



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

Economic Development Commission

June 4, 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
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Preparing for Our Largest Global Stage Yet

2025

CONCACAF
Gold Cup,
FIFA Club
World Cup



2026

NBA All-Star
Weekend, LPGA
U.S. Open Women's
Championship, FIFA
World Cup



2027

Super
Bowl LXI,
NCAA
March
Madness



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



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



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

14 X MORE

Preparing for Our Largest Global Stage Yet



FIFA WORLD CUP
Qatar 2022

8
COMPETITION
VENUES

1.5B
VIEWERS GLOBALLY

3.4M
TICKETED FANS



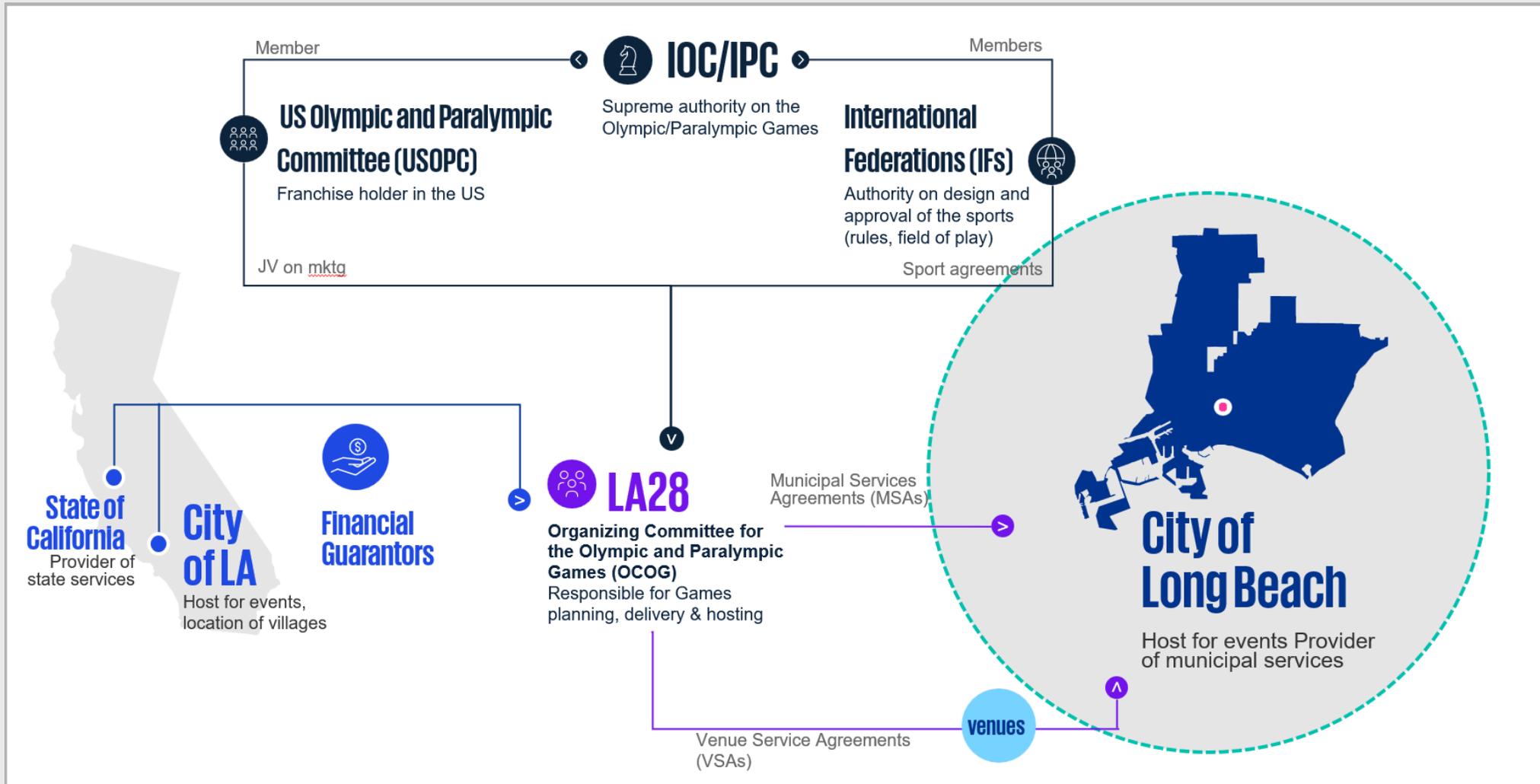
