



Report to Economic Development Subcommittee

TO: Economic Development Subcommittee

FROM: Kyle Warsinski, Economic Development Director

AGENDA DATE: December 9, 2025

TITLE: UPDATE ON OUTREACH AND ENGAGEMENT FOR 2026 FIFA WORLD CUP AND 2028 LOS ANGELES OLYMPIC AND PARALYMPIC GAMES

RECOMMENDATION

Staff recommends the Economic Development Subcommittee review this update, provide direction on key focus areas, and authorize staff to continue advancing City-led engagement activities while fostering strategic regional partnerships.

PURPOSE

To provide an updated overview of actionable opportunities for the City of Moreno Valley to engage with and benefit from the upcoming 2026 FIFA World Cup and 2028 Los Angeles Olympic and Paralympic Games. This report focuses on City-led initiatives and identifies pathways for collaboration with regional partners to maximize economic, cultural, and community benefits.

BACKGROUND

Moreno Valley has been actively exploring opportunities to participate in two major upcoming international sporting events that will bring increased tourism, economic activity, and cultural engagement to Southern California:

- 2026 FIFA World Cup: Matches will be hosted in several regional venues, creating demand for hospitality, transportation, and cultural programming across the area.
- 2028 Los Angeles Olympics and Paralympics: While Moreno Valley is not a host city, proximity to venues and regional infrastructure investments present opportunities to leverage economic and community benefits.

At the last subcommittee meeting, staff outlined potential avenues, including training facilities, hospitality, volunteerism, branding, business development, transportation readiness, and cultural activations. Ongoing efforts continue to support these strategies, with an emphasis on collaboration with regional partners.

DISCUSSION

2026 FIFA World Cup – City Outreach and Opportunities

1. Outreach to Organizing Committee and Regional Leads

Staff have been actively engaging with multiple representatives from FIFA, U.S. Soccer, and the Los Angeles Sports & Entertainment Commission to explore opportunities for community involvement. A meeting with the Los Angeles Sports & Entertainment Commission revealed that most official opportunities are focused on cities within Los Angeles County. Staff have also communicated with On Location Experiences, the official hospitality provider for the World Cup, to inquire about hosting teams and activating fan zones. Staff will continue to monitor updates for new participation opportunities.

2. Team Hosting and Hospitality Opportunities

Staff continues to contact embassies from countries that have qualified to participate in the tournament, and outreach will continue as more teams qualify. Staff has also reached out to U.S. Soccer for guidance on potential participation opportunities. These efforts aim to position Moreno Valley as a potential site for hospitality houses or training bases, depending on how the tournament logistics evolve.

3. Fan Zones and Cultural Programming

Official Fan Zones will be awarded through a competitive process limited to venues within Los Angeles County. While official Fan Zones will not be located in Moreno Valley, FIFA has encouraged local organizations and cities to host community-led events that celebrate the tournament. Ideas include cultural celebrations featuring music, dance, art, and interactive activities, as well as soccer-themed public art projects, neighborhood decorations, storytelling or film nights, language and culture exchange meetups, and themed markets showcasing global foods and crafts. Staff will explore possibilities for local watch parties and community gatherings, understanding that appropriate broadcast licensing will be required for any live game screenings.

4. Community and Business Engagement

To ensure local businesses and residents are informed and able to participate, vendor and volunteer opportunities related to the World Cup have been incorporated into the City's ED News newsletter, which reaches over 8,000 subscribers. This communication channel will continue to provide updates on opportunities as they arise.

Additionally, staff is reviewing community activation initiatives inspired by World Cup themes, such as cultural exchange events, storytelling programs, public art installations, and neighborhood decorations. These activities are designed to foster community pride, celebrate diversity, and position Moreno Valley as an engaged and supportive community in the spirit of the World Cup.

2028 Los Angeles Olympic and Paralympic Games – City Outreach and Opportunities

1. Outreach to Organizing Committee and Regional Leads

Staff has maintained consistent communication with LA28 representatives, including Government Relations staff, who provided valuable guidance on how the City can engage with the Games through volunteer programs, vendor opportunities, training sites, and cultural activations. Staff has also been in contact with On Location Experiences, the hospitality partner for LA28, and has reached out to over 70 Olympic committee presidents and more than 200 National Olympic Committees to introduce Moreno Valley's potential for hosting pre-Games activities.

2. Team Hosting, Hospitality Houses, and Cultural Partnerships

Staff have submitted hosting pitches to various U.S. Olympic sports teams to explore the possibility of Moreno Valley serving as a training or lodging location. While some teams are already committed elsewhere or awaiting final venue assignments, outreach continues with the goal of securing future partnerships. For example, a meeting with Culver City provided insight into how community ties, such as a resident's connection to New Zealand, helped secure Culver City's Hospitality House for LA28. Staff will continue outreach efforts to build similar relationships and explore opportunities for cultural or community gatherings within Moreno Valley.

3. Torch Relay and Training Venues

The City has submitted a formal letter expressing interest in serving as a host location for the Olympic Torch Relay. During the Games, athletes will reside in the Athletes Village located at UCLA. Specific teams may desire to conduct pre-Games training and acclimation sessions at various locations throughout the region. Staff remains actively engaged in promoting Moreno Valley's sports facilities as potential training sites and will continue efforts to solicit this type of interest.

4. Community and Business Engagement

The City's Economic Development newsletter, ED News, has been updated to include volunteer and vendor opportunities related to LA28, keeping local businesses and residents informed of ways to participate.

5. Regional Limitations and Coordination

Although official LA28 events and programs are primarily concentrated within Los Angeles County and designated host cities, staff continue to work closely with regional partners and agencies to ensure Moreno Valley's interests are represented in broader planning efforts. These collaborations will enhance the City's ability to participate in regional funding, mobility projects, and promotional opportunities linked to the Games.

NEXT STEPS

- Evaluate and refine the City's outreach strategy based on responses received from LA28, FIFA, embassies, and organizing partners.
- Continue targeted outreach to local hotels, businesses, cultural groups, and community organizations to assess interest and develop coordinated activation plans.
- Monitor and follow up on the City's request to participate in the Olympic Torch Relay.
- Continue diplomatic and community outreach to explore the feasibility of hosting a Hospitality House or similar cultural gathering during either event.
- Coordinate with regional and international stakeholders to remain engaged in broader planning efforts and identify future opportunities for participation and promotion.

Prepared By: Melissa McClain, Economic Development Manager

Approved By: Kyle Warsinski, Economic Development Director