



**88 FOR 28**

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

# **Los Angeles County Cities Convening: Live Sites/Fan Zones**

**October 30, 2025**

# WELCOME

John Cooke

LA County Chief Executive Office



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



# City of LA – Office of Major Events

**Daniel Rodman**



# *PARIS 2024 LIVE SITES & FAN ZONES*

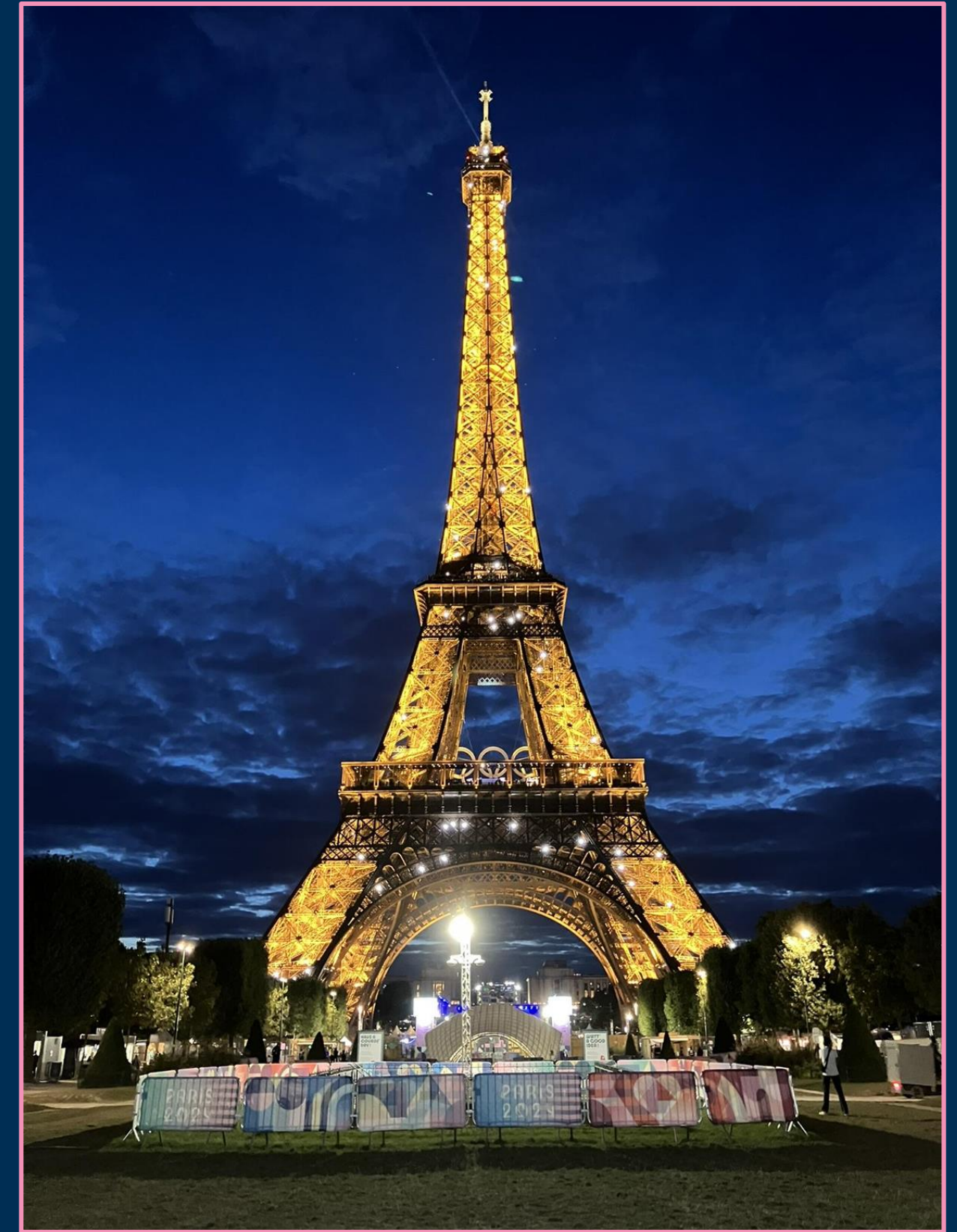
ENTRÉE





# *CITY OF PARIS: 2024 GAMES ROLES*

- 1. Building a Successful Legacy*
- 2. Getting Local Residents Involved*
- 3. Welcoming the Games' Visitors*
- 4. Supporting the Delivery of the Games*





