

# CITY OF LOS ANGELES

CALIFORNIA



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MAYOR

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## EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT

DOMENIKA LYNCH  
General Manager

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## MEMORANDUM

**TO:** El Pueblo de Los Angeles Historical Monument Authority Commission

**FROM:** Domenika Lynch, General Manager, El Pueblo de Los Angeles

**DATE:** Thursday, May 28, 2026

**SUBJECT:** Authorization to pay LAPD and also contract with GSGS Management, Inc. to secure the El Pueblo Heritage Festival and FIFA World Cup Activation

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## PURPOSE

The purpose of this report is to request authorization for El Pueblo de Los Angeles Historical Monument (El Pueblo) to secure enhanced public safety and security services through Los Angeles Police Department (LAPD) and GSGS Management, Inc. (GSGS), necessary to safely execute the June 26–28, 2026, El Pueblo Heritage Festival and related FIFA World Cup activation programming.

The El Pueblo Heritage Festival is being developed as part of Los Angeles' broader FIFA World Cup activation period and will complement neighboring regional activations, including the Union Station FIFA Fan Zone and La Plaza de Cultura y Artes' Casa Mexico programming.

## BACKGROUND

El Pueblo is anticipated to experience significant increases in visitation and pedestrian activity during the FIFA World Cup activation period due to its location directly across from Union Station and adjacent to major regional programming hubs.

Given the international visibility of the World Cup and the large crowds anticipated throughout Downtown Los Angeles, enhanced security planning and interagency coordination are critical to ensuring a safe and well-managed event environment. Large-scale international events require elevated

public safety measures to address crowd management, emergency preparedness, public safety risks, and broader concerns related to terrorism vulnerabilities and other potential threats associated with globally recognized events.

The proposed operational plan includes coordination with LAPD and contracted security personnel with GSGS, and other City partners to support:

- Crowd management and pedestrian safety
- Perimeter monitoring and access control
- Traffic and street closure enforcement
- Emergency response coordination
- Vendor and backstage security
- Overnight site monitoring
- Public safety communication and incident response readiness
- Coordination with neighboring activations and regional transit operations

Current planning estimates anticipate the deployment of approximately **35 LAPD officers per day** and **72 GSGS personnel per day** throughout the three-day activation period to support public safety operations, crowd management, and visitor services. The estimated costs are approximately **\$112,800 for LAPD** and **\$67,747 for GSGS**. Management is asking the Board to authorize payment of up to \$200,000 total for these combined costs. GSGS's services will be pursuant to its attached contract with LAPD.

Management believes these enhanced security measures are necessary to ensure a safe, welcoming, and well-coordinated event experience for visitors, merchants, staff, performers, vendors, and community partners during this internationally significant event period.

## **RECOMMENDATION**

Recommendation that the El Pueblo Commission authorize the General Manager, or designee, to pay for enhanced public safety operations by the Los Angeles Police Department (LAPD) and to contract with and pay GSGS for additional public safety and security services for the June 26–28, 2026 El Pueblo Heritage Festival and related FIFA World Cup activation programming, in an amount not to exceed \$200,000, for event security, crowd management, traffic and perimeter control, emergency response coordination, and related operational support services.

## **FISCAL IMPACT**

Approval of this action will authorize expenditures in an amount not to exceed \$200,000 with LAPD and GSGS for public safety and security services associated with the El Pueblo Heritage Festival and related FIFA World Cup activation programming.

The Department has also received a \$238,000 Metro Open Streets grant to help offset eligible activation and event-related expenses associated with the Heritage Festival. Grant funds are reimbursement-based and require the Department to pay eligible expenses upfront and subsequently submit supporting documentation and receipts for reimbursement.

Additional funding sources may include sponsorships, grants, special event revenues, existing departmental resources, and philanthropic support raised in partnership with the El Pueblo Park Association (EPPA), subject to the availability of funds and all applicable City financial requirements.

No impact to the General Fund is anticipated beyond approved departmental appropriations.

### **SUGGESTED MOTION**

Move to authorize the General Manager, or designee, to pay for enhanced public safety operations by the Los Angeles Police Department (LAPD) and to contract with and pay GSGS for additional public safety and security services for the June 26–28, 2026 El Pueblo Heritage Festival and related FIFA World Cup activation programming, in an amount not to exceed \$200,000, for event security, crowd management, traffic and perimeter control, emergency response coordination, and related operational support services.

The Board further delegates authority to execute the agreement to the General Manager. Pursuant to Department policy, both the General Manager and the Senior Accountant shall sign all contracts, and the Assistant General Manager may sign in the absence of either party.