is here to help spread the word about your business and events through a variety of marketing and PR opportunities. These opportunities are free for you to increase visibility and awareness and reach both locals and visitors.



## SOCIAL MEDIA

Posts and Story Shares: When appropriate, the ACVB will post or share to our social media platforms \*must tag @visit\_arlington account to qualify for a reshare



 Share

## Welcome to Arlington Your Ultimate FIFA World Cup 26™ Experience Awaits

Arlington, Texas is the center of FIFA World Cup 26™, as AT&T Stadium (Dallas Stadium) hosts nine matches, the most matches of any host city, including a semifinal on July 14. Texas' biggest stage meets the world's biggest game right here in Arlington.

Let us help you plan your trip with recommendations on hotel bookings, restaurants, things to do, and everything you'll need to plan an unforgettable trip in Arlington, Texas.

[Arlington Official Visitor Guide](#)

## ARLINGTON.ORG ONLINE EVENT CALENDAR

Events must be open to the public and of interest to potential visitors and tourists.



- Submit your event to our [online event calendar here](#)
  - You may tag your event as "FIFA" when submitting the event to show up on <https://www.arlington.org/fwc26/>





# ARLINGTON AMBASSADORS

## FREE Frontline Training Program

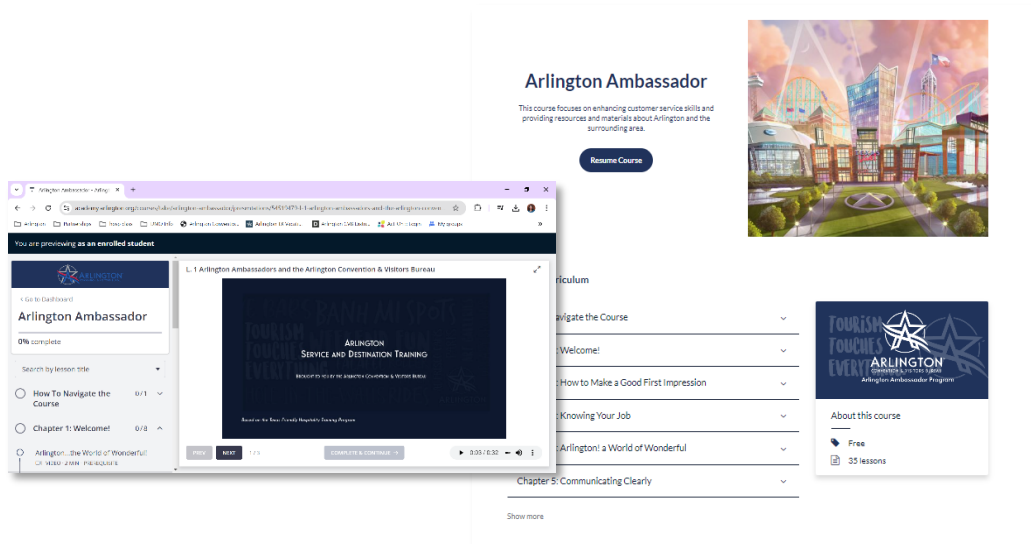
Get Your Organization Arlington Certified!

The Arlington CVB is proud to offer the FREE Arlington Ambassador program, a pioneering program designed to enhance the tourism experience in Arlington.

## Empowering Local Ambassadors

The Arlington Ambassador program features a series of meticulously designed learning objectives aimed at fostering a deep understanding of Arlington's tourism landscape and improving customer service skills. Participants will gain insights into the role of the ACVB, the city's key attractions, and essential customer service practices. The program also emphasizes effective communication, problem-solving skills, and personal development.

We invite you and your teams to become Arlington Ambassadors!



<https://academy.arlington.org/courses/arlington-ambassador>



For more information about the Arlington Convention & Visitors Bureau and our Partnership Program, please visit [arlington.org/partner](http://arlington.org/partner)

# FIFA BRANDING, TRADEMARKS & PROMOTION RULES

- FIFA trademarks, logos, team crests, and the World Cup trophy are strictly regulated.
- Avoid implying official affiliation or sponsorship with FIFA unless licensed.
- Use neutral language such as “*Match Day*,” “*Soccer Watch Party*,” “*International Football Night*” in promotions.

## DO: Safe and Creative Ways to Promote

- Use general language like “big game weekend,” “summer concert celebration,” “international soccer festivities,” or “citywide fan week.”
- Create your own original artwork that uses colors, patterns, or themes without copying official designs.
- Lean into fan culture (themed drinks, local artist playlists, fan meetups).
- Decorate with neutral or thematic elements such as flags, generic sports imagery, music notes, or city pride graphics.
- Promote specials and experiences without mentioning the event name or logo (“Match-day happy hour,” “concert weekend menu,” “festival-night specials”).

