

City of Culver City 2028 Olympics Policy and Program Ideas
September 29, 2025 City Council Meeting
Attachment 2

<i>Item</i>	<i>Related Goal</i>	<i>Responsible Entity</i>	<i>Notes</i>	<i>Status</i>	<i>Target Year</i>	<i>Target Month</i>
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.	1	Economic Development Staff		Completed	2023	July
Seek guidance during Culver City Hospitality Cluster meetings on what assistance hotels would like from the City.	3	Economic Development Staff		Completed	2023	December
Annual City-produced public event during summer to maintain energy. (2024)	1	Economic Development Staff		Completed	2024	August
Coordinate sidewalk vendor permits for people to sell things during the Olympics (t-shirts, lemonade, food).	3	CC Economic Development Subcommittee		Next step: Ask CCEDS to agendize a discussion about this topic. Would need to incorporate any changes into FY26/27 Work Plan in February 2026.	2024	September
Partner with CCUSD to highlight and celebrate the diversity in Culver City's schools.	4	CCUSD Liaison Committee	There are 100 languages in our schools. Consider a language ambassadors program. Parade of Nations. AVPA program performances.	Next step: Ask CCUSD/CC Liaison Committee meeting to discuss what CCUSD is doing for Olympics and they may want to partner.	2024	September
Partner with CCUSD to Program Frost Auditorium	4	CCUSD Liaison Committee	Contingent on discussion with CCUSD about Olympic involvement.	Next step: Ask CCUSD/CC Liaison Committee meeting to discuss what CCUSD is doing for Olympics and they may want to partner.	2024	September
Establish a street light pole banner program during Olympics.	5	Cultural Affairs Commission		Next Step: Ask Cultural Affairs Commission to weigh in on what is desired and if so, next steps. If desired, switch Responsible Entity to CA Staff and include in FY26/27 Work Plan and budget.	2024	September
Produce collectible posters for distribution to the community.	8	Cultural Affairs Commission	Commission an artist. Consider Culver City-centric or evergreen posters. Consider a series using same artist, same theme, same vibes, or same style.	Next Step: Ask Cultural Affairs Commission to weigh in on what is desired and if so, next steps. If desired, switch responsible person to CA Staff and include in FY26/27 Work Plan and budget.	2024	September
Determine which arts & cultural events we will will hold to attract visitors and engage the community.	8	Cultural Affairs Commission	Festival, signature events, pop-up events, or some combination of all. Consider one or more: Film Festival ("Olym-PICS"), Arts Festival, Music Festival. International Arts exhibition. Activate vacant spaces. Cultural events. Focus on family friendly, free. Olympic themed.	Next Step: Ask Cultural Affairs Commission to weigh in on what is desired and if so, next steps.	2024	September
Establish a utility box wrapping program for Olympics.	8	Cultural Affairs Commission		Next Step: Ask Cultural Affairs Commission to weigh in on what is desired and if so, next steps.	2024	September
Create temporary public art.	8	Cultural Affairs Commission	Include a digital walking tour, an Olympic themed Redbook Tour, guided tours with staff or volunteers. Create murals. Ideas from public: Highlight History, Arts, and Culture through a competition for local creators to highlight history, entertainment, and creative arts and culture.	Next Step: Ask Cultural Affairs Commission to weigh in on what is desired and if so, next steps.	2024	September
Create permanent public art.	8	Cultural Affairs Commission	Consider murals, gateway art.	Next Step: Ask Cultural Affairs Commission to weigh in on what is desired and if so, next steps.	2024	September
Celebrate Culver City Olympians	1	Historical Society	Honor Former athletes, Celebrate athletes who are potential Olympians.	Next Step: Ask CCHS to generate a list of former olympians, contact information, and whether or not they would be interested in participating before or after Olympics.	2024	September

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Partner with Historical Society to promote Culver City's history during the Olympics.	4	Historical Society	Consider a pop-up museum in a different location? Special walking tours of studios? Olympics themed displays?	Next Step: Ask for their suggestions on what role CCHS would like to play, and include the ideas in the notes section.	2024	September
Determine programming and use of Culver City Parks	1	PRCS Commission	Botts Field, Veterans Memorial Park, Media Park, Fox Hills, Skate Park. Contingent on interest from LA28 or other countries in using, and what our cultural and recreational focus is.	Next Step: Ask PRCS commission to weigh-in on what programming and use of the Culver City parks should be during the Olympics. Ideas: practice facilities, activities for residents, hosting other countries, etc.	2024	September
