

LA28 Small Business Engagement Olympic and Paralympic Games

Date: August 12, 2025

Time: 14:00-15:30

Prepared By: Peter Foo, VP Entrepreneurship and Innovation

Meeting Minutes – Olympics & Small Business Procurement Briefing

Purpose: Update stakeholders on procurement opportunities and strategies for the 2028 Olympic and Paralympic Games, and how small businesses can prepare.

1. Opening Remarks

- Goal: Ensure small and diverse businesses are aware of and prepared for Olympic-related procurement.
- Background: Initial stakeholder meeting held June 2024; ongoing collaboration between LA28, Mayor's Office, and community groups.
- Key focus: Removing barriers (bonding, budget, insurance) and building capacity before solicitations are released.

2. Major Events Overview – Paul Krekorian, Executive Director, Office of Major Events

- LA to host: FIFA World Cup 2026 (8 matches), Super Bowl 2027, 2028 Olympic & Paralympic Games.
- 2028 Games projected to generate **\$18B economic impact**, support ~100K jobs, and sell 15M tickets.
- Legacy priorities:
 - Community business & procurement engagement.
 - Workforce development & volunteer mobilization.
 - Youth sports investment (\$160M committed).
 - Sustainability, accessibility, arts, culture, and human rights protections.

3. City Procurement Resources – Libby Williams, Director of Small Business-Office of the Mayor

- **RAMP LA:** Central portal for City, County, and select private sector contracting.

- Businesses should register, add accurate NAICS codes, and list certifications (SBE, DVBE, MBE, WBE).
- Additional tools: Compete4LA, Get in the Game, ProcureLA, Business Source Centers.
- Upcoming **Sports & Entertainment Procurement Summit** – October 23, LA Convention Center.

4. LA28 Community & Venue Overview – Erikk Aldridge, VP of Impact

Erikk Aldridge, Vice President of Impact for LA28, provided an overview of LA28’s organizational structure, role in delivering the Games, and the business engagement opportunities leading up to 2028.

He explained that **LA28 is a private, nonprofit 501(c)(3)** funded entirely through corporate sponsorships, ticketing, licensing, and broadcast rights—without public operating funds. The organization works under the direction of the **International Olympic Committee (IOC)** and 73 international sports federations, which set competition specifications, venue requirements, and schedules.

Erikk stressed that **opportunities are broader than just direct LA28 contracts**. In addition to LA28’s own procurement, there will be significant indirect opportunities:

- National Olympic Committees from 205 other countries will be setting up operations in the region.
- Corporate sponsors and hospitality partners will hold events, requiring local vendors.
- Municipal agencies will organize viewing events and fan experiences.

He highlighted the importance of **understanding the venue map**. Each competition zone—from the San Fernando Valley to Long Beach—will create different geographic opportunities. Businesses should align their outreach and positioning based on where events and related activities will occur.

A key milestone is that the **official competition schedule** has now been released, allowing businesses to see when specific events (e.g., track & field, basketball) will take place, and to start planning accordingly.

Erikk also emphasized that **this will be the first time Los Angeles hosts the Paralympic Games**. He encouraged everyone to refer to them as the “Olympic and Paralympic Games” and to understand the significance of including and celebrating the disability community as part of the broader legacy.

He closed by noting that LA28’s role is to “plan and deliver the Games,” while the ripple effect will create many other opportunities outside of LA28’s direct scope—and that early awareness and preparation are critical for local businesses to benefit.

5. LA28 Procurement Strategy – Director Isabel Guzman

Director Isabel Guzman outlined LA28’s procurement priorities and the strategy to maximize small business participation in the 2028 Olympic and Paralympic Games.

She emphasized that LA28 has set **ambitious goals**:

- **75% local spend** within the Greater Los Angeles area.
- **25% small business spend**, using SBA size standards.
- A strong focus on **micro-businesses** and **hyper-local engagement**, ensuring inclusion that reflects Los Angeles' diversity.

Director Guzman noted that the team is actively **designing procurement processes to be small-business-friendly**. This includes:

- Debundling contracts to make them more accessible.
- Adjusting eligibility requirements so smaller firms can compete.
- Considering micro-purchases to channel spending directly to very small businesses.
- Setting subcontracting requirements for prime contractors.

