


# Los Angeles County Cities Convening:

- Small Business Preparedness
- Procurement Opportunities
- Live Sites

November 12, 2026

# WELCOME

**Rachel Fox**

**Arts & Community Services Deputy**



# Agenda

## Welcome
*Rachel Fox, Arts & Community Services Deputy*

## Presentations:

- **LA28 General 2028 Olympic and Paralympic Games Update**
  *Vic Nol, Senior Director, Venue Cities and County Relations, LA28*
- **LA28 L.ocal A.uthentic Program**
  *David McCallum, Head of Food & Beverage, LA28*
- **LA28 Celebrate Two Eight**
  *Emily Debevec, Head of Food & Beverage, LA28*
- **SCAG Community Hubs Activation Program**
  *Lyle Janicek, AICP, Planning Supervisor, SCAG*
- **DEO Games 2028 Economic Impact Report and Goals Framework and Path to 2028**
  *Kelly LoBianco, Director of County of LA Dept. Of Economic Opportunity*

## Q&A Panel
*LA28, SCAG, DEO*

## Closing Remarks
*Rachel Fox, Arts & Community Services Deputy*



# LA28 General 2028 Olympic and Paralympic Games Updates


## LA28

## Vic Nol, Senior Director, Venue Cities and County Relations




# LA28
# L.ocal A.uthentic Program

## LA28

## David McCallum, Head of Food & Beverage



# LA28 Celebrate Two Eight


## LA28

## Emily Debevec, Head of Live Sites & Venue Experiences




# SCAG Community Hubs Activation Program


## SCAG

**Lyle Janicek, AICP,**
**Planning Supervisor**



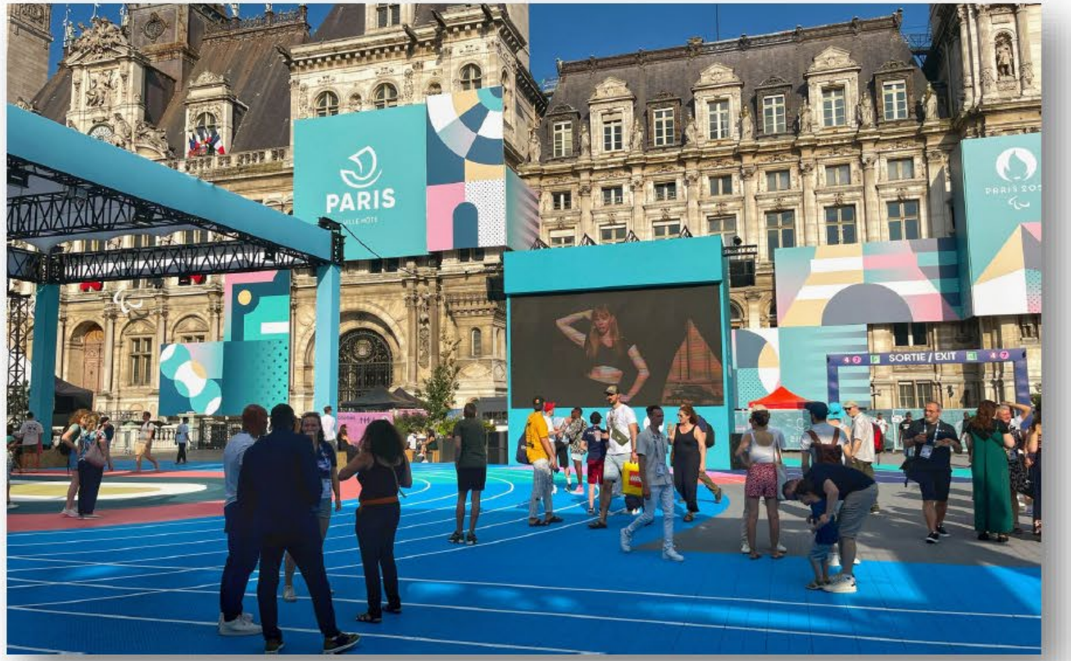

# SCAG's Community Hubs Activation Program – Request for Interest

88 for 28
November 12, 2026
Lyle Janicek, AICP – Planning Supervisor

WWW.SCAG.CA.GOV

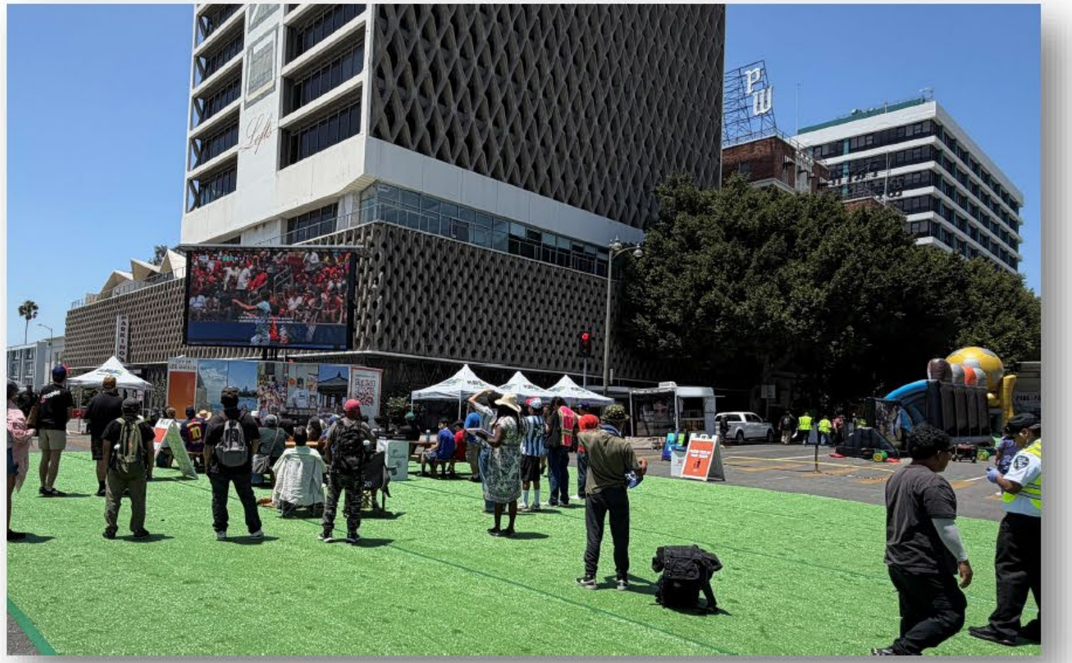
# Community Hubs Program Overview

- **Community Hubs Toolkit**
  - Concept plans for various place types (e.g. public plazas, park activations, open streets)
  - Local event checklist
  - Cost estimator and funding guidance
  - Case studies from previous Games/major events
- **Community Hubs Activations**
  - Deployment of at least 12 Community Hubs during the LA28 Olympic and Paralympic Games
  - Activations will be selected through the *Request for Interest*



# What is a Community Hub?

- A **Community Hub** is a local public space activated into an inclusive, community-centered gathering place where residents and visitors can come together to celebrate, connect, and participate in the LA28 Games and related community activities.
- Activations could be but are not limited to:
  - Open Street Events
  - Park, Plaza, or Civic Space Activation
  - Sports and Recreation Events
  - Neighborhood Block Party
