

UTAH *THE STATE OF* **SPORT**



***THE OLYMPIC FLAME CONTINUES
TO BURN***



STATE OF UTAH

OFFICE OF THE GOVERNOR

SALT LAKE CITY, UTAH

84114-2220

GARY R. HERBERT
GOVERNOR

Dear Friends,

As Utahns, we were honored to welcome the world during the 2002 Olympic Winter Games. As Governor, I assure you the spirit of the Olympics continues throughout Utah and we are eager to carry on our work with the United States Olympic Committee, the International Olympic Committee, and the sports world as we host future competitive sporting events. With our world-class facilities, warm hospitality, outstanding volunteers, and breathtaking scenery, Utah continues to serve as an ideal host for sporting competitions.

I invite you to spend a few moments reflecting on these memories as we document the success of the 2002 Games and how Utah continues its Olympic Legacy to ensure the flame burns brightly for years to come.

Sincerely,

A handwritten signature in black ink that reads "Gary R. Herbert".

Gary R. Herbert
Governor

SALT LAKE 2002 HIGHLIGHTS

In 2002, Utah played host to the Salt Lake Olympic Winter Games. The Games were expanded to 78 events, including the return of Skeleton and the introduction of Women's Bobsleigh. Highlights of the Games included:

A record 18 nations earned gold medals

Canadian teams won both the men's & women's ice hockey tournaments

Norwegian Ole Einer Bjoerndalen earned gold medals in all four biathlon events

Samppa Lajunen earned gold medals in three nordic combined events for Finland

Alpine skier Janica Kostelic earned three gold medals and one silver medal for Croatia

German speedskater Claudia Pechstein earned her third straight gold medal in the 5,000 meters

Georg Hackl became the first person to win a medal in Luge 5 times in a row

77 National Olympic Committees sent athletes to Salt Lake City

2,399 athletes participated

22,000 volunteers provided support to the Games

8,730 media including 2,661 written press and 6,069 broadcasters, participated

Opening Ceremonies included Grammy Award winning artists Sting, LeAnn Rimes and Yo Yo Ma

These were the first Games under the IOC presidency of Jacques Rogge

The 2002 Olympic Winter Games marked the first time an American President opened an Olympic Winter Games held in the United States



KEY BENEFITS TO UTAH AS A RESULT OF THE 2002 OLYMPIC WINTER GAMES & WINTER PARALYMPICS

The 2002 Olympic Winter Games had a positive effect on the State of Utah. People from around the world were able to experience Utah while attending the Games or through the global media coverage of the XIX Olympic Winter Games. The State of Utah also experienced significant economic growth as a result of the Games.

250,000 visitors came to Utah for the Games	\$1.5 billion in earnings to Utah workers employed because of Olympics	Profit helped create \$76 million endowment to help fund the Utah Olympic Park and Oval into perpetuity
2.1 billion television viewers in 160 countries/territories	\$56 million net revenue to the Utah State Government	Utah Athletic Foundation continues to excel in managing the endowment and utilizing the venues for hosting sporting and training events
13.1 billion television viewer hours	\$20.4 million net revenue to the Local Government	Olympic Cauldron Park, Alf Engen Ski Museum & Olympic Legacy Plaza with the Olympic Snowflake Fountain were created
700,000 web hits to the Division of Travel Department website during February 2002	\$2.1 billion in spending directly related to the Olympics	Utah Sports Commission launched to create Utah Sports Brand and state-wide sports legacy
Salt Lake City became the most populated area to host a Winter Olympics	New money injected into the Utah economy was \$1.3 billion (1996-2003)	
35,000 job years of employment were created between 1996-2003	No debt was left to the State of Utah from the Olympics	

PRE/POST OLYMPIC LEGACY & SPORT SUMMARY

12 test events were held pre-Games

Over 90 World Cups or Championships hosted/to be hosted post-2002

13 Olympic and related events were on Utah's 2013 - 2014 winter calendar

All 14 venues continue to be used for events, elite training and recreational purposes

