

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

C.F. No. 15-0989-S37; S38
0220-06432-0000

Date: September 25, 2026

To: Honorable Members of the Ad Hoc Committee on the 2028 Olympic and Paralympic Games

From: Sharon M. Tso, Chief Legislative Analyst

Matthew W. Szabo, City Administrative Officer

Subject: **PREPARATION OF ACTIVATION ZONES AND VIEWING PARTIES RELATIVE TO THE 2028 OLYMPIC AND PARALYMPICS GAMES**

SUMMARY

The 2028 Olympic and Paralympic Games (2028 Games) are scheduled to be held in the City between July 14 and August 27, 2028.

On September 20, 2024, Council approved Motion (Park, Price – Yaroslavsky) (C.F. 15-0989-S37) that instructs the City Administrative Officer (CAO) and Chief Legislative Analyst (CLA), in coordination with the Organizing Committee for the Olympic and Paralympic Games 2028 (LA28), to collaborate with Council District offices to identify City-owned sites within their respective Council Districts that could become Activation Zones for the 2028 Games and other major events; and identify funding sources, public and private, that could support Activation Zones throughout the City.

Additionally, on September 25, 2024, Council approved Motion (Price, Rodriguez – Park) (C.F. 15-0989-S38) that directs the CLA and the CAO, in consultation with the Council Offices and all relevant Departments, to develop with LA28's support at least 28 locations throughout the City, with at least one in every Council District, where viewing party locations and activations can be hosted to serve Angelenos.

Our Offices have consulted with all Council District offices, the Office of the Mayor, numerous City Departments, and LA28. The concepts provided in this report are derived from extensive conversations with these stakeholders.

BACKGROUND

Activation Zones, also known as viewing parties, fan zones, and a variety of other names, are non-venue sites where the public can gather to experience Games-related activities. Activation Zones typically provide the public a free opportunity to enjoy the 2028 Games away from

official venues, and include broadcasts of Games events on large screens, live exhibitions and demonstrations of Olympic and Paralympic sports, meet-and-greets with Games athletes, and workshops and activities related to the Games.

During the 2024 Olympic and Paralympic Games in Paris, France and adjoining areas, free Activation Zones, dubbed "Club 2024," were established in 25 locations within Paris, over 40 locations within the greater Paris area, and 180 total across the whole of France. These zones were free and open to public access, and included large-screen broadcasts of Olympic and Paralympic events, opportunities to meet athletes, cultural programming, and related workshops and activities. The sites were located to ensure geographic distribution in every arrondissement in Paris, highlight key city attractions such as the Eiffel Tower, and allow access to residents of all neighborhoods. These sites were being kept open throughout all the Olympic Games and the Paralympic Games, including during the break between the international competitions (Games Activation Period).

2026 World Cup Activations Lessons

During the 2026 FIFA World Cup tournament, numerous private and public spaces were activated, with some independently produced events and City-led activations held under the branding of the City's Kick It In the Park program, supported through the Mayor's Office of Major Events (OME) in collaboration with Council District Offices, the Department of Recreation and Parks (RAP), and other departments. Three different sites were activated each day for 34 days, totalling 102 activations, with activities spanning from sports clinics to match viewings on City-owned mobile video screens, as well as local vendor engagement. Screens were shared and transported between sites.

Meetings were held with the RAP, OME, and all Council District offices in an effort to understand issues faced during 2026 World Cup activations and inform best practices for a City Activation Zone Program for the 2028 Games. Offices noted that the success of these activations was contingent upon the access to electrical and water services, hydration and heat-reduction tools, given the timing of these events being held in the summer. Temporary solutions such as hydration stations and shade structures, and the distribution of personal umbrellas and cooling towels to attendees, helped protect the health and safety of attendees. Another key issue has been ensuring accessibility to the locations with adequate prior planning.

Attendance for these events started low at the beginning of the tournament, and increased for important events and as the matches continued. While some of this variance can be attributed to the match participants (games featuring the national teams of Mexico and the United States being noted as the largest crowds), offices noted that a lack of promotion for the activations may have also limited participation.

