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DATE: October 7, 2025

TO: The Honorable Mayor Karen Bass
The Honorable Members of the Los Angeles City Council

FROM: Daniel Tarica, General Manager
Department of Cultural Affairs

SUBJECT: 2028 Cultural Program For The Olympic And Paralympic Games - Planning
Update And Framework

SUMMARY

On January 24, 2024, the Department of Cultural Affairs (DCA) released a report to the Ad Hoc Committee on 2028 Olympic and Paralympic Games regarding the planning and preparation for the Cultural Olympiad/Cultural Program as part of the 2028 Olympic and Paralympic Games. This report was heard in Committee on February 29, 2024. The report provided background to the Department's preliminary planning efforts, including a learning exchange with the City of Paris, funded by Bloomberg Philanthropies, and requested position authority and funding for support for the City's arts and cultural component of the 2028 Olympic and Paralympic Games (Games).

This report details DCA's ongoing planning efforts to prepare for the 2028 Cultural Program for the Olympic and Paralympic Games (Cultural Program), which includes a Cultural Program Framework (Attachment A) that will serve as a blueprint for collaboration, engagement, planning, and resource development in association with the 2028 arts and cultural component of the Games on behalf of the Host City. Further, the report highlights learnings from prior convenings, in collaboration with the County of Los Angeles Department of Arts and Culture, takeaways from the cultural program and Cultural Olympiad of the 2024 Paris Olympic and Paralympic Games, Cultural Olympiad evaluations from the Paris24 Olympic Organizing Committee and the City of Paris, the current planning status for LA28 and LA County Department of Arts and Culture, and the budget and resource requests from DCA.

RECOMMENDATION

That the Council, subject to the approval of the Mayor:

1. APPROVE the 2028 Cultural Program for the Olympic and Paralympic Games Framework, as detailed in Attachment A.

BACKGROUND

DCA is committed to implementing a program that builds on the City’s Olympic and Paralympic Games planning by supporting creative-sector jobs, free community programming, and youth arts and education opportunities. These efforts aim to advance equity, inclusion, and readiness through the development of local artists, cultural producers, and vendors. The period leading up to and during the Games present a unique opportunity through the Cultural Program to uplift and share the stories of Los Angeles’s diverse communities with international athletes and visitors from around the world. DCA is specifically focused on designing innovative global awareness initiatives that expand the capacity of culturally diverse communities to produce local events, festivals, and cultural experiences in alignment with the 2028 Games.

Pursuant to the Games Agreement (C-139679) between the City of Los Angeles and the Organizing Committee for the Olympic Games and Paralympic Games 2028 (LA28), Sections 11.1-11.3, LA28 is required to collaborate with the City of Los Angeles on a Cultural Olympiad that emphasizes equity and inclusion through outreach to local artists, cultural producers, and vendors to: develop an Arts and Culture Plan integrating equity and inclusion, engage local creative talent, and ensure cultural events are accessible to all residents.

The Host City Contract outlines operational requirements for cultural programming that must align with the Olympic and Paralympic Games. Under CUL 05 – Paralympic Cultural Programme, the City is required to: deliver a distinct but integrated cultural programme during the Paralympic period (minimum three weeks), either branded separately or under a joint “Games Cultural Festival” banner; produce a programme guide with Paralympic-specific content accessible to all audiences; and prioritize inclusive participation—showcasing disabled artists and ensuring accessibility for audiences with visual or hearing impairments.

These directives highlight the City’s commitment to elevating arts and culture, fostering equitable community engagement, and leveraging local resources to ensure that both Olympic and Paralympic Cultural Programmes reflect the diversity, creativity, and innovation of Los Angeles.

Terminology

The term “Cultural Olympiad” is often used broadly as a catch-all phrase to describe the range of arts and cultural activities associated with the Olympic and Paralympic Games. However, it is also a formal term owned by the Organizing Committee for the Olympic Games (LA28), referring specifically to the official series of cultural events and initiatives coordinated as part of the 2028 Games. Within this context, the City’s 2028 Cultural Program for the Olympic and Paralympic Games (Cultural Program) represents a complementary but distinct framework led by the DCA to activate local artists, cultural organizations, and community partners citywide. The Cultural Program is designed to amplify Los Angeles’s diverse cultural ecosystem through inclusive, accessible, and sustained creative engagement before, during, and after the Games. While aligned with the broader goals of the Cultural Olympiad, the Cultural Program emphasizes local artists and arts/cultural organizations and institutions, equity, and community-driven participation, reflecting the unique cultural fabric of Los Angeles.

LA Regional Cultural Convenings

In January 2020, DCA hosted a series of 10 roundtable listening sessions in response to the Mayor’s mandate and Executive Directive 28 to ensure that all departments are Olympic-ready by 2028. More than 250 individuals were invited, with 150 attending the in-person sessions. Participants included practicing artists, higher education leaders, nonprofit arts organization heads, producers, architects, regional cultural agencies, local Indigenous leadership, and other key stakeholders. These discussions focused on Olympic readiness and what the arts and culture field would need to prepare for the next eight to ten years. Participants explored questions such as what Los Angeles should be known for during this Cultural Program, what kinds of capacity building are necessary leading up to 2028, and how success might be defined once the Games conclude.

