

FISCAL YEAR 2023 REPORT  
May 1, 2022 to April 30, 2023



# ANNUAL REPORT



FY23

**VISION:** TO BRING TO LIFE THE OLYMPIC AND PARALYMPIC SPIRIT IN OUR YOUTH, OUR COMMUNITIES, AND ATHLETES FROM AROUND THE WORLD.





# MESSAGE FROM THE BOARD CHAIR & PRESIDENT

On behalf of the Utah Olympic Legacy Foundation's Board of Directors and dedicated staff, we present this Fiscal Year 2023 Annual Report with sincere thanks and appreciation to all the organization's partners, supporters, stakeholders, volunteers, athletes, coaches and public visitors. All of you—along with youth from around Utah—combined to create a vibrancy in our programs and continue to showcase how broad and dynamic we use our Legacy venues. We experienced another impactful year, and the following pages will cover the "Legacy Impacts" we feel are resonating in our Utah communities and to our visitors from all around the world.

The past year saw continued investment in our world-class facilities, with a multi-year effort now well into the fifth of a planned 10-year period of both renovations and expansions to our Legacy venue infrastructure. We are accomplishing this through unwavering public and private support. More importantly, we have advanced how we offer programs and activities to a broader spectrum of visitors

and program participants. Our focus is on recruitment and retention efforts that value diversity and youth development for the benefits of building life skills through sport. With program participation at the heart of what our Foundation is all about, we are excited with the continued growth and interest in our three legacy venue communities.

Given inflationary pressures over the past two years, we are proud of our abilities to attract and retain an amazing staff and workforce for the Foundation. Stability in our staffing is a real asset in how we fuel continued success in our Legacy vision. We also recognize that those same inflationary pressures are rapidly escalating the draw down rate of our all-important Legacy Fund. This remains the key focus of the board and staff leadership as we navigate a period where we bid to bring another Olympic and Paralympic Games back to Utah in 2030 or 2034. Our priority is to balance the Foundation's planned expenses with desired "Legacy Impacts" in a way that allows us financial stability for a period up through a potential future

Games return to Utah.

We are very proud to be a center for winter sport training and competitions for Team USA and visiting teams and athletes from around the globe. The year saw numerous world-class events and team trainings in Utah, bolstering our reputation for not just hosting a great Games in 2002, but continuing as a regular stop for winter sport World Cups and international visits. A highlight for the Legacy Foundation in FY23 was welcoming over 50 Ukrainian skiing and curling athletes, their coaches and their family members to make Utah and our facilities their temporary summer home. Their extended training camps in Utah have forged lifelong friendships and memories that showcase our state's love of sport solidarity. We relish the role of being a friendly and hospitable host to both our Utah communities as well as friends in sport from all around the world.

Please enjoy the following report on our happenings from the past year!

Sincerely,

*Brett Hopkins*  
Chairman

*Colin Hilton*  
President/CEO



# UTAH OLYMPIC LEGACY FOUNDATION

The Utah Olympic Legacy Foundation is a not-for-profit community based organization which operates the Utah Olympic Park, the Utah Olympic Oval, and the Soldier Hollow Nordic Center. The Foundation celebrates the spirit of the Salt Lake 2002 Olympic Winter Games to inspire active, healthy lifestyles. As designated Official U.S. Olympic Training Sites, our venues are places of inspiration and accomplishment where young athletes train alongside world champions.



Midway, UT



Park City, UT



Kearns, UT



## UTAH OLYMPIC LEGACY FOUNDATION STRATEGIC PLAN

### 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*

**S**

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*

**P**

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*

**O**

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*

**R**

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*

**T**

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







# SPENCER F. ECCLES OLYMPIC MOUNTAIN CENTER GRAND OPENING MARCH 1, 2023

The UOLF, our partners and the Utah ski community celebrated the grand opening of the Spencer F. Eccles Olympic Mountain Center on March 1, 2023. The venue encompasses 25 acres and ten lanes of advanced alpine and freestyle ski training and competition terrain with improvements that facilitate more challenging pitch and length on FIS-homologated Giant Slalom and Slalom runs, and a World Cup-level mogul course. The high-speed quad, Game Changer, is equipped with 10 towers and 58 chairs.

Resident Clubs (Park City Ski & Snowboard, Rowmark Ski Academy, and the University of Utah) use the expanded terrain to host alpine and freestyle moguls team training.

With the new terrain, athletic groups scheduled camps at the venue. The men’s and women’s U.S. Europa Cup teams held a camp in March in preparation for the FIS Nor Am Finals in Canada. The US Men’s World Cup Technical Team held a camp in April to integrate dryland training and testing at their headquarters in Park City.

Feedback from the Resident Clubs and our partners at U.S. Ski & Snowboard has been resoundingly positive.

During the summer of 2023, venue lighting was installed and the snowmaking pond and cat access track were completed. These projects had been delayed due to the early onset of winter and difficult construction conditions.



The project was made possible by numerous partners and donors who all saw the value in collaborating on a common vision to create an athlete-focused, and dedicated training and competition facility.

