2028 Games Planning Update

City Council

May 19, 2026

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Long Beach – The Largest Venue City!

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Our Largest Global Stage Yet

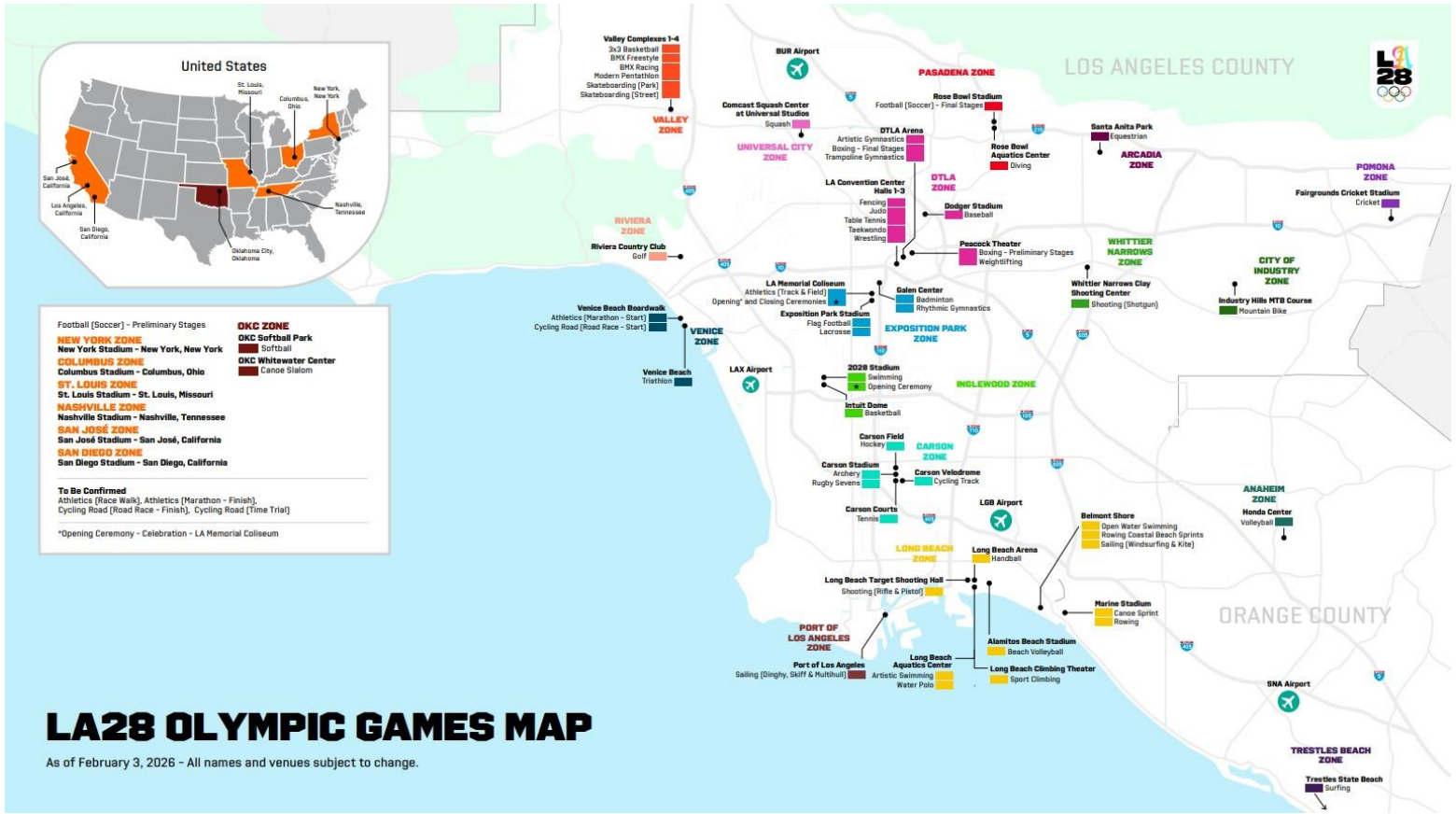
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Long Beach will host the largest number of sporting events outside the Host City of Los Angeles.

