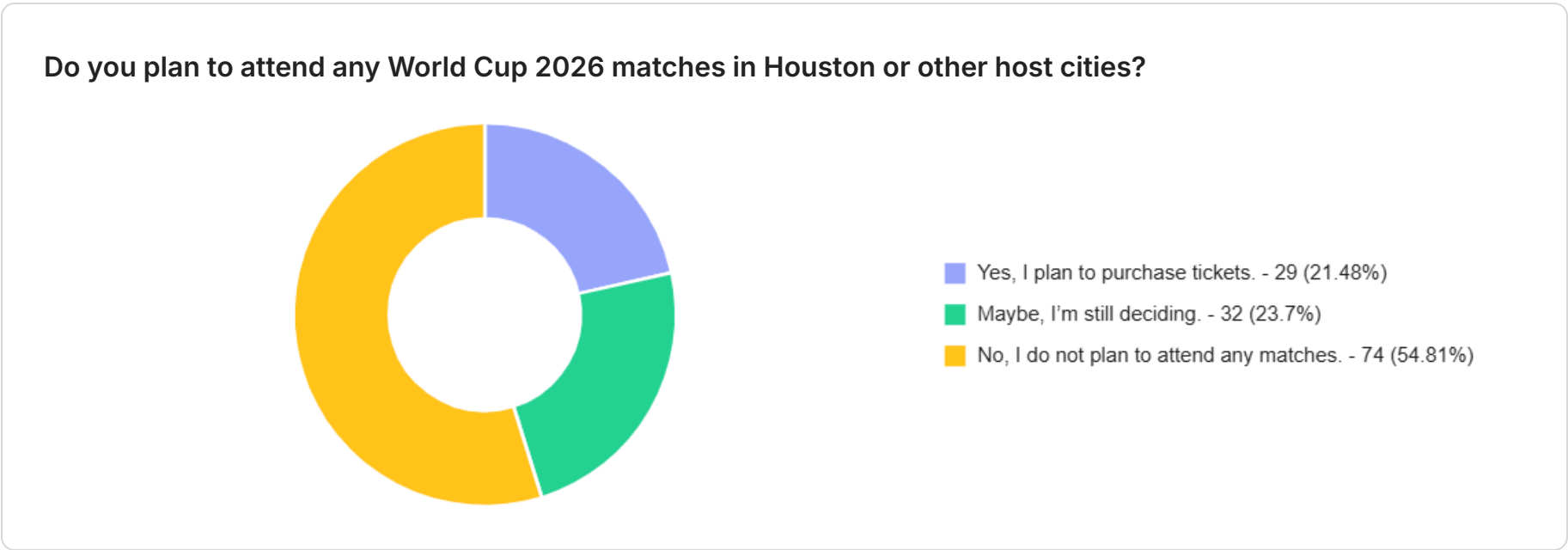
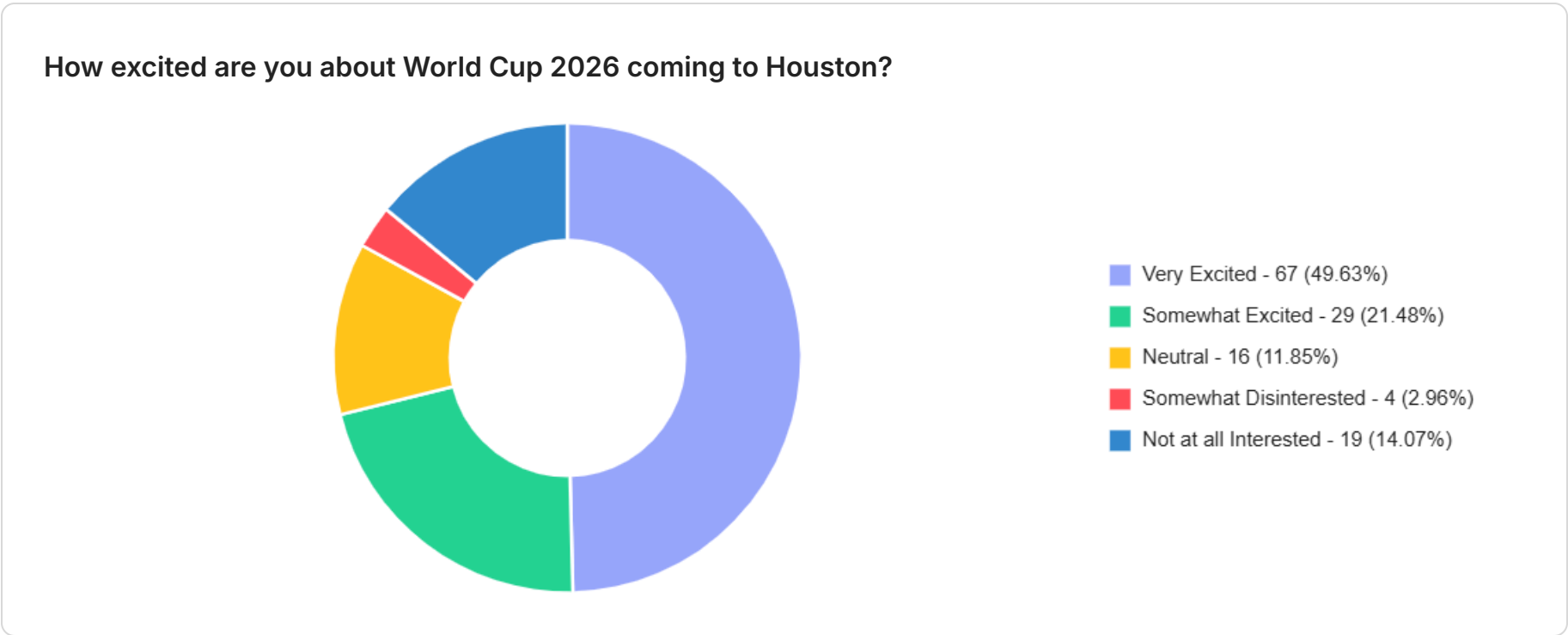