In Fall 2024, the LA County Department of Arts and Culture, in partnership with DCA and LA28, held a new series of 11 Cultural Convening Sessions. These gatherings were designed to share updated information on the Games, further engage arts and cultural partners in collaborative planning and strategy development, and foster alignment across the LA region. The sessions underscored the importance of legacy opportunities and the role of storytelling through arts, culture, and creativity. Themes included celebrating diversity, inclusion, and belonging — with particular attention to Native American and Indigenous cultures, gender equity, and disability inclusion — as well as strengthening cultural infrastructure, expanding access to the arts for historically excluded communities, engaging youth through arts and education, and promoting civic impact through cross-sector collaboration.

Findings from these convenings are captured in a report developed by Arts for LA for the LA County Department of Arts and Culture, in partnership with LA Commons and Community Arts Resources. The report summarizes input from more than 300 participants—across both virtual and in-person sessions—and highlights six key themes: Cultural Infrastructure and Legacy, Community Engagement and Programming, Access and Inclusion, Funding and Resources, Marketing and Communications, and Native and Indigenous Communities. The report also identifies several gaps, including limited engagement in Los Angeles County desert regions, a general lack of awareness about the Games, and barriers such as transportation and permitting complexity. It concludes with a set of recommendations to ensure the Cultural Program is inclusive, community-driven, and leaves a meaningful cultural legacy for the Los Angeles region.

The purpose of these convenings was to gather meaningful feedback, build regional coordination, and connect a broad range of stakeholders including cities, the County, LA28, Metro, artists, arts organizations, philanthropy, and others. The sessions also encouraged participation in official Games workgroups and motions, helped identify existing resources and partnerships, and explored new opportunities to support cultural planning and programming for 2028.

LA/Paris Cultural Exchange and Partnership Projects

In Summer 2024, DCA participated in an observation trip to Paris between the Olympic and Paralympic Games. A key takeaway from this trip was the innovative use of fan zones throughout the Paris region. These zones provided spaces for community celebration and engagement that integrated both recreation and culture—an approach that offers a compelling

model for ensuring every neighborhood in Los Angeles has an opportunity to participate in the spirit of the Games through arts and culture.

The integration of arts and culture across the Paris Games was profound. From transportation corridors and public art installations to disability inclusion and cultural exchanges, the Paris model demonstrated how deeply culture can be embedded into the Games experience. One notable example was *Olympism*, an exhibition at Musée National de l'Histoire de l'Immigration (National Museum of Immigration History), which explored the origins of the modern Games, beginning in the late 19th century to current day, the political context of that era, and the classical iconography that inspired their creation. The exhibition also illustrated how organizers sought to recreate the spirit of ancient Greek competitions.

DCA also observed and engaged with several cultural projects developed in partnership with the City of Paris. These included Pulsations LA: From Leimert Park to Paris, Catch the Mic: Paris to L.A., *Le Mural*, a documentary short commissioned by DCA, Food Temple Culinary Festival (County-led), the 2024 Paris Cultural Olympiad Poster Competition (County-led and exhibited in the City Hall Bridge Gallery and City Recreation Centers), and the LA Dance Project "La Ville Dansée" supported by the Paris Cultural Olympiad. These partnerships have laid the groundwork for ongoing collaboration leading into the 2028 Games, and DCA hopes to continue and expand these efforts through the Cultural Program. In addition to its partnership with Paris, DCA is also exploring opportunities for collaboration with the City of Brisbane and the Brisbane32 Organizing Committee.

One standout example of LA-Paris cultural collaboration was the FAMA Mural Project, which brought together muralists Katbing (Los Angeles) and Kekli (Paris) to create a public artwork in the Porte de Clignancourt neighborhood of Paris. The mural symbolizes the ongoing cultural dialogue between the two cities in the lead-up to the 2024 and 2028 Games and was the subject of the *Le Mural* documentary, referenced above.

DCA has also engaged with the World Cities Culture Forum through both its global conference and webinar series. This platform provided valuable insight into how other global cities have approached the planning and implementation of Cultural Olympiads. These conversations reinforced the importance of deep, community-centered engagement, the necessity of honoring Native American and Indigenous histories and voices, and the potential for the Games to serve as a catalyst for long-term cultural investment. Continued participation in the World Cities Culture Forum will help DCA build international partnerships and expand global cultural exchange in preparation for 2028.

Paris24 and City of Paris Cultural Olympiad Evaluations

As part of the Cultural Olympiad, the Organizing Committee for the Olympic Games (OCOG) is responsible for commissioning an evaluation of the Olympiad to assess whether the program has met its goals, to review budgets and finances, and to provide an overall assessment of its impact. In addition, host cities may choose to conduct their own independent evaluations. Below is a summary of the evaluations conducted by Paris24 and the City of Paris on the Cultural Programming for the 2024 Olympic and Paralympic Games.

Paris24 Evaluation

The Paris Olympic Organizing Committee implemented Cultural Olympiad programming throughout Paris and the Île-de-France region. In their evaluation, the Committee emphasized their unprecedented commitment to partnership and collaboration among stakeholders at local, regional, national, and international levels. Their work was notable for integrating art and sport in innovative ways—an approach that successfully engaged diverse populations across France.

Project leads highlighted the value of participating in what was seen as a national or once-in-a-lifetime endeavor. Many credited the scale of collaboration—especially between cultural organizations and sporting clubs that had not previously partnered—with attracting new audiences. However, despite the clear benefits to contributors, the evaluation noted that the concept and label of the “Cultural Olympiad” was not widely understood or recognized by the general public. A major recommendation for future Olympiads is to establish clearer guidance from the International Olympic Committee (IOC) and International Paralympic Committee (IPC) to protect and elevate the Cultural Olympiad as an official, non-commercial label. It should be closely tied to the identity of the Games and actively promoted through core communications channels in the lead-up to the competitions.

