

**NEW YORK STATE OLYMPIC REGIONAL  
DEVELOPMENT AUTHORITY**

**#1 SKI RESORT**

IN THE EASTERN UNITED STATES  
*-SKI Magazine 2010*

**2010-2011 ANNUAL REPORT**



## Contact Information

### New York State Olympic Regional Development Authority

2634 Main Street  
Lake Placid, N.Y. 12946  
518.523.1655  
info@orda.org

[www.whitefacelakeplacid.com](http://www.whitefacelakeplacid.com)

This report may be found online at  
<http://www.orda.org/corporate/corporate.php>

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## **Olympic Regional Development Authority Historical Background**

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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 facilities that were utilized during the 1980 Winter Olympic Games in the Lake Placid region.

The concept was to combine facilities owned by the State of New York -Whiteface ski area in Wilmington and the bobsled, skeleton, luge, cross country and biathlon facilities of the Olympic Sports Complex - with those owned by the Town of North Elba - the Olympic Center, the Olympic Speed Skating Oval and the Olympic Jumping Complex - for efficient and effective management. Gore Mountain ski area in North Creek was added in 1984 along with the Lake Placid United States Olympic Training Center in 1990. The 1932 & 1980 Lake Placid Winter Olympic Museum was added in 1994.

The Authority has hosted over 370 major national and international events and competitions since its inception. The events and competitions have included 13 World Championships and over 80 World Cup competitions in bobsled, skeleton, luge, biathlon, speed skating, ski jumping, freestyle skiing, alpine skiing, snowboarding and the Winter Goodwill Games in 2000. The Olympic Regional Development 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. During the summer of 2004, ORDA partnered with the City of Hope and I Love New York among others to host the inaugural Songs at the Lake music festival. This outdoor festival featured a wide variety of musicians, which ranged from Country to Zydeco. A portion of the ticket sales benefited cancer research, treatment and education at the world-renowned City of Hope, based in Los Angeles, California. In January of 2005, ORDA hosted the first-ever Geoff Bodine Bobsled Challenge. This event saw ORDA team with NASCAR driver Geoff Bodine, the Bo-Dyn Bobsled Project and other NASCAR drivers in this charity made-for-TV bobsledding event. All proceeds from the Challenge went to the Bo-Dyn Bobsled Project, which builds bobsleds for the U.S. Olympic Bobsled Team at no cost to the athletes. In 2010 the project paid off as the world witnessed USA Bobsled pilot Steve Holcomb and crew make history as they took the podium and claimed the gold medal in the 2010 Vancouver Winter Games men's four-man bobsled event. This was the first time since 1948 the U.S. had won an Olympic gold medal in the four-man event. February 2009 saw ORDA hosting the FIL World Luge Championships and the FIBT World Bobsled and Skeleton World Championships. 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 the Sports Development Program, which promotes education and participation in Olympic sports, the Authority has significantly expanded and improved its facilities over the years with assistance from the State of New York and the federal government. ORDA is also a major promoter of tourism in the Adirondack Region of Upstate New York. From figure skating shows 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."



# **Olympic Regional Development Authority Venue Background**

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## **Olympic Center**

The Olympic Center includes three ice surfaces: the 1932 Rink Jack Shea Arena, the 1980 Rink Herb Brooks Arena (home of the “Miracle on Ice”) and the USA rink (a NHL regulation ice surface). It is a world-class, year-round training facility for speed skating, figure skating and ice 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.

## **Olympic Speed Skating Oval**

This outdoor skating 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 during the 1980 Lake Placid Winter Olympic Games. It is open during the winter months - December through March - for competitive training, events, and recreational skating.

## **Olympic Jumping Complex**

This complex is home to winter and summer ski jumping and freestyle skiing. The large (K120) and normal (K90) jumps were used for the 1980 Winter Olympic Games. In addition, there are two (K40 and K15) training 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 Freestyle Sports Park, completed in 1988, is America’s foremost water ramp training and competitive facility for freestyle aerial skiing. Summer aerialists practice their moves by landing in an aerated 750,000-gallon pool. During winter months, launching ramps and a steep landing hill are utilized for training and world-class events in freestyle aerals.

## **Olympic Sports Complex**

During the winter months this complex offers the combined bobsled/skeleton/luge track, which was completed in January 2000, 50-kilometers of cross country skiing (a network built for the 1980 Winter Olympic Games), and a biathlon center. This is a year-round training facility for U.S. and international athletes. The public can visit the complex and take a bobsled or skeleton ride, join a guided tour of 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 on the 1980 Winter Olympic bobsled track, as well as, a cross country mountain biking center and a summer biathlon training facility.

## **Whiteface Ski Area**

Whiteface has the greatest vertical drop east of the Rockies at 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 11 lifts and 86 trails ranging from beginner to expert with out-of-bounds skiing and riding, commonly known as “The Slides.” In non-winter months, Whiteface operates as a downhill mountain biking center and hosts a variety of festivals and events. Tourists can enjoy a summer gondola ride to the summit of Little Whiteface or drive the Whiteface Veterans Memorial Highway where they can experience the spectacular views from 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 Area

Gore has a wide variety of terrain, from easy beginner slopes to challenging expert trails. There are eight lifts, including the Northwoods Gondola, and 88 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, approximately an hour from Lake Placid. The mountain added the new Ski Bowl Lodge in December 2009. In January 2011, Gore Mountain added the Hudson Chair and completed its Interconnect with the historic North Creek Ski Bowl. Gore also runs the North Creek Ski Bowl, which offers tubing and night skiing.



# 1932 & 1980 Lake Placid Winter Olympic Museum

## Our Mission

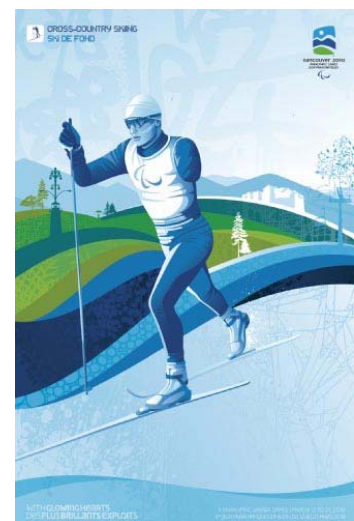
The mission of the 1932 & 1980 Lake Placid Winter Olympic Museum is to collect and preserve artifacts and archival materials associated with Lake Placid's winter sports and winter Olympic heritage; to interpret Lake Placid's winter sports and winter Olympic heritage to the public; and to preserve and maintain the collection of artifacts and archives assembled by the Lake Placid Olympic Organizing Committee which was the property of the Town of North Elba.

## Museum Projects

- Significant items from the collections were photographed and organized to be used for content on the new Museum web pages, which launched just before the fiscal year end in March. We believe a more prominent web presence has the potential to increase visitor count. Our new site [www.whiteface.com/summer/activities/museum.php](http://www.whiteface.com/summer/activities/museum.php) will have a featured artifact that will change on a monthly basis!



- Thanks to the hard work and dedication of Phil Wolff, who passed away this winter, the museum was able to celebrate with the Olympic Regional Development Authority (ORDA) the listing of the 1932 Bobsled Run at Mt. Van Hoevenberg on the National Register of Historic Places on July 12, 2010. The keynote speaker was Governor David Paterson.
  - Outreach was done to create a Paralympics and Adaptive Sports display which was designed for an exterior Olympic Center window.
  - The museum renewed its contract with HBO on the documentary, "Do You Believe in Miracles? The Story of the 1980 U.S. Hockey Team."
- Strategic planning was begun for the International Sliding Sports Museum and a way to establish all future annexes to this museum under one brand. The process was made possible thru a Get Ready! Grant from *Museumwise*.

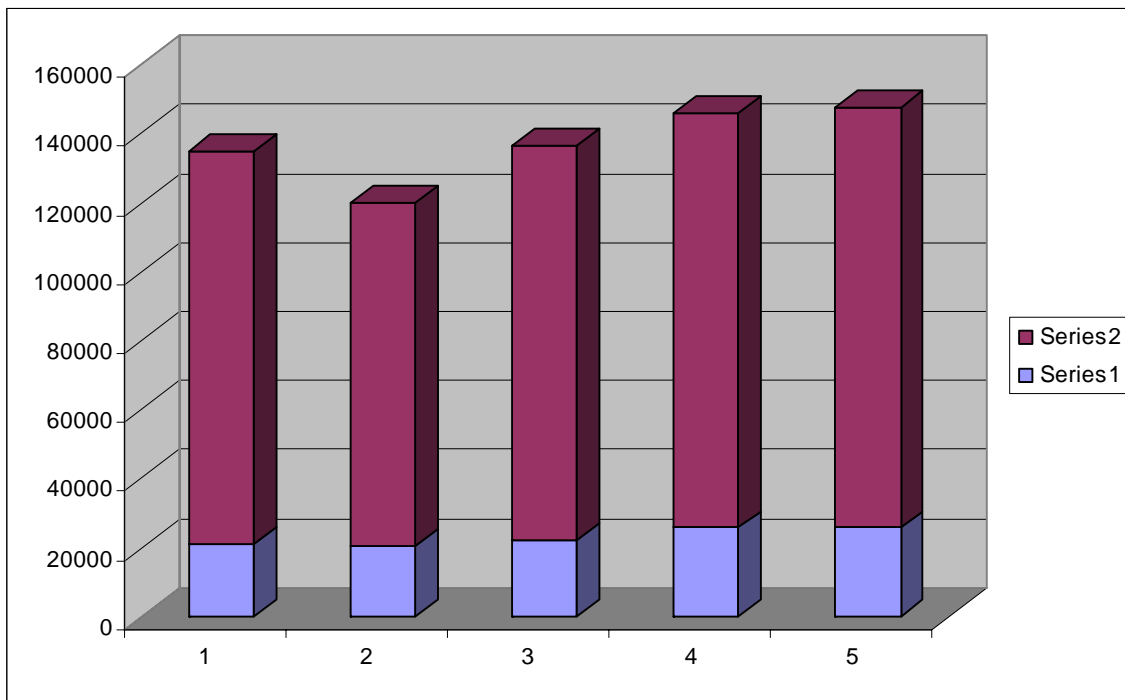


- A museum disaster plan was created in coordination with key Olympic Center personnel and has been instituted as part of the Museum's policy and procedure.



## Museum Revenue

Fiscal Year 2010-2011

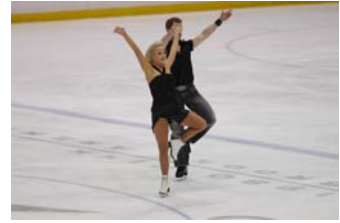


While our visitor count was nearly the same as 2009-10, there was a significant increase in total revenue, with the excitement of coming off a Winter Olympic year. In four years, visitor numbers have increased by 5,000 people, with seeing significant increases in revenue as well.

