



SNOHOMISH COUNTY SPORTS

March 27, 2025



PNW SPORTS

SNOHOMISH COUNTY
SPORTS COMMISSION



CITY OF
MOUNTLAKE
TERRACE



SNOHOMISH COUNTY SPORTS COMMISSION



VISION STATEMENT

**BECOME THE PREMIER DESTINATION IN THE REGION FOR SPORTS
ENRICHING THE COMMUNITY AND INCREASING ECONOMIC
VITALITY THROUGH SPORTS**

WHAT WE DO?



Recruit, retain and facilitate sports events to Snohomish County



Attract visitors to Snohomish County



Promote a positive image of the county through sports



Provide quality of life opportunities for its residents



Advocate for local sports facility development



Work with local sports organizations



Impact of Tourism



Sports Tourism is a Driver of the U.S. Economy



Sports-related Traveler Spending

- **\$52.2 Billion**
 - Transportation, Lodging, Food & Beverage, Recreation, Retail, Tournament Operations

Total Economic Impact

- **\$128 Billion**
 - Direct impacts, Indirect impacts, Induced impacts

Total Jobs Generated

- **757,600**

Total Tax Revenues

- **\$20.1 Billion**

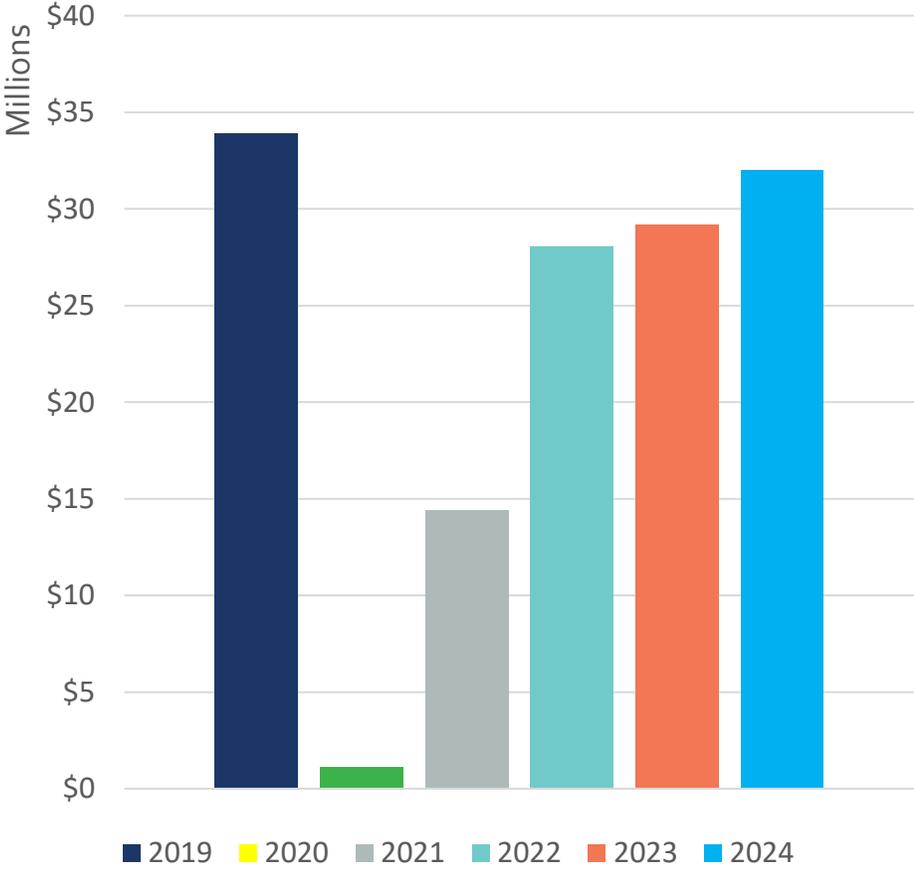
Total Room Nights

- **73.5 Million**

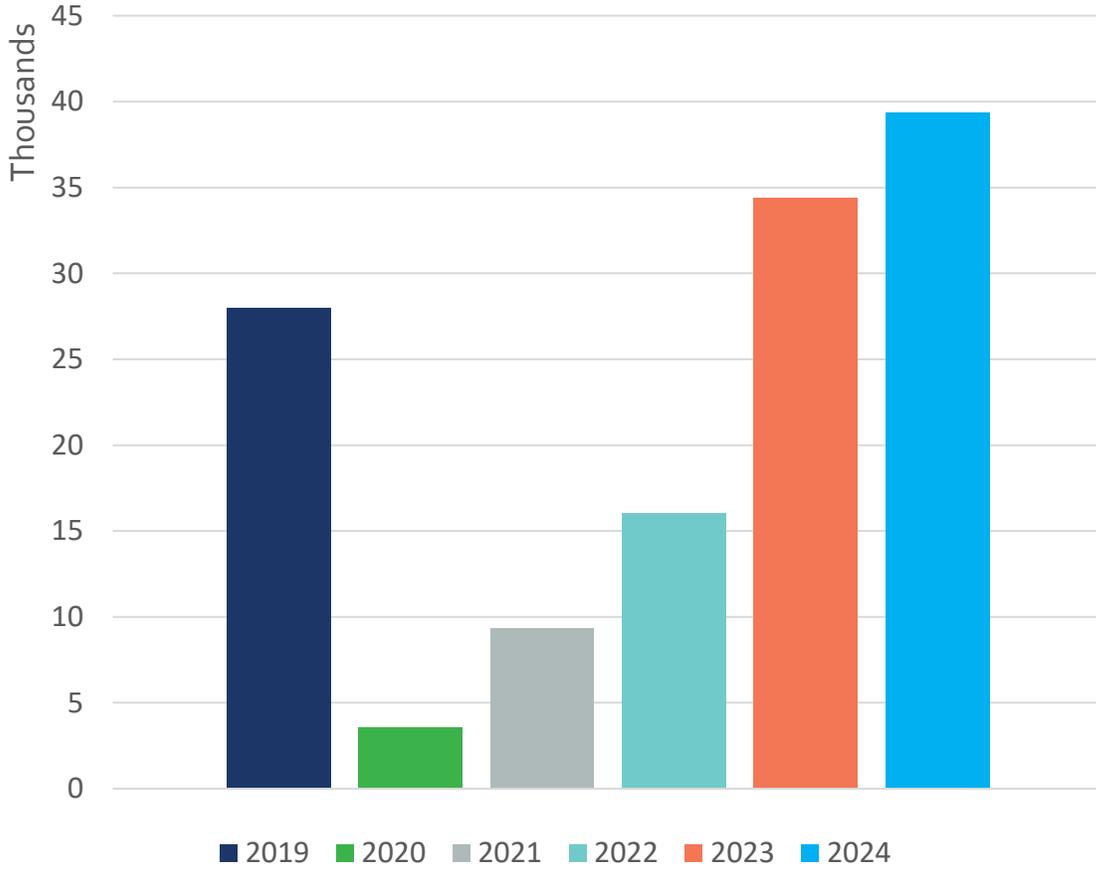
*2023 Sports Events & Tourism Association Report

Snohomish County Sports Tourism

Economic Impact



Room Nights Booked



2024 Sports Events

- Ice Fest Skating Competition
- Everett 3on3 Basketball Tournament
- Professional Bowling Association Tour
- National Beard & Moustache Championships
- Harvey Cup Boys Lacrosse
- Spartan Race Trifecta
- EnduroCross Everett Championships
- Snohomish Bigfoot Soccer Tournament
- Perfect Game Northwest Baseball Tournaments



