

Date: January 19, 2017

To: Honorable Members of the Ad Hoc Committee on the 2024 Summer Olympics

From: Patricia J. Huber, Acting City Administrative Officer *PH*
Sharon M. Tso, Chief Legislative Analyst *SMT*

Subject: ADDENDUM TO REPORT ON GUARANTEE TO SIGN HOST CITY CONTRACT FOR THE 2024 SUMMER OLYMPIC AND PARALYMPIC GAMES

SUMMARY

The Los Angeles 2024 Exploratory Committee (LA24) has recently announced its groundbreaking plan for the Opening and Closing Ceremonies of the 2024 Summer Olympic and Paralympic Games (Games) along with updates to its proposed venue plan. This addendum to the joint CAO/CLA report released on January 13, 2017, serves to summarize LA24's updated Games plan elements and is hereby presented for Council consideration and approval. The addendum also provides an overview of any associated impacts to the Organizing Committee for the Olympic Games (OCOG) budget and recommends a number of actions that can be undertaken in support of the City's candidacy for Council consideration.

RECOMMENDATIONS

That the Council, relative to the 2024 Summer Olympic and Paralympic Games:

1. **AUTHORIZE** the Mayor and Council President or their designees to sign the Host City Contract if the City is selected by the International Olympic Committee (IOC) at its September 13, 2017, meeting;
2. **APPROVE** LA24's plan for the 2024 Olympic Games Opening and Closing Ceremonies;
3. **APPROVE** LA24's updated venue plan for inclusion in its Stage 3 submission;
4. **ENDORSE** LA24's submission of the Candidature File – Part 3, including the updated OCOG budget, on or before the IOC's February 3, 2017, Stage 3 deadline; and
5. **DIRECT** the Chief Legislative Analyst, Department of City Planning, and any other relevant City department to include a room block agreement ("accommodations guarantee") as a community benefit in any Development Agreement or Hotel Development Incentive Agreement going forward in order to facilitate the availability of additional hotel rooms for the 2024 Games

PLAN FOR THE 2024 OLYMPIC GAMES OPENING AND CLOSING CEREMONIES

On January 16, 2017, LA24 announced its groundbreaking ceremonies concept (Attachment A). The concept, which includes LA Memorial Coliseum and the Los Angeles Stadium at Hollywood Park, was developed and refined in close collaboration with a wide range of stakeholders including the City Council and staff. The detailed plan (Attachment B) is submitted for Council's consideration and approval. Per the terms of the recently approved Memorandum of Understanding (C.F. 15-0989), any changes to the attached plan will require the Council's written approval.

UPDATED VENUE PLAN

On January 17, 2017, LA24 announced three updated venues (Attachment C) for inclusion in its Stage 3 submittal to the IOC. The venues, which will accommodate archery, modern pentathlon, and mountain biking, complete LA24's proposed venue plan (Attachment D) for Council's consideration and approval for submission. It is important to note that the plan utilizes existing, planned, or temporary venues and avoids any new permanent venue construction. Per the terms of the recently approved Memorandum of Understanding (C.F. 15-0989), any change resulting in the relocation of an event currently based in the City to a location outside of Los Angeles will require the Council's written approval.

BUDGETARY IMPACT OF UPDATED VENUE PLAN

As noted in KPMG's report (C.F. 15-0989), the initial budget review was based on a venue plan and OCOG budget as of October 16, 2016. Over the last three months, LA24 has continued to refine its Games plan and OCOG budget for the IOC Stage 3 deliverable due on February 3, 2017. As such, our Offices noted adjustments to a number of the revenue and cost items in the updated OCOG budget (Attachment E) that will be submitted to the IOC, primarily driven by the following:

- Updated Ceremonies concept
- Finalized venue use agreements with venue partners
- Feedback and item reclassifications received from the IOC
- Updated cash flow projections
- Finalized sports park concept

Overall, our Offices noted that these adjustments represent less than a 1% change to the total OCOG budget, preserve the contingency, and align with the LA24 strategic plans to be submitted in its third deliverable to the IOC on February 3, 2017.

OTHER ISSUES: HOTELS AND ACCOMMODATIONS

Availability of hotel rooms is one of the criteria on which the Los Angeles bid for the 2024 Games will be evaluated. Accordingly, LA24 has conducted extensive outreach to existing

hotel operators to ensure that an adequate number of rooms will be available should the City be awarded the 2024 Games.

