

Planning for Success: Preparing for Major Sporting Events in Cobb County



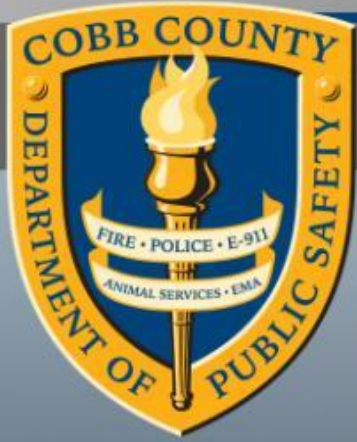


All★Star Week

ATLANTA - 2025

Planning Partners

PUBLIC SAFETY SERVICES



COBB COUNTY DEPARTMENT OF PUBLIC SAFETY

Cobb County Government provides Police, Fire, Emergency Management Agency, Animal Services and 911



COBB COUNTY SHERIFF'S OFFICE

The Sheriff's Office has provided service and protection to citizens of Cobb since 1833

Planning Partners







Truist Park & Battery Atlanta
July 11-15, 2025

2024 All-Star Week Tentative Schedule

Friday, July 11th

Commissioner Cup

Jennie Finch
Classic

HBCU Swingman
Classic

Saturday, July 12th

Commissioner Cup
Jennie Finch Classic

All-Star Village
High School Home Run
Derby

Future Game
Future Skills
Competition
Celebrity Softball Game

Sunday, July 13th

Commissioner Cup
Jennie Finch Classic

All-Star Village
MLB Draft
Post Draft Party

2024 All-Star Week Tentative Schedule

Monday, July 14th

- Commissioner's Cup
- Jennie Finch Classic
- All-Star Village
- Home Run Derby

Tuesday, July 15th

- All-Star Village
- Pre-Game Party
- Red Carpet Show
- All-Star Game



Allstar Approved Budget

- 1.6 million dollars approved by the Board of Commissioners November 29, 2023
 - Safety & Security
 - Overtime for Police, Fire, Sheriff's Office, DOT
 - Traffic Management
 - Police/Sheriff
 - Signage
 - CCT Buses
 - Communications

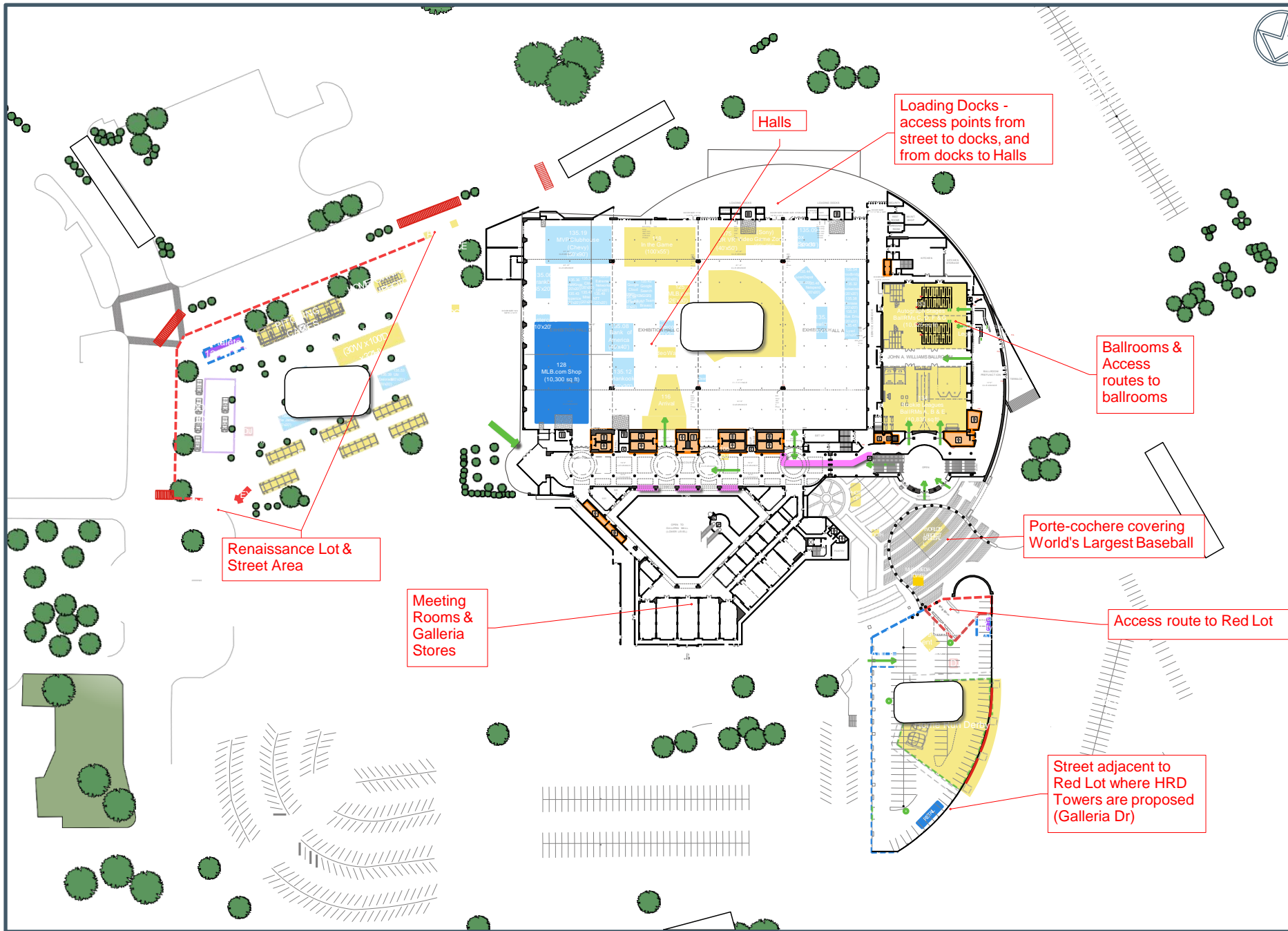
An aerial photograph of the Cobb Galleria Centre, a large, curved, multi-story building with a prominent glass pyramid on its roof. The building is surrounded by trees and a parking lot. The sky is a mix of orange, yellow, and blue, indicating sunset or sunrise. A semi-transparent grey box is overlaid on the top left of the image, containing the text 'Play Ball Park 2025'.

