



Long Beach's Roadmap to 2028: Hosting a Successful Games with a Lasting Impact

CD 3 Town Hall

May 28, 2025



Agenda

- 01** Preparing for Our Largest Global Stage Yet

- 02** Aligning City Priorities with the Games

- 03** The Road to 2028: A Phased Approach

- 04** Defining Our Games Legacy

- 05** A Community-Driven Roadmap for 2028

- 06** Keeping the Community Engaged and Informed

- 07** Looking Ahead

Preparing for Our Largest Global Stage Yet



~100K+
VISITORS OVER
5 DAYS

~69K
ROOM NIGHTS
CONTRACTED BY NFL

1 SUPER BOWL
PER 1 DAY



~5M+
VISITORS OVER
28 DAYS

~1M+
ROOM NIGHTS
CONTRACTED BY LA28

14 X MORE



**7 SUPER
BOWLS
PER DAY**
FOR 16
CONSECUTIVE
DAYS



**2 SUPER
BOWLS
PER DAY**
FOR 12
CONSECUTIVE
DAYS

Preparing for Our Largest Global Stage Yet



FIFA WORLD CUP
Qatar 2022

8
COMPETITION
VENUES

1.5B
VIEWERS GLOBALLY

3.4M
TICKETED FANS



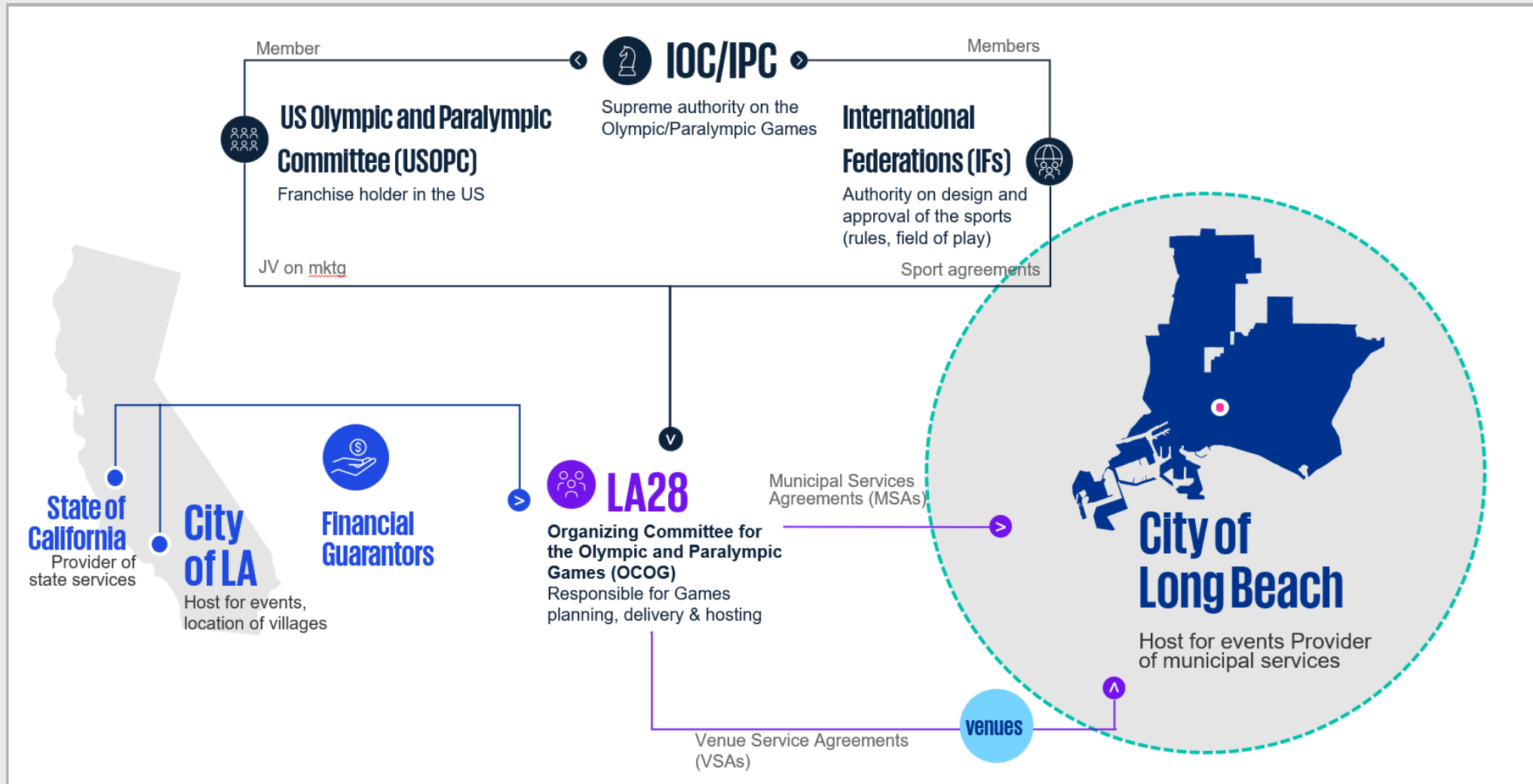
30+
COMPETITION
VENUES

3.3B
VIEWERS GLOBALLY

POTENTIAL 1B+ MORE
FANS WITH CRICKET

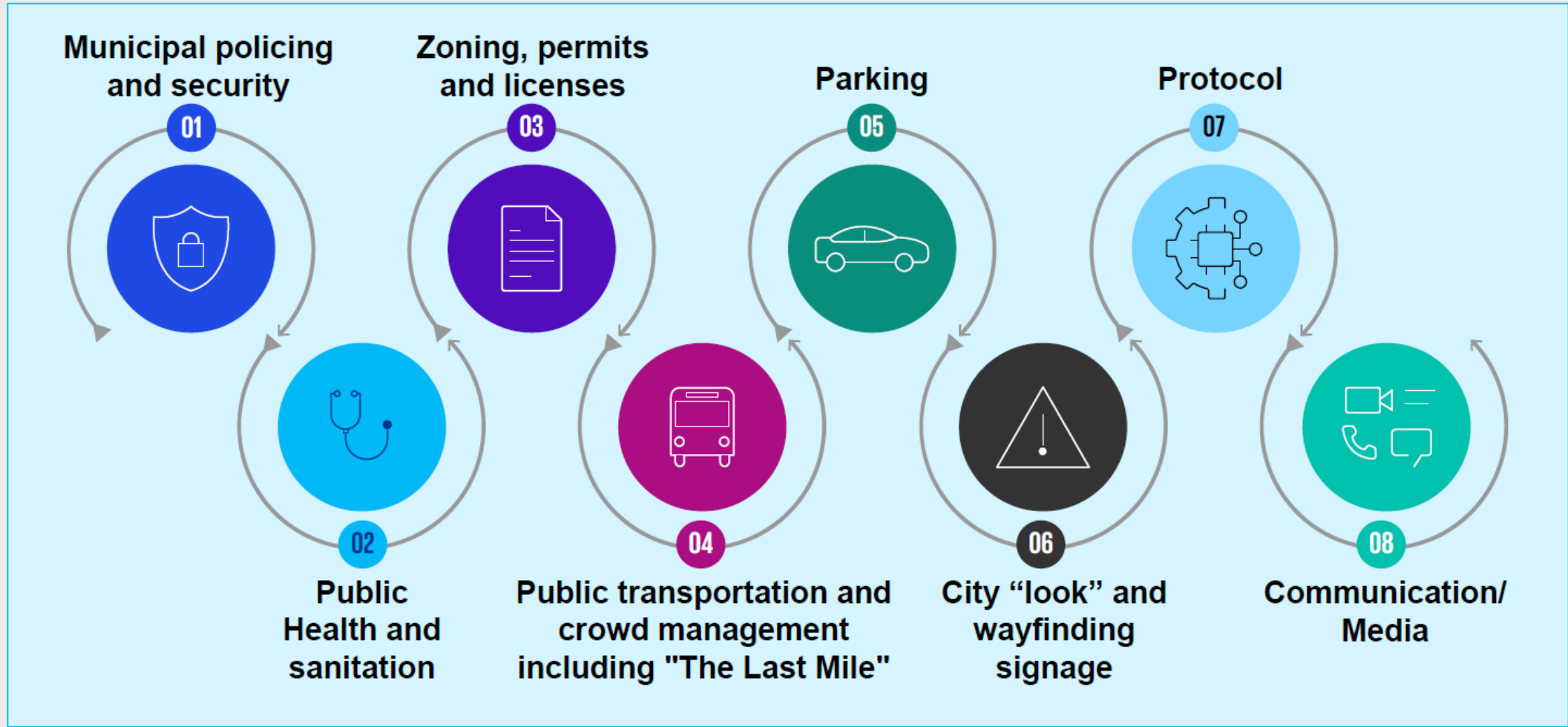
12-15M
TICKETED FANS

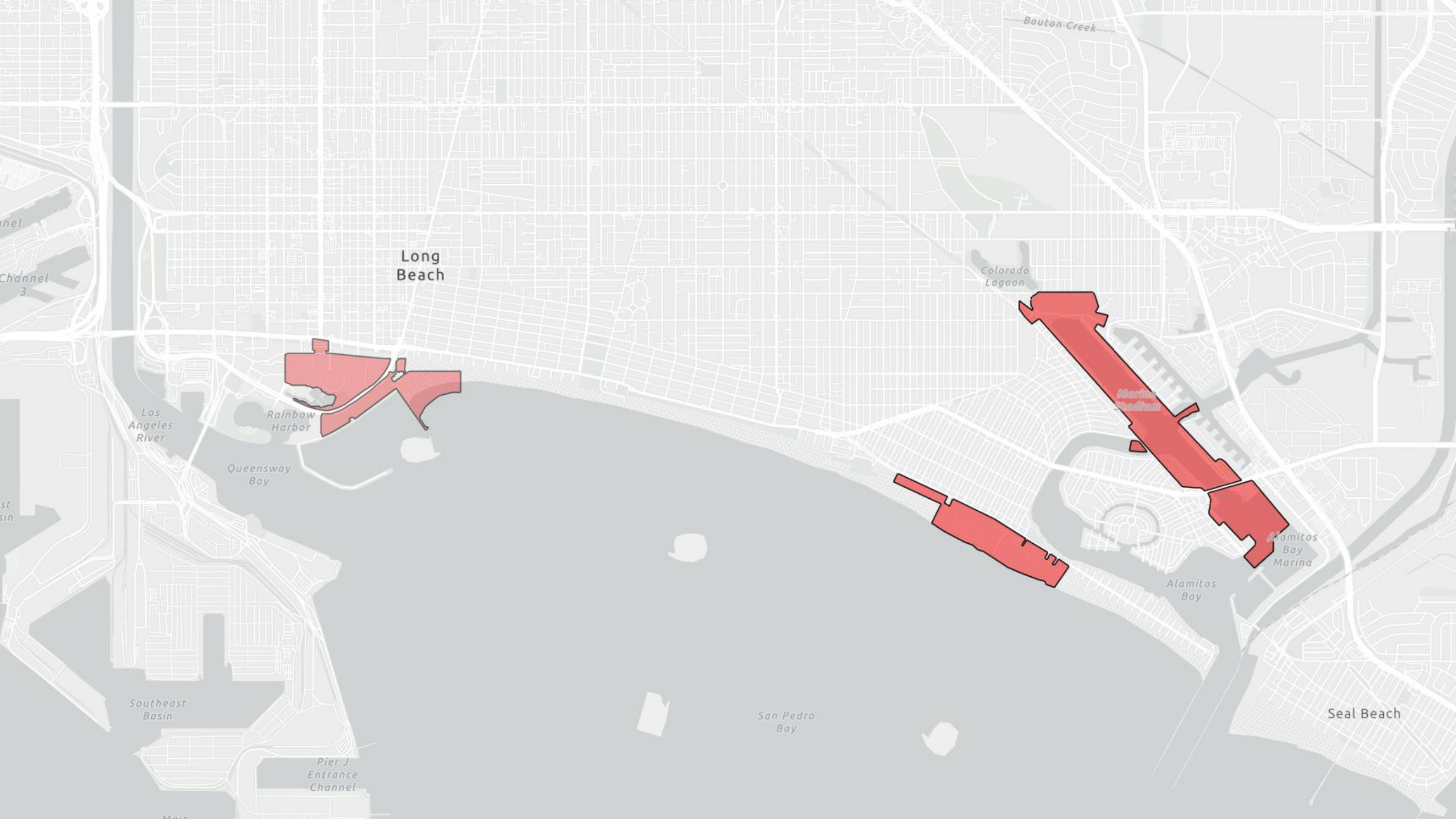
Preparing for Our Largest Global Stage Yet