  - Community Festival



# Program Goals

- **Leverage** the cultural, economic, and social richness of the SCAG region.
- **Promote** sustainable, long-term improvements that benefit the region.
- **Help** reduce passenger vehicle miles traveled and greenhouse gas emissions during the Games.
- **Extend** the spirit and excitement of the Games throughout the region.
- **Provide** consultant-led technical assistance to SCAG communities seeking to create local activations during the LA28 Games.

# Request for Interest Overview

SCAG is seeking applications through the **Community Hubs - Request for Interest** for three project types:

| LEVEL 1<br>Community-Led Hub | LEVEL 2<br>SCAG-Supported Hub | LEVEL 3<br>Co-Produced Hub |
|---|---|---|
| **Minimal technical assistance** and access to **peer learning opportunities** and coordination with regional partners | **Targeted event planning support** and **limited production** assistance | **Hands-on partnership** with comprehensive **end-to-end event planning** and coordination, and **on-site production support** |

Support will be delivered through SCAG-managed technical assistance, consultant services, and event coordination.

# Applicant Requirements

- **Eligible applicants** within the SCAG region include:
  - Cities and counties
  - Councils of governments
  - Tribal Nations
  - Other eligible local and regional governmental agencies (e.g., Multi-city coalitions or regional municipal collaboratives, County-city partnerships, etc.)
- All applicants must have a **Games-related activation concept**, maintain a **SCAG-region site**, and have a **designated project lead**.
- Applicants must bring sufficient **local staff capacity**, cover **all labor costs**, and **handle permits, approvals, public safety, and other operational responsibilities**.
- **Sign a Letter of Commitment or a Memorandum of Understanding** if selected for an award
  - Letter of Commitment – Level 1, Community-Led Hubs
  - Memorandum of Understanding – Level 2, SCAG-Supported Hubs and Level 3, Co-Produced Hubs

# What This Program Provides

- **All** selected Community Hub activations will receive:
  - Peer learning opportunities
  - Coordination with regional partners
  - Community Hubs marketing and communications resources
  - Inclusion in SCAG LA28 Games TDM campaign and regional resources
  - Scheduled office hours with consultant team
  - Evaluation metrics
- The level of additional support provided will depend on the selected project type.



