



# STAFF REPORT

DATE: 11/06/2024  
TO: Honorable Mayor and City Council Members  
FROM: The Office of the City Manager

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**2024-113**

## REQUEST FOR CITY COUNCIL ACTION

### **SUBJECT:**

COUNCIL REQUEST TO APPROVE LETTER OF SUPPORT FOR THE I-15 ECONOMIC DEVELOPMENT COALITION'S LA28 PARTNERSHIP PROPOSAL

### **EXECUTIVE SUMMARY:**

This staff report asks council to approve a letter of support from the I-15 Corridor Economic Development Collaborative to propose a partnership with the Los Angeles Organizing Committee for the 2028 Summer Olympics (LA28). This partnership aims to leverage the collective resources of cities along the I-15 Freeway Corridor to enhance visibility, community engagement, and economic impact in the Inland Empire region during the 2028 Summer Olympic Games.

### **RECOMMENDED ACTION:**

Approve a letter of support for the City of Corona to participation of the I-15 Corridor Economic Development Collaborative's effort to partner with LA28 for the 2028 Summer Olympics.

### **BACKGROUND & HISTORY:**

The I-15 Corridor Collaborative was established in 2023 by the City Managers of Corona, Eastvale, Fontana, Jurupa Valley, Norco, Ontario, and Rancho Cucamonga. The group's primary goal is to pool resources and coordinate efforts to support regional initiatives. A recent effort led to the establishment of the I-15 Corridor Economic Development Collaborative, which is focusing on maximizing economic and community opportunities leading up to and during the 2028 Summer Olympic Games. This group includes

economic development teams from member cities and is focused on creating partnerships and marketing strategies to position the Inland Empire as a key destination during the Olympics.

**ANALYSIS:**

Supporting the LA28 initiative can provide significant economic benefits for member cities. The 2028 Summer Olympics will attract millions of visitors, boosting the Inland Empire's tourism, hospitality, and retail sectors. Aligning with LA28 positions the region to benefit from the inflow of visitors, leading to potential increased sales tax revenues and local economic activity.

The collaboration would promote the region's cultural, economic, and recreational offerings, particularly in proximity to key Olympic venues such as the Ontario International Airport and the Equestrian Center in Temecula. For the City of Corona, this collaborative effort will enhance its visibility and foster economic growth by attracting visitors and creating a vibrant hub for Olympic attendees.

**FINANCIAL IMPACT:**

There is no fiscal impact associated with this effort.

**ENVIRONMENTAL ANALYSIS:**

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action is merely authorizing the Council to approve a letter of support, and there is no possibility that approving a letter will have a significant effect on the environment. Therefore, no environmental analysis is required.

**PREPARED BY:** AMINAH MEARS, ASSISTANT TO THE CITY MANAGER, AND PATRICK MANN, CITY MANAGEMENT FELLOW

**REVIEWED BY:** JUSTIN TUCKER, ASSISTANT CITY MANAGER

**ATTACHMENTS:**

1. Exhibit 1 – I-15 Economic Development Collaborative Letter to LA2028