



INTERNATIONAL
OLYMPIC
COMMITTEE

Report

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Report by the Chair of the Coordination Commission for the Games of the XXXIV Olympiad Los Angeles 2028 to the IOC Session

Lausanne, 17 July 2020

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1. Facts and Figures

Vision	<ul style="list-style-type: none">• “Host a new Games for a new era that benefit our communities and connect the Olympic and Paralympic movement to the future”.
Event/venues	<ul style="list-style-type: none">• 4 Sport Parks;• 6 Football co-host cities;• 31 Competition Venues in LA;<ul style="list-style-type: none">○ 75% of venues are already existing / 25% will be temporarily built;○ 25% of the competition venues were used for 1932 and/or 1984 Olympic Games;○ The Coliseum and Rose Bowl will be the first venues to appear in 3 Olympic Games (1932, 1984, 2028).• Like 1984, UCLA and USC will accommodate athletes and press
OCOG staff	<ul style="list-style-type: none">• 65 full time employees

2. Overview

The Los Angeles 2028 Organising Committee is committed to innovating sports culture with bold new thinking and an authentic new voice to evolve the Games for the next generation. Over the last few months, LA28 has focused on re-planning 2020 to adapt to the impact of the postponement of the Tokyo 2020 Games and on the transfer of re-planning opportunities identified for Tokyo 2020. This includes budget reviews and discussions with commercial partners. The OCOG is maintaining a low profile in the media and will activate towards the end of this year following the development of its brand related elements.

Efforts have been made to simplify the Games in Tokyo. About 200 measures are currently being considered and discussed with the Olympic Movement stakeholders. This work can also benefit LA28, which has started discussing which of these savings could be relevant to its Games.

3. Progress and milestones achieved

Brand	<ul style="list-style-type: none">• The strategic approach has been developed for the LA28 brand-related elements. The approach is to innovate sports culture by providing a platform for young people to co-create. It will be an invitation to actively join the Games on its journey of transformation and is designed to be flexible and scalable over the next decade.
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<p>Commercial Partnerships</p>	<ul style="list-style-type: none"> • LA28 has signed an agreement with NBCU which supports innovative collaboration with the media sector and guarantees a minimum commercial revenue for the Organising Committee. • LA 2028 announced its first Tier 1 partnership with Delta Airlines on 2 March 2020.
<p>Political</p>	<ul style="list-style-type: none"> • At the time of the 2024 candidature, President Trump signed a letter confirming special status conferred to the Games in LA by the American Government. This has now been extended to the 2028 Olympic Games. • Federal assistance will encompass security and transport, telecommunications and environmental support.

4. Key Priorities

<p>Overview</p>	<ul style="list-style-type: none"> • The OCOG focus remains on building the LA28 brand and securing revenue. In order to achieve the financial target announced during the candidature phase (balanced budget of USD 6.9 billion), a significant portion of the OCOG staff is working in this specific area.
<p>Brand/ Licencing</p>	<ul style="list-style-type: none"> • All LA28 brand-related elements are in full development with release planned for later this year.
<p>Commercial partnerships</p>	<ul style="list-style-type: none"> • LA28 expects to sign additional Tier 1 Partners by the end of 2020. All partners will be able to start their commercial activations in the US market as of 1 January 2021. • LA28 is working closely with the USOPC within the joint venture to manage the commercial programme of the Games. The two entities have to agree on the extended rights for the Tokyo Olympic Games while onboarding new partners for the 2028 Olympic Games.
<p>Youth Programme</p>	<ul style="list-style-type: none"> • The Organising Committee’s platform to engage with the next generation through its “Youth Sports Programme” is being re-planned. <ul style="list-style-type: none"> ○ The parks and recreation centres which were scoped to host the LA28 youth programmes remain closed to the public in the face of the current pandemic. ○ The OCOG will align with public health priorities to a new “normal” and integration back into public recreation spaces in due course.
<p>Venue Master Planning</p>	<ul style="list-style-type: none"> • LA28 is considering opportunities to optimise its venue masterplan to make full use of new opportunities to support Olympic Agenda 2020. • Engagement with IFs to assess the feasibility of the various options will take place over the next months.



Communica- tions	<ul style="list-style-type: none">• LA28 continues to keep a low public profile, focusing its communications on commercial opportunities, building the property value, relationships and banking goodwill.• Following the launch of all brand related elements, LA28 will start to communicate actively.
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5. Next Meetings/Events

Coordination Commission	<ul style="list-style-type: none">• 1st Coordination Commission meeting: 27-29 October 2020
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Lausanne, 17 July 2020

Nicole Hoevertsz
Chair

Coordination Commission for the Games of the XXXIV Olympiad Los Angeles 2028