



Executive Summary

The Reno Tahoe Winter Games Coalition (RTWGC) is dedicated to making Reno Tahoe the next American region to host an Olympic Winter Games. Toward that end, the non-profit organization has accepted state funding from the Nevada Commission on Tourism in the 2005-2007 biennium to move toward realizing that mission. Changes at the United States Olympic Committee – both in the bid process and the projected timelines for the next Olympic Winter Games bid – have necessitated a strategic plan expansion designed to perpetuate the bid effort while simultaneously increasing the value of the bid process exponentially.

Over the past several months, a number of benchmarks and intermediate milestones have been determined to substantially increase the value of the potential bid process for Reno Tahoe in the next several years. Included in the strategic plan are a number of key components including: the finalization of long-range partnerships with the United States Olympic Committee athlete development programs, continued presence marketing to the international Olympic family, the initiation of a sustainable revenue stream program, and the creation and implementation of an international sports council. All of the programs are designed to generate positive economic impact, improve destination awareness, and build credibility of Reno Tahoe as a host region. Not coincidentally, all of the programs include benchmarks and quantifiable milestones to insure accountability for our stakeholders.

The return-on-investment for an Olympic Winter Games is astronomical. The 2002 Salt Lake Games provide a glimpse into the potential of a Reno Tahoe Olympic Winter Games. Salt Lake City realized over a \$100 million surplus with over \$75 provided for sustaining sport infrastructure that continues to generate revenue years after the Games. The airport, mass transit light rail and ground transportation improvements in Salt Lake City were instigated by the awarding of the bid and the infrastructure improvements were valued at nearly \$1.1 billion. Destination awareness of the Salt Lake region increased over 20% internationally and over 23% domestically. Thousands of jobs were created over a seven-year period. And the state showed a net revenue of \$76 million from over \$343 million in tax revenue generated by the presence of the Olympic Winter Games in Utah. The same can happen here.

From both national and international sources, the historical message is clear - a successful bid city must “stay in the game.” Salt Lake City, Atlanta, Sydney, Turin and Beijing all sustained a focused effort to win the Games over a minimum of a decade of continuous activity. It’s been proven time and again, the key to success for an Olympic Games bid is continuity of effort and sustained funding of that same effort.

Why pursue an Olympic Winter Games for Reno Tahoe? History speaks for itself . . .

- Economic Impact
 - The State of Utah Governor's office summary of economic, demographic and fiscal impacts measured impacts of the Salt Lake Games from 1996 through 2003. The Salt Lake Games generated over \$4.8 billion in economic output or sales.
- Job Development
 - The Salt Lake Games provided over 35,000 job years of employment for the seven year period measured.
- Sports Infrastructure Development
 - The reserves generated by the Games resulted in a \$101 million surplus of which \$75 million was dedicated to the legacy sports infrastructure developed for the Games. The Utah Olympic Park development of ski jumps, the freestyle skiing training center and the bobsled/luge/skeleton run; the Kearns speedskating oval; and improvements to Rice-Eccles Stadium at the University of Utah can all be attributed to the Games.
- Tourism Impact
 - The net increase of visitors to the Wasatch Mountains during the 17 days of the Games was measured at over 70,000 visitors per day.
- Transportation Infrastructure Improvements
 - The re-prioritization of federal funds earmarked for both aviation and ground transportation projects in the Salt Lake City region resulted in nearly \$1.1 billion in infrastructure improvements – none generated by the Olympic budget but rather catalyzed by the awarding of the Olympic bid.
- Destination Awareness
 - The Salt Lake Games resulted in a marked improvement in the Salt Lake City and the state of Utah destination awareness with surveyed parties showing an increase in destination awareness from 12% to 39% for Salt Lake City and from 15% to over 40% for the state of Utah.
- Value of the Bid Process and Olympic Legacy
 - The Games generated over \$1.5 billion of labor income for Utahans. The net revenue to the state in revenue less expenditures was estimated at over \$76 million.