2 Million
Ticketed Fans

4
Venue Areas

Largest concentration of events outside Downtown LA



Our Largest Global Stage Yet

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11 Olympic Sports in Long Beach

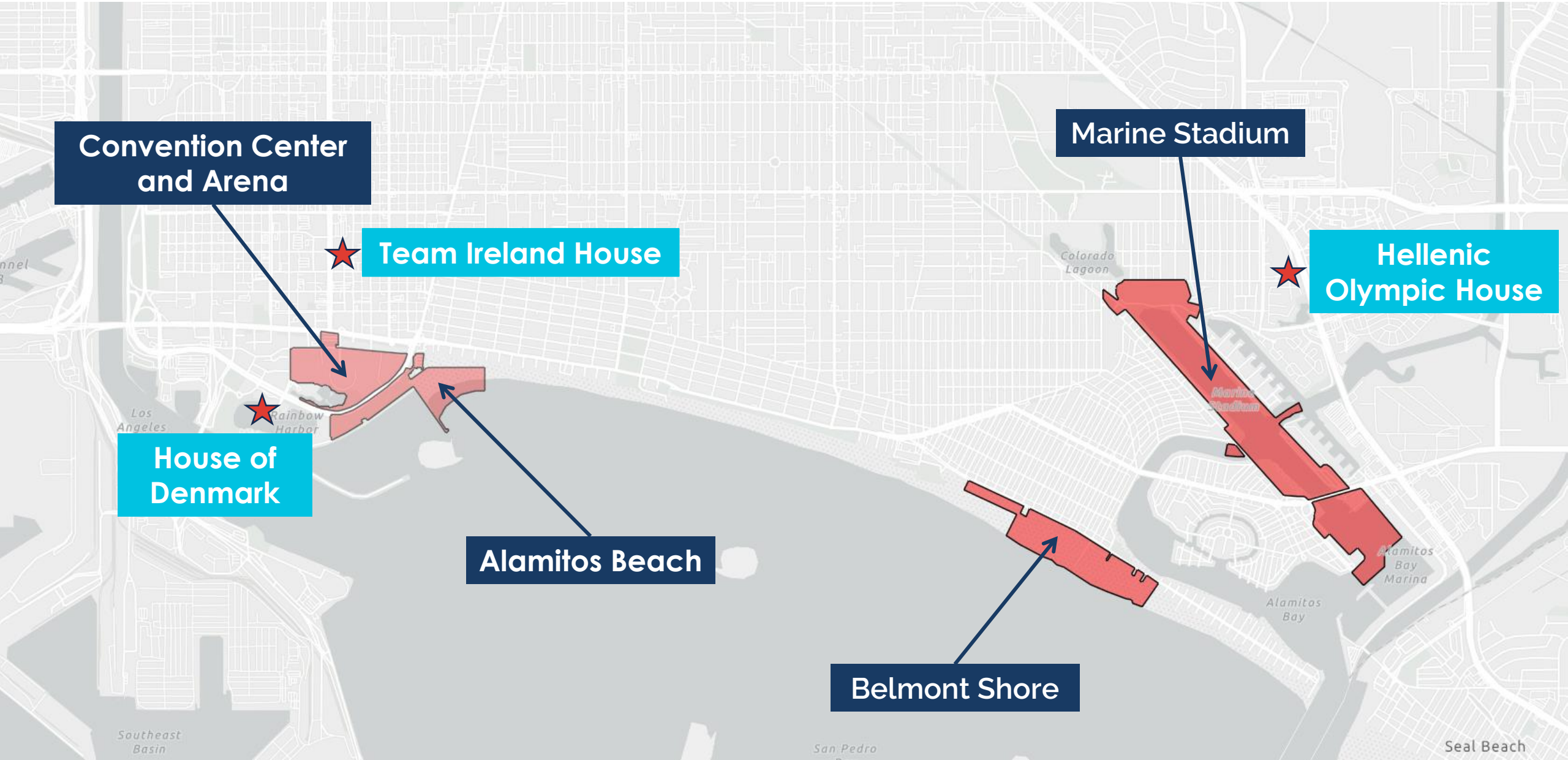
- Events across 17 of 18 competition days
- Up to 8 events per day
- 161 ticketed sessions
- 35 medal events