30+
COMPETITION
VENUES

3.3B
VIEWERS GLOBALLY

POTENTIAL 1B+ MORE
FANS WITH CRICKET

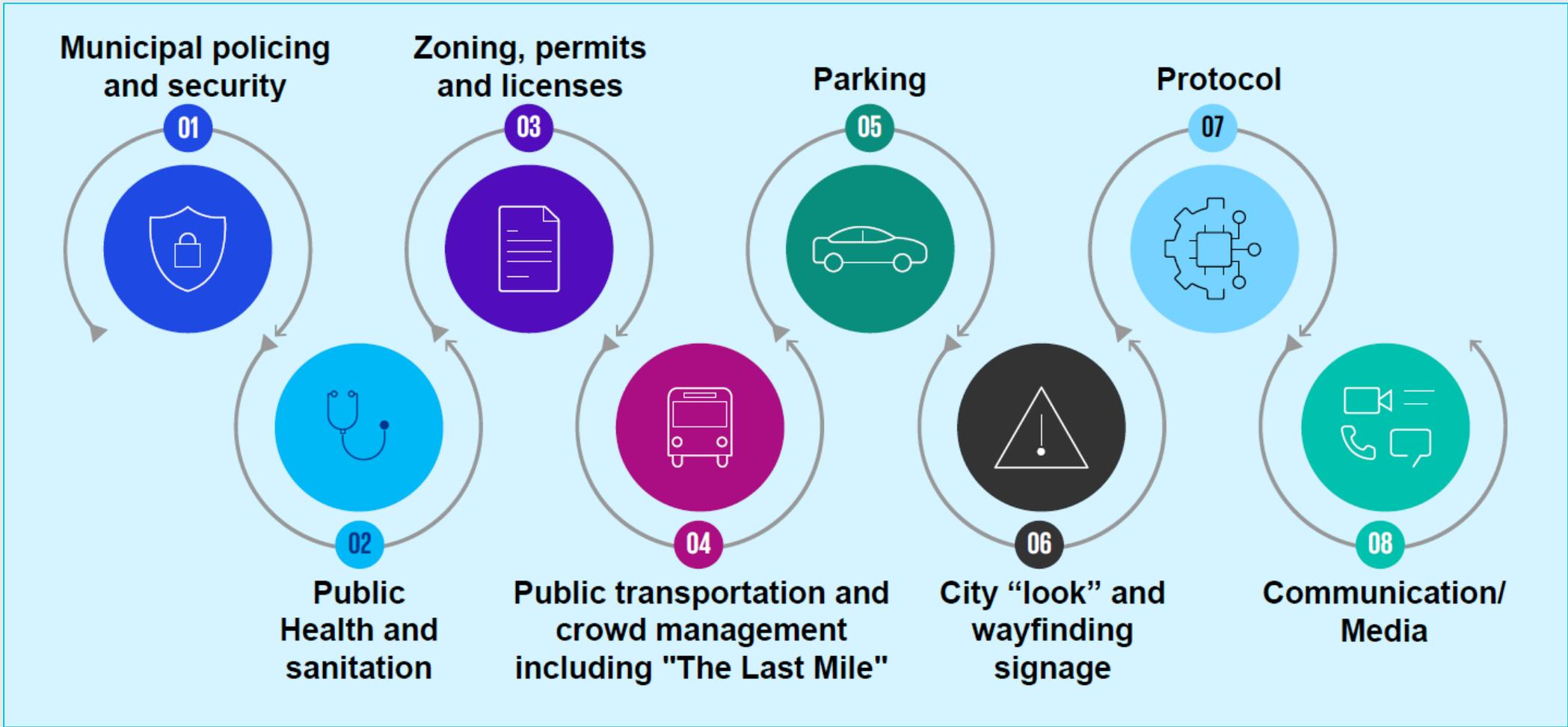
12-15M
TICKETED FANS

Preparing for Our Largest Global Stage Yet



Preparing for Our Largest Global Stage Yet

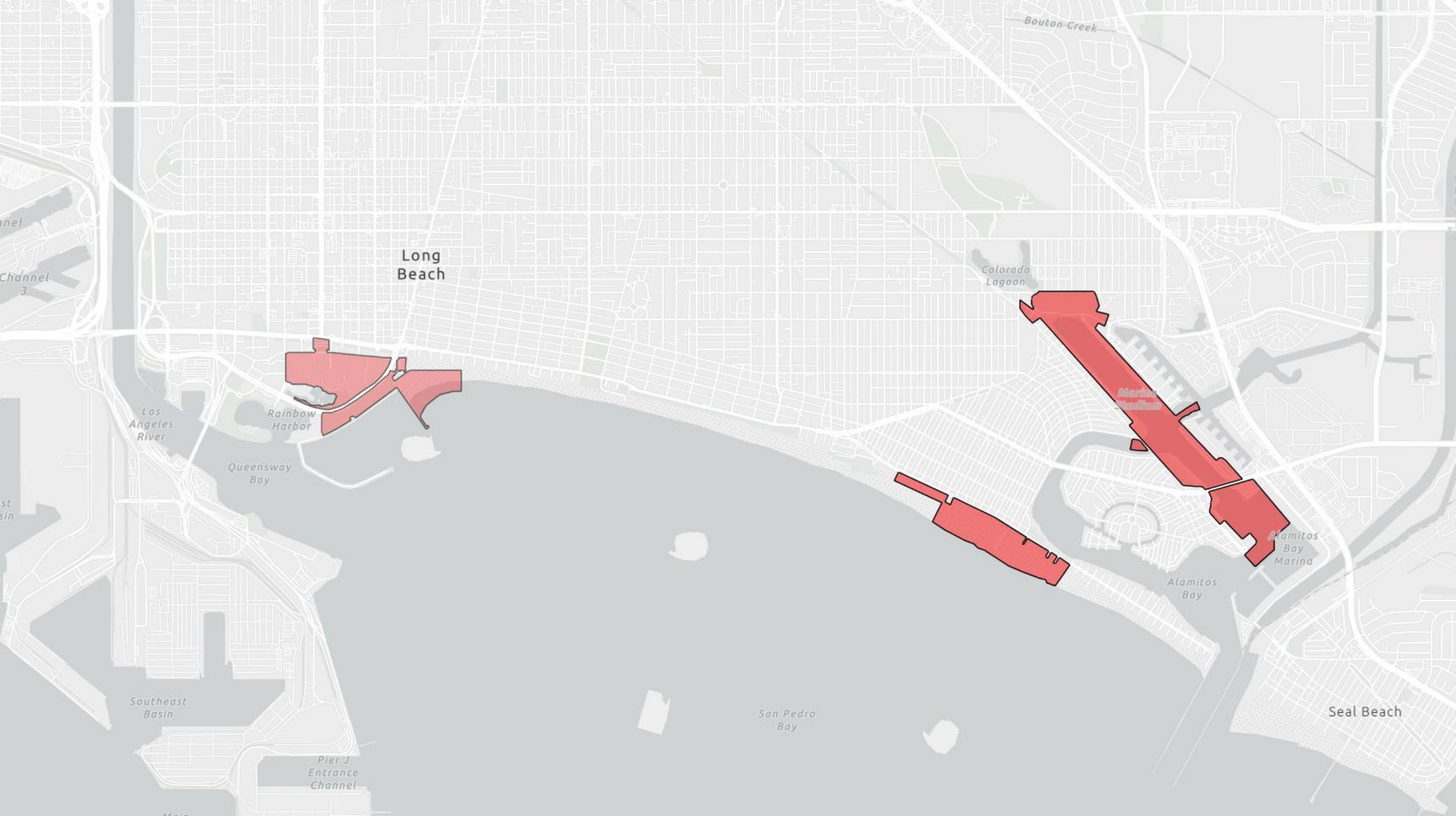
Key Municipal Services in Support of the Games



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.





