



# Board of Supervisors Economic Development Policy Committee Meeting

**DATE:** May 7, 2026

**TIME:** 2:30 pm

**MEETING CHAIR:** Annette Trejo, 1<sup>st</sup> Supervisorial District

**DEO MEETING FACILITATOR:** Heidi Schultheis

**This meeting is held under the guidelines of Board Policy 3.055**

To participate in the meeting in-person, the meeting location is:

Kenneth Hahn Hall of Administration  
500 West Temple Street | Los Angeles, California 90012 | Room 140-A (1<sup>st</sup> floor)

To participate in the meeting virtually, please call teleconference number 1 (323) 776-6996 and enter 907 618 88#, or [Click here to join the meeting](#)

Teams Meeting ID: 242 261 225 328 8; Passcode: DV6PF6ku

For Spanish Interpretation, please email the following *at least 48 hours before the meeting*: [ClusterAccommodationRequest@bos.lacounty.gov](mailto:ClusterAccommodationRequest@bos.lacounty.gov)

Members of the Public may address the Economic Development Policy Committee on any agenda item during Public Comment. The meeting chair will determine the amount of time allowed for each item.

**Agenda posted at:** [Agendas – Los Angeles County \(lacounty.gov\)](#)

## I. Call to Order

## II. Board Motions

- None

## III. Presentation/Discussion Item(s)

- Updates on World Cup Fan Zones and Small Business Vendor Opportunities  
*SD1 and SD2 Introduction to World Cup Fan Zones*  
*Aaron Paley, Community Arts Resources (CARS)*  
*Maurice Goldstein, Department of Economic Opportunity*

## IV. Public Comment

## V. Adjournment

**Los Angeles County Economic Development Objectives:**

- Attract, develop, and retain businesses that provide quality jobs in high growth industries.
- Increase employment opportunities by improving workforce development skills and employer partnerships.
- Invest in infrastructure needs to improve and maintain competitiveness of LA County Region.
- Coordinate across multiple County agencies to ensure that services to workers, businesses and entrepreneurs are coordinated and streamlined to facilitate a “no wrong door approach” to serving our constituents.
- Work to balance jobs with housing.

IF YOU WOULD LIKE TO EMAIL A COMMENT ON AN ITEM ON THE ECONOMIC DEVELOPMENT POLICY COMMITTEE AGENDA, PLEASE USE THE FOLLOWING EMAIL AND INCLUDE THE AGENDA NUMBER YOU ARE COMMENTING ON:

[EDPC@opportunity.lacounty.gov](mailto:EDPC@opportunity.lacounty.gov)



Los Angeles County Supervisor

**HILDA L. SOLIS**

First District • Chair

# 2026 OFFICIAL FANZONE LA COUNTY WHITTIER NARROWS

Bringing the Experience and Opportunity to the San Gabriel Valley



**Here in Los Angeles County, soccer, or fútbol as it is known and loved by so many, is more than a sport.**

**It lives in our neighborhoods, in our parks, and in our homes, and it speaks to the global spirit of Los Angeles County.**



Los Angeles County Supervisor

**HILDA L. SOLIS**

First District • Chair



Los Angeles County Supervisor

**HILDA L. SOLIS**

First District • Chair

# The 2026 World Cup in LA County's 1<sup>st</sup> District



**San Gabriel Valley**

**World Cup Venue Fan Zone**

Centrally located between East LA, Downtown, Orange County and the Inland Empire, the San Gabriel Valley is one of the most culturally diverse regions of LA County.



**Hilda L. Solis, Board Chair and First District Supervisor**



Los Angeles County Supervisor

**HILDA L. SOLIS**

First District • Chair



# Why a Los Angeles World Cup 26 Fan Zone?

01

## WHY

As the World Cup approached Los Angeles, it was clear that Cup matches may be out of reach for LA County residents to enjoy, and for many small businesses to take part in.

02

## DIRECTIVES

As a result, Supervisor Solis authored motions at both the Metro board and the County to establish fan zones to uplift local culture and businesses and increase access for Los Angeles communities.

## The Whittier Narrows Fan Zone will:

1

**Provide safe and affordable access** to a once-in-a-generation global moment

2

**Create economic opportunity** for local businesses, entrepreneurs, and workers

3

**Advance community equity** through inclusive arts, culture, and recreational programming



# The 2026 World Cup at Whittier Narrows Recreational Park

Whittier Narrows Regional Park is one of the largest regional parks in Los Angeles County, with a lake, cricket field, soccer field and more. The park is also a 2028 Olympic Venue hosting trap and skeet shooting events.

**JULY 9<sup>th</sup>, 10<sup>th</sup> and July 11<sup>th</sup>** - this park and Rosemead Blvd. will come alive as being the **ONLY Official FanZone** airing all 3 days of the quarter finals.

**World Cup Venue & Fan Zone**



**Watch Party**

**Recreation + Play**

**Street Fair**

**Cultural Showcase**



## Los Angeles World Cup 26 Fan Zone

# Get Tickets



The Los Angeles World Cup 26 Fan Zones extend the excitement of FIFA World Cup 2026™ into communities across LA County — bringing live match viewing and immersive fan experiences closer to where you live, work, and gather.