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

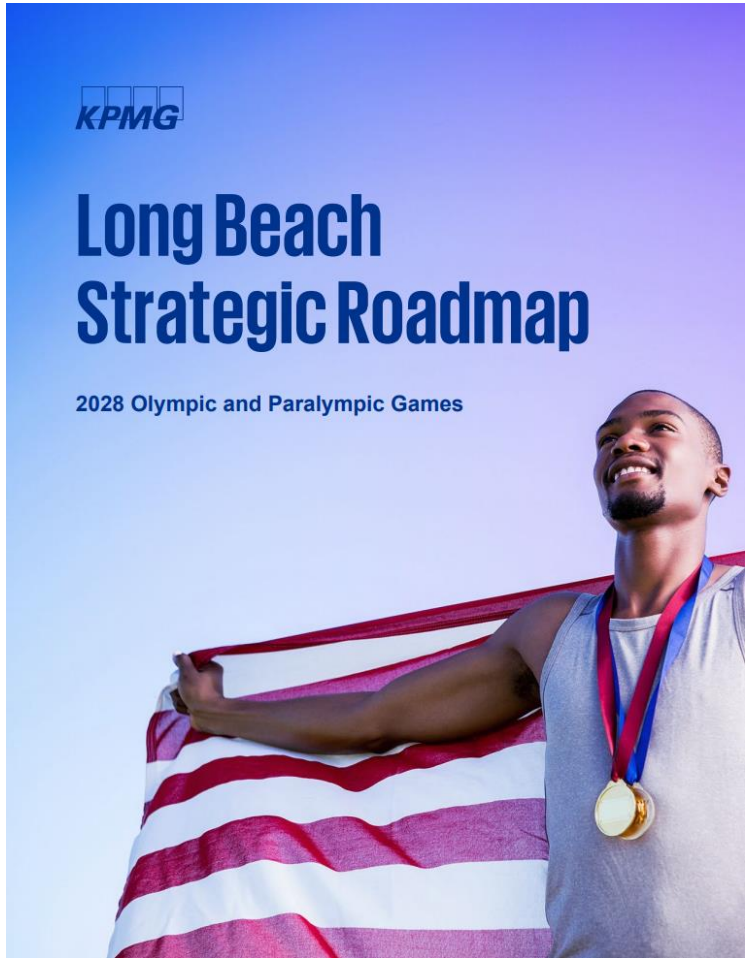
2028 Games at a Glance

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Strategic Roadmap Released

- In January of 2025, the City released its Strategic Roadmap for the 2028 Olympic and Paralympic Games.
- The Roadmap established the City's unified framework as a Venue City.
- It defines vision, goals, planning milestones, workstreams, and legacy focus areas.
- It also helps align City departments around shared priorities, staffing, financial management, and post-Games legacy opportunities.



Looking Ahead

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Foundation (2025)

Establish governance structures, stakeholder coordination, initial planning, and policy development.

Current Phase

Operational Planning (2025-2026)

Focus areas include:

- Finalizing LA28 Enhanced City Resources Master agreement
- Expanding targeted community engagement
- Advancing regional and institutional partnerships

Testing and Delivery (2026-2028)

Focus areas include:

- Leveraging upcoming major events, like the FIFA World Cup, to test operations and coordination
- Piloting community activations
- Applying lessons learned for 2028

Dissolution (2028-2029)

Wind down operations, ensure financial settlements, decommission venues, and report on successes.

