

LA28 and FIFA Small Business Engagement Roundtable Briefing

Date: December 4, 2025

Location: Los Angeles City Hall (Mayor's Office – Small Business Roundtable)

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1. Purpose of the Meeting

- a. Final 2025 convening of the LA28 / Major Events small-business working group.
- b. Provide **updates on LA28, FIFA World Cup 2026, NBA All-Star, and Super Bowl 2027** as they relate to:
 - a. Local and small-business procurement
 - b. Community activations and “Games for All” vision
 - c. Volunteer and youth engagement
 - d. Branding / IP and community-led events

2. Mayor's Office – Office of Major Events (Paul Krekorian)

- a. **Games for All – Economic & Community Vision**
 - LA is less than **3 years from LA28** and less than **1 year from FIFA 2026**.
 - LA28 expected to generate **\$18B in economic activity**, mostly in the region.
 - LA28 has made a **historic commitment**:
 - **75% of addressable spend** with local businesses
 - **25% with small businesses**
 - City's focus is on **long-term community benefit**, not just hosting prestigious events.
- b. **Community Celebrations & Fan Activations**
 - **World Cup 2026:**
 - One major **Fan Fest at Exposition Park/Coliseum**, run by LASEC.
 - Additional **regional fan activations** selected via RFP.
 - City-led **neighborhood activations in recreation centers & parks** (viewing on mobile screens, family events).
 - Numerous **private corporate hospitality / fan events** anticipated citywide.
 - **LA28 Olympics & Paralympics 2028:**
 - Goal: at least **one major community celebration per council district (15+)** – larger than World Cup neighborhood events.
 - Additional activations across other venue cities and county-wide.
 - **Cultural Olympiad + City Arts & Culture Festival** will bring arts programming into neighborhoods (murals, cultural performances, youth activities).
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c. **Opportunities for Small Businesses**

Examples of anticipated needs at community celebrations and fan activations:

- Food & beverage vendors, water service
- Shade structures, pop-ups, tent & chair rentals
- Cooling systems, accessibility upgrades
- Tabling by local businesses, social-service & city agencies
- Youth sports/try-it activations, performers, cultural groups

Neighborhood-scale events are expected to **prioritize neighborhood businesses** where possible.

d. **Safety, Accessibility & Equity**

- Games are being planned as a **National Special Security Event** with federal, state, and local coordination.
- Strong emphasis on:
 - **Immigrant safety and inclusion** – Mayor Bass committed to protecting all Angelenos.
 - **Accessibility** (physical, language, disability access) as a core design principle.
 - Using the events to accelerate **retrofitting and accessibility improvements** at venues and businesses.

e. **Role of Neighborhood Councils & Local Input**

- Neighborhood councils will be engaged in:
 - Transportation and street-closure planning
 - Minimizing adverse impacts on small businesses
 - Identifying opportunities to keep businesses accessible during events
- Ongoing process of **plan** → **community feedback** → **revised plans**.

3. **LA28 Organizing Committee – Procurement & Business Engagement**

Presenter: Stephanie Hui, Senior Director, Welcome Affairs

a. **Outreach Channels (“How LA28 will communicate opportunities”)**

1. **Strategic Outreach via Business Assistance Programs**
 - Using existing partners (Chamber, CBOs, SBDCs, ethnic chambers, etc.) to amplify opportunities.
2. **City of LA-Led Outreach**
 - Roundtables like this; coordination with Mayor’s Office, BCA, and departments.
3. **LA28-Led Deep Dive Procurement Webinars**
 - Series by category (e.g., **Food & Beverage webinar already held**; future sessions for transportation, security, etc.).
 - Future webinars will be **recorded and shared** for broader distribution.
4. **Venue City Outreach**

- Coordination with other host cities (e.g., Anaheim, Pomona) to distribute local opportunities.

b. LA28 Three-Step Procurement Process (“3 Rs”)

1. Register – RAMP LA

- All LA28 competitive sourcing will be posted on **RAMP LA**.
- Businesses must:
 - Register and keep profile updated.
 - Include **accurate NAICS codes** (up to ~9) so they receive correct notifications.

