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. Lake Placid played host of the 1932 and 1980 Winter Olympic Games.

The concept was to combine facilities owned by the State of New York — Whiteface Mountain Ski Center in Wilmington and the bobsled, luge, cross-country and biathlon facilities of the Verizon Sports Complex (formerly Mt. Van Hoevenberg) — with those owned by the Town of North Elba — the Olympic Center, the Olympic 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. The summer of 2004 saw ORDA partner with the City of Hope, I Love NY and others to host the inaugural Songs at the Lake music festival. This outdoor festival featured a wide variety of musicians, from country to zydeco. A portion of the ticket sales benefited cancer research, treatment and education at the world-renowned City of Hope, based in Greater Los Angeles, Calif. 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 with help from the State of New York.

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

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

Whiteface 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, Kenny Rogers, Disney on Ice, Holiday Hoopfest, numerous hockey games and clinics, and figure skating training and competitions. It was also a training site for Olympic hockey players and figure skaters, including the U.S. National hockey teams.

On February 23, the Olympic Center was the site of a magical evening entitled Miracles, Memories & Magic - a Tribute to the Athletes of 1980. Highlight reels from the 1980 Games featured the best of the best and the heartbreaking moments of the Games while Olympians and fans alike celebrated the legacy of the 1980 Games. Athletes such as Scott Hamilton, Phil Mahre, Linda Fratianne, Tai Babilonia & Randy Gardner, Jozef Sabovcik and more all were on hand as Lake Placid once again became the center of the sporting world. Eighteen members from the gold-medal winning 1980 Olympic Hockey Team were on hand as the family of legendary “Miracle” coach Herb Brooks was presented with a plaque commemorating the spirit of Herb Brooks as the arena was officially named 1980 Rink Herb Brooks Arena by Governor George Pataki. Everyone in attendance witnessed a night to remember.
**Figure Skating**

The 73rd Annual Miracles of Gold Summer Program saw several hundred figure skaters enrolled in the program. This program offers students an opportunity to participate in a wide variety of on and off-ice programs. The summer program is leading to an increase in the year-round program. The Skating Club of Lake Placid is still flourishing and has seen an increase in enrollment in its winter activities. Smucker’s Stars on Ice opened their season once again in Lake Placid. Lake Placid also hosted the 2004 Adult Nationals, ISI Figure Skating Competition, the Ice Dance Championships, the Citizens Bank Saturday Night Ice Show summer skating series, as well as assorted figure skating competitions, clinics and camps.

**Hockey**

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

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

**Other Events**

The Olympic Center also played host to the Songs at the Lake Music Festival on the Olympic Speed Skating Oval. This two-day event featured a wide variety of music from country to zydeco to alternative. Proceeds from this event went to the City of Hope, an organization that provides funding for cancer research. The Olympic Center also hosted the first annual Holiday Hoopfest, a basketball tournament that featured local teams playing in tournament format. The proceeds from this event benefited the FitzPatrick Cancer Center at the Champlain Valley Physicians Hospital (CVPH) in Plattsburgh.

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

The Flips Gymnastics Club began in the spring and features five different levels of gymnastics classes for children 18 months through 13 years old. The classes take place in the Lussi Rink. Children can explore tumbling and movement on brand new equipment including spring boards, balance beams, uneven bars, rings, learning stations, parachutes, scooters, a vaulting horse and more.

**Major Events**

25th Anniversary of 1980 Winter Olympic Games Gala - Miracles, Memories & Magic
Lake Placid Synchronized Skating Classic
2004 Adult Nationals Figure Skating Championships
ISI Figure Skating Competition
Disney on Ice
Smucker’s Stars on Ice
USA Hockey Festivals/Camps
Ice Dance Championships
CAN/AM Hockey Camps/Tournaments
Canadian Hockey Enterprises Camps/Tournaments
Holiday Hoopfest
Kenny Rogers Christmas Celebration
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
New this year was the addition of a “Kiddie Corner” with 1980 vintage Pink Panther Olympic DVD and table and chairs for coloring pages and word puzzles.

We also had one printing of brochures for the Olympic Art Trail in cooperation with LPCA, the North Elba Parks District and private donations and we are continuing to secure sponsors to adopt each piece in order to provide much needed signage.

The museum will be part of Miracles: New York’s Greatest Sports Moments, an exhibition at the NY State Museum from Oct.-Jan. running in conjunction with Sports: Breaking Records, Breaking Barriers, a traveling exhibit from the Smithsonian Institute.

![Graph showing visitor numbers from 1997-98 to 2004-05]
MacKenzie-Intervale Ski Jumping Complex

Year in Review
The venue saw good attendance at summer events and the Flaming Leaves Festival in October. The athletes had good consistent training all summer and fall as well. The winter season, on the other hand, was not the best in the early going. Poor snowmaking conditions and rain in the month of December put a strain on everything. The venue did the best it could and pretty much muddled through it all.

The New Year’s Ski Jump was a smash and the World Cup Freestyle was a challenge to say the least but the staff did great work and put on a wonderful event. A highlight of the season was having a cross-country course up and running most of the year. There were either races or training going on a good part of the season here on the man made snow.

The challenge the venue faces is having athletes training all the time. Ticket sales at the booth are directly tied to training. The number one call from the ticket booth is “Are they jumping?” If there is action most guests will pay to come in and if not they will either come back when training is occurring or they leave. The venue is currently trying to address this dilemma.

Upgrades and improvements
Fixed crumbling wall on the side of the K90 meter takeoff.
Changed over Flag Pole Hill to lessen the grade or it for cross-country skiing winter and summer.
Installed a new entrance gate at the main ticket selling location that would work for both winter and summer use.
Repaired the inside of the freestyle pool. Concrete needed replacement from old age.
Put a hydraulic top on the single kicker at the pool to enable multiuse for snowboards, aerialist and mogul skiers.
Installed new lights on the K18 meter jump and the K48 meter jump.
Built a new staircase up the landing hill of the K48 meter jump.
Finished up new freestyle judges tower with sheetrock and built a new room for announcers and event sound system staff.

Tasks for the coming year
Four new starts on the K90 meter jump.
Facelift for men’s room at the freestyle pool building.
Finish up Flag Pole hill project.
Try and get the last kilometer of the cross-country course lit and freestyle hill as well.
Pave cross-country course for roller skiing and put in biathlon targets for use.
Possibly fix the roof in the K120 meter tower. It is leaking very badly.

Events lined up so far
Annual 4th of July Ski Jump
Annual Huck and Tuck pool event
COCJ Ski Jumping / Men and Women
New Year’s Ski Jump
World Cup Freestyle Aerials
Empire State Games
And many local and regional events as well
Whiteface Mountain

The Venue

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

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

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

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

The Whiteface Mountain Veterans Memorial Highway is a breathtaking eight-mile drive from the town of Wilmington to the summit of Whiteface Mountain. It climbs 3,400 feet over an average grade of eight percent, and ends just 276 vertical feet below the summit where you can either walk the final 1/5th of a mile along a pathway or take an elevator deep inside the mountain to the summit. The Whiteface Mountain Veterans Memorial Highway is dedicated to the veterans of all wars.

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

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

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

The Year in Review

The spring/summer season was somewhat standard for Whiteface, which began with youth fishing contests, and the opening of the Whiteface Mountain Veterans Memorial Highway on May 22, which proved to be a rainy and overcast start to the season. Fortunately, the weather cooperated nicely for the uphill footrace on June 5, and again on June 21, for the uphill bike race during which 287 bikers competed. A high school graduation also took place in the Base Lodge Ausable Room on June 12, followed by the Annual Essex County American Legion Memorial Service atop the Veterans Memorial Highway on June 13.
Three weekend festivals were successfully staged at Whiteface, commencing with the traditional Native American Festival on July 28-29. This festival was followed by the Celtic Festival and Oktoberfest, held respectively during the weekends of September 11-12 and October 2-3. In addition the very impressive annual 10th Mountain Rededication Ceremony was held on July 28.

Throughout the summer mountain biking was available daily, and a new one day per week program named “Trekking Tuesdays” was implemented. The program format was an approximate one hour guided hiking tour including a boxed lunch and gondola ride. This proved to be a popular program, and this season will be promoted on a daily basis.