For 39 days, neighborhoods throughout the region will become vibrant hubs of football, culture, and connection.

<https://losangelesfwc26.com/los-angeles-world-cup-26-fan-zones/>



Los Angeles County Supervisor

**HILDA L. SOLIS**

First District • Chair



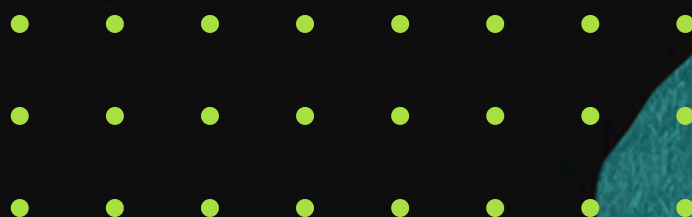
**HOLLY J. MITCHELL**

LOS ANGELES COUNTY SUPERVISOR ♦ 2ND DISTRICT

Official Los Angeles World Cup

# Fan Zone

Bringing the 2026 FIFA World Cup to South LA Communities - Partnership Opportunities



**Soccer is the  
heartbeat of  
South Los  
Angeles,  
a universal  
language uniting  
communities  
from around the  
world**



**HOLLY J. MITCHELL**  
LOS ANGELES COUNTY SUPERVISOR ♦ 2ND DISTRICT

# The 2026 World Cup in LA's County 2<sup>nd</sup> District

Elected to the County Board of Supervisor in 2020 / Elegida para la Junta de Supervisores del Condado en 2020

Represents more than 2 million Angelenos / Representa a más de 2 millones de angelinos





# Why a Los Angeles World Cup 26 Fan Zone?

## Opportunity

- 🧤 Major cultural events like the FIFA World Cup 2026™ are **prohibitively expensive and inaccessible** to many households in South LA
- 🧤 The **economic benefits** of Major Events are concentrated in higher-income areas and around venues, risking leaving out small businesses and entrepreneurs in South LA communities like Watts and Willowbrook

## Impact

The Los Angeles World Cup 26 Fan Zone at LA County's Earvin "Magic" Johnson Park bridges this gaps by:

- 1 Providing safe and affordable access** to a once-in-a-generation global moment
- 2 Creating economic opportunity** for local businesses, entrepreneurs, and workers
- 3 Advancing community equity** through inclusive arts, culture, and recreational programming

# The 2026 World Cup in Los Angeles County

## Matches

8 matches scheduled at SoFi Stadium in Inglewood, CA in Los Angeles County

## Visitors

1.5M+ expected visitors to Los Angeles County during tournament period

## Economic Impact

Projected \$892M economic impact in Los Angeles County



## 8 matches in Los Angeles

June 11, 2026

Group stage matches



July 4 + 5, 2026

Round of 32



Round of 16

Los Angeles World Cup 26 Fan Zone at LA County's Earvin "Magic" Johnson Park

Quarterfinals



July 19, 2026

Semi-Finals

Finals

# Los Angeles World Cup 26 Fan Zone + Open Street

A community celebration at Earvin Magic Johnson Park in the heart of South LA



## Watch party

Bringing the World Cup experience to over 10,000 Angelenos



## Recreation + play

Sports and recreational programming for Watts/Willowbrook youth



## Open Street events

Safe, fun walking and cycling connections from Metro high speed rail to the Fan Zone



## Cultural showcase

High-energy cultural experience showcasing local artists and youth



# Los Angeles World Cup 26 Fan Zone + Open Street

A community celebration at  
Earvin Magic Johnson Park in  
the heart of South LA