## Olympic Center

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The 2010-2011 fiscal year was a challenging and busy time for the Olympic Center, as the facility once again played host to a wide variety of events. North Atlantic Figure Skating Championships, Division I ECAC Hockey Halloween Face-Off, the 2011 Eastern Synchronized Team Skating Sectional Championships, *Smucker's Stars on Ice* and *Disney on Ice presents Princess Classics*. These events brought over 22,000 people to our region along with a significant amount of revenue to the area.



### Figure Skating

Our annual *Summer Figure Skating Program* once again saw an increase in skaters as over 500 athletes attended the figure skating program, synchronized skating camps, adult skating week and basic skills weekend. All of the skaters who participate in our programs have access to a prestigious professional staff that includes National, International, World and Olympic coaches. The Olympic Center also offers extensive off-ice training classes such as fitness, ballet, dance, trampoline, yoga and Off-Ice Edge training, a new training apparatus developed by physical therapist, David Lipetz and implemented this year as part of our training program. The Olympic Center was one of the first training centers to offer this exciting new training class.

The *Summer Ice Skating Series* continued with eight *Freaky Friday* exhibitions and the *Freaky Friday Finals*. This gives skaters the opportunity to make up their own skating routine to music of their choosing. Audience attendance every Friday and there were quite a few memorable programs. Our *Saturday Night Ice Shows* were also quite successful this past year and included some of the top names in skating including Ryan Bradley, Johnny Weir, Ross Miner, Marissa Castelli & Simon Shnapir and Melissa Gregory & Denis Pethukov.

The Olympic Center hosted two U.S. Figure Skating qualifying competitions this past season – the North Atlantic Regional Championships for singles skaters and the 2011 Eastern Synchronized Team Skating Sectional Championships for synchronized skaters. Held the first weekend in October, North Atlantic were a huge success – there were close to 300 competitors vying for spots to move on to either sectionals or the U.S. Junior Championships. The weather was not favorable for the Eastern Synchronized Team Skating Championships as a major snowstorm was predicted to hit the region and teams were scheduled to travel to Lake Placid. After revising the schedule at the last minute, all of the 2500 athletes were able to compete and commented on what a wonderful time they had in Lake Placid.

The Olympic Center was happy to once again host the *Stars on Ice* in their 25<sup>th</sup> season, after a taking a hiatus in 2009 due to the impending 2010 Vancouver Winter Games. Among those performing were Olympic gold medalist Evan Lysacek; Olympic silver medalist Sasha Cohen; Olympic gold medalists Jamie Salé and David Pelletier (Canada); four-time World Champion and four-time Canadian National Champion Kurt Browning; two-time Olympic gold medalist Ekaterina Gordeeva (Russia); World Champion and six-time U.S. National Champion Todd Eldredge; Olympic silver medalists Tanith Belbin and Benjamin Agosto; 2010 Olympic bronze medalist, Joannie Rochette (Canada) and Two-Time World bronze medalist & three-time U.S. National Champion Michael Weiss.

### Ice Hockey

Ice hockey continues to provide revenue to the authority, as well as, creating a large economic impact in our region.

Teams and individuals of all ages from around North America continue to play and train at the Olympic Center. This past year, 35 weekends had hockey related activities. Can/Am and CHE tournaments this past fiscal year alone brought over 12,000 guests to our area. These tournaments, coupled with Northwood School, the National Sports Academy (NSA), The Lake Placid Youth Association, and USA Hockey, the visitor number is well over 25,000. This past Halloween we saw the return of Division I ECAC Hockey to the Olympic Center with a one day event drawing a robust crowd of over 5,000. We continue to seek out new hockey events, and due to Lake Placid's solid reputation in winter sports and being home to *Sports Illustrated's* "one of the greatest moments American sports history", we are optimistic that the Olympic Center will remain a popular hockey destination.

## Olympic Speed Skating Oval



The Olympic Speed Skating Oval opened December 13 this year and stayed open until March 6. Attendance was consistent with last year's numbers. We painted a portion of the track with reflective white paint which helped us hold ice better on warm sunny days. We plan on painting more of the track during the summer and fall of 2011.

## The Conference Center at Lake Placid

Construction for the Conference Center at Lake Placid at this point is 85% completed. When completed, this new center will feature over 60,000 square feet of meeting space, 12 break-out rooms, state-of-the-art audio visual technology, a ballroom and a full service production kitchen.



Also slated is renovation to the historical 1932 Arena, inside and out. We presently have several groups on the books including Child Passenger Safety, Credit Union Association of New York, Taking Off Pounds Sensibly (TOPS), Association of State Dam Safety Officials, Eastern Outdoor Reps and Ski Area's of New York.

## Facility Improvements

We have recently replaced several electric pump motors and are scheduled to replace a compressor this fall. This spring portions of the 1932 Jack Shea Arena were painted. During the spring of 2012 we will begin inspections and improvements in our electrical system. Working with the IT Department, a new phone system will be installed in the complex to improve communications in the Conference Center and the Olympic Center.

## 2011-2012 Events

NCAA Division III Men's Ice Hockey Championships  
Division I ECAC Hockey Holiday Festival  
Harlem Globetrotters  
2011 USA Hockey National Junior Evaluation Camp

# Olympic Jumping Complex



The Olympic Jumping Complex (OJC) features the K90 and K120 meter ski jumps, the K40 and K15 meter training hills, as well as, the Freestyle Training Center. The site is fully equipped with a permanent snow-making system, an integrated scoring system and a speed meter. The majestic K90 and K120 towers dress the Adirondack skyline as you head into Lake Placid. The 120-meter tower (approximately 26 stories high) is complete with a glass look-out elevator where the public can ascend to the athlete start tower for a panoramic view of the High Peaks, as well as, access the athlete outside start gate. Visitors approach the base of the jump via a chairlift which rides up the steep landing hill.

## Projects and Improvements

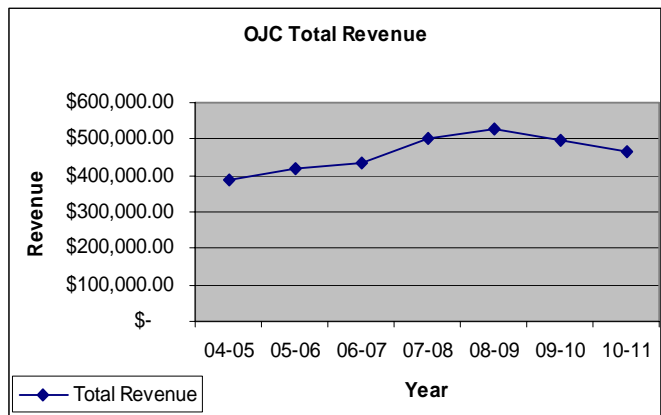
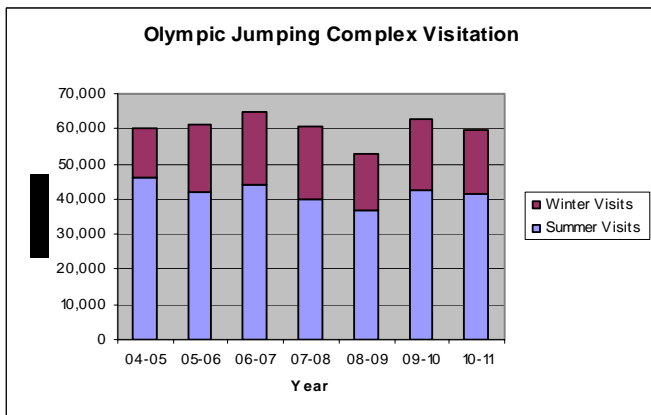
Several significant projects were completed using funds from the yearly maintenance and repair budget.

2010 - 2011 Completed Projects:

- Rebuilt the In-Run of the K18 Jump
- Refurbished the Chairlift Motor
- Refurbished and Remodeled the K120 Skydeck
- Installed new Freestyle pool pump

## Visitation

Approximately 60,000 total visitors passed through the complex in 2010 - 2011. Summer guests continue to make up about 70 percent of visitation. Highlighting the OJC summer activities was the *Summer Jumping Series*. A total of 12,000 people visited the OJC on the eight Wednesdays and eight Saturdays that the Summer Jumping Series is held throughout July and August. The events generated \$100,000 in revenue.



New to the venue this winter was the construction of a Tubing Hill in the base parking lot. This new activity was immediately popular with Lake Placid visitors and filled a much needed niche in the community. Operating on a weekend and holiday evening schedule, almost 4,500 guests participated in the new activity generating over \$35,000 in new revenue.

## Athlete Usage

### Nordic

Participation in Nordic Jumping throughout the northeast saw its first increase in recent years and several growth initiatives were continued in 2010 - 2011 with the support of the OJC. During the summer of 2010 New York Ski Educational Foundations (NYSEF) coach, Casey Colby, lead a summer long residency program for 15 - 20 elite Nordic jumpers from across the USA. Several camps were held in Lake Placid throughout the entire year, which in turn saw a large increase in jumpers and a winter season with a vast amount of snow allowed for the use of the K120. In addition, NYSEF launched a successful “Learn to Fly” program for young athletes from other skiing disciplines with the support of the OJC staff.



### Freestyle



The Freestyle Training Center logged over 4,000 skier days in the summer of 2010. The U.S. Ski Team continued a freestyle development program in Lake Placid headed by world renowned coach, Dmitry Kavanov and 1998 Olympic Champion Eric Bergoust. The success of the program was demonstrated when in January 2011, one of the Lake Placid development athletes, Ashley Caldwell, won the Lake Placid Freestyle World Cup gold medal in the aerial event. The Russian National Team returned to Lake Placid as the elite team in residence for summer training. The ORDA Lake Placid Development program, coached by Wes Preston and

Richie Morgan, continued as a summer residency program housed at the United States Olympic Training Center. The program provides freestyle athletes with high level coaching with the goal of placing them on the U.S. Freestyle Team.

### Biathlon

The U.S. Biathlon Team and development teams called Lake Placid home throughout the summer and into fall, utilizing the Ski Jumps roller loop and shooting range, as well as, the shooting range at the Olympic Sports Complex. Five athletes from the Lake Placid program reached the 2010 Winter Olympics. ORDA sponsored athletes, Lowell Bailey, Tim Burke and Haley Johnson, were joined by Sara Studebaker and Laura Spector.

In addition to usage by Nordic Jumping, Freestyle and Biathlon the venue saw increased usage from other sport groups including the United States Luge Association, NYSEF Nordic Cross Country Programs, and the U.S. Ski Team Nordic Programs.



