

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. 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.



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, 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 Speed Skating 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 60 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. Coming in the summer of 2004, ORDA will partner with The City of Hope, I Love NY and others to host the inaugural Songs at the Lake music festival. This outdoor festival features a wide variety of musicians, from country to zydeco. A portion of the ticket sales will benefit cancer research, treatment and education at the world-renowned City of Hope, based in Greater Los Angeles, Calif. City of Hope is one of the world's leading research and treatment centers for cancer, diabetes, HIV/AIDS and other life-threatening diseases. 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.

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 Facilities

The Olympic Center

The Olympic Center includes four ice surfaces: the 1932 Arena, the 1980 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 Speed Skating 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 the winter, launching ramps and a steep landing hill are utilized for training and world-class events in freestyle aerials.

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 may 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 Mountain 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 73 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 58 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.



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 Olympic Arena, the 1932 Olympic Arena, the Lussi Rink and the USA Rink. The rinks are



used for training for competitive figure skating, hockey and short track speed skating. The 1980 Arena is best known as the home of the USA Men's Ice Hockey "Miracle on Ice." 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 speed skating.

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 Speed Skating Oval and the historic Lake Placid High School.

The Olympic Speed Skating Oval is one of three refrigerated 400-meter facilities in the country and is used extensively from mid-November through early March for both speed skating training and as a public recreational facility. The Oval was the site of speed skating events for both the 1932 and 1980 Olympic Games. The Speed Skating Oval was built by the Town of North Elba for the 1932 Games. Roosevelt officially opened the Games on February 4th. That afternoon, Jack Shea of Lake Placid had already won two gold medals in the sport of speed skating, 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 speed skating 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, the Harlem Globetrotters, 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 Target Stars On Ice.

On February 5, 2004, the Olympic Center hosted the 1980 Lake Placid Hockey Celebration, presented by Governor George E. Pataki. Three members of the original 1980 Olympic Hockey Team - Captain Mike Eruzione, Jack O'Callahan and Buzz Schneider - returned to the site of "The Miracle on Ice" to coincide with the release of Walt Disney Pictures "Miracle". The fundraising event featured a youth hockey clinic, a meet-and-greet with the hockey players and local dignitaries as well as a special showing of "Miracle." The money raised went to three local organizations - the Lake Placid Youth Association, and the 1932 & 1980 Lake Placid Museum.



Figure Skating

The 72nd 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 again in Lake Placid. Lake Placid also hosted the USFSA Eastern Figures Skating Championships, 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

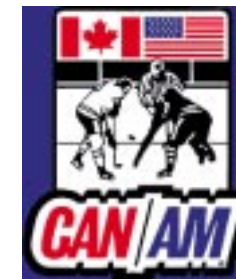
The Olympic Center's hockey business is going strong. The center is now home to nine (9) local high school/prep school teams along with the teams of the Lake Placid Pee Wee Association. The CAN/AM Hockey group hosted many weekends of hockey schools and tournaments which brought over 6,500 hockey players 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.

Major Events

1980 Lake Placid Hockey Celebration &
"Miracle" Private Screening
Lake Placid Synchronized Skating Classic
ISI Figure Skating Competition
Sesame Street Live
Smucker's Stars on Ice
Harlem Globetrotters
USA Hockey Festivals/Camps
Ice Dance Championships



1932 & 1980 Lake Placid 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.



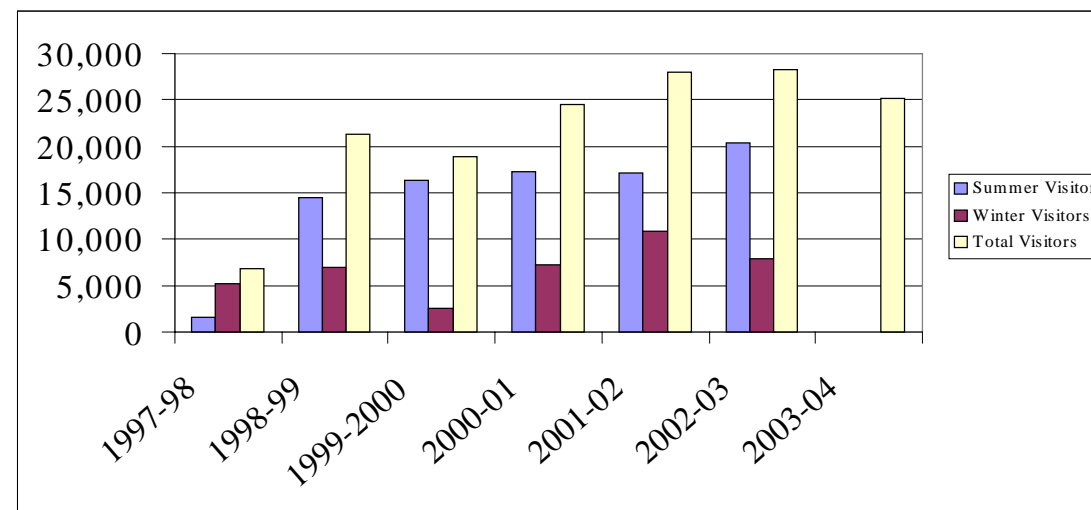
The Museum, which opened in 1995, focuses on three main topics: The 1932 and 1980 Winter Olympics; perpetuating and updating the "ongoing" history and heritage of Lake Placid's Olympic venues and winter sports legacy; and "Hometown Heroes," those Olympic athletes from the Lake Placid region, which has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



Year in Review

Visitor numbers were down slightly but revenue for the year was up. The museum hosted many great functions, including the reception for the "Miracle" premier, receptions for the Lake Placid Film Forum and other private functions. More and more people are becoming aware of this wonderful museum and the history it contains. The

museum had special temporary displays, including one of many Olympic Torches from various Olympic Games, sporting equipment as well as props, costumes and more from the making of the Disney movie "Miracle." The museum is continuing to acquire new artifacts and bring in new and exciting Olympic paraphernalia relating to the Olympics and/or Lake Placid's own historic legacy.



MacKenzie-Intervale Ski Jumping Complex

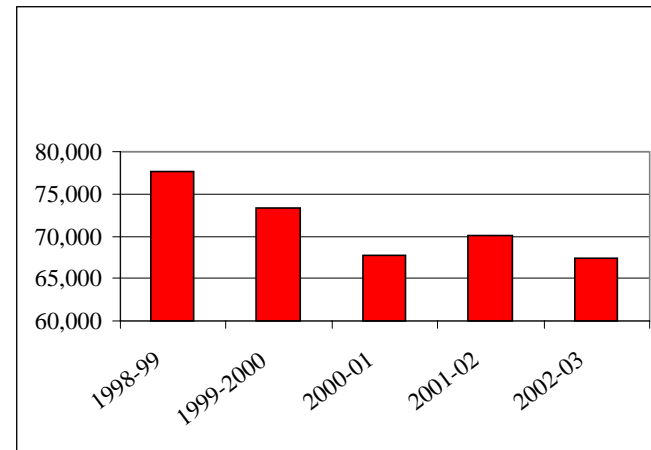
Many improvements were made this year at the MacKenzie-Intervale Ski Jumping Complex. The 120-meter ski jump tower has a new look with some wood that was donated from the Olympic Training Center and new paint as well. The 48-meter ski jump had new plastic installed on the landing hill, replacing old plastic was beyond repair. Over at the Kodak Sports Park, the filtration system at the freestyle pool was cleaned and painted. In the late fall/early winter a new freestyle judges tower was built for the winter aerial site.



A great season of summer training on both sides of the venue was had by the athletes. The pool and jumping shows were well attended as was the 3rd annual Flaming Leaves Festival held in October. Very cold temperatures kept numbers down during the winter events including the

Freestyle World Cups in January but overall it was a good year.

A few projects are being planned for the summer of 2004 including a complex wide sound system and a retaining wall that needs to be replaced on the skiers right side of the k90 meter ski jump. A few other projects including major pool repairs are scheduled to be done as well.



Whiteface Mountain

The Year In Review

The Whiteface Mountain Veterans Memorial Highway opened for the season on May 16. According to the staff, this was one of the less difficult seasons in terms of clearing ice and snow off of the Highway. The Cloudsplitter Gondola also opened during Memorial Day Weekend. However, the full summer season kicked off with the Community Passport Weekend of June 21, 22 during which local community residents were invited to explore the Olympic Venues.



The traditional non winter season events were successfully held, which included locally sponsored kid's fishing derby at Stephen's Pond, the Memorial Highway Uphill Foot Race and Bike Race, Re-dedication of the Memorial Highway, 10th Mountain Division Re-dedication, NSA Graduation Ceremonies, and Native American, Celtic and Oktober Festivals.

Mountain Biking Operations, which were operated by High Peaks Cyclery, ran daily from June 21 to September 1, and thereafter on weekends until October 13. The Gondola was used to transport advanced bikers and equipment to the top of Little Whiteface, and a shuttle bus system took the less experienced to a location on Lower Valley that provided a less difficult ride.

First snows arrived on October 17, which permitted several skiers to have first tracks at the top of the Veterans Memorial Highway, and Snowmaking Operations commenced for the season on November 7.

A job fair was held on November 12, which helped to provide an excellent staff throughout the winter season. In addition to these employees approximately a dozen Peruvian College Students, who acquired JI visas, joined our staff just prior to the Christmas Season.

Opening day was set for November 15. However, intense winds would not permit the safe operation of lifts, and snowsports enthusiasts had to wait until the following day to get a taste of the slopes. Skiers and Riders enjoyed slopes from the top of Little Whiteface to the base area. Due to warm weather conditions the site did not re-open until November 28. In spite of more rain conditions were good, but downloading was required.

A series of Demo Days were held accordingly:

December 13, Snowboarding

December 14, Tele Demo

December 20, Alpine

A special made for TV Event called the Ultimate Bumps & Jumps was run on December 19, 20. The event, which was shown on prime time CBS coverage consisted of Quarter Pipe, Big Air and Free Mogul Competitions. The features were shaped on the lower section of Draper's Drop and Lower Valley. The Quarter Pipe, located adjacent to the DH Finish Building was left in place, and was used throughout the entire winter by ticket and pass holders.



Warm temperatures and Christmas Eve rains did little to dampen the Christmas Holiday Period as daily crowds reached peak numbers of over 4,200 guests on several days. Intermittent sunshine encouraged guests to sit on the outside decks while enjoying lunch and cocktails. Newly installed outdoor fireplaces added to the ambiance. Although the site was open from top to bottom, only Follies was available from the top of the Summit Lift.

January brought consistent high winds and frigid temperatures to Whiteface and other Eastern Snowsports Resorts. Wind chill factors were calculated to be -92°F. at the Top Gondola Station on a given day. The adverse conditions made running lifts and equipment challenging, and certainly had a devastating impact on numbers of ticket sales.



In spite of winds and arctic temperatures the day prior, a World Cup Freestyle Mogul Competition was successfully held under blue skies and reasonable temperatures on January 18. This event was also nationally televised.

The months of February and March were less hostile weather wise, and the facility was blessed with some excellent skiing and riding conditions for the Presidents Week and Canadian Holiday Week Crowds.

Other standard events and competitions that occurred throughout the winter season included the Jeannie Thoren Clinic for women, Local Budweiser Wednesday Race Series at NASTAR, Three Super Sundays, Elvis on Valentines Day, IBM Congressional Challenge, Super Pipe, Rail and Big Air Competitions, and of course, Pond Skimming.

As a result of the very successful 2003 US National Alpine Championships that were held at Whiteface last year, the newly revived Jr. II Olympics National Alpine Championships for 15 & 16 year olds was awarded to Whiteface, and successfully run in spite of some difficult and changing weather patterns.

Three terrain parks, which were located on Lower Valley, Lower Thruway and Lower Parkway provided various levels of activities for all concerned. New rails added to the professionalism of the parks and created an increased interest from a multitude of users. In addition the Super Pipe was kept in mint condition and was used and enjoyed well into April.