# Open Street celebration



# Open Street celebration



# Los Angeles World Cup 26 Fan Zone – Round of 16 Matches

July 4, 2026

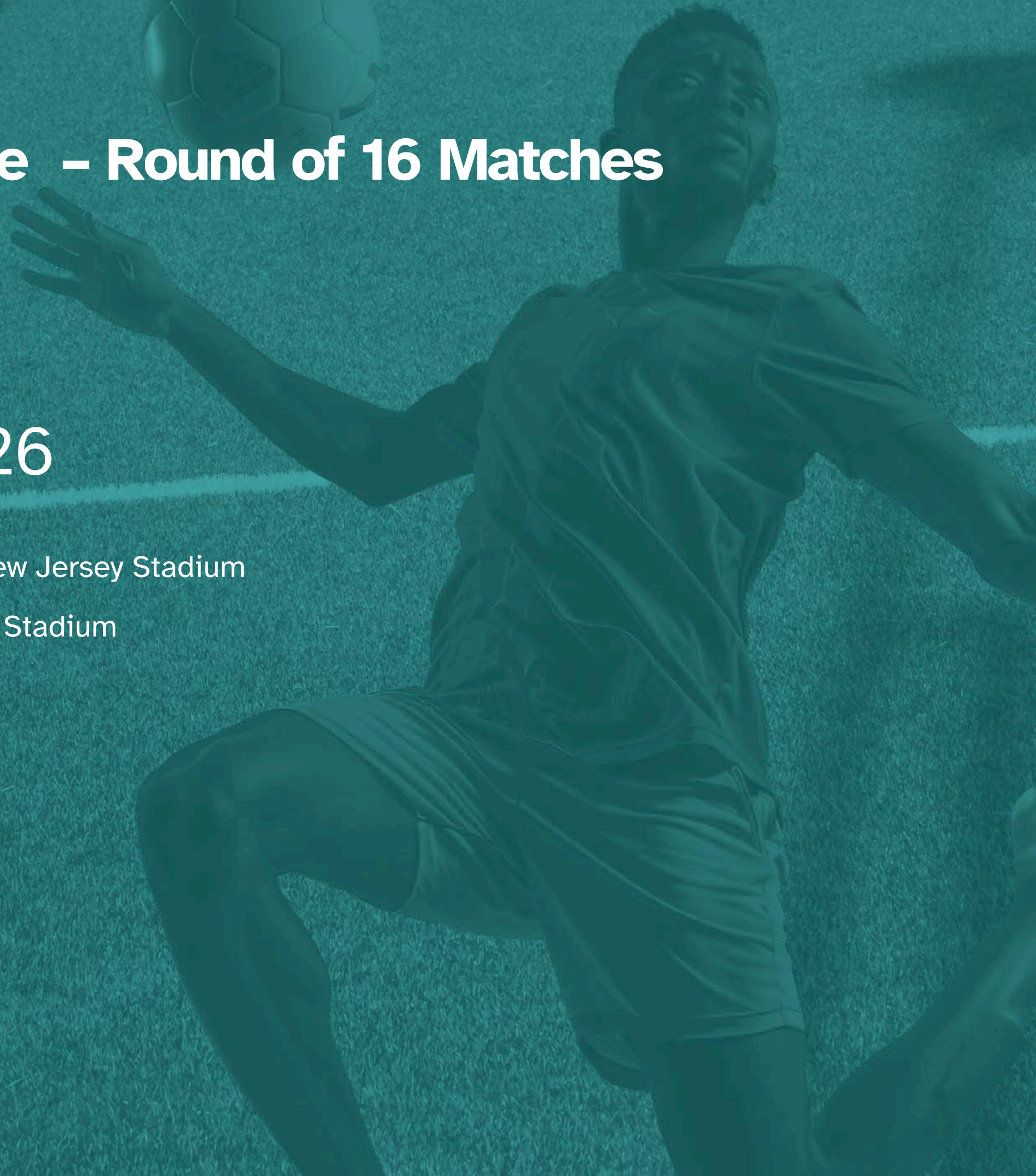
Match 89 - Philadelphia Stadium

Match 90 - Houston Stadium

July 5, 2026

Match 91 - New York New Jersey Stadium

Match 92 - Mexico City Stadium



**LOS ANGELES  
WORLD CUP 26**



**FAN  
ZONE**

**at LA COUNTY'S EARVIN "MAGIC" JOHNSON PARK**

**LOS ANGELES  
WORLD CUP 26**



**FAN  
ZONE**

**at LOS ANGELES COUNTY WHITTIER NARROWS**

# COMMUNITY ARTS RESOURCES (CARS)



Founded in Los Angeles in 1989, CARS creates unique experiences, where arts, culture, community, and civic life collide.

# OUR SERVICES

Events & Festivals



Community Engagement



Active Transportation



Educational Programs & Conferences



Public Space Planning



Institutional Milestones & Celebrations



Branding, Marketing & Identity



# Los Angeles World Cup 26 Fan Zone at LA County's Earvin "Magic" Johnson Park + Paseo Willowbrook Open Streets

## Location

12552 Avalon Blvd, Los Angeles, CA 90061

## Days / Hours

### Saturday, July 4

Fan Zone Hours 8:30 AM - 5 PM

Open Streets Hours: 8:00 AM - 5:30 PM

WC Game Times: 10:00 AM & 2:00 PM

### Sunday, July 5

Fan Zone Hours: 11:30 AM - 8 PM

Open Streets Hours: 11:00 AM - 8:30 PM

WC Game Times: 1:00 PM & 5:00 PM









Metro to Magic  
 Open Streets Event  
 Street Closure  
 Traffic Control Study  
 Version 3

