



MANY CITIES, ONE REGION: ARTS AND CULTURE FOR 2028

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BEYOND THE HOST CITY

The Games are the occasion, not the goal

Municipal arts agencies across the region have funded artists side by side for decades. 2028 builds on those relationships.

Not hosting competition gives us freedom.

Every major investment should
leave a legacy beyond 2028.

Shared artists. Shared audiences.





WHAT WE HEARD

Built on what our community told us

OUR ROLE

- A welcoming city and cultural showcase
- Benefits without displacement
- Sustainability throughout

ARTISTS' PRIORITIES

- Arts integrated, not siloed
- A seat in planning from the start
- A lasting legacy for the sector
- More public space for culture

DESIRED LEGACY

- A world-class arts destination
- Permanent cultural infrastructure
- Recognition of the Tongva
- A program we're proud of

From the April 2024 citywide survey and public forum



WORKING THEME

Land + Water: Here and Now

“YOU'RE HERE NOW”

- A sense of arrival in Santa Monica
- Land and water stewardship
- Climate justice as the narrative spine
- The ocean has no borders





SANTA MONICA IN 2028

INTERNATIONAL HOUSES

10 to 11 national houses, the most in the region, including Club France and Switzerland. Cultural exchange at City sites, including architecture, design, and culinary programs

ART IN PLACE

New public art for the Games, including an installation on the Broadway Bridge. Enduring art on the coast, brought forward one project at a time as each one matures.

CREATIVE FRAMEWORK

A citywide plan to fund artists and place art in neighborhoods, built to outlast the Games





Four strategic pillars

Together they connect artist investment, coastal legacy, international exchange, and regional collaboration.

01 FUNDING

- Commissions, performances, exhibitions
- Neighborhood and youth programs
- Starts now with Art of Recovery funds

02 ART + PLACE

- Art on the coast, downtown, and in parks
- Beachfront sculpture park concept
- Commission near the Beach House

03 EXCHANGE

- Club France at Annenberg Beach House
- Swiss House at Camera Obscura
- 10+ international houses expected

04 REGIONAL

- LA City and County, Culver City, West Hollywood, Pasadena
- Lead, co-lead, or participate
- A coalition of non-host cities

One narrative, four ways in.



REGIONAL CONTEXT

Built to complement, not duplicate, the region

Jurisdiction	Status	Distinguishing approach
City of Los Angeles	Approved by City Council, Oct 2025	Activates all 15 Council Districts; tiered \$15M–\$40M budget; Paris exchange partnership
West Hollywood	Draft implementation plan, Apr 2025	Single curatorial theme, “Inventing Traditions”; “big tent” participation; Route 66 public art corridor
Culver City	Approved by City Council, Apr 2026	Builds on existing grant and public art programs; tiered fundraising (\$250K to \$500K+); part-time Cultural Producer
Pasadena	Draft blueprint, in development	Anchored in hosting Olympic soccer and diving; enhanced ArtNight; rotating public art and murals; Sister Cities
Santa Monica	Approved by Arts Commission, Oct 2026	Coastal, place-based identity; 1984 to 2028 throughline; water and climate culture; Indigenous presence; international exchange



ACROSS THE REGION

Neighboring cities are building toward 2028

WEST HOLLYWOOD

- Arts grants, March to Sept. 2028, featuring disabled artists
- LGBTQ+ Olympians and Paralympians exhibition
- Pride House in West Hollywood Park
- Permanent public art and new murals

LONG BEACH

- IMAGINE28 neighborhood art, murals, and performances
- Host of 7 Paralympic sports, including the debut of Para Climbing
- Inclusive cultural activations with Arts Council for Long Beach

MORE CITIES

- Pasadena, Beverly Hills, Culver City, and others are shaping programs now
- Hospitality houses and cultural programs in development

Paralympic artists and audiences are part of the plan, not an afterthought.



WHAT ARTISTS TELL US

Artists need support that lasts beyond summer 2028

What municipal arts agencies are hearing across the region

- | | | |
|----|--------------|---|
| 01 | FUNDING | Grants that cover real costs and continue after the Games |
| 02 | EARLY NOTICE | Clear, equitable opportunities, announced early |
| 03 | ACCESS | A low-barrier way to use the LA28 mark on community events |
| 04 | VISIBILITY | Coordinated, centralized marketing and shared artist registries |

How the State can help

1. Clarify that the Games exemption from the Coastal Commission covers temporary arts installations
2. Fund municipal cultural staff and regional arts infrastructure, so programs outlast 2028
3. Support cultural districts as a lasting legacy of the Games
4. Create a clear, early coordination mechanism linking LA28, LA City and County, and neighboring cities





LEGACY

Many cities. One lasting legacy.

WHAT WILL 2028 LEAVE?

- Sustained investment, not a one-time surge
- Culture in every neighborhood
- Paralympic artists and audiences included
- Coordination that starts now

