

Flag Cities & Meadowlands Chamber Update

Jim Kirkos, President & CEO,
Meadowlands Chamber



GOYA® *Presents*
FLAGCITIES
2026



Meadowlands Chamber
Building Connections. Driving Business Growth.

Meadowlands Live!
Convention and Visitors Bureau

axiom
Communications

Intro to Flag Cities

The 2026 FIFA World Cup offers a historic platform to transform the Meadowlands region into a vibrant celebration of international culture, sport, and community pride. Through the Flag Cities Events Program, five municipalities will activate dynamic fan experiences that drive tourism, foster economic growth, amplify sponsor visibility, and elevate New Jersey's profile globally.

- Flag Cities is a region-wide initiative creating five World Cup-themed community festivals
- The series of 5 epic fan festivals held the day or so before each MetLife Stadium match, energizing both visitors and residents
- Targeting **50K – 70K+ fans** across **multiple events with potential to reach tens of millions of impressions with Telemundo partnership**
- Each participating town 'adopts' a World Cup game to showcase its spirit
- Designed to drive tourism, community pride, media exposure, and local economic activity



The Opportunity

Why Flag Cities?

- MetLife Stadium will host 5 World Cup matches in June 2026
- Over 200,000 fans are expected to flood the region – only 80,000 per game have tickets
- Tens of thousands of visitors will be looking for places to celebrate the tournament
- Flag Cities provides a cultural connection between local residents, tourists and fans of the teams that are playing
- Flag Cities fills the gap with safe, exciting, localized fan destinations

Event Timing Advantage:

- Flag Cities take place the night or so before each MetLife match, serving as:
 - A pep rally for the next day's teams
 - A community celebration for residents
 - A fan hub for tourists already in town



Game Schedule

Flag Cities events will be held in major cities across the **top 3 Counties in Northern NJ: Bergen, Essex and Hudson Counties.**

Flag Cities Date	Games Airing at Flag Cities Events	Game Time	Flag Cities Time	Flag Cities Location
June 12- Fri	USA vs Paraguay	9pm EST	5pm-12 midnight	Columbus Ave, Jersey City
June 14- Sun	Germany vs Curacao	1pm EST	11am-7pm	Overpeck Park, Bergen County
	Netherlands vs Japan	4pm EST		
June 21- Sun	Spain vs Saudi Arabia	12pm EST	11am-6pm	Laurel Hill Park, Secaucus
	Belgium vs Iran	3pm EST		
June 24- Wed	Scotland vs Brazil	6pm EST	4pm-9pm	Mulberry Plaza, Newark
	Morocco vs Haiti	6pm EST		
June 26- Fri	Uruguay vs Spain	8pm EST	5pm-11pm	East Rutherford Downtown
	Cape Verde vs Saudi Arabia	8pm EST		



Program Structure & Event Features

Event Features:

- Large LED screens for live game viewing
- Cultural festivals and national celebrations
- High-quality bands and ethnic performers
- Food trucks and international cuisine
- Marketplace vendors and pop-up retail shops
- Branded selfie-stations and fan photo zones
- Virtual reality soccer experiences
- Family play zones and youth engagement areas
- Meet-and-greet with former soccer stars or public figures
- VIP lounges, press areas, sponsor activations
- Civic pride activities (flag installations, town decorations)

Embassy & International Engagement:

- Flag cities will coordinate with embassies and consulates of featured countries.
- Embassies will act as cultural connections and will help notify visitors and their US-based organizations and fans about their “home” Flag City
- Activations may include food sampling, cultural exhibitions, and consular appearances



