



88 FOR 28

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

Los Angeles County Cities Convening: Arts & Culture

July 22, 2026

WELCOME

John Cooke

LA County Chief Executive Office



88 **FOR** 28

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

Agenda

Welcome

John Cooke, LA County Chief Executive Office

Questions

Kristin Sakoda, County of LA Dept. Of Arts and Culture

Presentations:

- **Updates from City of Los Angeles Office of Major Events**

Jose Alvarez, City of LA Office of Major Events

- **Updates from LA28: General and Cultural Olympiad**

Vic Nol and Nora Halpern, LA28

- **City of Los Angeles Cultural Program Framework**

Daniel Tarica and Chris Concepcion, City of LA Dept. Of Cultural Affairs

- **County of Los Angeles Cultural Framework**

Kristin Sakoda, County of LA Dept. Of Arts and Culture

- **Metro Art: World Cup Reflections, 2028 Look Ahead**

Zipporah Yamamoto, LA Metro

- **West Hollywood's Creative Plan for 2028, Reflections on World Cup/Discofoot**

Rebecca Ehemann, City of West Hollywood

Q&A Panel

City of LA Dept. of Cultural Affairs, County of LA Dept. of Arts and Culture, LA Metro, City of West Hollywood

Closing Remarks, Questions, and Next Steps

John Cooke, LA County Chief Executive Office



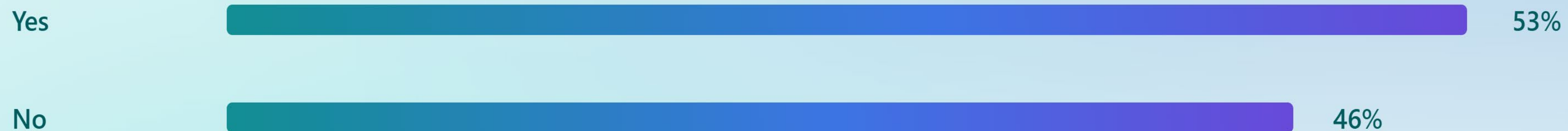
Questions

**County of LA Dept. Of
Arts and Culture**

Kristin Sakoda



How many of you have a formal Department or Office for Arts & Culture/Cultural Affairs for your city?



Treemap

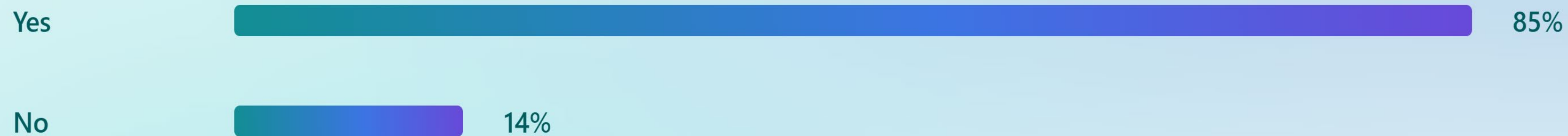
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How many of you are including Arts and Culture in your Games planning?



Treemap

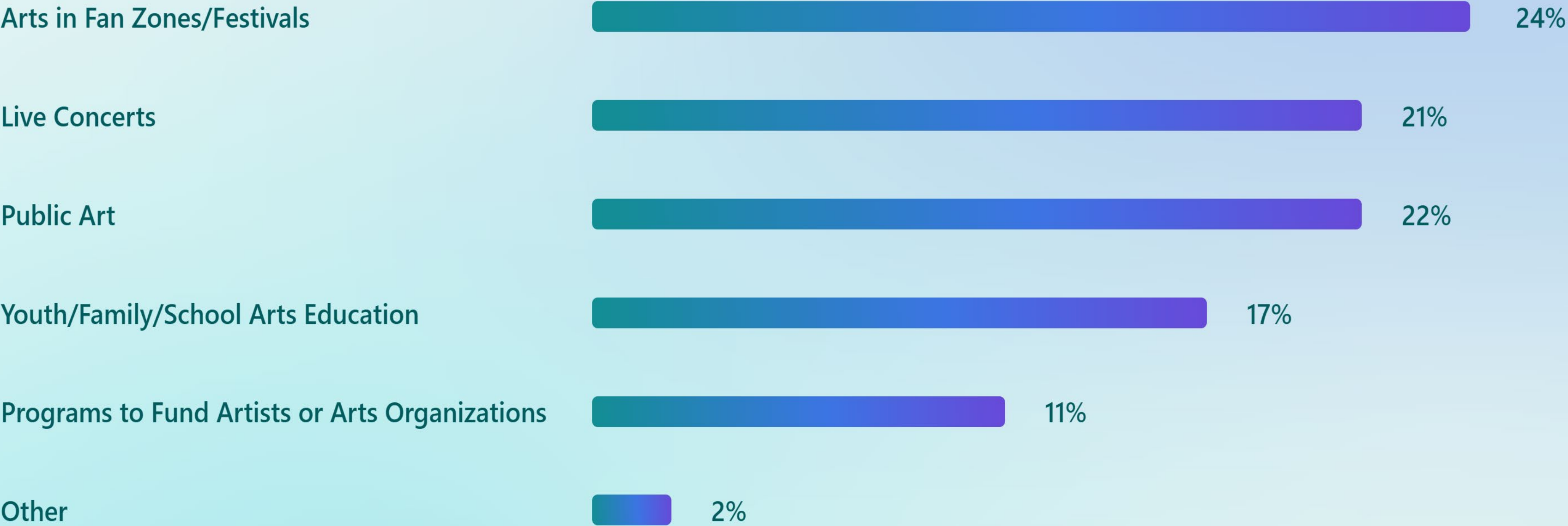
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2 of 4



What kinds of activities are you planning or interested in?



Arts and culture are not only great entertainment – they also support public policy goals. What are the top reasons your city is interested in the arts as part of your 2028 planning?



Updates from City of Los Angeles Office of Major Events

City of Los Angeles
Office of Major Events

Jose Alvarez



CITY OF LOS ANGELES OFFICE OF MAJOR EVENTS

Jose A. Alvarez, Deputy Chief of Legacy

L.A. 88 for 28
July 22, 2026

For discussion purposes only accurate as of July 2026

DELIVERING A “GAMES FOR ALL”



THE OFFICE OF MAJOR EVENTS

Community Programs and Impact (CPI)

Rooted in the “Games for All” vision, the CPI prioritizes cultural programming, community engagement, and legacy projects that will benefit L.A. neighborhoods for years to come.





Kick it in the Park

*Free watch parties celebrating the World Cup
in neighborhood parks across L.A.*

Reach

- 100+ Kick It events
- 19 parks activated
- 5 cultural showcases
- 270 artists featured

Results

- 96% felt the events demonstrated that the City of L.A. cares more about their neighbourhood
- 94% felt the events made them feel more proud to be an Angeleno



SHOWCASING CULTURAL RICHNESS



FAMILY-FRIENDLY ENVIRONMENT



GOVERNMENT ENGAGEMENT



BUILDING FOR 2028





THANK YOU

LOOKING FORWARD TO 2028!

Updates from LA28: General and Cultural Olympiad

LA28

**Vic Nol and
Nora Halpern**



City of Los Angeles Cultural Program Framework

City of LA
Dept. Of Cultural Affairs
Daniel Tarica and
Chris Concepcion



City of Los Angeles

2028 Cultural Program

for the Olympic and Paralympic Games

Dca

Daniel Tarica | General Manager
Chris Concepción | Assistant General Manager

88 for 28

What is the Cultural Program?

The 2028 Cultural Program is DCA's citywide cultural initiative before, during, and between the Olympic and Paralympic Games.

In 2026, the Mayor and City Council approved the Cultural Program Framework.

In collaboration with LA28 and the LA County Department of Arts and Culture, the Program will expand cultural participation and support local artists and cultural producers.

The Cultural Program extends DCA's mission which is rooted in local communities - showcasing local culture, on the global.



Mayor Bass' *Games for All* Vision



Executive Directive 16 and a "Games for All" Vision Plan

Mayor Bass released **Executive Directive 16** and a **"Games for All" Vision Plan**, on **October 17, 2025**, marking **1,000 days** until the Opening Ceremony of the 2028 Olympic Games.

This directive aims to streamline processes that support the delivery of the "Games for All" Vision.

The **"Games for All" Vision Plan** and **Executive Directive** identifies arts and culture as a crucial legacy component of the **Games**; it highlights **DCA's Cultural Program Framework** as a **key path** for achieving the goals outlined in this Vision Plan.

Why DCA is Leading the Cultural Program

We are the Host City. DCA serves Los Angeles year-round and is uniquely positioned to lead the City's 2028 Cultural Program before, during, and after the 2028 Olympic and Paralympic Games.

Host City

*Existing DCA
Infrastructure*

*International
Research*

*Community
Engagement*

*2028 Cultural
Program*



City–County–LA28 Collaboration



DCA



Collaboration among DCA, the LA County Department of Arts and Culture, and LA28 ensures shared goals, aligned strategies, and coordinated planning.



Alignment among DCA, the LA County Department of Arts and Culture, and LA28 strengthens implementation and maximizes collective impact.



LA County
**ARTS &
CULTURE**



LA28



Years in the Making

The Cultural Program is the result of multi-year community engagement, international exchange, research and development, and iterative planning.

2020

Community
Listening
Sessions

2022

Paris MOU
Partnership
Begins

2024

Paris Field
Observation and
Research

2025

Framework
Released

2026

Mayor and
Council
Approval



Learning from Global Models

DCA reviewed Cultural Olympiad models from around the world, with Paris 2024 as a primary case study, to identify best practices for Los Angeles.

Key Summary Findings

Community-centered programming.

Broad public **access and accessibility**.

Activation of **public space**.

Cross-sector **collaboration** essential.

Youth engagement and artist participation.

Long-term cultural **legacy**.



These findings were informed by international research, multiple evaluation reports, and field observations during the Paris 2024 Olympic and Paralympic Games.

Paris—LA Cultural Exchange

International collaboration with Paris during the 2024 Paris Cultural Olympiad has already generated tested models for cultural exchange in the Olympic context.



FAMA / *Le Mural* — French-American Mural Artist Exchange

World Music Day / Pulsations LA — Citywide Cultural Activation

Poetic Games / Catch the Mic — International Performance Exchange

**Additional projects were completed in collaboration with
LA County Dept. of Arts and Culture.**



DCA will use its past experience with international exchange projects to design and deliver international cultural exchange programs.

Building Global Partnerships

Alongside local engagement, the Mayor's Office & DCA are expanding a global network of cultural partners to support the 2028 Cultural Program.