Long Beach

Bouton Creek

Channel 3

Colorado Lagoon

Los Angeles River

Rainbow Harbor

Queensway Bay

Alamos Bay Marina

Alamos Bay Marina

Alamos Bay

Southeast Basin

Pier J Entrance Channel

San Pedro Bay

Seal Beach



Water Polo



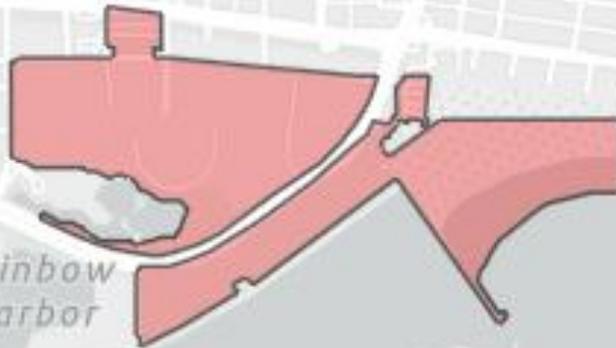
Artistic Swimming



Handball



Coastal Rowing



Sport Climbing



Marathon Swimming



Beach Volleyball

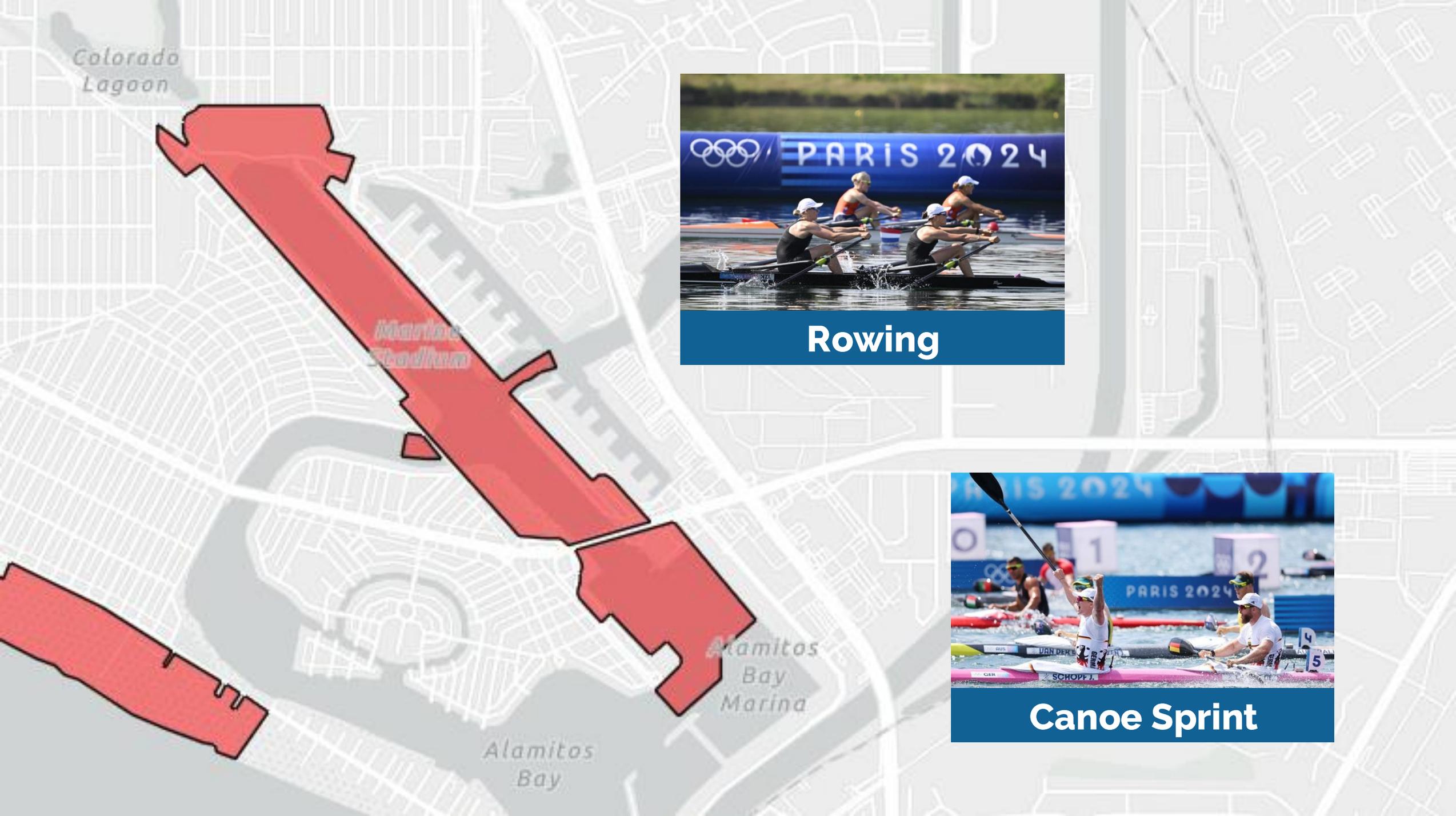


Target Shooting



Sailing

Alamit
Bay



Colorado Lagoon

Marin Community Center

Alameda Bay Marina

Alameda Bay



Rowing



Canoe Sprint

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.



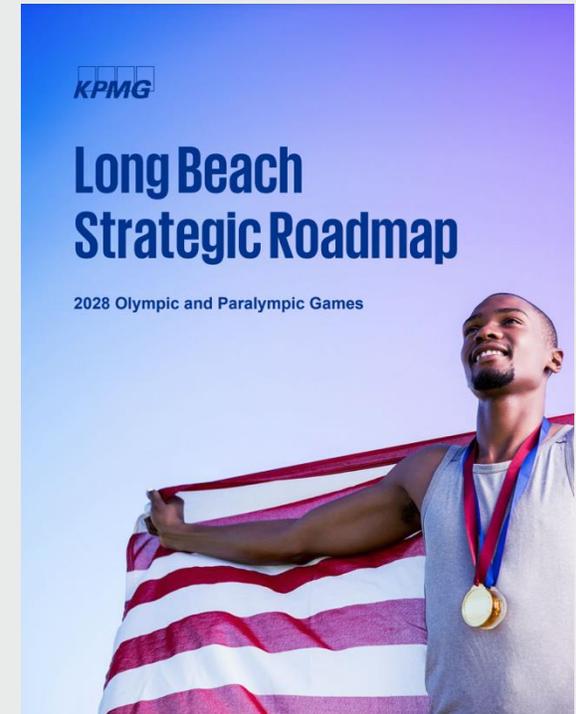
- Over 60 stakeholder interviews conducted with impacted City departments and elected officials to get input on the City's priorities in preparation for the 2028 Games.



- 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.



The Road to 2028: A Phased Approach

Phased Approach to Implementation

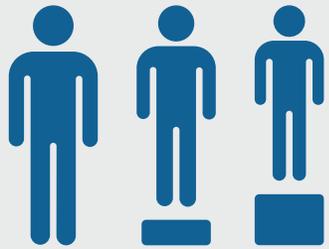
Foundation (2024-25)	Operational Planning (2025-27)	Testing and Delivery (2027-28)	Dissolution (Sept. 2028-29)
Establish governance structures, stakeholder coordination, initial planning, and policy development.	Detailed planning by City departments, development of operational plans, and community outreach.	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
<ul style="list-style-type: none">• 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

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.

Defining Our Games Legacy

ELEVATE 28 Infrastructure Investment Plan

An investment plan to elevate Long Beach's parks, neighborhoods, and culture.

