



COMMUNITY BUSINESS CONNECTOR GAME READY ACTIVATION GRANT FINAL REPORT: 2025 - 2026



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ACKNOWLEDGEMENTS

First and foremost, we want to thank all of the **grantees** and **applicants**. Your ideas, energy, and creativity brought this work to life. Whether through proposals, listening sessions, or community activations, your contributions shaped both the MegaEvent Playbook and the grants and made them stronger and more meaningful for our region.

We are also grateful to the **Small Business Resiliency Network, Community Business Connector partners, and Technical Assistance providers** who hosted listening sessions, shared information, and supported applicants throughout the process. Thank you as well to the reviewers, advisory team members, and outreach partners who gave their time and expertise to guide the MegaEvent Playbook and review applications.

We especially acknowledge **King County's** funding and the interlocal agreement with the **Port of Seattle**, which together made the Game Ready Activation Grants possible. Their generous support and leadership gave communities across King County the chance to celebrate local culture, support small businesses, and build momentum for FIFA 2026™.

Through the Game Ready Activation Grants, the Chamber funded **\$250,000** across **23 organizations**, supporting activations that reached more than **17,131 community members** across King County.

Finally, we thank **Inclusive Data**, who worked side by side with the **Seattle Metropolitan Chamber of Commerce** to design the 2025 Community Business Connector Game Ready Activation Grants RFQ. Their partnership helped ensure the process was open, community-driven, and focused on equity from the start.



Figure 1: Community members engaged at community activation.



WHY WORLD CUP READINESS

The **FIFA World Cup 2026™** will bring an unprecedented number of visitors, media attention, and economic activity to the region. For many small businesses and community organizations, this level of attention presents both opportunity and risk. Without early preparation, local businesses can be left out of the benefits of a global event happening in their own neighborhoods.

World Cup readiness is about helping communities prepare early—before the crowds arrive. It means making sure small businesses understand what to expect, how to plan for increased foot traffic, and how to participate in event-driven economic activity in ways that make sense for them. It also means ensuring communities that have historically been excluded from major economic opportunities have the tools, visibility, and connections needed to benefit from this moment.

The **Game Ready Activation Grants** supported early, community-led efforts that helped neighborhoods test ideas, build partnerships, and create excitement ahead of 2026. These 2025 activations gave communities a chance to practice hosting, engage local businesses, and bring residents together well before the World Cup begins.

By investing early, the Chamber helped lay the groundwork for long-term impact beyond a single event. World Cup readiness is not just about one tournament, it's about **strengthening local businesses, cultural organizations, and community networks** so they are better positioned to thrive during and after 2026.



Figure 2-3: Community members engaged at various community events.



EXECUTIVE SUMMARY

Community Business Connector is a **Seattle Metropolitan Chamber of Commerce initiative**. CBC's business resource network partners with trusted connectors—including CBOs, local service providers, and technical advisors—to support ecosystem building and business activation. In 2026, small businesses and service providers across all 39 King County jurisdictions can sign up to the CBC network at communitybusinessconnector.com, a free, one-stop business support portal featuring event calendars, technical assistance booking, and service ratings, B2B exchange boards, partner forums, and more.

Key Highlights

The Seattle Metropolitan Chamber of Commerce (Chamber) launched the **Community Business Connector (CBC) Game Ready Activation Grants** to help prepare King County's small businesses and communities for the FIFA World Cup 2026™. The program focused on funding community-led events and activations that celebrate local culture, support business corridors, and build momentum ahead of the tournament. Through this grant program, the Chamber invested directly in neighborhoods across King County, supporting organizations that are deeply connected to their communities and well-positioned to deliver meaningful, inclusive experiences.

Key elements of the program included:

- **Community-Led Activations:** Funding for events and activities designed and led by local organizations and businesses.
- **Equity and Accessibility:** An application process that emphasized language access, inclusive design, and outreach to historically underrepresented organizations.
- **Geographic Reach:** Investments distributed across multiple cities and hubs throughout King County.
- **Capacity-Building Support:** In addition to grant funding, applicants received technical assistance during office hours and access to additional resources to strengthen their planning and delivery.