City of Paris Evaluation

The City of Paris made significant strides in making the Cultural Olympiad accessible to a broad public through several key initiatives: the Grand Public Initiative, *Paris Sport Vacances et Culture* courses, and the *Artistes et Sportifs Associés* residencies. The Grand Public Initiative brought artists and residents together through events held in both central and outlying districts. These events focused on exploring the theme of sport through an interdisciplinary lens, fostering wide public participation and creative exchange. The *Paris Sport Vacances et Culture* program offered children across the city an innovative summer camp experience that combined physical activity with artistic exploration. This initiative was particularly impactful in reaching youth with limited access to arts programming. The *Artistes et Sportifs Associés* residencies provided artists with space and support to create new work, strengthening the relationship between art and sport while democratizing access to cultural experiences. These residencies enriched the city’s artistic offerings and contributed to a dynamic cultural landscape.

Despite the successes, the evaluation also identified several challenges. Some initiatives faced logistical barriers, such as limited access to artist residencies and sports facilities not fully suited for hybrid programming. Additionally, the temporary nature of many partnerships raised concerns about the sustainability of these efforts and their long-term integration into the local cultural ecosystem.

Forthcoming Efforts

LA28 Arts and Culture Strategic Plan

As stipulated in the Games Agreement, LA28 will develop its Arts and Culture Plan, which will be closely coordinated with the City of Los Angeles. DCA will continue working with LA28 to review their preliminary Arts and Culture Plan, which is expected to be released in the last quarter of this calendar year. This collaboration will shape the framework for arts and cultural programming leading up to and during the 2028 Games.

LA County Arts and Culture Planning Work

The LA County Department of Arts and Culture (LACDAC) has been actively preparing for the 2028 Olympic and Paralympic Games, with a focus on the vital role of arts and culture at the regional level. Over the past several years, DCA has collaborated with the LACDAC, the City of Paris, and the Seine-Saint-Denis region through a Leadership Exchange focused on cultural planning for the Games. As part of this partnership, the partnering cities established a Memorandum of Understanding (MOU) to support cultural cooperation for both the 2024 and 2028 Games. Through this collaboration, the County has created and contributed to a series of LA/Paris artistic projects as part of the 2024 Paris Cultural Olympiad, celebrating creative connections between the two cities and laying the groundwork for arts and cultural programming in Los Angeles.

Considerations

Budget/Resources

As the City of Los Angeles continues to navigate ongoing budget challenges, DCA is committed to securing the resources needed to deliver a comprehensive Cultural Program. In the Fiscal (FY) 2025-26 Adopted Budget, DCA received funding for three new full-time positions dedicated to the Cultural Program—an Arts Manager I, a Special Events Coordinator, and an Arts Associate for Festivals. Each of these positions is funded for nine months in FY25-26, and the Department has already begun the hiring process. In addition, DCA has a part-time Arts Manager currently on staff supporting framework development, interdepartmental coordination, and collaboration with regional arts and culture stakeholders.

DCA will continue to explore opportunities for fundraising and partnerships with LA28, LA County, local arts organizations, and other partners to supplement the City's budget. These additional funds will support the projects, events, and programming listed in the attached Framework that align with the goals of the Games.

Attachment A (Cultural Program Framework)



**City of Los Angeles
Department of Cultural Affairs (DCA)**

**2028 Cultural Program
for the Olympic and Paralympic Games**

Framework

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Department of Cultural Affairs (DCA)
2028 Cultural Program for the Olympic and Paralympic Games
Framework

Vision:

The 2028 Cultural Program for the Olympic and Paralympic Games (Cultural Program) is committed to presenting a Citywide artistic vision that reflects the diversity, vibrancy, and creativity of the City of Los Angeles. Rooted in neighborhood pride and global ambition, the Host City's Cultural Program will showcase the full spectrum of LA's arts and cultural brilliance by activating all 15 City Council Districts through programs, projects, and events to celebrate the unique stories of the City's artists, organizations, cultures, and communities. The City envisions that every neighborhood will contribute to—and benefit from—this historic cultural moment.

In partnership with artists, arts/cultural organizations, and civic leaders, the Cultural Program will deliver a successful cultural experience for the 2028 Games, with lasting legacy benefits for the LA region's arts/cultural sector and communities. It will illuminate Los Angeles as the global cultural capital—where local stories are featured on the international stage and the Olympic and Paralympic spirit comes alive through the City's artistic voices. DCA's vision is clear: to showcase LA's local artistry to a global audience; to exemplify the strength of diverse cultural experiences; and to broaden opportunities for the arts and cultural sector and access to the arts for residents and visitors alike.

Purpose:

The purpose of the 2028 Cultural Program for the Olympic and Paralympic Games (Cultural Program) Framework is to provide a blueprint for the planning efforts related to the Host City's arts and cultural activities of the 2028 Olympic and Paralympic Games (Games). The Games agreement between the City and LA28 requires coordination between both organizations for the arts and cultural program for the Games, and requires a program that features local events, festivals, and cultural experiences that engage and showcase Los Angeles-based artists, neighborhood and arts organizations, and cultural producers, while utilizing existing arts and cultural facilities. The City's Cultural Program will feature a wide range of disciplines including, but not limited to — visual arts, exhibitions, music, dance, theater, film, literary arts, fashion, design, culinary arts, and multidisciplinary art forms—reflecting the breadth and depth of creativity across the City.

