

Southern California Association of Governments Regional Council

November 7, 2024



Southern California will be home to
(at least) nine major events over the
next three years.

March 2025 - CONCACAF Nations League

June/July 2025 - CONCACAF Gold Cup and FIFA Club Cup

February 2026 - NBA All-Star Weekend

June 2026 - US Open Women's Championship

June/July 2026 - FIFA World Cup

February 2027 - Super Bowl LXI


March 2027 - NCAA March Madness West Regional

July/August 2028 - Olympic & Paralympic Games



Paris showed us how major events can accelerate our policy goals and build lasting connectivity as a region.

These events are an opportunity to tell the story of our communities, our neighborhoods, our connections to the world.



The roles of the City of Paris within the organisation of the Games

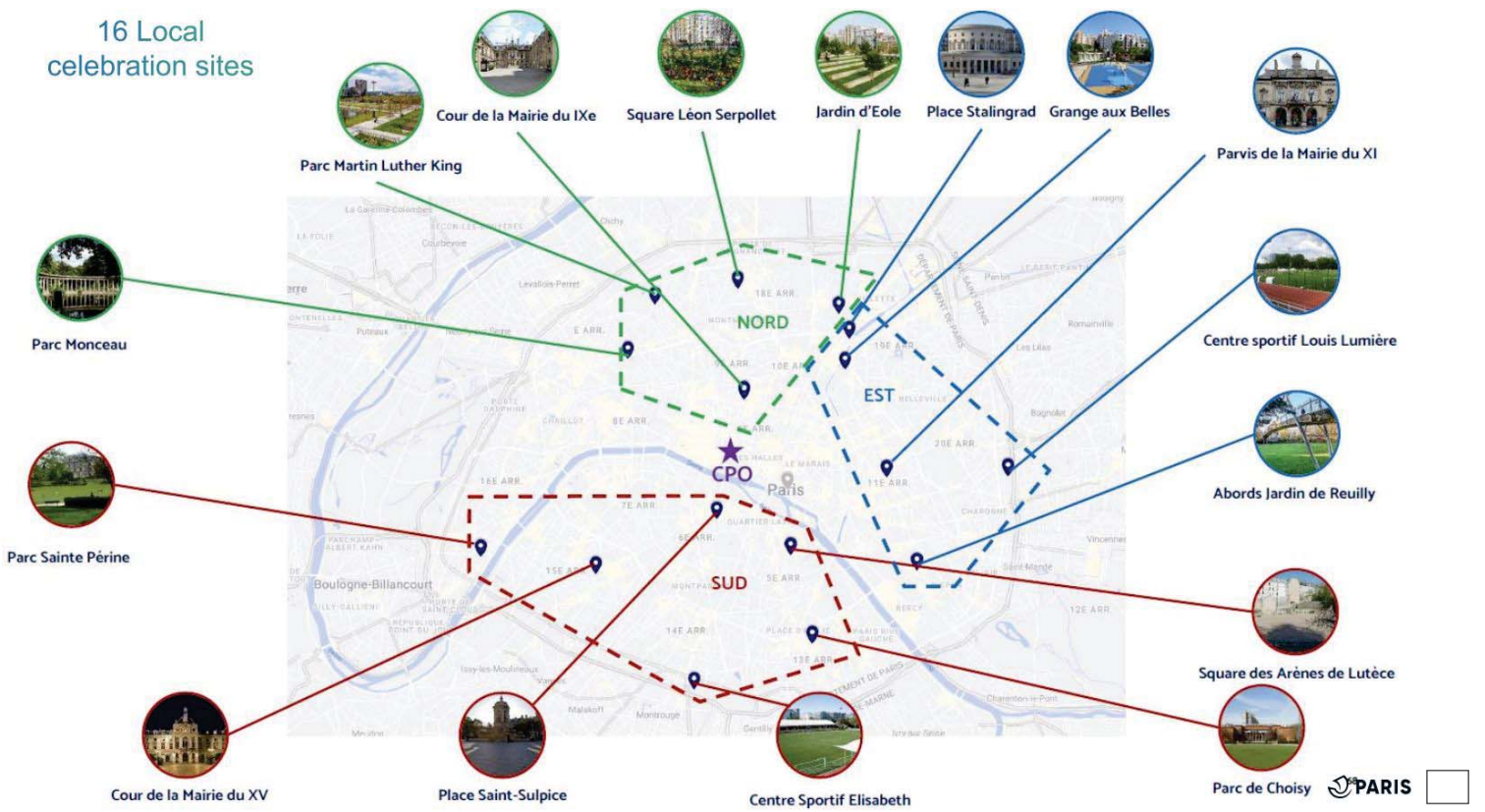
1 Building a successful legacy

2 Getting local residents involved

3 Welcoming the Games' visitors

4 Supporting the delivery of the Games

16 Local celebration sites



Approved installation



From Paris 2024 to LA28



WHAT **THE 34th OLYMPIAD**

OLYMPICS (JUL 14 - JUL 30, 2028) and PARALYMPICS (AUG 15 - AUG 27, 2028)

Third time Los Angeles will host the Summer Olympics; first time hosting the Paralympics

We are the third city to host three times, after London and Paris

58+

SPORTS

800+

EVENTS

80+

VENUES

15,000

ATHLETES

100,000

CONTRACTORS AND
VOLUNTEERS

30,000

BROADCASTERS AND
MEDIA

12-15 M

TICKETED FANS

3.3 B+

VIEWERS AROUND
THE WORLD

205

COUNTRIES
REPRESENTED

3,000+

HOURS OF LIVE
SPORT

\$18 B

ECONOMIC OUTPUT

90,000+

JOBS SUPPORTED

\$5-6 B

IN LABOR INCOME

\$700 M+

IN STATE AND LOCAL
TAXES

WHO GLOBAL GOVERNANCE



ROLES & RESPONSIBILITIES



TRANSPORTATION



Games Mobility Executives Regional Transportation Assembly

Convened by LA Metro, *in-person and online*

Second meeting: Tuesday, November 19 from 14:00 – 15:30

ARTS & CULTURE



City/County Cultural Convenings - Upcoming Schedule:

November 12: 9am - noon, Tia Chucha's Centro Cultural, Sylmar

November 19: 9am - noon, via Zoom

December 2: 9am - noon, The Armory Center for the Arts, Pasadena

THANK YOU

For discussion purposes only | accurate as of October 2024