Office staff had to directly engage with production and procurement activities, given the lack of dedicated staff, flagging that a committed on-site and production staffing would have provided more cohesive activations and facilitated the resolution of issues as they arose.

Additionally, early engagement with the community, local businesses, vendors, and City departments was noted as crucial to ensuring the success of these events. Providing the community and local businesses with advance notice allows them to prepare and plan for

issues that might arise due to increased visitation, and gives businesses a chance to use the event to increase customer engagement, for example through special event promotions. Early discussions with vendors can help ensure their participation in an event and allow them to coordinate services. Finally, early engagement with City departments provides for the planning and procurement of utilities and services in support of the event.

The lessons learned from the 2026 World Cup activations provide context and direction for the City Activation Zone Program for the 2028 Games.

Types of Fan Events for the 2028 Games

Discussions with stakeholders have revealed multiple levels of planning relative to Activation Zones in the City and surrounding areas for the 2028 Games:

Regional Activation Zones

Large regional stakeholders have expressed interest in establishing Activation Zones that will serve the entire region in singular sites. These sites would be independently organized without direct input from the City, and could operate through the entire Games Activation Period. Organizers may likely seek City support and may want to co-locate their event with City Activation Zones. These stakeholders would stand-up one or more Activation Zones for their organization.

City Activation Zones

City Activation Zones would be events that operate across the full active period of the Olympic and Paralympic Games. These would provide a range of activities, including viewing of sports events and sports demonstrations. A wide range of additional activities could be offered at City Activation Zones, as described below.

Local Activations

Local Activations would be established by local stakeholders and organizations for limited periods and at a smaller scale than regional sites and City Activation Zones. LA28 is preparing a toolkit to encourage local community events by providing best practices for these sites. For example, an equestrian society may wish to hold a local activation at a horse-riding facility to introduce the group to locals, demonstrate equestrian sports, and view the broadcast of equestrian events during the 2028 Games.

City Activation Zone Program

Though the Motions asked for our Offices to identify potential sites, it was necessary to consider a program and criteria for the selection of appropriate Activation Zone locations. As noted, the City Activation Zone (CAZ) Program will be managed by the City and provide opportunities for attendees to experience the 2028 Games free of charge at iconic locations throughout Los Angeles. These sites could be open throughout or for portions of the Games Activation Period, which will stretch from Friday, July 14 to Sunday, August 27, 2028, a total of 46 days. The period between the Olympic Games and the Paralympic Games, July 31 to August 14, is included in the identified 46 day Games Activation Period.

Programming

A wide range of additional program elements could be included in the CAZ Program, which may include a viewing approach similar to the World Cup activations noted above or

something more robust. The Council may choose to develop a program that has a similar interface across all sites or is unique to each site. Council may also want to consider concepts to ensure that all sites have similar components, as desired, though the specific programming offered at each CAZ could be customized to match the cultural individuality of the neighboring area. At this juncture, Council direction is needed to define the programming scope desired for the CAZ Program. Stakeholders have suggested the following concepts for programming and amenity opportunities at these sites:

- **Viewing Parties:** The programming for most Activation Zones centers around viewing 2028 Games sporting events. To this end, producers of a site may elect to construct temporary viewing screens that would allow spectators to watch Games broadcasts or other viewing experiences throughout the day.
- **Cultural Programming:** Activation Zones could have stages to provide cultural arts performances, music concerts, comedy programs, and other entertainment. These efforts could be aligned with the Cultural Program for the 2028 Games, as described below.
- **Sports Demonstrations and Participation:** Engagement with and education of unfamiliar sports and cultures is one of the enduring legacies of the Olympic and Paralympic Games. Were a stage to be constructed, local sporting groups could put on demonstrations, participatory or otherwise, that would explain their chosen sport and expose it to spectators. Demonstrations could be timed with the sport event schedule for the Games.
- **Local Organization Outreach:** Local organizations may wish to involve themselves on-site with programming, and with the potential for booth space at the Activation Zone. This could include co-location with national hospitality houses, as commonly assembled by foreign countries during the Games.
- **Vendors:** Opportunities to involve local businesses and vendors could increase engagement with Activation Zones and provide opportunities for local community participation. Most Activation Zones in Paris included vendors that provided food, beverages, art, and other offerings.

