2028 Games Planning Update

Commodores Meeting
3/19/2026



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



5 SUPER BOWLS PER DAY
FOR 12 CONSECUTIVE DAYS

Our Largest Global Stage Yet



FIFA WORLD CUP Qatar2022

8
COMPETITION VENUES

1.5B
VIEWERS GLOBALLY

3.4M
TICKETED FANS

LA 28 LA 28

40+
COMPETITION VENUES

5+B
VIEWERS GLOBALLY

12-15M
TICKETED FANS
2 Million in Long Beach!

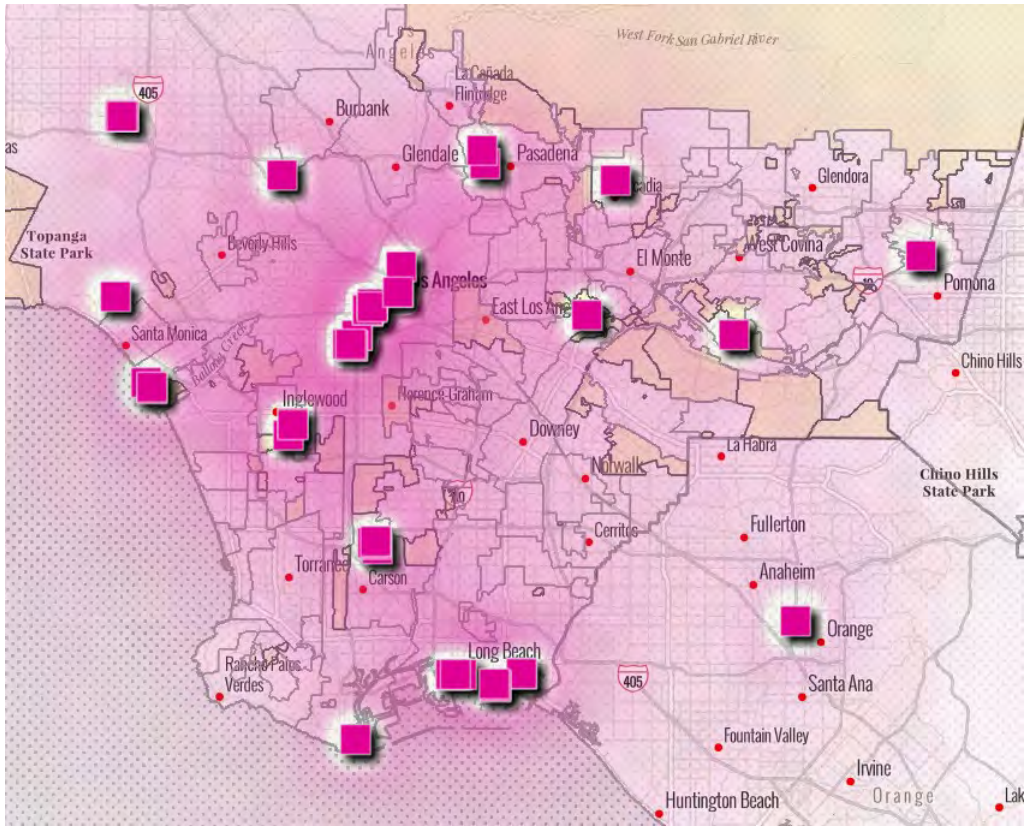
Our Largest Global Stage Yet

Long Beach will host the largest number of sporting events outside the Host City of Los Angeles.

2 Million
Ticketed Fans

4
Venue Areas

Largest concentration of events outside Downtown LA



2028 Games Sports and Venues Heatmap

Our Largest Global Stage Yet

11 Olympic Sports in Long Beach

- Events across 17 of 18 competition days
- Up to 8 events per day
- 161 ticketed sessions
- 35 medal events

7 Paralympic Sports in Long Beach

- Events across 12 of 14 competition days
- Same number of events as Los Angeles
- 72 ticketed sessions
- 28 medal events

2028 Games at a Glance



Confirmed Hospitality Houses in Long Beach

Greece



- Long Beach has been selected by the Hellenic Olympic Committee as the host of Greece's Hospitality House for the 2028 Games—an unprecedented first in Olympic history, to be based at the Greek Orthodox Church.
- The Hellenic House will host a vibrant program of events and exhibitions celebrating Greek history, culture, and the arts, serving as a welcoming gathering place for all Games enthusiasts.