Following a November 1 Job Fair, snowmaking began and despite unusually mild temperatures opening day occurred on November 20. Upper and Lower Valley were opened to the public and approximately 500 skiers and riders enjoyed some spring like conditions. However, spirits were dampened as rain soaked the area on the following day. In general the weather remained mild throughout the year with rain occurring during some critical holiday periods. Despite this Whiteface remained open with some great spring skiing conditions until April 17, with 144 days of skiing and riding during which time 181,759 skier rider visitations were recorded.

An array of events took place throughout the season in alpine, freestyle and snowboarding disciplines. (Refer to attached schedule.) The highlights of the season included the traditional 2005 Nature Valley Freestyle World Cup Mogul Competition, which was held during Martin Luther King weekend, and featured the best mogul skiers in the world. This event was successfully conducted despite mild, adverse weather conditions.

Perhaps the most exciting Snowboard Event to ever hit Whiteface was the first time ever FIS Freestyle Snowboard World Cups. These early March events at Whiteface included snowboard parallel giant slalom, superpipe, and the newest event of snowboard cross (SBX), which will debut in Torino, Italy in 2006. The event went off very well, and will return to Whiteface again next year.

Both World Cups were televised nation wide on NBC and other networks, which gave the area tremendous publicity.

**Miscellaneous Notables**

Whiteface Mountain was voted best Ski Area in New York by the readers of Capital Region Magazine for 2005.

Whiteface Mountain was the proud recipient of the Best Safety Mascot – Whiteface Willie at this year’s NSAA Safety Program Awards in Scottsdale, Arizona.

Whiteface mountain joined the nationally renowned “Snowmonster Program,” which entitles the resort to host a “Sports Illustrated For Kids Next XSnow Search Event” The goal of this program is to seek out the best all-around skiers and snowboarders between the ages of 9-13. Thirteen year-old Lars Johnson of Lake Placid dazzled the home crowds, and then represented Whiteface with more stellar performances at the finals in Colorado.
Whiteface became a Burton Learn to Ride and kids Learn to Ride Center. Each is a two year program geared towards providing new riders with a comfortable first time experience.

The Whiteface Safety Enforcement Program (WFSEP) was established for the sole purpose of making Whiteface a safer and more enjoyable place for skiing and riding. Personnel with specific law enforcement backgrounds, people skills and good skiing abilities were sought to make up the WFSEP. The program was based on a similar one at Mount Tremblant.

Two-time Olympian Kristina Koznick represented Lake Placid and Whiteface Mountain on the International World Cup Alpine Circuit by wearing Lake Placid on her competitive and casual headwear. Kristina also worked with local aspiring NYSEF Racers, while training at the facility between races.

Don Colby, Director of Trails and Grooming retired after over 30 years of service at Whiteface Mountain.

ORDA and the NY Power Authority (NYP A) teamed up with head star and Whiteface this winter to introduce approximately 90 youngsters to the sport of skiing.

Whiteface Mountain Snowsports Instructors Sepp Eigenmann, Connie Hickey and Chris Irwin were named in the top 100 Snowsports Instructors in the country.

As part of the 25th Anniversary of the 1980 Olympic Winter Games, Phil and Steve Mahre joined Whiteface activities on February 23-24 by assisting at the NASTAR public race course, signing countless autographs and giving pointers to young NYSEF racers.

**Capital/Projects**

A new snowmaking water intake and filtration system was engineered and constructed prior to the commencement of November snowmaking. The area at pump house I, which is adjacent to the Ausable River, was dewatered and a new prefabricated concrete structure was lowered into place by a crane. A conveyor like filter system or Band Screen was then lowered into position so that water going to the pumps had to pass through it. The main purpose of the filtration system is to lift frazzle ice or slush out of the water before entering the pump chamber, which could shut the pumps down. Warm water was used to clean the screen and push it into a hopper where it then flowed downstream and below the pump house. This very difficult problem was greatly mitigated. An additional conveyor will be installed this year to provide redundancy and greater capacity.

Two New Boilers were installed in the main Base Lodge to replace four antiquated units.
Two intermediate Glades were opened on the lower section of the mountain. The Golden Glades were cleared at the Kids Kampus area between the Gold and Bronze Trails, and the Silver Glades were brushed out between the Silver and Boreen trails.

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

Rubber flooring was installed throughout the ground level of the older sections of the base lodge. This project added comfort, cleanliness and safety to this area.

The 2004 Unit Management Plan (UMP) was passed by the DEC and APA. The plan contains many exciting new improvements including eight miles of new trails and glades, expansion of existing facilities at Kids Kampus, Base Lodge renovations improvements to snowmaking, and a new NYSEF training facility, etc., etc.

Approximately eighty snow guns were sent back to the manufacturer, Ratnik Industries, to be refurbished for more efficiency. Twenty-five additional low energy HKD’s were also purchased. For the first time ever over 100 Snow guns ran simultaneously.

The process of replacing all sheaves on the Cloudsplitter Gondola commenced.

Pyrometers were installed on the Diesel 6000 cfm air compressor.

New lighting was installed on the Whiteface Entrance Road. This lighting also helped to illuminate sections of the adjacent parking lots. Consequently, guests treks to and from their vehicles was brightened! In addition new drainage was installed beneath a troublesome section of this road, eliminating dangerous ice buildups.

At the Whiteface Mountain Veterans Memorial Highway work was completed on the Castle Chimney that helped to prevent leakage. In addition drainage ditches were refurbished along the toll road by Whiteface crews. The elevator wheel chair lift was also shipped back to the factory to be refurbished.

A new state of the art smoke and fire detection system was installed throughout the Main Base Lodge, and pull stations were provided at the Easy acres/ Kid’s Kampus Lodge.

A new fuel tank was installed at the maintenance garage to replace a deficient tank. New garage doors were also installed at this facility, and the garage septic system was repaired.

The Marketing VIP room received a face lift with the addition of new lower wall siding, flooring, paint job, curtains, and decor.
Future Plans for the 2005-06 Season
As previously mentioned the snowmaking water intake was engineered and reconstructed for the purpose of preventing frazzle ice and debris from clogging up the snowmaking water pumps. This was accomplished by lifting the frazzle ice, etc. out of the water with a Band Screen, conveyor like filtration system. Two locations within the structure were planned for these filtration units. The second unit will be purchased and installed for the upcoming season. This will provide redundancy and more filtration capacity to assure a more efficient snowmaking system. Cooling water for Pump House II compressors that becomes warm during the process is planned to be piped to Pump House I to replace the boiler system that is necessary to flush frazzle ice off the Band screen.

A new NYSEF Training Center Building is now under construction. The two story log building will have nearly 8000-square feet of usable space. It will be located at the base of the Boreen Trail adjacent to the Main Base Lodge. The facility will provide space for administration and athletes. The present NYSEF building will be converted into usable space for the Whiteface Snowsports School, and other Whiteface Departments.

ORDA/Whiteface has been working with the Town of Wilmington and Essex County on an application to the New York State Department of Environmental Conservation, the Adirondack Park Agency and the Drinking Water State Revolving Fund for approval and funding of water system improvements. It is anticipated that potable water from the Town of Wilmington will be provide to Whiteface by the summer of 2006. This will also provide fire protection for the Whiteface Base Lodge and other on site facilities.

As a result of a successful 2005 World Cup Snowboard Event at Whiteface another is planned for the 2006 season. In order to upgrade for the half pipe event it has been requested that renovations including adding length and steepness to the pipe be completed this summer. Plans are presently underway to accomplish this.

The 2004 Unit Management Plan (UMP) lists much of the newly proposed trail work as conceptual. Consequently, work is presently being done on the preparation of an amendment, which when approved will provide the go ahead for major trail construction including that above 2,800 feet. It is anticipated that work on the new Tree Island Pod, located to the North of the slides, will begin as early as the summer of 2006. New snowmaking lines and lift access are part of the development. In consideration of added safety it is intended that a newly proposed trail cut from the base of Paron’s Run to the Connector trail will be approved and completed prior to the upcoming season.

The Whiteface Mountain Memorial Highway Toll House was damaged as the result of a bus accident. Reconstruction is planned to be completed this summer. As a result of historical significance the work involves delicate and exact restoration of the gate house entrance, which was built during the early 1930’s era.