She also stressed that **opportunities will extend beyond direct LA28 contracts**. Corporate sponsors, licensed merchandise producers, hospitality providers, and city-organized events will all generate economic activity that local firms can tap into.

Currently, LA28 is finalizing its detailed procurement plan, targeted for release in **2026**, with outreach and engagement efforts already underway. Director Guzman said LA28 will **work through existing networks**—technical assistance providers, chambers, and nonprofits—to connect with small businesses.

Key action item for businesses:

All LA28 solicitations will be posted exclusively on **RAMP LA (Regional Alliance Marketplace for Procurement)**. Businesses should register now, include accurate NAICS codes, and list all relevant certifications to receive targeted opportunity notifications.

Timeline she outlined:

- **2024–2025:** Capacity-building, outreach, early RFIs and RFQs.
- **2026:** Release of full procurement plan and start of major contracting.
- **2028:** Games execution.

Director Guzman closed by underscoring that LA28's procurement efforts are intentionally designed to leave a lasting economic impact in Los Angeles—particularly for small, diverse, and local businesses.

6. Key Action Items for Businesses

- Register on RAMP LA immediately with complete profile (NAICS codes, certifications).
- Build past performance portfolio through smaller contracts now.

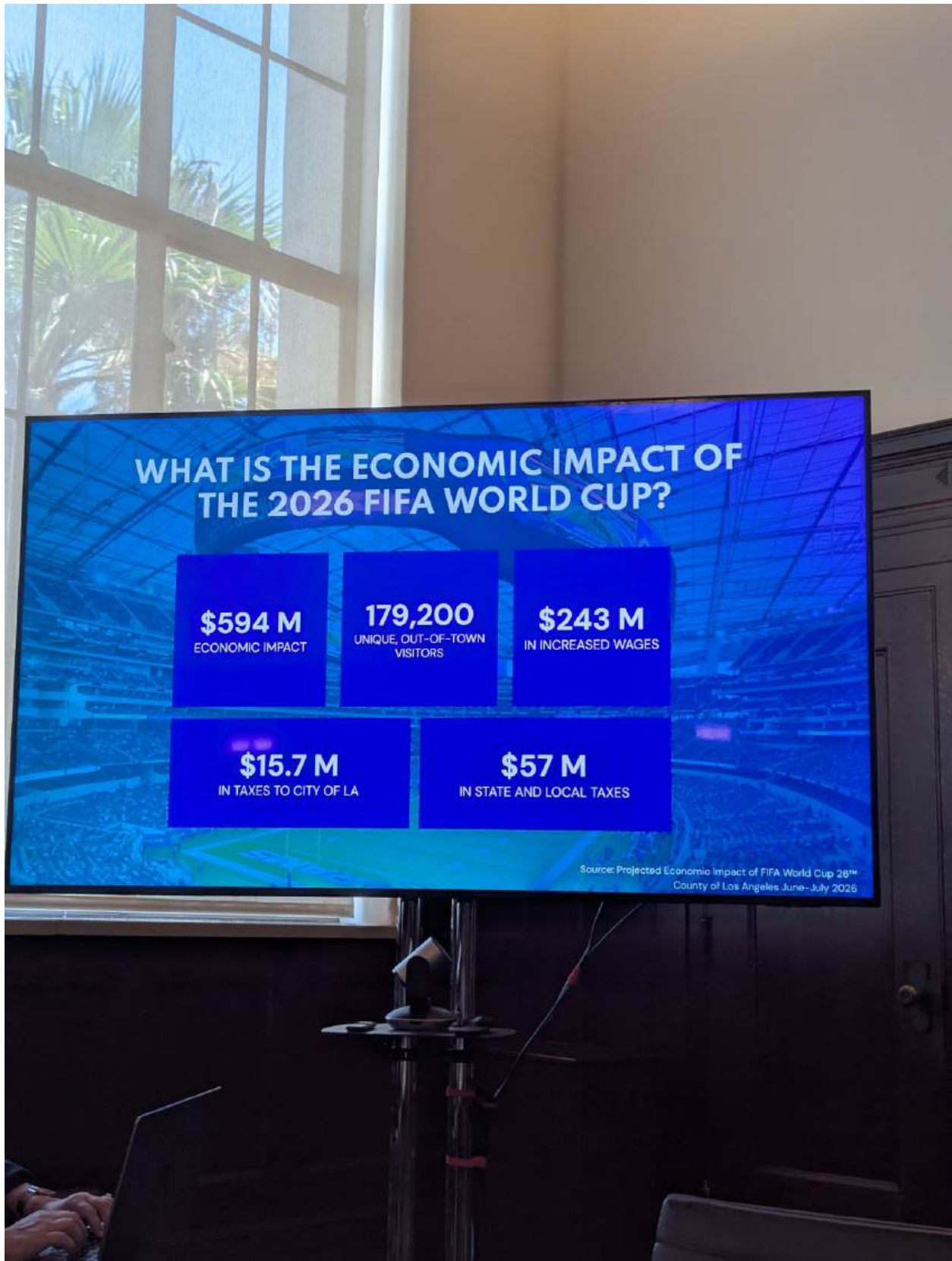
- Engage with local Business Source Centers or SBDCs for capacity-building and readiness.
- Monitor LA28 and City announcements for early RFIs/RFQs.
- Align marketing and outreach with geographic and event-specific opportunities.