-  2028 OLYMPIC LEGACY
-  COMMUNITY & CULTURAL INVESTMENTS
-  GOLD MEDAL PARK REFRESH PROJECTS
-  MOBILITY & SAFETY IMPROVEMENTS
-  PARK IMPROVEMENTS
-  PUBLIC FACILITIES
-  RIGHT OF WAY, WATER QUALITY & CLIMATE ACTION



COMPLETION OF PROJECTS ESTIMATED TO OCCUR BETWEEN FY23-FY27 SUBJECT TO FUNDING AVAILABILITY. MAP REFLECTS CITY OF LONG BEACH INFRASTRUCTURE INVESTMENT PLAN, WHICH INCLUDES MEASURE A AND OTHER CAPITAL IMPROVEMENT PLAN FUNDING SOURCES SUCH AS TIDELANDS, MEASURE W, METRO LOCAL RETURN, SB-1, GAS TAX, AND GRANT FUNDING.

CITY OF
LONG BEACH

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

UNITELECOM



PARIS
VILLE HÔTE

GOLD MEDAL MATCH
FRA 2 35
POL 0 17

2

Sliwka qui alterne
soit un service flottant.

LE COURT

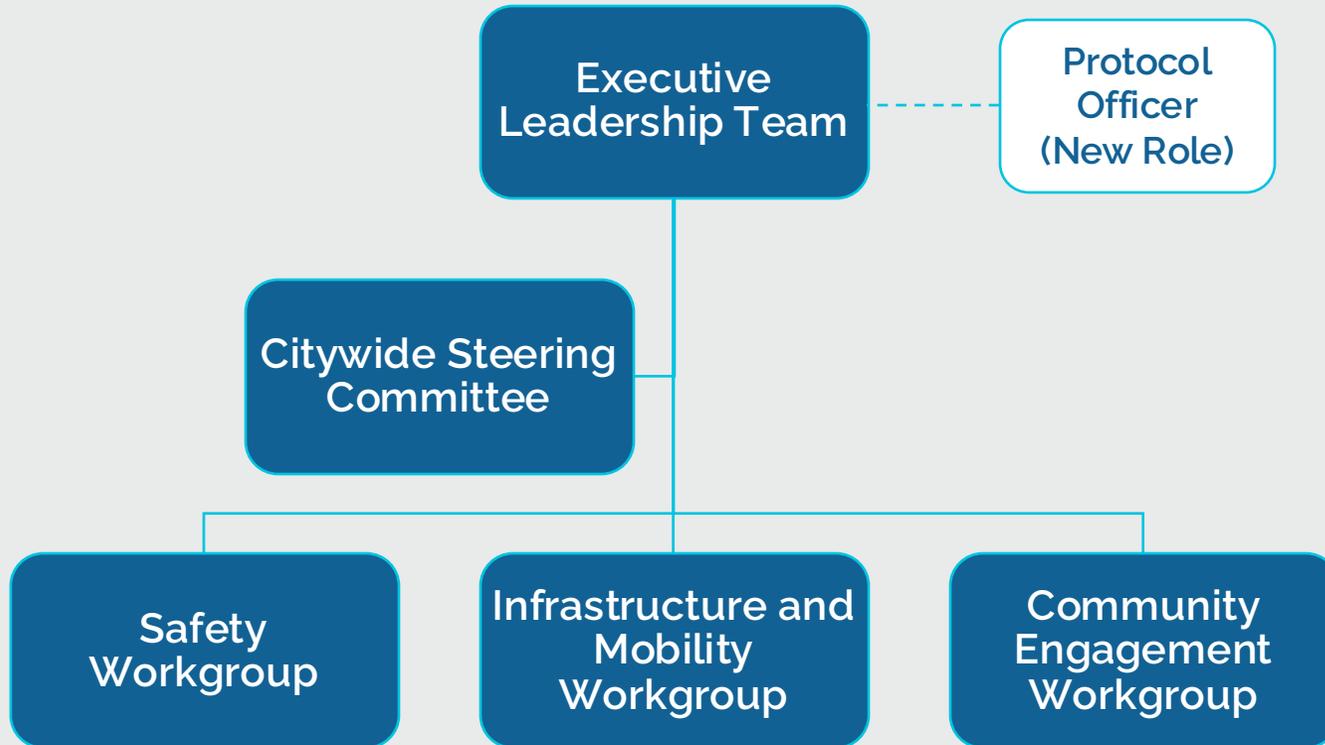


PARIS 2024
PARIS 2024
PARIS 2024





Establishing Protocol Standards



- **Expanding our International Presence**
 - Beril Unver, new Protocol Officer within our Executive Leadership Team
 - Helping to bridge city planning with international partnerships and diplomatic coordination.

