



Long Beach's Roadmap to 2028: Hosting a Successful Games with a Lasting Impact
 SCAG Executive/Administration Committee Retreat
 June 20, 2025

Preparing for Our Largest Global Stage Yet



2025

CONCACAF
 Gold Cup,
 FIFA Club
 World Cup



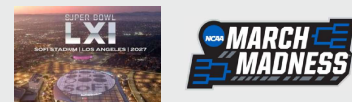
2026

NBA All-Star
 Weekend, LPGA
 U.S. Open Women's
 Championship, FIFA
 World Cup



2027

Super
 Bowl LXI,
 NCAA
 March
 Madness



Preparing for Our Largest Global Stage Yet



~100K+
VISITORS OVER
5 DAYS


~69K
ROOM NIGHTS
CONTRACTED BY NFL


1 SUPER BOWL
FOR 1 DAY



~5M+
VISITORS OVER
28 DAYS

~1M+
ROOM NIGHTS
CONTRACTED BY LA28


**7 SUPER
BOWLS
PER DAY**
FOR 16
CONSECUTIVE
DAYS


**2 SUPER
BOWLS
PER DAY**
FOR 12
CONSECUTIVE
DAYS

2

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8
COMPETITION
VENUES

1.5B
VIEWERS GLOBALLY

3.4M
TICKETED FANS



30+
COMPETITION
VENUES

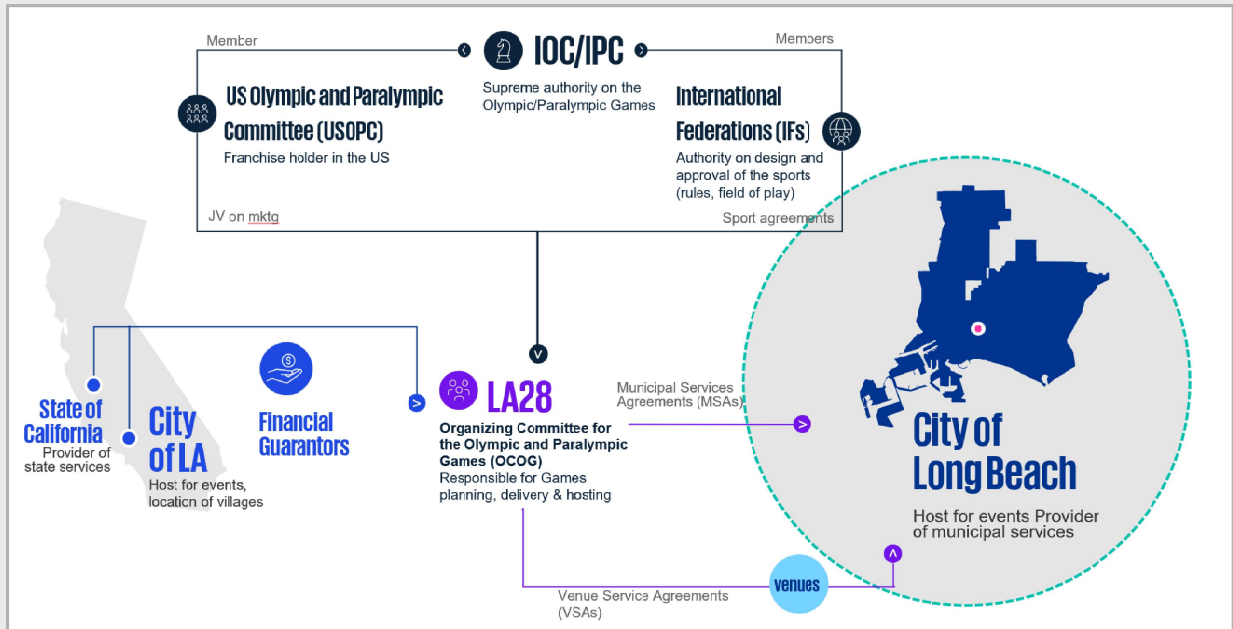
3.3B
VIEWERS GLOBALLY
POTENTIAL 1B+ MORE
FANS WITH CRICKET

12-15M
TICKETED FANS

3

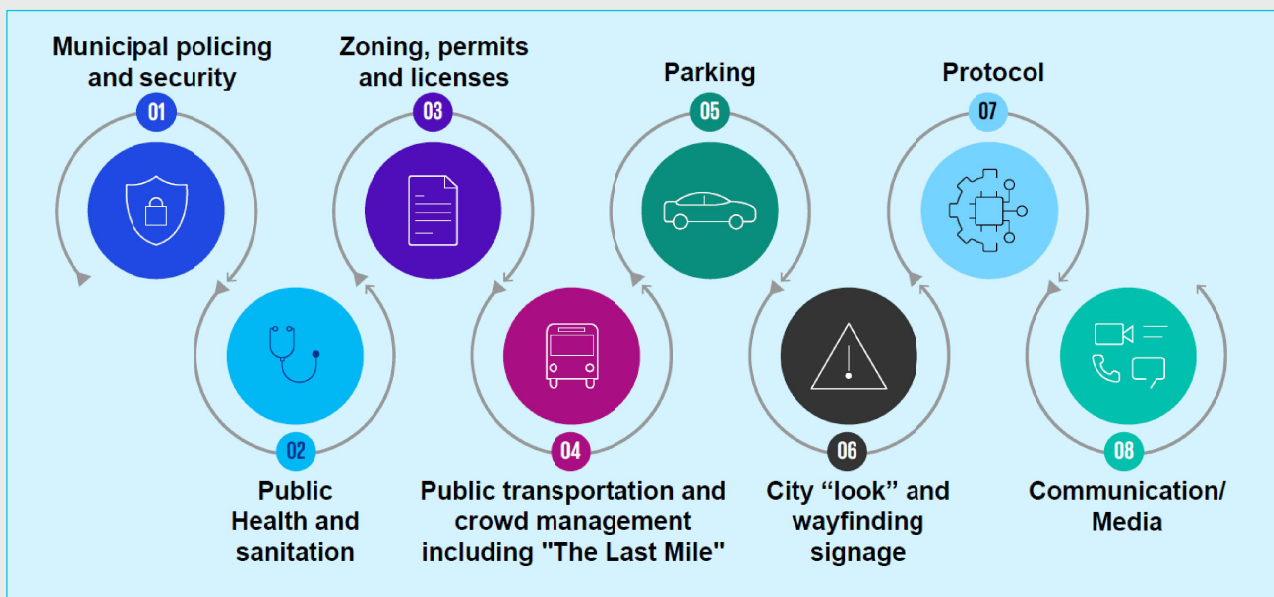
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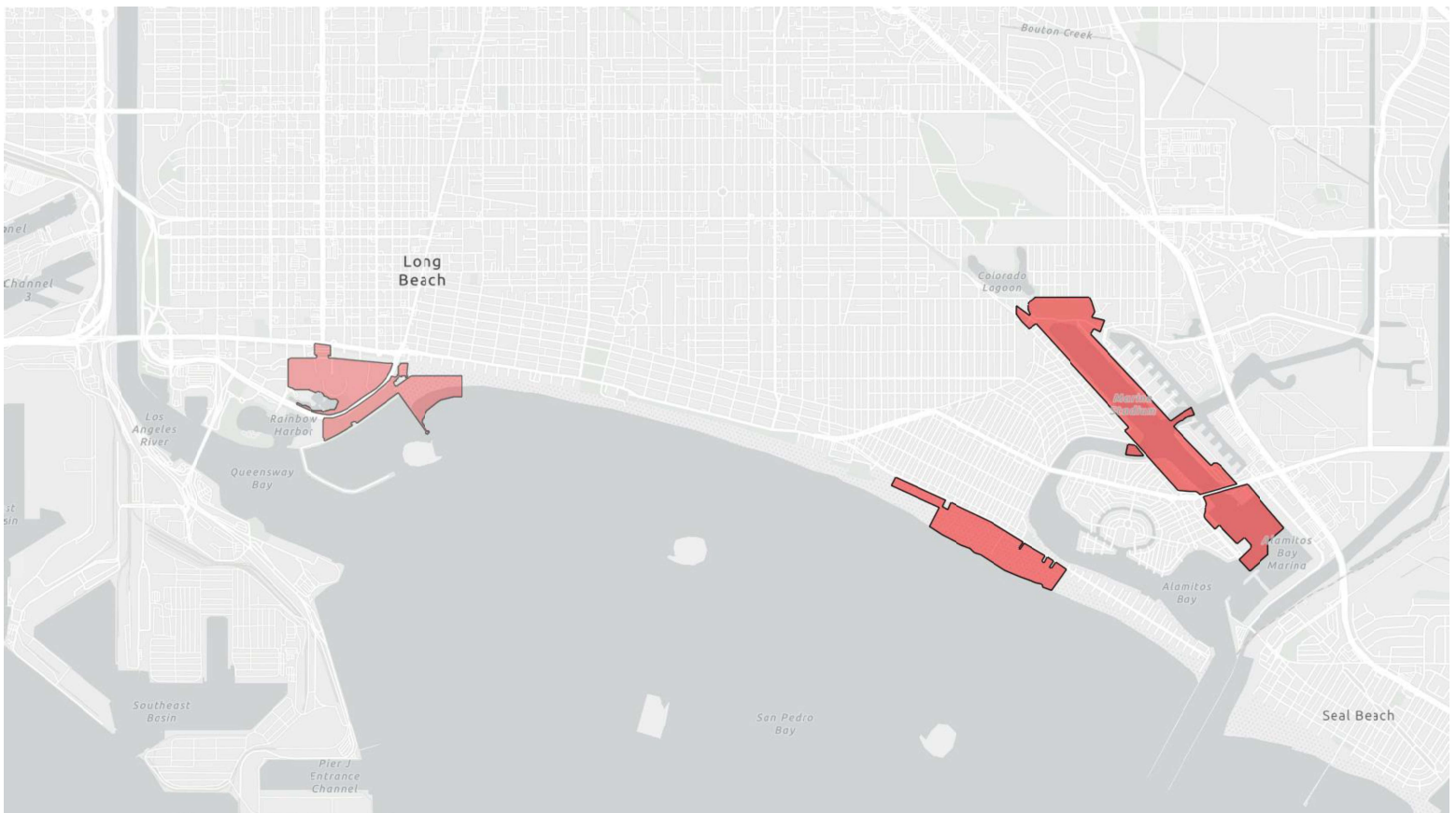
Key Municipal Services in Support of the Games