Snowmaking automation and line flooding is being studied at Whiteface. It is intended that the first attempt would involve the Silver Trail, which provides access to Kids Kampus from the main trail system and possibly the Bronze Trail, which is also located at Kids Kampus. This system would allow snow guns to be activated and shut down with very little effort. Consequently, simultaneous snowmaking efforts could be put into other trails by crew members, thus achieving greater capacity and efficiency.

It is intended that improvements to NASTAR including the construction of a new start house and addition of a snowmaking spur line will take place this summer. Both projects will improve efficiency of the program.
Gore Mountain

More Gore!

Gore Mountain in North Creek, NY will be beginning its 42nd season in November 2005.

Our venue at a glance:

**Summit Elevation:** 3,600’

**Vertical Drop:** 2,100’

**Terrain:** 80 Trails Including 9 Glades & 12 Cross-Country/Snowshoeing/Backcountry Trails

**Lifts:** 11

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

**Terrain:**

330 skiable acres on 80 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 food court, cafeteria, restaurant/pub, and snack bar
*Snow Sports Center offering ski and snowboard instruction for all ages and abilities
*Ski Patrol
*Group Sales Office & Bus Booth
*Guest Services/Lost & Found
*Bear Cub Den Daycare
*Rental Shop
*Retail Shop
*Lift-Service Tubing Park at the North Creek Ski Bowl
*New York Skiing Education Foundation (NYSEF) race training
*Family-oriented events calendar
*Kodak Photo Services Department

-A View of Tower Guns in Operation on the Newly Improved Twister Trail
A Record-Breaking Revenue Year, Again

Revenue up 10.6% from 03/04 to 04/05.

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<td>2004/2005</td>
<td>212,703</td>
<td>$6,625,482</td>
</tr>
</tbody>
</table>

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

SALES EFFORTS

Consumer/Group/Media Shows
Group Show- Parsippany, NJ
Group Show- King of Prussia, PA
Syracuse Ski Company Sale, Syracuse, NY
Metroland “Best of” Party, Albany, NY
Toronto Ski & Snowboard Show, Toronto, ONT
NY Metro Snowsports Expo, Uniondale, NY
NJ Ski Council Jamboree, Morristown, NJ
Philadelphia Ski & Snowboard Show, Plymouth Meeting, PA
Winter Getaway Travel Show, Albany, NY
Great NYS Snow & Travel Expo, Albany, NY
RPI College Show, Troy, NY
HVCC Ski Club, Kingston, NY
Sports Authority Sales Day, Latham, NY
Media Reception, New York City, NY
Easter Ski Writers Association December Meeting, West Dover, VT
Adventures in Travel Expo, New York City, NY
Adirondack Frostbite, Glens Falls, NY
**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 23,000 e-mail addresses and almost 14,000 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.
04-05 Highlights

1) Snowmaking Improvements: Gore Mountain added 70 new tower guns for snowmaking, an increase of almost 60%. Tower guns can make snow much more efficiently than traditional ground guns under appropriate weather conditions, and the addition allowed open Gore to more terrain earlier in the season. Four new fan guns and a new pump also strengthened the snowmaking fleet.

2) Trail crews widened “Twister” from 60-80 feet wide to 120 feet allowing for more high-profile racing events to be hosted. This racing associations immediately recognized this work, and scheduled a four-day midweek giant slalom before Christmas 2004. Gore has also been selected to host the JIII States at Gore in late February 2005. “Twister” was widened in consideration of the original design, preserving the unique character of this favorite Gore Mountain run.

For the guest, the widening not only created a safer skiing experience, but also provided people more freedom to enjoy the trail’s varied terrain features and its unobstructed scenery.

3) Saddle Lodge – The Saddle Lodge at mid-mountain was completely renovated, showcasing a new fireplace made from locally mined garnet, new restaurant-style tables and chairs, and full food and beverage service. The updates also feature an upper-level bar area. The Saddle offers outstanding northern views of the High Peaks through windows comprising the entirety of one wall, all from an elevation of 3,000 feet. Interpretive signage identifying the area mountains and mining photography was added to compliment Gore Mountain’s environmental education efforts.

4) Base Lodge – Extensive renovations included replacing the traditional base lodge cafeteria with a new food court, moving the retail area upstairs, and reconfiguring the rental shop. Guests enjoyed more menu options, shortened food lines, and improved customer service. The rental and retail changes also made for more efficient and spacious facilities. The lodge was painted in the same granite grey and fir tree green colors of the Northwoods Gondola, and the tables and chairs were resurfaced with a brighter, attractive butcher-block styled top. New directional signage provided visitors better information to use the various mountain services.

5) Centerplate & New Rental Equipment – The 2004/2005 season was Gore Mountain’s first year in working with Centerplate. Centerplate made significant investments in new Rossignol skis and Burton Snowboards to improve the rental fleet and guest/beginner experience, and Gore was recognized as a Burton Learn-to-Ride Method Center. The products offered in the retail shop improved in quality, and food presentation and menu offerings were upgraded. Centerplate and Gore Mountain staff worked cooperatively in the Base Lodge renovations.

6) Glade Improvements - A new entrance to the “Tahawus Glades” from the “Tahawus” trail made the glades accessible when “Twister” was closed for racing. Gore Mountain’s gladed terrain exceeds 70 acres, making it home to some of the most extensive glades in the East.

7) NASTAR - Gore currently has the 37th highest number of NASTAR racers, of 118 participating mountains. NASTAR revenue has skyrocketed 115% over the last two seasons, as Gore has improved NASTAR’s promotion, product offerings, clinics, and racing services.
8) Accolades
   * Gore Mountain’s “The Rumor” was featured as “One of the All-Time, Undisputed Absolute Best Trails” by SKI Magazine in October 2004.
   * Gore Mountain was recognized as a Top 10 in the East for Value and Weather” by SKI Magazine in October 2004.
   * Gore Mountain won an international Silver Eagle Award for Excellence in Environmental Education and was recognized at the NSAA National Convention & Trade Show in Scottsdale, Arizona in May 2005.

9) PSIA & NYSEF Events - Gore Mountain was host to fifteen NYSEF racing events, four PSIA/AASI clinics in the alpine, Nordic, and snowboard disciplines, and two PSIA/AASI 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.

10) Kodak Photo Center- A new Kodak Photo Center was added, with photographers stationed throughout the mountain to capture all special events, Snow Sports lessons, and scenic souvenir shots. Guests could view the digital images later in the day, with the option to take home their favorite moments at Gore Mountain forever! In addition to being another revenue source, the center also eliminates some photography costs for Marketing.

11) Terrain Park Features- While enhancing the terrain park on The Gully area, an isolated freestyle trail serviced by its own lift, Gore removed the earthen half-pipe on The Arena to relieve congestion and improve conditions in the high-traffic area. An additional terrain park on “Lower Sleighride” was well-maintained and well-received.
MANAGEMENT PRIORITY

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

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

The plans call for the Learning Center to be constructed in keeping with Gore’s efforts to build utilizing Adirondack vernacular and natural color schemes:

b) Redevelopment of the Historic North Creek Ski Bowl – Gore has successfully operated a tubing park at the North Creek Ski Bowl for the last three seasons, creating a family-oriented winter experience while enhancing the Gore Mountain Region’s appeal as a vacation destination. The Ski Bowl efforts have also been a great display of community cooperation between Gore Mountain and the Town of Johnsburg.

Gore Mountain’s unit management plan has identified physically connecting Gore with the Historic North Creek Ski Bowl through a series of lifts and trails. The plans and permits have been completed, and were met with favorable support from the community, local government, and Warren County Economic Development Corporation. The plans would add 400’ to Gore’s vertical, and at 2500’ Gore would offer the sixth greatest vertical drop in the East.

The private land bordering the town-owned Historic North Creek Ski Bowl recently sold to FrontStreet Development Corporation, who also in cooperation with Gore Mountain and the Town of Johnsburg, have designed plans for ski-in, ski-out accommodations, restaurant, retail, and four-season activities.
c) Since last season’s increase in pumping capacity by 800 gallons per minute and the purchase of 85 more tower guns, Gore Mountain’s snowmaking system will continue to ensure a world-class product.

d) A beginner trail from the top of the Northwoods Gondola to the Saddle is needed. The request for the terrain is now one of Gore’s most frequent customer comments, as current Bear Mountain terrain is too challenging for many of the guests who would like to ride the gondola. The route has been identified and is partially built; it has been used as a mountain bike trail in past years.