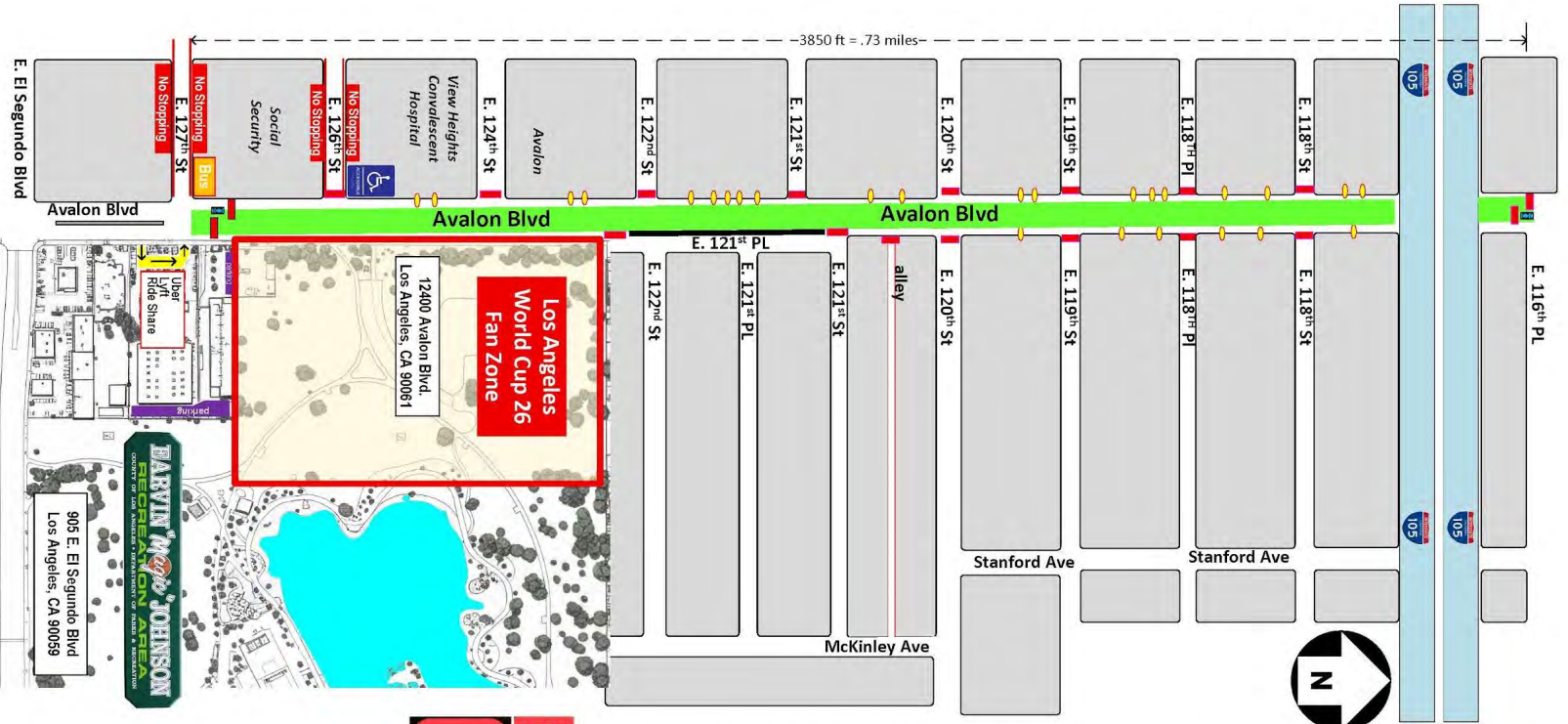
July 4 & 5 - Magic Johnson Park

Closure:  
 Avalon Blvd - 127th St to 116th Place

Crossover points: None

Schedule:

- July 4**
- 7:00 am - Street Closure
  - 8:30 am - Doors Open
  - 10:00 am - Game 1 Start
  - 12:00 pm - Game 1 Over
  - 2:00 pm - Game 2 Start
  - 4:00 pm - Game 2 Over
  - 5:00 pm - Event Closed
  - 6:00 pm - Street Opens
- July 5**
- 10:00 am - Street Closure
  - 11:30 am - Doors Open
  - 1:00 pm - Game 1 Start
  - 3:00 pm - Game 1 Over
  - 5:00 pm - Game 2 Start
  - 7:00 pm - Game 2 Over
  - 8:00 pm - Event Closed
  - 9:00 pm - Street Opens



**LOS ANGELES WORLD CUP 26  
 FAN ZONES**

**LA COUNTY'S  
 ERVIN "MAGIC" JOHNSON PARK**  
 July 4-5

- Water Barricades
  - Driveway Barricades
- Counts:  
 15 - Water Barricade Locations  
 28 - Driveway Locations



- No Stopping  
E. 127th St
- Bus
- No Stopping  
E. 126th St
- View Heights Convalescent Hospital  
E. 124th St
- No Stopping  
E. 124th St
- No Stopping  
E. 121st St
- No Stopping  
E. 122nd St
- No Stopping  
E. 120th St
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**Los Angeles World Cup 26 Fan Zone**  
 12400 Avalon Blvd.  
 Los Angeles CA 90081