2. Respond – Expression of Interest (EOI)

- When an opportunity is posted, an **EOI questionnaire** appears on RAMP LA.
- EOI gathers info on **capacity, experience, ability to scale**.
- **Only firms that submit an EOI** will be considered for the next step.

3. RFP – Request for Proposals

- LA28 procurement selects a **shortlist** from EOI respondents and invites them to bid.
- Example: **Mascot Program**
 - 42 creative firms submitted EOIs.
 - 11 shortlisted and invited to full RFP.
 - Contract awarded to **local small business “Stoopid Buddy Studios.”**

c. Upcoming LA28 Procurement Plan

- A comprehensive **LA28 procurement plan** (categories, timelines, and approach) will be released in **early 2026** and shared through city and community channels.

d. Key Contacts / Next Steps

- Businesses and partners should:
 - **Register and check RAMP LA regularly** (scroll to “Los Angeles 2028 Announced Opportunities”).
 - Use **Compete4LA** (compete4la.usc.edu) to be searchable by primes and corporate buyers.
 - Direct questions to community@la28.org (monitored inbox).

4. LA Sports & Entertainment Commission (LASEC) – FIFA World Cup & Major Events

Presenters: Samona Caldwell and Ellen Los Angeles Sports and Entertainment

a. Role & Events Portfolio

- LASEC writes RFQs/RFPs and serves as host committee for:
 - **FIFA World Cup 2026** (LA host city)

- **NBA All-Star** (at Intuit Dome & other sites)
- **Super Bowl 2027**
- US Women's Open and other major events.

b. FIFA World Cup 2026 – Fan Experience & Activations

- **Fan Fest at Coliseum/Exposition Park** – a 5-day, large-scale official FIFA event to kick off the tournament.
- **10–12 Official “Fan Zones”:**
 - Venues (5,000+ capacity) selected via robust RFP.
 - Multi-day activations staggered over the **39-day tournament**.
- **Regional Fan Experience Guide:**
 - Online guide will list **viewing parties, concerts, museum events, community activations**, etc.
 - Community events can be included if they **comply with IP rules** and are submitted to LASEC.

c. Viewing Parties & IP Rules

- FIFA broadcast partners: **Fox & Telemundo**.
- **Viewing License required** if BOTH:
 - Attendance > 1,000 AND/OR
 - Revenue-generating (e.g., ticketed event, cover charge).
- Smaller, non-revenue community viewings (<1,000 people) **do not need a license**.
- IP & naming restrictions:
 - **Cannot use** “FIFA World Cup,” official FIFA or host-city logos, or LA28 rings/logos.
 - **Flags, national team colors, generic soccer themes** are permitted.
- LASEC and LA Tourism are developing a **neutral branding kit and street-pole banner program** cities can adopt.

d. Community Activation Toolkit & Programs

- LASEC has a **Community Activation Toolkit** with:
 - Ideas for bars/restaurants (extended hours, viewing parties, trivia, DJs, fan walls).
 - Ideas for community orgs (cultural festivals, kids' clinics, watch parties).
- Additional initiatives:
 - **“Grow the Game” clinics** for coaches, referees, and youth players.
 - **Beautification & cleanup days** (HQ event + satellite events) in spring & summer 2026.
 - Cross-promotion with **LA84 Foundation** and community partners.

e. FIFA Local Impact Supplier Program

- Aim: **maximize local economic impact** through local vendors.

- **~1,200 businesses** in Greater LA have already submitted an Expression of Interest – highest across all host cities.
- Typical disciplines: catering, cleaning, security, transportation, décor, production services, staging, signage, hospitality, etc.
- Eligibility:
 - Based in Greater LA since ~2022 (3+ years).
 - Event-ready: **capacity and scalability now** (not “we’ll be ready by June”).
 - Good standing with city & state; alignment with **human rights & sustainability standards** (e.g., no styrofoam, labor compliance).
- Process:
 - Complete EOI (QR shared in meeting); FIFA team vets businesses (website quality, past performance, etc).
 - Shortlisted vendors undergo **human rights & sustainability review**, may have site visits.

f. Volunteer Programs

- **FIFA World Cup volunteer portal** (FIFA-run) is now closed; LA had **highest volunteer sign-ups** among 16 host cities.
- **LA28 Volunteer Program** has launched:
 - Over **100,000 sign-ups within 24 hours** of announcement.
 - City and LA28 working to integrate volunteer programs as a **long-term civic engagement tool** (pathway for youth & workforce development).

