

CENTER OF ACTION

WICHITA SMALL BUSINESS PLAYBOOK



FOR THE 2026 WORLD CUP

Wichita Region 2026 World Cup Small Business Playbook



December 2025

In the summer of 2026, the **World Cup** arrives in North America, bringing with it a global audience and unprecedented economic opportunity that will ripple across the South Central Kansas region. While the official matches are set for our neighboring cities like Kansas City, Dallas, and Houston, our community is perfectly positioned to welcome a significant influx of travelers. Crucially, **Interstate 35 (I-35)** serves as a vital corridor connecting several tournament locations, creating a surge of international and domestic traveler traffic throughout the Wichita region.

This moment offers a critical choice: treat 2026 as a temporary sales spike, or use it as a powerful deadline to implement **long-lasting, strategic improvements** to your business structure. This playbook is your essential resource for capitalizing on this opportunity.

It has been designed by the **Kansas Small Business Development Center (SBDC) at Wichita State University**, with significant help from the Kansas Department of Commerce and partners throughout the region, to walk you through the complex, yet necessary, steps—from securing temporary permits for expansion and outdoor dining (Sections 4-8), to establishing a robust digital presence (Section 9). Whether you already have an existing business or want to start up in 2026, this guide will help. By proactively preparing for the peak demands of 2026, you are not simply getting ready for a crowd; you are stress-testing, strengthening, and formally building the foundations of a **future-proof Kansas business**.

The SBDC is committed to your success beyond these pages. We are here to help you move forward with **ongoing training and personalized, no-cost advising** to ensure the operational and compliance upgrades you implement for the World Cup translate into sustained business excellence for years to come. **The time to prepare is now, and the SBDC is ready to partner with you.**

Brandy Willett, Kansas SBDC Regional Director

Kansas Regulatory Guide and Playbook to prepare small businesses, artists, and entrepreneurs for the 2026 World Cup Games

Table of Contents

Table of Contents.....	4
Section 1: Introduction to World Cup Preparation.....	4
Kansas and the 2026 World Cup.....	4
Event Schedule.....	6
Preparing Your Kansas Business.....	9
Section 2: Registering Your Business in Kansas.....	12
Statewide Business Registration.....	12
Checklist for Kansas Business Registration.....	14
Section 3: Opening a Brick and Mortar in Kansas.....	14
What is a Certificate of Occupancy?.....	14
Statewide Process.....	15
Understanding Change of Use vs. Change of Occupancy.....	15
Common Occupancy Classifications (per International Building Code, adopted in Kansas).....	15
Before Leasing or Purchasing Property.....	16
Checklist for Opening a Brick and Mortar in Kansas.....	16
Section 4: Hosting a Temporary Event in Kansas.....	16
Statewide Requirements for Temporary Events.....	17
City-Specific Temporary Event Permits.....	18
Checklist for Hosting a Temporary Event in Kansas.....	19
Section 5: Temporary Liquor Licenses in Kansas.....	19
Statewide Requirements – Kansas ABC.....	20
Local Requirements – City-by-City.....	21
Required Documents for Temporary Liquor Permits.....	21
Application Timeline.....	22
Checklist for Temporary Liquor Licenses in Kansas.....	22

Section 6: Temporary Food Permits in Kansas.....	22
Statewide Requirements – Kansas Department of Agriculture (KDA).....	23
Health and Safety Requirements.....	24
Local Requirements – City-by-City.....	24
Application Timeline.....	24
Checklist for Temporary Food Vendors in Kansas.....	25
Section 7: Outdoor Dining in Kansas.....	25
Statewide Considerations.....	25
Types of Outdoor Dining.....	26
City-Specific Outdoor Dining Rules.....	26
Design & Safety Requirements (All Kansas Cities).....	27
Application Timeline.....	27
Checklist for Outdoor Dining in Kansas.....	27
Section 8: Short-Term Rentals in Kansas.....	28
Statewide Requirements.....	28
Common Requirements Across Kansas Cities.....	29
Checklist for Short-Term Rental Compliance in Kansas.....	30
Section 9: Getting Found.....	30
Checklist for Getting Found.....	32
Section 10: Building your Business through Policies and Procedures.....	32
Training docs, SOPs, and Inventory Management.....	33
Section 11: Further Assistance for You and Your Business.....	33
Kansas Small Business Development Center at Wichita State University.....	34
Services Offered:.....	34
Kansas Office of Small Business.....	35
Section 12: Business Support Resources.....	36

Section 1: Introduction to World Cup Preparation

Kansas and the 2026 World Cup

The World Cup 2026 will be the largest tournament in history, jointly hosted across 16 cities in the United States, Mexico, and Canada. Kansas is positioned at the center of this global event, with Kansas serving as potential training sites, visitor hubs, and base camps.

With other World Cup action taking place in Dallas and Houston, Wichita is uniquely positioned as a crossroads for travel and excitement.

Why Kansas Matters:

- Wichita, as the state's largest city, will also see World Cup-driven tourism, hospitality, and visitor traffic.

Projected Impact	
Metric	World Cup 2026 (KC)
Visitors to the Kansas City metro region (count)	650,000
Visitor days across the bi-state (count)	2,100,000
Direct regional economic impact (USD)	650,000,000

The Kansas City (Arrow Head) Stadium will host 6 total matches: 4 group stage games, 1 round of 32, and 1 quarter final.