197 Olympic (USOC/USA Sanctioned) events hosted since 2002 Olympic Winter Games

2 Olympic legacy museums created

Utah now has 16 competition/non-competition ice sheets that continue to be used for training & recreation

Utah Olympic Park & Oval were given USOC Olympic Training Site designations

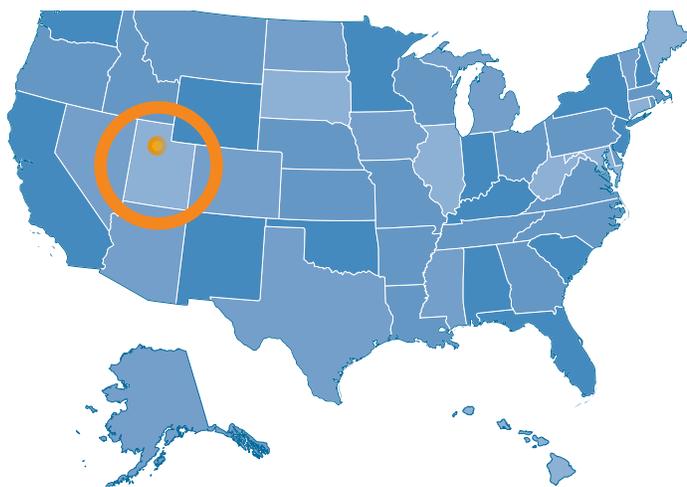
Telecommunication, transportation, hotel, convention & other sport/non-sport infrastructure remain fully in use

2 National Governing Bodies of Sport, United States Ski and Snowboard Association and US Speedskating are headquartered in Utah

United States Ski and Snowboard Association constructed a \$22 million Center of Excellence Training Center providing a training base for elite national team athletes.

SALT LAKE 2002 OLYMPIC WINTER GAMES VENUES

The 2002 Games were very "compact" with all 14 Olympic venues within one hour from Salt Lake City



1. The Ice Sheet at Ogden-Curling
2. Snowbasin Resort - Alpine
3. Salt Lake Ice Center - Skating
4. 'E' Center - Ice Hockey
5. Utah Olympic Oval - Speedskating
6. Utah Olympic Park - Bobsleigh, Luge, Skeleton
7. Park City Mountain Resort - Alpine, Snowboarding

8. Deer Valley Resort - Alpine & Freestyle
9. Soldier Hollow - Biathlon & Cross Country
10. The Peaks Arena - Ice Hockey
11. Utah Olympic Park - Ski Jumping
12. Salt Palace Convention Center - Main Media
13. University of Utah - Olympic Village
14. Rice-Eccles Stadium - Olympic Stadium

CREATION OF THE UTAH SPORTS COMMISSION
TO ENHANCE, BUILD & LEVERAGE UTAH'S SPORTS
INFRASTRUCTURE & BRAND



The Utah Sports Commission was organized in 1999 by the state of Utah to be a catalyst in creating a sports legacy after the 2002 Olympic Winter Games. The organization focuses on sport development to grow Utah's economy and leverage the state's world-class sports assets to enhance Utah's position in the global sports marketplace.

The Utah Sports Commission's efforts have distinguished the state of Utah as a leader in the world of sports marketing, event attraction, sport development, and sports-related tourism. Sports have become a key economic platform, and an invaluable tool in enhancing the state's image and quality of life for its citizens.

The Commission represents both Public and Private Sector leaders in Sports Development and is a non-profit Private/Public Partnership Foundation. The Utah Sports Commission is governed by a volunteer Board consisting of twenty-nine sports, business and government leaders, including former members of SLOC and Olympic Gold Medalist Dr. Eric Heiden.

The primary charter of the Utah Sports Commission is to manage and facilitate the allocation of public and private funding and other resources

for Sports Development and Sport Event Attraction in Utah with the purpose of bringing economic impact and image building to the state. Post 2002, the Utah Sports Commission has been a partner in attracting and hosting over 535 events in 27 cities, and providing over 380 financial grants, sponsorship and assistance totaling approximately \$12 million. These efforts have generated approximately \$1.37- \$1.67 billion in economic impact and an estimated \$326 million in media value to the state of Utah.