NASTAR racing was delayed until after the Christmas Holiday Period due to other snowmaking priorities, which were dictated by warm weather patterns. In spite of this Whiteface was ranked number 14 out of 122 participating resorts in racer days. Season passes also greatly increased.

The Adaptive Program continued to progress as more instructors gained certifications, and lessons increased. For the second consecutive season the United Spinal Association Mono Ski Event was held at Whiteface. In addition the Whiteface Adaptive Staff conducted a wonderful program that was part of the Empire State Games.

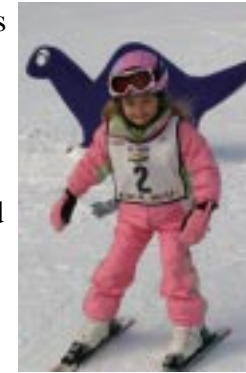


Easter Weekend marked the official closing of Whiteface for the season. Easter Sunday's activities included an 8 am service, which was held in the Ausable Room, a brunch and Easter Egg Hunts on the Mixing Bowl and Boreen Trails.

However, due to an abundance of good skiing a decision was made a few days later to remain open throughout a three-day period including the following weekend. Due to a limited staff skiing and riding was only offered on trails served by the Face Lift and Little Whiteface Lift. Although the numbers were not great, those who participated were most appreciative. On Sunday at 4 pm the lifts were shut down for the season.

In comparison with the past several years the season of 2003-04 was slow in terms of capital projects. However, this circumstance provided an opportunity for the staff to catch up on many secondary projects and maintenance items which included:

- Log Cabin Construction – An 18’x30’ Log Cabin was constructed at Easy Acres to provide additional space for Kids Kampus Programs including the newly established Cloudsplitter Club Recreational Program.
- An Adaptive & NASTAR Office was constructed in the slope side tunnel of the Base Lodge. These offices helped alleviate space congestion within the Snowsports School area, and provided valuable space for equipment storage and day-to-day operations.
- The Weir was refaced with heavy, natural stone that had been washed away by fast moving spring currents.
- Two new Reservation Offices were built at the Easy Acres Ticket Sales Office.
- The Snowmaking Line at the Super Pipe was extended for more efficient Snowmaking at the pipe.
- Riva Ridge was widened and the unload area at the top of the Summit Lift was dug out for safer unloading.
- A new Lost and Found Office was built on the ground level of the Base Lodge.
- A safety roof was constructed at the Maintenance Garage to prevent falling ice from hitting someone.
- The off ramp at the top of the Mountain Run Lift was refaced.
- The floor in the walk in cooler was replaced.
- The on ramp at the base of the Face Lift was surfaced with blacktop.
- The observation deck at the top of the Gondola was repaired.
- A wall section was relocated in order to provide additional Snowsport’s Office Space. Attractive Log Siding was put on the outside wall, which dressed up the hallway.
- A counter was built beneath the roof extension on the Base Lodge Deck for outdoor barbecues.
- Construction on a storage area behind the maintenance garage was started. This project is scheduled to be finished this season.
- A timing building at the NASTAR finish was put into place.
- The area at the base of the Carpet Cruiser was filled and shaped.



Capital Purchases

- PB 200 Edge Snowcat
- (15) HKD Snowguns

New Programs

- Cloudsplitter Club – This new recreational skiing and snowboarding program was designed to teach children ages 7-12 all aspects of skiing and snowboarding with a special emphasis on safety and fun. This season long program was run out of Kid’s Kampus and had approximately 15 participants. The reaction of parents and participants was excellent, and the program is anticipated to grow.
- First Tracks – This program was offered to guests who purchase an all day private lesson or are Premiere Club Members. Participants, led by an instructor, were allowed early access to the Gondola and had the privilege of being first down the slopes. Hence the name “First Tracks.”
- Premier Club – This program was limited to the first ten applicants, and implemented for the first time. For a special fee Premier Club Members received a Whiteface Seasons Pass, a Reserved Parking Space in the NYSEF Lot with 2 Parking Passes, 2 One Day Adult Lift Passes, 1 Early Riser Adult Private Lesson Voucher, Winter Passport Voucher, and 1 Season Locker.

- Interpretive Wildlife Program – The Whiteface Wildlife Program provided Gondola Riders with a photo guide and descriptions of the flora and fauna that may be seen on the mountain. Binoculars were provided to interested persons at the base of the Gondola so that passengers can observe and identify wildlife that call Whiteface home. After their ride passengers are asked to check off wildlife that they observed.
- For the third consecutive year over 50,000 readers of Ski Magazine ranked Whiteface #1 in the Eastern United States. This honor could only be achieved through the efforts of the combined ORDA / Whiteface Staff, and the countless number of capital improvements that have been accomplished at the mountain throughout the past decade.
- The New York Ski Educational Foundation (NYSEF) was named USSA Club of the Year as well as 2003 Alpine Club of the Year. This award is presented to a USSA Competition club that has distinguished it in providing direction to young athletes through high-level competition programs resulting in athletic success.

Many Eastern Ski Resorts claimed to have been down from the previous year by over 15% in terms of skier/ rider visitations. This fact was no doubt influenced by January's severe weather, which was cursed with consistent high winds and frigid temperatures. In spite of this however, holiday periods at Whiteface were consistently very healthy in terms of skier/rider visitations, which totaled out for the 2003-04 season at 193,755. Final Whiteface figures indicate that this was approximately –6% in comparison with the record breaking previous season that totaled 206,097 skier/ rider visitations. A total of 4,368 season passes, not including employee passes, were sold, which represents an increase of 7% over the previous season.

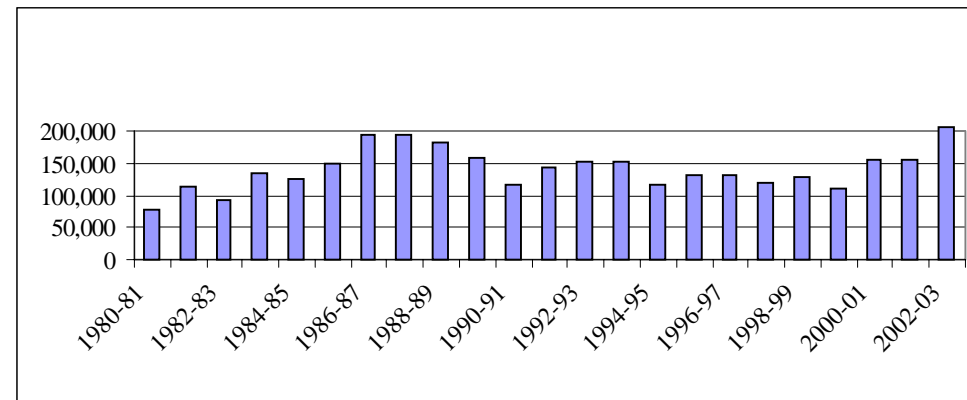
With the exception of January skiing and riding conditions were considered to be very positive on the whole. The site was open for a total of 138 days, with 193" of snowfall being recorded. A vast array of events and activities was provided throughout the season, which included two nationally televised events, one being a World Cup. A National Alpine Jr. II Championship was also among the many events at Whiteface. Enthusiasts enjoyed tree skiing in the glades, quarter and super pipes, three terrain parks with new rails and hits, NASTAR, bumps, groomed trails and even a couple of days in the slides. Crews worked diligently to assure a quality product in order to retain the # 1 ranking awarded to Whiteface for the third consecutive year by the readers of Ski Magazine.

A new Unit Management Plan (UMP) is expected to be approved by the Adirondack Park Agency (APA) and the Department of Environmental Conservation in May. This should help to provide the firepower to assure continued projects and progress at Whiteface Mountain.



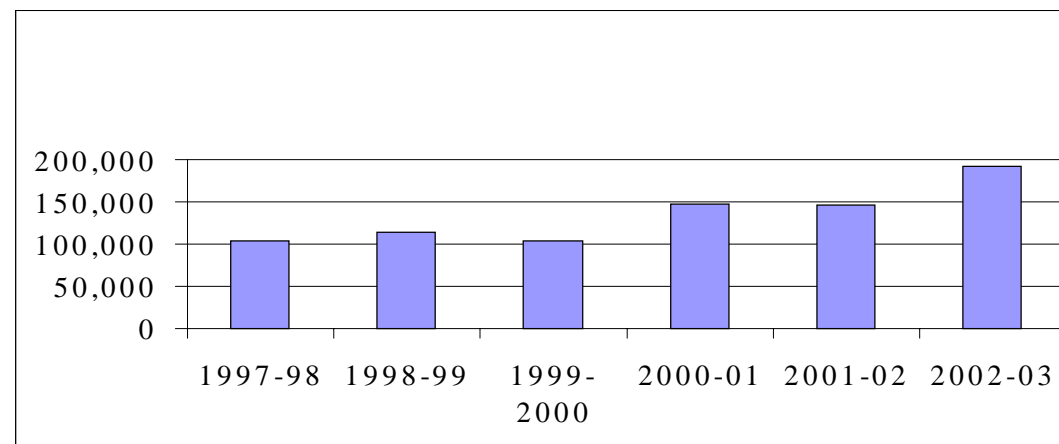
Snowseason (Nov.-April) Year End Wrap-Up 1980-81 through 2002-2003

The 2002-2003 ski and ride season saw the most visitors ever at Whiteface, with 206,097 skier/rider visits. The second highest-ever was in 1987-88 when the mountain had 195,009 visitors.



Past Six Years Comparison

The number of skier and rider visits to Whiteface during the 2002-2003 ski and ride season increased by over 14,000 visits. Whiteface had its earliest opening in history - November 9 - and one of the busiest Thanksgiving weekends ever. The mountain stayed open until Easter, April 20. Whiteface also increased its revenue by almost three-quarters of a million dollars.



Gore Mountain



~ A View of the Straightbrook Valley from Bear Mountain

Cruisers, Steeps, & Glades

Gore Mountain in North Creek will be beginning its 41st season in November 2004.

The venue at a glance:

Summit Elevation: 3,600 feet

Vertical Drop: 2,100 feet

Terrain: 79 Trails Including 9 Glades & 13 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:

- 330 skiable acres on 79 trails
- 26 total 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

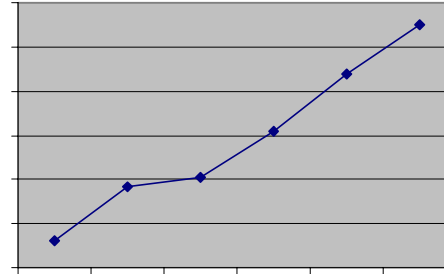
Amenities:

- Foodservice including two cafeterias, 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 & Retail Shop
- Lift-Service Tubing Park at the North Creek Ski Bowl
- New York Skiing Education Foundation (NYSEF) race training

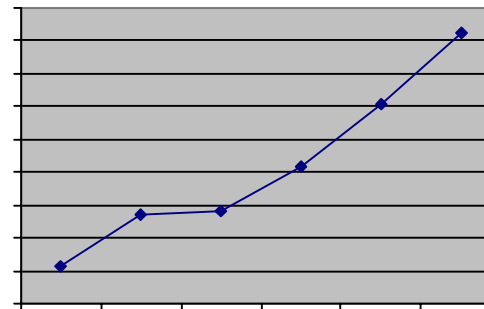
Family-oriented events calendar

40th Anniversary Season A Record-Breaking Winter: Passes, Skier Visits, Revenue

Season Passes Sold- 5501



Season Pass Revenue - \$1,643,997



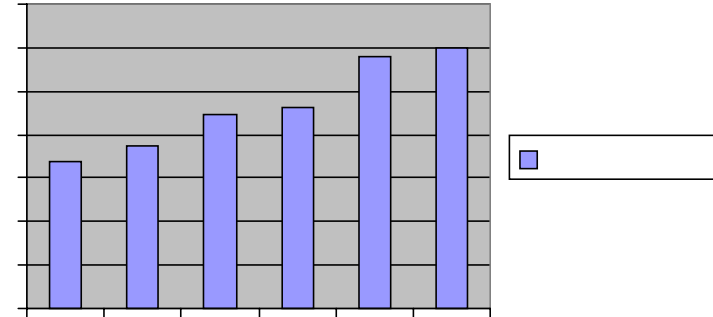
5-Year Average (98/99- 02/03), Season Pass Revenue: \$675,646

5-Year Average (98/99- 02/03), Season Passes Sold: 2,389

2003/2004 season pass revenue represents a 35% increase over last year (\$430,223).