# FESTIVITY SITES

## CITY OF PARIS

- Terrasse / Hôtel de Ville
- 16 arrondissement sites

## PARIS 2024 OCOG

- Champions Park

## FRENCH OLYMPIC AND PARALYMPIC COMMITTEES

- Club France

>> Plus many more outside  
the City of Paris! <<





*SOME WERE  
BIG,*



*La Terrasse de Jeux at the Paris Hôtel de Ville*



*SOME WERE  
INTIMATE*





*SOMETIMES  
THEY WERE  
BUSY*



*Neighborhood Site at Parc Monceau*



*AND  
SOMETIMES  
RELAXED*





*THERE WERE  
SCREENS,*





*STAGES,*





*SEATING,*





*SHADE,*



*Neighborhood Site at Place de la Bataille-de-Stalingrad*



***WATER,***





COOLING,





# TOILETS,





# TABLING,





## SERVICES,



# Ici se trouve la **SAFEPLACE**

Ouverte tous les jours de 17h00 à la fermeture

Destiné aux victimes de violences sexistes et sexuelles, ce lieu est encadré par des professionnel.les formé.es, qui sauront vous accueillir, échanger avec vous et vous orienter vers des organismes spécialisés sur ces sujets.



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# Here is the **SAFEPLACE**

Open daily from 5:00 p.m. to closing time

Dedicated to victims of sexist and sexual violence, this place is staffed by trained professionals who will welcome you, discuss your concerns and refer you to specialist organizations.



# *YOUTH SPORTS,*





FOOD,





# AND PROGRAMMING









## PROGRAM NOTES

- *Open from July 20 - September 8 (about seven weeks)*
- *Hours during the Games: 10am - 10pm*
- *Hours between Games: 10am - 10pm or 10am - 6pm*
- *Planned by the City of Paris and delivered by contractors*
- *Staffed with volunteers and municipal employees*
- *Olympic and Paralympic broadcast*
- *Programming by neighborhood cultural & sports associations*
- *Largely funded by the City of Paris*
- *La Terrasse at Hôtel de Ville: 837,000 total visitors*
- *16 neighborhood sites: 1.6 million total visitors*
- *Challenges: crowd mgmt., logistics, programming, & flexibility*



*Neighborhood Site at Grange aux Belles*



*COMING TO L.A.  
SOON!*



*LA84 Foundation Play Day Block Party 2025*



# Metro

Kasey Shuda







# Metro's Transit-First Fan Zone Approach

88 for 28: Live Sites/Fan Zones

October 2025



Metro



# Defining Fan Zones

- > Public gatherings to view major sporting events that bring communities together, often coupled with entertainment, food, and cultural or recreational programming
- > Metro is considering all types of Fan Zones
  - Can be referred to as Fan Fests, Activations, Watch Parties, Live Sites, etc.
  - Do not have to be officially designated by FIFA/Los Angeles Sports Entertainment Commission (LASEC) and LA28 for the Olympic and Paralympic Games or community-led events.
- > LASEC:
  - Released Official Fan Zone request for proposals (RFP) on 8/21, applications closed on 9/26; will select sites by Nov. 1
  - Released Community Activation Toolkit for non-official Fan Zones
- > LA28:
  - Plans to begin releasing toolkit resources and request for interest (RFI) by end of 2025



# Preliminary Transit-First Fan Zone Criteria

## Criteria 1: Transit and Multi-Modal Accessibility - 6 pts

- Proximity to high-capacity transit – 3 pts
- First/Last Mile (FLM) & ADA Accessibility – 3 pts
- Bonus point awarded if the Fan Zone is in an Equity Focus Community (EFC)

## Criteria 2: Geographic Dispersion and Equity – Qualitative Review

- Dispersion of site relative to Games venues and other Fan Zones
- Equity evaluation using Metro Equity Needs Index and map of EFCs