The 2002 Olympics created a significant and well-trained volunteer base throughout the State of Utah, which has been instrumental in the success of many subsequent sporting events that have come to Utah. The Utah Sports Commission manages the Olympic Legacy Volunteer Database which currently includes 5,000 individuals.

The Utah Sports Commission created and hosts the Governor's State of Sport Awards event which celebrates Utah's sports industry and honors excellence in high school, amateur, collegiate Olympic and professional sports. The Utah Sports Commission also manages the Web.com Tour Utah Championship, Utah's only official PGA Tour event.

UTAH: THE STATE OF SPORT

UTAH OLYMPIC LEGACY FOUNDATION....AT A GLANCE



CELEBRATING UTAH'S OLYMPIC LEGACY FOR THE LOVE OF SPORT

UTAH OLYMPIC LEGACY FOUNDATION

puts the unique disciplines of Olympic winter sports within reach of all ages and abilities. In record numbers, Utah's youth are engaged in sports such as freestyle and Nordic skiing, speed skating, curling, and hockey. Olympic winter sport participation has more than quadrupled since 2002.

Utah Olympic Legacy Foundation has invested over \$120 million-to-date in sports programs as well as the management and operation of two official U.S. Olympic Training Sites: Utah Olympic Oval and Utah Olympic Park.

WORLD CLASS OLYMPIC VENUES

Thru dynamic sport programming from learn-to, recreational and development level offerings, Utah's youth are participating in winter sports right alongside Olympic and elite athletes.

OLYMPIC LEGACY IN ACTION

Only three community ice rinks existed in Utah prior to 2002. Today, Utah boasts 17 ice sheets state-wide. Additionally, snow and ice facilities built for elite Olympic use have expanded to adapt to the needs of youth and development participants.

OLYMPIC INSPIRATION FOR ALL

Exciting public offerings at both Utah Olympic Oval and Utah Olympic Park educate and inspire people of all ages, encouraging sport interest and participation for life.

We invite you to experience Utah's Olympic Legacy and help us share the joy of winter sport.



UtahOlympicLegacy.com



MOSCOW-UTAH YOUTH GAMES

SUMMER GAMES MOSCOW JUL 18-27, 2003

WINTER GAMES UTAH JAN 30-FEB 7, 2004



- Sanctioned by IOC President Jacques Rogge
- Sport, Culture and Diplomatic exchanges took place as a result of the Youth Games
- Moscow-Utah Youth Games were the first-ever joint Games between a city in Russia and a U.S. state
- The Youth Games were conceived by Utah Governor Michael Leavitt and Moscow Mayor Yuri Luzhkov during the Salt Lake 2002 Olympic Winter Games
- Opening and Closing Ceremonies were held for both Games and the 2002 Olympic Cauldron was ignited during the 2004 Winter Moscow-Utah Youth Games



- 20 sport disciplines in the Summer Games, 14 in the Winter Games
- 11 competition venues in Utah were used including 9 Olympic venues
- A Delegation of over 500 dignitaries, athletes, coaches & officials traveled from Utah to Moscow for the Summer Games
- A Delegation of nearly 400 dignitaries, athletes, coaches & officials traveled from Moscow to Utah for the Winter Games
- 1,000 total athletes, coaches, officials & family members participated in Moscow and 600 total participated in Utah