2003/2004 season passes sold represent a 25% increase over last year (1,112 more passes).

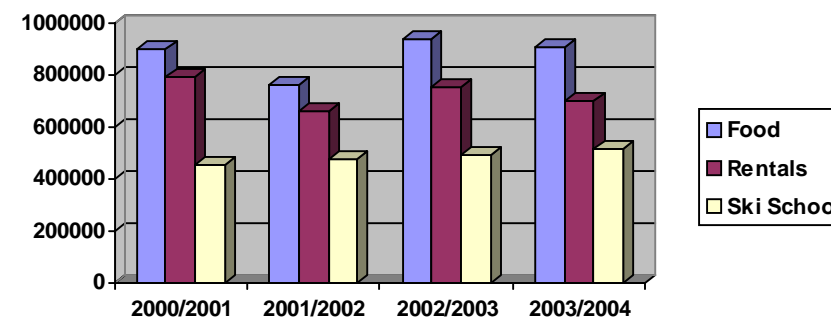
Skier Visits & Revenue



Season	Skier Visits*	On-Hill Revenue
1998-1999	125,868	\$3,371,758
1999-2000	147,332	\$3,737,111
2000-2001	185,900	\$4,477,139
2001-2002	173,530	\$4,644,004
2002-2003	213,928	\$5,782,855
Average, Past 5 Years	169,312	\$4,402,573
2003-2004	221,254	\$5,998,765

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

A renovation of the old gondola building to a new learning center that would house snow sports, rentals, and children's program and daycare is a top management priority. With the present lodge at capacity on weekends and holidays, the addition of a learning center would provide a means for off-hill revenue sources to grow. Available space in the main lodge would increase, providing for a better guest experience.



SALES EFFORTS

Ski Shows

A beautiful new show booth and slide show were produced for the 2003/2004 show season. Gore will invest in smaller pop-up booths this year to provide effective displays when the number of smaller club and council shows increases.

Syracuse Ski Company Sale, Syracuse, N.Y.

Toronto Ski & Snowboard Show, Toronto, Ont.

NJ Ski Council Jamboree, Morristown, N.J.

Adventure Ski & Snowboard Show, North Branford, Conn.

Winter Getaway Travel Show, Albany, N.Y.

Great NYS Snow & Travel Expo, Albany, N.Y.

RPI College Show, Troy, N.Y.

HVCC Ski Club, Kingston, N.Y.

Media Reception, New York City, N.Y.

Sports Page Sale, Queensbury, N.Y.

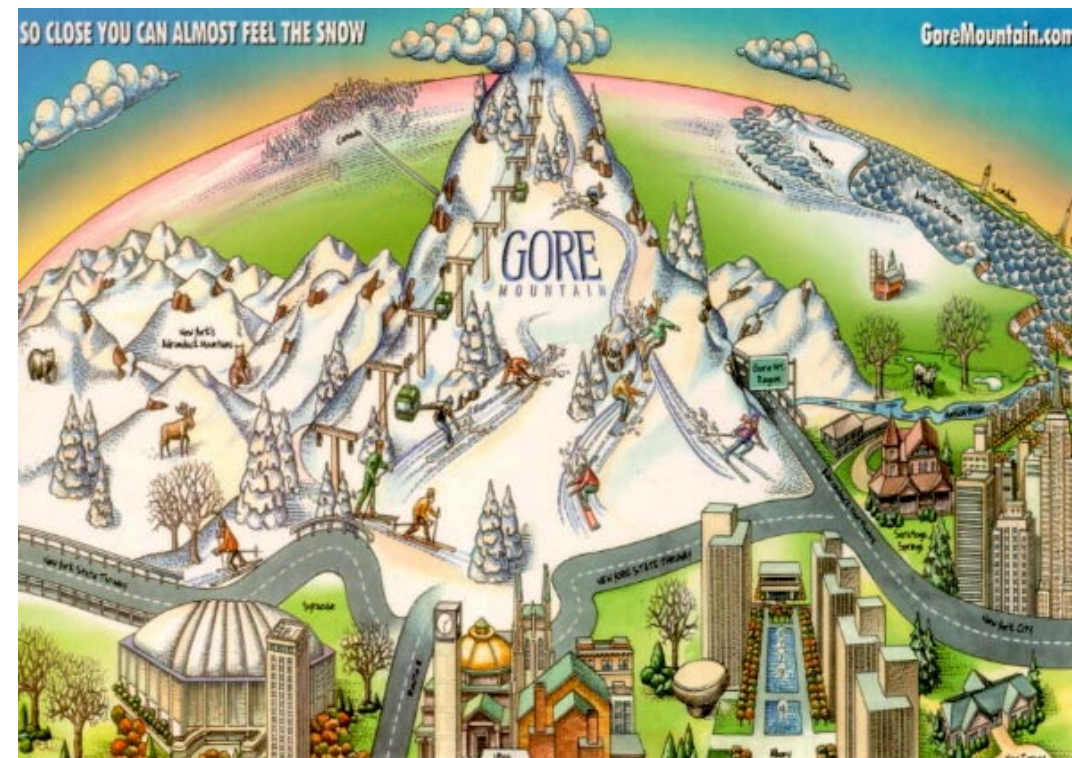
Adventures in Travel Expo, New York City, N.Y.

Frequent Skier Products

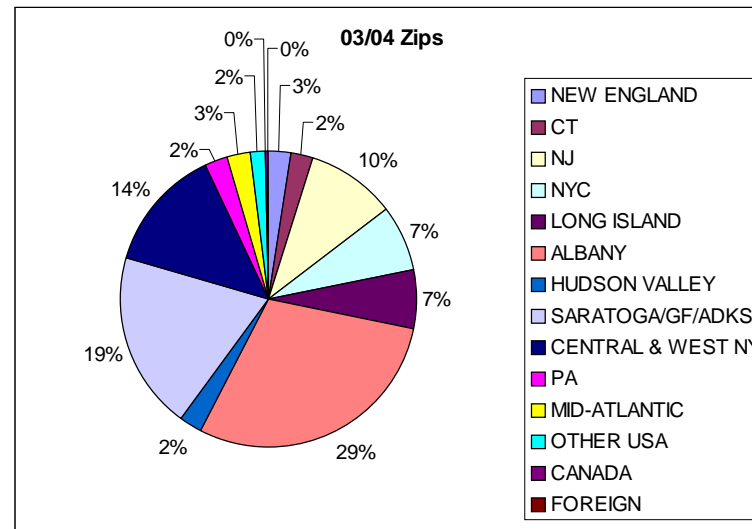
Gore Mountain offers a variety of frequent skier products including season passes, Empire Cards, Student Cards, and Four-Pack Snow Samplers to add value and convenience for skiers. Several promotions offered with Northeast businesses, including the Price Chopper “Ski Any 3” program, have forwarded advertising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

Direct Marketing Initiatives

Gore Mountain has developed a database of over 20,000 e-mail addresses and over 9,000 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.



Since 1997 when the zip analysis of ticketed guests began, the results have shown a consistent dispersion of markets.



03/04 Highlights

1) Glade Additions: Otter Slide Glades & Dark Side Glades

The Otter Slide Glades, located along the Otter Slide trail off of Sunway, offers guests that are new to glade skiing a shorter backcountry experience on mild terrain. It serves as an ideal place for teaching lessons and clinics in the glades.

The Dark Side Glades, under the High Peaks Chair lift line, were introduced mid-season. The High Peaks Area, although a favored spot among experts, previously offered no gladed terrain. Gore now offers glades in all five of its major mountain areas (Straightbrook Area, East Side, Bear Mountain, North Side, and High Peaks Area) and has some of the most extensive backcountry skiing in the East.

2) Snow Sports Center Program Additions

The Snow Sports Center expanded their Kids' Klub Mountain Adventure Program by offering 6, 10, and 20 week sessions for children. The number of Mountain Adventure Program participants grew almost 200% from 2002/2003 to 2003/2004.

Newly introduced adult programs, including the Ladies Escape, Seniors Program, and Rumor Club added options for Gore Mountain guests and were packaged with meals and other amenities to offer convenience and value.

3) New Terrain Park

Gore Mountain introduced a new terrain park in the historic Gore E-Gully beginner area. Because this area is isolated and serviced by its own lift, freestyle skiers and riders embraced the location. The park featured six rails, a quarter-pipe, and several jumps and rollers.

4) 40th Anniversary Celebration

Gore Mountain hosted a successful 40th Anniversary celebration, featuring a beautiful torchlight parade of 40 skiers, a dramatic fireworks display, honorary toast and cake cutting, Mountain Dew Vertical Challenge, après-ski party in Tannery Pub, and a ticket and sticker promotion. Opened on January 25, 1964, Gore Mountain had a great deal of successes to commemorate.

George E. Pataki
Governor

5) ESWA Conference

Gore Mountain hosted the February meeting of the Eastern Ski Writers Association. Weekend highlights for the 50 participants included a guided ski to the North Creek Ski Bowl. The weekend was well-received by the ski writers, and articles including or featuring Gore followed in the New York Daily News, Bergen Record, the Trenton Times, and Westchester's Journal News.

6) Trail Widening

The widening of Lower Wild Air, previously home to the Stokes Terrain Park, helped relieve congestion and improve safety on the intermediate East Side. Since the installation of the Northwoods Gondola, the Foxlair to Wild Air route has become the most frequently traveled combination of trails on the lower mountain.

7) Accolades

*Gore Mountain was featured as a Top 10 ski resort in North America by the *Fine Living Channel* in a January episode hosted by Olympic Gold Medalist Picabo Street. Other featured mountains included Telluride, Whistler, and Vail, placing Gore among premier ski destinations.

*Gore Mountain was recognized as a Top 10 in the East for Value and Lifts by SKI Magazine in October 2003, and chosen "Best Ski Area" by Capital Region Living Magazine in May 2004.

*Gore Mountain was one of three finalists for a Silver Eagle Award for Excellence in Environmental Education at the NSAA National Convention & Trade Show in Savannah.

8) PSIA & NYSEF Events

Gore Mountain was host to twelve NYSEF racing events, eight PSIA two-day clinics in the alpine, Nordic, and snowboard disciplines, and two Level II Part I certification exams. These events 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.

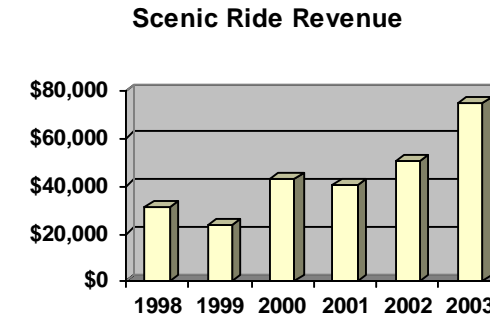
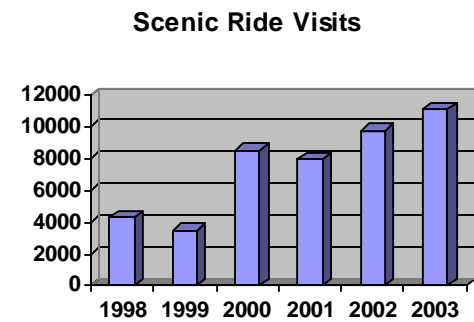
For the upcoming 2004/2005 season, Gore Mountain is working towards the following improvements:

- a) *Modernization, upgrade, and movement of the base lodge cafeteria to a food court layout in the Tahawus Room.*
- b) *Snowmaking improvements including an increased number of pumps and tower guns, resulting in the ability to have more terrain open earlier in the season*
- c) *Widening of Twister from 60-80' to 120,' providing a venue for more high-profile racing events*
- d) *Upgrades to the Saddle Lodge, including new windows, expanded foodservice offerings, and improved seating.*
- e) *Removal of the earthen half-pipe on the Arena to relieve congestion and improve conditions in the high-traffic area. A new pipe is planned to be built in the improved terrain park on Gore E-Gully, serviced by a handle tow.*

SUMMER & FALL

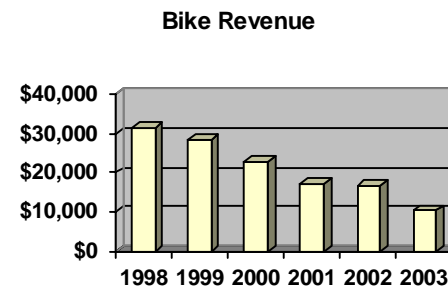
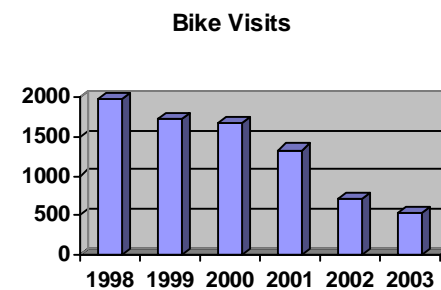
The Summer 2004 season will be our third year with a seven-day operation July 31-September 6. Activities including mountain biking, scenic rides, hiking, and barbeque will continue on Saturday & Sunday through Columbus Day. Working jointly with our partners in the region, this will be the second season to have published a cooperative brochure with the Upper Hudson River Railroad.

