



Beverly Hills City Council Liaison / LA28 Standing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY OF BEVERLY HILLS
455 N. Rexford Drive
2nd Floor, Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison Meeting
www.beverlyhills.org/MyCommittee
Meeting ID: 516 191 2424
Passcode: 90210**

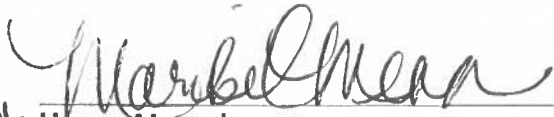
**You can also dial in by phone:
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+16699009128,,5161912424# US
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**Monday, June 29, 2026
4:15 PM**

AGENDA

1. Public Comment
 - a) Members of the public will be given the opportunity to directly address the Committee on any item not listed on the agenda
2. Meeting Schedule
 - a) Bi-Monthly Standing Committee Meetings
 - b) Quarterly Council Liaison Check-ins
3. Discuss and provide direction on initial LA28 Olympic Programming proposals
 - a) 1972 Munich Summer Olympics Massacre Memorial Event
 - b) Short-term/Long-term rentals and usage of private homes
 - c) Policy and ordinance amendments
4. Future Agenda Items
5. Adjournment

for 
Huma Ahmed
City Clerk

Posted: June 26, 2026



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Room 280A is wheelchair accessible.



STAFF REPORT

Meeting Date: June 29, 2026

To: 2028 Olympics Committee Liaisons Councilmember Friedman
and Councilmember Nazarian

From: Magdalena Davis, Community Outreach Manager
Matthew Brown, Recreation Services Manager

Subject: Planning and discussion for the 2028 Summer Olympic and
Paralympic Games in Los Angeles

Attachments: None

INTRODUCTION

The Los Angeles 2028 Summer Olympics City Council Liaison Committee has been established with Councilmember Friedman, Councilmember Nazarian, and City staff, to discuss and guide the evaluation and pursuit of opportunities for programs, events, partnerships, and visitor amenities, and to help coordinate strategic planning efforts in advance of the 2028 Olympic and Paralympic Games in Los Angeles. As the first meeting in this series dedicated solely and specifically to the 2028 Olympic and Paralympic Games, staff will be seeking some initial direction on the range of programs, events, partnerships, and visitor amenities, that Council may be interested in pursuing. These could include the use of short and long-term rentals of private homes for Olympic hospitality houses, or events during the Olympic Games hosted by the City for the public, Olympic committees for an invited guest list or public, or other programs.

To facilitate the ongoing planning process, and continued discussion and direction needed to implement and coordinate these strategic planning efforts - staff recommend that the committee begin meeting on a bi-monthly basis, increasing the frequency to monthly meetings with quarterly reports to City Council as the planning process develops, and funding needs become clearly identified.

DISCUSSION

As the Host City of the 2028 Olympic and Paralympic Games, the Greater Los Angeles area will become the central focal point for events, housing for athletes and delegates, and community celebrations, with well over five million anticipated domestic and international visitors to the region, in conjunction with the 2028 Olympic and Paralympic Games. With the Olympic Games estimated to produce between \$13 and \$17 billion in

economic impact within the region, Los Angeles County will play host to both travelers and local residents attending the Olympic Games and participating and attending programs and events in support of the games all throughout the region. As a major, internationally known and iconic tourist destination, Beverly Hills will be a highly sought-after destination for visitors, locals, and residents during the lead up to, and through the 2028 Olympic and Paralympic Games. While the majority of the games will not be hosted in, or taking place within Beverly Hills proper, regions hosting the Olympics typically anticipate that hotels in highly attractive cities like Beverly Hills will be fully booked, restaurants will see peak reservation traffic, and corporations, Olympic delegations, and sponsors will seek out Beverly Hills to host events, celebrations, gatherings, and festivities around the games.

City staff have already received, and begun reviewing, initial prospects for proposed activations and programs to occur in support, or conjunction with, the Olympic games – and evaluating any potential amendments, or adjustments, to current city policies and ordinances that could be considered, and necessary to accommodate certain proposals. For this first Liaison Committee meeting staff can review initial proposals received thus far and seek direction from the Liaisons on the kind of programs, events, partnerships, visitor amenities, and planning principles, to guide planning for, and around, the 2028 Olympic and Paralympic Games in Los Angeles. Some of the initial topics to discuss, review, and seek feedback on at today's meeting are as follows.

1972 Munich Summer Olympics massacre memorial event

Staff received a request through the Israeli Olympic Committee to host a memorial event remembering the 1972 Munich Summer Olympics massacre and kidnapping of 11 Israeli Olympic athletes. The event is a cooperative between the Israeli, German, and United States Olympic Committees, and the request would include the City partnering on the event as the host venue and sharing of some total costs to be determined. Typically, a one-day evening event for an invited guest list around the Opening Ceremony, the event has had approximately 400 attendees in the past, including heads of state. The 2028 date for this event is to be determined, and both City Hall and the Wallis have been considered as potential venues. For security purposes, the overall details of the event may be presented to Liaisons and Council, with the particulars discussed in Closed Session or administratively. Staff request direction from the Liaisons to understand the City's interest in being the partner host for the venue of this event.

Short-term/Long-term rentals and usage of private homes

Staff have received requests from countries and entities interested in the usage of private homes for long-term rentals to serve as Olympic hospitality houses, from Romania, or for the use of existing country homes for events, such as the French Consulate house, as well as abundant interest in the usage of long-term and short-term rentals for visitors around the 2028 Olympic Games in Los Angeles. Community Development is planning to bring a Study Session item to City Council at some point during the summer of 2026, to receive direction on this item, and the subsequent adjustments needed to our current code.

Policy and ordinance amendments

The City's current banner policy and anti-advertising ordinance do not allow for street pole banner designs that are not co-branded with the City shield, and only make exceptions in individual City leases, such as the banners at the Wallis. In order to consider having the

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official LA28 Olympic and Paralympic banners, the banner policy and advertising ordinance would require temporary modifications.

Liaisons may also want to consider any other policy adjustments to allow for official LA28 items in our gardens, parks, or other public right of way, either by modifying current code or administratively on a case-by-case basis, by establishing qualifications for consideration.

Future agenda items

Liaisons may provide direction on future agenda items for staff to research and develop, including participation in the Cultural Olympiad led by LA County, along with neighboring and participating cities, that could include public events and programs such as watch party locations, or events to host countries that contain our Sister Cities: Herzliya, Israel; Cannes, France; Acapulco, Mexico; Pudong, China, and future friendship cities. These programs could be developed as new events, rekindling of prior partnerships, or by adjusting regular summer programming to include and incorporate Olympic and Paralympic activities or themes.

FISCAL IMPACT

Funding will be required as certain proposals move from the discussion phase to seeking approval for implementation, or to move forward with actions or stages that will require funding. Staff anticipate increasing the frequency of the 2028 Olympics Committee Liaison meetings as planning develops and bringing items from the Liaison Committee to City Council on a quarterly basis, with funding needs as they arise for Council to provide direction on any fiscal impacts.

RECOMMENDATION

Staff are seeking discussion and direction from the Liaison Committee on the initial proposals received thus far, and seeking direction on the range of programs, events, partnerships, and visitor amenities that the Liaisons may be interested in pursuing for the 2028 Summer Olympic and Paralympic Games in Los Angeles.

Keith Sterling,
Deputy City Manager

Approved By