

The ORDA Mission

Established by the New York State legislature (Article 8, Title 28, NYS Public Authorities Law) on July 3, 1981, ORDA was given the mandate to manage and promote the sports facilities used to host the 1980 Olympic Winter Games. State and local government cooperatively created a long term solution to protect the public's investment in the Lake Placid Olympic facilities through the establishment of ORDA. New York State had contributed \$44 million to the construction and operation of the 1980 Olympic facilities while the federal government and the organizing committee provided an additional \$150 million investment. ORDA's legislative mandate is to:

1. Institute a comprehensive, coordinated program of activities utilizing the Olympic facilities in and around Lake Placid, New York, in order to insure optimum year-round use and enjoyment of these facilities to the economic and social benefit of the Olympic Region and to minimize the financial burden on state and local government by maximizing revenue opportunities.
2. Improve the physical fitness and recreational education of the people of New York and the United States.
3. Develop, implement and supervise a comprehensive, coordinated program for the management, promotion and scheduling of a wide range of national and international athletic training and competitive opportunities that maximize the utilization of the Olympic facilities.
4. Manage, maintain and improve Gore Mountain recreational facilities in the Town of Johnsburg, Warren County, N.Y.
5. Develop, construct, operate, manage and maintain facilities for the training and housing of amateur athletes in connection with the United States Olympic Committee's training center program and ORDA's conduct of national and international sports events.



OLYMPIC REGIONAL
NEW YORK
DEVELOPMENT AUTHORITY

The History of ORDA

The New York Olympic Regional Development Authority (ORDA) was established in 1981 under legislation enacted by the State of New York to operate, maintain and promote the 1980 Winter Olympic facilities in the Lake Placid region. Lake Placid played host of the 1932 and 1980 Winter Olympic Games.

The concept was to combine facilities owned by the State of New York — Whiteface Mountain Ski Center in Wilmington and the bobsled, luge, cross-country and biathlon facilities of the Verizon Sports Complex (formerly Mt. Van Hoevenberg) — with those owned by the Town of North Elba — the Olympic Center, the Olympic Speedskating Oval and the MacKenzie-Intervale Ski Jumping Complex — for efficient and effective management. Gore Mountain Ski Center in North Creek, N.Y., was added in 1984 along with the United States Olympic Training Center in 1990. The 1932 & 1980 Lake Placid Winter Olympic Museum was added in 1994. Presently ORDA is an integral part of the New York State Department of Economic Development.

The Authority has hosted over 300 major national and international events and competitions since its inception. The events and competitions have included 11 World Championships and over 65 World Cup competitions in bobsled, luge, skeleton, biathlon, alpine racing, ski jumping, speedskating and freestyle skiing and the first-ever Winter Goodwill Games. The Olympic Authority not only hosts winter events but summer ones as well. ORDA hosted the first three annual ESPN Great Outdoor Games during the summers of 2000, 2001 and 2002. The summer of 2004 saw ORDA partner with the City of Hope, I Love NY and others to host the inaugural Songs at the Lake music festival. This outdoor festival featured a wide variety of musicians, from country to zydeco. A portion of the ticket sales benefited cancer research, treatment and education at the world-renowned City of Hope, based in Greater Los Angeles, Calif. In January of 2005, ORDA hosted the first-ever Geoff Bodine Bobsled Challenge. This event saw ORDA team with NASCAR driver Geoff Bodine, the Bo-Dyn Bobsled Project and other NASCAR drivers in this charity made-for-TV bobsledding event. All proceeds from the Challenge went to the Bo-Dyn Bobsled Project, which builds bobsleds for the U.S. Olympic athletes at no cost to the athletes.

The Olympic Authority and its partners manage all events and competitions with its communications, corporate marketing, engineering, events, finance, marketing, sports development and timing and scoring departments.

Beyond management of events and initiation programs, such as Sports Development, which promotes education and participation in Olympic sports, the Authority has significantly expanded and improved its facilities over the years with help from the State of New York and the federal government.

The Authority is also a major promoter of tourism in the Adirondack Region of Upstate New York. From figure skating shows and concerts at the Olympic Center to international competitions in winter sports, the Authority has allowed Lake Placid to proudly carry the banner of the “Winter Sports Capital of the World.”

The ORDA Venues

The Olympic Center

The Olympic Center includes four ice surfaces: the 1932 Rink Jack Shea Arena, the 1980 Rink Herb Brooks Arena (home of the “Miracle on Ice”) and two practice areas, the Lussi and USA rinks. It is a world-class year-round training facility for speedskating, figure skating and hockey. The Olympic Center is also available for recreational skating, conventions and concerts. In 1994, the 1932 & 1980 Lake Placid Winter Olympic Museum opened in the Olympic Center.

The Sheffield Speedskating Oval

This outdoor oval is one of three refrigerated 400-meter skating ovals in the United States and the site of Eric Heiden’s record five gold medals in 1980. It is open during the winter months — December through March — for competitive training, events, and recreational skating.

MacKenzie-Intervale Ski Jumping Complex

This complex is home to winter and summer ski jumping and freestyle skiing. The large (120-meter K point) and normal (90-meter K point) jumps were used for the 1980 Olympic Games. In addition, there are three smaller hills used for development programs. A combination of ceramic tiles and plastic mats allow the jumpers to train and compete in the non-snow months. The Kodak Sports Park, completed in 1988, is America’s foremost water ramp training and competitive facility for freestyle aerial skiing. Summer aerialists land in a heated 750,000-gallon pool. In winter, launching ramps and a steep landing hill are utilized for training and world-class events in freestyle aerals.

Verizon Sports Complex

This complex, formerly know as the Mt. Van Hoevenberg Sports Complex, was renamed the Verizon Sports Complex in the fall of 2001. The attractions include the combined bobsled/luge/skeleton track which was completed in January 2000, a 50-kilometer (31-mile) cross-country skiing network built for the 1980 Winter Games, and a biathlon target range. Athletes train year-round at the facility. The public can visit the complex and take a bobsled ride, tour the complex, or ski the extensive cross-country network of groomed and set track trails. In the summer months wheeled bobsled rides are also available, as well as a mountain biking center and a summer biathlon training facility.

Whiteface Ski Center

Whiteface has the greatest vertical drop East of the Rockies, 3,430-feet. In addition to being a favorite among recreational skiers and snowboarders, all of the race courses are fully sanctioned for international competition. There are 75 trails ranging from beginner to expert and out-of-bounds skiing and riding. In the non-winter months, Whiteface operates as a mountain bike center and hosts a variety of festivals and events. Tourists can enjoy a summer chairlift ride to the summit of Little Whiteface or drive the Whiteface Memorial Highway to the summit of Whiteface. The Cloudsplitter Gondola, North America’s fastest gondola, whisks passengers from the base lodge to the summit of Little Whiteface in just over seven minutes and is used year-round.

Gore Mountain Ski Center

Gore has a wide variety of terrain, from easy beginner slopes to challenging expert trails. There are 85 trails spread over three distinct ski areas at Gore. Gore also boasts one of the steepest headwalls in the East. During the non-winter months, Gore offers mountain biking, hiking and other summer activities. Gore is in North Creek, located in Warren County, an hour from Lake Placid. The mountain put in the new Northwoods Gondola, a heated, eight-passenger gondola. It transports skiers to the summit of Bear Mountain and also used as a summer attraction.

Whiteface

The Venue

Whiteface Mountain, which includes the Whiteface Mountain Veterans Memorial Highway, was the site of the 1980 Winter Olympics and boasts the greatest vertical drop (3,166-feet) in the eastern United States. The adventurous, snow conditions permitting, may climb a trail to the top of the “Slides”, which are natural rock faces and some of the greatest natural terrain you can find anywhere. The vertical of this non-lift serviced area increases to 3,430-feet. The ride down may include tree skiing, powder and a natural snow covered frozen waterfall.



Whiteface offers a wide variety of competitive and recreational snow sports activities during the winter season for all levels of participants including alpine ski racing, Nastar public racing, freestyle mogul competitions, Terrain Park and half pipe events, big air events, tree skiing, and a variety of great groomed and ungroomed terrain. Whiteface has something for everyone.

Summer activities at the ski center include a scenic gondola ride to the summit of Little Whiteface Mountain, which travels 8,487-feet along a vertical rise of 2,432-feet. The Cloudsplitter Gondola also services mountain biking from the Little Whiteface summit. A wide variety of trails are available. However, the upper sections of the trail network require experience. Lessons, guide service and rental equipment are available at the base lodge throughout the summer and during fall weekends.

Additional summer activities include activities such as the annual Oktoberfest, and each year the 10th Mountain Division hosts a Whiteface Mountain Memorial Ceremony in honor of the veterans of the 10th Mountain Division.



The Whiteface Mountain Veterans Memorial Highway is a breathtaking eight-mile drive from the town of Wilmington to the summit of Whiteface Mountain. It climbs 3,400-feet over an average grade of eight percent, and ends just 276 vertical feet below the summit where you can either walk the final fifth of a mile along a pathway or take an elevator deep inside the mountain to the summit. The Whiteface Mountain Veterans Memorial Highway is dedicated to the veterans of all wars.

Additional activities at the Whiteface Veterans Memorial Highway include an annual uphill foot race, bike race, and youth fishing contests at Lake Stevens near the tollhouse.

Hang gliding for licensed pilots with proper credentials and memberships also has recently been introduced from the summit of the mountain.

Whiteface Mountain truly is a unique area with something for everyone.

The Year in Review

The spring/summer season was somewhat standard for Whiteface, which began with youth fishing contests, and the opening of the Whiteface Mountain Veterans Memorial Highway on May 20. The annual traditional uphill footrace took place on the humid morning of June 12. The winning time was 1 hour, 4 minutes. Later that same day a bike race with over 200 participants took place. The National Sports Academy (NSA) Graduation also took place in the Base Lodge Ausable Room on June 4.

On August 4, the 10th Mountain Division from Fort Drum held their annual Rededication Ceremony, and the weekend long traditional Oktoberfest was held on October 1-2 under beautiful sunny skies. A total of over 5,100 persons attended. The Native American and Celtic Festivals were chosen not to be held due to financial and negative staff impacts.



It had been decided that due to mountain maintenance issues and decreasing interest in the sport at Whiteface that mountain biking would be discontinued. However, numerous e-mails from across the nation were received and apparent rekindled interest convinced the administration to give it another try. Consequently, a program was reestablished with High Peaks Cyclery to run mountain biking on a four day per week program.

A program named “Trekking Tuesdays” was implemented. The program format was an approximate one hour guided hiking tour including a boxed lunch and gondola ride. This proved to be a popular program, and this season will be promoted on a daily basis.

Following a November 2 job fair, snowmaking began and despite unusually mild temperatures opening day occurred on November 25. The Cloudsplitter Gondola was open and served Excelsior, Summit Express, Broadway, Upper and Lower Valley. The Mixing Bowl was also opened for beginners. Whiteface had a great opening day and was on route to one of its best seasons on record. The mountain remained open throughout April 16, with 205-inches of natural snow recorded. Skier /rider visitations totaled 180,440.

An array of events took place throughout the season in alpine, freestyle and snowboarding disciplines. (Refer to attached schedule.) The highlights of the season included the traditional 2006 Nature Valley Freestyle World Cup Mogul Competition, which was held on January 17-22. This event featured the best mogul skiers in the world, some of which were competing for a berth on the US Olympic Team.

For the second consecutive year the State Farm US Snowboard Cup, which is part of the Nokia World Cup Tour returned to Whiteface. Over the summer improvements, as suggested by officials following last year’s event, were completed at the half pipe venue. These improvements combined with excellent conditions and weather provided for enjoyable competitions for all throughout the Parallel Giant Slalom and Half Pipe events. However, the final Snowboard X event was cancelled by the jury due to a tragic accident during the training run of a Swedish competitor just prior to the event.



Both World Cups were televised nationwide on NBC and other networks.

Miscellaneous Notables

Whiteface Mountain became a member of the nationally renowned “**Snowmonster Program,**” which entitles the resort to host a Sports Illustrated For Kids Next X Snow Search event. The goal of this program is to seek out the best all-around skiers and snowboarders between the ages of 9-13. Last season 13-year-old Lars Johnson of Lake Placid dazzled the home crowds, and then represented Whiteface with more stellar performances at the finals in Colorado. This entitled Lars to compete this season in a competition that was the lead in show by NBC at the Olympic Games in Torino, Italy.