Current Engagement

France | Australia | Colombia | Taiwan | and more

Meetings with Consuls General and international cultural institutes representing over 20 countries

International cultural organizations

Artist and cultural exchange opportunities

Collaborative programming development

These partnerships connect Los Angeles' local cultural ecosystem to the global stage.



Framework Design Principles

DCA integrated its learnings into the design of the Cultural Program Framework:

Early engagement with local artists

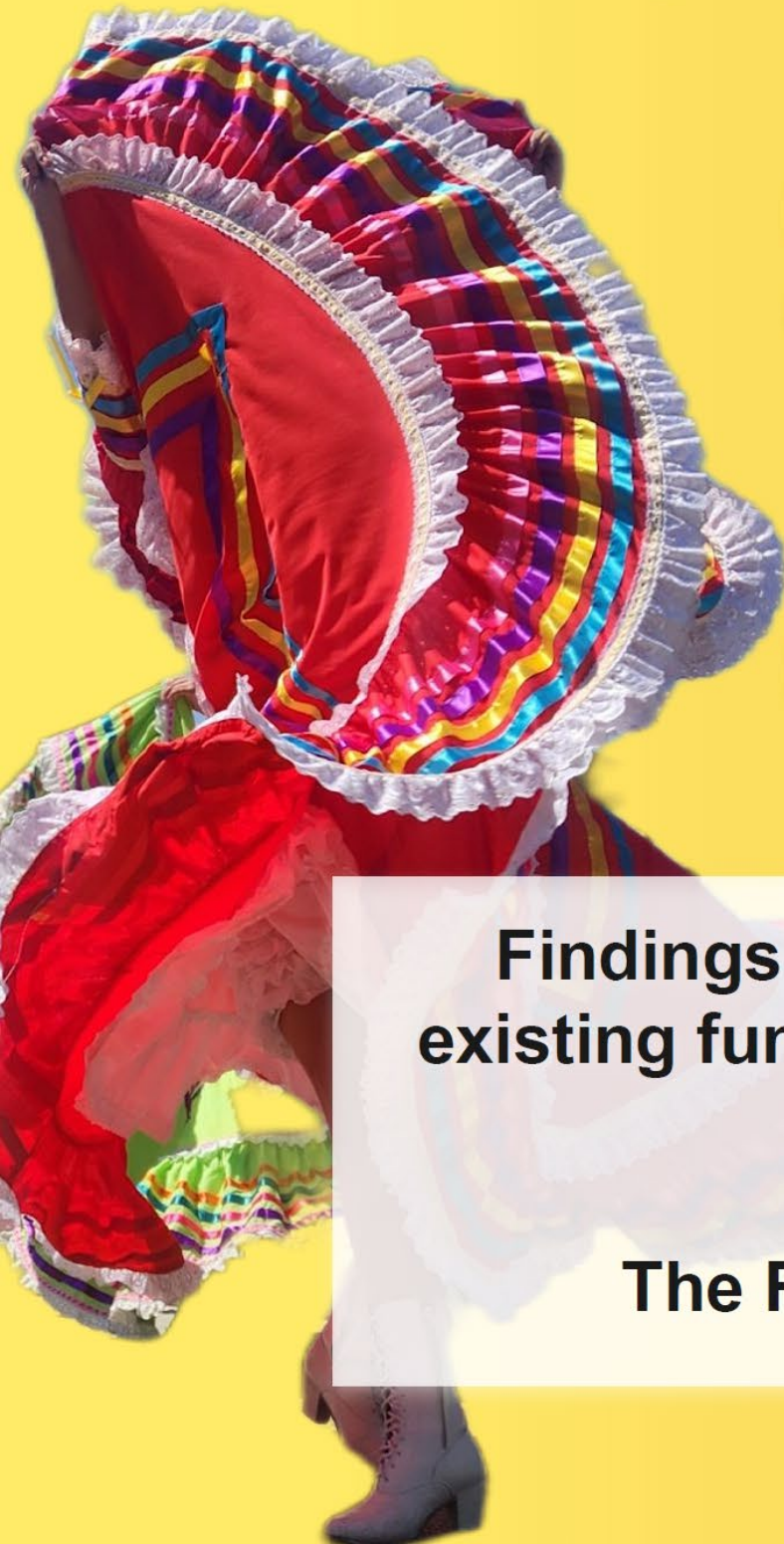
Flexible, neighborhood-based programming

Investment in underrepresented communities, including Indigenous and communities with disabilities

Activation of public space and outdoor programming

Findings informed a three-tiered Cultural Program Framework, with Tier A aligned with existing funds, to ensure immediate, baseline delivery of arts and cultural programming for the Games.

The Framework reflects global lessons, adapted for Los Angeles communities.



Foundational Public Investment

\$15M City of Los Angeles
*Framework A establishes the City's
baseline Cultural Program.*

Delivery Structure

1. Dedicated 2028 Cultural Program Staff
2. Existing and New Programs
3. Existing Infrastructure (Art Centers, Galleries, Historic Sites, Theaters)
4. International Engagement
5. Community Engagement



The City of Los Angeles approved the Cultural Program Framework as a cultural investment strategy for 2028, supported by significant public investment from the City.

Building on Public Investment

Cultural Program Framework (Tiers)

Tier A – Base Level (\$15M)

✓ **Funded**
Core Program

- 15 Council District Cultural Festivals
- Arts Development Fee Projects
- Mural Conservation & Legacy Enhancement
- Mural Works - New Murals, Conservation, and Apprenticeship Program
- New Community Activation Grants
- Community Arts Celebrations & Exhibitions
- Youth Arts Education & Engagement
- Make Music LA

Tier B – Expanded (+\$15M)

Enhanced programming and broader reach.

- *All items under Framework A and:*
- New Olympic & Paralympic Murals
- Community Celebrations - Cultural Activation
- Cultural/Neighborhood Hubs & Community Activations
- Disability Arts & Paralympic Celebration
- LA-Brisbane Cultural Exchange
- Transit Corridor Cultural Programming
- Games Venue Cultural Activations

Tier C – Full (+ \$10M)

Comprehensive realization of the Cultural Program vision.

- *All items under Frameworks A and B and:*
- Olympic/Paralympic Arts Festival
- International Artist Exchange
- LA River Cultural Activation

Timeline (2026 – Beyond)

Momentum is already underway.



Lead-Up Programming (2026–2027)

Pilot activations aligned with major civic and global events (ie. FIFA World Cup)

Pilot partnership projects/programs.

Launch of Partnership Program at the end of 2026

District-based engagement initiatives (including percent for art projects).

Official Launch (2027–2028)

Summer 2027: Official Cultural Program launch citywide.

2027–2028: Council district-based festivals, public art activations, community celebrations, and creative collaborations.

Summer 2028: Cultural activations during and between the Olympic and Paralympic Games.

Legacy & Continuity (2029–Beyond)

LA–Brisbane Cultural Exchange

Legacy programming

Integrate learnings into future citywide cultural policy and planning.

Implementation is Underway

With the Framework approved, DCA has transitioned from planning to program design and delivery.

Current Activities

Framework A programs in **active development and implementation.**

Inter-departmental coordination across City Departments, the Mayor's Office, and Council Offices.

Ongoing collaboration with LA28, LA County Arts and Culture, Community Collectives, and Funders.

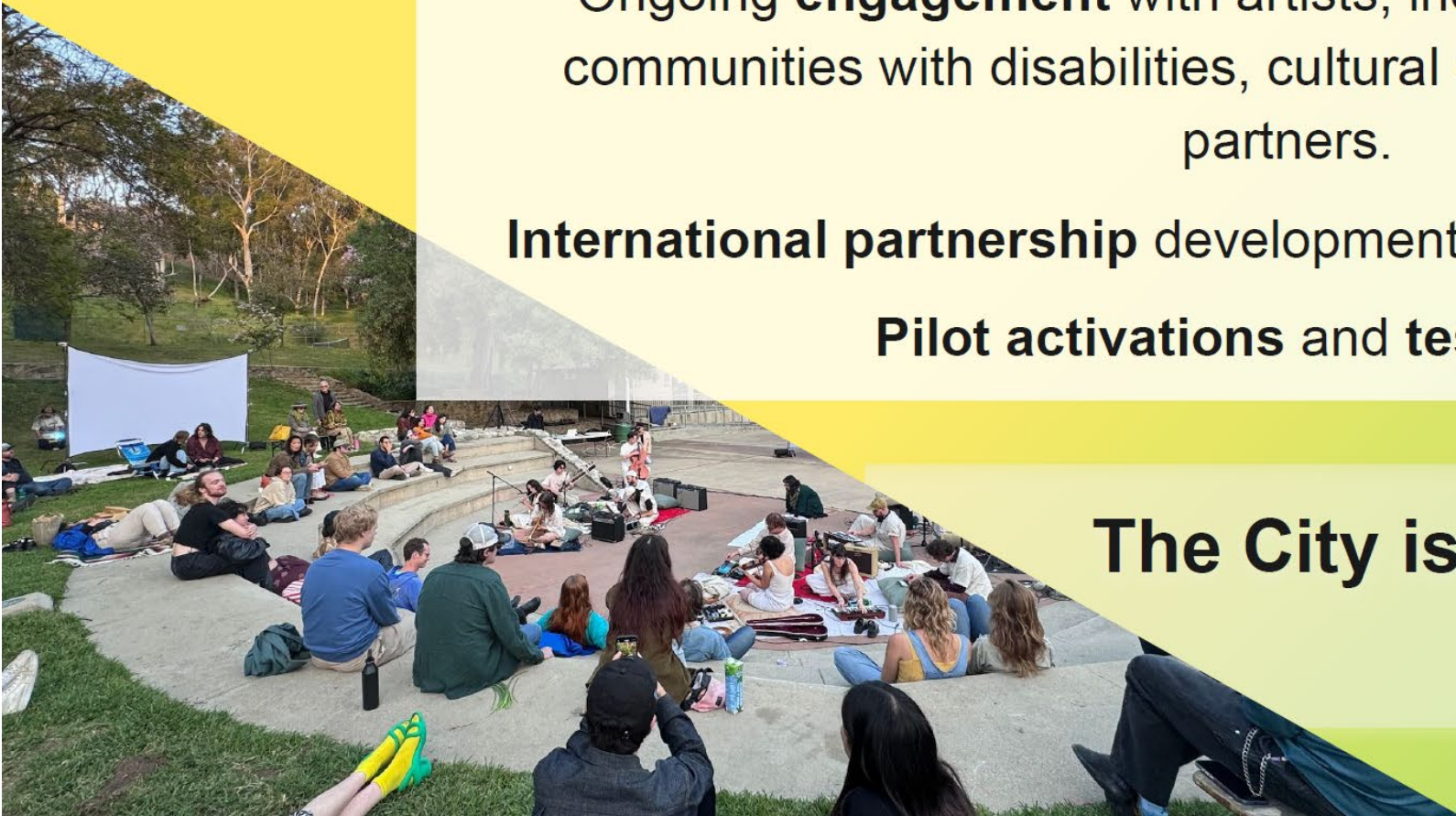
Ongoing **engagement** with artists, indigenous communities, communities with disabilities, cultural organizations, and civic partners.