Preparing for the World Stage

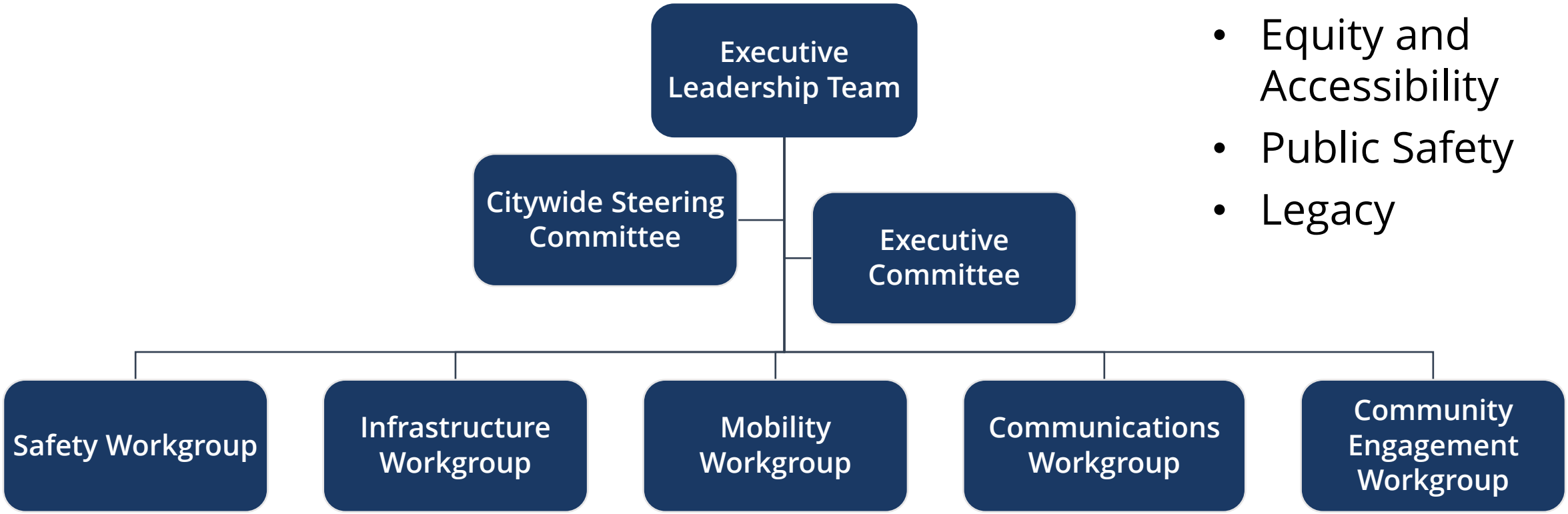
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Internal Capacity Building

- The City formally established the Office of Global Engagement and Protocol within the City Manager's Office.
- Current planning participation includes 106 planning committee members across 19 City departments.
- Refined our planning structure to increase capacity and strengthen coordination by adding a dedicated Communications workgroup and separating the Infrastructure and Mobility workgroups.
- Leveraged the 2025 and 2026 Grand Prix events as a learning opportunity for staff.



Planning Committee Structure



Core Themes

- Equity and Accessibility
- Public Safety
- Legacy

Planning Functions

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Executive Leadership Team





Coordination with LA28

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The City continues advancing negotiations with LA28 under the Games Agreement for cost recovery.

Agreement	Purpose	Status
Games Agreement	Establishes governing principles and operational framework.	Approved by City Council on 5/14/24.
Venue Use Guarantee	Reaffirms the City's commitment to provide venues for the Games. Outlines venue terms, including maps, use periods, and cost recovery.	Approved by City Council on 6/11/24.
Normal and Customary Services	Within the Games' footprint, the City will provide public services at the same level and range, at its own expense, as if the Games were not taking place.	Current Phase: Finalizing data with LA28. Letter in process of being executed to confirm this step is complete.
Enhanced City Resources Master Agreement (ECRMA)	The City will provide additional public services, known as "Enhanced City Resources," within the Games footprint at LA28's expense.	The City and LA28 will negotiate and execute the ECRMA, to detail service levels, costs, audit rights, and other schedule, process, and cost estimation considerations.
Venue Services Agreements (VSAs)	Consistent with the ECRMA, the VSAs will detail each identified venue's enhanced City resources, costs, and access rights.	The City and LA28 will negotiate and execute VSAs for each identified venue.