Engage Sister City Committee to partner with our Sister Cities.	4	Sister City Committee	Consider "Celebration of Sister Cities".	Next step: ask SSC to propose ways to engage with Sister Cities.	2024	September
Use parks, CCUSD, and WLAC facilities as Olympic training facilities	1	City Manager's Office	Further explore training feasibility for Olympics.	Submitted list of CC Venues to LA28 in July 2024 for them to evaluate. Staff will follow-up in October 2024.	2024	October
Explore hospitality house opportunities in Culver City.	4	City Manager's Office		Hosted New Zealand Olympic Committee. Sent LA28 venue ideas for Culver City. Staff will follow-up in October 2024, after Paris, to see if they have made any decisions.	2024	October
Outreach to LA '84 and LA '28 to explore opportunities.	4	City Manager's Office		Sent LA28 venue ideas for Culver City. Staff will check with them in October 2024 to see if they have made any decisions.	2024	October
Determine how to partner with the LA28 Cultural Olympiad	8	Cultural Affairs Staff		Next Step: Staff will reach out after Paris Olympics to determine how we can partner.	2024	October
Create a Culver City venues list for special events to be held during Olympics.	2	Economic Development Staff		Staff is in progress on preparing.	2024	December
Allow and support short-term rentals during the Olympics.	3	CC Short Term Rentals Subcommittee	Provide City support for landlords on how to rent their property or ADU. Consider a CC STR portal to promote booking, FAQs, etc.	Delegate to Subcommittee.	2025	January
Establish program to use volunteers to assist the City.	1	City Manager's Office	Needs to be easier for residents to volunteer for Community events. Before Olympics, program could be used to clean up parks and help with events. Could facilitate intergenerational opportunities. Volunteers could act as Greeters.	Staff researching. If feasible, consider during FY25/26 Work Plan discussions.	2025	February
Opt-in Text message program for visitors and residents to communicate information	1	City Manager's Office	Consider piloting a program before Olympics.	Consider adding to FY25/26 Work Plan to develop this tool.	2025	February
Develop a Hayden Tract walking tour.	2	Cultural Affairs Staff	Celebrate "Architecture as Art" with a walking tour.	Include development in FY25/26 workplan.	2025	February
Hold public design competition for official Culver City Olympics logo.	2	Cultural Affairs Staff		On hold pending guidance from LA28. Depending on guidance, include in FY25/26 Work Plan.	2025	February
Program Ivy Substation	4	Cultural Affairs Staff	Contingent on what activities are planned and discussions with Actor's Gang.	Include outreach in FY25/26 workplan to see how Actor's Gang would like to be involved. Will depend on what CAC's recommendations are.	2025	February
Partner with Amazon to Program Culver Theater	4	Cultural Affairs Staff	Contingent on discussion with Amazon about Olympic involvement.	Include outreach in FY25/26 workplan to see how they'd like to be involved. Will depend on what activities we plan.	2025	February
Use the February 2026 NBA All Star Game to help in our overall large scale event City preparation	1	Economic Development Staff	Olympics are a longer/larger scale event compared to other events. Use events to fine tune viewing party capability.	Include one event in the FY25/26 Work Plan and budget request.	2025	February
Use the June 2026 World Cup to help in our overall large scale event City preparation	1	Economic Development Staff	Olympics are a longer/larger scale event compared to other events. Use events to fine tune viewing party capability.	Include one event in the FY25/26 Work Plan and budget request.	2025	February
Determine feasibility of having an event on top of the INCE parking structure.	1	Economic Development Staff	Structural stability analysis needs to be done.	Include an evaluation in the FY25/26 Work Plan, if necessary. If one has already been done, and Ince is allowed to be used for parking, consider holding the NBA or World Cup events using the parking lot to test.	2025	February

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"Tailgate" event at Ivy Station before a sporting event at the Coliseum.	1	Economic Development Staff		Consider during FY24/25 Work Plan and Budget discussions. Consider merging with NBA or World Cup event.	2025	February
Annual City-produced public event during summer to maintain energy. (2025)	1	Economic Development Staff		Include one event in the FY25/26 Work Plan and budget request. This could be a Tailgate event at Ivy Station, or an event at Ince, if feasible.	2025	February
Enter a Culver City Float in the Rose Parade.	2	Economic Development Staff	Further exploration needed. Consider for 2026 or 2027. Look at corporate sponsorships.	Consider for FY25/26 Work Plan	2025	February