## World Cup 2026 Community Engagement Questionnaire

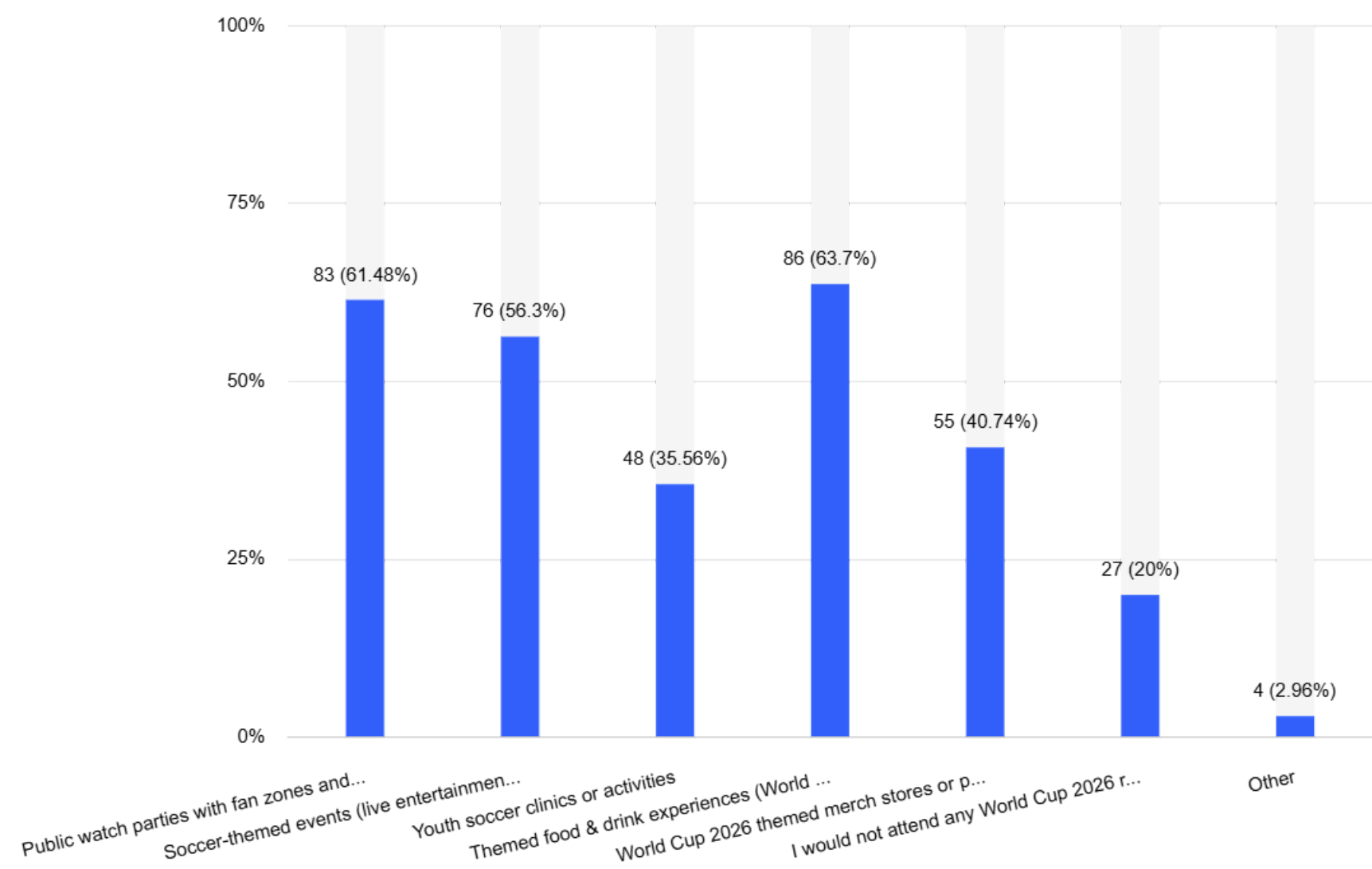
Date range: Dec 23, 2025-May 01, 2026

Total submissions: 267

Total responses: 1630



What types of World Cup 2026 related events would you like to see in Sugar Land? (Select all that apply)