## Criteria 3: Event Readiness – Qualitative Review

- Heat resilience of site
- History of activation at the site

## Criteria 4: Reflects Local Culture – Qualitative Review

- Location is culturally significant or iconic

## Criteria 5: Cross Agency Coordination – Qualitative Review

- Site is being planned as a coordinated effort between multiple agencies

**Transit-First =**  
Minimum 4.5 pts in  
Criteria 1

Other categories  
qualitatively  
reviewed



# Transit-First Fan Zones - Benefits

## > Identifying and co-promoting Transit-First Fan Zones hosted by others. Metro will:

- Apply Transit-First Fan Zone criteria to support hosts' identification of Fan Zone locations.
- Co-promote Transit-First Fan Zones using several marketing communications channels.

## > Process:

- Metro is currently developing a webpage with more information and for hosts to submit Transit-First Fan Zone qualifications.
- Hosts interested in being designated as Transit-First will be asked to demonstrate proximity to transit, first/last mile connections, and at least one accessible path of travel between transit stops and the Fan Zone locations.



MacArthur Park  
Westlake/MacArthur Park Station  
(B/D Lines)



# Transit-First Fan Zones Approach – County Coordination

- **Participating in up to one Fan Zone per Supervisorial District in Los Angeles County.** For World Cup Metro will:
  - Invest in matching funds for one Transit-First County-led Fan Zone in each Supervisorial District (SD) for the World Cup (for SD1, that is Union Station/Olvera Street)
  - Promote Fan Zones through a variety of measures, such as social media, the press, Metro's trip planning app, and a forthcoming cultural map.
  - Not lead applications, programming, or other funding efforts for these Fan Zones.





# Other Coordination Efforts

- > Open and Slow Streets Grant Program – *almost 50 applications received!*
- > Kit of Parts for Temporary Bike and Pedestrian Pathways and Mobility Hubs
- > Supporting Jurisdictions in Identifying Eligible Local Funds
- > Mobility Hubs and Station Area Activations







# Culver City

**Sally Unsworth**



# Culver CITY<sup>®</sup>

## CULVER CITY × NEW ZEALAND: AN EVOLVING MODEL FOR EQUITABLE INTERNATIONAL PARTNERSHIPS AHEAD OF LA28

Culver City is exploring how small cities can participate in the LA28 Games through culture, community, and collaboration—using our downtown as a platform for international exchange.







