

CITY OF
EL SEGUNDO

Major Events Ad Hoc Committee Update & Approval of Committee Members

FIFA World Cup 2026, Super Bowl LXI, LA28 Olympics

July 1, 2025



Regional Significance

Date:
June 11- July 19, 2026

Hosts:
USA, Mexico, and Canada

Location:
8 Matches in SoFi Stadium
in Inglewood



Estimated Spending at SoFi Games:
\$343 million (hotels, meals, transportation, etc.)

Expected Attendance:
6.5 million fans across North America

Regional Significance



Regional Significance

Date:
July 14- August 27, 2028

Location:
LA and several host cities
in Southern California



Significance:
Last held here in
1932 and 1984

Regional Draw:
More than 11 million
visitors expected in LA
area cities



Significance

12.1 million tickets sold

More than 6 million visitors across the country

€4.48 Billion (approx. \$4.7 billion USD) revenue

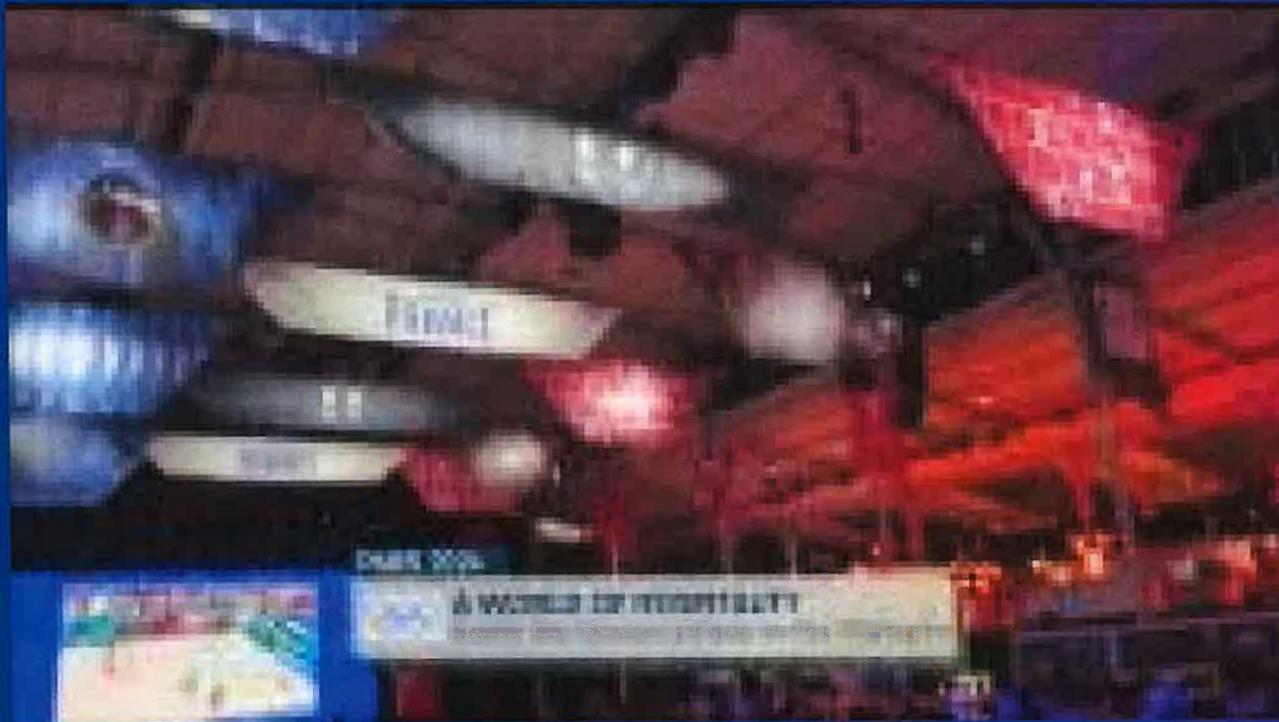
30+ nations hosted their own “house” with some attendance at more than 90,000 people per day

