

# Retail Facility Readiness Checklist

2026 FIFA World Cup — Host City Preparation Guide for Retail Operators

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Large-scale events don't just increase traffic—they expose operational gaps. What works under normal conditions gets tested. Small issues become visible. Facilities that aren't prepared get exposed quickly.

The timeline may be short, but the intensity is high. Millions of visitors will move through 11 U.S. host cities, creating sharp spikes in demand that put immediate pressure on facilities, staff, and infrastructure.

This checklist is organized into four phases—**3 Months Out**, **1 Month Out**, **2 Weeks Out**, and **Game Day**—to help your team prepare in advance and stay ahead of issues before they impact the customer experience during the 2026 FIFA World Cup (June 11 – July 19, 2026).

## Phase 1: 3 months out

### Facility Condition & Repairs

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- Walk all store locations and identify repair or cosmetic issues that need to be addressed before the event period.
- Schedule and complete flooring repairs, fixture replacements, and cosmetic touch-ups.
- Inspect and service HVAC systems to ensure readiness for extended operation under heavier foot traffic.
- Review electrical systems and confirm backup power options are available for critical operations.

### Exterior & Curb Appeal

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- Inspect storefronts, signage, and exterior lighting — repair or replace anything not guest-ready.
- Assess parking areas for damage, drainage issues, or lighting deficiencies.
- Schedule a deep exterior cleaning of facades, entryways, and sidewalks prior to the tournament.

### Staffing & Operational Planning

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- Forecast expected traffic increases by location based on proximity to host venues and fan zones.
- Identify staffing gaps for janitorial, maintenance, and security coverage during the event period.
- Begin sourcing supplemental staffing support for high-demand coverage windows.

## PHASE: 1 month out

### Cleaning & Sanitation Readiness

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- Increase restroom inspection and cleaning frequency to account for higher customer volumes.
- Review and adjust trash and recycling pickup schedules — ensure capacity meets projected demand.
- Deep clean all high-touch surfaces, fitting rooms, checkout areas, and shared customer spaces.
- Confirm cleaning supply inventory is stocked for sustained, higher-frequency cleaning cycles.

### Waste & Recycling

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- Audit current waste container capacity across all customer-facing and back-of-house areas.
- Add temporary waste and recycling bins in high-traffic zones where overflow is likely.
- Coordinate with waste vendors to confirm pickup frequency during the event period.

### Temporary Infrastructure

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- Evaluate whether temporary outdoor retail zones, kiosks, or queue management systems are needed.
- Confirm vendor contracts and delivery timelines for any temporary installations.
- Test all temporary electrical, lighting, and utility connections before go-live.

## PHASE: 2 weeks out

### Final Inspections

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- Conduct a final walk-through of all locations — confirm repairs, cleaning, and upgrades are complete.
- Verify exterior signage, lighting, and entryways are fully operational and clean.
- Test backup power systems and confirm critical equipment is functioning properly.

## Team Readiness

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- Brief store and facilities teams on adjusted cleaning schedules and escalation procedures.
- Confirm supplemental staffing schedules and point-of-contact information for rapid response.
- Distribute emergency maintenance contacts and rapid-response vendor information to on-site teams.

## PHASE: Game day / Event period

### Daily Operations

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- Run restroom inspections and cleanings on an accelerated schedule throughout the day.
- Monitor trash and recycling fill levels — dispatch removal before overflow occurs.
- Keep entryways, parking areas, and storefronts clean and clear throughout peak traffic hours.
- Track and log any facility issues for same-day or next-day resolution.

### Rapid Response

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- Maintain on-call maintenance coverage during match days and peak dining periods.
- Address any equipment failures or sanitation issues immediately to avoid brand impact.
- Conduct a brief end-of-day facility review and reset for the following day's opening.