Two-time Olympian Kristina Koznick represented Lake Placid and Whiteface at the Torino Olympic Winter Games, and on the international World Cup alpine circuit by wearing Lake Placid on her competitive and casual headwear. Kristina also worked with local aspiring NYSEF racers while training at the facility between races.

Whiteface Mountain Snowsports Instructor **Mark Sperling** was named in the **Top 100 Snowsports Instructors** in the country.

Aaron Kellet was promoted to Director of Parks and Pipes at Whiteface.

U.S. Alpine Ski Team members and local skiers **Andrew Weibrecht and Chris Beckman** were named to the **World Junior Alpine Team**. Both skiers turned in stellar performances at the World Juniors.

Whiteface employee **Charles Terry** was named “**Citizen of the Year**” by the Town of Wilmington. Charlie is a devoted volunteer on the Wilmington Fire and Rescue Squad.

CASA Del Sol was the winner of this year’s Budweiser Ski Challenge. Races were held from January 11 – March 22.

The **Summit** of Whiteface was opened on December 14, which is the **earliest opening on record**.

PSIA/EAASI events were held at Whiteface as well as **National Ski Patrol Avalanche courses**.

For the first time ever the popular band **moe.** played on an outdoor stage at Whiteface on March 18, prior to a performance at the Olympic Center. Thousands of fans shortened their ski and ride day to take part in the fun during the snowdown event with moe.

Whiteface was a supporting member of the **U.S. Ski Team Day**, which was held nationwide on February 11, in support of U.S. Ski Team athletes competing in the Olympic Games.



Capital / Projects

A new **Piston Bully 300 winch CAT and PB 300 free groomer** were purchased. These two fleet additions provided greater redundancy and ability to better groom our slopes to perfection. It has been publicly stated on numerous occasions by our guests including season pass holders that the snowmaking and grooming were the best ever.

In preparation for the State Farm U.S. Snowboard Cup/World Cup event extensive **renovations were undertaken at the half pipe venue**. The project entailed moving the start mound forward to avoid interference with the overhead gondola line. This task also was necessary to obtain the proper distance from the start to the pipe itself. The additional challenge of gaining an additional two degrees to make the pipe steeper involved cutting into the lower part of the pipe. This excavated fill was then transported to the top of the pipe where wall sections were built up. Main snowmaking lines that ran beneath the lower section of the pipe also had to be removed and relocated further up the slope to provide proper depth. New and enlarged welded steel pipe was used to replace the existing coupled pipe. The end result was a top rate nationally televised World Cup event.



The **New York Ski Educational Foundation (NYSEF)** obtained private funding to construct a **new 8,000-square foot Lincoln Log Building**. ORDA provided manpower and machinery to assist with much of the earth work. The project was also a great benefit to ORDA as the existing structure was reoccupied by the ORDA Snowsports School and other operational departments. ORDA personnel constructed men's and women's bathroom facilities on the second floor of the old NYSEF building. Sewer piping was also installed by ORDA crews to the new NYSEF building and to the old NYSEF building. Interduct was also installed from the Main Base Lodge to the old NYSEF building. We are appreciative of all of the efforts made by NYSEF personnel and other volunteers who made this project happen.

Paron's Run was regraded and widened at the top section off of Riva Run, and the existing ski patrol building was relocated adjacent to the top Summit Lift Station. This project proved to be an excellent improvement by providing greater access to this very popular trail. Approximately **35 new Ratnik pole mounted low energy snowguns** were also mounted adjacent to Paron's and the Follies trail. These improvements provided for one of the earliest Summit lift openings on record.

The present snowsports school area and private lessons desk in the Main Base Lodge was gutted and renovated into a **new customer coffee bar and lounge area**. The new space proved to be well utilized by our guests. It also provides a great open view of the ski area. The **private lessons desk was relocated to the first floor** adjacent to the indoor ticket area. This location provides a convenient location for our guests as it is located adjacent to the ticket and rental areas. It is easy to locate and has eliminated the need for guests to climb stairs and then return to the rental area for their equipment. As aforementioned the Snowsports School was relocated to the old NYSEF, now Operations, building.

A bus accident that happened several years ago caused a great deal of damage to the **Veterans Memorial Highway Toll House entrance**. The intricate detail and historical significance as well as insurance issues have made final repairs a slow process. However, most of the work has been completed. The final step will be to apply special slate shingles to the backside of the roof when they become available.



Last season a new **snowmaking water intake and filtration system** was engineered and constructed prior to the commencement of November snowmaking. The area at Pump House I, which is adjacent to the Ausable River, was dewatered and a new prefabricated concrete structure was lowered into place by a crane. A conveyor like filter system or band screen was then lowered into position so that water going to the pumps had to pass through it. The main purpose of the filtration system is to lift frazzle ice or slush out of the water before entering the pump chamber, which could shut the pumps down. Warm water was used to clean the screen and push it into a hopper where it then flowed downstream and below the pump house. This very difficult problem was greatly mitigated. However, it was found that periods of heavy frazzle ice overwhelmed the single band filter and actually shut down snowmaking on several occasions. Consequently, an additional conveyor was installed this year to provide redundancy and greater capacity.

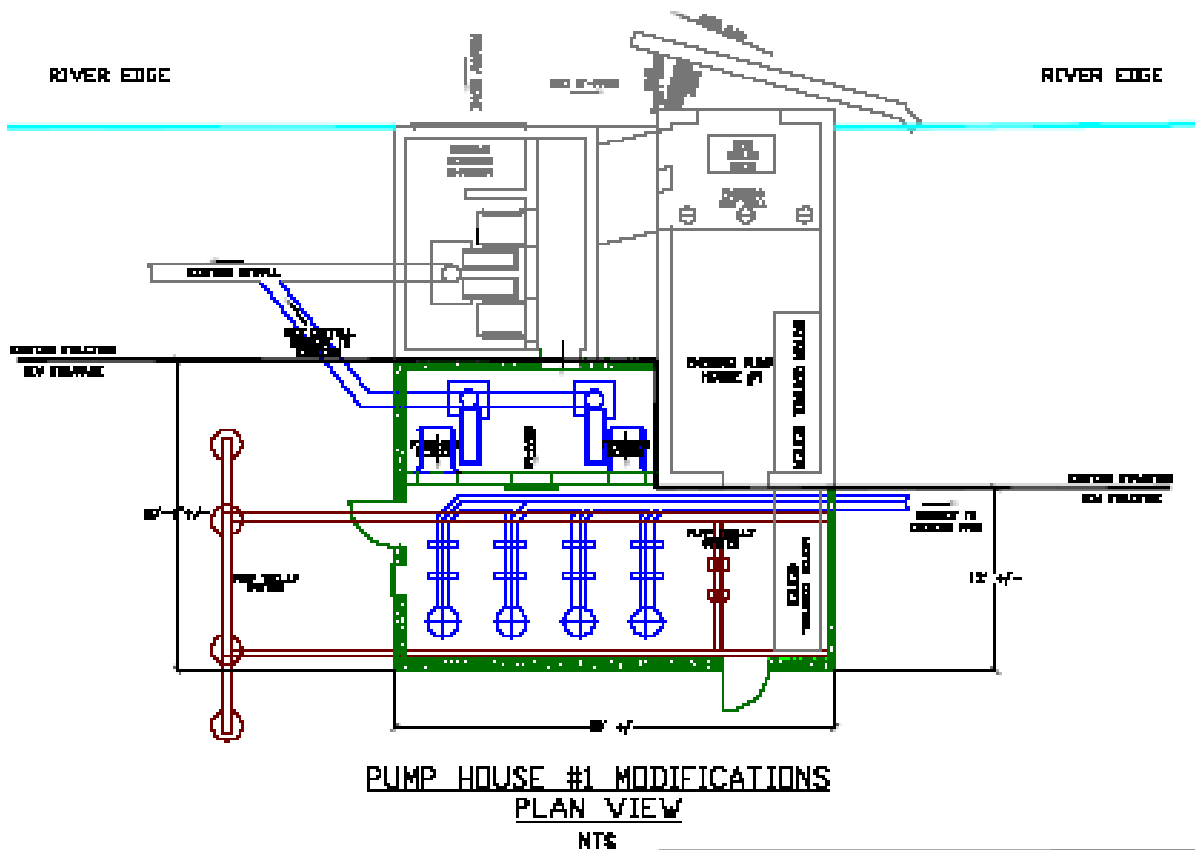
Last season the existing and aging **power cable** that runs along the mountain surface between the top of the summit lift and the very top of Whiteface was replaced with the assistance of the **NY National Guard's GuardHELP Program**. The 19,000-pound cable spool was hoisted by a CH-47 Chinook to the summit area and positioned on a small platform where it could be rolled down the mountain and connected to transformers at each end for the purpose of supplying power to the facilities at the summit. Final connections were completed in June. **Two new transformers** were also flown up the mountain to replace the aging existing units at both ends of the new cable.

The **Diesel 6000 cfm air compressor** air ends were rebuilt for greater efficiency and reliability.

A **new NASTAR Start House** was constructed by members of the Whiteface Staff. Much of the material was donated by Ward Lumber. The new design and look improved efficiency and appearance greatly. Out of 130-plus nation wide ski areas, Whiteface was ranked tenth in the racer day rankings.

Future Plans for the 2006- 07 Season

As previously mentioned the snowmaking water intake at Pump House I was engineered and reconstructed for the purpose of preventing frazzle ice and debris from clogging up the snowmaking water pumps. This was accomplished by lifting the frazzle ice, etc. out of the water with two band screens. This has been very successful. **Additional improvements to Pump House I are being engineered.** This includes adding an **additional structure** in back of the existing area that houses the band screens. The purpose of this structure would be to provide deeper water access for four new 2,000 gpm water pumps. The fourth pump would provide redundancy in the case of a pump malfunction. The additional water depth will provide for increased water pressure and will permit the use of HKD low energy tower guns at key areas where we presently do not have pressures that allow this to happen. The project includes additional filtration and a hoist system.



ORDA/Whiteface has been working with the Town of Wilmington and Essex County on an application to the New York State Department of Environmental Conservation, the Adirondack Park Agency and the **Drinking Water State Revolving Fund** for approval and **funding of water system improvements**. It had been anticipated that potable water from the Town of Wilmington would be provided to Whiteface by the summer of 2006. However, it now appears that this project will not happen until the summer of 2007. This will also provide fire protection for the Whiteface Base Lodge and other on site facilities.

Trail work plans include **a new cut from Excelsior to Connector** and possibly the commencement of some work on the new proposed **Tree Island Pod System**.

Whiteface/ORDA and a coalition of environmental organizations have joined forces to create an international habitat preservation fund for one of North America's rarest and most threatened songbirds. The **Bicknell's Thrush** is one of North America's rarest songbirds. American and Canadian surveys indicate that the total population is between 21,000 and 52,000, and its habitat is at risk in both its summer and winter ranges.

The Bicknell's Thrush Habitat Mitigation and Education Fund is a joint project of the Olympic Regional Development Authority, Adirondack Council, the Adirondack Nature Conservancy, Audubon New York, Cornell University Laboratory of Ornithology, the Vermont Institute of Natural Science, and the Wildlife Conservation Society.

The plan includes educational displays and collection boxes at Whiteface to explain the need to preserve the bird's summering range in New York and the Caribbean island where it spends its winters. Money collected there – as well as through individual efforts by the groups – will be used to preserve critical habitat on the Island of Hispaniola.



In the Adirondacks, the bird nests and raises offspring in stunted spruce and fir trees above 2,800 feet. The Adirondack Park provides its best-protected habitat.

Nearly all of the Park's mountaintops above 2,800 feet are part of the "Forever Wild" public Forest Preserve, where tree-cutting and development are banned. As a result, roughly 70,000 acres of mountaintop forest in the Adirondack Park supports as much as 50 percent of the global population each summer. Gov. George E. Pataki has declared all state-owned mountains above 2,800 feet to be Bird Conservation Areas, where the state will make an extra effort to protect vital habitat.

Together, the group will sponsor a fundraising and education effort centered at the

Whiteface Mountain Ski Center. Whiteface will erect educational displays about the bird and the fund. Although Whiteface is on the Forest Preserve, a constitutional amendment allows ORDA to operate the ski center.

A required amendment to our present **Unit Management Plan** is presently in process, and is expected to be in final approval stages at the Adirondack Park Agency (APA) meetings in August. This includes any trail work above 2,800-feet, the new Kids Kampus Lodge Building and improvements to Pump House I. The success of this amendment approval will greatly influence additional considerations for this season. However, contingency plans are in place.