# The Olympic Sports Complex

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The Olympic Sports Complex (OSC) is comprised of two sections: the sliding tracks and the cross country and biathlon center. The sliding tracks include the combined track built in 2000 used by all levels of bobsled, skeleton and luge athletes for training and competition and the 1980 Olympic track, used exclusively for the summer passenger ride program. The cross country and biathlon center consists of 50 kilometers of trail system, a state-of-the-art biathlon range and a public lodge. In addition to a public cross country ski facility and a training facility for biathlon, the trails are leased to a private vendor during the summer months for use as a cross country mountain bike center.



For the purposes of this report the sliding tracks and the cross country and biathlon center will be viewed independently.

## Sliding Tracks

The sliding tracks, once again, set the mark for the longest season in the world with operations that stretched from October 15, 2010 to April 10, 2011. During that time, over 27,000 athlete trips down the track were completed during competition, training and recreation programs.

## Projects and Improvements

Projects and improvements in 2010-2011 primarily involved track projects, including a continuation of the shade system at the finish and the installation of a new covered start deck at Start 5 which services beginner skeleton and luge athletes, as well as, the recreational skeleton ride.

### 2010 - 2011 Completed Projects:

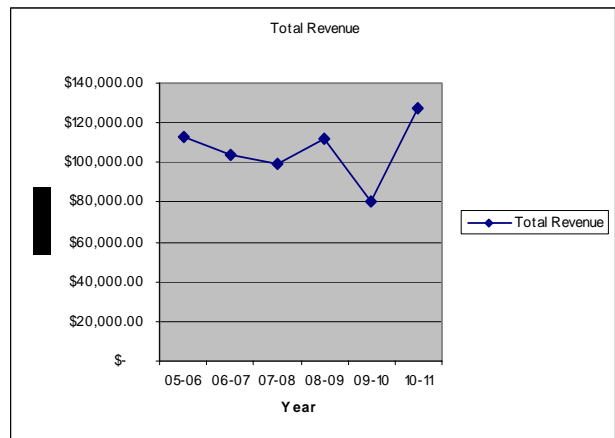
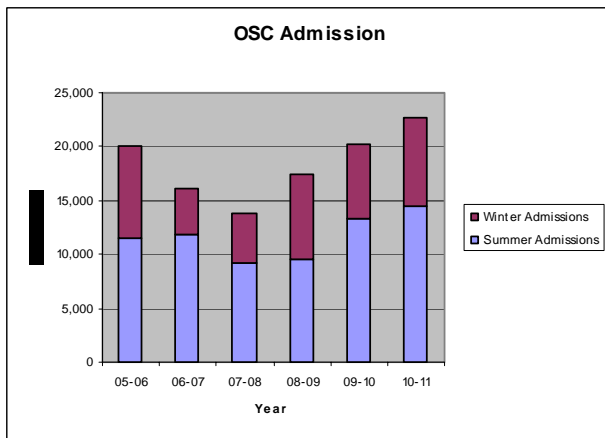
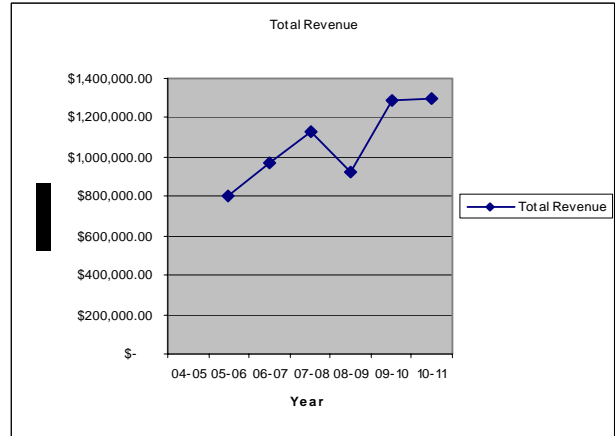
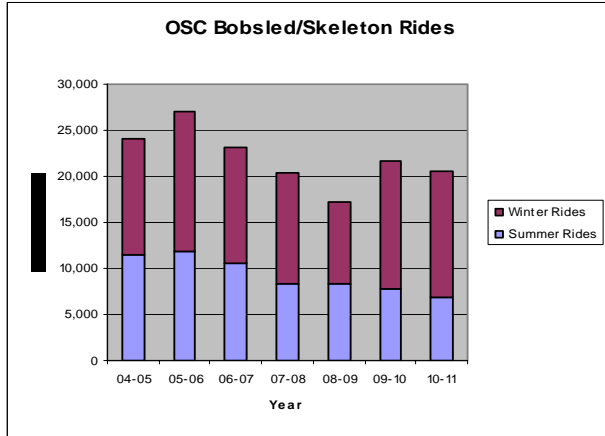
- Built transition shades to cover 200 ft. of the finish ramp
- Constructed a covered start deck at Start 5
- Installed an Ammonia Pump “Booster” below Curve 1 to provide better chilling for the upper reaches of the track



## Visitation

Visitation at the OSC sliding tracks is characterized by two main groups: Lake Placid Bobsled Experience passengers and general admission guests. Admissions were up significantly (an increase of over 2,700 visitors) over the course of the year with a corresponding increase in revenue by almost \$8,000. Ridership remained even with over 20,000 rides given during the winter and summer months. This numbers were strong even in the post Olympic year which generally leads to a slight decrease in interest. Almost 1,000 skeleton rides were given this season and the program generated over \$40,000 in revenue with a limited schedule.

In year two of self-operation of food and retail services for the public, the gross revenue for the fiscal year was over \$62,000. Food generated over \$19,000 in sales while merchandise continues to prove popular, grossing \$43,000. Since inception in July of 2009, the food and merchandise operation has generated almost \$94,000 in gross sales and is operating at a 50% profit rate.



## Events

The track hosted a FIBT Bobsled & Skeleton World Cup event, as well as, several other international events including two America's Cup Bobsled & Skeleton events, one Intercontinental Cup Skeleton event and the fifth annual FIBT International Sliding School in Bobsled and Skeleton. The track also offered paid international training weeks for luge and bobsled/skeleton athletes. In addition to international competition, the venue also hosted a variety of national championship and selection races in bobsled, skeleton and luge.

## **Athlete Usage**

Luge was again the largest user group with over 14,000 slides, while bobsled and skeleton combined for almost 13,000 trips. Athlete usage programs generated over \$75,000 in revenue for the venue.

*Lake Placid Development Program:* The Olympic Regional Development Authority (ORDA) and specifically the OSC sliding track continued a partnership with the U.S. Bobsled and Skeleton Federation to fund development programs for bobsled and skeleton in Lake Placid. A portion of the proceeds from the ½ mile bobsled ride program (The Lake Placid Bobsled Experience) was allocated to a special fund for use in a Lake Placid based development program. This year the program hired two full-time staff and two part-time coaches and operated with a budget of \$170,000 that funded sled repair, training, athlete recruitment and coaching staff payroll. The program coached and screened over 250 athletes during the course of the season.

The purpose of this program was to fill a gap in existing programs that was preventing the U.S. from producing the next generation of bobsled and skeleton athletes. The long term goal is to produce high level athletes and to assure continued high level usage at the track.

## **Cross Country and Biathlon Center**

The center consists of 50K of trail systems, a state-of-the-art biathlon range and a public lodge. In addition to a public cross country ski facility and a training facility during winter months, the trails are leased to a private vendor during the summer months for use as a cross country mountain bike center.

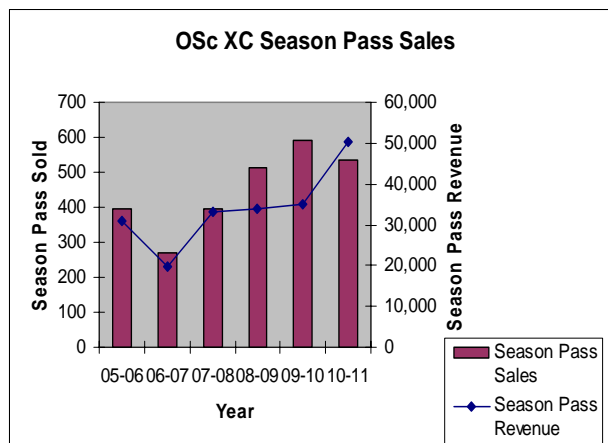
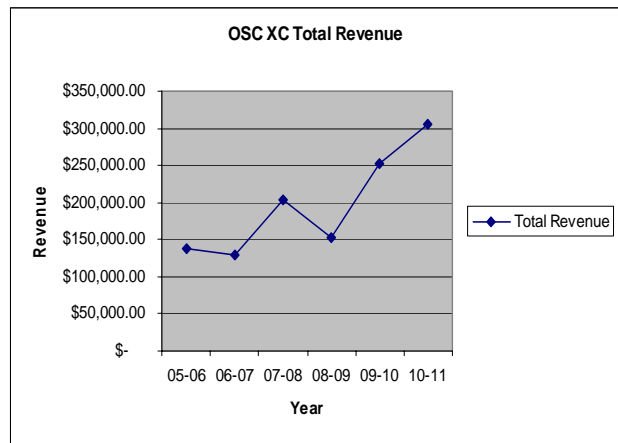
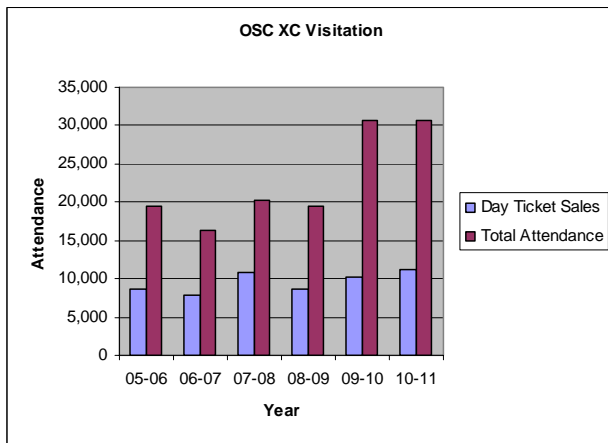


## **Projects and Improvements**

Routine maintenance and trail repair continued throughout 2010-11. This year the focus was on cutting and chipping downed trees to clear overgrowth from the edge of the trails. Wood chips from this project were used to prevent erosion and repair trail damage. The venue also purchased a new low impact grooming implement.

## **Visitation / Programs**

This past winter, 2010-11 saw another record for total visitation, revenue and season pass sales. The venue saw over 31,000 skier visits for the season resulting in two continuous seasons with over 30,000 skier visits. Total visitation accounts for all season pass and athlete training days, as well as, usage by racing competitors. Daily ticket sales reflect all single and multi-day trail passes sold and account for almost 11,000 skier visits. Total revenue, including the summer biathlon program was almost \$275,000 and 536 season passes sold. A restructuring of the season pass program lead to an increase in revenue of over \$15,000.