**PROJECT PARTNERS**

George S. & Dolores Doré Eccles Foundation

Park City Ski & Snowboard

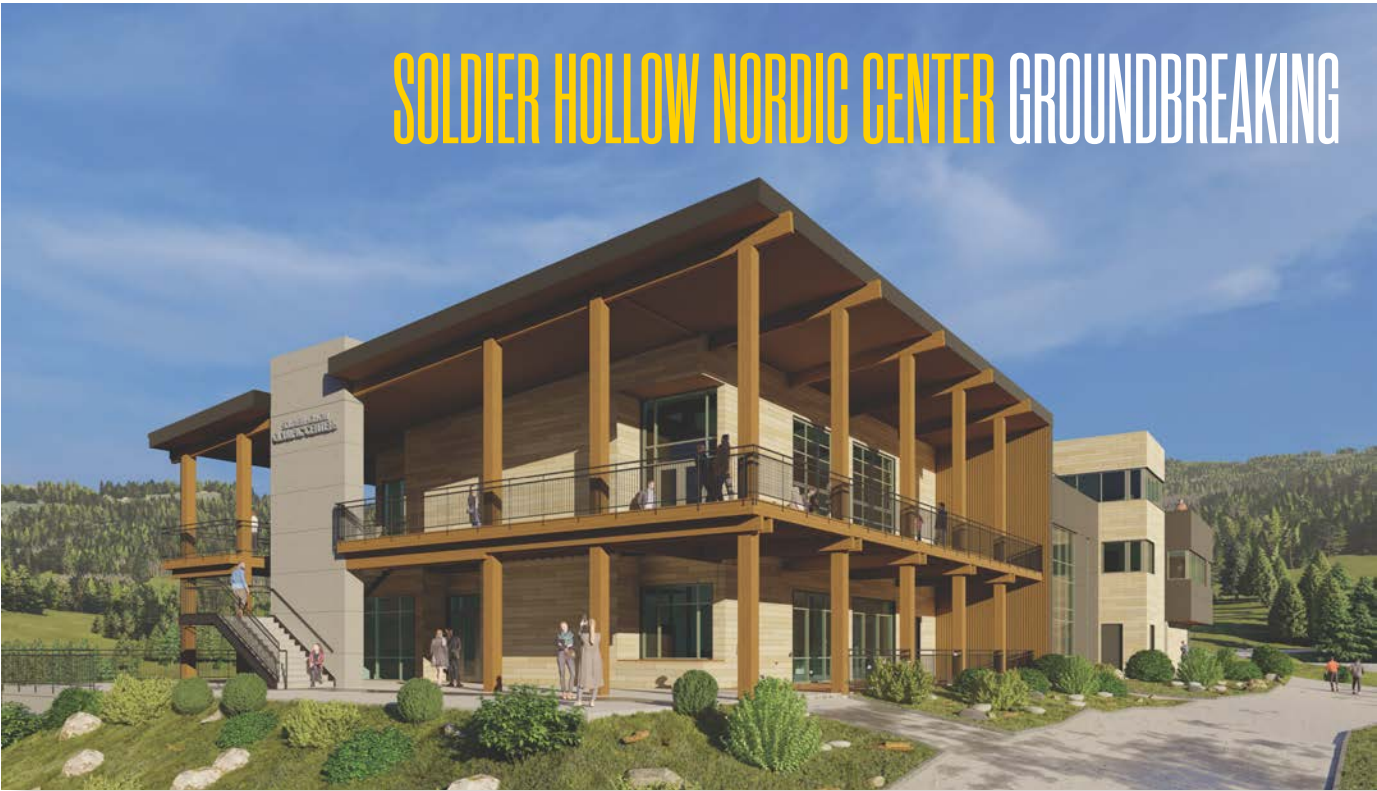
Rowmark Ski Academy

University of Utah

State of Utah Legislature

Utah Olympic Legacy Foundation

**COST: \$18.5 MILLION**



The renovated and expanded Competition Management Building (CMB) will serve as the centerpiece to the Cross-Country Skiing and Biathlon start and finish areas of the Soldier Hollow Nordic Center. It will expand the original 2002 CMB footprint from approximately 7,670 to 26,785 square feet – combining the construction of a three story addition with the renovation of existing areas.

This project renovates a heavily used “event center” area with expanded multi-purpose event spaces, a relocated Nordic Center, expanded locker rooms, higher capacity

restrooms, as well as ski patrol and staff areas. The addition will allow for Nordic ski rentals, skier services, café and retail, and event space for hospitality, conferences, and community gatherings. The building will allow for the addition of an athlete training center and team clubhouse.

This new building will further enhance Soldier Hollow’s reputation as a world-class destination for Nordic skiing and outdoor recreation. Kids taking their first steps on skis, Olympians and everyone in between will all benefit from this project.

- FEATURES**
- Nordic day lodge with café, retail area, & Nordic ski rentals
  - Skier services desk for tickets and lessons
  - Lounge and break area
  - Multi use open space for event hospitality, meetings, and community gatherings
  - Athletic training area
  - Team lockers and ski prep area
  - Ski patrol and staff areas