OLYMPIC RELATED EVENTS HOSTED/COMMITTED

2001 - PRESENT

2001 USA Fencing NAC-A (Div.ii/iii Cadet)
 2001, 2002, 2005 USA Jr. Olympic Girls Volleyball
 2002, 2003 USA World Volleyball Tournament
 2002 NORCECA Volleyball Championships
 2002 USA Rugby World Qualifying Match
 2002 FIS Continental Cup Nordic Jumping
 2002, 2003 FIL Luge World Cup
 2002 FIS Alpine World Cup
 2002 FIBT Skeleton World Cup
 2002 FIBT Women's Bobsled World Cup
 2002 FIS World Cup B Nordic Combined
 2002 America's Cup
 2002 FIS Snowboard Grand Prix
 2003 ISU World Cup Long Track Speedskating
 2003 FIL Luge Jr. World Cup
 2003, 2011 FIS World Freestyle Championships
 2003 Master's Skiing Championships
 2003 U.S. Women's National Soccer Team vs. Ireland
 2003 FIS Chevy Truck Alpine America's Cup Opening
 2003, '04, '05, '06, '08, '09, '10, '12 FIBT Bobsled America's Cup
 2003, '04, '05, '06, '08, '09, '10, '12 FIBT Skeleton America's Cup
 2003 FIS Women's Nor Am Cup
 2003 ISU Speedskating Sprint World Cup
 2004 Western Tech Series
 2004, '05, '06, '08, '09, '10, '12, '13 FIS Freestyle World Cup
 2004 Western States Open Track & Field Meet
 2004 U-23 Cross Country World Championships
 2004 FIS Ski Jumping World Cup
 2004 Masters Skiing Western Regionals
 2004 USA Track & Field Youth Region X Championships
 2004 Luge International Training Week
 2005 U.S. Cross Country Skiing Championships
 2005 ISU World Sprint Speedskating Championships
 2005 FIL World Luge Championships
 2005 U.S. Men's Soccer World Cup Qualifier vs Costa Rica
 2005 Volleyball Global Challenge
 2005 U.S. Figure Skating Central Pacific Regional Champ.
 2005 & 2007 Essent ISU Speedskating World Cup
 2005 & 2006 FIS Freestyle Nor Am's
 2005 U.S. Speedskating Long Track Championships
 2006 U.S. Cross Country Skiing Championships
 2006 Luge Jr. Nationals
 2006 Champions Challenge Speedskating
 2006 FIVB Men's Volleyball World League
 2006 VISA Int'l Women's Ski Jumping Continental Cup
 2006 FIL Luge World Cup
 2006 Long Track American Cup
 2007 U.S. Cross Country Skiing Jr. Olympic Championships
 2007 ISU Single Distances Speedskating World Champs.
 2007 USA Gymnastics Girls Western Regional Champs.
 2007 USA Rugby Boys High School Nat'l Championships
 2007 U.S. Jr. Figure Skating National Championships
 2007 USA Wrestling Folkstyle Tournament
 2008 ISU World Cup Short Track
 2008 U.S. Ski Jumping & Nordic Combined Championships
 2008 U.S. Freestyle Championships



2008 USA Volleyball Jr. Olympic Boys Nat'l Championships
 2008, 2012 USA Kids National Wrestling
 2008 & 2009 USA Senior Softball Championships
 2008 Samsung ISU World Cup Speedskating
 2008 USA Wrestling Folkstyle Tournament
 2008 FIS Nordic Combined Women's Continental Cup
 2008 FIBT Bobsled & Skeleton Intercontinental Cup
 2009 Ski Halfpipe World Cup
 2009 USLA Luge Youth National Championships
 2009, 2013 Essent ISU World Cup Speedskating Long Track
 2009 America Cup Final/Champions Challenge
 2009 USA Climbing Youth National Championships
 2009 Youth Archery World Championships
 2010, 2011, 2012, 2013 ABABMX Great Salt Lake National
 2010 U.S. Grand Prix Snowboard Olympic Selection
 2010, 2011, 2012 USA Archery World Cup
 2010 U.S. Jr. Figure Skating Championships
 2010, 2012, 2013 FIBT Bobsled & Skeleton World Cup
 2010, 2013 FIL Luge World Cup
 2010 U.S. Jr. Figure Skating Championships
 2010, 2011 FIBT Bobsled & Skeleton Jr. World Champ.
 2011 ISU Essent World Cup Long Distances
 2011 U.S. Speedskating Long Distances America's Cup
 2011 U.S. Adult Figure Skating Championships
 2011 USA Team Handball National Championships
 2011 U.S. Figure Skating Pacific Coast Sect. Championships
 2012 Jr. World Rugby Trophy
 2012 USA Hockey High School Championships
 2012 USA Volleyball US Open Championships
 2012 USA Fencing Jr. Olympic Championship
 2012 U.S. Women's National Soccer Team vs. Canada
 2012 USA Rugby Boy's High School National Championships
 2012 U.S. International Figure Skating Classic
 2012 Short Track Speedskating Single Distance Championships
 2012 FIBT Bobsled & Skeleton America's Cup
 2012 FIS Continental Cup Men's Nordic Combined
 2012 U.S. Short Track Speedskating Sr. Nationals
 2012 Long Track Speedskating U.S. Nationals
 2013 Sprint U.S. Grand Prix (Halfpipe, Skiing, Snowboarding)
 2013 FIL Luge Jr. World Championships
 2013 U.S. Cross Country Championships
 2013 Long Track Speedskating ISU Spring World Championships
 2013 ISU World Sprint Speedskating Championships
 2013 Sprint U.S. Grand Prix (Skicross, Snowboardcross)
 2013 Long Track Speedskating Championship & America's Cup
 2013 ISU World Cup Short Track
 2013 USOC Media Summit
 2014 USA Fencing Summer Nationals
 2014 VISA Freestyle International
 2014 VISA U.S. Freeskiing Grand Prix
 2014 U.S. Cross Country Championship
 2014 U.S. Speed Skating Olympic Trials
 2014 Olympic Trials, Jumping/Nordic Combined
 2014 US Skicross/Snowboardcross Olympic Team Announcement
 2014 U.S. Halfpipe & Slopestyle Skiing Olympic Announcement