2025-2026 Outcomes Snapshot

- 23 Game Ready Activation Grants funded
- 72 activations delivered across 15 King County cities
- 17,131+ community members engaged
- 74% of grantees were BIPOC- or women-led organizations and businesses
- \$222,000 in additional funding and in-kind investment leveraged to support activations and community engagement



Figure 4-9: Community members engaged at various community events.



BACKGROUND

Purpose of the Game Ready Activation Grants

The Game Ready Activation Grants aimed to provide timely funding for local organizations to host cultural, business, and community activations in advance of the FIFA World Cup 2026™. These early activations were designed to boost community pride, elevate small businesses, and celebrate cultural diversity while strengthening organizational capacity for long-term benefits.

Connection to FIFA World Cup 2026™

Seattle's role as a host city for the FIFA World Cup 2026™ presents a once-in-a-generation opportunity. The Chamber recognized the need to prepare local businesses early and to create visibility for King County's diverse communities. These programs linked global visibility with local readiness, ensuring that economic opportunities flow equitably across the region.

Program Goals and Funding Levels

The Game Ready Activation Grants and the MegaEvent Playbook project both supported the Chamber's broader economic development and equity strategy. Funding was designed to be flexible and accessible

- **Game Ready Activation Grants (RFQ):** Flexible funding (\$2.5K, \$5K, \$10K, \$20K) to support varying scales.
- **MegaEvent Playbook (RFP):** Strategic contracts to produce a practical guide for small businesses across the region (see the playbook [here](#)).

Resource

Small Business Readiness Playbook:

A Practical Guide for Mega Event Preparation in Washington State

<https://www.seattlechamber.com/wp-content/uploads/2026/01/Small-Business-Readiness-Playbook.pdf>



COMMUNITY BUSINESS CONNECTOR'S GAME READY ACTIVATION GRANTS

Design and Eligibility Framework

The Game Ready Activation Grants RFQ was created as a nimble, accessible funding mechanism to help neighborhoods, cultural groups, and small businesses bring the FIFA World Cup 2026™ energy into their communities early. Unlike the MegaEvent Playbook RFP, which sought a long-term strategic product, the **RFQ** emphasized fast, flexible activations that could **spark excitement, strengthen partnerships, and create lasting visibility for local businesses.**

Eligibility was intentionally broad. Nonprofits, for-profits, tribes, community-based organizations, and business district associations could all apply, provided they had a physical presence in King County (see Figure 12, page 6, for a breakdown of organization types represented among grant awardees). **Four clear award levels**—\$2.5K, \$5K, \$10K, \$20K—ensured a wide range of groups could participate, from small grassroots organizations hosting a one-day soccer pop-up to established districts planning larger multi-week cultural festivals.

The Chamber designed the application process to give every organization a fair chance to make their case. This included translated materials, access to language interpreters of more than 10 languages, and accommodations to support accessibility. These **supports helped reduce common barriers** to applying and signaled that participation was open to all communities.



Figures 10-11: Community members engaged at various community events.





Figure 12: Types of organizations awarded Game Ready Activation Grants. Some organizations align with multiple categories and may be counted more than once.

Fielding and Review Process

To maximize accessibility, the RFQ was run on a rolling basis through November 2025 (or until funds were depleted). This design allowed organizations to apply when they were ready, rather than being locked into a single deadline.

The Chamber leaned heavily on its **hub-and-spoke outreach model**, ensuring activations were distributed across King County's diverse communities. Weekly office hours provided **real-time support** (like the "Snack & Chats" used during the MegaEvent Playbook process), giving applicants the chance to troubleshoot proposals, refine budgets, and ask candid questions.

