



CITY OF HUNTINGTON BEACH

City Council Meeting – Council Member Items Report

To: City Council
From: Mayor Pro Tem Casey McKeon
Councilman Andrew Gruel
Council Woman Gracey Van Der Mark
Date: August 19, 2025
Subject: **2028 Olympic Games – Strategic Activation Opportunities in Huntington Beach**

ISSUE STATEMENT

The 2028 Summer Olympic Games will be hosted in Los Angeles July 14-July 30, with several official venues and events taking place across Southern California, including Long Beach and San Onofre, where aquatic events, surfing, sailing, beach volleyball and other competitions are scheduled.

As an internationally recognized coastal destination with a strong identity rooted in surfing, skateboarding, and outdoor recreation, Huntington Beach is well-positioned to explore how it can participate in or complement regional Olympic programming. The City is home to the Vans Off the Wall Skatepark, the Huntington Beach Sports Complex, and the iconic Huntington Beach—venues that reflect Olympic disciplines and appeal to international audiences.

In collaboration with Visit Huntington Beach, City staff proposes to explore Olympic-related engagement across four key areas:

1. Coordination with Olympic Organizers and Media Entities
 - Explore the potential to serve as a satellite location for Olympic media coverage, live broadcasts, or IOC-led programming that expands the Games' regional footprint.
2. Use of Local Facilities for Training or Practice
 - Evaluate the potential for City or partner-owned facilities to serve as practice venues, especially for Olympic disciplines such as surfing, skateboarding, and beach events.
3. Hosting or Supporting International Delegation Activity
 - Investigate interest from Olympic delegations in establishing base-of-operations or community engagement sites in Huntington Beach, including potential cultural activations or public exhibitions.
4. Citywide and Community Events
 - Consider the feasibility of Olympic-themed public events—such as beachside viewing areas, youth sports clinics, cultural showcases, or fan zones—potentially in partnership with USA Surfing, USA Skateboarding, and other sports organizations.

This effort would also include evaluating Huntington Beach's proximity to Olympic venues in Long Beach and Anaheim and identifying transportation, tourism, and branding synergies.

RECOMMENDED ACTION

Direct the City Manager to implement a plan (as described above), in coordination with appropriate City departments and Visit Huntington Beach, to explore opportunities for the City of Huntington Beach to engage in Olympic-related programming, partnerships, and activation efforts leading up to and during the 2028 Summer Olympic Games. The Plan should include development of a policy to streamline the process for Olympic related activities such as use of local public or private facilities for training or practice; beach events; cultural activations and public exhibitions; and Olympic media coverage and community engagement sites.

ENVIRONMENTAL STATUS

Not applicable

STRATEGIC PLAN GOAL

Non Applicable - Administrative Item