If these sites are active during the entire Games Activation Period, the CAZ Program will need to encourage public engagement for when Olympic and Paralympic events are not live. Partnerships with local cultural societies, schools, and other groups would provide opportunities to activate the sites during the gap between Games, and could serve to build excitement for the Paralympic Games.

Criteria for City Activation Zone Selection

Council direction requested between 15 and 28 City sites where Activation Zones could be established during the 2028 Games. Our Offices consulted numerous times with all 15 Council Districts to develop a list of priority sites for each District, and discussed opportunities with the OME, RAP, Department of Cultural Affairs, the General Services Department, Department of Transportation, Project Restore, and LA28.

Council District offices were engaged to provide their site priorities. Selection criteria focused on sites providing the greatest possible public access and ensuring geographical disbursement between sites. The following is a list of important criteria used to make this determination:

- Size appropriate for anticipated crowds;
- Flexibility of space for variable crowd size and uses;
- Equitability of public access;
- Distance from 2028 Games event venues;
- Geographic distribution of sites;
- Access to public transportation;
- Availability of parking;
- Impact on local residents;
- Unique needs of Council Districts;
- Cultural connection to the area; and
- Site control.

Council District offices provided between one and three preliminary priority sites for further review. Attachment A to this report provides a list of these locations identified by Council Offices; Attachment B provides a map of these locations as well as venues at which events will take place. Final decisions and Council approvals regarding the locations of these Activation Zones will be made at a later date.

Organization and Management

The CAZ Program would require extensive coordination between City departments, Council District offices, regional stakeholders, and event producers. These efforts would ideally be led by a single City department that could hire an event producer to manage the overall CAZ Program (Managing Producer), as well as qualified individual producers procured for each site (Site Producers).

The Managing Producer would be able to coordinate all Activation Zones within the CAZ Program to achieve efficiencies in organization, management, and large-scale procurement, and produce a cohesive look and feel across sites. The Managing Producer would work with Site Producers to ensure standards and practices are applied adequately at each site, and that wide-ranging issues are properly controlled and mitigated.

Site Producers would be selected by Council District offices. A Site Producer would assess a site's distinctive characteristics to envision a production plan that is appropriate for the location and surrounding neighborhood. Such a production plan would allow the site to possess a unique look and feel that is complementary to the area's culture, and provide an opportunity for engagement with local businesses, organizations, artists, performers, and other community stakeholders.

The procurement of a large number of goods and services will be required to stage Activation Zones, including but not limited to tables; booths; tents; fencing; sanitation and waste services; lighting; and many others. It is important that producers managing CAZ Program events be directed to prioritize local businesses for the procurement of goods and the delivery of services at Activation Zones.

Crowd Control and Security

Though free of charge, it is expected that all City Activation Zones would be ticketed to provide crowd control for the site. Additionally, sites will require security fencing and personnel.

The Police Department indicates that their ability to provide security services at Activation Zones could be limited due to the increased Citywide demand for deployment during the Games. It is anticipated that private security contractors would be required to provide services at the Activation Zones.

Funding

Funding for the CAZ Program is not identified nor provided in the 2026-27 Budget. Council may consider a budget request and funding sources for the CAZ Program as detailed plans are presented and as part of its consideration of the upcoming 2027-28 annual budget.

Partnership opportunities can be sought through existing programs that engage with local communities, as well as with hospitality houses and collaborations with external stakeholder agencies. Sponsorships may be an option to provide support at certain sites. However, LA28 maintains the right to engage in sponsorships for the 2028 Games which may potentially restrict the City's ability to develop sponsorship opportunities at Activation Zones. LA28 has indicated that additional clarification regarding sponsorships is forthcoming.