The dates are as follows for the **Group Stage** Matches:

Date	Time (ET)	Match	Group
Tuesday, June 16th	9:00 PM	Argentina (World Cup Holder) vs Algeria	Group J
Saturday, June 20th	8:00 PM	Exuador vs Curaçao	Group E
Thursday, June 25th	7:00 PM	Tunisia vs Netherlands	Group F
Saturday, June 27th	10:00 PM	Algeria vs Austria	Group J

Knockout Stage Matches:

Date	Time (ET)	Match	Group
Friday July 3rd	9:30 PM	Round of 32	TBD vs TBD
Saturday, July 11th	9:00 PM	Quarter Finals	TBD vs TBD

The Dallas (AT&T) Stadium will host 9 total matches: 5 group stage games, 2 round of 32, 1 round of 16, and 1 semifinal.

The dates are as follows for the **Group Stage** Matches:

Date	Time (ET)	Match	Group
Saturday, June 14	3:00 PM	Netherlands vs Japan	Group F
Tuesday June 17th	3:00 PM	England vs Croatia	Group L
Monday, June 22nd	12:00 PM	Argentina (World Cup Holder) vs Austria	Group K
Wednesday, June 25th	6:00 PM	Japan vs TBD	Group F
Friday, June 27th	9:00 PM	Jordan vs Argentina (World Cup Holder)	Group J

Knockout Stage Matches:

Date	Time (ET)	Match	Group
Tuesday, June 30th	TBD	Round of 32	TBD vs TBD
Friday, July 3rd	TBD	Round of 32	TBD vs TBD
Monday, July 6th	TBD	Round of 16	TBD vs TBD

Tuesday, July 14th	2:00 PM	Semifinal	TBD vs TBD
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Key points for Kansas:

Defending World Cup champion Argentina opens KC's schedule on June 16th. Also, the potential for Messi vs. Ronaldo in quarter-final matchup is possible on Saturday, July 11th, thanks to their groups. Then, 3 days later, Dallas will be hosting a semifinal on July 14th so expect heavy traffic that day.

The two weeks (**June 14 - 28th**) are expected to be **heavily trafficked** due to the sheer number of games within the group stages between Dallas and Kansas City.

Preparing Your Kansas Business

Hosting the World Cup is not just about stadiums and fan zones—it is about equipping local businesses to thrive. Whether you are a restaurant owner, hotel operator, food truck vendor, retailer, or creative entrepreneur, preparing now ensures you can maximize the opportunities in 2026.

Seven Simple Steps for Kansas Small Businesses:

1. Register and License Early

- a. File your business entity with the Kansas Secretary of State.
- b. Obtain local licenses in Wichita and its surrounding areas as required.
 - To register your LLC, you will need your business name, address, and your registered agent. This is the link to online registration: sos.ks.gov/eforms/user_login.aspx?frm=BS
- c. Confirm zoning and occupancy approvals before you expand operations.

2. Build Marketing Visibility

- a. Update your Google Business Profile with accurate hours and services.



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- b. Add multilingual welcome signage (English, Spanish, Portuguese).
- c. List your business on local chamber and tourism websites.

3. Plan for Demand Surges

- a. Stock inventory months in advance of June 2026.
- b. Train staff for high-volume service.
- c. Extend business hours to serve pre- and post-game crowds.

4. Create a Visitor-Friendly Experience

- a. Accept credit cards, debit, and mobile payments.
- b. Provide clear signage and wayfinding inside and outside your business.
- c. Offer small souvenirs or Kansas-made products.
- d. Display multilingual signage.
- e. Train staff on basic greetings and service phrases.
- f. Use icons for restrooms, Wi-Fi, payments, and directions.
- g. Add clear tipping and payment info in multiple languages.
- h. Provide alcohol-free and family-friendly options.
- i. Maintain a respectful, inclusive atmosphere for all fan groups.
- j. Display small global touches—flags, soccer-themed decor, or Kansas icons—to create an international and welcoming feel. Avoid jokes or political messages tied to teams or nations.
- k. Avoid assumptions about identity, alcohol, or faith. Ask, don't guess.

5. Collaborate with Other Businesses

- a. Partner with local hotels or event organizers to feature your services.
- b. Create “Dine + Shop” or “Taste of Kansas” bundles.
- c. Partner with local cultural groups or consulates for support.
- d. Cross-promote on social media.
- e. Share resources: interpreters, signage templates, and review strategies.

- f. Join forces with nearby venues for safe, inclusive fan zones.

6. Invest in Curb Appeal

- a. Refresh storefronts, signage, and outdoor spaces.
- b. Consider temporary beautification like planters, lights, or welcome banners.
- c. Add welcome decals and flags.
- d. Use Kansas + World Cup-themed decor (lights, planters, banners).
- e. Include diverse, family-friendly visuals in storefront displays.
- f. Feature Kansas-made products.
- g. Improve wayfinding using arrows, icons, and simple bilingual signs.

7. Get Connected to Official Channels

- a. Register with Kansas Commerce procurement alerts and KC2026 vendor opportunities.
- b. Monitor ConnectKS and Spotlight Kansas for FIFA-related contracts.