Establishing Protocol Standards



Elevate Long Beach's global profile leading into and after LA28



Build global partnerships in business, tourism, and culture



Serve as the primary liaison for global dignitaries and consulates



Strategically advise City departments on high-level international engagement

Establishing Protocol Standards

Long Beach Hosts Los Angeles Consular Corps (LACC)

- LACC fosters diplomatic relationships between countries with consulates in LA
- On April 28, we welcomed the LACC at the Aquarium to share our Games preparations and invite them to consider Long Beach as their home base during the Games.
- Representatives from 34 countries attended, with over 120 RSVPs



Keeping the Community Engaged and Informed

- **Long Beach 2028 Games Website**

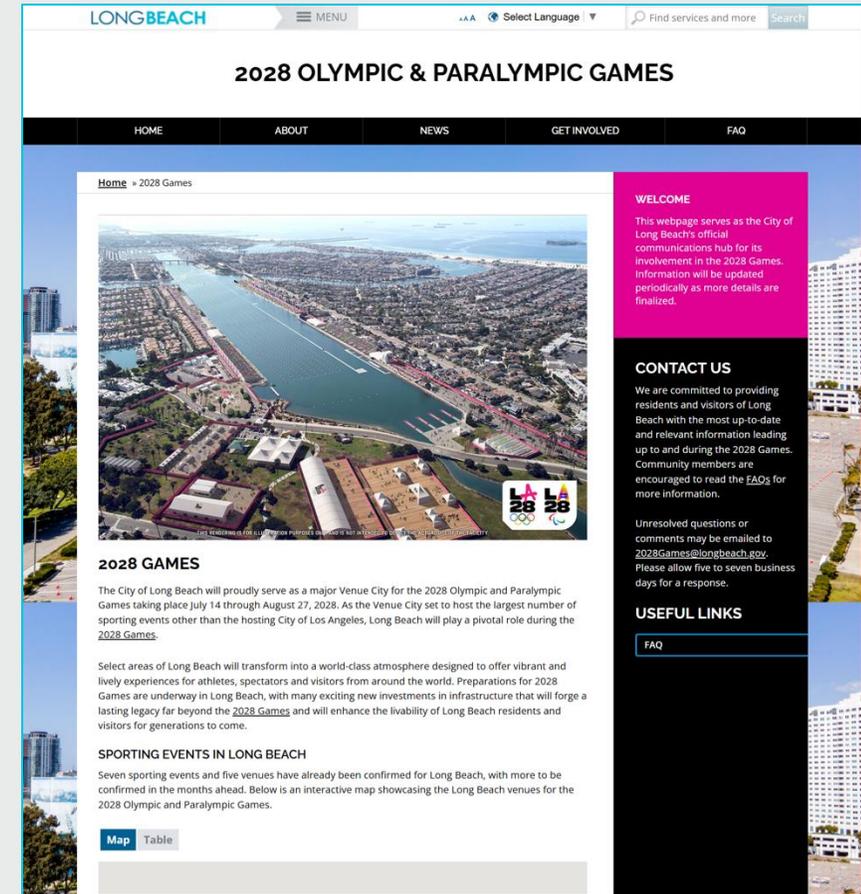
- Hub for information about events, venues, and engagement opportunities:
<https://www.longbeach.gov/2028games>.

- **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.