# What This Program Does NOT Provide

Selected participants will **not** receive a grant, reimbursement, or pass-through funds from SCAG for any of the project types to cover:

**Applicant or partner staff labor** (salaries, benefits, or overtime)

**Police, sheriff, fire, private security, janitorial, or other local labor**

**Cash reimbursement for locally purchased goods or services**

**Long-term operations or maintenance after the activation**

# Activation Types

## LEVEL 1
## Community-Led Hub

**Low Support**
**Funding Allocated:** $180K total
**At least 6**

**Applicants enter with:**
- ✓ Proposed site activation concept
- ✓ Project Lead
- ✓ Staffing
- ✓ Proposed budget
- ✓ Partners
- ✓ Event experience
- ✓ Event capacity

## LEVEL 2
## SCAG-Supported Hub

**Moderate/Targeted Support**
**Available:** $420K total
**At least 4**

**Applicants enter with:**
- ✓ Proposed site activation concept
- ✓ Project Lead
- ✓ Staffing
- ✓ Tentative budget
- ✓ Preliminary partners
- ✓ Local operations capacity

## LEVEL 3
## Co-Produced Hub

**High Support**
**Available:** $600K total
**At least 2**

**Applicants enter with:**
- ✓ Preliminary site concept(s)
- ✓ Project Lead
- ✓ Staffing
- ✓ Local operations commitment

# Evaluation Criteria

| Scoring Criteria | Points |
|---|---|
| Community Connectivity and Mobility | 35 |
| Demonstrated Community and Regional Need | 20 |
| Organizational Readiness and Capacity | 20 |
| Long-Term Legacy | 15 |
| Local Partnerships | 10 |
| **Total** | **100** |

***Review the detailed Application Scoring Rubric on p. 20, Appendix 4, of the Program Guidelines.***

# Application Timeline*

**Nov. 9, 2026**

Request for Interest opens

**Nov. – Dec. 2026**

Application Workshops + Office Hours

**January 8, 2027**

Request for Interest Closes at 11:59 PM

**Jan. – Feb. 2027**

Evaluation and project selection

**April 1, 2027**

CEHD/RC Approval of List of Recommended Activations

**Spring 2027**

Projects kick off!

**July – August 2028**

2028 Olympic and Paralympic Games

**All dates are subject to change.*

# Application Resources

| 2026 Community Hubs Activation Program Milestones | Date |
|---|---|
| Application Workshops | November 17, 2026<br>December 1, 2026 |
| Application Office Hours | November 18, 2026<br>December 7, 2026<br>December 10, 2026<br>December 15, 2026 |
| Website FAQ Page | *Coming Soon* |



# THANK YOU!

For more information, please visit:

**https://scag.ca.gov/LA28**

Community Hubs Team
CommunityHubs@scag.ca.gov

# DEO Games 2028 Economic Impact Report and Goals Framework and Path to 2028


## County of LA
## Dept. Of Economic Opportunity

**Kelly LoBianco, Director**




department of economic opportunity
COUNTY OF LOS ANGELES

LA COUNTY DEPARTMENT OF ECONOMIC OPPORTUNITY

# MAXIMIZING COMMUNITY BENEFIT AND LEGACY AT THE 2028 OLYMPIC AND PARALYMPIC GAMES

Kelly LoBianco, Director

November 12, 2026

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# Impact and Opportunity Analysis

## Ensuring Readiness

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

*Launched an economic impact and opportunity analysis*

## Scope of Report

- **Quantify economic impacts**, including the number and types of jobs that will be needed to support the Games
- **Identify strategies to mitigate impacts** on the transportation system during the Games
- **Determine best practices** from previous Games to generate community benefits
- **Propose metrics and goals** for specific, tangible community benefit and legacy

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# **Economic Impact Study:** Key Findings

$20.9 billion in total economic output and supporting 88k jobs by 2028

01

### Generating Investment

Estimated $5.5 billion public investment in improvements, boosting need for skill trades

02

### Local Community benefit

$7.1 billion in LA28 planned spend with local, small contracting opportunities, creating opportunities for local businesses and workers

03

### Boost in Tourism Spending

$1 billion in tourist spending above and beyond typical summer, providing opportunity to highlight regional attractions and cultural destinations