**ERVIN "MAGIC" JOHNSON PARK**  
 OFFICIAL HOME OF THE GREEN VALLEY FOOTBALL CLUB

905 E. El Segundo Blvd  
 Los Angeles CA 90059

Uber Lift  
 Ride Share

parking

# Los Angeles World Cup 26 Fan Zone at Los Angeles County Whittier Narrows + Meet on Rosemead Open Streets

## Location

1600 Rosemead Blvd, South El Monte, CA 91733

## Days / Hours

### Thursday, July 9

Fan Zone Hours: 10:30 AM - 4:00 PM

WC Game Time: 1:00 PM

### Friday, July 10

Fan Zone Hours: 10:30 AM - 4:00 PM

WC Game Time: 12:00 PM

### Saturday, July 11

Fan Zone Hours: 12:30 PM - 9:00 PM

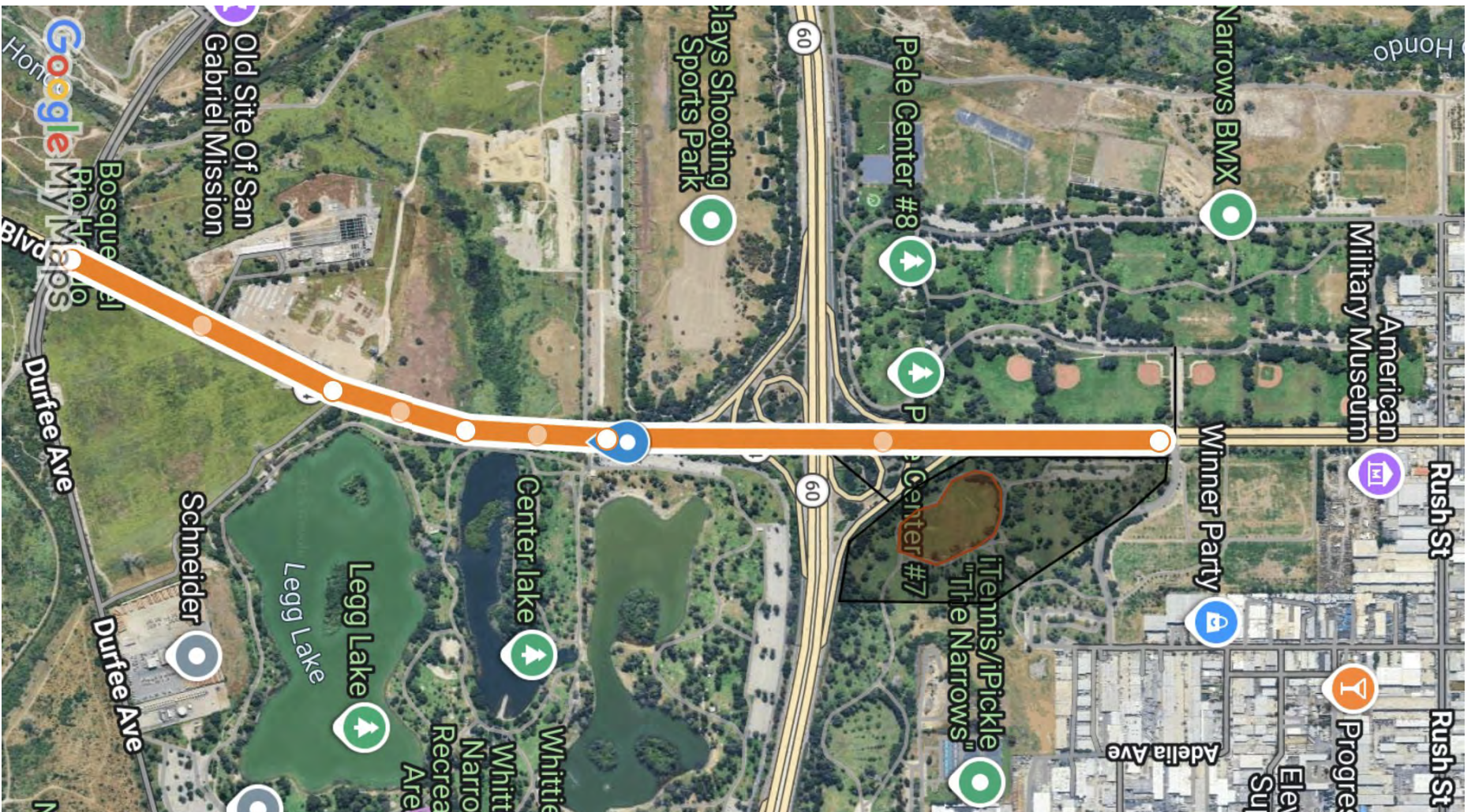
Open Streets Hours: 12 PM - 9:30 PM

WC Game Times: 2:00 PM & 6:00 PM









# Open Streets Programming

- Community booths and local stakeholders
- Bike and sports skills
- Food and beverages for sale
- Sponsorship opportunities
- Bike repair
- First Aid





# Fan Zone Programming

- Broadcasting the World Cup Games
- Community marketplace
- Community booths and local stakeholders
- Family fun zones
- Food and beverages for sale
- Soccer skills
- Live music and dance
- Sponsorship opportunities
- First aid



# COMMUNITY ENGAGEMENT

Door to door outreach

Flyer distribution to nearby  
households

Community Meetings

PR & Marketing

Social Media and Local Media

Partnerships with local nonprofits and  
businesses

# Los Angeles World Cup '26 Fan Zones – Vending Opportunities



Vendor Onboarding  
MAY 2026

Los Angeles County Supervisor  
**HILDA L. SOLIS**  
First District • Chair

Los Angeles County Supervisor  
**HOLLY J. MITCHELL**  
LOS ANGELES COUNTY SUPERVISOR • 2ND DISTRICT

department  
of economic  
opportunity  
COUNTY OF LOS ANGELES

# LA County FIFA Fan Zones

## Supervisory District 1



### Fan Zone at Whittier Narrows (July 9 – 11th)

Doors open at 10:30 AM and close at 4:00 PM on July 9th and 10th. Doors close at 9:00 PM on July 11th.