From time to time, the City approves Development Agreements (DA) or Hotel Development Incentive Agreements (HDIA) that support the construction of new hotels. These agreements typically include community benefit programs that ensure the City and local community receive high quality jobs, street improvements, and other benefits as a result of these projects. Community benefit programs for hotel projects have, for example, included room block agreements to ensure that the new hotel will specifically be available for events at the Los Angeles Convention Center.

Due to the significance of the 2024 Games, the Council may want to require that any future hotel project that receives a DA or HDIA include a room block agreement, known as an “accommodation guarantee” in the Host City Contract, as part of the final community benefits package associated with that project. Such a requirement would help facilitate the availability of enough hotel rooms to accommodate attendees of the 2024 Games and further demonstrate the City’s commitment to use its tools and resources to ensure that the Games are successful.

NEXT STEPS

We anticipate next steps and upcoming milestones to include:

Milestone	Timing
Council consideration of Host City Contract, LA24’s venue and Ceremonies plans, and Stage 3 guarantees	<i>Late January 2017</i>
Stage 3 Candidature File due to the IOC	<i>February 3, 2017</i>
IOC Evaluation Commission analysis including a visit to the City	<i>April 2017</i>
LA24 Briefing for IOC / International Federations (IF) in Lausanne, Switzerland	<i>July 2017</i>
IOC Host City Selection in Lima, Peru	<i>September 13, 2017</i>

FISCAL IMPACT STATEMENT

There is no General Fund impact as a result of recommended actions.

Attachments

Attachment A: LA24 Press Release – Groundbreaking Citywide Ceremonies Concept
Attachment B: LA24 Plan for the 2024 Olympic Games Opening and Closing Ceremonies
Attachment C: LA24 Press Release – LA24 Unveils Three Final Venues
Attachment D: LA24’s Updated Venue Plan
Attachment E: LA24’s Updated OCOG Budget

PJH:BC:AH

Attachment A

LA24 Press Release – Groundbreaking Citywide Ceremonies Concept



LA 2024 unveils groundbreaking citywide ceremonies concept

January 16, 2017

[Video on Twitter](#)

[Video on Facebook](#)

[Video on Instagram](#)

[Video on YouTube](#)

[Photo](#)

LA 2024 has set its sights on attracting the largest in-stadium, citywide and TV audiences in Olympic Ceremonies history, with a groundbreaking ceremonies concept featuring both the LA Memorial Coliseum and the NFL's new LA Stadium at Hollywood Park.

Using two iconic Los Angeles venues, LA 2024 will create a citywide cultural spectacle combining timeless Olympic traditions and cutting edge entertainment, fitting its ambition to create a New Games for a New Era. One venue represents LA's fascination with "what's next," the other represents the city's unrivaled Olympic legacy. Together, the stadiums will allow the broadest possible public participation and use LA's creative talent and technology to unite the world and strengthen the Olympic Movement's connection to the next generation.

On July 19, 2024, LA 2024's proposed Opening Ceremony will begin with a torch relay down the peristyle of the LA Memorial Coliseum, which will be filled with 70,000 spectators for a Hollywood-produced program of live entertainment, top musical performances and a live viewing and virtual-reality experience of all Ceremony events at the LA Stadium at Hollywood Park. The Torch Relay will proceed past iconic landmarks on the streets of Los Angeles, connecting the city's diverse neighborhoods, until it reaches the new LA Stadium at Hollywood Park.

Simultaneously, up to 100,000 spectators at the new LA Stadium at Hollywood Park will witness a breathtaking celebration of sport and the Olympic Movement, drawing on LA's extraordinary capacity as the global hub of entertainment. The LA Stadium at Hollywood Park will stage the formal Opening Ceremony elements, including the Parade of Nations, the Olympic Oaths, the official opening of the Games and the lighting of the Olympic Cauldron.

On August 4, 2024, the LA Memorial Coliseum will host the formal elements of the Closing Ceremony, including the Parade of Athletes, the Olympic Flag Handover and the extinguishing of the cauldron, a fitting location as LA closes the next chapter in its rich Olympic storybook. The new LA Stadium at Hollywood Park will simultaneously host spectators for live viewing and high-tech entertainment.

Starting in 2019, the LA Stadium at Hollywood Park will be the home of the NFL's Rams and Chargers. Construction began in late 2016 for this state-of-the-art enclosed stadium that will hold up to 100,000 fans and will be the most technologically advanced stadium ever built. The NFL has already selected this privately funded stadium to host Super Bowl LV in 2021.