***What is it going to take for a Reno Tahoe Olympic Winter Games to become a reality?
We're in good shape today . . .***

In a comparison to Salt Lake City's efforts for the 1998 and 2002 Olympic Winter Games, Reno Tahoe has:

- Comparable stadium facilities with Mackay Stadium at the University of Nevada for Opening and Closing Ceremonies.
- Comparable broadcast center space at the Reno Sparks Convention Center.
- Comparable ski and resort areas for all sports on the Olympic Programme within a closer proximity than Salt Lake/Park City/Ogden.
- One more existing indoor venue than Salt Lake had in place for the 1998 and 2002 bids.
- Organizing Committee in place comparable to Utah Sports Corporation (1998).
- Lodging availability double the offerings in Salt Lake.
- Airport capacity comparable to Salt Lake.
- More than ten times the customer ticket base within four hours drive time.
- A consolidated venue plan with three central core competition areas compared to four centers in Salt Lake (a significant savings in broadcast and operations costs.)
- An Olympic legacy with the 1960 Olympic Winter Games in Squaw Valley – absent in Salt Lake.

***What is the process for Reno Tahoe to win an Olympic Winter Games award?
This is how it happens . . .***

Winning an Olympic Winter Games award is a multi-tiered, decade-long process with several specific milestones determined by the U.S. Olympic Committee (USOC) and the International Olympic Committee (IOC). The current general steps and timelines include:

- The USOC calls for American Candidate Cities statements of interest – determined 10 years before the Games date.
- The USOC technical committee reviews potential American Candidate Cities and invites select cities to bid for the American Candidate City designation – reviewed 9 ½ years from Games date.
- The USOC Technical Review Committee critiques bid books and supplementary information – presented 9 years from bid date.
- The USOC cuts the field to a short list or decides on the American Candidate City – determined 9 years from Games date.
- The USOC enters an American Candidate City into the IOC review process – presented 8 ½ years from Games date.
- The American Candidate City develops the final international bid book for IOC review - presented 7 years from Games date.
- IOC awards Olympic Winter Games – awarded 7 years from Games date.

***What are the needed investments for the successful pursuit of an Olympic Winter Games?
Here's what we need . . .***

- Sustained funding for the effort over the next decade.
- Sustained leadership maintaining continuity of effort and message.
- Sports Infrastructure – Bobsled/Luge/Skeleton Run; Ski Jump hills; one additional temporary indoor venue; and an Olympic Village complex.
- Time and Commitment from the key stakeholders.
- Public and private support for the bid process.

***What do others say about the Olympic Winter Games bid legacy?
The Games work for the long run . . .***

According to an independent economic impact statement recently released by the Technical Assistance Center (TAC) of the State University of New York at Plattsburgh, the events and activities of the New York Olympic Regional Development Authority (ORDA) in Lake Placid generated more than \$356 million statewide in 2004-2005. Approximately \$323.7 million of that total was directly and indirectly in the Lake Placid region. Virtually 100% of the revenue generated can be attributed to venues and programs developed after the 1980 Winter Games.

The TAC report states: “The 1980 Olympic Winter Games focused the world’s attention on the Adirondacks for a few weeks and changed the course of sports history. They also created an economic legacy that has re-shaped the region’s economy ever since. “

The figures for skier visits to the greater Salt Lake area, and to Utah in general, have shown a consistently sharp rise, averaging 14% per year, since the Games were staged in 2002.

According to Derrick Penner of the “Vancouver Sun”, expectations are that the Vancouver 2010 Olympics will pump between \$5.8 billion and \$10 billion of new activity into the British Columbia economy by the time the Olympic flame is extinguished in 2010.

Economic Development Minister Colin Hansen, the minister in charge of B.C.’s Olympics secretariat, suggests that B.C. didn’t pursue the Games just to host a major sporting event, it pursued them because it is a chance to showcase B.C. to the world. “The 2010 Olympics aren’t an end in themselves, they are a means to an end. It’s really a chance to catapult B.C. into the next decade and beyond in terms of economic opportunity and spin-offs that will come because of the fact we’re hosting the Olympic Games.”