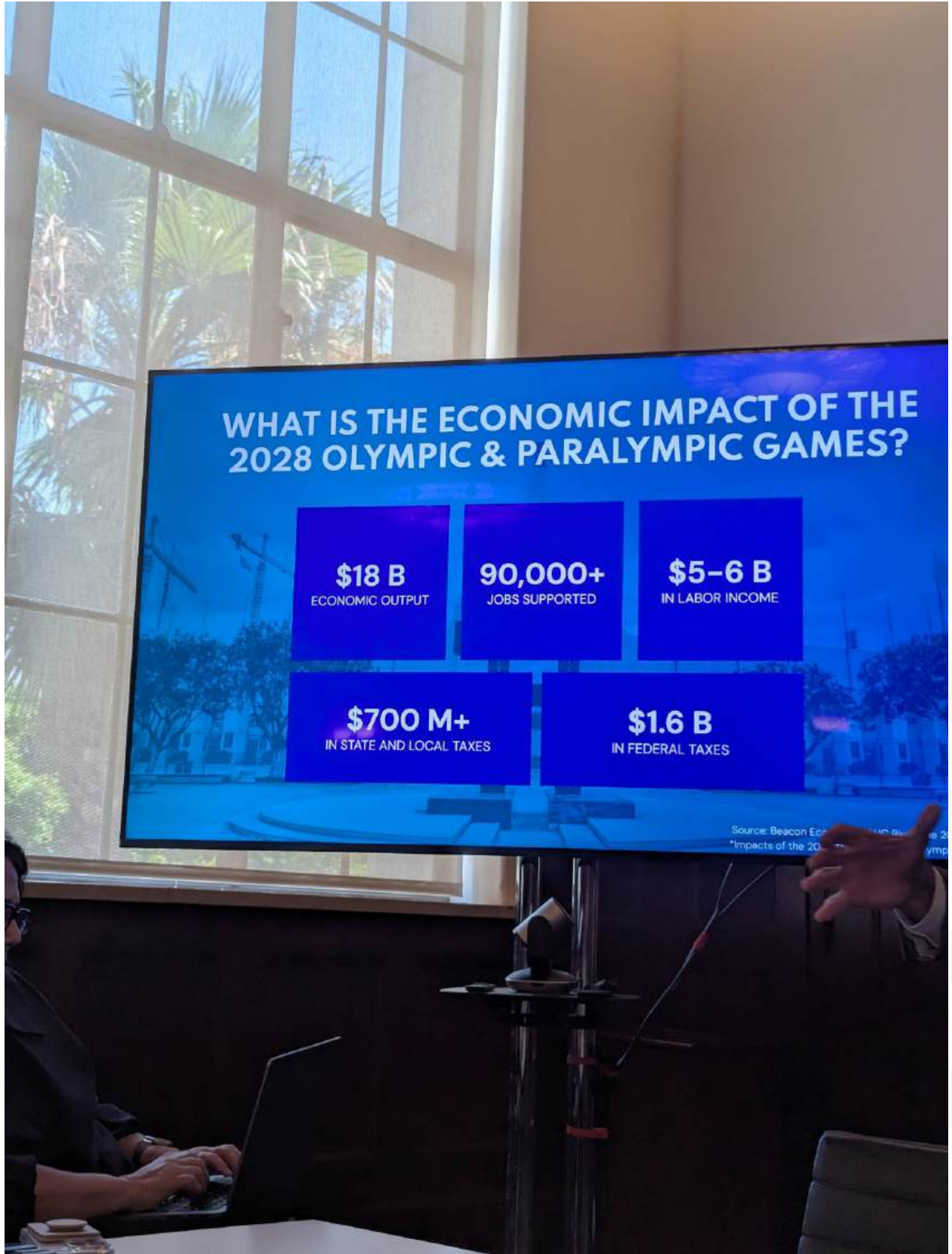


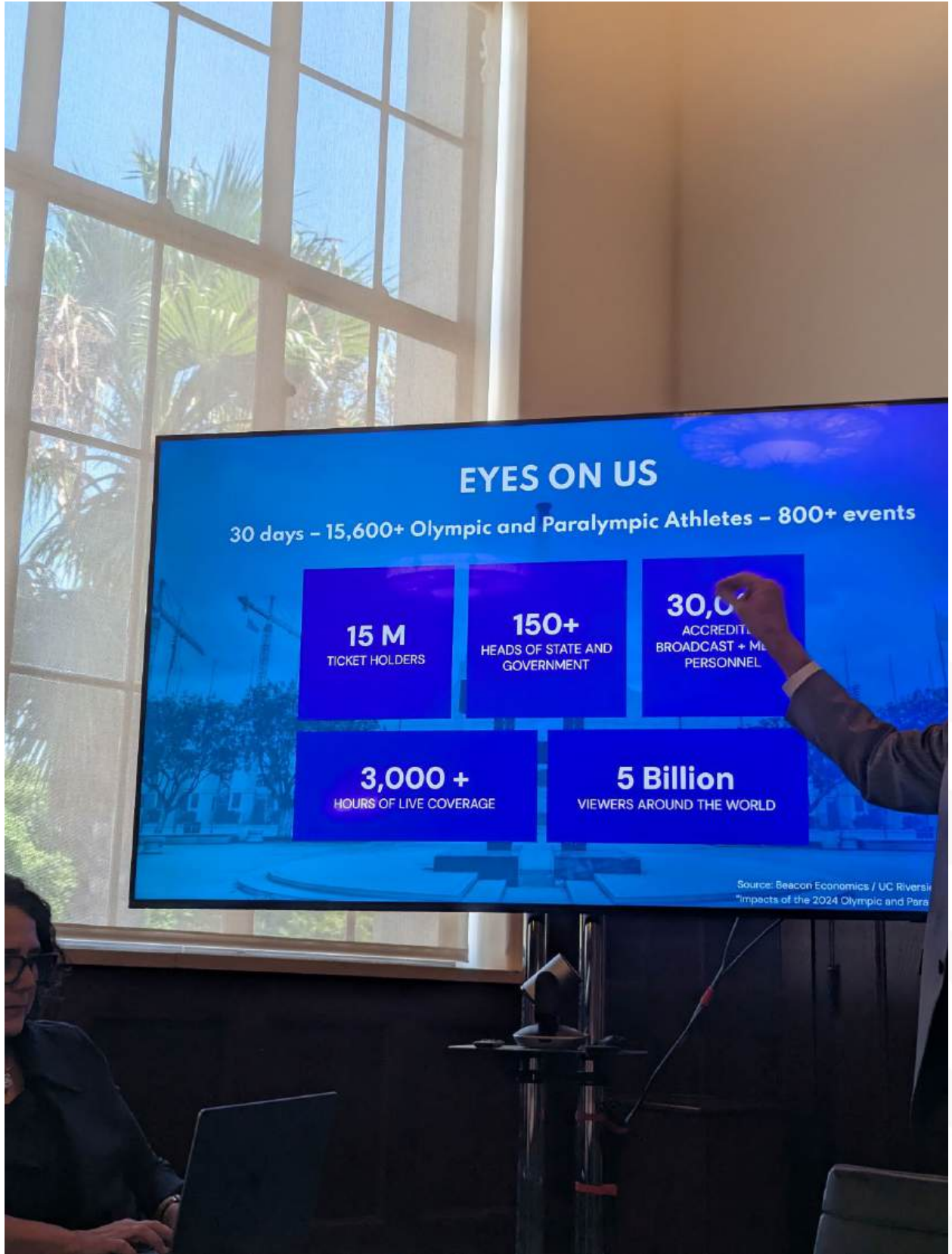
2028 VENUE CLUSTERS

- 1 VALLEY SPORTS PARK
- 2 ATHLETES' VILLAGE
- 3 DODGER STADIUM
- 4 DOWNTOWN LA SPORTS PARK
- 5 EXPOSITION PARK
- 6 INGLEWOOD
- 7 SOUTH BAY SPORTS PARK
- 8 LONG BEACH SPORTS PARK
- 9 SAN GABRIEL VALLEY
- 10 ANAHEIM
- * AND MORE: Venice Beach, Universal City, Rose Bowl, Pomona Fairplex, San Clemente, Santa Anita, Whittier Narrows, & OKC







