



CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

LOS ANGELES
MEMORIAL
COLISEUM



Statewide Impact of the 2028 Olympic and Paralympic Games in California

September 24, 2026

Overview

About GO-Biz

- Point of contact for economic development and job creation efforts.
- Offers services to business owners, communities, and site selectors
- Has a broad range of teams focused on combination of services, policy, and program management.



Our Teams

Within GO-Biz, we have a number of teams that are here to support partners across the aerospace ecosystem.



**Business
Investment
Services**



**California
Competes**



**Energy and
Climate**



**Innovation and
Emerging
Technologies**



**International
Affairs and Trade**



**Infrastructure and
Economic
Development
Bank**



**Regional
Economic
Development**



Supply Chain



**Small Business
Advocate**



Business Investment Services

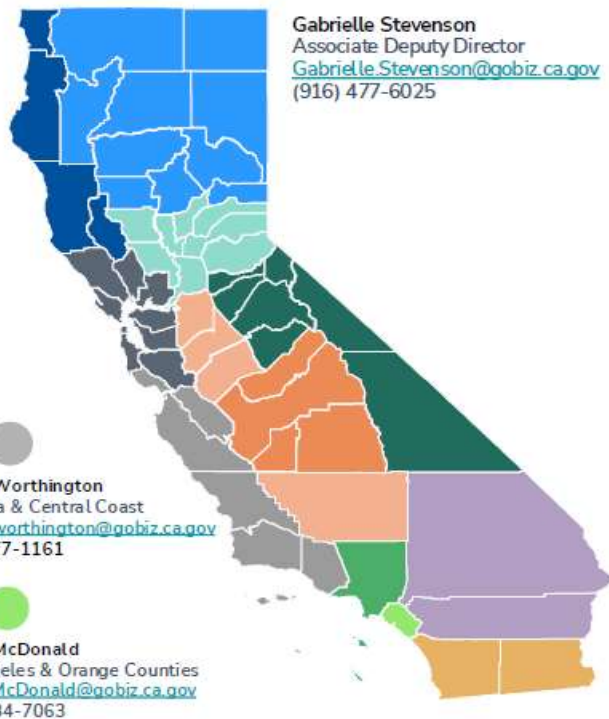


- Works with statewide and regional partners like local governments and regional economic development organizations to support business attraction and retention, key projects and long-term economic growth.
- Directly assists businesses with free site selection, coordination with state and local permitting agencies and navigation of state incentives.
- Includes statewide and regional teams to optimize support to businesses, communities, strategic sectors and all 13 state regions.



GO-Biz has staff in every region of California

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A Range of Possible Incentives for Business

Let's talk Business Incentives

- **California Competes Tax Credit** for job creation
- **R&D Tax Credit** to offset qualifying R&D expenses
- **Property tax abatement** for qualifying facilities >\$25M
- **Partial Sales Tax Exemption** for basic mfg. equipment
- **Full Sales Tax Exemption** for qualifying mfg. equipment

Explore Loans & Bonds

- **Manufacturers:** Up to \$10M in low-interest, tax-free financing for facility construction/acquisition and eqpmt.
- **Small businesses:** Loan guarantees (80% of loan value)
- **Other IBank and Treasurer's Office Bonds/Loans**

Potential Hiring/Training Programs

- **Free customized training** via online Calbright platform
- **Training Dollars Offsets (up to \$28 per learner)** for upskill training
- **Possible Federal Hiring Tax credits** for Veteran & other hiring

Possible Energy Savings

- **Up to 12% utility savings** over 5 years to businesses at risk of closure or relocation due to energy costs

Streamlined Approvals

- **CEQA exemption** for advanced manufacturing projects





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Statewide Impact of the 2028 Olympic and Paralympic Games in California

Overview

- The 2028 Olympic and Paralympic Games will be held in Southern California from July 14 to 30 and August 15 to 27, 2028, respectively.
- The 2028 Games will mark the third time Los Angeles hosts the Olympic Games—previously in 1932 and 1984—and the first time hosting the Paralympic Games.
- The region will host up to 15 million Olympic spectators and approximately 11,000 athletes, while the Paralympic Games will welcome around 2.5 million spectators and approximately 4,400 athletes.
- LA28 has confirmed more than 40 competition venues in the 6-county SCAG region.



LA28 Boosts California +

Statewide (California)	\$14.2B – \$18.3B GDP+
SCAG 6-County Region (LA, Orange, Riverside, San Bernardino, Ventura, Imperial)	\$13.6B – \$17.6B GDP+
Jobs	~90,000 FTE jobs; construction, admin, support, transpo
Tax revenue	~\$700M state & local (state estimate)



Transportation & Infrastructure +

- **LA Metro's "28 by 28"** initiative + airport-connectivity projects: Estimated **+\$1.25B–\$4.6B** in near-term transpo investment to Olympic-related acceleration.
- LA Metro received **\$900M federal grant** to accelerate transit projects ahead of Olympics (E.g. Sepulveda Pass Metro Express Lanes + D Line subway ext.
- SCAG received **\$6M federal Safe Streets and Roads for All grant** to redesign high-injury corridors expecting heavy Games traffic.
- LA28 using a "no-build" model/no new permanent venues, relying on existing facilities and temporary overlays, limiting taxpayer exposure.
- **Note**: The 1984 LA Olympics generated +\$3.3B in economic impact for Southern CA and is widely cited as one of the few Games to turn a profit, largely because it also relied on existing venues, a template LA28 is following.



Transpo & Infrastructure Legacy

Long after the final medal is awarded and the last visitors have returned home, the legacy of the Games can continue through stronger regional partnerships, more effective mobility programs, increased use of public transit and micromobility options, lasting shifts in travel behavior, improved traveler information, enhanced freight coordination, and a transportation system that is more resilient, connected, and responsive to the needs of residents, businesses, and visitors alike.



How is GO-Biz Helping?

- **Planning and coordinating with state, regional and local transportation partners (e.g. Caltrans, SCAG, airports, ports, transit agencies, venue cities, local jurisdictions, freight industry stakeholders).**
- **Assisting businesses directly with engagement in the Games and host cities.**



Getting Your Businesses Involved

The Regional Alliance Marketplace for Procurement (RAMP) provides a listing of open bid opportunities available to businesses seeking to provide goods and services to the Games.



Join Regional Alliance Marketplace for Procurement (RAMP) to access contracting opportunities from Regional Partners.



Thank You!



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