Implement a "Visit Culver City" tourism marketing campaign.	2	Economic Development Staff	Launching Destination Website/Visitors Guide to attract visitors to Culver City/ Create Strategic Tourism and Marketing plan/ Shop Eat Stay / Develop App for Visitors Guide	Work has begun and will continue throughout FY24/25. Next step: Check on Progress during FY25/26 Work Plan and Budget Discussions.	2025	February
Implement a branding campaign.	2	Economic Development Staff	Ideas include: "You belong here"/ "All Roads Lead to Culver City"/ "Heart of Screenland". Use QR codes. Highlight films made in Culver City. Make it a brand that businesses can use.	Initial branding efforts will take place during FY24/25. Subsequent branding efforts could be done in subsequent fiscal years. Next step: Check on Progress during FY25/26 Work Plan and Budget Discussions.	2025	February
Help Culver City's gaming, tech, and media industries tell their story during the Olympics.	2	Economic Development Staff	Would require industry partnerships. Culver City Ted Talks. Discuss with Amazon use of their facilities.	Depends on discussions with each company about how they want to be involved in the Olympics. Next step: include this idea in meetings with companies that happen in 2025.	2025	February
Partner with Amazon, Apple, Tiktok, NPR, and Sony	4	Economic Development Staff	Potential venue space, sponsorship, communicating/sharing events, broadcasting capability. Discuss tours of studios during Olympics.	Include in FY25/26 Work Plan: Schedule meeting with staff, subcommittee, and each company for 2025 to discuss.	2025	February
Program Kirk Douglas Theater	4	Economic Development Staff	Contingent on what activities are planned and discussions with CTG.	Include outreach in FY25/26 workplan to see how they'd like to be involved.	2025	February
Partner with One Culver	4	Economic Development Staff	Contingent on what activities are planned.	Include outreach in FY25/26 workplan to see how they'd like to be involved.	2025	February
Improve wayfinding signage.	6	Economic Development Staff	Consider materials in different languages. Ensure consistency with Culver City's brand.	Consider adding to FY25/26 workplan hiring a consultant to do a Citywide study and update.	2025	February
Determine which other destination events we will hold to attract visitors and engage the community.	1	Economic Development Staff	Festival, signature events, pop-up events, or some combination of all. Consider one or more festivals: Beer, Wine, Food.	Discuss needs during FY25/26 Work Plan and budgeting.	2025	February
Develop a housing plan for unhoused residents during the Olympics.	7	Housing and Human Services Staff	Ongoing. Idea from public: Convert empty office buildings to housing, either temporary, hotel-type housing or permanent; Create a local platform for cheaper housing listings.	Discuss during FY25/26 workplan and budget discussions.	2025	February
Enhance City Wi-fi Service citywide.	5	Information Technology Staff		Efforts are ongoing to add wifi to City Parks. Bring up during FY25/26 Work Plan and Budget Discussions to see if needs are greater than what is already planned.	2025	February
Ballona Creek	1	PRCS Staff	Park to Playa Trail	Infrastructure upgrades are in progress. Consider adding outreach to County in FY25/26 workplan to see how they'd like to be involved.	2025	February
Ensure accessibility for everyone.	5	Public Works Staff	Ensure ADA access and ease of participation for all. Consider Paralympics. Include Olympics as part of the messaging as we make regular repairs.	This is part of Public Work's ongoing mission. Should specific problems or needs be identified, notify Public Works Department. Problems will either be fixed or brought up during CIP Budget discussions.	2025	February

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Enhance City Facilities (permanent)	5	Public Works Staff	Permanent water fountains/bottle refilling stations, bathrooms, refuse and recycling containers, charging stations, cooling stations; increase shade with trees; additional bike racks	Specific permanent facilities needs should be shared with Public Works staff to be brought up for discussion during the CIP Budget process considered annually, starting in February 2025.	2025	February
Enhance road infrastructure.	6	Public Works Staff		In 2028, prior to the start of the games, Public Works will inspect routes that will be used by the public and fix any potholes or sidewalk issues. Specific facility needs should be brought to Public Works' attention to be brought up for discussion during the CIP Budget process considered annually, starting in February 2025.	2025	February
Improve connection along Washington Blvd from Metro station to downtown	6	Public Works Staff		Specific changes to Washington should be shared with Public Works so that they can be brought up for discussion during the CIP Budget process considered annually, starting in February 2025.	2025	February
Activate Ballona Creek bike path with rest stops, solar lighting, and maps connecting major features	6	Public Works Staff		\$4M improvement project currently in the design phase which will address surface, lighting, landscaping, and wayfinding. Next step: check-in on project during CIP budget process.	2025	February