Denmark



- The National Olympic Committee of Denmark has selected Long Beach as its base of operation for the Games.
- Their presence will include a high-performance location in Downtown, bringing its historic Danish training ship to Long Beach, and the House of Denmark at the Westin Long Beach, which will serve as their central hub during the Games.



Ireland



- The Olympic Federation of Ireland will establish Team Ireland House in Long Beach for the Games at Ovation Square.
- The Irish House plans to deliver various cultural programming, events and showcases, live entertainment, athlete and family gatherings, sponsor activations, retail and exhibition experiences, and more.

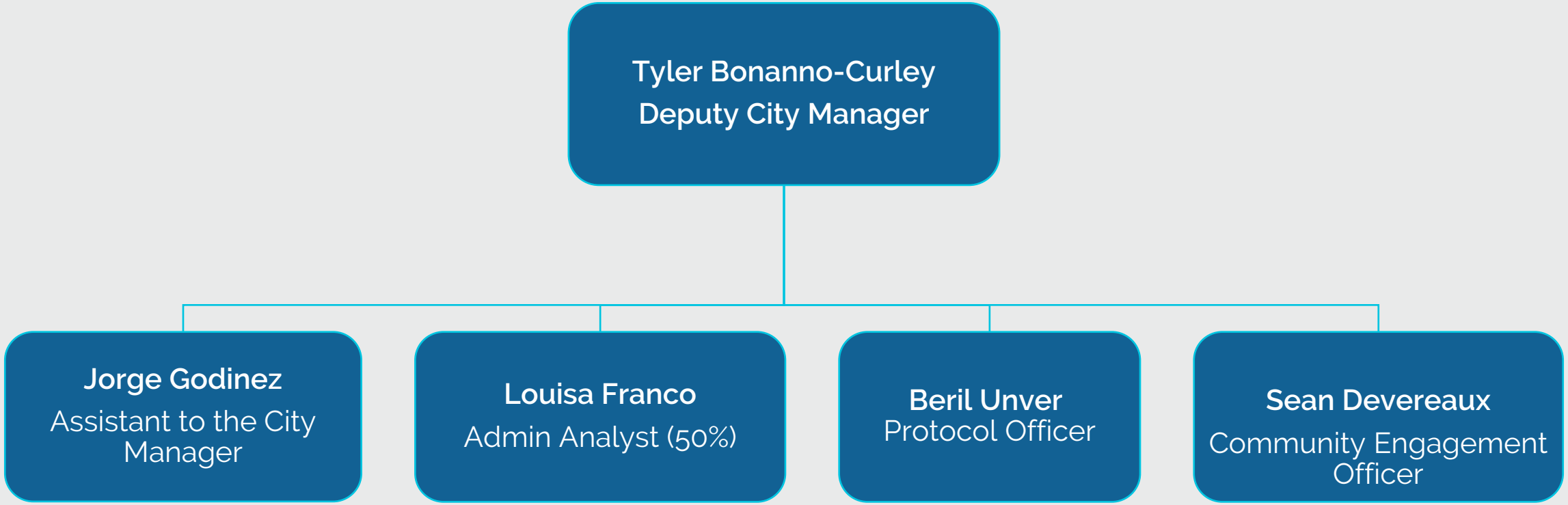


CITY OF LONG BEACH

Embedding Global Strategy in the City Manager's Office

Global Engagement and Protocol Office

Proposed FY26 Org Structure



CITY OF LONG BEACH

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 Mayor and City departments on high-level international engagement

Protocol in Practice: A Shared Approach to Global Engagement

Protocol is how we align our traditions, leadership, and hospitality to connect more seamlessly with the global maritime community.