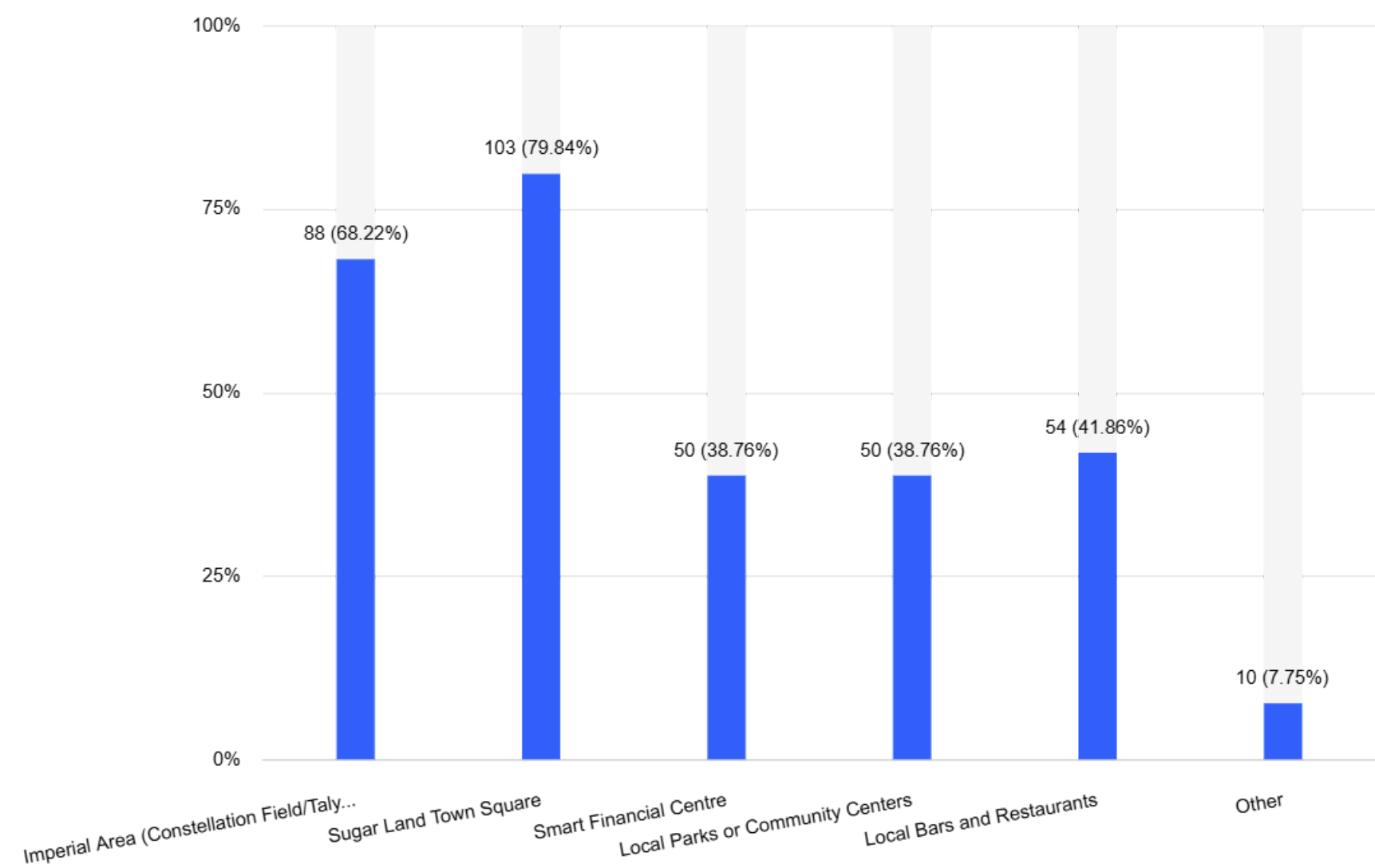
Results ⓘ

| Answer Option                                                                                                 | Count | Percentage |
|---------------------------------------------------------------------------------------------------------------|-------|------------|
| Public watch parties with fan zones and interactive experiences                                               | 83    | 61.48%     |
| Soccer-themed events (live entertainment music, food vendors, cultural performances)                          | 76    | 56.3%      |
| Youth soccer clinics or activities                                                                            | 48    | 35.56%     |