Play Ball Park 2025

Play Ball Park transforms the Cobb Galleria and its surroundings into a MLB All-Star fan experience. An immersion of MLB activations, culture, and programming.

Play Ball Park 2025





LEGEND

- Light yellow square
- Light blue square
- Dark blue square
- Purple square
- Light purple square
- Orange square
- Pink square
- Grey square
- Green dashed line
- Blue dashed line
- Red dashed line
- Green solid line
- Purple hatched square
- Red solid line

13/03/21 1 Issued for Review HM
 M/D/YN Revision/ Issue By
 Designer to be notified of any discrepancies, errors, or omissions. Do not scale drawings.

MLB PBP, 2021
 COBB GALLERIA CENTRE,
 ATLANTA, GA
 July 9, 2021 - July 13, 2021

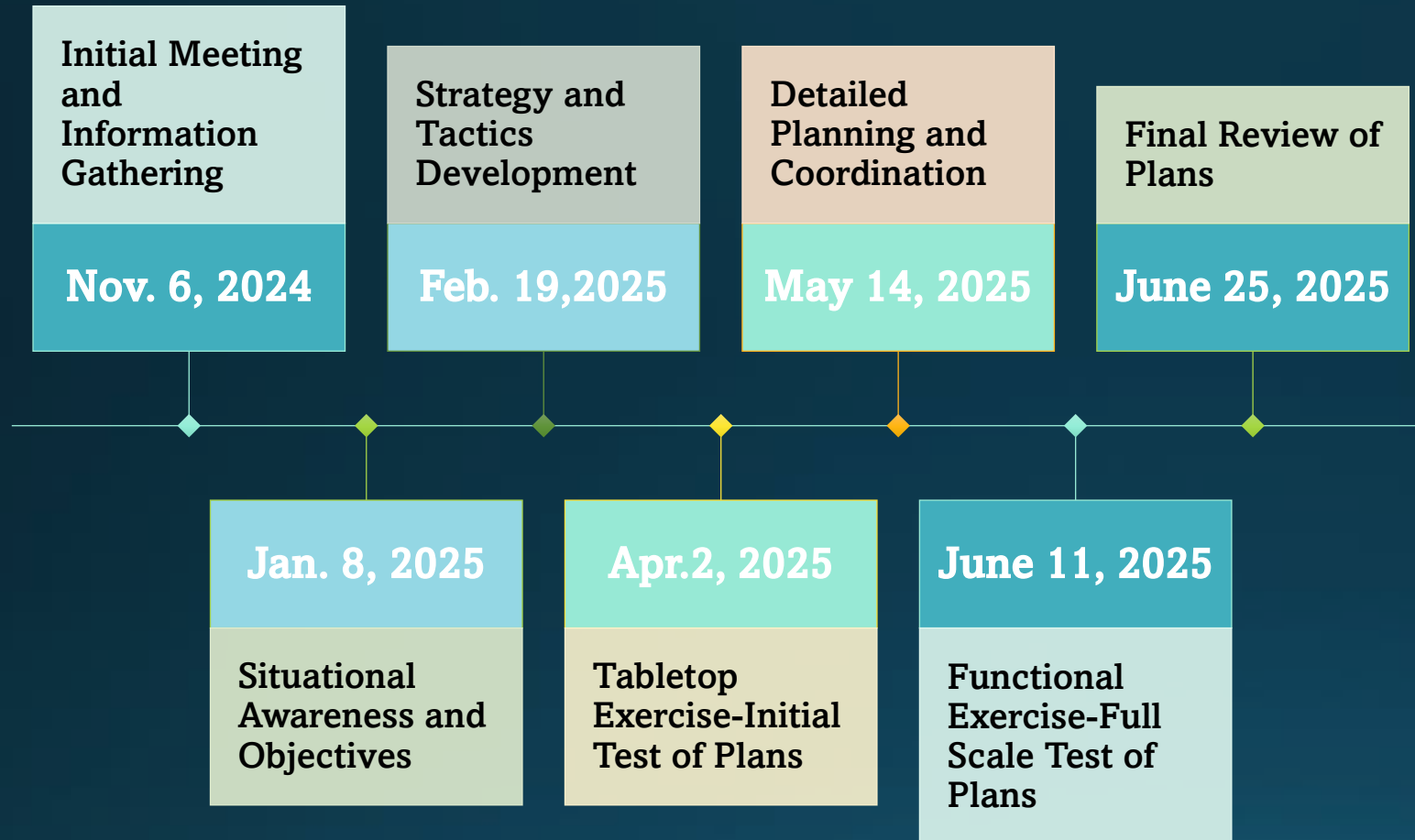
Title:
 OVERALL SITE PLAN

BaAM

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Key Stakeholder Planning Meetings

World Series 2021





Extreme Crowds at the battery were not anticipated in 2021





CHALLENGES & LESSONS LEARNED in 2021

Battery Plaza



Crowd Control

- **Coordinating crowd response with the Braves Management**
- **Significant measures to improve public safety during the event weren't possible**
