



Chief Executive Office.

COUNTY OF LOS ANGELES

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CHIEF EXECUTIVE OFFICER

Joseph M. Nicchitta

September 8, 2026

To: Supervisor Hilda L. Solis, Chair
Supervisor Holly J. Mitchell, Chair Pro Tem
Supervisor Lindsey P. Horvath
Supervisor Janice Hahn
Supervisor Kathryn Barger

From: Joseph M. Nicchitta 
Chief Executive Officer [Joseph M. Nicchitta \(Sep 7, 2026 16:19:10 PDT\)](#)

REPORT BACK ON SEIZING REVENUE OPPORTUNITIES THROUGH STRATEGIC USE OF COUNTY ASSETS IN ADVANCE OF THE 2028 OLYMPIC AND PARALYMPIC GAMES, DIRECTIVE NO. 4 (ITEM NO. 13, AGENDA OF MARCH 17, 2026)

On March 17, 2026, in response to your Board's motion, *Seizing Revenue Opportunities through Strategic Use of County Assets in Advance of the 2028 Olympic and Paralympic Games* (2028 Games), my office developed a strategic implementation plan to maximize revenue from County-owned assets leading up to the 2028 Games. The initiative focuses on positioning County venues as premium locations for hospitality houses, fan zones, broadcasting hubs, and related activations.

Marketing Engagement Strategy

My office, in coordination with all County departments, conducted an assessment of County-owned assets and identified a portfolio of venues. We engaged CBRE Group, Inc. (CBRE), a commercial real estate services firm, who has partnered with Blueground Studios, an event production operator, to market County venues directly to countries, global brands, broadcasters, production companies, sports organizations, and event producers. CBRE would serve as the main liaison between the County and these interested entities.



Together, CBRE and Blueground Studios will offer a fully integrated platform that bridges institutional execution with creative industry demand. By creating turnkey event ecosystems, they will transform County assets into revenue-generating, globally recognized destinations, and elevating the County's status on the international stage. Attachment A provides the general marketing approach as developed by CBRE and Blueground Studios and provides further details on their respective roles and responsibilities.

Attachment B is the detailed strategic implementation plan with the proposed marketing and engagement strategies targeting countries, global brands, sports teams, media organizations, and other international delegations.

The objective is to transform County-owned assets into globally recognized event destinations while creating new revenue streams and enhancing the County's international profile.

Contracting Structures and Approval Pathways

Due to the unique nature of each venue, the staffing, security, and operational needs will vary significantly by each event, thus revenue target and pricing will be determined on an individual basis with full cost recovery considerations. To ensure each event's specific requirements are met, all use requests will be evaluated on a case-by-case basis and subject to mutually agreed-upon terms, including rental rates. All requests and negotiations of terms will also be subject to any existing operating and/or third-party agreements, when applicable, and if for any other reason the County is unable to accommodate a request, it will be subject to a unanimous understanding from the Board.

Pursuant to Board direction, on May 21, 2026, the Office of Protocol forwarded an initial list of venues to the Los Angeles Consular Corps. A list of the countries that comprise the Los Angeles Consular Corps is shown in Attachment C. The license of any County venue does not amount to an endorsement of any political or cultural message or support for the actions of such countries or entities.

Attachment D is a list of all parties, including countries, corporations and organizations, that have expressed interest in a County venue as of July 15, 2026. We will provide your Board with regular updates of interested countries, corporations and organizations.

We worked with the impacted departments to establish single points of contact to

ensure that CBRE will get confirmation of venue availability, facility specifications, scheduling of tours, and other necessary information in an expedited manner.

We are coordinating with County Counsel to develop a standard license template for major events, including hospitality houses, fan zones, and broadcasting hubs, understanding that each agreement will be tailored to the specific operational requirements of the event.

Successful implementation will require:

- Board approval to establish market-rate pricing structures that may exceed approved existing rates.
- Board approval to amend existing operating agreements or execute new agreements necessary to support the proposed major event activations as requested through CBRE.

Attachment E is a timeline aligned with key Olympic and Paralympic milestones.

Consideration of Guidelines for Rental of County Property

Through this initiative, we will market County property widely, including for corporate functions, community events, weddings, anniversaries, and other life milestones, creating a substantiable revenue model beyond the 2028 Games. However, as a government agency, there may be uses or events that are not appropriate on County land or in County facilities. We recommend that your Board direct my office to work with County Counsel to develop guidelines to govern these rentals to ensure that uses are appropriate and comply with all applicable laws.

Should you have any questions concerning this matter, please contact John T. Cooke, Assistant Chief Executive Officer, at (213) 893-2477 or jcooke@ceo.lacounty.gov.

