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The City of New York
Community Board 8 Manhattan
Small Business Committee
Thursday, March 5, 2026 – 6:30pm
This meeting was conducted via Zoom

MINUTES

Board Members Present: Bill Angelos, Gayle Baron, *Matthew Bauer, Alida Camp, *Jonathan Hartig, and Sahar Husain.

**Public Member*

Approximate Number of Public Attendees: 22

Item 1: "TURN the FIFA World Cup into a Win for Your Business" New York City is a host city for the FIFA World Cup and local small businesses have a unique opportunity to benefit. Join the Community Board 8 Small Business Committee for a discussion on:

A. **How small businesses can access World Cup–related opportunities.**
B. **Marketing and branding guidance, including compliant ways to attract visitors.**
C. **Community engagement and legacy considerations for local neighborhoods.**
D. **FIFA New York/New Jersey 2026 Presentation**
E. **MCC The Summer of Opportunity Guide**

How can small businesses profit from the influx of visitors for the FIFA World Cup? The World Cup is expected to bring more than $3 billion to New York City and New Jersey. Small businesses, those unique to New York, could, with the right exposure, benefit from the influx of visitors and their spending funds. This meeting brought together three groups working to help businesses maximize their World Cup promotional and other opportunities.

The meeting began with remarks from Brice Peyre, representing the office of City Council Member Virginia Maloney, who summarized information from the Council Member's committee regarding potential benefits to small businesses during the World Cup.

Bruce Revman, representing the FIFA New York/New Jersey 2026 Host Committee, addressed ways in which small businesses could benefit from the World Cup and its multitude of local community involvement programs. The presentation began at (12:04), with Bruce discussing the available information on the CB8 Small Business Committee webpage. The final is predicted to be a spectacle, with many visitors coming even if they are not attending the World Cup final in New Jersey. There will be events throughout New York City and in New Jersey, with spectators looking to join in the festivities of this over-month-long event. It will be a great opportunity to share New York City's diversity and culture with both residents and travelers coming to see the World Cup. The economic impact will also flow from the 1,200,000 anticipated visitors, with $3.3 billion coming to the area. Approximately 60% of visitors will not attend the actual games and will probably go to local businesses to watch many

matches happening in the New York City Area. There can be much done during the 39 days of the game to bring visitors back to New York and help benefit our small businesses.

A Community Toolkit is available on the Host Committee's website. There's a vendor resource form to be filled out, a community events toolkit for public viewing license, and special activities to be promoted by the Host Committee. They are working with NYC Tourism, and local businesses are being encouraged to update their Google profiles. Events special to the World Cup should be made clear through the Host Committee Portal, NYC Tourism, and by updates to the Google Profile. There is currently no deadline to submit information in relation to the World Cup.

Maggie Peruta and Nicole France, representing the Manhattan Chamber of Commerce (MCC), presented beginning at (37:12) on ways the MCC will support small businesses during the 2026 summer. Their goal is to drive visitors to small businesses and support small retail storefronts. Their materials are also on the Small Business Committee webpage. The Summer of Opportunity Guide provides ways to gain opportunities, including marketing techniques, and lists free promotion opportunities (the QR code accesses the guide). There is also a digital interactive map highlighting events, discounts, the activities small businesses are planning, and information about the series of free and open webinars, including how to get on the digital map. With Nicole delving into MCC's extensive Small Business Network.

The Host Committee has a set of logos that they are encouraging businesses to use and place in their windows. Details about the decals are available in the MCC Welcome Toolkit.

Priscilla Kwak from the NYC Department of Small Business Services (SBS) began her presentation at (47:56). SBS has a landing page of the Small Business Resource Guide for the World Cup referencing materials from the Host Committee. They have an outreach team for small businesses, publicizing SBS services, such as renegotiation of leases and other important services. Highlighting the ethnic communities around the city would be a special aspect for small businesses and community engagement during the World Cup.

Questions raised by the public and Board members (including public members), beginning at (53:26) of the meeting recording.

Topics included:

- Potential collaboration between New Jersey and New York businesses.
- Timeline for the launch of the digital event database.
- Whether foreign consulates will host events for participating teams.
- Availability of grants or funding opportunities (through ABNY for small-to-medium not-for-profit organizations).
- Compliance guidance and use of World Cup branding.
- Potential schemes targeting businesses.
- What should small businesses be doing to prepare for the World Cup.

Responses included:

- Several consulates representing teams playing in New York are expected to host events (such as The Netherlands & Norway).
- The digital map of event is anticipated to launch in May.
- The Manhattan Chamber of Commerce Hospitality Guide provides guidance on permissible marketing language and branding practices.
- SBS provides compliance assistance for small businesses.

- Businesses should be cautious of individuals misrepresenting relationships with the Host Committee and may verify affiliations by contacting the Host Committee directly.

Item 2: Old Business – None discussed.

Item 3: New Business – None discussed.

The meeting ended at approximately 8:01 pm.

Bill Angelos and Alida Camp, Co-Chairs