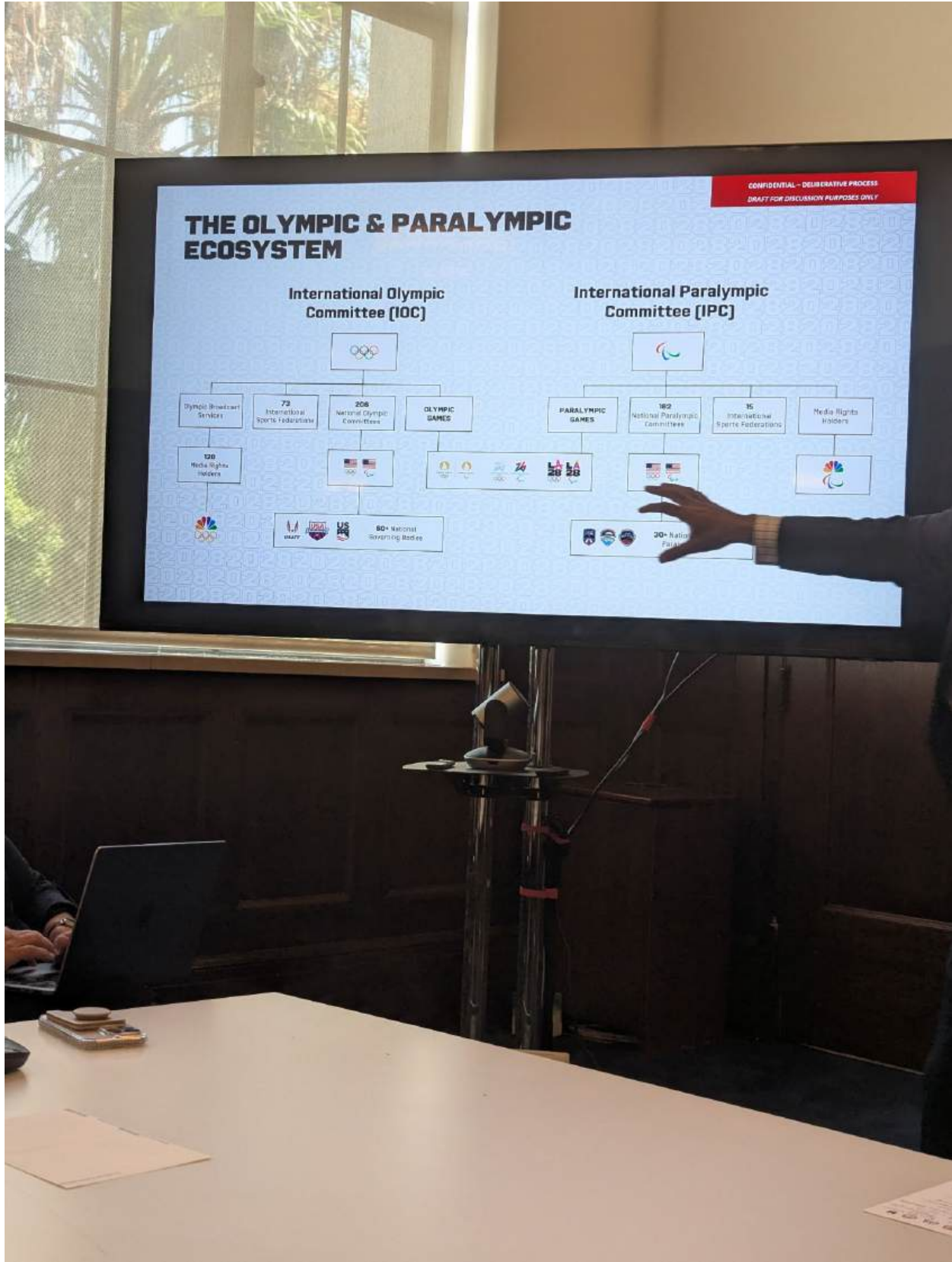




THE LEGACY

"...a continued shared set of values of innovation and a community-centered focus by which the 2028 Games will be designed and executed, including a guiding principle of maximizing the public benefit with commitments on sustainability, resiliency, innovation, diversity, equity, and inclusion, while fully mitigating any negative impact to communities, in particular those located near 2028 Games venues" - 2028 Games Agreement

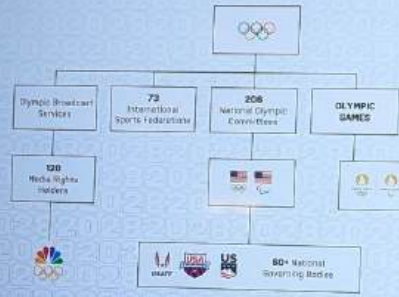
