



2028 LA GAMES RELATED BUSINESS STRATEGY

20
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GOCAL

GOCAL (Greater Ontario California) is the official destination marketing organization for Ontario and Rancho Cucamonga, managing regional tourism, the Ontario Convention Center, and Toyota Arena. Led by President and CEO Michael Krouse and Senior Manager of National Sales Justin Balancio, the organization focuses on driving economic growth by positioning the Inland Empire as a premier global hub for major conventions and sports events.



PUTTING GREATER ONTARIO ON THE MAP

Identify potential partners at the USA National Governing Bodies (NGB) level and ensure Greater Ontario is on radar as a host city for future events:

01

Attend sports specific tradeshows to meet and educate Rights Holders about our destination

02

Conduct Sales Missions in Colorado Springs, CO and Indianapolis, IN to continue conversations and gauge interest

03

Develop relationships through hosting client events and Familiarization (FAM) Tours in Greater Ontario



LAY A FOUNDATION



Use the relationships we have built to partner with NGB's to host sanctioned events and Championships for various sporting events, such as:

- USA Table Tennis US Open
- USA Table Tennis National Championships
- USA Judo Senior National Championships
- USA Taekwondo National Championships
- USA Fencing sanctioned events
- USA Gymnastics sanctioned events

Each major event generates \$1.4 - \$2 million in economic impact drawing travelers from all 50 states with anywhere from 9,000-14,000 athletes/coaches/specatators

ESTABLISH OBJECTIVES



Identify Potential Opportunities:

- Official Venue City?
- Official Transportation Hub?
- Official Fan Zone Location?
- Specialized Pre Games Training Camps?
- Training by Sport/IFs versus NOCs/NPCs?

Establish Objectives

For the cities and communities in Greater Ontario, California to attract and support National Olympic Committees (NOCs), National Paralympic Committees (NPCs), International Federations (IFs) and National Federations (NFs) to Greater Ontario before and immediately prior to, the Los Angeles 2028 Games, beginning as early as 2026, to conduct high performance training and acclimation.



CREATE CAMP CONCEPT

“ONE CAMP – TWO TRAINING HUBS – THREE PARTNERS”

Greater Ontario venues and hotels to serve as the hub for:

- Indoor training sports (i.e. judo, taekwondo, wrestling, boxing, weightlifting, table tennis, badminton, fencing, etc.),
- Camp Operations Center
- Athlete Hub for meals, medical services and other support
- Proposed Fan Festival
- Alternative International Airport
- Housing for athletes, staff, family member
- Be available to host regional and national qualifiers in 2026, 2027 and 2028

Claremont-Mudd-Scripps and Pomona-Pitzer to host:

- Outdoor training sports (i.e. swimming, track and field, team sports such as rugby, archery, tennis)
- Plus be available to serve as the venue for development camps in 2026, 2027 and 2028



PROPOSED ATHLETE SERVICES CENTER



HOTEL COMMITMENT

6,700+ Hotel Rooms

Hotels within walking distance
to proposed venues and local
entertainment options



EVENT & EVENT DAYS PROJECTION

- Based on information gathered during discussions **Events & Event Days Projections** with special event advisors, we developed the following projections for the event and event days generated by the proposed initiatives.
- Pre-Olympics Athlete Training**—athletes, coaches, & staff would arrive 12 days prior to the games, remaining in the market until the games begin.
- Exhibition Games/Matches**—while athletes are training in the market, we project an average of two events a day for a total of 24 events.
- Olympic & Paralympic Game Fan Festivals**—operate throughout competition days of both games, the Paralympics being slightly shorter.
- We project a total of 27 events generating 64 event days across all three proposed initiatives.

