



Olympic Games Agreement with the
Los Angeles Organizing Committee for
the Olympic and Paralympic Games
2028

October 28, 2024





Recommendation

- It is recommended that the City Council:
 - > Find that the proposed action is exempt from CEQA;
 - > Authorize the City Manager to negotiate and enter into a Games Agreement with the Los Angeles Organizing Committee for the 2028 Olympic and Paralympic Games.



Background

- The Los Angeles Organizing Committee for Olympic and Paralympic Games 2028 (OCOG/LA28) has approached the City and Rose Bowl to host soccer and potentially other Olympic or Paralympic events.
- Negotiations for a Games Agreement are presently ongoing



The Road to 2028

- The Four Agreements
 - > Games Agreement
 - Presently being negotiated; will be executed if the City and LA 28 are able to reach agreement
 - > Enhanced City Master Resources Agreement
 - October 1, 2026
 - > Venue Use Agreement
 - December 31, 2026
 - > Venue Services Agreement
 - October 1, 2027



The Games Agreement

- Games Agreement
 - > Establishes the foundational framework, principles and obligations of the City and LA28
 - > Binding
 - Limited avenues for unilateral termination by the City
 - > Establishes timeline and framework of supplemental agreements
 - > Addresses matters such as admissions taxes, mobility, public safety, branding, use of City logos, dispute resolution, indemnification, and many others



Opportunities

- History
 - > City and Rose Bowl have a long history of successfully hosting major special events
- Infrastructure
 - > City already has the necessary venue and infrastructure to support the Games
 - > No need to fund or construct infrastructure to support the Games
- Economic Impact
 - > Major special events have provided a demonstrable and substantial economic impact to the City, Rose Bowl, and local community
- Elevation of the City's profile on the world stage
 - > Positions the City and Rose Bowl to host future large-scale events



Uncertainties

- Financial Loss
 - > City would agree to provide yet to be determined services at yet to be determined levels at yet to be determined rates, all tied to the City of Los Angeles. Cost recovery is dependent on:
 - Ability to secure favorable terms in supplemental agreements
 - Financial success of the Games
 - Solvency of LA 28
- Unanticipated Occurrences
 - Tokyo 2020
- Public Safety



Games Impact on Other Rose Bowl Events

- At least six matches are expected to be played at the Rose Bowl
- Games events will take precedence over all other major events in FY29, except those to which the Rose Bowl is contractually obligated to today
- Rose Bowl Operating Company will consider and make displacement event findings up to 25 events per fiscal year, as required by the Arroyo Seco Lands Ordinance
 - > City Council will consider and make displacement event findings for any additional displacement events in excess of 25



Fiscal Impact

- There is no direct fiscal impact associated with this recommendation as it relates only to the Games Agreement.
- The fiscal impact of hosting the Games is unknown at this time.
- Subsequent agreements addressing costs associated with the Games will be presented to the City Council for consideration and approval at a later date.



Next Steps

- Upon reaching agreement with LA28 on outstanding contract provisions, the City Manager will execute the Games Agreement
- City and LA28 will submit executed Games Agreement to the International Olympic Committee for approval
- Supplemental agreements will return to the City Council and/or Rose Bowl Operating Company for final approval



Questions & Discussion



Enhanced City Resources Master Agreement

- Enhanced City Resources Master Agreement
 - > Establishes that LA28 will reimburse the City for agreed enhanced City resources required to support the Games
 - > Establishes reimbursement rates and terms, including the timing of reimbursement
 - > Ties reimbursement rates, type of service, and levels of service to those provided to the City of Los Angeles
 - > To be negotiated by October 1, 2026, subject to City Council Approval



Venue Use Agreement

- Venue Use Agreement
 - > Establishes the terms and conditions of LA28's use of the Rose Bowl
 - > To be negotiated by December 31, 2026, subject to the approval of the Rose Bowl Operating Company
 - > City may terminate the Games Agreement and withdraw as a Games host if VUA cannot be negotiated within 60 days following December 31, 2026



Venue Services Agreement

- Venue Services Agreement
 - > Defines the specific enhanced City resources that will be provided at the Rose Bowl
 - > Establishes the geographical area of the Rose Bowl (Games Footprint) within which LA28 will reimburse the City for agreed costs for the delivery of enhanced City resources
 - Games Footprint will be defined by LA28, with input from the City
 - > To be negotiated by October 1, 2027, subject to approval by the City Council and/or RBOC