

November 06, 2024

Los Angeles Organizing Committee
Olympic and Paralympic Games (LA28)
10900 Wilshire Blvd., Suite 700
Los Angeles, CA 90024

**RE: I-15 CORRIDOR ECONOMIC DEVELOPMENT COLLABORATIVE'S
INVITATION TO ESTABLISH A FORMAL PARTNERSHIP IN PREPARATION
OF 2028 SUMMER OLYMPICS**

Dear LA28 Organizing Committee,

On behalf of the Cities of Corona, Eastvale, Fontana, Jurupa Valley, Norco, Ontario, and Rancho Cucamonga, we are excited to initiate a formal partnership with LA28. Together, we can create a powerful, engaging, and inspiring marketing and community engagement campaign that will enhance the visibility and economic impact of the 2028 Summer Olympics around the I-15 Freeway Corridor in the Inland Empire Region.

Our cities' respective City Managers have formed the I-15 Corridor Collaborative last year to leverage our collective resources to create an impactful and seamless experience for residents, visitors, and businesses in the Inland Empire. Recently, the Collaborative recommended the formation of a subgroup called the I-15 Corridor Economic Development Collaborative, which includes the cities' respective Economic Development Teams, to form partnerships and further market the region leading up to and during the 2028 Summer Olympic Games. Given the proximity of the I-15 Freeway Corridor to the Ontario International Airport and Equestrian Center in Temecula, we believe that our collaboration offers a unique opportunity to position the Inland Empire as one of the premiere destinations for those traveling to Southern California for the Olympics.

The I-15 Corridor Economic Development Collaborative seeks to work hand-in-hand with LA28 to:

- **Collaborate** on marketing and media efforts that highlight the unique attributes of the Inland Empire Region, encouraging visitors to experience our diverse cities, culture, and attractions.
- **Engage** local communities in Olympic-themed activities and events to foster excitement and pride in hosting the Olympic Games.

- **Promote** the I-15 Freeway Corridor as a vibrant hub for visitors to stay, dine, and explore while attending the Olympic events.

We are confident that this partnership will be mutually beneficial and would be honored to contribute to the success of the 2028 Summer Olympics. Please do not hesitate to contact us at (951) 703-4415 or afung@eastvaleca.gov to arrange a meeting to discuss this partnership in further detail. We look forward to exploring potential avenues for collaboration and discussing how our Collaborative can support LA28's goals through this initiative.

Sincerely,

[Include Signature]

Tom Richins
Mayor
City of Corona

[Include Signature]

Christian Dinco
Mayor
City of Eastvale

[Include Signature]

Acquanetta Warren
Mayor
City of Fontana

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Guillermo Silva
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Kevin Bash
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L. Dennis Michael
Mayor
City of Rancho Cucamonga