8. Host World Cup-Themed Experiences

- a. Partner with local musicians, artists, or cultural groups to celebrate Kansas heritage.
- b. Organize watch parties with multilingual “house rules,” special menus, and cultural showcases.
- c. Feature international and especially local musicians, artists, or cultural groups to celebrate Kansas heritage.
- d. Offer special menus celebrating Kansas and global flavors.
- e. Promote respect between fans and train staff on de-escalating

Section 2: Registering Your Business in Kansas

Statewide Business Registration

All businesses operating in Kansas must complete certain state-level registrations before opening. These registrations provide the foundation for licensing, taxes, and compliance.

Step 1: File with the Kansas Secretary of State

- Entities such as LLCs, corporations, and nonprofits must file
- Out-of-state companies must register as a “foreign entity” and designate a Kansas agent.

How to Apply: Online at sos.ks.gov or in person at:

Kansas Secretary of State – Memorial Hall, 120 SW 10th Ave., Topeka, KS 66612
Phone: (785) 296-4564

Fees: \$30–\$165 depending on entity type.

Step 2: Obtain a Federal EIN

Apply through the IRS website (For your federal EIN, this link will take you to the IRS site: <https://sa.www4.irs.gov/modiein/individual/index.jsp>). Free, same-day issuance. Required for any business that has employees, but is also helpful for banking, payment centers, and other contracts.

Step 3: Register for Kansas Sales Tax

Businesses selling goods or taxable services must register with the Kansas Department of Revenue.



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- Website: [Kansas Department of Revenue Home Page](#)
- Phone: (785) 368-8222
- Address: 915 SW Harrison St., Topeka, KS 66612
- To file for your Kansas Sales Tax ID you will need to follow this link:
<https://www.kdor.ks.gov/Apps/kcsc/login.aspx?ReturnUrl=%2fApps%2fKCSC%2fSecure%2fDefault.aspx>
- Sales Tax Rate Info: <https://www.ksrevenue.gov/atrlzip4.html>

Step 4: Zoning and Occupancy

Before opening a physical location, check with local city planning and zoning offices for use approval and occupancy permits.

Step 5: Industry-Specific Permits

- Food Service: Kansas Department of Agriculture, Food Safety & Lodging.
- Alcohol Sales: Kansas Alcoholic Beverage Control (ABC).
- Childcare/Healthcare: Kansas Department of Health & Environment.
- Contractors: City licensing offices.

Step 6: Income Tax Considerations

- For more information on self-employment taxes, please visit:
 - <https://www.irs.gov/businesses/small-businesses-self-employed/self-employment-tax-social-security-and-medicare-taxes>
 - <https://www.forbes.com/advisor/taxes/self-employment-tax-calculator>

Checklist for Kansas Business Registration

- ☐ Entity registered with the Kansas Secretary of State
- ☐ EIN obtained from IRS
- ☐ Sales tax number issued by the Kansas Department of Revenue
- ☐ Zoning and Certificate of Occupancy verified with local jurisdiction
- ☐ Look up city requirements for your individual location
- ☐ Industry-specific permits applied for (if required)
- ☐ Local business license secured (where applicable)

Section 3: Opening a Brick and Mortar in Kansas

Opening a physical business location in Kansas requires both state-level compliance and local approvals for zoning, occupancy, and safety. Even if you are not planning new construction, changing how a property is used can trigger new reviews, permits, or inspections.

This section explains what a Certificate of Occupancy is, how Kansas cities handle zoning and occupancy approvals, and what business owners must do before opening doors to customers.

What is a Certificate of Occupancy?

A Certificate of Occupancy (C/O) is a legal document that confirms a building or space complies with building codes, zoning laws, and fire safety standards. It also certifies that the property is approved for a specific type of business use.

- Required whenever you open a new business, change ownership, remodel a space, or change the type of business use.
- Issued by your city or county building department.

- Linked to zoning laws — even if no construction occurs, switching from one type of business to another (e.g., turning an office into a coffee shop) may require new permits.

Statewide Process

Although Kansas does not issue Certificates of Occupancy at the state level, all businesses must:

1. Ensure local zoning and building codes permit their business activity.
2. Complete fire, health, or environmental inspections if applicable (restaurants, salons, manufacturers).

Understanding Change of Use vs. Change of Occupancy

- Change of Use: Adjusting how space is used within the same occupancy category (example: a bookstore adding a small café).
- Change of Occupancy: Switching from one occupancy classification to another (example: a warehouse converted into a brewery).

Both may require new inspections and approvals, even without major construction.

Common Occupancy Classifications (per International Building Code, adopted in Kansas)

- A (Assembly): Restaurants, theaters, event spaces
- R (Residential): Hotels, apartments, short-term rentals
- M (Mercantile): Retail, shops, grocery stores
- B (Business): Offices, banks, professional services
- E (Educational): Daycares, schools
- F (Factory): Manufacturing, commercial kitchens
- I (Institutional): Hospitals, care facilities



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- S (Storage): Warehouses
- U (Utility): Barns, silos, towers

Before Leasing or Purchasing Property

Ask these questions to avoid costly mistakes:

1. What is the current Certificate of Occupancy for this building?
2. Does the zoning allow my intended business use?
3. Were past renovations permitted and inspected?
4. Will my business require additional parking, signage, or ADA improvements?