Games Mobility Planning

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The Games Mobility Executives are leading regional mobility planning for the 2028 Games. Long Beach is participating in these discussions to understand potential local impacts and will share additional details as plans are developed.

GAMES MOBILITY EXECUTIVES (GME)

GME agencies lead 14 workstreams, including the GRN and GETS, to advance Games transportation needs, ensuring regional alignment and collaboration.

GAMES ROUTE NETWORK (GRN)



Uses existing freeways and local streets to move athletes, media, officials, and key personnel safely and reliably between venues.

GAMES ENHANCED TRANSIT SYSTEM (GETS)



Metro-led spectator transit service connecting mobility hubs to Games venues and supporting a transit-first approach for spectators and workforce.

Regional Public Safety Planning

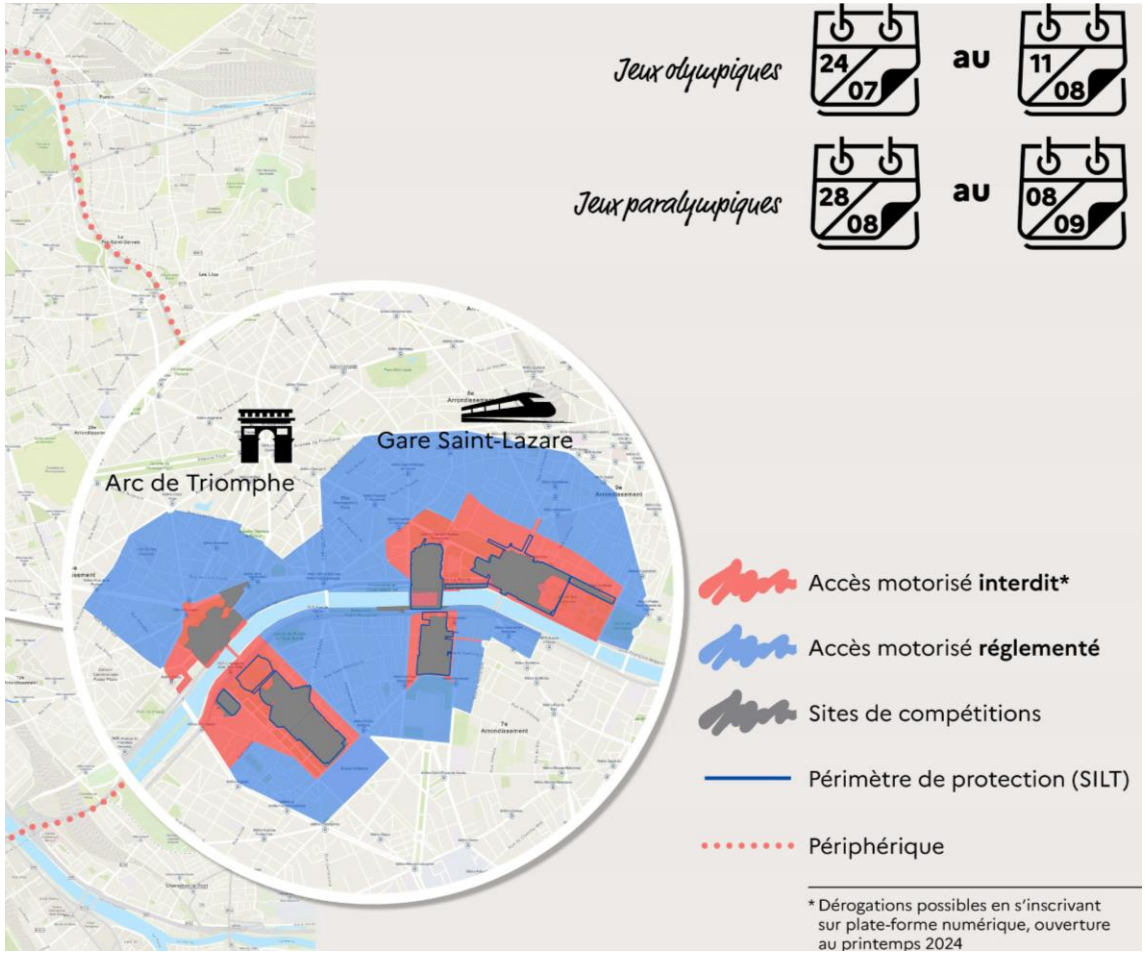
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- The 2028 Games are designated as a National Special Security Event (NSSE), meaning the U.S. Secret Service is the lead federal agency for operational security, supported by the FBI (intelligence and counterterrorism) and FEMA (emergency preparedness 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.



