

David Simon, President, LA Sports



From the halls of government to the fields of America's greatest stadia, David Simon has managed the agendas of high-profile government officials, Olympic organizers and the Los Angeles Sports Council.

Simon helped to create the Sports Council in 1987 and 1988 and has served as its President ever since. Under his leadership, the Sports Council has brought events to Southern California with an economic impact of more than \$1 billion, while expending just \$12 million in administrative expense! In addition, the Sports Council Foundation has provided thousands of underprivileged Southern California youngsters with opportunities to attend college and professional football games since 1993, offering entertainment and a glimpse of the attractions of collegiate life.

Simon's career in sports started auspiciously, as one of the earliest hires of Los Angeles Olympic Organizing Committee President Peter Ueberroth in 1979. During the course of five years in the organization of the most revolutionary Games of the modern era, Simon rose to the rank of Vice President/Government Relations, coordinating the organizing effort with the needs of dozens of government entities on the local, state, federal and international level.

Following the Games, Simon joined the Los Angeles Area Chamber of Commerce as Senior Vice President. Noting that Southern California sites were being consistently overlooked as a site for other major events, he developed a concept for a volunteer sports and business committee that would act as a single point of contact for bringing special events to the area. After winning the bid to bring the 1991 U.S. Olympic Festival to Los Angeles, the fledgling group helped to bring together three Southern California venues that were bidding against each other, as well as against other cities, to host the NFL's 1993 Super Bowl. By offering a single, unified proposal from the area, offering a choice of venues, the Sports Council helped to impress the NFL and the Rose Bowl was ultimately selected to host the 1993 game. The group prospered under the leadership of Simon as President and the late John C. Argue, the man principally responsible for bringing the 1984 Olympic Games to Los Angeles, as Founding Chairman.

His efforts did not go unnoticed, as the United States Olympic Committee appointed Simon as chair of its International Relations Committee. He served with distinction in that voluntary role from 1988 through 1999, when he resigned to head the Los Angeles effort to bid for the 2012 Olympic Games.

A Phi Beta Kappa graduate of UCLA, Simon served on the staff of then-U.S. Representative Yvonne Braithwaite Burke from 1977-1978. He lives in Los Angeles with his wife Cheryl and daughter Lisa.