| Themed food & drink experiences (World Cup 2026 inspired restaurant specials, international cuisine tastings) | 86    | 63.7%      |
| World Cup 2026 themed merch stores or pop-up shops                                                            | 55    | 40.74%     |
| I would not attend any World Cup 2026 related events                                                          | 27    | 20%        |
| Other                                                                                                         | 4     | 2.96%      |
| Total                                                                                                         | 379   |            |

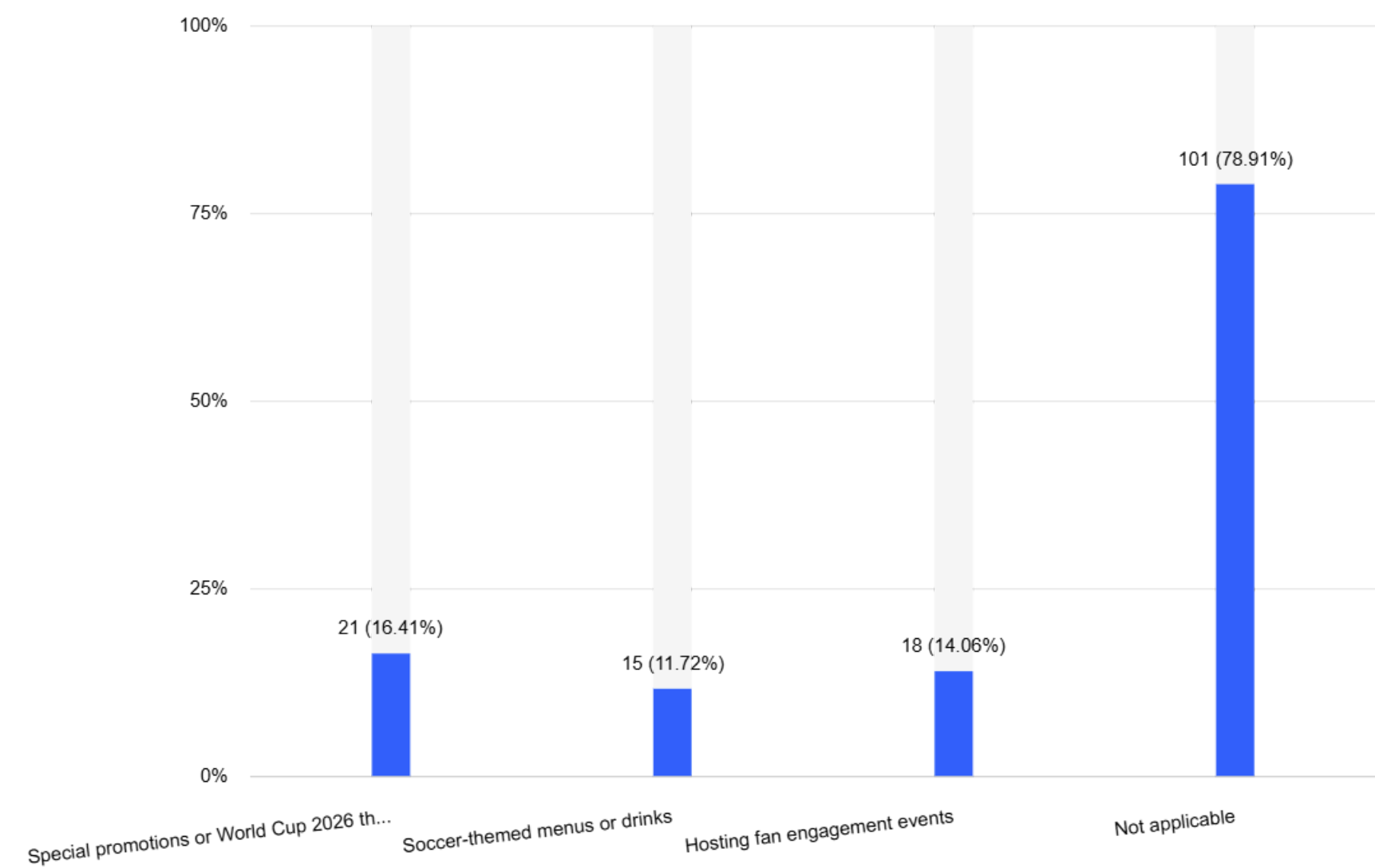
How likely are you to attend World Cup 2026 related events or activities hosted in Sugar Land?