Additional Regional Coordination

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Long Beach is participating in multiple regional coordination efforts to stay aligned on Games planning, identify shared issues, and ensure local needs are represented.

LA28-Led Coordination
Mayor-level and staff-level Games coordination

LA County 88 for 28
Countywide coordination across jurisdictions

Venue City Coordination
Alignment with City of LA and other Venue Cities

Gateway Cities COG
Subregional meetings and presentations

Mobility Planning
SCAG Transportation Demand Management, alignment with LB Transit



LA28 Local Leaders Staff Workgroup

Turning the Roadmap into Action

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How We're Engaging the Community

2025 Engagement Milestones

- **27** public presentations and community meetings
- Issued **seven** press releases on notable Games milestones
- 2028 Games **website launched** as a public information hub
- **23,000+** website visits and growing interest form signups
- Partnered with the Historical Society of Long Beach on an Olympic Legacy Report and exhibit



Community Advisory Groups launched:

- Arts & Culture
- Small Business
- Workforce & Economic Inclusion
- Youth Sports
- Legacy Fund

How We're Engaging the Community

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Bringing the Games to ALL of LBC

- Introduce youth, especially in historically underserved communities, to Olympic and Paralympic sports, and look for opportunities to partner with National Olympic and Paralympic Committees
- Leverage community survey and host interactive community pop-ops and events to gather resident input
- Build excitement through events like Day of Sport





From Venue City to Global Partner

- **50+ international visits** coordinated, elevating Long Beach's global profile and partnerships.
- **25+ engagements** with National Olympic Committees (NOCs), National Paralympic Committees (NPCs), and international stakeholders.
- Secured **3 International Hospitality Houses** for the 2028 Games—the first city to reach this milestone.
- Leveraging major international events, including the Grand Prix, as strategic platforms for international engagement.
- Expanding engagement with consular leaders, trade representatives, investors, and international partners to advance Long Beach's goals.





International Houses, Citywide Impact

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Greece

- The Hellenic Olympic Committee has selected Long Beach as the host city for Greece's official Hospitality House, to be anchored at the Greek Orthodox Church during LA28.
- Hellenic House will serve as a vibrant gathering place for Games enthusiasts from around the world, featuring cultural programming, exhibitions, and events that celebrate Greece's rich history, heritage, arts, and Olympic legacy.



Denmark

- The National Olympic Committee of Denmark has selected Long Beach as its official base of operations for LA28.
- Denmark's presence will include a high-performance training site, the historic ship *Danmark* docked in Rainbow Harbor, and Westin Long Beach as its central Games hub.
- Plans also feature public activations focused on inclusion, sustainability, and innovation, with LEGO serving as a major partner.



Ireland

- The Olympic Federation of Ireland will establish Team Ireland House in Long Beach at Ovation Square.
- Irish House plans will feature cultural programming, live entertainment, athlete and family gatherings, sponsor activations, retail and exhibition experiences, and more — with food and beverage offerings provided in partnership with local establishments The Ordinarie and Auld Dubliner.