Digital and in-person outreach reinforced each other. Community partners spread the word at convening sessions and reached out to their email lists, while Chamber staff followed up with direct phone calls, texts, and targeted emails to ensure smaller or newer organizations did not fall through the cracks.

Applications were reviewed through a two-tier process:

- Eligibility review for basic completeness.
- Panel scoring guided by criteria that prioritized inclusivity, cultural relevance, and local business impact.



Final Awards

The Game Ready Activation Grants RFQ funded **72 activation events** across King County, ranging from downtown watch parties and youth soccer tournaments to neighborhood cultural fairs and art installations.

Collectively, these events:

- Engaged **17,131+ attendees** in free, family-friendly programming.
- Showcased an **additional 248 local businesses** through vendor markets, pop-ups, and corridor activations.
- Created visibility for **neighborhoods from Skyway to Snoqualmie Valley**, ensuring that excitement for 2026 reached beyond Seattle's downtown core.

Just as with the MegaEvent Playbook, the RFQ process also provided insights into common challenges: navigating permits, coordinating volunteer labor, and budgeting for equity-related costs (like translation or stipends). These challenges were addressed through **technical assistance**, with many groups reporting they felt more confident to host events in the future.

Capacity Building and Technical Assistance

One of the RFQ's most important features was its **dual investment in events and people**. Beyond funding, the Chamber offered **weekly workshops** on topics like grant writing, financial readiness, and team-building for events. These sessions became capacity-building labs, equipping organizations not just to deliver their activation but to sustain momentum for future opportunities.

For many grantees, this was their first time applying for or managing a grant of this type. Having staff available to coach them through budgets, help them understand evaluation criteria, or point them to additional grant opportunities created long-term organizational resilience. In follow-up surveys, **65% of grantees confirmed they were planning to host similar activations during World Cup 2026™**.



Community and Business Impact

The Chamber's strategy ensured that the Game Ready Activation Grants fostered **meaningful connections** among small businesses, cultural organizations, families, and residents across diverse communities. Many grantees reported overwhelmingly positive responses from community members and partnering businesses, with several noting that participants asked whether similar events would be offered again. This demonstrated **community interest**, alongside businesses' intent to continue hosting these events, speaks to the importance of this funding in strengthening the ecosystem of King County small businesses and cultural organizations for 2026 and beyond.

In the words of one grantee...

"One of the most meaningful outcomes of this activation was witnessing the level of engagement from youth who had never previously participated in a structured soccer program... One parent noted that it was the first time their child felt "seen" in a sports setting and left asking how they could continue training. In addition to youth impact, the event strengthened community and business connections. Local vendors and partners gained visibility through the activation, and the presence of community leaders, a sports agent, and representatives connected to professional soccer sparked conversations about future collaboration and expanded programming. The... initiative also drove new foot traffic to The Souk Gallery following the event, introducing new customers to the space and reinforcing its role as a cultural and economic hub in Skyway."

—Souk Gallery, Game Ready Activation Grant Awardee



Figures 13-15: Community members engaged at various community events.



**COMMUNITY BUSINESS CONNECTOR
GAME READY ACTIVATION GRANT
FINAL REPORT 2025 – 2026**

APPENDIX

APPENDIX

Website Traffic Data (Game Readiness Activation Grant RFQ)

The table below summarizes website traffic to the RFQ Submittable page, during the RFQ period (August 12th, 2025 - November 11th, 2025). The data is organized by Hub Area, and the metrics include the number of unique users that engaged with the page, as well as the total number of applications submitted from each hub area. Note that user location reflects where users accessed the website, which may differ from the activation locations.