Preparing for Our Largest Global Stage Yet

Key Municipal Services in Support of the Games





Long
Beach

Rainbow
Harbor

Queensway
Bay

Los
Angeles
River

Southeast
Basin

Pier J
Entrance
Channel

San Pedro
Bay

Seal Beach

Colorado
Lagoon

Alamitos
Marina

Alamitos
Bay
Marina

Alamitos
Bay



Water Polo



Artistic Swimming



Handball



Coastal Rowing



Sport Climbing



Marathon Swimming



Beach Volleyball

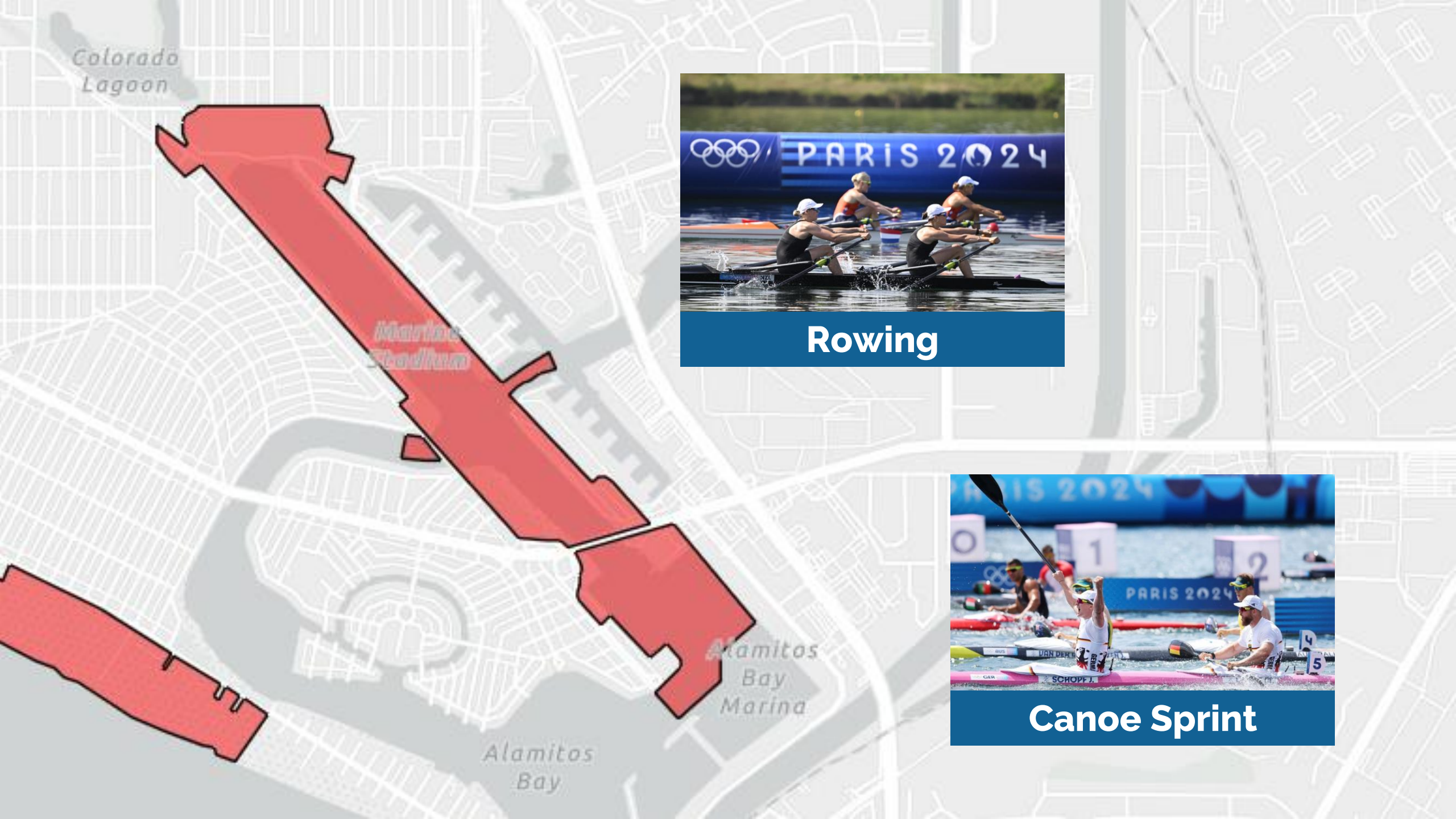


Target Shooting



Sailing

Alamit
Bay



Rowing



Canoe Sprint

Preparing for Our Largest Global Stage Yet

- **Hosting most Games events outside of Los Angeles.**
 - 11 Olympic sports and at least 4 Paralympic sports in 4 locations.
- **Building on a deep-rooted Olympics legacy.**
 - Hosted events in the 1932 and 1984 Olympic Games.
 - Home to Olympic champions (Wilson High School alumni have competed in every Summer Olympics since 1952).
- **Creating a legacy beyond 2028.**
 - The Games will shine a global spotlight on Long Beach.
 - Must plan for a safe, organized experience that will introduce the global audience to the arts, culture, and businesses of Long Beach while also maximizing long-term benefits for the community.