Event Description	Number of Events	Event Duration (Days)	Total Event Days
Pre-Olympics Athlete Training	1	12	12
Exhibition Games/Matches	24	1	24
Olympic Games Fan Festival	1	16	16
Paralympic Games Fan Festival	1	12	12
Total	27		64

ATTENDANCE PROJECTIONS

- Based on information gathered during discussions **Attendance Projections** with special event advisors, we developed the following projections for attendance generated by the proposed initiatives.
- Pre-Olympics Athlete Training**—the following slides provide data on country delegations that guided the projection of 750 athletes, coaches, & staff.
- Exhibition Games/Matches**—with a wide range of potential sporting events and locations with limited spectator viewing capacity, we assume an average of 250 spectators per exhibition game/match.
- Olympic & Paralympic Game Fan Festivals**—projections reflect daily attendee visitation to the festivals based on potential outdoor venue capacities and interest between the two games.

Event Description	Event Days	Attendees Per Event Day	Total Attendee Days
Pre-Olympics Athlete Training	12	750	9,000
Exhibition Games/Matches	24	250	6,000
Olympic Games Fan Festival	16	1,000	16,000
Paralympic Games Fan Festival	12	500	6,000
Total	64		37,000

ROOM NIGHT PARAMETERS & PROJECTIONS

- Using our knowledge of the events and hospitality industry, we developed assumptions for room night parameters that result in the projection of lodgers, occupied room nights, day trippers, and day trips.
- Pre-Olympic Athlete Training**—all attendees would be lodgers and would be split between single-person and multi-person room counts.
- Exhibition Games/Matches**—we estimate half of attendees would be lodgers and would average two people per room.
- Fan Festivals**—we estimate most attendees would be day-trippers, and lodgers would average multiple lodgers per room.
- Based on these parameters, we estimate the events to generate roughly 8,300 room nights and 23,100 day trips in the market.

Room Night Parameters by Event

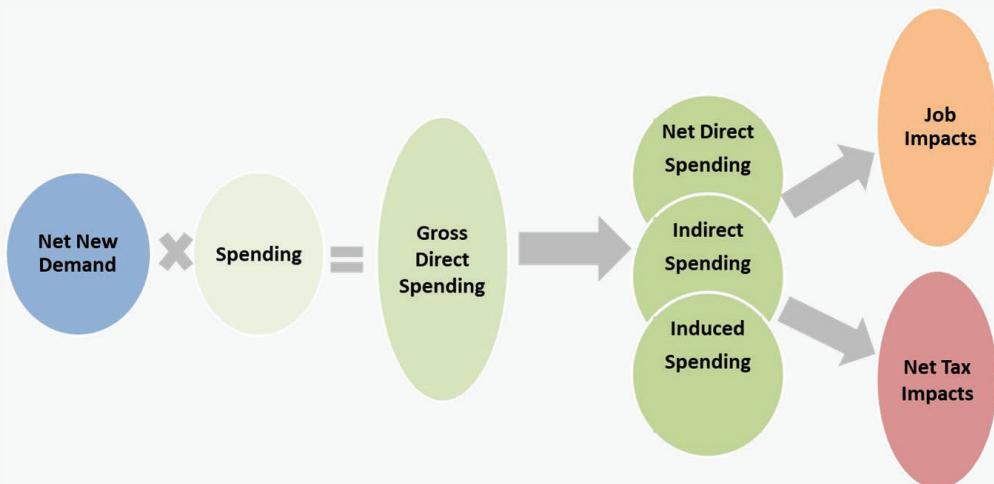
Event Description	Percent Lodger	Length of Stay (nights)	Lodgers per Room
Pre-Olympics Athlete Training	100%	12.00	1.50
Exhibition Games/Matches	50%	1.00	2.00
Olympic Games Fan Festival	10%	16.00	2.50
Paralympic Games Fan Festival	5%	12.00	2.50

Room Nights & Day Trips Projections

Event Description	Lodgers	Room Nights	Day Trippers	Day Trips
Pre-Olympics Athlete Training	750	6,000	0	0
Exhibition Games/Matches	3,000	1,500	3,000	3,000
Olympic Games Fan Festival	100	640	900	14,400
Paralympic Games Fan Festival	30	120	470	5,640
Total	3,880	8,260	4,370	23,040

