



FOR IMMEDIATE RELEASE

April 23, 2026

Bronx Chamber of Commerce Launches World Cup Steering Committee to Drive Economic Opportunity for Local Businesses

Bronx, NY — The Bronx Chamber of Commerce today announced the formation of its 2026 FIFA World Cup Steering Committee, a targeted initiative designed to position Bronx businesses to benefit from economic opportunities tied to the global tournament and increased regional tourism.

With matches scheduled July 11th through 19th at MetLife Stadium and New York City advancing its World Cup ‘Summer of Opportunity Coalition’, the Bronx Chamber is leading a borough-focused effort to ensure Bronx businesses are actively included in the economic activity surrounding one of the world’s largest sporting events.

“This is a moment for the Bronx to show up in a coordinated and visible way,” said **Lisa Sorin**, president of the Bronx Chamber of Commerce. “The World Cup will bring unprecedented attention and foot traffic to the region, and our goal is to ensure that Bronx businesses are not on the sidelines but are positioned to benefit from it.”

The Steering Committee brings together a select group of business and institutional leaders from key sectors including hospitality, food and beverage, tourism, transportation and retail. Initial participants include representatives from Havana Café, the Hispanic Restaurant Association, the New York Botanical Garden, the Woodlawn Cemetery & Conservancy, the 161st Street Business Improvement District and others.

“The World Cup is a global celebration, and at the New York Botanical Garden we’re reflecting that spirit through the universal language of plants,” said **Jennifer Bernstein**, CEO and The William C. Steere Sr. President of NYBG. “Our World Cup Garden invites visitors to experience the diversity of the tournament in a living landscape, featuring plants from participating countries, a playful soccer-themed display perfect for photos, and expert tips for growing healthy turf. From hands-on activities to our Kick-Off Day on June 13, we’re creating a place where sports, culture, and nature come together for fans of all ages.”

As part of the initiative, the Chamber will launch a Bronx Business World Cup online hub, which will highlight businesses offering World Cup-related promotions, such as watch parties, travel packages, transportation services and retail offerings. It will also showcase must see destinations across the Bronx to encourage visitors to expand their experience and take in the sights, sounds and tastes of the Bronx while they’re in the area. The platform will serve both visitors and residents, while providing Bronx businesses with increased visibility and access to new customers.

The Steering Committee will help guide outreach efforts, recruit participating businesses and serve as ambassadors for the initiative. Chamber staff will lead implementation, including marketing, partnerships and coordination with city-led efforts.

The Chamber will also align its efforts with the City’s Summer of Opportunity Coalition to ensure Bronx businesses are integrated into broader promotional campaigns and economic development initiatives.

“This is about making sure the Bronx is part of the story,” **Sorin** added. “When global events come to our region, we have to be intentional about connecting local businesses to those opportunities and ensuring that economic benefits are felt in our communities.”

“The 161st Street BID stands ready to activate Lou Gehrig Plaza for the World Cup,” said **Trey Jenkins**, executive director of the 161st Street Business Improvement District. “We also look forward to highlighting the businesses around Yankee Stadium and helping our commercial corridor make the most of this extraordinary event, which will coincide with baseball season and other major events at Yankee Stadium.”

"The Belmont BID is proud to be part of the Bronx Chamber World Cup Steering Committee and to help showcase all the Bronx has to offer, including our historic neighborhood and its small businesses, many of which have been family-owned and operated for generations," said **Peter Madonia**, chairman of the Belmont Business Improvement District. "Whether catching a match at one of our eateries or bars while enjoying a delicious meal or taking home authentic delicacies to savor as you watch the games, we encourage everyone to experience Bronx Little Italy this summer."

“Woodlawn Cemetery tells an important story of the history of the Bronx, New York City, and the world, with leaders in all professions finding their final resting place here, as well as scores of immigrants whose stories reflect the country of their birth and their new home in America,” said **Barbara Selesky**, director of marketing and media relations at the Woodlawn Cemetery & Conservancy. “We are proud to support the World Cup Bronx Steering Committee and to welcome visitors with a deep appreciation of the borough’s history, culture and enduring spirit.”

“This is an exciting opportunity to welcome visitors, support the local economy and be part of a boroughwide initiative that highlights the Bronx,” said **Tony Rodriguez** of Toli Management and **Joseph Guerriera** of The Guerriera Group. “As proud owners of 10 McDonald's locations in the South Bronx, we are proud to support the 2026 World Cup.”

“We are proud to join the Bronx Chamber World Cup Steering Committee in support of a coordinated effort to bring more visibility and opportunity to Bronx restaurants and bars,” said **Arelia Taveras** of the Bronx Latino Restaurant Association. “This is a chance for local businesses to benefit from the energy, tourism and economic activity surrounding the 2026 World Cup.”

Additional participants and programming will be announced in the coming weeks.

###

About the Bronx Chamber of Commerce

Established in 1894, the Bronx Chamber of Commerce is one of New York City’s leading business organizations. Representing a broad network of enterprises, from small businesses to major corporations, the Chamber advocates for economic growth, equitable development, and public-private partnerships that strengthen the Bronx. Through strategic initiatives, legislative engagement, and member programming, the Chamber works to expand opportunity and investment across the borough. Learn more at bronxchamber.org.