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September 5, 2023



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

From: Kristin Sakoda, Director
Department of Arts and Culture

Re: Uplifting Arts, Culture, and Recreation During the 2023, 2026, and 2027 World Cups and 2028 Olympic and Paralympic Games Report Back (ITEM NO. 2, AGENDA OF MAY 2, 2023)

On May 2, 2023, Supervisor Solis along with Chair Hahn introduced a motion to the Board of Supervisors directing the Department of Arts and Culture (Arts and Culture) to convene a committee and report back, in writing, in 120 days on cross-sector opportunities to celebrate the 2026 Men's World Cup, 2028 Olympic and Paralympic Games (Games) and the 2027 Women's World Cup, if hosted in Los Angeles. The Department of Parks and Recreation and Arts and Culture were also directed to identify opportunities to host viewing parties and other events for this summer's Women's World Cup to celebrate and promote women in sports and report back, in writing, which is found in Attachment I.

In response to the motion, the Director of Arts and Culture and her team convened two meetings of an Arts, Culture, and Recreation Committee with representatives from the Los Angeles City/County Native American Indian Commission, the Human Relations Commission, LA County Library, the Department of Parks and Recreation, the Department of Public Works, the Department of Regional Planning, the Aging and Disabilities Department, and the Internal Services Department.

As a result of the committee's work thus far, each Department identified opportunities for cross-collaboration to uplift arts, culture, and recreation as part of the events, with an aim to leave a lasting legacy after the Games. These initiatives would support goals of the Countywide Cultural Policy, as well as the aims of the overarching County priority of Anti-Racism, Diversity and Inclusion. Out of these opportunities, an initial set of themes emerged:

- Expanding Youth Access to Arts, Sports, and Play
- Celebrating Cultural Diversity, Creativity, and Inclusion
- Increasing Access, Participation, and Engagement
- Investing in Community, Infrastructure, and Sustainability
- Promoting Opportunities, Equity, and Economic Impact

The City of Los Angeles holds the bid for the 2028 Olympic and Paralympic Games and holds the contract with LA28, the private nonprofit that is the organizing committee for the 2028 Games. However, Olympic activities will take place Countywide, impacting County operations and creating opportunities for our diverse communities, grantees, and partners. Activities may include official Olympic arts festivals as well as large-scale initiatives associated with the Cultural Olympiad and arts, culture, sports, and recreation events in the multiple years preceding the 2028 Games. The County's participation in planning and partnership with LA City and LA28, and the County's role in coordinating among LA28, LA City and other non-host cities, is critical for the success of these events and to ensure the County's equity goals are achieved. Further, LA City recognizes LA County as a key partner to collaborate on arts and culture components of the 2028 Games.

Given multiple non-County entities and partners involved in the World Cups and 2028 Olympic and Paralympic Games, and the ongoing nature of the planning and activities at this stage, we anticipate the themes, program proposals, and needs in this report may evolve over time. For convenience, this report organizes opportunities by lead Department with an overview of the proposed programming and potential funding and staffing costs, where feasible to include. The committee included opportunities that leverage existing County resources as well as those that require new or additional resources. These opportunities are in Attachment II.

RECOMMENDATION

It is recommended that the Arts, Culture, and Recreation Committee continue to meet as a subcommittee of the CEO's larger Olympics Committee which was established and convened in response to the July 11, 2023 motion authored by Supervisor Solis, Preparing Los Angeles County in Advance of the 2026 Men's FIFA World Cup and 2028 Olympic and Paralympic Games. Arts and Culture recommends the following Departments and Commissions be included in the Arts, Culture, and Recreation Committee: Arts and Culture, Parks and Recreation, Library, Beaches and Harbors, LACMA, Natural History Museum, Public Works, ISD, Regional Planning, Aging and Disabilities, Youth Development, Native American Indian Commission, Human Relations Commission, and other County Cultural Institutions as appropriate. The Arts, Culture, and Recreation Committee plans to share another report back in April 2024 with more specific recommendations, and funding and staffing needs, to ensure the County is poised to take full advantage of these opportunities.

If you have any questions, please contact Kristin Sakoda at KSakoda@arts.lacounty.gov or (213) 202-5858.