HVS ECONOMIC IMPACT METHODOLOGY

PROCESS OF ESTIMATED NEW SPENDING STIMULATED BY PROPOSED EVENT INITIATIVES



SOURCE OF DIRECT SPENDING IMPACTS

Impact Region/Spending Source	Estimation Units		Demand Estimates		
	Type of Event	Demand Parameter	New	New to Region	Percent in Region
City of Ontario					
Overnight Delegation Attendees	Pre-Olympics Athlete Training	Occupied Room Nights	6,000	6,000	100%
Overnight Leisure Attendees	All Other Leisure Attendees	Occupied Room Nights	2,260	2,260	100%
Day Trips Attendees	All Events	Day Trips	23,040	22,681	98%
San Bernardino County					
Overnight Delegation Attendees	Pre-Olympics Athlete Training	Occupied Room Nights	6,000	6,000	100%
Overnight Leisure Attendees	All Other Leisure Attendees	Occupied Room Nights	2,260	2,260	100%
Day Trip Attendees	All Events	Day Trips	23,040	18,909	82%

- Using the attendance and room night projections detailed in the previous section, we identified three sources of spending by visitation type. We assume all overnight visitation is new to the region, and day trippers are based on a percentage of the population within a 60-minute drive of the market.
- Overnight Visitation**—split into two categories: “Delegation” attendees include the athletes, coaches, and staff, who have a slightly higher level of spending than “Leisure” attendees generated by the matches and festivals.
- Day Trip Visitation**—includes all day tripping attendees to exhibition matches and fan festivals.

DAILY SPENDING PARAMETERS

- Per capita estimates of spending are based on Longwoods’ 2022 National Survey, except for lodging spend, which is based on the average daily room rate in Ontario.
- We adjusted the national survey numbers using regional price parity for the City of Ontario.
- We further adjusted the parameters for inflation to 2028, the year of event projections.
- Overnight delegation attendees would spend an estimated \$502.17 per day.
- Overnight leisure attendees would spend an estimated \$440.53 per day.
- Daytrip attendees would spend an estimated \$314.45 per day.

Spending Source/Parameter	Amount (2028 \$)
Overnight Delegation Attendees	
Hotel	\$126.08
Food & Beverage	\$134.85
Transportation (Taxi/Uber/Other)	\$86.90
Retail	\$82.26
Recreation	\$72.08
Total	\$502.17
Overnight Leisure Attendees	
Hotel	\$126.08
Food & Beverage	\$106.63
Transportation (Taxi/Uber/Other)	\$62.20
Retail	\$75.77
Recreation	\$69.86
Total	\$440.53
Day Trip Attendees	
Food & Beverage	\$106.63
Transportation (Taxi/Uber/Other)	\$62.20
Retail	\$75.77
Recreation	\$69.86
Total	\$314.45

GROSS DIRECT SPENDING

- Gross direct spending is the amount visitors spend before consideration of how much of that spending remains in the given region's economy.
- The proposed event initiatives are projected to generate **\$11.1 million** in gross direct spending for the City of Ontario.
- The proposed event initiatives are projected to generate **\$9.9 million** in gross direct spending for San Bernardino County.

Gross Direct Spending by Spending Category (\$ 000s)

Type of Spending	City of Ontario	San Bernardino County
Food & Beverage	\$3,468	\$3,066
Recreation	2,175	1,911
Transportation (Taxi/Uber/Other)	2,073	1,838
Hotel	1,041	1,041
Retail	2,383	2,097
Total Gross Direct Spending	\$11,141	\$9,955

Gross Direct Spending by Source (\$ 000s)

Sources	City of Ontario	San Bernardino County
Overnight Delegation Attendees	\$3,013	\$3,013
Overnight Leisure Attendees	996	996
Day Trips Attendees	7,132	5,946
Total Gross Direct Spending	\$11,141	\$9,955