JMN:JG:JTC
JLC:ANR:ja

Attachments

c: Executive Office, Board of Supervisors
 County Counsel
 Beaches and Harbors
 Economic Opportunity
 Parks and Recreation

Marketing Approach



Direct Outreach

- Event producers
- Brands
- Country delegations
- Broadcasters
- Tech + Media Companies
- Location booking services
- Festivals + Concerts



Full Marketing Material for All Sites

- Digital brochure (including specs and highlights)
- Print Collateral
- Social Media
- Website



Real-Time Booking Tool

- Collaborate with County to include updated availability for all sites
- Provide real time booking information for CBRE procured events
- Flag opportunities for future bookings



Strategic Civic Engagement Presentations

- Mayor's Offices
- City Council Offices
- Chambers of Commerce
- Consulate Offices
- Economic Development Groups



Custom Mapping Tool (Dimension)

- Event and sport venues
- Olympic event locations
- Hotels
- Restaurants
- Demographics
- County Site locations

Team Roles & Responsibilities



- Primary point of contact for the County
- Administrative & contracting support for County venues
- Location Mapping for all County venues along with demographics, hospitality areas, and major events (World Cup, Superbowl, and 2028 Games)
- Development and creation of marketing materials including digital brochure, print collateral, website, social media and press releases (with a copy to the County)
- Facilitating the County process, including securing all the appropriate departmental approvals and processing the appropriate agreements/forms
- Strategic civic engagement



- Outreach directly to brands, production companies, and event/festival producers
- Targeted social media marketing
- Negotiation of location/licensing fee(s)
- White-glove vendor coordination & production infrastructure
- Risk assessment & location readiness planning
- Permit coordination
- Concierge-level location & production support

STRATEGIC MARKETING PLAN

ACTION	LEAD PARTY RESPONSIBLE	STATUS	NOTES
Phase 1. Planning and Ideation			
Amended Work Order- Finalized and Executed	Chief Executive Office	Completed	
Designate single point of contacts with impacted departments	Chief Executive Office	Completed	
Obtain photos and aerials of facilities	CBRE	Completed	
Obtain Facility Specifications	CBRE	Ongoing	Working with established single points of contacts for impacted departments.
Publish list of all County event venues on County website	Chief Executive Office	Completed	Included as an attachment in the report back to Board located at https://lacounty.gov/olympics/
Development of license agreement	County Counsel	Ongoing	
Amendment or MOU to existing operating agreements for payment to County	Chief Executive Office	Ongoing	Board authority required. - Need to determine which operating agreements to amend - Execute amendments or MOUs
Prospect list	CBRE/Blueground	Ongoing	Will include countries, consular outreach and corporations.
Establishment of formula to determine market rate at each venue	CBRE/Blueground	Ongoing	Board authority required.
Phase 2. Pre-Launch and Kickoff			
CBRE Event- Hosts LA Consular Corps	CBRE	Completed	Event on April 29, 2026 with over 40 attendees. Nations represented included Saudi Arabia, South Africa, Finland, Poland, UAE, Kenya and Thailand to name a few. As a direct result of the meeting, CBRE met with the Caribbean nations and China to discuss proposed sites. In addition, corporations have reached out to CBRE.
Initial email blast to all 93 Consulars with survey	Office of Protocol	Completed	Email sent on May 21, 2026 and resulted in Turkiye interest for use at Grand Park in connection to World Cup.
Creation of marketing teaser flyer	CBRE	Completed	
Event & Speaking Engagement- InfoShare	CBRE	Completed	Speaking engagement was internal to CBRE on May 20, 2026
Event & Speaking Engagement- Governmental Services practice group	CBRE	Completed	Speaking engagement was internal to CBRE on May 27, 2026
Creation of individual marketing flyers/brochures for all venues	CBRE	Ongoing	In progress and targeting end of August to finalize
Creation of County venue website (website)	CBRE	Completed	CBRE has purchased the URL: www.LACountyVenues.com
Social media pre-launch	CBRE/Blueground	Ongoing	To be completed after website goes live
Email blast and social media targeted for corporations, broadcasters, large-scale events, music festival producers, etc	CBRE/Blueground	Ongoing	To be completed after website goes live
Collect survey results and feedback from Consulars Corps	Office of Protocol	Ongoing	Survey results will be shared with CBRE as received
Email blast to Government liaisons such as OFM, Dignitary Protection, World Trade Center Association, ICDLA, etc.	Office of Protocol	Ongoing	To be completed after website goes live
Email blast to various trade and cultural offices (aka international stakeholders)	Office of Protocol	Ongoing	To be completed after website goes live
Phase 3. Full-Scale Rollout			
Targeted follow-up to prospective countries based on survey results	Office of Protocol	Ongoing	Will coordinate with CBRE
Establish pricing for each inquiry based on the Board approved methodology to determine market rate per event	CBRE/Blueground	Ongoing	Comps to accompany submission of each proposals as received
Launch multiple marketing campaigns, each targeting specific potential user groups (Consulars, corporate brands, broadcasters, and other international stakeholders)	CBRE/ Office of Protocol	Ongoing	
Ongoing social media campaign	CBRE/Blueground	Ongoing	
Event & Speaking Engagement- Meeting with UN and Consular Corp	CBRE	Ongoing	Event will be hosted by CBRE and is planned for September 2026
Event & Speaking Engagement- Civic groups	CBRE	Ongoing	Includes Chambers of Commerce



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LINDSEY P. HORVATH
Third District

JANICE HAHN
Fourth District

KATHRYN BARGER
Fifth District

Los Angeles Consular Corps

July 30, 2026

Whenever more than one consul is posted to a location there is a body known as a *consular corp*. It is a body *sui generis* (without legal standing) to act collectively. Each government must act for itself. For convenience, most consular corps organize themselves to exchange information and meet with local leaders. The senior consul (by rank and/or longevity) is called a dean and usually represents the corps for protocol purposes. Currently, the Dean is The Honorable Renee Pea, Consul General of Croatia.