KS:HR:AGM:KG:mm

Cc: Executive Office, Board of Supervisors
Chief Executive Office
County Counsel
Arts, Culture, and Recreation Committee

Report Back on 2023 Women's FIFA World Cup Event

Parks After Dark celebrated the 2023 FIFA Women's World Cup on Friday, July 21st, 2023. LA County Parks geared up for a community viewing party and soccer clinics for Team USA at Salazar Park in East Los Angeles. Parks and Recreation focused their efforts on creating equity for youth in arts and sports, celebrating cultural diversity, opportunities, investing in community, infrastructure, and sustainability. In addition to Salazar Park's event, 33 other Parks After Dark sites hosted Women's World Cup viewing parties with attendance of a total of almost 6,000 across the County.

Salazar Park in East Los Angeles was the main hub for our Women's World Cup Soccer Viewing Party and clinics. An on-site Soccer Clinic was hosted by Galactic Sports from 6:00pm - 8:30pm. Over 100 enthusiastic youths joined the soccer clinic and learned the fundamentals of the sport from Galactic Sports clinicians. After the clinic, over 150 youths entered a soccer tournament where their athleticism was put on display. Parents and community took part in supporting the young athletes, who gain recognition and confidence by accessing this unique experience. Ensuring girls access to sports is a central tenet of the Department's Play Equity programming launched in 2022, which is intended to elevate our efforts to ensure a gender balanced lens in diversifying sports experiences.

As part of the women in sports celebration at Salazar Park, youth took part in a variety of fun activities including food, face painting, soccer fanfare and a variety of activities put on by the Arts and Culture Department including jersey making, live DJ and photo op booth.

The Department of Parks and Recreation provided the following:

- Game Truck with TVs to air the World Cup Kick-Off Game
- Live Radio Station CALI 93.9, which started promoting our event at 3:00pm
- How to become a referee informational booth
- Soccer Inflatables
- Free Food and Refreshments
- Soccer Specific Activities – Clinic, Tournament, Face painting, country flags, and DIY bracelets

To partner with Parks and Recreation, the Department of Arts and Culture utilized its Arts Education and Youth Development division and trusted community-based arts organization networks to engage Boyle Heights Arts Conservatory to provide access to arts and culture programming, youth engagement, opportunities for youth to play, and an opportunity to pilot the theme of "arts and sports" for the Women's World Cup event.

Department of Arts and Culture and Boyle Heights Arts Conservatory provided:

- A DJ to provide music for the duration of the event
- Photo Booth activity
- Teaching artists who facilitated a participatory youth-centered workshop that moves from dreaming up their own jersey, with personal logo, to utilizing their sketch/design to complete a one-of-a-kind bandana for use during the Women's World Cup

The Honorable Board of Supervisors
Arts, Culture, and Recreation Committee Report Back
September 5, 2023
Page 2

CBOs in attendance:

- SEA -Soledad Enrichment Action (Free clothes distribution)
- YMCA – Resource Booth
- Garfield Health Center – Resource and Information Booth
- Visión y Compromiso - Resource Booth
- Alta Med - Resource Booth

Collectively, these events showcased the collaboration of Arts and Culture and Parks, as well as Parks and Recreation's efforts to partner with other County departments, CBOs, schools, and local businesses that support arts, culture, and sports, and want to continue partnering with Parks and Recreation to host future viewing parties and other events for their communities. This event was used as a springboard for future collaborations for the upcoming World Cups, 2028 Olympics and Paralympic Games, and many more special events.

Video: [Channel 7 News featuring the World Cup Salazar Park viewing party](#)

Video: [Boyle Heights Arts Conservatory Video of the Salazar Park viewing party](#)

Photos from the Arts and Culture/Boyle Heights Arts Conservatory activities:



The Honorable Board of Supervisors
Arts, Culture, and Recreation Committee Report Back
September 5, 2023
Page 3



In addition, The Music Center also hosted a Women's World Cup watch party in partnership with the Angel City Football Club (ACFC) on July 26, 2023. The event was held on the Jerry Moss Plaza and provided music, art and soccer activities which were followed by a viewing of the USA v. Netherlands game on giant LED screens. The Music Center also hosted four additional viewing events in July and August. Approximately 1,000 people participated in these offerings, bringing cross-cultural community together for social connection. Finally, Arts and Culture notes that additional cultural organizations, including grantees of its Organizational Grants Program, such as the Hammer Museum, also hosted Women's World Cup events.

Together, these events showcase the opportunity to engage County, as well as non-County, site partners across arts, culture, sport, and recreation, in hosting viewing parties and other events for communities to celebrate the World Cups and 2028 Olympic and Paralympic Games.