<u>Summer</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Gondola Visits	4285	3479	8509	7963	9763	11029
Gondola Revenue	\$31,443	\$23,412	\$42,770	\$40,328	\$50,452	\$74,811



The installation of the Northwoods Gondola has proven to be extremely advantageous to growth in visitor numbers. Summer 2000 was the first season the new gondola was available to visitors, which resulted in a 145% increase of scenic riders in one year.

<u>Summer</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Bike Visits	1966	1717	1681	1330	710	526
Bike Revenue	\$31,210	\$28,503	\$22,948	\$17,002	\$16,645	\$10,406



Despite investments in the mountain biking operation including trail development, regional advertising, racing events, clinics, and rental offerings, there has been a steady decline in visits and revenue. Downhill mountain biking is an extreme sport for expert riders; the market is highly segmented and it is difficult to provide Gore Mountain's current guests with the family-oriented biking experience they are seeking.

<u>Summer</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Total Visits	11,555	10,473	9,293	10,190	5,196	6,251
Total Revenue	\$85,217	\$67,097	\$57,330	\$65,718	\$51,915	\$62,653

Verizon Sports Complex

Year in Review

The Verizon Sports Complex hosted world cups in all of the sliding disciplines. The weather was very rainy from October thru December, but the staff at the complex dug in and performed in outstanding fashion in the face of the adverse conditions.

World Cup Luge was the first competition, and it became the premier world cup event held at the facility. The men's bobsled world cup followed, during the height of the rain and warm weather. The track staff spent hours shaping the track and maintaining it for competition. Training and the races were accident free, a testament to the hard work of the staff. World Cup Skeleton was next, where again the event was a huge success. The last world cup competition was in women's bobsled, which also ran smoothly. The federation officials, athletes, coaches and spectators had great things to say about the competitions and the way they were run, ensuring that there will be more world cup competitions in the future.



The management of the Verizon Sports Complex has progressed with the Mission Statement outlined in the March 1999 UMP. The complex has "...instituted comprehensive activities utilizing the complex to insure optimum year-round use and enjoyment of the facilities." Additionally, "...management has placed an emphasis on facility modernization and improvement in order to achieve the goal state in the 1986 UMP."

The Verizon Sports Complex has undertaken aggressive rehabilitation programs, new infrastructure, and general reintroduction of the facility to the Olympic Region. The

complex has made great strides in achieving the goals of the UMP and will endeavor in the future to ensure that the build-out of the complex and marketing initiatives always adhere to the Mission Statement.

The Passenger Ride Program

Capital funds allowed the winter bobsled ride program to make great stride with regard to updated equipment, employee spirit, and create a very positive experience for the public.

The new winter sleds performed admirably with very little upkeep. The wear and tear to the new sleds is different than the wear and tear to the old plank sleds. Equipment to help with the wear and tear was procured at lower costs from a local source.

With the arrival of the new sleds, the attitude of the staff was greatly uplifted. The staff is proud to be working with the new equipment and that translates into a more efficient staff as well. With more modern and safer equipment available, injuries were down dramatically.

The guests are thrilled with the sleek new racing look of the bobsleds. There have been countless comments about what a great thrill they experienced during the ride program and that they are able to live vicariously through the ride program and ride in sleds that are modified versions of bobsleds that are used on the racing circuit. This is in direct contrast to the past couple of years where guests were disappointed with the appearance of the old sleds.

The 1980 track is slowly deteriorating and some prime weeks of the ride program were lost during the winter due to track malfunctions and the ensuing maintenance. However, the problems that plagued the track were identified and corrected so the track should be in good working order for the future.

The ammonia separator that was installed was hugely successful. The separator allows the 1980 track and the combined track to run at two different temperatures, which makes for better ice on both tracks.

The luge rocket program was once again very successful on the combined track, running in excess of 5,000 sleds. The public enjoyed this addition to the ride program and the staff is working on increasing the efficiency of this program to allow for more rides per day. Currently, about 160 rides are given each day, and the goal is to increase the numbers to 200-210 rides per day.

Overall it was a good winter season. Revenue was up at the sliding tracks for the ride programs and some of it was due to the fact that the major events at the Verizon Sports Complex were not scheduled at peak visitor periods – like Christmas week and Presidents’ Week – thereby freeing up track time for the ride programs. The addition of another ticket window at the ticket office also helped to allow for better customer service and traffic flow. The wait in lines were shorter and guests were able to purchase rides quicker.



The summer ride program continues to grow steadily each year. The numbers are approaching those achieved before the construction of the combined track. The summer program was within 400 people of the record year. The goal for the upcoming summer season is to have the ride program available seven days a week instead of just five. This will allow for greater flexibility for the guests as well as increase the number of rides available, as many sessions were sold out last summer and guests were unable to purchase a ride.

Venue Improvements

Many projects on the combined track were completed over the last year. Start 1 received road paving, a new sprint warm-up area for the athletes, a drive line cutter, a walkway built alongside the track for viewing, and restrooms in the start house. At the finish area, warming buildings for athletes and staff as well as the scale weighing building were finished. The whole track now has its own lighting system so the track may be used for evening sliding. Another major improvement was the refrigeration system that was installed for the tracks, allowing the combined track and the 1980 track to have separate cooling systems.

Some projects for the next year include a weather protection system for the track, adjusting the track lighting system to become more environmentally friendly, move paving around the track, the addition of a warming building at the lower finish, and continuing with the guard rails project. Also, changes to the men’s luge start, which has been a boon ever since the track was built, are in the works. To improve the venue for guests, a viewing walkway from the current footbridge over the track to the finish area will be built and a pavilion in the Verizon Memorial Park (located by the Lamy Lodge) will be added.

Cross-Country & Biathlon



The cross-country and biathlon facility held two high-caliber events over the winter. The World Cup Biathlon tour made a stop at the facility in February while the Chevy Truck Cross Country Junior Olympics were held in March. These events went off great, and many positive comments were made by the IBU and officials conducting the Junior Olympics. With the success of these events, the venue should remain on the calendar for more events.

The cross-country industry seemed to be on a downward trend in the past decade, peaking in the 1980’s. However, the visitor numbers and revenue has been increasing slightly for the past couple of years and hopefully the trend is reversing and heading back towards the heydays of the ‘80s.

This facility also handles mountain biking and biathlon target shooting during the summer.

The visitor numbers have been strong, and new programs have been implemented for the summer of 2004, including the Be a Biathlete program. Hopefully, this new program and others like it will increase the visitors and add to the overall experience for the visitors.

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 Events Department reported a productive and exciting roster of events during the 2003/2004 winter season. The department in cooperation with the various ORDA venues produced six successful world cup events as well as a number of national, local and regional sporting competitions. 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.

MAJOR EVENTS HOSTED

World Cup Bobsled
World Cup Luge
World Cup Women's Bobsled
World Cup Freestyle
World Cup Biathlon
World Cup Skeleton
US Junior Olympic Cross Country Ski Championships
US Biathlon World Team Trials
3 Ski Jumping National Meets
IMG Bumps & Jumps

The Events Staff hosted in excess of 1,500 athletes, officials and team support coordinating visa's transportation, accommodations, competitions, social functions and ceremonies.



Additionally, the ongoing emphasis on maintaining and interacting with the national and international sporting federations remained a priority with staff members traveling to the Bobsled Congress, the Luge Congress, the FIS (International Ski Federation) and the Biathlon Organizers meetings. These relationships help ensure the optimum exposure for our facilities and their continued usage. Additionally, each year bid presentations are prepared for the existing World Cup events as well as for new, high exposure events for the Olympic Venues.

During the 2004/2005 winter season, the Olympic Regional Development Authority will again host six World Cup Competitions as well as one a World Cup B in Nordic Combined and a National Ski Jumping Championship. The department's participation on international and national levels will continue.

Sports Development Department



Gold Medal Adventure – Sports Development’s summer day camp – is entering the eighth summer of operation. With increased marketing resources in the form of a cable buy, we look to increase numbers.

- Wet and Wild Wednesdays offer participants the opportunity to try freestyle trampoline clinics and water ramping will be available to the public. The Sports Development Department will also run an interactive zone at both Wet and Wild Wednesdays and Soaring Saturdays. The interactive zones consist of BB gun biathlon and hockey shot.
- 
- The summer skating trampoline training, relocated to the Olympic Center, proved very successful and was popular with the participants as well as spectators. The facility is a multi-use platform, hosting the 2003 World Cup Freestyle awards ceremony.
 - Looking ahead, the department hopes to host the Fresh Air Kids in July as part of an Olympic Day experience. Underwritten by NY Power Authority, this program allows inner-city youth and their host families to take part in a Sports Development clinic free of charge.
 - Once again, ORDA Sports Development partnered with the NYS Lottery in implementing the interactive portion of the Winter Achiever program. Ten schools throughout New York were visited.
 - This past winter, the department offered the 2nd Annual Localuge Series. It was a fun-filled, five night grassroots sliding series designed for area adult residents. The enthusiasm for the program was great and participants came all the way from New Hampshire. The program was such a success that it will be offered again next year.
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Looking ahead, Sports Development is moving forward this summer, operating four phases of activities.

- Gold Medal Games (corporate events)
- Sports Development clinics
- Figure Skater Trampoline program
- Gold Medal Adventure, with the addition of Wet and Wild Wednesday and Soaring Saturday events.

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 for the betterment of both

2003-04 OVERVIEW

Staff of 5 in the Communications Department has remained the same in the past year. This continuity has served the individuals as their experience and confidence continues to grow, and has enabled the department to run smoothly, particularly in the field.

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 both coordinators handle the writing chores and serve the needs of the media. ORDA's art director creates the company look, while the internet coordinator maintains a family of four websites.

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, the ski jumping and aerial skiing venue, and Whiteface Mountain. Overall, the attending press is quite satisfied with their working conditions and food service at each venue. However, as we move further into the world of high-speed, online service, it is now mandatory that we upgrade accordingly. For research and photo transmission purposes, speed is now an issue.

