



## HOW IT STARTED AND EVOLVED

Utah's Olympic legacy was envisioned in 1994, eight years before the 2002 Games. The success of those Games created a \$76 million Legacy Fund that helps subsidize the operations of the most challenging legacy venues. While it was uncertain how long the fund would last, it laid the foundation for targeted efforts, particularly around the Utah Olympic Park and Utah Olympic Oval communities.

Over the next 20 years, the legacy mission expanded to include a third venue—Soldier Hollow Nordic Center—along with an array of sports programs including Park City Ski & Snowboard, public activities, and events that bring to life the Olympic and Paralympic spirit in our youth, our communities, and athletes from around the world.

With the Olympic and Paralympic Winter Games returning to Utah in 2034, we have a unique opportunity to strengthen and expand Utah's Olympic legacy for the future.

# VISION 2035

## WHO WE WILL BE IN 2035

**OUR OLYMPIC VENUES** will set a new standard of excellence for legacy, featuring sustainable systems, advanced technology, and seamless transit integration—made possible by investments from the 2034 Games. Guided by a long-term capital plan, these venues will have a sustainable path to engage communities and inspire athletes of all levels for generations to come.

**OUR FINANCIAL SUSTAINABILITY** has been secured with an increased Legacy Fund contribution that generates investment income to cover annual operating and capital costs in perpetuity; the organization is well-capitalized and has diverse revenue streams and cost management strategies to support its mission going forward.

**OUR PEOPLE** will be energized by our ongoing mission and the experience of delivering the 2034 Games, attracting new talent and ensuring a dynamic, capable workforce to lead the organization into its next era.

**OUR SPORT PROGRAMS** will thrive, drawing new participants inspired by the 2034 Games and offering diverse pathways for lifelong engagement in sports. Our coaching, administration, and sport services will set the standard for excellence. Our programs will be affordable for the majority of participants, and we provide financial support for those in need.

**OUR PUBLIC PROGRAMS** will continue to deliver dynamic and inclusive Olympic experiences, offering people of all backgrounds the opportunity to engage in recreational sports, indoor and outdoor activities, world-class events, and educational initiatives that inspire and connect communities.

**OUR EVENT MANAGEMENT CAPABILITIES** will be elevated by being the lead delivery partner to the 2034 Games, ensuring the UOLF can continue to host exceptional competition and community events to the highest standards in the world—both at our legacy venues and in collaboration with key partners.

**OUR MANAGEMENT PROCESSES** will be modern, effective, and efficient, strengthened by strategic investments in systems, people, and training. These enhancements will drive excellence in planning and delivery while building a lasting legacy of operational excellence.

**OUR REPUTATION AND BRAND** will stand as the most powerful Olympic legacy effort in the world. We will take immense pride in hosting the 2034 Games and the enduring impact it has on strengthening communities, elevating global recognition, and showcasing the unmatched spirit and innovation in our State.

**OUR COMMITMENT TO EXPANDING LEGACY BENEFITS** will remain steadfast as we shape the future of winter sports, seize emerging opportunities within the Olympic Movement, and collaborate with communities and key stakeholders to drive long-term impact and innovation.

## ULTIMATELY...

In 2035, the **Utah Olympic Legacy Foundation** will be an essential part of Utah's identity, driving sport, culture, tourism, and community engagement for years to come. It will create the places and programs – along with always promoting the ideals – that ensure the Olympic spirit lives on every day.