- **Coordinated messaging on social media by public safety and Braves Management**
- **Battery Life Safety Evaluation completed—3 configurations based on crowd size and determines EMS response**



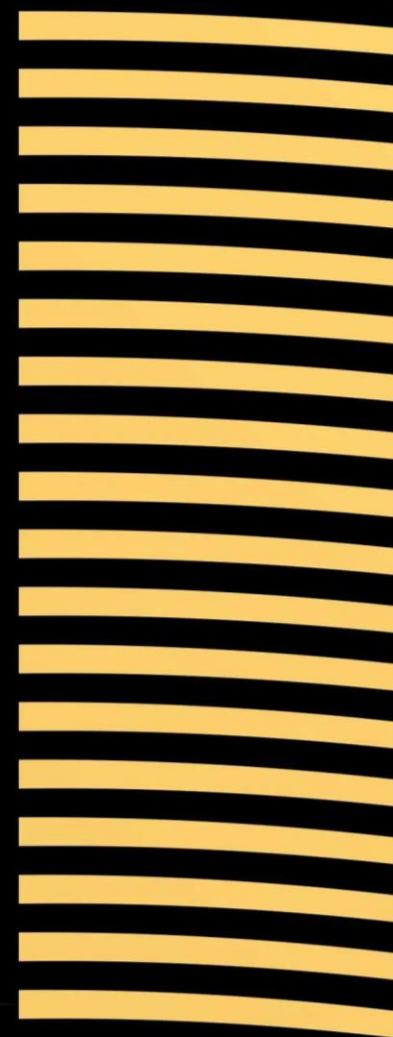
INCIDENT ACTION PLANNING

- ▶ Plans developed for all large events to include concerts at TRUIST, and Post Season games
 - ▶ All-Stars 2025
 - ▶ FIFA Club World Cup 2025
 - ▶ FIFA World Cup 2026



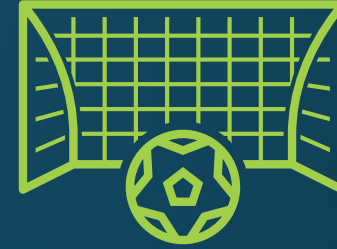


FIFA





**When will the FIFA Club
World Cup 2025 be played?**



**The tournament will take place
from 15 June to 13 July 2025.**

**The last week is during the All-
Star Series**

**Budget has not been
established**

FIFA CLUB WORLD CUP HOST SITES

Mercedes-Benz Stadium

ATLANTA, GA

TQL Stadium

CINCINNATI, OH

Hard Rock Stadium

MIAMI, FL

GEODIS Park

NASHVILLE, TN

MetLife Stadium

NEW YORK NEW JERSEY

Bank of America Stadium

CHARLOTTE, NC



Camping World Stadium

ORLANDO, FL

Inter&Co Stadium

ORLANDO, FL

Rose Bowl Stadium

LOS ANGELES, CA

Lincoln Financial Field

PHILADELPHIA, PA

Lumen Field

SEATTLE, WA

Audi Field

WASHINGTON, D.C.