The Los Angeles Consular Corps consists of 94 consulates (62 career and 32 honorary). Career consular officers are appointed by their Head of State or Foreign Minister and are full-time servants of their government. Honorary consular officers are United States citizens and need not possess the nationality of the country they serve. They are generally assigned to provide a degree of consular representation in places not covered by career consular officers. All career and honorary consular officials are accredited by the U.S. Department of State.

AFGHANISTAN

(Closed March 16, 2022)

(Career)

ARGENTINA

(U.S. Dept. of State recognition 05/03/2023)

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(Career)

ARMENIA

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AUSTRALIA

(U.S. Dept. of State recognition 12/22/2023)

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AUSTRIA

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BAHAMAS (Career)*(U.S. Dept. of State recognition 09/26/2023)*

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BELGIUM (Career)*(U.S. Dept. of State recognition 08/02/2023)*

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BRAZIL (Career)*(U.S. Dept. of State recognition 01/22/2024)*

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BULGARIA (Career)*(U.S. Dept. of State recognition 12/10/2020)*

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CANADA (Career)*(U.S. Dept. of State recognition 11/11/2025)*

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CHILE (Career)*(U.S. Dept. of State recognition 06/12/2023)*

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CHINA, PEOPLE'S REPUBLIC OF (Career)*(U.S. Dept. of State recognition 02/01/2023)*

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COLOMBIA (Career)*(U.S. Dept. of State recognition 05/07/2025)*

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COSTA RICA (Career)*(U.S. Dept. of State recognition 05/01/2024)*

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CROATIA (Career)*(U.S. Dept. of State recognition 07/15/2020)*

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CYPRUS (Honorary)*(U.S. Dept. of State recognition 08/26/1980)*

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CZECH REPUBLIC (Career)*(U.S. Dept. of State recognition 08/21/2025)*

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ESTONIA (Honorary)*(U.S. Dept. of State recognition 03/26/1986)*

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ICELAND (Honorary)*(U.S. Dept. of State recognition 03/29/2022)*

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INDONESIA (Career)*(U.S. Dept. of State recognition 10/05/2023)*

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JAMAICA (Honorary)*(U.S. Dept. of State recognition 01/30/2026)*

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SRI LANKA (Career)*(U.S. Dept. of State recognition 02/19/2026)*

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SWEDEN (Honorary)*(U.S. Dept. of State recognition 12/08/2021)*

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Below is a list of interested parties as of July 15, 2026:

Countries:

- Austria
- Azerbaijan
- Bangladesh
- Belgium
- Belize
- Caribbean Nations, including Haiti
- Chile
- China
- Croatia
- Czech Republic
- Finland
- France
- Germany
- Guatemala
- Hungary
- India
- Indonesia
- Israel
- Kenya
- Morocco
- Netherlands
- New Zealand
- Pakistan
- Poland
- Romania
- Saudi Arabia
- South Africa
- Spain
- Thailand
- Türkiye

Corporations:

- ANTA
- Banc of California
- Nike

Other Organizations:

- LA28

Timeline

APR/MAY 2026	JUN/JUL 2026	AUG/SEPT 2026	FALL 2026	JAN/FEB 2027	JUL 2028
• County executes amended work order to finalize engagement of services • CBRE creates marketing materials, including a pre-launch flyer • CBRE presents opportunity in person to 40 Consular reps • County creates list of potential matches between countries and venues • County Office of Protocol initiates direct outreach to: – 93 Consular offices – Government liaisons such as OFM, Dignitary Protection, World Trade Center Association, ICDLA, etc. – Various trade and cultural offices and international stakeholders	• FIFA World Cup at SoFi Stadium • CBRE creates website and individual site marketing flyers • CBRE arranges meetings with individual countries (ONGOING) •	• Full marketing launch of event venues to corporations, broadcasters, large-scale events, music festivals, etc. • County Office of Protocol continues outreach to all stakeholders with additional marketing materials and survey requesting stakeholders to identify County venues of interest. Follow up as necessary. • Joint effort with CBRE on targeted direct outreach to potential countries & companies that have been identified as potential matches to County venues • CBRE hosting UN event in September	• Continue marketing outreach via email blasts and social media posts (ONGOING) • Strategic civic engagement (ONGOING)	• Super Bowl LXI at SoFi Stadium	• 2028 Summer Olympics