Put additional revenues into charitable fund (similar to LA84)	7	City Manager's Office		City Council would need to give direction before moving forward. Consider discussing during FY25/26 budget process.	2025	March
Promote multi-modal transportation options.	6	Transportation Staff	Waymo, Metro, Bird, Uber, Lyft. Coordinate regionally. Consider need for special bike or scooter regulations.	Staff has started conversation with Metro on regional planning. Improvements will depend on those conversations, which are ongoing. Next step: ask about status during FY25/26 Budget Discussions.	2025	March
Explore improvements to transportation operations	6	Transportation Staff	Ideas from 7-22-23 public meeting: create additional transportation capacity, such as reducing bus headways, micro transit/circulator to locations around city/hotels (particularly Sepulveda/Jefferson hotels), express bus to UCLA or other destinations, short term transit	Specifics will depend on conversations with Metro on regional planning. Next step: ask about status during FY25/26 Budget Discussions.	2025	March
Explore regional coordination for use of the Culver CityBus fleet during the Olympics.	6	Transportation Staff		Culver City Transportation Department is coordinating with Metro. Next step: ask about status during FY25/26 Budget Discussions.	2025	March
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.	4	City Manager's Office		5/22/24 Joint meeting held. Instead of quarterly meetings, ad hoc meetings will be held as necessary. Evaluate need for another meeting in April 2025.	2025	April
Outreach to West Los Angeles College	4	City Manager's Office		WLAC attended 5/22/24 Olympics Mondo meeting in 2024. Next step: add to agenda of a future WLAC Liaison Committee meeting.	2025	May

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Improve Park Facilities.	5	PRCS Staff		Parks Master Plan will include an assessment and recommended upgrades. During the review of the Parks Master Plan and subsequent CIP budgeting process, City Council can then give specific direction on prioritization and funding, in consideration of the Olympics. Projects and feasibility will depend on what overall use of parks is during Olympics.	2025	June
Ensure security during the Olympics.	7	CCPD	Emergency Operations Center will likely be operational during the Olympics, as well as Torch Run.	CCCPD is already thinking about this and discussing during meetings with regional partners. Prepping technology and staffing now are important, and CCPD is doing that. CCPD will be monitoring upcoming olympics. Closer to 2028 CCPD will develop plans, based on more specific information closer to the time. CCPD will create a Security Plan for the Olympics.	2025	July
Partner with the Wende Museum	4	Economic Development Staff	Contingent on interest from LA28 or other countries, and what Wende Museum wants to do.	Wende Museum attended 5/22/24 Olympics Mondo meeting in 2024. Further outreach and partnerships depends on City's activities.	2025	July
Partner with Westfield Culver City Mall	4	Economic Development Staff	Contingent on discussions with Westfield about how it wants to be involved in Olympics.	Westfield attended 5/22/24 Olympics Mondo meeting in 2024. Further outreach and partnerships depends on City's activities.	2025	July
Identify Staff Person to Lead Olympics Coordination	7	City Manager's Office	ACM (Jesse Mays) is interdepartmental coordinator and will handle and delegate as necessary. May consider, consultant or partner in the future. Revisit need closer to the Olympics.	Evaluate during FY26/27 budget process (Spring 2026). If determined to be necessary, hiring would take place by end of 2026.	2026	February
Use the February 2027 Superbowl to help in our overall large scale event City preparation	1	Economic Development Staff	Olympics are a longer/larger scale event compared to other events. Use events to fine tune viewing party capability.	Include one event in the FY26/27 Work Plan and Budget Request.	2026	February
Annual City-produced public event during summer to maintain energy. (2026)	1	Economic Development Staff		Include one annual event in the FY26/27 Work Plan and budget request.	2026	February
Quarterly City-produced public event to build energy. (Q1 2027)	1	Economic Development Staff		Include 2 quarterly events in the FY26/27 Work Plan and budget request.	2026	February
Quarterly City-produced public event to build energy. (Q2 2027)	1	Economic Development Staff		Include 2 quarterly events in the FY26/27 Work Plan and budget request.	2026	February
Organize a "Neighborhood Olympics"	1	PRCS Staff		Add to FY26/27 Work Plan to begin planning. Location and feasibility will depend on what overall use of parks is during Olympics. Also depends on PRCS Commission input on how to use parks.	2026	February