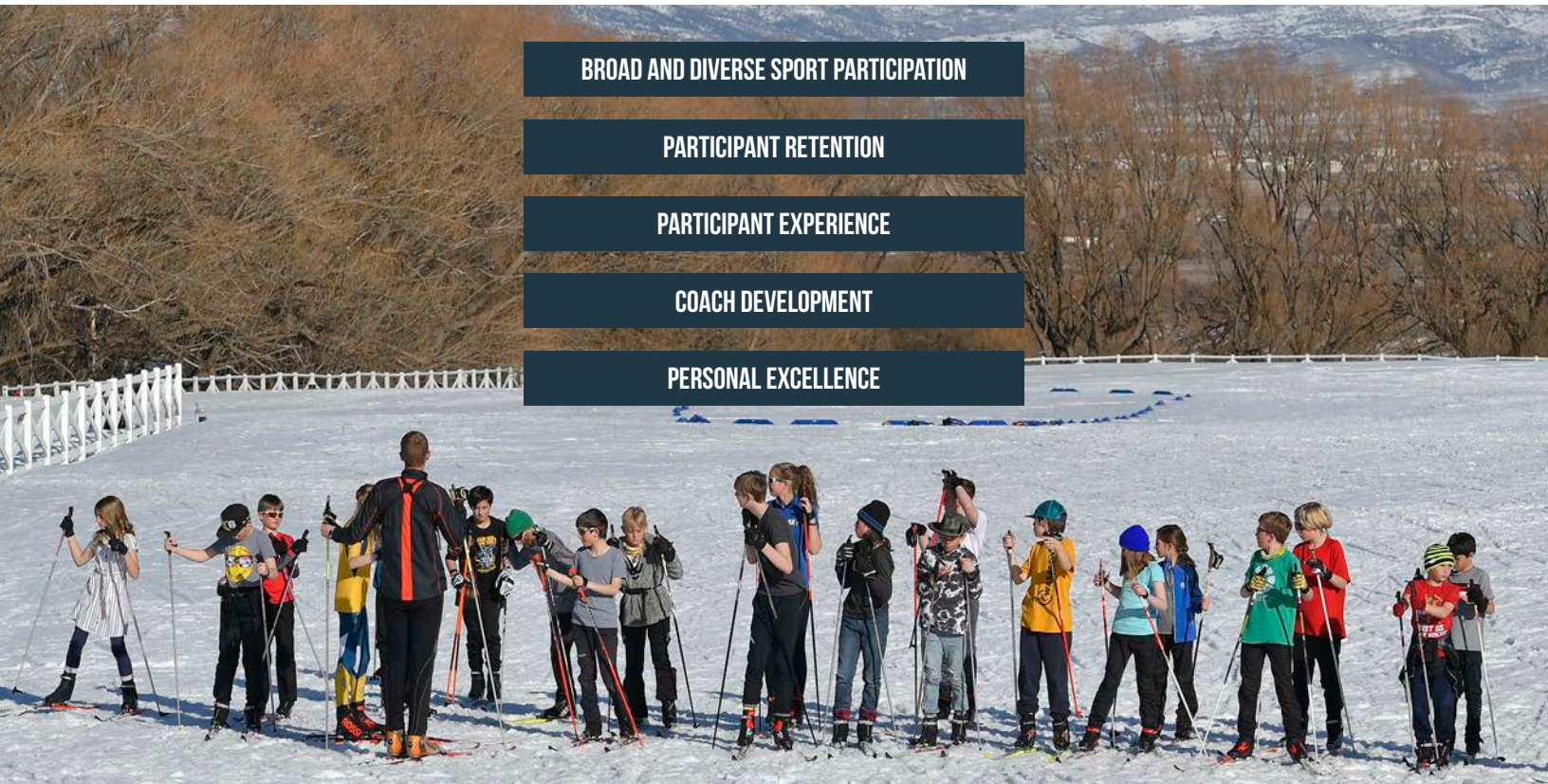




# SPORT PROGRAMS

CULTIVATE CHAMPIONS IN SPORT & IN LIFE

The Foundation’s sport programs continue to pursue and progress toward long-term goals in the following areas:



BROAD AND DIVERSE SPORT PARTICIPATION

PARTICIPANT RETENTION

PARTICIPANT EXPERIENCE

COACH DEVELOPMENT

PERSONAL EXCELLENCE

## BROAD AND DIVERSE PARTICIPATION

Growing sport participation through UOLF’s many sport programs is a primary focus of the organization. Despite some very practical limitations related to available practice space both on ice and on snow (some of which are being addressed through facilities expansion), programs are on pace with the progression envisioned by our Sport 2030 initiative.

Since the inception of the Sport 2030 project in 2019, UOLF sport programs are on track to exceed the targeted 10% annual growth rate. The number of current sport participants (2794) is over 60% more than at the outset of Sport 2030.

## DIVERSE PARTICIPANTS

Thanks to ongoing initiatives to make UOLF’s youth winter sport programs more recognizable and relevant to a more diverse population, UOLF’s sport programs now include 9% Hispanic participants. The Hispanic or Latino population is Utah’s second largest racial and ethnic population at 15.1% of the population – US Census.

## RECRUITMENT

We had 1,554 new sport participants in FY23. This represents an over four-fold increase in recruitment since the inception of Sport 2030, and a 59% increase over 2022.

With an objective of increasing recruitment rates into sport programs by 30%, UOLF sport programs have made a concerted effort to open entry levels of programming and create greater levels of accessibility than previously offered.



This is achieved through a multitude of strategies including the creation of new programs, in-school recruitment, bussing, scholarships and fee waivers, Spanish translation of marketing materials, and cooperation with complementary external sport programs.

These efforts have yielded a greater than 400% increase in recruitment, with 1,554 new participants entering UOLF programs this year alone.

UOLF has also increased its efforts to recruit, train, and activate volunteer coaches to support low-cost, high-quality programming that can scale in pace with its overall growth in participants. Approximately 20 new volunteer coaches were added to the sport program rolls, expanding UOLF’s ability to offer a wider variety of programs while keeping program costs consistent.

## COACH DEVELOPMENT

The second cohort of the UOLF Coach Accelerator Program (a three year progression discussing program design, coaching excellence, leadership and mentoring) completed the program, with 16 coaches representing nearly every UOLF sport program. Additionally, the first cohort of the program (15 coaches) completed their second year of the curriculum, which is facilitated by the USOPC director of sport education.

1554 NEW PARTICIPANTS

TOTAL PARTICIPANTS UP 14% SINCE 2022



# SPORT PROGRAMS

## CROSS COUNTRY SKIING & BIATHLON

For winter 22/23, we had a record number of 277 athletes in our ski and biathlon programs - Kickers and Gliders (6-12 years old), devo, middle school, competition team, and master athletes.

Another successful program this winter was our Endurance Training Group for high school athletes who cross train. Many in the group reported their best seasons ever due to the fitness and strength they built through this program.

Thanks to great coaching and leadership, we introduced fun things for youth programming including graduations and ski ability levels for practice groups. These additions helped athletes find both intrinsic and extrinsic motivation to continue to improve. These new initiatives are helping with retention now that we have a big pool of young skiers in our kickers and gliders programs.