EVENT COVERAGE

1. *World Cup men's bobsled in Nov. 2003*: major events on combined track brought coverage from Eurosport (live); AP Wire and Wire Photo; AP Television highlights package; Schenectady Gazette; Baltimore Sun; Adirondack region coverage on TV and print; European Press Agency photo coverage; aired on Speed Channel
2. *Smucker's Stars on Ice*: full house (over 7,000) in Olympic Center in late November 2003; television show aired on NBC in December
3. *Ultimate Bumps and Jumps in Dec. 2003*: free ski competition at Whiteface Mountain drew 2.4 rating on CBS; photo in NY Times from Whiteface illustrating new school fashion
4. *World Cup luge Dec. 2003*: major events on combined track brought coverage from Eurosport (taped); aired on OLN; AP Wire and Wire Photo; AP Television highlights package; Schenectady Gazette; Baltimore Sun; Adirondack region coverage on TV and print; European Press Agency photo coverage
5. *World Cup freestyle skiing*: AP Wire and Wire Photo, AP Television highlights package, Schenectady Gazette, Baltimore Sun, Adirondack region coverage on TV and print; One hour network shows on NBC and ESPN; Ski Racing Magazine
6. *World Cup biathlon*: AP Wire and photo coverage; European Press Agency photo coverage; Agence France Press photo coverage; live coverage on Eurosport; local press coverage; aired on OLN; Live feed taken by Weather Channel

7. *Empire State Winter Games in Feb. 2004*: in conjunction with the New York Lottery, event drew statewide coverage in all media
8. *Chevy Truck U.S. Junior Olympic Cross Country Championships in March 2004*: drew local press contingent
9. *Verizon Ice 2004*: The Verizon Sports Complex in Lake Placid served as the host set for this winter sports gala featuring bobsled, luge, skeleton and curling. The hospitality room atop the bobsled start area served as NBC's host set for anchor Dan Hicks. In addition, World Cup bobsled and skeleton races from Lake Placid were integral to the show. A total of 90 minutes aired nationally in December 2003 with excellent ratings.

Other coverage highlights during 2003-04:

- Bacon's clipping service tracked strong coverage of ORDA stories and events, particularly as a result of the movie "Miracle", where over 1,000 news articles were written
- ORDA, once again, had a major presence on the AP wire with countless stories and "mentions" of its venues, particularly Whiteface and Gore mountains

Sept. 2003: Albany Times-Union feature on how to become a ski jumper
Lake Placid feature in Family Fun magazine

Oct. 2003: Coverage of first snowfall of the season included story on AP, NY Times, CBS Radio sound bite, WCBS Radio (NYC) sound Bite; live shot on Weather Channel from Whiteface Mt.; stories in SKI and SKIING magazines

Dec. 2003: Feature story on localuge in Adirondack Life magazine
Feature on Lake Placid and Whiteface in Endless Vacation magazine

Jan. 2004: Travel feature on Lake Placid and Whiteface Mt in the South Florida Sun-Times

Feb. 2004: Private screening of Disney movie "Miracle" drew nationwide coverage via AP wire and AP photo; National Public Radio ran feature; media from central and northern New York attended festivities providing live TV coverage in Albany, Syracuse, Watertown, Plattsburgh, Burlington

—Associated Press stories on the Parallel From The Start teaching program; comparison of Whiteface Mountain with Mars in space coverage

—Included in Trenton Times ski columns in Dec and Jan.

Upcoming summer / fall 2004 highlights:

- *July 4 and Flaming Leaves Ski Jumps*
- *Songs at the Lake Music Festival*
- *Four Nations Cup international women's hockey tourney*
- *World Cup events in sliding sports in December*

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 and the Gold Medal Games programs in conjunction with our Sports Development department.

For the fiscal year 2003-2004 we were successful in renewing several contracts with existing sponsors: In the fall, Anheuser Busch signed a two year contract extension for \$90,000 cash and \$10,000 budget value in-kind, Chevrolet resigned for another year offering budget relieving value in-kind of 13 vehicles at a value of \$78,000.00, SCA Tissue (formerly Encore Paper) signed a three year contract extension to provide \$30,000 in budget relieving value in-kind and the Eastman Kodak Company has agreed in principle to a three year contract extension for \$110,000 cash and \$190,000 value in-kind.

Another focus for the past year has been sponsorship opportunities with the ORDA venues and programs aimed at local businesses. Three programs have been developed to date: signage opportunities at ORDA venues, weekly event sponsorship for the Wet and Wild Wednesdays and Soaring Saturdays programs and a weekly Whiteface ski report sponsorship. An additional \$15,000.00 in revenue was generated from these programs.

Two Winter Olympic Challenge programs were completed this year in January with IBM (196 people) and the Congressional Challenge (90 people). We were able to net nearly \$66,000 in revenue from these programs.



The Gold Medal Games program, a joint effort between the corporate development and the sports development departments, attracted 10 companies and generated over \$39,000 in gross revenue. The program is designed for corporations and companies who are looking for an off-site location to host meetings and employee incentive programs while combining Olympic activities with their outing. Working within a company's budget and time constraints, we successfully completed Gold Medal Games this past year for IBM, Johnson & Johnson, Ruby Tuesday, Verizon, Pfizer, Baxter Health Care, Bayer, ADT Security Services, Fireman's Fund Insurance and Citigroup.



Events were a major part of the Corporate Development's year in 2003-04 with over \$280,000 in sponsorship dollars and over \$36,000 in value-in-kind product being raised to help offset event costs.

FINANCIAL IMPACT:

	<u>Gross Revenues</u>
ORDA Sponsorship	\$445,870.00
ORDA Value In-Kind	\$177,117.00
ORDA Event Sponsorship	\$283,800.00
ORDA Event Value In-Kind	\$36,200.00
Gold Medal Games	\$39,717.00
Winter Olympic Challenge	\$288,650.00
TOTAL	\$1,271,354.00

THE YEAR AHEAD:

The focus for the upcoming year is multiple. Plans are to concentrate on renewals of major sponsors Verizon, Coca-Cola, Charter One Bank, Anheuser Busch, and Chevy Trucks as well as continue local budget relieving sponsorships with Lockrow’s Office Equipment, SCA Tissue, Knight Cadillac and a new sponsorship with Sperry Advertising in South Glens Falls. We will continue to maintain current relationships by enhancing communication with partners and focus on soliciting potential new sponsors. Interest in the Lake Placid Olympic venues remains strong.

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 Women’s Ice Hockey, Luge, Bobsled and Skeleton, Freestyle Skiing and Snowboard.

We will look to build on our existing local sponsorship opportunities, grow the revenue from these programs and gain involvement from more local businesses.

Currently, two waves of the Winter Olympic Challenge are planned for this winter. There continues to be interest in this program from numerous large companies despite the economic downturn. Additionally, inquiries on our Gold Medal Games program remains constant on a year-round basis from small to mid-size companies, groups and organizations. Sales efforts will continue on both of these corporate hospitality programs.

In a continuing effort to enhance communication with current ORDA sponsors, our bi-weekly, informational email goes out to all of our sponsors informing them of activities, programs and events that are occurring on ORDA venues. This has been well received and has encouraged sponsors to participate more and more in our programs and events.

Corporate Development will also continue to manage hospitality for events that occur on ORDA facilities.

ORDA Sponsors



Marketing Department

The ORDA Marketing Department develops and implements marketing and advertising strategies that will increase visitation and revenues at the ORDA venues. Each season's marketing plans include the development of collateral, strategizing an advertising and promotion plan, attending trade and consumer shows, developing new programs and activities to increase public enjoyment at Whiteface and the Lake Placid venues, and improving the guests' experience at all venues.

Summer 2003

The summer 2003 marketing plan continued as a regional approach. Thousands of vacationers visit the Adirondacks in the summer for many reasons; the marketing focus is to reach them and persuade them to visit our venues once they are here.

The marketing team approached the summer of 2003 with specific and measurable goals:

- Raise Passport sales by 25% (an additional 2500 passports)
- Train ticket sales staffs to up sell from a venue admission ticket to a Passport
- Increase summer bobsled rides by 20 % (1200 rides)

These goals focused on getting more people through our venues and also having visitors choose to experience more of the activities available. Success meeting these goals would not only increase ORDA revenue, but also give our guests the best possible experience.

Sales Training

The marketing department held a sales training session for all ORDA front-line staff prior to the summer season. 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 goals were presented and staffs were encouraged to meet these goals.

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 Northern New York, 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 prominent in all local lodging properties providing visitors instant access to our venue information.

Marketing Initiatives

Community Passport Weekend

We kicked off the summer season with a community awareness campaign the weekend of June 21 & 22. Local residents were invited to visit all Olympic venues that weekend by presenting a paper "passport" that was distributed in super markets and printed in the Press Republican and local papers. Free gifts were awarded at the ORDA store to those who stopped by with their passport. The goal of this program was to educate as many regional residents as possible to ORDA venue activities, thereby creating an extended sales force within the region. Although the idea was sound, the execution was flawed. Grocery stores did not follow through with their agreements to have the passport coupons at their check out points resulting in disappointment and confusion for the consumer who had read press releases describing the program. The unfortunate lesson learned was that we cannot depend upon others to voluntarily get our message into the hands of our target market.

Summer Sites Passports

The summer passport program continued to be the main thrust of our summer marketing plan. As previously stated, the goal was to sell the **total** Olympic Venue experience to our guests instead of a one-venue visit. This not

only increases our revenue share per person but also offers visitors to the region a greater experience. Print, TV and radio campaigns were created to promote the passport program. Hotels participated in selling the product to their guests through the 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 9,500 visitors purchased summer passports, a 25 % increase over the previous year and revenues for this program increased by 27%. Front line staff had great success up selling from a one-venue admission ticket to a passport. Passport sales goals were accomplished.

Bobsled Rides

Summer bobsled rides showed a marked increase from the previous year. A 7-day program was initiated at the venue, which resulted in a 17% increase in riders and a 13% increase in revenue – not far from our marketing goals.

Events

Marketing campaigns were also created and implemented for **Wet and Wild Wednesday** and **Soaring Saturday** at the Jumping Complex, the traditional **Native American Festival**, **Scottish Highland Festival** and **Oktoberfest** at Whiteface and the **Flaming Leaves Festival** at the Jumping Complex.

Visitors Information Center

In addition to the information desk maintained at the Jumping Complex, an information center was established at the Verizon Sports Complex, at the Lamy Lodge, that greatly enhanced the guest experience at that venue. Information about activities and schedules became easily accessible.

From a marketing perspective the summer of 2003 was successful. Information regarding all programs and activities was easily available through weekly schedules, brochures, local radio programming, regional TV campaigns, and a trained front line staff.

Financially, the season was slightly ahead in revenue from the previous summer, one of the best summers on record.

Winter 2002-03

Whiteface

The winter marketing plan focused on the following three themes in the creative process:

- Ski Magazine readers ranked Whiteface #1 in the Eastern U.S. for the third year in a row. This unprecedented honor became the backbone of our marketing campaign for the 2003-04 season.
- The uniqueness of the Adirondacks continued to be a secondary theme with the emphasis on “adventure” rather than “tradition”.
- The “Winter Sports Capitol of the World” headline was resurrected in keeping with the #1 rating for off hill activities for over a dozen years.

Season Pass Sales

Whiteface season pass sales once again surpassed the 4000 mark. Several new options were offered for sale including a limited number of the high-end Premiere Club Season Pass complete with priority parking and locker, new Snow Sports School Season Pass products, a midweek non-holiday Senior Pass, and a la carte options for cross country skiing and ice skating on the oval. The Whiteface only “early buy” non-holiday season pass category continues to be the best seller with over 1600 sold in that category. College passes continue to grow with over 1000 being sold. The Empire Card was added as an additional Whiteface/Gore discount offering. Purchase the card for \$79 and receive a free day and \$12-\$16 discounts on each day thereafter at either mountain.

Ski Shows

Ski Shows attended were in New Jersey, Philadelphia, Ottawa, Toronto, Albany, Connecticut and Boston. The Connecticut show was new and disappointingly, under attended. The Boston show, one of the largest in the country, was a new addition to our itinerary and worth repeating. The New Jersey Shows are club operated and group focused. There was no consumer show in the New York City area this season. Toronto continues to be a great market for ski/snowboard enthusiasts. There continues to be a great deal of misinformation regarding the distance to Whiteface/Lake Placid (even in the Albany area!) and the association with the "Iceface" word continues to exist. An Adirondack chair was raffled off at each show facilitating the collection of names for our growing database.

Distribution

The Whiteface brochure (approximately 70,000) was distributed 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. The brochure included more detail on off-hill activities than in the past and rates insert for easily accessible information on all Snow Sports School programs.