PARIS

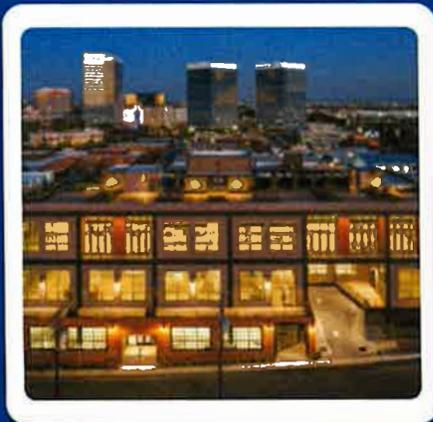
2024



Example of a Hospitality House in Paris 2024



El Segundo's Opportunity



**Economic
Development**

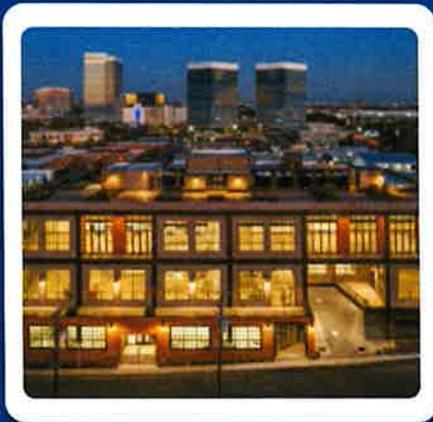


**Infrastructure &
Transportation**



**Community
Engagement**

El Segundo's Opportunity



Economic Development

Proximity + Access: 7 miles from SoFi, under 25 miles from major hubs/venues, and adjacent to LAX, the 405 and 105 Freeways, and the LA Metro C Line (Green Line)

Brand Power: Home to global brands like Mattel, L'Oréal, and AT&T, El Segundo is uniquely positioned to form partnerships for immersive fan zones, showcase innovation, and enhance its presence in business, tourism, and culture.

World-Class Facilities: City staff have received several inquiries about the use of its facilities (i.e. El Segundo's Aquatic Center)



Infrastructure & Transportation



Community Engagement

El Segundo's Opportunity



**Economic
Development**



**Infrastructure &
Transportation**

Enhancing bus routes, piloting shuttles, and expanding pedestrian/bike infrastructure can ease traffic during major events while leaving a lasting legacy of safer, and a more connected community, streets, smoother commutes



**Community
Engagement**

El Segundo's Opportunity



**Economic
Development**



**Infrastructure &
Transportation**



**Community
Engagement**

Hosting events related to the World Cup, Superbowl, and the Olympics and Paralympics gives families and youth, especially those who may not attend events in LA, a chance to experience the excitement close to home. It fosters meaningful cultural exchange, cultivates civic pride, making these major events a hands-on, community-wide event, not something that happens "somewhere else in LA."

Formation of Major Events Ad Hoc Committee



Purpose

- Proactive planning and coordination
- Bridge between City Council, departments, businesses, and community
- Ensure timely action, resource allocation, and engagement



Key Focus Area

- Economic Opportunities
- Infrastructure & Transportation
- Community Engagement & Events
- Policy Planning
- Public Safety & Emergency Readiness



Proposed Members

- City Council Member: Michelle Keldorf
- City Manager: Darrell George (or designee)
- Planning Commissioner: Melissa McCaverty
- Rec & Park Commissioner: Kelly Watson
- Arts & Culture Advisory Member: Michael Schepps
- Chamber of Commerce: CEO/President Marsha Hansen
- Community Member: Tesse Rasmussen

Recommendations

- Provide direction on potential participation in regional programming such as fan zones, hospitality houses, and cultural showcases.
- Approve the members of the established Major Events Ad Hoc Committee.
- Authorize staff and committee members to initiate outreach with FIFA, 2027 Super Bowl LXI, LA28, businesses, and stakeholders to assess and facilitate strategic partnerships.
- Authorize staff to initiate facility use negotiations with interested visiting teams or athletes competing in upcoming major events, including closing facilities to the public, and fee structure.
- Alternatively, discuss and take other action related to this item.

Questions?

