

Disclaimer: This information is provided as a courtesy and is not an endorsement of any kind. Please do your own research and due diligence.

Feedback to comments raised in the Poll:

Tonight's webinar was the first in a series of 5 different webinars on different aspects of:

- Marketing Strategy (2/06/26 & 3/20/26 @1pm)
- More Marketing Strategies & Tactics (2/13/26@10am)
- Website Readiness (3/24/26 @1pm)
- (Internet) Visibility Strategies (4/08/26 @1pm)
- Email/Social Media Marketing (4/23/26@5pm)

After the webinars and the video is processed (approx. 3 days), the following is distributed:

- The KC Game Plan slidedeck
- The session's video hyperlink
- The webinar slidedeck
- A PDF showing the entire KC Game Plan Webinar series with live hyperlinks to the registration pages
- A TipSheet – summary of the webinar
- These materials and the video are posted on the SCORE Kansas City KC Game Plan Event page: <https://www.score.org/kansascity/kc-game-plan>

To address comments regarding how businesses can be connected with KC2026/KC Game Plan efforts:

- Bookmark the website <https://kansascityfwc26.com/>
- Explore the KC Game Plan page <https://kansascityfwc26.com/kc-game-plan/>
 - Take the Small Business Readiness Assessment:
https://umkc.co1.qualtrics.com/jfe/form/SV_3KqGb2ps8UMmzf8
 - Fill out the Business Interest Form:
<https://www.surveymonkey.com/r/NH2BM6B>
- Review in depth the information in the Community Playbook - it contains information about FIFA FanFest™, different types of Viewing Parties, FIFA™ Intellectual Property Rules, etc.
<https://kansascityfwc26.com/kc2026-community-playbook/>
- Subscribe to the Newsletter <https://kansascityfwc26.com/signup/>

Review the article:

<https://www.startlandnews.com/2025/11/world-cup-small-business-kansas-city/>

Other ways for your business to be connected and found by visitors:

- Network with the City of Kansas City, Bizcare office: <https://bizcare.kcmo.gov/>
- Be associated with your local City Hall
- Be associated with your local Chamber of Commerce
- Be associated with your local business council.
 - Example: North Kansas City Business Council (World Cup page): <https://www.nkcbusinesscouncil.com/world-cup-2026-in-kc/>
 - Example: Mid-America Regional Council (MARC): <https://www.marc.org/>
- Be associated with your local Economic Development Council/Corporation (EDC)
 - Example: Kansas City Area Economic Development Corporation: <https://edckc.com/>
 - Example: Wyandotte County Economic Development Council: <https://www.wyedc.org/about/contact-us>
- Be associated with the Kansas City Area Development Council: <https://onekc.org/>
- Be associated with your local Visitors Center
 - Missouri Welcome Centers (get a business listing!): <https://industry.visitmo.com/about/missouri-welcome-centers/>
 - Visit KC – Become a partner: <https://www.visitkc.com/partners/>
 - Kansas Tourism: <https://www.travelks.com/travel-industry/>
- Be associated with your local industry groups
 - Example: Kansas Restaurant and Hospitality Association: <https://www.krha.org/>
 - Example: *Missouri Restaurant Association*: <https://www.morerestaurants.org/>
 - Example: *Greater Kansas City Restaurant Association*: <https://www.morerestaurants.org/greater-kansas-city>