Promotions

A list of participating promotions is attached. We continued the sponsorship of the Warren Miller showing of Journey to sell-out audiences in Albany and Schenectady and continued our participation in the Price Chopper "**Ski any Three Big Mountain Pass**" coupon book. New and notable is a relationship with **COSTCO Wholesale Canada**. Through their Leisure Activities Program we were able to sell Whiteface lift tickets at an attractive price to COSTCO members in thirty-one locations throughout Quebec, Ottawa and the Toronto regions. Results from this first year totaled over 1200 tickets sold and over \$40,000 in revenue.

Hotel Packaging Opportunities

In addition to the midweek packaging opportunities, a well-priced, three-day weekend package was continued as well as aggressive Super Sunday weekend packaging. A two-day, non-holiday weekend package was also offered at a 10% savings to the properties.

Group Sales

Group sales topped \$500,00 this winter, a 20% increase over the previous season. Close to 17,000 skier visits were generated through brokers, clubs and groups. Montreal based wholesaler (L'Express/Voyages Skier) became the #1 broker based on revenue and skier visits. Reports showed a correlation between lift ticket cost and skier visits. When it comes to groups, price does matter, both revenue and skier visits are positively correlated to a lower priced ticket.

In addition college season pass nights arranged on campuses through group sales resulted in a 48% increase in college passes sold.

To continue group sales growth sales, it will be necessary to attend additional trade shows, continue to aggressively follow-up with the growing database, and continue to properly service the groups at Whiteface when they arrive. It will be necessary to add another dedicated staff member to this effort. The opportunity to add international groups (by attending POW WOW with I Love NY) is another avenue for growth.

Guest Conveniences and Guest Services

The guest services desk at Whiteface ramped up its services and marketing responsibilities. A Policies and Procedures Manual was created, customer requests for services tracked, and announcements were frequently made to cross-market events and activities at other venues.

The **Town/Mountain Shuttle** service saw an increase of close to three thousand riders this season. This convenience continues to grow in popularity with local residents, visiting families and groups arriving on buses. Informational rack cards were distributed throughout town that included approximate times of pick-up at each of the eleven stops on the route. Expenses for this free service were also up due to vehicle maintenance and additional days added to the schedule.

Impact Associates was scheduled to train both new and returning staff prior to the Christmas season at each venue. This consistency in training is making a dramatic difference in how staff interacts with our guests at all venues.

The convenience of purchasing tickets and the ability to trade in hotel vouchers for lift tickets at the ORDA Store is also growing in popularity with our visitors.

Gore Mountain

Advertiser's Workshop continued to be the agency on record for Gore. Please see Gore's annual report for additional information.

Events

There continues to be a more cohesive marketing effort from the entire marketing team for ORDA events. Posters were created that contained information on both fun consumer events and World Class events prior to each holiday publicizing the whole menu of activities available. Increased cross-marketing efforts, a more knowledgeable ORDA staff and more efficient marketing campaigns were predominant all season.

Winter Passport

After the dismal drop in winter passport sales during the 2002-03 season, it was obvious that the product needed to be recreated. The **new** winter passport was created with offerings similar to the very popular summer passport with its \$19 price point. In addition, several new discount coupons were added to the mix to persuade consumers to purchase additional services at each venue. The winter plan was a success. Passport sales tripled and winter passport revenue increased by close to \$30,000. Since passport sales were credited to the venue selling the product, there was greater staff motivation to sell the product.

Verizon Sports Complex

Winter Ride Program

A seven-day a week program was initiated at the sliding tracks with the addition of luge rocket rides being offered on Mondays and Tuesdays. The ride programs were an important element of our winter marketing plan as the "Winter Sports Capitol of the World". Close to 1100 people who purchased passports used the \$10 off bobsled coupon and over 500 passport purchasers used the \$5.00 off luge rocket coupon. Guest services was greatly enhanced by a service oriented staff member in the Lamy Lodge and an additional level of enjoyment, as well as revenue, was gained by offering a virtual reality experience. Refrigeration issues on the 1980 track resulted in an early close to the bobsled ride season. Luge rocket rides continued through April providing an exciting substitute and made up for lost revenue.

Cross Country Center

The Cross Country area saw a decrease in visitors due once again to the extremely cold winter season. However, it was an extremely busy event season at the cross-country venue with the hosting of the Loppet, Biathlon Nationals and World Cup, and Junior Olympics. Also, over 700 regional 3rd grade students did take advantage of the free one-day program and a new consumer Sunday Race Series was well attended.

The Olympic Center

The Olympic Center has experienced another busy year with events and activities. New energy and commitment has been implemented into the figure skating programs and coaching combined with partnering with the U.S.O.C. at Lake Placid for the first time to offer housing for summer program participants. This unique opportunity shows great promise.

As ORDA and the Olympic Center and Oval move closer to the 25th anniversary of the 1980 Winter Olympics, the building will receive an inviting new look with interior displays, banners and reminders of the past history and future excitement.

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.

Excelsior Advertising

Our in-house agency, Excelsior, continues to position and promote the marketing message on behalf of ORDA venues and events in both regional and destination markets. Highlights for 2003-04 are listed here and a detailed advertising plan is attached.

- New TV spot was created that brands Lake Placid/Whiteface as the #1 resort in the eastern U.S. (not Vermont as most perceive), TV airtime in markets from Ottawa to metro NY/NJ/CT

- Four new radio spots themed with humor to brand Whiteface/Lake Placid as the #1 resort in the eastern U.S. airtime on stations from Ottawa to metro NY/NJ/CT

- Two new radio spots that were targeted on radio stations in the corridors leading from metro NY/NJ/CT into Vermont ski resorts that explained that the #1 resort in the eastern U.S. is not in VT but is Whiteface/Lake Placid

- Custom campaign to piggyback on the promotion of the Disney movie *The Miracle*, this ran in January 04 in metro NY/NJ/CT markets on radio and TV promoting "visit Lake Placid and Whiteface to create your own miracle this winter"

- Whiteface took the lead and became the underwriting sponsor of the new Resort Sports Network TV station (Adirondack TV 33) that broadcasts over cable from Lake Placid to the surrounding tri-lakes market and sponsored the only live sports/information TV show in the region, all with the purpose of marketing the ORDA venues/activities/events

Database Development & Surveys

Summer 2003

Key findings from the satisfaction surveys that were collected at all ORDA venues during the summer of 2003:

- The overall experience at ORDA venues is rated high.
- The Jumping Complex received the highest scores on overall experience.
- Staff friendliness and knowledge is rated high at all venues but improvements can be made to the ticket sales process.
- Ratings on food service, quality and value were low.

The demographic survey showed the following:

- Top three states represented were New York (43%), Pennsylvania (13%), and New Jersey (10%)
- 60% of summer visitors are between the ages of 34 and 54
- 64% are married and close to 40% have children living at home.

Winter 2003-04

A combined satisfaction survey and demographic survey was performed at Whiteface from Dec. through March. A few of the key findings are listed.

- Quality of snow coverage and trail grooming were rated lower than the region; half-pipe and terrain challenge rated higher
- Employee friendliness was rated higher than the regional average in all areas except for the ski shop and rental shop
- On-Mountain facilities and overall level of service were rated higher
- Family appeal was rated higher than the region.
- More than a third of the respondents participated in another venue activity during their visit.
- The decision to ski/ride Whiteface was mostly influenced by either a previous Whiteface experience or through friends/word of mouth.
- Close to 80% of respondents are from the Middle Atlantic Region.

Results from these surveys are providing much needed insight in areas that need improvement and in developing future marketing plans. In addition, we have accumulated an opt-in list of consumers to talk to, via special promotional email messages and mailings.

Next Steps

The marketing plan for the summer of 2004 will concentrate on providing excellence in our programs and our services. Several new venue activities are being developed that will add to the excitement at our venues and offer a more personal experience. Passport sales will continue to be the focus for summer revenue growth.

The winter season marketing plan will focus on the whole Lake Placid experience, the Winter Sports Capital of the World, the 25th anniversary of the 1980 winter games and how the “magic” continues. A DVD will be created to enhance the marketing efforts.

The new venue wide ticketing and customer relationship management system that will be implemented this fall will provide a more immediate sales analysis tool for all future planning.

Whiteface Winter Promotions 2003-04

Albany Pegasus Mobil Gasoline Dealers Group Promotion

One free Adult Lift Ticket with purchase of One Adult Lift Ticket of equal or greater value. Sunday through Friday, non-holiday. Display up at participating stations beginning Nov. 24. Holiday black-out periods are: 12/26/03 – 01/03/04; 01/17/04 – 01/19/04; 02/14/04 – 02/22/04.

American Express

20% off 3 day lift ticket. Offer valid from 12/01/03-03/31/04. Black out holidays are 12/26/03 - 01/03/04; 01/17/04 - 02/19/04; and 02/14/04 - 02/22/04. Page printed from American Express site and presented at time of purchase.

Or coupon

(1 ½" x 1 ½" "presented from Travel & Leisure Magazine, Nov. issue). Amex also mailing an insert to AMEX customers. Copies to come. Payment must be by American Express Card, American Express Travelers Cheques, American Express Gift Cheques or combination.

\$15. off midweek lift ticket. Monday through Friday, non-holiday (see above dates). Single day. Print page from AMEX site and present at time of purchase, or present coupon or mail insert – method of payment, same as above.

CAN/AM

Non peak group rates: Adult/Teen \$25; Junior \$16

Dates: Dec. 4-7 '03, Dec. 18-21 '03, March 18-21 '04, March 25-28 '04, April 1-4 '04, April 8-11 '04.

Show CAN/AM ID to receive special rates on listed dates only. (Get copy ID from Denny Allen or Tom Birney)

Canadian Hockey Enterprises *

Non peak and peak group rates (depending on dates) with Canadian Hockey Enterprises ID.

Dates: Dec. 11-14; Feb. 5-8; Jan. 16-18; March 5-7.

COSTCO

Discounted lift ticket vouchers are being sold in COSTCO locations in Quebec and Ontario. These vouchers are pre-purchased and will be redeemed for adult, teen and junior lift tickets. COSTCO will pay Whiteface for all vouchers sold. Samples to come.

Empire Card – Gore/Whiteface

Individuals purchase for \$79 and receive first lift ticket for free. Thereafter, \$16 discount midweek and \$12 discount on weekends and holidays with card. Single day tickets only.

Groups or corporations are offered the Empire card for \$39 without the first day free. Same discounts as above will apply.

Entertainment Book

One complimentary lift ticket when a second lift ticket of equal or greater value is purchased Sunday through Friday, non-holiday. Not valid 12/26/03 – 01/03/04;

01/18/03 – 01/10/04; 02/15/04 – 02/22/04.

Summer '04 coupons include a two for one gondola ride and a two for one passport purchase, valid June 19-October 11. Samples to be provided.

Fort Drum Vouchers

Vouchers are consigned to Fort Drum and purchased by military and families at the base. Each voucher redeemed has a value of \$39/adult and \$25/junior. Lodgin Property voucher is used but Fort Drum designation sets it apart. A/R through ORDA finance office.

I Love NY Learn to Ski Promo*

Each Learn to Ski Package purchased includes a transferable coupon for 25% off the price of an all-day, all mountain lift ticket valid at any participating mountain.

Whiteface specific coupon in the Ski 1,2,3 booklet offers 50% off adult, teen or senior one-day ticket any day in March or April 2004. Coupon must be presented at time of sale.

Military Rate

Active military with proof of active military status are offered a \$44 lift ticket at ticket sales.

Mountains of Fun

Greek Peak, Labrador, and Toggenberg Season Pass Holders and new skiers/riders completing the Mts. Of Fun Learn To Ski Program will receive 50% off rack rate any day prior to Dec. 13 '03 and beginning March 29 '04 to end of season and also on any midweek, non-holiday day. Weekends and holidays are 25% off the rack rate. Valid certificate for completion of Learn to Ski Program or valid season pass form one of the three areas must be presented at purchase. Discount valid on single day ticket only.

Naval Admin Unit *

Same as Fort Drum voucher program.

