

SOUTH BAY CITIES
COUNCIL OF GOVERNMENTS



26th Annual General Assembly

Let the Games Begin: How Sports and Entertainment are Shaping the South Bay

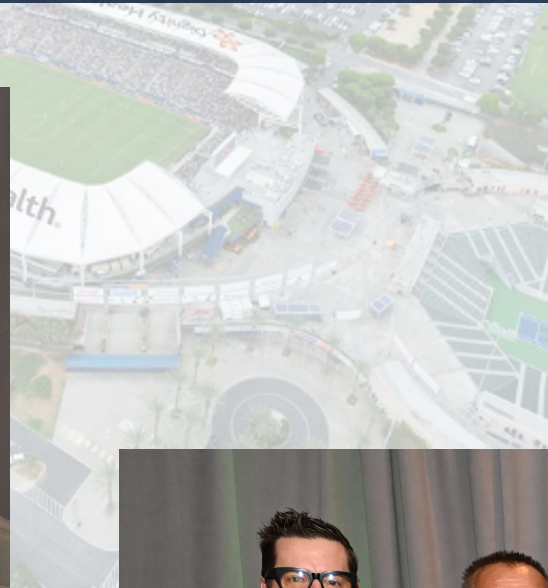
March 26, 2026

Event Recap & Attendee Data Summary

Photos



Photos



Photos



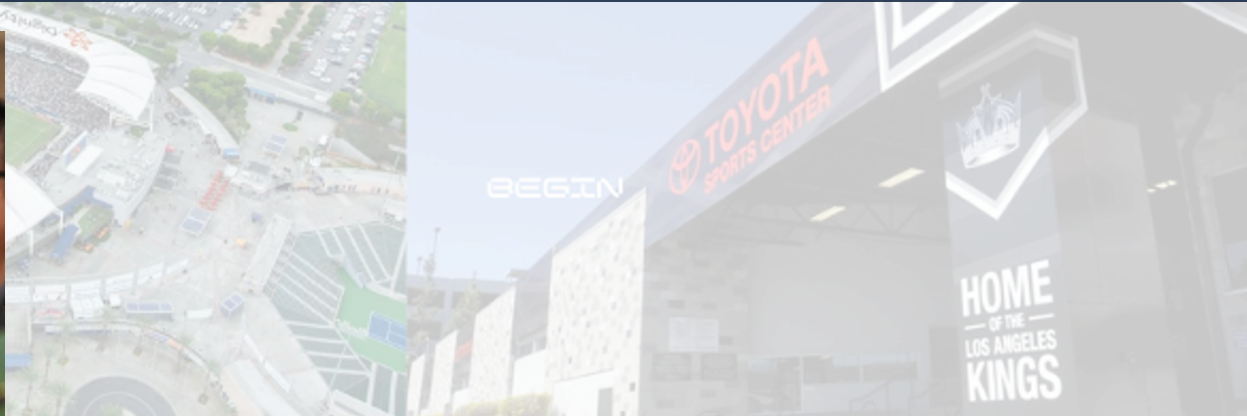
Photos

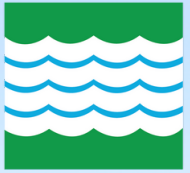


Photos



Photos





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Attendance Statistics

YEAR	ATTENDED	REGISTERED
2026	376	526
2025	327	428
2024	403	502
2023	252	386
2022	338	374
2021	390	652
2019	392	611
2018	283	422