The Honorable Board of Supervisors
Arts, Culture, and Recreation Committee Report Back
September 5, 2023
Page 4



ARTS AND CULTURE

Arts and Culture sees the World Cups and 2028 Games as opportunities to:

- Value arts, culture, and creativity as vital to civic life for all communities
- Celebrate and reflect diversity, inclusion, belonging—locally, regionally, nationally, and globally—including cultural and racial equity, gender parity, disability inclusion
- Reimagine public spaces as places for celebration, civic art, cultural participation, live performing arts, and engagement that promotes social cohesion and centers the identities, cultures, and heritage of our county's vibrant and diverse communities
- Invest in youth through arts education and sports play equity
- Strengthen LA's arts sector, cultural equity, and creative economy for the long term
- Create a lasting legacy of equitable local investment, especially for communities that have been historically disadvantaged

The Olympic and Paralympic Games have a long history of sport, as well as arts and culture. The Cultural Olympiad, a traditional component of the Olympics, provides opportunities to feature arts, culture, and recreational opportunities in the years leading up to the 2028 Games, major arts festivals right before and during the Games, and through their closing ceremonies.

To meet the County's equity goals, Arts and Culture and other County entities will need to have the capacity to collaborate, convene, and build partnerships across the LA County region, both across County Departments and with external partners such as LA City, Metro, LA28, municipalities, community-based organizations, and other partners. Both ongoing and new investments will be needed to strengthen our cultural infrastructure, prepare and build the capacity of artists and arts organizations, and create opportunities for our communities to participate in the arts and culture offerings that will accompany the Olympics and World Cups. Arts-based cross-sector strategies can be used to address Board directed priorities and other pressing civic challenges, such as youth, education, justice, aging, health, wellbeing, workforce development, homelessness, sustainability, and antiracism. Finally, resources will need to be leveraged from public, private, philanthropic, corporate, and government sources. Already, \$160 million was committed by LA28 for access to youth sports in the years leading up to the 2028 Games. However, this funding was allocated to sports activities in LA City parks. To achieve equity, a corresponding investment is needed to expand geographic access Countywide and ensure access to arts, culture, recreation, play and sports for all youth and communities.

Currently, Arts and Culture is undertaking these first steps towards Olympic readiness:

- Partnering with the LA City Department of Cultural Affairs (DCA) and the World Cities Culture Forum (WCCF) on a Cultural Olympiad Leadership Exchange with our counterparts in Paris to engage in mutual learning and exchange of promising practices on the role of the Cultural Olympiad, Paris 2024 Games governance structures, public arts investments, youth arts programs, cultural equity and inclusion, and cultural facilities. Arts and Culture's learnings from this exchange, and attendance at some of the 50 free arts and sports events of the 2023 Paris Cultural Olympiad Festival, will

inform preparation for the 2028 Games including exploring artistic collaborations between LA and Paris in 2024 and Cultural Olympiad initiatives leading up to the 2028 Games.

- Engaging with the Los Angeles County Metropolitan Transportation Authority's (Metro) to support the motion authored by Supervisor Hilda L. Solis, by providing input into the development of guidelines for a new open streets grant program dedicated to transforming streets and transportation facilities into temporary centers of arts, culture, and recreation to engage local communities before and during the 2028 Olympic and Paralympic Games, and serving as partner to support state, federal, or philanthropic applications that Metro submits, and leading an effort to partner with other municipal and County cultural entities to apply for Metro open streets opportunities..
- Connecting internally and with other County Departments through this motion to identify programming and funding opportunities that could support key components of the Metro motion, which include but are not limited to the opportunities listed below.

Arts and Culture proposes strategies from the Countywide Cultural Policy Strategic Plan, a plan developed in collaboration with community that provides recommendations to implement the Countywide Cultural Policy and was adopted by the Board in August 2022. The strategies below, if activated, would provide opportunities to integrate the local arts community and ensure there is lasting benefit from the World Cups and 2028 Olympic and Paralympic Games. **Cultural Policy Strategic Plan Strategies 1, 6, and 16** have received support via motions from the Board and were included in the Department's FY2023-24 budget request, but were denied.

Doubling the Organizational Grants Program (OGP)

(Cultural Policy Strategic Plan Strategy 1) Viewing events and arts festivals produced in association with World Cups and Olympic and Paralympic Games will seek to engage local cultural organizations as site hosts, partners, artistic leaders, and event producers. The LA County ecosystem of nonprofit arts museums, performing arts venues, and cultural organizations will need funding to support their financial health, and stabilize their staff and capacity, so that they can take advantage of World Cup and Olympic opportunities and deliver programs that engage our local communities and millions of residents and tourists, which contributes to creative jobs and drives our local economy. Current data shows the pandemic losses of California's performing arts sector alone has resulted in over \$1B in lost state and local tax revenues. This strategy, a long-time recommendation of the County's Cultural Equity and Inclusion Initiative to advance equity in the arts, will double Arts and Culture's flagship grant program and support organizations as they continue to recover from the COVID-19 pandemic, hire artists and creative workers, provide programs for diverse communities, and become poised to support World Cup and Olympic celebrations.