## Events

All of the annual events traditionally held at the Cross Country and Biathlon Center returned in 2010 - 2011, including the St. Lawrence Winter Carnival races. This year the St. Lawrence Winter Carnival was held in conjunction with a United States Ski and Snowboard Association (USSA) Super Tour event featuring many of the top Nordic skiers in the USA and Canada. The 29<sup>th</sup> Annual Lake Placid Loppet has found a solid home during the second weekend in February and the numbers have been increasing with over 400 participants in this season's Lake Placid Loppet.

## Athlete Usage

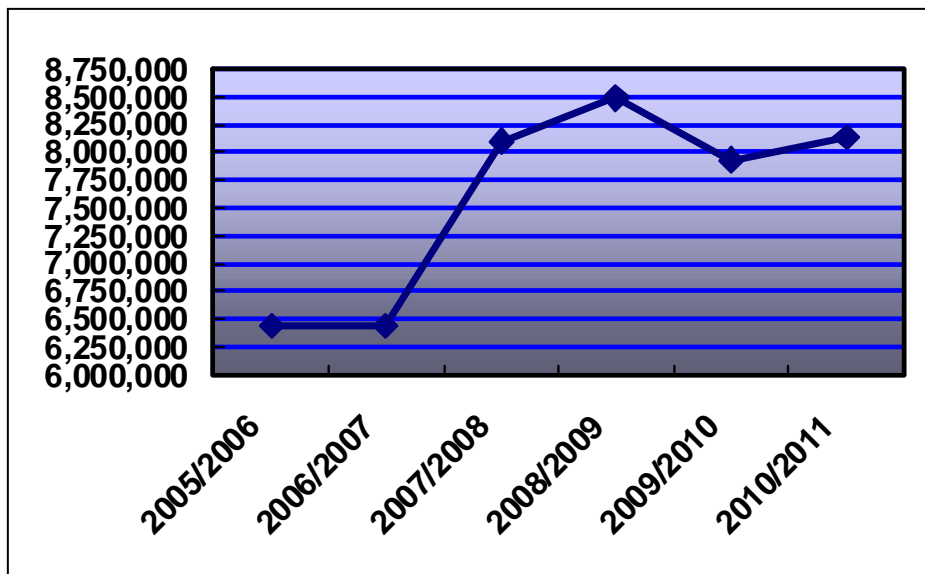
The venue hosted a diverse group of athletes at many levels throughout the winter season. The New York Ski Educational Foundation (NYSEF) Nordic Program fielded elite and recreational athletes from ages six and up. Several of the elite high school athletes competed at the Junior Olympics.

Other local ski teams used Mt. Van Hoevenberg on a regular basis including the Lake Placid High School Nordic Team, the Saranac Lake High School Nordic Team, the Paul Smiths College Nordic Team, and the St. Lawrence Ski Team. U.S. Biathlon continues to house a residency program in Lake Placid.

# Gore Mountain Ski Area

## Revenue

- 2010 - 2011 marked the third season that Gore Mountain surpassed \$8 million in revenue.



## Our most recent successes

### Growth of Burnt Ridge Mountain

The “Barkeater Glades” were introduced on Burnt Ridge Mountain, which extended from the top of the high-speed quad to the Pipeline Bridge. Two years of work on the “Eagle’s Nest” trail, which included the bridge, was completed to bring skiers from the North Side to Burnt Ridge via the “Pipeline” trail. The additions of these two trails added 10.55 acres and 1.39 miles to Burnt Ridge Mountain terrain, increasing terrain offerings during 2010 - 2011 by 22 percent. The new trails also facilitated completion of Gore Mountain’s Interconnect with the Historic North Creek Ski Bowl.

### Completion of the Interconnect with the Historic North Creek Ski Bowl and Lodge Enhancements

Gore Mountain celebrated the Grand Opening of the Hudson Chair and completion of its Interconnect with the Historic North Creek Ski Bowl on January 29, 2011. The redeveloped terrain on Little Gore Mountain features snowmaking and trails for all ability levels. The new trails include Peaceful Valley, The Oak Ridge Trail, Moxham, Half n’ Half Glade, and 46ER. They follow the profile of much of the same terrain North Creek’s earliest skiers traveled, and the lift line of the Hudson Chair was once home to the 1946 t-bar at the Ski Bowl.



Improvements to the Ski Bowl Lodge, which had been completely renovated for 2009 - 2010, included the addition of rubber flooring and attractive décor. Banners to direct guests to ticketing, tubing lanes, and the Hudson Chair helped create a more professional and welcoming ambience to Gore's secondary base area.

The Interconnect commemorated not only the long-awaited revitalization of the North Creek Ski Bowl, but also the exciting business growth in the region, that in accompaniment with Gore's extensive improvements have made the entire area a more attractive recreation destination.

### **Freestyle "Progress"ion**

Gore Mountain's notable park improvements continued through the 2010 - 2011 season, with both the addition of a ski/boarder cross course on "Lower Sleighride" and the introduction of the "Chatterbox Glades" off the recently developed "Wild Air" terrain park. Gore now offers four terrain parks and a half-pipe, designed with features that allow guests to progress from one freestyle area to the next. A new terrain park webpage was developed at GoreMountain.com to help communicate the new variety of features, park areas, and freestyle events that Gore now offers.



### **Regional Shuttle Service**

The 2010 - 2011 winter was the second season that Gore Mountain and the North Creek Business Alliance successfully presented a complimentary shuttle service to skiers that provided continuous transportation on weekends and holidays between Gore's base area, the historic North Creek Ski Bowl, and the village's Main Street. The shuttle provided service to over 2,600 guests during 2010 - 2011, a 16 percent increase over the previous winter. The shuttle facilitates use of the tubing park and new Hudson Triple Chair, decreases parking lot crowding, and serves as an amenity that destination visitors, season passholders, and employees all benefit from.

### **Current Projects**

Gore Mountain is working towards the following improvements:

- Building a new barbeque on the north side of the patio. This will allow for better traffic patterns, improve menu, a more reliable operation, and ultimately more revenue.
- Investing in high-efficiency snowmaking tower guns. These are necessary to support the recent widespread physical growth of Gore and will assist in controlling energy usage.
- Planning is complete for improving the Tannery Pub & Restaurant with both a new deck that will add 108 seats and a relocation of the kitchen area to the lower level that will result in a better menu, while enabling the existing kitchen to become public seating space.
- A new patio area off the lower level of the lodge will also add outdoor seating, while improving access to the downstairs locker area. This is currently an area of compromised safety and drainage.
- Gore Mountain is actively exploring initiatives to control energy expenses, which include researching hydroelectric capabilities, modernizing lodge and maintenance facility lighting, and creatively negotiating with energy suppliers.



## ...Stats and Stuff

### Services:

#### **The Topridge Room**

Our beautiful slopeside Adirondack meeting room is an ideal venue for your next special gathering.

#### **Gore Mountain Snow Sports School**

Learn to ski, snowboard, or get a great refresher with our friendly ski school staff.

#### **Gore Mountain Rental, Tuning & Repair Shop**

Servicing all of your equipment needs. Curious about new gear? Demo some 11/12 high performance skis!

#### **Base Lodge Food Court**

Stop by our newly remodeled food court for breakfast and lunch. Look for daily specials!

#### **Tannery Pub & Restaurant**

Relax après-ski in the most convenient dining option to Gore, located slopeside and offering a full service menu with an outstanding drink & beer selection.

#### **Bear Cub Den Daycare**

Excellent childcare for ages 6 months to 6 years.

#### **Gore Mountain Photo Services**

Take your favorite Gore memories home forever!

#### **Bag Check/Lockers**

Keep your belongings secure and accessible all day, with overnight and seasonal lockers available.

#### **Massage in the Lodge**

Chair massage next to the Tannery Pub, as of 1 pm on weekends & holidays.

#### **Gore Mountain Retail Shop**

Offering an outstanding selection of Burton & Karbon ski/snowboard clothing, accessories, souvenirs, & novelties!

#### **Adirondack Internet & Citizens Bank ATM**

Stay connected in our Base Lodge.

### Specs:

#### **9 Sides of 4 Unique Peaks:**

Gore Mountain- 3,600'

Bear Mountain- 3,200'

Burnt Ridge Mountain- 2,735'

Little Gore Mountain- 1,900'

#### **Vertical Drop: 2,537'** - the 6th Greatest in the East

#### **Terrain: 428** Skiable Acres- the Most in NYS

38.6 Total Miles

#### **Trails: 94** Downhill Trails, **19** Glades, **5** Freestyle Areas

Longest Run- 4.4 Miles

Most Difficult 34%; More Difficult 53%; Easier 13%

8 Cross-Country & Snowshoeing Trails

#### **Lifts: 13** - Including High-Speed 8-Passenger Gondola

#### **Tubing at the Historic North Creek Bowl**

Exciting 800' chutes serviced by a handle tow lift, with lighting for evening activity!

**Take the Village Shuttle** for convenient transportation between Gore Mountain's base area, the North Creek Ski Bowl, and Main Street!

**GoreMountain.com**  
**(518) 251-2411**

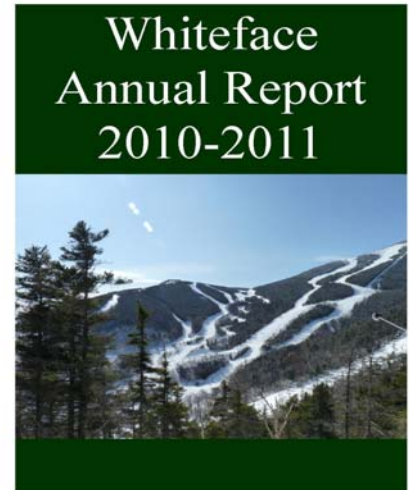
## Whiteface Ski Area

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Whiteface Mountain, which includes the Whiteface Veterans Memorial Highway, was the site of the 1980 Winter Olympics, and logs the greatest vertical drop of 3,430 ft. in the eastern United States. A short hike to the top of the “Slides” provides advanced skiers/riders with off-piste double-black diamond wilderness terrain skiing, at an elevation of 4,650 ft. Whiteface boasts 11 Lifts and 86 trails with a variety of terrain. Set in the “Forever Wild” of the Adirondack Park, Whiteface is the perfect blend of wilderness adventure and family fun.

Whiteface offers a wide variety of competitive and recreational snow sport activities during the winter season for all levels of participants, including alpine ski racing, freestyle skiing and snowboarding competitions, terrain park events, and tree skiing.

During summer months the Mountain offers a wide variety of activities that include a scenic gondola ride to the summit of Little Whiteface Mountain, which travels 8,487 ft. along a vertical rise of 2,432 ft. The Cloudsplitter Gondola also services downhill mountain biking from the Little Whiteface summit. Other summer activities include disc golf, interpretive hikes, and festivals.