Creates Alignment



Signals Welcome



Strengthen Connection

Where I can support:

- Helping streamline how we host and engage international visitors
- Connecting yacht clubs into a broader global and citywide network
- Ensuring consistency across engagements while preserving each club's identity
- Linking local efforts to larger opportunities, including upcoming global events

Institutionalizing Impact: 2025 in Review

- April 28, 2025: **120 global and community leaders, 53 countries, 30 Consuls General** – Long Beach's first major consular convening.
- Long Beach hosted **45+ high-level international visits**, including trade delegations, foreign dignitaries, and city tours for NOCs and NPCs.
- In close coordination with the Games Planning Team, the Protocol Officer facilitated strategic meetings and curated site visits for **16 NOCs and 5 NPCs**, positioning LB as a trusted and capable Games partner.
- These efforts have produced tangible outcomes and sustained engagement, with consistent positive feedback from international partners highlighting Long Beach's organization, hospitality, professionalism and openness to collaboration.









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FY2026: Deepening Long Beach's Global Footprint

Institutionalize Municipal Diplomacy
Embed international strategy across City governance – not as ceremony, but as infrastructure

Activate Global Opportunity
Convert relationships into trade, investment, and innovation partnerships

Leverage LA28 as a Diplomatic Catalyst
Position Long Beach as a long-term global sporting and waterfront host city beyond 2028

Establish Long Beach as a Primary Destination – Not a Pass-Through
Strengthen the City's identity as an open, internationally connected gateway

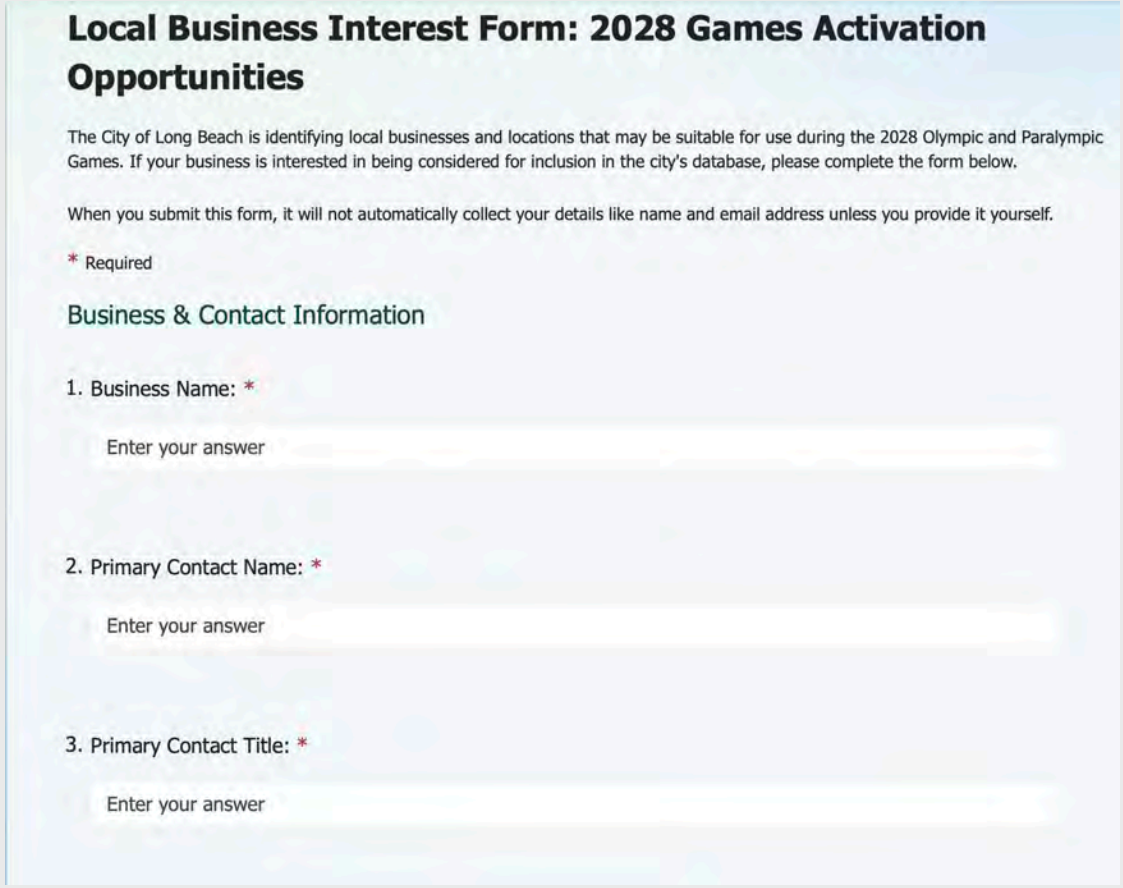
Build Enduring Partnerships
Transform delegation visits into sustained economic and cultural alliances