Gore Mountain



Seven Sides of Three Mountains and Counting

The Venue

Gore Mountain in North Creek, N.Y. will begin its 43rd season in November 2006.

The venue at a glance:

Summit Elevation: 3,600-feet

Vertical Drop: 2,100-feet

Terrain: 86 Trails Including 13 Glades & 12 Cross-Country/Snowshoeing/Backcountry Trails

Lifts: 11

- 1- 8-Passenger high-speed gondola
- 2- Quad chairlifts
- 1- High-speed triple chairlift
- 1- Triple chairlift
- 3- Double chairlifts
- 3- Surface lifts

Terrain:

- 344 skiable acres on 86 trails
- 27.55 miles, longest run 2.9 miles
- Advanced / Expert 30%
- Intermediate 60%
- Beginner 10%

Mountain Activities & Amenities

Winter - Alpine Skiing, Snowboarding, Tubing, Cross-Country Skiing, Snowshoeing

Summer & Fall - Mountain Biking, Scenic Gondola Rides, and Hiking

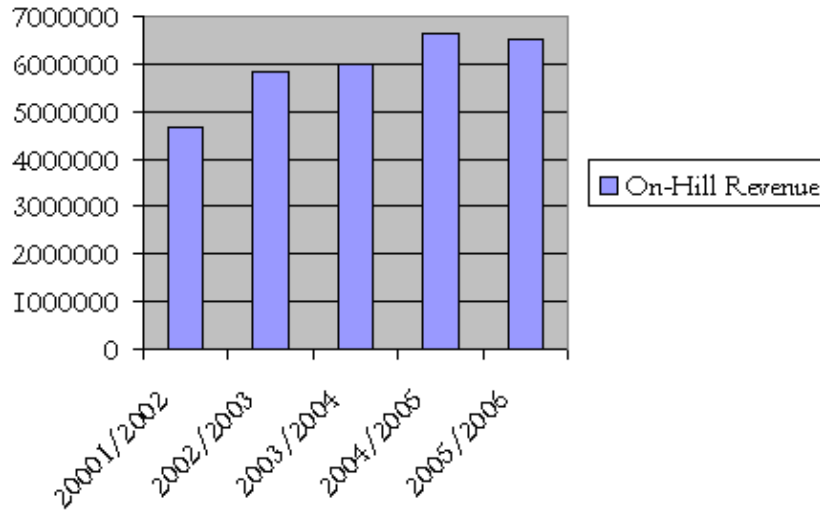
Amenities:

- Foodservice including food court, cafeteria, restaurant/pub, and snack bar
- Snow Sports Center offering ski and snowboard instruction for all ages and abilities
- Ski Patrol
- Group Sales Office & Bus Booth
- Guest Services/Lost & Found

Bear Cub Den Daycare
 Rental Shop
 Retail Shop
 Lift-Service Tubing Park at the North Creek Ski Bowl
 New York Skiing Education Foundation (NYSEF) race training
 Family-oriented events calendar
 Kodak Photo Services Department

Revenue and Skier Visits

Revenue and skier visits fell just slightly (1.5% and 2.5% respectively) with the difficult weather of the 2005/2006 season. The previous four seasons broke all-time high revenue records each year.



| Season | Skier Visits* | On-Hill Revenue |
|-----------|---------------|-----------------|
| 2001/2002 | 173,530 | \$4,667,002 |
| 2002/2003 | 213,929 | \$5,829,573 |
| 2003/2004 | 215,707 | \$5,989,047 |
| 2004/2005 | 212,703 | \$6,625,482 |
| 2005/2006 | 207,299 | \$6,524,448 |

* Figures include a season pass multiplier of 15 visits per passholder.

Sales Efforts

Consumer/Group/Media Shows

Group Show- Parsipanny, N.J.
Group Show- King of Prussia, Pa.
New Jersey Ski Council Snowball, Morristown, N.J.
Syracuse Ski Company Sale, Syracuse, N.Y.
Toronto Ski & Snowboard Show, Toronto, Ont.
NJ Ski Council Jamboree, Morristown, N.J.
Adirondack Business Show, Glens Falls, N.Y.
Philadelphia Ski & Snowboard Show, Plymouth Meeting, Pa.
Warren Miller Movie Premier, Philadelphia, Pa.
Winter Getaway Travel Show, Albany, N.Y.
Great NYS Snow & Travel Expo, Albany, N.Y.
Boston Ski Show, Boston, Mass.
Sports Page Sales Weekend, Glens Falls, N.Y.
RPI College Show, Troy, N.Y.
HVCC Ski Club, Kingston, N.Y.
Media Reception, New York City, N.Y.
Easter Ski Writers Association December Meeting, Bretton Woods, N.H.
Adventures in Travel Expo, New York City, N.Y.
Banff Film Festival, New York City, N.Y.

Frequent Skier Products

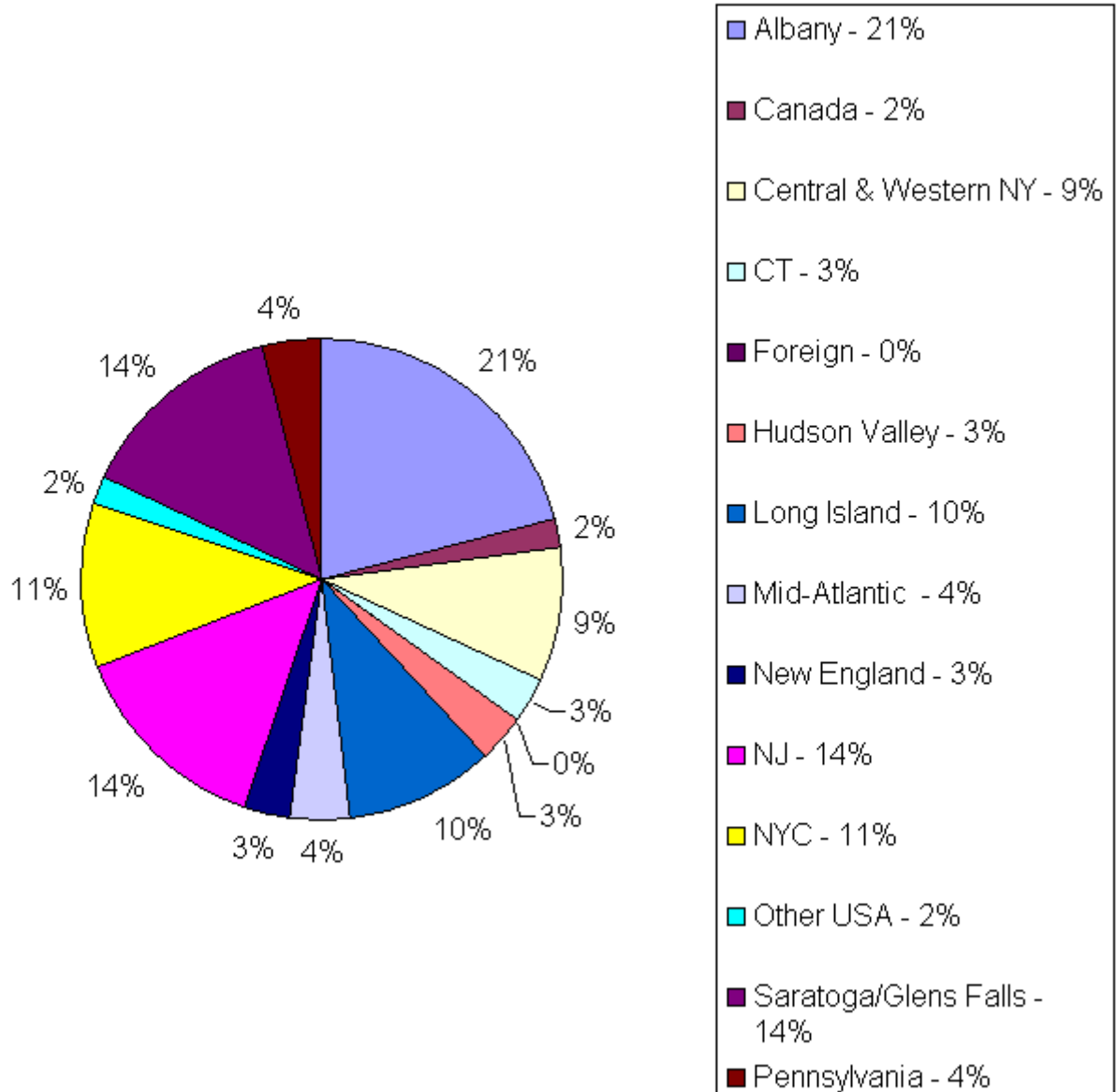
Gore Mountain offers a variety of frequent skier products including season passes, Empire Cards, Student Cards, Snowball Cards, and Four-Pack Snow Samplers to add value and convenience for skiers. Several promotions offered with Northeast businesses, including the Price Chopper “Ski Any 3” program, have forwarded advertising initiatives while offering discounts during off-peak days.

Direct Marketing Initiatives

Gore Mountain has developed a database of over 23,000 e-mail addresses and over 16,000 mailing addresses. Direct mail and e-mail campaigns have kept interested skiers aware of season pass deadlines, special events, snow conditions, ski school programs, etc. Postcards such as the one below are sent several times each year, along with both professionally designed e-mail blasts and simple text-only news alerts.



Zip Code Analysis



05-06 Highlights

- 1) Trail additions: Five new additions to the map added fun and variety to Gore Mountain's terrain. Two new glades off the top of the Northwoods Gondola on Bear Mountain include the "Pinebrook Glades" and the "Cave Glades," with the latter featuring a real cave along the trail! "Darby Woods," a glade for experts, is accessible from Lower Cloud near the Lower Darby entrance. "Mineshaft Glades" connects the lower area of "Open Pit/Upper Darby" with "Dell." "Woodchuck" added another intermediate option to the High Peaks Side.
- 2) The purchase of a new pump strengthened snowmaking efforts.
- 3) Grooming Investment – The compliments in regard to exceptional grooming during a tough weather season poured in. During the summer of 2005, Gore Mountain purchased two new Cats, which were put to great use during the challenging weather.
- 4) Nursery Makeover – The Bear Cub Den, which provides daycare to ages 6 months to 6i years, was painted with a creative new color scheme and the carpeting was replaced.
- 5) NASTAR - Gore currently has the 33rd highest number of NASTAR racers, of approximately 110 participating mountains. Gore has continued to improve NASTAR's promotion, product offerings, clinics, and racing services, while incorporating specially themed NASTAR events into its family-oriented calendar.
- 6) Accolades
 - *Gore Mountain was recognized as a **Top 10 in the East for Value**" by **SKI Magazine** in October 2005.
 - *Gore Mountain won an international **Silver Eagle Award for Excellence in Visual Impact** and was recognized at the **NSAA National Convention & Trade Show in Marco Island, Fla.** in May 2006.
- 7) NYSEF Events - Gore Mountain was host to twenty-one NYSEF racing events. The busy NYSEF calendar included the multi-day JIII State Championships, the Kandahar, and the Junior Olympics. These races drew hundreds of athletes and their families.
- 8) PSIA Events- Gore hosted four PSIA/AASI clinics/exams in the alpine and snowboard disciplines. These events, most of which are multi-day, help to bring increased revenues to area businesses, showcase the mountain to potential employees, and strengthen Gore Mountain's reputation as a leader in the industry.
- 9) Terrain Park Features- Improvements to The Gully and Lower Sleighride advanced parks continued, while smaller elements on Upper Sleighride were better maintained to consistently offer a lower-level introductory park.

Management Priorities

For the future, Gore Mountain is working towards the following improvements:

- a.) New Learning Center - The Base Lodge is at capacity during peak season, which can result in some unfavorable guest experiences and limitations to off-hill revenue sources. Gore Mountain's management has prioritized a new learning center to be housed in the old gondola building, to transfer ski school, rentals, children's program, and nursery. This will provide more space to guests in the Base Lodge and provide Snow Sports School participants an outstanding facility.

The plans call for the Learning Center to be in keeping with Gore's architectural theme, utilizing Adirondack vernacular and natural color schemes:



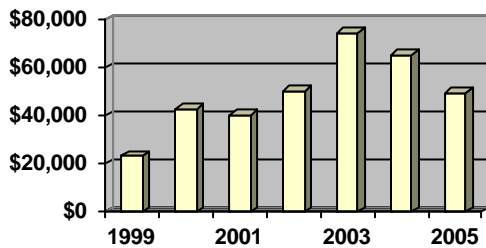
- b) A beginner trail from the top of the Northwoods Gondola to the Saddle is needed. The request for the terrain is now one of Gore's most frequent customer comments, as current Bear Mountain terrain is too challenging for many of the guests who would like to ride the gondola. The route has been identified and is partially built; it has been used as a mountain bike trail in past years.
- c) Maintaining a consistently outstanding product is a top priority of Gore Mountain management. Upgrades to the grooming and snowmaking have been recognized by the guests, and have allowed us to provide a first-class skiing experience. These upgrades will need to continue to maintain this guest satisfaction and stay competitive with other Eastern resorts.

