

January 5, 2026

Dear Planning Commission and Councilmembers,

On behalf of the Kansas City 2026 Host Committee (KC2026), I respectfully request your support for the proposed ordinance to permit limited, temporary large-format special-event building signage in Kansas City, Missouri, during the FIFA World Cup 2026™.

Kansas City has been selected as one of only 16 host cities in North America for this global event. For a brief, well-defined period, our city will be seen by billions worldwide through international broadcast, digital media, and global press coverage. Temporary large-format building signage—commonly used at events such as the Olympics and Super Bowl—is a commonly used component of how host cities present themselves on the world stage and supports cohesive event presentation and coordinated engagement with official event partners during major international events.

The attached ordinance language, prepared by the City Attorney's Office, establishes a narrowly tailored and time-limited framework for "special event building signage" during a Major Event. It includes clear safeguards for duration, location, size, safety, and permitting, and ensures these installations are temporary, professionally installed, and removed promptly at the conclusion of the event.

Approval of this ordinance will deliver meaningful benefits to Kansas City and its residents, including:

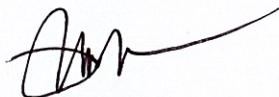
- Enhancing Kansas City's global visibility and reinforcing our image as a welcoming, world-class host city;
- Supporting the City's broader economic development and tourism objectives during the tournament period; and
- Generating revenue that KC2026, as a nonprofit host committee, will reinvest directly into community programs, small business readiness, and visitor experience initiatives across the city.

This request reflects close coordination between KC2026 and City planning, permitting, and legal staff, and aligns with the City's existing Zoning & Development Code provisions governing temporary uses and Major Events.

We are deeply grateful for the City Council's partnership and leadership as Kansas City prepares to welcome the world in 2026. We respectfully ask for your favorable consideration of this ordinance and would be happy to answer any questions or provide additional context as needed.

Thank you for your continued service to Kansas City and for your support of this once-in-a-generation opportunity.

Sincerely,



Pam Kramer
Chief Executive Officer
Kansas City 2026 Host Committee (KC2026)