## Supervisory District 2



### Fan Zone at Earvin “Magic” Johnson Park (July 4 – 5th)

Doors open 8:30 AM and close at 5:00 PM on July 4th. Doors open at 11:30 AM and close at 8:00 PM on July 5th.

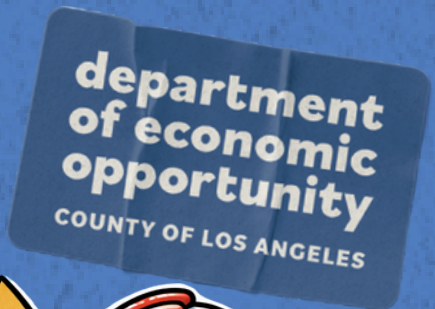


**Apply Here:**  
[opportunity.lacounty.gov/fan-zones/](https://opportunity.lacounty.gov/fan-zones/)

# Vending Opportunities



LA County is inviting food vendors, merchandise sellers, sponsors, and local businesses to be part of the Los Angeles World Cup '26 Fan Zones to create a vibrant and inclusive marketplace experience.



✓ Events are anticipated to draw **tens of thousands** of soccer fans and community members.



✓ Vending opportunities are currently open to businesses located in the **First and Second Supervisorial Districts only.**



✓ Range of Vending Opportunities



- Local food and beverage
- Apparel
- Ceramics and home goods
- Arts and crafts
- Prints and artwork
- Plants
- Pet products
- Interactive activities (face painting, crafts, etc.)
- Cultural or community-based offerings
- And more!



# Los Angeles World Cup '26 Fan Zone at Earvin "Magic" Johnson Park



- Fan Zone to coincide with Open Street Activation along Avalon
- Vendor preference to those that can participate in BOTH days.