Travel the highway of New York’s fifth highest peak and witness the breathtaking views this eight-mile drive from the Town of Wilmington has to offer. The Memorial Highway is extremely rich in history; it was dedicated by Governor Franklin D. Roosevelt in 1929 and opened in 1935, by the same Roosevelt, though this time with a different title: President. The Whiteface Veterans Memorial Highway was listed in the National Register of Historic Places in 2008. It climbs 3,400 ft. over an average grade of eight percent, and ends just 276 vertical feet below the summit where you can either walk the final .2-mile along a mountain trail or take an elevator deep inside the mountain to the summit. With so much to offer and rare natural beauty, Whiteface Mountain is truly the centerpiece for the region throughout both summer and winter.

### The Year in review

#### Summer

Towards the end of the 2010 winter season, Whiteface entered into an agreement with the United States Government to allow helicopter training at the Memorial Highway. The contract stated that pilots would touch down for a very small length of time. The military was interested in training on the mountain because the conditions are similar to what they will experience in the Middle East.

The spring/summer season began with the youth fishing contest, and the opening of the Whiteface Veterans Memorial Highway on May 21. In addition to the daily sightseeing activities, numerous events such as bike races, foot races, bird watching and weddings took place at the Veterans Memorial Highway. In September the Memorial Highway celebrated its 75<sup>th</sup> Anniversary of automobile traffic.



The Mountain commenced gondola rides and downhill mountain biking on June 18. The scenic gondola saw a busy summer, with various events, weddings, and a rededication ceremony with the 10<sup>th</sup> Mountain Division at Ft. Drum.

The Whiteface Mountain bike park operated by High Peaks Cyclery had another successful bike season. The gondola was used by bikers to access the mountain's most challenging terrain while a shuttle bus was used to access the novice trails on the lower mountain.

Whiteface expanded its summer offerings with a new guided mountain tour to the summit of Bear Den Mountain. The summit offers beautiful views of the Lake Champlain region and is located in the ski area's intensive use area. The goal of the tour is to expose guests to our wilderness and educate them on our vast ecosystem. The hike takes approximately 3.5 hours to climb the 1.6-mile trail to the summit. Hikers receive a lunch and limited edition High Sierra hydration pack.

Below is the summary of visitors and revenue of the Whiteface operated summer activities. As you can see from the charts, the 2010 -11 summer season was the most successful summer experienced in the past few years.

Visitors	2004	2005	2006	2007	2008	2009	2010
WF Gondola	49,115	42,354	42,766	39,756	38,576	37,681	42,392
WF Highway	61,053	58,896	62,429	71,448	65,045	66,025	72,023
Mountain Biking	1,052	951	1,234	1,430	1,574	1,825	2,115
<b>Total</b>	<b>111,220</b>	<b>102,201</b>	<b>106,429</b>	<b>112,634</b>	<b>105,195</b>	<b>105,531</b>	<b>116,530</b>

Revenue	2004	2005	2006	2007	2008	2009	2010
WF Gondola	\$387,274	\$375,054	\$402,476	\$464,212	\$452,125	\$368,100	\$529,645
WF Highway	\$350,934	\$322,365	\$346,292	\$400,531	\$372,362	\$383,547	\$468,325
Mountain Biking	\$16,722	\$10,787	\$9,694	\$15,302	\$15,483	\$16,985	\$19,404
<b>Total</b>	<b>\$715,081</b>	<b>\$708,206</b>	<b>\$762,154</b>	<b>\$880,045</b>	<b>\$839,970</b>	<b>\$859,654</b>	<b>\$1,017,374</b>

## Winter



In October, the readers of *Ski Magazine* and *SnowEast Magazine* ranked Whiteface Mountain the #1 ski resort in the eastern U.S. This honor has not belonged to Whiteface Mountain since 2003. This season is also quite frequently referred to by many pass holders as the greatest skiing/riding season they have ever seen at the mountain.

Opening day was Friday, November 26 and offered skiing from the top of the gondola. Opening weekend in 2010 started off substantially better than the previous season which saw a postponed opening date due to unseasonably warm temperatures.

In early December snowmaking temperatures were favorable and our crews did a great job getting the mountain ready for the Christmas holiday. Weather had been advantageous for snow making and the mountain was able to offer skiing and riding on all three mountain peaks and over 60 trails during the holiday period. This was the first season in history we have been able to accomplish this daunting task.

January provided consistent weather and snow conditions were excellent. In typical January form, staff had to battle some high winds and bitter cold temperatures but atypical to weather patterns for this time of year, we did not experience the classic “January thaw” and we entered February full steam ahead.

With January being such a great month for Whiteface there were very high hopes for February, considering this is the month the mountain receives most of its natural snowfall. This season was no different and management was able to cease snowmaking operations on the first of the month and was only used again for five days during the remainder of the season. During a typical season, snow is made until the beginning of March.

March, as with the previous months, proved to be above average in both conditions and revenue. According to SKIINFO, Whiteface Mountain received the most snowfall in the western world the first week of the month. This is an honor typically bestowed upon western U.S. mountains.

Whiteface hosted its usual array of events, many lower level alpine events, terrain park events, freestyle, and adaptive events. The season’s most prestigious event was the nationally televised Nature Valley Freestyle World Cup mogul competition. This brings the world’s greatest mogul skiers to the “Wilderness Trail” for a weekend of intense competition.

The ski season officially ended Sunday, April 17, with above average snow conditions for this time of year but very few visitors and uninviting weather during that last weekend.

Operationally we had a very trying year due to many lift malfunctions. The lifts saw above average usage and are starting to show their age. The lifts will have substantial repairs and summer maintenance to ensure functionality next season.

Below are charts that represent the revenue and visits from the 2010 - 2011 ski season. As you can see this is the greatest amount of revenue we have seen not only in the past seven years, but also in the history of the resort.

<b>Year</b>	<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>	<b>2010-11</b>
<b>Revenue</b>	<b>\$7,205,841</b>	<b>\$7,836,129</b>	<b>\$8,052,883</b>	<b>\$10,469,789</b>	<b>\$9,060,533</b>	<b>\$9,367,859</b>	<b>\$10,479,362</b>
<b>Year</b>	<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>	<b>2010-11</b>
<b>Skier Days</b>	<b>181,759</b>	<b>180,440</b>	<b>166,145</b>	<b>214,108</b>	<b>185,586</b>	<b>192,018</b>	<b>213,235</b>

### **Personal Services**

In an effort to improve the bottom line, Whiteface has cut crew size and limited overtime. This, in turn has led to saving on personal services of about five percent which equates to saving \$265,000 over the previous year.

## **Non-Personal Services**

Like in the personal service sector of mountain expenses, Whiteface has shown significant savings on non-personal expenses. Through cost cutting measures Whiteface non-personal service expenses decreased over seven percent or \$215,000. The majority of these savings came from electricity. Whiteface used approximately 200,000kwh more than the previous year yet the total bill was \$118,000 less. This was due to very low energy costs. The mountain was able to take advantage of these low costs and lock in a rate of five cents per kwh. This will ensure a low electricity bill for the next couple years.

Another cost savings measure implemented for the winter season was lowering the number of snow cat operators from six to five. This along with the decreased use of a large diesel compressor, allowed Whiteface to save almost 31,000 gallons of diesel fuel. Unfortunately, due to the current high cost of oil, there was only a savings of \$3,000 noted.

## **Administrative**

The management of Whiteface worked with the Town of Wilmington and the Essex County Planning Board to apply for Federal and State grants to help with the maintenance on the Memorial Highway and its existing structures. The highway and its building are in need of serious maintenance and these grants would help the mountain bring the venue up to acceptable structural standards. Whiteface was awarded a State grant and is currently in the planning process to initiate the work stipulated in the application.

## **Bears Den Hiking Trail**

A new access hiking trail was cut to the summit of Bears Den Mountain in the late part of spring. This was done by a member of the trail maintenance crew, a staff carpenter, and two gondola operators. The addition of this hiking trail allows the mountain to offer an additional higher end price point product to its guests.



## **Summit Deck**

The mountain's carpenters and ski patrollers installed a new deck on the summit of the mountain. Now, for the first time, wheelchairs can access an observation deck and experience the beautiful views not accessible to them until now.

## **Trails**

This was the first summer that Whiteface did not have a full-time trail crew dedicated to maintenance on trails, lift lines, and power lines during the summer months. The majority of trail work concentrated on the fall months with the trail mowing season starting in the later part of August. The addition of gas powered weed eaters helped the crew complete mowing early which allowed them to begin the projects that must be accomplished before the start of the ski season. The major trail enhancement projects that occurred were the blasting of outlier rocks on the Hoyts High trail and improved drainage around the lower mountain.

## Lift Maintenance

This was a busy summer for the lift maintenance crew. All general upkeep on the ski lifts was accomplished. In October, a subcontractor with an assistant was hired to assist the mountain's lift maintenance crew in the removal and replacement of an evener assembly on the gondola lifts line. This required the use of a tracked dump truck equipped with a heavy duty winch. The work was a necessary part of the gondola's annual maintenance plan.

## Marketing/Guest Services

Our Marketing Department in its usual course of business covers ski shows, group sales, marketing plans, guest service, snow reporting, consumer events, and a host of other responsibilities. Areas of special notice this year are as follows:

- Canada was targeted as an area of growth for Whiteface skier visits. Once again we partnered with *L'Express Voyage Skier* in Montreal with co-op ads to reach more skiers in Quebec. New this year was the addition of a moving billboard that traveled downtown Montreal in December.
- Social Media - Our social media fans/followers **doubled** this season on nearly every platform. The Whiteface *Facebook* people page with over 5,000 friends, the fan page with nearly 9,000 fans, the *Twitter* page with over 1,100 followers, and our *YouTube* page had over 72,000 upload views this year. We purchased a *GoPro HD* to be able to create professional video content, and our *Flickr* page highlighting photos of the day, with 48,946 photo views. In the beginning of the season we had 16,400 views. We purchased a Cannon70 camera to be able to upload quality shots that would be shared throughout our social media sites. These pages are monitored throughout the day. Special contests were also added throughout the year and *Facebook* specials were also created, both of which were well received and were very cost effective ways of getting our message out. *Facebook* ads were also purchased to increase season pass sales and extend our reach into Canada and further south.



# Communications

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## Goals

- To interface with the Governor's office and assist in the State's mission of enhancing New York's place in the world of tourism and event hosting;
- To generate press coverage of the ORDA venues and events therein working with print, broadcast, electronic, photo, cyber and social media;
- To satisfy media inquiries into ORDA venues, activities 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;
- Synergize the reach of ORDA, its sponsors and constituents to positively impact all three;

## Event Coverage

- May 25-27 Flo Journey Wrestling Tournament at the Olympic Center. Local and regional press.