Hub Area	Cities	Active Users	Total Applicants
Hub Area 1	Bothell, Kenmore, Shoreline, Woodinville	28	6
Hub Area 2	Bellevue, Issaquah, Kirkland, Redmond, Renton	159	15
Hub Area 3	Burien, Des Moines, Seatac, Skyway, Tukwila, White Center	64	14
Hub Area 4	Auburn, Black Diamond, Covington, Federal Way, Kent, Maple Valley	94	9
Hub Area 5	Carnation, Fall City, North Bend, Preston, Sammamish	12	2
Non-Hub Area Remaining cities including Seattle	Algona, Beaux Arts Village, Clyde Hill, Hunts Point, Lake Forest Park, Medina, Mercer Island, Newcastle, Normandy Park, Seattle (only unincorporated), Vashon, Yarrow Point	637	31



HUB AREA SNAPSHOT

Below is an at-a-glance representation of the Game Ready Activation Grant funding allocations. Columns represent each hub area, and the rows highlight the relevant context for the work completed. The data presented are based on all post-event surveys completed by the 23 grant recipients and reflect self-reported outcomes associated with funded activities.

	HUB 1	HUB 2	HUB 3	HUB 4	HUB 5	NON-HUB AREA	ALL HUBS
COMMUNITY FOCUS	Refugees & Immigrants	✓	✓	✓	✓	✓	✓
	Youth (<18)	✓	✓	✓	✓	✓	✓
	Older Adults (65+)	✓	✓	✓	✓	✓	✓
	People with Disabilities	✓	✓	✓	✓	✓	✓
	LGBTQIA+	✓	✓	✓	✓	✓	✓
	BIPOC	✓	✓	✓	✓	✓	✓
2026 INVESTMENTS	New Jobs Expected	19	14	25	5	10	59
	Staff Retained	15	23	23	5	2	43
	Planning Activations for World Cup 2026	80%	71%	71%	40%	100%	50%
ESTIMATED REACH	Content Engagements	10.9K	5K	4.7M	2.4M	145K	212K
	# of Small Businesses	53	70	60	42	8	15
	# of Participants	12K	606	2.3K	1K	66	853

Hub areas chose a variety of approaches in their work

One of the remarkable features of this work was the range of approaches the hub areas took to reach their communities, engage in community and business activations, and capture the excitement as they gear up for the upcoming FIFA World Cup 2026™ MegaEvent. Collectively, these efforts leveraged **an additional \$222,000 in funding** to support activation activities.



City of Bellevue Snapshot

City of Bellevue Hosted 4 Activations

Bellevue hosted a free, family-friendly Soccer Scavenger Hunt that turned the business district into an interactive experience. Local businesses displayed country flags in their storefronts, and participants explored the area using scavenger cards to find and record each flag. Alongside increased foot traffic and local sales, business readiness support was provided through a call center that helped merchants prepare for upcoming opportunities connected to the FIFA World Cup 2026™.



Taste of Caribbean & Red Lounge
Old Bellevue Merchants Association
Roman Torres Foundation
Lake City Collective



Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

Leadership

Summit

LGBTQIA+

Local Small Businesses

Mentorship

Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

Business Readiness

Watch Party

World Cup Fans

Youth

Highlighted terms reflect the focus areas and populations served by activations in this city. Gray terms indicate themes more prominently present in other cities' activations.



City of Bothell Snapshot

City of Bothell Hosted 2 Activations

Bothell hosted Game Ready Activation Grant-funded efforts that focused on small business engagement and community participation. Activations included a gamified digital pass program that encouraged shoppers to check in at local businesses, earn points, and unlock prize entries, alongside direct business readiness support through a call center that helped local businesses prepare for increased activity tied to the FIFA World Cup 2026™. Together, these efforts tracked visits, encouraged repeat engagement, and strengthened local business preparedness.



Bothell Kenmore Chamber
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

Leadership

Summit

LGBTQIA+

Local Small Businesses

Mentorship

Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

Business Readiness

Watch Party

World Cup Fans

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City of Burien Snapshot

City of Burien Hosted 2 Activations

A series of community-focused “World Cup-inspired neighborhood games” was organized to engage youth and diverse communities across West Seattle and King County. Matches were designed to provide equitable access to soccer, feature cultural themes, activations like music, food trucks, and free t-shirts, and involve current and past players forming teams. Free tickets were distributed through partners to increase accessibility and create momentum for the upcoming season.