**Saturday, July 4th, 2026**

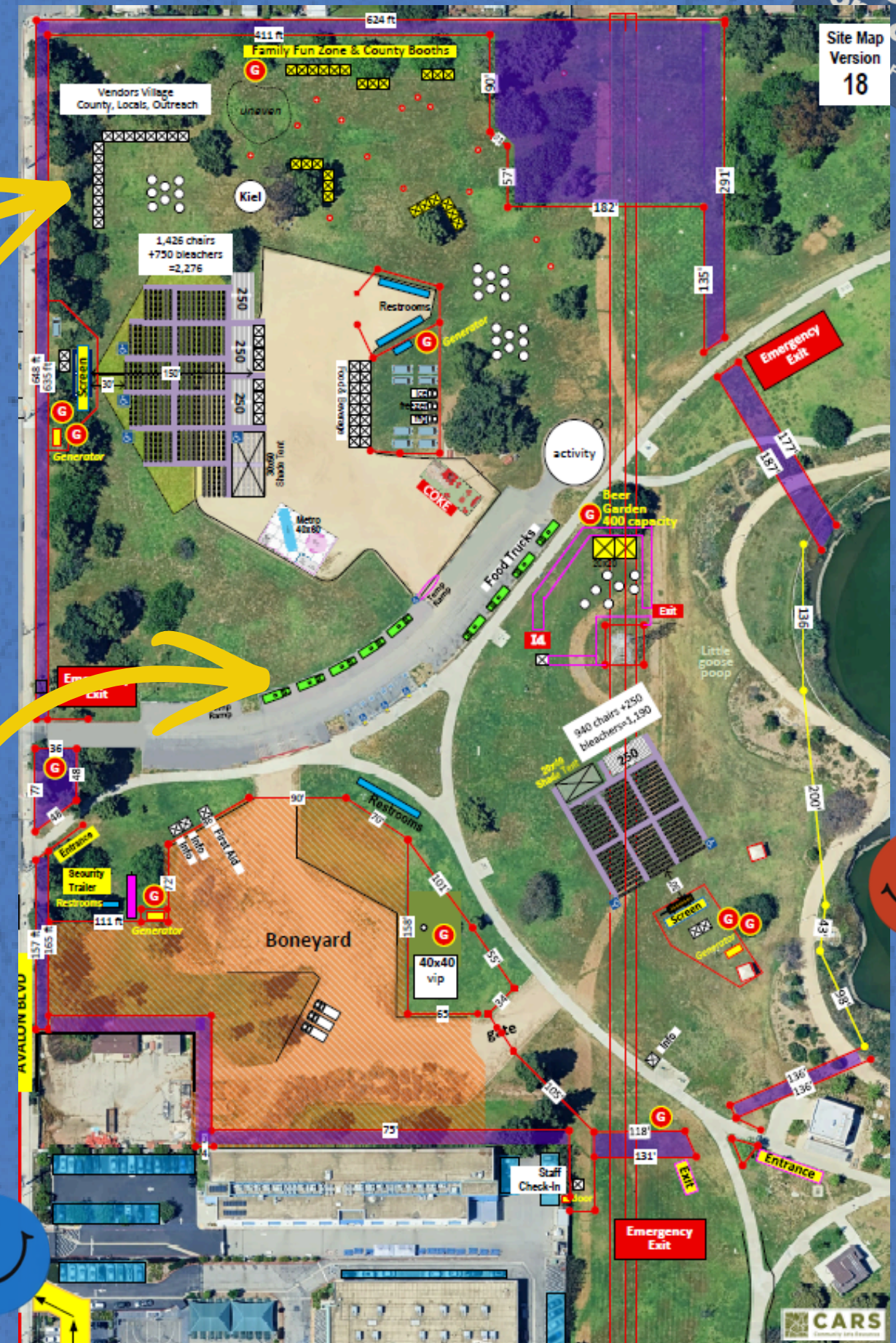
Doors open 8:30 AM and close at 5:00 PM

**Sunday, July 5th, 2026**

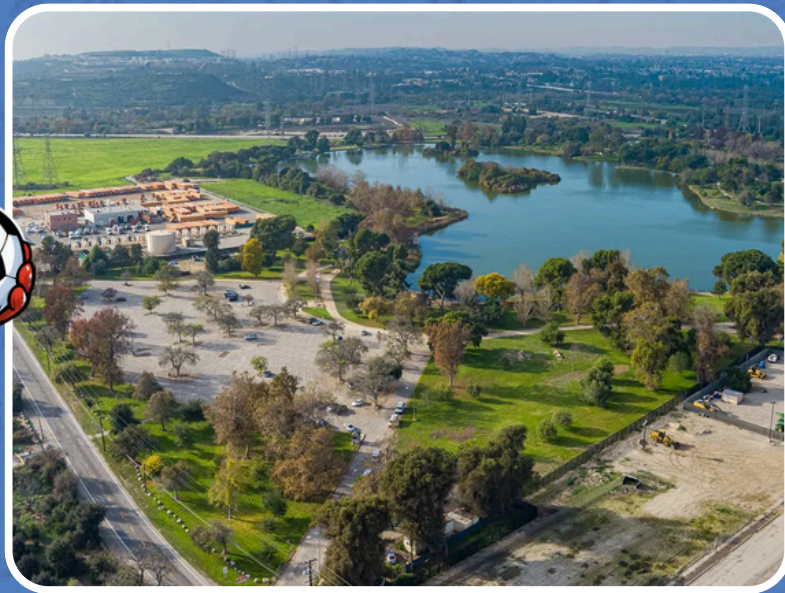
Doors open at 11:30 AM and close at 8:00 PM on July 5th.

Vendor village with ~40 spots for vendors, family fun, CBOs and County resources

Food trucks



# Los Angeles World Cup '26 Fan Zone at Whittier Narrows



- Fan Zone to coincide with Open Street Activation along Avalon
- Vendor preference to those that can participate in ALL 3 days.

**Thursday, July 9th, 2026**

Doors open 10:30 AM and close at 4:00 PM

**Friday, July 10th, 2026**

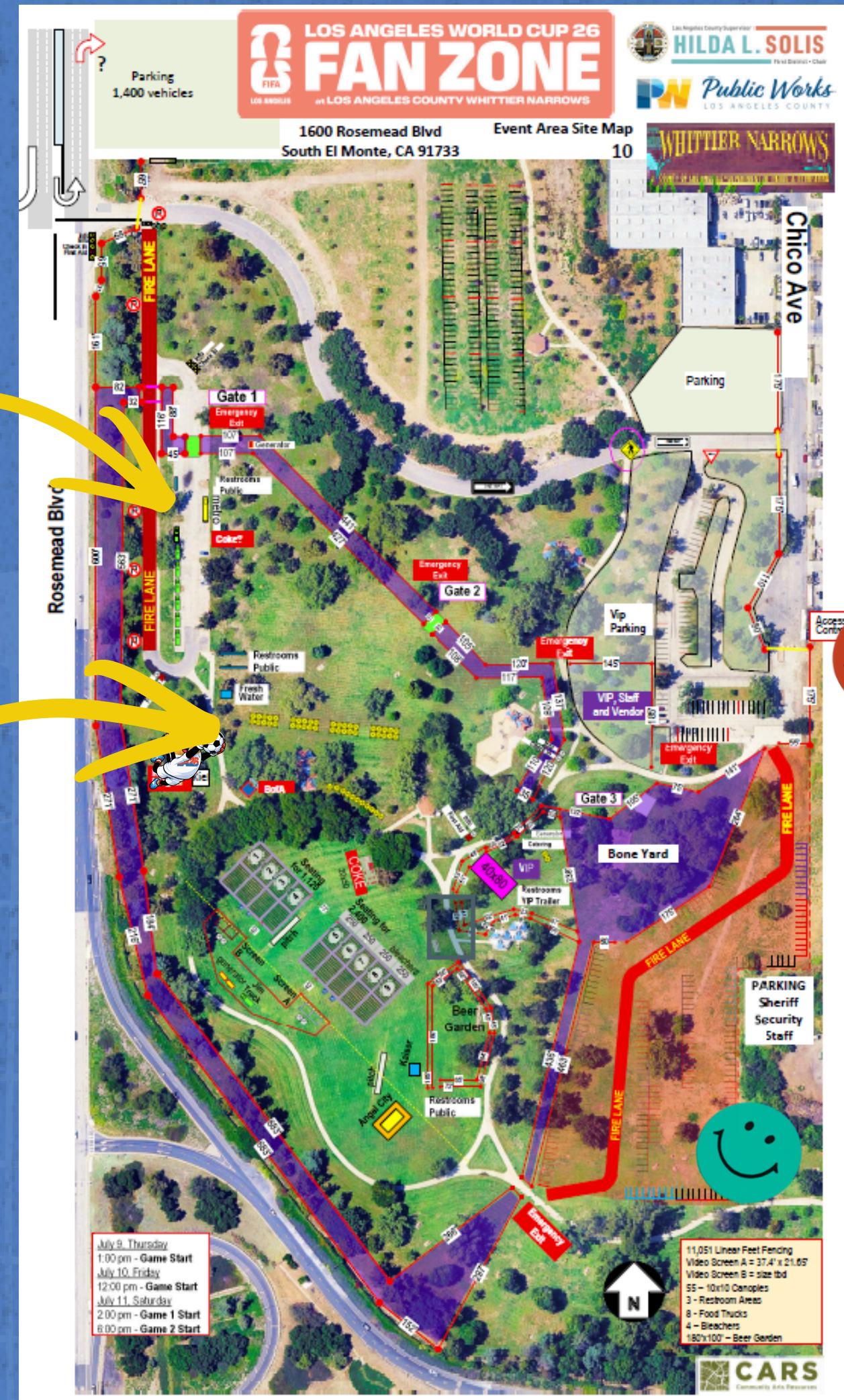
Doors open 10:30 AM and close at 4:00 PM

