



Los Angeles County Cities Convening: Exploring Economic Opportunities

July 17, 2025



Agenda: Economic Development



Topic

Key economic topics related to the 2028 Olympic and Paralympic Games.



Presenters

- Los Angeles County Chief Executive Office
- City of Los Angeles
- Los Angeles County Department of Economic Opportunity
- LA28



Objective

- Share updates
- Provide overview of County economic impact and opportunity analysis per a Board Motion.

Presentations will be followed by a Q&A session.

County Commitment: Board Leadership



Ensuring Readiness

May 21, 2024 motion by Supervisor Solis and Mitchell: Ensuring Readiness for the 2028 Olympic and Paralympic Games

- Launches an economic impact and opportunity analysis: in progress
- Includes LA County procurement opportunities on RAMP

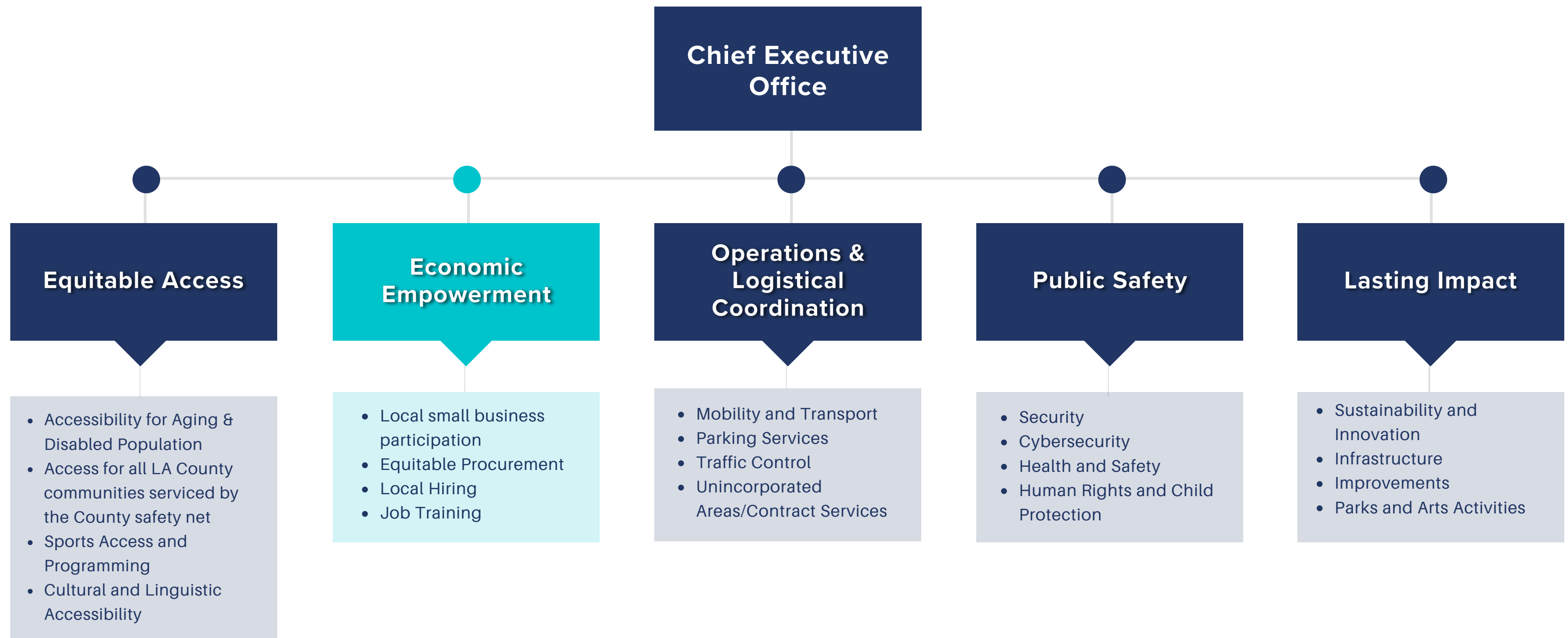


A Regional Approach

November 6, 2024 motion by Supervisor Horvath: 88 for 28: Creating a Regional Approach for the 2028 Olympic and Paralympic Games