Summer & Fall

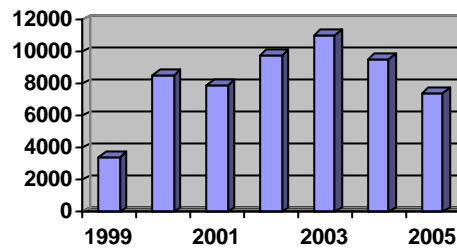
Due to flat and/or declining numbers during the summer and fall in past years, and the better return on investment into the winter operation, the Summer 2006 season will offer weekend-only operation. Activities including scenic Northwoods Gondola rides, hiking, and barbeque will be available on Saturday and Sunday from late July through Columbus Day.

| <u>Summer</u> | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> | <u>2005</u> |
|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Gondola Visits | 8509 | 7963 | 9763 | 11029 | 9545 | 7482 |
| Gondola Revenue | \$42,770 | \$40,328 | \$50,452 | \$74,811 | \$65,680 | \$49,774 |

Scenic Ride Revenue



Scenic Ride Visits



1932 & 1980 Winter Olympic Museum

Description

Lake Placid's Olympic Winter Games are recalled in the exhibits of the Museum, operated by ORDA. In addition, there is a Museum Board of Directors, which, by virtue of the charter of the State of New York, is responsible for collecting, preserving and storing artifacts and memorabilia pertinent to the Museum's mission. Except for items on loan to the Museum, ORDA contracts with this group to use and display articles and memorabilia from the town of North Elba Archives.



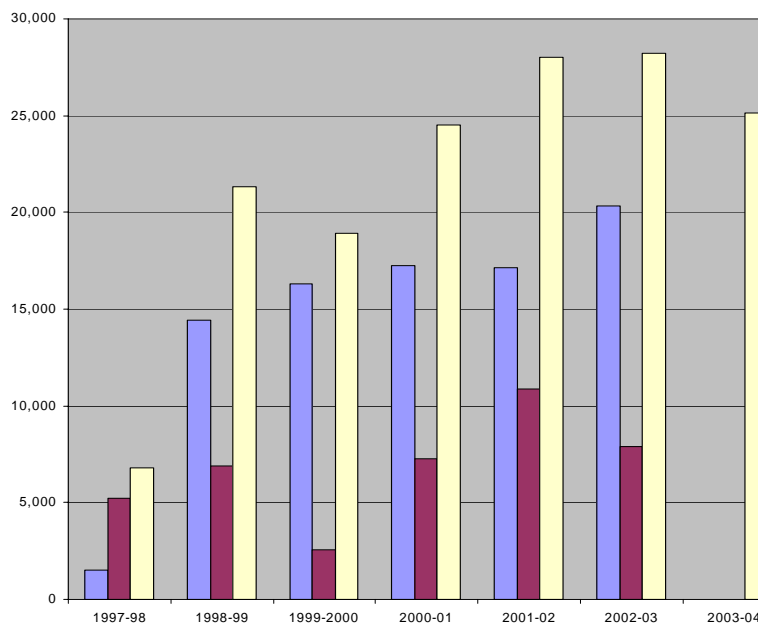
The Museum, which opened in 1995, focuses on three main topics: The 1932 and 1980 Winter Olympics; perpetuating and updating the “ongoing” history and heritage of Lake Placid's Olympic venues and winter sports legacy; and “Hometown Heroes,” those Olympic athletes from the Lake Placid region, which has sent competitors to every Olympic Winter Games.

Year in Review

The Olympic Museum was **awarded the International Olympic Committee's Olympic Cup 2005**. This is the oldest award given by the IOC dating back to 1894. It recognizes the continual promotion of the Olympic Ideal. It will be accepted by the Museum on behalf of the entire Lake Placid Olympic region at an IOC presentation on June 27.

The Museum also has artifacts from the 2006 Olympic Winter Games in Torino. They include a torch, participation medal, bibs, poster, mascots, and original art work. And coming soon is a Torino winner's medal.

There is also a Torino art exhibit in the Museum running March thru September. French artist Marc Ahr's original watercolors done at the Torino venues during the actual Olympic events are on display.



Olympic Center

Description

The Olympic Center is one of the largest ice complexes of its type in the world. It features four ice surfaces under one roof and an outdoor speed skating oval. The Olympic Center contains four ice surfaces including the 1980 Rink Herb Brooks Arena, the 1932 Rink Jack Shea Arena, the Lussi Rink and the USA Rink. The rinks are used for training for competitive figure skating, hockey and short track speedskating. The 1980 Rink Herb Brooks Arena is best known as the home of the U.S. Olympic Men's Hockey Team "Miracle on Ice" game against the Soviet Union. It seats 8,000 for ice sports and 11,000 for entertainment events. The 1980 and 1932 Olympic Arenas are among just a handful of international size (100x200 feet) rinks in the U.S. There is also the USA Rink, a full NHL-sized rink and the Lussi Rink, a practice rink that also transforms into a convention hall. Ice is available year-round for figure skating, hockey and speedskating.



The Olympic Center hosts many concerts, competitions, tournaments and ice shows year-round. A cafeteria, gym, conference rooms, dance rooms, meeting halls and the Olympic Authority offices are all part of the Olympic Center. The massive building also contains the 1932 and 1980 Lake Placid Winter Olympic Museum and is situated on Main Street in the center of town, impressively decorated with a skyline of flags and overlooks the outdoor Olympic Speedskating Oval and the historic Lake Placid High School.

The Olympic Speedskating Oval is one of three refrigerated 400-meter facilities in the country and is used extensively from mid-November through early March for both speedskating training and as a public recreational facility. The Oval was the site of speedskating events for both the 1932 and 1980 Olympic Games. The Speedskating Oval was built by the Town of North Elba for the 1932 Olympic Winter Games. Roosevelt officially opened the Games on February 4, 1932. Earlier that afternoon, Jack Shea of Lake Placid won two gold medals in the sport of speedskating, becoming

the first athlete to win more than one gold medal at the same Olympics. Remarkable history was made again in 1980 with Eric Heiden winning an unprecedented five gold medals – breaking five Olympic records and one World record. Today, during the winter months, the Oval is a popular site for public skating and serves as a site for local and national speedskating competitions.

The Year in Review

The Olympic Center once again served as host to a wide variety of entertainment and sporting events. The center was home to the USA Women’s Hockey Team, Smucker’s Stars on Ice, Disney on Ice, Holiday Hoopfest, numerous hockey games and clinics, and figure skating training and competitions. It was also a training site for Olympic hockey players and figure skaters, including the U.S. National hockey teams, and the U.S. and Canadian National Short Track Speedskating teams.

USA Hockey held a training camp for the women’s National hockey team at the Olympic Center. At the end of the camp, the U.S. Women’s Olympic Hockey Team was announced, and the team stayed here to practice some before heading out on a pre-Olympic tour and then on to Torino.

The U.S. Olympic Short Track Speedskating team and the Canadian Olympic Short Track Speedskating teams also made an appearance in Lake Placid. The teams took to the ice in pre-Olympic matches prior to heading to Italy, including star two-time Olympian and World Cup Champion Apolo Anton Ohno.



Figure Skating

The 74th Annual Miracles of Gold Summer Program saw several hundred figure skaters enrolled in the program. This program offers students an opportunity to participate in a wide variety of on and off-ice programs. The summer program is leading to an increase in the year-round program. The Skating Club of Lake Placid is still flourishing and has seen an increase in enrollment in its winter activities. Smucker’s Stars on Ice opened their season once again in Lake Placid. Lake Placid also hosted the ISI Figure Skating Competition, the Ice Dance Championships, the Charter One Bank Saturday Night Ice Show summer skating series, as well as assorted figure skating competitions, clinics and camps.



Hockey

The Olympic Center’s hockey business is going strong. The center is now home to eight hockey teams along with the teams of the Lake Placid Pee Wee Association. The CAN/AM Hockey group hosted many weekends of hockey schools and tournaments which brought over 6,500 hockey players to the Lake Placid community. Other hockey camps, clinics and games have taken place, including Canadian Hockey Enterprises events and college hockey games.

The Olympic Center's relationship with USA Hockey continues to be strong with USA Hockey hosting Women's Hockey Festival Developmental Camps for women players ages 15-19 years old, the US Jr. Men's National team along with training camps for the Women's National Team. The USA Hockey Women's National Team and Olympic Team also made a stop in Lake Placid for training en route to the Olympics.

Other Events

The Olympic Center hosted the second annual Holiday Hoopfest, a basketball tournament that featured local teams playing in tournament format. The proceeds from this event benefited the FitzPatrick Cancer Center at the Champlain Valley Physicians Hospital (CVPH) in Plattsburgh.



The Olympic Center continued two new programs this past year. The Olympic Center School of Ballet began in the fall for dancers ages 5 and up. Michela Boschetto is the director and received diplomas from the National Academy of Dance in Rome, Italy as well as the Theatre of Scala, in Milan, Italy. The classes are for all ages and abilities and the sessions culminate in a dance recital.

The Flips Gymnastics Club returned in the spring and features five different levels of gymnastics classes for children 18 months through 13 years old. The classes take place in the Lussi Rink. Children can explore tumbling and movement on brand new

equipment including spring boards, balance beams, uneven bars, rings, learning stations, parachutes, scooters, a vaulting horse and more.

Another event that the Olympic Center played host to is the annual Lake Placid Festival of Cars, Auction and Car Show. This event is held in early May and features an indoor/outdoor show, auction, and swap meet, with collector cars, trucks, motorcycles and boats of all ages. There is also a raffle with the proceeds going to the Lake Placid Lions Club.

Major Events

- Harlem Globetrotters
- ISI Figure Skating Competition
- Disney on Ice
- Smucker's Stars on Ice
- USA Hockey Festivals/Camps
- Collegiate Hockey Games
- Ice Dance Championships
- CAN/AM Hockey Camps/Tournaments
- Canadian Hockey Enterprises Camps/Tournaments
- Holiday Hoopfest
- Empire State Games



Upcoming Events

- 2007 NCAA Frozen Four
- Ringling Brothers and Barnum & Bailey Circus

Verizon Sports Complex

The Year in Review

The Verizon Sports Complex at Mt. Van Hoevenberg has once again upset its previous record for the longest winter sliding season. The first sled of the winter negotiated the track on October 2, 2005 and the last sled made its trip on May 1, 2006. This brings the track to **191 sliding days this winter** compared to last year's 173 days, **most of any track in the world.** This is primarily due to the increase of shades that were added to the track over the last two years. The majority of the track can now be covered to keep out the early fall and spring sun, which can melt the ice surface very quickly.

This year showed an increase of revenue of approximately 14% while holding labor costs to only a 3% increase and NPS expenses to less than a 1% increase. The shades on the track helped keep our refrigeration electric costs lower and if not for the huge jump in petroleum product prices we would have been well below last year's NPS cost.

As in the past few years, the Verizon Sports Complex hosted all the sliding sports World Cups. The Federation International de Bobsleigh et Tobogganing (FIBT) held its World Cup November 14-20, 2005. The event consisted of men's 2-man and 4-man bobsled, women's bobsled (2-man), and men's and women's skeleton competitions. The Federation International de Luge (FIL) held its world cup competition December 12-18, 2005 with competitions in men's, women's and doubles luge. The Empire State Games were held during its normal week of February 21-26, 2006.



The complex also hosted a premier sliding event this past winter with spectacular results: the first-ever Chevrolet Geoff Bodine Bobsled Challenge. This invitational race brought 10 NASCAR drivers with their own designated brakeman to the Verizon Sports Complex to compete against each other in two-man bobsleds on an unfamiliar track and completely different type of vehicle. The proceeds went to the Bo-Dyn Bobsled Project, Inc., which produces premier bobsleds for the U.S. athletes at no cost to the athletes. This was an exciting event and is already on next year's schedule.

Cross-Country & Biathlon

The cross-country and biathlon facility held numerous events over the winter, highlighted by the Lake Placid Loppet and Empire State Games. Vermontville's Bill Demong, officially promoted Lake Placid during the World Cup season while competing in Nordic combined skiing.