Summer 2023 was a blast. We had 14 competition athletes (our biggest group ever), 25 devo athletes, and 178 participants in our Kickers and Gliders Summer Adventure Camp. The highlight of the summer was our training camp in West Yellowstone on Hebgen Lake. Camp included

bagging some peaks, swimming, roller skiing on a new 6-mile bike path, and training with athletes from Casper, WY and Boise, ID.

We were challenged with a less than ideal coach to athlete ratio due to impressive participant numbers. Looking forward, we're investing in our volunteer coach pool to aim for a 1:10 coach to athlete ratio for winter 23/24. To accomplish this, our Head Devo coach has been educating parent volunteers so they can help at practices. We're starting program registrations months in advance, so they're ready ahead of time. Additionally, we're taking advantage of in-house coach education opportunities, like the Coach Acceleration Program (CAP), to develop our coaches and their abilities. Finally, we're providing athletes and their families free education opportunities to better support themselves to be successful in both sport and life.

## YOUTH HOCKEY

The Learn to Play hockey program has been consistent with about 12 to 15 kids each session. Parents have said it's been very fun and engaging, which sparked a lot of interest in joining our house program.

All our youth hockey programs have seen rapid growth. We added another level of programming for the older kids, which allows them to play quality competitive hockey throughout their high school experience. In the past we just helped them get to high school. With this level of programming, kids are playing longer and making an effort to play after high school. We had two athletes last year who will be playing for local college teams. We also helped a number of other athletes move onto a higher level of development with other local programs.

Our house recreation program has consistent participation. Getting kids to experience the game of hockey at low cost has been very successful, and has helped grow a desire and passion to play competitively. We are the leading program in the state for entry level development.

The Adult League consistently has maximum participation. We worked hard last year to make clearly defined divisions to ensure our leagues are competitive. This was a huge success and each division is more balanced in talent than the last three years.

Contract Ice Rentals - We picked many weekends of hosting tournaments for companies and groups. We developed a great working relationship which has brought consistency to host year-after-year. The tournament weekends bring in great revenue especially when we can sell two sheets of ice. Our biggest weekend is the first weekend in May which brought in \$17K. Other weekends bring in approximately \$8-10K selling a single sheet of ice.

We continue to support local high school programs and have a great relationship of feeding kids from our program into the high school portal. This supports our contract rentals as these high school programs have teams each year.



## CURLING

FY 23 was another great year for the sport of curling at the UOO. Learn to Curl classes continued to thrive year-round and our classes sold out most of the season. The addition of our Learners Leagues gave beginner curlers the opportunity to improve their skills in our monthly classes and make the jump to our recreational competitive leagues. Our Spring/Summer leagues saw better than average numbers of teams and our Fall/Winter leagues reached max capacity. Each April, our curling club members host a curling "bonspiel" here at the oval. A bonspiel is a curling invitational and we saw local teams from Utah as well as a few from out of state make their way to SLC for a weekend of competitive curling. We had a great year and look forward to continuing to grow the sport here at the Utah Olympic Oval.

## SPEEDSKATING

### Learn to Speed Skate

It was an interesting year for our intro to speed skating program. We saw a high number of children between the ages of 6-10 take the ice. This is great to see from a program standpoint as it provides an opportunity for great retention numbers going forward. In the last few years, we have seen equal numbers of adults, teens and young children participate but this season we had a higher average of the younger demographic. Our goal is to continue to appeal to this group in the years to come to help grow our speed skating club.

### Oval Speed Skating Club

We continue to retain great numbers in our speed skating club. In addition to our season club members (16) we averaged an additional 15 monthly members. We were also able to promote a few (4-5) learn to speed skate participants this season to join the club. I am proud to say that we have a healthy club program and look forward to continue to build. Our club coaches have done an amazing job with the participants and parents to create a fun, physically literate program.

### FAST Speed Skating teams

Last season was an important period for both our short track and long track FAST programs. Post Olympic seasons are inconsistent when it comes to elite participant numbers as some athletes retire and some choose to take a break but we started the first year of the Olympic quadrennium and saw both teams retaining upwards of 20 skaters in their programs. Our top skaters from both programs earned spots on the National team squad so this "better than average" number at the start of the season is a great place to start as we move into the four-year cycle.

## BOBSLED AND SKELETON

The 22/23 sliding season encompassed a number of noteworthy elements including the opening of the push track, fielding three athletes at the Youth Olympic Games qualifiers, and the evolution of our USA Bobsled/Skeleton (USABS) partnered sliding camps. We continued innovating the way sliding sports are coached in the US to improve athlete safety, results, and experience with an increasing expertise in youth development.

We pumped over 60 discover sliders through the program, had over 40 athletes slide on the track in the UOP Sliding Program, and exposed new people to the sport in the off-season.

Season achievements included:

- Ongoing refinements made in the way we coach athletes, with a focus on youth development, which resulted in a high degree of safety, success, and enjoyment.
- The push track opened and has been a significant benefit to athletes training at the UOP.
- We purchased a modern sled and runners for the program, and another was donated.





# SPORT PROGRAMS

## ICE SKATING

This year the focus was on building relationships with the skaters and creating opportunities so they want to return. Skaters had the opportunity to be part of a fun organization encouraging sportsmanship, comradery, and athletic growth.

### Oval Figure Skating Club

We continue to promote the figure skating club heavily and had several club skaters from last year renew, as well as Learn to Skate participants who passed all the levels joining the club for this year. We have been excited to use our partnership with Intermountain Health Care (IHC). Many of our athletes have used the free assessment to talk with Dr. Robyn on how to help maintain and take care of injuries or pain. We plan to use this partnership to educate our skaters and parents on concussions, mental health, and eating disorders.