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| COMMUNITY BUSINESS & PROCUREMENT | STREETS & TRANSIT | WORKFORCE DEVELOPMENT & LOCAL HIRE |
| YOUTH SPORTS | COMMUNITY CELEBRATIONS | SUSTAINABILITY |
| ACCESSIBILITY | ARTS & CULTURE | HUMAN RIGHTS |



CONFIDENTIAL - DELIBERATIVE PROCESS
DRAFT FOR DISCUSSION PURPOSES ONLY

THE OLYMPIC & PARALYMPIC ECOSYSTEM

International Olympic Committee (IOC)



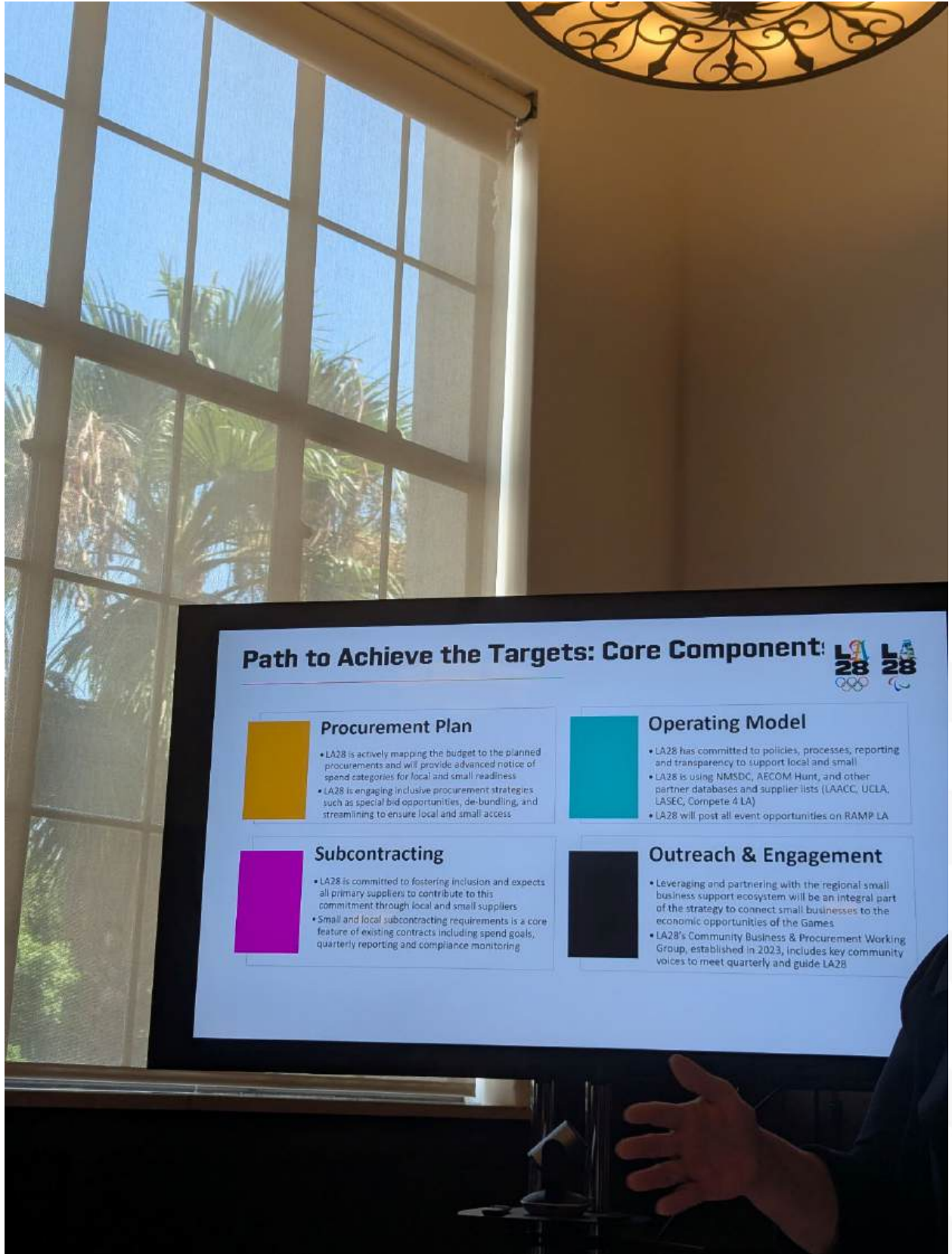
International Paralympic Committee (IPC)