- Launches 88 for 28 convenings

County Commitment: County Infrastructure



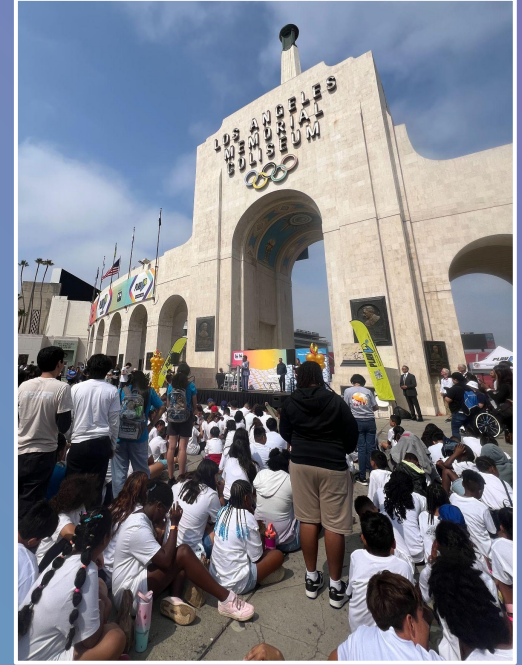
DEO serves on the LA28 Community Business and Procurement Committee.

CITY OF LOS ANGELES OFFICE OF MAJOR EVENTS

88 for 28 Convening
Thursday, July 17, 2025

For discussion purposes only | accurate as of July 2025

THE MOMENT: 3 Years Out



WHAT IS THE ECONOMIC IMPACT OF THE 2026 FIFA WORLD CUP?

\$594 M

ECONOMIC IMPACT

179,200

UNIQUE, OUT-OF-TOWN
VISITORS

\$243 M

IN INCREASED WAGES

\$15.7 M

IN TAXES TO CITY OF LA

\$57 M

IN STATE AND LOCAL TAXES

Source: Projected Economic Impact of FIFA World Cup 26™

County of Los Angeles June-July 2026

WHAT IS THE ECONOMIC IMPACT OF THE 2028 OLYMPIC & PARALYMPIC GAMES?

\$18 B

ECONOMIC OUTPUT

90,000+

JOBS SUPPORTED

\$5–6 B

IN LABOR INCOME

\$700 M+

IN STATE AND LOCAL TAXES

\$1.6 B

IN FEDERAL TAXES

LOCAL LEGACY



Community Business and Procurement
Investment in LA's Small Businesses



Workforce Development and Local Hire
Lasting Impact for LA's Workforce



City-Wide Activation
Bring the Games to Every Corner of LA



Enriched Resources
Capacity Building for our Small Businesses



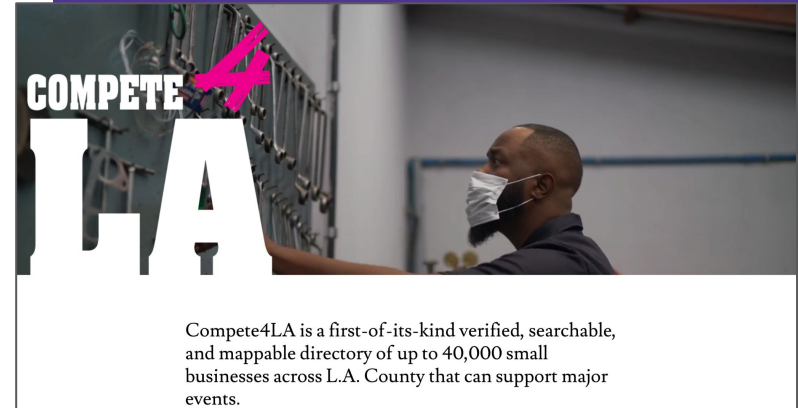
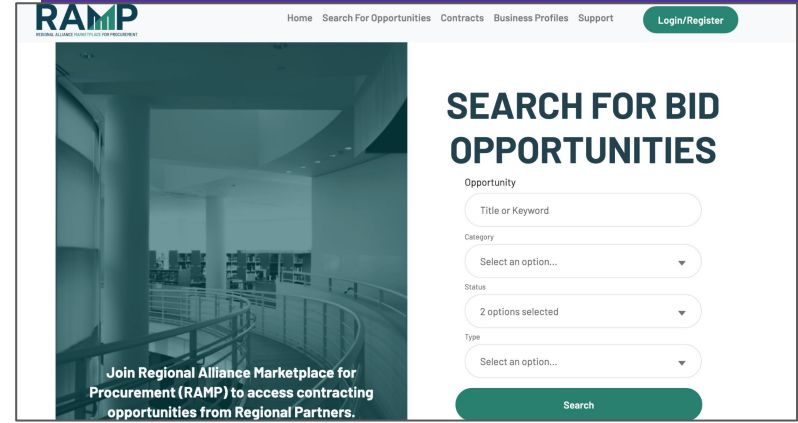
Arts and Culture
Highlight LA's Singular Identity across Industries



