



City Council Ad Hoc 2028 Summer Olympics Preparation Subcommittee Work Plan

The City Council Ad Hoc 2028 Summer Olympics Preparation Subcommittee will advise and consult with City staff on the implementation of the following projects and programs related to the 2028 Los Angeles Olympics and Paralympics ("Olympics"). The Subcommittee will update this workplan as additional opportunities are discovered.

1. Create opportunities for Culver City residents and businesses to celebrate the Olympics while generating public awareness, excitement, and engagement.
 - a. July 2023: City-produced family friendly "field-day" kickoff event in a park celebrating 5 years until the opening ceremonies. Olympic theme with games, volunteer/email-list sign-up for future opportunities, and opportunities for input/visioning about Culver City's role in the games.
 - b. 2023/2024: "Tailgate" event at Ivy Station before a sporting event at the Coliseum.
 - c. 2024: Annual City-produced public event during summer to maintain energy.
 - d. 2025: Annual City-produced public event during summer to maintain energy.
 - e. 2026: Annual City-produced public event during summer to maintain energy.
 - f. 2027: Quarterly City-produced public events to build energy.
 - g. 2028: Six monthly events (January – June) leading up to opening day.
2. Develop resources to promote Culver City before and during the Olympics.
 - a. 2023: Create a Culver City venues list for special events to be held during Olympics.
 - b. 2023: Hold public design competition for official Culver City Olympics logo.
 - c. 2023: Develop unified Culver City "brand" that businesses can use.
3. Help Culver City businesses prepare for the Olympics.
 - a. 2023: Seek guidance during Culver City Hospitality Cluster meetings on what assistance hotels would like from the City.
4. Explore partnerships related to the Olympics.
 - a. 2023: Explore hospitality house opportunities in Culver City.
 - b. 2023: Ask the Culver City Sister City Committee to explore opportunities and make recommendations.
 - c. 2023: Outreach to Culver City Historical Society.
 - d. 2023: Outreach to West Los Angeles College.
 - e. 2023: Outreach to LA '84 and LA '28 to explore opportunities.

5. Beautify the City so it looks its best during the Olympics.
6. Ensure people can get to, from and through Culver City quickly, efficiently, and sustainably during the Olympics.
 - a. 2023: Explore regional coordination for use of the Culver CityBus fleet during the Olympics.
7. Evaluate and make recommendations to the City Council on Olympic-related items, for example, on proposed partnerships, requests for funding for special events, or recommendations from the Cultural Affairs Commission or non-City groups.
8. Help Culver City become the creative epicenter for the Olympics.
 - a. 2023: Create a Culver City venues list for special events to be held during Olympics. Staff will seek input from the Cultural Affairs Commission on this topic as well.
 - b. 2023: Work with the Cultural Affairs Commission on venues, art events, performances and temporary or permanent artwork.
 - c. 2023: Quarterly Joint Meeting (noticed and open to the public) between Cultural Affairs Commission Olympic Subcommittee, Culver City Sister City Olympic Subcommittee and Ad Hoc Council Subcommittee.