West Seattle Football Club, LLC
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

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Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

Business Readiness

Watch Party

World Cup Fans

Youth

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City of Federal Way Snapshot

The City of Federal Way Hosted 5 Activations

Federal Way hosted Game Ready Activation Grant–funded events that brought residents together through art, local businesses, and soccer culture. These activations included a community launch event, a business readiness call center that provided direct support to local entrepreneurs, and a public art project, both designed to build early excitement for the FIFA World Cup 2026™ and create welcoming, family-friendly spaces for people to gather and participate.



One Vibe Media
Arts Foundation Federal Way
RiteSize Consulting LLC
Dicks Drive-In
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

Leadership

Summit

LGBTQIA+

Local Small Businesses

Mentorship

Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

Business Readiness

Watch Party

World Cup Fans

Youth

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City of Issaquah Snapshot

City of Issaquah Hosted 2 Activations

Arena Sports Issaquah hosted a community watch party where families and fans gathered to watch the final FIFA World Cup 2026™ final draw on large screens. The event included drop-in soccer sessions, interactive games, prize giveaways, a business readiness call center that provided direct support to local entrepreneurs, and appearances by professional players, creating an engaging experience that connected the community through sport and shared excitement.



Arena Sports Issaquah, LLC
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

Leadership

Summit

LGBTQIA+

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Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

Business Readiness

Watch Party

World Cup Fans

Youth

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City of Kenmore Snapshot

City of Kenmore Hosted 4 Activations

Kenmore hosted Game Ready Activation Grant-funded activities that focused on community gathering, small business engagement, and cultural celebration. Activations included World Cup-themed match viewings, a digital pass program that encouraged residents to visit local businesses, a business readiness call center that provided direct support to local entrepreneurs, and pop-up cultural events featuring music, food, vendors, and live performances. Together, these efforts created welcoming spaces for local and regional communities while building excitement for the FIFA World Cup 2026™.



Taste of the Caribbean & Red Lounge
Bothell Kenmore Chamber
One Vibe Media
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

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LGBTQIA+

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Mentorship

Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

Business Readiness

Watch Party

World Cup Fans

Youth

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City of Kent Snapshot

The City of Kent Hosted 3 Activations

Organizations based in Kent led several Game Ready Activation Grant–funded events focused on culture, small business support, and community connection. These activations included pop-up festivals, leadership and wellness gatherings, a business readiness call center that provided direct support to local entrepreneurs, and a small business–focused event. Together, they created space for residents, artists, and business owners across South King County to come together and begin preparing for the opportunities tied to the FIFA World Cup 2026™.



Dicks Drive-In
Professional Women of Color Network
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

Leadership

Summit

LGBTQIA+

Local Small Businesses

Mentorship

Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

Business Readiness

Watch Party

World Cup Fans

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City of Mercer Island Snapshot

City of Mercer Island Hosted 2 Activations

Mercer Island hosted World Cup–inspired pop-up festivals that celebrated culture, music, food, and small businesses. Activations featured live performances, curated vendor markets, screenings of World Cup highlights, and a live podcast uplifting African and African American artists, youth, and entrepreneurs. Business readiness support was also offered through a call center, helping small businesses prepare for future opportunities while building cross-cultural community momentum leading into the FIFA World Cup 2026™.



One Vibe Media
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

Leadership

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LGBTQIA+

Local Small Businesses

Mentorship

Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

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Youth

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City of North Bend Snapshot

City of North Bend Hosted 2 Activations

A World Cup Draw Party was hosted on December 5 in downtown Snoqualmie and North Bend. The event included community foosball tournaments, match viewing at local Hispanic and Indian restaurants, a business readiness call center that provided direct support to local entrepreneurs, and family-friendly activities. Live commentary, cultural décor, and prize giveaways helped create a welcoming space that brought together residents, families, and local businesses to share in FIFA World Cup 2026™ excitement.