Create Momentum, Not Moments
Ensure every global engagement advances measurable long-term impact

Bringing the World to Long Beach: Activation Opportunities

Connecting Long Beach Businesses to 2028 Games Opportunities

- The City launched an Interest Form to connect local businesses and property owners with 2028 Games stakeholders (e.g., National Olympic Committees, corporate partners, and more).
- Data gathered will help match available spaces with organizations seeking venues, offices, or activation sites during the Games.
- Businesses and property owners are encouraged to submit the online form, available now at longbeach.gov/2028Games under the Get Involved tab.



Local Business Interest Form: 2028 Games Activation Opportunities

The City of Long Beach is identifying local businesses and locations that may be suitable for use during the 2028 Olympic and Paralympic Games. If your business is interested in being considered for inclusion in the city's database, please complete the form below.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

Business & Contact Information

1. Business Name: *

Enter your answer

2. Primary Contact Name: *

Enter your answer

3. Primary Contact Title: *

Enter your answer

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Bringing the World to Long Beach: Activation Opportunities

Fan Experience Type	What Does it Offer?	Ideal For
Team Headquarters	Home base for a country's Olympic team. Athletes, coaches, and staff gather here to rest, recover, and celebrate. Like a private clubhouse - often with lounges, dining areas, and meeting rooms.	Event venues
Hospitality Houses	National clubhouse meets cultural showcase. Like an embassy away from home run by countries to celebrate their athletes, share their culture, and welcome fans, dignitaries, and media from all over the world.	Breweries, bars, restaurants, museums, and event venues
Brand Activations	Strategic marketing initiative where companies create immersive, engaging experiences to connect with audiences during the Games. Designed to bring a brand to life through physical spaces, digital campaigns, product integrations, or interactive events that align with Olympic and Paralympic values and LB culture.	Local retailers, tech companies, businesses and creative hubs
Watch Parties	Olympic-themed watch parties where businesses can stream coverage from NBC, the official channel of the Games. Can be themed events with decor, giveaways, athlete appearances, and even mini competitions.	Breweries, bars, restaurants, museums, hotels and event venues

