



READINESS CHECKLIST FOR KC SMALL BUSINESSES

Surviving the World Cup Surge

Objectives

Kansas City and its regional partners will welcome hundreds of thousands of domestic and international visitors during the 2026 FIFA World Cup™. For local businesses, this moment presents extraordinary opportunity — and real risk if unprepared. Success will depend on understanding the global fan, scaling smartly, and delivering unforgettable experiences while protecting cash flow and operations.

Industries Covered

Dining & Nightlife

Restaurants, Bars, Coffee Shops, Food Trucks, Caterers

Lodging & Transportation

Hotels, Short-Term Rentals, Shuttles, Rideshare Drivers, Tour Operators

Entertainment & Attractions

Museums, Historical Sites, Performance Venues, Guided Tours, Event Hosts

Retail

Boutiques, Gift Shops, Grocery, Convenience Stores

Makers

Kansas City & Heartland product creators

Personal Services

Salons, Spas, Gyms, Wellness, Language & Tech Support

Tourism & Experiences

Artists, Performers, Cultural Hosts, Experience Creators

What's Happening

This major soccer event is a once-in-a-generation moment for most. Businesses that plan intentionally will not only survive the surge — they will transform it into long-term growth, global recognition, and community pride.

Who Benefits

Local, small and independent businesses across the Kansas City region. **FOCUS:** Johnson County

What's the Goal

Help JoCo businesses convert local and international soccer traffic into sustainable revenue, brand equity, and long-term customers

[DOWNLOAD THE
KC GAME PLAN PLAYBOOK](#)

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PART TWO



STRATEGY & PLANNING

- Defined World Cup target customer
- Identified peak dates and hours
- Set revenue goals and capacity limits

EXPERIENCE DESIGN

- World Cup-specific offerings created
- Local KC storytelling integrated
- Clear signage and wayfinding

FINANCIAL READINESS

- 90-day cash flow forecast completed
- Working capital secured
- Vendor terms negotiated

TECHNOLOGY & PAYMENTS

- Mobile POS and contactless payments enabled
- International cards accepted
- Backup payment/internet plan

STAFFING

- Staffing levels adjusted for peak demand
- Staff trained on cultural awareness
- Clear roles and escalation paths

MARKETING & VISIBILITY

- Google and maps listings updated
- Social media active and current
- Partnerships with nearby businesses

INTERNATIONAL READINESS

- Simplified language and visuals
- Key materials translated
- Staff trained on cultural differences

INCLUSIVITY & ACCESS

- Accessibility reviewed
- Dietary and non-alcoholic options available
- Welcoming environment for all fans

RISK & CONTROLS

- Pricing clearly posted
- Refund and dispute policies defined
- Inventory and cash controls in place

LEGACY PLANNING

- Email capture or loyalty strategy
- Post-event offers prepared
- Thank-you messaging planned

STILL HAVE QUESTIONS?
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