SnoValley Innovation Center
Lake City Collective

Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

Creatives

Community Leaders

Community Members

Cultural Arts

Digital Outreach

Families

Food Support

Free Programming

High School Students

Immigrants

Refugees

Interactive Activities

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Local Small Businesses

Mentorship

Multilingual Engagement

Mural Site

Older Adults

People with Disabilities

Scavenger Hunt

Soccer Clinic

Soccer Culture

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Youth

Highlighted terms reflect the focus areas and populations served by activations in this city. Gray terms indicate themes more prominently present in other cities' activations.



City of Renton Snapshot

The City of Renton Hosted 5 Activations

Renton hosted several Game Ready Activation Grant-funded events that focused on family-friendly fun, cultural celebration, and visibility for local businesses. Activations included a community festival, a business readiness call center that provided direct support to local entrepreneurs, an interactive World Cup-themed play event, and a large public mural in downtown Renton. Together, these efforts created welcoming spaces for residents and visitors while building early excitement for the FIFA World Cup 2026™.



Main Street Renton dba Renton
Downtown Partnership
Congoese Integration Network
Emerging Leaders of Kent
Lake City Collective

- Adults**
- Artists
- Athletes
- BIPOC
- Business Networking
- Children
- Coaches
- Creatives
- Community Leaders
- Community Members
- Cultural Arts
- Digital Outreach
- Families
- Food Support
- Free Programming
- High School Students
- Immigrants
- Refugees
- Interactive Activities
- Leadership
- Summit
- LGBTQIA+
- Local Small Businesses
- Mentorship
- Multilingual Engagement
- Mural Site
- Older Adults
- People with Disabilities
- Scavenger Hunt
- Soccer Clinic
- Soccer Culture
- Business Readiness
- Watch Party
- World Cup Fans
- Youth

Highlighted terms reflect the focus areas and populations served by activations in this city. Gray terms indicate themes more prominently present in other cities' activations.



Snapshot of Areas Near Seattle

Unincorporated Areas Near Seattle Hosted 8 Activations

Unincorporated areas near Seattle hosted a diverse set of Game Ready Activation Grant-funded events that used soccer as a connector for culture, youth engagement, and small business support. Activations included neighborhood games, tournaments, watch parties, festivals, youth clinics, and a business readiness call center that provided direct support to local entrepreneurs. Together, these events created accessible, family-friendly spaces that celebrated local talent, supported BIPOC-owned businesses, and built excitement.



Together in Music, LLC
 West Seattle Football Club
 Northwest Soccer Foundation
 White Center Business Alliance
 Roman Torres Foundation
 Dicks Drive-In
 The Souk Gallery
 Lake City Collective

- Adults**
- Artists
- Athletes
- BIPOC**
- Business Networking
- Children**
- Coaches
- Creatives
- Community Leaders
- Community Members**
- Cultural Arts**
- Digital Outreach
- Families**
- Food Support**
- Free Programming**
- High School Students
- Immigrants**
- Refugees**
- Interactive Activities
- Leadership
- Summit
- LGBTQIA+**
- Local Small Businesses**
- Mentorship
- Multilingual Engagement
- Mural Site
- Older Adults**
- People with Disabilities**
- Scavenger Hunt
- Soccer Clinic**
- Soccer Culture**
- Business Readiness**
- Watch Party**
- World Cup Fans**
- Youth**

Highlighted terms reflect the focus areas and populations served by activations in Unincorporated King County near the city of Seattle. Gray terms indicate themes more prominently present in other cities' activations.

Note: These areas include locations like Skyway, which may be listed as "Seattle" by the U.S Post Office.



City of Shoreline Snapshot

The City of Shoreline Hosted 3 Activations

Shoreline hosted Game Ready Activation Grant-funded events that focused on public art, cultural celebration, and community gathering. Activations included a seasonal light installation in a central park, a business readiness call center that provided direct support to local entrepreneurs, and a cultural celebration at the local farmers market. Together, these events created accessible, welcoming spaces for residents to gather, celebrate culture, and build excitement for the FIFA World Cup 2026™.