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



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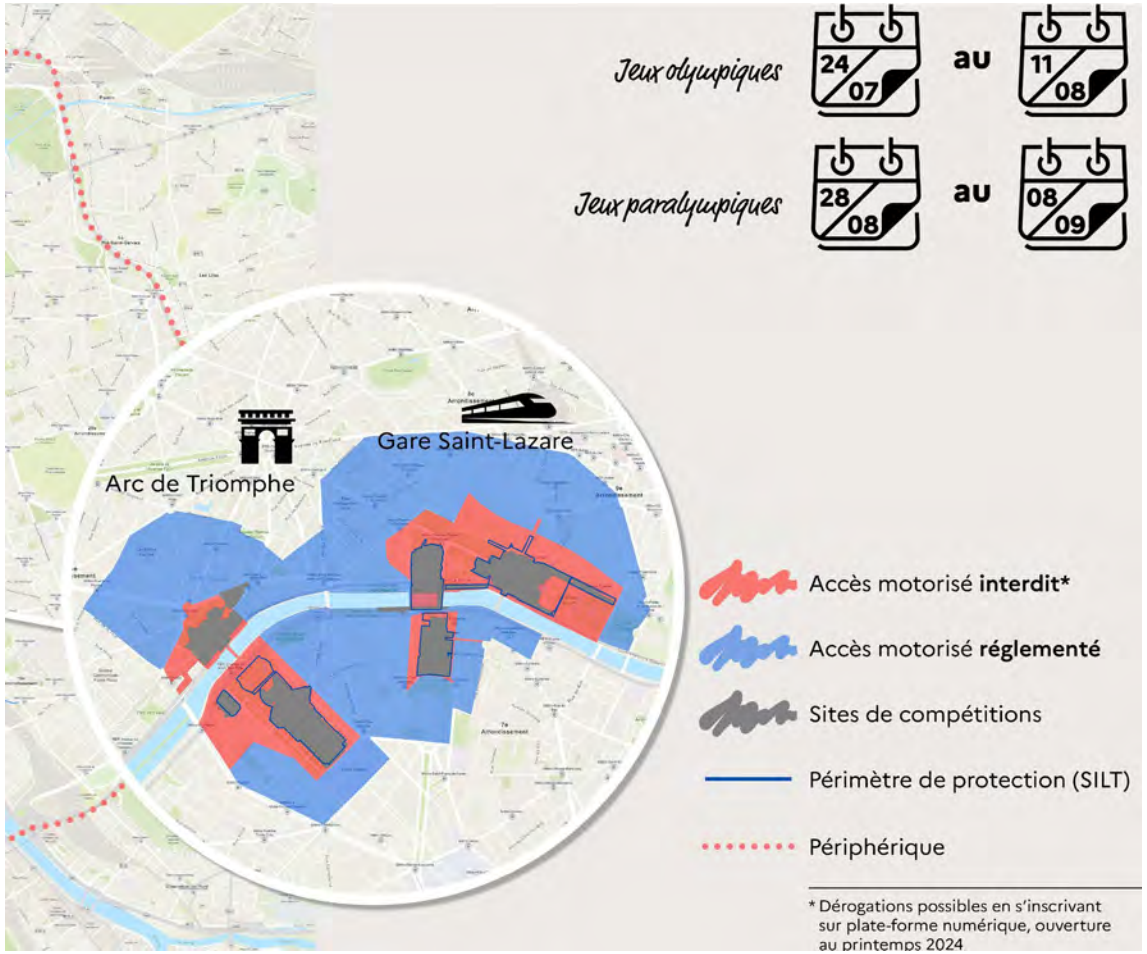
What a National Special Security Event (NSSE) Means

- The 2028 Games are designated as an NSSE, meaning the U.S. Secret Service is the lead federal agency for operational security, supported by the FBI (intelligence and counterterrorism) and FEMA (emergency preparedness and recovery).
- This designation ensures unified federal, state, and local coordination for planning, resource sharing, and response.
- For Long Beach, this means close collaboration with the U.S. Secret Service as security perimeters are finalized, providing input to help balance safety, access, and community impacts.
- The U.S. Secret Service will make the final determination on all security perimeters, with the City's role focused on coordination and keeping the community informed.



What Security Perimeters Mean for Venue Cities

- During the 2024 Paris Games, security perimeters were established around competition venues, activated a few hours before and after each event to balance safety and resident impacts.
- Perimeters included:
  - Blue Perimeter – restricted vehicle access, local and authorized vehicles only.
  - Red Perimeter – no motorized traffic, but pedestrians and cyclists permitted.
  - Protective Perimeter – controlled area directly around the venue, managed by the organizing committee and law enforcement.
- Digital access passes were used for residents, businesses, and service providers within the perimeters.
- Pedestrian and bicycle access remained available, helping maintain local circulation during events.
- Paris used a broad communication campaign, including online maps, newsletters, and outreach, to help residents plan to minimize disruption.