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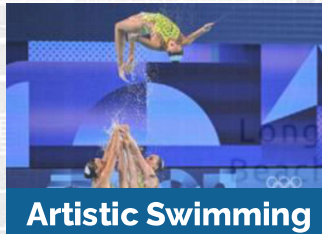


- **Hosting most Games events outside of Los Angeles.**
 - 18 total sports events (11 Olympic and 7 Paralympic) in 4 locations.
- **Building on a deep-rooted Olympics legacy.**
 - Hosted events in the 1932 and 1984 Olympic Games.
 - Home to Olympic champions (Wilson High School alumni have competed in every Summer Olympics since 1952).
- **Creating a legacy beyond 2028.**
 - The Games will shine a global spotlight on Long Beach.
 - Must plan for a safe, organized experience that will introduce the global audience to the arts, culture, and businesses of Long Beach while also maximizing long-term benefits for the community.





Water Polo



Artistic Swimming



Handball



Coastal Rowing



Sport Climbing



Marathon Swimming



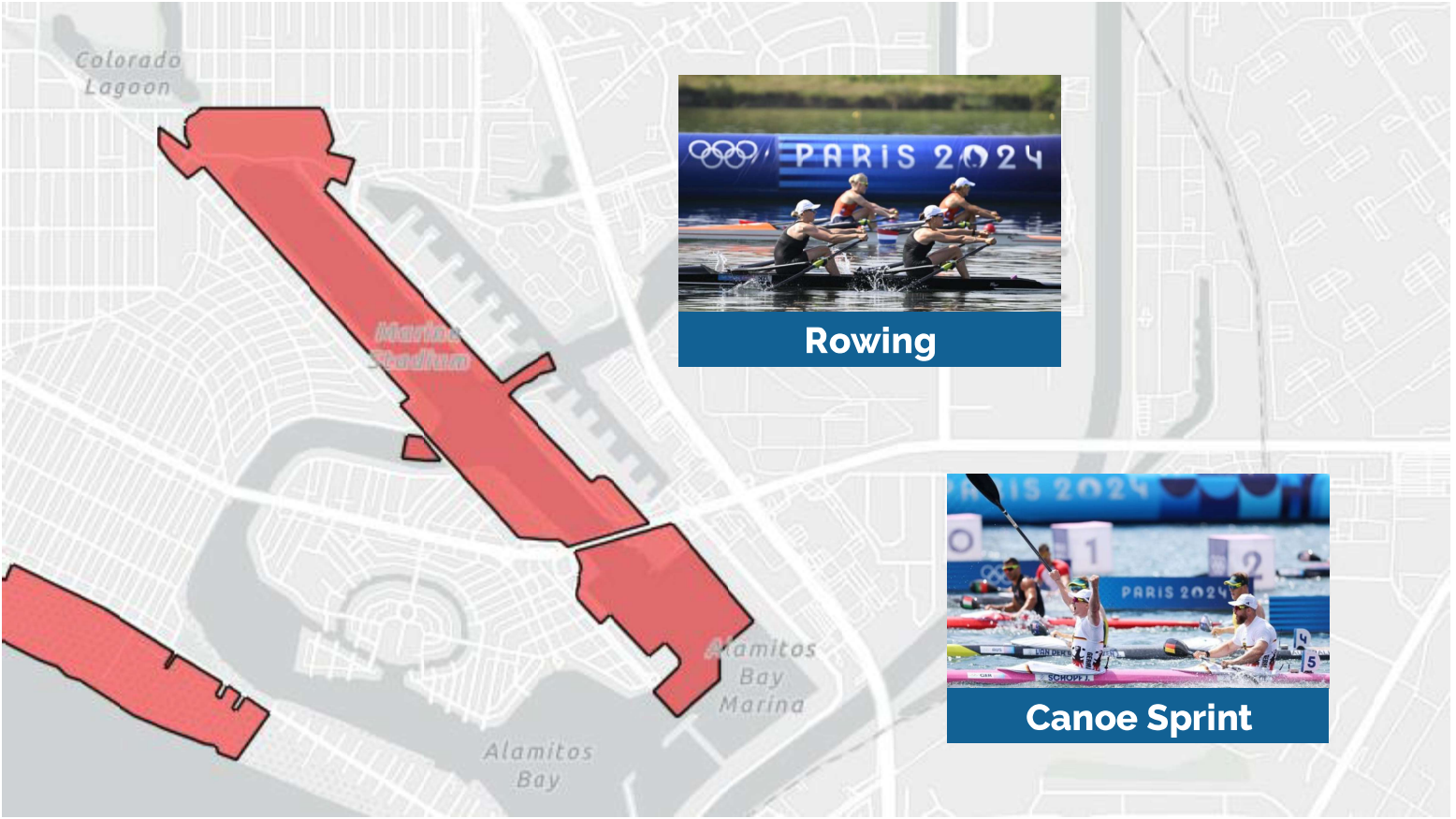
