

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

## CD 3 Town Hall

## May 28, 2025



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# 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



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# Preparing for Our Largest Global Stage Yet



FIFA WORLD CUP Qatar2022

**8**
COMPETITION VENUES

**1.5B**
VIEWERS GLOBALLY

**3.4M**
TICKETED FANS

LA 28 LA 28

**30+**
COMPETITION VENUES

**3.3B**
VIEWERS GLOBALLY

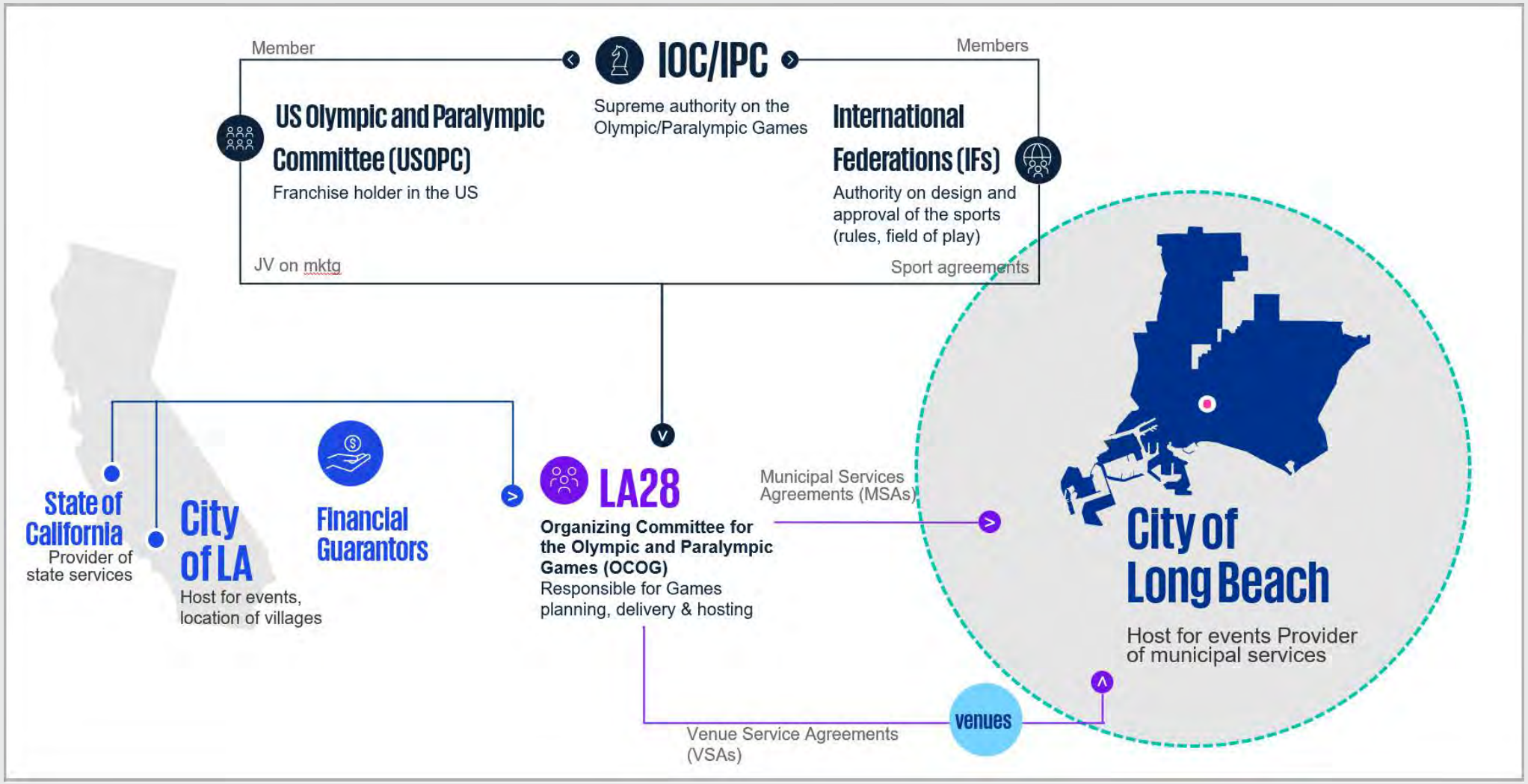
POTENTIAL 1B+ MORE FANS WITH CRICKET

**12-15M**
TICKETED FANS



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# Preparing for Our Largest Global Stage Yet