FLAG CITIES 2026: Where New Jersey Welcomes the World

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

News Date	Outlet Name	News Headline	News Attachment Name
3/12/2026	WCBS CBS Live Stream (IPTV)	TV clip from WCBS CBS Live Stream (IPTV) at 2026-03-12 12:51:02.659	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501078
3/12/2026	Record & Herald News Online/NorthJersey.com, The	Five North Jersey towns tapped to host FIFA fan events: What to know	https://www.northjersey.com/story/sports/mls/worldcup/2026/03/12/nj-towns-host-fifa-world-cup-2026-flag-cities-events/89105128007/
3/12/2026	New Jersey Herald Online	Five North Jersey towns tapped to host FIFA fan events: What to know	https://www.njherald.com/story/sports/mls/worldcup/2026/03/12/nj-towns-host-fifa-world-cup-2026-flag-cities-events/89105128007/
3/12/2026	Daily Record Online	Five North Jersey towns tapped to host FIFA fan events: What to know	https://www.dailyrecord.com/story/sports/mls/worldcup/2026/03/12/nj-towns-host-fifa-world-cup-2026-flag-cities-events/89105128007/
3/12/2026	WLNY-TV	CBS News New York 8:00am	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501086
3/12/2026	WPIX-TV	PIX11 Morning News 07:00 AM	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501082
3/12/2026	WMBC-TV	Hometown News	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501084
3/12/2026	News 12 New Jersey Online	Newark, Jersey City join 'Goya Presents Flag Cities 2026' World Cup fan festivals	https://newjersey.news12.com/newark-jersey-city-join-goya-presents-flag-cities-2026-world-cup-fan-festivals
3/12/2026	News 12 New Jersey	DK CASINO TBA	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501085
3/12/2026	News 12 New Jersey	Jacuzzi Bath Remodel	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501090
3/12/2026	Record, The	Five North Jersey towns tapped to host FIFA fan events: What to know	
3/12/2026	News 12 New Jersey	DK CASINO TBA	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501088
3/12/2026	News 12 New Jersey	Jacuzzi Bath Remodel	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501089

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

3/12/2026	WCBS CBS Live Stream (IPTV)	TV clip from WCBS CBS Live Stream (IPTV) at 2026-03-12 02:42:39.220	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501091
3/12/2026	News 12 New Jersey	DK CASINO TBA	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501092
3/12/2026	WCBS CBS Live Stream (IPTV)	TV clip from WCBS CBS Live Stream (IPTV) at 2026-03-12 01:35:55.750	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501095
3/12/2026	News 12 New Jersey	DK CASINO TBA	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501094
3/12/2026	News 12 New Jersey	DK CASINO TBA	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501093
3/12/2026	New Jersey News	Jersey City, Newark to host FIFA World Cup fan festival events as "Flag Cities"	https://spotonnewjersey.com/gateway/1436053/jersey-city-newark-to-host-fifa-world-cup.html
3/12/2026	WCBS CBS Live Stream (IPTV)	TV clip from WCBS CBS Live Stream (IPTV) at 2026-03-12 00:32:25.040	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501099
3/12/2026	WCBS-TV Online	Jersey City, Newark to host FIFA World Cup fan festival events as "Flag Cities"	https://www.cbsnews.com/newyork/news/jersey-city-newark-fifa-world-cup-flag-cities/
3/12/2026	News 12 New Jersey	DK CASINO TBA	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501102
3/12/2026	News 12 New Jersey	DK CASINO TBA	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501098
3/11/2026	WABC-TV Online	Newark, Jersey City added to World Cup fan festival series	https://abc7ny.com/post/world-cup-fan-festival-series-locations-new-jersey-city-newark/18704308/
3/11/2026	WCBS CBS Live Stream (IPTV)	TV clip from WCBS CBS Live Stream (IPTV) at 2026-03-11 23:41:25.600	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501101
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501103
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501105

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501106
3/11/2026	Facebook	Facebook post from @njbiz	https://www.facebook.com/34755516617_1536734547792924
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501108
3/11/2026	WNYW-TV	The 10 O'Clock News	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501107
3/11/2026	WCBS CBS Live Stream (IPTV)	TV clip from WCBS CBS Live Stream (IPTV) at 2026-03-11 21:35:15.740	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501110
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501127
3/11/2026	Facebook	Facebook post from @table to table	https://www.facebook.com/85206904679_1406677611488975
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501111
3/11/2026	WLNY-TV	CBS News New York 8pm	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501114
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501113
3/11/2026	WWOR-TV	The News On My 9	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501112
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501115
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501116
3/11/2026	Hudson County View	Jersey City and Newark latest 'Flag City' festival locations for FIFA World Cup	https://hudsoncountyview.com/jersey-city-and-newark-latest-flag-city-festival-locations-for-fifa-world-cup/