International partnership development & relationship cultivation.

Pilot activations and test events.



The City is moving from planning to delivery, creating momentum toward a successful 2028 Cultural Program.



The *Community* is Ready

Responses from DCA's 2028 Cultural Program Interest Form demonstrates LA's creative community is ready to help shape, and participate in, the Cultural Program.



670+ responses to DCA's 2028 Cultural Program Interest Form (as of July 7, 2026).

A multidisciplinary network of artists, cultural organizations, and creative partners.

Strong interest in grants, partnerships, and volunteer opportunities.

Representation across visual arts, arts education, performance, and other artistic disciplines.



Community Celebrations in Action

Kick It in the Park shows the Cultural Program in action. The City harnessed arts, culture, and sport to activate public spaces & foster civic pride across Los Angeles.

Framework A in Action: Community Celebrations

World Cup Watch Parties:

- Live performances before and after FIFA World Cup matches.
- Arts education and family-friendly activities

Test Cultural Partnerships

Inter-departmental collaborations to deliver citywide public programming

Community Response

At least 34,761 Participants (as of July 13th)

270+ artists featured

1,754 participants in arts education activities

Thousands of families, artists, and soccer fans celebrating together

What We're Learning

Arts and culture strengthen shared civic experiences.

Community celebrations transform public spaces into places of connection and belonging.

Pilot activations are informing the delivery of the 2028 Cultural Program - pilots and experience are essential.

These pilot activations help shape a culture of celebration that will define Los Angeles' Cultural Program before, during, and beyond the 2028 Games.



Host City's Cultural Program

succeeds through collaboration across public agencies, artists, community organizations, philanthropy, education, and international partners.



A Lasting Legacy for Los Angeles



Expand Access To Arts And Culture
Strengthen Cross-Cultural Partnerships
Support Artists And Creative Communities
Position Los Angeles As A Global Cultural Leader
Create a Youth Arts Legacy Program (28 years post-Games)

Together, we have the opportunity to create a cohesive Cultural Program that strengthens Los Angeles long after the 2028 Games.

Los Angeles 2028



culture.lacity.gov



County of Los Angeles Cultural Framework

County of LA
Dept. Of Arts and Culture

Kristin Sakoda



2028 Cultural Program Framework

88 for 28: Arts and Culture

Kristin Sakoda, Director, LA County Arts and Culture

July 22, 2026

LA County
**ARTS &
CULTURE**



Mission

To advance arts, culture, and creativity throughout Los Angeles County.

Vision

We envision a region in which arts, culture, and creativity are integral to every aspect of civic life for all people and communities.

Programs & Services

- Grants and Professional Development
- Civic Art Collection, Care, Commissions
- Arts Education and Youth Development
- Creative Career Pathways
- Cross-Sector Arts Strategies
- Research and Evaluation
- Communications

We are home to Arts Commission, Arts Education Collective, LA City/County Native American Indian Commission



LA County
ARTS & CULTURE

2028 Vision: Arts and Culture for All

We envision the 2028 Olympic and Paralympic Games as an opportunity to inspire, connect, engage, and strengthen communities through a dynamic cultural program that celebrates creative expression, champions arts and culture, uplifts LA's cultural heritage, and reflects diverse voices of the LA County region in the global spirit of the Games, with lasting legacy benefits for our arts sector and local communities beyond 2028.



The Path to 2028 & Beyond



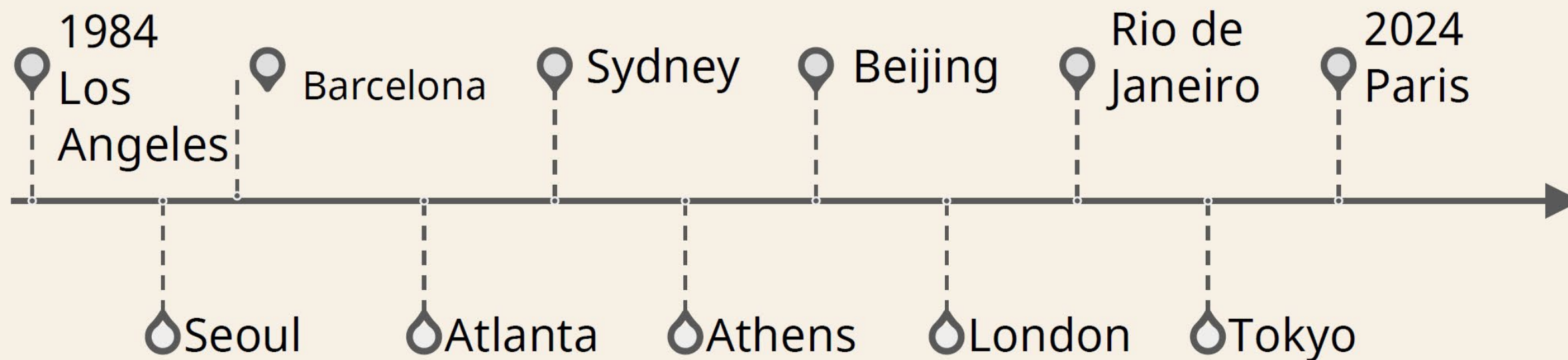
Arts & Culture Highlights from Prior Games



STREB, 2012
Olympics; London



2010 Winter Olympics;
Vancouver



Cultural Sector Games Convenings – What We Heard

We convened over 300 arts and cultural field leaders

Primary target audience for arts and culture organizations:

- Local residents (70%) vs International visitors (30%)

Top ways to reach audiences:

- Art installations and performances in public space
- Community-based festivals and events
- Cross-cultural collaboration via local & international artists

Top strategies for authentic representation and inclusion:

- Direct funding to community-based arts organizations
- Create neighborhood or region-specific cultural hubs
- Support marketing and visibility in arts and culture

Pathways to participation, and special attention on:

- Disability inclusion, Native cultures, LA's cultural diversity
- Barriers / opportunities (e.g. marketing, geography, access)

ATTACHMENT 1

ARTS LA



CARS
Community Arts Resources

LA County
ARTS &
CULTURE



**REPORT ON ARTS AND
CULTURAL CONVENINGS FOR
THE 2028 OLYMPIC AND
PARALYMPIC GAMES**

Cultural Diplomacy, Exchange & Artistic Collaborations



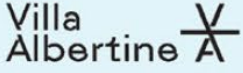
Multiform

ALTERNATIVE SPORTS TOURNAMENT



Thursday
October 16th, 2025
5:00-6:30 PM

Heart of Los Angeles
615 La Fayette Park Pl
Los Angeles, CA 90057





Pilot: Arts in County 2026 World Cup Fan Zones



2028 Framework: Leveraging Our Role for the Region

The County 2028 Cultural Program framework leverages our role to address key needs **before**, **during**, and **after** the Games in **alignment, complement, and coordination** with LA City, LA28, partners and the region's arts ecosystem.

- ❖ Readiness and Field Building
- ❖ Resources, Funding, Support
- ❖ Maximize County Collaboration
- ❖ Marketing, Communications, Visibility
- ❖ Support Legacy Beyond 2028



Arts & Culture 2028 Goals

1. Showcase LA County's Arts and Culture

Showcase the creative sector and the cultural diversity, heritage, artistry of the Los Angeles region, locally and on the global stage

2. Expand Arts Access to Engage Communities

Engage diverse communities with wide arts access, programming, and cultural participation for local audiences, visitors, viewers

3. Spark New Collaborations and Exchange

Spark new collaborations, ways of working, and exchange within the arts and across culture, sport, and education locally and globally

4. Strengthen the Arts & Cultural Sector

Strengthen the cultural sector, support for the arts, cultural infrastructure, and creative economy of Los Angeles County

5. Create a Legacy for the LA Region

Create a legacy beyond the Games with cross-sector benefits for arts and for the civic life of our communities



Young Choreographers Project

Programmatic Strategies Across Partners

Cultural Programs, Exhibits & Events

Arts organizations, programs and special exhibits offer arts access across an inclusive breadth and depth of culture

Murals & Public Art in Public Spaces

Residents and visitors encounter public art in public spaces, hubs, streetscapes, and civic sites

Arts Education & Youth Development

Youth, students, and family artmaking and arts learning in school and community

Creative Career & Paid Opportunities

Creative career, paid learning, and leadership opportunities for youth, college students, artists, and emerging talent

Live/Performing Arts, Concerts & Festivals

Dance, music, performing arts, and festivals engage audiences in shared experience and artistry reflecting cultural diversity

Creative Placemaking & Storytelling

Arts and culture promote connection to place, identity, tourism, local economy, community and civic pride

Marketing & Communications

Communications strategies promote arts events, support arts field capacity, accessible information for audiences

Games, Fan Zones & Festivity Sites

Fan Zones & Festivity Sites feature arts and culture programming, music, food, activities, games, and access

Pillar 1: Arts and Culture for All

Public Programs, Exhibits, Live Arts, and Cultural Events

Access to the arts with robust offer of cultural programs, exhibits, performing arts, festivals, and events across the LA region — enlivening joy, civic engagement, social connection, economic activity, learning, and cultural diversity.

A collective breadth of arts and culture, including disability access and artistry.



Pillar 1: Arts and Culture for All

Public Programs, Exhibits, Live Arts, and Cultural Events

County Plans:

- Flexible Grants for Arts Organizations, via the **Organizational Grant Program** and **Community Arts Impact Grants Program**, within existing budget allocation

Proposals:

- Flexible Grants to Arts Organizations--Expanded
- Arts in County Fan Zones and County Sites



Pillar 2: Year of Creative Youth

Arts Education, Youth Development, Creative Career Pathways

Fall 2027 through Summer 2028 young people across LA County will engage in arts, learning, play, and creativity—in schools, communities, civic spaces, and institutions—as a celebration of young talent, creative expression, LA's cultural diversity, and the Games.

Anchored by the County's youth arts programs, *Year of Creative Youth* envisions participation by partnering programs across the region.



Inner-City Youth Orchestra of LA's Drum Corps Concert, Barry J. Nidorf Juvenile Hall

Pillar 2: Year of Creative Youth

Arts Education, Youth Development, Creative Career Pathways

County Plans:

- Arts Internships for Students
- Arts and Justice Youth Mural Legacy
- Creative Wellbeing Youth Mental Health
- 2028 Olympic Arts Education Curriculum

Proposals:

- School District Advancement Grant--Expanded
- Arts Internship Program – Expanded
- Year of Creative Youth Storytelling Campaign



Pillar 3: Culture in Place

Civic Art, Cultural Hubs, Creative Placemaking and Keeping

Creative placemaking and keeping engage the transformative role of arts and culture to celebrate cultural identity, support local creative economies, build social cohesion, and vibrant places of connection, wellbeing, and belonging — telling the story of LA through public art, civic spaces, and the people who call it home.