Aligning City Priorities with the Games



- On December 19, 2023, the City Council approved a contract with KPMG to develop a strategic plan to guide the City in planning and implementing the 2028 Games.



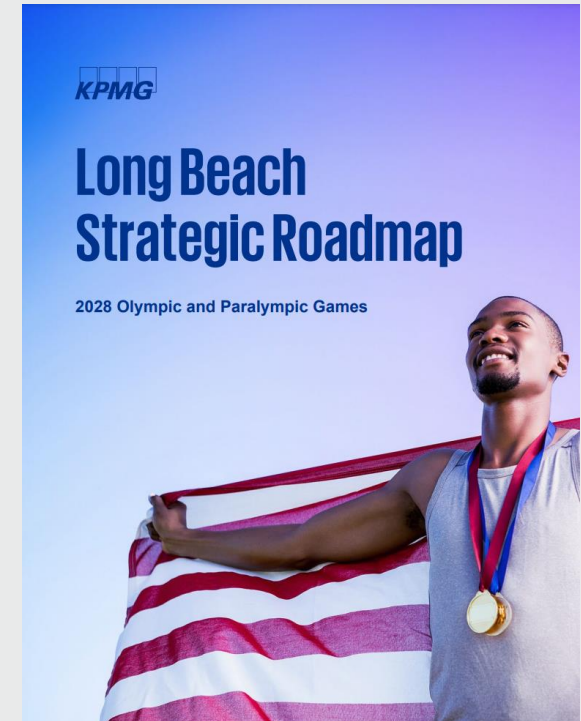
- Over 60 stakeholder interviews conducted with impacted City departments and elected officials to get input on the City's priorities in preparation for the 2028 Games.



- Review of existing City plans - including the 2030 Strategic Vision, Elevate '28 Infrastructure Investment Plan, Economic Development Blueprint, and Framework for Reconciliation - to ensure the 2028 Games Strategic Roadmap advances City priorities and objectives.



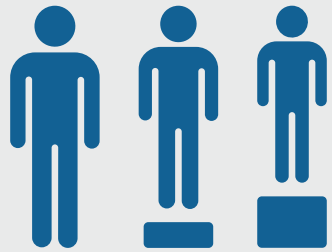
- Informed by international best practices from past Games.



Defining Our Games Legacy

Opportunity to Showcase Long Beach to the World

Our Strategic Roadmap identifies three core themes to guide our Games planning and delivery:



EQUITY

Benefits for all communities



PUBLIC SAFETY

Ensure a safe and welcoming experience



LEGACY

Lasting investments in small businesses, arts and culture, and youth.