The Experience Beyond the Venues

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The Experience Beyond the Venues

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


CLUB
FRANCE
CLUB
FRANCE
PARIS 2024
A WORLD OF HOSPITALITY
Inside the houses unique to the Olympics

Examples from Paris 2024

Paris City Hall Fan Zone





Examples from Paris 2024

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Korea House (Maison de la Chimie)





Before





During the Games

Examples from Paris 2024

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Slovenia House (Le 211 Lounge)





Before





During the Games

Examples from Paris 2024

Outdoor Activations at Parc des Nations









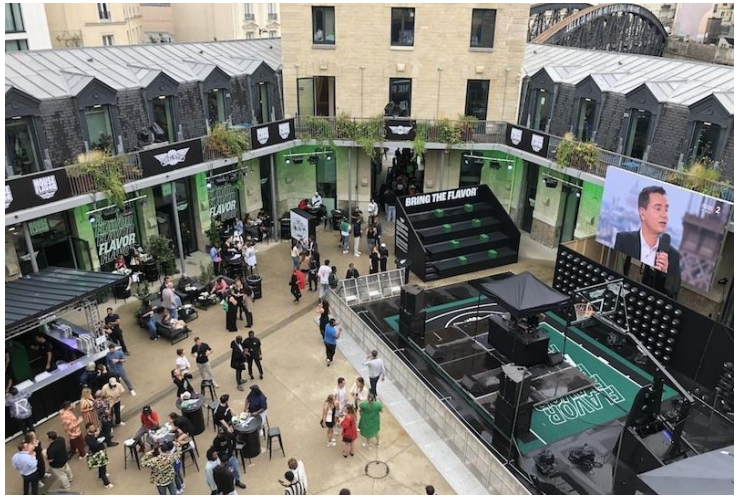
Examples from Paris 2024 (Brand Activations)

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Business Outreach

Interest Form

- 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.



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: *

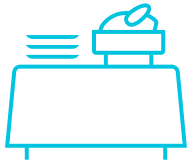
Enter your answer

3. Primary Contact Title: *

Enter your answer

Examples of Business Opportunities

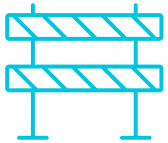
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Catering



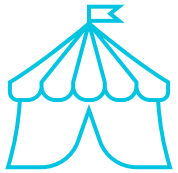
Design



Traffic Control



Construction



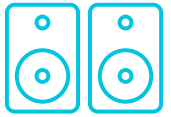
Events Coordination



Medical Services



Physical Therapy



Audio/Visual Support

LA28 anticipates that approximately 80% of the Games budget will be spent in the final 18 months.

How Communities Can Get Involved

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Celebrate Two Eight Program

- LA28 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.

Building Momentum Toward 2028

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Leveraging Activity Across the Region to Prepare for 2028



Testing and Delivery (2026-2028)

Focus areas include:

- Leveraging upcoming major events, like the FIFA World Cup, to test operations and coordination
- Piloting community activations
- Applying lessons learned for 2028

Upcoming events and partner collaborations provide opportunities to test coordination, communication, and operational delivery before the Games, such as:

- Using the FIFA World Cup to test transportation, public information, and regional coordination.
- Coordinating with LA28 and National Olympic Committees on test events, training needs, storage requests, hospitality house planning, permitting, and security.
- Piloting community activations to better understand staffing needs, partner roles, and public engagement approaches.
- Working with LA28 to identify opportunities for Long Beach arts and culture to be reflected in the Cultural Olympiad and other Games-related programming.

Summer Soccer Activations Across Long Beach

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Group Stage



LA Galaxy Soccer Celebration

- Partnership with LA Galaxy and Downtown Long Beach Alliance
- Fan experiences, youth programming, and community activations

Knockout Stage



Citywide Park Activations

- Soccer-themed events hosted at local parks across Long Beach
- Opportunities for residents to gather and celebrate in family-friendly settings

World Cup Final



Open Streets Event

- One-day open streets event presented with Metro
- Celebrate soccer while encouraging walking and biking, while supporting local businesses.

