

## VISION

To bring to life the Olympic & Paralympic spirit in our youth, our communities, and athletes from around the world.

## MISSION

To cultivate champions in sport and in life, deliver experiences that inspire communities and celebrate our Olympic legacy for generations to come.

## MISSION PILLARS

### SPORT PROGRAMS

*Cultivate champions in sport & in life*

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Inspire our youth and communities to lead active and healthy lifestyles

Achieve broad and diverse participation in winter sports

Double the number of sport participants by 2030

Ensure quality programs that foster retention and promote personal growth and excellence

### PUBLIC PROGRAMS

*Engage & educate through unique Olympic-themed experiences*

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Increase annual visitation to legacy venues while keeping the guest experiences enjoyable and within our capabilities

Educate, engage and inspire the community, corporate businesses and public groups to experience UOLF venues

Optimize revenues annually to further advance UOLF's vision & mission

### OLYMPIC VENUES

*Operate, maintain, and enhance legacy facilities at world-class levels*

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Be "Olympic Ready" by ensuring all UOLF venues meet Olympic standards for sport competitions by 2027

Achieve Olympic Training Center Status by providing full-service hubs for U.S. and International athletes in pursuit of winter sport excellence

Create positive learning environments by implementing best practices to ensure effective and safe environments for participants of all ages and abilities

Prompt innovation by working with community and sport stakeholders to create dynamic and varied uses of our facilities

### RESOURCEFUL MANAGEMENT

*Ensure Utah's legacy efforts are sustainable*

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Balance the need to be financially viable, in perpetuity, while promoting and prioritizing our mission

Be intentional about and committed to environmental sustainability in everything we do

Cultivate diversity, equity, inclusiveness and work/life balance in our workplace & community.

### THRIVING COMMUNITIES

*Expand the benefits of Utah's legacy to more people & places*

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Embrace & promote the values of Olympism: Excellence, Friendship, Respect; Paralympism: Determination, Courage, Equality, and Inspiration

Motivate & inspire Utah cities & towns to pursue and achieve their visionary aspirations

Align & strengthen relationships with community partners who embrace Utah's Olympic & Paralympic Spirit

Effectively stage & support dynamic winter sport events