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501118
3/11/2026	WNYW-TV	THE 6 O'CLOCK NEWS	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501121
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501120
3/11/2026	NJBIZ Online	Flag Cities adds Newark, Jersey City for World Cup 2026	https://njbiz.com/flag-cities-newark-jersey-city-2026/
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501122
3/11/2026	WNYW-TV	THE 5 O'CLOCK NEWS	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501128
3/11/2026	News 12 New Jersey	News 12 New Jersey (24 Hours)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501124
3/11/2026	WCBS-TV	CBS News New York 5pm	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501123
3/11/2026	WNYW-TV	The News Blocks	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501126
3/11/2026	Patch	World Cup 'Flag City' Fan Events Slated For Jersey City, Newark, Meadowlands, More	https://patch.com/new-jersey/ridgewood/fifa-world-cup-flag-city-fan-events-take-place-jersey-city-newark-meadowlands
3/11/2026	WWOR-TV	The Noon	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501050
3/11/2026	WNYW-TV	The Noon	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267501051
3/11/2026	ROI-NJ	Goya Fan Festival Series for World Cup adds Newark and Jersey City	Goya fan festival series for World Cup adds Newark and Jersey City as host locations ROI-NJ
3/11/2026	JC Times	Downtown Jersey City Named 'Flag City' Festival Location	Downtown Jersey City Named 'Flag City' Festival Location for FIFA World Cup
3/11/202	BINJE	Flag Cities: Premier World Cup Fan Festivals	Flag Cities: Premier World Cup Fan Festivals - BINJE New Jersey Business News

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

News Date	Outlet Name	News Headline	News Attachment Name
12/8/2025	ArchyNewsy	HMH Supports NY & NJ World Cup 2026	https://www.archynewsy.com/hmh-supports-ny-nj-world-cup-2026/
12/8/2025	NJBIZ Online	HMH named official NY NJ World Cup 2026 host-city supporter	https://njbiz.com/hmh-ny-nj-world-cup-2026-host-hospital/
12/8/2025	NJBIZ Online	New Jersey prepares for major business impact from World Cup	https://njbiz.com/metlife-fifa-world-cup-2026-business-impact/
12/8/2025	New Jersey Business Online	With Teams Revealed, World Cup Planning Gets Granular	http://njbmagazine.com/njb-news-now/with-teams-revealed-world-cup-planning-gets-granular/
12/7/2025	Courier News, The	These New Jersey cities will host fan festivals ahead of World Cup	PDF Format
12/7/2025	Home News Tribune	These New Jersey cities will host fan festivals ahead of World Cup	PDF Format
12/6/2025	The Ridgewood Blog	BERGEN COUNTY WORLD CUP BOOM: MetLife Final Host Unveils Massive Fan Fest Plans After Historic Draw	https://theridgewoodblog.net/nj/flag-cities-program-meadowlands/
12/6/2025	The Ridgewood Blog	BERGEN COUNTY WORLD CUP BOOM: MetLife Final Host Unveils Massive Fan Fest Plans After Historic Draw	https://theridgewoodblog.net/nj/flag-cities-program/
12/6/2025	The Ridgewood Blog	BERGEN COUNTY WORLD CUP BOOM: MetLife Final Host Unveils Massive Fan Fest Plans After Historic Draw	https://theridgewoodblog.net/bergen-county-world-cup-boom-metlife-final-host-unveils-massive-fan-fest-plans-after-historic-draw/
12/6/2025	WNBC-TV	Saturday Today in New York at 6AM	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499731
12/5/2025	WNBC-TV	News 4 New York at 5	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499736
12/5/2025	Daily Record	Towns will host fan festivals ahead of World Cup	PDF Format
12/5/2025	New Jersey Herald	Towns will host fan festivals ahead of World Cup	PDF Format
12/5/2025	New Jersey Herald Online	Kick simulator, other World Cup fan events planned at American Dream	https://www.njherald.com/story/news/bergen/2025/12/04/kick-simulator-world-cup-2026-fan-events-american-dream-mall/87602664007/