Ongoing: \$4,500,000
One-Time: \$50,000
Total Ongoing Cost: \$4,500,000

Reestablish Free Concerts in Public Sites Program

(Cultural Policy Strategic Plan Strategy 6) Reinstating the Free Concerts in Public Sites Program would bring access to diverse live music and performing arts in public spaces Countywide. It would meaningfully contribute to World Cup celebrations and Cultural Olympiad activities in communities across the County. This program would provide paid opportunities for local musicians, technicians, and event producers, as well as serve as an avenue for creative career pathways – offering professional development, training, or youth summer jobs. Arts and Culture would also be able to leverage this program to support activities that are developed through the Metro open streets grant program to satisfy the goals of the Metro and Board motions. If funded, Department would need at least one year to ramp up for implementation.

Ongoing: \$750,000
Ongoing Staffing: \$190,000 1 Sr. Program Associate
Total Ongoing Cost: \$940,000

Invest in the County's Community-Based Cultural Assets and Create the Los Angeles County Mural Program

(Cultural Policy Strategic Plan Strategy 7) Murals are an important artistic practice that express cultural pride and community identity, both important to the World Cups and 2028 Olympic and Paralympic Games. LA County is a long-heralded region for mural artistry. In 1984, numerous murals celebrated the Olympics in Los Angeles, creating visual markers of our local history. This strategy will pursue passage of the Countywide Mural Ordinance and establish the Los Angeles County Mural Program. This new program would stimulate and support mural activity as community assets and would create guidelines and a process to protect murals and muralists throughout the unincorporated areas of LA County. It will also support the mural ecosystem by engaging muralists, property owners, community stakeholders, educators, technicians, conservators, and preservationists. Further, it would establish County resources for repair, restoration, maintenance, and conservation of existing County Civic Artworks which would promote local pride, community investment, beautification, cultural resources, and creative careers through conservation and public art apprenticeship and training opportunities.

Ongoing: \$400,000 (encroachment fees, database, conservation)
Ongoing Staffing: \$350,000 1 Sr. Program Associate and 1 Program Associate
One-Time: \$150,000 (consultant to assess mural assets)
Total Ongoing Cost: \$750,000

Other Opportunities:

Other strategies in the Countywide Cultural Policy Strategic Plan could be leveraged in support of World Cups and Olympics, including **Cultural Policy Strategic Plan Strategy 9, Support Cultural Anchors and Districts Across the County**, which would provide grants to support place-based arts organizations in designated cultural districts, transit-oriented districts, and/or cultural hubs. Support for these cultural anchors along World Cup- and Olympic Games-serving transit hubs will link cultural events and activities together and provide greater access to arts,

culture and recreation activities, open streets events, and other arts, culture, and recreation activities, thereby supporting the aims of the Metro motion as well. This can be paired with efforts at the intersection of arts and transit including the strategy on Arts Communications Infrastructure for cultural marketing and visual art on streets, bus, and transit.

In the future, other relevant Cultural Policy Strategic Plan strategies include:

- Administer the Countywide Cultural Policy (Strategy 14)
- Expand Professional Development Programming (Strategy 2)
- Expand Arts Programming in Parks and Libraries (Strategy 8)
- Invest in Arts Communications Infrastructure (Strategy 17)
- Support School Districts to Advance Equity in Arts Education (Strategy 10)

As planning continues, Arts and Culture will explore opportunities for partnerships with City of LA, municipalities, arts organizations, philanthropy, LA28, private entities, and other County Departments and venues to collaborate on programs described in this Report Back, activities similar to those described in Attachment I (Report Back on 2023 Women's FIFA World Cup Event), and other opportunities that emerge during the continuing work of the Arts, Culture, and Recreation Subcommittee.

Arts and Culture will also explore opportunities to integrate themes identified from its learnings on the Cultural Olympiad and preliminary work thus far, such as: centering cultural equity, diversity, and inclusion through visual and performing arts; bringing arts and sports together; highlighting breaking (aka breakdance) in light of the dance sport's debut at the 2024 Games; promoting disability inclusion through disability artistry and audience accessibility; environmental sustainability in art, creativity, and design; arts and streets/transit; arts for health and wellbeing; and expanding access to youth play—across sports, arts and culture, recreation, and leisure.