The City will collaborate with LA28, LA County, and a broad network of partners to deliver this vision through its Cultural Program, intended to serve as a complementary plan to LA28's Cultural Olympiad Strategic Plan. The Cultural Program will actively build upon and engage with DCA's extensive network of grantees, artist rosters and arts/cultural organizations, partners, and other artists across every region of Los Angeles to maximize participatory and engagement opportunities for City-based artists and organizations. These partnerships will have varying levels of commitments to maximize engagement—from direct programming and grant funding to partial support, affiliated initiatives, and coordinated programming—all unified through common branding, publicity, and cooperative outreach efforts.

Acting as a central hub for this work on behalf of the Host City, the Department of Cultural Affairs (DCA) will foster and grow partnerships that spark creativity, increase cultural connections, and generate a lasting impact that reflects the full diversity and vibrancy of Los Angeles.

Specific, Measurable, Achievable, Relevant, Time-bound, Equitable (SMARTER) Goals:

1) Showcase Local Arts and Culture

From 2026 to September 2028, the DCA will work with its partners to activate a citywide Cultural Program for the Olympic and Paralympic Games that celebrates Los Angeles's cultural richness. Building on its extensive network of grantees, community contacts, and its partners, DCA will engage at least 150 artists, cultural organizations, and community partners representing Black, Indigenous, Latinx/e, AANHPI, LGBTQIA+, individuals with disabilities, and other historically marginalized communities.

These partnerships will involve varying levels of commitment to maximize engagement—from direct programming and grant funding to partial support, tiered levels of affiliated initiatives, and coordinated programming—all unified through common branding, publicity, and cooperative outreach efforts. The program will begin in 2026 with outreach and partnership-building, move into project development and production in 2027, and culminate in a vibrant showcase of events, exhibitions, and performances during the 2028 Games, positioning Los Angeles as a global cultural capital rooted in local stories and voices.

Key Partners:

Local artists, arts/cultural organizations, arts/cultural institutions, grassroots and community-based organizations, cultural festival producers, philanthropic partners, private partners, neighborhood councils, and City offices/departments.

2) Community Engagement and Inclusive Access

From 2026 to 2027, the DCA will present 15 Youth and Family Arts Access Days—at least one in every Council District—offering free arts workshops, education programs, and performances that prioritize participation by youth, families, and people with disabilities. The program will launch in 2026 with planning and targeted outreach in partnership with LA28, LA County, Los Angeles Unified School District (LAUSD), and City Departments, ensuring equitable geographic coverage across Los Angeles. Events will be held throughout 2026 and 2027, reaching a minimum of 6,000 residents, and building momentum for expanded public engagement activities that will continue through 2028 as part of the Cultural Program's citywide celebrations.

Key Partners:

LA28, LA County, LAUSD, LA Public Library, LA Department of Recreation and Parks, community youth organizations, philanthropic partners, and private partners.

3) Build Partnerships and Cultural Diplomacy

From 2026 to 2028, the DCA, in collaboration with the Mayor's Office of International Affairs, will formalize at least five partnerships with international cultural entities representing multiple continents—such as consuls general, arts councils, and cultural institutions—through Memoranda of Understanding (MOUs) or partnership agreements. These partnerships will emphasize broad global representation.

Partnership development will begin in early 2026, alongside the cultivation of local collaborations with Los Angeles–based cultural organizations, venues, and community partners to co-host, support, and amplify international exchanges. Implementation of international artist exchanges and collaborations will begin in 2027, with at least three completed by the Games period. Collaborative works and cultural presentations—developed through both international and local partnerships—will be featured during the 2028 Cultural Program, strengthening Los Angeles’s global visibility while deepening connections across its local cultural ecosystem.

Key Partners:

Mayor’s Office of International Affairs, Los Angeles Consular Corps, local universities, museums, arts/cultural organizations, artists, embassies, local/global arts networks, philanthropic partners, private partners, and corporate sponsors.

4) *Catalyze Economic and Creative Sector Growth*

From 2026 to June 2028, the DCA will allocate at least \$4 million in combined public and private grant funding to support Olympic and Paralympic-themed programming and community activations led by underrepresented groups, artists, arts organizations, and cultural institutions. Planning, fundraising, and partnership cultivation will begin in 2026, followed by grant distribution and project production throughout 2027. Funded projects will be presented during the lead up to the 2028 Games, generating more than 250 additional paid opportunities for Los Angeles-based artists and cultural workers, and leaving a lasting economic impact on the City’s creative sector.

Key Partners:

Philanthropic partners, private partners, corporate sponsors, artists, arts/cultural organizations and institutions, community-based organizations, workforce development programs, and more.

5) *Promote Sustainability*

From 2026 to 2028, the DCA will develop and implement a Green Cultural Events Toolkit to guide sustainable practices for all Cultural Program activities. Toolkit development will occur in early 2026, with adoption across official DCA-led events beginning in 2027. All Cultural Program events in 2027–2028 will incorporate at least two sustainable practices, such as zero-waste policies, renewable energy use, recycled materials, or transit incentives. This commitment will ensure that environmental responsibility is embedded into the Cultural Program from planning through its culmination during the 2028 Games.

Key Partners:

Department of Public Works (Board and Bureaus), Department of Water and Power, Department of Transportation, Metro, Shade LA, community-based organizations, philanthropic partners, and private partners.

Key Audiences:

The Cultural Program will engage a diverse range of audiences, including, but not limited to:

- *Local Residents* – Community members across Los Angeles, with a focus on inclusive participation;
- *Youth and Families* – Young people and families benefiting from arts education and accessible programming; *and*
- *Tourists and Visitors* – Domestic and international guests, including Games participants, experiencing LA’s cultural vibrancy.