## DON'T: Actions That Risk Trademark Violations

- Do not use official logos, mascots, stylized graphics, or iconography.
- Do not use event-specific names without permission (ex: “Super Bowl Sunday,” “Olympics Sale,” “World Cup Deals”).
- Do not print or sell anything that looks like official merch.
- Do not call your business an “official partner,” “official watch party,” or anything implying endorsement.
- Do not use photographs or graphics taken from an event’s official social media or website.
- Do not copy fonts, colors, or design systems that are clearly identifiable as official branding.

*Unauthorized use of FIFA marks may result in: Cease and desist orders, legal enforcement actions, or seizure of materials.*



# ***ENGAGE WITH FIFA***

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## **COMMUNITY ENGAGEMENT OPPORTUNITIES**

*Find inspiration and practical tools to help you prepare, participate, and make an impact. Whether you are a business, nonprofit, or community leader, this guide will help you get involved and be part of something extraordinary.*



# NORTH TEXAS BUSINESS CONNECT PROGRAM

In preparation for the FIFA World Cup in 2026™, the North Texas FIFA World Cup Organizing Committee is establishing the North Texas Business Connect Program to engage with local suppliers and maximize procurement opportunities for goods and services. In anticipation of future major events, we aim to continue collaborating with qualified local suppliers that meet the necessary qualifications listed below.

## Eligibility

To qualify businesses must:

- Operate and maintain a physical office in one of the following counties: Dallas, Tarrant, Collin, Denton, Kaufman, Parker, Johnson, Ellis, Rockwall, Hood, Parker, or Wise.
- Be the direct source of the goods and services represented in their bid.
- Be in good standing and eligible to do business within the state of Texas.

Visit the North Texas Business Connect page at [www.DallasFWC26.com](http://www.DallasFWC26.com)



# HOSTING A FIFA-COMPLIANT VIEWING EXPERIENCE

Bring the excitement of the FIFA World Cup 26™ to your community by hosting an official Public Viewing Event (PVE). Whether in a park, restaurant, or community center, these gatherings unite fans to share unforgettable moments beyond the stadiums. Learn what type of event you can host, how licensing works, and the key guidelines for branding, sponsorship, and fan experience at [www.publicviewing.fifa.org](http://www.publicviewing.fifa.org).



## WHAT IS A WATCH PARTY?

A gathering where fans come together to watch live sports often in public spaces like parks, community centers, rooftops, or online via shared streaming platforms.

## REQUIRED HOSTING ELEMENTS FOR SUCCESS

- Obtain a FIFA Watch Party TV License.
- Secure a venue and necessary local permits.
- Use creative event names and descriptions without FIFA trademarks.

Before planning, identify which category your event falls into:

### A. Small-Scale, Non-Commercial Viewing

- Typically inside a bar, restaurant, or small venue.
- Fewer than ~1,000 attendees.
- No admission fee, no sponsorship activation.
- Generally does *not* require a separate FIFA public viewing license, but must comply with broadcast and trademark rules.

### B. Large-Scale, Non-Commercial Viewing

- Outdoor plazas, parks, rooftops, or community centers.
- More than ~1,000 attendees.
- Free and open to the public.

- Requires a FIFA public viewing license (also check for any City permitting requirements)

### **C. Commercial / Ticketed Viewing**

- Ticket sales, sponsorships, branded activations, or major production.
- Always requires a FIFA public viewing license and additional permits

## **BROADCAST & TECHNICAL REQUIREMENTS (ALL EVENTS)**

- Use only a legal, authorized broadcast feed (English or Spanish broadcaster).
- Matches must be shown live and in full; no edits, no rebroadcasts, no recordings.
- Broadcast should begin before kickoff and continue through the end of the match.
- Personal streaming accounts or internet streams are not permitted.

FIFA has additional regulations for specific types of businesses that may NOT utilize the term “FIFA World Cup 26™” under any circumstances.

- Single-branded sports retail stores
- Breweries
- Restaurants
- Airports

## **FIFA PUBLIC VIEWING OFFICIAL REGULATIONS**

<https://publicviewing.fifa.org/>



## **FIFA FAN FESTIVAL PERFORMANCES**

The FIFA Fan Festival™ will highlight dynamic talent in North Texas as part of this global celebration. From musicians and dancers to cultural acts and local stars, we invite you to showcase your energy and creativity in front of fans from around the world. This is your chance to be part of an

unforgettable experience where sport, culture, and entertainment come together. Submit your act for consideration today!

## FIFA FAN FESTIVAL LOCAL FOOD & BEVERAGE

The FIFA Fan Festival™ will spotlight the best of North Texas cuisine as part of this global celebration. From beloved local favorites to innovative culinary concepts, we invite food and beverage vendors to showcase their flavors to fans from around the world. This is your opportunity to be part of an unforgettable experience where sport, culture, and community come together. Submit your business for consideration via the link below.