5. Key Q&A Themes & Clarifications

1. Accessing Information & Webinars

- Future LA28 procurement deep-dive webinars will be **recorded and shared** with partners for distribution.

2. RAMP LA & Compete4LA Best Practices

- All businesses (including nonprofits and social enterprises) should **register on RAMP LA** and:
 - Add **full NAICS code set** (up to nine) to receive targeted notices.
- **Compete4LA catalog** gives primes and corporate buyers a directory of local vendors.

3. Nonprofits, Cultural Orgs & Arts

- Nonprofits and cultural groups are encouraged to:
 - Register on RAMP as vendors (for programming, performances, cultural events).
 - Engage council offices about programming **at 2026 and 2028 community activations**.
- City planning a **mural / permanent public art program** and exploring sculpture / arts legacy initiatives linked to City Hall’s 100th anniversary in 2028.

4. Youth & Education Engagement

- LA28 & LASEC collaborating with **school districts and youth programs** (e.g., career pathways, clinics, volunteer opportunities) as part of the legacy strategy.

5. Construction & Infrastructure Opportunities

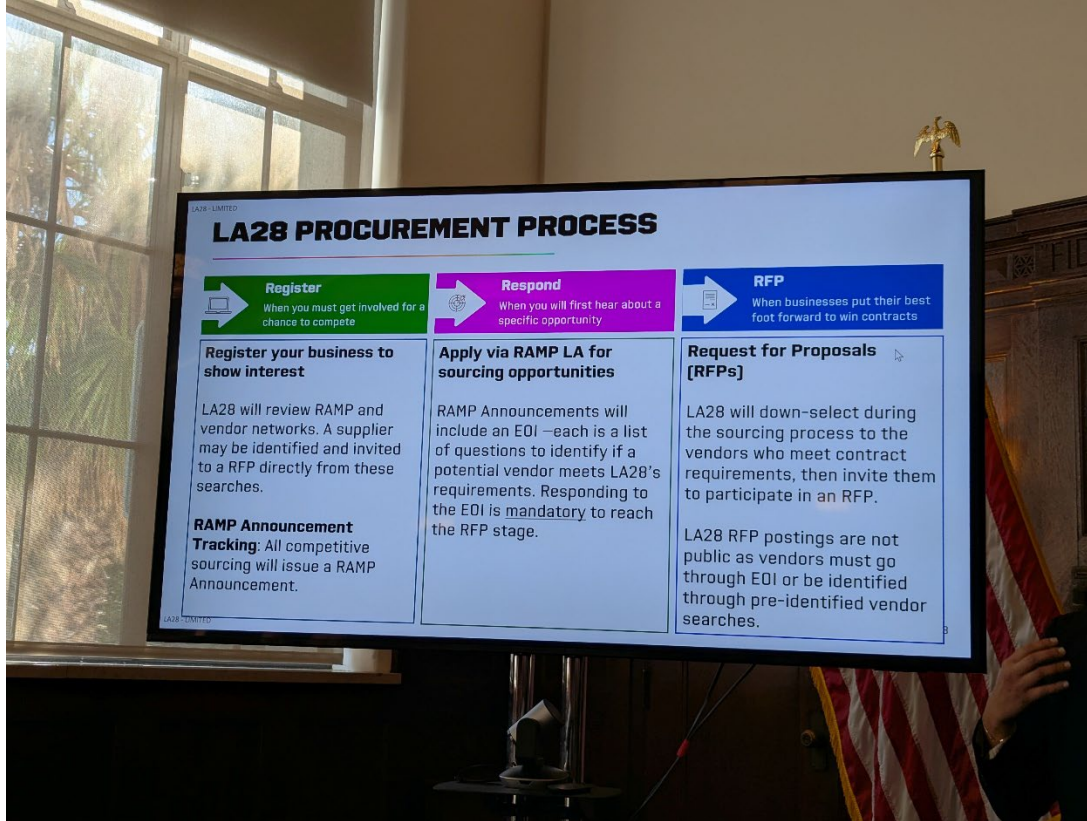
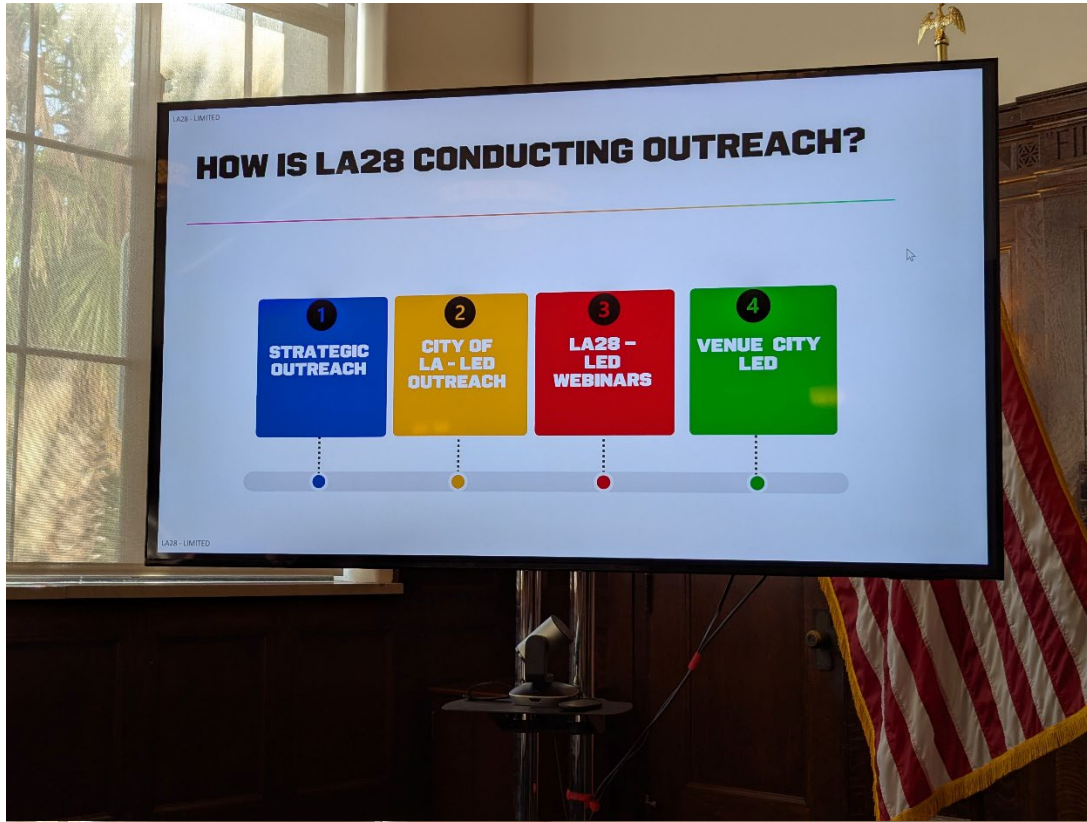
- Although LA28 is a “**no-build**” Games, there will be substantial work in:
 - Temporary structures and overlay (tents, platforms, temporary facilities).
 - Fencing, security infrastructure.
 - Right-of-way improvements near venues and open-street zones.

6. Tourism & Legacy

- LA Tourism and partners are planning to:
 - **Stretch activity beyond event windows** (pre-Games arts, culture, and post-Games tourism).
 - Use venue-approach improvements (shade, water, pedestrian experience) as permanent legacy.

6. Immediate Next Steps for Partners & Small Businesses

1. **Register / Update on RAMP LA** (with correct NAICS codes).
2. Encourage businesses to **monitor RAMP LA** for LA28 and city opportunities and respond to **EOIs** quickly.
3. Share **FIFA Local Impact Supplier** EOI (while still open) with eligible vendors.
4. Use and disseminate the **LASEC Community Activation Toolkit** and upcoming **fan branding kit**.
5. Direct procurement/participation questions to:
 - **LA28:** community@la28.org
 - **World Cup activations:** LASEC Fan & Stakeholder Engagement (Ellen’s team)
 - **FIFA Local Impact Supplier Program:** via QR/EoI portal managed by FIFA & LASEC.
6. Coordinate with **Council offices & Neighborhood Councils** to align community events, watch parties, and small-business participation.



FIFA World Cup