Potential Themes*:

- “LA: Where Arts and the World Meet”
- “LA: From our Streets to the World”
- “LA: Where Arts Go Global”
- “The Art of the Game, The Heart of LA”
- “Celebrating the World in One City”
- “Viewing the World through the LA Lens”

*It should be noted that LA28 may have a theme for the Cultural Olympiad. Once that information is available, DCA will determine whether to recommend that the City align with this theme or explore one of the aforementioned themes.

Cultural Program Strategies:

Community Activation and Collaboration

- Activate cultural hubs/neighborhoods across all 15 LA City Council Districts through tiers of affiliation and strategic partnerships with artists, arts and cultural organizations, Neighborhood Councils, and Business Improvement Districts (BIDs) to deliver locally resonant and responsive programming.
- Provide arts education programming and initiatives, workshops, and cultural exchange opportunities that engage residents, reflect community priorities, and amplify local stories.
- Invest in, and build upon, existing and emerging partnerships through DCA’s grantmaking programs and technical support—deepening collaboration with artists, arts nonprofits, and community-based organizations to ensure long-term cultural infrastructure and sustained community participation.

Inclusion and Accessibility

- Form diverse stakeholder committees in partnership with the Los Angeles County Department of Arts and Culture and community organizations to prioritize representation, including but not limited to: artists with disabilities; artists of color (including Indigenous and Native voices); and LGBTQIA+ organizations.
- Ensure all programming is inclusive, accessible, and reflective of Los Angeles’ diverse communities, while providing equitable opportunities for participation.

Live Performances and Public Events

- Present outdoor festivals of varying sizes, ranging from small to large.
- Activate public spaces across the City and utilize private venues through established partnerships to deliver vibrant cultural programming.

Visual Arts and Creative Placekeeping

- Showcase murals, installations, gallery exhibitions, and artist residencies throughout the City.
- Leverage and integrate temporary and permanent public art projects and installations to celebrate and reflect LA’s diverse cultural identity.

Digital and Global Engagement

- Amplify LA's artistic energy through online platforms, reaching local and global audiences, as demonstrated by the successful Paris-LA Poetry Relay during the 2024 Paris Olympiad.
- Create accessible digital content that embodies the vibrancy of the Olympic/Paralympic experience, sharing LA's cultural pulse.
- Provide a QR code linking to a cultural guide platform, available throughout the City and prominently displayed at key points of entry—such as airports, transit hubs, and visitor centers—to ensure easy access to programs and events.

Creating Legacy Programs

- Prioritize initiatives that build sustainable cultural infrastructure, strengthen arts ecosystems, and provide continued collaborative opportunities for artists and communities.
- Develop and execute enduring legacy programs that extend beyond 2028, ensuring sustained contributions to Los Angeles' arts and culture sector, examples include: Youth Arts Initiatives designed to foster youth participation in arts programming; an art competition to result in the selection of a City Games logo; a Legacy Arts Program funded for 28 years post-Games to increase access to the arts for children and youth; creating paid fellowships and apprenticeships within the arts and cultural sector.

Citywide Assets for Cultural Program:

In alignment with the City's and LA28's commitment to utilizing existing facilities for Games activities, the Cultural Program will also leverage the City's arts, cultural, and historic sites.

The Cultural Program will activate the City's 15 City Council Districts and areas surrounding Games venues, utilizing existing infrastructure like DCA-managed and partner facilities. In collaboration with the Department of Recreation and Parks, Los Angeles Public Library, Department of Transportation/LA Metro, and other City departments, as well as arts and cultural organizations, DCA will program Cultural/Neighborhood Hubs and Community Celebrations, and work with Council Offices to identify community activation locations in each Council District with local partners. Additionally, the Cultural Program will activate the valuable resource of volunteers, integrating their support to enhance programming and community outreach efforts citywide. DCA will also collaborate with LA28 and LA County to ensure a consistent and cohesive "look and feel" across all sites.

Assets

- *DCA's Arts and Cultural Centers, Historic Sites, and Galleries:* Utilize DCA-managed arts and cultural centers, theaters, historic sites, and public-private partnership venues, as well as airport public art partnerships, to host Olympic/Paralympic-themed programming. Activities will range from performances and exhibitions to festivals and affordable rental opportunities for related events. Assets managed by other City departments—such as the Department of Recreation and Parks and the Los Angeles Public Library—will also be leveraged to expand reach and accessibility to LA communities. Historic sites and landmarks including the Watts Towers, Hollyhock House (a UNESCO World Heritage Site), El Pueblo de Los Angeles, and City Hall will further highlight the City's cultural and civic identity for local and global audiences.
- *DCA's Budget Optimization:* Strategically allocate DCA's budget to support cultural programming, events, and projects related to the Olympics/Paralympics.
- *DCA's Grants Program:* Encourage grantees to develop no/low-cost Olympic/Paralympic-themed activities and projects for public engagement and develop a

new community activation grant category that further invests in collaborative partnerships across disciplines/location.

- *DCA Public Art Programs*: Integrate Olympic/Paralympic-themed art projects into ongoing public art initiatives, utilizing programs such as the Arts Development Fee program.
- *DCA Marketing and Outreach*: Enhance visibility through Olympic/Paralympic branding, communications, and audience engagement on social media platforms.

