

BB

AD HOC Olympics

MOTION

With Paris handing the Olympic Torch to Los Angeles, the City is now in the international spotlight as the next host of the Summer Olympic and Paralympic Games. Competitive events and the Opening and Closing ceremonies will be restricted to a small number of venues around the City, but every Angeleno should be given the chance to experience and participate in the spectacle of the 2028 Games.

Activation Zones are non-venue sites where the public can watch Olympics events together or experience Olympics-related activities. Paris dubbed these "Clubs 2024", which included sports and cultural activities, live screenings of competitions on big screens, moments for sharing with athletes and with the mascots, and more. The 2024 Games offered over 40 such sites within the greater Paris area, and 180 across the whole of France. The most prominent of the sites in the Clubs 2024 program was at Champions Park, where the public could watch the previous day's medalists parade daily in the shadow of the Eiffel Tower.

In the coming years, Los Angeles is going to be the hub of world-class sporting events like the NBA All-Star Game 2026, 2026 FIFA World Cup, Super Bowl LXI, and the 2028 Summer Olympics and Paralympics. Hosting the 2028 Games provides the City an opportunity to include the whole of Los Angeles in the Olympic experience. Activation Zones located throughout the City, in every Council District, would break down the barriers to Games access imposed by venue location and ticket expense concerns and give every Angeleno a chance to witness live Olympic events in a communal environment.

I THEREFORE MOVE that the Council request the Mayor's Office, and instruct the City Administrative Officer and Chief Legislative Analyst, in coordination with LA28, to collaborate with Council District offices to identify City-owned sites within their respective Council Districts that could be converted into Activation Zones for the 2028 Olympic and Paralympic Games and other major events prior; and identify funding sources, public and private, that could support Activation Zones throughout the City.

PRESENTED BY: Curren Price
CURREN PRICE
Councilmember, 9th District

Traci Park
TRACI PARK
Councilmember, 11th District

ORIGINAL

SECONDED BY: Kathy Gardner

arw

SEP 20 2024