04

### Active Areas

Planned traffic and spend in DTLA, Inglewood, Pasadena, Long Beach, and Venice with venues, hotels, and transit

05

### Benefits from Tourism

Increased traffic and opportunity around venues (Carson, Exposition Park, and Pomona), but without planning, other areas are at risk of becoming a pass-through areas

06

### Connectivity Needs

Need to connect visitors to traditional tourist hubs like West Hollywood, Beverly Hills, and coastal communities without venues

07

### Marginal Impact

Need to connect areas both actively and marginally connected to Games for economic and community benefit

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# **Economic Impact Study:**
# Total Economic Output

| Category | 1 Total Estimated Spending | 2 Total Economic Output | 3 Total Jobs Supported '24-'28 | 4 Total Labor Income Generated |
|---|---|---|---|---|
| **Public Infrastructure Investments** | $5,528,280,000 | $8,462,000,000 | 35,000 | $2,576,000,000 |
| **LA28 Operations** | $7,149,400,000 | $10,810,000,000 | 53,000 | $4,203,000,000 |
| **Net Visitor Spending** | $981,900,000 | $1,647,000,000 | N/A | $628,000,000 |
| **Total** | $13,659,580,000 | $20,919,000,000 | 88,000 | $7,407,000,000 |

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# **Economic Impact Study:** Goals

1. **Maximize Local Investment and Benefit**
2. **Unlock Small Business Opportunities**
3. **Enhance Mobility and the Transit Experience**
4. **Improve Public Spaces**
5. **Protect Vulnerable Angelenos**
6. **Showcase Cultural Diversity**
7. **Unite the Region (LA County)**

# Economic Impact Study:
# Key Goals and Commitments

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## Goal 1: Maximize Local Investments and Benefits



- **75%** of local spending for LA28 primes and subcontractors *(LA28, DEO)*
- **40%** of local hire for LA28 primes and subcontractors and **20%** targeted hire *(LA28, DEO)*
- Train **1,000** program participants for occupations created by the games *(DEO)*



- **25%** of apparel, merchandise, and/or souvenirs are designed and/or manufactured in LA County *(LA28, DEO)*
- **75%** of licensed retailers are local businesses *(LA28, DEO)*

Target **75%** of addressable spend in the **Greater Los Angeles Area**

## Goal 2: Unlock Small Business Opportunities



- **25%** small business spend for all primes and subcontractors *(LA28, DEO)*
- Focused effort for **60%** local small business spend for LA28 primes and subcontractors and **10%** hyperlocal and microbusinesses *(LA28, DEO)*
- Provide **1,000** small businesses and nonprofit organizations with procurement capacity-building opportunities leading up to the Games *(DEO)*
- Launch of a **12-Month Spending Forecast** by January 2026 and maintain it through the end of 2028 *(LA28)*

Target **25% of addressable spend** with small businesses (more than “500 employees” per SBA)

# **Economic Impact Study:**
# Key Goals and Commitments

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## Goal 3: Enhance Mobility and Public Transit



- Increase ridership for Transit First Games *(Metro)*
- **$6 M** in improvements to transit stops to support first/last mile connections *(DPW)*
- Operate a minimum of 15 park-and-ride facilities with volunteers and/or Metro ambassadors *(DPW, Metro)*
- **$4.1 M** Investment in the construction of 4.13 miles of new and permanent bikeways *(DPW)*
- **100%** of transit stops in unincorporated areas to be ADA compliant *(DPW)*

## Goal 4: Improve Public Spaces



- **5** facade and tenant improvements in **5** commercial corridors and acquisition projects *(DEO)*
- **5** commercial corridors where vacant or underutilized commercial properties are acquired *(CEO, DEO)*
- **5** Fan Activations throughout LA County during the Games *(Arts & Culture, Parks)*

## Goal 5: Protect Vulnerable Communities



- Launch a countywide “Know Your Rights” and/or resources campaign in January 2028 *(DEO, DCBA)*
- **1,000** hires, particularly those with lived experience of homelessness or justice-involvement *(LA28, DEO)*
- Require Fair Chance Pledge and hiring for all contractors and subcontractors *(LA28, DEO)*

# **Economic Impact Study:**
# Key Goals and Commitments

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## Goal 6: Showcase Cultural Diversity



- Increase attendance and revenue for museums and regional cultural attractions *(Arts & Culture, DEO)*
- Increase foreign investment and delegation connections, including hospitality houses *(DEO)*
- **2,000** paid volunteer opportunities, particularly from priority populations *(DEO)*