Tip: Always request the property's zoning letter and Certificate of Occupancy before signing a lease.

Checklist for Opening a Brick and Mortar in Kansas

- ☐ Confirm entity registration and sales tax compliance at the state level
- ☐ Obtain zoning clearance from the local planning department
- ☐ Submit Certificate of Occupancy application to the city/county building office
- ☐ Schedule inspections (fire, health, ADA, environmental if applicable)
- ☐ Apply for industry-specific licenses (restaurants, liquor, childcare, contractors)
- ☐ Receive Certificate of Occupancy before opening to the public

Section 4: Hosting a Temporary Event in Kansas

Kansas will see an unprecedented number of visitors during the 2026 World Cup. Temporary events such as fan festivals, cultural celebrations, food fairs, concerts, and watch parties will play a central role in creating a welcoming environment.

Hosting a public event requires careful planning and compliance with state regulations and city-specific permits. This section provides an overview of what is required in Kansas, specifically for Wichita and its regional areas.

Statewide Requirements for Temporary Events

While Kansas does not issue a single “event permit” at the state level, most temporary events must comply with:

1. Food Service Rules

- a. Any vendor serving food must obtain a Temporary Food Establishment License through the Kansas Department of Agriculture (KDA).
- b. Valid for up to 14 consecutive days.
- c. Applications should be submitted at least 2 weeks before the event.
- d. Contact: KDA Food Safety & Lodging Program | [\(785\) 564-6767](tel:7855646767) | agriculture.ks.gov/foodsafety

2. Sales Tax Collection

- a. Vendors must register with the Kansas Department of Revenue to collect and remit sales tax for goods sold at temporary events.
- b. Contact: KDOR Customer Service Center | [\(785\) 368-8222](tel:7853688222) | ksrevenue.gov

3. Public Health and Safety

- a. Large events may require compliance with Kansas Department of Health & Environment (KDHE) standards, especially if portable restrooms, sanitation, or crowd safety are involved.
- b. Contact: KDHE | [\(785\) 296-1500](tel:7852961500) | kdhe.ks.gov

City-Specific Temporary Event Permits

Because temporary event rules are enforced at the city level, you must apply directly with the jurisdiction where the event will take place:

Wichita

- Temporary Event Permit: Required for large gatherings, festivals, or events using city streets, sidewalks, or public property.
- Application Process: Submit through City Licensing. Events involving alcohol, amplified sound, or food vendors require additional approvals from Fire and Police Departments.
- Timeline: At least 30 days in advance. 90 days recommended for large-scale festivals.
- Examples of Permits Needed:

Festival Permit (Public Gatherings with Vendors)	Noise Variance (Amplified Sound)
Tent Permit (Fire Department Review Required)	Alcohol Permit (Kansas ABC + City Treasurer's Office)

- Contact: Wichita City Hall | 455 N. Main St., Wichita, KS 67202 | (316) 268-4553 | wichita.gov

Additional Considerations for All Kansas Cities

- Insurance: Most cities require proof of liability insurance naming the city as an additional insured.
- Traffic Control Plans: Events closing public streets must submit a traffic control plan approved by local police/public works.
- Neighborhood Notification: Some cities require written notice to nearby residents or businesses for large events.



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- Security: Events with alcohol, large crowds, or late-night activities may require private security or police presence.

Checklist for Hosting a Temporary Event in Kansas

- ☐ Define event scope: location, size, food, alcohol, vendors, sound, and street closures
- ☐ Apply for local special event permits 30–90 days in advance
- ☐ Secure Temporary Food Establishment Licenses for each vendor (KDA)
- ☐ Apply for Temporary Liquor Permit or Caterer’s License (Kansas ABC)
- ☐ Submit traffic control plan if closing roads
- ☐ Provide insurance documentation as required by the city
- ☐ Coordinate inspections with Fire, Health, and Police Departments
- ☐ Notify neighbors and affected businesses if required
- ☐ Receive final approval before advertising or hosting the event

Section 5: Temporary Liquor Licenses in Kansas

Many World Cup–related events in Kansas will involve food and beverage service, including alcohol sales at watch parties, fan zones, festivals, and cultural celebrations. To serve alcohol legally at a temporary event, businesses and organizations must obtain permits through the Kansas Alcoholic Beverage Control (ABC) and, in some cases, their local city government.

This section outlines the statewide process and highlights city-specific requirements for Wichita and its surrounding regional area.



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Statewide Requirements – Kansas ABC

The Kansas Department of Revenue Alcoholic Beverage Control Division regulates all liquor licensing in Kansas.

Types of Temporary Liquor Licenses

1. Temporary Permit (4-Day Permit)

- a. Issued to nonprofit civic, religious, fraternal, political, or educational organizations.
- b. Allows the organization to sell and serve alcoholic liquor for consumption on the premises.
- c. Valid for up to 96 consecutive hours.
- d. Fee: \$25 per day.

2. Caterer's License

- a. Required for licensed caterers serving alcohol at off-site events.
- b. Businesses must hold a permanent caterer's license with Kansas ABC.
- c. Temporary event notification must be filed before each catered event.