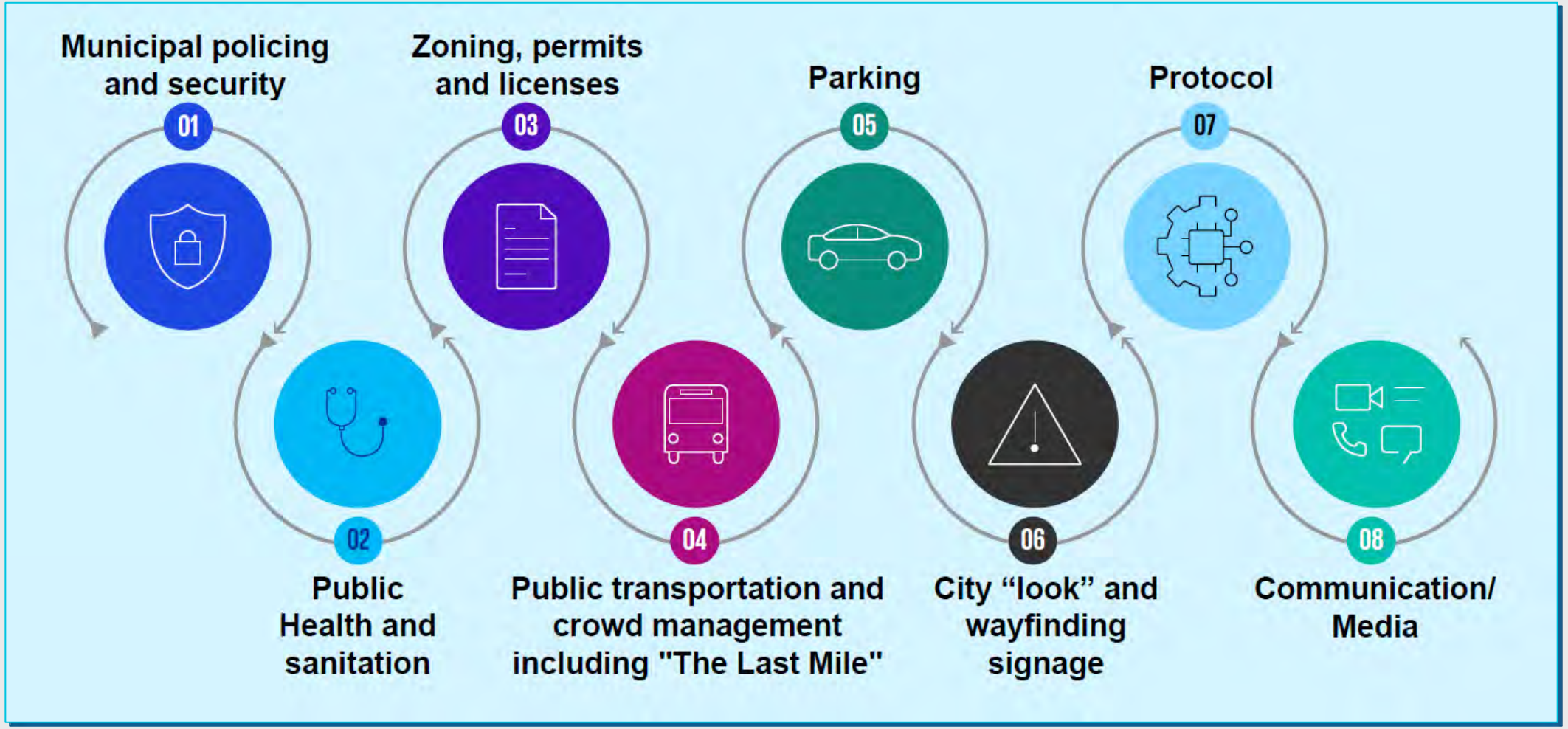





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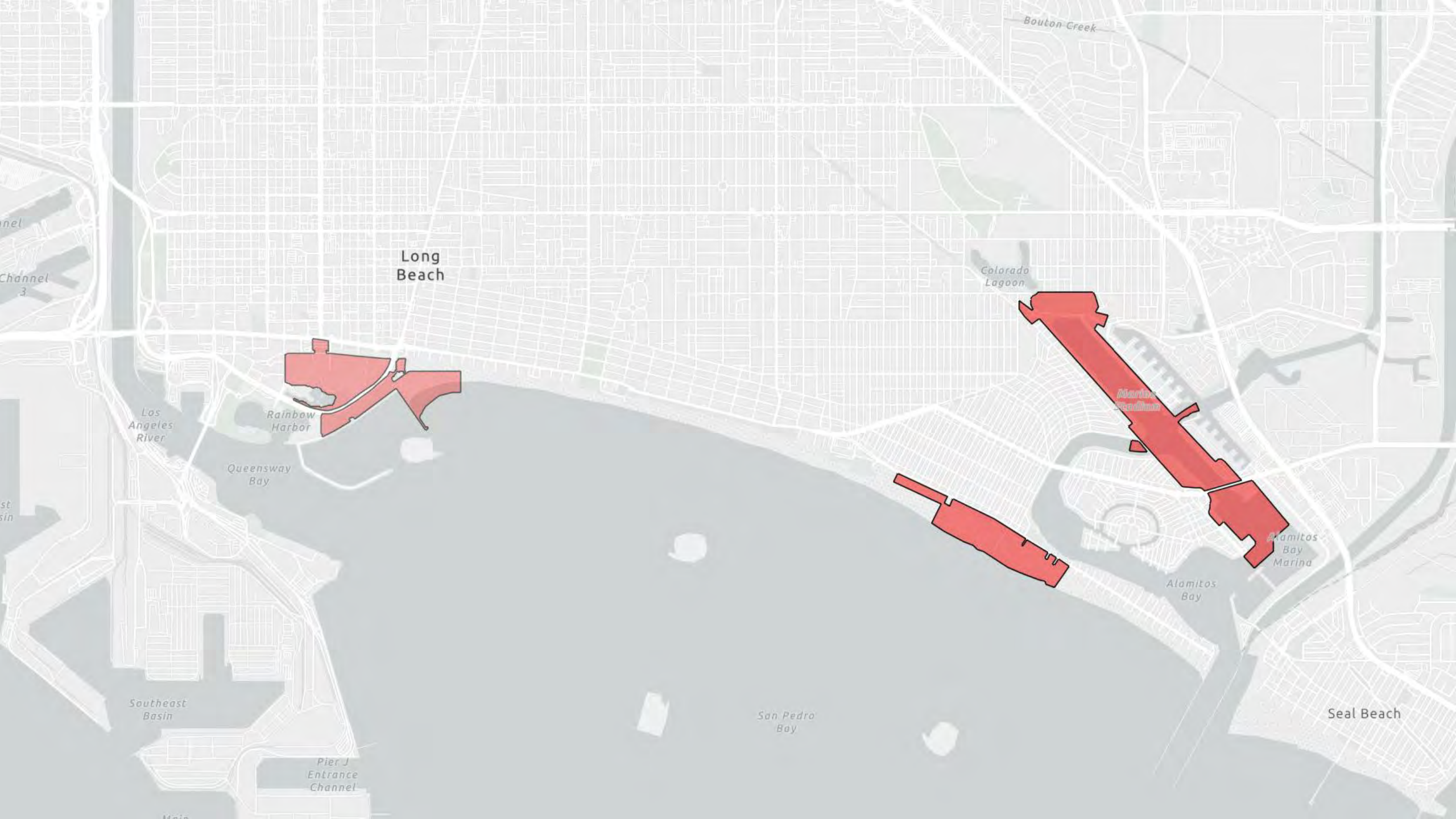
# Preparing for Our Largest Global Stage Yet

## Key Municipal Services in Support of the Games



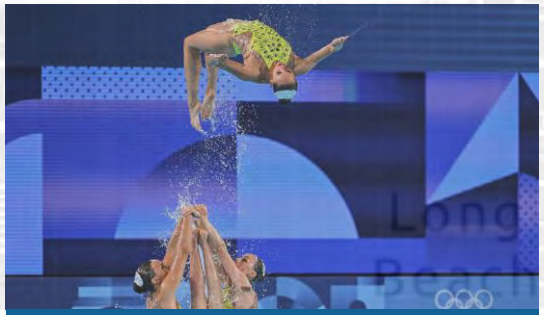



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Bouton Creek
Long Beach
Colorado Lagoon
Los Angeles River
Rainbow Harbor
Queensway Bay
Alamitos Bay Marina
Alamitos Bay
Southeast Basin
San Pedro Bay
Pier J Entrance Channel
Seal Beach




