



1.1.1 VISION

1. IMAGINING WHAT’S NEXT: A NEW GAMES FOR A NEW ERA

The spirit of Los Angeles and indeed all of California is based on harnessing creativity and curiosity for the purpose of imagination and reinvention. There is no stronger image for the City of Los Angeles than its sunny, ideal weather and no stronger metaphor for reinvention than the sun itself, rising and falling every day, offering the promise of a better tomorrow. This unique ethos is the essence of our city, our region and our bid for the 2024 Games.

Follow the Sun is the perfect expression of our vision: LA 2024 will create a transformative Olympic Games utilizing our city’s ideal climate, its unparalleled culture of creativity and innovation, and its youthful energy to reimagine a Games that:

- ◆ Delivers the ultimate personalized experience for the athletes
- ◆ Maximizes our existing world-class sporting culture and infrastructure to ensure a sustainable long-term Olympic legacy for our city, and
- ◆ Refreshes the Olympic brand around the world for a new generation

The Games celebration will be a seven-year platform for inspiring healthy living through sport and building ever-greater social cohesion among our diverse populations and neighborhoods.

- ◆ On a local level, the Games will be a catalyst for connecting the City of LA through new community green spaces for hosting citywide Games-time celebrations; after the Games, these spaces will contribute to the expression of our diverse communities, and provide access for Angelenos to be active and healthy through additional sports and cultural programming.

- ◆ On a national level, we plan to leverage the extraordinary excitement of an Olympic Games in the US to build national pride, reignite America’s passion for the Games and significantly increase youth participation in sport across the country.
- ◆ And on an international level, we seek to create another transformative moment for the Olympic Movement, proving the power of Olympic Agenda 2020 to deliver sustainable benefits to their host communities while engaging global youth through a modern, integrated campaign of innovation and storytelling through Olympic and Paralympic sport.

And as a symbol of our vision, we will cast LA’s brightest star, the sun, as our inspiration for providing a better tomorrow. The sun is much more than a stunning backdrop for the thousands of athletes who choose to live and train in Los Angeles. It represents hope, reinvention, and renewal. It can also be a powerful ally – the ultimate business partner. Even today, the sun is used to light the Olympic flame. Now we will use it to ignite an energy revolution. In 2024, LA aspires to introduce the first energy positive Olympic and Paralympic Games powered by the sun.

By following the sun, LA 2024 will reimagine a New Games for a New Era.

THE LA 2024 STORY: A CITY OF REINVENTION

The story of LA 2024 is indelibly entwined with the story of our city, our nation and of our state, California. All embody the spirit of hope, reinvention and renewal.

LA 2024's Olympic story is based on the following five themes:

LA 2024 is tailor-made for the athletes

- ◆ Los Angeles is a city blessed with dependable, ideal weather and an abundance of existing, modern, accessible facilities perfectly suited for year-around sport and for the Olympic and Paralympic Games.
- ◆ The LA 2024 Olympic Village will set new standards in sustainability as well as personalized comfort, preparation and convenience for the athletes.
- ◆ Los Angeles' long-term, proven dedication to sport and healthy lifestyles is why thousands of Olympians and Paralympians from around the world choose to live and train in our city and region.
- ◆ Los Angeles hosts dozens of world-class sporting events every year with stadia full of passionate, high-performing fans.
- ◆ Los Angeles offers athletes and their families once-in-a-lifetime, world-class entertainment and cultural opportunities to enjoy outside the Games experience.

Los Angeles is an epicenter of innovation

- ◆ Many of the world's top technology companies call our region home; LA 2024 will harness the skills and creativity of these entities to help transform the Games experience for all Olympic stakeholders.
- ◆ Many of the world's top universities are based in and around our city; LA 2024 will harness this incredible wealth of intellect and optimism to help define our Games for the youth of the world.
- ◆ Many of the world's top media companies are based in Los Angeles and these visionary firms will help reimagine the presentation and the promotion of our Games, including the growth of the Olympic Channel.
- ◆ Many of the world's top innovations in sustainability were invented in our region and LA 2024 will build upon this progressive history to ensure our Games benefit our city and the Olympic Movement for generations to come.