Accessible Workplaces
Ensure Equity for People with Disabilities

PROCUREMENT OPPORTUNITIES

- RAMP LA: www.rampla.org
- Compete 4 LA: compete4la.usc.edu
- Get in the Game Initiative / Supplier Resource Hub:
lachamber.com/center-for-small-business-success/get-in-the-game/



ACTIVATING THE COMMUNITY

- Business Community Summits
 - MOBED's Annual Sports & Entertainment Procurement Summit (October 23, 2025)
- ProcureLA (ProcureLA.com)
 - Operated by PACE (Pacific Asian Consortium in Employment)
 - Procurement education and vendor networks



OUR CITY AT WORK

- Monthly Workshops with the Bureau of Contract Administration (email jian.jiang@lacity.org)
 - Contractor Assistance Seminar
 - Online Certified Payroll System Training (OCPS)
- AccessingLA: Preparing for the Games Workshop (recording available: <https://www.accessingla.com/>)
- Investor's Guide to LA: <https://mayor.lacity.gov/InvestInLA>



ONE TEAM



LA28

The County of L.A.

Venue Cities

Partner Cities

The City of Los Angeles
Host City

THE 1984 OLYMPIC SPIRIT

Cities across Southern California benefited from increased economic activity distributed across the region.

\$10.3 B

ECONOMIC BENEFITS
IN SOUTHERN CA

68,000+

JOBS CREATED
DURING THE GAMES

\$558 M+

IN STATE AND LOCAL
REVENUES

\$87 M

IN NEW AND IMPROVED FACILITIES
FOR COMMUNITY USE

\$670 M

SURPLUS, WHICH CONTINUES TO
FUND YOUTH SPORTS IN LA

In addition, the Olympics led to increased **sports and national events** scheduling and **international coverage and acclaim** that raised Southern California's profile as a global destination.

All amounts escalated to 2025 dollars.

Los Angeles Olympic Organizing Committee, 1985. *Official Report of the Games of the XXIIIrd Olympiad*, page 313.

Craig Lawson, 1985. "Intergovernmental Challenges of the 1984 Olympic Games."



Economic Impact Study

MAJOR EVENTS MEAN MAJOR OPPORTUNITIES

Paul Krekorian, Executive Director, Office of Major Events:
paul.krekorian@lacity.org

Rachel Freeman, Deputy Mayor, Mayor's Office of Business and Economic Development: rachel.freeman@lacity.org

Daniel Rodman, Deputy Executive Director, Office of Major Events:
daniel.rodman@lacity.org



LINDSEY
Horvath



Chief
Executive
Office.

department
of economic
opportunity
COUNTY OF LOS ANGELES



88 FOR 28

LA County Coordination and Planning
for the 2028 Olympic & Paralympic Games

Economic Impact

Presented by John Cooke
and Kelly LoBianco

July 17, 2025



Economic Impact Study: Key Findings Preview

01

Generating Investment

Estimated \$5.5 billion public investment in improvements to the region's infrastructure

02

Local Community benefit

Games-related contracts can create opportunities for local businesses and workers, if the right support is in place

03

Boost in Tourism Spending

Strategic planning for regional tourist attractions and cultural destinations to attract visitors during the Games

04

Active Areas

Downtown LA, Inglewood, Pasadena, Long Beach, and Venice will be some of the most active parts of LA County

05

Benefits from Tourism

Communities that host events but aren't typical tourist destinations may struggle to capture local benefits