Opportunities Heading to 2028

Volunteer Program

- Launch of a Long Beach volunteer program to support Games-time operations and supplement LA28's volunteer efforts
- Community volunteer events leading up to 2028 to build excitement and readiness

Partnerships with NOCs and NPCs

- Working with National Olympic and Paralympic Committees to explore test events in Long Beach and create opportunities for community engagement during athlete visits, particularly for youth to experience new sports

Community Events

- Leveraging moments such as Olympic and Paralympic Day to build excitement, encourage youth participation, and bring the community together in the lead-up to 2028



How the Community Can Participate

Celebrate Two Eight Program

LA 28 initiative to encourage communities across the country to connect with the spirit of the Games through community-hosted events that are free to the public.

- Open to municipalities, communities, local, and nationwide organizations.
- Will receive a packet of LA28 brand assets for support.

Organizations can express interest through the **Celebrate Two Eight Preliminary Interest Form**



Send copy of responses to Sean Devereaux:
Sean.Devereaux@longbeach.gov

How We Are Keeping the Community Informed

Long Beach 2028 Games Website

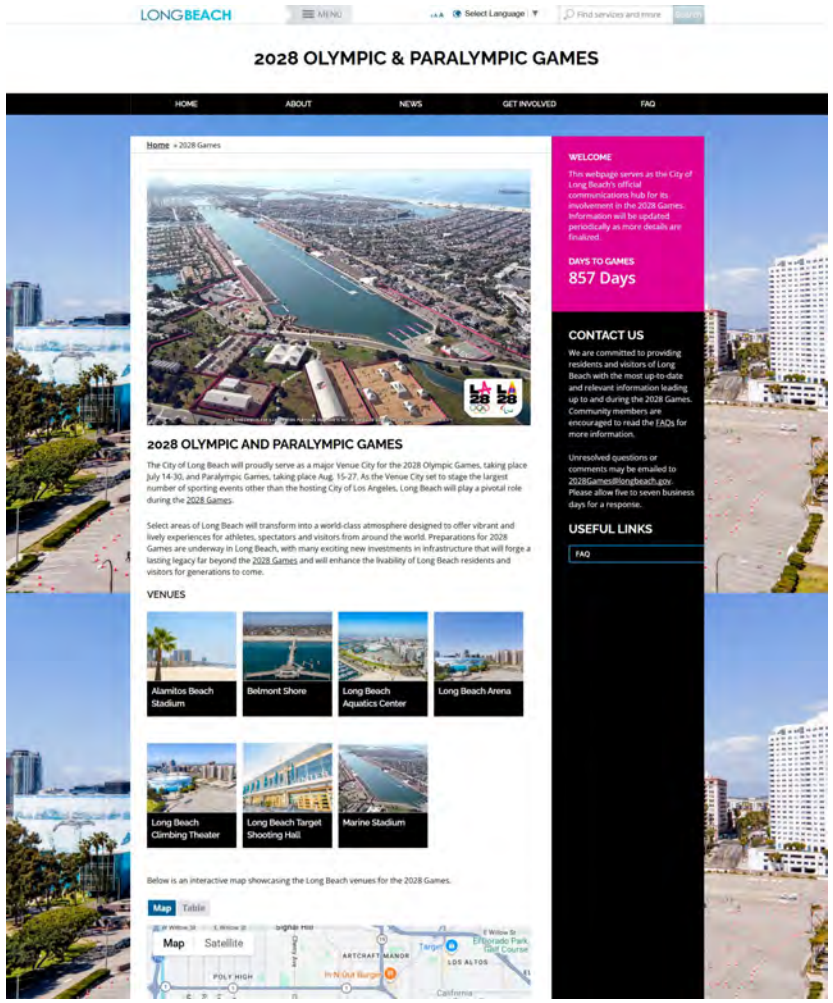
- Hub for information about events, venues, and engagement opportunities: https://www.longbeach.gov/2028games.

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.





Thank you

Sean Devereaux, Community Engagement Officer

Beril Unver, Protocol Officer