Attendee vs. Registration Comparison

2026 walk-in rate: 14.6%

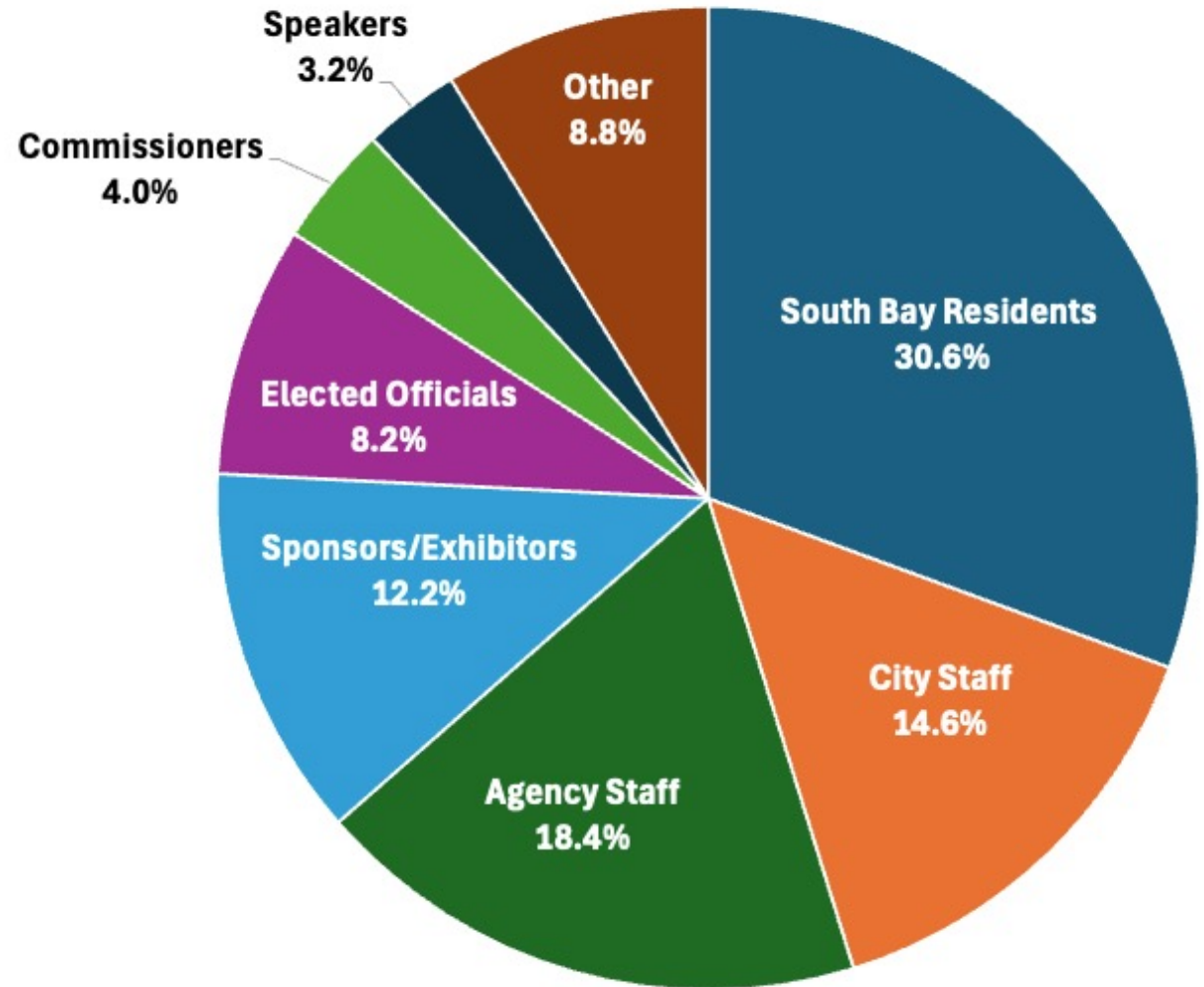
2025 walk-in rate: 9.5%

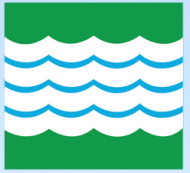
Attendee Composition

Observations....