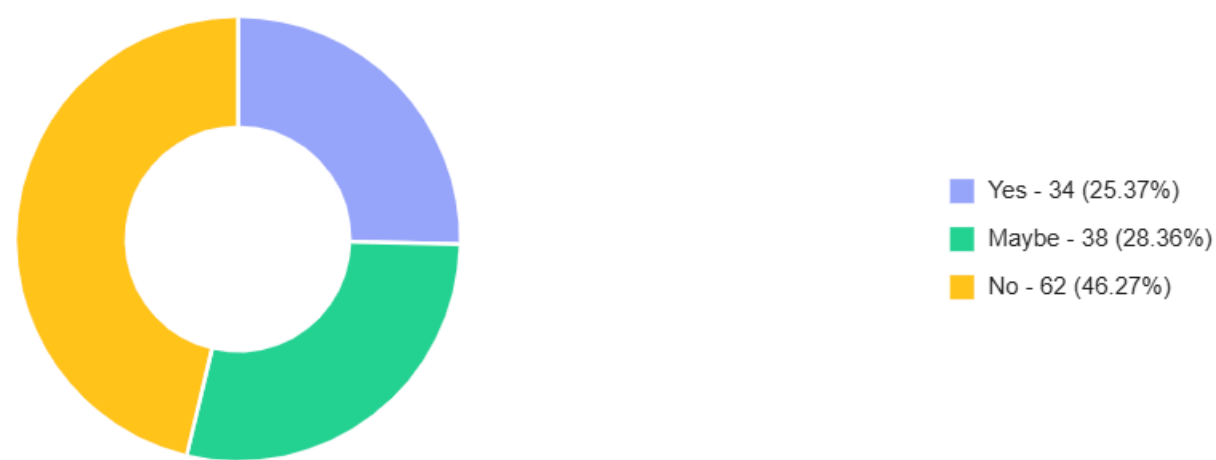
Where would you prefer World Cup 2026 related events to take place in Sugar Land? (Select all that apply)



If you own or manage a business, how would you like to see local businesses involved?

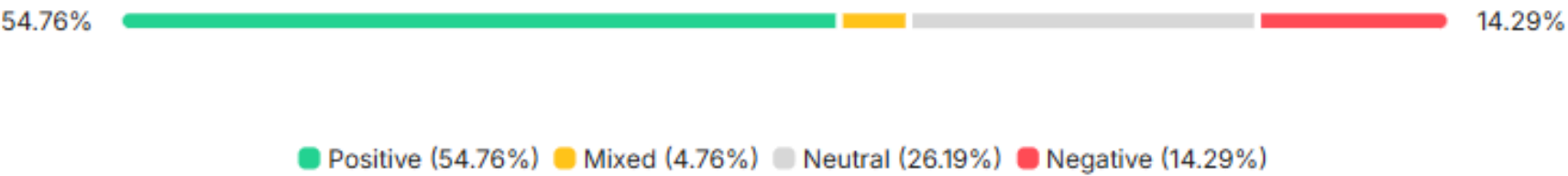


Would you be interested in volunteering for World Cup 2026 related events in Sugar Land?



Do you have any suggestions for how Sugar Land can enhance community engagement and participation in World Cup 2026 related events?

