

**Authority Programs/Activities: Inventory and Key Data  
Olympic Regional Development Authority**

Relation to Core Mission H/M/L	Program Activity	Spending Category (SO,ATL, CAP)	3/31/09 FTEs (All Funds)	General Fund Disbursements (\$000s)				State Special Revenue Funds Disbursements (\$000s)				Capital Projects Funds Disbursements (\$000s)				
				2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected	2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected	2006-07 Actual	2007-08 Actual	2008-09 Plan	2009-10 Projected	
High	Manage, Maintain and Improve Whiteface Mountain Ski Center and Whiteface Memorial Highway	SO	Full Time - 41 Seasonal - 202	0	0	0	0	0	0	0	0	0	0	0	0	0
High	Manage, Maintain and Improve Gore Mountain Ski Area	SO	Full Time - 33 Seasonal - 208	225	0	0	0	0	0	0	0	0	50	5450		
High	Manage, Maintain and Improve Lake Placid Olympic Arena	SO	Full Time - 49 Seasonal - 37	1,037	913	1,423	1,600	0	0	0	0	0	0	0	0	0
High	Manage, Maintain and Improve Olympic Sports Complex at Mt. Van Hoevenberg	SO	Full Time - 31 Seasonal - 57	1,305	1,438	1,503	1,427	0	0	0	0	0	0	0	0	0
High	Manage, Maintain and Improve Olympic Ski Jumping Complex	SO	Full Time - 19 Seasonal - 19	336	443	300	350	0	0	0	0	0	0	0	0	0
High	Administration, Finance, Communications, IT	SO	Full Time - 21 Seasonal - 0	2,912	3,385	2,877	3,100	0	0	0	0	0	0	0	0	0
High	Marketing and Advertising, Corporate Development	SO	Full Time - 8 Seasonal - 0	1,615	1,385	1,375	1,250	0	0	0	0	0	0	0	0	0
High	Develop, implement and supervise a comprehensive, coordinated program for the management, promotion and scheduling of national and international athletic training and competitive opportunities that maximize the utilization of the Olympic facilities.	SO	Full Time - 6 Seasonal - 1	427	524	555	502	0	0	0	0	0	0	0	0	0
Medium	Improve Physical Fitness, Athletic and Recreational Education of the people of NY and the USA	SO	Full Time - 2 Seasonal - 3	86	116	260	270	58	49	200	200	0	0	0	0	0
Medium	Maintain and Operate the 1932 and 1980 Winter Olympic Museum	SO	Full Time - 3 Seasonal - 0	43	22	26	28	0	0	0	0	0	0	0	0	0
Medium	Maintain and Operate the ORDA Store	SO	Full Time - 2 Seasonal - 3	-	-	0	0	0	0	0	0	0	0	0	0	0
High	Develop, construct, operate, manage and maintain the US Olympic Training Center at Lake Placid	SO	Full Time - 0 Seasonal - 0					206	17	200	200					
	<b>Total</b>			<b>7,986</b>	<b>8,226</b>	<b>8,319</b>	<b>8,527</b>	<b>264</b>	<b>66</b>	<b>400</b>	<b>400</b>	<b>0</b>	<b>50</b>	<b>5450</b>		

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Manage, Maintain and Improve Whiteface Mountain Ski Center and Whiteface Memorial Highway

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

The Whiteface Memorial Highway opened in 1935 and has been continually serving the public May thru October ever since. Skiing opened in 1958. Whiteface Mountain was created for the recreational enjoyment of the people of New York and the nation by Governor Harriman. Whiteface Ski Area has the greatest vertical drop east of the Rockies, 3,430 feet. All of the race courses are fully sanctioned for international competition. There are 76 trails ranging from beginner to expert.

In the non-winter months, Whiteface operates as a mountain bike center and hosts a variety of festivals and events. Visitors can enjoy a summer gondola ride to the summit of Little Whiteface or drive the Whiteface Veterans 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. Whiteface was the site of the 1980 Winter Olympic Games and continues to host World Cup events and National Championships as well as the Empire State Winter Games.

### **Issues:**

Whiteface endeavors to remain competitive with other North East Ski Resorts. On mountain services are the only source of revenue besides a concession agreement. No on mountain lodging is allowed. Whiteface needs to continue to improvements to mountain systems to make them more energy efficient, however capital is required. Certain infrastructure is in need of replacement.