- July 12, NYS Governor David Patterson signed the Jack Shea Bill into law at the 1932 & 1980 Lake Placid Winter Olympic Museum, then attended the ceremony at the Olympic Sport Complex where the 1932 and 1980 Olympic bobsled track was officially included in the National Register of Historic Places. Albany Times Union, Schenectady Gazette, Troy Record, Watertown Daily Times, Plattsburgh, Press Republican, Adirondack Daily Enterprise, FOX- 44, WPTZ-Television, WCAX-Television.
- October 10, 10<sup>th</sup> Annual Flaming Leaves Festival ski jumping competition. Local and regional press coverage.
- October 30, Halloween Face-off, Division I ECAC Hockey. RPI vs. Union and St. Lawrence University vs. Clarkson University. Albany Times Union, Amsterdam Recorder, Schenectady Gazette, Troy Record, Watertown Daily Times, Plattsburgh Press Republican, Adirondack Daily Enterprise, WPTZ-Television, and radio stations from each participating university.
- November 27, Smucker's Stars on Ice. Tape delay national broadcast on NBC television. Local and regional press coverage
- December 13-19, FIBT World Cup Bobsled/Skeleton. Associated Press, United Press International, New York Times, Baltimore Sun, TeamUSA.Org, Albany Times Union, Schenectady Gazette, Amsterdam Recorder, Toronto Globe & Mail, Plattsburgh Press Republican, Adirondack Daily Enterprise, NBC Universal, WPTZ-Television, WCAX-Television, YNN-Television.
- December 29, New Year's Master's Ski Jump. Local and regional press coverage.
- January 17-23, Nature Valley World Cup Freestyle Skiing. Associated Press, United Press International, Canadian Press, Baltimore Sun, TeamUSA.Org, Albany Times Union, Troy Record, Toronto Globe & Mail, Montreal Gazette, LaPresse-Canada, Ballston Journal, Adirondack Daily Enterprise, WPTZ-Television, WCAX-Television, RDS-Canada Television & Radio, and NBC Television.
- February 3-5, 2011 Eastern Synchronized Team Skating Sectional Championships. Local and regional press coverage.
- February 17-21, Disney on Ice, *The Princess Classics*. Local and regional press coverage.
- February 24-27, 30<sup>th</sup> Empire State Winter Games. State-wide, local and regional press coverage.

## News Clip Summary From Meltwater News Service

\* Circulation numbers are not available with ORDA's current contract

April 2010 – 417  
May 2010 –228  
June 2010 –612  
July 2010 – 574  
August 2010 –512  
September 2010 –217  
October 2010 – 461  
November 2010 –776  
December 2010 –761  
January 2011 – 987  
February 2011 –962  
March 2011 –1,671

### MEDIA HIGHLIGHTS 2010 - 2011

- CTV-Canada (YTV programming), In Real Life Television, June 21-22. Aired July 7
- Family Publications FAM Tour, June 28-29 (Five publication media participated in a two-day FAM tour promoting Lake Placid as a family-summer destination)
- *Ski Magazine* ranks Whiteface/Lake Placid #1 Ski Resort in eastern U.S., October 3(including the Village of Lake Placid) chosen #1 for Off-Hill Activities 18 years in a row)
- *SnowEast Magazine* ranks Whiteface/Lake Placid #1 Ski Resort in eastern U.S., October 13
- New York Media Ski Day at Whiteface, Dec. 15 (38 media from various New York State media outlets participated)
- “Women Only Experience” FAM tour, January 10-13, 2011 (Five women’s publications participated, in promoting a “Women’s Get-away” in Lake Placid/Whiteface)
- Canadian Media FAM tour, Jan. 17-19 (*Ski Presse, Montreal Mirror, Ottawa Xpress, Voir Magazine, SBC* publications). Supports Whiteface’s ad buy in those publications
- Coverage of the Nature Valley World Cup Freestyle event FOX-TV February 6
- Coverage of the Nature Valley World Cup Freestyle event NBC-TV February 12
- Venue coverage by Telemundo Television, February 27-March 4. Aired March 25
- About.Com ranks Whiteface/Lake Placid #1 Ski Resort in eastern U.S., March 15
- Numerous individual FAM tours for outdoor, travel, family and ski media throughout the year



## **Corporate Development**

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

### **Sponsorship**

#### **Corporate Sponsorship**

Fiscal year 2010-11 saw a rebound in interest with sponsorship and corporate programs for the Corporate Development Department. We concentrated on servicing our existing sponsors with an emphasis on promotional activation to increase ORDA revenues: *Coca-Cola Why Not Wednesdays* at Whiteface and Gore saw huge increases over previous years, a *Chevy Owners Appreciation Day* at Whiteface, on February 27, brought close to 1,000 Chevy owners for a day of skiing, lunch and a look at the new 2011 models.

We were very fortunate to successfully renew our agreements with Chevrolet (10 vehicles, with extended agreement to November 2011), SCA Tissue, Lockrow's Office Equipment and Anheuser Busch (a two-year agreement rather than a one year). Working with our partner in Centerplate we were able to successfully find a new wine sponsor, J. Lohr Vineyards & Wines, which gave them naming rights to a new Café & Wine Bar at Whiteface (formerly a simple coffee shop). Through cooperative efforts on all parts we were able to increase the amount spent per customer in this location by over 300 percent. Additionally, we were able to renew several local sponsorship packages and our many local trade agreements. Two new event partnerships were forged for the *FIBT Bobsled and Skeleton World Cup* in December assisting in offsetting the costs to host the event; Conceptum Logistics a Germany based logistics company and BMW both made possible through relationships with the United States Olympic Committee (USOC) and the U.S. Bobsled & Skeleton Federation. Total revenue from sponsorships was \$237,490.00 in cash and \$785,702.00 value-in-kind.

#### **Local Sponsorship**

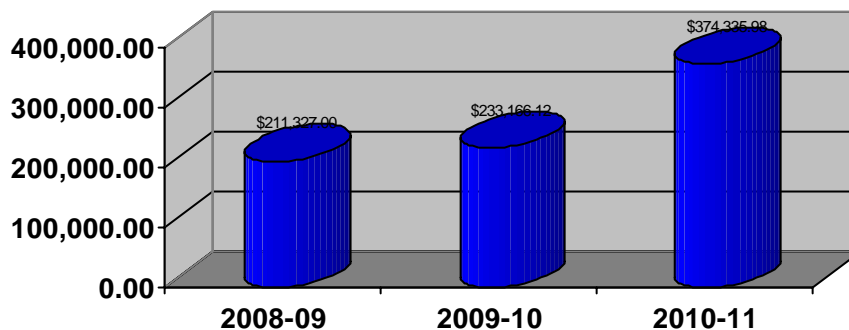
Another focus for the past year has been sponsorship opportunities with the ORDA venues and programs aimed at local businesses. Revenue from local sponsorships was \$30,850.00; \$31,500.00 value-in-kind product was generated from these programs/events; \$45,500.00 in local media trade; \$31,793.00 in local trade value-in-kind; and \$16,700.00 of value-in-kind product as part of a revamped local ski shop program.

#### **Corporate Development Programs**

The Corporate Development Department through the *Winter Olympic Challenge*, *Gold Medal Games* and *Gold Medal Games Family Edition* programs employs a Corporate Programs Manager and an assistant to sell, oversee, manage and service these events. These programs are designed for corporations, associations, military, clubs, families and other large gatherings looking for an off-site

location to host meetings, employee incentive programs, banquets or themed events on our venues while combining truly unique interactive Olympic activities and tours with their outing. Working within the company's budget and time constraints, we successfully completed 47 programs in 2010-11 (49 in 2009-10 and 41 in 2008-09) introducing 1,969 company executives and their staff, families and their guests (2,623 in 2009-10 and 1,701 in 2008-09) to the ORDA facilities and grossing over \$374,335.98 in revenue (\$233,166.12 in 2009-10 and \$211,327.00 in 2008-09). These programs generated over \$202,671.75 in new revenues for the ORDA venues (\$172,677.37 in 2009-10 and \$173,750 in 2008-09).

### Corporate Development Program Gross Revenue



### Vending

Through a contractual agreement with Tri-Lakes Vending of Lake Placid, ORDA receives 30¢/unit sold of carbonated and non-carbonated beverages, candy, gum/mints, chips, and cookies, sold at all of the Lake Placid/ORDA venues. The following are numbers from previous years; 2010-11 revenue: \$ 21,384.55/ 2009-10 revenue: \$20,596.45 / 2008-09 revenue: \$24,402.30 / 2007-08 revenue: \$30,252.40 / 2006-07 revenue: \$29,391.20 / 2005-06 revenue: \$30,748.35 / 2004-05 revenue: \$27,622.10

### The Year Ahead

#### Sponsorship

The focus for the upcoming year is multiple and diverse. Work continues on developing a new sponsorship website. Plans are to concentrate on renewals of our existing agreements with Chevrolet, Coca-Cola and J. Lohr Vineyards & Wines as well as, our regional partners and our advertising agreements with Northwood School, Can/Am Hockey and Canadian Hockey Enterprises. The following categories are in our sights for the coming year as well: banking, grocery, flavored milk, coffee, liquor, hardware, paint, and log homes. We look to further our relationship with the USOC and their leadership to assist us with their existing partners while offering them some of our assets to assist them in attracting new sponsors.

#### Local Sponsorship

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

We will once again offer sponsor packages to our successful Summer Jumping Series to include eight weeks of Soaring Saturdays and Wet 'n Wild Wednesdays and Citizens Bank Summer Skating Series to include nine weeks of Freaky Friday and Saturday Night Ice Shows.

Four year-round integrated packages at \$10,000.00 each will once again be offered to local companies as well, offering exposure at the venues, tickets, event sponsorship, and advertisements.

Additionally, we look to expand upon our successful efforts with our resort guide, web presence and e-newsletter sponsorship.

### **Event Sponsorship**

In addition to our annual summer events (Summer Jumping Series -Wet 'n Wild Wednesday & Soaring Saturday and Summer Skating Series – Freaky Friday & Saturday Night Ice Show) this year's focus will be on the FIBT Bobsled and Skeleton World Championships. Sponsorship packages are being developed in conjunction with the International Bobsleigh and Tobogganing Federation (FIBT) and companies will be targeted to be involved in this exciting event. We will also look to offer VIP packages to the World Championships.

### **Corporate, Association, Military, Club, Family & Group Programs**

Our Corporate Programs staff will continue to solicit corporations for our *Corporate Programs Winter Olympic Challenge* and *Gold Medal Games*, promote the *Gold Medal Games Family Edition*, which pitches families in head to head competition in a safe and fun environment, and welcome all groups all seasons of the year. The close partnership we enjoy with the venues maximizes every guest experience which is tailored to venue availability.



Our *Gold Medal Games* program remains consistent on a year-round basis, ranging from small to mid-size companies, groups and organizations. We will continue our sales efforts in conjunction with the local lodging properties on this very successful corporate, association and group interactive clinic and/or hospitality program. Work continues on our "Groups" web pages in conjunction with the various venues, including the newly opened Conference Center at Lake Placid, Whiteface, Olympic Sports Complex, Olympic Jumping Complex and the Sports Development Department to market and sell our programs, pricing, menus and packages.