Our experienced production team skaters in the club competed in a National Showcase in August 2022 and placed 6th out of 20 teams! The production team encourages skaters to dig into their creative side by telling a story on the ice.

We created a High School Competition team – a special competition event specifically for skaters in High School. They competed in three competitions and placed an average of 2nd place.

### Learn to Skate

This season from June 2022 to June 2023 we had about 584 Skaters! We also had two synchro teams for a total of 19 skaters. Both teams placed at a competition in Denver getting 2nd and 3rd place.

### Education Groups

A total of 12 schools participated in our Healthy Communities Program and included over 500 participants!

A partnership was created with the Salt Lake After School Program. We gained five schools who experienced ice skating during the school year and summer. This year they'll also have the chance to experience speed skating with a former Olympic Gold Medalist.

We had three private schools join us for 10 or more sessions. One school wanted to schedule for next year only a week after they came for their last day.



### Upcoming for FY24

- A 4-week Olympic Experience for private schools which includes experience with all our ice sports (curling, hockey, speed skating and ice skating).
- Renewed contract with Kearns High School and their athletic program. Students experience all ice sports through our Healthy Communities Initiative.
- Track membership for Kearns High School
- The Learn to Synchro team will be used as a bridge program from Learn to Skate beginner classes to Aspire classes - adding a twist in a new skating experience. This will give skaters the experience to work on building relationships with other skaters while pushing themselves to improve their skills.



## 2022-2023 SEASON HIGHLIGHTS

Park City Ski & Snowboard runs Alpine, Freeski, Freestyle, Snowboard and Nordic programs year-round as a separate entity under the Utah Olympic Legacy Foundation umbrella. During the 2022/23 winter season, more than 1,050 athletes participated in our programs. We made significant investments to support programs and coaches this season, including the addition of a strength and conditioning coach and a director of professional development. We also added several high-level coaches to the PCSS roster including Olympic Gold Medalist Billy Demong, and celebrity alpine coach Forest Carey.

We launched a Youth Development division focused on helping the youngest members of our community and non-traditional athletes access our programs at the UOP with the help of scholarships funded by UOLF and with support from the Bill McGrath Foundation.

A huge highlight of the season was the opening of the new Spencer F. Eccles Olympic Mountain Center. This venue is a game changer for early and late season training for many of our athletes. PCSS is grateful to UOLF and its Board for continued support of our mission to provide high quality programming to all youth interested in participating in winter sports!



## INVESTMENT

### New Youth Development Program

- Athletes between 7-9 years of age
- Allows kids to experience multiple sports
- before committing to a specific program

### Added Employee Benefits

- 403(b) Plan with employer match
- Mental Health Wellness Services

### Educational Opportunities

- PCSS University in-house coach development for all employees
- Top-down culture training for leadership team, coaches, & athletes

### Diversity, Equity & Inclusion Initiatives

- Self-proclaimed scholarships for entry-level programs
- Worked with PC Mountain/SOS Outreach to add two Latino athletes to Snowboarding

## EXPANSION

### New Venues and Terrain

- Deer Valley (Alpine)
- West Peak at UOP (PCSS is financial partner)

### New Roles

- Director of Professional Development
- Strength & Conditioning Coach
- Alpine Technical Director
- Director of Development
- Director of Youth Development

## RESULTS

### Podium Finishes (Top 3)

- 5 World Champs
- 5 Junior World Champs
- 21 NorAms
- 31 Nationals
- 6 Junior Nationals

### 7 Athletes with World Cup Starts

### 3 Athletes Met National Team Criteria for First Time





# PUBLIC PROGRAMS

ENGAGE & EDUCATE  
THROUGH UNIQUE  
OLYMPIC-THEMED  
EXPERIENCES

## PUBLIC PROGRAMS

UOLF venues provide recreational opportunities for all ages and ability levels. Each venue offers unique, one of a kind Olympic-themed experiences. All activities are designed to inspire the public to engage and celebrate the spirit of the Olympic movement.

### Utah Olympic Park

Following a record summer in FY22, FY23 presented a bit of a challenge at the Utah Olympic Park. Visitation in Park City was down year-over-year as illustrated by occupancy rates down 19.2% in July and down 9.3% in August. Utah Olympic Park visitation and revenue were impacted by the decline in visitation, but the venue still experienced it's second highest summer revenue to date.

### Soldier Hollow

Soldier Hollow experienced significant participation growth in its mission-centric public sport programs. Ski lesson participation grew by 28% and trail pass revenue grew by 12% year-over-year. Tubing continues to be the public activity driver. The venue sold 2,500 more tubing tickets than the prior year. While February numbers were likely impacted by the number of snowstorms, Soldier Hollow was able to extend the tubing season until the end of March – allowing the venue to exceed FY22 sales and coming just short of the record breaking 2021 winter season.

### Utah Olympic Oval

The Utah Olympic Oval team continues to deliver tremendous public skating results, particularly in the local community. FY23 public revenue was the second-highest on record for the venue, with over 60,000 visitors gliding around the “Fastest Ice on Earth.”

## GROUP SALES

The group sales team outperformed the previous fiscal year, producing close to 700 corporate and private events across all three venues, exceeding the budgeted revenue by 26%. The sales team's focus is to continue the upward trajectory with additional support at the Oval and Soldier Hollow venues in the upcoming fiscal year - delivering 5-star experiences across all three venues.



## MARKETING

During the spring/summer months the UOLF's public activity marketing efforts were centered primarily around Utah Olympic Park summer activities and in the fall/winter months the focus shifted to winter tubing, public bobsled, public skate, XC skiing, and events. The FY23 marketing campaigns included a combination of social, digital, radio, and outdoor advertising. Paid social was up across the board this year with link click costs down 10 cents from last year. The foundation saw a 28% increase in paid impressions and 38% increase in paid reach. Website sessions increased 7% and users increased 17% from the previous year. Other digital campaign performance indices were flat in comparison to the prior year.