The LA Memorial Coliseum will serve as LA 2024's track and field venue using a temporary athletics deck. The Coliseum hosted Opening and Closing Ceremonies and track and field for the 1932 and 1984 Games, hosted the NFL's first Super Bowl and is the current home of the USC Trojans football team and the Rams. The iconic stadium is set to undergo a \$270 million renovation funded by USC starting in 2018, which will include upgraded sports, training and media facilities plus brand new hospitality facilities. Visit https://youtu.be/GrPWc_9_a_8 to see the Coliseum transformed for 2024.

LA 2024 Chairman Casey Wasserman said: "At both the iconic LA Memorial Coliseum and the state-of-the-art LA Stadium at Hollywood Park, LA 2024 will use all of our city's Hollywood storytelling and technology to create magical Opening and Closing Ceremonies that unite our world and allow as many Angelenos as possible to attend. If chosen as the 2024 Host City, Los Angeles will ignite a global celebration of sport which, we believe, will do tremendous good for the Olympic brand worldwide."

US IOC Executive Board Member and LA 2024's Senior Advisor for Legacy Anita DeFrantz said: "LA 2024's Opening and Closing Ceremonies concept will bring together our city's Olympic heritage, our iconic and state-of-the-art venues and our leadership in entertainment, technology and youth culture. Our Ceremonies will capture the imagination of fans across America and around the globe. As an athlete, knowing that the eyes of the world are on you is incredibly inspiring."

LA 2024 CEO Gene Sykes said: "Hosting Olympic Ceremonies across two iconic stadiums has never been done. But LA's wealth of stadiums and technology mean we can think about 'What's next?' instead of just asking what has been done before. LA 2024's Olympic Games Opening Ceremony will captivate more people in Los Angeles, across the United States, and around the world than any Opening Ceremony in history. LA 2024 will ignite a global celebration of sport which, we believe, will do tremendous good for the Olympic brand worldwide."

Los Angeles Mayor Eric Garcetti said: "LA 2024's unique dual-stadium Ceremonies concept will enable LA 2024 to honor the shared history of the City of Angels and the Olympic Movement, while simultaneously capitalizing on the world's most technologically advanced stadium to deliver captivating in-stadium, city-wide and global television events. LA 2024's Ceremonies offers the best opportunity for Angelenos and visitors to participate in the LA 2024 Ceremonies and welcome the world to Southern California."

LA City Council President Herb Wesson said: "LA 2024's Ceremonies will celebrate the legacy of our wonderful Games in 1932 and 1984, while embracing the world's most advanced stadium and the opportunity to include as many Angelenos at the 2024 Games as possible. LA is a diverse, global city that reflects the face of our world today, so we want LA 2024 to be a global celebration shared by all."



Attachment B

LA24 Plan for the 2024 Olympic Games Opening and Closing Ceremonies

Los Angeles 2024 Exploratory Committee Plan for the 2024 Olympic Games Opening and Closing Ceremonies

Pursuant to Section 7(i) of the Memorandum of Understanding between the City of Los Angeles (the “City”), the Los Angeles 2024 Exploratory Committee (“LA24”) and the United States Olympic Committee regarding the Los Angeles Organizing Committee of the 2024 Olympic and Paralympic Games (the “OCOG”), LA24 presents the plan herein for the Opening and Closing Olympic Ceremony programs to the Los Angeles City Council (the “Council”) for the Council’s approval. Once such plan is approved, LA24 or the OCOG shall present and obtain Council’s written approval to any changes to such plan.

Olympic Opening Ceremony Program

Los Angeles Memorial Coliseum

- The Opening Ceremony program shall utilize the Los Angeles Memorial Coliseum (the “Coliseum”) as a featured venue.
 - The Opening Ceremony program shall begin with a torch relay from the Coliseum.
 - The Opening Ceremony program at the Coliseum shall include live entertainment, including musical performances and a viewing of the Opening Ceremony program events occurring simultaneously at the Los Angeles Stadium at Hollywood Park (the “Los Angeles Stadium”).

Torch Relay

- The Opening Ceremony program shall include a torch relay that proceeds through City streets and concludes at the Los Angeles Stadium.