NY Ski Area Pass Holders Reciprocal Promotion*

Ski area pass holders on a list provided (will be updated as necessary) will receive \$10 off the rack rate (Single day only) at any time when presenting their valid season pass from their ski area. Ski areas that are involved in this promotion reciprocate this offer to Whiteface/Gore season pass holders. They are: Blanford, Brantling, Catamount, Cockaigne, Dry Hill, Holiday Valley, Hunt Hollow, Kissing Bridge, Mount Pisgah, Ski Plattekill, Sterling Forest, Swain, Thunder Ridge, and Titus. Updates may be added.

PEF

The Public Employees Federation purchases bulk priced tickets (\$48) from Whiteface to resell to their members. Whiteface is using the blue ticket coupons for this promotion. These prepaid coupons are turned in for adult lift tickets at the window.

Price Chopper Ski Any Three

Big Mountain Passbook Booklet purchased at Price Chopper from October 26 – January 3 for \$129.00. Each Price Chopper voucher is valid for one day lift ticket, Sunday – Friday exclusive of blackout dates: 11/27/03 – 11/30/03; 12/25/03 – 01/04/04; 01/17/04 – 01/19/04; 02/14/04-02-22/04 at Whiteface, Killington or Smugglers. These vouchers are pre-purchased and back of voucher must be completed before redeeming . Whiteface will receive \$34.00 **from Price Chopper** for each coupon redeemed at Whiteface.

Tuesday Tag-along – Coupon in Passbook valid for \$10.00 discount on any non-holiday Tuesday when accompanied by a passbook holder who is redeeming both coupons. The back of Tuesday Tag-along voucher must be completed to receive discount.

\$10 off Empire card voucher also included in booklet. No blackout periods for purchase.

Price Chopper AdvantEdge Card*

A special \$10 discount on non-holiday Wednesdays beginning January 7 when AdvanEdge card is presented. Promoted through Price Chopper. Not valid on Feb. 18.

Student Ski Card: \$55.00

For teens 13-19 and college students with 12+credits. Purchase card and first day is free. Each additional day thereafter, lift tickets are \$29 at the window with card.

Tour de Sport*

Canadian travel agency that sells lift and lodging packages to individuals. Tour de Sport vouchers are exchanged for lift tickets at ticket sales. Broker rates. A/R through ORDA finance.

Ultimate Bumps and Jumps*

Promotion on our web sites includes a coupon that can be printed and presented to ticket sales for a \$30 lift ticket on Dec. 19 & 20 only. Purpose is to drive people to the event for TV coverage. One coupon per lift ticket required.

Ultimate Travel*

Canadian agency that sells two distinct packages to individuals that combines lodging and lift tickets. One is a "Two for One" mid week promotion that is based on our rack rates and sold at the Toronto Ski Show in November. The other package uses our broker rates. Ultimate travel produces the vouchers that are presented at ticket sales and exchanged for the designated lift tickets. A/R through ORDA finance.

Warren Miller Promotion

Attendees at the Albany & Schenectady showings of Warren Miller's Journey (Nov. 15 & 16) will receive a voucher that is redeemed on-line for either a free lift ticket at Whiteface prior to Dec. 18, or a two for one week-day, non-holiday lift ticket.

Wednesday Reciprocal Pass Program*

Titus, Whiteface, McCulley, Gore and Mt Pisgah participate in a program that allows passholders to ski free on alternating Wednesdays. These regional mountain passholders ski free at Whiteface on the following Wednesdays: Jan. 14, Feb 11, March 10 and April 7.

Markets and Media Partners

The attached is the markets and the media partners that are being used to market Whiteface and the Lake Placid/ORDA venues for the winter season.

A detailed analysis was made for the compiled zip code reports from ORDA and the LPECVB from data from the past two years to determine the exact market regions that the messages will be placed. By using this data, we were able to make much more efficient media buys in very targeted areas almost down to specific neighborhoods cross tabbing demographic/income information that located the most likely winter recreation families.

The message and the branding for Whiteface and Lake Placid as you know this year is the #1 rating from SKI Magazine, along with the off-hill activities that give us the high ranking...

The televisions 30 second spot is VERY high energy and music with a sprinkling of the off-hill excitement that Lake Placid/Whiteface region has to offer and will air from central/northern NJ, metro NY, Long Island, Albany Capital Region and Eastern Ontario.

The radio message offers equally strong branding of the #1 ranking and off-hill activities with a very clever and humorous jab at our New England competition. There are 4 different versions/themes that address families, single strong skiers and riders and the ease of getting to Lake Placid.

The print campaign is a co-op with local hotels, some insertions with four partners others with as many as six.

All together, I feel we are putting out a very strong message for the region and the activities that is offered, call to action by going to Whiteface.com, Lake Placid.com and the 1-800- 2-PLACID. The LPECVB as you know is kicking in \$25K to the tv component give some added frequency in all markets.

Total budget: \$310,000, (\$335,000 with LPECVB)
TV: \$253,000 Radio:\$60,000 Print:\$22,000

**Whiteface Radio Stations for
Winter 2003/04 advertising campaign**

WEQX, Manchester Ctr, VT

WFLY, Latham, NY
(518) 786-6640

WDHA, Cedar Knolls, NJ

WHUD, Beacon, NY

WPDH & WRRV/WRRB, Poughkeepsie, NY

WPYX, Latham, NY

WRVE, Albany, NY

WQBK & WTMM, Albany, NY

WEZF, Plattsburgh, NY/Burlington, VT

Y106 & Rock 105, Saranac Lake/Lake Placid, NY

WVNV 94 Hits, Malone/Canton/Potsdam, NY

WRZT Kiss 97, Rutland, VT

WBEV, Killington, VT

2004 ORDA Winter Ski Co-Op
Flight: January 4 - February 20, 2004
Markets: Albany, New York DMA

Schedule consists of Sunday Travel and Thursday Ski Sections.
 Special discounted ad rates on all newspapers.
 Lake Placid/Essex County CVB & ORDA placement on top and bottom of co-op ad
 for additional recognition.

Publication:	Section:	x Run:	Dates:	4" Ad 2 col x 2"
Albany Times Union Paid Circulation: 146,304 Sunday	Sun Travel Thursday Ski	6	Jan 4,8,11,15,18,22,25,29 Feb 1,5,8,12 (6 insertions free)	\$5,549.28
Schenectady Gazette Paid Circulation: 51,805 Sunday	Friday Ski	6	Jan 9,16,23,30 Feb 6,13	\$780.24
NJ Star Ledger Paid Circulation: 408,672 Daily 611,027 Sunday	Thursday Ski *Sunday Ski	6 1	Jan 9,16,25*, 30 Feb 6,13,20	\$5,258.24
Long Island Newsday Paid Circulation: 580,069 Daily	Thursday Ski	5	Jan 9,16,23,30 6-Feb	\$4,580.00
Bergen Record Paid Circulation: 179,270 Daily	Thursday Ski *Sunday Ski	5 1	Jan 4*, 9, 16,23,30 6-Feb	\$2,019.80 \$523.16
The Journal News, (Weschester, Rockland & Putnam Counties) Poughkeepsie Journal & (Putnam County) Bridgewater NJ Courier News (Somerset, Hunterdon & Middlesex Counties) Paid Combined Circulation: 250,396 Sunday	Sunday Travel	6	Jan 9,16,23,30 Feb 6,13	\$3,192.00
TOTALS:				\$21,902.72

WHITEFACE MT. - WINTER 2004

Flight:

December 26, 2003 - March 7, 2004

ORDA - 2401 : 30-sec. TV

<u>MARKET/STATION</u>	<u>Start</u>	<u>End</u>	<u>Spots</u>	
ALBANY				
WNYT - Skiing Weatherman	12/26	3/5	24	
TW CABLE	12/29	3/14	330	
TW CABLE NEWS9-Ski Report	12/29	3/16	440	
NYC				
NY INTERCONNECT	12/29	2/28	629	SUBSCRIBERS: 3,645,000
METRO TRF/WEA	12/29	2/28	360	2,893,000
CABLEVISION NJ				
OAKLAND/BERGEN	12/29	3/7	648	232,000
MORRIS/SUSSEX	12/29	2/28	360	123,000
RARITON/MIDDLESEX-SOMERSET	12/29	2/28	531	171,000
UNION/ESSEX-HUDSON-MIDDLESEX	12/29	2/28	648	289,000
CABLEVISION NYC.				
PUTNAM DUTCHESS ORANGE	12/29	3/7	490	60,000
WESTCHESTER	12/29	2/28	522	102,000
OSSINING	12/29	2/28	522	61,000
YORKTOWN HEIGHTS	12/29	2/28	540	28,000
CABLEVISION LONG ISLAND.				
NASSAU/HUNTINGTON	12/29	2/28	540	288,000
NEWS 12 LONG ISLAND	12/29	2/28	550	794,000
OTTAWA				
CJOH	12/26	2/28	38	
CJOH	12/26	1/4	29	
CHRO	12/26	2/22	96	

Safety & Security

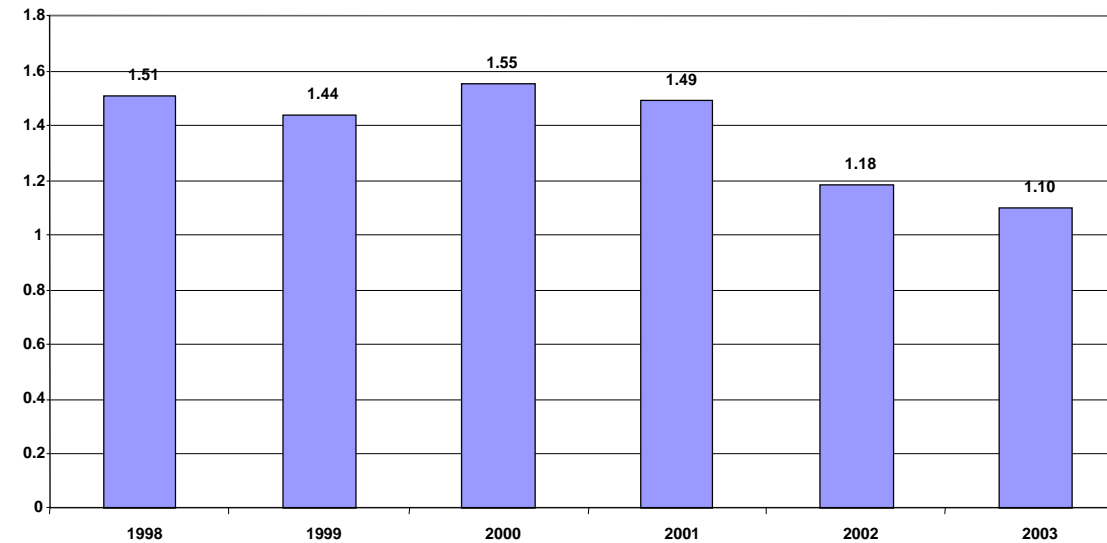
The ORDA Safety & Security Department is responsible for identifying and administering a management program for ORDA's five venues in the areas of financial, personal loss, injury, disadvantage, or destruction in the categories of political, statutory, litigious, or contractual. This encompasses liability risk and safety & security for athletes, guests, officials, politicians, and employees. The ORDA Safety & Security Department facilitates, advises and coordinates with ORDA's Venue Managers, Asst. Managers and Supervisors to ensure they are performing the following functions:

Employee Safety Training, Development of Safety Programs, PESH/OSHA Compliance, Internal Inspection Programs, Fire Code Compliance, Employee and Guest Safety, Event Security, and Accident Investigations.