The cross-country industry continues to be somewhat static with the poor winter snow conditions throughout the east. It is likely that the weather had a direct impact on slightly declining revenues. Even with the poor winter weather, the venue managed to be within 2% of last year's total. Total skier visits were 19,400 for the ski season.

Summer activities include mountain biking and biathlon target shooting. Visitor numbers have been steady with the "Be a Biathlete" target shooting doing particularly well.

Even with unfavorable weather conditions, the bottom line has improved. Both personal and nonpersonal services were lower than last year and revenue verses expenses were actually 7% better than previous fiscal year.

MacKenzie- Intervale Ski Jumping Complex

The Venue

The MacKenzie-Intervale Ski Jumping Complex features the K90 and K120 meter ski jumps, the K40 and K15 meter training hills as well as the Kodak Sports Park - a freestyle aerial training facility. The site is fully equipped with a permanent snow-making system, an integrated scoring system with a display scoreboard and a speed meter.



The majestic K90 and K120 towers dress the Adirondack skyline as you head into Lake Placid. The 120- meter tower (approximately 26 stories high) is complete with a glass look-out elevator where the public can ascend to the athlete start tower for a scenic lookout of the High Peaks and beyond as well as access the outside start gate. Visitors approach the elevator via a chairlift which rides up the steep landing hill.

The Year in Review

Summer Visitors 04/05
(April-October)
#’s – **45,909**

Summer Visitors 05/06
(April-October)
#’s – **42,188 (Decreased 3,721)**

Winter Visitors
(November – March)
#’s – **14,362**

Winter Visitors
(November – March)
#’s – **18,746 (Increased 4,384)**

Summer Freestyle Athletes
04/05
#’s – **1,628**

Summer Freestyle Athletes
05/06
#’s – **2,066 (Increased 438)**

Total Year Ticket Revenue
04/05
\$388,703
\$29,361)

Total Year Ticket Revenue
05/06
\$418,064 (Increased



By the numbers, the MacKenzie-Intervale Ski Jumping Complex increased revenue by almost \$30,000 in the year 2005-2006 when compared with the previous year. There was a decrease in visitors during the summer months but that was negated by the increase of visitors during the winter months.

Special Events

Chevy July 4th Ski Jump
Kodak Wet & Wild Wednesdays
Kodak Soaring Saturdays
Huck & Tuck Freestyle Event
Flaming Leaves Festival
World Cup “B” Nordic Combined
New Year’s Ski Jump
World Cup Freestyle (aerials)
Empire State Games
And some local and regional events as well



Upgrades and Improvements

This past season saw many new improvements to the complex. They include:

- Four new starts on the K90 meter ski jump
- Renovated the men’s room in the freestyle pool building
- Finished flag pole hill – new walkway/cross-country skiing lane
- Paved the cross-country course for roller skiing
- Fixed the roof on the K120 meter tower
- Extended the deflection boards on the K90 meter landing hill
- Installed new lighting on the winter freestyle hill
- Installed new water hydrants for snowmaking
- Purchased new snowmaking hose

Upcoming Projects

The ski jumping complex has several large projects on the radar to do in the next year. They include the following:

- Putting in a new biathlon range
- New roofs for the Base Lodge and Freestyle buildings
- Extending the deflections boards on the K120 meter in-run and landing hill
- Extending the blacktop up around the ice house for the cross-country trail
- Lighting for the cross-country trail



Communications Department

GOALS

- To generate coverage of the ORDA venues and events therein working with reporters / press in print, broadcast, electronic, photo and cyber media
- To satisfy media inquiries into ORDA venues and events
- To assist above media situations with materials and staff
- To provide world-class working conditions and services for media at ORDA sporting events
- In 2001, expanded staff from 3 to 5 to eliminate outside vendors and ultimately save money on internet and designing costs
- Synergize the reach of ORDA and its sponsors and constituents for the betterment of all

2005-06 OVERVIEW

Staff of five in the Communications Department since 2001 was trimmed to four in spring 2005. In spring 2005, the department lost a communications coordinator (PR) and webmaster. We have functioned smoothly with appropriate workloads without the communications coordinator position filled and will continue to do so, although from time to time, when warranted, we bring in a part-time PR staffer to assist during the heavy winter weeks.

The webmaster was replaced by a talented individual (Content Manager) who has dynamic design talents in the areas of web and print. This individual handles our multiple website chores as well as work with our art director in the company's look, be it print or internet.

The quantity and quality of our coverage continues to grow as evidenced by the monthly news clip summary. This is the result of hosting important sporting events and having the ability to attract and serve media.

The department director and manager handle the writing chores and serve the needs of the media. ORDA's Art Director creates the company look both in print and web formats. The Content Manager has been an asset in both mediums.

The department serves the needs of the press who come to Lake Placid to cover our World Cup events. We established press operations in two locations at the Verizon Sports Complex (sliding venue and biathlon), the ski jumping and aerial skiing venue, Whiteface Mountain and the Olympic



Center. Overall, the attending press is quite satisfied with their working conditions and food service at each venue.

In recent years, we have delivered high-speed online service to the press with great assistance from ORDA's IT staff. Since adding this upgraded level of service, we have met with resounding success from the press, particularly photographers.

EVENT COVERAGE was very heavy in the run-up to the 2006 Olympic Winter Games as many international athletes came through Lake Placid on the road to Torino.

1. World Cup Bobsled and Skeleton in Nov. 2005:

Media attended from major market newspapers including the NY Times, Washington Post and Baltimore Sun; AP Wire and Wire Photos; European Press Agency (photos); Canadian Press (AP of Canada) carried Wire and Wire Photos; Getty Images; CBC Television aired races the following week; WNBC in New York City produced a 30 minute special on Lake



Placid that was carried by 30 percent of the country; NBC aired coverage for their ICE 2005 network show; coverage on SPEED Channel; local and regional press coverage

2. Smucker's Stars on Ice in Nov. 2005: full house (6,000) in Olympic Center in late November 2005; television show aired on NBC in January 2006

3. World Cup Luge in Dec. 2005: same as World Cup bobsled and skeleton; Denver Post

4. World Cup Freestyle Skiing in Jan. 2006: AP Wire and Wire Photo; Getty Images; Baltimore Sun, NY Times, Buffalo TV affiliates; Adirondack region coverage on TV and

print; One hour network shows on NBC and ESPN; Ski Racing Magazine



5. World Cup Snowboarding in March 2006: AP Wire and Wire Photo; AP Television highlights package; Adirondack region coverage on TV and print; APTV highlights; One hour network show on NBC

6. Empire State Winter Games in Feb. 2006: in conjunction with the New York Lottery, event drew statewide coverage in all media

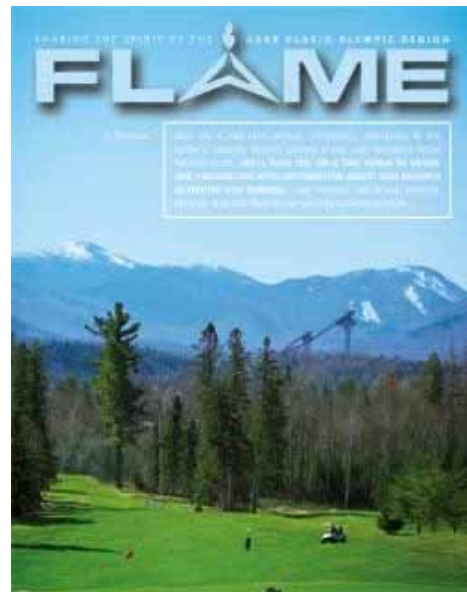
NEWS CLIP SUMMARY (FROM BACON'S):

Nov. 2005 – 156 articles reaching 10.1 million circulation
Dec. 2005 - 244 articles reaching 25.7 million circulation
Jan. 2006 – 412 articles reaching 19.3 million circulation
Feb. 2006 - 437 articles reaching 31 million circulation
Mar. 2006 – 425 articles reaching 33 million circulation

**These figures represent print coverage only. It does not encompass TV or internet coverage. (Bacon's clips key words such as Lake Placid and the names of all ORDA venues.)
Needless to say, the ad rate represented in the above numbers is a figure no organization could afford to spend in marketing dollars.

The FLAME

ORDA publishes a quarterly piece called The FLAME. This magazine showcases what is going on and what has gone on at ORDA. It is mailed out to people who request it as well as ORDA sponsors and it is put in regional businesses. Between 10,000-15,000 copies are produced.



Other coverage highlights during 2005-06:

- Bacon's clipping service tracked strong coverage of ORDA stories and events
- ORDA, once again, had a major presence on the AP wire with countless stories and "mentions" of its venues, particularly Whiteface and Gore mountains
- Continued use of Video News Release (VNR) has brought us into many more households in past two year (events, skiing)
- Other highlights:

Oct. 2005: Stories in SKI and SKIING magazines; Opening of bob/luge/skeleton track in October with AP coverage; hosted Olympic Challenge for media heading to Torino with press from NYC; Hearst TV chain; Telemundo in Miami; Albany, Cincinnati; Buffalo, Rochester; national coverage of early season snow storm

Nov. 2005: hosted successful ski media reception in New York City with other NY ski areas (75 attended); wire service coverage of opening of Whiteface

Dec. 2005: Continued relationship with PR firm Get Recognition in Ontario to increase Canadian coverage in Ontario and Quebec; Toronto Star feature; SnowEast Magazine feature

Jan. 2006: The Weather Channel spent weekend in Lake Placid and originated 16 live reports from the ski jumps (Saturday during World Cup action) and skating oval (Sunday during pond hockey event)

Feb. 2006: Toronto Globe and Mail feature

Mar. 2006: Extensive photo coverage of World Cup snowboarding around the country; Ski Canada Magazine visited to research fall 2005 feature; hosted writers from SnowEast, Robb Report, Southwest Airlines Magazine

Corporate Development Department

The Corporate Development Department is responsible for the solicitation of all corporate sponsor opportunities including organizational, event and program sponsors. Working with international, national and regional corporations, Corporate Development works to create partnerships that provide unique promotional opportunities, raise incremental revenue and provide budget-relieving donations to assist in Olympic Authority operations. In addition, Corporate Development is responsible for the coordination and management of the Winter Olympic Challenges, Congressional Challenge and the Gold Medal Games programs.

Sponsorship

The fiscal year 2005-06 was focused on servicing our existing sponsors with a focus promotional activation to increase ORDA revenues (i.e. 5 million can promotion with Coca-Cola, Whiteface and Gore), seeking to renew contracts with two of our long time major partners (Verizon and Kodak), and renewing our annual agreements with I Love New York, NYPA, and our many local trade agreements. A couple of new additions in 2005-06 were Lincoln Logs (3 year term at \$50,000 vik/year) and Ward Lumber (annual agreement at \$5,000 vik).



Event Sponsorship

Events were another major part of the Corporate Development's year in 2005-06 with over \$200,000 in sponsorship dollars and value in-kind product being raised to help offset event costs. Additionally, we assisted in securing three sponsors for Great Northeast Productions to hold their first time snowedown music festival event.

Local Sponsorship

Another focus for the past year has been sponsorship opportunities with the ORDA venues and programs aimed at local businesses. An additional \$28,900.00 in revenue and value-in-kind product was generated from these programs.

Programs developed to date are:

- Signage opportunities at ORDA venues
 - 1980 Rink-Herb Brooks Arena Mezzanine Signs
 - 1932 Rink-Jack Shea Arena Mezzanine & Dasher signs

MacKenzie-Intervale Jumping Complex – weekly event sponsorship - Summer Jumping Series (Wet and Wild Wednesdays and Soaring Saturdays programs)



Whiteface – consumer events

- Up & Comers Series
- Parks 'n Pipes series



Verizon Sports Complex – consumer events

- Loppet
- Sunday Race Series

VIK trade agreements

Corporate Programs

The Corporate Development department through the Winter Olympic Challenge, Congressional Challenge and Gold Medal Games programs hired a Corporate Programs Manager to oversee, manage and service these events. These programs are designed for corporations and companies who are looking for an off-site location to host meetings and employee incentive programs while combining truly unique interactive Olympic activities and venue tours with their outing. Working within a company's budget and time constraints, we successfully completed forty-eight (48) of these programs in 2005-06, introducing 1,483 company executives and staff to the ORDA facilities and grossing over \$304,000 in revenue.