SUMMER & FALL
The Summer 2005 season will be our fourth year with a seven-day operation July 30-September 5. 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 third season to have published a cooperative brochure with the Upper Hudson River Railroad.

<table>
<thead>
<tr>
<th>Summer</th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
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<tbody>
<tr>
<td>Gondola Visits</td>
<td>3479</td>
<td>8509</td>
<td>7963</td>
<td>9763</td>
<td>11029</td>
<td>9545</td>
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<tr>
<td>Gondola Revenue</td>
<td>$23,412</td>
<td>$42,770</td>
<td>$40,328</td>
<td>$50,452</td>
<td>$74,811</td>
<td>$65,680</td>
</tr>
</tbody>
</table>

An unusually rainy summer during 2004 showed numbers down with lodging and attractions throughout the region.

<table>
<thead>
<tr>
<th>Summer</th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
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</thead>
<tbody>
<tr>
<td>Bike Visits</td>
<td>1717</td>
<td>1681</td>
<td>1330</td>
<td>710</td>
<td>526</td>
<td>356</td>
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<tr>
<td>Bike Revenue</td>
<td>$28,503</td>
<td>$22,948</td>
<td>$17,002</td>
<td>$16,645</td>
<td>$10,406</td>
<td>$7,661</td>
</tr>
</tbody>
</table>

After seven years of a consistently decreasing revenue and visitation from biking, Gore Mountain will discontinue its downhill mountain bike operation, and offer cross-country riding throughout its base area trails. This will minimize expenses while still providing an exciting outdoor experience to summer and fall guests.
April of 2004 ended last season well. We were open longer than we ever have been for winter public rides. Luge Rocket rides were a big hit with the Canam Hockey tournaments. They also provided us with the highest year’s revenues to that point. However, 03-04 has now been moved into second place. The 04-05 is now at the top of the list. Breaking the old record by more than $230,000.00 and putting the venue over the one million mark for total revenues.

We were fortunate enough to have experienced ticket sales staff back for this year. You can see the difference, clearly, when looking at our summer numbers. There was actually a drop in the number of guests we saw from the summer before, but when the front line people are experienced enough to actively sell bobsled rides and passports they managed to bring in more revenue for that year, almost $40,000 more just for the summer. This shows how important it is to try and keep people from looking for other employment during a lay off period. Between this past year and the beginning of the 2005 summer season there is only 6 weeks when we are not open. The cost of two employees for that period of time is approximately $6,000.00. This is estimated at $10.00/hr and includes 25% PAC.

This past year marked two major increases in time available for combination track sliding. The track opened earlier than it ever has, October 5 and stayed open until almost May 2005. The October sliding benefited the athlete programs with their preparedness for winter competitions. The March and April sliding allowed us to first test, then run ½ mile bobsled rides on the combination track. This was great for our revenue flow and for customers as we could accommodate larger numbers of riders. The bobsled passenger rides cut down the number of Luge Rocket rides given but instead of 1 person in each Rocket there were 2-4 people in each bobsled. The bobsleds would finish close to the lower finish dock so they could be removed from the track more quickly than the Rockets.

The year’s events started off in late November with World Cup Luge action, November 28 through December 5. The next mentionable event was America’s Cup January 22 through January 30, 2005. Followed closely by World Cup Men’s and Women’s Bobsled and Skeleton World Cups February 8, 2005 through February 14, 2005. Luge Youth National Championships February 14, 2005 through February 28, 2005, Empire State Games February 25, 2005 through February 27, 2005 and the final competition was Luge Junior National Championships February 27, 2005 through March 7, 2005. The two competitions during President’s week did limit the availability of Luge Rocket Rides but in all, there was time to run for the public. Bobsled rides were doing well on the 1980 track.

We implemented the new RTP ticketing system in early December. The system had to be built from the basic RTP program with barely anything pertaining to ORDA preinstalled. At this time, there seems to be a light at the end of the tunnel. The system at the end of the season was working more reliably with less misprinted tickets and better speed. The system will be better than what we had before. It is still being built and we can initiate changes with just a little lag time.
Safety and Security

The staff and management at VSC are keen to the great demand for safety in the workplace. We have stressed the importance of the Supervisors enforcing all safety rules and regulations. We have tried to make all employees understand SAFETY FIRST is an everyday experience.

Al Hosler has been working regularly, with the Venue to bring us up to date on the security issues which may arise in the new age. He has also provided our trainers with valuable tools to use in their presentations. Bob Hammond has also provided valuable impute. State and Federal Codes are extensive and I believe all of our projects have been completed, and designed with these regulations in mind, thanks to Bob’s efforts.

We held an annual safety-training day to review all required plus additional safety topics. This training will be completed again on June 2nd. Sheana Holder is now training new employees on safety as well as employee orientation at the beginning of their first day of employment. Slip Trip and Fall courses as well as Back Safety were held as a refresher over the winter season. We have added Lock Out Tag Out training for the organizations, which use the track in the winter season. These groups include the Bobsled Federation, Luge Association, and Sports Development. Laminated cards were also issued with instructions for this policy.

We have a safety committee, which meets the third Wednesday of every month. The safety meeting had had added speakers and presentations alike.
Events Department

The Events Department is responsible for soliciting International, National and Regional sporting events to maximize the use and exposure of the 1980 Olympic Winter venues in Lake Placid. As a part of this charge, the department maintains relationships with the governing bodies of the major winter sporting federations both nationally and internationally. The department is also very involved with athlete development. As the Village of Lake Placid continues to thrive, staff members of the Events Department have become involved in relationships with many partners in both athletic and entertainment events in the Village. The Department in conjunction with the Olympic Regional Development Authority venues produced six high profile world cup events, as well as international competitions in Ski Jumping and Nordic Combined during the 2004-2005 winter season. As a result of staff reorganization during 2003, an experienced, professional event staff was in place to manage all facets of the competitions.

2004-2005 World Cup Events
World Cup Luge
*Men, Women & Doubles
*23 Nations
*Television: Eurosport (live)
Various European
NBC Ice – 3 hours

World Cup Men’s Bobsleigh
*2-Man & 4-Man
*20 Nations
*Television: Eurosport (live)
Speed Channel – 3 hours

World Cup Skeleton
*16 Nations
*Television: Eurosport (live)

World Cup Women's Bobsleigh
*2 person
*7 Nations
*Television: Eurosport (live)

World Cup Freestyle
*2 Aerial events & 1 Mogul Event
*23 Nations
*Television: NBC – 1 hour
     OLN – 1 hour

World Cup Snowboard
*PGS, HP & SBX
*26 Nations
Television: NBC – 1 hour
     OLN – 2 hours
Other Events
90-Meter Summer Ski Jump
Songs at the Lake Music Festival
World Cup B Nordic Combined
Flaming Leaves Ski Jump
New Years Ski Jump
Lake Placid Loppet

The Events Staff hosted in excess of 1,500 athletes, officials and team support coordinating official protocols, visa’s transportation, accommodations, competitions, meetings, 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 Biathlon Organizers meeting, the Luge Congress and the FIS (International Ski Federation) Congress. 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.

Plans are underway to once again host six world cups during the 2005-2006 winter season. The department’s focus on conducting events which will showcase the 1980 Winter Olympic venues both nationally and internationally will continue.
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

2004-05 OVERVIEW

Staff of five in the Communications Department remained the same until spring when a change in direction took place in ORDA’s print and web operations as well as in the PR segment of the department. Two employees left the department. A job search is currently underway to replace one of them. It is conceivable that Communications may only carry four members over the long run. This continuity continued through our primary event season with no loss of service. Our work in the field remains smooth and strong.

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

The department director and manager handle the writing chores and serve the needs of the media. ORDA’s Art Director creates the company look both in print and web formats. A Content Manager will be hired to work with the Art Director to augment our presentations in both mediums.

The department serves the needs of the press who come to Lake Placid to cover our World Cup events. We established press operations in two locations at the Verizon Sports Complex (sliding venue and biathlon), the ski jumping and aerial skiing venue, Whiteface Mountain and the Olympic Center. Overall, the attending press is quite satisfied with their working conditions and food service at each venue. We learned important lessons one year ago in the area of high-speed service. For the 2004-05 winter season, with great assistance from ORDA’s IT staff, we added this upgraded level of service and it was met with resounding success from the press, particularly photographers.