LA County Public Art in Private Development (PAPD)-supported mural workshop in South LA, SoLA Impact, Developer

Pillar 3: Culture in Place

Civic Art, Cultural Hubs, Creative Placemaking and Keeping

County Plans:

- Creative Strategist Artist-in Residence
- Cross-Sector Arts–Health, Healing, Recovery

Proposals:

- First Peoples “We Are Still Here” Visibility
- LA Canvas (28x28) Civic Art in Civic Spaces
- Civic Art Conservation Program



Pillar 4: Arts All Access

Regional Marketing, Communications, Storytelling

Communications, marketing, storytelling, and visual strategies boost the visibility of arts organizations, event calendars, and spotlight stories of LA's artistry, creativity, and culture.



Pillar 4: Arts All Access

Regional Marketing, Communications, Storytelling

County Plans:

- County of LA Outreach Campaign
- LA Tourism Partnership for Discover LA
- Serve as Information Source Arts Sector

Proposals:

- Regional Cultural Communications Campaign
- Disability/Language Access Marketing Toolkit
- 2028 Cultural Program Evaluation Report



Beyond 2028: A Living Legacy



We Still Move aka Critical
Mass Dance Company

Next Steps

- Finalize and release 2028 Cultural Program Framework
- Identify and cultivate funding and partnerships in 2026
- Launch initiatives, grants, and projects in 2027
- Continue to convene and engage key stakeholders building regional coordination and collaboration
- Continue arts sector readiness and capacity building
- Resources, information, and networks for municipalities



Thank you!



www.lacountyarts.org



Olympic and Paralympic Games Preparation

Metro Art: World Cup Reflections, 2028 Look Ahead

LA Metro

Zipporah Yamamoto



Metro

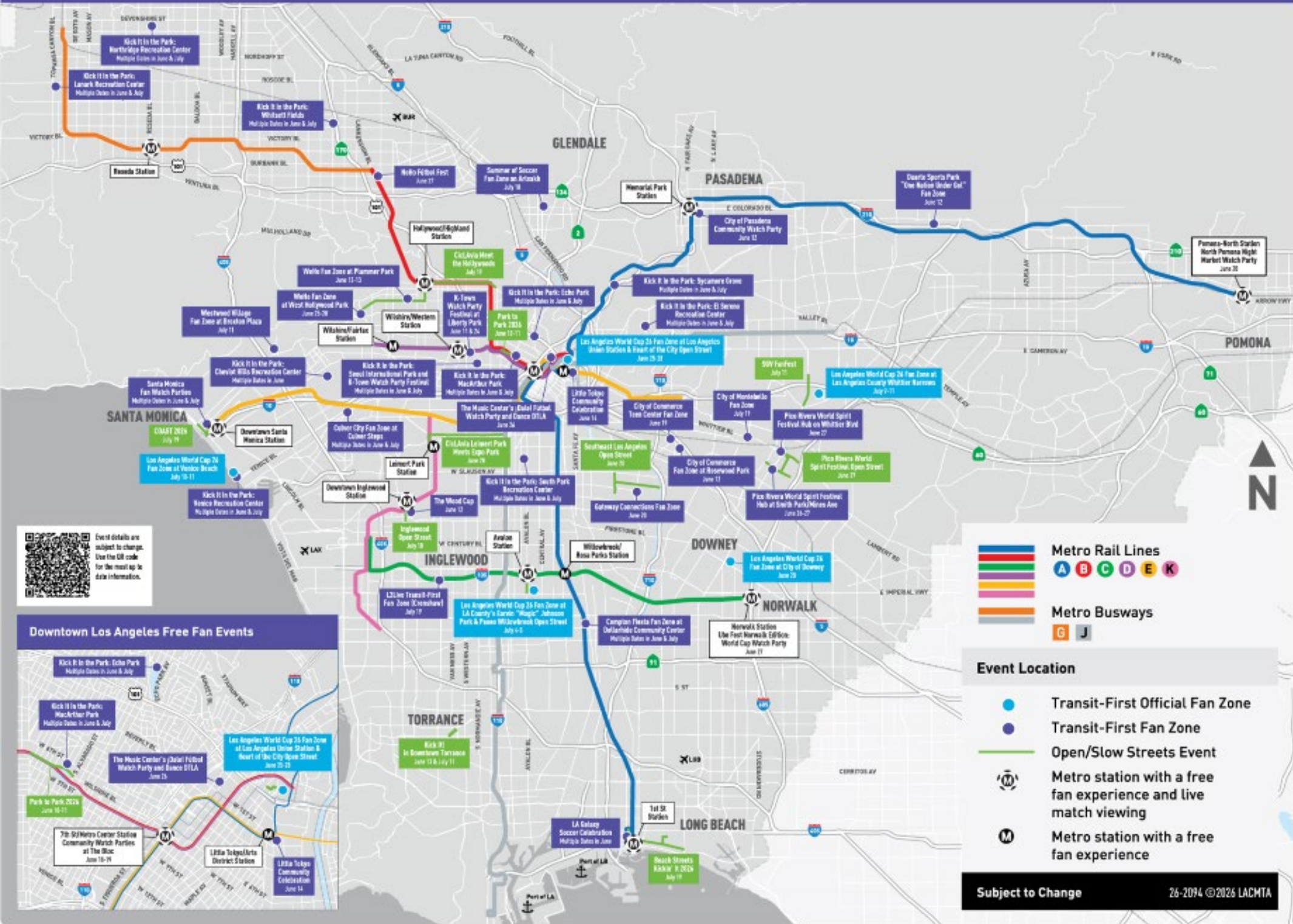


WORLD CUP REFLECTIONS, 2028 LOOK AHEAD

July 2026

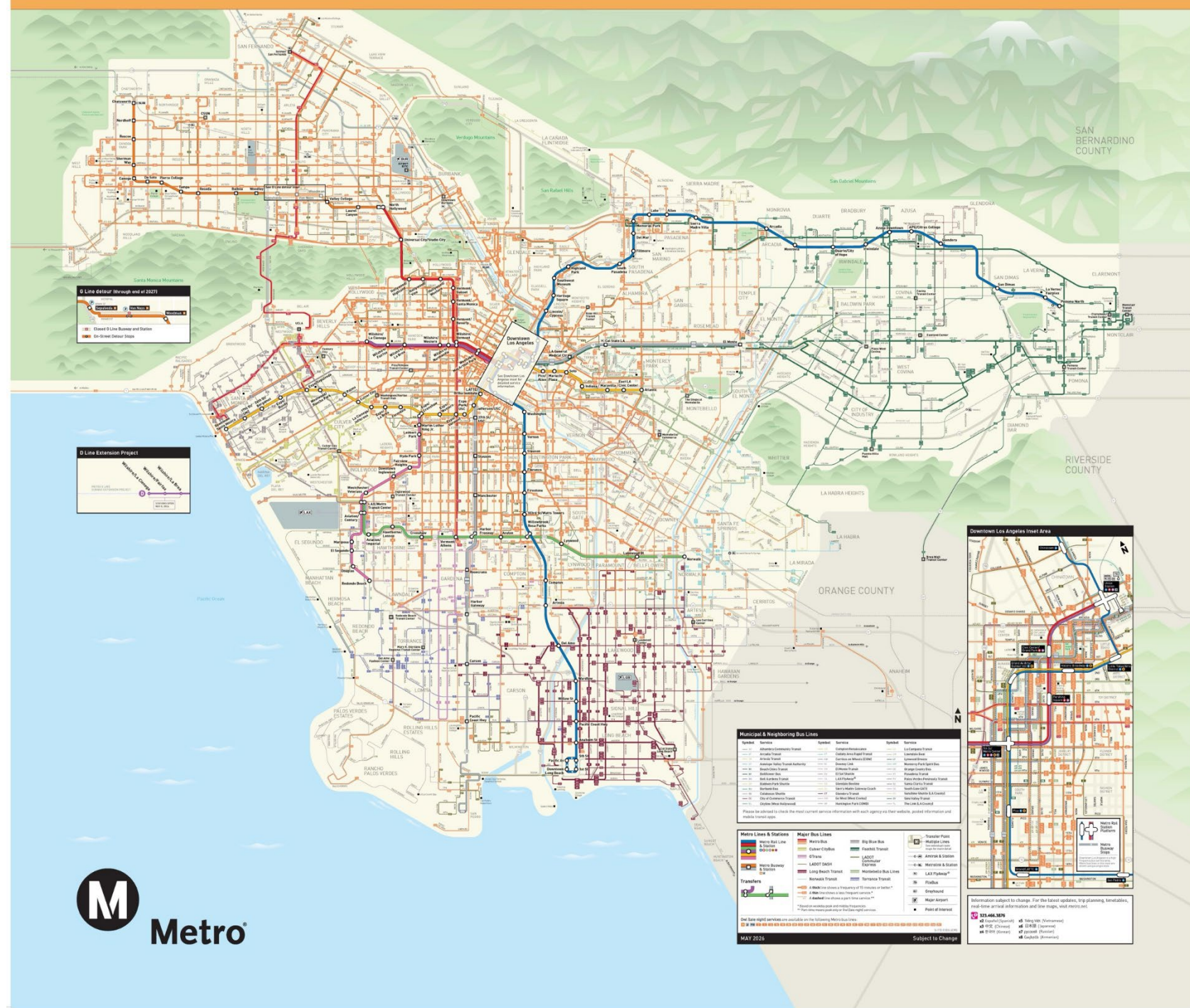
Go Metro to Celebrate and Watch the FIFA World Cup 26™