Business Support

Where We Are Now

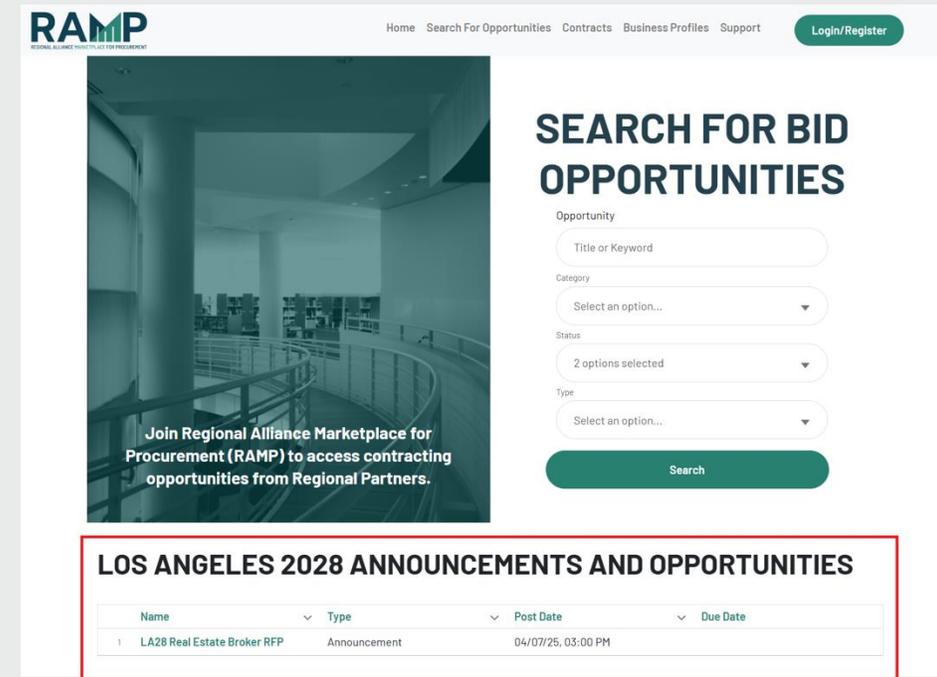
- LA28 has started posting procurement opportunities on RampLA, the region's centralized procurement portal, operated by the City of LA.
- Event-related contracting will continue to be managed directly by LA28 or the City's Special Events team for any city-led activities.

How Businesses Can Prepare

- Register with [LB Buys](#) to receive alerts for Long Beach procurement opportunities.
- Join our Local Business Opportunities list by visiting longbeach.gov/2028games to sign up to receive updates.
- Create an account on [RampLA](#), where procurement opportunities for LA28 and other major regional events (like FIFA World Cup) will be posted.

Next Steps

- As more opportunities become available, we are committed to keeping our local business community informed.
- Increasing small business access is a key component of our legacy goals for the Games.



The screenshot shows the RAMP (Regional Alliance Marketplace for Procurement) website. The top navigation bar includes links for Home, Search For Opportunities, Contracts, Business Profiles, Support, and a Login/Register button. The main content area features a search interface titled "SEARCH FOR BID OPPORTUNITIES" with filters for Opportunity (Title or Keyword), Category (Select an option...), Status (2 options selected), and Type (Select an option...). A "Search" button is located below the filters. To the left of the search interface is a banner image with the text: "Join Regional Alliance Marketplace for Procurement (RAMP) to access contracting opportunities from Regional Partners." Below the search interface, a red-bordered box highlights a table titled "LOS ANGELES 2028 ANNOUNCEMENTS AND OPPORTUNITIES".

Name	Type	Post Date	Due Date
1 LA28 Real Estate Broker RFP	Announcement	04/07/25, 03:00 PM	

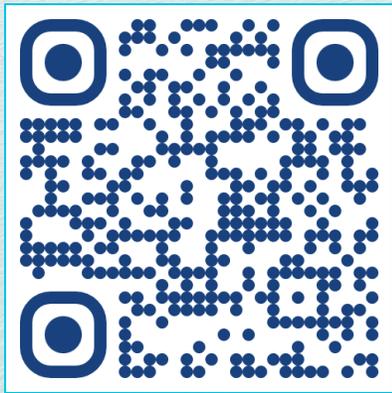
Looking Ahead

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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Beril Unver
Protocol Officer