The Road to 2028: A Phased Approach

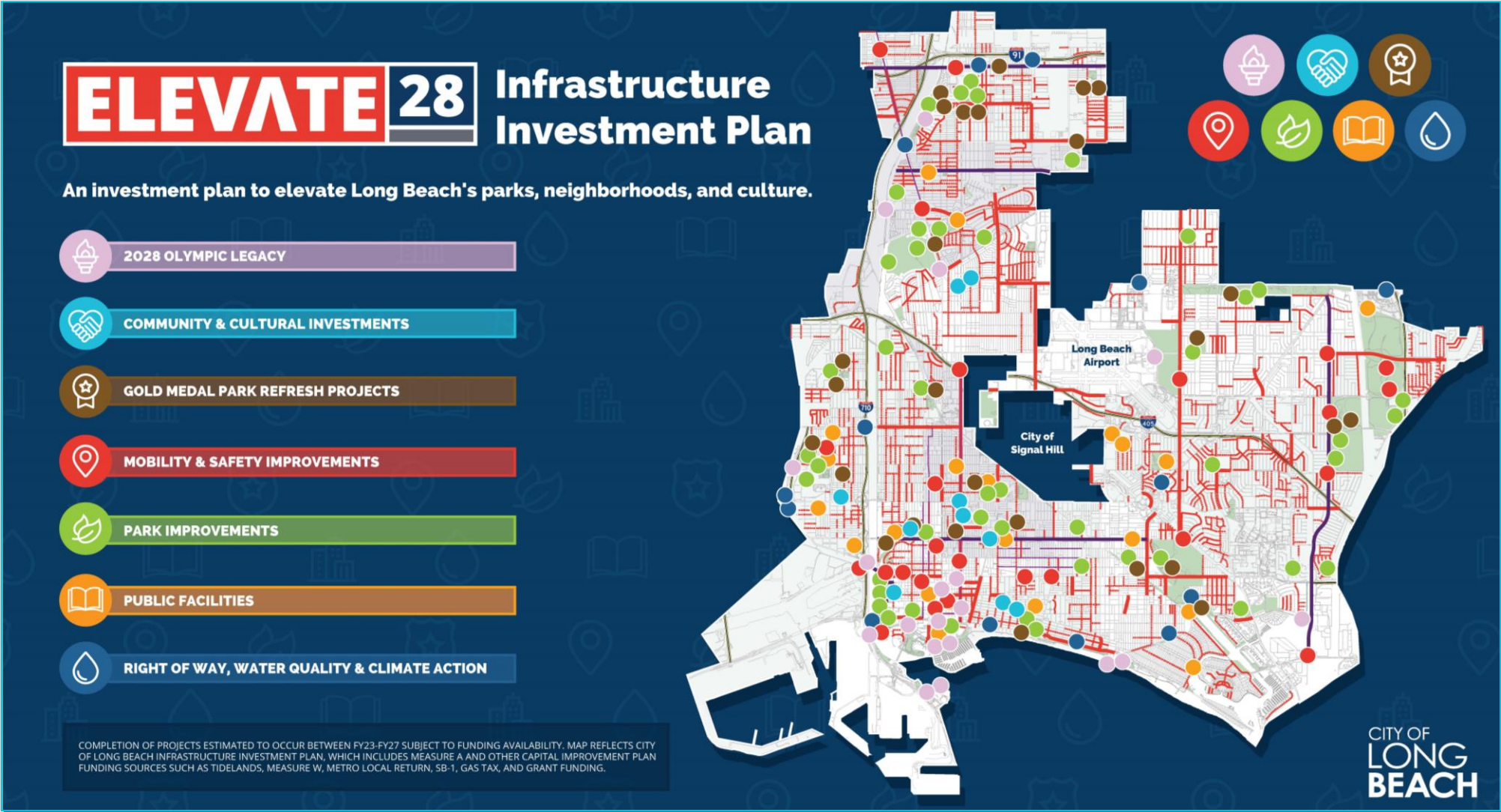
Phased Approach to Implementation

Foundation (2024-25)	Operational Planning (2025-27)	Testing and Delivery (2027-28)	Dissolution (Sept. 2028-29)
Establish governance structures, stakeholder coordination, initial planning, and policy development.	Detailed planning by City departments, development of operational plans, and community outreach.	Readiness exercises, test events, and final preparations for delivering Games-time operations.	Wind down operations, ensure financial settlements, decommission venues, and report on successes.

Key Milestones

- Games Agreement with LA28 approved by City Council: May 14, 2024
- Normal and Customary Services Plan: October 1, 2025
- Enhanced City Resources Master Agreement: October 1, 2026
- Volunteer Estimate for Long Beach Set: Approx. September 2026
- Ticketing Sales Open: Approx. December 2026
- Olympic and Paralympic Games Begin: July and August 2028

Defining Our Games Legacy



Building our Civic Infrastructure



Community Advisory Groups

Engage the City's subject matter experts to shape planning decisions.



