



## Staff Report

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**File #:** 25-693, **Version:** 1

**Item #:** A-1.

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**CAC - ACTION ITEM:** 1) Discuss Potential Programmatic Options for 2028 Olympic and Paralympic Games 2) Provide Recommendations to the City Council As Desired

**Meeting Date:** January 21, 2025

**Contact Person/Dept:** Sally Unsworth / City Manager - Economic and Cultural Development

**Phone Number:** (310) 253-6003

**Fiscal Impact:** Yes ☐ No ☒

**General Fund:** Yes ☐ No ☒

**Public Hearing:** ☐

**Action Item:** ☒

**Attachments:** ☒

**Public Notification:** (E-Mail) Meetings and Agendas - Cultural Affairs Commission (01/17/25)

**Department Approval:** Jesse Mays, Assistant City Manager (01/15/25)

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### **RECOMMENDATION**

Staff recommends that the Cultural Affairs Commission (CAC) 1) discuss potential programmatic options for the 2028 Olympic and Paralympic Games and, 2) provide recommendations to the City Council as desired.

### **BACKGROUND & DISCUSSION**

As a continuation of the December 2024 CAC meeting, the complete Background & Discussion for this item can be found on the attached Staff Report dated 12/17/2024.

On December 17, 2024, CAC members voted to continue receiving Olympics-related presentations at the January 21, 2025 CAC meeting following on a number of program proposals presented from members of the public during the meeting. Individuals who presented at the December meeting were contacted by Staff with suggested guidelines for refining project proposals and presentations in January:

- Presentations should be timed to 10 minutes or less.
- Presentations should consider the basic elements of the program such as:
  - What are the key components of the content for your proposal?
  - What is the basic timing for the proposed program or activation? One-time or multiple

dates? Will this program build upon previous programs or be launched prior to 2028? Will it extend beyond 2028?

- What are the elements that you think should be included in the overall budget for this program? Do you have a ballpark range in mind for the total budget? (For example, Space rental? Artist fees? Fabrication and supply costs? Administrative and/or production staff)
- Will this program include a request for funding from the City? If so, what percentage of the budget?
- Are there other agencies, organizations, municipalities, or other entities that you plan to partner with on this program? If so, please list potential partners as well as identify any that are Culver-City based.

## **DISCUSSION**

CAC is asked to review and discuss various ideas related to possible arts and cultural programming and activations in Culver City, suggested in the various Subcommittee meetings held since 2023, as well as consider project proposals and presentations from the public. Programs and arts activations should consider viability, availability of resources (staff and funding), and potential outside partners and collaborations across City departments. Some of the ideas proposed include building upon existing Cultural Affairs programming, while others would be new initiatives to consider.

### Arts and Cultural Programming Ideas:

- Multiple proposals for performing arts festivals - Performing Arts Festival, Jazz Series, International festival in partnership with Sister Cities Committee, Film festival
- Hayden Tract Walking Tour - Art as Architecture, Other walking tours
- Murals
- Program Ivy Station/Media Park
- Transit Opportunities - in buses/artwork contest
- Collectible Posters, Culver City-specific designs
- Gateway Art/Major Installations
- Street Light Pole Banner program, billboards
- Utility box wraps (neighborhood-specific), arts activations in Arts District
- Arts District Temporary Art in Medians

## **FISCAL ANALYSIS**

Other than staff time, there is currently no fiscal impact associated with this agenda item.

## **ATTACHMENTS**

24-12-17\_ATT\_2028 Olympics and Paralympics.pdf

## **MOTION**

That the Cultural Affairs Commission:

Discuss and provide recommendations to the City Council on programmatic priorities for Cultural Affairs for the 2028 Olympic and Paralympic Games.