LOS ANGELES CITY/COUNTY NATIVE AMERICAN INDIAN COMMISSION

The LANAIC, housed in the Department of Arts and Culture, will partner with the Department to explore additional ways to include Native and Indigenous artists, culture bearers, organizations, and communities in other initiatives and events.

Recognize American Indian and Alaska Native (AIAN) Communities

(Cultural Policy Strategic Plan Strategy 16) Funding for honoraria for cultural services would dedicate resources to ensure that tribal artists and culture bearers are meaningfully engaged and included in Cultural Olympiad activities.

Ongoing: \$50,000
Total Ongoing Cost: \$50,000

HUMAN RELATIONS COMMISSION

The County Human Relations Commission proposes to focus efforts on three strategies for the upcoming global sporting events, which has the potential to produce powerful lasting change for our work to end hate, advance equity, and promote peace in our communities.

Strategy 1: Ensuring A Safe and Inclusive Environment for Diverse Visitors

Our databases on hate crimes and incidents enable us to equitably allocate the HRC's existing LA vs Hate program resources (www.LAvsHate.org) to areas needing attention. Combined with knowledge of where people from all over the world will be in our County given the upcoming world sporting events (and to introduce them to less visited communities to support equitable development), HRC can boost strong, public tone-setting LA vs Hate/Report Hate messaging, murals (click on preceding link to see recent Black/Latine Unity Under the Sun mural), and leave a legacy of community empowerment for an equitable, diverse, and inclusive County of intergroup solidarity that can deter targeting of vulnerable people, for and beyond the Olympics. Potential collaboration would build upon existing partnerships with ARDI, Arts and Culture, Parks and Recreation, Library, and many other County, city, and community agencies, including professional sports teams and school districts.

Ongoing: \$265,000 (for 2 Senior HRC staff or contractor)
One-Time: \$875,000 for 25 visual LA vs Hate messaging art of unity with diversity/report hate in key sites of high visibility around the county, and for supporting collateral (t-shirts, caps, stickers, mural postcards, etc.) Art and messaging will go through a community engagement process which will strengthen local intergroup partnerships and coalitions to prevent and respond to hate, which has been utilized for LAvsHate's Summer of Solidarity community murals.
Total Ongoing Cost: \$265,000

Strategy 2: Elevating and Investing in Disadvantaged Areas via Making Visible Lesser Known Neighborhoods and their Community and Social Justice History

Lift up and invest in our neighborhoods and communities off the beaten LA touristy sites by developing insightful community history and social justice content (incl. guide to nearby public and private landmarks and murals), as well as more history and stories of highly touristed sites. This would make this intriguing history easily accessible using geotags appearing in popular map apps. The process and outcome will strengthen community identity, empowerment, and development via gathering and sharing neighborhood history and people via audio tours and links to more information. Partnership with community members and researchers via our networks of nonprofit organizations and County agencies like ARDI, Library, and cities, as well as radio stations and tech companies that can include our geotags, will illuminate our diverse and overlooked communities with celebrity voices and historical audio clips (i.e., apple and google maps). The educational impact will increase intergroup understanding and empathy, and

reduce fear, discrimination, conflict, and hate experienced by lesser known and understood communities often targeted by hate.

Ongoing: \$185,000 (1 HRC Project Coordinator) and IT licensing and other costs
One-Time: \$490,000 for research into community history, for community voices from all regions of the county, tech consultants, and development of audio casts for the many lesser known neighborhoods and their stories of LA county that will draw tourism (not just from outside LA County, but from within).
Total Ongoing Cost: \$185,000

Strategy 3: Advancing Basic Human Rights and Equity in Our County

Our county priority on anti-racism, diversity and inclusion, as well as on eliminating homelessness, should be evident to visitors and to residents of LA County when the Olympic Games are held in LA and millions from around the world view our communities. The Commission's strategic priorities include emerging issues and facilitating community engagement that highlights success stories in these arenas would demonstrate the County's commitment, progress, and innovation to end hate, to meet basic human needs, and to address racial, environmental, and other glaring inequities. International human rights treaties and principles refer to the right of children to play (vs. child labor), along with non-discrimination treaties (ICERD), the basis for the concept of "Play Equity," which we can advance via community listening sessions and follow up actions in collaboration with internal/external partners, such as LA84's Play Equity Fund and The Alliance (of pro sports teams in LA). Through initiatives that link our strategic priorities to the equity planning of County Departments and community partners, the objective is to accelerate efforts to eliminate the most critical and obvious human rights crises, uplift disadvantaged children and communities, and to highlight successes and promising practices to inspire increased participation to bring about needed changes.