### **Population Served**

291,778 visitors in 2008

### **Performance Measures**

- ~ Steadily increasing visitation and revenue (up by over 40% in 2008 compared to 2003).
- ~ Whiteface has been rated the #1 Resort in North America for off-hill activities by readers of Ski Magazine for 13 years running, and was rated the #1 ski resort in the Eastern United States by Ski Magazine readers for three consecutive seasons.
- ~ Conde Naste Travelers Magazine rated Whiteface #4 out of all ski areas in North America.
- ~ Whiteface Mountain won the National Ski Area Association's Silver Eagle Award in 2002 in recognition of Environmental Excellence in Fish and Wildlife Habitat Protection.
- ~ Whiteface was recognized for its Bicknell's Thrush Habitat Protection fund and plan to conserve habitat for this endangered species.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Manage, Maintain and Improve Gore Mountain recreational facilities in the Town of Johnsbury, Warren County, New York.

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

Gore Mountain was first opened for skiing in 1934. In 1946 the first t-bar was installed, servicing 830 vertic feet. The first gondola in NY State was installed in 1967. It remained New York's only gondola until 1999. Gore Mountain was added to the Olympic Authority in 1984 by legislation. Gore Mountain is a 75 mile drive of Lake Placid. There are 84 trails spread over three distinct ski areas at Gore. Gore boasts one of the steepest headwalls in the East. The new Northwoods Lodge opened in the 2008 season. For 2009 the new Burnt Ridge Mountain expansion that features the new Burnt Ridge Quad with four additional trails prc increases the vertical drop to 2,300 feet and 35 additional acres of skiing. Gore terrain features extensive glades skiing, snowboard terrain and offers FIS homologated alpine courses. Gore is used in the non-snow months for mountain biking and scenic gondola rides.

### **Issues:**

As with Whiteface, Gore's only source of revenue is from on mountain services as well as a concession co Gore's southern Adirondack location places it in direct competition with many Vermont Resorts. Continued modernization is required as well as infrastructure improvements to remain competitive. Summer revenue opportunities are limited.

### **Population Served**

181,154 in 2008

### **Performance Measures:**

- ~ Steadily increasing visitation and revenue. Compared to 2003, revenue increased by over 26% in 2008.
- ~ Gore Mountain has won three National Ski Area Association's Silver Eagle Awards for environmental stewardship.
- ~ Gore Mountain was ranked by Ski Magazine as a Top 10 Mountain in the East for Value for nine consecutive years.
- ~ Gore Mountain was voted "Best Terrain in the Northeast" by the 1.2 million visitors of OnTheSnow.com.
- ~ Gore Mountain's "The Rumor" trail was featured as "one of the All-Time, Undisputed Absolute Best Trails" by Ski Magazine.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Manage, Maintain and Improve Lake Placid Olympic Arena Complex and Speed Skating Oval

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

The Olympic Center is located in downtown Lake Placid and includes four ice surfaces: the 1932 Rink, Jac Shea Arena, with usage dating back to the 1920's, the 1980 Rink, Herb Brooks Arena (home of the USA Men's Hockey "Miracle on Ice"), and two practice rinks. The Lussi Rink opened in 1967, and the USA Rink was built in 1978-1979. The largest ice complex of its kind in the world, this facility hosts every event from ice hockey, figure skating and short track speed skating competitions and training camps to music concerts and conventions. Many world-class athletes have come to know this venue as home, including the ECAC Men's Hockey competitors from 1993 to 2002, and the USA Women's Hockey Team. In 1994, the Olympic Center broadened its public offerings, building the Winter Olympic Museum to display memorabilia and historical information from both the 1932 and the 1980 Winter Olympic Games.

### **Issues:**

Current efforts to construct a new Conference Center have been delayed due to increasing costs which can go beyond funding levels. As with most ORDA facilities, infrastructure and building maintenance is required; however, funds to do so are tight. Concerts are difficult to book due to perceived remote location.

### **Population Served**

144,508 in 2008. This number represents paying customers and competitors. Since admission to the Olympic Arena is free, and there is currently no mechanism in place to count all visitors, this number should actually be much higher.

### **Performance Measures:**

- ~ Comparing 2004 to 2008, Olympic Center revenue has increased by 22%.
- ~ The Olympic Center has been the home of "Stars on Ice", a creation of Scott Hamilton, for over 20 years.
- ~ The Olympic Center hosts a growing, nationally renowned figure skating school year-round.
- ~ June and July 2007 saw a successful I Love New York Barbecue Festival, with thousands in attendance.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Manage, Maintain and Improve Mt. Van Hoevenberg Bobsled Run and Cross-Country Ski Area

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

Bobsledding first began at Mt. Van Hoevenberg in the 1920's. The existing bobsled track is one of the new combination tracks in the world for bobsled, luge, and skeleton. The state-of-the-art course opened in early February 2000 for the inaugural Winter Goodwill Games and is the home track for the US Bobsled and Skeleton and US Luge Federations. One of the most challenging courses in the world, the run is almost a mile long, has over 20 curves, and dips about 40 stories from start to finish, easily accelerating sleds to over 80 miles per hour. The adjacent 1980 bobsled track remains open for public rides in the summer. For cross-country skiers, the 50 kilometers of Olympic trails are second to none for recreational and competitive use. The venue also includes an upgraded target range and Biathlon Stadium used in several World Cup Biathlon events. This site is a regular stop for World Cup competition in Luge, Bobsled and Skeleton.