2025 Sports Events

DYSports Basketball Tournaments

Candyland Invitational

NSA of Washington Fastpitch Tournaments

Ice Fest Skating Competition

Snohomish United Bigfoot Soccer Tournament

WSSEA Spring High School Esports State Championships

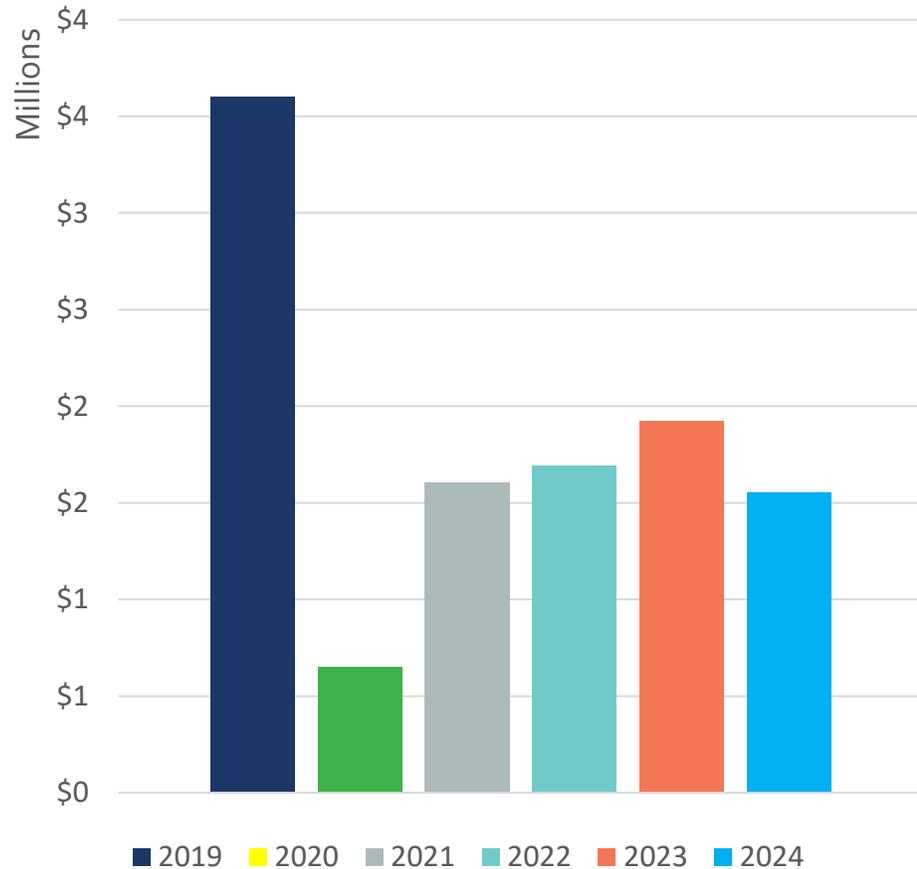
USA Softball of Seattle Tournaments

Lake Stevens Spring Sprint Regatta

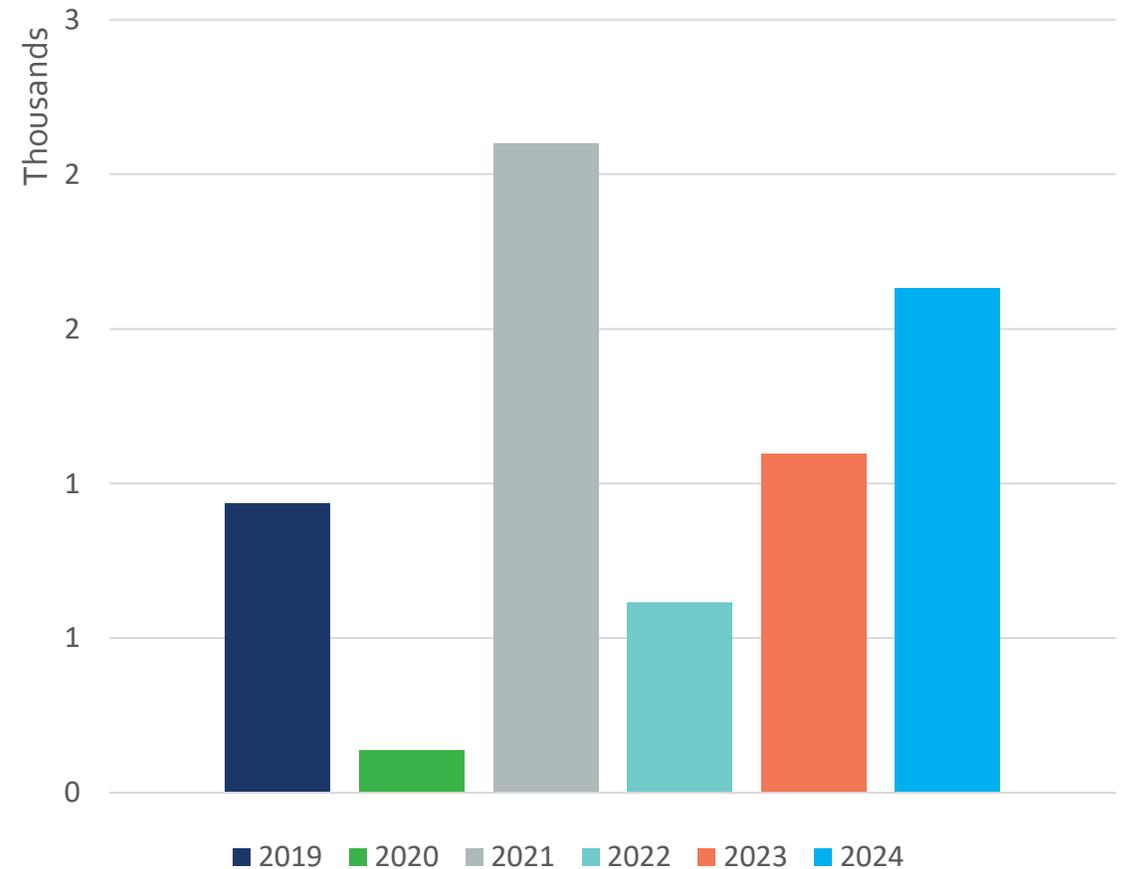


District 4 Sports Tourism

Economic Impact



Room Nights Booked





Ice Fest Skating Competition



AAU Taekwondo PNW
National Qualifier

Potential Sports Events

- U.S. Classic
- World Breaking Classic USA Qualifier
- Major League Paintball
- BLAST Dota Slam
- WSSEA Spring State Championships
- US Quadball Festival



Emerging Sports

Esports

Pickleball

Disc Golf

Tennis

Cornhole





SEATTLE FIFA WORLD CUP 2026

Seattle FIFA World Cup 2026

- Largest sporting event in the world
- Predicted to bring more than 750,000 visitors to the region in summer 2026
- Estimated \$929 million in revenue in King County
- 48 countries will compete in 16 cities in the USA, Mexico, and Canada
- Final team assignments will be confirmed in December 2025
- Seattle Center will host the FIFA's official Fan Celebration

Match Schedule – June 11th – July 19th

Group Stage

- June 15, 2026
- June 19, 2026
- June 24, 2026

Round of 32