Vending / Virtual Reality Systems / Miracle Moments Photo Concessions

Several revenue enhancing opportunities also ran through the Corporate Development department again this year including vending (soft drinks, snacks, candy and gum), Virtual Reality concessions through a private third party and an in-house photo concession in cooperation with Event Imaging Solutions a division of the Eastman Kodak Company. Total revenue generated to ORDA through these opportunities totaled \$179,987.86. Each of these opportunities showed growth over the previous fiscal year.

Vending

Through a contractual agreement with Tri-Lakes Vending of Lake Placid ORDA receives 30¢/unit sold of carbonated and uncarbonated beverages, candy, gum/mints, chips, cookies, and coffee/hot chocolate sold at all of the Lake Placid ORDA venues.

2005-06 revenue: \$30,748.35 / 2004-05 revenue: \$27,622.10 an *increase of 11%*

Virtual Reality Systems

Through a contractual agreement with Virtual Reality Systems of Lake Placid ORDA receives a 20% commission of the gross sales of every virtual reality ride on ORDA venues.

2005-06 revenue to ORDA: \$17,779.70 /

2004-05 revenue: \$15,080.24

(an *increase of 18%*)

Locations:

Verizon Sports Complex Lamy Lodge: 3,540 rides / revenue to ORDA of \$4,110.00

Olympic Center: 11,571 rides / revenue to ORDA of \$13,699.70.00



Miracle Moments Photo Concessions



ORDA in conjunction with Event Imaging Solutions, a Kodak Company, is administering souvenir photo concessions at the Verizon Sports Complex, and Whiteface. Each concession is equipped with state-of-the-art digital imaging technology which produces sharp, true-color images available for purchase. ORDA currently utilizes the “roving” application by where photographers capture spur-of-the moment memories that reflect and define our guests’ experience at each venue. In addition to maximizing revenue potential, it is an invaluable means to keep the Olympic Venues and Lake Placid in the forefront as a destination resort as it enables our visitors to turn their most memorable moments into souvenirs they can treasure for a lifetime.

2005-06 revenue: \$129,696.15/ 2004-05 revenue: \$29,154.42 (3 months of operation beginning January.)

Locations:

Verizon Sports Complex Passenger Bobsled Ride program



After our inaugural winter of 2005, the off season was spent working with EIS to develop a more convenient work flow for staff and seamless experience for the visitor to view their photos. In June we upgraded to a wireless system which immediately sends images from the camera to the computer. This has eliminated the time spent that guests had to wait to view their pictures and increased revenue exponentially. EIS determines the profitability of a site by evaluating its “sell thru rate”, a formula that calculates the number of images captured,

divided by the number of products sold. Typically sell thru rates at theme parks, attractions, etc., average between 17% and 30%. The sell thru rate of the passenger ride program at the Verizon Sports Complex consistently averages between 90 and 99%.

| | | |
|------------------------------------|---------------------|---------------------|
| Summer - June '05 to October '05 | 3,394 photos | \$41,783.00 |
| Winter - December '05 to March '06 | <u>4,631 photos</u> | <u>\$62,510.00</u> |
| Totals | 8,025 photos | \$104,293.00 |

Whiteface

The summer operation at the Gondola provides a perfect photo opportunity using the scenic overlook at the top of Little Whiteface while locations at Mixing Bowl, Kids Kampus and NYSEF races were the biggest revenue generators on the mountain during the ski season.

| | | |
|------------------------------------|---------------------|--------------------|
| Summer - June '05 to October '05 | 675 photos | \$ 8,330.15 |
| Winter - November '05 to March '06 | <u>1203 photos</u> | <u>\$17,073.00</u> |
| Totals | 1,875 photos | \$25,403.15 |



MIRACLE MOMENTS FINANCIAL IMPACT

| | <u>Gross Revenues</u> |
|---|-----------------------|
| ORDA Sponsorship | \$457,700.00 |
| ORDA Value In-Kind | \$377,894.00 |
| Gold Medal Games/Winter Olympic Challenge | \$304,698.44 |
| Vending commissions | \$30,748.35 |
| Virtual Reality commissions | \$17,779.70 |
| Photography concessions | <u>\$129,696.15</u> |
| TOTAL | \$1,318,516.64 |

THE YEAR AHEAD

Sponsorship

The focus for the upcoming year is multiple. Plans are to concentrate on renewals of major sponsors Citizens Bank and SCA Tissue, continue annual relationships with local and regional companies, and a search for new sponsors with a focus on seeking



companies interested in one of four venue naming rights opportunities: The Olympic Sports Complex, the MacKenzie-Intervale Jumping Complex, the new Learning Centers at Gore and Whiteface and possibly the new Convention Center. Interest in the Lake Placid Olympic venues remains strong but is shifting from a national reach to a more regional one. With this in mind we will also look to regional companies in the following categories: grocery (Price Chopper or Hannaford), convenient drug store category (Eckerds, Rite-Aid, Kinney's), home improvement (Aubuchon Hardware, Lowe's, Home Depot), auto parts (Advanced Auto), and medical (Adirondack Medical Center and CVPH).



Event Sponsorship

Another busy winter event schedule will keep us focused on marketing/sponsorship arrangements with the International Governing Bodies and National Governing Bodies of Sport in Hockey, Bobsled and Skeleton, Freestyle Skiing and Snowboard. Additionally, the success of snoe.down music festival will again have the Corporate Development office involved in securing and servicing sponsors for the Great Northeast Production event.

Local Sponsorship

We will look to build on our existing local sponsorship opportunities, grow the revenue from these programs and gain involvement from more local businesses assisting in offsetting costs and in many cases allowing the venues to provide prizes for their consumer events.



Similar to our successful Summer Jumping Series we will offer presenting local sponsorship packages to our newly created Citizens Bank Summer Skating Series to include eight weeks of Freaky Fridays and Saturday Night Ice Shows. We will offer additional opportunities with consumer events as well as naming rights sponsorship to our terrain parks and half-pipe at Whiteface.

Corporate Programs

We will solicit companies, Olympic sponsors in particular, for two to three waves of the Winter Olympic Challenge during 2006-07 winter season depending on venue availability. We will also once again host the Congressional Olympic Challenge in early January.

Our Gold Medal Games program continues to grow on a year-round basis from small to mid-size companies, groups and organizations. While inquiries remain constant, sales efforts in conjunction with the local lodging properties will continue on this very successful corporate hospitality program. Programs already booked for 2006-07 include companies such as Dannon, Toyota, Carrabba's Restaurant, Outback Steakhouse, Red Bull, Verizon and others. We are currently



working with an upscale travel broker, Luis Logan, to sell three weeks of our program as an adventure vacation (20-30 people per week).

Vending / Virtual Reality Systems / Miracle Moments Photo Concessions

Working with our partners we will look to increase revenues and offer our customers additional opportunities at the ORDA venues. One such offering will be Olympic Center guided tours offered by Virtual Reality Systems six times a day giving visitors a behind the scenes look at the most famous arena in the World. Another enhancement will be the addition of a climbing wall at the MacKenzie-Intervale Ski Jump Complex offered during the summer months by Avalanche Adventures.

Vending

The focus for this year will be on continued timely servicing of our vending machines, increase offerings, and look to have a slight increase in pricing.

Virtual Reality Systems

Operations will continue at the Verizon Sports Complex and the Olympic Center. A third operation will open at the MacKenzie-Intervale Ski Jump Complex in June and possibly at Whiteface later in the summer.

Miracle Moments Photo Concessions

The potential for expansion exists at every venue. Photo concessions can offer budget support in addition to providing an exceptional avenue for marketing the Olympic venues. From hockey tournaments and skating competitions to creating “hot sets” and “green screens” or possibly establishing our own retail photo store, the market is there if there is a commitment to developing this venture.

Verizon Sports Complex

The uniqueness of the bobsled passenger ride program ensures that every picture gets purchased. The focus for revenue growth now will be on offering souvenir photo products such as photo key chains, acrylic frames, snow globes, and photo packages incorporating larger size prints including poster prints. Additionally we are looking to create a “staged area” where non-riders can have their picture taken in a bobsled and a second photographer located in the finish curve to capture the sled in motion.

Whiteface

Not only was launching a photo concession a challenge for ORDA but for EIS as well. There was a slight learning curve and it became quite evident that the consumer prefers a web based storefront by which they can examine and obtain photos at their convenience. In partnership with EIS, a website is being developed by which ORDA will host images from all concessions and have them available for purchase. Having an online presence offers ORDA the option to store these images indefinitely so that the buyer will have access to these prints for any gift giving occasion. It is our intention to generate multiple sales from just one image.



Events Department

The Events Department of the Olympic Regional Development Authority is responsible for soliciting International, National and Regional sporting events to maximize the use and exposure of the 1980 Olympic Winter venues in Lake Placid. As a part of this charge, the department maintains relationships with the governing bodies of the major winter sporting federations both nationally and internationally. The department is also very involved with athlete development. As the Village of Lake Placid continues to thrive, staff members of the Events Department have become involved in relationships with many partners in both athletic and entertainment events in the Village. The Department in conjunction with the Olympic Regional Development Authority venues produced six high profile world cup events, as well as international competitions in Ski Jumping and Nordic Combined during the 2005/2006 winter season. The Department was instrumental in the success of the inaugural snowboard music festival featuring moe. at the Olympic Center and Whiteface.



During the winter World Cup season our venues hosted over 1,500 athletes, officials and team support. An average of 20 nations participated in each World Cup competition. The Events Department in conjunction with Whiteface Mountain, the Verizon Sports Complex, the Olympic Center and the MacKenzie-Intervale Ski Jumping complex presented excellent competition venues and services.

The ongoing emphasis on maintaining and interacting with the national and international sporting federations remains a priority. Internationally, the Events

Department maintains relationships with the FIBT (Federation International de Bobsleigh et Tobogganing), the FIS (Federation International de Ski) the FIL (Federation International de Luge) and the IBU (International Biathlon Union). The staff also maintains strong ties and working relationships with the United States National governing bodies for the above listed winter sports. These relationships help ensure the optimum exposure for our facilities and their continued usage. Additionally, each year bid presentations are prepared for hosting World Cup and World Championship events as well as for new, high exposure events for the Olympic venues.

2005-2006 MAJOR EVENTS & TELEVISION COVERAGE

October

| | | |
|-------|--|------|
| 7-9 | Flaming Leaves Festival/Continental Cup Ski Jump | MIJC |
| 23-23 | North Atlantic Figure Skating Championships | OC |

November

| | | |
|-------|---|-----|
| 1-6 | America's Cup Bobsled & Skeleton | VSC |
| 14-20 | FIBT World Cup Bobsled & Skeleton Verizon Cup | VSC |
| | · Live on Eurosport & various European Broadcast Companies | |
| | · SPEED – 5 hours over 5 days | |
| | · WNBC – Jane's New York – coverage included in ½ hour show | |
| 26 | Smucker's Stars on Ice 20 th Anniversary Tour | OC |
| | · NBC – 1 hour | |

December

| | | |
|-------|---|-----------|
| 18-18 | Viessmann World Cup Luge | VSC |
| | · Live on Eurosport & various European Broadcast Companies | |
| | · NBC "Ice 2005" – 4 hours over two days | |
| | · WNBC – Jane's New York – coverage included in ½ hour show | |
| 19-23 | World Cup B Nordic Combined | MIJC/ VSC |
| 30 | New Years Masters 90M Ski Jump (night) | MIJC |

January

| | | |
|-------|--|---------|
| 5-9 | Geoff Bodine Bobsled Challenge | VSC |
| | § ESPN2 – 1 hour | |
| | § SPEED - 2 hours | |
| 6-8 | LP Synchronized Skating Competition | OC |
| 16-22 | FIS Freestyle World Cup - Nature Valley Freestyle Cup | MIJC/WF |
| | § NBC – 1 hour | |
| | § OLN – 1 hour | |
| | § WNBC – Jane's New York – coverage included in ½ hour show | |
| | § The Weather Channel – Sixteen 3 minute segments over 2 days | |



February

| | | |
|-------|---|-----|
| 3-5 | USA Hockey Adult Tournament | OC |
| 21 | Harlem Globetrotters | OC |
| 24-26 | Empire State Games | ALL |
| | · PBS – Live state wide coverage of torch lighting ceremony | |

March

| | | |
|-------|--|-------|
| 6-12 | NOKIA Snowboard FIS World Cup/ 2006 State Farm U.S. Snowboard Cup | WF |
| | · NBC – 1 hour | |
| | · OLN – 2 hours | |
| 17-19 | snoe.down Music Festival featuring moe. | WF/OC |

Plans are underway to host five world cups during the 2006-2007 winter season. Next season will also mark the return of collegiate hockey championships as the Olympic Center will host the 2007 NCAA Women's Frozen Four.