Long Beach Legacy Fund

Establish a foundation for long-term legacy investments.



Festival Sites and Watch Parties

Bring the Games to every neighborhood, especially where the community does not have direct access to Games events.



Defining Our Games Legacy

Inspiration from Paris 2024

- City of Paris hosted 20 fan zones citywide to extend the Games experience for all beyond the venues.
- Zones featured:
 - Watch parties and live music
 - Local food and cultural showcases
 - Sports clinics and community workshops





PARIS 2024

PARIS
VILLE HÔTE

PARIS
VILLE HÔTE

LE COURT

UNITEUR



PARIS
VILLE HÔTE



LE COURT





Keeping the Community Engaged and Informed

- **Recently Launched Long Beach 2028 Games Website**

- Hub for information about events, venues, and engagement opportunities:

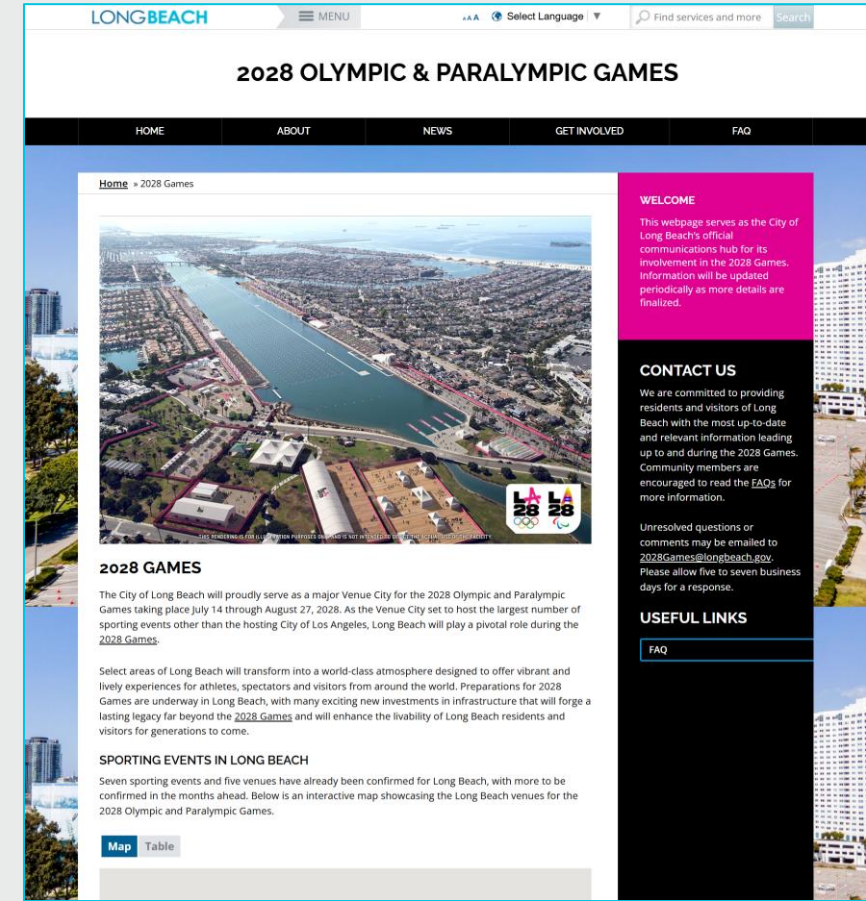
<https://www.longbeach.gov/2028games>.

- **Mailing List Sign-Up**

- Community can subscribe through the Games website to receive updates on engagement opportunities and planning progress, and potential future impacts related to the Games.

- **Direct Email Communication**

- Dedicated email address to provide a direct channel for community inquiries, feedback, and suggestions related to the Games: 2028Games@longbeach.gov.



Looking Ahead

As we continue preparations, key efforts will include:

- Ongoing coordination with LA28 to finalize agreements and collaborate on event operations planning.
- The finalization of the Games schedule, which will help shape our approach to transportation, security, and city services.
- Continued internal planning across City departments.
- Implementation of the City's Strategic Roadmap to create legacy benefits for the community.
- Strengthening regional coordination with agencies and neighboring cities.
- Advocating for funding to advance Elevate 28 priorities and ensure public safety needs are met during the Games.



Thank you



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