## Goal 7: Unite the Region



- Games-related communications platform and concierge for countries and businesses *(CEO, DEO)*
- **$50 million** in revenue to activate commitments *(Center for Strategic Partnerships, County Departments)*
- 88 for 28 convenings and outreach *(CEO, DEO, and SD3)*

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# DEO INVESTMENTS

# PATH TO 2028

opportunity.lacounty.gov/pathto2028/

LA COUNTY X 88 CITIES
PATH TO 2028

*Addressing Goal 2: Unlock Small Business Opportunities*

# PATH TO 2028
## Local Spend

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## **Addressable** Spend Alignment

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

| Spend Category | Registered Vendor | Vendor in LA County | LSBE Certified in LA County |
|---|---|---|---|
| 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 |

LA COUNTY X 88 CITIES

PATH TO 2028

*Addressing Goal 2: Unlock Small Business Opportunities*

# PATH TO 2028

## Certify and Register with the County/City

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## Get Certified

### 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

## Access Contracts

### LA City Regional Alliance Marketplace for Procurement (RAMP)

- Register with RAMP LA - **www.rampla.org**
- See all Games related procurements from LA City, LA County, and LA28

### Doing Business with LA County

- Register with LA County - **www.doingbusiness.lacounty.gov**
- Check out open solicitations with the County
- Connect to APEX Accelerator with OSB for technical assistance

LA COUNTY X 88 CITIES

PATH TO 2028

*Addressing Goal 2: Unlock Small Business Opportunities*

# PATH TO 2028
## Business Readiness Workshop Series

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In partnership with Cities, neighborhoods, unincorporated areas, and business organizations across the County, DEO is offering free, in-person workshops designed to help small businesses prepare for upcoming contracting opportunities from the County and those related to the 2028 Olympic and Paralympic Games.

### GET READY

**Build the foundation**

- Register with key agencies
- Acquire relevant certifications
- Find and pursue games-related opportunities
- Develop and optimize statement of qualifications

### GET SET

**Find the right opportunity**

- Research and explore current and past solicitations
- Meet requirements
- Understand solicitation types
- Find the right fit for your business

### GO

**Compete and grow**

- Navigate bidding and submitting a proposal
- Submit an Expression of Interest for games-related opportunities
- Meet quality and compliance requirements
- Access technical assistance

### What participants gain

- **Preparation**
  Know how to prepare before pursuing contracts
- **Opportunity**
  Find and bid on government- and Games-related opportunities
- **Connection and Insights**
  Avoid common mistakes and get technical assistance

**opportunity.lacounty.gov/pathto2028/**

HIGH ROAD TRAINING PARTNERSHIP FUND
Economic Mobility in Action

*Addressing Goal 1: Maximize Local Benefits and Investments*

# PATH TO 2028
## Local and Targeted Worker Hire

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DEO is preparing Angelenos for quality careers connected to the 2028 Olympic & Paralympic Games and other major regional events through High Road Training Partnerships (HRTPs). HRTPs are worker-centered, industry-informed training programs delivered by cross-sector partners and yielding job quality, equity and climate resilience for the region.

### High Road Training Partnerships Fund Cycle 3

**$1.9 million dedicated to Games-ready workforce training** through current HRTP Fund Cycle, which just closed on October 30th.

- **Target Sectors:** Event Infrastructure; Operations & Logistics; Tourism & Hospitality; other high-demand Games-related occupations
- **Key Outcome**: Leverage the 2028 Games as a catalyst for equitable workforce development and lasting economic opportunity across Los Angeles County.

**opportunity.lacounty.gov/hrtp/**

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# Calls to Action

## Meet Upcoming LA28 application due dates on RAMPLA

- L.ocal A.uthentic: November 16th, 2026 closing
- Made for Two Eight: October 30th through February 2027

## Co-host a Path to 2028 Business Readiness Workshop

- Hacienda Heights on March 10th, 2027

## Support local hiring for Games

- Join Who Will Rebuild session for contractors: November 30th at Public Works
- Partner on HRTPs: to be announced in January 2027

## Follow along for updates from DEO

FOLLOW DEO @ECONOPPLA ON SOCIAL MEDIA!

# Q&A Panel


COUNTY OF LOS ANGELES
CALIFORNIA
88 FOR 28
LA County Coordination and Planning
for the 2028 Olympic & Paralympic Games

# Closing Remarks and Next Steps

**Rachel Fox**

**Arts & Community Services Deputy**



# 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**

**Look out for our post-event email & survey.**
**Your feedback will help us identify topics of interest for the coming year and improve the effectiveness of future convenings.**

**Next "88 for 28" Convening – Early 2027**




# Thank you for joining us!