Marketing Department

The ORDA Marketing Department develops and implements marketing and advertising strategies to increase visitation and revenues at ORDA venues and events. Each season's marketing strategies include plans for advertising, pricing and promotion development, creating a consistent look for collateral, implementing a distribution plan, attending trade and consumer shows, and generating new programs and activities to increase our guests' enjoyment.

Summer 2005

We approached the summer of 2005 with the goal of maximizing revenues at the venues. A one to two dollar admissions increase was implemented at the venues. This proved to be a successful strategy as revenues for the venues were up by over 2% by the end of the season while visitation was down by over 8%. Several factors contributed to the visitation decline including a very rainy June, a stormy Wet & Wild Wednesday, and the decision (based on expense vs. revenue) to eliminate two Whiteface festivals - Native American and Scottish Festival.



Due to the success of "Trekking Tuesdays" at Whiteface the previous summer, the hike and lunch program was offered daily in 2005 with 250 people participating. At the Verizon Sports Complex, "Be a Biathlete" was reinvented as a 30 minute program which contributed to over 30% increase in participants. Try it Tuesdays at the Ski Jumping Complex was also successful with an average of 60 people involved each week in the interactive sports. It is increasingly clear that visitors are looking more for an interactive, adventure program than just a sightseeing visit when they visit the Olympic venues. We will need to keep reinventing the experiences at all the venues to continue to increase both revenues and visits.

Sales Training

The marketing department held a sales training session for all ORDA front-line staff prior to the summer season at each venue. New and existing summer programs, events, and pricing were presented, guest service excellence was reviewed, and tips on selling and up selling were discussed.

Summer Collateral & Distribution Plan

The venue guide was once again the cornerstone of our summer collateral. Developed in house, this all inclusive information piece integrated attractive photos from our venues as well as the summer events schedule. This brochure was distributed throughout the Capital Region, Northern New York, and the Northway Information areas, at key Burlington information spots, at travel plazas on the NYS thruway and in the Cornwall / Ottawa region from late May through mid-October. It was

prominently displayed in all Tri-Lakes lodging properties providing visitors instant access to our venue information. In addition, a pick-up venue map was created by North Pole Designs that detailed directions and activities at all venues. The map was then transformed to a fun, interactive map on our web sites.

Marketing Initiatives

Summer Sites Passports



The summer passport program continues to be the main focus of our summer marketing plan. To raise revenues, we increased the cost of the passport to \$25 by including both the gondola and the highway experience at Whiteface and also added a commemorative lanyard and a plastic pouch for the passport book. In previous years, the passport was priced at \$19 with only one Whiteface option and a less impressive physical product. Print, TV and radio campaigns were created to promote the passport program. Hotels participated in selling the product to their guests through the ORDA finance approved consignment program. To promote the program at our venues and at the ORDA Store, 3' x 5', 4-color signage and an updated summer video were created. Close to 10,000 visitors purchased summer passports. This was approximately 25% off from the previous year's sales, a disappointing result that could be due to the increased cost of the product. Revenue, however, was down by less than 2%. Moving forward, we need to work diligently with our ticket sales and front office staffs so that they better understand the product's value including the discounts available only with the passport book. By promoting the value, we should be able to break down the price point barrier at the sales points and experience increased visitations and revenues in 2006.

From a visitation perspective the summer of 2005 was disappointing. We were never able to catch up on our attendance figures at the venues after experiencing a very rainy June. Looking forward from a marketing perspective, we need to promote not only the value of our menu of activities but also augment venue experiences with innovative interactive endeavors that will satisfy today's adventure-seeking travelers.

Financially, revenues were only slightly below revenues from the previous summer. To head off this downward trend, we need to look closely at our market (summer visitors in the Lake Placid Region) and initiate new ways to connect with them on a more personal level. Working directly with the front desk staff at the various properties will be essential.

New Hockey Tournament Passport

The CAN/AM Hockey Group and the Canadian Hockey Enterprise host close to 30,000 tournament attendees during the shoulder seasons. An opportunity to increase revenues from tournament groups using the Olympic Center was researched and created. Tournament organizers agreed (under pressure) to add \$7.50 per attendee for a personalized Hockey Tournament Passport that would act as their tournament credential, meal ticket and also provide unlimited access to the museum, ski jumping complex, Verizon Sports Complex and ice skating on the oval (when available). In addition, the group rates at Whiteface and the VSC X-Country Center were made available to credentialed attendees as well as a discounted bobsled ride at the sliding tracks. ORDA provided the credential and a staffed information booth at the Olympic Center to service the tournament guests. Revenue from the new Passport credential program was over \$185,000 not counting activities that were purchased at the discounted group rates at the venues. Meetings with tournament organizers are being scheduled this spring to review the program and make plans for 2006-07.



Whiteface & Lake Placid – The Magic Continues

In year two of our three year contract with Imagination Company, a plan was created to maintain “the Magic Continues” brand by focusing on the following major elements:

- ▷ Whiteface, the Olympic Mountain with emphasis on the serious improvements over the past five years, including the long cruisers, extensive snowmaking and the separate area for kids and beginners.
- ▷ The unique quality of a real Adirondack village, and Lake Placid as the Winter Sports Capital of the World.
- ▷ Lake Placid to Torino – You can see the world’s best at 5 World Cups this year and try for yourself the winter Olympic sports that you will see on TV at the Torino Winter Games.
- ▷ The closest easiest drive to any major Eastern resort.

The Winter Marketing Plan

DVD

The 2005-06, Lake Placid to Torino DVD told the story of several athletes who had trained in Lake Placid and were heading to Torino to compete at the 2006 Winter Olympic Games. In addition the DVD included an edited movie of the Lake Placid 25th Anniversary Celebration, “A Night of Miracles, Memories & Magic”, and promotional footage of the Olympic venues, events, and the region, showcasing the Lake Placid experience today with the multitude of experiences and activities available.

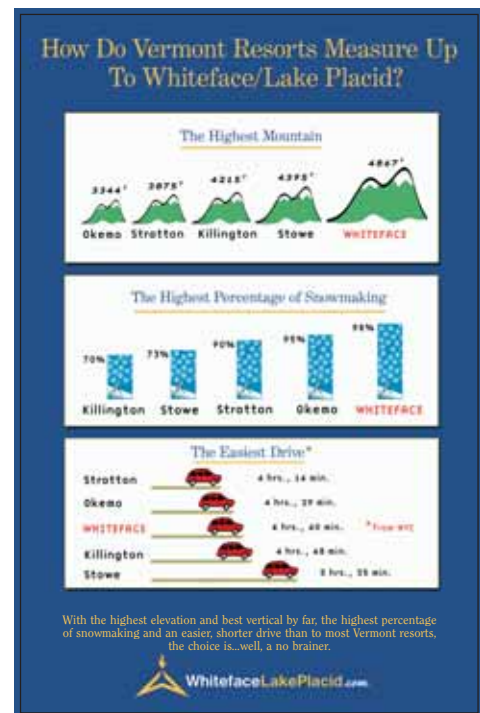
All of our media ads and PR were tagged with the message to go to www.whitefacelakeplacid.com to register to receive this FREE DVD, thus adding new contacts to our data base as well as promoting the Whiteface/Lake Placid brand.

Print, Radio TV and other Campaigns

Print

Three advertising messages were created that reinforce the overall message that the Whiteface/Lake Placid experience is unrivaled in the ski industry. These messages were present in Ski, Skiing, I Love NY Winter Guide and on flyers distributed at ski shows:

1. “How do Vermont Resorts Measure up to Whiteface Lake Placid”. With these ads we took our competition head on highlighting Whiteface as the highest mountain with the highest percentage of snowmaking and the easiest drive from metro NY.
2. “The Facts Speak for Themselves” highlights the biggest vertical, a separate mountain for kids and beginners, and the best off-slope activities.
3. “The Ultimate Winter Passport”, a new product which is a three day Whiteface lift ticket that



includes all the winter passport options plus a class lesson and NASTAR run at Whiteface all included for \$163 the price of the three day ticket, reinforcing the Winter Sports Capital of the World message.

Radio

The radio campaign consisted of humorous ads that were consistent with the print message. Ads aired on stations in Essex and Clinton County, metro NY and NJ, Hudson Valley, Albany Capital District, Vermont, Toronto and Ottawa. Radio buys began on Dec. 26 and ran through March 13. Radio ads were tagged with an appropriate event message throughout the season.

TV

The 2005-2006 winter season marketing for the Whiteface-Lake Placid brand had a strong presence on television in the core target markets that have been identified. Primary markets included the New York metro, Albany-Capital region, and North Country region. Additionally, a return to a focused television presence in Canadian regions of Toronto, Ottawa, and Montreal brought the brand message of Whiteface back to skiers and riders in these areas after a four year hiatus due to unfavorable dollar exchange rates.



Of particular interest and positive impact for Whiteface was the amount of exposure that was created from a partnership with WNBC TV in the New York metro market. WNBC is seen in 12 million households in the New York-NJ, CT, and PA market areas. Through the creative use of programming and in-kind trade, Whiteface was able to receive broadcast time and web exposure on WNBC from mid-December through mid-March 2006 including spot time during the NBC Winter Olympic broadcast from Torino.

Additionally, WNBC produced a made-for-TV show “Lake Placid to Torino” which chronicled athletes’ pre-Olympic training at the ORDA venues as they prepared for competition at the Winter Olympics. This one hour show aired on WNBC and all 18 of the NBC-owned stations from New York to Los Angeles on February 10 in the hour previous to the Opening Ceremonies telecast thus giving ORDA and Lake Placid exposure to approximately 30 million households across the country.

The brands that were marketed in the above regions included: the Ultimate Winter Passport, Whiteface the Legendary Vacation, and Whiteface-Lake Placid the #1 Destination Resort in the U.S. All of these 30 second television spots were written and produced with a high-quality national “look”. An attractive female spokesperson was hired to portray the Whiteface /Lake Placid look (30 something, athletic & energetic) and would appeal to both singles and families.

Internet

With the development of new ORDA and Whiteface websites, information and action photos of our venues was greatly enhanced. Marketing and communications worked hand in hand to develop sites that mirrored our collateral and branding message. We also grew our web presence on sites such as www.onthesnow.com and www.skisnowboard.com.

In addition, email blasts were regularly sent to our growing database to promote special events and promotions, and inform Whiteface enthusiasts about significant new snowfall.

Collateral

Two major collateral pieces were developed in-house to tell the winter Whiteface/Lake Placid story. Lodging properties with lift and lodging packages were invited to participate in the larger booklet format. This was developed for distribution at trade shows and in ski/snowboard shops throughout New York City, Westchester County, Long Island, New Jersey, Philadelphia, Northeast New York and Vermont, Western New York, Toronto and Ottawa. In addition a smaller rack piece was created detailing venue and event information for in-region distribution.

Ski Shows

Trade shows attended included Toronto, Ottawa, Albany, and Boston. The concentration this year was on shows that are high quality shows with good attendance. In addition, group travel shows in New Jersey and Ohio were attended.

The Pricing Plan

The Ultimate Winter Passport

This new product was a cornerstone of our marketing plan for the 2005-06 winter season. The goals for this program were to:

- Differentiate Whiteface from all other ski areas as the best winter vacation anywhere.

- Reinforce the “Winter Sports Capital of the World” message.

- Increase the value of a 3 or more day lift ticket and promote longer stays.

- Encourage visitors to experience all the Olympic venues with easy access.



All full price three or more day lift

tickets were Ultimate Winter Passports that included the following activities:

- Complimentary adult group lesson.

- Complimentary NASTAR race course run.

- An afternoon cross country trail pass at the Verizon Sports Complex

- Ice skating on the Olympic Speed Skating Oval

- Admission to the Winter Olympic Museum, Ski Jumping Complex and Verizon Sports Complex and \$10 off a bobsled ride.

The success of this program is measured in an increase in three day lift ticket sales. Three day tickets increased in both volume and revenue across the board as follows:

Adults – over 15% in volume and over 25% in revenue

Juniors – 6% in volume and 13% in revenue

Teens – 5% in volume and 12% in revenue.

Another benefit that was derived from offering this program was increased business at the Whiteface Snow Sports School. Classes were larger that they have been in years with many guests purchasing additional lessons after experiencing the benefits of the complimentary lesson.