06

Connectivity Needs

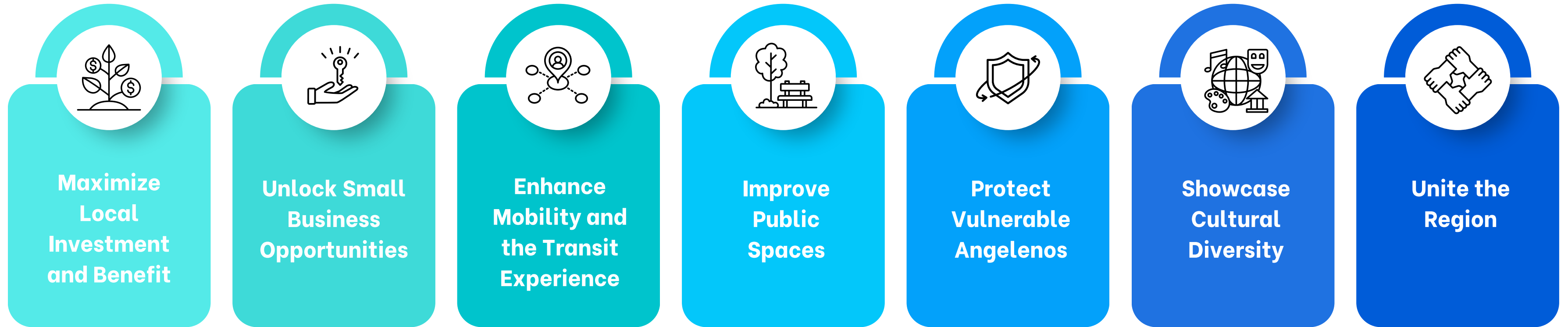
Traditional tourist hubs that are not directly adjacent to Games venues will require strategies to improve connectivity

07

Marginal Impact

Neighborhoods will need additional programming and activation to participate and benefit from Games

Economic Impact Study: Goals Preview



- Advocate for local spending and hiring commitments
- Invest in workforce recruitment and job training for priority occupations and offer pathways to long-term economic mobility
- Advocate for commitments for official Games apparel to be designed, manufactured, and sold by local businesses

- Advocate for small, diverse, and disadvantaged business participation
- Develop a Games Spending Forecast that provides a 12-month lookahead for upcoming Games-related contracting opportunities
- Serve as the regional hub for procurement support and small business assistance, offering tailored support for local vendors and businesses to access contracts

Study to be published summer of 2025



Economic Opportunity: Supporting County Initiatives



Supporting County Initiatives - Economic Mobility Initiative (EMI)

The \$25 million American Rescue Plan-funded **EMI** was created by the Board of Supervisors motion and launched by DEO and 15+ partners in May of 2024 to reach 10k diverse, local small businesses and drive business start-up and growth, wealth generation, community development, and economic mobility

Key Economic Mobility Initiative programs and services:

- **Entrepreneurship Academies** providing education and support for early-stage business owners and entrepreneurs in all five districts
- **Training and Technical Assistance**, including certification and contracting, employee ownership, and nonprofit and social enterprise development
- **Access to Capital and Commercial Space** via LA County Commercial Acquisition Fund and Small Business Mobility Fund



Learn more at lacountyemi.com



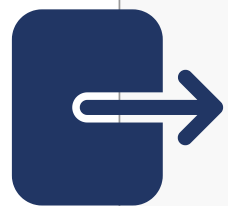


Supporting County Initiatives - Equity in County Contracting (ECC) Initiative

The ECC Initiative was launched by the Board of Supervisors with the Internal Services Department and DEO in 2021 to increase access to public sector contracting for local, diverse small businesses and nonprofits.

ECC recommendations in motion:

- Established 15-day prompt payment program
- Published Best Practices for Unbundling contracts
- Piloted Cash advance program
- Invested in targeted outreach, including recent Listening tour with CBOs in each District
- Training for Departments and Vendors



\$1.1 billion in contracting awards to preference program certified vendors in FY 23-24.



ECC on deck:

- A \$2 million Revolving Loan Fund
- A New Office of Countywide Contracting at ISD
- A new E-Procurement system that streamlines County contracting
- Further streamline policies, processes and practices
- Prioritize and track local hiring and supplier diversity in partnership with LA28



Learn more at doingbusiness.lacounty.gov/ecc/



Supporting County Initiatives - Equity in Infrastructure Project (EIP) Pledge

The Board approved the EIP Pledge in October of 2022 and signed with 14 public and private organizations in November 2023, building generational wealth and reduce racial wealth gap by improving public infrastructure contracting practices to create more contracting opportunities for Historically Underutilized Businesses (HUBs).