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

News Date	Outlet Name	News Headline	News Attachment Name
12/4/2025	Daily Record Online	Kick simulator, other World Cup fan events planned at American Dream	https://www.dailyrecord.com/story/news/bergen/2025/12/04/kick-simulator-world-cup-2026-fan-events-american-dream-mall/87602664007/
12/4/2025	WDHA 105.5 FM	Four New Jersey Spots Set to Host Flag Cities Fan Festivals During World Cup	https://wdhafm.com/2025/12/04/four-new-jersey-spots-set-to-host-flag-cities-fan-festivals-during-world-cup/
12/4/2025	WJRZ	Four New Jersey Spots Set to Host Flag Cities Fan Festivals During World Cup	https://wjrz.com/2025/12/04/four-new-jersey-spots-set-to-host-flag-cities-fan-festivals-during-world-cup/
12/4/2025	Wrat	Four New Jersey Spots Set to Host Flag Cities Fan Festivals During World Cup	https://wrat.com/2025/12/04/four-new-jersey-spots-set-to-host-flag-cities-fan-festivals-during-world-cup/
12/4/2025	Magic 98.3 FM	Four New Jersey Spots Set to Host Flag Cities Fan Festivals During World Cup	https://magic983.com/2025/12/04/four-new-jersey-spots-set-to-host-flag-cities-fan-festivals-during-world-cup/
12/4/2025	WJRZ	Christmas Classics Are Coming To Movie Theaters This Month	https://wjrz.com/2025/12/04/christmas-classics-are-coming-to-movie-theaters-this-month/
12/4/2025	WDHA 105.5 FM	Christmas Classics Are Coming To Movie Theaters This Month	https://wdhafm.com/2025/12/04/christmas-classics-are-coming-to-movie-theaters-this-month/
12/4/2025	Wrat	Christmas Classics Are Coming To Movie Theaters This Month	https://wrat.com/2025/12/04/christmas-classics-are-coming-to-movie-theaters-this-month/
12/4/2025	Record & Herald News Online/NorthJersey.com, The	Kick simulator, other World Cup fan events planned at American Dream	https://www.northjersey.com/story/news/bergen/2025/12/04/kick-simulator-world-cup-2026-fan-events-american-dream-mall/87602664007/
12/4/2025	Record, The	North Jersey sites to host World Cup fan festivals	https://www.northjersey.com/story/news/bergen/2025/12/02/nj-cities-host-fan-festivals-before-world-cup-2026/87569358007/
12/4/2025	Record, The	Kick simulator, other World Cup fan events planned at American Dream	Kick simulator, World Cup fan events planned at American Dream mall
12/3/2025	Facebook	Facebook post from @bergen county, nj	https://www.facebook.com/125648590862218_1301865285316630

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

News Date	Outlet Name	News Headline	News Attachment Name
12/3/2025	Facebook	Facebook post from @bergen county executive jim tedesco	https://www.facebook.com/506355416079834_1397956328555373
12/3/2025	Facebook	Facebook post from @njbiz	https://www.facebook.com/34755516617_1455802859219427
12/3/2025	NJBIZ Online	Flag Cities fan fests to energize North Jersey for World Cup	https://njbiz.com/flag-cities-fan-fests-north-jersey-world-cup/
12/3/2025	ROI-NJ Online	World Cup 'fan-festival' events announced by Meadowlands region leaders	https://www.roi-nj.com/2025/12/03/lifestyle/world-cup-fan-festival-events-announced-by-meadowlands-region-leaders/
12/3/2025	News Break	World Cup 'fan-festival' events announced by Meadowlands region leaders	https://www.newsbreak.com/news/4379267311682-world-cup-fan-festival-events-announced-by-meadowlands-region-leaders
12/3/2025	News Break	Flag Cities fan fests to energize North Jersey for World Cup	https://www.newsbreak.com/njbiz-2010983/4380290920472-flag-cities-fan-fests-to-energize-north-jersey-for-world-cup
12/3/2025	New Jersey Herald Online	These North Jersey cities will host fan festivals ahead of World Cup	https://www.njherald.com/story/news/bergen/2025/12/02/nj-cities-host-fan-festivals-before-world-cup-2026/87569358007/
12/3/2025	WABC-TV	Eyewitness News This Morning	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499631
12/3/2025	WABC-TV	Eyewitness News This Morning	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499630
12/3/2025	Daily Record Online	These North Jersey cities will host fan festivals ahead of World Cup	https://www.dailyrecord.com/story/news/bergen/2025/12/02/nj-cities-host-fan-festivals-before-world-cup-2026/87569358007/
12/2/2025	Facebook	Facebook post from @county commissioner tom sullivan	https://www.facebook.com/1622348684650808_1469488018515646
12/2/2025	Facebook	Facebook post from @bergen county commissioner tracy silna zur	https://www.facebook.com/285385424888920_1302249378375732