Beach Volleyball



Target Shooting



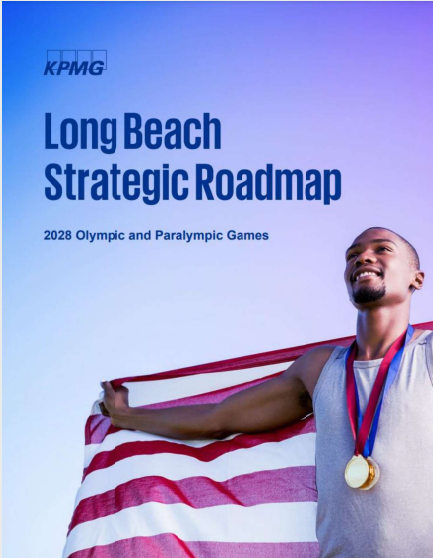
Sailing



The Road to 2028: A Phased Approach

Phased Approach to Implementation

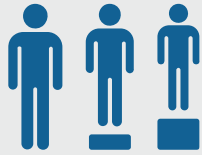
Foundation (2024-25)	Operational Planning (2025-27)	Testing and Delivery (2027-28)	Dissolution (Sept. 2028-29)
Establish governance structures, stakeholder coordination, initial planning, and policy development.	Detailed planning by City departments, development of operational plans, and community outreach.	Readiness exercises, test events, and final preparations for delivering Games-time operations.	Wind down operations, ensure financial settlements, decommission venues, and report on successes.



Defining Our Games Legacy

Opportunity to Showcase Long Beach to the World

Our Strategic Roadmap identifies three core themes to guide our Games planning and delivery:



EQUITY

Benefits for all communities



PUBLIC SAFETY

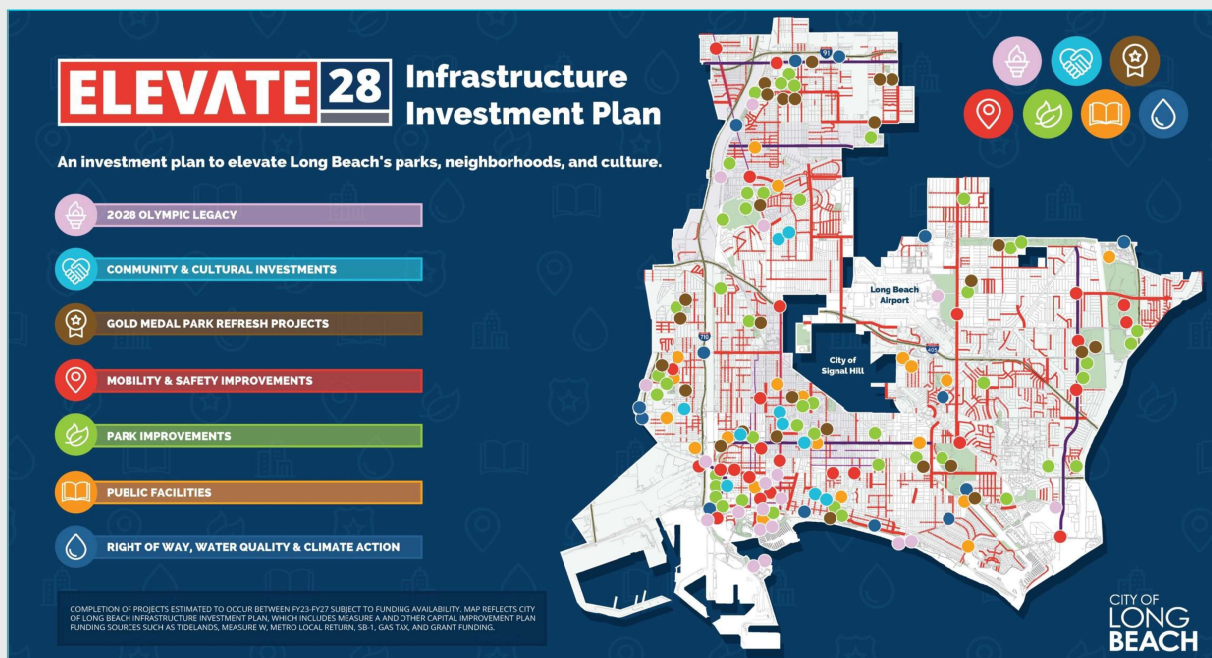
Ensure a safe and welcoming experience



LEGACY

Lasting investments in small businesses, arts and culture, and youth.

Defining Our Games Legacy



Building our Civic Infrastructure



Community Advisory Groups

Engage the City's subject matter experts to shape planning decisions.



Long Beach Legacy Fund

Establish a foundation for long-term legacy investments.



Festival Sites and Watch Parties

Bring the Games to every neighborhood, especially where the community does not have direct access to Games events.



14

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Defining Our Games Legacy

Inspiration from Paris 2024

- City of Paris hosted 20 fan zones citywide to extend the Games experience for all beyond the venues.
- Zones featured:
 - Watch parties and live music
 - Local food and cultural showcases
 - Sports clinics and community workshops



15

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Establishing Protocol Standards



Elevate Long Beach's global profile leading into and after LA28



Build global partnerships in business, tourism, and culture



Serve as the primary liaison for global dignitaries and consulates



Strategically advise City departments on high-level international engagement

Establishing Protocol Standards

Long Beach Hosts Los Angeles Consular Corps (LACC)

- LACC fosters diplomatic relationships between countries with consulates in LA
- On April 28, we welcomed the LACC at the Aquarium to share our Games preparations and invite them to consider Long Beach as their home base during the Games.
- Representatives from 53 countries attended, with over 120 RSVPs



