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## Preparing for FIFA 2026 and Olympics 2028

United States must walk and chew gum at the same time, as it invests in its workforce and infrastructure renewal for the Golden Age to keep the US economy humming for all Americans to equitably benefit, irrespective of partisanship, especially in the wake of Epstein files and Trump's fraud czar with the government busy at the Department of Justice.

The 2026 FIFA World Cup and the 2028 Los Angeles Olympics create a compressed investment window in which private actors – stadium owners, developers, hospitality groups, utilities, insurers, sponsors, and infrastructure funds – must decide whether to harden assets or accept rising volatility related to seasonal but more intense than usual weather disasters. Because these global events concentrate capital, reputation, and operational risk, they effectively accelerate risk pricing.

Stronger heat waves, heavier rainfall, more intense hurricanes, wildfire-conducive conditions, and intense flood events translates to balance-sheet exposure concentrated in major metropolitan regions, and we cannot wait for FEMA nor there is budget for it to react.

United States must be proactive.

When private investors deploy integrated packages combining microgrids, flood hardening, cooling systems, and in wildfire zones defensible-space and fire-resistant upgrades, expected annualized returns between 2026 and 2028 range from high single digits to the mid-20s.

In contrast, maintaining current exposure without resilience upgrades yields low single-digit returns at best and negative returns in high-risk coastal markets.

In a zero-government-spending scenario, therefore, heightened risk of adverse weather events migrates fully into private insurance markets, real estate valuations, corporate earnings, and FIFA and Olympics event revenue models.

In high-risk U.S. metros preparing for globally televised events, it becomes an investable asset class – one where the financial delta between acting and not acting is measurable, material, and increasingly difficult to ignore.

Across exposed metros – Miami, Houston, New York City, Atlanta, Los Angeles, and Dallas – the financial comparison between bundled resilience investments and status quo positioning is stark.

Houston presents hurricane and extreme rainfall exposure. Bundled investments there yield expected returns of 10-18%, versus 0-5% under status quo conditions – a 10-13 point differential driven by stormwater mitigation, distributed energy reliability, and business continuity during peak event demand.



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In Miami, where sea-level rise and storm surge risks are already embedded in insurance pricing, bundled resilience projects show projected internal rates of return between 12–22%, compared with a status quo range of –8% to 4%. The 20–30+ percentage-point advantage reflects avoided flood losses, reduced insurance premiums, stabilized cap rates, and uninterrupted event-driven hospitality revenue.

New York City, with coastal flood and heat exposure, shows bundled returns of 11–19%, compared to 1–6% without upgrades. The delta of 10–13 points stems from operational uptime during extreme weather, energy arbitrage via microgrids, and asset value preservation in high-density commercial corridors hosting FIFA-related activities.

Atlanta’s primary risks – urban heat and flash flooding – generate a bundled ROI range of 9–16% compared to 1–5% otherwise, producing an 8–11 point advantage. Cooling infrastructure improves occupancy and productivity during heat extremes, while stormwater capture reduces property damage volatility.

Los Angeles, the anchor of the 2028 Olympics, faces wildfire and extreme heat risk. Here, the financial case is strongest: bundled returns of 13–25% versus 2–7% under status quo conditions. The 11–18 point spread reflects avoided outage costs, wildfire hardening benefits, and the enormous reputational and sponsorship value tied to uninterrupted Olympic operations.

Dallas–Fort Worth, exposed to extreme heat and flash flooding, demonstrates bundled returns of 8–15% compared to 1–4% otherwise – a 7–11 point advantage driven largely by energy savings, grid resilience, and reduced flood-related asset volatility.

Event deadlines compress investment horizons. Capital that might otherwise deploy gradually is forced into accelerated construction cycles to meet 2026 and 2028 operational requirements. This creates a rare synchronization of private incentives: insurers demanding risk reduction, sponsors demanding reliability, hospitality operators demanding uptime, and investors demanding yield stability.

Zero government spending does not imply zero resilience. It implies that risk pricing becomes immediate and market-driven. Insurance repricing, capital market scrutiny, and global event exposure shift climate adaptation from a political question to a financial one. Assets that fail to harden face rising deductibles, reduced liquidity, and lower valuations.

Bundled energy-plus-resilience investments outperform greenwashing because they capture dual value streams. They generate positive operating cash flows – through energy savings, demand-response participation, and reliability premiums – while simultaneously avoiding catastrophic losses and reducing insurance costs. Cost avoidance plus revenue enhancement compounds returns.

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In a zero-government model through 2028, private investors can generate strong risk-adjusted returns by bundling distributed energy systems with flood protection, cooling infrastructure, and wildfire hardening.

FIFA 2026 and LA 2028 serve as catalytic deadlines that concentrate financial exposure and accelerate capital deployment. Metro areas with overlapping tipping-point geographies – coastal flood zones, hurricane corridors, wildfire-prone regions, and heat-amplified urban cores – show the largest return differentials between passive exposure and proactive resilience.