Water Polo



Artistic Swimming

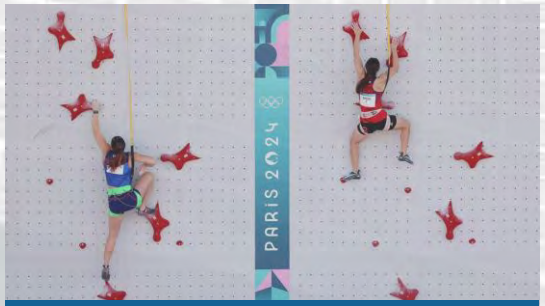



Handball



Coastal Rowing




Sport Climbing




Marathon Swimming



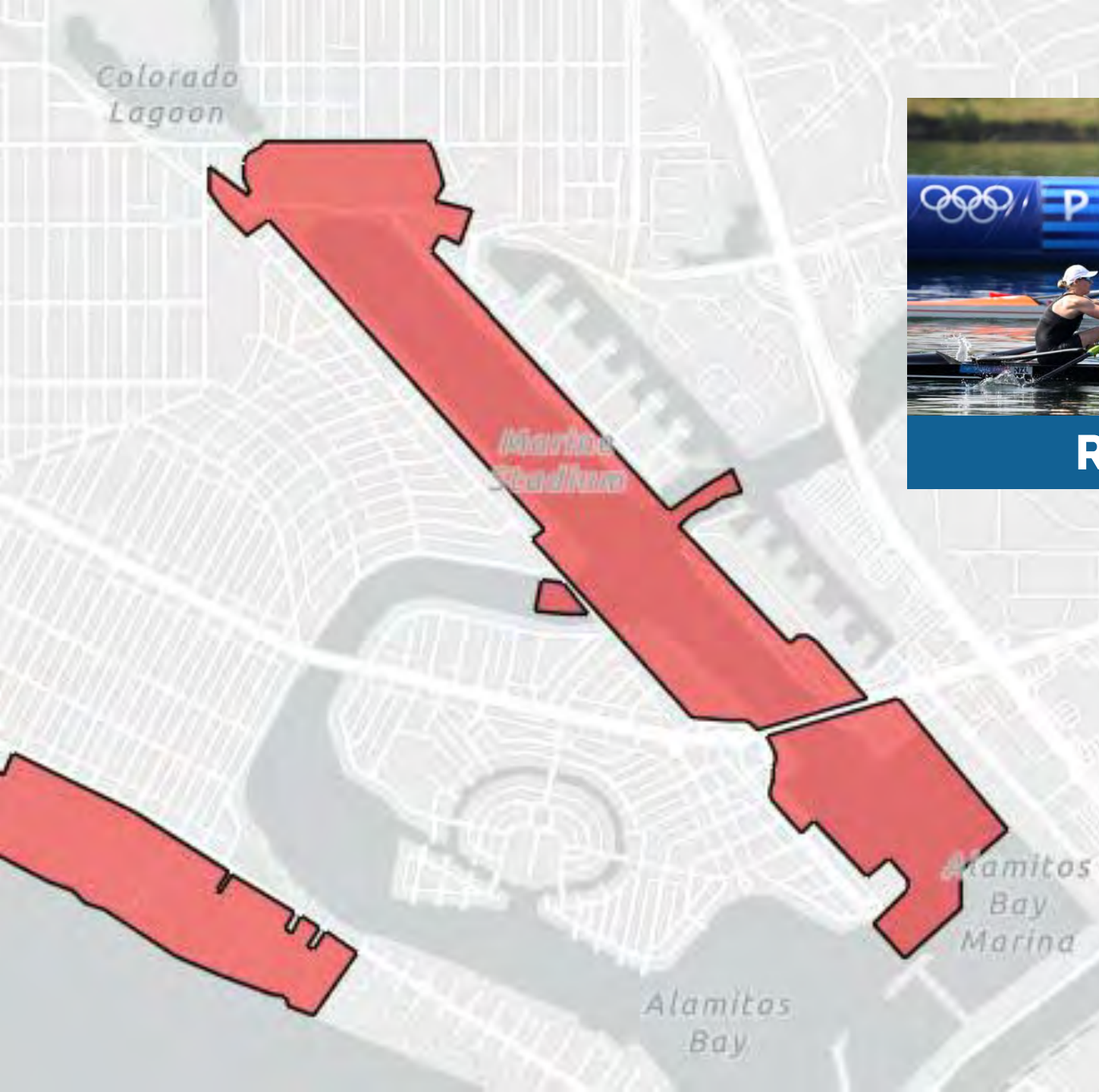
Beach Volleyball




Target Shooting



# Sailing







**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

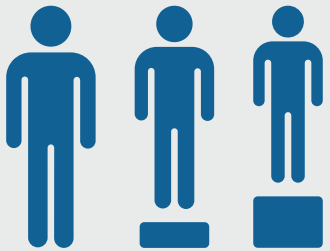
- On December 19, 2023, the City Council approved a contract with KPMG to develop a strategic plan to guide the City in planning and implementing the 2028 Games.
- Over 60 stakeholder interviews conducted with impacted City departments and elected officials to get input on the City's priorities in preparation 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