### **Issues:**

MVH needs to commence a constitutional amendment to allow for modernization of the Cross Country facility. This could be done in conjunction with Whiteface Mountain. As with many of ORDA's facilities, infrastructure improvements and repairs are necessary. Additional challenges are found in recruiting staff for specialized services.

### **Population Served**

62,701 in 2008

### **Performance Measures:**

Comparing 2003 to 2008, revenue has increased by over 61%.

The Olympic Sports Complex is the home of the US Bobsled, Skeleton and Luge teams and federations.

The new combined track boasts the longest bobsled season in the world.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Manage, Maintain and Improve Olympic Ski Jumping Complex

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

The MacKenzie Intervale Ski Jumping Complex was functioning in the 1920's, and was renovated for the 1980 Olympic games in the late 70's. The Olympic Ski Jumping Complex is home to winter and summer ski jumping and freestyle skiing. The 120 meter and 90 meter 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 1994 is America's foremost water ramp training and competitive facility for freestyle aerial skiing. Summer aerial 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.

Tourists flock to this site for scenic vistas and viewing of shows and athletic events/training.

### **Issues:**

Revenue generation is projected to improve with the installation of a ZIP LINE. This project will have to be approved by the APA. Continual maintenance is required on this one of a kind facility.

### **Population Served**

69,902 in 2008

### **Performance Measures:**

Revenue at the Jumping Complex has risen by 37% since 2004.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Manage, Maintain and Promote the Facilities of the 1980 Winter Olympics in and around Lake Placid Administration, Finance, Human Resources, IT, Marketing, Communications, Corporate Development, and Project Management Departments.

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

In 1981, The NYS Legislature created ORDA to assume operation and promotion of the Olympic Facilities. Administration combines responsibility for the venues, in order to achieve more efficient and effective management. Today, ORDA manages, markets, and improves its venues through the combined effort of Events, Marketing, Communications, Finance, Timing and Scoring, Engineering, IT and Corporate Marketing Departments. Unlike other international sports communities that establish short-term organizing committee to manage major events, ORDA has an unparalleled experience as a 28+ year-old organization comprised of a full-time staff skilled in handling sporting events of any size. ORDA has housed over 250 major national international events during its tenure, more than any other location in the world.

### **Issues:**

In managing all of the Olympic Facilities including Gore Mountain and the Olympic training Center, ORDA is diligent in promoting the use of the venues. Competition with Northeast Resorts is fierce. To provide the economic stimulus to the region that is expected, ORDA must continually improve and properly maintain the sites. Corporate support is difficult in today's environment and efforts continue to maintain current sponsor. Many businesses in the region rely on ORDA to provide the backbone for the economy.

### **Population Served**

According to a recent study (releasing in September 2008) by the Technical Assistance Center at Plattsburgh State University of New York, ORDA is responsible for 1,162 jobs in the four county study area (over and above those already employed by ORDA). Statewide, 1,286 additional jobs were created as a result of ORDA operations. The study goes on to say that if local visitors were included in the estimates, the visitor impacts would nearly double (creating up to another \$200 million in impacts).

### **Performance Measures:**

The overall economic impact of ORDA facilities and operations statewide in the 2008 fiscal year is estimated to be \$306,737,111. The 2005 study estimated the total impact to be \$287,516,615. In a three year period The overall economic impact of ORDA has increased by over \$20 million, or 7%.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Develop, implement and supervise a comprehensive, coordinated program for the management, promotion and scheduling of national and international athletic training and competitive opportunities that maximize the utilization of the 1980 Olympic facilities.

### **Mandate**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

The Events department of the Olympic Regional Development Authority is responsible for soliciting international, national and regional sporting events to maximize the use and exposure of the 1980 Olympic Winter venues in Lake Placid. ORDA has hosted over 250 major national and international events during its tenure, more than any other location in the world. These events included the first three ESPN Great Outdoor Games, the inaugural Winter Goodwill Games, the inaugural Winter National Senior Games- The Senior Olympics, and the 1998 USSA Gold Cup, in addition to 10 World Championships and 44 World Cup Competitions in various winter sports.

