

# CITY OF LOS ANGELES OFFICE OF MAJOR EVENTS

Paul Krekorian,  
Executive Director



# LA: THE CAPITAL OF MAJOR EVENTS

9+

major sporting events  
coming to Los Angeles  
between now and 2028\*



\*2025 Rugby SVNS World Championship, 2025 Concacaf Gold Cup, FIFA Club World Cup 2025, 2026 NBA All-Star Game, 2026 U.S. Women's Open Championship (golf), FIFA World Cup 26, NFL Super Bowl LXI, 2027 NCAA Division I Men's Basketball Tournament, 2028 Olympic & Paralympic Games

# THE OFFICE OF MAJOR EVENTS

*SAFE — SUCCESSFUL — FISCALLY RESPONSIBLE*

1. Overall coordination — “The hub of the wheel.”
2. Internal oversight to ensure scarce taxpayer dollars are spent wisely
3. External oversight to protect the City’s budget
4. Maximize the economic benefit to our communities
5. Deliver meaningful legacy for our communities

# THE 2028 GAMES

**OLYMPIC GAMES:** JULY 14 - JULY 30, 2028

**PARALYMPIC GAMES:** AUGUST 15 - AUGUST 27, 2028

**59**

SPORTS

**800+**

EVENTS

**40+**

COMPETITION  
VENUES

**~15,500**

ATHLETES

**100,000**

CONTRACTORS AND  
VOLUNTEERS

**30,000**

BROADCASTERS AND  
MEDIA

**15 M**

TICKETED  
SPECTATORS

**~5 B**

WORLDWIDE  
VIEWERS

**206**

NATIONS  
REPRESENTED

**3,000+**

HOURS OF  
LIVE COVERAGE

**\$18 B**

ECONOMIC OUTPUT

**90,000+**

JOBS SUPPORTED

**\$5-6 B**

IN LABOR INCOME

**\$700 M+**

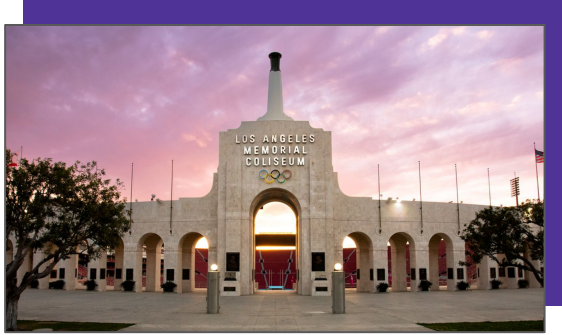
IN STATE AND  
LOCAL TAXES

**\$1.6 B**

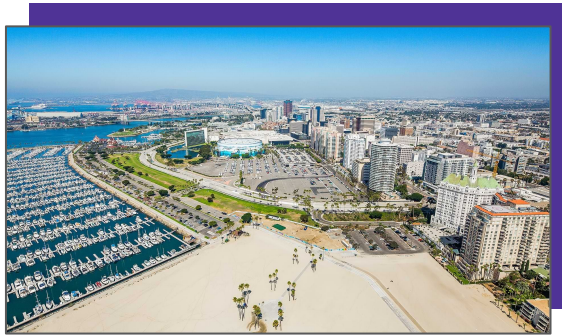
IN FEDERAL TAXES



# CALIFORNIA VENUE CITIES



Los Angeles



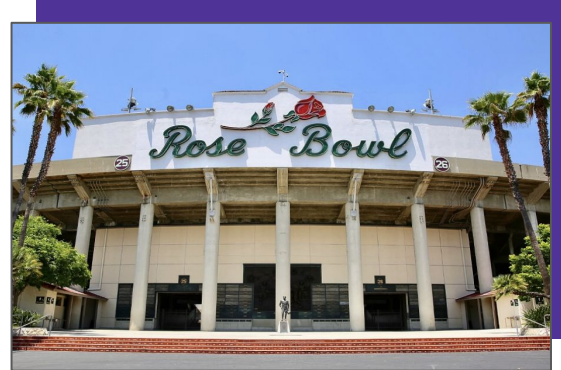
Long Beach



Carson

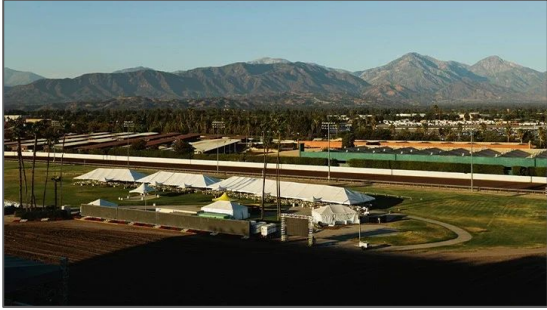


Inglewood



Pasadena

# CALIFORNIA VENUE CITIES



Pomona



Arcadia



South El Monte



Anaheim



San Clemente

# LOSSAN & THE GAMES

- Critical Regional Role
- **Anaheim Station:** Volleyball
- **San Clemente Station:** Surfing
- Transit Connections to Sports Parks
  - Union Station
  - Van Nuys
  - Chatsworth
- Airport & Hotel Connections
- Regional Tourism
- Option for Residents





