

GLOBAL GAMES STRATEGY

Manhattan Beach Preparation for 2026 FIFA World Cup & 2028 Olympic and Paralympic Games



Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

GAMES BY THE NUMBERS

FIFA WORLD CUP 2026:

- Los Angeles hosting 8 matches
- U.S. Men's National Team opening match: June 12, 2026



OLYMPICS & PARALYMPICS 2028:

- 10-15 million tickets across 800+ events
- 3 million unique attendees expected
- \$18 billion projected economic output
- Impact: 7 Super Bowls per day for 16 days (Olympics)



GLOBAL EVENTS TIMELINE

FIFA WORLD CUP

JUNE 12 - JULY 10, 2026

Eight FIFA Matches
Hosted in Los Angeles

OLYMPIC & PARALYMPIC GAMES

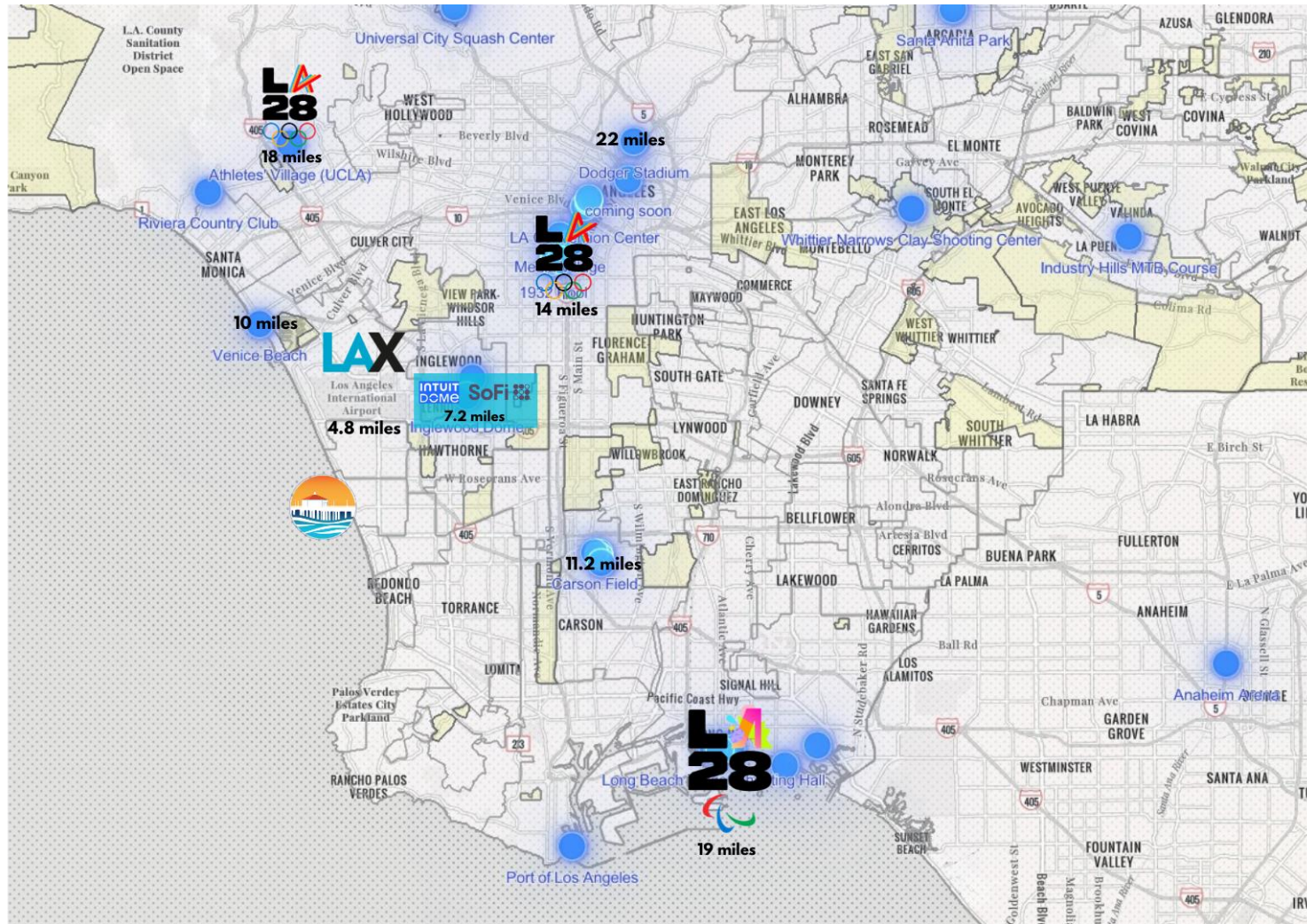
July 12, 2028 – August 27, 2028



CITY OF
MANHATTAN BEACH

GLOBAL GAMES STRATEGY
SEPTEMBER 16, 2025

VENUE MAP



PROTECT, PREPARE, AND PARTICIPATE

PROTECT our residents & visitors **PREPARE** our community & infrastructure **PARTICIPATE** in these historic moments