EVENT COVERAGE

1. Women’s Four Nations Cup Hockey Tournament in Nov. 2004: Media attended from large New England newspapers, including the Boston Globe; AP Wire and Wire Photos; Canadian Press (AP of Canada) carried Wire and Wire Photos; Baltimore Sun; Scandinavian newspapers carried coverage; NBC sent Olympic research staff; local and regional press coverage
2. Smucker’s Stars on Ice: full house (6,000) in Olympic Center in late November 2003; television show aired on NBC in December
3. World Cup Luge in Dec. 2004: Verizon Ice 2004 aired from this event on NBC in December; major event on combined track brought coverage from Eurosport (taped); aired on OLN; AP Wire and Wire Photo; Schenectady Gazette; Baltimore Sun; Adirondack region coverage on TV and print; European Press Agency photo coverage
4. **World Cup freestyle skiing in Jan. 2005:** 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

5. **World Cup men’s bobsled and skeleton in Feb. 2005:** major event on combined track brought coverage from Eurosport (live); AP Wire and Wire Photo; AP Television highlights package; Weather Channel pickup Schenectady Gazette; Baltimore Sun; Adirondack region coverage on TV and print; European Press Agency photo coverage; aired on Speed Channel

6. **World Cup Snowboarding in March 2005:** AP Wire and Wire Photo; AP Television highlights package; Adirondack region coverage on TV and print; APTV highlights: aired on Fox Reports and Weather Channel; One hour network show on NBC

7. **Empire State Winter Games in Feb. 2004:** in conjunction with the New York Lottery, event drew statewide coverage in all media

**25th ANNIVERSARY COVERAGE:**

The Magic Continues…this was the mantra of the Marketing Department during the run-up to the 25th anniversary and beyond. ORDA marketers reached out to numerous groups in the community and created a team effort in executing this celebration. The Communications Department supported that effort via press releases and editorial placements that appeared on the AP Wire, in newspapers and on TV. Two stories moved by AP had extensive legs in achieving this for us.

The pinnacle of this celebration occurred from Feb. 12-23, 2005. It began with an opening ceremony that was carried live by 3 TV stations and fed to CNN and APTV. Both packaged reports for that evening and the following day. Nearly 20 TV stations aired coverage of the ceremony. Print stories and photos emerged from AP and, as a result, many newspapers in and out of the region. Radio coverage included Mountain Communications, NPR and several of its affiliates around the North Country.

Events after Feb. 12 continued to build momentum with 80 Minute Parties, many ORDA venue activities and programs at the Lake Placid Arts Center. All were created with 1980 themes in mind.

Feb. 23 brought the U.S. hockey team to Lake Placid. With their arrival, media interest was unprecedented. The players benches in the arena were full of press. Live crews came from as far away as Minnesota and ESPNews. IMG provided direct feeds for the on-site stations. CNN took the feed and, once again, packaged national coverage of the celebration.

**NEWS CLIP SUMMARY (FROM BACON’S):**

*Jan. 2005 – 412 articles reaching 19.3 million readers*

*Feb. 2005 - 563 articles reaching 35 million readers*

*Mar. 2005 – 627 articles reaching 27 million readers*

**These were predominantly generated by our 25th anniversary activities.**

(Bacon’s clips key words such as Lake Placid and the names of all ORDA venues)
Other coverage highlights during 2003-04:

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

  Sept. 2004: Lake Placid feature in St. Petersburg Times ( Fla.)
  Oct. 2004: Stories in SKI and SKIING magazines; Hockey star Chris Chelios began bobsledding with media turnout from AP, ESPN, TSN, Baltimore Sun; Capital News 9; Opening of bob/luge/skeleton track in October with AP coverage
  Nov. 2004: Associated Press re-run of story on the Parallel From The Start teaching program; hosted successful ski media reception in New York City with other NY ski areas (75 attended)
  Dec. 2004: Entered into relationship with PR firm Get Recognition in Ontario to increase Canadian coverage in Ontario and Quebec
  Jan. 2005: Feature story in NY Times on Lake Placid / 25 years after the Olympics; CBS Early Show originated all weather reports live from Verizon Sports Complex on Jan. 19; Iraqi learns skeleton drew coverage from Today Show; Miami Herald, AP, USA Today, Washington Post; San Jose Mercury News and others
  Feb. 2005: Coverage of 25th Anniversary; Lake Placid feature in Boston Herald and many suburban Boston papers (skiing); Feature in Toronto Star which was direct result of efforts (all activities); Media event with Gov. Pataki and Citizens Bank in Albany to promote 25th anniversary; CBS Early Show from Olympic; WFAN Radio in New York City aired a one-hour interview with Wayne Coffey, author of “The Boys of Winter”. Olympic Center on Feb. 24 with 3 members of 1980 U.S. hockey team.
  Mar. 2005: Extensive photo coverage of World Cup snowboarding around the country; Ski Canada Magazine visited to research fall 2005 feature

Upcoming summer / fall 2005 highlights:

- Summer and Flaming Leaves Ski Jumps in July and Oct. 2005, respectively
- Summer Ice Dance Championships in Aug. 2005
- North Atlantic Figure Skating Championships in Oct. 2005
- Opening of bobsled / luge / skeleton track in Oct. 2005
- 5 World Cup events in 2005-06
Sports Development Department

The Olympic Regional Development authority’s Sports Development Department promotes education and participation in Winter Olympic Sports year round, providing the most exhilarating Winter Olympic experience possible. Custom programs offer school classes, activity groups, athletic teams; local youth groups the Olympic education field trip of a lifetime. In the summer the Sports Development Department also runs the Gold Medal Adventure Program, a sports experience day camp for adventurous kids and their families ages 10 and up. The Sports Development Department conducts guided tours of the Olympic venues, which not only offer historical information of the facilities and sports, but beautiful views of the Adirondack mountains. 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, canoe/kayak, curling, luge, and freestyle trampoline. Ice skating is also offered on one of the four ice rinks in the Olympic Center, including the 1980 Miracle on Ice rink, with skate rentals on hand. The Sports Development coaching staff is top-notch, providing quality instruction and insuring safety at all times. Even better, the staff often has members from National Development and World Cup teams training in Lake Placid.

SPORTS DEVELOPMENT HIGHLIGHTS FOR 2003-2004

- Sports Development clinics
- Gold Medal Adventure Day Camp
- Wet and Wild Wednesday and Soaring Saturday jumping shows (interactive component and logistics)
- Gold Medal Games (logistic assistance)
- 25th Anniversary of the 1980 Olympic Games
- Jr./Peewee Bobsled Program
- The Sports Development Department had continued success with its core program for the 2003-2004 season. The program saw more than 5,000 participants ranging from school, college, camp, and youth groups. Sports Development is looking towards the future on developing more interactive components for its programs.
- Gold Medal Adventure – Sports Development’s summer day camp saw a decrease in numbers during its 8th summer of operation. This was due to the increase in price and lack of marketing. To ensure more numbers Sports Development has established a better web site and has looked to the local hotels and resorts to help with promotions. The price has also decreased.
- Wet and Wild Wednesdays and Soaring Saturdays have proven to be a great success during the summer months. Sports Development will continue to run the interactive component including laser biathlon, hockey shot, wheel luge and other interactive games.
- The Sports Development Department provided logistical assistance for the Gold Medal Games Department. Working with the Corporate Development Department the season was a huge success.
- This past winter Lake Placid and ORDA celebrated the 25th anniversary of the 1980 Olympics. The Sports Development Department provided key help in implementing the many activities that were held through out the village and at the venues including running the interactive portion of the 80 Minute parties.
- In the past the Sports Development Department used to run the Jr./Peewee bobsled programs for kids 8-16. The past few years the programs have slowly declined. This past winter with new staffing and help from parents both programs were a huge success, with some sliders participating in the Empire State Games.
- Looking ahead, the Sports Development Department will host the Fresh Air Kids and the National Brotherhood of Skiers this summer as part of an Olympic Day experience. These programs allow kids, who normally wouldn’t have the opportunity, to try and learn about the different winter Olympic sports here.
- The Sports Development Department is also looking to partner with the Lake Placid Soccer Center once again to run three week long camps. The camps will be a combination of soccer and Olympic interactive activities. LPSC staff will coach the soccer aspect while Sports Development Staff will run the sport clinics.