December 2025-March 2026: Flag Cities Media: +\$2.5M in media value

News Date	Outlet Name	News Headline	News Attachment Name
12/2/2025	WNYW-TV	The 10 O'Clock News	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499633
12/2/2025	WWOR-TV	The News On My 9	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499635
12/2/2025	BINJE (Business in New Jersey)	World Cup fever hits the Meadowlands: Goya presents 'Flag Cities' fan festivals for World Cup 2026	https://binje.com/world-cup-fever-hits-the-meadowlands-goya-presents-flag-cities-fan-festivals-for-world-cup-2026/
12/2/2025	WNYW-TV	THE 6 O'CLOCK NEWS	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499636
12/2/2025	WNBC-TV	News 4 New York at 5	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499639
12/2/2025	WABC-TV	Eyewitness News First at 4	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_33458_267499637
12/2/2025	Record & Herald News Online/NorthJersey.com, The	These North Jersey cities will host fan festivals ahead of World Cup	https://www.northjersey.com/story/news/bergen/2025/12/02/nj-cities-host-fan-festivals-before-world-cup-2026/87569358007/
12/2/2025	Record, The	These North Jersey locations will host fan festivals ahead of World Cup	https://www.northjersey.com/story/news/bergen/2025/12/02/nj-cities-host-fan-festivals-before-world-cup-2026/87569358007/
12/2/2025	New Jersey Business Online	World Cup Flag Cities 2026 Fan Festivals Announced	https://njbmagazine.com/njb-news-now/world-cup-flag-cities-2026-fan-festivals-announced/

World Cup Day Newark Media

BiNJe	World Cup celebration at Gateway - BINJE New Jersey Business News https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_42254_267499928
News 12 New Jersey	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_42254_267499887
WCBS CBS Live Stream (IPTV)	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_42254_267499893
WCBS-TV	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_42254_267499886
WLNY-TV	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_42254_267499927
WNYW-TV	https://us.vocuspr.com/ViewNewsOnDemand.aspx?ArticleID=2187506_42254_267499939
WWOR-TV	

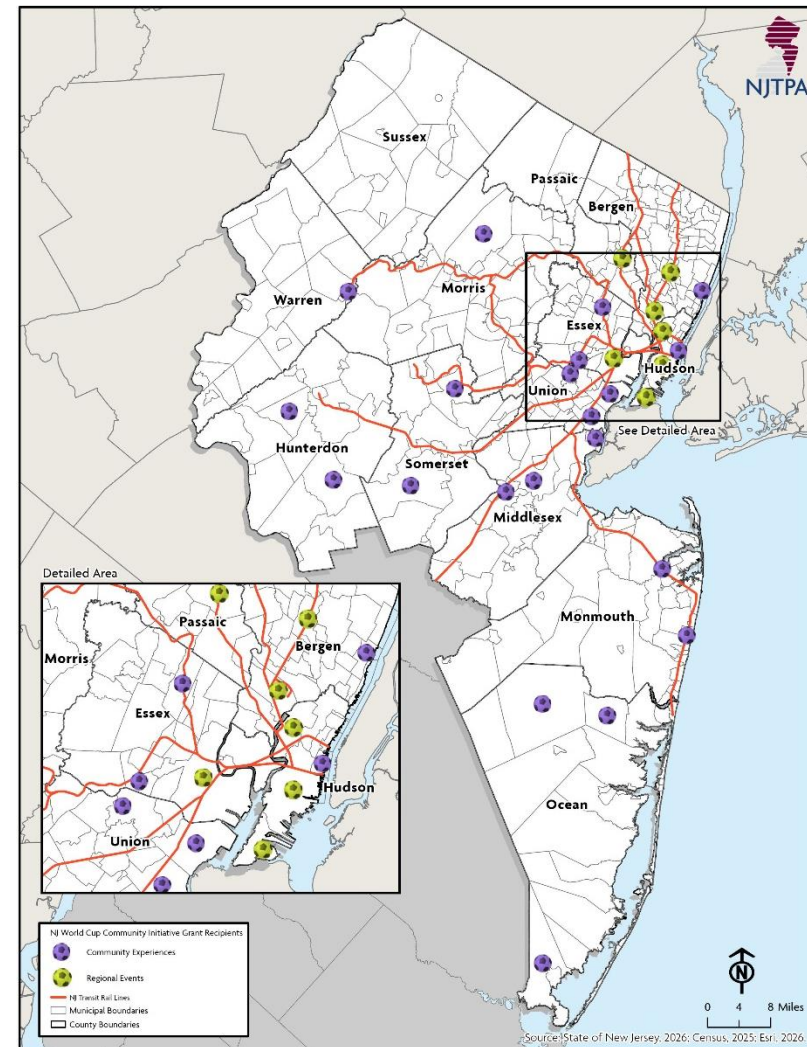
NJ Grant Recipients

Regional Events:

- Flag Cities (7 locations)
- North to Shore Festival (Essex, Monmouth & Atlantic)

Community Experiences:

- Asbury Park
- Basking Ridge
- Carteret
- Edison
- Flemington
- Fort Lee
- Hackettstown
- Hillsborough
- Hoboken
- Jersey City
- Linden
- Maplewood
- Montclair
- Newark
- New Brunswick
- Ocean County (Little Egg Harbor, Jackson, Lakewood)
- Paterson
- Union City
- Union County (Elizabeth & Union)
- Red Bank
- Rockaway



MEADOWLANDS, NJ

Multi-Use Convention & Event Facility Study

Market Demand and Financial &
Economic Analysis

July 2025



The project site is located within the Meadowlands Sports Complex in Northern New Jersey's Meadowlands Area, just six miles from Manhattan. Once recognized as the world's premier multi-venue sports district, the Complex remains home to three of the region's most prominent destination assets. It is a highly visible, one-of-a-kind asset with no comparable in the Northeast.

- The New York City metro area remains undersupplied by an estimated 2 to 3 million square feet of meeting and convention space.
- New Jersey lacks a true large-scale convention center, often pushing event planners to choose venues in New York, Philadelphia, or Boston.
- The Javits Center operates at capacity and is cost-prohibitive for many events; Meadowlands can offer a more affordable and flexible alternative.
- Youth and amateur sports demand is growing rapidly, yet the region lacks appropriately sized indoor venues to meet this need.
- North Jersey has a limited supply of live entertainment venues with capacities between 3,000 and 7,000, restricting mid-size tour bookings.
- Hotel development in the area has stagnated, despite increasing demand for walkable hotel rooms—a top priority among meeting planners.
- Regional businesses and major employers in both New Jersey and New York City continue to seek accessible and cost-effective meeting space.
- The Meadowlands Sports Complex is highly accessible to millions of regional, national, and international visitors via major highways, rail systems, and airports.

Success Factors for Multi-Use Convention Centers



Elements for Success

The Meadowlands Sports Complex is well-positioned to capture convention and meetings business through the development of a flexible, multi-use event facility. Its prime location, paired with continued growth of the convention center industry, creates a compelling case for investment. Key advantages are outlined below:



ACCESSIBILITY

The Project's connectivity through Interstate 95, Newark Liberty International Airport, and NJ TRANSIT ensures convenient travel for local, regional, and international attendees. Located within the densely populated Northeast Corridor, the Project is easily reachable by millions of potential visitors, enhancing its attractiveness as a prominent event destination.



WALKABILITY

The Project's immediate surroundings align with a key market demand for walkability. With an NFL stadium, the Meadowlands Racetrack, and the American Dream mall all within an eight-minute walk, the site offers a unique concentration of amenities. Combined with the proposed 2,000 hotel rooms, the Project creates an unparalleled advantage for event clustering and attendee convenience.



LOCATION

The Meadowlands' location offers a dual advantage: convenient access to the full range of New York City's amenities and proximity to a dense concentration of Fortune 500 companies in both New Jersey and New York. This combination of corporate presence and nearby attractions drives consistent demand for meeting and event space, positioning the project for sustained success.



COST ADVANTAGE

The Meadowlands offers a clear cost advantage over New York City, enabling event planners and attendees to save on accommodations, venue rental, parking, and labor rates. Affordability remains a top priority for meeting planners, and the Project meets this need by offering access to New York City's amenities without its high price tag—ultimately supporting stronger attendance.



MARKET TRENDS

The Project's flexible function space and walkable hotel package are well-positioned to fill a major gap in the regional market and meet growing demand for meetings and events. Since the pandemic, the competitive set has experienced a significant rebound in booked events, with increasing demand for multi-purpose venues that can accommodate a wide range of events types.



Trade Shows offer a forum for exchanging industry ideas.

