

City of Los Angeles

2028 Cultural Program for the Olympic and Paralympic Games Framework



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Terminology

Cultural Olympiad: LA28's formal, global cultural strategy.

2028 Cultural Program for the Olympic and Paralympic Games (Cultural Program): DCA, Host City-led, community-focused programming occurring before, during, and between the Games.

- LA28's Cultural Olympiad strategic plan is under internal review.
- LA County Dept. of Arts and Culture working with internal County departments and Board of Supervisors on a regional strategy.

Games Agreements and Host City Obligations

Arts and culture is a required component of the 2028 Olympic and Paralympic Games, per the Games Agreement and Host City Contract.

The agreements require (in part):

- Cultural events be accessible to all LA residents;
- Inclusive programming and community participation;
- A dedicated celebration of disability arts and Paralympic culture;
- A plan that supports local artists, cultural producers, and vendors; and
- City input in the development and execution of cultural plans.

Lessons Learned from **Paris 2024**



Budget:
€41M (~\$48M USD)*

Most Cultural Olympiad programming occurred in the seven weeks before the Games, with limited activity during the Games.

Key Takeaways:

Early local artist engagement results in more authentic programming.

Outreach to underrepresented communities improves access and inclusion.

Flexible, community-based formats increase participation.

Outdoor and public events achieved the highest engagement.

*Includes: City of Paris and certain neighboring cities, the “county” equivalent for the region, the Ministry of Culture (federal govt.) & Paris 24

Convenings & Engagement

The data collected from the 2 different sets of convenings listed below, consisting of hundreds of participants, combined with insights from other discussions with the arts sector, were integral in informing the design and content of the Cultural Program Framework.



DCA, LA Cultural Convenings

January 2020

DCA hosted a series of 10 roundtable listening sessions.



LA County Department of Arts and Culture, Cultural Convenings

Fall 2024

The County Dept. of Arts and Culture, in partnership with DCA and LA28, held a series of 11 Regional Cultural Convening Sessions.

Mayor Bass' *Games for All* Vision



Mayor Bass released **Executive Directive 16** and a **"Games for All" Vision Plan**, on October 17, 2025, marking 1,000 days until the Opening Ceremony of the 2028 Olympic Games. This directive aims to streamline processes that support the delivery of the "Games for All" Vision.

The "Games for All" Vision Plan and Executive Directive identifies arts and culture as a crucial legacy component of the Games; it highlights DCA's Cultural Program Framework as the key path for achieving the goals outlined in this vision plan.

City-County-LA28 Collaboration



Since 2023, **DCA** has **collaborated** with **LA28 Cultural Olympiad** leadership, and **LA County Dept. of Arts and Culture**, to discuss goals and strategies between citywide, regional, and global cultural planning in an effort to identify complementary efforts.

Ongoing coordination among the DCA, LA County Department of Arts and Culture, and LA28 is essential.




LA28

Program Vision & Goals (2026–2032)

Vision

To showcase LA's local artistry to a global audience; to exemplify the strength of diverse cultural experiences; and to broaden opportunities for the arts and cultural sector and access to the arts for residents and visitors alike.