When compared to 2025's General Assembly:

- More attendees identified themselves as “South Bay Residents” and “Agency Staff”
- Slightly fewer attendees identified themselves as “City Staff”, “Sponsors/Exhibitors”, and “Other”
- Elected Officials, Commissioners, and Speakers were about the same



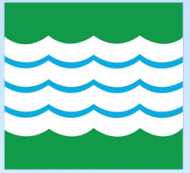


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Attendees By City

- Torrance – 20.74%
- Los Angeles – 8.51%
- Redondo Beach – 8.24%
- Manhattan Beach – 7.18%
- El Segundo – 6.38%
- Carson – 5.32%
- Hermosa Beach – 5.05%
- Rancho Palos Verdes – 4.79%
- Gardena – 4.52%
- Hawthorne – 3.46%
- Lomita – 2.39%
- Inglewood – 2.13%
- County of Los Angeles – 1.86%
- Rolling Hills Estates – 1.86%
- Lawndale – 1.33%
- Palos Verdes Estates – 1.33%
- Rolling Hills – 0.53%
- Other – 14.36%



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Attendees' Feedback

Surveys received: 69 total (12 online/57 hard copy)

Overall Ratings (5 is the best)

- Overall event rating
 - 50.8% rated 5, 90.5% rated 4+
- Was the content of the speeches useful?
 - 47.7% rated 5, 89.2% rated 4+
- Did the sessions contain ideas that you can apply to your city or community
 - 42.9% rated 5, 82.5% rated 4+

Favorite Panels

- All were favorited by multiple respondents
- Mayor's Panel was the most popular
- Kosmont Panel was second most commented

Best aspects

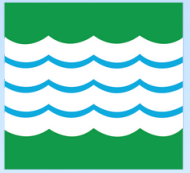
- Networking
- Good moderator
- Panel style over presentations
- Courteous staff/Well run
- SBCCOG overview video

Improvements

- More opportunities for audience participation
- Speakers projected onto screens
- Clearer instructions/more parking

Suggestions for future GA subjects

- Sustainability/Climate
- Housing/Homelessness
- Emergency Management
- Resident engagement/Youth involvement



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Testimonials

“Such an informative event and so many great things happening in the South Bay! Thank you for having us today”
- *ExploreSouthBayLA*

“Incredible turnout & staff from SBCCOG was very organized and helpful”
- *Torrance sales executive*

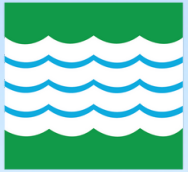
“Excellent conference! Friendly SBCCOG staff! Keep up the good work!”
- *Torrance Resident*

“I’ve attended many statewide conferences that haven’t been as well organized as this”
- *Evan Eleff, Sports Facilities*

“The event was excellent – the subjects, the speakers, the location & the food. Do it again”
- *Janet Turner, Rep. Lieu’s Office*

“This was a most interesting and eye-opening event”
- *Manhattan Beach Resident*

“Outstanding event”
- *Resident*



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Press

SoFi Stadium

Daily Breeze article:

<https://www.dailybreeze.com/2026/03/28/south-bay-leaders-discuss-infrastructure-marketing-ahead-of-2028-olympics/>

Easy Reader article:

<https://easyreadernews.com/post-games-report-sb-business-and-civic-leaders-plan-what-follows-the-fast-approaching-world-cup-and-olympics/>

RPVtv video:

<https://youtu.be/9rM5m-5TQgM>

2 EASY READER April 2, 2026

EASREADERNEWS.COM



BeachLife founder Allen Sanford said he built his business based on the South Bay's unique culture. Photos by Philicia Endelman (PhiliciaEndelman.com)



Manhattan Beach Chief Rachel Johnson said her goal is to minimize disruptions.



Larry Kosmont said sports tourism has become so popular it has acquired the name 'tourna-cation.'



Redondo Beach Mayor Jim Light said his city plans to have Jamboreon watch parties at SoFi Stadium and soccer clinics for kids.

POST GAMES REPORT

SB business and civic leaders plan what follows the fast approaching World Cup and Olympics

by Kevin Cody

Two seemingly contrary goals for the 2026 FIFA World Cup, and the LA28 Olympics and Paralympics were shared by South Bay business and civic leaders at the South Bay Council of Governments' (SBCCOG) annual assembly last Thursday, March 26.

Business leaders want the global games to leave the South Bay a lasting legacy. No new venues will be built for the games. So the legacy must come from new services and businesses inspired by the games. Manhattan Beach development consultant Larry Kosmont told 400 attendees at the Westdrift Manhattan Beach during the daylong conference.