Path to Achieve the Targets: Core Component: 

Procurement Plan

- LA28 is actively mapping the budget to the planned procurements and will provide advanced notice of spend categories for local and small readiness
- LA28 is engaging inclusive procurement strategies such as special bid opportunities, de-bundling, and streamlining to ensure local and small access

Operating Model

- LA28 has committed to policies, processes, reporting and transparency to support local and small
- LA28 is using NMSDC, AECOM Hunt, and other partner databases and supplier lists (LAACC, UCLA, LASEC, Compete 4 LA)
- LA28 will post all event opportunities on RAMP LA

Subcontracting

- LA28 is committed to fostering inclusion and expects all primary suppliers to contribute to this commitment through local and small suppliers
- Small and local subcontracting requirements is a core feature of existing contracts including spend goals, quarterly reporting and compliance monitoring

Outreach & Engagement

- Leveraging and partnering with the regional small business support ecosystem will be an integral part of the strategy to connect small businesses to the economic opportunities of the Games
- LA28's Community Business & Procurement Working Group, established in 2023, includes key community voices to meet quarterly and guide LA28

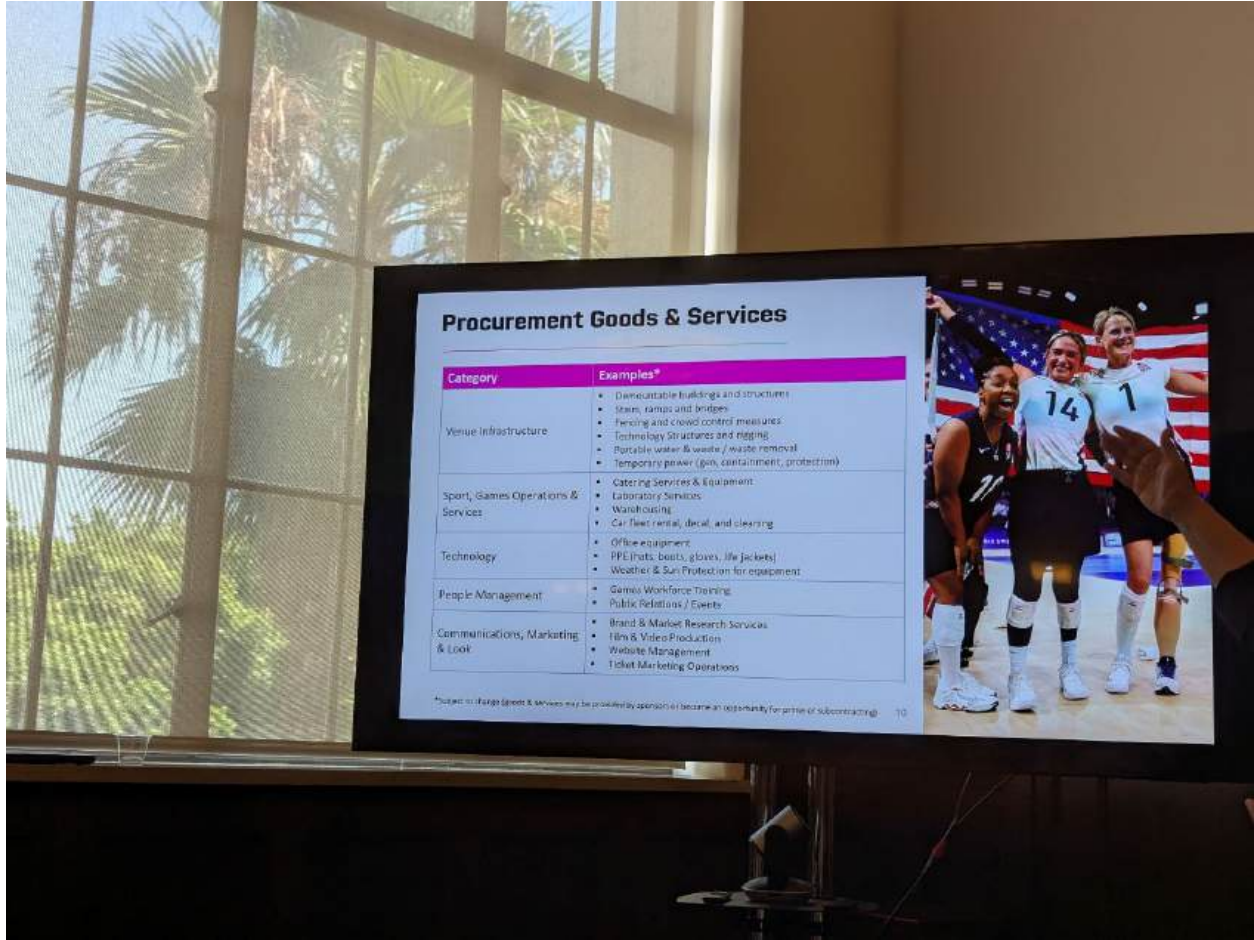


Procurement Goods & Services

Category	Examples*
Venue Infrastructure	<ul style="list-style-type: none"> • Detachable buildings and structures • Stairs, ramps and bridges • Fencing and crowd control measures • Technology Structures and rigging • Portable water & waste / waste removal • Temporary power (gen, containment, protection)