6 County commitments resulting from EIP



Triple the number of certified businesses

Increased the number of certified businesses from 3,183 to 3,878, an increase of 22%



25% utilization rate for LSBE; 3% utilization rate for DVBE

In FY 23-24, the County awarded \$1.1+ billion to certified small businesses, a 300%+ increase from \$260 million in 2017



Revolving Loan Fund

Anticipate launching \$2 million Revolving Loan Fund in Q4 2025/Q1 2026 to support cash flow as small businesses obtain County contracts



Small Business Ambassador

Creating a network of Small Business Advocates within each County department to lead on equitable contracting



Reciprocity

Regional EIP agencies engaged in discussions to develop an LA region certification reciprocity program. County and City working towards reciprocity with LSBE Ordinance amendments being finalized to ensure reciprocity is achievable.

Supporting County Initiatives - LA28/ Sports Entertainment Cluster and Events



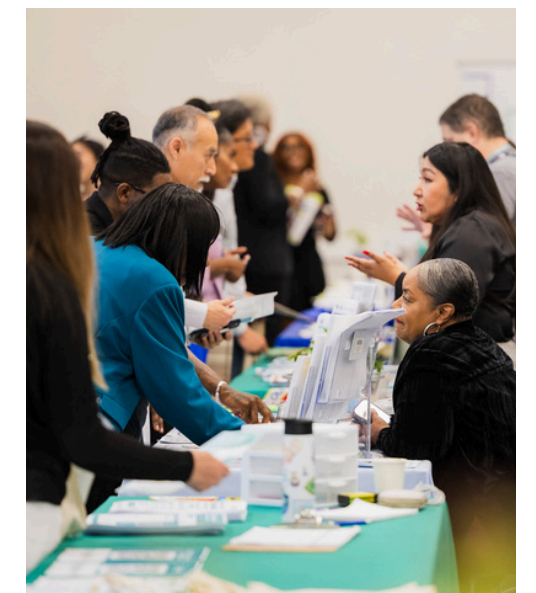
**New Sports Entertainment cluster
and Future Forums with LAEDC**



**LA Region Small Business Forums serving 1,400
local, small businesses during Small Business Month**



**Participation in LA City's Sports Entertainment
Procurement Fairs x 2, Fed BuildLA Series, FIFA
Community Benefit kick-off**





Economic Opportunity: Ways for Cities to Engage Now



Community Business and Procurement – Addressable Spend for LA28 and LA County

Olympic spend categories represent approx. \$2.4 B of LA County spend annually.

Total Registered Vendor Count of 25,631

Spend Category	Registered Vendor	Vendor in LA County	LSBE Certified in LA
Catering Services & Equipment	1,926	1,573	51
Construction & Overlay Works	6,980	4,214	268
Content Production & Services	7,800	4,516	202
Facilities Management Services & Equipment	2,417	1,474	66
Furniture, Fixtures & Equipment	3,259	1,424	72
Logistics Services & Equipment	590	361	18
Telecoms & Network Infrastructure	4,802	1,749	92
Transportation Services & Equipment	4,058	2,311	84



Community Business and Procurement – Certification Boot Camps and Technical Assistance

DEO's Office of Small Business



Connect with OSB at the East LA Entrepreneurship Center or virtually

- Address: Monday to Friday, 8 am to 4:30 pm, 4716 E. Cesar E. Chavez, Los Angeles, 90022
- Email: osb@opportunity.lacounty.gov
- Phone: 844-432-4900



Apply to be certified with LA County:

- Local Small Business Enterprise (LSBE)
- Disabled Veteran Business Enterprise (DVBE)
- Social Enterprise (SE)
- Community Business Enterprise (CBE)



Sign up for a Small Business Concierge appointment for 1:1 counseling or referrals for legal aid or capital



Sign up for an APEX Accelerator appointment to get help in getting certified with LA County and access contracting support

OneLA Inclusive Procurement Boot Camp and Intensive



Sign up for 8-week, no-cost courses with the LA Area Chamber



Part of DEO's **Economic Mobility Initiative** at lacountyemi.com



Community Business and Procurement – Certification Boot Camps and Technical Assistance

