

## 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.

## VALUES

**COLLABORATION**

**COMMUNITY**

**EXCELLENCE**

**GRIT**

**IMPACT**

## MISSION PILLARS & KEY OBJECTIVES

### SPORT PROGRAMS

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#### Grow Sport

Drive recruitment, retention, and access to a diverse range of participants, ensuring winter sports foster a vibrant community of participants of all backgrounds and abilities.

### PUBLIC EXPERIENCES

**P**

#### Experiences for Everyone

Create immersive, Olympic-themed experiences that engage visitors of all ages and abilities, fostering a deeper connection to Olympic history while promoting active participation and igniting a lasting passion for Utah's Olympic legacy.

### OLYMPIC VENUES

**O**

#### World-Class Venues

Operate and maintain UOLF's legacy venues at the highest standards by delivering transformative upgrades for the 2034 Games that will ensure an enduring legacy.

### RESPONSIBLE & RESOURCEFUL

**R**

#### Responsible Stewards of Utah's Olympic Legacy

Ensure the efficiency and effectiveness of UOLF resources by implementing best practices, fostering a strong organizational culture, and maintaining financial and regulatory integrity to support long-term growth and stability.

### THRIVING & EXPANDING LEGACY

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#### Sharing & Expanding Our Legacy Impact

Extend the reach and benefits of Utah's Olympic legacy to more people and places—fostering pride, influence, and meaningful impact in Salt Lake City, across the state, and around the world—and ensure it remains a global benchmark for Olympic legacy.

# KEY STRATEGIES

## SPORT PROGRAMS

# S

### **Establish Inclusive Sport Program Participation**

by recruiting, retaining, and supporting a diversity of participants who reflect the demographic makeup of the communities we serve.

### **Champion Excellence**

by providing exceptional coaching, top-tier training environments, inclusive programs, and holistic development opportunities that empower all sport participants to achieve lifelong personal excellence in both sport and life.

### **Educate & Grow**

through comprehensive, structured coach development, including volunteer and parent involvement, and sharing local innovations across the wider sport community.

### **Strengthen Our Reputation & Impact**

by drawing global attention as a premier winter sport community due to our broad range of engaged local winter sport participants and families at our venues.

## PUBLIC EXPERIENCES

# P

### **Invite & Inspire the Public**

by creating dynamic programs and activities that deliver unique and memorable Olympic experiences. Engage local communities, groups, and visitors from around the world by showcasing Utah's rich Olympic & Paralympic legacy.

### **Promote Inclusive Olympic Education**

by providing experiences and engaging activities available for all regardless of background or skill level to foster lifelong love for the Olympic & Paralympic Games.

### **Reinforce UOLF's Olympic Identity**

by elevating UOLF's visibility and presence, attracting new visitors, and reinforcing its identity as a global leader in Olympic legacy.

### **Innovate Public Experiences**

by using bold thinking, creative programming, and innovative technologies to offer exciting new ways for the public to connect with our Olympic legacy.

## OLYMPIC VENUES

# O

### **Enhance & Innovate Venue Infrastructure**

by continuously fostering technological advancement and collaboration with sporting and community partners to maximize the value and utility of UOLF's facilities for athletes, community members, and visitors.

### **Create Vibrant & Dynamic Environments**

by transforming legacy venues into year-round, immersive hubs of athletic training, competition, recreation, and community engagement.

### **Foster Sustainable Facility Development**

by focusing on projects and strategies that prioritize resilience and efficiency in the operation, maintenance, and enhancement of legacy facilities.

### **Undertake Olympic Readiness by**

by collaborating with winter sport stakeholders and industry leaders to prepare sporting venues for an exceptional 2034 Games while creating a legacy of sustainability and excellence in winter sports.

## RESPONSIBLE & RESOURCEFUL

# R

### **Ensure Financial Responsibility & Sustainability**

by developing long-term funding strategies and executing financial stewardship practices to achieve self-sufficiency and support the continued success of UOLF's mission.

### **Cultivate a Strong Team**

of staff and volunteers that reflect Utah's Olympic & Paralympic values and culture by attracting energetic, talented people and providing training, mentorship, and opportunities for personal and professional growth.

### **Create Continuity of Operations**

by documenting institutional knowledge of those in leadership roles and advancing a succession plan.

### **Develop Management Processes & Technology Integration**

to streamline operations, enhance decision-making, and improve overall organizational effectiveness. Optimize workflows, elevate guest experiences, and ensure long-term sustainability while upholding the highest standards of operational excellence.

## THRIVING & EXPANDING LEGACY

# T

### **Modernize, Amplify and Expand Utah's Olympic Legacy**

by being a key partner to the 2034 Organizing Committee, extending the Foundation's reach and impact, fostering community engagement, and ensuring Utah's legacy is further positioned as a cornerstone of the global winter sports community.

### **Deliver Event Excellence**

in staging and supporting dynamic winter sport and community events that highlight a commitment to excellence.

### **Foster Long-Term Collaboration**

with community partners within current and expanded locations, bringing Olympic-inspired programs, training, and events to Utah communities.

### **Promote Olympic and Paralympic Core Values**

including "Excellence, Friendship, Respect, Determination, Courage, Equality, Inspiration" throughout Utah and integrate these principles into all of UOLF's programs and initiatives.