Free Fan Events Near You



Bus and Rail System

metro.net



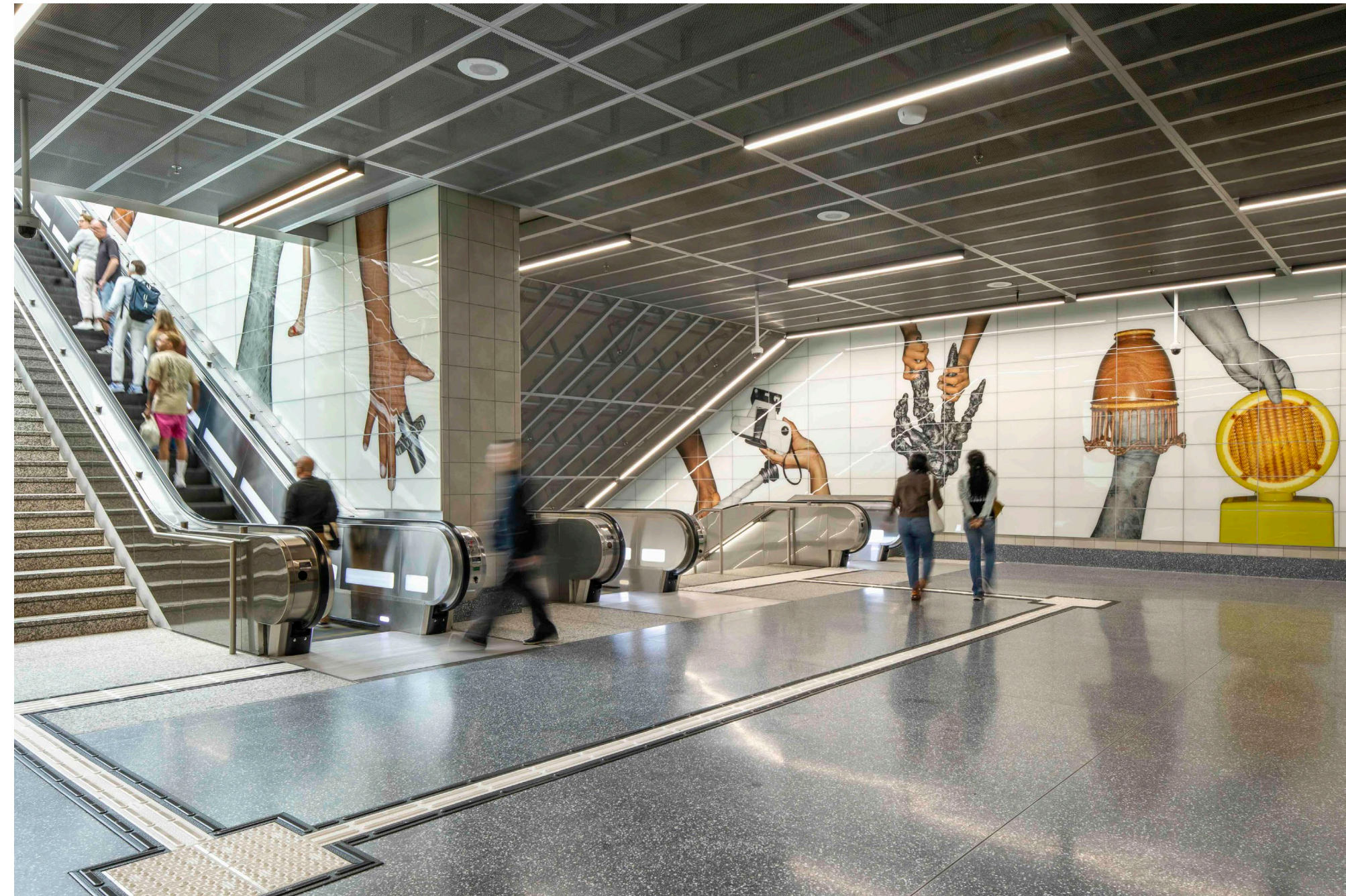
THE LA METRO VIBE



TRANSIT CAPITAL PROJECT DELIVERY

**New stations, new connectivity,
new artworks, new arts + culture
connections**

- **Percent for art policy allocates minimum 0.5% of transit construction for art**
- **Artists identified through a competitive process**
- **All artworks are original, created for their unique transit locations**



ARTWORK CARE & CONSERVATION

Specialized care and conservation work to ensure existing station artworks look their best

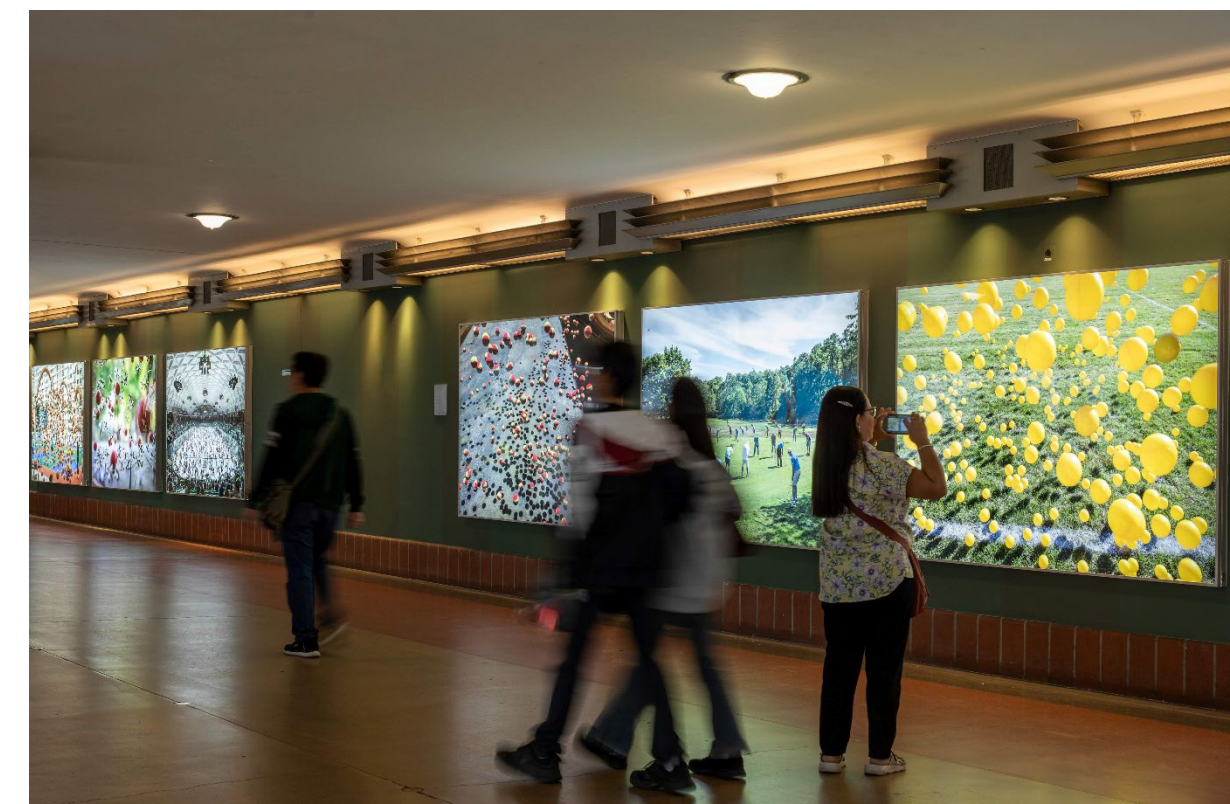
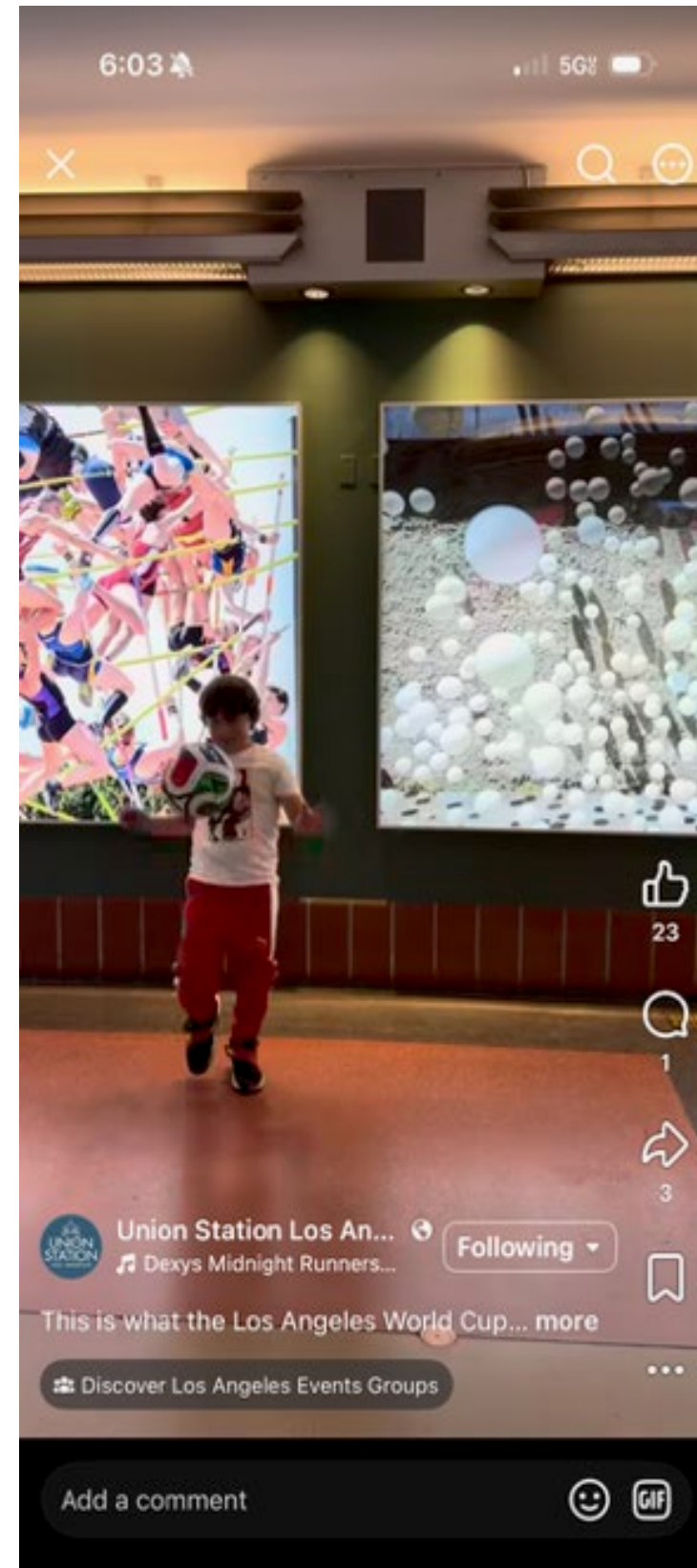
- Focus on high-traffic and venue locations
- Upgraded plaques at key locations to include QR codes for additional information about artworks