LA City's ProcureLA



Sign-up for the following with PACE

- 3, 1:1 sessions with procurement experts
- 6-session Accelerator for Small Business
- 4-session Master Class program for specific partners like CalTrans

Small Business Development Center (SBDC) SCORE Business Mentorship



Connect to a State-supported business mentor by zip code

LAX Coastal Chamber Small Business Enterprise Certification



Sign-up for 4-week, no-cost courses with the LAX Coastal Chamber

ASCEND LA



Keep an eye on future cohorts for businesses with 1-2 million in revenue and 2 years in business with LISC LA

Community Business and Procurement – Contracting - Sports Entertainment and Public Sectors

Access

LA City Regional Alliance Marketplace for Procurement (RAMP)

- Register with RAMP LA
- See all Games related procurements from LA City, LA County, and LA28, including current transit opportunity.

Doing Business with LA County

- Register with LA County as vendor. This is where businesses can access 6,900 categories of commodities and services.
- Check out open solicitations with the County
- Connect to APEX Accelerator with OSB for technical assistance.



Community Business and Procurement – Contracting - Sports Entertainment and Public Sectors

Support



Contractor Development and Bonding Program (CDABP)

- Sign-up for the CDABP with Merriweather and Williams for contracts with LA City, County, Metro and beyond



LASEC Business Connect

- Must first be certified to participate
- Official supplier diversity program for LA Sports & Entertainment Commission
- Fill out interest form by September for FIFA and broader Event Planning and Production – open to 250 businesses
- See focused business disciplines for Business Connect



LA Area Chamber of Commerce – Get in the Game

- Sign-up for partnership to learn about training, technical assistance, and capital available for small businesses in preparation for LA28
- Partnership with JP Morgan, Los Angeles Area Chamber of Commerce Foundation, LISC Los Angeles, Vermont Slason Economic Development Corporation, and Next Street



Community Business and Procurement – Digital Readiness and Legal Aid

Digital Readiness

LA County's Small Business Connections

- Sign-up for the no-cost program offering digital marketing and operations support through a State-funded grant program.
- Offered through the Internal Services Department's Delete the Divide initiative.

LA City's LA Optimized 2.0 Accelerator Academy

- Sign-up for 3, no-cost modules with LEEAF to leverage digital tools for small business impact

Legal Aid for Contracts

LA County and City's LA Regional Small Business Legal Aid Program

- Sign-up for no-cost legal aid with Bet Tzedek and Public Counsel:
 - 1:1 legal consultation
 - Webinars and workshops on small business registration, contracts, commercial leases, employment, landlord-tenant relations, debt negotiation, etc.
 - 3-hour intensive legal academies
 - Referrals to legal representation

Legal Help and Training for Small Businesses

Learn how to get connected with legal experts who can provide you with help ranging from:

- | | |
|---|--|
|  Commercial Leasing |  Intellectual Property / Trademarks |
|  Landlord and Tenant Questions |  Employment Law |
|  Small Business Setup and Registration |  Debt Negotiation |
|  Contracts |  Natural Disaster Relief |

Community Business and Procurement – Capital for Start-Up and Growth

Grants

DEO's Small Business Mobility Fund

- Apply for formalization grants for vendors in unincorporated LA County
- Grants and loans coming soon

PACE's Small Business Grant Program

- Apply for 1st District residents

Loans

Community Development Finance Institutions (CDFI)

- Find a local CDFI via Opportunity Finance's CDFI locator

Small Business Administration (SBA)

- Check out available SBA guaranteed and other loans

UPDATE

Get up to \$5k to help you vend in LA County with the

Small Business Mobility Fund Formalization Grants

Are you a sidewalk vendor in unincorporated LA County? Get certified with DEO and operate compliantly with up to \$5k for permit costs and other business needs.