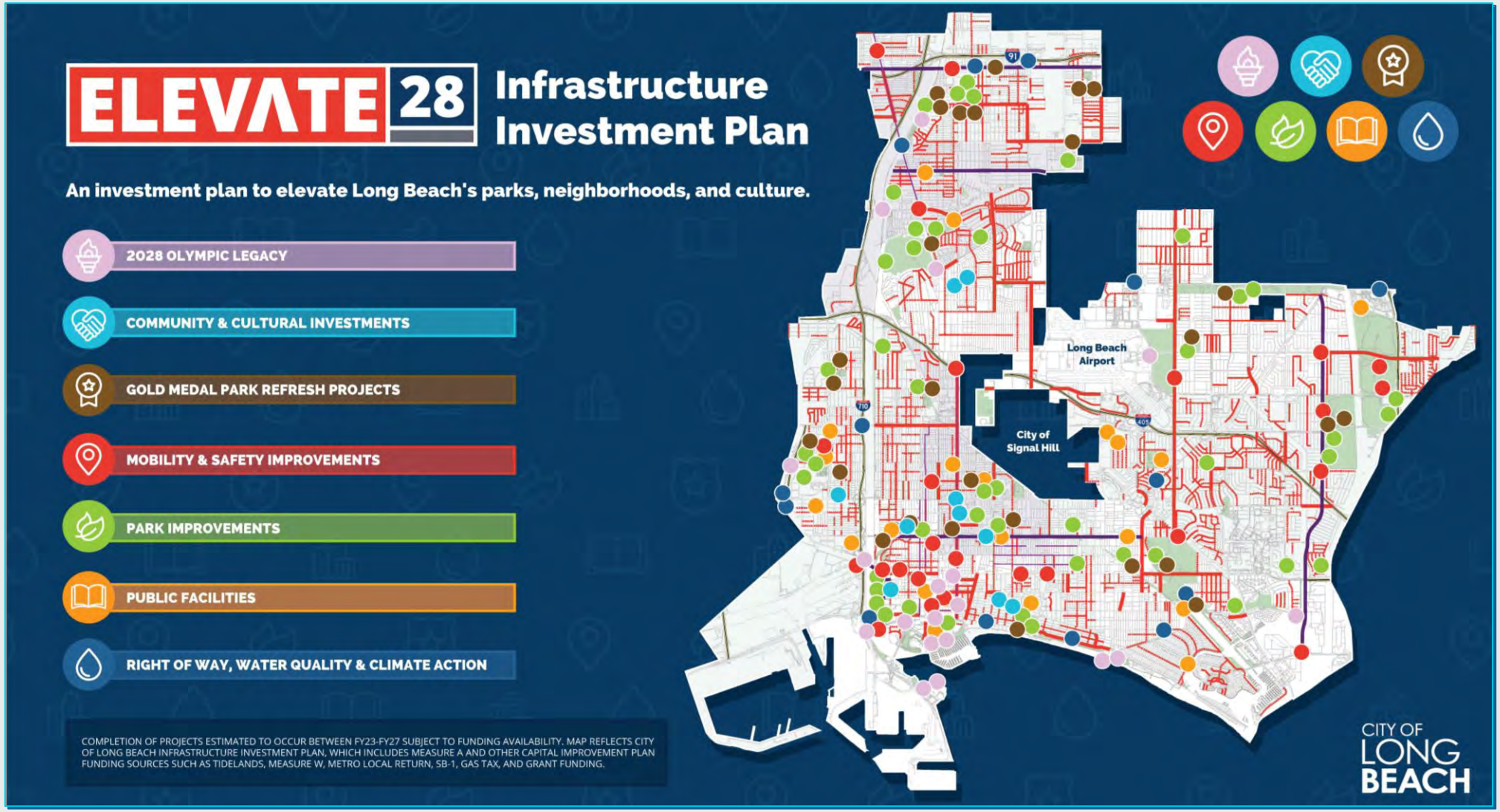
## Phased Approach to Implementation

| 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






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# 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






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PARIS 2024
PARIS
VILLE HÔTE
PARIS
LE COURT
L'ATELIER


PARIS
VILLE HÔTE
LE COURT
GOLD MEDAL MATCH
FRA 2 15
POL 0 17
direct 2
Sliwka qui alterne
soit un service flottant.