Other Considerations

Numerous other factors will need to be addressed to provide for a successful CAZ Program:

- **Local Procurement:** Local businesses should be involved in the procurement of goods and delivery of services relative to the CAZ Program.
- **Long-Term Equipment:** Where more appropriate and cost-efficient, equipment could be purchased rather than rented to provide use beyond the Games. For example, screens purchased for the CAZ Program could be used by the City for future events such as community film screenings.
- **Required Amenities:** Sites will require restrooms, sanitation stations, water stations, accessible facilities, tables, tents, booths, fencing, lighting, and other amenities necessary to support a large crowd. These items may be in short supply during the 2028 Games.
- **Construction Needs:** Sites may require the construction of temporary stages, viewing screens, accessibility structures, and other supportive construction. These items may be in short supply during the 2028 Games.
- **Cultural Program for the 2028 Games:** The Activation Zones could provide an opportunity for integration with the Cultural Program for the 2028 Games, creating potentially dozens of new locations where cultural events could be held for over six consecutive weeks.
- **Children's Programming:** As the Activation Zones will be open during the summer, consideration should be given for integration with children's camp programs, especially

for site engagement during the gap between the Olympic and Paralympic Games. These could include demonstration, instruction, and participation in sports activities.

- **Marketing and Cross-Marketing:** City Activation Zones could be used to promote involvement in the 2028 Games. At the same time, these sites are a chance to market other Activation Zones throughout the City. Encouraging attendees to visit numerous sites and collect unique mementos from each could enhance involvement across all Activation Zones.
- **Bureau of Street Services Permitting:** The Bureau of Street Services (BSS) provides permitting services for street vacations and activations. An increase in street activations relative to the 2028 Games, including Activation Zones, viewing parties and Games-specific events, would place additional pressure on BSS to provide timely review of a larger number of permit applications.

Department of Cultural Affairs Report on Cultural Program for 2028 Games

On October 7, 2025, the Department of Cultural Affairs (DCA) released a report (DCA Report) relative to a Council request for information regarding the planning and preparation for the Cultural Olympiad / Cultural Program for the 2028 Games (C.F. 15-0989-S41). DCA's framework for the Cultural Program includes the use of existing City sites and resources to stage performances so as to more appropriately utilize the budget for programming and events. To that effect, Activation Zones could be programmed in part by DCA so as to provide opportunities for the Cultural Program.

Metro Report on Transit-First Fan Zone Approach

On September 17, 2025, the County Metropolitan Transportation Authority (Metro) Board approved an informational report relative to their initial planning to increase access to the 2028 Games through fan zone activations and multi-modal transportation options. Metro's stated goal is to encourage the selection of activation sites that consider Transit-First accessibility, which are defined as being highly accessible via high-frequency transit. Metro notes that activations at Transit-First sites encourage the use of public transit for events, which can assist with crowd metering and safety; and have the capacity to inspire legacy improvements.

Metro has identified criteria by which activations at Transit-First sites would be prioritized:

- Transit and Multi-Modal Accessibility;
- Geographic Dispersion and Equity;
- Event Readiness;
- Reflects Local Culture; and,
- Cross Agency Coordination.

Metro is supportive in principle of activation and fan zones, and has stated a willingness to cross-promote activations that have been designated as Transit-First using marketing communication channels such as a dedicated website; social media networks; and event-focused media outreach at Metro's Customer Care Centers.

Metro committed to invest up to \$50,000 in matching funds for one designated Transit-First County-led activation site in each Supervisorial District for the 2026 World Cup. Metro hosted an activation site at Union Station in Downtown, and states that plans are in place for it to host an activation at the same location for 2028 Games, which can be scaled based on funding available to support the event.

It is expected that the City would engage Metro to obtain support for the CAZ program.