Program Goals

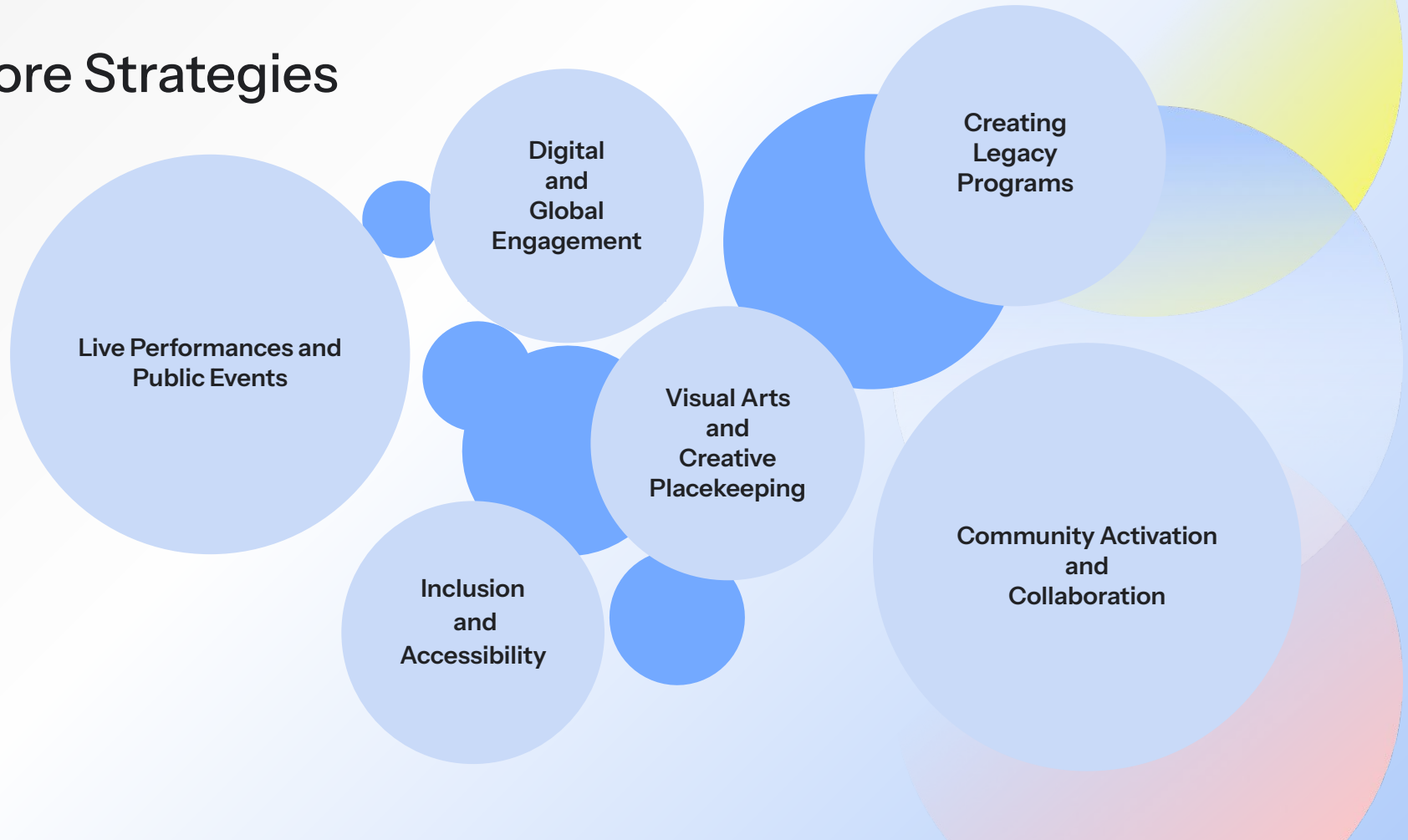
- Showcase Local Arts and Culture
- Foster Community Engagement and Inclusive Access
- Build Partnerships and Cultural Diplomacy
- Catalyze Economic and Creative Sector Growth
- Promote Sustainability



Target Audiences

- **Local Residents** – Community members across Los Angeles, with a focus on inclusive participation;
- **Youth and Families** – Young people and families benefiting from arts education and accessible programming; and
- **Tourists and Visitors** – Domestic and international guests, including Games participants, experiencing LA's cultural vibrancy.

Core Strategies



Timeline (2026–2032)

01

Lead-Up Programming (2026–2027)

Pilot activations and community engagement programs aligned with major sporting and cultural events (e.g., FIFA World Cup).

Launch community grant programs and feature Council District-based initiatives.

02

Official Launch (2027–2028)

Summer 2027: Official Cultural Program launch citywide.

2027–2028: Council district-based festivals, public art activations, community celebrations, and creative collaborations.

Summer 2028: Major cultural activations during Olympic and Paralympic Games.

03

Post-Games & Legacy (2029–2032)

Continue LA–Brisbane Cultural Exchange and legacy programming.

Integrate learnings into future citywide cultural policy and planning.

Program Framework (Funding Tiers)

Framework A – Base Level (\$15M)

Core programs supported by DCA's existing budget.

- 15 Council District Cultural Festivals
- Arts Development Fee Projects
- Mural Conservation & Legacy Enhancement
- Mural Works - New Murals, Conservation, and Apprenticeship Program
- New Community Activation Grant Categories
- Community Arts Celebrations & Exhibitions
- Youth Arts Education & Engagement
- Make Music LA

Framework B – Expanded (\$30M)

Enhanced programming and broader reach.

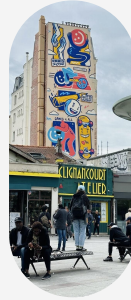
- *All items under Framework A and:*
- New Olympic & Paralympic Murals
- Community Celebrations - Cultural Activation
- Cultural/Neighborhood Hubs & Community Activations
- Disability Arts & Paralympic Celebration
- LA-Brisbane Cultural Exchange
- Transit Corridor Cultural Programming
- Games Venue Cultural Activations

Framework C – Full (\$40M)

Comprehensive realization of the Cultural Program vision.

- All items under Frameworks A and B and:
- Olympic/Paralympic Arts Festival
- International Artist Exchange
- LA River Cultural Activation

Opportunities



01

Cultural Infrastructure and Sector Growth

Strengthen local creative ecosystems and invest in artists' futures.

02

Cross-Sector Collaboration

Build sustainable partnerships among arts, business, education, and civic sectors/municipalities.

03

Cultural Diplomacy and Global Exchange

Affirm Los Angeles as a global leader in inclusive, community-driven arts practice.

04

Community Empowerment

Uplift neighborhood voices and ensure long-term access to creative opportunities.

Los Angeles 2028



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