

# M O T I O N BUDGET & FINANCE

The Federation Internationale de Football Association (FIFA) World Cup soccer championship games has been held almost every four years since the first tournament in 1930. 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 2018 in Russia, and the 2022 World Cup has been awarded to Qatar. The City of Los Angeles now has the opportunity to become one of the host cities for the 2026 FIFA World Cup. As the City experienced with the 1932 and 1984 Olympic Games and hosting the 1994 Men's World Cup and 1999 Women's World Cup, 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 United Bid Committee for North America, which is attempting to secure the hosting rights for the 2026 FIFA World Cup, has compiled a list of 32 cities across the United States, Mexico and Canada that could serve as host cities for the event. If the North American bid is successful, the United States would stage 60 matches, and Mexico and Canada 10 apiece. Although most, if not all cities, are fully capable of hosting a major sporting event, FIFA would take into account the cost of using more than 16 venues. Each stadium would require upgraded security, media expansion, full-time staffing and logistical preparations, while each city would have to work with the organizing committee and FIFA on tournament infrastructure.


As with the Olympics coming to Los Angeles in 2028, the potential benefits to the City are many: constructing and staging of the event is a multi-billion dollar economic stimulus package for the region, which will create jobs; generate significant tax revenue for state and local government; and could help to accelerate other priority projects.

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 tens of thousands of 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 - the Host City Agreement and the Airport Agreement - and it is essential that the City expedite its review of these agreements to assess the benefits and requirements of being selected as a host City for the 2026 FIFA World Cup.

I THEREFORE MOVE, that the Chief Legislative Analyst, with the assistance of the City Administrative Officer, the City Attorney, the Los Angeles Tourism & Convention Board and Los Angeles Sports & Entertainment Commission be instructed to review and report with recommendations on the agreements necessary to submit a bid to host the 2026 FIFA World Cup soccer competition, including a discussion of the impacts to the City of hosting this world event.

PRESENTED BY

  
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December 13, 2017<sub>ak</sub>



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