Visit **longbeach.gov/SoccerInTheLBC** for the latest news

Advancing Legacy

Volunteer Program

- Advancing City priorities, including sustainability and stewardship, through initiatives like our recent pilot beach cleanup event with Team USA.
- Partnering with local service organizations to expand and maximize volunteer efforts leading up to and during the Games.





Legacy Fund

- Fundraising efforts are underway to build an endowment that will provide funding for youth programs for years to come.

Continued Advocacy

State and Federal Requests

The City continues to work with the legislative delegation to advance key funding requests for City priorities, including:

- Infrastructure projects
- Wayfinding and signage
- Accessibility enhancements
- Community activations
- Human trafficking prevention and diversion
- Volunteer program and Legacy fund
- Cultural District investments
- Public safety

What's Next?

As operational planning with LA28 and regional coordination continue, staff anticipate being able to share more information with the community about:

- Public safety perimeters and access for residents and businesses
- Transportation routes to and from the venues, parking options, and potential impacts to neighborhoods
- Additional business and procurement opportunities
- Torch Relay planning efforts

Staff will continue to do proactive community engagement, community presentations, and develop online resources to share pertinent information.

How We Are Keeping the Community Informed

Long Beach 2028 Games Website

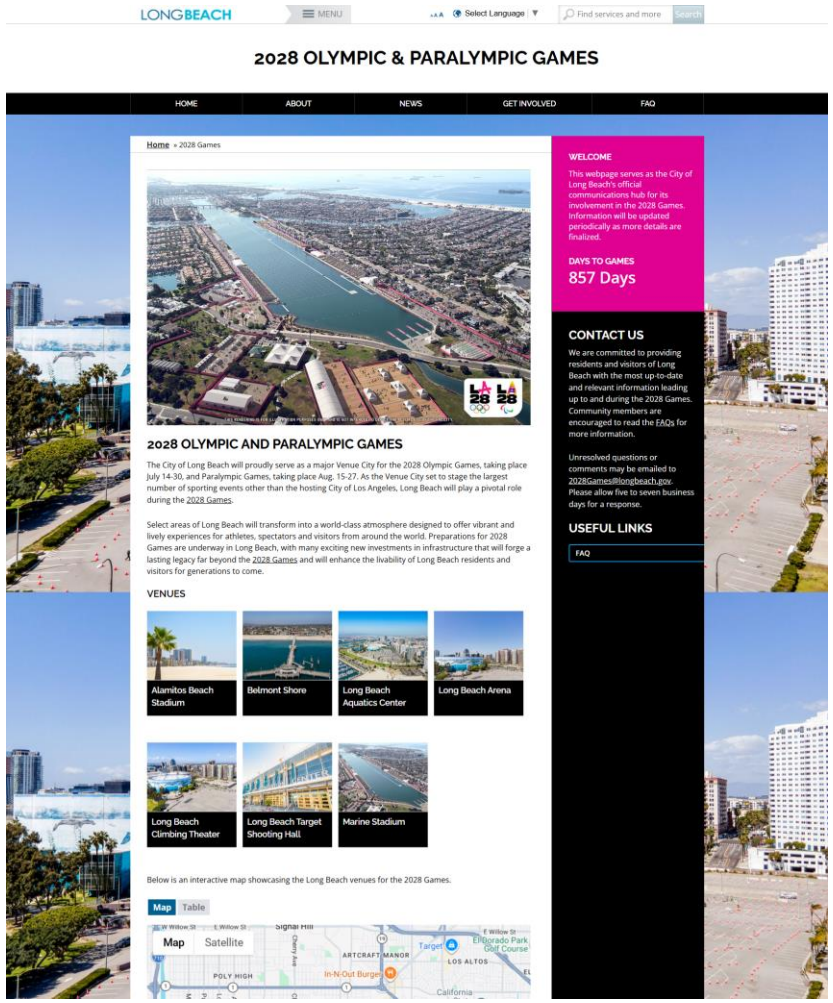
- Hub for information about events, venues, and engagement opportunities: https://www.longbeach.gov/2028games.

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!



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longbeach.gov