Ongoing: \$195,000 (for 1 Senior HRC staff or contractor and supporting funds)
One-Time: \$500,000 for funding community partners and facilitating community engagement which provide resources to community for change efforts, identify key goals and achievements via community-government partnerships that showcase where milestones in equity, human rights and justice have been reached. Potential partnerships with ARDI, County Departments, cities, nonprofits and foundations.
Total Ongoing Cost: \$195,000

COUNTY LIBRARY

LA County Library will promote and support the summer Olympics, Para-Olympics, and Special Olympics through a series of programs and events for all ages. These programs will range from no or low cost to programs that will require funding:

No and Low-Cost Programs:

Coloring Sheets and Books

Designs for both youth and adults will be co-created with Arts and Culture and Parks and Recreation and made available at all LA County libraries and Parks.

Website Resources

LA County Library has a robust website featuring recreational and educational information that will be updated to include booklists; information on the history of Olympics; Olympic Games schedules and venues, and links to library resources and external resources.

Cultural Themes

LA County Library's four Ethnic Resource Centers: Black Resource Center, Asian Pacific Resource Center, American Indian Resource Center, and Chicano Resource Center will each host a program highlighting an Olympian representing each of their focus populations.

Partnering with LA County Parks and Recreation

LA County Library will collaborate with Parks and Recreation to support programming at Parks, and also seek support from Parks for library activities.

Staff Team Building Activities

Library will host a staff team building activity at the beginning of the summer (during the Olympics) to build enthusiasm and excitement in supporting the historic event.

Programs That Will Require Funding:

Activity Kits

Centrally created activity kits will be provided to all libraries and will include crafts or hands-on activities for youth to explore the history of the Olympics and the participating countries. Libraries will include these activities in story times and weekly summer programs. Program themes will include Olympics, Para-Olympics, and Special Olympics, or sports themed crafts or activities; maps and flags of countries around the world; activities such as design a mascot, and staff guidelines for hosting a youth mock Olympics.

Reading Olympics

A themed summer reading program will be developed for our annual summer program using our existing online reading platform. Adults and youth will be invited to participate in the reading program and will engage in reading challenges that will include bronze, silver, and gold achievement levels and prizes.

One Book, One County

LA County Library is leading a One Book, One County reading program beginning in summer 2024. Leveraging the development of this program and opportunity to bring communities across LA County together through literature, a One Book program will be created around the theme of Los Angeles Olympiads.

Trailblazers—Olympiads (Trailblazing Olympiads)

Opportunities to feature an Olympian and invite other library jurisdictions and County Departments to participate as part of our One Book, One County initiative. As a related program, the Library's successful Trailblazers program in which our Library Director engages in thoughtful and impactful conversations with change makers, will explore the possibility of inviting an Olympian to participate in this program.

STEAM Programs

Encouraging a love of science and technology through fun and engaging activities is a core programming mission for LA County Library and will be leveraged through the Olympics with the creation of programs for school age youth and teens. These programs will include themes such as the Science of Sports – a series of STEAM programs highlighting STEAM concepts through the lens of Olympics sports.

Ongoing: To Be Determined
One-Time: To Be Determined
Total Ongoing Cost: To Be Determined

PARKS AND RECREATION

The Department of Parks and Recreation (DPR) has been collaborating with the CEO to develop a framework that advances access, equity, and geographic coverage for both unincorporated communities and cities to engage in world sporting events like the Olympics, FIFA World Cup, and other world sporting events. DPR manages Regional Parks serving the 10 million residents throughout the County. Each of the Regional Parks has the potential to serve and accommodate up to 100,000 people for special events.

Support Large Scale Viewing Events and Sports Activations

DPR, through its regional park facilities, can serve as a convener for large scale events to support viewing and sports activations for the 2028 Olympics and FIFA World Cup. To ensure access, equity, and geographic coverage, it is critical that opportunities to watch world sporting events are available throughout LA County and LA County regional parks can address this need.

DPR, in conjunction with the CEO, has identified 6 sites throughout the County that support the framework utilizing regional park facilities with a service radius of up to 25 miles. As such, they are accessible by car to most LA County residents and provide an opportunity throughout LA County for residents to engage in viewing the sports games, activation around sports programming, music, entertainment and games. Cross collaboration with Libraries, Arts and Culture, Public Works, Metro, and local municipal parks and recreation organizations can support this framework of providing these viewing and activation sites.