For the 2005-2006 season, the Olympic Regional Development Authority’s Sports Development Department will continue to offer exciting programs for children and adults.
Corporate Development Department

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

For the fiscal year 2004-2005 we were successful in renewing several contracts with existing sponsors: In the fall, Anheuser Busch signed a three-year contract extension for $150,000 cash and $15,000 budget value in-kind. We were successful in re-signing Chevrolet to a multi-year contract (3 years) extension, a first for ORDA, offering budget relieving value in-kind of 13 vehicles at a value of $117,000.00. Verizon also extended their agreement for another eighteen month period in November for $375,000. Finally, after extensive negotiations we were able to re-sign Coca-Cola as the “official soft drink” sponsor of ORDA for seven years, adding Gore Mountain to the contract. The agreement includes an annual commitment of $97,000 cash, $12,000 of value in-kind product, and promotional fund of $4,000 (base) plus an additional marketing contribution of $1.00 per case sold at ORDA venues, and three can body promotions (5 million cans) over the life of the contract.

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.

The Corporate Development department brought the Gold Medal Games, Winter Olympic Challenge and Congressional Challenge programs into its fold and hired a Corporate Programs Manager to oversee, manage and service these events. In previous years these programs were part of a joint effort between Sports Development and Corporate Development These programs are designed for corporations and companies who are looking for an off-site location to host meetings and employee incentive programs while combining Olympic activities with their outing. Working within a company’s budget and time constraints, we successfully completed 36 of these programs in 2004-05, introducing almost 1,000 company executives and staff to the ORDA facilities and grossing over $80,000 in revenue.

Several revenue enhancing opportunities also ran through the Corporate Development department this year including vending (soft drinks, snacks, candy and gum), and a virtual reality concession through a private third party and an in-house photo concession (as part of our Kodak sponsorship). Total revenue generated through these opportunities totaled $73,357.02.

Events were another major part of the Corporate Development’s year in 2004-05 with over $461,000 in sponsorship dollars being raised to help offset event costs.
FINANCIAL IMPACT:

<table>
<thead>
<tr>
<th>Gross Revenues</th>
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</thead>
<tbody>
<tr>
<td>ORDA Sponsorship (including events &amp; 25th Anniversary)</td>
</tr>
<tr>
<td>ORDA Value In-Kind</td>
</tr>
<tr>
<td>Gold Medal Games</td>
</tr>
<tr>
<td>Vending commissions</td>
</tr>
<tr>
<td>Virtual Reality commissions</td>
</tr>
<tr>
<td>Photography concessions</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
</tbody>
</table>

THE YEAR AHEAD:
The focus for the upcoming year is multiple. Plans are to concentrate on renewals of major sponsors Verizon and the Eastman Kodak Company, continued annual relationships with local and regional companies, and a search for new sponsors in the credit card category (such as Visa, a USOC sponsor, for support of our Junior bobsled program), in the auto parts category (such as Advanced Auto Parts) for sponsorship of events and passenger bobsled ride program, in the grocery category (such as Tops or Price Chopper for events support and festivals sponsor), in the home building retailer category (such as Lowe’s, or Home Depot, a USOC sponsor). 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 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.

With the Torino Winter Games this February there is a heightened awareness of the Olympic movement and interest in Lake Placid. We will try to capitalize on the Games and look to solicit companies, Olympic sponsors in particular, for three waves of the Winter Olympic Challenge during the Games period in February. There continues to be interest in this program from numerous large companies (Coca-Cola has already verbally committed to hosting one of these waves). We will also once again host the Congressional Olympic Challenge in early January.

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 in conjunction with the local lodging properties will continue on this corporate hospitality program.
Marketing Department

The ORDA Marketing Department develops and implements marketing and advertising strategies to increase visitation and revenues at the ORDA venues. Each season’s marketing plans include strategizing advertising, pricing and promotion plans, developing collateral for distribution, attending trade and consumer shows, and creating new programs and activities to increase the visitors’ enjoyment at all ORDA venues. In addition, the events marketing manager in conjunction with the marketing department, develops and implements a marketing plan for ORDA’s special events.

Summer 2004

We approached the summer of 2004 with the goal of raising the bar of excellence at the venues. We would examine our programs and add additional interactive elements to improve the guest experience. Mediocre would not be allowed. Wet & Wild Wednesdays and Soaring Saturdays at the Ski Jumping Complex had proved successful at attracting additional visitors and it was time to add a special element at each of the other venues as well. Thus was born, Trekking Tuesdays at Whiteface, Thundering Thursdays at the Verizon Sports Complex, and Freaky Fridays at the Olympic Center. The Be a Biathlete program at the Verizon Sports Complex grew from a loose shooting set-up to an hour long clinic presented by a member of the US Biathlon Team. By introducing additional interactive experiences, our guests would carry home more memories to share with family and friends, thus impacting the “word of mouth” influence on future visits.

Other goals included:

- Raise Passport sales by 15% (an additional 1800 passports)
- Continue to train our front line staff to be our sales staff by arming them with as much information as possible. (We created a plan to ensure that weekly schedules and press releases reached every sales point)
- Sell additional 80-100 bobsled rides on Thundering Thursdays.
- Realize a profit for all three Whiteface festivals and reevaluate their future importance to the organization in the fall.
- Get internet sales up and going at the ORDA store.
- Begin to brand the 25th anniversary year with the theme “Be a participant- Miracles happen here”

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. The back cover was the 25th anniversary winter branding message, “Join us This Winter for the 25th Anniversary of the 1980 Winter Olympic Games in Lake Placid”. This brochure was distributed throughout the Capital Region, Northern New York, and the Northway Information areas, at key Burlington information spots, at travel plazas on the NYS thruway and in the Cornwall/Ottawa region from late May through mid-October. It was prominently displayed in all Tri-Lakes lodging properties providing visitors instant access to our venue information.
Marketing Initiatives

Olympic Day
In conjunction with the Olympic Training Center, we kicked off the summer season with Olympic Day at the Speed Skating Oval on June 23. The day highlighted Olympic sports, the Olympic movement and lots of fun and games provided by the OTC and ORDA’s Sports Development team. We decided to use this opportunity to spread good will to the community instead of hosting a community day at a venue. The free event was well attended by members of the community and all age groups were represented. ORDA provided hundreds of complimentary venue and event admission coupons during the two-hour period as well as venue information. These coupons could be used at any time during the summer season.

Summer Sites Passports
The summer passport program continues to be the main element of our summer marketing plan. This not only increases our revenue share per person but also offers visitors to the region a more complete 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 12,700 visitors purchased summer passports, an increase of 7.4%. This did not meet our 15% increase expectation. Venue visits were actually down by 4.29% due to the many days of rainy weather we experienced. Overall revenue, however was slightly higher (@$15,000) which reinforces the importance of the all-venue product to maximize revenue.

Bobsled Rides
Summer bobsled rides showed an 11% increase in revenue from the previous year with over 1,000 additional passenger rides given. A commitment to a 7-day program at the track had the desired effect. The ride program on Thundering Thursdays showed an increase in numbers but the new evening session did not catch on as expected. This will be evaluated for the summer of 2005.

Events
Marketing campaigns were also created and implemented for Songs at the Lake Music Festival, 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. The Songs at the Lake Music Festival did not meet projected ticket sales mostly due to the rainy conditions all weekend. The events at the jumping complex were very successful and will be repeated in 2006. Both the Native American Festival and Scottish Festival had disappointing attendance. A business decision was made to eliminate these two schedules from the Whiteface calendar in 2006. The Whiteface Oktoberfest continued to be a successful event with both attendance and revenue numbers above the previous year.

From a marketing perspective the summer of 2004 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. New interactive programs were introduced at each venue, some more successfully than others, but a commitment to improve the guests experience at all venues held true. Financially, the season was slightly ahead in revenue from the previous summer. Attendance figures, however, were down by over 9,000 people which could have been affected by the many days of rain throughout the season.
Winter 2005-05
Whiteface & Lake Placid – The Magic Continues

The Whiteface/Lake Placid experience has been rated #1 for off hill activities for over a dozen years by the Ski Magazine Readers’ Survey. We have also been referred to as “The Winter Sports Capital of the World” for decades. The year 2005 marks the 25th anniversary of the 1980 Lake Placid Winter Olympic Games and we needed to capitalize on the inherent marketing and PR opportunities of such an event.