3. Special Event Authorization for Retail Liquor Licensees

- a. A Kansas retailer with an active license may apply to extend sales into an adjoining parking lot, tent, or temporary structure for a limited time.

How to Apply

- Applications are available online at abc.ks.gov.
- Submit at least 10 business days prior to the event.
- Required documents:
 - o Completed ABC Temporary Permit application
 - o Diagram of event site showing alcohol service areas



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- o Security plan (if required)
- o Proof of nonprofit status (for temporary permit applicants)
- Contact: Kansas ABC | 109 SW 9th St., 5th Floor, Topeka, KS 66612 | Phone: (785) 296-7015

Local Requirements – City-by-City

In addition to Kansas ABC approval, most Kansas cities require coordination with local police, zoning, or licensing departments when alcohol is served at public events.

Wichita

- Temporary alcohol permits require city review by the Treasurer's Office.
- Police approval is often required for large-scale events.
- Fenced service areas and security contracts may be mandated for festivals.
- Contact: Wichita City Hall | 455 N. Main St., Wichita, KS 67202 | (316) 268-4553 | wichita.gov

Required Documents for Temporary Liquor Permits

- Completed Kansas ABC application
- Event site diagram (showing entry/exit points, alcohol service areas, and security)
- Approval letter from property owner (if event is not on applicant's property)
- Security contract (if required by city or ABC)
- Tax clearance certificate (if applicable for business applicants)

Application Timeline

- Submit applications to Kansas ABC at least 10 business days in advance.
- Large public events (festivals, concerts) should apply 60–90 days prior to allow for local review and coordination.

Checklist for Temporary Liquor Licenses in Kansas

- Confirm eligibility (nonprofit, caterer, or licensed retailer)
- Apply for permit through Kansas ABC (Temporary Permit or Caterer's License)
- Submit event diagram and documentation to ABC
- Obtain city approvals (Wichita Regional Area) if alcohol is served in public spaces
- Secure security contract if required
- Ensure fencing or designated alcohol service areas are in place
- Receive ABC approval before event begins

Section 6: Temporary Food Permits in Kansas

Food is one of the most important elements of the visitor experience during the FIFA World Cup. From street vendors to food trucks and pop-up stands, thousands of temporary food operations will be active across Kansas. To ensure food safety and public health, all vendors must obtain proper Temporary Food Establishment Licenses and comply with both state-level food codes and local health department regulations.

Statewide Requirements – Kansas Department of Agriculture (KDA)

The Kansas Department of Agriculture's Food Safety & Lodging Program regulates temporary food service operations statewide.

What is a Temporary Food Establishment (TFE)?

A TFE is any food service operation that:

- Prepares, sells, or serves food at a fixed location for no more than 14 consecutive days.
- Operates at events such as fairs, festivals, markets, or fan zones.

Examples: food trucks, concession tents, pop-up food stalls, and cultural food vendors.

Who Needs a TFE License?

- Any vendor preparing, serving, or selling food or beverages in Kansas.
- Vendors licensed in another state must still apply in Kansas.
- Nonprofit organizations may be eligible for exemptions, but must still notify KDA before operating.

How to Apply

1. Complete the Temporary Food Establishment License Application (available online).
2. Submit application at least 14 days before the event.
3. Pay license fee (non-refundable, amount varies by event size and duration).
4. Coordinate with the local health department for inspection.



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Contact: Kansas Department of Agriculture – Food Safety & Lodging Program
1320 Research Park Dr., Manhattan, KS 66502 | (785) 564-6767 |
agriculture.ks.gov/foodsafety

Health and Safety Requirements

Temporary food operations must comply with Kansas Food Code standards:

- Booth Setup: Overhead protection (tent or canopy), flooring (wood, concrete, or tarp), and walls/screens if outdoors.
- Handwashing Station: Required at all food prep sites. Must include a warm water container with a spigot, soap, paper towels, and a catch bucket.
- Utensil Washing: A three-compartment setup is required for washing, rinsing, and sanitizing utensils.
- Temperature Control:
 - o Hot foods must be held above 135°F.
 - o Cold foods must be kept below 41°F.
 - o Thermometers required.
- Food Handling: Use gloves, utensils, or deli paper. Bare hand contact with ready-to-eat food is prohibited.
- Sanitizer: Chlorine, quaternary ammonia, or iodine with test strips (sanitizer wipes not allowed).

Local Requirements – City-by-City

Wichita

- A KDA TFE license is required for all food vendors.
- The Sedgwick County Health Department inspects temporary food stands and food trucks at public events.

Contact: SCHD | 1900 E. 9th St. N., Wichita, KS 67214 | (316) 660-7300 |
sedgwickcounty.org



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Application Timeline

- Submit application at least 14 days prior to the event.
- Large-scale events (World Cup fan zones, city-sponsored festivals) may require submission 30–60 days in advance to allow for coordination between KDA and local health departments.
- Inspections typically occur on-site the day of the event before operations begin.