Los Angeles Stadium at Hollywood Park

- In conjunction with the live entertainment at the Coliseum and the Opening Ceremony torch relay, the Opening Ceremony program shall simultaneously utilize the Los Angeles Stadium to stage the formal Opening Ceremony program elements, including the Parade of Nations, the Olympic Oaths, the official opening of the Games, and the lighting of an Olympic Cauldron.

Olympic Closing Ceremony Program

Los Angeles Stadium at Hollywood Park

- The Closing Ceremony program shall utilize the Los Angeles Stadium as a featured venue.
 - The Closing Ceremony program at the Los Angeles Stadium shall include live entertainment, including a viewing of Closing Ceremony program events occurring simultaneously at the Coliseum.

Los Angeles Memorial Coliseum

- In conjunction with the live entertainment at the Los Angeles Stadium, the Closing Ceremony program shall simultaneously utilize the Coliseum to stage the formal elements of the Closing Ceremony, including the Entry of Nations’ Flags, the Parade of Athletes, the Olympic Flag Handover, and the extinguishing of the Olympic Cauldron.

Attachment C

LA24 Press Release – LA24 Unveils Three Final Venues



LA 2024 unveils three final venues in “no surprises” Games Plan

January 17, 2017

[Archery rendering](#)

[Modern Pentathlon rendering](#)

[Mountain Biking rendering](#)

LA 2024 today announced its proposed locations for archery, modern pentathlon and mountain biking, completing a full set of existing, planned or temporary venues with no permanent venue construction required.

The venues announced today underline LA 2024’s philosophy of creating a high-tech, low-risk “no surprises” Games Plan which guarantees a world-class field of play and stunning settings for every sport. Archery will take place in the extraordinary surroundings of the new, state-of-the-art LA Stadium and Entertainment District at Hollywood Park. Mountain biking will be hosted at the spectacular Frank G. Bonelli Regional Park in San Dimas, and modern pentathlon is to be staged at the multi-use StubHub Center in the LA 2024 South Bay Sports Park. All three locations were chosen following extensive consultation and collaboration with their respective International Federations and National Governing Bodies, as well as experienced venue owners and operators.

LA 2024’s concept continues the recent tradition of hosting archery competition at one of the city’s key Olympic focal points, the man-made lake in the state-of-the-art LA Stadium and Entertainment District at Hollywood Park. The LA

Stadium is soon to be the home of the NFL's Rams and Chargers, and is also the proposed venue for the LA 2024 Opening and Closing Ceremony celebrations, while gymnastics will be staged at the adjacent Forum. LA 2024's plan incorporates Hollywood Park's attractive water features and landscaping, as well as the innovative LA Stadium, into an archery venue that equals recent Games' iconic backdrops and sets new standards for field of play quality.