Lift and Lodging Packages

In an effort to simplify lift ticket sales through our lodging partners, two packaging opportunities were made available.

Option 1 – Lift tickets could be packaged for 20% off all rack rates with the exception of holiday periods and one day Saturday, in season. This option also included the Ultimate Winter Passport in all three or more day packages.

Option 2 – Properties that aggressively promoted a discounted midweek non-holiday room rate could package a \$35 lift ticket per day for two or more days (a 38% discount) . The Ultimate Winter Passport was not available with this option.

In addition to the Mirror Lake Inn , the Crowne Plaza and the new Whiteface Lodge were set up with the RTP system to print actual lift tickets, creating the utmost in convenience for guests at these three properties.

This year’s lodging ticket sales program was very successful with sales totaling over \$600,000, up \$200,000 over the previous season.



Promotions

A list of participating promotions is attached. The most successful promotion was with COSTCO in Canada where our lift ticket sales continue to grow. The Coke can promotion showed meager results but has lots of potential if the offer is tweaked next year. We continued our participation in the Price Chopper “Ski any Three Big Mountain Pass” coupon book with 100 additional redeemed coupons over last season. The Entertainment Book, Buy One Get One Free offer continues to attract those skiers that will only visit if there is a substantial discount. And our partnership with PEF continues to grow.

The ORDA Store

Revenue at the ORDA Store on Main Street increased by approximately \$82,000 from the previous year. Most notable were the increased sales of passports and ORDA merchandise. All other categories – consignment items from sports federations (especially USA Hockey) and all venue tickets - also increased in volume.

Some updated and more upscale clothing items are selling through and compliment the enhanced look of the store. A TV mounted in the corner promoting ORDA activities, some updated wall displays, flat screen monitors at the sales points, and a welcoming and knowledgeable staff add to the visitor's experience.

The beginning of a merchandise site on orda.org is now on-line with a few of the most popular items in stock being featured. Although on-line sales are not yet offered, people are seeing the site and calling the store directly to buy the items.

The ORDA Store has become an integral part of our marketing plan by promoting a look and a message on merchandise, by offering a one-stop information and ticket source and by offering the convenience that today's consumer is seeking.



Next Steps

Summer: in order to increase summer visitation and revenue at our venues, we will need to continue to grow interactive components that will mirror the “adventure” attitude of many vacationers today. We should also more actively go after group business that includes a food package, especially brokers that are marketing to the Asian population. More aggressive Passport sales both on and off the venues will continue to be the focus for summer revenue growth.



Winter: Visitors are looking for convenience; we need to pursue on-line ticket sales and reservation systems. We need to work more closely with the lodging community and offer a seamless booking experience. We need to communicate with our existing and potential guests more

frequently via email newsletters and online promotions. We need a sales force that can pursue new revenue streams. We need to continue to work with partners such as Coke, COSTCO, PEF and others in order to reach additional markets and increase our revenue streams.



Sports Development Department

The Olympic Regional Development Authority's Sports Development Department promotes education and participation in Winter Olympic Sports year round, providing the most exhilarating



Winter Olympic experience possible. Custom programs offer school classes, activity groups, athletic teams; local youth groups the Olympic education field trip of a lifetime. In the summer the Sports Development Department also runs the Gold Medal Adventure Program, a sports experience day camp for adventurous kids and their families ages 10 and up. The Sports Development Department conducts guided tours of the Olympic venues which not only offer historical information of the facilities and sports, but beautiful views of the Adirondacks as well. Tours are merely icing on the

cake however, as the largest attraction of their programs are the interactive sports clinics! Sports clinics are offered in Biathlon, Bobsled, Curling, Luge and Freestyle Trampoline. Ice Skating is also offered on one of the four ice rinks in the Olympic Center, including the 1980 Miracle on Ice rink, with skate rentals on hand. The Sports Development coaching staff is top-notch, providing quality instruction and insuring safety at all times. Even better, the staff often has members from National Development and World Cup teams training in Lake Placid.

SPORTS DEVELOPMENT HIGHLIGHTS FOR 2005-2006

- Sports Development clinics
- Gold Medal Adventure
- Wet and Wild Wednesday and Soaring Saturday jumping shows (interactive component and logistics)
- Gold Medal Games (logistic assistance)
- Adventures NYC
- NYC Rail Jam
- Jr. Bobsled Program
- Head Start Learn to Ski Program

- Olympic Education Curriculum
- Try It Tuesdays
- The Sports Development Department had continued success with its core program for the 2004/2005 season. The program saw more than 5,000 participants ranging from school, college, camp, and youth groups. Sports Development is looking towards the future on developing more interactive components for its programs.
- Gold Medal Adventure – Sports Development’s summer day camp saw a decrease in numbers during its 9th summer of operation. This was due to the increase in price and lack of marketing. To ensure more numbers Sports Development has established a better web site and has looked to the local hotels and resorts to help with promotions. The price has also decreased.



- Wet and Wild Wednesdays and Soaring Saturdays have proven to be a great success during the summer months. Sports Development will continue to run the interactive component including laser biathlon, hockey shot, wheel luge and other interactive games.
- The Sports Development Department provided logistical assistance for the Gold Medal Games Department. Working with the Corporate Development Department the season was a huge success.
- ORDA and The Sports Development Department teamed up with New York City Parks and Recreation to host the first ever NYC Rail Jam in Central Park in February. The event was a huge success with an estimated 3,500 spectators. In June the Sports Development Department also took part in Adventures NYC in Central Park. The event promotes outdoor recreation and exercise.
- The Jr. Bobsled Program was a huge success this winter with over 40 athletes participating in two nights of sliding a week. The season finished with the top sliders earning spots in the Empire State Games.

- This past year the Sports Development Department worked with Newcomb School on a curriculum called 'It Takes a Village' which looked at what it takes to host a World Cup Event. Jr. High students corresponded with international freestyle skiing athletes and were able to attend the Freestyle World Cup in Lake Placid.
- Once again the Sports Development Department ran the Head Start Learn to Ski Program with Kid's Kampus staff. This year saw five Head Start programs take advantage of the program allowing kids the opportunity to ski. The program was made possible through partnership with the New York Power Authority.

- Looking ahead, the Sports Development Department will host the Fresh Air Kids this summer as part of an Olympic Day experience. These programs allow kids, who normally wouldn't have the opportunity, to try and learn about the different winter Olympic sports here in Lake Placid. The program is made possible through partnership with the New York Power Authority.



- The Sports Development Department is also looking to partner with the Lake Placid Soccer Center once again to run three week long camps. The camps will be a combination of soccer and Olympic interactive activities. LPSC staff will coach the soccer aspect while Sports Dev. Staff will run the sport clinics.

For the 2006/2007 season, the Olympic Regional Development Authority's Sports Development Department will continue to offer exciting programs for children and adults.



ORDA Board Members

Honorable Charles A. Gargano, Chairman

Chairman Gargano was appointed to his present position of Chairman and Commissioner of the Empire State Development Corporation by Governor George Pataki in February of 1995. Gargano additionally serves as Vice-Chairman of the Port Authority. A former ambassador to Trinidad and Tobago under Presidents Reagan and Bush, Gargano has had a successful career in engineering and construction before entering the public service when he was named as Deputy Administrator of the Federal Urban Mass Transportation Administration by President Reagan in 1981. He holds B.S. and M.B.A. degrees from Fairleigh Dickinson University and an M.S. from Manhattan College

Serge Lussi, Vice Chairman

Lussi is the Chairman of the Board of the Lake Placid Vacation Corporation. Lussi currently serves as a trustee of the United States Ski Team, as well as a Director of the United States Olympic Committee where he heads the Committee on Training Centers. He was on the Executive Committee of the Lake Placid Olympic Organizing Committee, where he oversaw the alpine skiing events of the 1980 Games. He lives in Lake Placid with his wife, Caroline. Their family operates the Placid Gold Resort Company.

Honorable Bernadette Castro

Commissioner of the New York State Office of Parks, Recreation and Historic Preservation, Castro was appointed to her position by Governor George Pataki in January of 1995. Prior to entering public service, Castro ran her family's business, Castro Convertibles. She received a B.S. degree in Broadcast Journalism and an M.S. in Educational Administration from the University of Florida. Castro serves on several other board of directors in addition to her position on the Olympic Authority Board of Directors.

Honorable Denise M. Sheehan

Sheehan was named Acting Commissioner New York State Department of Environmental Conservation effective February 2, 2005. Sheehan has held the position of Executive Deputy Commissioner since January 2002 where she was responsible for providing policy direction to the Department's executive staff and she oversaw the day-to-day operations of the Department. She joined the DEC in April 1998.

Prior to joining DEC, Sheehan worked at the NYS Division of the Budget for nearly 11 years, where she was responsible for overseeing the budgets of the State's environmental, recreational, and energy agencies. In that capacity, she also worked on legislation to establish the Clean Water/Clean Air Bond Act and the Environmental Protection Fund.

Sheehan earned a Master's degree in Public Administration from the Nelson A. Rockefeller College of Public Affairs and she holds a Bachelor of Science degree in Economics and Political Science from the State University of New York College at Oneonta. She resides in Niskayuna with her husband Michael Miller.

Jack Arehart

Arehart grew up in the Warrensburg - Stony Creek area and after serving four years with the US Air Force, returned home to manage the family-owned 1,000 Acres Ranch Resort and Golf Club in Stony Creek. Arehart is a Director and Charter Member of the Lake George Adirondack Regional Convention and Visitors Bureau. He was an active member of the Warrensburg Kiwanis Club for many years and served on the Warrensburg Central School board for nine years. Arehart resides in Warrensburg with his wife Polly and their grandson Matthew. His family includes eight children, seven of whom are living and 11 grandchildren.

Patrick Barrett

J. Patrick Barrett “Pat” is Chairman and Chief Executive Officer of CARPAT Investments, a private investment company. In addition, he is Chairman of Syracuse Executive Air Service, Inc., an air charter service and fixed base operator, and Bennington Iron Works, Ltd., located in Bennington, Vermont. He is also Chairman of the Board of the Whiteface Club Companies. He was Chairman and Chief Executive Officer of Avis, Inc. Barrett serves as a Trustee of Siena College, and as a Trustee Emeritus of Syracuse University. He also serves as the Lead Director of Lincoln National Corporation, a financial services company headquartered in Philadelphia, as well as its New York subsidiary, Lincoln Life and Annuity of New York, where he is Chairman of its Independent Directors Committee. In addition, he is a member of the Board of Directors of Coyne International Enterprises Corporation, and the Syracuse SkyChiefs Baseball Club, Inc. Barrett is Chairman of the New York State Ad Hoc Committee on the Future of Racing. Barrett has seven sons and lives with his wife Christine in Manlius.

Cliff Donaldson, Jr.

Donaldson has been the County Administrator of Essex County, New York, since 1996. He was appointed to the ORDA Board of Directors by New York State Assembly Speaker Sheldon Silver. From 1981-1994, Donaldson served as a member of the Franklin County Legislature representing the Saranac Lake region. In 1984, Assembly Speaker Stanley Fink appointed Donaldson to the position of Director of the Speaker’s North Country Regional Office. Donaldson received his bachelor’s degree from the College of the Ozarks in Clarksville, Ark., and his Master of Education from Arkansas Tech University. He lives in Saranac Lake with his wife Joan and his son Aaron.

Arthur Spiegel

Spiegel is a graduate of Siena College holding a B.S. in Economics. Starting in the Customs Brokerage and International Freight Forwarding industry in 1971, he formed his own firm, Trans-border Customs Services Inc. in 1981, which has become one of the largest in the United States with operations across the U.S. and world. Additionally, he is a principal owner of several other businesses in the North Country including Plattsburgh Boat Basin, Concrete Building Supply, and Greystone Associates. He also serves on many corporate and civic boards.

Jerry Strack ~ Bio information pending

Ed Weibrecht

Weibrecht earned a BS-Mechanical Engineering degree from the New Jersey Institute of Technology from Newark College of Engineering in Newark, N.J., and has studied toward his MBA. He has been the owner of the Mirror Lake Inn and Cold Lakes Contracting Corporation of Lake Placid since 1976. Weibrecht has served on the ORDA Board since 1993. He has been and is currently involved with several local and state organizations including Vice-Chairman of the Lake Placid Horse Show, New York Ski Education Foundation Board, Lake Placid Institute Board, North Country Alliance Loan Commission Advisory Board, NYS Attorney General’s Philanthropic Benefit Committee and New York State Governor’s Tourism Advisory Council. He is married to Lisa Clune Weibrecht and has five children.