Checklist for Temporary Food Vendors in Kansas

- ☐ Apply for Temporary Food Establishment License (KDA)
- ☐ Coordinate with local health department for inspection
- ☐ Construct booth or truck with proper flooring, overhead cover, and screening
- ☐ Set up functional handwashing station
- ☐ Prepare utensil washing setup (3-compartment system)
- ☐ Verify food storage: hot above 135°F, cold below 41°F
- ☐ Have sanitizers and test strips available
- ☐ Train staff in proper food handling procedures
- ☐ Keep application, license, and inspection documents available on-site

Section 7: Outdoor Dining in Kansas

Outdoor dining is one of the most popular ways to engage visitors, especially during high-traffic events like the FIFA World Cup. Sidewalk cafés, street cafés, parklets, and parking lot dining allow restaurants and bars to serve more customers while enhancing the community experience.

In Kansas, outdoor dining is regulated at the local city level, but operators must also ensure compliance with state food safety and liquor regulations.

Statewide Considerations

While Kansas does not issue a statewide outdoor dining permit, businesses must:

- Hold an active Kansas Department of Agriculture Food Establishment License for food service.
- Hold a Kansas Alcoholic Beverage Control (ABC) license if serving alcohol outdoors.
- Ensure ADA compliance under the Americans with Disabilities Act.
- Maintain liability insurance, often naming the city as an additional insured.

Types of Outdoor Dining

1. Sidewalk Café – An extension of a restaurant or bar onto the public sidewalk.
2. Street Café – Outdoor dining built within on-street parking spaces, usually framed with protective barriers.
3. Parklet – A public-use space created in the right-of-way (sidewalk, street lane, or parking spot) that may include seating, planters, or art installations.
4. Parking Lot Dining – Seating in a private parking lot adjacent to or owned by the business.

City-Specific Outdoor Dining Rules

Wichita

- Sidewalk dining permits are issued by the Wichita Public Works Department.
- Businesses must maintain pedestrian clearance and install protective barriers for street cafés.
- Parking lot dining requires zoning clearance and building inspection approval.

Contact: Wichita Public Works | 455 N. Main St., Wichita, KS 67202 | (316) 268-4477 | wichita.gov



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Design & Safety Requirements (All Kansas Cities)

- ADA Accessibility: Must provide safe, continuous pedestrian pathways. Ramps must meet ADA slope and texture requirements.
- Protective Barriers: Street cafés and parklets must include sturdy, visible barriers with reflective strips on traffic-facing sides.
- Pedestrian Clearance: Maintain at least 5 feet of unobstructed sidewalk at all times.
- Lighting: Outdoor dining areas must be safely lit for evening use.
- Insurance: A certificate of insurance naming the city as additional insured is required.
- Prohibited Areas: Dining cannot obstruct ADA parking spaces, fire lanes, or emergency exits.

Application Timeline

- Small setups (sidewalk cafés): Apply at least 2–3 weeks in advance.
- Large installations (street cafés, parklets): Apply 30–60 days in advance to allow for city review and engineering approval.

Checklist for Outdoor Dining in Kansas

- ☐ Verify city zoning allows outdoor dining at your location
- ☐ Prepare a site plan with dining area layout and pedestrian flow
- ☐ Apply for required local permits (Sidewalk Café, Temporary Use, or Parklet)
- ☐ Obtain Kansas ABC approval if serving alcohol outdoors
- ☐ Provide a certificate of insurance naming the city as an additional insured
- ☐ Install ADA-compliant ramps and maintain 5-foot pedestrian clearance
- ☐ Construct protective barriers and lighting as required
- ☐ Pass inspections before opening outdoor seating to the public

Section 8: Short-Term Rentals in Kansas

Short-term rentals (STRs) are a growing part of Kansas's hospitality industry and will be in high demand during the FIFA World Cup. STRs include homes, apartments, or rooms rented for less than 30 consecutive days through platforms such as Airbnb, VRBO, or direct booking.

Kansas regulates STRs at both the state level (tax requirements) and local level (registration, zoning, and licensing). Each city may have its own process, so hosts must comply with both sets of rules.

Statewide Requirements

1. Sales and Transient Guest Tax
 - a. STR hosts must collect and remit Kansas sales tax (6.5%) and applicable local transient guest taxes (varies by city/county, typically 6–9%).
 - b. Some booking platforms (Airbnb, VRBO) collect and remit on behalf of hosts, but hosts remain responsible for registration with the Kansas Department of Revenue.
 - c. Website: ksrevenue.gov | Phone: (785) 368-8222
2. Business Registration
 - a. STR operators must register with the Kansas Secretary of State if operating under a business entity (LLC, corporation).
 - b. Sole proprietors must register a DBA if using a business name other than their own.
3. State Safety & Lodging Laws
 - a. While Kansas does not license STRs at the state level, STRs must comply with building codes, fire safety standards, and ADA accessibility rules if offering public lodging.

City-Specific Requirements

Wichita

- STRs must be registered with the City of Wichita.
- Hosts must collect and remit both state sales tax and Wichita's Transient Guest Tax (6%).
- Registration includes proof of ownership, floor plan, and compliance with fire/life safety codes.
- Annual renewal is required.