Sentiment Analysis



## Organized Open-Ended Survey Responses

### 1. Event Ideas, Watch Parties, & Venue Utilization

- "Free return shuttles to the Houston Stadium from SL Town Square if you eat at one of the restaurants. More opportunities to win tickets to the games in Houston. Watching a game on a big screen on the field at Constellation would be amazing."
- "Visible outdoor decor in spots around the city, giveaways, easy parking, light pole flags, hanging flags, pop-up lights on City Hall."
- "Big screen and a lot of beach chairs and some food trucks aside and watch all together a match."
- "Flags of each soccer team."
- "With music, art, and outdoor events that are not expensive."
- "First World Cup game is June 11. Smart Financial Centre is a great venue—there is that area that has seats outdoors, we can invite food trucks and create a great atmosphere. Add bounce houses for children, soccer competitions, etc. Sugar Land Town Square is great too—close it off similar to how it was done for Christmas."
- "Large screen/fan park in Sugar Land Town Square."
- "Have watch party on mega screens at Smart Financial Centre, Town Square, and/or Constellation Field. You could even have watch parties indoors at Smart Financial Centre and have outdoor events right outside of it."
- "Create events in areas that are walkable and hyperlocal that make casual engagement possible. If I have to figure out parking and then walk half a mile, I'm less likely to go."
- "Utilize Sugar Land Memorial Park. Its wide-open spaces suitable for families and available parking make it a great spot for food trucks, soccer-related activities, and festivities."
- "Open up Town Square to the public for watch parties in the new social district."

### 2. Transportation, Parking, & Infrastructure

- "Shuttles to/from games."
- "We would love to see Sugar Land organize shuttles to the games or other events. It would encourage visitors to consider staying in Sugar Land."
- "Provide a shuttle to NRG."
- "Offer public transportation to events."

"Offer free tickets and bus us back and forth to games for volunteer hours."

"59 Northbound is a mess, 99 & 90 are a mess, perhaps better planning to ensure Sugar Land residents are not impacted."

### **3. Safety, Security, & Community Logistics**

"Increase security and crime prevention; traffic management so it's not horrific for residents."

"Be sure there is plenty of security."

"Offer incentives to gain community participation like giveaways or discounts for World Cup themed merch/activities. Make parking and bathrooms accessible and offer heat relief since this will be during Houston's hottest time of the year."

"Increased security so everyone of all ages can safely attend all events."

"Keep ICE away from the events. Invite the community to a party and have people bring food to donate to the homeless. Involve the Sugar Land animal shelter so animals can get adopted while people party on."

### **4. Business Partnerships, Youth, & Community Outreach**

"Reach out to local high school and club soccer to involve high school age students."

"Work with companies like Coca-Cola to arrange events. Many times sponsors host events in Katy or Houston rather than Sugar Land and people drive out."

"Restaurant involvement in special FIFA menus or happy hour specials; install a FIFA mural or FIFA photo spot for community and tourists."

"Think of the local businesses. Get them involved so they can capitalize on the event."

"A night of promotion at Town Square draws a big crowd from all ethnicities and areas of Sugar Land."

"Give people a reason to attend events other than soccer. Get community leaders and media personalities who live nearby to watch and hang out with patrons."

"If we can connect our local kids' soccer club, Imperial Soccer Club, with these events, we would have a fun soccer environment!"

"To make it affordable for families and have free showing events for families who cannot afford high ticket prices."

"Please keep us up to date on opportunities for all age/ability levels. Don't have all of the info go through Facebook as sometimes we don't see everything on time. Perhaps have a dedicated website with all of the info available immediately."

### **5. Critical Feedback & Taxpayer Concerns**

"Do not do anything at all. Traffic is a nightmare and will bring undesirable people into the area. A total waste of money and abuse of power."

"There's a good chunk of tax dollars invested in this already. I have doubts the necessary spending is over... I can't wait to see the community's return beyond having a good time."

"Move the entire event to Alvin, or maybe Beasley."

"Define what Sugar Land plans to do; where can community members fit in?"

"I can't believe how much money you gave to be part of this. Ridiculous way to spend our money."

"It is a shame that the City is spending SO MUCH that could have been better spent elsewhere. Very disappointed."

"You are going to create many issues for your residents by doing this - it is not appreciated."

"It's not spending \$600k on temporary art installations at the Smart Financial Centre."

### **6. Positive & General Statements**

"I think what you are doing is great. Perhaps more advertising on the Sugar Land events page?"

"Is it at Smart or Constellation? Make tickets and parking free."

"So excited. Great to see Sugar Land is engaged."