# WHAT IS THE ECONOMIC IMPACT OF THE 2026 FIFA WORLD CUP?

**\$594 M**

ECONOMIC IMPACT

**179,200**

UNIQUE, OUT-OF-TOWN  
VISITORS

**\$243 M**

IN INCREASED WAGES

**\$15.7 M**

IN TAXES TO CITY OF LA

**\$57 M**

IN STATE AND LOCAL TAXES

Source: Projected Economic Impact of FIFA World Cup 26™

County of Los Angeles June-July 2026



# WHAT IS THE ECONOMIC IMPACT OF THE 2028 OLYMPIC & PARALYMPIC GAMES?

**\$18 B**

ECONOMIC OUTPUT

**90,000+**

JOBS SUPPORTED

**\$5-6 B**

IN LABOR INCOME

**\$700 M+**

IN STATE AND LOCAL TAXES

**\$1.6 B**

IN FEDERAL TAXES

# GAMES MOBILITY EXECUTIVES PRINCIPAL MEMBERS

- LA Metro
- LA28 organizing committee
- City of LA (Office of Major Events)
- Caltrans
- LA Dept. of Transportation
- Metrolink
- SCAG
- Additional members on subcommittees

# GAMES MOBILITY EXECUTIVES FOCUS AREAS

REGIONAL RAIL

GAMES  
ENHANCED  
TRANSIT SERVICE

LIGHT RAIL OPS  
UPGRADES

TRAFFIC  
MANAGEMENT

COUNTYWIDE  
BUS-ONLY LANES

KEY STATION  
UPGRADES

GAMES ROUTE  
NETWORK

OPEN STREETS

ZERO EMISSION  
BUSES

UNIVERSAL BASIC  
MOBILITY

TRANSPORTATION  
DEMAND  
MANAGEMENT

MOBILITY HUBS

HEAT

ACCESS  
SERVICES

FIRST/LAST MILE



# TRANSPORTATION LEGACY – 28 by '28



Rosecrans/Marquardt Grade Separation



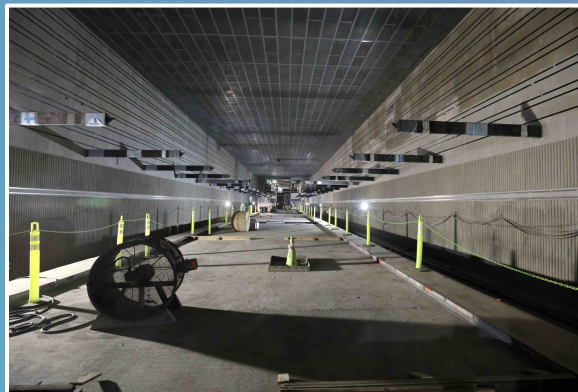
Regional Connector



LAX/Metro Transit Center



Foothill Extension to Pomona



D Line (Purple) Extension



Key Station Upgrades



# THE 1984 OLYMPIC SPIRIT

**Cities across Southern California** benefited from increased economic activity distributed across the region.

**\$10.3 B**

ECONOMIC BENEFITS  
IN SOUTHERN CA

**68,000+**

JOBS CREATED  
DURING THE GAMES

**\$558 M+**

IN STATE AND LOCAL  
REVENUES

**\$87 M**

IN NEW AND IMPROVED FACILITIES  
FOR COMMUNITY USE

**\$670 M**

SURPLUS, WHICH CONTINUES TO  
FUND YOUTH SPORTS IN LA

In addition, the Olympics led to increased **sports and national events** scheduling and **international coverage and acclaim** that raised Southern California's profile as a global destination.

*All amounts escalated to 2025 dollars.*

Los Angeles Olympic Organizing Committee, 1985. *Official Report of the Games of the XXIIIrd Olympiad*, page 313.

Craig Lawson, 1985. "Intergovernmental Challenges of the 1984 Olympic Games."



# MAJOR EVENTS MEAN MAJOR OPPORTUNITIES



For discussion purposes only | accurate as of May 2025