METRO ART EXHIBITIONS

Engage riders with timely, temporary art exhibitions

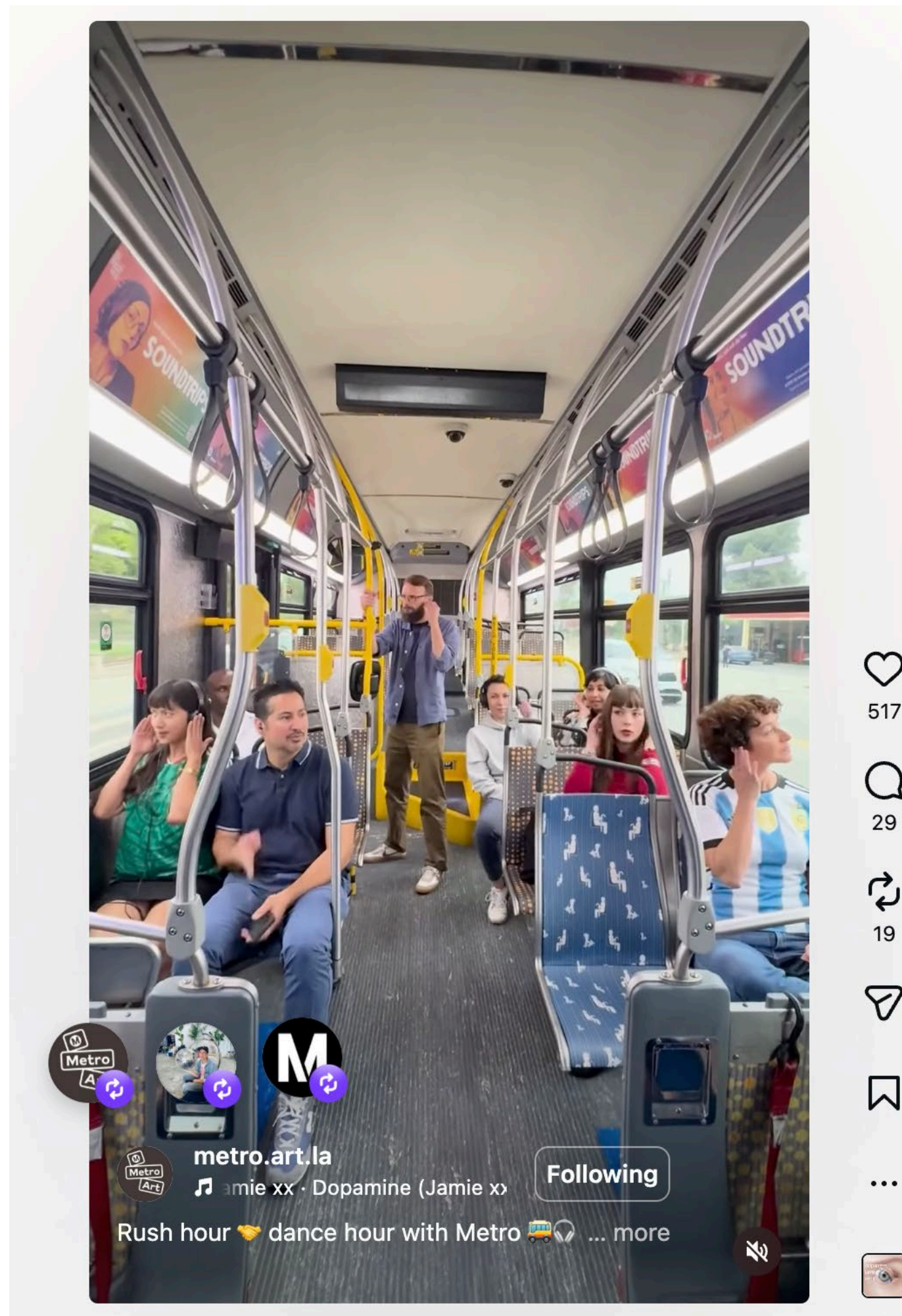
- Build anticipation
- Celebrate the moment
- Spark joy



ON BOARD EXPERIENCE

Sounds of LA curated by KCRW DJs to amplify the ride

- Global influences on the LA music scene
- Available on 24/7 via QR codes
- Station announcements by DJs and soundtracks in select stations



SCAVENGER HUNT

Bingo card featured sports-themed Metro artworks

- Encouraged ridership
- Gamified the experience
- Winners received a Metro Art goodie bag

Thank youu! It's a fun game

Riding the stations to find them out

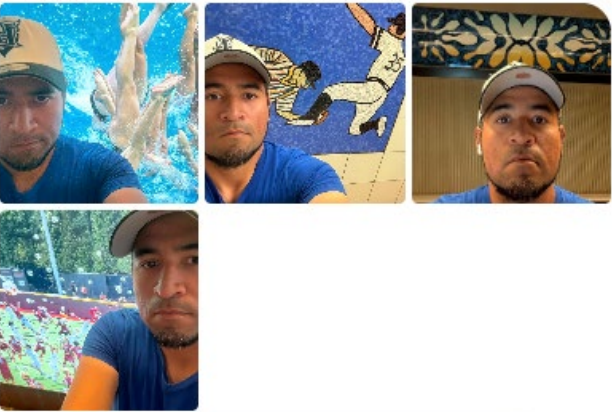
I hope to see more games like that in the future



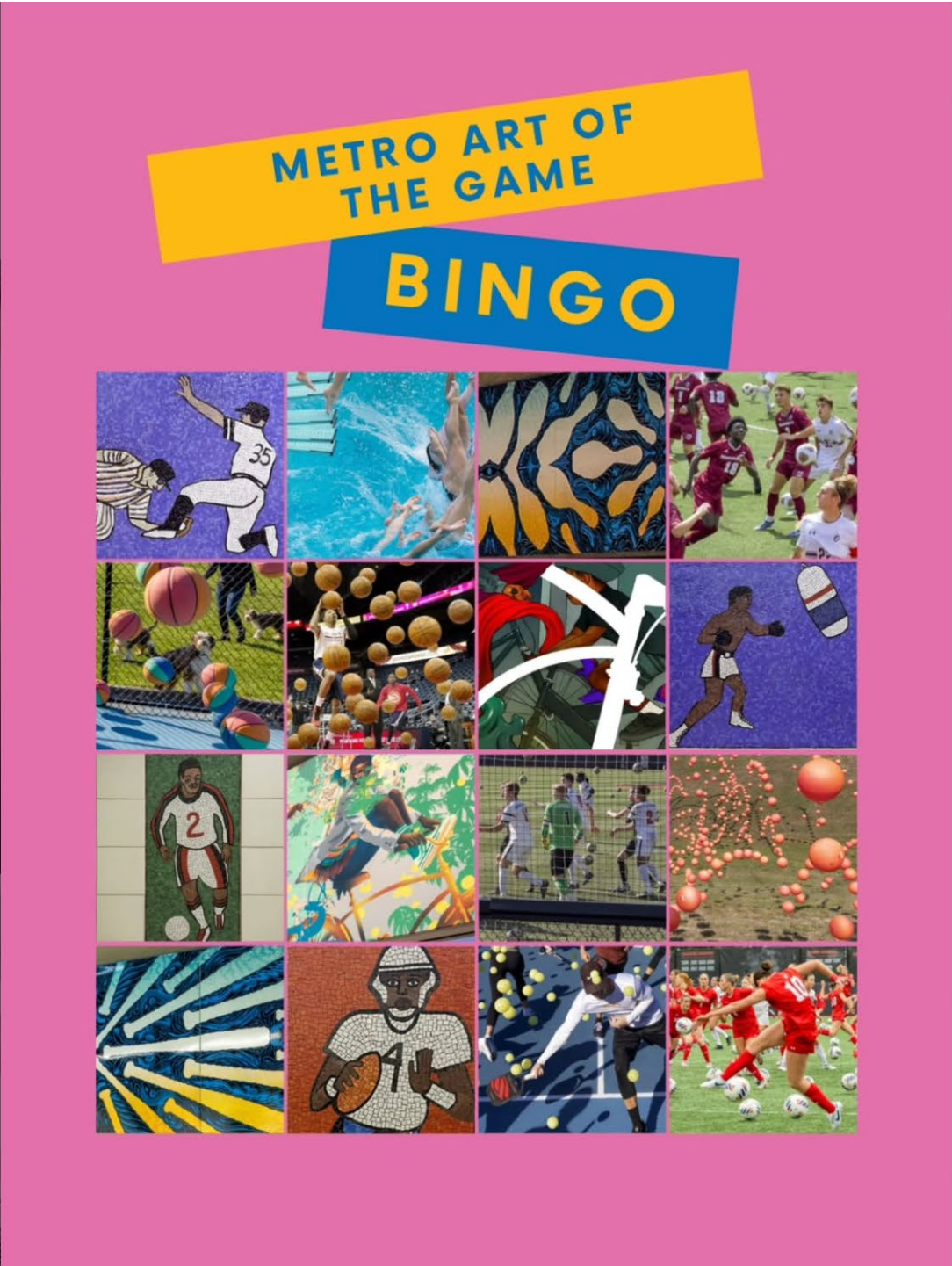
I completed a row from the bingo challenge

First row: civic center , Union station, wilshire la brea , Unión Station

Jimmy sent 4 photos









metro.art.la



metro.art.la The game is on... and this time, it's all across @metrolosangeles!

This summer, celebrate the season of sport with Metro Art of the Game Bingo. Discover artworks inspired by competition, movement and play, and turn every ride into an art-filled adventure.

Here's how to join the fun:

1. Download the Metro Art of The Game Bingo Card
2. Ride Metro and explore
3. Snap a photo with each featured artwork you find
4. Complete a row of four to win a special prize, while supplies last
5. Send us your bingo card and photos via DM or email us at metroart@metro.net

📅 Complete your bingo card by Sunday, July 19 to win and receive your prize at Union Station. No registration required.

Learn more at the link in metro.art.la's bio 🔗

Edited · 6d



letitia.f.ivins So fuuuun! Let's gooo

5d 2 likes Reply



dear.selene





Liked by yamamotos.ontheroad and others

7 days ago



Add a comment...