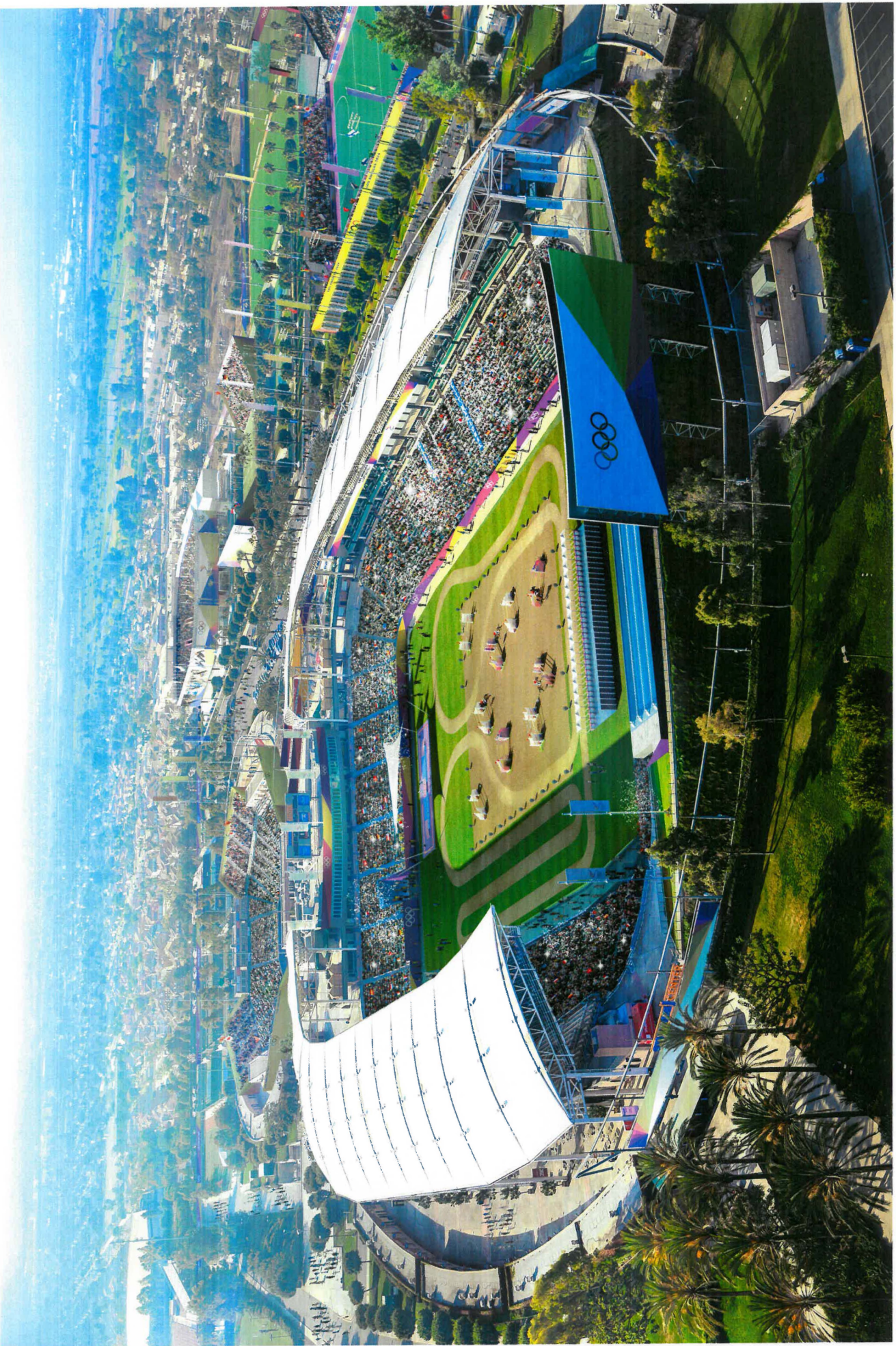
Modern pentathlon will be part of an exciting multi-sport atmosphere at the LA 2024 South Bay Sports Park, alongside rugby, tennis, field hockey and track cycling. The area will be enhanced by a live celebration site, sport activation zones, sponsor showcases and multiple food and drink options, creating a holistic Olympic festival atmosphere. Crucially, the StubHub Center delivers on the key objective of staging all five modern pentathlon disciplines within a single stadium. StubHub Center is also LA 2024's proposed Rugby venue during the first week of the Games, and will host Modern Pentathlon during the second week.