OTHER MAJOR EVENTS HOSTED IN UTAH AS A RESULT OF TEAM UTAH'S OLYMPIC & SPORTS MARKETING EFFORTS

The 2002 Games enhanced Utah's portfolio of world-class venues, volunteers, & event hosting expertise. This has resulted in Utah being selected to host many national and international sporting events. The 2002 Winter Games solidified Utah as a winter sports destination, however the state's sport and Olympic strategy efforts have also positioned Utah as a year-round summer sports destination as well. In addition to its world-class man-made venues, Utah has exceptional natural venues providing spectacular backdrops and allowing Utah to play host to a wide variety of sporting events.



- Summer Dew Tour
- Winter Dew Tour
- Primal Quest Utah
- XTERRA USA Championship
- XTERRA Trail Run Championship
- FIM Superbike World Championship
- Amsoil Snocross Western Nationals
- American Lemans Grand Prix
- XTERRA Winter World Championships
- Red Bull Air Race
- Huntsman World Sr. Games
- Larry H. Miller's Tour of Utah
- Ironman St. George
- Ironman 70.3 U.S. Pro Championship
- Ragnar Relay Wasatch Back
- STIHL Timbersports Series
- AMA Monster Energy Supercross
- Web.com Tour Utah Championship
- Jeep48Straight
- Deaflympics Winter Games
- NCAA Men's Basketball Regionals
- Superfly Open
- Triple Crown Fast Pitch World Series
- Red Bull Rampage
- Golden Gloves National Championship
- WBU World Title Fight
- U.S. National Rugby Match
- Archery World Championships
- LOTOJA Classic Bike Race
- MLS All-Star Game
- ABABMX Great Salt Lake National
- IHRA Nitro Jam
- Big Mountain Jam Basketball
- Triple A All-Star Baseball Game
- Adidas Futures Softball Championship
- World Horseshoe Tournament
- Lucas Oil Off-Road Series
- Lucas Oil Pro Motocross Championship
- Pepsi World Flowboarding Championships
- Soldier Hollow Sheepdog Classic
- FLW College Fishing Western Nationals
- Public Links
- US Women's National Soccer Team vs Canada
- ASICS USA Wrestling Greco, Roman, Freestyle
- Jr. World Rugby Trophy
- U.S. Soccer World Cup Qualifier
- CONCACAF Gold Cup



UTAH'S "ROAD TO SOCHI"

Utah, *The State of Sport*, is committed to its sport and Olympic legacy, having a robust sports strategy in place that continues to position Utah as having one of the best, if not the best, Olympic legacies in the world. During the 2013-2014 winter season, Utah was front and center for winter sport activity, hosting 12 major events leading up to the Sochi Olympic Winter Games. The United States Olympic Committee and National Governing Bodies of sport, brought some of their most important events to Utah, including:

USOC Media Summit

U.S. Figure Skating International Classic

ISU World Cup Speed Skating Long Track

FIBT Bobsled & Skeleton World Cup

FIL Luge World Cup

U.S. Olympic Trials Nordic Combined & Ski Jumping

U.S. Olympic Trials Speedskating Long Track

U.S. Olympic Trials Speedskating Short Track

U.S. Cross Country Ski Championships

FIS Freestyle Ski World Cup

Visa U.S. Freeskiing Grand Prix - Halfpipe/Slopestyle

U.S. Freeskiing Olympic Team Announcement

These events in Utah were a result of a Team Utah partnership between the U.S. Ski and Snowboard Association, US Speedskating, the Utah Olympic Legacy Foundation, the Utah Sports Commission and several of Utah's Olympic venues and community partners.



Photo by Scott Klepper



Photo by Scott Klepper



Photo by Scott Klepper



Photo by Sarah Brunson

POST-OLYMPIC IMPACT OF SPORTS, TOURISM AND SKIING ON UTAH'S ECONOMY



SPORTS

- UTAH'S SPORTS & RECREATION INDUSTRY SIZE = APPROXIMATELY \$4.5 - \$6 BILLION ANNUALLY
- DIRECT ECONOMIC IMPACT TO UTAH FROM HOSTING EVENTS = APPROXIMATELY \$1.37 - 1.67 BILLION
- EVENTS IN WHICH THE UTAH SPORTS COMMISSION HAS PARTNERED = OVER 535
- CITIES IMPACTED THROUGHOUT UTAH = 27
- EVENTS THAT HAVE RECEIVED FUNDING/GRANTS = 380
- EVENT INQUIRIES SINCE OLYMPICS = OVER 1,275
- VALUE OF MEDIA EXPOSURE FROM UTAH EVENTS = ESTIMATED \$326 MILLION
- HOURS OF NATIONAL/INTERNATIONAL TELEVISION FROM HOSTED EVENTS = APPROXIMATELY 4,100 HOURS
- MARKETING, ADVERTISING & TOURISM RELATED RESOURCES USED IN THE PROMOTION OF UTAH = \$6.55 MILLION
- VOLUNTEERS PROVIDED TO EVENTS FROM TEAM 2002 VOLUNTEER DATABASE = APPROXIMATELY 12,000



TOURISM

- HOTEL ROOM RENTS INCREASED 87% FROM \$667 MILLION IN 2002 TO \$1,248,000 MILLION IN 2012
- ROCKY MOUNTAIN LODGING REPORT - STATEWIDE OCCUPANCY = INCREASED FROM 58.8% IN 2003 TO 65.1% IN 2012
- NATIONAL PARKS & RECREATION AREAS = 8.6% INCREASE FROM 10,193,535 IN 2002 TO 11,073,230 IN 2013
- DIRECT VISITOR SPENDING IN SALT LAKE COUNTY = UP 40.6% FROM \$2.327 BILLION IN 2002 TO \$3.272 BILLION IN 2012
- TRAVEL & RECREATION-RELATED EMPLOYMENT STATEWIDE INCREASED 21% FROM 106,000 IN 2002 TO 129,088 IN 2012



SKI UTAH

SKIER DAYS

- 9 OF UTAH'S TOP 10 ALL-TIME SKIER YEARS HAVE OCCURED AFTER THE 2002 OLYMPICS
- THE DECADE FOLLOWING THE OLYMPICS PRODUCED 29% MORE SKIER DAYS THAN THE DECADE PRECEDING THE 2002 OLYMPIC GAMES
- 2007-2008 WAS THE HIGHEST PRODUCING YEAR WITH OVER 4,249,190 MILLION SKIER DAYS, 2010- 2011 WAS THE SECOND HIGHEST YEAR WITH OVER 4,223,064 MILLION SKIER DAYS
- 6 OF THE PAST 10 YEARS HAVE HAD SKIER DAYS SURPASSING 4,000,000

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