

**MOTION BY SUPERVISORS HOLLY J. MITCHELL
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Seizing Revenue Opportunities Through Strategic Use of County Assets in Advance of the 2028 Olympic and Paralympic Games

The City of Los Angeles is the official host city of the 2028 Olympic and Paralympic Games (Games); however, events will take place throughout Los Angeles County (County), with competition venues, training sites, transportation corridors, and visitor activity spanning across multiple cities and unincorporated areas. Given the scale and geographic footprint of the Games, their operational and economic impacts will be felt Countywide, including in communities adjacent to and integrated with County-owned and County-operated facilities.

Participating countries typically seek dedicated facilities to host national hospitality houses, cultural and brand activations, international broadcast operations, and athlete training and practice activities during the Games. These facilities often serve as diplomatic, commercial, and cultural hubs and can generate significant direct revenue through leases, licenses, sponsorships, and related partnerships. Demand for these spaces begins years in advance of the Games, making early planning and action essential.

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Other jurisdictions within the County are already moving to secure these opportunities. For example, Culver City has entered into an agreement with the New Zealand Olympic Committee to host a national hospitality house and fan zone during the Games,¹ and the City of Long Beach has announced agreements with participating countries to establish national houses within the city.² These early commitments demonstrate both strong international demand and the competitive environment among jurisdictions seeking to attract global partners and the associated economic benefits.

At the same time, the County is facing a significant structural budget deficit that requires creative, responsible, and time-limited revenue-generating strategies that leverage existing public assets without reducing core services. The County owns and controls a broad portfolio of assets, including civic buildings, cultural facilities, open spaces, and specialized sites that are proximate to Games venues, transportation hubs, and visitor activity. In November 2024, the County's Board of Supervisors unanimously passed a motion titled, *88 for 28: Creating a Regional Approach for the 2028 Olympic and Paralympic Games*,³ to bring together the County's cities and municipal partners. The motion also directed the creation of a database of County facilities and a marketing plan to promote County assets to local Consulates. To date, this database has not been made available. Without a coordinated and proactive effort to inventory, evaluate, and market these assets, the County risks leaving significant economic opportunity unrealized while neighboring jurisdictions move forward.

To ensure that the County fully harnesses the economic opportunity presented by the Games, we must act now to strategically position our assets, engage international partners, and align internal departments around a clear, revenue-focused implementation plan.

WE THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

1. Direct the Acting Chief Executive Officer (CEO), through the Asset Management

¹ <https://olympic.org.nz/news/new-zealand-house-finds-a-home-in-culver-city-for-la28-olympic-games>

² <https://www.longbeach.gov/press-releases/olympic-federation-of-ireland-to-establish-team-ireland-house-in-long-beach-for-2028-olympic-games/> and <https://longbeach.gov/press-releases/national-olympic-committee-of-denmark-to--establish-base-of-operations-team-house-in--long-beach-for-2028-olympic-games/>

³ <https://file.lacounty.gov/SDSInter/bos/supdocs/197234.pdf>

Division, to report back to the Board in writing within 21 days with a comprehensive inventory and accounting of County-owned assets that could be used and marketed in connection with the 2028 Olympic and Paralympic Games, building on directive 4(a) in the Board's November 6, 2025, *88 for 28* motion, including but not limited to:

- a) Hospitality houses for participating countries;
- b) Brand activation and sponsorship spaces;
- c) Potential international broadcast locations; and
- d) Practice or training facilities for national teams.

The inventory shall identify each asset's location, size, current use, availability, operational constraints, estimated preparation costs, and preliminary revenue-generation potential.

2. Direct the Acting CEO, within 30 days, to identify a "high priority" subset of County assets most suitable for immediate marketing and to outline potential use models, including short-term leases, license agreements, sponsorship arrangements, or other revenue-generating structures, with an express focus on maximizing net fiscal benefit to the County.
3. Direct the Executive Office of the Board's (EO) Chief of Protocol, in coordination with the Acting CEO, to initiate outreach to the Consular Corps and other relevant international stakeholders within 10 days of completion of the asset inventory referenced in Directive 1 to market and pitch eligible County facilities for Olympic and Paralympic-related uses and to assess interest, timing, and operational needs of any interested parties.
4. Direct the Acting CEO, in coordination with the EO Chief of Protocol, the Director of the Department of Economic Opportunity, County Counsel, and other relevant department heads, to return to the Board within 60 days with a strategic implementation plan that includes:
 - a) A coordinated marketing and engagement strategy targeting countries, brands, and broadcasters;
 - b) Proposed revenue targets;
 - c) Identification of initial interested parties;

- d) Recommended contracting structures and approval pathways; and
- e) A timeline aligned with key Olympic and Paralympic milestones.

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