## MEDIA

### UTAH OLYMPIC PARK

Media Ad Value: \$45.19 million  
Potential Reach: 4.89 billion

### UTAH OLYMPIC OVAL

Media Ad Value: \$12.36 million  
Potential Reach: 1.34 billion

### SOLDIER HOLLOW

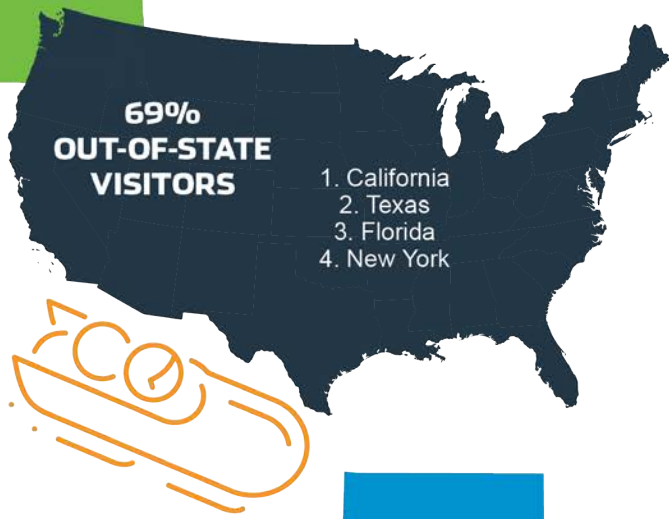
Media Ad Value: \$26.26 million  
Potential Reach: 2.84 billion

## TOP MEDIA HITS

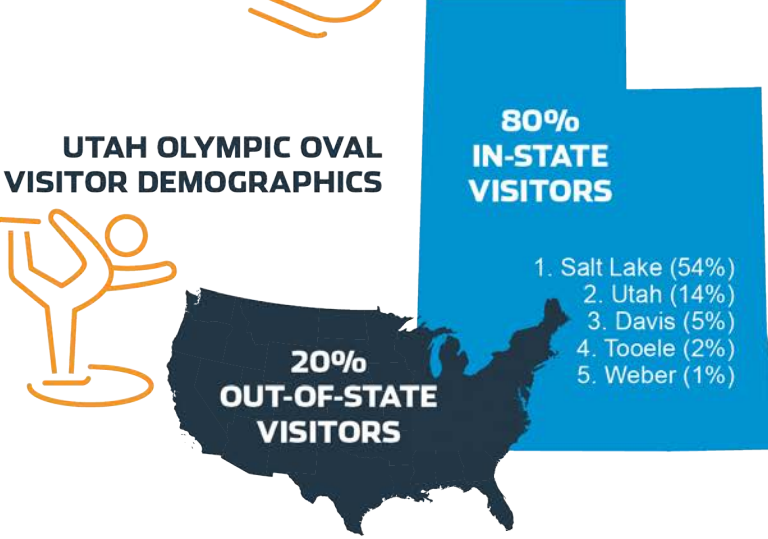


31%  
IN-STATE  
VISITORS

### UTAH OLYMPIC PARK VISITOR DEMOGRAPHICS

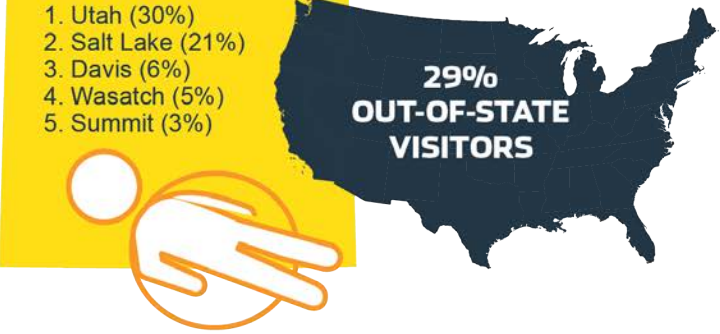


### UTAH OLYMPIC OVAL VISITOR DEMOGRAPHICS



71%  
IN-STATE  
VISITORS

### SOLDIER HOLLOW VISITOR DEMOGRAPHICS





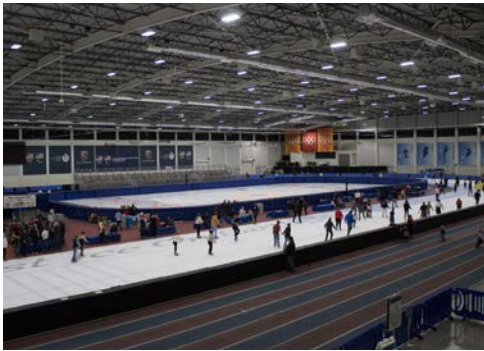
# OLYMPIC VENUES

## OPERATE, MAINTAIN, AND ENHANCE LEGACY FACILITIES AT WORLD-CLASS LEVELS

Over the course of 2022/23, several important capital projects were completed. Capital projects for each facility are prioritized under the goal of ensuring our venues operate at world-class levels.

### UTAH OLYMPIC OVAL

- A two-year project was completed to overhaul and upgrade the building’s control system that’s been in operation since the building was constructed. The project included updating the building management system (BMS) as well as installing and replacing sensors and controls throughout the building. The operations team is now able to control the building’s temperature and humidity with greater accuracy and we’re realizing noticeable energy savings.
- LED TV lighting was installed. The new lighting replaced the legacy metal halide lighting used for the 2002 Olympic Winter Games. This replacement will realize significant energy savings for the facility.