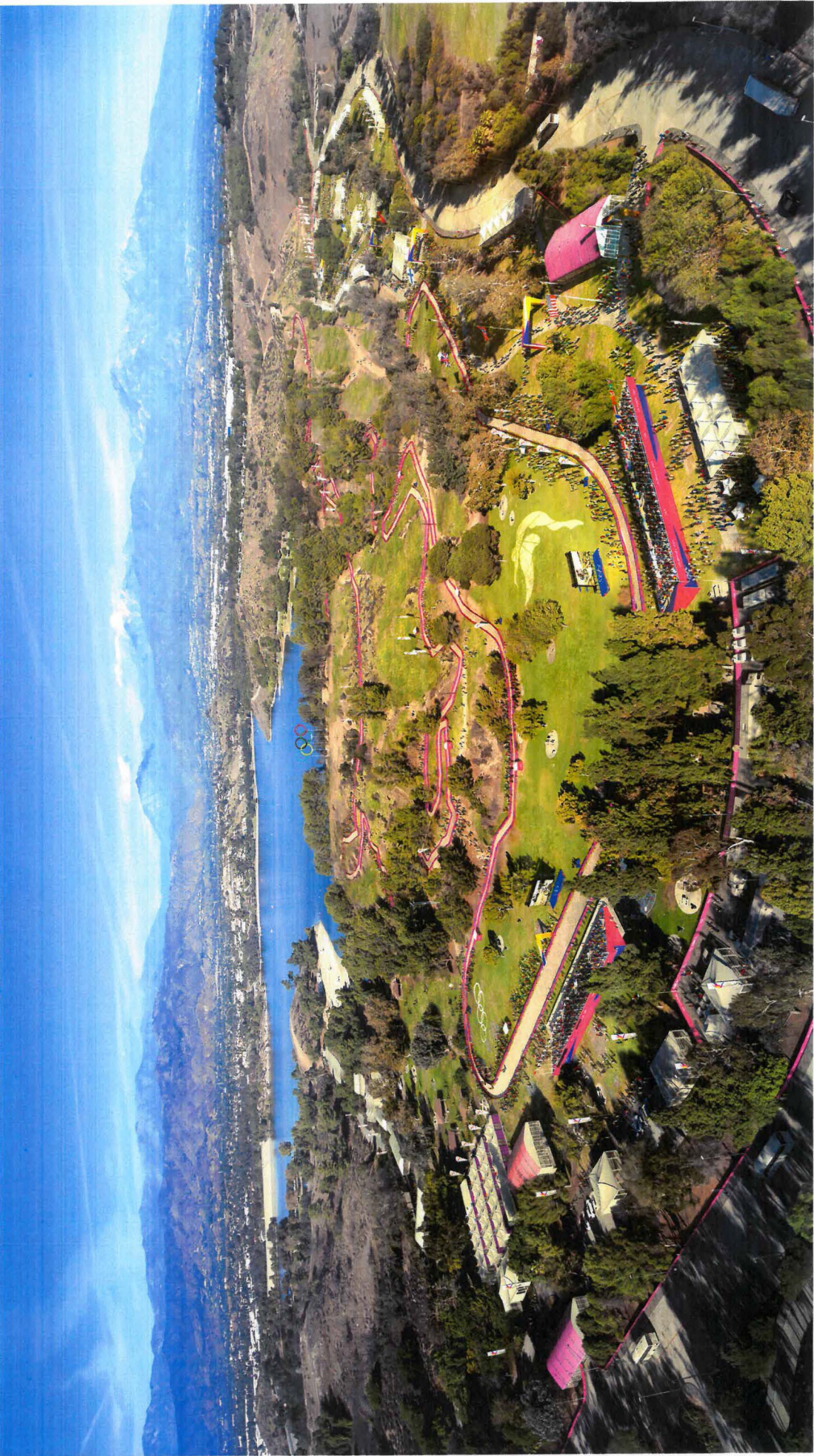
The Los Angeles area has a wealth of excellent mountain biking trails, and the LA 2024 team tested a variety of locations that could combine an Olympic-standard athlete experience with great spectator viewing and breathtaking television images. The Frank G. Bonelli Regional Park was identified as the ideal location, with its proven record of hosting international mountain bike competitions, as well as an idyllic reservoir and mountain landscape which reflects the best of Los Angeles' natural beauty. Investment in venue upgrades will ensure not just an unforgettable Olympic competition but also allow for the hosting of future World Cup races as part of LA 2024's Olympic legacy.

LA 2024 Chairman Casey Wasserman said: "The LA 2024 team has worked tirelessly with the International Sports Federations, US National Governing Bodies, local government and experienced venue operators over the last few months to ensure we make the best possible use of Los Angeles' existing world-class sports assets. LA 2024's proposed venues for archery, mountain biking and modern pentathlon will deliver stunning stages for these great sports, all fully in line with the sustainability principles of the IOC's Olympic Agenda 2020 reforms. LA 2024 has the luxury of selecting the finest existing arenas in LA – not building new ones from scratch – and spending the build-up to the Games focusing our resources on elevating the experience for every participant, not on complex, costly construction."

LA 2024 CEO Gene Sykes said: "At LA 2024 we are particularly grateful to the IOC for creating a bidding process which allows for closer collaboration with the IFs than ever before, and the chance to enhance our offering to the Olympic Movement with every iteration of our Games Plan. This low-risk, sustainable venue configuration will mean no surprises for the IOC and IFs, and optimal conditions for every athlete in 2024."