**Saturday, July 11th, 2026**

Doors open at 10:30 AM and close at 9:00 PM

Food trucks

Vendor village with 40 spots for vendors, family fun, CBOs and County resources



# Requirements



- Business is Located in either SD1 or SD2 for that district's event
- Provide your own equipment and setup (e.g. tents, tables, chairs, food trucks or carts, refrigeration, power supply, lighting, and any other materials needed for safe and compliant operations)
- Electricity may be available on site as needed and confirmed with the event organizer.
- Must have or acquire appropriate licensing (e.g. CA Seller's Permit, Department of Public Health Temporary Food Facility Permit, and a Sidewalk Vending Registration Certificate (SVRC) in order to be considered for participation.
- Adhere to all applicable health, safety, and fire regulations and ensure their setup is fully self-contained and event ready



## Cost

<b>Food Trucks</b>	\$500/day
<b>Prepared Food Booths</b>	\$450/day (10 ft x 20 ft or 10 ft x10 ft)
<b>Pre-Packaged Food Booths</b>	\$350/day (10 ft x 10 ft)
<b>Food Carts</b>	Permitted is \$250/day, otherwise \$350/day
<b>Marketplace/Artisan Vendor Booths</b>	\$350/day (10 ft x 20 ft or 10 ft x10 ft, event organizers provide tents)



# How to Apply

Application closes **May 15, 2026 at 5:00PM** - apply ASAP!



**Los Angeles World Cup 26 Fan Zones – LA County Vendor Interest Intake Form**

The County and regional partners are currently seeking both sponsors and food and merchandise vendors and merchants to create a vibrant and inclusive marketplace experience and sell during the three-day Los Angeles World Cup 26 Fan Zones events. These events are anticipated to draw tens of thousands of soccer fans and community members, all celebrating this global soccer moment. Submit the interest form below to be considered. The deadline to submit the form to be considered for participation is April 30th, 2026 by 12:00 PM, and the application will close on May 15th, 2026 by 5:00 PM. Please visit <https://opportunity.lacounty.gov/fan-zones/> for more information.

Section 1

**APPLICANT INFORMATION**

1. Name of Applicant (First and Last) \*

Enter your answer

2. Role in Business (Manager, Sole Owner, Co-Owner, etc.) \*

Enter your answer

3. Applicant Email Address \*

Enter your answer

4. Applicant Phone Number \*

Enter your answer

Section 2

**BUSINESS INFORMATION**

5. Business Legal Name (as filed with the CA Secretary of State), or Full Name if Sole Proprietor \*

Enter your answer

Apply Here:  
[opportunity.lacounty.gov/fan-zones/](https://opportunity.lacounty.gov/fan-zones/)

Submissions will be reviewed by event organizers. Prioritization will be provided to local small businesses that:

- demonstrate readiness to participate,
- adhere to minimum requirements, and
- businesses that offer goods and/or services that help ensure a balanced, high-quality, and diverse event experience.



# Next Steps

- DEO and partners to continue to promote application (apply ASAP before May 15, 2026 at 5:00 PM)
- CARS to vet applications, notify approved vendors, and prepare vendors for participation
- Continue to plan event with partner Departments and organizations



**Apply Here:**  
[opportunity.lacounty.gov/fan-zones/](https://opportunity.lacounty.gov/fan-zones/)





# Thank You!



FOLLOW DEO @ECONOPPLA  
ON SOCIAL MEDIA!



Visit [opportunity.lacounty.gov/fan-zones/](https://opportunity.lacounty.gov/fan-zones/) to learn more!