- July 1, 2026

Round of 16

- July 6, 2026



- June 13, 2026
- June 18, 2026
- June 21, 2026
- June 24, 2026
- June 26, 2026
- July 2, 2026
- July 7, 2026

Official Fan Zones

Bellingham

Bremerton

Everett

Olympia/Lacey

Tri-Cities

Spokane

Tacoma

Vancouver

Yakima

Seattle Local Organizing Committee is working with FOX 13 Seattle, a broadcast partner of FIFA World Cup 26, to support fan zones across the state.

Programming for fan zones during the Seattle FIFA World Cup matches may feature live entertainment, interactive fan activations, and food & beverage



WATCH PARTY PLAYBOOK

April 28, 2025

Seattle Sports Commission Splash Page

Mountlake Terrace Opportunities



Watch Party Playbook



Team up with local businesses



Collaboration with Snohomish County Tourism

**MORE INFORMATION
COMING**

Local Community Partners

City and County
Parks &
Recreation

Local Businesses

Sports
Organizations

Economic Alliance
Snohomish
County

Chamber of
Commerce

Colleges & School
Districts

Public & Private
Facilities

Hotels

Restaurants



Sports Hall of Fame

September 24, 2025

Edward D. Hansen Conference Center

*Honoring
High School Athletes
Collegiate Athletes*

**2025 Induction Class Announced in
June 2025**

Banquet Tickets on sale soon!



QUESTIONS?

THANK YOU



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