### **Vending**

Our vending service contract expires May 31, 2011. A RFP has been developed and a submission has been included in the NYS Contract Reporter. We will be accepting bids until May 9<sup>th</sup>, with the bid awarded May 16<sup>th</sup>. We will focus on better service, increased offerings, and added value for our customers.

## **Events Department**

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The New York State Olympic Regional Development Authority (ORDA) had a busy 2010-2011 events season, hosting several major events.

The fall started off with The Flaming Leaves Festival featuring two ski jumping competitions, in addition to live Blues bands, barbeque, craft vendors and games for both kids and adults. October brought the Halloween Hockey Faceoff against ECAC Division I Men's Ice Hockey rivals Clarkson University, RPI, St. Lawrence University and Union College.

Two World Cups returned to Lake Placid during the 2010-11 winter season. The Viessmann FIBT World Cup Bobsled and Skeleton was held December 17-19. Twenty-two different countries were represented at this event. January 21-23, The Nature Valley World Cup Freestyle was held at the Olympic Jumping Complex and Whiteface Mountain. Over 140 of the world's best aerial and mogul skiers competed in this three day event.

Additional events that were held at our Olympic venues this season were two America's Cup competitions, The New Year's Master Ski Jump, Inter Continental Cup Skeleton, the Lake Placid Loppet and the FIBT Bobsled Driver's School.

In addition to hosting these world class events, in September we hosted dignitaries from 32 countries, who represented the sports of bobsled and skeleton. The International Bobsleigh and Skeleton Federation's (FIBT) annual Congress brought together representatives from the United States Olympic Committee, the 2014 Sochi Olympic Organizing Committee, the 2012 Innsbruck, Austria Winter Youth Olympic Games Organizing Committee, and others from several sliding tracks throughout the world.

As we close the 2010-2011 event season, we look forward to hosting several major events in the coming 2011-2012 event season. These include the Youth Olympic Qualifier event for the inaugural Innsbruck 2012 Winter Youth Olympic Games, the 30<sup>th</sup> Annual Lake Placid Loppet and the FIBT Bobsled and Skeleton World Championships.



## **Human Resources**

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For the fiscal year 2010-2011, the Human Resources Department (HR), in addition to its normal day-to-day responsibilities, engaged in a variety of significant endeavors. The major projects were as follows: (1) creation of a Workplace Violence Prevention Program; (2) Collective Bargaining; and (3) establishing eligibility for the Early Retiree Reinsurance Program (ERRP).

### **Workplace Violence Prevention Program**

The HR Department, in conjunction with the Olympic Regional Development Authority's (ORDA) Central Safety Committee, established a Workplace Violence Prevention Program. In doing so, each of ORDA's venues was assessed for risk factors relating to the potential of workplace violence. The assessment was then provided to the respective venue safety committee to address and discuss in an attempt to limit the likelihood of a workplace violence incident. In its entirety, the program is intended to be another preventive measure for workplace violence and to make ORDA's worksite safer for both staff and visitors.

### **Collective Bargaining**

The HR Director is the Chief Spokesperson for Collective Bargaining for a successor agreement to the Civil Service Employees' Association, Inc. (CSEA)/Olympic Regional Development Authority Collective Bargaining Agreement which expired on March 2, 2009. ORDA and the CSEA are continuing to attempt to come to a successor agreement.

### **Early Retiree Reinsurance Program**

The HR Department devoted a significant amount of time working with its insurance broker in the hopes of establishing eligibility for monies made available by the Federal government for insured retirees under the age of 65. In early November, the ERRP Center notified ORDA that its application was approved. Through these efforts, ORDA is eligible to receive up to \$120,000 from the Federal government for the CY 2010 to assist in offsetting costs associated with retiree benefits.

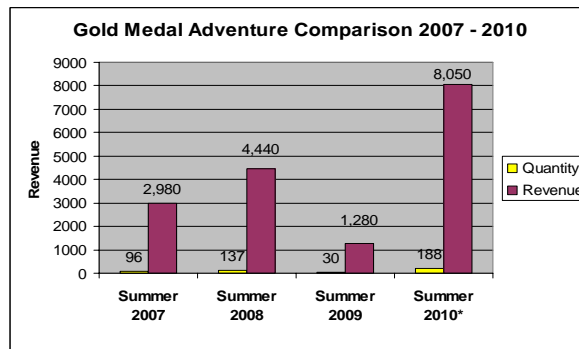
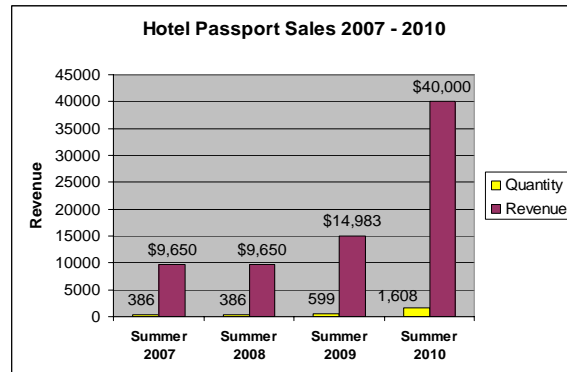
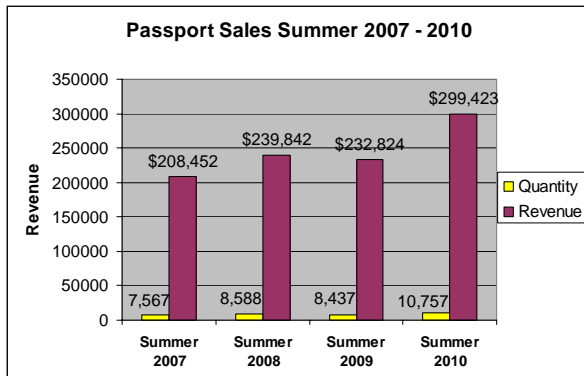
In addition to the above, the HR Department continues to work closely with venues on major issues including, but not limited to, employee discipline, dispute resolution, and employee recognition. Beyond that, we are always exploring avenues to assist in reducing and/or limiting the cost of health insurance.

# Marketing

The Olympic Regional Development Authority (ORDA) Marketing Department works with all venues and departments to develop and implement strategies that will increase visitation and revenue. Some initiatives include: product development, pricing plans, data analysis and research, production of collateral, distribution, web and interactive creation, marketing campaigns, and advertising. Our team strives to improve customer interaction and the overall experience in the Adirondack Region. These efforts not only impact ORDA venues but also the surrounding businesses, communities, and New York State.

## Summer 2010

The summer of 2010 was a fantastic start to a successful year. The ORDA team worked diligently to ensure the success of summer marketing plans and maximize opportunities brought about by the excellent weather throughout June, July, and August. Some new efforts this summer included a new summer website filled with cross marketing and up-selling opportunities and a community wide frontline sales training session to familiarize staff with ORDA products and promotions. *Olympic Sites Passport* signage varied at ORDA’s venues to give better exposure to all our programs and activities with an additional focus on *Gold Medal Adventure*. We worked closely with Sports Development to bring a new approach to the *Gold Medal Adventure* program. As can be seen in the numbers below, we had an incredibly successful year making significant strides in both revenue and visitation.



## Winter 2010-2011

The Marketing Team made significant changes going into the 2010-2011 season. This was a year where not only did we **want results** but **needed results** because of the reduction in State funding. Our goals were to maximize exposure in our target markets, effectively execute all projects, improve communication with our customers, creatively align our messaging with selected mediums, all while reducing expenses and shifting more funds toward active marketing efforts rather than production.

Our creative team absorbed a great deal of responsibility this year as we managed all of our creative development internally. This allowed us to seamlessly portray our brand in every facet from banner ads to brochures to billboards. Together with our ad agency we had a very strong campaign which presented Whiteface Lake Placid as the #1 Ski Resort in the Eastern United States.

Initiated by a challenge to come up with something “OTW” (Off The Wall), the marketing team created; *Whiteface Lake Placid Road Warriors*, targeted elevator wraps in the Empire State Plaza, and banners on the Speed Skating Oval cross marketing winter to over 10,000 people visiting the area for Ironman.

### Elevator Wraps

These wraps were placed on six elevators throughout four floors within the corridor of the Empire State Plaza which sees about 1,000,000 visitors a year. The messaging presented viable products for the Albany area skier at both Whiteface and Gore.



Inside Panels



Elevator Doors



Inside Panels

### Whiteface Lake Placid Road Warriors

*Whiteface Lake Placid Road Warriors* was developed as an awareness campaign to convey that Whiteface Lake Placid is the premiere winter destination for skiers/riders and adventure enthusiasts. The objective was to bring fun and excitement to ORDA’s target markets and show that Upstate New York is alive and ready to entertain visitors from all over. This unique “clan” comprised of a team of four to six individuals, two Chevrolet decaled vehicles, and tons of snow sports gear that went out into the streets encouraging people to visit Whiteface Lake Placid. Through social media and other viral outlets the team asked winter enthusiasts to come dressed in their snow gear and meet them in specific locations to earn some swag and Whiteface Lake Placid rewards.





Albany



Saratoga



Lake George



Plattsburgh

### Whiteface Springfest and Season Pass Push 2011-2012

For 2010-2011 we strategically aligned our new interests in Canada with *Whiteface Springfest* and our 2011-2012 Season Pass efforts. We wanted to both attract visitors and provide visitors with a sense of fun and excitement throughout the *Springfest* activities. At the same time we were cross marketing a season pass message trying to convert our new visitors into loyal customers. Season Pass efforts were also timed to allow a benefit to the skier/rider who purchased early. Early indications suggest that this was successful as we saw a dramatic increase in March season pass sales compared to that of last year; nearly quadrupling March season pass sales over last year.



In addition to these highlights the marketing team worked diligently on a concerted e-mail marketing plan, collateral distribution plan, *Super Sunday* and *Coke Why Not Wednesday* marketing campaign, cross marketing all venues and activities, and worked collaboratively with many departments to ensure some of the successes that we saw this year.

### ORDA Store

The ORDA Store has continued to be the “one stop shop” for our visitors. Our knowledgeable staff provides accurate information, as well as, schedule information, directions, event and activity tickets, and Olympic Venue merchandise. Extra effort put into setting up off-site sales at hockey tournaments at the Olympic Center from January – April and October – December have created favorable results for the season. Clothing and merchandise sales also continue to increase. With careful planning, watching the cost of items, increasing prices when needed, putting items on sale when limited amounts remain, following through on credits with vendors, watching the fashion trend, displaying of merchandise, and having a great visual appeal all contribute to the ORDA Store’s success. We serve not only ORDA but the whole community. Continuing with this excellent service is a major priority every day. With each new employee, customer service is mandatory with our new-hire training. Our motto is never to say “I don’t know.”