RIVIERA COUNTRY CLUB  
16 KM/10 MI



OLYMPIC VILLAGE/UCLA  
9.9 KM/6.1 MI



DODGERS STADIUM  
19 KM/12 MI



VENICE BEACH  
8 KM/5 MI



MEMORIAL COLISEUM/USC  
16 KM/10 MI

LOS ANGELES INTERNATIONAL AIRPORT  
17 KM/8 MI



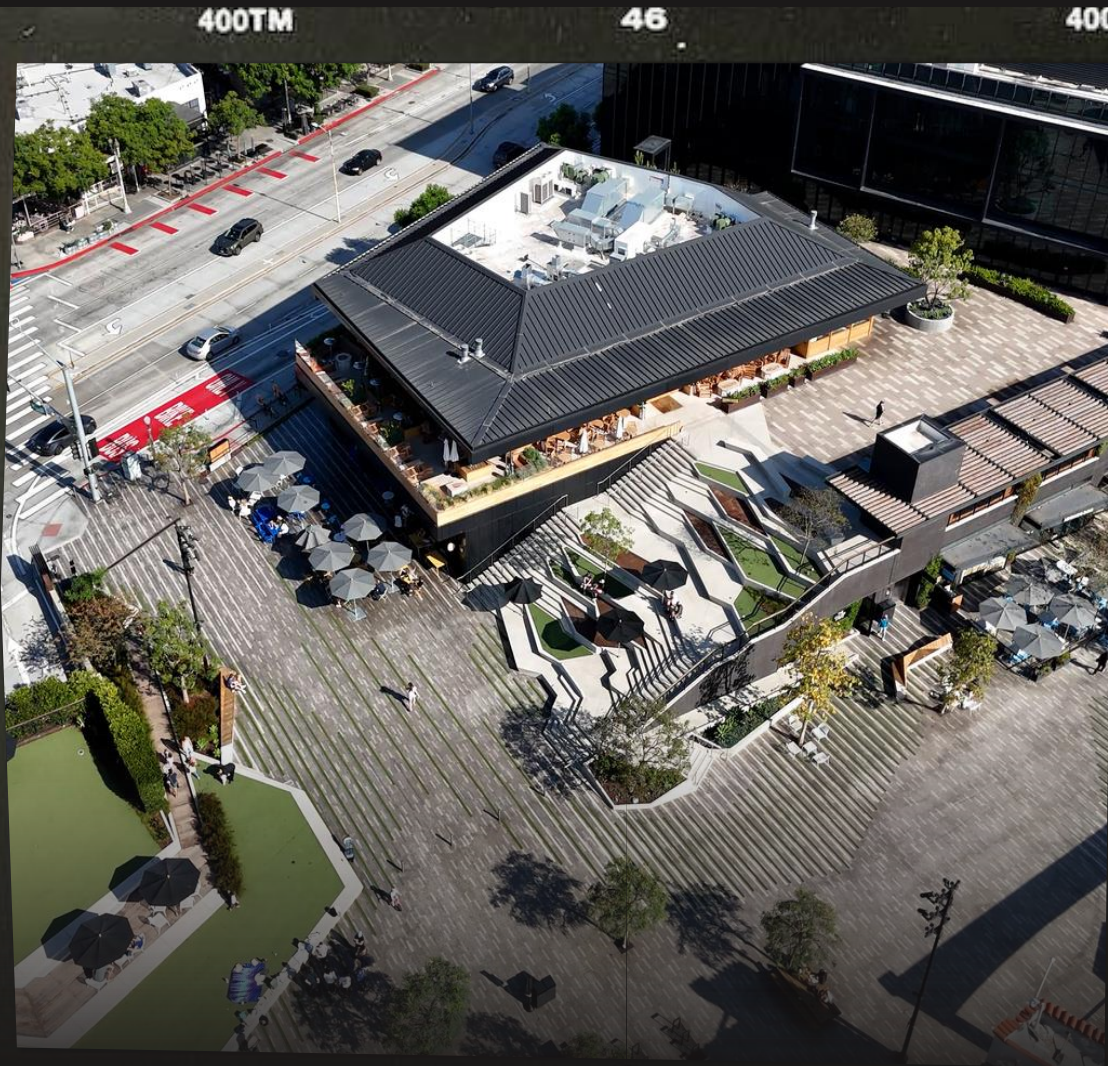
SOFI STADIUM  
13 KM/8 MI

LONG BEACH  
45 KM/28 MI

CARSON  
28 KM/18 MI

MINUTES TO MAJOR  
OLYMPIC DESTINATIONS



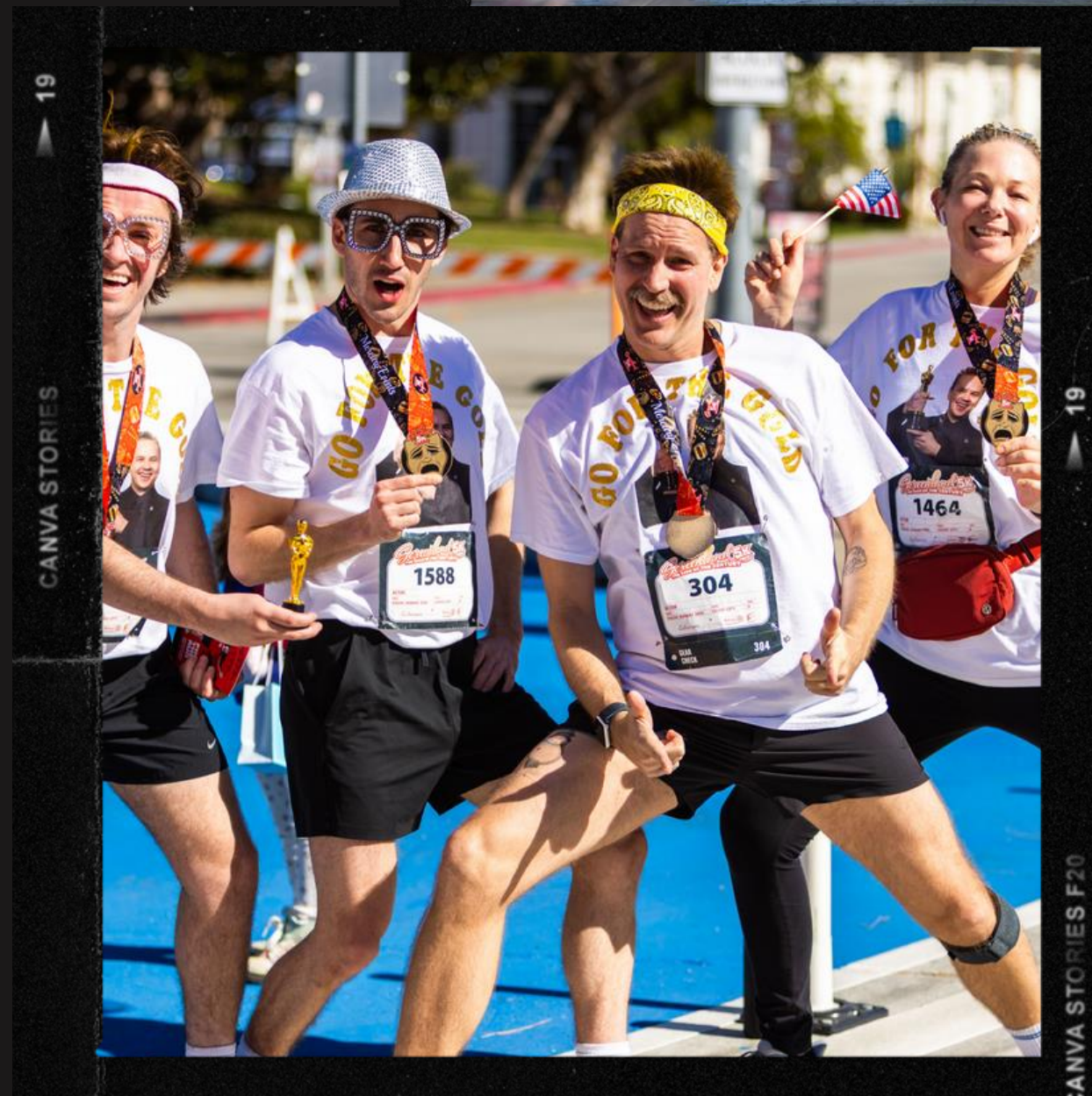


# A SMALL CITY WITH GLOBAL INTENTIONS

- Advance equity and access through Olympic-related arts and culture.
- Support local businesses via downtown activation.
- Create a lasting legacy that reflects Culver City's identity.
- Build civic pride and international relationships beyond 2028.







# NEW ZEALAND HOUSE — OPEN, FREE & COMMUNITY-FOCUSED

- 19-day Hospitality House & Fan Zone during the 2028 Olympics.
- Free and open to all—a public alternative to private or ticketed venues.
- Daily performances, live event screenings, and cultural exchange.
- Integration with local artists, students, and downtown businesses.