SAFETY

- The ORDA Safety & Security Department hosted annual safety training days for the venues.
- Assisted with NYS DOL/PESH inspections at the venues.
- Conducted venue wide all-inclusive safety training seminars.
- Worked with New York State & Venue administrators to abate all Pesh/OSHA code compliance issues.
- Conducted pre PESH/OSHA inspections at all venues with insurance and venue safety representatives.
- Coordinated safety awareness programs with Capital projects at the venues.
- Coordinated with administrators, all safety & security sensitive issues.
- The Workers' Compensation experience modification is ORDA's record on how many and how severe our work injuries are. Obviously if the Workers' Compensation experience modification is decreased, it has an impact on the lives of ORDA's workers (avoiding injury) and how much ORDA pays for their Workers Compensation premiums.
- As the chart shows, ORDA's Workers' Compensation experience modification decreased from a 1.18 in 2002 to 1.10 for 2003. If ORDA's experience modification had remained the same as it was in 2000 at 1.55, ORDA's premium would have been \$808,470 rather than \$517,933. A difference of \$290,537. This reduction exemplifies the tremendous team effort and reward that has been accomplished through employee safety & health awareness at all our venues.

ORDA's WC Experience



SECURITY

- The ORDA Safety & Security Department has implemented a Homeland Security Advisory System Procedure for all ORDA Venues. ORDA employees are continually being trained on this system.
- Additional security measures have been introduced at ORDA venues for the safety & security of employees, athletes and guests.
- Coordinated security and dignitary protection at events such as the Empire State Games, Disney-on-Ice, USA Women's Hockey, Stars-on-Ice, World Championships, and Harlem Globetrotters to name a few.
- The Safety & Security Department has worked with the New York State Office of Public Security, New York State Office of Cyber Security & Critical Infrastructure Coordination, New York State Police, Lake Placid Police Department, U.S. Treasury Department and other Federal and State Law Enforcement agencies to provide the necessary security needs for the Olympic Regional Development Authority.
- The Safety & Security Department also attended the 2003 New York State Emergency Management Office Disaster Preparedness Conference.
- Coordinated the installation of the ORDA Emergency Radio Management System. ORDA now has a dedicated Emergency Radio Communications System designed specifically for the safety and security of our employees, guests and athletes.

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 Erin M. Crotty

Commissioner of the New York State Department of Environmental Conservation, Crotty was named to her position by Governor Pataki in March 2001. Crotty is the first woman nominated to head the agency. Crotty most recently served as Director of State and Local Government Relations for Plug Power, Inc. of Lathan. Prior to that, she was the Deputy Commissioner for DEC's Office of Water Quality and Environmental Remediation, where she directed agency activities related to protecting water quality, implementing the \$1.75 billion Clean Water/Clean Air Bond Act, and cleaning up contaminated sites throughout the State. Crotty also served as Governor Pataki's Director of Special Environmental Projects. Crotty earned a bachelor's degree from Russell Sage College and a master's degree from Rensselaer Polytechnic Institute. She resides in Brunswick.

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.

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.

Jim Shea, Jr.

Shea was appointed to the ORDA Board by the Town of North Elba. Shea replaces his grandfather, Jack Shea, who previously held the position. Shea, Jr. won the skeleton gold medal at the 2002 Winter Olympic Games, making the Shea family the first to have three generations participate in the Winter Olympic Games. Patriarch Jack Shea won two speed skating gold medals during the 1932 Games in Lake Placid. Jim Shea, Sr., competed in Nordic combined and cross-country during the 1964 Winter Games. Shea, Jr. is also a world skeleton champion and has won numerous national and international skeleton competitions. Shea, Jr. is currently touring as a motivational speaker.

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.

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 5 children.

Schedule of Events - Summer 2003 ~ Spring 2004

June

7	Whiteface Mountain Uphill Footrace	WFVMH
8-13	CAN/AM Adult Hockey Week	OC
9-14	Adult Figure Skating Week	OC
13-15	Lake Placid Film Forum	OC
20-22	Adirondack Open Golf Tournament	LP
21	Whiteface Mountain Uphill Bike Race	WFVMH
21	Saturday Night Ice Show presented by Charter One Bank	OC
22-27	USA Hockey Girls Select 16/17 Festival	OC
25-29	Lake Placid Horseshow	NESG
28	Saturday Night Ice Show presented by Charter One Bank	OC
26-29	U.S. Canoe & Kayak Jr./Sr. World Team Trials	Mirror Lake
30-7/5	USA Hockey Girls Select 18/19 Festival	OC

July

2-6	I Love New York Horseshow	NESG
4	Chevy Truck Independence Day Ski Jump	MIJC
5	Saturday Night Ice Show presented by Charter One Bank	OC
6-8/9	CAN/AM Hockey Camp	OC
9	Wet and Wild Wednesday	MIJC
10-12	Lake Placid Free Skating Competition	OC
12	Soaring Saturday	MIJC
16	Wet and Wild Wednesday	MIJC
19	Soaring Saturday	MIJC
19	Saturday Night Ice Show presented by Charter One Bank	OC
23	Wet and Wild Wednesday	MIJC
26	Soaring Saturday	MIJC
26	Saturday Night Ice Show presented by Charter One Bank	OC
27	Ironman USA / Lake Placid Triathlon	OSSO
30	Wet and Wild Wednesday	MIJC
31-8/2	Lake Placid Dance Competition	OC

August

2-3	Can/Am Rugby Tournament	NESG
2	Soaring Saturday	MIJC
2-3	9 th Native American Festival	WF
3-9	USA Hockey National Junior Festival (USA, Sweden, Finland)	OC
6	Wet and Wild Wednesday	MIJC
7-10	Summit Lacrosse Tournament	NESG
9	Soaring Saturday	MIJC
9	Saturday Night Ice Show presented by Charter One Bank	OC
13	Wet and Wild Wednesday	MIJC
13-18	USA Hockey Women's Elite Festival	OC
15-17	Lake Placid Art and Craft Festival	OSSO
16	Charter One Bank Summer Ice Revue – Figure Skating Show	OC
16	Soaring Saturday	MIJC
18-23	Adult Figure Skating Week	OC
20	Wet and Wild Wednesday	OC
23	Soaring Saturday	MIJC
23	Saturday Night Ice Show presented by Charter One Bank	OC
27	Wet and Wild Wednesday	MIJC

September		
6-7	Craig Wood Invitational Golf Tournament	
13	Lake Placid Half Marathon	NESG
13-14	4 th Scottish Highland Festival	WF
October		
4-5	12 th Whiteface Oktoberfest	WF
11	3 rd Flaming Leaves Festival	MIJC
November		
9-9	CAN/AM Hockey Tournament	OC
15-15	US Figure Skating Eastern Sectional Figure Skating Championships	OC
13	Localuge Open House	VSC
24-30	Verizon Cup for the FIBT World Bobsleigh Tour	VSC
29	Smucker's Stars on Ice	OC
December		
1-6	Verizon Cup for the FIBT World Skeleton Tour	VSC
1-7	Verizon Cup for the FIBT Women's World Bobsleigh Tour	VSC
4-7	CAN/AM Hockey Tournament	OC
11	Localuge presented by Advertisers Workshop	VSC
12-14	Canadian Hockey Enterprises Hockey Tournament	OC
13-14	NYSEF Alumni Opener Slalom & Giant Slalom	WF
16-21	World Cup Luge	VSC
17	NYSEF Paul Field Memorial Downhill Race	WF
18-21	CAN/AM Hockey Tournament	OC
19-20	Ultimate Bumps & Jumps	WF
26-Jan 3	An Adirondack Christmas Tradition	All Venues
27-Jan 1	U.S. Biathlon Sr. Nat'l Championships & World Team Trials	VSC
28	A Fear of Heights - Fresh Track Clinic	VSC
28	Coronation Ice Show	OC
30	A Woman's Way - Fresh Track Clinic	VSC
30	New Year's Ski Jump & Fireworks (night event)	MIJC
31	NYSEF 120M Ski Jump	MIJC
31	Verizon Senior National Luge Seeding Race #1	VSC
January		
1	Localuge presented by Advertisers Workshop	VSC
2	Verizon Senior National Luge Championships	VSC
2-4	Northwood Women's Hockey Tournament	OC
2-4	Jeannie Thoren Alumni Clinic	WF
3	NYSEF Hovey Memorial Alpine Race	WF
3	Biathlon Basics	VSC
4	NYSEF JIII Cup Giant Slalom	WF
4	Sunday Series Nordic Fun Race #1 (Crazy Lycra Freestyle Spectacular)	VSC
5-7	Jeannie Thoren Women's Clinic	WF
8-11	ISI Figure Skating Competition	OC
10	Stuck in a Rut - Skinny Ski Telemarking	VSC
11	NYSEF Eastern JIII Giant Slalom Race	WF
11	Island Madness Super Sunday presented by Budweiser	WF
11	Sunday Series Nordic Fun Race #2 (Wood 'n Wool Classic)	VSC

January Continued

12-18	Nature Valley Freestyle Cup	MIJC/WF
15	Localuge presented by Advertisers Workshop	VSC
15-18	Canadian Hockey Enterprises Hockey Tournament	OC
19-25	America's Cup Bobsled & Skeleton	VSC
22-25	Northwood Men's Hockey Tournament	OC
24	NYSEF Sig Evenson 90-meter Ski Jump (night event)	MIJC
24	Lake Placid Loppet	VSC
25	Sunday Series Nordic Fun Race #3 (Sunday Sprints)	VSC
29	Localuge presented by Advertisers Workshop	VSC
29	LPHS Giant Slalom Race	WF
30-31	JApril Cup – Freestyle Competition	MIJC/WF
30-31	St. Lawrence University Winter Carnival	WF/VSC

February

1	Rock & Roll Super Sunday presented by Budweiser	WF
1	NYSEF JIV Council Giant Slalom Race	WF
1	Sunday Series Nordic Fun Race #4 (Costume Classic)	VSC
5-6	NYSEF Open FIS Giant Slalom Race	WF
5-8	Canadian Hockey Enterprises Hockey Tournament	OC
6-8	USA Hockey Adult Tournament	OC
7-8	Lake Placid High School Winter Carnival	Town wide
7	Dog Days of Winter – 2 nd Annual Skijoring Jamboree	VSC
8	Sunday Series Nordic Fun Race #5 (The Lopsided Loppet)	VSC
12	Localuge presented by Advertisers Workshop Season Finale	VSC
13	Verizon Junior National Luge Seeding Race #1	VSC
15	Verizon Junior National Luge Championships	VSC
15	Celebrate Valentine's Day with Elvis	WF
15	So, You Want a Workout - Fresh Track Clinic	VSC
15	Sunday Series Nordic Fun Race #6 (Skiathlon)	VSC
18	Harlem Globetrotters	OC
20-22	Empire State Winter Games	All Venues
22-25	NYSPPHSAA Alpine & Cross Country Championships	WF & VSC
23-29	World Cup Biathlon	VSC
27-29	NE Women's Collegiate Hockey Association Championships	OC

March

4-7	Canadian Hockey Enterprises Tournament	OC
5-11	Chevy Truck US JII Olympic Alpine Championships	WF
7	Mardi Gras Super Sunday Presented by Budweiser	WF
7-13	Chevy Truck US Cross Country Jr. Olympic Championships	VSC
11-14	International Pee Wee Hockey Tournament	OC
13	Lion's Club 90M Ski Jump (night event)	MIJC
13-21	Adirondack Almost SpringFest	All Venues
15-16	State Police Ski Championships	WF
18-21	CAN/AM Hockey Tournament	OC
20	NYSEF Open Giant Slalom	WF
20	St. Patrick's Day Party	WF
20	Apple Butter Open Mogul Competition	WF
20	Winter Watercolors - Fresh Track Clinic	VSC
25-28	CAN/AM Hockey Tournament	OC

<u>April</u>		
1-4	CAN/AM Hockey Tournament	OC
3	Whiteface Pond Skimming Contest	WF
8-11	CAN/AM Hockey Tournament	OC
11	Easter Sunday Egg Hunt	WF
14-17	US Figure Skating Adult Figure Skating Championships	OC
22-25	CAN/AM Hockey Tournament	OC
29-May 2	Canadian Hockey Enterprises Hockey Tournament	OC
<u>May</u>		
6-9	Soccer America Indoor Soccer Festival	OC

OC = Olympic Center
OSSO = Olympic Speed Skating Oval
MIJC = MacKenzie-Intervale Ski Jumping Complex
NESG = North Elba Show Grounds
WF = Whiteface
WFVMH = Whiteface Veterans Memorial Highway



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