E / EXIT
VILLE DE PARIS




PARIS


PARIS
2024


CLUB 2024
PARIS
SORTIRAPARIS


RETRAIT COMMANDES
PICK UP
RETOUR CONSIGNES
RETOURNABLE ITEMS


PARIS
2024

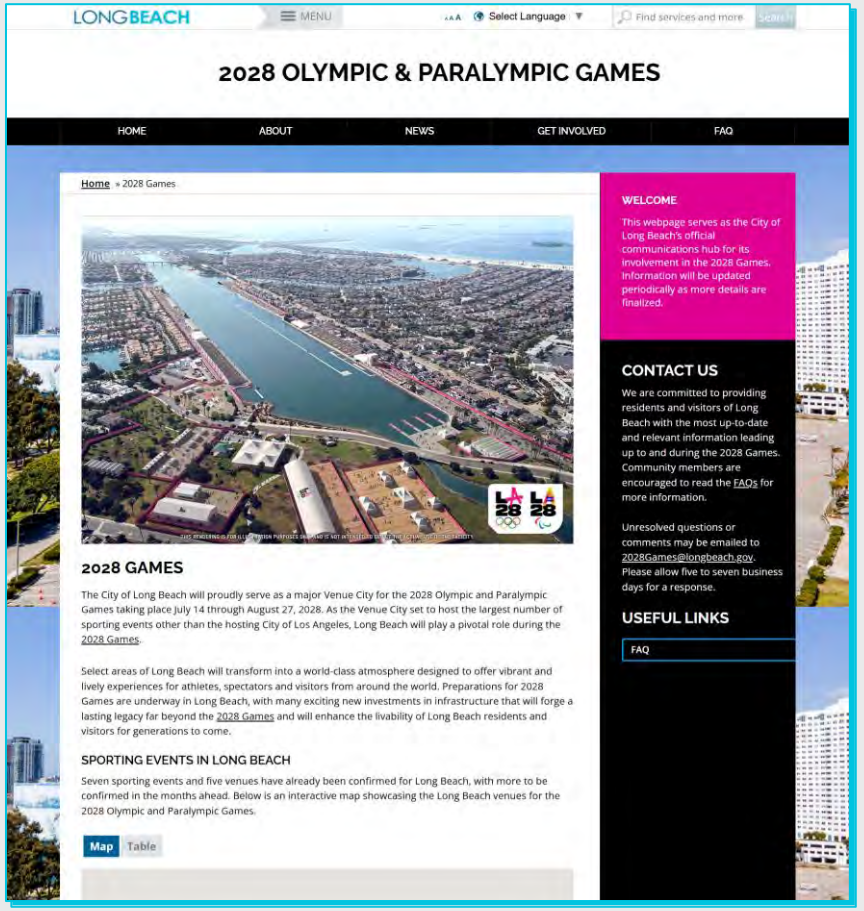






# Keeping the Community Engaged and Informed

- **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.






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# 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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