The focus was not to be all about the past, however. We were going into another winter loaded with World Cup events, beginning in December with men’s and women’s Luge. In January we hosted men’s and women’s aerial and mogul Freestyle events, men’s and women’s bobsled and skeleton and ending in March with World Cup Snowboard events: parallel Giant Slalom, Superpipe and Snowboard Cross, the first time the snowboard events have visited Whiteface. Our campaign would focus not just about our unique history but primarily about the region’s continued vibrancy, the excitement that continues at the venues and on the streets, and the multitude of activities that visitors can experience for themselves. There is no other place like Whiteface and Lake Placid and the working slogan of our marketing campaign became The Magic Continues.

The marketing plan became two-fold. First, we would position all of our marketing efforts around three already substantiated claims: The Winter Sports Capital of the World, Whiteface-the Olympic Mountain, and the unrivaled Adirondack Experience.

We would present all scheduled events, activities and experiences under the umbrella of “The Magic Continues”. Every collateral piece that we would produce and every press release fashioned would imply that this is simply the most exciting resort in America. Second, we would build up the excitement to the actual two week anniversary period in February that would culminate in a celebration that would be unrivaled in Lake Placid history or for that matter any U.S. resort in history.

The Winter Marketing Plan
The DVD

Imagination Company, an advertising agency from Bethel Vermont, was hired to assist with the over-all marketing plan. We concluded that the combination of the Lake Placid 25th anniversary year as well as the upcoming 2006 Olympic Winter Games in Torino, Italy would be the opportunity for us to begin a 3-year positioning statement. To further differentiate this campaign from the competition, the cornerstone of the marketing plan would be to develop a DVD/Movie. This ambitious project included the following elements:

- Celebration of the 1980 Lake Placid Winter Games told through archival footage, music, voice-over.
- Current interviews with 1980 Olympic medalists Phil Mahre, Linda Fratianne, Mike Eruzione and Scott Hamilton reflecting on their Lake Placid experience.
- The vitality of the Lake Placid region showcasing today’s athletes and their training environment.
- Whiteface, the Olympic Mountain, highlighting the quality of skiing and riding, its beauty and unique personality.
- Showcasing the Lake Placid experience today with the multitude of experiences and activities available.

All of our advertising and PR efforts would drive people to www.whitefacelakeplacid.com to register to receive this FREE DVD.
Over 9,000 people responded to this offer. Requests came from across the U.S. as well as from countries throughout the world. This project allowed us to reach households that we could never before reach with a limited budget. Through the on-line registration process, we developed a new list of people we can communicate with via email for future events, activities and promotions.

**TV, Radio, Print and other Campaigns**

A preview of the winter to come was displayed on a prominent billboard last summer on I-87, northbound in the Capital District with the message – “Lake Placid, The Magic Continues”. In early winter, 165 3-foot x 5-foot pole banners were purchased and placed throughout the Villages of Lake Placid and Wilmington and at the various Olympic venues. These featured 11 different winter sports and the message “The Magic Continues”.

The core message on TV, Radio and Print campaigns: Lake Placid is electric with the energy of the world’s greatest athletes and competitions and you can do a lot more that just watch… You owe yourself a visit to the Winter Sports Capital of the World. This was the message that hit fall issues of Ski and Skiing, and radio and televisions stations from the Middle Atlantic to the Northeast Region. Each radio and TV spot was custom tagged each week, over a twelve week period, promoting the numerous World Cup and special events being conducted by Whiteface and Lake Placid. And the special edition 25th Anniversary Passport was the easiest way to experience it all.

**The Special Pricing Plan**

To play on the 25th Anniversary brand, we created special $25 products for the 2004-05 season.

*Kodak Winter Passport- Special 25th Anniversary Edition*

Our Winter Passport is the easiest way to take advantage of all venue activities for the best price. This year we created a new look, complete with a special anniversary lanyard, plastic pouch and passport memory book for $25.

*Lift and Lodging Packages*

Lodging properties were given the ability to package a $25 lift ticket/per day for their guests booking three or more midweek, non-holiday stays.

*Super Sundays*

Feb. 6, Super Bowl Sunday, and March 6, the Sunday of the World Cup Snowboard competition at Whiteface were designated as Super Sundays. All adult Lift Tickets were available for just $25 at the mountain.

*February Sundays*

Anyone wearing official 25th 1980 gear to Whiteface on any other Sunday in February could purchase a lift ticket for $25. This was widely publicized in press releases and the official clothing board was available to view on-line.

*The Miracle Club*

A new promotion was created for the regional market. Join the Miracle Club for $25 and enjoy admission to many of the 2004-05 events including World Cups in luge, skeleton, bobsled and aerials. E-mail addresses were gathered so that we could target special promotions to members of the club in the future.
A Night of Miracles, Memories and Magic – The Main Event

The anniversary celebration culminated with this main event at the Olympic Center on Feb. 23. Tickets were priced at $25.00 for reserved seating.

The Anniversary Celebration February 12-26

In addition to the overall winter marketing plan, committees were formed to concentrate on planning the different elements of the two-week anniversary celebration in February. These included Opening Ceremonies, Community Activities, Venue Activities, Museum and Lake Placid Center for the Arts Activities, and the Main Event. The following is a brief description of the celebration that ensued.

Opening Ceremonies

The kick-off of the two week celebration was an Opening Ceremonies held at the same site as the 1980 Winter Games Opening Ceremonies on the evening of Feb. 12th. Helping to relight the original cauldron was Gold Medalist, Jim Craig of the 1980 Men’s Hockey Team. The celebration also included the medal award ceremony from the World Cup Bobsled event held earlier that day, a reading of the original opening ceremonies statement from the 1980 Winter Games, participation from the Lake Placid school chorus and both local and regional dignitaries. Numerous memories culminating in a spectacular show of fireworks thrilled the thousands of spectators that attended.

Community Activities

This committee focused on Free 80 Minute parties at a central outdoor location in the village. Six evenings were targeted with the time frame 6:00 – 7:20 p.m. Live music, interactive activities, a snow sculpture show featuring winter sports, free hot chocolate, tobogganing, ice skating, pin trading, 1980 film clips on a big screen TV and special guests were featured. Pictorial cancellations by U.S. Postal Service were also organized. Each evening ended with a fireworks display over Mirror Lake reminiscent of the awards ceremonies during the 1980 Games. Hundreds attended the first party and as the hype continued, thousands were in attendance at the last party.

Venue Activities

Each Olympic Venue held special events to celebrate its Olympic heritage and add to our visitors’ experience during the two-week celebration. Gold, Silver and Bronze medals were awarded to the winners that competed in the various consumer competitions at each venue.
Whiteface

- An “80’s Retro Party” featuring a live disco band, a torchlight ski, and an après Winter games Film Festival
- Special signage designating the trails used during the 1980 Alpine competitions and listing the medal winners.
- Special guests Phil and Steve Mahre who were integrated into ski school classes at Kids Kampus, coached participants at the NASTAR course and held autograph sessions in the Base Lodge.

Verizon Sports Complex Cross Country Center

- The “Classic Party” featuring 1980 race trails groomed for classic skiing, guided classic ski tours, interactive games in the stadium, live music and a sunset ski.
- Original maps from the 1980 games were available as prizes.
- Special displays of 1980 facts were exhibited and recollections were collected on a Memory Board.
- “Be a Biathlete” sessions were available to the public.

Verizon Sports Complex Sliding Tracks

- A “Mile a Minute Party” which commemorated the East German Bobsled Team setting a new world record by breaking the 60 second barrier and winning the Gold during the 1980 Games. The public bobsled ride program that day featured a competitive element and was enhanced with German style roving entertainment and German style food.
- A Memory Board was hung to collect answers to the question: Where were you at this time in 1980?

Olympic Speed Skating Oval

- To commemorate Eric Heiden’s unprecedented winning of five gold medals, several “Be a Speed Skater” sessions were offered on the oval that included free rentals as well as free instruction in speed skating
- A “Legends of the Oval” party featured speed skating demonstrations and the unveiling of a mural, 15’ x 30’ depicting icons of Lake Placid speed skating history.

