



---

## Report to Economic Development Subcommittee

---

**TO:** Economic Development Subcommittee

**FROM:** Sean Kelleher, Assistant City Manager – Development

**AGENDA DATE:** September 9, 2025

**TITLE:** GAME PLAN UPDATE: FOLLOW UP ON OLYMPIC AND WORLD CUP OPPORTUNITIES

---

### **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.

In the prior report, staff outlined potential avenues including training facilities, hospitality, volunteerism, branding, business development, transportation readiness, and cultural activations. Recent developments continue to support these strategies, with an emphasis on collaboration with regional partners.

### **DISCUSSION:**

1. Local Opportunities for Engagement
  - Training and Practice Venues:

- Continue promoting Moreno Valley's sports facilities as potential pre-Games training sites for international teams.
- Hospitality and Lodging:
  - Work with local hotels and tourism partners to encourage visitor packages targeting Olympic- and World Cup-related demand, including media, support staff, and fans.
  - Leverage Moreno Valley's proximity to popular regional music festivals and other large-scale events to encourage creation of bundled visitor experiences that combine sports, entertainment, and hospitality offerings.
- Volunteer Programs:
  - Facilitate information sharing about volunteer recruitment efforts to encourage resident participation.
- Branding and Community Engagement:
  - Develop City-led campaigns to position Moreno Valley as a proud participant in the Olympic spirit
- Fan Zones and Public Viewing Areas
  - Explore opportunities to host fan zones or public viewing events during the 2026 FIFA World Cup and 2028 Olympics to engage local residents and attract visitors.
- Business Development:
  - Support local businesses in accessing Olympic-related contracting and vendor opportunities, coordinating with the Chamber of Commerce and regional economic organizations.
- Olympic Torch Relay:
  - Pursue official inclusion of Moreno Valley as a torch relay host City.

## 2. Regional Collaboration

- While focusing on local initiatives, continue active communication with regional organizations and partners to ensure Moreno Valley's interests are represented in broader planning efforts. Collaborate where beneficial to leverage regional funding, mobility projects, and promotional platforms tied to the World Cup and LA28.

## **NEXT STEPS:**

- Review progress and priorities related to the City's World Cup and Olympic engagement strategies.
- Continue outreach to local hotels, businesses, and cultural groups to assess interest and coordinate efforts.
- Submit formal requests for Olympic Torch Relay participation.

- Develop an outreach plan to build community awareness and support for Olympic-related initiatives.
- Maintain dialogue with regional stakeholders to identify collaborative opportunities.

**RECOMMENDATION:**

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

- Workforce development and volunteer opportunities.
- Transportation support, including MVUSD buses.
- Fan zones and cultural programming.
- Potential to host a Hospitality House.

**Prepared By:** Melissa McClain, Economic Development Manager

**Approved By:** Sean Kelleher, Assistant City Manager - Development