Cultural Program: A Citywide Celebration of Arts, Culture, and Community

The 2028 Cultural Program for the Olympic and Paralympic Games is a multi-year arts and culture initiative (2026–2032) led by the DCA on behalf of the Host City, in partnership with LA28 and the LA County Department of Arts and Culture, celebrating the 2028 Olympic and Paralympic Games. This Citywide effort will highlight Los Angeles’ diverse and dynamic creative communities, providing a platform for local, national, and international collaboration. The scale and ambition of the Cultural Program will require an unprecedented level of coordination across partners, City agencies, and cultural institutions/organizations. Through this collaborative effort, DCA aims to foster a legacy of cross-sector knowledge sharing, cooperation, and innovation that will continue to strengthen Los Angeles’ cultural ecosystem well beyond 2028.

Through performances, festivals, exhibitions, public art, educational programming, and cultural exchanges, the Cultural Program aims to engage audiences across all 15 City Council Districts. It is a shared opportunity to celebrate the City's unique cultural identity, foster civic pride, and amplify the arts as a unifying force leading up to the Olympic Games.

Implementation of the full framework is contingent on securing sufficient funding and resources; as such, elements of the Cultural Program may be scaled based on available resources. The Cultural Program offers various opportunities for external partners to participate, collaborate, and contribute:

- **Partner with DCA** in presenting or producing events, festivals, and public art initiatives.
- **Sponsor Programs**: Support cultural events such as the Olympic Arts Festival or Youth Arts Education initiatives.
- **Host Cultural Experiences**: Create opportunities for local artists, organizations, and businesses to engage with global audiences in neighborhoods and communities across Los Angeles.

Lead-Up Programming and 2026 Opportunities:

Beginning in 2026, DCA will launch a slate of lead-up programming—including Community Celebrations (such as viewing parties), festivals, community activations, and arts education initiatives—to build excitement and engagement ahead of the Cultural Program’s official launch in 2027. These activities will coincide with major global events such as the FIFA World Cup 2026, positioning Los Angeles as a vibrant cultural capital. Public spaces will come alive with

programming that reflects the City's diversity—featuring music, dance, food, fashion, spoken word, and street culture—to foster civic pride and cultural celebration on the world stage.

These events may include performances, exhibitions, and neighborhood activations produced through DCA's grantees, performing arts programs, and strategic partnerships. This phase will also serve as a platform to pilot new ideas, cultivate early audience engagement, and deepen relationships with artists and communities in preparation for the 2028 Games.

Key Components of the Cultural Program Framework

Cultural Program Budget and Framework Tiers:

The implementation of the full Framework is contingent on securing sufficient funding and resources. At this time, it is anticipated that the full Cultural Program Framework may cost between \$15 million and \$40 million. For context, the total cost of the Paris Cultural Olympiad was €41 million (approximately \$48 million USD). This total budget included City of Paris, Paris24, and other government agency budgets.

DCA will leverage a portion of its annual budget and existing resources—including DCA-managed arts and cultural centers, galleries, historic sites, and performing arts venues, as well as its public art and grant programs—alongside strategic partnerships with artists, cultural organizations, and government agencies. It is estimated that \$15 million in DCA resources will serve as the foundation for delivering the Cultural Program. Additional priorities and initiatives will require further resources through partnerships, philanthropy, and private sponsorships. DCA will also work in close collaboration with the Mayor's Office of Strategic Partnerships, as well as philanthropic and private funders, to strengthen cross-sector relationships and unlock additional opportunities.

Due to the aforementioned funding considerations, the chart below offers three Cultural Program Framework "Tiers," providing an overview of what is possible based on available resources and considering additional funds which may be realized. The detailed Framework is grouped in three parts: Framework A contains programs, projects, and events to be planned and executed using existing DCA budgetary resources. Frameworks B and C include programs, projects, and events that may be planned and executed as additional resources and partnerships are realized. *Please note that Frameworks A, B, and C are not listed in order of priority, but are based on the availability of additional resources and/or partnerships.*

Framework A — Base Level (\$15 Million)

- Programming items labeled Framework A only
(These are core, essential programs within existing budgeted funds)

Framework B — Expanded Level (\$30 Million)

- All items under Framework A
- PLUS all items labeled Framework B only
(This tier adds additional programs, projects, and events as funding allows)

Framework C — Full Level (\$40 Million)

- All items under Frameworks A and B
- PLUS all items labeled Framework C
(Complete programming, with all components fully funded)

Programming	A	B	C
15 Council District-Specific Cultural Festivals	✓	✓	✓
Arts Development Fee Projects	✓	✓	✓
Mural Conservation & Legacy Enhancement	✓	✓	✓
Mural Works - New Murals, Conservation, and Apprenticeship Program	✓	✓	✓
New Community Activation Grant Category	✓	✓	✓
Community Arts Celebrations & Exhibitions	✓	✓	✓
Youth Arts Education & Engagement	✓	✓	✓
Make Music LA	✓	✓	✓
New Olympic & Paralympic Murals		✓	✓
Community Celebrations - Cultural Activation (ie. viewing parties)		✓	✓
Cultural/Neighborhood Hubs & Community Activations		✓	✓
Disability Arts & Paralympic Celebration		✓	✓
LA–Brisbane Cultural Exchange		✓	✓
Transit Corridor Cultural Programming		✓	✓
Games Venue Cultural Activation		✓	✓
Olympic/Paralympic Arts Festival			✓
International Artist Exchange			✓
LA River Cultural Activation			✓

Framework A Programs/Projects/Events:

- **15 Council District-Specific Cultural Festivals, 2027 - 2028 (Framework A)**
DCA will curate a series of large-scale cultural festivals held in each of the City's 15 Council Districts, showcasing local music, dance, theater, culinary experiences, and

visual art in 2027-2028 preceding the Games. DCA will develop a plan for these festivals in partnership and collaboration with each Council Office. Each Council Office will identify the specific location and unique cultural experiences and activities to feature at the respective cultural festival in the lead up to the 2028 Games.