Contact: Wichita Treasurer's Office | 455 N. Main St., Wichita, KS 67202 | (316) 268-4553 | wichita.gov

Common Requirements Across Kansas Cities

- Registration: All STRs must be registered locally where required.
- Zoning Approval: Non-owner-occupied STRs often require special use permits.
- Taxes: Hosts must collect or ensure platforms remit state sales tax + local guest taxes.
- Safety Standards: Properties must comply with fire, electrical, and occupancy codes.
- Insurance: Proof of liability insurance is often required.
- Annual Renewal: Most STR registrations are valid for one year and must be renewed.



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Application Timeline

- STR licenses and permits should be obtained before listing the property on booking platforms.
- Annual renewals must be completed 30 days prior to expiration.
- Hosts planning to operate during the World Cup should apply by early 2026 to avoid delays.

Checklist for Short-Term Rental Compliance in Kansas

- ☐ Register business entity or DBA with the Kansas Secretary of State (if required)
- ☐ Register with the Kansas Department of Revenue for sales and guest taxes
- ☐ Apply for a city STR license or permit (Wichita Regional Area)
- ☐ Obtain zoning approval or special use permit if non-owner-occupied
- ☐ Schedule safety inspections (fire, code compliance)
- ☐ Maintain liability insurance covering STR operations
- ☐ Renew licenses annually and keep tax filings current
- ☐ Display STR license number in listings if required by the city

Section 9: Getting Found

With over 650,000 visitors expected to be in our region, the primary challenge is not the lack of customers, but the ability to find *you*. International travelers and out-of-state fans will rely heavily on digital navigation tools and local directories/recommendations to decide where they should spend their money.

The best way to capture this traffic? Your business needs to be found on their phones.



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Start: Optimizing Your Digital Front Door

For a traveler, if you do not exist within Google Maps, you do not exist at all. Your digital profile is just as important as the layout of your store, the design of the menu, or the physical storefront.

- **Google Business Profile (GBP):** Claim and verify your profile immediately. Ensure your pinned location and the location you provide are the exact same. Upload high-resolution and quality photos of your storefront, products, and interior.
- **Accurate Hours of Operation:** Travelers are likely to be looking for services late into the night or early in the morning around match times. Update your hours to reflect any games that may go into the evening
- **Apple Maps, Yelp, and Waze:** These apps are the traveler's companion if they're not using Google Maps. While Google is king, lots of travelers use iPhones and will be using their native services or other apps. Ensure all apps are consistent with one another

Next: Localization and Language

Wichita will be hosting visitors from everywhere. Removing language barriers is the fastest way to win a customer.

- Lots of websites, apps, and browsers will automatically translate for you into their native languages. Ensure product information and menus are not in **PDF format** or **JPEGs** because their browsers will not auto-translate those.
- Utilize corporate partners (DoorDash and Airbnb) to see what they're doing with international visitors for your business.
- Keywords: Deploying keywords in your profile for travelers will increase your visibility. Consider updating keywords for "Near I-35," "World-Cup Friendly," "Family-Local Business," or other things about food.



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Finally: Leverage Local Partners

Community Calendars and other existing tourism infrastructure is your friend: join immediately

- **Visit Wichita:** This community calendar garners a ton of attention. When people plan their trips, they're directed first to this website.
- **Chamber of Commerce:** If you're a vendor or want to do so (Wichita Regional Chamber, Wichita's Hispanic Chamber, etc.) are the places to get on for trusted vendors for large events.
- **Kansas Department of Tourism:** Look towards the *Travel with Kansas* to find out more information to become a partner! Many people will see their ads and think about going to their website while they're road-tripping.
<https://www.travelks.com/travel-industry/>
- **Wichita Hashtags:** Start using regional tags to build search history. Use things like #ICT, #KC2026, and #I35 in your posts!

Checklist for Getting Found

- ☐ Claim and Verify Google Business Profile
- ☐ Claim Apple Maps listing
- ☐ Update hours of operation (including temporary World Cup hours)
- ☐ Submit business information to partner databases
- ☐ Audit physical signage for visibility at night
- ☐ Create a QR code for a digital/translated menu or service list

Section 10: Building your Business through Policies and Procedures

Building a sustainable business at the heart of this World Cup event starts not with the idea, but with documented procedures and policies. Although it's good to stay



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agile and quick, documenting your things while having to work will make successions, repeatability, and hiring a much simpler process further down the road.

Training docs, SOPs, and Inventory Management

Doing each one of these is critical for building a sustainable business.

Training Documents are for you and for your new employees to be able to understand your processes, why you do them, and how to memorize them going forward. They're a safe, succinct thing to do to increase your ROI on your time.

Standard Operating Procedures (SOPs) are a way to make business logic make sense. They're the lifeline to continuing your business across the board, even when you're not there. Having SOPs allows you to train new employees faster and increase productivity and consistency throughout your business.

Inventory Management is a system or set of procedures that you do to record what is in your inventory and not. They help you stay on-top of what things you have available. Keeping track of time spent, resources acquired, and customers touched will allow you to keep the ball moving.

Section 11: Further Assistance for You and Your Business

This playbook is provided by the *Kansas Small Business Development Center at Wichita State University* with help from the Kansas Department of Commerce, the



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Small Business Administration, and other partners throughout our region and state.

Kansas Small Business Development Center at Wichita State University

The Kansas Small Business Development Center (KSBDC) serves as statewide program to help entrepreneurs and small business leaders.

