

09-2812

~~ARTS, PARKS, HEALTH & AGING~~

TO CITY CLERK FOR PLACEMENT ON NEXT REGULAR COUNCIL AGENDA TO BE DEBATED  
**MOTION** #51

NOV 20 2009

TRADE, COMMERCE & TOURISM

The FIFA World Cup is an international football (soccer in the United States) competition contested by the members of the *Fédération Internationale de Football Association* (FIFA), the sport's global governing body. The championship has been awarded every four years since the first tournament in 1930, except in 1942 and 1946, because of World War II. It is one the most prestigious sporting events in the world, attracting thousands of participants, millions of visitors to host cities, and hundreds of millions of viewers from across the world.

The 19<sup>th</sup> FIFA World Cup will be held in 2010 in South Africa, and the 2014 World Cup has been awarded to Brazil. The City of Los Angeles now has the opportunity to become a Host City for either the 2018 or 2022 World Cup, as it was recently chosen by the US Bid Committee as one of only 27 US cities that are potential host venues should the United States win the 2018 or 2022 FIFA World Cup. As the City experienced with the 1932 and 1984 Olympic Games, the benefits of hosting such a prestigious and popular world-wide sporting event extend far beyond the confines of the sporting world. The worldwide exposure showcases the City as a favorable destination for visitors beyond the event, providing the rare opportunity to highlight the wide variety of recreational, cultural, educational, and social offerings available throughout the City.

The potential economic benefits to the City are clear. The USA Bid Committee recently released a study from an independent consulting firm, AECOM, that estimates an economic impact of \$5 billion if the United States is chosen to host either the 2018 or 2022 FIFA World Cup events. AECOM projects that each host city would realize economic benefits of \$400M to \$600M from the events, including the creation of 4,000 to 8,000 new jobs during the event. In 2006, the FIFA Fan Fest event, alone, was visited by 18 to 21 million people in 12 German host cities over the 31-day World Cup tournament, generating \$29 million to \$37 million to each host City.

The International Broadcasting Centre (IBC) will also choose one World Cup host city to serve as the headquarters for all national and global media before and during the World Cup. According to FIFA, more than 9,000 media and staff will be assigned to the IBC for the World Cup, generating more than 325,000 visitor nights for local hotels and restaurants. FIFA estimates a potential direct impact for the IBC host of more than \$80 million. The City of Los Angeles, widely recognized as the media capital of the world, would be an ideal location for the world's media to congregate for this international tournament.

The deadline for potential host Cities to finalize their bid packages is approaching quickly. In order to submit a final bid, the City Council must approve the necessary agreements, and it is essential that the City expedite its review of these agreement to assess the benefits and requirements of being selected as a host City for the 2018 or 2022 FIFA World Cup.

**I THEREFORE MOVE**, that the Council instruct the Chief Legislative Analyst, with the assistance of the City Administrative Officer and the City Attorney, to immediately work with the Coliseum Commission to review and analyze the proposed agreements and report back to the Budget and Finance Committee on December 7, 2009 on the impact to the City of approving the agreements and formally submitting a bid to host the 2018 or 2022 FIFA World Cup.

Presented by: Bernard C. Parks  
Bernard C. Parks, Councilmember  
8<sup>th</sup> District

Presented by: Tom LaBonge  
Tom LaBonge, Councilmember  
4<sup>th</sup> District

Seconded by: E. G.

NOV 20 2009

rm/gm

ORIGINAL

EG