- **Arts Development Fee Projects, 2026 - 2028 (Framework A)**
This initiative leverages the Arts Development Fee (ADF) to support public art, murals, and cultural programming across LA Council Districts. Given that Los Angeles will be hosting the Paralympic Games for the first time, DCA will work with Council Offices to explore the possibility of installing celebratory Paralympic Murals throughout the City. By channeling the percent for art fees from qualifying private developments into vibrant community projects—from murals to cultural events—these projects will continue to uplift neighborhoods, further artistic expression, and reinforce LA's cultural landscape, with an Olympic/Paralympic focus.
- **Mural Conservation & Legacy Enhancement, 2026 - 2028 (Framework A)**
This Citywide initiative focuses on conserving existing murals and public artworks across Los Angeles. By restoring these cultural landmarks, the program preserves community histories and identities, enhances neighborhood pride, and ensures that LA's artistic legacy continues to inspire future generations.
- **Mural Works Conservation and New Murals, 2026 - 2028 (Framework A)**
This Citywide initiative supports both the preservation of historic artworks and the creation of new murals, pairing master muralists and graffiti artists with local youth through paid apprenticeships that uplift communities, honor history, and inspire the next generation of artists.
- **New Community Activation Grant Category, 2027 - 2028 (Framework A)**
DCA proposes to create a new grant category by investing in cross-disciplinary and neighborhood-based partnerships to develop no- or low-cost Olympic and Paralympic-themed projects and activities that engage the public and create community celebrations.
- **Community Arts Celebrations & Exhibitions, 2026 - 2028 (Framework A)**
A citywide initiative activating DCA-managed arts and cultural centers and exhibition spaces—with Olympic and Paralympic-themed performances, indoor/outdoor exhibitions, and celebrations. This program celebrates community stories and global connection through art, while offering accessible, affordable space for cultural programming tied to the 2028 Games.
- **Youth Arts Education & Engagement, 2027 - 2028 (Framework A)**
Collaborative programs with LA28, Los Angeles Unified School District (LAUSD), LA Public Library, Community Arts Centers, LA Department of Recreation and Parks, and County educational partners. Youth arts competitions and participation in areas such as the visual, literary, and performing arts.
- **Make Music LA, June 21, 2027 - 2028 (Framework A)**
Part of a global music celebration inspired by France's Fête de la Musique, now observed in over 800 cities worldwide. Held annually on June 21, the event activates public spaces across Los Angeles with free, participatory concerts that highlight the City's diverse musical talent. It's a powerful demonstration of LA's cultural vibrancy and global connectivity through the universal language of music

Framework B Programs/Projects/Events:

- **New Olympic & Paralympic Murals, 2027 - 2028 (Framework B)**
Each Council District will host at least one new mural celebrating the spirit of the Olympic and Paralympic Games. Designed to inspire civic pride, global connection, and community identity, the murals will serve as lasting cultural landmarks for residents and visitors alike.
- **Community Celebrations - Cultural Activation (ie. viewing parties), 2028 (Framework B)**
Partner with the Department of Recreation and Parks, elected officials, and other City departments, to activate 15 Community Celebrations — one in each Council District — featuring culturally specific programming, youth arts engagement, and live performances during the Olympic and Paralympic Games. Additional limited activations planned for the FIFA World Cup 2026.
- **Cultural/Neighborhood Hubs & Community Activations, 2028 (Framework B)**
Celebrate the unique identities of Los Angeles communities by establishing Cultural/Neighborhood Hubs and Community Activations—local destinations for arts programming, neighborhood pride, and engagement. These spaces will showcase art forms born from LA communities, including athletic art forms, for both Angelenos and international visitors. Cultural Hub activations may also be leveraged by other City departments and elected offices as celebration sites, further amplifying their reach and impact.
 - **Cultural Neighborhoods would include, but not be limited to:**
 - Chinatown
 - Historic Filipinotown
 - Koreatown
 - Leimert Park Village
 - Little Armenia
 - Little Ethiopia
 - Little Italy
 - Little Tokyo
 - Mariachi Plaza
 - Olvera Street/El Pueblo
 - Sawtelle Japantown
 - Thai Town
- **Disability Arts & Paralympic Celebration, July - August 2028 (Framework B)**
A Citywide celebration honoring the creativity and innovation of the disability arts community as Los Angeles transitions from the Olympic to Paralympic Games. This celebration will celebrate and feature artists with disabilities. Framework A will include opportunities for artists with disabilities and related organizations across its programs, projects, and events, ensuring disability arts are integrated throughout the Cultural Program, and this may be moved to Framework A, should funding become available.
- **LA-Brisbane Cultural Exchange, 2027 - 2032 (Framework B)**
A multi-year cultural collaboration between Los Angeles and Brisbane, building on the model of LA-Paris partnerships which establishes a cultural bridge from LA28 to Brisbane³².
- **Transit Corridor Cultural Programming, 2028 (Framework B)**
Collaborate with the Department of Transportation (DOT) and Metro to activate first mile/last mile and layover transit locations with arts and culture experiences and

performances. Work with the Mayor’s Office of Sustainability to integrate shade structure sites into the program, creating accessible art engagement points along transit routes. Additionally, arts and cultural experiences may be activated near Metro stations to engage commuters and enhance the public transit environment.