### **Issues:**

Event administration is difficult due to the costs involved. ORDA uses events as a vehicle for advertising the area however is challenged with covering the costs. Many sports federations hold the marketing rights to the events. Specialized staff are required with knowledge of international rules and venue specifications.

### **Population Served**

Event competitor and visitor counts for the 2007-2008 fiscal year was 126,121.

### **Performance Measures:**

Lake Placid and the surrounding region are known the world over because of the Olympic Legacy. This continuing worldwide exposure of international events provides the kind of promotional and branding benefit that the region could never afford if it had to pay for them. The activities of ORDA facilities in the region have brought the area worldwide attention and visibility that is literally worth millions of dollars year after year. According to Burrelles Luce (formerly Bacon's) news clipping service, the total articles found by the service ORDA facility mentions in 2007-2008 was 2,646 in publications totaling 201 million circulation.



## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Improve Physical Fitness, Athletic and Recreational Education of the people of NY and the USA

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

The Sports Development department promotes education and activity in Winter Olympic sports in a manner unparalleled in the nation. It carries this mission out through offering sports clinics with relevant experts, a summer day camp (Gold Medal Adventure Program), and exciting field trips to classes, youth and activity groups. The sports development department also runs the Gold Medal Adventure Program, a sport's experience day camp for adventurous kids and their families, ages 10 and up.

Various clinics are held as well as recreational opportunities for NY youth through associations with NYC Parks and Recreation.

### **Issues:**

Many schools are facing budget restrictions which may effect their ability to send kids to our programs.

### **Population Served**

More than 5,000 participants in 2007-2008, including children from the Fresh Air Fund and Head Start.

### **Performance Measures:**

Participation in this program increases steadily every year. A program that first started with a few school groups, will in October 2008 host the "Scholastic Sliding Challenge", which currently has over 4,000 school children signed up to attend 1 of 4 event days. The schools are from all around Northern New York and Ve as far south as Saratoga and as far north as Watertown.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Improve Physical Fitness, Athletic and Recreational Education of the people of NY and the USA

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

Created in 1994, the 1932 & 1980 Lake Placid Winter Olympic Museum focuses on three main topics: the 1932 and 1980 Winter Olympics; perpetuating and updating the ongoing history and heritage of Lake Placid 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.

Housing archives from the Winter Olympic Games, this facility proudly displays the achievements of many Olympians as well as providing hands on viewing of artifacts.

### **Issues:**

Many displays are not able to be shown due to space restrictions.

### **Population Served**

Approximately 20,000 in 2008.

### **Performance Measures:**

Museum revenue has grown by over 70% since 2003.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Minimize the financial burden on the people of the State of New York

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

The ORDA Store has been open for business since 2001. The ORDA store sells clothing and memorabilia with venue and ORDA logos. It also sells tickets for all ORDA venues and events and creates an "ORDA Presence on Main Street in Lake Placid. The store continues to be a profitable venture for ORDA, realizing a profit of over \$28,000 in 2008.

### **Issues:**

Rent increases and general cost of doing business require close observation for pricing strategies.

### **Population Served**

N/A

### **Performance Measures:**

The ORDA store continues to make a profit, over \$28,000 in 2008.

## **Olympic Regional Development Authority Program Information Sheet**

### **Program:**

Develop, construct, operate, manage and maintain the US Olympic Training Center at Lake Placid.

### **Mandate:**

Public Authorities Law, Title 28; Sections 2605 through 2632

### **Mandated Funding Level:**

None

### **Brief Description/History/Background:**

The United States Olympic Training Center at Lake Placid was built by ORDA in 1989, to fulfill the above mandate. With on-site, world-class training facilities and access to ORDA winter sports venues, the OTC is frequently home to winter-sport athletes and teams such as biathlon, bobsled, figure skating, ice hockey, luge, skiing, ski jumping and speed skating. The complex also houses athletes training for summer sports. The housing facility contains 96 spacious rooms, 11 multi-purpose rooms, two laundry rooms and several equipment storage rooms. The athlete center contains a 20,000 square foot gymnasium with the capability to hold three events at the same time.

### **Issues:**

ORDA is responsible for maintenance of this amazing facility. Future improvements are necessary and will require funding.

### **Population Served**

Although occupancy numbers are not available at this writing, thousands of athletes have trained at the US Olympic Training Center at Lake Placid.

It is estimated that over 60,000 room nights occur annually.

### **Performance Measures:**

Continues to be supported by the United States Olympic Committee.