Keeping the Community Engaged and Informed

• Long Beach 2028 Games Website

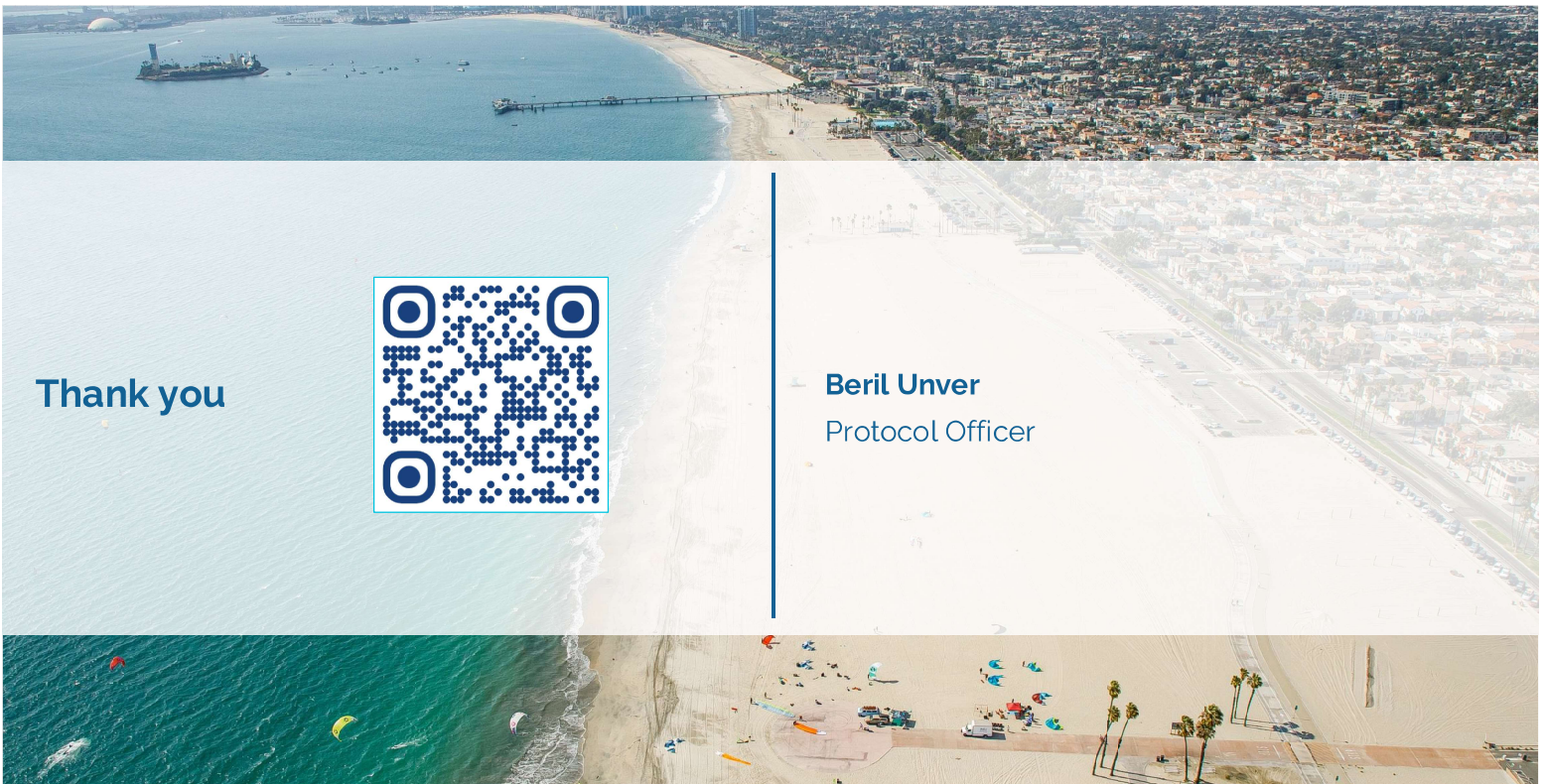
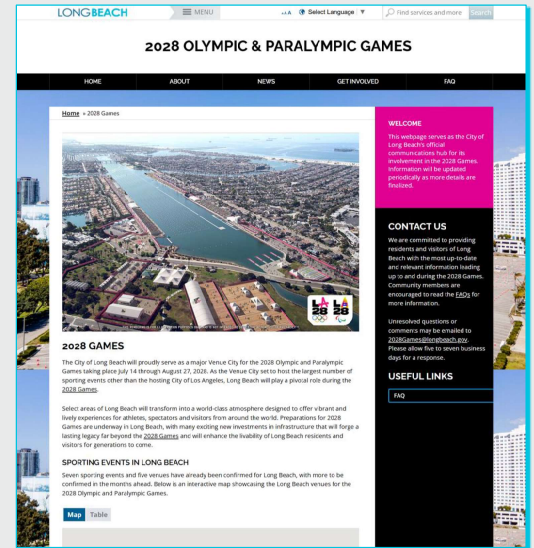
- Hub for information about events, venues, and engagement opportunities:
<https://www.longbeach.gov/2028games>.

• Mailing List Sign-Up

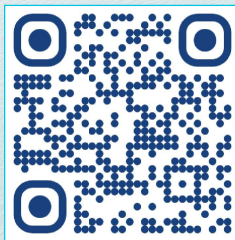
- Community can subscribe through the Games website to receive updates on engagement opportunities and planning progress, and potential future impacts related to the Games.

• Direct Email Communication

- Dedicated email address to provide a direct channel for community inquiries, feedback, and suggestions related to the Games:
2028Games@longbeach.gov.



Thank you



Beril Unver
Protocol Officer