## RESTAURANTS & ENTERTAINMENT VENUES

FIFA wants to showcase the very best of North Texas! Restaurants and entertainment venues are encouraged to submit their information to be considered in their official guidebook. This is your opportunity to welcome fans from around the globe, highlight what makes your restaurant or venue unique, and be part of the excitement as the world comes to our region. Don't miss your chance to be featured in front of thousands of visitors eager to explore all that North Texas has to offer.

Visit [www.dallasfwc26.com/community-engagement-opportunities](http://www.dallasfwc26.com/community-engagement-opportunities) for complete details and to submit your act or business.



## IMPORTANT DATES

- ✓ January: Team Base Camps confirmed
- ✓ March 3: 100 Days to Go until the FIFA World Cup 2026™
- ✓ April 24-26: FIFA World Cup™ Trophy Tour
- ✓ May 25: World Soccer Day
- ✓ June 14-July 14: Matches commence, Arlington, TX
- ✓ June 11-July 19: FIFA World Cup 2026™ & Fan Festival™ Dallas at Fair Park, Dallas, TX



# ***IMPORTANT CONTACTS***



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This section provides key contacts and resources to help businesses quickly find the information and support they may need while preparing for and operating during major events like the FIFA World Cup. Inside, you'll find contact information for city departments, business organizations, permitting offices, and other partners that can assist with licensing, events, tourism opportunities, and business support services.

# RESOURCES & CONTACTS

Organization	Purpose	Website
<b>FIFA Public Viewing</b>	Host your own community watch events	<a href="http://publicviewing.fifa.org">publicviewing.fifa.org</a>
<b>FIFA Vendor Portal</b>	Vendor & supplier registration	<a href="http://fifa.com/worldcup/vendors">fifa.com/worldcup/vendors</a>
<b>City of Arlington</b>	Permits, safety, and logistics	<a href="http://arlingtontx.gov">arlingtontx.gov</a>
<b>Arlington Economic Development Corporation</b>	Business growth programs	<a href="http://arlingtonxedc.com">arlingtonxedc.com</a>
<b>Arlington Black Chamber Commerce</b>	Networking, business development resources.	<a href="http://Arlingtonblackchamber.org">Arlingtonblackchamber.org</a>
<b>Greater Arlington Chamber of Commerce</b>	Networking, business development resources.	<a href="http://www.arlingtontx.com">www.arlingtontx.com</a>
<b>Convention &amp; Visitors Bureau</b>	Tourism & marketing	<a href="http://www.arlington.org">www.arlington.org</a>
<b>City Secretary's Office</b>	Alcohol permits	817-459-6186
<b>TABC Regional Office</b>	Alcohol permits	817-652-5912
		<a href="http://www.tabc.texas.gov">www.tabc.texas.gov</a>
<b>Permits</b>	Permits businesses may need during large events.	817-459-6502 <a href="mailto:planningdevelopment@arlingtontx.gov">planningdevelopment@arlingtontx.gov</a>
<b>Event permits</b>	Permits required for hosting special events including street closures, outdoor gatherings, festivals, or large public watch parties.	817-459-6693 <a href="http://www.Arlingtonpermits.com">www.Arlingtonpermits.com</a> <a href="mailto:Healthpermits@arlingtontx.com">Healthpermits@arlingtontx.com</a>

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# TEXAS CURRENCY EXCHANGE AT ARLINGTON PARKS MALL

**Buy/Sell Currency**

**80+ Currencies Available**



**3811 S Cooper St, K6525, Arlington, TX 76015**

**813-280-9999 | [info@texasfx.com](mailto:info@texasfx.com)**

**Mon. -Sat. 12:00 pm - 7:00 pm Sun. Closed**



# HUMAN RIGHTS & HUMAN TRAFFICKING AWARENESS

Major international sporting events can unfortunately attract increased risks of human trafficking and exploitation. Businesses are encouraged to review FIFA's Human Rights policies and remain aware of the signs of human trafficking. Training staff to recognize indicators, such as individuals who appear controlled by others, lack identification, show signs of fear or distress, or are unable to speak for themselves, can help protect vulnerable people. If something does not seem right, report concerns to local law enforcement or the National Human Trafficking Hotline (1-888-373-7888 or text 233733). By staying informed and vigilant, Arlington businesses can help ensure that the FIFA World Cup experience is safe, welcoming, and respectful of human rights for all.

**FIFA Human Rights & Anti-Discrimination** information





# ARLINGTON

## ECONOMIC DEVELOPMENT CORPORATION

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### STAY TUNED FOR ADDITIONAL UPDATES

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*Stay tuned for more updates as we continue to build excitement for the FIFA World Cup 2026™. This playbook will be updated regularly and will live on our website at [www.arlingtontxedc.com](http://www.arlingtontxedc.com). Check back often for new information and resources to help you get involved and stay informed.*

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Contact Us / Arlington Economic Development Corporation  
Kay.BrownPatrick@arlingtontx.gov  
817-459-6450