Post

CUSTOMER INFORMATION

Metro Art staff deployed at key locations to provide station art tours, giveaways and assistance to customers

- **Focus on high-traffic stations**
- **Engage fans on their way to fan zones, celebrations and venues**



METRO ART ACTIVATIONS

Connecting transit and public celebrations through the arts

- **Metro Art Bus**
- **Station art tours**
- **Giveaways**
- **Customer information**
- **Opportunities for creativity**



OPEN AND SLOW STREETS UPLIFTING ARTS, CULTURE & RECREATION

\$10 million awarded to cities/county to support Open and Slow Streets events during the World Cup and Games

- Includes arts, culture and recreation focus
- Promotes walking, cycling and using public transportation

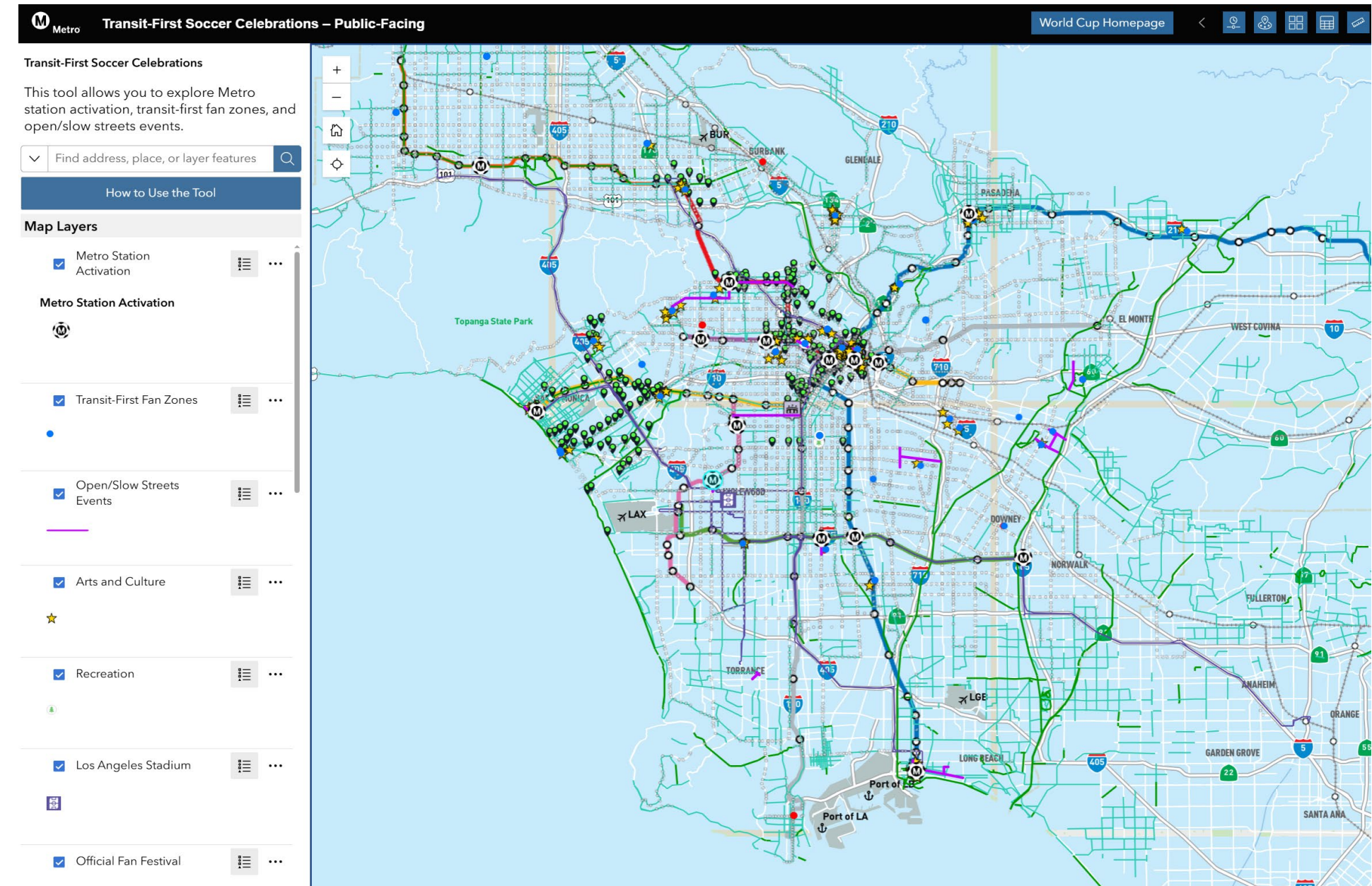


TRANSIT-FIRST SOCCER CELEBRATIONS MAP

ARTS, CULTURE & RECREATION DATA

Online map included arts, culture and recreation destinations

- **Encouraged taking Metro to World Cup celebration locations**
- **Expanding to include arts + culture destinations countywide**
- **Data developed in partnership with Otis College of Art and Design and CVL Economics**



METRO ART CULTURE PASS - COMING SOON

Explore the growing Metro Art collection with special TAP cards that unlock perks at partnering arts + culture destinations

- **Pilot with Museum Row destinations**
 - **Perks include museum discounts, access to special events, collectibles**
 - **Collaborative programming**
 - **Cross-promotion**
- Go Metro and see art along the way**





LA'S ARTS CONNECTOR

Connect with us



@metro.art.la



facebook.com/metro.art.la



bit.ly/metro-art-newsletter



metro.net/art

West Hollywood's Creative Plan for 2028 Reflections on World Cup/Discofoot

City of West Hollywood

Rebecca Ehemann



WEST HOLLYWOOD'S CREATIVE PLAN



88 FOR 28: ARTS AND CULTURE - JULY 22, 2026

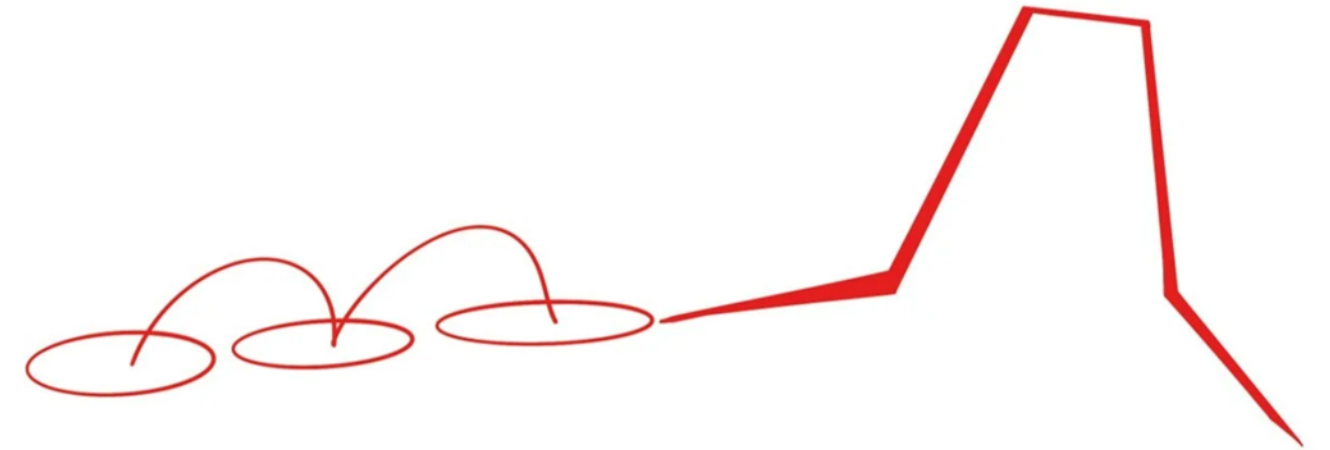


@wehocity @wehoarts
go.weho.org/creativeplan

WEST HOLLYWOOD'S CREATIVE PLAN

GOALS

- Amplify artists in the “Creative City”
- Promote equity and accessibility
- Activate both iconic and underutilized spaces



WHAT IT WILL LOOK LIKE

Series of immersive experiences, events, or installations connected by a thematic framework, each contributing to a larger cultural experience.

COMMUNITY ENGAGEMENT

Extensive process including artist-led public sessions and discussions that reflected the city's values of inclusivity, creativity and civic pride.

CONNECT TO THE 2028 GAMES

- International Visibility
- Position City of West Hollywood as a Cultural Hub for the 2028 Games

PROCESS

- April 2024 - RFP for Community Engagement Consultant; AEA Consulting selected
- Nov 2024 - Jan 2025 - 15 Community Engagement Events
- June 2025 - Creative Plan approved by City Council; Implementation of Creative Plan begins
- 2026 - Discofoot at WeHo Fan Zone; Route 66 Centennial Temporary Projects along Santa Monica Blvd.
- 2027 - Mural Festival (fall); Permanent public artwork community engagement, workshops, fabrication
- 2028 (March - September) - Presentation of Arts Grantee programs in celebration of the 2028 Games



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INVENTING TRADITIONS

KEY CONSIDERATIONS

- Must feel unmistakably West Hollywood
- Must be expansive and accessible enough for artists, cultural organizations, and businesses of every scale to embrace.

INVENTED TRADITIONS

In a 2012 New Yorker article, Louis Menand used historian's Eric Hobsbawm and Terence Ranger's idea of "invented traditions" to explain how the London Olympics' ritualized events evoke a sense of ancient continuity.

REINVENTION AT THE OLYMPICS

The modern Olympic Games continually reinvent themselves, adding new sports like skateboarding while short-lived ones like breakdancing disappear, and even their anthem reflects reinvention—John Williams's 1984 composition opens with a 1958 theme by French composer Leo Arnaud.



CONNECTION TO WEST HOLLYWOOD

- City that invented itself in 1984
- Sanctuary for creative experimentation and where art serves as a catalyst for reimagining identity, belonging, and possibility.
- Historically home to groundbreaking movements in human rights, public art, and cultural activism.



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WeHo Fan Zone

June 11-12, 2026 - Plummer Park

June 25-28, 2026 - West Hollywood Park

fanzones.weho.org

all photos shown were captured on film



DISCOFOOT

West Hollywood, CA

U.S. PREMIERE – JUNE 25, 26, 27, 2026

Petter Jacobsson + Thomas Caley

Creators/Choreographers

Caitlin Scranton + Matt Pardo, The Blanket (NYC);
Adie San Diego, Eloise DeLuca, House Dow

Production Team

Doug Baum, Mandolin Burns, Tyler Chang, Freeda Electra, Lester Gonzalez,
Sebastian Hernandez, Eden Magana, Marissa Mahoney, Taiyo Makimura,
Lena Martin, Lydia McDonald, Dalya Modlin, Madison Moser, Chantel
Murphy, Pakela Newalu, Madison Ostrach, Spencer Ramirez, Kyle Rucker,
Melissa Valenzuela, Gian Carlo Vargas, Hanna Tzong-Han Wu, Jane Zogbi

Dancers

DJ Lancia

DJ

Cynthia Howell

Referee



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WHY DISCOFOOT?

- International Exchange + Local artists
- Celebration of Identity, Expression, and Equality
- U.S. Premiere in West Hollywood
- United sport with dance - Soccer's rules were twisted, thrashed, and reinvented
- Aligned with the Creative Plan theme



WHY DISCOFOOT?

All the elements of a World Cup Game

- a perfect pitch
- questionable referee calls
- dramatic players
- emotional rollercoaster with extra time
- penalty kicks
- flopping...

