

STAGE 3

FOLLOW THE SUN TO A NEW GAMES FOR A NEW ERA

In many ways, the future is now for the Olympic Movement.

The world is entering an era of unprecedented change and uncertainty, and that is why we believe that the 2024 Games must serve the Olympic Movement far beyond 2024. The 2024 Games must help restore the credibility of the Games, ensure financial stability for the Olympic Movement and create new opportunities to engage with young people around the world.

We believe that LA 2024 has all the resources necessary to deliver these objectives. Los Angeles is a vibrant, young city poised on the “edge of tomorrow”, a city full of creative energy and extraordinarily united – not separated – by its breathtaking cultural diversity. The face of the future is the face of our city, today.

To earn the right to host the Games, every Candidate City strives to answer the question, “Why should our city host the Games?” Our answer is one most closely aligned with the needs of the Olympic Movement: we believe that LA 2024 is the only city in this campaign that can connect the Games to the future.

The next question is of course, “How do we deliver on our stated goals?”

- LA 2024 will help restore the credibility of the Games hosting process via its sustainable plan that maximizes existing venues and offers a “no surprises”, low-risk Games Concept;
- LA 2024 will increase opportunities for all International Sports Federations (IFs) by harnessing the strength of the California and US markets, as well as America’s state-of-the-art sports promotion expertise; and
- LA 2024 will foster a new, enduring connection to the world’s youth via the unique intersection of technology, entertainment and new media expertise found only in LA and California.

We understand the many benefits that hosting the Games can provide our city, ranging from sport to social and financial. For example, LA 2024 would generate USD 11 billion in incremental economic impact in LA and USD 18 billion for the USA. It would also create an additional 75,000 jobs, generating USD 5 billion in additional wages. This is good news for the Olympic Movement because it illustrates how beneficial the Games can be to the host city and nation, thereby encouraging future bidding cities.

But the true benefit to LA and our country is beyond economic impact. LA, and indeed America, are extraordinarily culturally diverse. Hosting the Games in LA can serve to help unite our country and its people at a time in our history when, perhaps, it is needed most. Nothing brings the world – or a nation – together like the Olympic and Paralympic Games.

“The Olympic Games are a pilgrimage to the past, and an act of faith in the future.”

–BARON PIERRE DE COUBERTIN

“The best way to predict the future is to invent it.”

–STEVE JOBS

“Times and conditions change so rapidly that we must keep our aim constantly focused on the future.”

–WALT DISNEY



LOS ANGELES IS THE GAMES' PERFECT STAGE

LA 2024 understands that the spectacle of the Games extends beyond the field of play, to the host city itself and its surroundings. Our plan takes one of the most exciting innovations in recent Olympic Games, the Olympic Park, and expands upon that model by creating four similar concepts, which we call Sports Parks, across the City of Los Angeles.

Each of our four Sports Parks will include multiple sports venues, a Live Site, and Olympic and Paralympic sports showcasing opportunities. Each park will have marketing partner activation opportunities and numerous dining and retail options, all within a secure perimeter, like the Olympic Parks of London 2012 and Rio 2016. LA 2024's multiple Sports Park concept will allow more spectators to conveniently enjoy more sports around our diverse city, and will allow more Angelenos to enjoy more of the Games in their own neighborhoods, thereby extending the legacy of LA 2024.

LOS ANGELES OFFERS AN EXISTING, NO-RISK OLYMPIC AND PARALYMPIC VILLAGE

LA 2024 provides the Olympic Movement unprecedented assurance in one of the most important and often challenging aspects of any Games Concept – the delivery of the Olympic and Paralympic Village.

The existing world-class campus of UCLA will serve as the LA 2024 Village. UCLA is home to over 16,000 residents and offers a Games-ready environment today with extraordinary living, dining and on-site training facilities.



LOS ANGELES AND THE US MARKET CREATE NEW OPPORTUNITIES FOR OLYMPIC AND PARALYMPIC SPORT

LA 2024 represents a significant opportunity for International Federations to expand both participation and commercial interest in their sports. Virtually every Olympic and Paralympic sport has a large and passionate fan base in America due to our nation's incredible ethnic diversity. California has a large and dynamic economy that ranks sixth in the world behind the USA, China, Japan, Germany and the UK. The US Bureau of Analysis reported that California's 2015 GDP was USD 2.5 trillion.

The US sports marketplace is also massive. Ticketing revenues, sports-exclusive media rights, sponsorship revenue, and merchandising sales for US sport event organizations and professional leagues generated around USD 64 billion in 2015; this figure is forecast to increase to USD 75 billion by 2020.

LOS ANGELES IS LOW RISK AND GAMES READY

We began our planning by addressing the real concerns of recent Olympic Games – their increasing cost, size and operational complexity – with the existing assets of our city. This means we are not changing our city to fit the Olympic Games, rather, we are applying the existing resources of our city to create an exceptional Games Concept that is fully sustainable, because it already exists. This makes LA 2024 a perfect demonstration of Olympic Agenda 2020's intent.

Our estimated operating budget of USD 5.3 billion is perhaps the most scrutinized, third-party validated in Olympic history, and it does not rely on any public investment. This is a drastic change from many past bids – and this means no surprises for the IOC or the Olympic Movement.

LA has a rich array of world-class, competition-ready sporting facilities due to our city's long-term investment in sport. Consequently, LA 2024 will have seven years to focus on the delivery of the Games experience for all stakeholders, especially athletes, and not on the construction of Games infrastructure. That is a true Games changer.



**A NEW GAMES
FOR A NEW ERA**

LOS ANGELES IS AN OASIS OF OLYMPIC OPTIMISM

LA has a long love affair with the Olympic Games and the Olympic Movement. The legacies from the 1932 and 1984 Games still resonate across our great city, and they are part of the reason that 88 percent of Angelenos passionately support our bid – a public support figure almost unheard of in western democracies.

LA 2024 is fully supported by the city, state and federal governments. The LA City Council has been an invaluable partner in ensuring that our Games Concept is completely aligned with our city's long-term goals. This strong partnership inspired the LA City Council to overwhelmingly support the signing of the Host City Contract.

Furthermore, LA 2024 hosted community forums with residents of all 15 LA council districts. The effect of this community-driven approach is evidenced by recent polls showing 88 percent support for our bid.

LOS ANGELES IS FOCUSED ON WHAT'S NEXT

The greatest proof of our culture's focus on the future is California's role as the epicenter of the convergence of technology, youth culture and entertainment. California is home to many of the world's most innovative media and technology companies such as Facebook, Snapchat, Twitter, Instagram and Disney to name just a few. These firms provide products and technologies that engage billions of young people around the world every day. LA 2024 offers the Olympic Movement an unprecedented opportunity to harness the latest media, entertainment trends and technologies to better engage global youth via inventive promotion and presentation of the Games.

FOLLOW THE SUN TO A CITY OF DREAMS

That's our story: LA is more than a place, more than a global metropolis of amazing diversity – it is the frontier of creativity and breakthrough innovations now geared to serve and strengthen the Olympic family and worldwide sport. LA's most famous industry sprung from the human imagination, thus it has always been a city of endless possibilities and the birthplace of reinvention – where the diverse and beautiful landscape inspires fresh beginnings by the ever-present idea that tomorrow can be better than yesterday.

This is who we are.

This is LA.

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