Los Angeles has been investing in the Games for years

- ◆ Over the last 30 years LA has redeveloped its urban core by creating a series of new venues and public celebration centers. This provides for a rich array of Olympic venue choices that are experienced in hosting world-class events.
- ◆ An impressive 97 percent of the venues in the LA 2024 plan either exist, are already planned as permanent venues by private investors, or will be temporary facilities.
- ◆ Leveraging existing venues and infrastructure minimizes risk; therefore, we can focus resources on the athletes and the Games experience for all stakeholders.
- ◆ Our city is investing nearly USD 300 billion in transport infrastructure plus almost USD 14 billion into the modernization of our major airport, LAX.
- ◆ LA is a ready-made Olympic city that reinforces the fiscal tenets of Olympic Agenda 2020.

Los Angeles is a culture of youth, diversity and entrepreneurship

- ◆ Nearly 3.5 million people in Los Angeles County are under the age of 25, representing a large and crucial new audience for the values of Olympism and the Games themselves.

- ◆ Los Angeles County is home to over 10 million people representing 144 countries and 225 languages – yet 81 percent are united in their desire to host the Games. This is not a message of diversity; it is a message of unity – just like the Olympic Movement itself.
- ◆ Los Angeles had America's highest rate of entrepreneurial activity from the period between 2009 and 2011. Simply stated, people don't come to Los Angeles to work for big companies, they come here to create them.

Los Angeles' entertainment assets will promote the Games and Olympism in new and compelling ways

- ◆ Many of the greatest storytellers on earth reside in Los Angeles, and they will be part of our Games planning.
- ◆ Los Angeles has more museums than any city in America with top cultural attractions located in Downtown LA's Exposition Park and Museum Row on Wilshire Blvd.
- ◆ Los Angeles is also home to world-class music venues (such as Walt Disney Concert Hall, Microsoft Theater, and Dolby Theater), major award shows (such as the Academy Awards and the Grammys), and countless other events honoring the arts. Each of these will provide new, unique opportunities to promote the 2024 Games.

The goal of our vision is to create a bold, new opportunity for the Olympic Movement. Together, the IOC, the USOC, and LA 2024 can elevate the Olympic and Paralympic Games for the world, while being the most fiscally responsible and sustainable Games in decades.

We can elevate and innovate the Games experience because we can leverage existing venues and infrastructure while minimizing risk.

We can be the most exciting and electric host city, while also being the most trustworthy because we have assets in place and host global events here, every day.

The time is now to help transform the Olympic Movement. By following the sun, together, Los Angeles and the IOC can launch this new Games paradigm, and shepherd Olympic Agenda 2020 into a new era.

2. A TRANSFORMATIVE PARALYMPIC GAMES

LA 2024 will utilize our city's ideal climate, our long-term commitment to Paralympic sport and standards of accessibility, our culture of acceptance, creativity and innovation, and our youthful energy to reimagine a Paralympic Games that:

- ◆ Delivers the ultimate personalized experience for the athletes
- ◆ Maximizes our existing world-class sporting culture and infrastructure to ensure a sustainable long-term Paralympic sports and accessibility legacy for our city, and
- ◆ Refreshes the Paralympic Games brand values around the world

LA 2024's vision for the Paralympic Games is directly linked to the vision of the LA 2024 Olympic Games because they are the world's two greatest events in a single celebration of sport.

While the Paralympic Games will be hosted approximately 17 days after the Olympic Games, both events will be organized by the same committee and directed by the same executive team. All Paralympians will receive the same quality of services, treatment and respect that the Olympians who precede them enjoy. Paralympians will reside in the same Village and compete in the same world-class venues. The Paralympic Games will be planned with facilities and services that speak directly to the current needs of the athletes and teams participating.

Like the Olympic Games, the Paralympic Games—and the heroes who take the stage to compete—will be elevated through the storytelling power of Los Angeles’ creative community. The LA 2024 Paralympic Games will help our city and the world celebrate the unity in diversity that drives the Games experience. It is imperative that participants recognize that their experience is equal to the Olympic experience by every organizational and emotional measure.

Through the Paralympic Games, we will seek to create an educational model that reaches into every aspect of social life and into every neighborhood throughout the City. While LA today considers itself among the most progressive of cities in terms of its inclusiveness and its attitude toward persons with an impairment, the City also recognizes that there is always room for improvement. Part of the vision for the LA 2024 Paralympic Games is to ensure a legacy of greater inclusion, compassion and respect for those with an impairment in all aspects of city life.