Essentials

- Gold shorts
- "Discofied" soccer ball
- Judges - incorporated participation from important stakeholders (elected officials and dignitaries)

Media coverage - FIFA and NY Times



DISCOFOOT / WeHo Fan Zone



U.S. Premiere
June 25, 26, 27, 2026
WeHo Fan Zone
West Hollywood Park
West Hollywood, CA

ROUTE 66 CENTENNIAL

CREATING A PUBLIC ART CORRIDOR

Road Trip by Luciana Abait

8315 Santa Monica Boulevard
vinyl mural on empty storefront



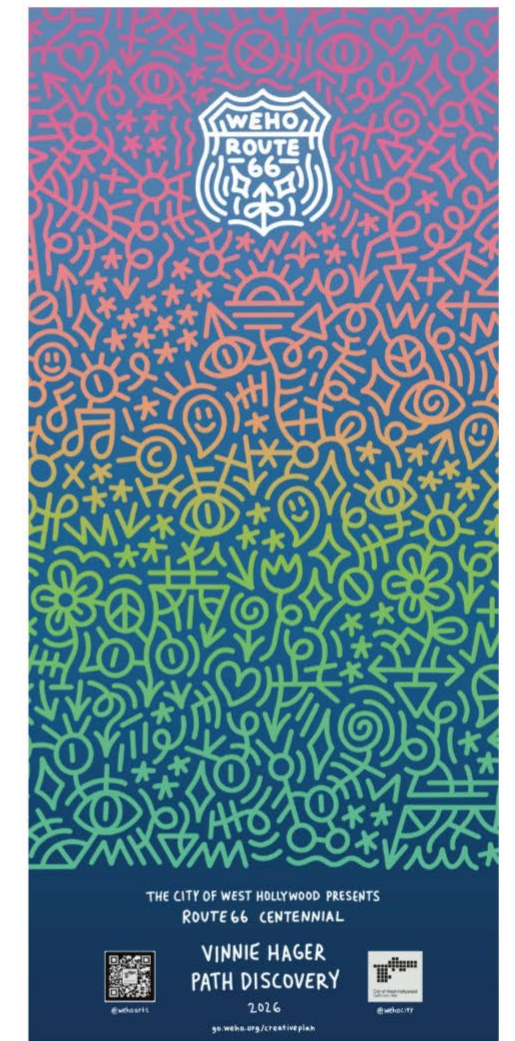
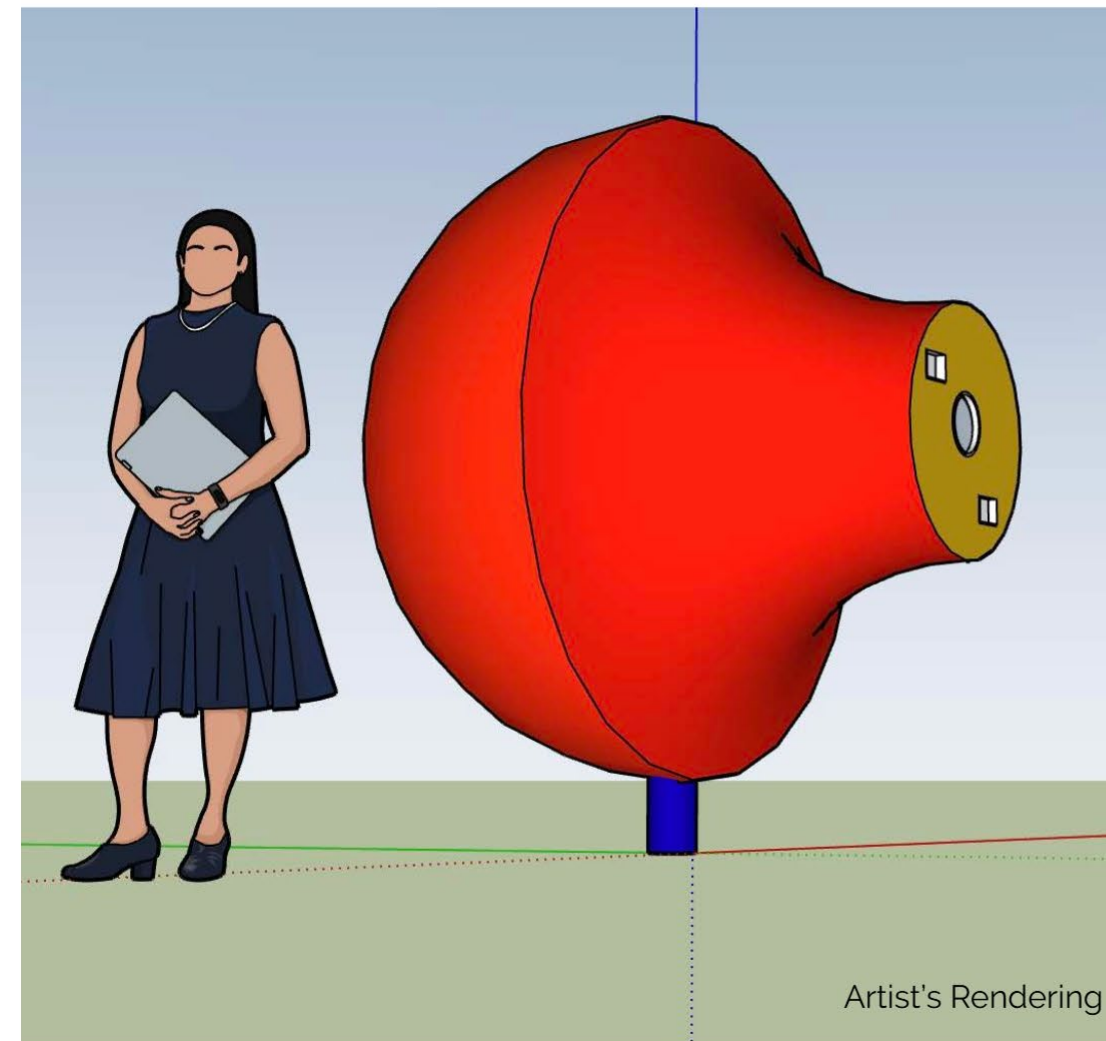
Path Discovery by Vinnie Hager

vinyl wrap on select light poles along Santa Monica Boulevard

- Cross municipal partnership with Beverly Hills and Santa Monica

Past Tense/Future Perfect by Sylke Meyer

Plummer Park, 7377 Santa Monica Boulevard
temporary sculpture
Coming soon!





WEHO ARTS GRANT PROGRAM

AMPLIFY EXISTING SIGNATURE PROGRAMS

2027-2028 SPECIAL ARTS PROJECT GRANT

A two-year grant for artists and nonprofit arts organizations to develop and present large-scale projects in West Hollywood between March and September 2028,

- A total of \$159,300 is available (max award \$12,000/year). Includes \$15,000 reserved to support disability visibility
- Received 53 total eligible applications (double from year prior)



LOOKING AHEAD 2027-2028

- A **Mural Festival** to support temporary artworks on private businesses.
- **Moving Image Media Art Program** (digital billboards) works that thematically align with the Creative Plan.
- Repeat collaboration with neighboring municipalities to establish a **Temporary Public Art Corridor**.
- **Continue Signature Programs** such as Arts Grant Program, Free Theatre in the Parks, WeHo Pride Arts Festival, WeHo Reads, WeHo Sounds.



AQUATIC AND RECREATION CENTER

- Temporary art installations
- Reimagined **Monumental Mural by Shepard Fairey**
- **New permanent artwork** with community engagement workshops and community art making sessions to inform the final artwork design. The artwork will represent the City of West Hollywood, its history, voices, and impact.

Pending - Exhibition in partnership with Olympic Museum(s)



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Connect with Arts



City of West Hollywood
Economic Development Department | Arts Division

General email:

arts@weho.org

Rebecca Ehemann, Arts Manager,
rehemann@weho.org

Subscribe to our Monthly Newsletter:

weho.org/arts (scan QR code)

Join us on your social media:

@wehoarts

Watch arts programming from home:

youtube.com/wehoarts

Q&A Panel



Closing Remarks, Questions, and Next Steps

John Cooke

LA County Chief Executive Office

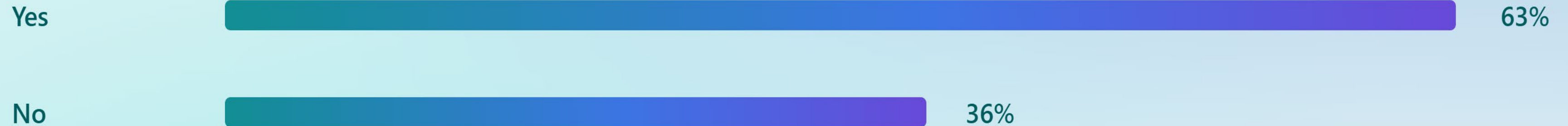


**LA County Coordination and Planning
for the 2028 Olympic & Paralympic Games**

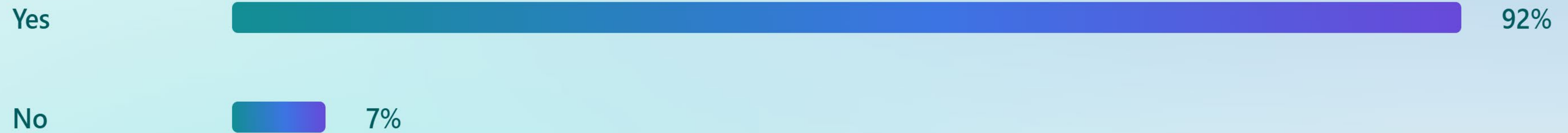
Questions



How many of you knew about the Cultural Olympiad and planning underway for Arts & Culture as part of the Olympic Games before today's session?



How many feel you know more now after today's session?



Treemap

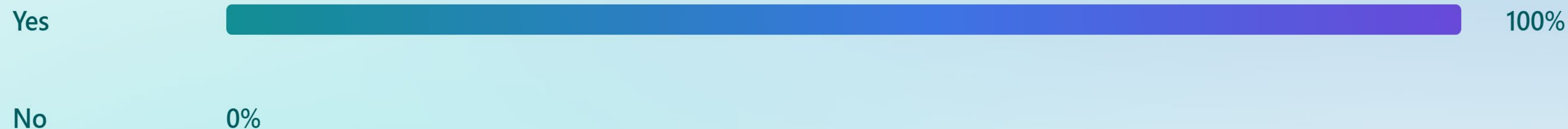
Bar



2 of 3



How many are interested in receiving information and/or resources (from the County Department of Arts and Culture) to help in planning arts and culture activities for 2028 and as a lasting strategy be...



Treemap

Bar



3 of 3



NEXT STEPS

LA County's Major Events Website

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

If you want a staff colleague to be added to the mailing list for future meetings, please send us a note at sporting.events.planning@ceo.lacounty.gov

SCAG – Seeking input by August 13, 2026 on how to shape a Toolkit for a Community Hubs Activation Program

Next “88 for 28” Convening – Fall 2026





88 FOR 28

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

**Thank you
for joining
us!**