Next Steps

Most priority CAZ Program locations identified by Council offices are public parks and recreation centers that are managed by RAP, giving the department a unique knowledge of the challenges and concerns at most sites. Therefore, our Offices recommend that Council instruct RAP to coordinate with OME, Council District offices, relevant City departments, LA28, and other public and private stakeholders, in the development of a CAZ Program that provides maximum public access to the Olympic and Paralympic experience. Our Offices further recommend that RAP should be instructed to report to Council on a regular basis in the lead-up to the 2028 Games. RAP has confirmed to our Offices that they would be supportive of an instruction to develop a CAZ Program. Our Offices also recommend that RAP and DCA, and other affected City departments to report on strategies and required resources needed to implement the CAZ Program, including estimated costs and funding opportunities.

Further, Council should provide additional guidance as to how many sites should be established. Cost will be a significant factor in standing up the CAZ program, which may be an important factor in selecting the final number of activation zones.

Finally, we recommend that RAP be instructed to lead the development of a program management strategy, including a budget and potential funding sources, for Council consideration. The strategy should be developed in collaboration with CLA, CAO, DCA, and OME.

RECOMMENDATIONS

Our Offices recommend that the City Council, relative to the preparation of activation zones and viewing parties for the 2028 Olympic and Paralympic Games:

1. Instruct the Department of Recreation and Parks (RAP) to coordinate with the Office of the Mayor, Office of Major Events, Council offices, relevant City departments, LA28, and other public and private stakeholders, to develop a City Activation Zone Program, with a budget and identified funding sources, that provides maximum public access to the Olympic and Paralympic experience; engages local vendors, artisans, and community groups; prioritizes local hiring and contracts; and provides quarterly reports in the lead-up to the 2028 Games;
2. Instruct RAP and the Department of Cultural Affairs (DCA), and other affected City departments to report on strategies and the required resources to implement the City Activation Zone Program, including estimated costs and funding opportunities; and

3. Instruct RAP, in coordination with the CLA, CAO, DCA, and the Mayor, to report with a program management strategy, including a Managing Producer concept, and initiate preparation of documents necessary to initiate procurement of key operational components of the program.

FISCAL IMPACT STATEMENT

Approval of the recommendations in this report do not result in any fiscal impact on the General Fund. City Activation Zone Program is expected to require substantial funding from the General Fund in the future 2027-28 and 2028-29 Budgets.

FINANCIAL POLICIES STATEMENT

Approval of the recommendations in this report complies with the City's Financial Policies.

SMT:MWS 11260036

Attachments:

Attachment A: List of Council District Priority Locations

Attachment B: Map of Council District Priority Locations

ATTACHMENT AList of Council District Priority Locations

Priority Site	CD	Address
MacArthur Park	1	South Alvarado Street at West 7th Street
North Hollywood Park and Recreation Center	2	5015 Tujunga Avenue
Lanark Park	3	Lanark Street at Topanga Canyon Boulevard
Greek Theatre	4	North Vermont Avenue at Vista Del Valle Dr.
Lawn South of Autry Museum	4	4700 Western Heritage Way
Van Nuys Sherman Oaks Recreation Center	4	Hazeltine Avenue at Huston Street
Pan Pacific Park	5	7600 Beverly Boulevard
Van Nuys Civic Center	6	14410 Sylvan Street
Sheldon Arleta Park	6	Sheldon Street at Arleta Avenue
Hansen Dam	7	Osborne Street at Foothill Boulevard
Destination Crenshaw	8	Crenshaw Boulevard at West 54th Street
South Park Recreation Center	9	345 East 51st Street
Leimert Park Plaza	10	4395 Leimert Boulevard
Koreatown	10	Location TBD
Penmar Recreation Center	11	Penmar Avenue at Rose Avenue
Mar Vista Recreation Center	11	Palms Boulevard at Sawtelle Boulevard
Northridge Recreation Center	12	18300 Lemarsh Street
Echo Lake Park	13	Glendale Boulevard at Park Avenue
Hollywood Boulevard	13	Hollywood Boulevard near Highland Avenue
El Sereno Park and Recreation Center	14	North Eastern Avenue at Klamath Street
Angels Gate Park	15	South Gaffey Street at West 36th Street
Banning Recreation Center	15	East Pacific Coast Highway at Eubank Avenue
Watts Towers	15	Santa Ana Boulevard at Graham Avenue

City of LA Activation Zones