They are more product- and sales-oriented than conventions. Trade shows typically attract many attendees, who often originate from outside the host city, but tend to have a shorter average stay.



Conventions are **high-impact events** from an economic standpoint because a large percentage of attendees originate from outside the local area and typically stay several nights while spending money on accommodations, food, transportation, retail and entertainment. Spouses, family, or companions typically accompany a significant number of attendees. Associations, professional groups and other membership organizations hold conventions.



Attendance: 8,000 – 100,000+

Consumer Shows are public, ticketed events featuring exhibitions of merchandise for sale or display. Consumer shows range in size from small local and specialized shows with a few hundred attendees to large shows with thousands of attendees. The larger consumer shows may occur in convention centers, shopping malls, fairgrounds and other public-assembly facilities with large exhibition areas. Most attendees are local, but exhibitors often come from out of town.



Attendance: 5,000 – 50,000

Assemblies are social, military, educational, religious, and fraternal (SMERF) events. They can attract large numbers of people and require seating arrangements to support all visitors. Larger assemblies are held in arenas or stadiums while smaller assemblies are held in venues such as school auditoriums, churches and community centers. Like conventions, many attendees originate from outside the host city, but, unlike conventions, these events do not usually require large amounts of exhibit and meeting room space.



Attendance: 50 - 3,000

Conferences are meetings typically held by associations, professional groups, and other membership organizations. Educational institutions also host conferences. These events do not usually require exhibit space, but otherwise the facility demands are like those of a convention – including meeting space for general sessions, food service facilities and breakout rooms. Hotels and conference centers typically serve as venues for conferences.



Attendance: 50 – 2,000

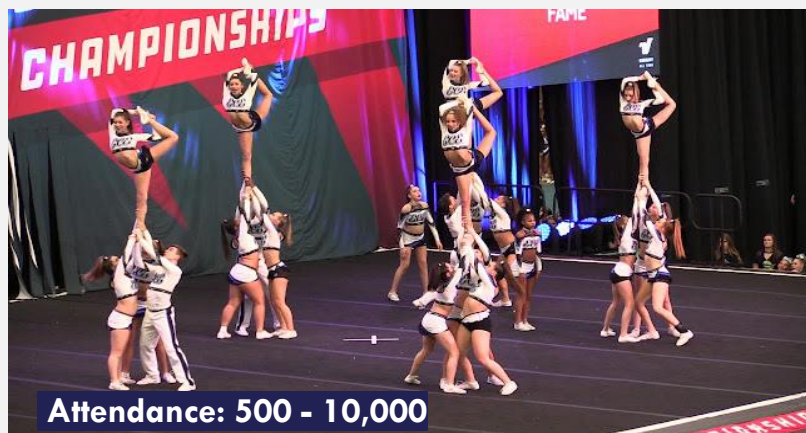
Banquets are typically locally-generated events, from social and wedding events to an annual Chamber of Commerce event, which can be the largest of its kind in a given city. A mainstay of hotels and convention centers, banquets provide significant catering income and provide the community with its largest dining room, in most cases.

Event Opportunities



Attendance: 50 - 2,000

Corporate meetings & Trainings include training seminars, professional and technical conferences, business/job fairs, incentive trips and management meetings. Corporate meeting planners and attendees demand high-quality facilities. High-quality and flexible technology capabilities are essential elements that corporate and business users require when selecting meeting facilities.



Attendance: 500 - 10,000

Competitions include youth and adult amateur sports and other competitions. Youth sports tournaments and 'sport-cations' have exploded in the past 10 years, where families make a vacation out of a major sports tournament. Convention centers are popular hosts for mega volleyball, wrestling, basketball, dance and cheer events. These are high-impact events since parents, siblings and grandparents often accompany the teams.

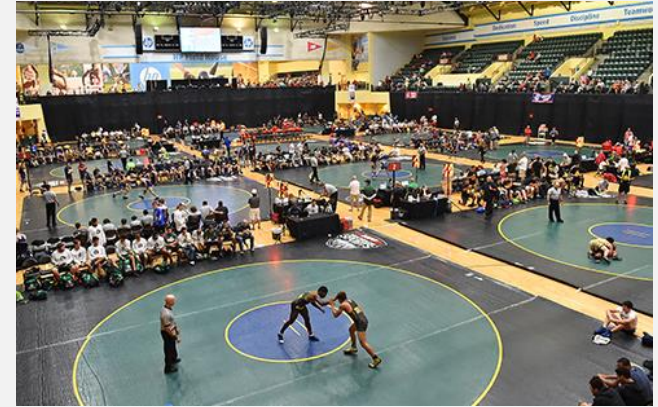
Opportunity: Youth Sports

Youth sports tournaments and events are a strong opportunity to generate economic activity and drive hotel room-nights for convention centers and municipalities.