US Paralympics envisions the LA 2024 Paralympic Games as an extraordinary opportunity to expand its outreach and cast a broader net to draw more athletes with an impairment into the Paralympic movement. As an indication of the breadth of the opportunity: today, there are more than 21 million Americans with a physical impairment, many who are eligible to compete in Paralympic sport. US Paralympics is already working hard to address this national issue with programming from grassroots to the elite level. For instance, US Paralympics currently supports Paralympic Sport Clubs, a network of community-based organizations that provide programming to athletes at the local level, all across the country.

If LA is honored with the opportunity to host the 2024 Olympic and Paralympic Games, US Paralympics and LA 2024 will use their evolving partnership and the platform of the 2024 Games to grow the Paralympic Movement in the city, across the state, the country and around the world.

1.1.2 GAMES FEATURES AND OPERATIONAL CONCEPTS

3. A TRULY SUSTAINABLE AND TRANSFORMATIVE GAMES CONCEPT

The Pacific Ocean, miles of sunny coastline, beautiful sandy beaches, diverse neighborhoods, verdant canyons and hills, a magnificent climate, scenic public and civic spaces, and a wealth of world-class sports infrastructure provide LA with a unique canvas on which to create a truly sustainable and transformative Games Concept.

Because of LA’s extraordinary array of existing sport, transport and accommodation infrastructure, composing a responsible LA 2024 Games Concept is more a matter of selecting the best choices instead of building them.

Our Games Concept consists of four exciting venue clusters. Each cluster is uniquely positioned to share the excitement of the Games throughout the city, to take advantage of LA’s growing public transit system and excellent highway system, and to provide iconic broadcast backdrops such as our amazing beaches, the world famous Hollywood Hills and the Santa Monica Pier.

The Paralympic competition sites will also utilize the same four clusters. All sports with an Olympic counterpart, apart from wheelchair rugby, wheelchair basketball, and 5x5 football, will be hosted in the same venues.

We identified key venues based on several criteria:

- ◆ Our ability to provide athletes with an excellent field of play
- ◆ Locations where world-class venues exist today or where we can easily build temporary venues
- ◆ Locations with short journey times from the Olympic Village
- ◆ Opportunities for a sustainable legacy

DOWNTOWN CLUSTER

The new, revitalized Downtown LA will be the beating heart of the LA 2024 Games. Bustling day and night, Games visitors will have easy access to the best restaurants, nightlife, art and cultural destinations LA has to offer. Downtown will also be the main accommodation area, offering a vast choice of hotels in every price range.

A renovated, state-of-the-art LA Memorial Coliseum and the world-class LA Live entertainment complex anchor the Downtown Cluster. Eight different competition venues, as well as the Opening and Closing Ceremonies, will fill Downtown LA with Games-time celebration and festivities.

The Downtown Cluster will consist of two precincts, one at LA Live, the other centered around Exposition Park and the University of Southern California (USC). In addition, the LA 2024 Media Village will be located on the campus of USC.

LA Live Precinct

The LA Live Precinct includes the Staples Center (basketball), Microsoft Theater (weightlifting), and a newly renovated LA Convention Center (boxing, fencing, handball, judo, table tennis and wrestling). The LA Live Precinct is also home to LA 2024’s proposed Olympic Family Hotels - the JW Marriot at LA Live and the adjacent Ritz Carlton. The prime location of these properties, in the middle (and inside the secured perimeter) of LA Live, is surrounded by Games-time action, and guarantees an exceptional Games-time experience for the Olympic family.

USC Precinct

The USC Precinct will feature the USC Galen Center (badminton and taekwondo), the LA Memorial Coliseum operated by USC (athletics and ceremonies) and the new Los Angeles Football Club (LAFC) Stadium (temporary facilities for swimming, diving and synchronized swimming).

The Downtown Cluster will also host the road cycling, cycling time trials, marathon, race walk and archery events. The Start/Finish line of each road event will be located in front of the beautiful Grand Park and iconic Los Angeles City Hall.

VALLEY CLUSTER

Sepulveda Basin, a large recreational area in LA’s San Fernando Valley, will play host to four sports. Located northwest of the Downtown Cluster, Sepulveda Basin is a 20-minute drive-time from the Olympic Village along the Olympic Route Network (ORN). Utilizing this facility helps maintain an efficient Games Plan and brings the Games to an important area of the City that did not host events during the Los Angeles 1984 Games.

Sepulveda Basin will also provide an opportunity for a community legacy. The Basin will feature a canoe slalom course built for the Games. Post-Games this new facility could be operated as a leisure water park and canoe/kayak training facility.

Temporary equestrian, modern pentathlon and shooting venues will complete this exciting cluster.