## Sports Development Department

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The Olympic Regional Development Authority's (ORDA) Sports Development Department promotes education and participation in winter Olympic sports year round, providing the most exhilarating winter Olympic experience possible. Custom programs offer school classes, activity groups, athletic teams and local youth groups the Olympic education field trip of a lifetime.



In the summer The Sports Development Department also runs the *Gold Medal Adventure* program, a sport experience day camp for adventurous kids and their families ages 10 and up. The Sports Development Department conducts guided tours of the Olympic venues which not only offers historical information of each facility and its sports, but beautiful views of the Adirondack Mountains as well.

Tours are merely icing on the cake, however, as the largest attraction of their programs are the interactive sports clinics! Sports clinics are offered in biathlon, bobsled, curling, luge and cross country skiing. Ice Skating is also offered on one of the three ice rinks in the Olympic Center, including the 1980 Herb Brooks Arena. The Sports Development coaching staff is top-notch, providing quality instruction and insuring safety at all times. Even better, the staff often has members from National Development and World Cup teams training in Lake Placid.

### Sports Development Highlights for 2010-2011

- **Sports Development School/Camp Clinics**

Sports Development had continued success with its core program for the 2010-2011 season. The year round program saw more than 5,000 participants ranging from elementary to high school, college, camp, and youth groups. The field trips allowed students to take part in different winter sports including luge, bobsled, skiing, curling, biathlon, cross country and skating. Students and campers were also given behind the scenes tours of the Olympic Venues.



- ***Gold Medal Adventure***

The *Gold Medal Adventure* program is a fun-filled program for the entire family looking to experience exciting winter Olympic sports in the "Winter Sports Capital of the World". A professional and experienced staff guarantees an experience you'll never forget. The *Gold Medal Adventure*, for children and adults, offers interactive clinics and demonstrations of select Olympic events and tours the state-of-the-art Lake Placid training and competition facilities. Due to increased marketing efforts, numbers for the *Gold Medal Adventure* tripled for the 2010 summer season.

- **In Real Life-Canadian Youth Television Show**

In June of 2010 Sports Development and the Communications Department coordinated with Appartment11 Productions out of Montreal to shoot an episode of the youth television series In Real Life. For two days ORDA's venues were the backdrop for the filming of the show. It was great

exposure for our venues.



- **NYC Winter Jam in Prospect Park Brooklyn**

ORDA teamed up with New York City Parks and Recreation to host the 2011 Winter Jam in Prospect Park Brooklyn in February. The event was a huge success despite the wet weather. ORDA staff conducted cross country ski clinics for first timers and displayed Whiteface and Gore ski show booths.

- **Head Start Learn to Ski Program**

Sports Development organized the *Head Start Learn to Ski* program with Kid's Kampus. This year eight Head Start programs attended with over 180 children participating in the program.

- **Scholastic Sliding/Sports Challenge**

Once again the Sports Development Department conducted the Scholastic Sliding Challenge during World Cup Bobsled and Skeleton. The program, targeting elementary school children, is a fun and interactive educational program that allows classrooms to adopt a country participating in the World Cup. The schools were provided with online lesson plans and details on how to communicate with athletes. The program included a special trip to see the World Cup in Lake Placid, where the students were able to cheer on their adopted country. Over 500 students participated. An additional school program was added this year that included the Nature Valley Freestyle World Cup event held in January. U.S. Freestyle Ski team members visited Lake Placid's sixth grade classes to talk about their sport.



- **Gold Medal Games Logistics**

The Sports Development continued to provide logistical assistance for Corporate Development *Gold Medal Games*. Many corporate groups visited Lake Placid to take part in the *Gold Medal Games*.

- **Olympic Center Fitness**

Sports Development continued to operate the Fitness Center at the Olympic Center. Throughout the school year National Sports Academy utilizes the weight room and work out area for multiple sports including, hockey, skiing and snow sports. During World Cup events international athletes pay a fee to train in the facility. Many improvements have been made to make the space available for employees to use as

For the 2011-2012 season, ORDA's Sports Development Department will continue to offer exciting programs for children and adults and devote time to ensure successful school and camp programs through out the year.

## **ORDA Board of Directors**

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### **Pat Barrett, Chairman**

Pat Barrett was appointed ORDA Chairman by Governor Andrew M. Cuomo March 14, 2011. This is Barrett's second time serving as Chair, as he was appointed December 28, 2006 by Governor Pataki and held that position until June 2007. Mr. Barrett also serves as Chairman and CEO of CARPAT Investments, a private investment company. In addition, he is Chairman of Syracuse Executive Air Service, Inc., an air charter service and fixed base operator, and Bennington Iron Works, Ltd. He is also Chairman of the Board of the Whiteface Club Companies. Formerly, he was Chairman and CEO of Avis, Inc. Earlier in his business career, Barrett was Executive Vice President, CFO and Director, of Norton Simon, Inc., a consumer goods conglomerate whose properties included Avis, Hunt-Wesson, Max Factor, Canada Dry, and Somerset Importers. Mr. Barrett serves as a Trustee of Siena College, and as a Trustee Emeritus of Syracuse University. He retired in May, 2009 as Chairman of the Lincoln National Corporation, a financial services company headquartered in Philadelphia, as well as, its New York subsidiary, Lincoln Life and Annuity of New York. In addition, he is a member of the Board of Directors of Coyne International Enterprises Corporation, and the Syracuse SkyChiefs Baseball Club, Inc. He also served as Chairman of the NYS Ad Hoc Committee on the Future of Racing.

### **Serge Lussi, Vice Chairman, Olympic Regional Development Authority**

Serge Lussi is the Chairman of the Board of the Lake Placid Vacation Corporation. Mr. Lussi formerly served as a trustee of the United States Ski Team, as well as, a former Director of the United States Olympic Committee (USOC) where he headed 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 Lake Placid Winter Olympic Games. He currently lives in Lake Placid with his wife, Caroline. Their family operates the Placid Gold Resort Company.

### **Rose Harvey, Commissioner, NYS Office of Parks, Recreation & Historic Preservation**

Rose Harvey was appointed to the New York State Office of Parks, Recreation and Historic Preservation by Governor Andrew M. Cuomo in January of 2011. For 27 years, Ms. Harvey held multiple leadership positions with The Trust for Public Land, beginning as a community organizer and rising to Senior Vice President and Regional Director of the Mid-Atlantic Region and finally as National Director of Urban Programs. Ms. Harvey most recently served as a senior fellow at the Jonathan Rose Companies, and a McCluskey Fellow and Lecturer at the Yale School of Forestry and Environmental Studies. She also serves on the Board of the Geraldine R. Dodge Foundation and the Yale Leadership Advisory Council.

### **Joe Martens, Commissioner, NYS Department of Environmental Conservation**

Joe Martens was appointed as Commissioner to the Department of Environmental Conservation (DEC) in January of 2011 by Governor Andrew M. Cuomo. Mr. Martens continues on the board after serving as Chairman of the ORDA Board of Directors, having been appointed in July of 2007 by Governor Eliot Spitzer. Until his recent appointment with the DEC, Commissioner Martens had also served as President of the Open Space Institute, a position he had held since 1998. Mr. Martens was previously State Secretary for Energy and Environment under former Governor Mario Cuomo. Martens, who has a second home in Lake Placid, has also worked for the Adirondack Park Agency (APA).

## **Kenneth Adams, Empire State Development President and CEO**

Kenneth Adams was appointed as Empire State Development (ESD) President and CEO January of 2011, by Governor Andrew M. Cuomo. Mr. Adams comes to the ESD from The Business Council of New York State, where he served as President and CEO since 2006. Prior to leading the Business Council, Mr. Adams was President of the Brooklyn Chamber of Commerce and Director of the MetroTech Business Improvement District in Downtown Brooklyn. He was also the founding Executive Director of New York Cares, New York City's leading volunteer organization, from 1988 to 1994.

## **Clifford Donaldson, Jr.**

Cliff Donaldson, Jr., former County Manager of Essex County, New York, resigned after 12 years in August of 2008 after being appointed the Commissioner's North Country Region Representative for New York State Department of Labor. Donaldson was appointed to the ORDA Board of Directors by New York State Assembly Speaker Sheldon Silver. From 1981-1994, he 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, Arkansas, and his Master of Education from Arkansas Tech University. He lives in Saranac Lake with his wife Joan and his son Aaron.

## **Robert Flacke**

Robert "Bob" Flacke returned to ORDA in January 2009. Since 1958 he has run the Fort William Henry Corporation. He graduated from the College of the Holy Cross, and went on to join the U.S. Navy, retiring as Captain from the U.S. Naval Reserve in 1988. He was a teacher at Queensbury Junior High School from 1958-1975, at which point he made his move into public service. Mr. Flacke is very involved in local and state government, and was on a committee for the 1980 Winter Olympic Games. From 1979-1983, Flacke was the Chairman of ORDA, and returned once again from 1993-94 as interim CEO. Robert Flacke is a former Commissioner of the NYS DEC, as well as, a former APA Chairman. Flacke lives in Lake George along with wife Jean, and has four children.

## **Jerry Strack**

Jerry Strack was born and raised in Lake Placid. He currently owns and operates Central Garage, a business that he's had for the past 51 years. He has been involved with the Lake Placid Volunteer Fire Department for the past 48 years and is also a current member of the Lions Club. Strack has been involved with local government for years, having served as a Town Councilman for 23 years for the Town of North Elba. Mr. Strack was also a member of the Lake Placid Bank Board of Directors for many years. Strack lives in Lake Placid with his wife Judi and runs Central Garage with his children Jay and Missi.

## **Edwin Weibrecht**

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

**The 2010 -2011 Annual Report Has Been Approved By  
The New York State Olympic Regional Development Authority**

**Board of Directors:**

**Patrick Barrett, Chairman Olympic Regional Development Authority**\_\_\_\_\_

**Serge Lussi, Vice Chairman Olympic Regional Development Authority**\_\_\_\_\_

**Rose Harvey Commissioner NYSPRHP/Harold Hagemann NYSPRHP Rep.**\_\_\_\_\_

**Joe Martens Commissioner NYSDEC/Joe Martens NYSDEC Rep.**\_\_\_\_\_

**Kenneth Adams President & CEO ESD/Peter Wohl ESD Representative** \_\_\_\_\_

**Clifford Donaldson Jr., Olympic Regional Development Authority**\_\_\_\_\_

**Robert Flack, Olympic Regional Development Authority**\_\_\_\_\_

**Jerry Strack, Olympic Regional Development Authority** \_\_\_\_\_

**Edwin Weibrecht, Olympic Regional Development Authority** \_\_\_\_\_



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