Attachment D

LA24's Updated Venue Plan

LA 2024 Olympic and Paralympic Sport / Venue Summary

To be submitted to the IOC as part of the February 3rd, Stage 3 Deliverable

OLYMPIC GAMES

Sport / Discipline	Venue Name
Aquatics (swimming, diving, and synchronized swimming)	Dedeaux Field
Open Water Swimming	Long Beach Waterfront
Water Polo	Long Beach - Water Polo
Archery	LA Stadium at Hollywood Park
Athletics	LA Memorial Coliseum
Marathon and Race Walk	Grand Park & LA City Hall
Badminton	Galen Center
Basketball - Finals & Preliminaries	Staples Center
Basketball - Preliminaries	LA Convention Center
Boxing	LA Convention Center
Canoe - Slalom	Sepulveda Basin - Canoe Slalom
Canoe - Sprint	Lake Perris
Cycling - BMX	Long Beach - BMX
Cycling - Mountain Bike	Frank G. Bonelli Park
Cycling - Road	Grand Park & LA City Hall
Cycling - Time Trial	Grand Park & LA City Hall
Cycling - Track	StubHub VELO Sports Center
Equestrian	Sepulveda Basin - Equestrian
Fencing	LA Convention Center
Football - Q, S, Finals	Rose Bowl Stadium
Football - Preliminaries	LA Football Club
Football - Preliminaries	Regional Football Stadiums
Golf	Riviera Country Club
Gymnastics	The Forum
Handball	Long Beach Arena
Hockey	StubHub Center Fields
Judo	Pauley Pavilion
Modern Pentathlon	StubHub Stadium
Rowing	Lake Perris
Rugby	StubHub Stadium
Sailing	Long Beach Pier
Shooting	Sepulveda Basin - Shooting
Table Tennis	LA Convention Center
Taekwondo	LA Convention Center
Tennis	StubHub Tennis Center
Triathlon	Long Beach Waterfront
Volleyball - Beach	Santa Monica Beach
Volleyball - Indoor	Honda Center
Weightlifting	Microsoft Theater
Wrestling	Pauley Pavilion

PARALYMPIC GAMES

Sport / Discipline	Venue Name
Archery	LA Stadium at Hollywood Park
Para Athletics	LA Memorial Coliseum
Marathon	Grand Park & LA City Hall
Badminton	Galen Center
Boccia	LA Convention Center
Canoe	Lake Perris
Cycling - Road	Grand Park & LA City Hall
Cycling - Track	StubHub VELO Sports Center
Equestrian	Sepulveda Basin - Equestrian
Football 5-a-side	StubHub Center Fields
Goalball	LA Convention Center
Judo	Galen Center
Para Powerlifting	Microsoft Theater
Rowing	Lake Perris
Shooting Para Sport	Sepulveda Basin - Shooting
Sitting Volleyball	Pauley Pavilion
Para Swimming	Dedeaux Field
Table Tennis	LA Convention Center
Taekwondo	Galen Center
Triathlon	Long Beach Waterfront
Wheelchair Basketball	Staples Center
Wheelchair Fencing	LA Convention Center
Wheelchair Rugby	LA Convention Center
Wheelchair Tennis	StubHub Tennis Center

NON-COMPETITION

Activity	Venue Name
Opening Ceremonies (Olympics)	LA Stadium at Hollywood Park and LA Memorial Coliseum
Closing Ceremonies (Olympics)	LA Memorial Coliseum and LA Stadium at Hollywood Park
Opening and Closing Ceremonies (Paralympics)	LA Stadium at Hollywood Park
Olympic & Paralympic Village	UCLA
Satellite Village - Rowing & Canoe	UC Riverside
International Broadcast Center (IBC)	Universal Studios
Main Press Center (MPC)	USC
Media Village	USC

Attachment E

LA24's Updated OCOG Budget

ESTIMATED LA 2024 OCOG BUDGET SUMMARY

IOC TEMPLATE

REVENUE	\$M USD (2016)	
1. IOC Contribution	734.8	13.8%
2. TOP Programme (gross)	389.7	7.3%
3. Domestic Sponsorship (gross)	1,930.7	36.3%
4. Ticket Sales	1,536.7	28.9%
5. Licensing & Merchandising	225.5	4.2%
6. Other Revenues	507.7	9.5%
7. Total Revenues	5,325.1	100.0%

EXPENSES	\$M USD (2016)	
1. Venue Infrastructure	1,190.9	22.4%
2. Sport, Games Services & Operations	995.2	18.7%
3. Technology	527.5	9.9%
4. People Management	687.8	12.9%
5. Ceremonies	195.2	3.6%
6. Communications, Marketing & Look	194.6	3.6%
7. Corporate Administration	285.9	5.4%
8. Other Expenses	760.4	14.3%
9. Contingency (10.1% of costs)	487.6	9.2%
10. Total Expenditures	5,325.1	100.0%

Net Position	0
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