PROTECT

- Public Safety and Emergency Preparedness Assessment
- Regional Coordination



PREPARE

- Policy Amendments
- Traffic & Evacuation Plans
 - Community Engagement



PARTICIPATE

- Showcase Heritage
- Cultural Exchange
- Economic Benefits for Local Businesses



STRATEGIC PLANNING PRIORITIES

FOUR CRITICAL AREAS REQUIRING CITY COUNCIL DIRECTION:



PUBLIC SAFETY & EMERGENCY PREPAREDNESS

- ▶ Comprehensive assessment and enhanced coordination



POLICY MODIFICATIONS

- ▶ Short-term rentals and Use Permits



CULTURAL PROGRAMMING

- ▶ Community events and art installations



PUBLIC ENGAGEMENT

- ▶ Resident consultation and stakeholder outreach



PROTECTING OUR COMMUNITY



KEY INITIATIVES:

- ▶ Comprehensive emergency response assessment
- ▶ Enhanced interagency coordination protocols
- ▶ Updated evacuation and traffic management procedures
- ▶ Explore supplemental safety providers and consultants
- ▶ Regional coordination mechanisms
- ▶ Enhanced communication systems



POLICY CONSIDERATIONS

REGULATORY ADAPTATIONS

POLICY MODIFICATIONS



SHORT-TERM RENTALS (MBMC 4.88)

- ▶ Prohibited outside Costal Zone for <30 days
- ▶ Temporary modification for global events?
- ▶ Potential TOT expansion and regulatory oversight



USE PERMITS (MBMC 10.56.060)

- ▶ Extended hours for establishments with Use Permits
- ▶ Similar to New Year's Eve provisions
- ▶ Support local business opportunities



CELEBRATING OUR HERITAGE



TEAM ENGAGEMENT:

- ▶ Pre-Olympic training partnerships
- ▶ Meet and greet events with volleyball camps/clubs
- ▶ Educational programs on MB volleyball history
- ▶ Community events with international teams



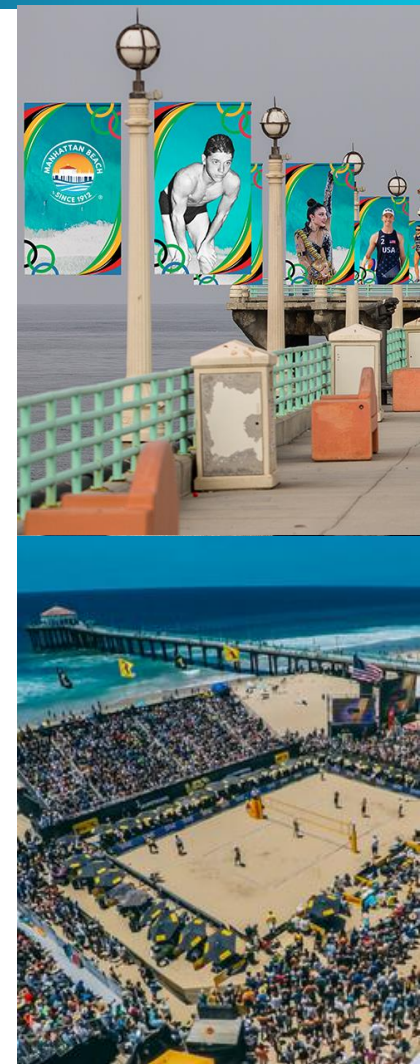
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SHOWCASING MANHATTAN BEACH

KEY OPPORTUNITIES:

- ▶ **Manhattan Beach Pier:** Olympic-themed installations near Volleyball Walk of Fame
- ▶ **Live Viewing Areas:** Coordinated broadcasts of high-profile events
- ▶ **Public Art:** Cultural Arts Commission subcommittee recommendations
- ▶ **Youth Engagement:** Youth sports camps, beach volleyball, and soccer events
- ▶ **Funding:** Public Art Trust Fund (PATF) and potential private sponsorships











FIFA
LOS ANGELES

EVERY LEGEND STARTED WITH ONE KICK

FROM MANHATTAN BEACH TO THE WORLD STAGE - CHEERS TO ALL THE FIFA ATHLETES



COMMUNITY ENGAGEMENT PLAN



CURRENT EFFORTS:

- ✓ Olympic/FIFA World Cup Subcommittee established
- ✓ Ongoing dialogue with business organizations
- ✓ Chamber of Commerce and business associations engaged

PROPOSED EXPANSION:

- ▶ Town hall meetings
- ▶ Dedicated informational website with FAQs
- ▶ Strategic social media communications
- ▶ Resident surveys and listening sessions



FINANCIAL IMPACT

No Immediate Costs for recommended action

POTENTIAL FUTURE COSTS:

- ▶ Public safety and emergency preparedness assessment
- ▶ Live site cultural events
- ▶ Public art installations (funded through PATF)
- ▶ Private sponsorship opportunities available



COUNCIL DIRECTION REQUESTED

FOUR KEY DECISIONS:

1. Emergency preparedness assessment
2. Short-term rental modifications
3. Use Permit modifications
4. Level of cultural programming