Upcoming Info Session:

Date: Monday, June 23, 2025
Time: 10:30 AM - 11:30 AM
Where: Virtual (ONLY)
Language(s): English & Spanish
Registration Link: bit.ly/SBMFJune23

bit.ly/SmallBusinessMobilityFund



Local Hire – Job Training

High Road Training Partnerships

- Get ready for 25+ programs enrolling 1,800 workers in worker-informed, industry-vetted training programs next year
- Includes arts and entertainment, construction, hospitality, and green economy
- HRTPs launching August through end of 2016



Fire Recovery and Resiliency Workforce Program

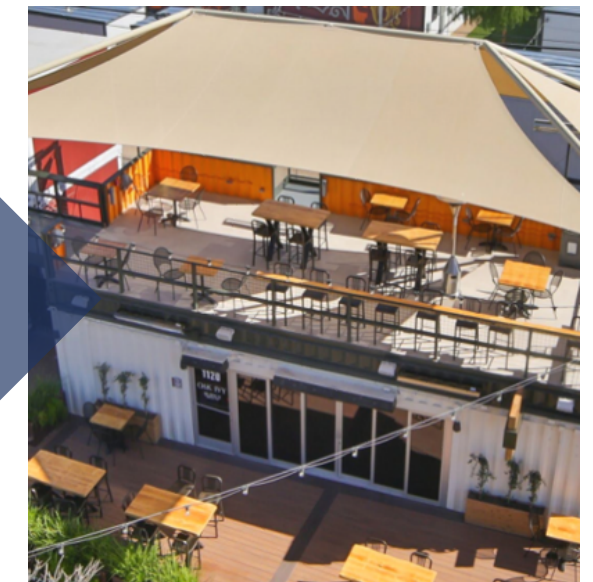
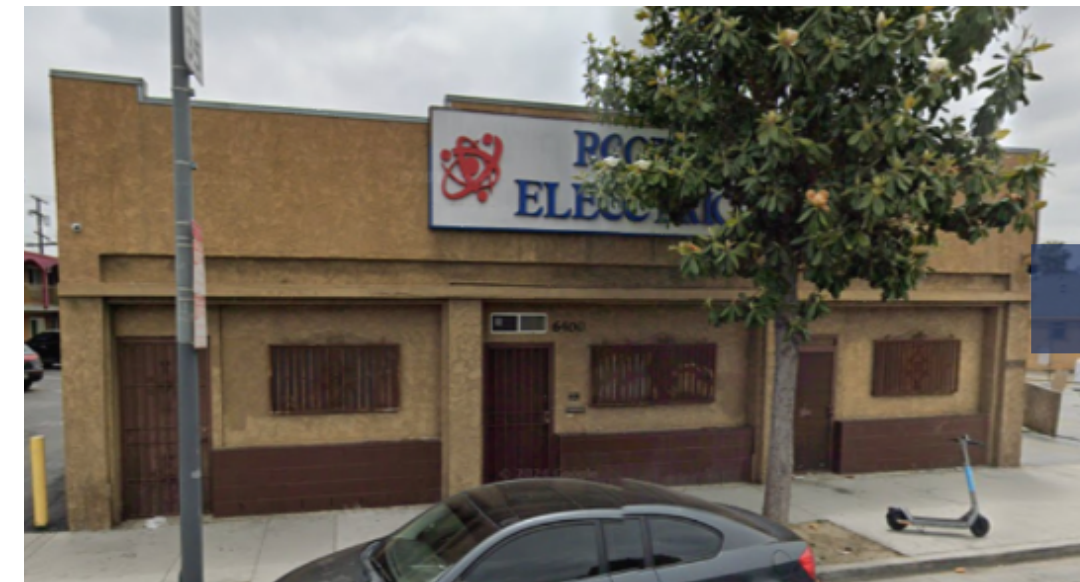
- Workers, training organizations, and employers can sign an interest form for job training and transitional employment
- Supports 300 folks for 3-5 month paid work on recovery and 1,000 for broader job training and jobs
- Supports 500 Eaton fire impacted youth with 160 hours paid work



Community Development

LA County Commercial Acquisition Fund

- Get ready to apply for \$500k - \$2 million in forgivable loans for purchasing vacant and underutilized properties for affordable housing and community-serving use
- Program opening August/September



RENOVATE Façade Improvement

- Explore façade improvement grants around mobility hubs/venues/hospitality districts



Ways to Engage DEO



For Jobs - AJCCs

Link: opportunity.lacounty.gov/



For All Opportunities - DEO

Link: opportunity.lacounty.gov/



For Small Business – OSB

Address: East LA Entrepreneurship Center - 4716
E. Cesar E. Chavez Ave, Los Angeles, CA 90022

Link: opportunity.lacounty.gov/small-business/



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LA County Coordination and Planning
for the 2028 Olympic & Paralympic Games

**Thank
You!**