### UTAH OLYMPIC PARK

- While the UOP Team focused on the major capital project of the Eccles Olympic Mountain Center, the team also completed a range of capital upgrades.
- The IT backbone infrastructure was upgraded to facilitate a gigabit data connection throughout the venue.
- The compressors that service the Freestyle Pool bubbler system in the summer and existing snowmaking system in the winter were replaced.



### SOLDIER HOLLOW NORDIC CENTER

- In partnership with Utah State Parks, the Soldier Hollow team completed a refurbishment of the water storage facility that services the Soldier Hollow Golf Course irrigation in the summer and the Nordic Center’s snowmaking system in the winter. The project involved dredging and relining the pond and resulted in increased water storage capacity and improved water quality.
- The Soldier Hollow team also implemented upgrades to the trail system and biathlon range to support Paralympic Cross Country and Biathlon. The team worked closely with the International Ski Federation (FIS) and International Biathlon Union (IBU) to implement these upgrades that served both the Para Cross Country and Biathlon World Cup as well as future Paralympic Competitions.



### ALL UTAH HOST VENUES

- State-wide venue and community signage was improved.

# THE RESIDENCES AT OLYMPIC PARK

In FY23, The Residences at Utah Olympic Park saw a stabilization in operations after the impacts of the COVID19 pandemic and experienced a steady trend from FY22. Demand for our long-term athlete employee units continued to be strong with requests over twice our supply. Long-term housing occupants came from an array of UOLF stakeholder groups including UOP staff, coaches and athletes from our partner NGB’s including U.S. Speedskating and U.S. Ski & Snowboard as well as coaches and athletes from resident ski and snowboard clubs such as Park City Ski & Snowboard and Rowmark Ski Academy.

Nightly lodging’s average annual occupancy was up 4% from last year, surpassing the year’s goal of 40%. Additionally, in January 2023 we achieved the highest average occupancy month on record at

over 75%. We had a record number of team bookings in our nightly lodging rooms including USA Triathlon, U.S. Ski & Snowboard, Canadian Aerials, Australian Aerials and Biathlon, Ukraine Aerials, U.S. Bobsled and Skeleton and USA Luge. This may indicate that post-COVID business is picking up and teams are becoming more aware of our offerings.

The Residences are also supporting athlete and coach lodging of major winter sporting events in the Park City area including the IBF Bobsled & Skeleton World Cup, the FIL Luge World Cup, and the FIS Freestyle World Cup.





# RESOURCEFUL MANAGEMENT

ENSURE UTAH’S LEGACY EFFORTS ARE SUSTAINABLE

## FY23 FINANCIALS, consolidated



### STATEMENT OF ACTIVITIES AS OF APRIL 30, 2023

	SPORT PROGRAMS	PUBLIC PROGRAMS	OLYMPIC VENUES	RESOURCEFUL MANAGEMENT	FUNDRAISING	THRIVING COMMUNITIES	TOTAL
Revenues and Support	\$7,914,655	\$10,056,253	\$2,914,490	-	\$730,863	\$1,534,922	\$23,151,183
Program and Supporting Service Expenses							
Payroll and benefits	6,357,789	4,000,267	3,255,369	1,151,749	62,969	550,321	15,378,465
Utilities and occupancy costs	717,551	391,646	1,940,123				3,049,320
Program costs	2,147,713	424,295					2,572,008
Insurance	497,349	258,048	1,131,088				1,886,485
Maintenance and repair costs	268,781	171,361	769,745				1,209,887
Sport event costs						952,023	952,023
All other operating expenses	608,266	847,002	1,131,712	630,730	42,858	458,710	3,719,279
Total Program & Supporting Services Expenses	\$10,597,450	\$6,092,620	\$8,228,037	\$1,782,479	\$105,827	\$1,961,054	\$28,767,466
Net Operating Income (Loss)	\$(2,682,795)	\$3,963,633	\$(5,313,547)	\$(1,782,479)	\$625,036	\$(426,132)	\$(5,616,283)
+ Donations toward capital projects with restrictions					18,117,485		18,117,485
+ Net assets released from donor restrictions (prior year restricted capital donations)					8,527,514		8,527,514
+ Investment returns, net				276,876			276,876
- Interest Expense		171,971	442,210				(614,181)
- Depreciation	1,000,158	719,766	3,118,987	23,153			(4,862,065)
Net increase in net assets	\$(3,682,953)	\$3,071,896	\$(8,874,744)	\$(1,528,756)	\$27,270,035	\$(426,132)	\$15,829,346

Copies of the audited financial statements and Form 990 are available upon request.

### INVESTMENT PORTFOLIO

Investment Portfolio as of May 1, 2022	\$53,207,156
Interest and Dividend Income	878,066
Unrealized and Realized Loss on Investments	(529,625)
Investment Fees	(71,565)
FY23 Operating Withdrawals	(6,175,342)
FY23 Debt Service	(1,099,414)
Investment Portfolio as of April 30, 2023	\$46,209,276



# THRIVING COMMUNITIES

EXPAND THE BENEFITS OF UTAH’S LEGACY  
TO MORE PEOPLE & PLACES

HEALTHY COMMUNITIES

Celebrating racial, gender and economic diversity by providing financial opportunities for children to develop physically and socially through the POWER OF SPORT.

Our goal is to help athletes progress and pursue their dreams (regardless of age or ability).



UTAH OLYMPIC OVAL

Fourth and 5th graders in Kearns participated in a free, four-week Learn to Skate program. 831 students participated

As part of the Salt Lake County After School program, we provided a rollerblading session for five of the elementary and junior high schools which provides free access for low-income students. 150 kids participated.