TOTAL SPENDING IMPACT & EMPLOYMENT

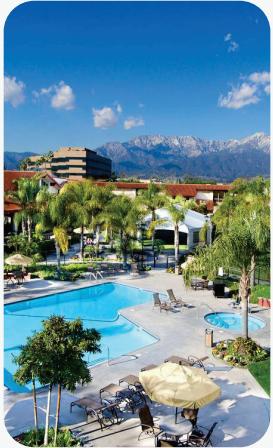
Spending Impacts (2028 \$000s)

Impact	City of Ontario	San Bernardino County
Net Direct	\$9,681	\$8,670
Indirect	338	2,014
Induced	40	1,849
Total	\$10,059	\$12,533

Employment Impacts

Sector	City of Ontario	San Bernardino County
Food & Beverage	27	25
Recreation	24	25
Transportation (Taxi/Uber/Other)	19	24
Hotel	7	8
All Other	2	17
Total Gross Direct Spending	79	99

ADDITIONAL BENEFITS



- Engages entire Community including all demographics and ethnicities
- Development of a long-term Resource and Volunteer Network
- Youth Interaction Possibilities // School Programs
- Media and Social Media visibility
- Community Legacies
- Future connections and affiliations

TRANSPORTATION

- Ontario International Airport (ONT) features non-stop flights to 29 destinations
 - International: Mexico, Taiwan, Central America
- MetroLink & Amtrak connect to major SoCal spots
- Located at the apex of two major interstates
- OmniTrans provides local bus service
- NEW: Greater Ontario Area Transit (GOAT) connects GOCAL hotel guests to ONT and various entertainment/restaurant destinations



FUN IN GOCAL

GREATER ONTARIO CALIFORNIA

Activity Options for Athletes to Enjoy Outside of Training



Sip and Savor

From casual bites to craft pours, you'll find a vibrant dining scene that showcases our local flavors. Local faves: Durango Cocina, Eureka!, Bushfire Kitchen, Kulturas



Shop Away

Discover endless shopping options with the regions premier outlet mall (Ontario Mills) and upscale open-air retail destination (Victoria Gardens).



Entertainment for All

Catch the action of a concert, hockey game, or indoor soccer match at Toyota Arena.



Fresh Air

From scenic hikes to laid-back patios perfect for a drink, Ontario and Rancho Cucamonga boast numerous ways to enjoy the outdoors.



Group Activities

Plan a memorable group outing, whether bowling, golf, or another team-building adventure, the area offers a diverse selection of activities great for large or small groups. Check out: Topgolf, iFLY, Punch Bowl Social

WHY NOW?

- The LA 2028 Games Have Essentially Begun
- National Olympics Committees (NOC) and International Federation (IF) planning is already underway, and for some, **nearly completed**
- Time to **galvanize the Community, identify resources** and establish a Local Organizing Committee
- **2026 is a key year** for NOC meetings and potential site visits to Los Angeles



CONTINUING STEPS

- Identify potential organizing committees such as:
 - Panam Sports:** Pan America (Argentina, Brazil, Chile, Colombia, Dominican Republic, etc.)
 - 839 Total Athletes, Coaches, & Staff
 - ONOC:** Oceania National Olympic Committee (Samoa, Australia, New Zealand, Fiji, etc.)
 - 115 Total Athletes, Coaches, & Staff
 - EOC:** European Olympic Committee (Belgium, Czechia, France, Croatia, etc.)
 - OCA:** Olympic Council of Asia
 - EOC & OCA: 2,419 Total Athletes, Coaches & Staff
- Leverage partners and consultants to spread the word of the camp concept
- Distribute digital and printed marketing material
- Invite NOC's to Greater Ontario to conduct site tours of proposed training facilities and camp concept
- Confirm commitment from NOC and establish formal agreement



GO-CAL.ORG



THANK YOU!



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