The US youth sports industry is now worth more than **\$19 billion**.

3.4 million residents within the NY-NJ-PA MSA are between the ages of **five and 19**.

56.1% of youth ages six to 17 participate in sports.



The Meadowlands Sports Complex



American Dream Mall

AD spans 3-million square feet consisting of 55 percent entertainment facilities and 45 percent retail locations. AD is home to a waterpark, theme park, indoor ski hill, aquarium, ice rink and a growing number of dining options. The Convention Center would be attached to AD.



MetLife Stadium

The stadium is home to the New York Jets and Giants. The stadium also hosts concerts and other events: 30+ event days a year.



Meadowlands Racing & Entertainment

The Meadowlands racetrack is the most famous standardbred track in the United States. In 2021, the track hosted 96 race days. The track is also home to the largest FanDuel Sportsbook in the United States.

Recommendations

PROJECT COMPONENT	QUANTITY
Convention Center	460,000 SF
<i>Exhibit Hall (Flexible Ballroom & Arena-Style Setup)</i>	<i>300,000 SF **</i>
<i>Divisible Ballroom</i>	<i>60,000 SF</i>
<i>Meeting Rooms (~75 Configurations)</i>	<i>100,000 SF</i>
Connected Headquarter Hotel	1,000 Keys
<i>Meeting Space</i>	<i>100,000 SF</i>
<i>Ballroom</i>	<i>40,000 SF</i>
<i>Junior Ballroom</i>	<i>10,000 SF</i>
<i>Breakout Rooms</i>	<i>50,000 SF</i>
Luxury Hotel	700 Keys
Select Service Hotel	500 Keys

Feedback from industry professionals, analysis of current convention and meeting trends, and evaluation of local and regional demand validated that the program size and scale recommended in the 2022 study remain appropriate.

The demand for flexible meeting space and the opportunity for the Meadowlands to address market gaps are increasingly significant, however, Hunden found no need to increase or reduce the proposed project components.

The proposed walkable hotel package includes 2,200 rooms, designed to accommodate all types of events hosted at the convention center.

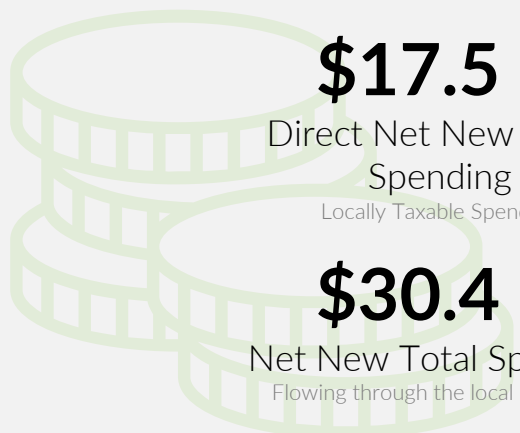
** Exhibit Hall includes 100,000 SF Flexible Ballroom and 40,000+ Retractable Arena-Style Setup for 2,000 - 5,000 capacity

Net New Spending

Hunden Partners specializes in projecting net new economic impacts by projects to a local community. This analysis considers a Project's ability to attract new visitors and established visitors to spend additional dollars within a community, while also considering that there may be cannibalized spending from current businesses.

This analysis removes the replaced spending, showing only the NET GAIN, or incremental economic impact, generated for the Meadowlands Area.

Over the first 30 years, the Project is expected to generate:



\$17.5 B

Direct Net New Gross
Spending
Locally Taxable Spending

\$30.4 B

Net New Total Spending
Flowing through the local economy

\$9.7 B

Net New Earnings to
Meadowlands Area Residents

3,709 Supported Jobs

New On-Going FTE Jobs Held by
Meadowlands Area Residents

4,937 Construction Jobs

New One-time Construction Jobs Held by
Meadowlands Area Residents

*Net New Spending = increment due to the Project