The Olympic Jumping Complex

- “Be a Ski Jumper” sessions were available to the public
- Hosted the Empire State Games Big Air Show with interactive entertainment and Fireworks, all Free to the public.
The Museum and Lake Placid Center of the Arts

Events coordinated by this committee included a free showing of a new documentary titled, *Lake Placid, an Olympic History*, several free screenings of the movie, *The Miracle* and a panel discussion by renowned Olympiad historians titled “The Last Small Games?”

Pin traders were also invited to be in attendance at various events. Two book signings were scheduled at the local bookstore – one by Wayne Coffey, author of *The Boys of Winter*, a story of the Miracle Team, and the other by Tai Babilonia and Randy Gardner, 1979 World Pair Champions and authors of *Forever Two As One*.

The Main Event – A Night of Miracles, Memories and Magic

The event at the Olympic Center was the highlight of the two week celebration. IMG was contracted to deliver an evening that was a tribute to the athletes of 1980. Among the athletes in attendance were 18 of the original members of the 1980 Gold Medal hockey team, skiers Phil Mahre (the 1980 silver medalist) and Steve Mahre, figure skater and silver medalist Linda Fratianne, Scott Hamilton, the flag bearer during the 1980 Winter Games, and a host of other 1980 Olympians.

New York State Governor George E. Pataki welcomed the audience, several 1980 Olympians wowed the crowd with their memories, and a skating show was performed featuring past and present champions including Tai Babilonia & Randy Gardner, Linda Fratianne, Paul Wylie and others. The evening concluded with a tribute to the Miracle Team Coach, Herb Brooks and a plaque presented by the Governor to his family. The Olympic Center was a sell out with over 6,000 people attending and it proved to be a very emotional evening of relived miracles, memories and magical moments.

The media loved the event and live shows emanated from Lake Placid including CNN, CBS Morning Show, NBC Today Show and ESPN covering this and the other 25th anniversary activities during the two week celebration. This coverage reached millions of viewers across the nation and around the world.

The Magic Continues

The following week, March 3-6, Whiteface held its first ever Snowboard event World Cups, an event appealing to a generation that was not even born in 1980. New events have joined the 1980’s variety of winter sports and the scope of today’s Olympic Winter Games has changed. But Whiteface and Lake Placid continue to host the best athletes in the world in both traditional and new competitive sports. The excitement from 1980 lives on and the flame is passed to a new generation of athletes and spectators...the Magic Continues.
Safety & Security

The Safety & Security Department is responsible for ensuring the safety and security of ORDA guests, athletes, employees, and dignitaries using ORDA facilities. Additional responsibilities include oversight and development of safety policies, security policies, and the implementation of said policies by providing for the necessary training at the ORDA venues so as to minimize liability and workers’ compensation insurance premiums. The department also investigates alleged crimes and other security violations that occur on ORDA property.

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
- Accident Investigations

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 its Workers Compensation premiums.

As the chart shows, ORDA’s Workers’ Compensation experience modification decreased from a 1.10 in 2003 to 1.07 for 2004. If ORDA’s experience modification had remained the same as it was in 2000 at 1.55, ORDA’s Workers’ Compensation premium would have increased close to $500,000 with the estimated premium nearly \textit{one million dollars}. 

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\includegraphics[width=\textwidth]{orda_experience_modification.png}
\caption{ORDA’s Experience Modification}
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ORDA Board Members

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

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

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

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

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

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

Jack Arehart
Arehart grew up in the Warrensburg - Stony Creek area and after serving four years with the US Air Force, returned home to manage the family-owned 1,000 Acres Ranch Resort and Golf Club in Stony Creek. Arehart is a Director and Charter Member of the Lake George Adirondack Regional Convention and Visitors Bureau. He was an active member of the Warrensburg Kiwanis Club for many years and served on the Warrensburg Central School board for nine years. Arehart resides in Warrensburg with his wife Polly and their grandson Matthew. His family includes eight children, seven of whom are living and 11 grandchildren.
Cliff Donaldson, Jr.
Donaldson has been the County Administrator of Essex County, New York, since 1996. He was appointed to the ORDA Board of Directors by New York State Assembly Speaker Sheldon Silver. From 1981-1994, Donaldson served as a member of the Franklin County Legislature representing the Saranac Lake region. In 1984, Assembly Speaker Stanley Fink appointed Donaldson to the position of Director of the Speaker’s North Country Regional Office. Donaldson received his bachelor’s degree from the College of the Ozarks in Clarksville, Ark., and his Master of Education from Arkansas Tech University. He lives in Saranac Lake with his wife Joan and his son Aaron.

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

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 - Fall 2004 ~ Spring 2005

### October
- **15-17**: Canadian Hockey Enterprises Hockey Tournament
- **18-20**: Public Employees Federation Conference
- **21-24**: CAN/AM Hockey Tournament
- **28-31**: CAN/AM Hockey Tournament

### November
- **4-7**: CAN/AM Hockey Tournament
- **10-14**: Four Nations Cup Women’s Hockey Tournament (USA, Canada, Sweden, Finland)
- **11-14**: CAN/AM Hockey Tournament
- **27**: Smucker’s Stars on Ice

### December
- **2-5**: CAN/AM Hockey Tournament
- **3-5**: Viessmann World Cup Luge
- **10-12**: Canadian Hockey Enterprises Hockey Tournament
- **11**: Kenny Rogers Christmas Concert
- **11-12**: NYSEF Opener GS
- **13-14**: NYSEF Opener Slalom
- **19-19**: World Cup B Nordic Combined
- **19-22**: NYSEF JIII, IV & V Camp
- **27**: Olympic Center Holiday Hoopfest - Basketball Tournament
- **30**: Coronation Ice Show

### January
- **1**: New Years Master Ski Jump
- **1**: Women’s Hockey Boston College vs. Clarkson
- **1-2**: Northwood School Women’s Hockey Tournament
- **7-9**: Lake Placid Synchronized Skating Classic
- **8**: Hovey Memorial Giant Slalom
- **9**: NYSSRA JIII Cup
- **11**: Men’s Hockey Potsdam State vs. New England College
- **13-17**: Ice Skating Institute Figure Skating Competition
- **14-16**: Nature Valley Freestyle Cup
- **17-23**: North American Junior Jumping Championships
- **21-23**: Northwood School Men’s Hockey Tournament
- **22-23**: USSA JIII Series
- **22**: Lake Placid Loppet
- **25-30**: America’s Cup Bobsled & Skeleton
- **27-30**: Canadian Hockey Enterprises Hockey Tournament
- **29-30**: Clarkson Slalom & Giant Slalom
- **29-30**: Freestyle A Meet Whiteface
### February
- **4-6** USSA Men’s Development FIS Giant Slalom
- **4-6** USA Hockey Adult Men’s Tournament
- **4-6** Canadian Hockey Enterprises Hockey Tournament
- **8-14** World Cup Men’s Bobsled, Women’s Bobsled & Skeleton
- **11-13** Canadian Hockey Enterprises Hockey Tournament
- **16-21** Disney on Ice Toy Story II
- **27-27** 25th Empire State Games

### March
- **4-6** State Farm U.S. Snowboard Cup
- **4-6** Canadian Hockey Enterprises Hockey Tournament
- **11-13** International Pee Wee Hockey Tournament
- **14-15** State Police Ski Championships
- **18-20** CAN/AM Hockey Tournament
- **25-27** CAN/AM Hockey Tournament
- **26** NYSEF Open Giant Slalom

### April
- **1-3** CAN/AM Hockey Tournament
- **8-10** CAN/AM Hockey Tournament
- **15-17** CAN/AM Hockey Tournament
- **22-24** CAN/AM Hockey Tournament
- **29-May 1** Canadian Hockey Enterprises Hockey Tournament
This report has been approved by:
The New York State Olympic Regional Development Authority
Board of Directors

Honorable Charles A. Gargano, Chairman

Serge Lussi, Vice Chairman

Honorable Bernadette Castro

Honorable Denise M. Sheehan

Jack Arehart

Cliff Donaldson, Jr.

Arthur Spiegel

Jerry Strack

Ed Weibrecht