Shoreline Chamber of Commerce
 JHP Cultural and Diversity Legacy
 Lake City Collective

- Adults
- Artists
- Athletes
- BIPOC
- Business Networking
- Children
- Coaches
- Creatives
- Community Leaders
- Community Members
- Cultural Arts
- Digital Outreach
- Families
- Food Support
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- Refugees
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- People with Disabilities
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- World Cup Fans
- Youth

Highlighted terms reflect the focus areas and populations served by activations in this city. Gray terms indicate themes more prominently present in other cities' activations.



City of Snoqualmie Snapshot

City of Snoqualmie Hosted 3 Activations

Snoqualmie hosted Game Ready Activation Grant-funded events that focused on family-friendly fun and community gathering. Activations included an interactive World Cup-themed celebration with games, activities, and photo moments, a business readiness call center that provided direct support to local entrepreneurs, as well as a World Cup Draw Party in downtown Snoqualmie. These events brought residents, families, and local businesses together to share in World Cup excitement in an inclusive and welcoming setting.



SplashTimesFun, LLC
SnoValley Innovation Center
Lake City Collective

- Adults**
- Artists
- Athletes**
- BIPOC
- Business Networking
- Children**
- Coaches
- Creatives
- Community Leaders**
- Community Members**
- Cultural Arts
- Digital Outreach
- Families**
- Food Support
- Free Programming
- High School Students**
- Immigrants
- Refugees
- Interactive Activities**
- Leadership
- Summit
- LGBTQIA+
- Local Small Businesses**
- Mentorship
- Multilingual Engagement
- Mural Site
- Older Adults
- People with Disabilities
- Scavenger Hunt
- Soccer Clinic
- Soccer Culture
- Business Readiness**
- Watch Party**
- World Cup Fans**
- Youth**

Highlighted terms reflect the focus areas and populations served by activations in this city. Gray terms indicate themes more prominently present in other cities' activations.



City of Tukwila Snapshot

The City of Tukwila Hosted 5 Activations

Tukwila hosted Game Ready Activation Grant-funded events that focused on youth leadership, community connection, and small business activity. Activations included a youth soccer leadership summit, a business readiness call center that provided direct support to local entrepreneurs, and a public World Cup watch party in a busy business district. Together, these events brought families, local organizations, and businesses together while building excitement and readiness for the FIFA World Cup 2026™.



West Seattle Football Club
 Northwest Soccer Foundation
 Roman Torres Foundation
 RiteSize Consulting, LLC
 Lake City Collective

- Adults**
- Artists
- Athletes**
- BIPOC
- Business Networking
- Children
- Coaches
- Creatives
- Community Leaders
- Community Members
- Cultural Arts
- Digital Outreach
- Families
- Food Support**
- Free Programming**
- High School Students
- Immigrants
- Refugees
- Interactive Activities**
- Leadership
- Summit
- LGBTQIA+**
- Local Small Businesses**
- Mentorship
- Multilingual Engagement**
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City of Woodinville Snapshot

City of Woodinville Hosted 2 Activations

Woodinville hosted a series of free, bilingual holiday soccer clinics that brought youth and families together through sport, culture, and community support. Clinics combined skill-building, cultural engagement, and resource distribution in a safe and inclusive environment. In addition to youth-focused programming, business readiness support was provided through a call center to help local businesses prepare for increased community activity and opportunities tied to the FIFA World Cup 2026™.



Roman Torres Foundation
Lake City Collective



Adults

Artists

Athletes

BIPOC

Business Networking

Children

Coaches

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Community Leaders

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Cultural Arts

Digital Outreach

Families**Food Support****Free Programming**

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World Cup Fans

Youth

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CONTACT US

For questions about the Community Business Connector (CBC) Game Ready Activation Grants or this report, please reach out to the teams below.



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King County