- **Games Venue Cultural Activation, 2028 (Framework B)**

Explore site-specific cultural programming at Olympic and Paralympic Games venues (details to be determined in coordination with event logistics).

Framework C Programs/Projects/Events:

- **Olympic/Paralympic Arts Festival, May - July 2028 (Framework C)**

A 7-week Citywide festival featuring performances, exhibitions, culinary events, film screenings, and fashion showcases celebrating the diversity and talent of Los Angeles. These projects/programs/events would occur through venues throughout the City including museums, arts/cultural organizations’ venues and institutions, of all sizes, and will feature local artists, along with some international performances/collaborations.

- **International Artist Exchange, 2027 - 2028 (Framework C)**

Artist residencies, collaborative commissions, and reciprocal exchange programs that will foster cultural diplomacy between Los Angeles and global partners. In partnership with the Consular Corps and international cultural institutions, this initiative will pair artists and arts organizations from other countries with Los Angeles-based counterparts to co-create projects and events that premiere or activate in LA. These exchanges will deepen mutual understanding and diplomacy, showcase cross-cultural creativity, and position Los Angeles as a global cultural hub rooted in local collaboration.

- **LA River Cultural Activation, 2028 (Framework C)**

Build upon the LA River infrastructure as a connective cultural pathway linking Community Celebrations, Cultural and Neighborhood Hubs, and Festival Sites through temporary public art, performances, and pop-up activations across the City. DCA would collaborate with all Council Districts that include the River, as well as related organizations, to develop these activations.

Additionally, it should be noted that additional projects/programs may be added to the Framework over time, including potential collaborative projects with the International Olympic Committee’s (IOC) Olympic Foundation for Culture and Heritage. In 2024, the IOC partnered with the City of Paris on a project called the Olympic Art Visions Sculpture. This project was a newly commissioned public artwork, marking a gift gesture from the next host City (Los Angeles) to the upcoming Host City (Paris). DCA will explore any potential collaborative projects with the Mayor’s Office of Major Events, LA28, and the IOC.

Stakeholder Engagement:

To successfully execute a Cultural Program at the scale required for the Olympic and Paralympic Games, DCA will rely on both existing and new partnerships. Stakeholder engagement will be ongoing throughout the planning process and will focus on fostering inclusive, long-term collaboration with a diverse range of partners. Special emphasis will be placed on ensuring that the program reflects the diversity and vibrancy of the Los Angeles region.

These partnerships will involve varying levels of commitment to maximize engagement—from direct programming and grant funding to partial support, tiered levels of affiliated initiatives, and coordinated programming—all unified through common branding, publicity, and cooperative outreach efforts. They may also include opportunities for stakeholders of all ages, such as design competitions and youth art competitions and exhibitions. Through this coordinated approach, DCA aims to build trust, foster collaboration, and support a cultural ecosystem with lasting impact.

City Partners

- Mayor’s Office
- City Council Offices
- City of Los Angeles Department of Recreation and Parks
- Los Angeles Public Library
- City of Los Angeles Department of Transportation
- Los Angeles City Planning
- Office of City Clerk (Business Improvement Districts)
- Department on Disability
- Department Neighborhood Empowerment, EmpowerLA (Neighborhood Councils)
- Los Angeles City Tourism Department
- Community Investment for Families Department
- City of Los Angeles Economic & Workforce Development Department
- City of Los Angeles Department of Aging
- City of Los Angeles Youth Development Department
- Los Angeles Zoo

Community Partners

- Local Residents
- Cultural Communities
- Youth & Families
- Individual Artists
- Artist Cohorts
- Community Groups and Advocates
- Non-profit and Community-based Organizations
- Neighborhood and Business Organizations/Associations
- Business Improvement Districts (BIDs)
- Educational Organizations and Institutions
- Small, Medium, and Large Arts and Cultural Organizations (e.g., Museums, and Performing Arts Organizations)

External Partners

- LA28
- Los Angeles County Department of Arts and Culture
- LA84
- City of Paris

- City of Brisbane
 - Milano and Cortina (2026 Winter Olympic Games)
 - Neighboring Cities surrounding Los Angeles
 - LA 28 Venue Cities
 - LA Rising
 - DCA Grantees
 - California Arts Council
 - Los Angeles County Metropolitan Transportation Authority (Metro)
 - Los Angeles Consular Corps
 - Private Sector Sponsors, and Donors
-

Next Steps:

Below is a high-level summary of next steps.

- 1. Secure Alignment (Now–End of 2025):**
 - a. Focus on securing City approval, building collaborative models, and laying the groundwork for long-term engagement.
 - b. Continue planning for programming for Frameworks B & C.
 - c. Begin and continue discussions with potential philanthropic and corporate partners.
 - d. Finalize detailed plans on programs included in Framework A.
- 2. Design & Resource (2026):**
 - a. Refine program Frameworks B and C, strengthen stakeholder connections, and begin shaping opportunities for early cultural activities and participation.
 - b. Initiate and execute lead up programming.
 - c. Release commission opportunities.
 - d. Release new grant category, release application, and grantee selections.
 - e. Begin planning and development of legacy programs.
- 3. Cultural Program Activation (2027–2028):**
 - a. Launch the official Cultural Program across the region, highlighting the diversity and vibrancy of Los Angeles while continuing to advance legacy efforts.
- 4. Legacy Beyond 2028:**
 - a. Carry forward long-term cultural initiatives to ensure lasting impact and sustained community benefit.