CULVER HOTEL  
NZ BASE

NEW ZEALAND BOULEVARD

CULVER MOVIE  
THEATRE

PUBLIC  
FANZONE

RESTAURANT  
LAUREL GRILL

PUBLIC  
FANZONE

LA2028  
CLUB

PUBLIC  
FANZONE

NEW ZEALAND BOULEVARD

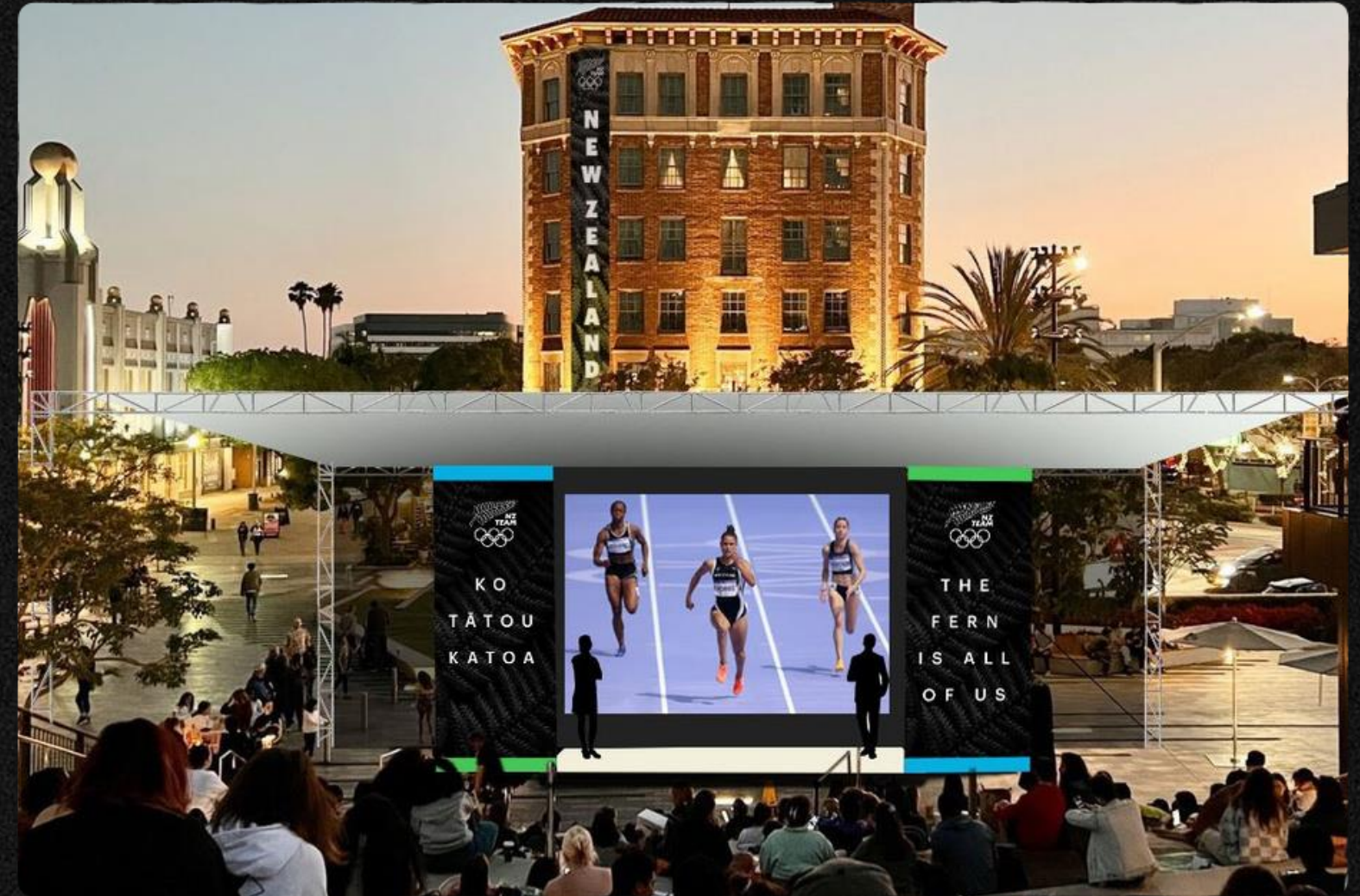
AMAZON STUDIOS  
LAWN AREA

Hospitality &  
Special Event Venues



# BALANCING VISION AND FISCAL REALITY

- Initial Council feedback: ensure public costs align with community benefits.
- Re-scoped vision:
  - City cost cap – \$800 K (max)
  - NZOC provides ≈ \$450 K in staging & technical infrastructure
  - City retains co-curation and sponsorship role
- Focus shifted from hosting to co-creating.







# AN OPEN MODEL FOR EQUITABLE ENGAGEMENT

- Open access supports inclusion and visibility for all residents.
- Integrates local performers, youth, and schools.
- Creates economic uplift through downtown vibrancy.
- Demonstrates how arts and diplomacy intersect in small-city contexts.

# A WORK IN PROGRESS — TOWARD 2028 AND BEYOND

- Formalize agreement and launch pre-Games activations (2026-27).
- Pilot school + arts exchanges with New Zealand partners.
- Continue refining funding and legacy components.



# CLOSING & NEXT STEPS

John Cooke

LA County Chief Executive Office







# LA County Website

<https://lacounty.gov/olympics/>



# Contact Information

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**888 FOR 28**

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**Thank you  
for  
joining us!**