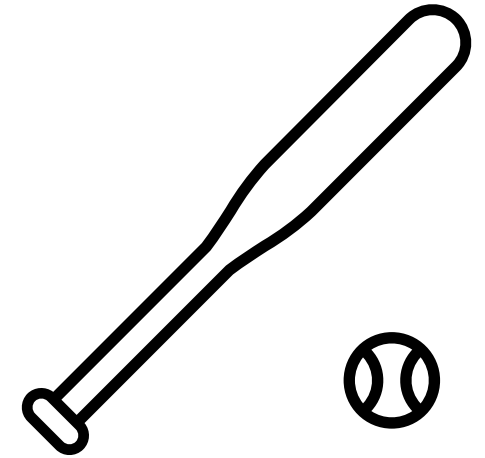
FIFA Club World Cup 2025: Everything you need to know

- **New tournament will be played for the first time in 2025**
- **Clubs from AFC, CAF, Concacaf, CONMEBOL, OFC and UEFA will feature**
- **32 teams will take part with the USA confirmed as hosts**
- **Official teams are determined after the draw in December 2024**



All-Star Week & FIFA World Cup

- Possibility of two practice facilities/base camps in Cobb County
 - KSU Football Stadium in Kennesaw, Ga
 - Atlanta United Practice Facility in Marietta, GA
- Each team can practice 3 days but are required to practice one day—number of days they practice will impact public safety resources
- Crowd sizes at the base camps will largely depend on the fandom/popularity of each team
- Public Safety Resources will be needed to cover all events for the All-Stars and the FIFA World Cup Base Camps



Allstar Week and FIFA Club World Cup Resources

FIFA Club World Cup will require security at both base camp sites: Marietta Police and Kennesaw University Police will coordinate with assistance from Cobb Police. Cobb Fire & Emergency Services will be responsible for both sites

Teams will require police escorts to and from the facilities

Police and Fire Resources will be needed at all events/all locations for All-Stars

EOC will be activated at either monitoring for heat/severe weather or staffed with Public Safety, EMS, DOT, and Information Services personnel

Difference in Fans/Experience

All Stars

Family Oriented



FIFA Club World Cup

Die Hard Fans





Copa America chaos raises international soccer safety concerns



FIFA WORLD CUP 2026 Planning Considerations



Consistency Across the Footprint—fans should expect the same experience at each venue



Resource Demands-40 days



Transportation Planning



Security Planning Expectations Vary Across the Globe



Elections/Government Leadership Transitions



Fan Passion/Conduct/Cultural Expectations





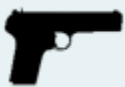




Heat/Hazardous Weather/Emergency Preparedness



Geopolitical Concerns/Intel Sharing

Stakeholder Consensus: Policy Priorities

	Clear Bag Policy
	Prohibited Items List
	Alcohol Policy
	Fan Conduct Policy
	Firearms Policy
	Drone Integration Policy
	Physical Security/Security Screening Requirements Physical turnstiles and digital ticket scanners Personnel Screening Areas (PSA) Vehicle Screening Areas (VSA) and Remote Search Parks (RSP)

FIFA WORLD CUP 2026



- Possibility of two base camps in Cobb County
 - KSU Football Stadium in Kennesaw, GA
 - Atlanta United Practice Facility in Marietta, GA
- Each team can practice 3 days and are required to practice one day crowd sizes will largely depend on the fandom of each team
- Assessments will be completed at each base camp facility to determine additional security measures that need to be put in place
- Last mile crowd management in Atlanta

Collaboration and Planning Efforts

**FIFA World Cup
Safety and
Security**

**Atlanta Office of
Emergency
Management**

**Fulton County
Emergency
Management**

**Georgia
Emergency
Management
Agency**

**Atlanta Police
and Fire**

**Marietta Police
and Fire**

**Kennesaw State
University Police**

2028

SUPER BOWL LXII

COMING TO ATLANTA, GEORGIA



Maintaining Vigilance in Emergency Preparedness



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@cobbcountyema

Questions and Discussion