Have special sporting events for kids during the Olympics.	1	PRCS Staff	Skate Park / Flag Football / Field Day / Track & Field	Add to FY26/27 Work Plan to begin planning. Location and feasibility will depend on what overall use of parks is during Olympics. Also depends on PRCS Commission input on how to use parks.	2026	February
Engage residents/visitors using social media.	1	City Manager's Office	Will be incorporated into Communications Plan. Fun facts about Culver City.	Communications Plan for Olympics to be prepared in 2026 for rollout in 2028.	2026	December
Use temporary digital street signs.	2	City Manager's Office	Will be incorporated into Communications Plan.	Communications Plan for Olympics to be prepared in 2026 for rollout in 2028.	2026	December
Produce marketing and informational materials in multiple languages.	2	City Manager's Office	Will be incorporated into Communications Plan.	Communications Plan for Olympics to be prepared in 2026 for rollout in 2028.	2026	December
Establish information stations for visitors.	2	City Manager's Office	Contingent on future of digital kiosk program.	Integrate into Communications Plan which will be prepared in 2026.	2026	December

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Enforce Price Gaauguing Laws	3	City Manager's Office	Incorporate notice of how to report potential violations in Communications Plan.	Communications Plan for Olympics to be prepared in 2026 for rollout in 2028.	2026	December
Add a police substation at the Culver City Metro station.	7	CCPD		On pause for now. Staff recommendation is to wait and see, as Metro security is currently in flux and the need/arrangements will depend on CCPD's security plan.	2027	February
Create a digital art tour for Olympics.	8	Cultural Affairs Staff	Would incorporate temporary and permanent art.	Include in FY2027/2028 Work Plan and Budget. Will require special art to have been created.	2027	February
Create a printed art tour for Olympics.	8	Cultural Affairs Staff	Would incorporate temporary and permanent art.	Include in FY2027/2028 Work Plan and Budget. Will require special art to have been created.	2027	February
Have Olympics viewing stations in parks.	1	Economic Development Staff		Add to work plan and budget for FY27/28.	2027	February
Quarterly City-produced public event to build energy. (Q3 2027)	1	Economic Development Staff		Include budget for 2 quarterly events in the FY27/28 Work Plan	2027	February
Implement a passport stamp booklet program at local businesses.	3	Economic Development Staff		Include in FY27/28 Work Plan and Budget.	2027	February
Coordinate watch parties with different businesses and districts.	3	Economic Development Staff		Organization will begin Summer 2027 (one year out). Include any required budget in FY27/28 Work Plan.	2027	February
Quarterly City-produced public event to build energy. (Q4 2027)	1	Economic Development Staff		Include budget for 2 quarterly events in the FY27/28 Work Plan	2027	February
Monthly City-produced public event to build energy. (January 2028)	1	Economic Development Staff		Include budget for 8 monthly events in the FY27/28 Work Plan	2027	February
Monthly City-produced public event to build energy. (February 2028)	1	Economic Development Staff		Include budget for 8 monthly events in the FY27/28 Work Plan	2027	February
Monthly City-produced public event to build energy. (March 2028)	1	Economic Development Staff		Include budget for 8 monthly events in the FY27/28 Work Plan	2027	February
Monthly City-produced public event to build energy. (April 2028)	1	Economic Development Staff		Include budget for 8 monthly events in the FY27/28 Work Plan	2027	February
Monthly City-produced public event to build energy. (May 2028)	1	Economic Development Staff		Include budget for 8 monthly events in the FY27/28 Work Plan	2027	February
Monthly City-produced public event to build energy. (June 2028)	1	Economic Development Staff		Include budget for 8 monthly events in the FY27/28 Work Plan	2027	February
Enhance City facilities (temporary)	5	Public Works Staff	Temporary water fountains/bottle refilling stations, bathrooms, refuse and recycling containers, charging stations, cooling stations; increase shade with trees; additional bike racks	Temporary facilities will depend on the activities/events in Culver City. Short lead time (30-60 days) is necessary for those, so those can be considered during the FY27/28 Workplan and Budget meetings.	2027	February
Enhance City trash and recycling services during Olympics.	5	Public Works Staff		Need will depend on types of events being held in Culver City. Budgeting for staff overtime, temporary staff, and renting additional trucks can be done during FY27/28 budgeting process. Next Steps: during conversations with businesses and business groups, ask what their anticipated needs might be and if existing service is sufficient.	2027	February
Pausing red light camera program during Olympics.	7	CCPD		Direction would need to come from the City Council to CCPD.	2028	January