During the FIFA Women's World Cup, DPR hosted a viewing party at Salazar Park. This activation included partnerships with CBOs to offer sports clinics, radio entertainment, and food to create an experience while viewing the game resulting in equitable access for the community to participate in these world sporting events. (See Attachment I)

Ongoing: To Be Determined
One-Time: To Be Determined
Total Ongoing Cost: To Be Determined

PUBLIC WORKS

The infrastructure managed by Public Works can play a key role in supporting the Olympic, Paralympic, and World Cup Games through the expansion of transportation choices. The infrastructure can also be a valuable resource that helps create and celebrate a “sense of place” through the thoughtful placement of art that represents a community’s cultural values.

Support Community Participation Through Equitable Transportation Networks

Recognizing the importance of local institutions like LA County parks and libraries in providing cultural programming and spaces for community connection, Public Works will focus on expanding and supporting multi-modal transportation networks to address barriers to equitable community participation. By expanding safe and accessible transportation options to local parks, historically underserved and under resourced communities will have a greater opportunity to participate in meaningful events and programming which increase community vibrancy and well-being. This strategy is aligned with the Department of Arts and Culture’s Cultural Policy Strategic Plan Strategy 8, Expand Arts Programming in Parks and Libraries.

Ongoing: \$ 150,000 (Planning)
One-Time: To Be Determined (Construction/implementation)
Total Ongoing Cost: \$150,000

Support Inclusion and Pride through Civic Art in County-Owned Spaces

Utilizing the County’s transportation and flood control infrastructure to support community-based art, along with arts and culture focused convenings on the Olympic, Paralympic, and World Cup games could be a way to create a sense of inclusion and pride. Art could be utilized along paths of travel such as bicycle trails and routes to encourage active transportation that is combined with exploring and enjoying culturally significant artwork. This strategy is aligned with the Department of Arts and Culture’s Cultural Policy Strategic Plan Strategy 18, Create Access to County-Owned Creative Space and County-Owned Cultural Centers.

Ongoing: \$150,000 (management of the program)
One-Time: To Be Determined (development/implementation of the program)
Total Ongoing Cost: \$150,000

REGIONAL PLANNING

The Department of Regional Planning (DRP) sees the 2026 Men's World Cup, 2028 Olympic and Paralympic Games, and, if hosted in Los Angeles, the 2027 Women's World Cup as an opportunity to strengthen our commitment to serving our constituents, along with providing support to our sister Departments. DRP commits to the following:

Designating a “World Cup and Olympics Planner” within the Operations and Major Projects Section

The World Cup and Olympics Planner will serve as DRP's subject matter expert and single point of contact and will prioritize and streamline the review of World Cup and Olympics-related projects. Designating the World Cup and Olympics Planner will not result in any ongoing costs, as these responsibilities will be assigned to an existing budgeted position and a new budgeted position is not required. However, designating the World Cup and Olympics Planner may result in one-time costs related to overtime. DRP cannot estimate a specific dollar amount for this overtime because the number of overtime hours will depend on the number of World Cup and Olympics-related projects that the World Cup and Olympics Planner will need to review.

Ongoing: N/A
One-Time: N/A
Total Ongoing Cost: N/A

Supporting Planned Events

While DRP is not tasked with planning and organizing events related to the 2026 Men's World Cup, Olympic and Paralympic Games, and if hosted in Los Angeles, the 2027 Women's World Cup, we are committed to providing support for these events. We are currently undertaking various long-range planning efforts, including community-based Area Plan updates, and these events will provide us with an opportunity to meet with constituents and both provide information and receive comments about these efforts. In addition, these events will provide us with an opportunity to offer “standing office hours” oriented towards both people who need help applying for a land use permit and people who are generally interested in the permitting process. Supporting these planned events is consistent with the goals and strategies of DRP's forthcoming Strategic Plan, including Goal 3, which is to “Meet people where they are by establishing a presence in neighborhoods, building relationships with local community partners and organizations, and providing needed pre-application assistance,” and Strategy 3.4, which is to “Earn a reputation as a community resource and trusted ally, partnering to design plans and policies that work for communities.” Supporting planned events will not result in any ongoing costs, as these responsibilities will be assigned to existing budgeted positions and a new budgeted position is not required. However, supporting planned events may result in one-time costs related to overtime. DRP cannot estimate a specific dollar amount for this overtime because the number of overtime hours will depend on the number of planned events and the number of planners that will need to support each planned event.