By contrast, city leaders want nothing of their efforts left behind, except fond memories.

"We don't want people to remember transportation hassles," LA Metro's Joe Forgiarini said. Metro's efforts to prevent hassles will include doubling its fleet of buses, from the usual 700 to 1,800, he said.

"To me, a successful event is when we are able to minimize disruption," Manhattan Beach Police Chief Rachel Johnson told the SBCCOG assembly.

The chief said she knows her department did its job well when her city council doesn't know there was a disruption in the city until she reports it to them.

"We don't want to look like an occupation force," she added.

The potential financial benefits of inspirational, trouble free games are significant.

LA28 is expected to bring 15 million visitors and \$10 billion in spending to the LA basin.

"Sports tourism is one of the only industries that didn't decline during the 2008 recession. That's why 80 percent of new commercial developments

are anchored by a sports facility," Kosmont said.

He cited the 300-acre Hollywood Park development anchored by SoFi Stadium, and including theaters, restaurants, offices and a 13-story hotel as an example.

"Sports tourism has been coined with its own name - 'tourna-cation'.

People park their cars at a hotel, attend their children's tournaments, then eat, and shop and play," Kosmont said. He described tourna-cationers as "American royalty," with large, high income families.

South Bay tourna-cation includes the girl and boys club volleyball tournaments that fill up Hermosa Beach's 10 hotels and restaurants every July.

Kosmont cited the BeachLife Music Festival as another prominent South Bay tourna-cation business.

"BeachLife will draw music fans from

across the nation with national headliners Duran Duran, Ofspring and James Taylor at Seaside Lagoon in Redondo Beach over the weekend of May 1-3.

BeachLife founder Allen Sanford told the assembly he was inspired to found the festival after being stuck in traffic and turning around in frustration on his way to a Paul Simon concert at the Hollywood Bowl in 2018. Shortly afterward he proposed the idea of a South Bay music festival to Redondo Beach Mayor Bill Brand.

Brand's response, Sanford said, was "How can the city get out of the way?"

The name for the festival, Sanford said, came from his German-born wife, Colleen.

"She told me I had to call the festival BeachLife because, like kids around the world, she grew up watching Baywatch, and fantasizing about living the California beach life.

Sanford said temporary and seasonal events like the Olympics and BeachLife inspire ideas for similar, more permanent events.

"After launching BeachLife in 2019, we kept hearing from the community, 'How can we have this experience year-round?'"

His response, he said, was to open two new restaurants that invoke the beachlife culture, which he described as "one of the most unique cultures in the world."

The King Harbor restaurants opened last May.

The California Surf Club Restaurant & Social Club is a private club featuring appearances by beach icons, such as Pennywise singer Jim Lindberg, and author and former world champion surfer Shaun Tomson.

The adjacent California Surf Club North Grill is a public restaurant. Both were designed by architect Stephen Jones, who is noted for his understated, beach-themed aesthetic. Both are within listening and viewing distance of the BeachLife performers.

Kosmont told his audience if the South Bay hopes to get lasting benefits from the World Cup and LA28 Olympics, it needs to "start building the legacy now."

"Legacy sports, such as gymnastics, track and field and volleyball get, on average, a seven percent boost in participation following the Olympics. But it doesn't last long," he cautioned.

"The Los Angeles Tourism Board has already begun a marketing effort called LA One, SoFi Stadium's Christy Castillo Butcher told the assembly.

But Carson Mayor Cedric Hicks made the point that the Los Angeles Tourism Board is not going to promote South Bay cities.

"I don't say LA Olympics when I talk



Roban Patel and Larson Wilberg, of Manhattan Beach, show their support for the U.S. World Cup team in a match against Brazil in 2022, during a Galaxy watch party on Pier Plaza in Hermosa Beach. Patel's uncle played on the U.S. team in the 2002 and 2006 FIFA World Cup competitions. Photo by Kevin Cody

Thanks for attending!



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