Sport, Games Operations & Services	<ul style="list-style-type: none"> • Catering Services & Equipment • Laboratory Services • Warehousing • Car fleet rental, detail, and cleaning
Technology	<ul style="list-style-type: none"> • Office equipment • PPE (hats, boots, gloves, life jackets) • Weather & Sun Protection for equipment
People Management	<ul style="list-style-type: none"> • Games Workforce Training • Public Relations / Events
Communications, Marketing & Look	<ul style="list-style-type: none"> • Brand & Market Research Services • Film & Video Production • Website Management • Ticket Marketing Operations

*Subject to change (goods & services may be provided by sponsors or receive an opportunity for prime or subcontracting) 10





Procurement Goods & Services

Category	Examples*
Venue Infrastructure	<ul style="list-style-type: none"> • Demountable buildings and structures • Stairs, ramps and bridges • Fencing and crowd control measures • Technology Structures and rigging • Portable water & waste / waste removal • Temporary power (gas, containment, protection)
Sport, Games Operations & Services	<ul style="list-style-type: none"> • Catering Services & Equipment • Laboratory Services • Warehousing • Car fleet rental, detail, and cleaning
Technology	<ul style="list-style-type: none"> • Office equipment • PPE (Hats, boots, gloves, life jackets) • Weather & Sun Protection for equipment
People Management	<ul style="list-style-type: none"> • General Workforce Training • Public Relations / Events
Communications, Marketing & Look	<ul style="list-style-type: none"> • Brand & Market Research Services • Film & Video Production • Website Management • Ticket Marketing Operations

*Subject to Range (goods & services may be provided by applicant or become an opportunity for prime or subcontracting) 10