Ongoing: N/A
One-Time: N/A
Total Ongoing Cost: N/A

Special Events Ordinance

This strategy will pursue the passage of a Special Events Ordinance that will update existing regulations for short-term and extended term special events. 'Special events' are uses, activities, or events that are temporary and that may not otherwise be allowed but may be permitted because of their limited or temporary nature. Completion of the ordinance will ensure that the review of temporary uses and activities associated with the Olympics and World Cup events is streamlined and free of regulatory barriers.

Ongoing: N/A
One-Time: \$300,000 to \$500,000
Total Ongoing Cost: N/A

Historic and Cultural Preservation

This strategy will pursue the completion of historic context statements (HCS) for all unincorporated communities. An HCS provides a framework for determining the relative significance of properties and evaluating their eligibility for landmark designation. The document organizes information about historic properties by theme, place, and time. Efforts are currently underway to complete HCSs in the following Planning Areas: Metro, South Bay, San Fernando Valley, West San Gabriel Valley, and the Westside. This strategy would complete HCSs in the following Planning Areas: Coastal Islands, Santa Monica Mountains, East San Gabriel Valley, Gateway, Antelope Valley, and Santa Clarita Valley.

HCSs can be used in a number of ways to celebrate the cultural heritage of unincorporated communities in the context of the Olympics and World Cup events. For example, HCSs can inform civic art or wayfinding signage to help out-of-town visitors navigate through neighborhoods, and to learn about their history and culture.

Ongoing: N/A
One-Time: \$1.2 to \$1.5 million
Total Ongoing Cost: N/A

AGING AND DISABILITIES

Aging and Disabilities Department (AD) recognizes the importance of promoting inclusivity and accessibility for people of all ages and abilities. By collaborating to celebrate the World Cups and 2028 Olympic and Paralympic Games, our Department aims to uplift and enhance inclusion for older adults, adults with disabilities, and communities. By engaging older adults and adults with disabilities in learning about sports, we seek to enrich their lives, promote healthy aging, and encourage participation in sports-related activities and recreation, arts, and culture.

Strategy 1: Events/Activities at Community and Senior Centers

Engage fourteen (14) Community and Senior Centers to create at least one (1) event/activity for each planned event: World Cups, 2028 Olympic and Paralympic Games.

Ongoing: To Be Determined
One-Time: To Be Determined
Total Ongoing Cost: To Be Determined

Strategy 2: Engagement Campaign

Develop a social media strategy to engage and educate older adults and adults with disabilities about these world sports events.

Ongoing: To Be Determined
One-Time: To Be Determined
Total Ongoing Cost: To Be Determined

Strategy 3: Art Show

In collaboration with Arts and Culture, establish an annual senior art show with the first theme as sports.

Ongoing: To Be Determined
One-Time: To Be Determined
Total Ongoing Cost: To Be Determined

INTERNAL SERVICES

Artwork on Environmental Assets

The Internal Services Department (ISD) proposes that priorities on sustainability be paired with opportunities to embed artistic and public art at County facilities that are designated to support athletic and ceremonial events, including buildings that host event-related activities and facilities considered “event facing” with a public and/or visual role. The assets include:

- Landscaping – For any County buildings actively used or public facing during an event, ISD would establish complete California Native Plant, Artificial Turf, and drought tolerant landscape installations to support BOS priorities and leadership on sustainable landscape design. In partnership with Arts and Culture, ISD would engage with landscape design companies and public artists on event themes and public art configurations supporting the event within the landscaping design (e.g., native shrubs in shape of Olympics Rings, etc).
- Waste Collection – ISD would plan to expand multi-bin waste separation focus on recycling and organics (compostable) to support Board policy priorities both inside of buildings hosting activities and outside buildings that may be public facing for some venues. Based on size of bin, ISD would work with Arts and Culture on art designs that can be placed on multi-receptacle bins that have artistic renderings and event themes.
- Electric Vehicles – In 2023, 1 in 4 new cars sold in California are electric and this ratio is expected to increase by 2028. The iconic events present an opportunity to highlight Los Angeles County’s leadership in the global transition away from fossil fuels. More than 100 electrical cabinets supporting EV infrastructure at various County facilities could be painted by local artists in support of the message of the events and sustainability. The art could be extended in partnership with local municipalities and private sector operators of electric vehicle (EV) infrastructure across the region. Additionally, the County’s rental EV fleet vehicles could be wrapped with local artist renderings of event and sustainability themes.

Ongoing: To Be Determined
One-Time: To Be Determined
Total Ongoing Cost: To Be Determined