Our **mission** at the KSBDC is to help **train, advise, and connect** you, the community, in the best ways possible to build a sustainable and lasting business.

Services Offered:

- Business registration and licensing guidance
- Navigation of city, county, and state permitting processes
- Trainings on AI, World Cup Events, and General Business Knowledge
- No-cost one-on-one advising
- Access to community partners

Contact Information:

Office Location:

Hughes Metropolitan Complex
5015 East 29th Street North
Wichita, Kansas 67220

Phone Number:

(316) 978-3193

Website:

wichita.edu/ksbdc

Email:

ksbdc@wichita.edu



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Kansas Office of Small Business

Since its creation in 2025, the Office has worked with thousands of Kansas entrepreneurs to prepare them for opportunities linked to global events like the 2026 World Cup.

Contact Information:

Office Location:

1000 SW Jackson St., Suite 100,
Topeka, KS 66612

Phone Number:

(785) 296-5298

Website:

kansascommerce.gov/smallbusiness

Email:

smallbusiness@ks.gov



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Section 12: Business Support Resources

Butler County

- **Andover:**
 - a. Contact: (316) 733-1303
 - b. Website: <https://www.andoverks.gov/>
- **El Dorado:**
 - a. Contact: 316-321-9100
 - b. Website: <https://eldoks.gov/>
- **Go! Augusta:**
 - a. Contact: goaugustaksevents@gmail.com | Phone: 316-775-4585Website: <https://www.goaugusta.org/>

Chase County

- **Chase:**
 - a. Contact: Phone: 620-273-6423
 - b. Website: <https://chasecountyks.com/>

Cowley County

- **Arkansas City Area Chamber of Commerce:**
 - a. Phone: (620) 441-4400
 - b. Website: <https://www.arkcity.org/> and chamber: <https://www.arkcitychamber.com/>
- **Cowley First – Cowley County Economic Development Partnership:**
 - a. Phone: 620-221-5400
 - b. Website: <https://www.cowleycountyks.gov/>. This county-wide organization supports new and existing businesses in Cowley County.
- **Winfield Chamber of Commerce:**
 - a. Contact: 620-221-5500 - emailcustomerservice@winfieldks.org
 - b. Website: <https://winfieldks.org/>



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Harper County

- **Harper:**
 - b. Contact: Phone: 620-842-5555
 - c. Website: <https://www.harpercountyks.gov/>

Harvey County

- **Newton:**
 - a. Contact: (316) 284-6001
 - b. Website: <https://www.newtonkansas.com/Home>
- **Harvey:**
 - a. Contact: (316) 284-6800
 - b. Website: <https://www.harveycounty.gov/>

Kingman County

- **Kingman:**
 - a. Contact: (620) 532-3111 Fax: (620) 532-2147 Email: graffman@cityofkingman.com
 - b. Website: <https://www.cityofkingman.com/>

Marion County

- **Hillsboro:**
 - a. Contact: Phone: (620) 947-3162 | Fax: (620) 947-3482
 - b. Website: <https://www.cityofhillsboro.net/>

McPherson County

- **McPherson:**
 - a. Contact: Phone 620-245-2535 | Fax 620-245-2549
 - b. Website: <https://www.mcpcity.com/>

Rice County

- **Lyons:**
 - a. Phone: 620-257-2320 | Fax: 620-257-3743



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- b. Website: <https://www.lyonsks.org/>
- **Rice:**
 - a. Contact: contact directory
 - b. Website: <https://www.ricecounty.us/>

Reno County

- **Hutchinson:**
 - a. Contact: Phone: 620-694-2611 | Fax: 620-694-2673
 - b. Website: <https://www.hutchinsonks.gov/>

Sedgwick County

- **Wichita:**
 - a. Contact: staff directory
 - b. Website: <https://www.wichita.gov/>
- **Wichita Independent Business Association (WIBA):**
 - a. Contact: (316) 201-3264 - info@wiba.org
 - b. Website: <https://www.wiba.org/>
- **Wichita Hispanic Chamber of Commerce:**
 - a. Contact: (316) 265-7771
Email: info@wichitachamber.org
 - b. Website: <https://www.wichitachamber.org/>
- **Derby:**
 - a. Contact: 316-788-1519 - Fax: 316-788-6067
 - b. Website: <https://www.derbyks.gov/>
- **Haysville:**
 - a. Contact: directory
 - b. Website: <https://www.haysvilleks.gov/>
- **Park City:**
 - a. Contact: 316-744-2026
 - b. Website: <https://www.parkcityks.gov/>
- **Mulvane:**

- a. Contact: 316-777-1143
- b. Website: <https://www.mulvanekansas.com/>
- **Goddard:**
 - a. Contact: 316-794-2441
 - b. Website: <https://www.goddardks.gov/>

Sumner County

- **Wellington:**
 - a. Contact: Phone: 620-326-3631 | Fax: 620-326-8506
 - b. Website: <https://www.cityofwellington.net/>
- **Sumner County:**
 - a. Economic Development Commission (SCEDC) –
<https://www.gosumner.com/>
 - b. Website: <https://co.sumner.ks.us/>



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**PREPARE, ENGAGE, AND WELCOME FANS
FROM AROUND THE WORLD.**



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