SOLDIER HOLLOW NORDIC CENTER

The Nordic Center welcomed back a veteran crew to lead our school groups. Soldier Hollow hosted over 1,110 kids from 16 schools. We had an opportunity to host a traveling group from Taiwan in January, who brought chartered buses filled with happy traveling college students to SOHO to experience snow and Nordic skiing for the first time.



UKRAINE SOLIDARITY PROGRAM

In the summer of 2022, the Utah Olympic Legacy Foundation welcomed the Ukrainian curling team (9 athletes and 1 coach) and freestyle skiing team (16 athletes, 4 coaches, and 14 family members) for an international support and solidarity initiative when conflict and crisis erupted in their home country.

The UOLF coordinated all logistical and financial elements of their stay through assistance from the USOPC and generous donors around Utah. Visas, flights, housing, transportation, supplies, translators, healthcare, training resources and opportunities to interact with the great Utah community were arranged for a comprehensive goodwill effort.

Highlights included a welcome breakfast at the University of Utah with Paralympic champion Oksana Masters, a Salt Lake Bees baseball game, a Real Salt Lake match, an air show at Hill Air Force Base and a backyard barbecue with the Park City Ski & Snowboard team.

The curling team trained at the Utah Olympic Oval and the Weber County Ice Sheet while the freestyle team trained in the Spence Eccles Freestyle Pool. Both groups departed Utah at the end of the summer to prepare for their winter competition seasons.





# FY23 MAJOR SPORT EVENTS

## UTAH OLYMPIC OVAL

### ISU SHORT TRACK WORLD CUP

November 2022  
Athletes: 148  
Countries: 26

**Noteable:** The United States won a total of three medals throughout the weekend. Kristen Santos-Griswold took bronze in the women's 500m and 1000m events, and a team of Santos-Griswold, Corinne Stoddard, Andrew Heo, Brandon Kim and Marcus Howard won a bronze in the Mixed Team Relay Event. The Dutch duo of Xandra Velzeboer and Suzanne Schulting set World Records in the 500m and 1000m, respectively.

### ISU SHORT TRACK FOUR CONTINENTS CHAMPIONSHIP

November 2022  
Athletes: 80  
Countries: 13

**Noteable:** Team USA won gold in the Mixed Team Relay between Andrew Heo, Kristen Santos-Griswold, Corinne Stoddard and Marcus Howard. Santos-Griswold skated to dual silver medals in the Women's 1500m and 500m events. Heo won silver in the Men's 500m. A team of Santos-Griswold, Eunice Lee, Julie Letai and Corinne Stoddard won bronze in the Women's 3000m relay.



## SOLDIER HOLLOW NORDIC CENTER

### FIS PARA CROSS COUNTRY AND BIATHLON WORLD CUP

March 2023  
Athletes: 65  
Countries: 18

**Noteable:** The first international Para Nordic and Biathlon event Soldier Hollow hosted since the 2002 Olympics.

## UTAH OLYMPIC PARK

### FIL LUGE WORLD CUP

December 2022  
Athletes: 80  
Countries: 15

**Noteable:** Emily Sweeney slid to the United States' first medal of the weekend with a silver in the Women's Singles event. Park City's own Brittney Arndt won a bronze in the Women's Singles Sprint.

### IBSF BOBSLED & SKELETON WORLD CUP

November-December 2022  
Teams: 15  
Athletes: 139  
Countries: 15

**Noteable:** United States' Kaillie Humphries won Women's Monobob gold. Team of Humphries and Jasmine Jones won the Two-Woman bronze medal.

### IBSF BOBSLED & SKELETON NORTH AMERICA'S CUP

November 2022  
Athletes: 112  
Countries: 14

### PARA U.S. CROSS COUNTRY AND BIATHLON NATIONAL CHAMPIONSHIPS

January 2023  
Athletes: 21  
Countries: 3

**Noteable:** A key event for developing athletes to compete with US Paralympics Nordic team both on the range and the ski trail.





## BOARD OF DIRECTORS

Brett Hopkins Chair	Jim Olson At Large
Catherine Raney Norman Vice Chair, Athlete Representative, Olympian	Natalie Gochmour Salt Lake County Representative
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Courtland Nelson Wasatch County Representative	Mike Cooper Board Advisor
Eric Hutchings Salt Lake County Representative	<i>The Utah Olympic Legacy Foundation is a 501(c)(3) not-for-profit organization governed by its President &amp; CEO and Board of Directors. The Board has fifteen voting members and one advisor.</i>
Fraser Bullock At Large	

## EXECUTIVE TEAM

Colin Hilton President & CEO	Luke Bodensteiner Chief of Sport Development & Soldier Hollow GM
Calum Clark Chief Operating Officer	Jamie Kimball Utah Olympic Park General Manager
Lisa Bennion Rasmussen Chief Revenue Officer	Todd Porter Utah Olympic Oval General Manager
Karla Knox Chief Financial Officer	

## CONTACT INFORMATION

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UTAH OLYMPIC PARK 3419 Olympic Parkway PO Box 980337 Park City, Utah 84098 Phone 435-658-4200 park@uolf.org info@uolf.org	WAYS TO VOLUNTEER The Utah Olympic Legacy Foundation covers a wide range of missions across our three venues, all with one overarching goal in mind: to ensure an exceptional experience for everyone involved in our events. Whether it's organizing logistics, providing support to athletes and spectators, or creating engaging and memorable experiences, our volunteers are united by the same commitment to excellence.  For more information on volunteer opportunities, please visit the volunteer tab on our website.
UTAH OLYMPIC OVAL 5662 South Cougar Lane Kearns, UT 84118 Phone Tel: 801-968-6825 oval@uolf.org	MEDIA We welcome media inquiries and on-site visits for members of the media who are on assignment from an accredited news, publishing, or qualified media outlet. We appreciate advanced notice for your visit or request.
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